

# Morning Brew

FOR WHEN THE WORKADAY WORLD IS A LITTLE CLOSER TO HOME

DECEMBER 2, 2020

## HIDDEN HISTORY

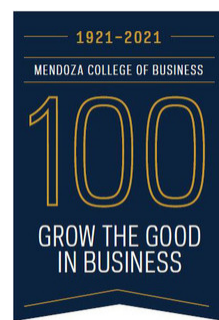
**Before there was a College of Commerce ...**

About 70 years prior to the official founding of Notre Dame's College of Commerce, the University did have a commercial program of sorts: The Mercantile Department, which taught "Book-keeping, Penmanship and Arithmetic."

According to "[The Story of Notre Dame](#)" by Philip S. Moore, C.S.C.: "*The mention of the Mercantile Department disappeared in 1856 from the Annual Catalogue, but was back in again in 1860-61. This same year diplomas were granted to four students of the Commercial Course. But it was only in 1863-64 that this Commercial Course was announced. It was a two year Course, designed to fit students for commercial pursuits and comprised Book-keeping, Penmanship, Arithmetic, Algebra, English Grammar and Composition, Elocution, Geography, History, German and Commercial Law.*"

The program eventually dropped German and Geography; added "Short-hand, Typewriting and Business Practice and Office Work;" and became a four-year "Commercial High School."

"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](mailto:mendozabusiness@nd.edu).



## THREE CHEERS



From Communications' **Carol Elliott**: A big thanks to MGE's **Lucas Eggers** for his excellent work in editing and producing video clips for the [Tom Mendoza Presents](#) series. Tom and his social media expert had asked us to produce nine clips from the two speaker events so that he can promote them on Tom's social media channels. Lucas not only volunteered to produce the clips, he also created animated openings for each one, uploaded the files so that Tom's team can access them AND completed all of the work within a very tight timeline.

You can check out his work by clicking the links below. Thank you, Lucas!

[Tom Mendoza Presents: Carl Eschenbach](#), Sequoia Capital partner

[The I in Team](#)

[Networks: The Career Accelerator](#)

["If You're Not Innovating, You're Dying"](#)

[COVID and the Acceleration of Technology](#)

[Tom Mendoza Presents: Jayshree Ulla](#), Arista Networks president and CEO

[Moving to the Business Side](#)

[Acquisitions and Culture: People Make the Difference](#)

[The Secret to Building Great Teams](#)

[The Power of Mentorship](#)

[Interview Advice: It's Not About What You Know](#)

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](mailto:mendozabusiness@nd.edu).

## IN THE NEWS

ITAO's **Kirsten Martin** was [quoted](#) in a Quartz story about the use of consumer location data to help scientists track COVID-19.

Finance's **Jeff Bergstrand** delivered the Nov. 10 [keynote address](#) for the U.S. International Trade Commission's (ITC) virtual conference.

Poets & Quants [wrote a piece](#) about 2019 MBA **Rodion Begliak's** harrowing experience in his native Belarus after being swept up in an anti-democratic crackdown.

The November edition of [ND Business Briefings](#), for news and updates about Mendoza alums, profiles **Adrianna Stasiuk** (MBA '12, BBA '08).

The Notre Dame MBA Class of 2020, whose degrees were conferred virtually in May, [gifted Mendoza College of Business with three phone booths](#).



MBA student Jenna Schiemer in the phone booth located at the southwest end of the MBA hallway at Mendoza College of Business. (Photo by Barbara Johnston/ University of Notre Dame)

## PUBLISHED & PRESENTED

A paper by ITAO's **Nicholas Berente** entitled "Artificial Intelligence and Video Game Creation: A Framework for the New Logic of Autonomous Design" was published by the Journal of Digital Social Research.

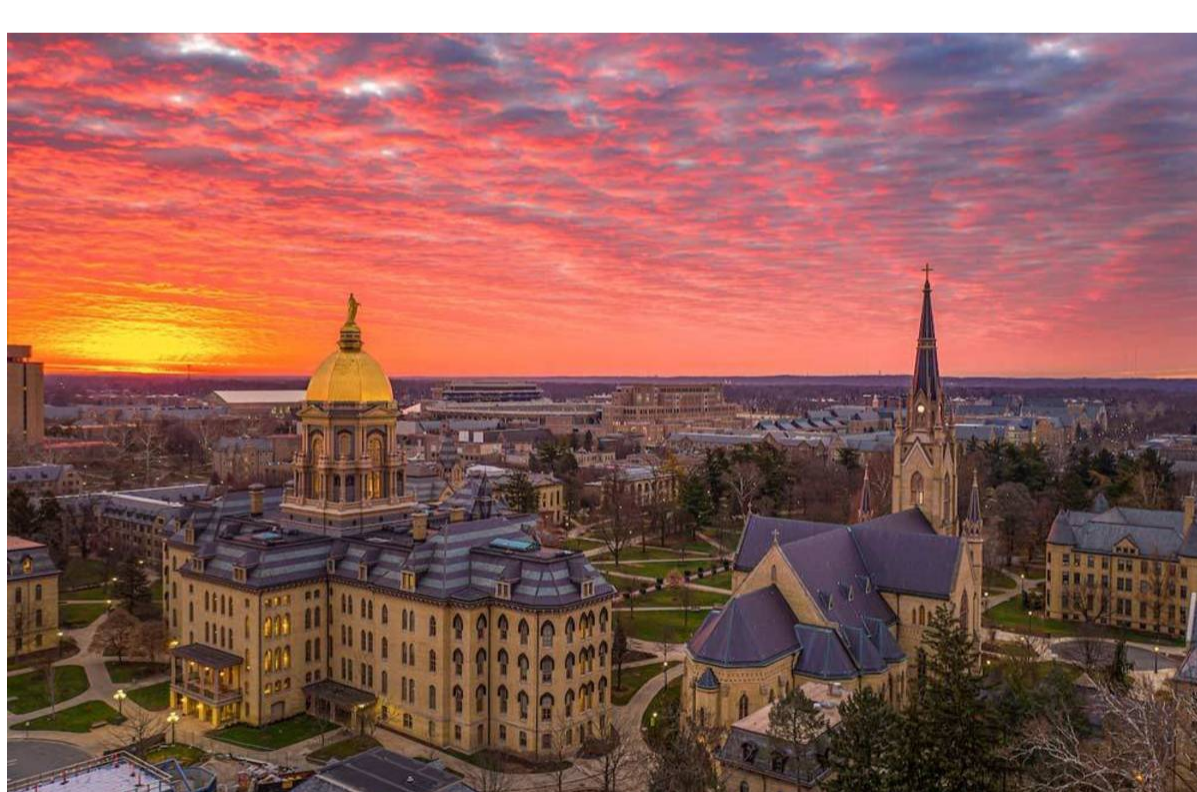
A paper by M&O's **John Busenbark** entitled "A marginal effects approach to interpreting main effects and moderation" was accepted for publication in Organizational Research Methods.

A paper by ITAO's **Ahmed Abbasi** and **David Dobolyi** entitled "Trust Calibration of Automated Security IT Artifacts: A Multi-Domain Study of Phishing-Website Detection Tools" was published by Information & Management.

## KUDOS

The **Fanning Center for Business Communication** held a crisis leadership training seminar for Notre Dame Master of Divinity students on Nov. 22-23 entitled "Responsiveness, Reconciliation, and Renewal: Crisis Leadership and Clergy Sexual Abuse." This event was part of a Church Sexual Abuse Crisis research grant the Fanning Center received from the University.

## ON CAMPUS



Sunrise over campus. (Photo by Matt Cashore/University of Notre Dame)

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Director [Carol Elliott](#)

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