

# Newsletter OPIM



*“ The Alumni Dinner emphasized the importance of networking, not only for getting internships and jobs, but also for gaining valuable insight towards what others in the field have experienced and accomplished.*

*-Calvin Mahlstedt ('19) a junior MIS major*



## OPIM Innovate

### Workshop Schedule

**12/1** -Microcontroller Applications

*This discussion will include an overview of how to use and program Raspberry Pi Microcontrollers*

**Register for workshops at:**  
[opiminnovate.uconn.edu](http://opiminnovate.uconn.edu)

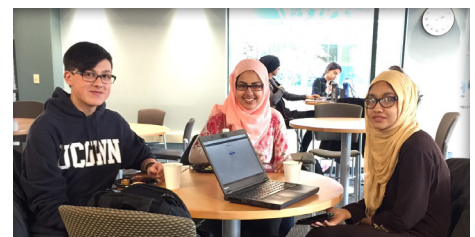


## Department Events

### OPIM Daily Tech Demos

**MON,** 2-3 pm: Analytics  
**TUES,** 3-4 pm: Microcontrollers  
**WED,** 1-2 pm: 3D Printing  
**THURS,** 11-12 pm: IOT  
**FRI,** 12-1 pm: Virtual Reality

**Demo's held in BUSN 388**  
OPIM's Innovation space



## Information Management Association

### Congrats to the newly elected E-board!

President – TJ Hannon  
V. President – Chris Calaci  
Treasurer – Dominka Lichomska  
Secretary – John Hauselt  
Chief Marketing – Radhika Kanaskar  
Chief Alumni – Alberto Principe

**BUSN 116, 7:30 PM**  
[s.uconn.edu/ima](http://s.uconn.edu/ima)





# Alumni Networking Dinner 2017

On Wednesday, October 25<sup>th</sup>, the Operations and Information Management Department (OPIM), held its 2<sup>nd</sup> annual Networking Dinner. This dinner is held for UConn School of Business Management Information Systems (MIS), Business Data Analytics (BDA), and Business Technology students, past and present, in order to enhance their networking skills and connect with people of similar backgrounds and interests.

This year's Networking Dinner was held at UConn's Graduate Business Learning Center in Downtown Hartford, where students, faculty, and alumni participated in a dinner similar to speed dating. At the dinner, alumni and faculty take their seats, and students move from

table to table in between each course to speak to a new set of alumni.

Each student attended the networking event for different reasons, some for insight on what alumni have experienced and others to hear about what the alumni have accomplished. However to many students, the largest benefit is being able to establish a connection with alumni for job opportunities and potential career paths after graduation.

A senior MIS student, Alex Martinez ('18), was happy to have attended the networking dinner because of the valuable connection he made. During one of his table rotations, Mr. Martinez met John Calabrese,

an alumni who works at Travelers. John advocates for the program that he will be entering post graduation and Martinez is excited to have a connection when he makes that transition.

As the benefits for current student are evident, the event was also an opportunity for alumni to stay up to date on the advancements the department has made. During the dinner, the MIS Academic Director Jonathan Moore updated the audience on OPIM Innovate, a departmental initiative for experiential learning with emerging technology. He encouraged the alumni to become involved with teaching, workshops, and mentoring students within the department.





# PWC & Travelers Case Competitions

**PWC:** On October 27, twenty five students from the University of Connecticut School of Business were invited to participate in PwC's annual case competition. They were broken down into five separate teams and each were assigned a PwC mentor and a faculty mentor from the School of Business. The teams had two weeks to create a strategy to push Country's Best convenience store, a real-world client of PwC, to full automation.

The team represented by Michael Greco ('21), Scott Kwon ('21), Tiffany Cheung ('20), Xiangyu Mu ('19), and Karina Zhao ('20) was mentored by MIS Academic Director, Jonathan Moore. "Our team's plan of action was to implement automation in stages across the different tiers, grow a loyalty program, and introduce a private label in the stores. We wanted to adjust to the changing market environment while maintaining the close-knit, community feel of Country's Best," said Karina Zhao, a sophomore accounting major.

**Travelers:** On October 27 the University of Connecticut School of Business also participated in the Travelers IT Case Competition. In this year's competition, six teams representing schools all across Minnesota and Connecticut, competed against each other in an effort to market insurance to millennials using technology. Each team was given two weeks to create a innovative strategy to tackle this problem. They were allotted 15 minutes to present their ideas towards a solution in front of a judging panel of Travelers' senior management. Following the presentation, the judging panel had ten minutes to ask any questions they had in regards to the project.

The participants from the University of Connecticut, Victoria Trautman (MIS), Benjamin Bosco (MIS), and Arshia Monshi (Business Administration), were introduced two weeks prior to the competition and given the case to work on. The team decided

to build a seamless platform that included both a website and application that tied into a dash cam system. In theory, the app would connect to the dash camera that records a user as he or she drives to see how many times a millennial checks his or her phone. In order to spread word of such an app, the group implemented a detailed social media strategy to enhance the application's popularity and usage rate.

**The OPIM Department is proud of all its students that participated in case competitions and encourage more students to get involved**





## OPIM Innovate: VR Workshop

On Friday November 3, the Operations and Information Management (OPIM) team held one of its most successful workshops to date in the Gladstein Lab on Unity Virtual Reality (VR) Programming. The workshop, led by adjunct professor Steven Fitzgerald, focused on acquainting people with Unity VR by "showing its historical progression, introducing students to the equipment, and teaching students how to stage a virtual reality space and make a virtual environment."

Virtual reality can be run through many different platforms but Professor Fitzgerald focused on the Unity software for the workshop. "The Unity engine is just something that has done all the hard work for you already. So the physics and the calculation of the computer code has all been done for you." Giving students a background on the Unity engine will help them build confidence to be able to create their own virtual reality experiences. TJ Hannon, a student lab specialist for OPIM Innovate is in charge of the Virtual Reality technology track and was helping run the workshop. The lab is currently focusing on a virtual reality hardware called HTC Vive, one of the top-tier pieces of equipment that is "a lot more immersive and gives you the potential to do a lot of different things, especially in a professional setting" Hannon stated. OPIM Innovate is also looking to develop a Unity technology track that focuses on developing these type of experiences.

## Student Spotlight: Evan Gentile

### *Innovate Student Lab Specialist*

"The trick is to accomplish great things while balancing what you love and not working yourself to death," said Evan Gentile ('18), a Management and Engineering for Manufacturing (MEM) major who balances school, work, and research while remaining involved in the UConn Community. "As a child he preferred deconstructing his electronic toys as opposed to actually playing with them. Since then, Evan's interest in technology has shaped him into the successful MEM student (in both the School of Engineering and the School of Business).

With this dual degree, Evan is hoping to gather enough engineering and business background to one day start his own company, and he is on the right track for doing so. He is most proud of his position as Vice President and Head Engineer of the UConn Electric Motor Sports Team, which is a club he helped start this fall. The goal of the club is to build a new, top-of-the-line electric race car, and Evan is in charge of building its subsystems. Ideally the car will be brought to a competition in Canada in June where it will race other cars from over thirty other university teams.

## Internship Opportunity

The General Dynamics Electric Boat is looking for interns for the summer of 2018!

Please visit [www.gdeb.com](http://www.gdeb.com) by January 5, 2018. For more information, please contact Brenda Petell at [bpetell@gdeb.com](mailto:bpetell@gdeb.com)

## OPIM Innovate

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