

# The School of Business Newsletter

For Faculty, Staff and  
Students

November 2012



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Salt Lake  
Community  
College



Step Ahead.

# THE BIZ BUZZ

Issue 8

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December Newsletter:  
deadline for submissions  
November 26

Send your story ideas to the newsletter staff:  
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# *A message from the Dean:*

## Have you flipped?

Towards the end of my faculty tenure I taught a class titled Legal Environment of Business. It was a fascinating class. It was characterized by complex concepts with a multitude of vignettes, short problems, and legal cases. Students would read the assigned chapter and come to class where we would discuss the “confusing” parts of the chapter and reinforce key points. Usually we would cover one or more of the vignettes or short problems. Time constraints were such that seldom were we able to cover one of the complex cases. I remember spending a significant amount of time repeating information from one semester to the next. While class time was never wasted, I am not sure it was used in the most effective manner.

There is a movement throughout the College towards the use of technology to facilitate effective use of the precious time students are in class. Several groups and individuals are engaged in the practice of “lecture capture” and the concept of “flipping” the class. The basis of the idea is to record the information that is repeated time and again (the lecture) and make it available to students outside of class. Then, class time is devoted to any of a number of application-based activities where students can, under the guidance of the teacher, apply the concepts in a more complex and advanced manner. Students receive feedback immediately and corrective instruction is customized to the needs of the individual student. In this way the traditional class involving in-class lectures, homework, and assignment feedback is “flipped.” The lecture is viewed outside of class and the homework is done in class where immediate and effective feedback is readily available.

Evidence suggests students prefer the “flipped” class. For example, Dave Alldredge began using the “flipped” approach in two sections of accounting. Students in his class liked it so much they pressed him to use it in another accounting class. Dave and other faculty are serving on a task force exploring ways to leverage the “flipped” class approach as a means of meeting



Dennis Bromley, Dean, SLCC School of Business

the challenge to increase accessibility to college and improve retention and completion among current students. I am encouraged by the passion that many of our faculty have for this innovative approach to teaching.

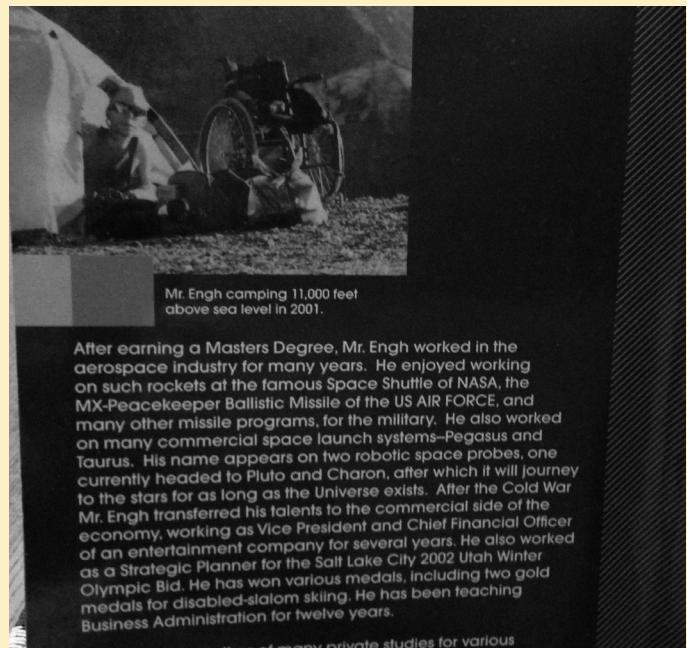
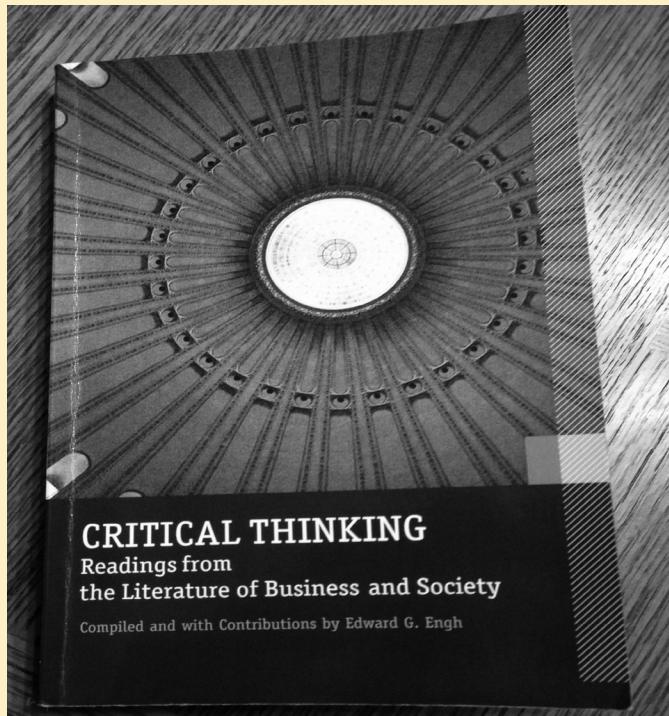
**Salt Lake  
Community  
College** The logo consists of the college name in a serif font, followed by a stylized graphic element made of three curved lines in green, red, and blue.

# SLCC Professor, Ed Engh, Publishes BUS 1050 Textbook

"The universe is everything and it exists whether humans know about it or not; it is experienced by all things through perception," reads the first paragraph of Salt Lake Community College professor, Edward Engh's new textbook, "Critical Thinking: Readings from the Literature of Business Society," which is now being published by the international publisher, Pearson Education. The textbook is a compiled series of readings that helps business students and fanatics know how to make it in business in the real world.

The textbook, which Ed started writing 6 months ago, was published under Pearson Education. The School of Business adopted the textbook for its BUS 1050 Business in Society course, at the beginning of the Fall semester.

"Growing up, people told me, 'you need to write a book,'" said Ed. Everyone thought I was going to write about my other experiences in life, but I ended up



writing a book about business," he explained.

Ed started working at SLCC 12 years ago. He says many things have changed but his love for teaching business has not. After teaching for many years, he realized students needed new insights about business, so he decided to write a textbook.

In addition to teaching and writing books, Engh has another passion – he loves camping. "I love Utah for its mountains and because I can find here anything that a good camper needs," he said.

Ed is also author of many other private studies for companies in the aerospace industry. He is currently finishing a research grant study for Salt Lake Community College on "New Methods for Teaching Critical Thinking."

Ed earned two degrees, one in Management Statistics and the other in International Business, at the University of Utah. After getting his masters degree, he worked for the aerospace industry for many years, gaining knowledge that he now shares with his students.

# Sheral Schowe, Share Her Knowledge of Wine With SLCC Culinary Arts Students

Some of the most popular and well attended culinary arts elective courses at Salt Lake Community College are the wine education classes. Typically exceeding twenty students each term, the Foundation Wine class

fills up early with enthusiastic chefs, wanting to learn more about the world of wine, how to use it in their culinary creations, how to develop a wine list, and which wines to recommend with food.

With the recent addition of the advanced French Wines and Cheeses course, there is now a new level of understanding and experience

offered for our students. Seral Schowe has been the Culinary Arts wine education instructor since 2005 and is also the owner of Wasatch Academy of Wine LLC, Utah's first wine school, established in 1991.

Julien Camus, the President of the French Wine Society in Washington D.C. shared these comments. "Sheral Schowe is an incredible wine talent. Not only is she the first French Wine Scholar in the state of Utah, she passed the examination with a score high enough to teach the program.

As a French Wine Scholar program provider, she undergoes extensive training in a different wine region of France every year under the auspices of the French Wine Society and the regional Inter-Professional associations.

This on-going commitment to professional development gives her hard-to-come-by nonbook smarts, cultural cachet, and provides her students with a most authentic learning experience. She is the consummate wine professional and a gifted educator.

Sheral's students reflect on their experience in her wine classes: "When Seral teaches us about a wine region of France, I feel like I am walking through the villages with her. She brings the pictures of her experiences to my mind, helping me visualize the people, the wine-making process, the food enjoyed by the locals with a particular wine. Her passion for France as well as the rest of the wine world is absolutely contagious!"

Another student shared, "I didn't know there was so much to learn about wine! So many grape varieties, all with their own personalities and their unique ways of pairing with specific foods. I realized that Seral's wine class was just the beginning of a very long adventure in learning."

Thanks to Seral's efforts, Salt Lake Community College is the first in the nation to offer the French Wine Scholar program for college credit.



# Sugar Adventures

by: Laura Marone

Laura Marone, adjunct faculty member in the Culinary Arts program, received funding through a Carl Perkins Grant, which paid for training under two renowned pastry chefs. Laura has recounted, for our enjoyment, the tale of her summertime "Sugar Adventures."

Capitola, a charming beach village in Monterey Bay, California, where surfers and tourists enjoy the ocean, is my first stop. My destination, however, is a cake atelier. I am meeting Marina Sousa, pastry chef, cake artist and Food Network celebrity.

She opens the door with a big, genuine smile and shows me around. Modern, classic and unconventional display cakes are everywhere, fascinating the visitors; even the chandelier hanging from the ceiling is a surprise, since it is in fact a cupcake stand! After the tour, the real adventure begins. We move to a different location, where all the magic happens: a certified kitchen shared with a catering company. Marina is an exquisite and friendly teacher and an amazing and energetic woman.

In two full days she shares with me secrets of the trade and innovative methods of using sugar and chocolate. It is fascinating to work with fantasy flowers, stencils, draping panels, isomalt jewels, fondant bows, sugar pearls in different sizes, and more. We work on decorations, talk, laugh, share lunch, take pictures and it feels that in a flash it is already time to

head back to Salt Lake City. Aside from those lasting memories and learned techniques, I go home with a new Marina Sousa logo-adorned pink apron and a box full of magical edible samples.



A few months later I fly again. This time the destination is Old Town Alexandria, just outside Washington, D.C. Among its historic colonial buildings is a light blue house with a cake showing in the big bay window. This is Maggie Austin's studio. She greets me with a hug and guides me inside. The rooms are dainty, the atmosphere elegant and the kitchen space pristine. Maggie's background in dance shows in her gracefulness and ethereal presence. She is an incredibly talented young woman with a unique perspective on edible art. With classical music playing, we start the journey through sugar flower-making. She introduces me to cutters and tools, explains techniques and shares stories.

She is a true artist with an exquisite touch on color choices and design. Before leaving, she shows me a display cake ready for a photo shoot: it has stunning white tiers ornate with golden birds and feathers and completed with a tri-dimensional branch wrapped around it. I am ecstatic!

It was an honor meeting these two exceptional artists. The Perkins grant gave me the opportunity to travel and explore new horizons in the art of pastry. From coast to coast, it was an incredible and inspiring experience.

# Build-a-Bear and Show You Care... for Children at Shriners Hospital



The SLCC Collegiate DECA chapter has started its annual “Build-a-Bear” service project that collects money through November 26 to make bears at the Build-a-Bear Workshop for patients at the Shriners Children’s Hospital.

This year the focus is to give each bear an individual personality by fully clothing them and using the trade-

mark Build-a-Bear house box. DECA also invites Shriners patients to come to the Build-a-Bear Workshop at Fashion Place Mall to make bears of their own.

SLCC DECA with the support of faculty, staff, and students, as well as other SLCC student organizations had over 60 students involved with the project last year, raised \$2,442.99, and made 144 bears. The goal for this year is to make 200 clothed bears, which will require approximately \$5000 in donations. DECA members will have tables set up in the Student Center, Technology Building and the Administration Building, where they will collect donations for the project. The students also collect donations from their family, friends, neighbors, and coworkers. You can make a donation to their worthy cause, by locating one of their collection tables, or bring your donation to the Business Building room 222 on Mondays or Wednesdays at 12 p.m.

The “Build-A-Bear” service project has become a part of the lives of many students who belong to DECA. Many of them have participated on the service project for the last three Christmas seasons. Even some SLCC alumni come back to help with this project every year.

“Magic is really all I can say to define the Build a Bear project.” says Rebecca Larsen referring to the 2011 Build-a-Bear project. Another student involved with the service project last year is Krystle Kendrick, who says that even though it was fun to make the bears, it was nothing compared to seeing the kids’ eyes when they got to choose their new friend.

You are invited to assist the DECA chapter in collecting funds or making donations in order to reach their goal of providing 200 toys to the children at Shriners Hospital. You may also join the DECA members on November 27 and 28 as they make the bears at the Build-A-Bear workshop at Fashion Place Mall



# STUDENT facturED Seeking Student Interns for Spring 2013

by: Sandi Sullivan

SLCC has a unique learning opportunity available to students for the coming Spring 2013 semester. Made possible by a grant from the National Science Foundation, SLCC has its own student run company called STUDENTfacturED. STUDENTfacturED is a real manufacturing-centered company.

The company will manufacture biotechnology supplies to sell to college and local high school instructors. STUDENTfacturED has been developed and implemented through collaboration between the Biomanufacturing Program/Biotechnology Department and the School of Business at SLCC.

The Biomanufacturing Program staff and faculty provide the necessary technical expertise to establish a 'regulated' manufacturing environment (i.e. scientific/technical methods and good manufacturing practices), and The School of Business staff and faculty provide the necessary business expertise to establish the required business-related functions such as accounting, business management, legal concerns, and marketing/market research. Both staff and student participants should benefit from this unique biotechnology/business enterprise and learning community.

Students have available to them internship opportunities in either Biomanufacturing, Business Management, Accounting, or Marketing. The internships provide an opportunity for students to gain hands on, real world experience in their chosen field of study, work within a team setting, broaden their professional knowledge and experience, bridge the classroom-workplace gap, actively contribute to business decisions, and be part of a unique learning community, all while gaining college credit.

The mission of STUDENTfacturED is to mentor the next generation of Biomanufacturing/Business Graduates and simultaneously assist high schools and universities in performing research projects.

Students who are interested in finding out more about this exciting opportunity, can visit the website at

[www.slcc.edu/studentfactured](http://www.slcc.edu/studentfactured) or can contact the mentor regarding their chosen field of study.

Biomanufacturing students should contact Vivian Ngan-Winward ([vivian.ngan-winward@slcc.edu](mailto:vivian.ngan-winward@slcc.edu)) or Cheryl Marzec ([cheryl.marzec@slcc.edu](mailto:cheryl.marzec@slcc.edu)), for Accounting contact Bob Burdette ([bob.burdette@slcc.edu](mailto:bob.burdette@slcc.edu)), for Business Management contact Don Skousen ([donskousen@slcc.edu](mailto:donskousen@slcc.edu)) and for Marketing contact Brent Andrus ([bandru17@bruinmail.slcc.edu](mailto:bandru17@bruinmail.slcc.edu)). STUDENTfacturED is currently taking applications for internships for the coming Spring 2013 semester so be sure to contact a mentor right away.

This material is based upon work supported by the National Science Foundation under Grant No. 1003292.



## *Announcements:*

### **Spring Registration Begins November 5**

Register early to insure you get  
the classes you need!!!!

### **Retail Store Operations Course**

CRN: 24521 MKTG 2990-2 Full-term

CRN: 24620 MKTG 2990-3 Second half term

1,2 or 3 credits

Tuesdays & Thursday, Hours TBA

### **Entrepreneurship Forum**

Wednesdays 12:00-12:50 p.m.

1 hour credit

CRN: 23461 ACCT 2990-1

CRN: 23796 FIN 2990-1

CRN: 23800 MGT 2910-1

### **International Community Marketing – India Project**

MKTG 2990-4

Miller Campus

Thursdays 1:00-3:00 p.m.