

FYI



Terry College of Business
UNIVERSITY OF GEORGIA

September 2022



Terry College is back to business

The Terry College Business Learning Community is bustling again as students return for fall classes. The Terry College welcomed more than 8,200 undergraduate students to campus, hosting events including the annual Welcome Back student activity and resource fair. [Welcome Back Gallery] [First Day Gallery]

TOP STORIES



Marketing student dominates on the track and on campus

Terry marketing major Hayden Swank uses his business skills to **push boundaries on the racetrack**. Seeking to drive his way into the NASCAR Cup Series, he's building a career based on the marketing and business skills he learned at Terry.



\$80K grant will bring big data tools to social science

Terry College Management Information Systems researchers Xia Zhao and Rick Watson received \$80,000 to develop a standardized system for **sharing and analyzing** social science data.



"Service with a smile" costs more than you think

New research from the Terry College reveals **becoming a happy and helpful employee takes a considerable effort**, but that effort eventually erodes the energy needed to do one's job.



MBA alumnus discovers a new career in nuclear ruins

“I turned 40, but instead of getting a Corvette, I went to Chernobyl,” jokes **technology executive Philip Grossman** (MBA '99). He found purpose and art documenting the lives of Ukrainians rebuilding in the plant's shadow.



UGA dedicates residence hall in honor of Terry trailblazer

Harold Black (BBA '66), the first African American to graduate from Terry College, joined UGA alumnae Mary Blackwell Diallo and Kerry Rushin Miller for the dedication of **Black-Diallo-Miller Hall**, UGA's newest residence hall named in their honor.

[[Photo Gallery](#)]



UGA Summer Launch students bring in \$107,548

Intended management student Halle Bynum won the **UGA Entrepreneurship Summer Launch** with her plan to simplify school fundraising. Bynum and the five other Summer Launch entrepreneurs earned \$107,548 in revenue in eight weeks.



Terry instructors give courses an active learning makeover

Three Terry College instructors were selected for the UGA Center for Teaching and Learning's **Active Learning Summer Institute**. The summer teaching boot camp focused on critical thinking and student engagement.



Plan for ideal campus workspace wins design sprint

A three-person team of students from the Terry College and the College of Agricultural and Environmental Sciences claimed the top prize in the **UGA Innovation District Design Sprint** with their plan to include corporations in university training.

IN THE NEWS

THE WALL STREET JOURNAL

New employees always had to learn and adapt to their new company's culture, but today that challenge is compounded by also navigating the organization's digital ecosystem. With project management tools and automated workflow systems, learning how a tool is used in a particular company can be trying for **even the most tech-savvy new hire**, MIS Professor **Jerry Kane** told *The Wall Street Journal*. "If you use Microsoft Teams in one place, it may be that your new place uses Teams in a very different way." One solution is giving hires early access to important tools so they can learn the office's online culture. "They can see how the group as a



Harvard Business Review

The added frequency of wildfires and floods forces businesses to face more unanticipated closures and losses due to natural disasters exacerbated by a changing climate. To guide the economy in this new normal, policymakers should shift some response resources to **support the disaster preparedness of small and medium-sized businesses**, Terry risk management assistant professor **Marc Ragin** wrote in an August column for *Harvard Business Review*. "Small business in particular often operate on thin margins, hustling to fund day-to-day expenses like purchasing inventory or meeting payroll. Many don't feel they have the luxury to dedicate resources to risk management. But without

whole is interacting with one another, you see where they put certain files, you see how they do certain communications.”

it, businesses may face additional challenges that will make recovery more costly in the wake of a shock.”

UPCOMING EVENTS

September 8

Georgia MBA LGBTQ+ Pre-MBA Admissions Summit

September 13

MSBA Virtual Information Session

Professional MBA Virtual Information Session

September 15

Terry Third Thursday - Synovus CEO Kevin Blair

September 21

Terry Leadership Speaker Series: Julie Schertell

Online Master of Business and Technology Information Session

TERRY THIRD THURSDAY

Executive
Speaker
Series

SEPT 15

UPCOMING SPEAKER:

KEVIN BLAIR

*President and
Chief Executive Officer,
Synovus*



terry.uga.edu/events/terry-third-thursday



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