

Business Matters

The DeVoe Division of Business Newsletter



We are thankful for...

November is month to reflect on all that we can be thankful for in our lives. The faculty in the DeVoe Division of Business are thankful for the opportunity to walk alongside students as they learn, experience, and grow in their professional and personal lives. It is a real reward to see our students obtain jobs and succeed after graduation. There are specific traits that we recognize in business students that we find very valuable in the classroom and on campus, and are thankful that we get to see these up close! Faculty recognized the following skills and traits from our students:

Creativity

Initiative

Hard
Work

Diligence

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Business Statistics Class Takes Field Trip to Bankers Life

Business Statistics is not always considered a “fun” class, but Dr. Cindy Briggs wanted to show her students how stats can be used in many different areas. This fall, Dr. Briggs took her Business Statistics class on a field trip to Bankers Life Fieldhouse to meet with members of the Pacers organization. Dr. Briggs was able to receive a grant from Eli Lilly, with the help of IWU’s Career Development office, to help make this trip possible.

They started their day by getting a tour of Bankers Life. After the tour, several representatives gave insight into how they partner

with Salesforce and use statistics in areas from ticket sales, group pricing, and

promotions. Students were able to see first-hand how stats can be put into action.

Later that evening, the class went out to dinner in Indianapolis. They then got the chance to go back to Bankers Life and watch the Pacers take on the Detroit Pistons for opening night. It was a great learning experience for everyone who attended, Dr. Briggs said, “this trip gave us a chance to see stats in action, but also was a wonderful opportunity to connect as a class.”



PROGRAM SPOTLIGHT: MANAGEMENT

Each semester students in Dr. Nieman’s Management Principles course complete a project called “Investing Your Talents.” Dr. Nieman provides each student a small amount of cash in an envelope, that is then combined in their group. The students are challenged to think of creative ways to grow their funds. The goal of the project is for the students to apply the four functions of management—planning, organizing, leading, and controlling—and be able to help the community. All of the proceeds raised through this project are donated to Grant County Rescue Mission. Dr. Nieman says, “Students talk about living in an ‘IWU bubble’ and never receiving opportunities to do things, this project gives them the opportunity to do something.” Some groups run into challenges that they have to work through, providing a learning experience that not everything will run smoothly in the real-world. Dr. Nieman has been doing this project since 2010 and her classes have raised \$41,197.62 through the years to help Grant County Rescue Mission. This includes the \$2,965.93 earned this semester. “I give all of the credit to the students because they’re the ones really doing the work, I’m providing an opportunity to them to help make that difference.” - Dr. Nieman

