

COMMUNITY CONNECTIONS - IMPACTING LOCAL BUSINESS



Consulting Project with the Cameron Art Museum

Thank you to the Cameron Art Museum Executive Director, Staff, and Board of Trustees. The Executive MBA Team from UNCW's Cameron School of Business had the wonderful experience of spending the residency week in our premier regional art museum meeting with the museum's dedicated staff and completing a business consultancy project. What a treat to work surrounded by beautiful art and enjoy meals prepared by the fabulous Cam Cafe.

Guildford, England

This past May 2024, we were hosted by the University of Surrey's Business School in Guildford, England for our EMBA residency project. Two teams of students comprised of 12 UNCW and 13 University of Surrey students worked together on consultancy projects for System 1 AI and Royal Surrey NHS.

The teams were mentored by UNCW faculty Dr. Rebecca Guidice, Dr. Judith Gebauer, and Dr. Lucy Holman who guided the students as they researched the challenges and developed recommendations, which culminated with a formal presentation to leadership teams.

The residency project provides the opportunity for the EMBA students to come together to use their varied professional backgrounds and the core competencies that they have developed throughout the program. Teamwork is an essential tool in business, which is fostered throughout this process.

The students got to enjoy dinners in the lovely Guildford village as well as a night out in London that included a ride on the London Eye and walk along the River Thames to see the sites.



We would like to give a special thanks to Chris Mahon, Emma Clear, Vicky Blamey, Catriona Morgan, Dr. Constantin Ciachir, and the whole team at the University of Surrey for their expertise and hospitality.

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“THE INTERNATIONAL RESIDENCY WAS AN UNBELIEVABLE EXPERIENCE INVOLVING STUDENTS FROM DIFFERENT SCHOOLS, BACKGROUNDS, AND INDUSTRIES COLLABORATING ON A CONSULTING PROJECT TO IMPROVE A HOSPITAL'S DIGITAL TRANSFORMATION. PERSONALLY, I LEARNED A LOT ABOUT MYSELF AND DEVELOPED SKILLS THAT ARE APPLICABLE TO MY JOB AND WORKING IN CROSS-FUNCTIONAL TEAMS.”

-KEVIN CHOI (ROYAL SURREY NHS PROJECT)

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Edinburgh, Scotland

In May 2024, some of our Executive MBA students traveled to Edinburgh, Scotland for a week-long residency as part of their program curriculum. Their project involved working with Beds and Bars, a hospitality company known for its many locations across Europe. The focus of the consulting project was to improve the marketing strategy for Bed and Bars Edinburgh location a.

To gain firsthand insight, some students went to the location to understand the environment and observe current operations. While our EMBA students have professional experience in a range of areas such as healthcare operations, technology integration, and higher education, all have been tourists in search of accommodations and entertainment." They spent the week conducting thorough research and developing innovative tactics to boost the company's visibility and improving the quality of customer experience throughout a guest's stay.

The students were guided by UNCW faculty members Dr. Nivine Richie (Associate Dean and Professor of Finance) and Dr. Daniel Soques (Associate Professor of Economics and Finance), who provided mentorship throughout the project. At the end of the residency, the team delivered a formal presentation to Beds and Bars' leadership, offering actionable recommendations to help the company reach its performance goals.



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“THIS WAS AN AMAZING EXPERIENCE! I THINK TWO RESIDENCIES LIKE THIS WOULD BE SUPER HELPFUL.”

- JUSTINA JOHNSON ”

Congrats!

CSB OPERATIONS TEAM

2024 Research and Innovation Award Recipients



- **Nivine Richie**, Associate Dean of Graduate and International Programs
- **Nicole Carabelli**, Supervisor of Graduate Operations
- **Eric Maloney '24**
- **Michael Maloney '22, '23 M.S.**

SeaPal: Excellence in Innovation

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LinkedIn is a professional network that can be a powerful tool for professionals who want to develop skills, to build their network, to seek credible guidance from experts, to connect with appropriate recruiters, and to facilitate career growth.

Leveraging LinkedIn to maximize its potential is important as part of your job search as well as your continued networking and skills development.

1. Build a strong profile

- Include a current professional profile picture
- Include a concise profile summary that highlights your essential skills
- Include keywords specific to your industry or intended industry

2. Create a professional narrative

- Emphasize completed education and certification programs
- Emphasize critical accomplishments through a concise narrative
- -Emphasize key career successes

3. Prioritize contact information – present multiple, accurate ways to contact you:

- Email
- Phone
- LinkedIn connections

4. Build your network

- Connect with other alumni
- Connect with other professionals in your field
- Connect with your contacts across networks

5. Engage in conversations

- Increases visibility
- Increases your network
- Increases your presence

6. Reach out directly to recruiters

- -Be professional
- -Be polite
- Be proactive

7. Research companies you are interested in

- Know about the company
- Create a profile that demonstrates how your skills fit with the company's mission
- Keep track of open opportunities



[Cameron School of Business LinkedIn](#)

Dr. Martin is an Assistant Professor of Business Analytics at the Congdon School of Supply Chain, Business Analytics, and Information Systems. She earned her PhD in Business Information Technology from Virginia Tech and is a proud graduate of UNCW, where she received her BA in Math in 2004 and her MBA from the Cameron School of Business in 2007. After serving as an Associate Professor at Meredith College, Dr. Martin returned to UNCW in August 2023. She currently teaches BAN 500 (Descriptive Analytics) and MBA 515 (Business Analytics) for the MSBA and MBA programs. In addition to her academic role, Dr. Martin is the President and COO of the Bryce Martin Foundation, a nonprofit organization dedicated to supporting blind and visually impaired children. She recently sat down for a chat with CSB Grad Programs.



CSB: It's not often that we get faculty who are also alums, much less two-time alums, of UNCW. What led you back here?

MM: After graduating with my BS in Math, I went to work for the Red Cross for a year. It was actually during the tsunami recovery. I was manager of the health and safety services. Back then we didn't really have databases, so I built something to manage and track CPR and first aid certifications for the nurses, that sort of thing. Then I went into our MBA program, which at the time was a nighttime program in person 2 nights a week, and some Saturdays if I'm remembering correctly, and I completed in 2 years.

As a grad student, I worked for the Small Business and Technology Development Center (SBTDC), which is still here, and I did consulting to help people build business plans and applications for business ventures. I also worked part-time in what was then the Information Systems and Operations Management department. I was their Quantitative Analysis tutor.

Then I worked for a biotherapeutic company for three years, then went to Virginia Tech for my PhD. Took me a little longer than usual track because during that time I got married and had two kids. We moved to Raleigh while I was finishing my PhD, and then I worked at Meredith. The goal was always to get back here, to be honest with you. I always wanted to come back to UNCW to teach. I got here eventually, just took a little longer than planned.

I actually ran into Drew (Rosen) and Barry (Wray) at a conference, and they let me know a position was opening up here, so I contacted Cem (Canel). They were all here when I was a student, so it was full circle. And even more so that Kevin (Matthews) and I were tutors together 20 years ago.

CSB: That's a great origin story! Sounds like you might stick around for a while, then. So currently you teach MBA 515 and BAN 500 for our graduate programs. What are your research interests, more broadly?

MM: My research kind of branches into different buckets. I like to do things that are more pedagogically focused. Something I've been working on is about curriculum development, mapping from competencies to learning objectives, working with industries to identify what are those competencies they want their employees to have, and then mapping that to a learning objective in a classroom. I use some different tools that have typically been used in manufacturing but bring them over into that pedagogical format.

I'm always looking to improve my teaching, I love teaching, that's not a big secret. I really like to teach and I enjoy it, so I connect my research to practice when I can.

Another part of my research is about scheduling models. I do a lot of optimization modeling. For example, if you have a scheduling problem in your business, you've got some constraints that you have to follow. And we need to figure out, for instance, what's the best way to schedule my employees knowing only certain people are available certain times, some are part-time or full-time, and they're paid different rates. You have demands you have to meet on production. What's the best way to make that schedule—to allocate that time to employees where it works for everyone. And maybe you're trying to maximize profit, or whatever those dynamics look like.

CSB: Let's talk more about your passion for teaching, and specifically what teaching online is like for you. What kinds of best practices or teaching philosophies can you share?

MM: Online teaching is challenging, but I have found there are three main components to online teaching outside of just the content knowledge. Communication is one—just being clear. Then being organized in the delivery. Having a consistency flow—knowing on Thursdays I've got this; Sundays I've got this. Not having randomness to it. And then being responsive. Communicating every week what's got to be done, here are the objectives, then being responsive to emails. I can't really turn off on the weekends when I'm teaching these 7-week classes, and this program is for working professionals with all these other things going on in their lives. Flexibility actually is probably the fourth piece.

CSB: In the MBA program, if a student is a Business Analytics concentration, they take BAN 500 instead of MBA 515 for their core requirement, but sometimes they make that concentration change after they have already taken MBA 515. So the two courses are commonly substituted for one another. What would you say is the biggest difference between BAN 500 and MBA 515?

MM: MBA 515 is introduction to a business analytics space. The first 3-4 weeks are descriptive analytics: how do we use graphs, how do we put this in a dashboard, how do we explain what's happening using our data? So a big chunk of MBA 515 may feel like overlap with BAN 500, but in that class, what we do in MBA 515 in a few weeks, we're taking up on a different detailed level. So I may have taught you how to build dashboards with data in MBA 515, but I gave you clean data, whereas in BAN 500, you're getting what would be considered "dirty data," and then you've got to clean it up. Then in MBA 515, after the first few weeks, we move into predictive analytics. In the MSBA program or BAN concentration, we have a whole course on that [BAN 502]. And you're just getting 2 ways to do it. In the BAN course, you'll get 8 ways to do it. And then the last piece of MBA 515 is prescriptive analytics—same thing where there's a full course on that, too [BAN 501]. You just learn the tool to do it in Excel, just enough so you can do basic modeling. In BAN 501, you'll learn Python, and you'll learn how to do more sophisticated modeling. So MBA 515 is meant to be more dabbling, exposure to the basics, whereas in the BAN space, you get much more depth. But what happens in MBA 515 is enough to get students ready for BAN electives if they end up on that path, they just may have a little more of a learning curve.

CSB: We hear from students all the time who found their love of analytics later in their careers, or sometimes even when they take MBA 515 as part of their core requirements. What do you think is the appeal there?

MM: (laughs) In undergrad, I went through many majors. I was psych, then education. I was going to be a high school math teacher. I think that the coolness of business analytics at the end of the day—it's not just this number crunching in Excel or in Python. It's these insights, like epiphanies, that you just get from these numbers. All of sudden they tell a story that makes sense. I can explain all this stuff that anecdotally I know has been happening, but now I've got this whole picture that I can say, let me grab the data and show you what I'm talking about. It gives us better decision-making. The trajectory is easy to see, and it's satisfying.

CSB: What do you do in your free time? Hobbies, interests?

MM: I live in Carolina Beach, so that's my hobby! We have a dog named Stella and walk her a lot. I do Pilates. Honestly, I'm busy raising my kids. My daughter is in Girl Scouts, and my son is in Boy Scouts and martial arts. He was born blind, and he's the reason I started a non-profit. The Bryce Martin Foundation, my son's name. Right after I had him I started that and have kept doing it on the side ever since. My mom, myself, my stepmom, and my brother all run it. It's a family organization, and all the profits go back to the kids. So that all keeps me busy.

CSB: Thank you so much for your time—we appreciate all that you do for your students and for CSB graduate programs. We're so glad you're here!

MM: Thank you! I'm happy to be back here, and I'm always open to a conversation if anyone needs me.

The concentration in Business Analytics allows you to capitalize on the growing demand for qualified management analysts.

Key skills:

- Prescriptive analytics modeling techniques for optimization, simulation and decision making
- Techniques and algorithms from statistical and machine learning disciplines
- Programming foundations, application development, and how to integrate applications with business operations



Career roles in this field:

- Data Scientist with an emphasis on computer science
- Quantitative Analyst
- Data Business Analyst
- Business Analyst Manager
- Business Analyst Consultant

Review the Business Analytics Course Offerings Here:

[CSB OAP Student Toolkit](#)

MS/MBA Dual Degree

In the Cameron School of Business, our dual degree programs offer students the opportunity to pursue two graduate degrees in order to diversify their academic credentials. The dual Business Administration and Business Analytics MBA/MS BAN program to capitalize on the growing need for professionals with data management, business analytics, and data science knowledge to earn two master's degrees online and gain in-demand skills in an affordable, accelerated program, taught by faculty with real-world experience.

The M.S. Business Administration degree supplies students with the analytical and quantitative skills needed for effective business decision making and organizational management in the ever-evolving corporate world. The M.S. Business Analytics degree is a technical degree designed to develop your understanding of the techniques, models and analytic methods needed to create data-driven solutions.

Career opportunities once you earn these two degrees are boundless with an expected 39% projected job growth over the next several years in careers including Data Analysis, Market Research, Risk Management, and Business Operations.



UPCOMING EVENTS

CSB EVENTS 2024

OCTOBER

Oct. 30 – Virtual Coffee with the Dean, 12 pm, Sign up link:
<https://forms.office.com/r/dPp5biwTMy>

NOVEMBER

Nov. 1 - MBAA Networking event Hi-Wire Brewing

Nov. 13 – Virtual EIL Workshop: Emotional Self-Control & Managing Conflict, 12 pm;
look for sign-up link in upcoming Graduate Student Newsletter.

Nov. 19 – 3-Minute Thesis (3MT) Competition. 5 pm, TL 1053 and online, look for
Zoom link in upcoming Graduate Student Newsletter.

DECEMBER

Dec. 8- End of Fall 2 Term

Dec. 14 - December Graduation

JANUARY

Jan. 24 – Academic Writing Bootcamp, All Day, UNCW Library and
online, look for more information in upcoming Graduate Student
Newsletter.

MARCH

March 7-9 Spring Weekend EMBA Residency

March 17 - 21 Business Week

- Truist Lecture Series: March 17
- Speaker Sessions: March 18 & 19
- Business Week Alumni Event- TBD

March 21 Day of Service

APRIL

April 27 End of Spring 1 Term

ANNOUNCEMENTS

Join us at Hi-Wire Brewing on the first Friday of the month, November 1st at 6 PM for a networking event hosted by the MBA Association!

Two complimentary beverages will be provided per person.

Come network with your MBA Peers, Faculty, and representatives from SAMET!

Please RSVP on our LinkedIn!



Become a member



THE MBA ASSOCIATION PRESENTS: FIRST FRIDAYS!

Hi-Wire Brewing on November 1st at 6 PM! Two complimentary beverages will be provided per person.

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