This has certainly been a year unlike any I have known. We are fortunate to be able to offer students in-person and on-campus opportunities both last fall and this spring. That is the result of hard work by all of the members of the Vandal family.

Under President Green’s leadership the University of Idaho partnered with Gritman Medical Center to build a COVID-19 testing facility. University faculty and staff also developed the capacity to monitor the virus’ presence in campus wastewater. The ability to test, monitor and respond to identified hot spots continues to be instrumental in our ability to safely serve students.

This spring the signs are positive. As students returned to campus in January positivity rates of coronavirus tests remained below 2%. We are working hard to ensure the safety of our Vandal family while we provide the outstanding education for which the university is known.

In the last year CBE provided classes in-person, online and through hybrid delivery methods to accommodate students unable to attend in-person. Faculty continue leveraging technology to provide access to experiential learning opportunities, including our Vandal Student Enterprises, as students find ways to engage in group projects, virtual career fairs and internships from a distance.

Some of the new ways of doing business are likely to persist, while others may evolve in ways we do not yet see. I am quite sure we will eventually return to the highly interactive, in-person learning environment for which CBE and U of I are known.

In the meanwhile we will Stay Calm and Vandal On!

Marc
U of I Catheter Project
EARNED $16K
in Entrepreneur Wins Across Region

The University of Idaho entrepreneurial team CatheterX boosted its seed money for the testing and patent process of an innovative urinary catheter designed to prevent infections, save lives and reduce hospital costs. The interdisciplinary team of U of I College of Business and Economics and College of Engineering students won a total of $16,000 for their business plan in 2020, including $3,000 at the 2020 Northwest Entrepreneur Competition in Spokane, Washington. The team’s investor pitches also won first place in 2020’s Idaho Entrepreneur Challenge, hosted by Boise State University, as well as the Hollomon Health Innovation Challenge, hosted by the University of Washington.

“Entrepreneurs have to be flexible in the marketplace, and this year’s pitch teams got an early lesson in flexibility as they adjusted to meet challenges posed by coronavirus,” George Tanner, director of Idaho Entrepreneurs, said. “While a number of national pitch competitions were cancelled due to COVID-19, CatheterX did not give up and took advantage of opportunities to pitch in virtual formats.”

Pitching online required mechanical engineering senior, Edward Hall, from Eagle River, Alaska, to adapt the team’s message and business plan to presentations compatible with virtual platforms. Olivia Esser, a masters of accountancy student from Harrison, constructed the financial modeling for CatheterX. Tyber Dodson, a marketing student from Coeur d’Alene, demonstrated market opportunity for CatheterX while also developing a marketing plan.

“CatheterX faced the additional challenges presented this year and went on to win top honors, repeatedly,” Tanner said. “As we say in the entrepreneurship program, ‘Life’s a Pitch!’ and this season proves Vandals do it better than anyone else, regardless of venue and circumstances.”
ACCOUNTING STUDENTS SEEK NEW OPPORTUNITIES

“

The driving range at the University of Idaho’s Golf Course checked all the boxes for safely hosting a networking event during a pandemic.

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Students networking on the driving range at the university golf course
Beta Alpha Psi (BAP), a student organization for accounting, finance and management information systems majors, reminded COVID-19 that Vandals are adaptable.

The College of Business and Economics’ (CBE) Department of Accounting held its career fair in September. Using a virtual model this year, employers across the Pacific Northwest met with students online. The coronavirus, however, upended BAP’s traditional networking events.

“These events help students make industry connections that lead to jobs after graduation,” said Conner Oswald, a Master of Accountancy student. “In the past, we connected with employers over food, drinks and bowling. Those opportunities weren’t available, so we looked for new ones.”

BAP didn’t have to look very far. What they needed was just over the hill from their home in CBE’s Albertson Building.

“The driving range at the University of Idaho’s Golf Course checked all the boxes for safely hosting a networking event during a pandemic,” said Oswald. “It’s outdoors, naturally socially distanced – no one wants to get hit with a golf club mid-swing – and an activity where masks don’t get in the way.”

Though employers could not attend, students used the opportunity to network.

“We have undergraduate sophomores to Masters of Accountancy students here tonight,” said BAP member Hailey Sullivan. “Student-to-student networking can be as important as students networking with professionals. I graduate this December, want to stay local and can be a connection to the professional world for students graduating later.”

The results? Both the virtual career fair and golf course networking night were a success.

“We had a great mix of virtual and in-person events for the career fair,” said Oswald. “Networking on the driving range was the real highlight, though. U of I’s golf course provided a new and unique opportunity for our chapter. It will be a great place to continue hosting networking nights, especially when we can welcome back employers and alumni to our beautiful campus.”

On the monitor behind Peter Schmidt, a marketing analytics student, is the game show “Game of Favorites.” He facilitates this competition on Twitch, a live streaming platform. Schmidt loves being able to apply concepts from his information systems and marketing courses to a side project that is both tangible and personal.

“I was introduced to the database management language SQL in an information systems course. Instantly I knew it would help me organize and manage my game show’s data more efficiently,” Schmidt said.

Schmidt also applied statistical tests learned in his marketing courses to survey “Game of Favorites” players and viewers. He learned from their responses that the show should be moved from Saturdays to Fridays. This insight increased both player and viewer satisfaction and participation.

“After graduation, I plan to get a doctorate in marketing analytics and become a professor,” Schmidt said. “As a tutor for CBE’s business analytics course, I’ve discovered a love for teaching statistics and drawing the connection between math and its everyday uses.”

PETER SCHMIDT ’21
BACHELOR OF SCIENCE, BUSINESS MARKETING AND ANALYTICS
The Barker Capital Management and Trading Program was one of five university teams invited to compete in the first Trading After Dark: Campus Edition Challenge sponsored by tastytrade. Each university team submitted 10 trades at $10,000 a trade. These included three equity trades, four options trades, and three futures and futures options trades totaling $100,000. Positions were evaluated after one week with no trade management permitted during that time. U of I’s Barker Trading Program finished in 2nd place above Pepperdine, Cornell and South Florida with 8 of 10 trades profitable. Results were revealed on a live YouTube broadcast with tens of thousands of viewers. See the traders’ YouTube video at Trading After Dark: Campus Edition.

CBE’s D.A. Davidson Student Investment Program placed first in 2020’s financial portfolio competition. Competing against 21 other university teams, CBE’s students invested and managed a $50,000 portfolio for 12 months. The students’ investments earned $31,720.46, the largest gain of all the contestants.

Participants include students taking CBE’s Security Analysis (FIN 408) course.

“The program provides hands-on experience in finance, stock research and portfolio and investment management,” said Professor of Finance Magdy Noguera. “This is real-world learning, and winning shows it’s working.”

Rusty Schatz, U of I’s D.A. Davidson liaison added: “CBE really knocked it out of the park. This team achieved an incredible rate of return in spite of a once-in-a-century pandemic and recession. Presenting them with a profit sharing check for $15,860.23 was a really bright spot in 2020.”

Jen Smith, CBE’s senior career advising liaison with Career Services, received the 2020 Leadership in Career Development (LCD) Award from the Idaho Career Development Association. The LCD Award is the highest honor in Idaho recognizing exceptional leadership in career development throughout the state. The award brings attention to the importance education and career choices play in people’s lives. Jen is the fourth recipient from the University of Idaho to win this award in the past seven years.

CBE’s Management Information Systems (MIS) curriculum and faculty moved from the Department of Business into the Department of Accounting at the beginning of the fall 2020 semester. Accounting and MIS faculty at the college have a history of collaboration in both teaching and research. Professor Robert Stone and instructor Michael Doherty have the education and classroom experience to teach MIS courses, and Stone has published research with other MIS faculty at CBE. The combination of accounting and MIS faculty also enables both majors to develop collaborative opportunities in the area of data analytics. The Department of Accounting and Management Information Systems’ name will become official in fall 2021 when approved by the State Board of Education.
Lei Dong, Assistant Professor of Accounting

Students who have taken Intermediate Accounting I and II (ACCT 315 and 325) are familiar with Professor Dong. For those who haven’t, these courses will include the topics of accounting and financial statements, investing transactions, and U.S. tax code in comparison to international alternatives. Dong’s research interests include sustainability and corporate social responsibility reporting.

Doug Albertson, Instructor of Marketing

Students of all standing at CBE will recognize Instructor Albertson. He’s taught freshmen in Integrated Business and Value Creation, seniors in Marketing Channels Management and sophomores and juniors in between. Regardless of the course, Albertson brings his industry background to every lesson, taking real-world experiences into the classroom each day. Albertson’s research interests include corporate stigma, negotiation orientation and marketing strategy.

Marla Kraut, Department of Accounting Head

“It came to U of I for my masters in accounting, and Marla is the reason. None of the other places cared about me as a person like she did.”

LOGAN GREEN, ’16
MASTERS OF ACCOUNTANCY
BOISE CASCADE

It is U of I policy to prohibit and eliminate discrimination on the basis of race, color, national origin, religion, sex, sexual orientation and gender identity/expression, age, disability, or status as a Vietnam-era veteran. This policy applies to all programs, services, and facilities, and includes, but is not limited to, applications, admissions, access to programs and services, and employment.
GRADUATION
2019-2020

293 BACHELORS

Accounting: 36
Economics: 24
Finance: 56
Management Information Systems: 77
Marketing: 40
Operations Management: 40

28 ACADEMIC CERTIFICATES

Entrepreneurship: 21
Trading and Capital Management: 10

41 GRADUATE DEGREES

Masters of Accountancy: 25
Executive Masters of Business Administration: 16

SOCIAL MEDIA
Help market CBE by following us on social media AND sharing our content on your platforms. Let’s share the college’s story together!

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