

Morning Brew

FOR WHEN THE WORKADAY WORLD IS A LITTLE CLOSER TO HOME

APRIL 28, 2021

HIDDEN HISTORY

Notre Dame's business school earned accreditation from the American Assembly of Collegiate Schools of Business (AACSB) in 1962 under the guidance of Dean Jim Culliton. As part of the process of gaining accreditation, Culliton worked to increase the percentage of Ph.D.s on the faculty. With this influx of Ph.D.s came a growing interest in a growing interest in research and publishing, as well as post-graduate education.

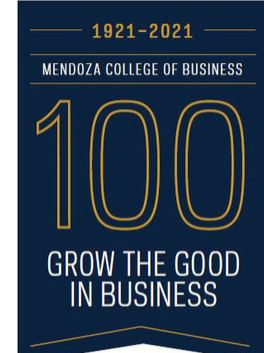
Culliton recognized the challenges that came with this shift. In his 1957 Dean's Report, he wrote: "The College of Commerce is essentially an undergraduate school and, as such, tends to place primary emphasis on the teaching of its students. This is as it should be. But, unless this is supplemented by research and other activities, the school is likely to become solely a 'retailer of knowledge,' and in such a situation can hardly establish a high degree of leadership."

Culliton, according to "O'Hara's Heirs," pushed for resources to make sure the College did not slip into this role, arguing "for pay increases, 'adequate and comfortable working conditions,' resources for student and faculty recruitment, and more space — for classes, conference rooms and offices."

In 1961, the College changed its name from "College of Commerce" to "College of Business Administration" and filed its application for membership with the AACSB. In April 1962, the College was formally admitted.

In February 2019, the AACSB Peer Review Team was on site and evaluated many aspects of Mendoza's programs, procedures and contributions to scholarly and applied aspects of business, among other things and extended Mendoza's accreditation for another five years. The Accountancy Department's AACSB accreditation was also extended another five years.

"Hidden History" celebrates the series of people, moments and events that collectively constitute 100 years of Mendoza's history as we approach the College's centennial in 2021. Do you have a little-known bit of trivia to contribute? Email us at mendozabusiness@nd.edu.



THREE CHEERS



From the **Communications team**:

Three Cheers for six people who were a HUGE help with a new magazine feature, "By the Numbers": **Laura Glassford, Dale Nees, Ryan Retartha, Helen High, Santhosh Lakkaraju and Jean Meade**. They compiled the requested data and patiently (emphasis on "patiently") explained the various details associated with reporting it accurately. We appreciate their professionalism and willingness to help!

Each week, we'll highlight some of the ways our colleagues Collaborate, Contribute and Compete in order to Grow the Good in Business. Please send your nominations to mendozabusiness@nd.edu.

LIGHTNING TALKS



The Provost's Office is hosting another set of faculty lightning talks this week as part of Moment to See, Courage to Act:

- Wednesday, April 28; 1:00–2:15 p.m.: Marketing's **Jim Otteson** and M&O's **Cindy Muir (Zapata)** ([sign up to watch here](#))
- Friday, April 30; 10–11:15 a.m.: M&O's **Tim Hubbard** and ITAO's **John Lalor** ([sign up to watch here](#))

MENDOZA IN THE NEWS

◆ Poets & Quants posted profiles of [MSA student Edwina King](#) and [MSM student Lacey Mendelson](#) as part of their student features.

COMMUNITY OUTREACH

The Specialized Masters Council is holding a competition until May 6 to see which program — MNA, MSA, MSBA or MSM — can collect the most food and monetary donations for the [Food Bank of Northern Indiana](#). Supporting the cause and your SM program of choice (or all of them) by placing food items in the four barrels labeled with each program's name in the Specialized Master's Lounge (Room 132). You also can make a monetary donation online or by mailing a check to 702 Chapin St. South Bend, IN 46601.



Nearly 13% of Northern Indiana residents don't know when they will be able to eat their next meal. For every dollar that is donated to the Food Bank, five pounds of food can be purchased to feed hungry families in our community.

PUBLISHED & PRESENTED

◆ A paper by ITAO's **Zifeng Zhao** titled "Copula-based Joint Modeling of Crash Count and Conflict Risk Measures with Accommodation of Mixed Count-Continuous Margins" was published in Analytic Methods in Accident Research.

KUDOS

◆ Marketing's **Frank Germann** was invited to serve on the American Marketing Association (AMA) Academic Council.

◆ Accountancy's **Jamie O'Brien** was recognized by students as the Club Advisor of the Year. He is the faculty advisor for the College Republicans and the student chapter of Turning Point USA at Notre Dame. According to Jamie, he has been the faculty advisor for the College Republicans ever since Abe Lincoln was elected as the first Republican president (actually for 9 years) and for Turning Point for 1 year (it is a new club). There are over 450 Notre Dame student clubs.

PROFESSIONAL DEVELOPMENT

Executive degree programs open house for ND employees

Notre Dame employees can learn about enrolling in Mendoza's master's level degree programs during a virtual open house from **noon to 1 p.m. on Wednesday, April 28**. [Register for the Zoom session here](#).

Hear from representatives from the following programs:

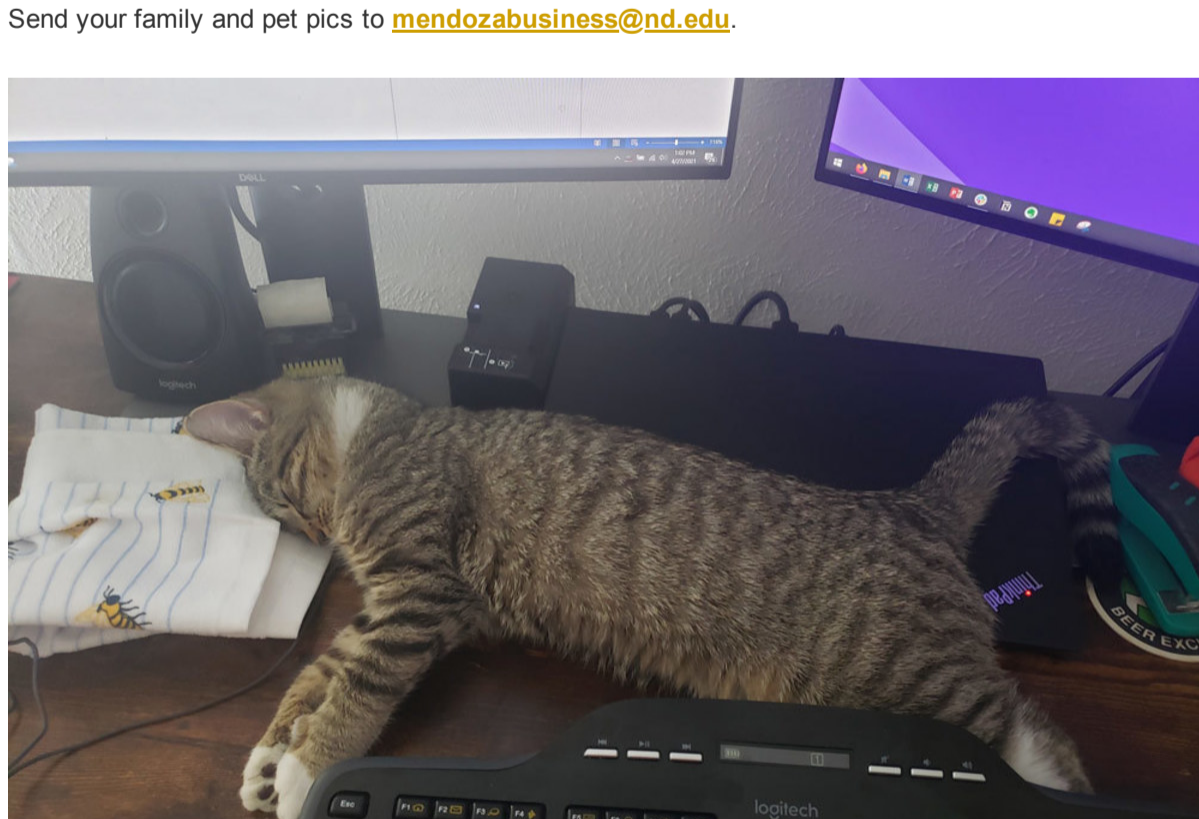
- [Executive MBA](#)
- [Master of Science in Business Analytics](#)
- [Master of Science in Finance](#)
- [Executive Master of Nonprofit Administration](#)

Additionally, University Human Resources representatives will be available to answer questions about how you can best maximize your Notre Dame educational benefit. [Register here](#).



NEW COWORKERS

Send your family and pet pics to mendozabusiness@nd.edu.



MGE's **Amanda Jacobson** had this to say about her mar-kat-er in training: "Sif is one of two new, 5-month-old kittens in our house. While working this afternoon, I caught this furry little co-worker sleeping on the job!"

Mendoza College of Business
Department of Communications
Director [Carol Elliott](#)

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