



# DIVISION OF BUSINESS

XAVIER UNIVERSITY *of* LOUISIANA

## Entrepreneurship! The Plan



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Students presenting the Youth Solutions model to business leader at 3M headquarters in St. Paul MN. During the Sales for Social Impact meeting. (l) Shamir Keys, Maya Suell, Dasia Harris and Taj Dright.

Entrepreneurship is about improving peoples' lives, and this phrase includes identifying problems, creating solutions, devising plans and implementing those plans. Students who embrace this challenge use the Sales for Social Impact (SSI) class, business plan competitions and other Entrepreneurship Institute resources to develop ideas to improve the lives of people.

This past year SSI partnered with Arts Council New Orleans and The Net Charter High School in New Orleans to create Youth Solutions, a sustainable business that teaches disadvantaged young people design and fabrications skills as they make street furniture. Arts Council has been able to obtain sporadic grant funding for this beneficial project, however the focus of the SSI course was how can funding be received in a sustainable and consistent manner?

Students used the Business Model Canvas to explore the feasibility, identify customers and determine the value proposition of street furniture. The students identified 20 possible customer and after conducting interviews they narrowed the pool to three: Regional Transit Authority (RTA), The City of New Orleans, and parks. They determined that RTA was the most attractive, because of the need for bus stop shelters (a type of street furniture) and their strong interest to exhibit New Orleans culture as well as patronize local businesses. The solution to the problem was to organize a company that will market the products of Youth Solutions. A feasibility study was completed and delivered to sales executives at 3M as well as other universities that participate in the SSI Program. The presentation was very well received, so much so that 3M referred the team to one of their New Orleans sales representatives for assistance.



Student from Net Charter High School during the design phase



Student from Net Charter High School during the Production phase



Student from Net Charter High School admiring the final product

## Entrepreneurship! The Plan con't...



Students pose for a photo at the Value & Venture competition



Students; (l) Anna Harus, Nia Laing, and Donia Messaoudi pose with professor Syed Ahmed after their presentation at TCU

Shamir Keys, an Entrepreneurship minor, said "My experience in SSI was very motivating and a wonderful chance to understand the formulas needed from starting to plan out your ideas to actually creating and building the model to present to investors. With Youth Solutions we were able to plan out ways to better connect with the youth of New Orleans, while also providing them with skills to succeed and work out problems while getting paid to beautify there community."

Given this favorable feedback, another team of students entered the concept in Values and Ventures, a business plan competition sponsored by Texas Christian University. This team was named a finalist and presented the project at TCU in April. The process of presenting the project to external people was extremely valuable. Not only did the students receive good suggestions and expand their networks, they also refined their presentation skills and gained confidence in public speaking. According to Nia Laing, one of the student presenters, "Presenting Youth Solutions at TCU's Values and Ventures Competition helped me to develop new and valuable skills. Combining what I learn as a Sociology major - identifying social patterns and issues - with what I learn through working on YS - introduced me to entrepreneurship as a way to solve social issues as a new career path. "

Presently, students are meeting with Arts Council to refine the business plan and begin to implement it. Work will continue through the summer with a goal of obtaining the first contract later in 2018. Look to hear more about Youth Solutions!

## An Investment Club coming to XULABusiness



Finance Library donated by Father Lou Franz

Father Lou Franz, C.M. approached Xavier with a generous offer to fund an investment club for XULABusiness students majoring in finance. The grant will provide selected students with the opportunity to earn funds toward annual tuition and fees, gain tangible experience in the role of a financial advisor, network with industry professionals, and develop the skills needed to compete in the financial services industry. Students will develop an investment portfolio, with the guidance of an advisory board consisting of faculty and industry professionals.

A \$5,000 grant will be made annually from the Aloysius J. and Eugene F. Franz Foundation, with the university responsible for securing annual matching funds. 80% of capital gains and dividends earned through the invested funds will be distributed to those students that are in the club, while the remaining 20% will be reinvested for continued growth in the fund. Students will have the opportunity to present portfolio results at an annual meeting. In addition to the financial grant, Father Lou has donated his personal library of books that have helped steer his investment and financial decisions over the past decades. These books are available to any student in the Division of Business, not just those that are part of the investment club. Students interested in participating in the investment club should speak with Dr. Bartkus.

## Congratulations to our 2018 Honors in Business graduates

Accounting majors Javion Gutter, Myeshia Jackson, and Christopher Smith; Business Administration minor Brianna Warren; Sales and Marketing minors Gabrille Gaston and Morgan Yates.



## Louisiana Women's Forum

When McKinsey & Company and the LeanIn.org released its 2017 Women in the Workplace report regarding the status of gender diversity and women's workplace experiences within corporate America, it found that women are still woefully under-represented at every level of the corporate pipeline. To help increase opportunities for our female XULABusiness students and contribute to addressing the under-representation of women at the entry level, the Division of Business co-hosted the Louisiana Women's Forum (LWF) Mentoring Event.

The Division of Business and the Office of Career Services coordinated this event which provided an opportunity for upper-class college students to network with prestigious community leaders. The LWF, part of the International Women's Forum, membership is made up of highly influential women in Louisiana ranging from CEOs to entrepreneurs in industries from finance to the arts. More on this organization can be found at <http://iwforum.org/>. Members of the LWF who attended the event included, Sonia Perez, President of AT&T Louisiana and Chair of Xavier University of Louisiana's Board of Trustees, Carroll Suggs of Petroleum Helicopters, and Ti Adelaide Martin of Commander's Palace. Our "future leaders" left the event with a better understanding of how to successfully navigate their courses after graduation. "Programs that provide mentorship like this are critical in helping to move the needle regarding under-representation and diversity issues; we are proud to play a part," says Dr. Joe Ricks, Chair of the Division of Business.



Students share and listen to experiences of women business leaders during speed networking



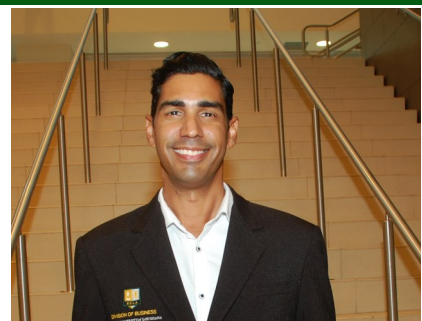
Students in round 2 of speed networking

## Xavier Business Scholars Examines Business Strategy and Faith

Xavier University of Louisiana being Historically Black and Catholic strives to combine the best attributes of both its faith and its culture. In a faith environment like Xavier two of its faculty members in the Division of Business have developed a research stream examining the pivotal balance between the values of faith and business strategy.

Dr. Richard Peters, Bank One Professor of Business Solutions and Dr. Joe Ricks, Division Chair and J.P. Morgan Chase Professor of Sales and Marketing recently collaborated on an article, "Jesus Centered Leadership and Business Applications: An Alternative Approach" published in a recent edition of Business and Society Review. In this article they evaluate Jesus Centered Leadership (JCL), a new concept that has emerged in the realm of spirituality and business management that questions the "Christianity" of Christian business leadership. Peters and Ricks propose principles of their own providing an alternative approach consistent with the JCL message of morality but addresses issues that offer greater opportunities for adoption within existing business models.

They are currently working on a book chapter titled "The Strategy of Spirituality: How Best Can Spiritual Leadership (SL) and Spirituality at Work (SAW) support and sustain organizational strategy: A Christian perspective". According to Dr. Ricks "A little over 70% of Americans identify themselves as Christians and another 6% identify with another faith tradition. With three quarters of the country self-identifying as people of faith it is critical that we provide business leaders with tools to create environments where faith and business objectives can co-exist." Dr. Peters adds "Even if organizations try to create religion free zone structures where work is work and not a place for personal beliefs, this will at minimum create conflict with the individual agent or employee that has chosen to identify as a Christian." To address the critical challenges presented by the values of faith and business strategy they argue for a pivotal balance that values and utilizes the benefits of spirituality while simultaneously advocating for its co-existence and complementation of existing strategic thinking.



Dr. Richard Peters, Bank One Professor of Business Solutions



Dr. Joe Ricks, Division Chair and J.P. Morgan Chase Professor of Sales and Marketing



Students pose for a photo during the network reception at this year's annual awards banquet



Javion Gutter (M) poses with her family during this year's annual awards banquet



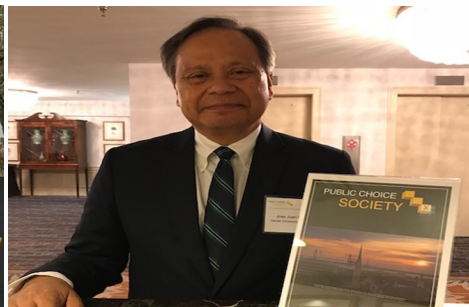
XULABusiness students that earned a covenant spot on the Dean's list during this year's annual awards banquet



XULABusiness students enrolled in advance tax accounting pose with client after tax preparation at the division's VITA site



Congratulations to May Jacobs, Slaes & Marketing major, on her win at the Partnering for Progress sales competition at Tuskegee University



Dr. Bautista presented a paper, "The Role of Influence in Valence Politics", Public Choice Society Meetings in Charleston, SC

**For more information on the programs offered by the Division of Business, please email us at [business@xula.edu](mailto:business@xula.edu) or call us at 504-520-7505. Or visit us in building 40 (Xavier South) room 325.**

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**To view Division activities visit our YouTube channel at: <https://www.youtube.com/channel/UCJcpXMXNeURw6-qeXE83ndg>**

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