

THE GRADUATE POST

Spring 2024 Issue

Cameron School of Business



UNIVERSITY of NORTH CAROLINA WILMINGTON
CAMERON SCHOOL of BUSINESS

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COMMUNITY CONNECTIONS - IMPACTING LOCAL BUSINESS



Consulting Project in Hampstead, NC

This January, seven Executive MBA students came together on campus to complete a week-long residency as a part of their program curriculum. This group worked on a consulting project with Shaka Taco, a local restaurant chain. They have become a staple in the Surf City area and have recently opened a new location in Hampstead, NC, on the former Belvedere golf course. The Hampstead Shaka Taco is unique in its appeal, including golf, local music, pickle ball, Sundial Coffee, Ironclad local beers, and an active children's play area. The team observed these operations by taking a field trip to Hampstead to have lunch and tour with the owners. The students then spent the week researching and developing strategies for the company to increase their visibility and improve overall operations at the new location.

The team was mentored by UNCW faculty Dr. Mark Pelletier (Assistant Professor of Marketing) and Dr. Guarav Gupta (Associate Professor of Accounting) who guided the students as they researched the challenges and developed recommendations, which culminated with a formal presentation to Shaka Taco's leadership team.



The client was extremely pleased with the outcome of the EMBA student project. They were impressed with how well the students interpreted their business and are already implementing some recommendations that were made.

The feedback provided by the Executive MBAs suggests that this was another very successful residency for the MBA program:



During our January residency I re-learned the importance of connecting with fellow students / colleagues to create a more successful outcome. When you get to a certain level of your career, you make decisions in your sleep. Applying our course learning in a collaborative group of diverse backgrounds to a client with a problem to solve, leveled us all to the same baseline and enabled us to leverage each other's strengths to provide the most value and output for our client. It was powerful to have the impact we had and feel proud of what we created together.

- Christine Tobias, EMBA

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 learned throughout the program to provide a valued consulting service to improve a Wilmington small business. Teamwork is an essential tool in business, which is fostered throughout this process.

The EMBA residency program facilitated collaborative efforts among students and the client to delve into the problems Shaka Taco faced. Recognizing Shaka Taco's competitive advantage, the student team offered insightful solutions for implementation in both the immediate and distant future.

-Dr. Gaurav Gupta, UNCW Associate Professor of Accounting

The team enjoyed dinners in Wilmington's lovely Historic Downtown district and had a special event hosted by the Wilmington Railroad Museum.

We look forward to seeing students at our next Weeklong Residencies in England and Scotland in May.



NEW STUDENT SPOTLIGHT

Themba Jones

Hi, my name is Themba (pronounced 'Temba') Jones, and I am currently attending UNCW online, pursuing my MBA. I am a military brat and grew up all over--Germany, Japan, and Northern VA--but now call the Raleigh area home. I attended St. Augustine's College for undergrad, majoring in Biology with a molecular concentration. Since graduation, I have worked in the pharmaceutical industry in vaccine production as well as in K-12 classrooms for a short time. During the height of the pandemic, I stayed home taking care of my two young sons and my father, who has since passed after a long illness. I realized during that time that I wanted to make a difference in the healthcare arena and sought ways to change my career path. I landed on getting my MBA, and I am so grateful that I found a program that allows me the flexibility to concentrate on healthcare management and explore other interests like entrepreneurship. I feel lucky to be able to work towards my educational goals and be present for my family.



What goals do you hope to achieve by the end of the academic year?

"By the end of the academic year I hope to be using the skills I am learning in the real world via internship. I am so excited to move beyond the classroom and apply my knowledge. In this program I have learned to put my collaboration skills to use because the instructors have required or encouraged group work in each class so far and it feels great to not just be on an island with your computer."

What are your hobbies or passions outside of academics?

"When I am not hitting the books, I love to be outdoors walking slow or running trails, spending quality TikTok time with my family, cooking more than just tacos, writing, and exploring new countries, music and podcasts with my kids. I look forward to joining some of UNCW's graduate organizations and introducing myself to some of my peers at the meetups in my area."

One piece of advice for incoming students:

"Start slow and get a feel for the program before rushing into taking too much too soon. Use your advisor and ask all the questions you can, they love to help!"

ONE WORD TO DESCRIBE YOUR CURRENT SEMESTER:

CHALLENGING

Alumni Buzz...

Why did you choose UNCW for your MBA?

- ... to bolster my resume and gain knowledge to feel comfortable seeking other roles.
- ... to build my general business skills.
- ... to go in a different direction.
- ... to transition into more of an executive role at my current place of employment.

What skills did you hone or develop during the MBA program?

- ... to understand the language of other departments.
- ... to gain a few technical skills primarily in analytics / data analysis.
- ... to develop a heightened awareness of what I've learned outside of my comfort zones.
- ... to increase the tools to look at things more analytically.
- ... to better see and understand the communication between executives.

How has the MBA program helped your career?

- ... This degree is valuable to me in terms of career progression. The next step of my career will make me a front runner because of this credential.
- ... I just took a new job based on my projected graduation, so already this degree helped me get a promotion.
- ... I've reached a point where in order to move to the next level, this degree was a requirement.

Would you recommend this program to others?

- ... I loved this program, and I thought my sequence of classes was PERFECT.
- ... I LOVED the entire MBA experience and am proud to share with others.
- ... I loved going to UNCW! Highly recommend to all students considering an online MBA!
- ... Grad school was by far the best investment in myself I've ever made!!

Our focus for this issue of our newsletter is updating your resume. As you get ready to leverage your new degree or transition to a new opportunity, it is important to review your resume. A current, well-written resume gives you an edge in a competitive market. Consider these five points as you review your resume:

Cut the Clutter

- Use clear, consistent formatting with active verbs to show what you have accomplished
- Use bullet points – 2 lines max per bullet, 3 or 5 bullets per job/experience
- Use the right font (10-11) and margins (1 in)
- Balance white space
- If you have less than 5 years of experience, keep it to 1 page

Don't use objective statements

Career Corner: Resume Refresh

Current Information & Relevant Experience

- If you're new to the workforce and don't have much experience, consider adding
 - relevant internships
 - school projects
 - volunteer experience
- Consider a skills section with specific, tangible skills tailored to the job you want
- Remove experience that is not relevant or is older than 10-15 years

Highlight Accomplishments

- Use numbers and statistics
- Don't just copy/paste your job description

PROOFREAD

- Use consistent font
- Check spelling, grammar, and capitalization
- Use consistent size for bullets





Dr. Woods is an Assistant Professor of Finance for CSB's Economics and Finance Department. He received a BS and BA in Management and Political Science from Southwest Minnesota State University in 2015 (where he also played football), an MBA in 2017, followed by a PhD in 2021, both from the University of Mississippi. Since joining the Cameron School of Business faculty in August 2021, Dr. Woods has regularly taught MBA 532-Corporate Finance for our MBA program. He recently sat down for a chat with CSB Grad Programs.

CSB: According to your faculty bio, you're from Wisconsin, and you got your degrees in Minnesota and Mississippi. How familiar were you with Wilmington or with NC before you moved here?

DW: I had never been here before I interviewed, but my wife and I had spent some time in Charlotte before and really liked it, and she had been to the coast before. So we were game to move here when the opportunity came up.

CSB: What has surprised you most about Wilmington? Or what do you like most about it so far?

DW: I've been pleasantly surprised by the diversity of the different settings of the city. I was expecting the beach culture, but the downtown historic areas, the river, even the swampy areas and Greenfield Lake, I wasn't expecting that. Every place has its own kind of personality and it's really cool. We're downtown, and I really like being near the river. It's also a much bigger city than I thought—I know it's not considered a metropolis or anything, but it is one of the larger ones in NC, and I didn't expect that. I come from a very small town in Wisconsin, so this is a good size for me.

CSB: Typically, it seems that people with higher degrees in finance are drawn more to the financial industry or corporate world. What led you to academia?

DW: I don't think I was told as much, to be honest [laughs]...the students here have the benefit of things like Business Week and professional advising outside of faculty mentoring. For me, I didn't have as much exposure outside of pursuing a PhD. I had the faculty I worked with and they were all professors, so that seemed like the thing to do. I'm happy with my path, but I'm glad that our students get more information. I really try, especially with my undergrads, to make sure they understand all the different things you can do with a finance degree. Most large companies have big Corp Fin departments, like PPD for example, financial analysts, etc., so you can take that degree to a lot of different places. But being faculty is pretty great.

CSB: You teach undergraduates in person and graduates for the OAP programs, which are very different modalities. What would you say is your favorite part of teaching for the Online MBA program? And what is the most challenging part?

DW: Graduate students are much more dedicated, for sure. They're keeping up with the work, reaching out to me, emailing and asking good questions...they're here for a reason and they're on top of it. I really like talking with them, seeing how their experiences play into the class. Challenging can be the same as what I just said, actually. They have a lot of questions! It can be challenging sometimes for students to take Corporate Finance as part of the MBA core curriculum when they're coming from a professional background with no financial aspect, then trying to make sure they buy in to the relevance of the course in the program and for their future benefit.

CSB: Right, for many students that's exactly why they're coming back for their MBA, they've had professional success but need the business knowledge to move forward.

DW: Exactly, we have a variety of professionals and sometimes Corp Fin can present completely new concepts. It is really helpful to take 508 (Accounting) first, because the first 2-3 weeks of 532 is financial accounting. Econ is helpful to take first, as well, if possible, but 508 is definitely a good idea.

CSB: Online teaching can be really challenging to do well, and accelerated at that, so how would you describe your approach to teaching online?

DW: Miran [Dr. Hossain, Asst. Prof. of Finance] and I talk a lot. We use the same shell, same structure, same concepts. Different books right now, but we're looking at moving to the same text. Finance is not necessarily a group project type of class. We do include some discussion boards, but you really just need to learn the jargon and the principles before you could even have a meaningful discussion.

You kind of have to know these things before you can analyze or assess a company. So we do have to focus on that first. I provide pdfs with my own handwriting showing how to work out problems. I open modules a little bit in advance but not the whole class up front. I've been trying that different ways. You can work through the numbers and the topics at your own pace, but really I want them to take their time as much as possible. It can be a tough class, so I try to make sure they're moving at a reasonable pace.

I do recorded lectures, although I'm much more animated in the classroom, but I do try to bring that in. I have virtual office hours in the evening once a week. Right now I do them on Sunday nights.

CSB: Wow, that's really generous of you!

DW: Haha thanks, I'm just trying to be there when students are available. I've tried different times to see what gets the most turnout. I record them so people who can't pop in can still have the benefit of that. I know these students are busy and have crazy schedules, so I just try to make myself as available as possible.

CSB: Pivoting back to your personal interests—your bio mentions that you love to travel and be outside. What is the coolest place you've been, and what's on your bucket list?

DW: My wife is very much more well-traveled than me, so I have to catch up. We just went to Ireland and we just went to Puerto Rico this past year, and I loved both of them. Ireland was super cool going through the hillsides. We have a trip to Japan coming up in May. My wife taught ESL there for two years, so she knows all the spots, but it's my first time so I'm really excited about that. Tokyo is on the bucket list, but we can cross that off soon. I've never been over to Europe besides the UK, so I'd like to get over there.

CSB: You need to get in on these EMBA residencies! We're looking at Prague in 2025...

DW: Haha I know! I've got to get in that rotation!

CSB: Finally, what kind of recreational activities have you gotten into since moving to Wilmington?

DW: I have always been into hiking and being on rivers and lakes growing up in Wisconsin. I played hockey a lot. Since coming here, I've tried surfing, that was fun and I'll try that again. I'm on a volleyball team at Capt'n Bill's, we're...okay [laughs]. We have two dogs, a black lab named Benny and a 1 ½ year old pit mix named Belly. They need lots of outdoor activities so we do a lot of hiking with them. I'd like to spend more time in the mountains. NC is a cool state that you can head to the mountains for snow, east for the beach, and it's not a long drive.

CSB: Sounds like you're pretty happy to be a SeaHawk! Thank you for your time!

DW: I am, thank you, it's my pleasure.

In Fall 2023, CSB Graduate Programs launched the new Master of Science in Supply Chain Management degree. The MSSCM is a 30 credit hour, fully online accelerated program, structured like our established MS Finance and Investment Management and MS Business Analytics programs.

The MSSCM is the only program of its kind in North Carolina, designed for working professionals and developed to respond to the needs of the current economy. Dr. Drew Rosen, MSSCM Program Coordinator, notes that this is a period of unprecedented demand for careers in Supply Chain: “The ongoing effects of the pandemic, shipping delays, port crises, severe weather events, supply and labor shortages, a sharp rise in costs, and other developments have converged over recent years, exposing supply chain weaknesses that global leaders are struggling to address.”

In conjunction with the exponential growth of the global marketplace, the demand for jobs in supply chain management continues to increase. Global supply chain management and all of its facets account for approximately 14% of the world's GDP. Federal data reports more than 800,000 unfilled jobs in the field as of September 2023. Economists estimate that employment openings could rise to 2.1 million by 2030—unless the workforce is equipped to meet the demand of the global supply chain sector.

The MSSCM curriculum includes how the supply chain affects all aspects of the economy, how to solve and strategically manage supply chain disruptions, how to manage sustainable supply chains, and more. This degree can prepare you for careers such as Supply Chain Director, Purchasing Manager, Production Planner, Operations Manager, and Inventory Planning Specialists, among many others.

As the MSSCM program grows, we are looking forward to integrating an MBA/MSSCM dual degree options and potential STEM designation.

For more information, contact Dr. Rosen, Program Coordinator, at rosenl@uncw.edu or the Advising Team at csbgrad@uncw.edu.



Coming Soon Fall 2024!

Human Resource Management Certificate

Are you ready to be on the cutting edge of the future of HR? UNCW's Cameron School of Business is excited to announce the new Post-Baccalaureate Certificate in Human Resource Management! Aligned with SHRM's guidelines for graduate-level coursework in HR and explicitly designed to equip professionals like you with the skills, knowledge, and credibility needed to elevate your HR career, this fully online graduate-level program features specialized coursework in strategic management, staffing/selection, total rewards, HR analytics, and global HR.

<https://uncw.edu/academics/majors-programs/csb/human-resource-management-post-baccalaureate-certificate/>

Enhancing Your MBA with a Specialization in Cybersecurity: A Gateway to Future Success

Ulku Clark
Cybersecurity Program Coordinator
CCDE, Director
clarku@uncw.edu



MBA Students,

In today's interconnected world, the importance of cybersecurity cannot be overstated. As technology continues to evolve and play an increasingly integral role in business operations, the need for skilled professionals who can safeguard sensitive information and mitigate cyber threats has never been greater. That's why we, as a university, are proud to offer an opportunity for MBA students to specialize in cybersecurity.

Our MBA program, with its emphasis on preparing students for leadership roles in business, recognizes the critical role that cybersecurity plays in organizational success. With 30 credit hours in the MBA program, our specialization sets aside 6 hours specifically dedicated to cybersecurity education. Through our specialized courses, "Cybersecurity Essentials and Analytics" and "Cybersecurity Strategy and Program Management," students gain invaluable insights and skills that are essential for navigating the complex landscape of cyber threats and defenses.

So, why should MBA students consider specializing in cybersecurity? Here are a few compelling reasons:

- 1. In-Demand Skills:** By specializing in cybersecurity, students acquire highly sought-after skills that are in demand across industries. From understanding the fundamentals of cybersecurity to analyzing data to detect and respond to threats, our courses provide a comprehensive foundation that prepares students for real-world challenges.
- 2. Strategic Thinking:** In addition to technical skills, our specialization emphasizes strategic thinking and program management. Students learn how to develop and implement cybersecurity strategies that align with organizational goals, ensuring that cybersecurity becomes an integral part of business operations rather than an afterthought.
- 3. Risk Management:** Cybersecurity is not just about preventing attacks; it's also about managing risks effectively. Our courses delve into risk assessment and management, equipping students with the knowledge and tools to identify vulnerabilities, assess potential threats, and implement measures to mitigate risks proactively.
- 4. Career Advancement:** In today's competitive job market, having a specialization in cybersecurity can set you apart from your peers and open doors to exciting career opportunities. Whether you aspire to work in IT security, risk management, consulting, or executive leadership, our specialization can help you achieve your career goals.
- 5. Contributing to Organizational Resilience:** By specializing in cybersecurity, MBA students can play a crucial role in enhancing organizational resilience against cyber threats. Whether you're leading a team or advising senior management, your expertise in cybersecurity can help protect valuable assets, build trust with stakeholders, and safeguard the reputation of your organization.

However, our commitment to cybersecurity education extends beyond the classroom. Our university boasts a vibrant cybersecurity ecosystem, enriched by the activities of the Cyber Defense Club (CDC) and the Center for Cyber Defense Education (CCDE). These entities offer invaluable opportunities for students to engage, learn, and apply their skills in real-world scenarios.

In conclusion, specializing in cybersecurity as part of your MBA program is not just about acquiring technical skills; it's about developing a strategic mindset, mastering risk management, and positioning yourself for success in a digitally-driven world. We encourage all MBA students to consider the benefits of this specialization and embark on a journey towards becoming future leaders in cybersecurity.

Best regards,
Ulku Clark
Cybersecurity Program Coordinator
CCDE, Director

MBA = STEM

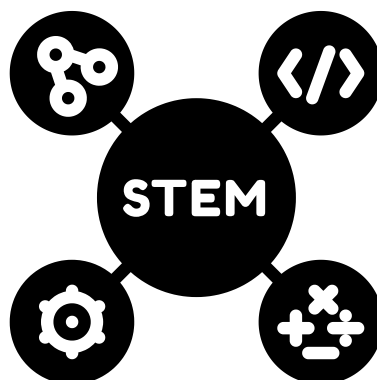
New designation positions graduates to excel in a diverse, global workforce.

In August 2023, UNCW's Cameron School of Business earned Science, Technology, Engineering, and Mathematics (STEM) designation from the federal government for all specializations within the MBA program.

Our program blends strategic business knowledge with analytical capabilities, enabling graduates to make data-driven decisions, navigate analytical complexities and lead in a technology-driven marketplace. This important designation is one of the categories approved by the U. S. Department of Homeland Security.

Dr. Nivine Richie, Associate Dean for graduate, international and executive programs, asserted that “the new STEM designation of our MBA programs is a reflection of the analytical focus of the curriculum.” Courses within the MBA program equip graduates of Cameron School of Business' program to work in a wide range of fields including healthcare, finance, business analytics, cybersecurity, and risk management by equipping them with forecasting, modeling and analytical skills that are vital in the global workplace.

The new designation is especially important for international students in the face-to-face International MBA because it offers students two additional years of optional practical training. UNCW is the third school in the UNC System to achieve a STEM designation for its MBA program, following UNC-Chapel Hill and North Carolina State University.





UPCOMING EVENTS

CSB EVENTS 2024

*GS indicates UNCW Graduate School events open to all UNCW Graduate Students (not just business)

MARCH

2nd: MBAA Networking Event and Guest Speaker: International Insights from a Multi-National CEO (UNCW- Congdon Hall 1012)

3rd: Spring 1 Ends

8-10: EMBA Spring Weekend Residency (UNCW)

11th: Spring 2 Begins

14th: GS: Emotionally Intelligent Leadership Workshop (watch for email- Zoom)

16th: GS: Charlotte Regional Meetup (RSVP Required-Topgolf)

18th: Deadline to apply to graduate for Spring 2024

18-22: Business Week 2024 (UNCW)

19th: Business Week CSB Graduate Student Alumni Mixer (RSVP Required-UNCW)

20th: GS: Career Center Workshop (watch for email- Zoom)

26th: Graduate Withdrawal Passing Deadline-Spring 2

APRIL

8-12: GS: Graduate Student Appreciation Week (watch for email) Multiple

28th: Spring 2 Ends

MAY

6-10: Executive MBA International Consulting Project UK and Scotland

10th: Graduate Programs Commencement Ceremony (RSVP Required) UNCW

13th: Summer 1 Begins

28th: Graduate Withdrawal Passing Deadline- Summer 1

JUNE

21st: CSB OAP Recognition Ceremony (RSVP Required) UNCW

30th: Summer 1 Ends

Meet Your Success Team

UNCW welcomed several new team members over the past year and we would like to introduce them to everyone. Feel free to reach out to your advisor with any questions, concerns, or just to say hi and introduce yourself as well.



Justin Dowd joined the team as a Student Success Advisor in May 2022. He is originally from Fort Collins, Colorado. He had previously worked for Western Carolina University, and prior to that, he worked for Clemson. He enjoys playing all types of sports and spending time on the beach.

Email: dowdj@uncw.edu

Ashley Ess joined as a Student Success Advisor in September 2022. She was a student-athlete at Appalachian State University and obtained her MA from UNCW in 2010. She has worked in higher education for over 12 years as an educator, administrator, and advisor. She is an NC native and enjoys volleyball, traveling, and quality time with family and friends.



Email: essa@uncw.edu



Chris Fortunato joined the Student Success team in August 2022. He also serves as an undergraduate advisor for students in the Cameron School of Business. Prior to UNCW, he served three years as an Assistant Director of Advising for the College of Business at East Carolina University. Chris enjoys helping students make the most of their college experience and playing a small part in their success.

Email: fortunatoc@uncw.edu

Joyce Gibson joined as a Student Success Advisor in July 2023. She has over 20 years of experience working in higher education including roles in admissions, registrar, and advisement. She is a native New Yorker and most recently a graduate advisor at Stony Brook University. She has an MS degree in Human Services Leadership. She enjoys spending time with family, friends, and learning all about her new home here in Wilmington.



Email: gibsonj@uncw.edu

Meet Your Success Team, Continued...



Tom Kunz joined as a Student Success Advisor in April. He has worked as an advisor, program coordinator, and part-time faculty member within the UNCW community for the past fifteen years. In his spare time, Tom is an adventure travel enthusiast, foodie, and musician.

Email: kunzt@uncw.edu

Dr. Debbie Lucas retired from the US Navy Reserves in 2013 and has worked in secondary and post-secondary education for 13 years as both an English instructor and Student Success Advisor. Her education includes a Bachelor of Arts in Literature and Writing Studies from California State University, San Marcos, a Master of Arts in English with a concentration in Post-Colonial Literature, and a Doctorate of Education from East Carolina University. She joined the Cameron School of Business Graduate Programs office in November 2022.



Email: lucasd@uncw.edu



Teresa Walker joined as a Student Success Advisor in April. She has over 20 years of experience working in post-secondary education, most recently serving seven years as Director of Student Professional Development for the Cameron School of Business. She received an undergraduate degree from Appalachian State University and an MBA from Elon University.

Email: walkert@uncw.edu

Sarah Smith has served as the Director of Graduate Student Services since September 2021. She has over 15 years of experience working with graduate business programs. She holds an undergraduate degree in Finance, an MBA and is currently working towards a Doctorate in Education.

Email: smithsm@uncw.edu

