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Honors in Action with COBA

January 30, 2015

Dr. Denton's Honors class visiting Viracon in Statesboro, GA

Dr. Trey Denton, professor of Marketing and Logistics has developed two innovative courses for Honors students in the College of Business Administration (COBA). In the fall semester of their junior year, students focus on the successful business practice of "conscious capitalism" and how to develop a global awareness. In the spring semester, the curriculum evolves into the Honors Thesis Research Seminar, where students begin thesis projects with these business methods in mind. Dr. Denton's approach to real life problem solving and hands-on activities places a new perspective on sustainable business.

This semester, students will travel to Great Dane Manufacturing Plant, a company who produces high tech refrigerated trailers. "Talking field trips to corporations and having the chance to speak with industrial leaders can help envision future situations in the real world," a student of Dr. Denton, Mikaela Shupp, senior business and Spanish major, said.

Dr. Denton wants business seminar courses to be places where students can discuss new ideas while engaging with others. He focuses on how sustainably can reflect three concepts: the planet, people, and profitability. "It's a place where honors students can come together and be themselves and enjoy a good discussion," Denton said.

Last fall, the honors business seminar went to Viracon, an innovative glass manufacturing company with a plant in Statesboro. The class met with Viracon employees such as Rick Farmer, Plant Manager, Ruben Bufford, Safety Coordinator, and Shayla Donaldson, Human Resource Representative, to gather a variety of perspectives on alternative business strategies. Students received a tour of the plant and participated in a roundtable discussion of global business strategies. "We want students to understand principles of effective leadership for real life leadership in action," Denton said.

Throughout the year, Dr. Denton demonstrates different business concepts through hands-on activities and brings in an assortment of speakers from different backgrounds. "During class, we have the floor to talk about real life situations, rather than simply analyzing textbooks," Shupp said. "These are the concepts that will make a difference in the business world."

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Rebecca Henderson Returns from Korea

January 30, 2015



Rebecca Henderson in Korea

Most business students read about international business strategies, but few receive the chance to see international policies in action. Rebecca Henderson, a senior accounting major, spent a semester abroad in Daegu, South Korea. She enrolled in business courses, developed Korean language skills, and became immersed in the local culture. Henderson's decision to spend a semester abroad may give her the upper hand as she begins to take part in the global economy.

While abroad, Henderson studied at Keimyung University, which has a population of around twenty seven thousand students and makes up a large portion of Daegu, the third largest city in South Korea. Henderson, supported by the Benjamin A. Gilman International Scholarship as well as the University Honors Program, took five classes while abroad: Korean Language, Korean Culture, Korean History, International Business, and Managerial Accounting. "When I wasn't studying, I was trying to find new places to eat and trying unfamiliar foods," Henderson said.

An aspect of the Benjamin A. Gilman International Scholarship requires Henderson to share her experiences abroad. Her goal is inspire others to follow in her footsteps. She will speak to several classes in the College of Business Administration, discussing the importance of South Korea in the global economy and how that importance has been increasing in recent years. "[South] Korea's economy has been one of the fastest growing economies in the industrialized world, despite the major recession," she said.

Henderson said the trip changed her in a positive way. "The way you can just be immersed in a culture, learning the language and meeting the people, it just...you just can't describe what it does to you as a person," she said. She also noted that, given the opportunity, she would return to South Korea without a second thought.

While abroad, she became heavily involved in the Korean Pop (KPOP) music scene, which has been growing in the American music industry ever since the launch of artist PSY and his song "Gangnam Style." "I saw KPOP live for the first time abroad, and now I'm addicted to it," Henderson said.

Upon graduation, Henderson intends to attend graduate school and get her Master's Degree in Forensic Accounting. "The University Honors Program not only supported my trip to [South] Korea, but it's also given me a critical eye for my work, making sure that what I accomplish is of the highest grade. The way that Dr. Engel and Dr. Desiderio both worked with me to make sure that I was and still am completing my goals is something that I'm going to hang on to even after I have my Master's Degree and as I make a name for myself in my field," Henderson said.

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