Over the last year, the CoB faculty, staff and students watched as the final touches were applied to Scianna Hall. This time of transition has been filled with excitement at the promise of growth in Scianna Hall and with nostalgia for the decades of academic life lived in Joseph A. Greene Hall, which opened in the spring of 1968.

Joseph A. Greene, the Hall’s namesake, was the first dean of the business programs and served in that role for 36 years. He arrived at Southern Miss in 1949 as head of the Division of Commerce, which formed in 1941. Greene led the effort to establish the School of Business Administration with an MBA program (1964), the College of Business Administration (1975), the first AACSB accreditation (1976), and the creation of a Professional School of Accountancy (1979).

Greene resigned from the position of dean in 1985, but the hopes and principles he expressed in his resignation address still serve as a beacon and a reminder to the College of Business, even 30 years later. He outlined the following five key ideas:

1. Courses should be relevant, taught thoroughly and with rigor.

2. Curriculum, to be worthwhile, must attract and challenge the better students.

3. Faculty, courses and curricula should make a student proud of the degree and the University.

4. Rigor and excellence attract better students and increase enrollment in the long term.

5. Acquiring the best faculty, representing their interests, and encouraging them in their fields are critical to make this a stronger and more distinguished University, gradually but surely.

In the Annual Report for 2014-15, you will see these principles and beliefs still reflected in our action initiatives from this past year. Our courses and programs are challenging and lead to competitive graduates. We are proud of the integrity infused in our curriculum and our people. We believe in our faculty and support their scholarship with research grants and software. Our staff provides a margin of excellence for faculty and for our student success initiatives. Thus, this report should sketch the steps we’ve taken to make this a stronger and more distinguished college during this past year.
On behalf of the faculty, staff and students in the College of Business at Southern Miss, I thank you for your engagement with our programs and people. As you review the accomplishments for 2014-15 in this report, I hope you feel the energy and strength of our enterprise.

Members of the Southern Miss Business “family” have taken gold two years in a row for top scores on the CPA in the state of Mississippi and earned the prestigious Swayze Award in Finance. In this past year alone, we have partnered with NCS¹ to offer our MBA with an emphasis in sport security as the only one in the nation, launched a Small Business Development Center, and added online options for the MBA and general business degrees. Our SBDC had a $1 million dollar impact on capital infusion in our region, and the MBA has doubled in size with its delivery options in Hattiesburg, Long Beach and online. Our partnership with NCS¹ has us working with some of the top sporting venues in the country. We are also requiring a course in Excel and reaching for certifications for all business majors before graduation.

We are redefining business success for our region with faculty outreach to nonprofits and supporting our students as they reach for national and international connections for their careers. Southern Miss Business, as this evidence shows, is delivering on an implied promise to engage, adapt and inspire others with our integrity intact.

Thank you for connecting with us and for taking a moment to read about the amazing accomplishments of our faculty and students this past year. I invite you to engage with us and to visit our new academic home, Scianna Hall. While the focus of this report is last year, we are currently enjoying the benefits of one of the most technologically advanced academic buildings in the country. Next year’s report will showcase how we are using this amazing space in Scianna Hall to continue to lead our region....and beyond.

Faye W. Gilbert, PhD
Dean
College of Business
# Table of Contents

- **Context** ....................................................... 5
- **Strategic Returns** ............................................. 7
- **2014-15 Report Card of Progress** ............................ 7
- **Assessment, Assurance of Learning and Impact** ............... 21
- **CoB Honors and Awards** ...................................... 23
- **Students and Student Organizations** ............................ 25
- **Characteristics of the College of Business** ...................... 27
- **Summary and Look Ahead** ...................................... 28
- **Appendix** .......................................................... 29
- **Faculty Publications, 2014-15** .................................. 34
- **List of Donors, 2014-15** .......................................... 37
Southern Miss

Founded in 1910, USM is a comprehensive doctoral and research-driven university. Over the past few years, enrollment has declined slightly as the University increased its focus on quality. The University implemented deadlines for admission for the first time, which resulted in an even smaller incoming class with the highest entrance and grade point average scores for a freshman cohort in University history. The decrease in enrollment prompted a reduction in budgets by 4.5 percent for 2014-15 and another reduction of about 4 percent for 2015-16 for the College of Business.

President Rodney Bennett completed his second year as president and received a contract extension from the state governing body, the IHL. Vice President for Student Affairs Joe Paul retired amidst a plethora of sponsored events from the Alumni Association and University community. The provost and vice president for academic affairs, Dr. Denis Wiesenburg, returned to the faculty as a professor of marine science. The dean of the College of Arts and Letters, Dr. Steven Moser, assumed the role of interim provost for 2015-16.

The University was awarded nearly $59 million in external research funding in 2014 – a 12.5% increase from 2013. Southern Miss acquired a research vessel, the Point Sur, providing the only substantial ship for work in the Gulf east of the Mississippi River. Southern Miss also invested in its campus and teaching and research sites on the Gulf Coast with a Fitness Center and Wellness Center added to the Gulf Park campus and security improvements provided for Gulf Park and to the Gulf Coast Research Laboratory (GCRL) in Ocean Springs. Further, the Marine Science Program at Stennis Space Center, under the direction of Dr. William Graham, received over $11 million in funding for research and programs.

In an effort to recruit students, University Communications launched a new advertising campaign, called “Choose Southern Miss.” The campaign featured students reflecting on their decision to choose Southern Miss and how that decision positively influenced their lives.

The College of Business

This year, the CoB moved purposefully forward despite the reductions in budget. Plans were completed to move four sport management faculty members into the CoB.

The CoB also launched the MBA with an emphasis in sport event security management, which includes a collaborative partnership between faculty in sport management, the National Center for Spectator Sport Safety and Security (NCS4), and representatives from the industry. This program also reinforced the delivery options for the MBA with courses in Hattiesburg, Gulf Park and online.

This year was also the last for several faculty members. Dr. Francis Laatsch and Dr. Cathie Price retired, while Dr. Mike Wittmann, Dr. Barry Cumbie, Dr. Xiaojing (Aggie) Yuan, Dr. Matthew Hill and Dr. Elizabeth Turner chose to follow other opportunities. Faculty searches were completed, including the notable search for the Horne Professor of Accounting. Dr. Paul Beck was chosen to fill this position and joined Southern Miss in fall 2015.

Dr. Paul Beck received his AB in finance from the University of Illinois at Urbana-Champaign in 1974. He completed both his MPA and PhD in accounting from the University of Texas at Austin in 1977. During his career, Dr. Beck has taught primarily in financial accounting and auditing areas, and his research centers in auditing and taxation. His work has been published in Accounting Review, Journal of Accounting Research, Journal of Finance, and the Journal of Accounting and Economics. Before earning the title of Irwin Jecha Professor Emeritus from the University of Illinois in 2015, Dr. Beck taught at University of Arizona, University of Chicago and UCLA.

The Horne LLP Professorship in Accounting was created through the generosity of the Horne LLP partners and associates in 2009 to attract and retain outstanding faculty and researchers and continue the momentum of the growing program.
Additionally, the CoB changed the curriculum at the undergraduate level to require an Excel course in fall 2015 and passed a motion to require computers by fall 2016. At the graduate level, the CoB focused emphasis areas for the MBA to include electives in sport security, analytics and global issues.

In an effort to increase community outreach, the CoB also launched the Southern Miss Small Business Development Center, which offers assistance and training to individuals hoping to open their own businesses. In career preparation, the CoB worked with the Advisory Council to host “Experience Business Casually,” which facilitated informal, yet informative, conversations with over 300 students.

In review, the CoB reduced its budget, but also launched new delivery options and curriculum combinations. Faculty and staff began preparations for the transition to a state-of-the-art facility and celebrated the accomplishments of students.
The principles and values that guide our actions within the College of Business are creativity and innovation, a community spirit, resilience, a competitive drive and integrity.

- **Vision:** We will be recognized as an educational leader in the Gulf South region for providing innovative strategies addressing business challenges.

- **Mission:** We provide applied and innovative educational experiences as we inspire a competitive spirit for working within this dynamic global economy.

CoB scholarship focuses on intellectual contributions that advance knowledge in our disciplines, understanding of applications of theory for organizational problems, and practices that influence teaching excellence. (Adopted by the faculty in August 2013)

The 2,000 CoB students are predominantly from Mississippi or the Gulf Coast region between New Orleans, La., and Mobile, Ala. An estimated 80 percent of CoB graduates are employed in this same region. Almost half of CoB undergraduate students transfer to USM from the four local community colleges. The proportions do differ between campuses as the Gulf Park campus transfers in over 90 percent of students compared to 40 percent for the Hattiesburg campus.

The following sections emphasize the key accomplishments that support the goals derived for the vision and mission. The work of our students, faculty and staff continue to reflect the principles and values upon which the CoB was founded. With the strategic focus adopted by the faculty in August 2013, the College of Business strives to accomplish four key goals: 1) to foster applied experiences; 2) to enhance our competitiveness; 3) to promote innovative opportunities and global connections; and 4) to invest in our people, infrastructure and community.
FOSTER APPLIED EXPERIENCES

Our engagement shows as we strive to instill confidence in our students, faculty and staff by supporting their efforts to reach goals and apply business principles to organizational problems. We provide a rich learning environment that challenges students to think critically and creatively about strategic options. Guiding students to apply their knowledge of business to practical situations is one of the greatest rewards for faculty members in the CoB and a long-standing tradition at Southern Miss.

Skills Training
Faculty members and students in the Leadership Program completed three courses with Dr. Joseph Paul, Dr. Hyler Bracey and Dr. Aubrey Sanford. The skills training focused on negotiation and listening skills, as well as using an agreement-based model of leadership. The discussion for faculty members who participated centered on how to engage all faculty in a skills-development approach to learning.

Career Development
This academic year could be called the “year of careers,” as business students were provided with new opportunities to engage with executives and mentors.

Experience Business Casually created an opportunity for students to ask questions and interact in a professional setting. “My goal in Career Services is to provide the students with plenty of networking opportunities,” said Amy Yeend, assistant director of Career Services. Executives from Saks Inc., Cintas, BancorpSouth, Frito-Lay, Coca-Cola, Hancock Bank, Jones Company, Primerica, Rainbow Casino, Camellia Home Health Care, Community Bank, Polk Meats, and Mercedes-Benz of South Mississippi were some of those companies in attendance. Interactive stations focusing on key ways to make strong first impressions were set up throughout Joseph Greene Hall. The stations focused on the handshake, résumé, etiquette, networking and three-minute introductions, professional attire, and two-minute practice interviews.

On February 27, a group of students traveled to Mobile, Ala., to meet with alumni for a luncheon with conversations about career and internship opportunities in the area. Moreover, the processes and materials for internships were revised for clarity, and a dashboard tracking system was developed.
Casual Conversations
The CoB hosted a luncheon, “Casual Conversations with the Council,” which was sponsored by Joseph F. Boardman Jr. Each faculty member invited a student to meet with members of the Advisory Council for an interactive event. This luncheon focused on sophomores and juniors as they will become the opinion leaders to encourage attendance for the 2015-16 career events.

Departmental Focus
Individual departments also reinforced interactions between students and professionals. The School of Accountancy hosted “Meet the Firms” with 18 firms gathering at the Trent Lott National Center to meet and discuss internships and careers. The Department of Marketing and Merchandising hosted The Hershey Company on November 11, for its “Marketing Majors Confidential” event. The Department of Finance, Real Estate and Business Law hosted students at the Mississippi Bankers Association Meeting and at roundtable luncheons. Dr. Mike Wittmann also focused on a Healthcare Marketing Meet and Greet with professionals like Aaron Boucher from GlaxoSmithKline, Bobby Smith and Jacqueline Long from Pfizer, and Joe Dixon from Medtronic.

Hands-on projects
permeated the curriculum this year. These projects are designed to give our students practical experience that will provide them with the knowledge and expertise to succeed in their future endeavors.

The Venture Challenge Project, now in its third year, tasks Southern Miss entrepreneurship students in Dr. SherRhonda Gibb’s Management 375 classes with creating an original or custom product for $20 or less. Students displayed and sold their products at Venture Fairs. The first event took place in Joseph Greene Hall, first floor lobby on Tuesday, October 28, 2014, and two others were held at the Thad Cochran Center Atrium on Thursday, November 20, and Tuesday, November 25. Proceeds were donated to the Extra Table and to the SeriousFun Children’s Network.

EAGLE SCHOLARS
The Eagle Scholars Program is a prestigious, merit-based scholarship that takes into account academic performance, intent to finish the degree, leadership and personal ethics. One of this year’s recipients, Walker Watkins, started the summer with study abroad in Japan and came home to start an internship with Horne LLP in Hattiesburg, Miss., the following day. He will be continuing the internship into the fall with Horne LLP while going to school. He will be attending the Beta Alpha Psi Annual Meeting in Milwaukee on August 5-8, and will be making a presentation at the meeting on behalf of his chapter. Walker plans to graduate in May 2016 and then pursue an MPA from Southern Miss.

The scholarship, which began with Hyler Bracey, Cass Flagg and Aubrey Sanford, was awarded to two more students for the 2014-15 school year. Eagle Scholars receive support for tuition and books, leadership training, and the opportunity to study abroad in Japan.

Eagle Scholar Kristen Franson spent the summer on an internship with the NFL’s Miami Dolphins. Franson said, “Working for the Miami Dolphins has been an amazing experience. The people I’ve met and the skills I am learning are melding me into a better student. It has been an honor, and I couldn’t be more proud to represent Southern Miss.”
International Business

Students continued to work with the Big River Coalition and the Port of New Orleans. As part of the study abroad in Japan, Dr. Barry Cumbie challenged students to complete plans for the Tokyo Business Development group to assist foreign companies to locate in Japan.

Creative Marketing

For spring 2015, the creative marketing classes worked with Java Moe’s (Kent McCarty) and Highland Specialty Pharmacy (Haley Spain). Dr. Jamye Foster’s philosophy includes a focus on coaching: “My students complete a client-based project each term. This provides the opportunity for students to apply the information to real-world situations and gives them a chance to practice what they have learned while obtaining guidance from faculty (and clients). This goal has led me to collaborate with professors and coordinate cross-disciplinary projects with colleagues. Since every group is working from a unique perspective, a coaching method is used to identify areas in which each group needs help. The flipped classroom format is used to allow for more hands-on class working time so that I can identify and guide students through learning struggles. Overcoming these real-world challenges results in better overall projects and better-prepared students for career situations.

Passions of the Palate (fundraising event completely managed by the tourism students at Southern Miss) raised $35,000 in the spring of 2015. The event was completely sold out, and Chef Rocky Durham from the Santa Fe Culinary Institute was the featured chef. Chef Rocky proved to be not only a marvelous chef, but part comedian as well. Anthony Del Vescovo, vice president and general counsel for MGM Resorts, was chosen as Partner of the Year. Proceeds from the Passions of the Palate event are used to provide scholarship money to allow students to experience trips to national conferences like G2E in Las Vegas, National Restaurant Show in Chicago, and the AHLE Hotel Show and Fall Conference in New York. Every year students get to go to these events at little to no cost thanks to the items contributed by hospitality, other businesses and individuals, and to our patrons who enjoy beating their friends out on wonderful trips, art and other memorabilia.
ENHANCE OUR COMPETITIVENESS

Our determination shows through the value we place on scholarship and the efforts to infuse programs with opportunities to showcase the many talents of our students and faculty. To remain competitive in the ever-changing business landscape, we work to advance skills in critical thinking, communication and technology.

Conferences and Competitions

Dr. SherRhonda Gibbs’ students took second place in the Alley Scholars Summit and Shark Tank Challenge (2/28/15) at the University of Arkansas in Fayetteville.

The Gamma Tau Chapter of Delta Sigma Pi, with Dr. Gwen Pate advising, attended the Grand Chapter Congress in Seattle, Washington. They received 11 of the 14 awards given and were named a “Chapter of Excellence.” They also attended L.E.A.D. schools in both the fall and spring semesters.

Beta Gama Sigma, with Wanda Fennell advising, and Beta Alpha Psi, with Valerie Simmons advising, also provided representatives for their national conferences.

The Southern Entrepreneurship Program (SEP) hosted a series of educational high school events and competitions and held its eighth annual SEP State Business Plan Competition held on The University of Southern Mississippi Hattiesburg campus on May 11. The event was sponsored by the Mississippi Council on Economic Education and hosted by the Center for Economic and Entrepreneurship Education, an educational outreach unit of the Southern Miss College of Business. The top 20 student business plans from across Mississippi were individually selected to advance and participate in the state finals. Roughly half of the student businesses represented were actively generating profits as of May 1 and included professional photography and lawn care services, as well as handmade products including custom bowties, sugar scrubs and reclaimed wood décor.

Our goal is that 100% of our students will participate in an applied project before graduation. These projects allow students to gain real-world experience while making a meaningful difference in the community.
Statewide Leadership

Southern Miss students earned gold and bronze medals for high CPA exam scores in Mississippi.

Tanner Shaw, a senior finance major at The University of Southern Mississippi, was awarded the prestigious Orrin W. Swayze Scholarship by the Mississippi Young Bankers Association during the group’s annual conference held in March 2015 at Marriott’s Grand Hotel in Point Clear, Ala. The $5,000 award is presented annually to the top Magnolia State university major in banking and finance who best represents the tradition of banking excellence exemplified by Swayze, a senior officer for Trustmark until his retirement in 1967. Three of the five finalists for this award were Southern Miss students and mentored by Dr. Wayne Kelly.

Oscar Leal, an MBA alumnus and senior portfolio manager at Regions Bank was the recipient of the 2014 Mississippi Society of CPAs Fred T. Neely Gold Medal Award. This award is presented annually by the MSCPA for achieving the highest grade on the 2014 CPA examination, while passing all subjects in one sitting. Amber Cole, USM professor and alumna, received the Gold Medal Award in 2013.

Scholarships are a vital part of both supporting our students and developing a competitive spirit.

Alfred Breeland continues to fund a scholarship that he and his late wife, Doris, established over 30 years ago. The Alfred A. and Doris R. Breeland Scholarship Endowment provides scholarships to worthy junior and senior College of Business students, with preference given to accounting majors. Alfred and Doris met at The University of Southern Mississippi, where they studied personnel management and accounting, respectively, and graduated in 1953. They both worked in the oil and gas industry for 33 years, Alfred with Chevron and Doris with Exxon. In 1982, they established the Alfred A. and Doris R. Breeland Scholarship with both personal gifts and matching gifts from Chevron and Exxon.

Six students received the Certified Management Accountant Program Scholarship, which includes a comprehensive package of benefits enabling students to study and take the CMA exam at no cost. Those students were Stephanie Rice and Allyn Body from the Gulf Park campus and Michelle Batie, David Sones, Chelsea Simmons and Stephen Flader from the Hattiesburg campus.

Vickie Rainey Watts received a $1,000 award from the Newton D. Becker Scholarship Program, which focuses on helping students and accounting professionals achieve their goal of earning the CPA credentials by offering financial assistance to prepare for the CPA exam.
National rankings reflect the success of our programs and establish our presence as a competitive national leader.

The undergraduate accounting degree was ranked among the nation’s most affordable programs. Accounting Degree Review researched the undergraduate education costs of all the schools in the United States accredited in accounting by the Association to Advance Collegiate Schools of Business (AACSB), the premier accreditation agency in the world for business and accounting programs. There are currently 170 institutions with AACSB accounting accreditation.

Analytics

The Certiport Certification Center efforts continued as students were provided free access to the G-Metrix software to study for the exam. Faculty members, under the leadership of Amy Yeend, decided to redesign BA 250 as a 1SH course focused on Excel, starting in fall 2015. Furthermore, faculty members and Southern Miss allowed the CoB to repurpose student fees to support software in Compustat, Audit Analytics, Qualtrics, the Bloomberg Terminal and other analytical packages used in today’s business landscape.

Industry Connections

The CoB held its second Spring Faculty Meeting on April 10 at Sanderson Farm Corporate Headquarters in Laurel, Mississippi. CEO Joe Sanderson, COO Lampkin Butts and CFO Mike Cockrell provided a presentation of the critical decision points in the growth of this Fortune 1000 firm.

Buddy McClain, owner and operator of over 60 Sonic Drive-Ins in Mississippi, Alabama and Florida, visited Dr. Cathie Price’s hospitality and tourism class. McClain has won numerous SONIC awards, starting with the Turnaround Operator of the Year Award, Chain Leader/Multi-Unit Operator of the Year, and the Mason Development Award. In the community, he was honored as 2005 Distinguished Entrepreneur of the Year by The University of Southern Mississippi’s College of Business. McClain is on the Regional Board of Directors for the American Red Cross and was named the 2014 Outstanding Leader for the American Red Cross of Mississippi.
EMPLOYER OF THE WEEK 2014-15

The CoB Career Services office, under the direction of Amy Yeend, continued to focus on connecting students with potential employees through the “Employer of the Week” events. The following employers hosted an information table, visited with classes, and interacted with faculty.

- Frito-Lay (Sept. 15-19)
- Cintas (Sept. 29-Oct. 3)
- Mississippi Department of Revenue (Oct. 6-10)
- Wal-Mart Distribution Center (Oct. 27-31)
- Enterprise Rent-A-Car (Nov. 3-7)
- Eagle Transportation (Nov. 10-14)
- Ferguson (Feb. 2-6)
- Frito-Lay (Feb. 9-13)

COMPANY TOURS

Throughout the year, students visited companies in order to gain insight into industry functions. Those visits included the following:

- Ritz Carlton and New Orleans Marriott in New Orleans, La. Nov. 7 (20 students) and April 17 (30 students)
- Cintas plant tour in Mobile, Ala. – Nov. 14 (10 students)
- Wal-Mart Distribution Center in Brookhaven, Miss. March 20 (10 students and two faculty members)

EMPLOYER-SPONSORED TRIP

Fastenal sent Amy Yeend, Rusty Anderson (Career Services) and Lisa Stevens (Career Services) to their Annual Customer Expo in Nashville, Tenn., to learn more about the company and their customers.

Business Foundations Certificate

In its second year, the certificate saw almost 20 students enrolled under the direction of Dr. Beth LaFleur. Some take the four online courses in accounting, finance, management and marketing to prepare for the MBA. Others in nursing, medical technology, construction management and other fields complete the certificate to enhance their skills and competitiveness in the marketplace.

Four students have achieved the Council of Hotel, Restaurant and Institutional Education (CHRIE) Certification in this, the first year it was available at USM.

ON-CAMPUS INTERVIEWS

A major focus for the CoB Career Services office is to prepare students to enter the workplace. Thirty employers visited campus and conducted 214 interviews with 129 individual business students.

100% of the students taking the exam during the 2015 academic year received their certification for ServSafe Alcohol. Every restaurant requires at least one employee each shift be ServSafe-certified. Southern Miss students are prepared for their future jobs in the hospitality industry.
COLLABORATIONS

This spring, the COB partnered with the National Center for Spectator Sports Safety and Security (NCS) to offer an MBA with an emphasis in sports security management, the first and only degree offering of its kind in the nation. Spearheaded by COB and NCS leadership—Associate Dean Bret Becton, Dean Faye Gilbert and NCS Director Lou Marciani—the program prepares students for work with leaders in the professional sports industry, such as Paul Turner, director of Event Operation and Security for the Dallas Cowboys, and Don Paisant, chief of public safety for SMG New Orleans (all pictured here). An additional outcome of this collaboration is that no new resources were required.

PROMOTE INNOVATION OPPORTUNITIES AND GLOBAL CONNECTIONS

Our ingenuity shows though our focus on providing innovative activities and global perspectives for students and faculty. The international presence of Southern Miss is increased by the CoB students through internships and study-abroad opportunities. These international programs not only enhance our global coverage, but also generate interest and support from active members of the CoB Advisory Council. Another way the CoB sought to grow our presence was to connect with other programs that benefit from business knowledge.

Stories

Dr. Kelli King, a professor of practice in marketing, partnered with Duarte, LLC to infuse the curriculum with the framework for telling stories used by that company. Dr. King spent a week in California with the company, taught the pilot test course, and acquired assurance of learning outcomes of amazing improvements to presentation skills with the infusion of the Duarte framework.

Dr. Fujun Lai, the McCarty Distinguished Professor of Decision Sciences, is completing his sabbatical leave with work in China. Dr. Greg Bradley has traveled to the University of Havana, Cuba, six times since 2013 to present behavioral economics. Dr. Marco Wolf presented at the American University in Dubai on the Do-it-Yourself (DIY) market for women.
Study-abroad programs took our students to **Japan** and **London**.
Scholarships for these programs are provided by the Business Advisory Council, the Breeland Fund and The Jerold J. Morgan Distinguished Professorship in Accounting Endowment. Dr. J.T. Tisdale and Dr. Barry Cumbie managed Japan, while Dr. Jamye Foster and Jamie Garrett led the studies in London.

**First International Alumni Meeting**
More than 20 Golden Eagles from across the globe joined together in Tokyo, Japan, on May 22, 2015, for the first Southern Miss alumni meeting in Japan. The event also served as a celebration of the 20th anniversary of the relationship between Southern Miss and Kaetsu University in Japan. Alumni from the College of Business, College of Arts and Letters, and the English Language Institute were represented at the event.

**Course Delivery**
In an effort to extend our reach, **MPA Director Amber Hatten** led the effort to expand hybrid offerings and provide Cisco teleconference connections for students wanting to complete the Master of Professional Accountancy degree from the Gulf Park campus. With direction from Dr. Brigitte Burgess, the CoB also structured courses to provide the general business degree fully online.

**INTERNSHIPS**
Jackson native **Patrick Welsh** joined the delegation traveling with former President Bill Clinton to project sites in Africa and the Clinton Global Initiative, including Tanzania, Kenya, Liberia and Morocco. The Clinton Foundation works on issues in climate change, economic development, global health, disease prevention, and opportunities for women and girls.

**Lynsey Smith**—hotel, restaurant and tourism management major—traveled to Dublin, Ireland, for an internship with the Sales and Marketing Department at Maldron Hotel at Dublin Airport. She assisted directors with booking inquiries and looking for new prospects as the hotel shifted its focus to business clients.

**Joel Ivy’s undergraduate thesis** was identified as one of the best among all those submitted by fall 2014 graduates of the Southern Miss Honors College. The title of his thesis was “The Effects of Religion on Organizational Citizenship Behavior.” Ivy and Dr. Bruce Gilstrap, thesis director, were recognized at the Honors Banquet.

**Visiting Scholars**
Dr. Jennifer Sequeira invited **Professor Ai Fengyi, PhD** from the Beijing Institute of Technology to visit with Southern Miss. He is connecting with faculty here to study issues in organization and HR management.
INVEST IN OUR PEOPLE, INFRASTRUCTURE, AND COMMUNITY

Our progress shows in the momentum we build for applied projects, competitive success, resourceful innovations and global experiences. We take our role seriously as an educational leader in the Gulf South region, and we invest in continuous improvement efforts. Support for faculty and their research, development opportunities for our staff, and strong relationships with external constituents provide the foundation for our philosophy and our futures.

OUR PEOPLE

Research Grants
Although the CoB reduced research grant funding by $60,000 in 2014-15 to avoid mid-year personnel cuts, the investment in research progress was still at $115,000. We provided research grants for new faculty totaling $10,000 each and competitive grants of up to $5,000 each. Further, the Business Advisory Council, chaired by Kenneth Lott, authorized $10,000 to name a BAC Research Fellow—Dr. Brian Collins was selected to receive this award. Faculty members who received research grants included the following:

- Sungsoo Kim
- Maria Leach
- Steven Stelk
- Wei Wang
- Reginald Wilson
- Leisa Flynn
- Gallaganeey Yooyuneyong
- Brian Collins
- Joel Bolton
- Kim Goodwin
- Diane Parker
- Jacob Breland
- Jamye Foster
- Melinda McLelland
- Bruce Gilstrap

Student Recruitment
Recruiting efforts included visits to community colleges, outreach to local schools by students in Beta Gamma Sigma, and interaction with recruiting officers for Southern Miss. Dr. Brigitte Burgess and the advising staff led these efforts and collaborations with the Southern Miss Admissions office.

The CoB hired six new faculty colleagues who began with us in fall 2014: Dr. Sungsoo Kim (EDT), Dr. Wei Wang (EDT), Dr. Matthew Hill (FIN), Dr. Steven Stelk (FIN), Dr. Reginald Wilson (ACC) and Dr. Maria Leach (ACC).

Staff Development
Staff members are an integral part of our growth as a college and the quality of the services we provide. Several staff members were funded and attended NACADA. Some of that staff then provided a workshop for all staff members on the Gulf Park campus to review processes and best practices in customer service, with particular thanks to Ms. Linda Jordan.
OUR INFRASTRUCTURE

Marketing
Southern Miss provided a special funding initiative to support marketing efforts. In the late spring, the CoB focused on enhancing the website by pairing with the “Choose Southern Miss” campaign to create a unique landing page for our MBA program. Moreover, we revamped our social media messages, purchased two billboards, and held a press conference to announce the MBA with an emphasis in sport security management. The investment in our messaging will continue with direction and assistance from Christian Sweatt with website design and Jim Coll with University Communications.

Course Development Grants
Faculty members were supported in efforts to develop new online courses and to infuse courses with new experiences for students. CoB grants were provided to the following faculty and staff for these instructional development efforts: Amber Hatten, Greg Bradley, Amy Yeend and Patrick Browning.

Shared Governance
Faculty members worked to revise the Faculty Handbook for the CoB to incorporate new standards from AACSB for faculty classifications, policies, and procedures in practice but not codified in a formal document. This process, led by the Faculty Handbook Committee, also ensured that the CoB was benchmarking our peer and aspirant AACSB-accredited business programs. Many of those programs provided their plans and definitions and engaged in discussions of uncertainties and best practices.

MBA REUNION
MBA alumni were welcomed back to Southern Miss at the Gulf Park campus on Tuesday, June 16, for the first reunion in the program’s more than 50-year history. The reunion included a luncheon, roundtable discussions and a dinner reception. The reunion provided an invaluable opportunity to discuss our curriculum, experiences and career development.
OUR COMMUNITY

The Economic Outlook Forum, sponsored by The First, A National Banking Association, brings the community of business leaders, Business Advisory Council members, the Trent Lott National Center, faculty and students together to hear economic forecasts for the Gulf South region.

The USM Small Business Development Center was launched in spring 2015 with a part-time counselor, Ms. Rita Mitchell, and collaborative support from the University of Mississippi, the Small Business Administration and the CoB. Dr. J.T. Tisdale coordinated these efforts. Within a few weeks, the Southern Miss SBDC had made an impact on the dollar values of loans acquired and on the number of new jobs generated in the Pine Belt region.

The Empowering Women: Minority Women Entrepreneurs Forum, coordinated by Jennifer Sequeira, was a free seminar sponsored by the CoB and the Magnolia Business Alliance on December 2. Dr. Beverly Dale served as the guest speaker, and workshops were held in the Trent Lott National Center on topics such as social media, financing opportunities, contract procurement and small business resources. Over 100 Pine Belt community members attended this event.

The Center for Economic and Entrepreneurship Education saw several milestones this past year with Director James Wilcox. Over 400 high school teachers experienced workshops on how to teach economics and entrepreneurship in the high school curriculum. Over 41 schools throughout Mississippi participated in the business plan challenge competitions.

Camp Shelby’s Mississippi ChalleNGe Academy (MCA)

The CEEE also facilitated the purchase and delivery of newly donated entrepreneurship textbooks for youth enrolled in Camp Shelby’s Mississippi ChalleNGe Academy. The Mississippi ChalleNGe Academy (MCA), part of the National Guard Youth ChalleNGe Program, serves at-risk high school dropouts and has graduated more than 8,000 youth to date. Georgia-Pacific Leaf River Cellulose, LLC, provided sponsorship of the textbook purchase.

The Trent Lott National Center and Economic Development Initiatives

Students in economic development, working with Dr. Chad Miller, published reports on the “Mississippi Blue Economy,” “The Impact of Fracking on Transportation” and the Social Business Challenge for Blueprint Mississippi. Dr. Miller was also named to the prestigious Transportation Research Board with his term beginning in April 2015.

OVERALL WINNERS OF THE BLUEPRINT MISSISSIPPI SOCIAL BUSINESS CHALLENGE include Ashley Edwards, Andrew Young, Thomas Kern, Kaitlin Horon, Gabriel Idakwo and team advisor Dr. Chad Miller. The students in the College of Business were members of “Team Creative Economy – Growing the Film Industry in Mississippi.” The competition was held Nov. 17, 2014, at the Ogletree Alumni House. Gov. Phil Bryant, the Mississippi Economic Council and the Mississippi State Institutions of Higher Learning (IHL) developed the Social Business Challenge and invited teams of students from the state’s public universities to compete in devising a creative solution and develop a business plan to address one of Mississippi’s biggest issues.
Faculty members in the College of Business publish articles that impact the discipline, practice and our understanding of pedagogy. With over 50 articles published in peer-reviewed journals in 2013–14, faculty contributions to scholarship are making a difference on an international scale (the list of articles in journals is in the appendix). A few examples of the topics of articles and their outlets include the following:

- do-it-yourself projects as a path toward female empowerment *(Psychology and Marketing)*
- minority students’ socialization *(Journal of Finance and Accountancy)*
- innovativeness of hospitality consumers *(Advances in Hospitality and Leisure)*
- reactions to service failures *(Journal of Applied Marketing Theory)*
- management of pension expenses *(Journal of Applied Financial Research)*
- opportunity recognition for black entrepreneurs *(Journal of Small Business and Entrepreneurship)*
- institutional legacy as the driver of port development *(Public Works Management and Policy)*
- the etiology of the frugal consumer *(Journal of Retail and Consumer Services)*
- reactions of jilted consumers *(Journal of Retailing and Consumer Services)*
- Hofstede’s values and job satisfaction in the U.S., Mexico, Korea and Hong Kong *(Journal of International Business and Cultural Studies)*
- Collaborative, cross-disciplinary, client-based projects *(International Journal of Fashion Design, Technology and Education)*
- retail atmospherics *(Journal of Retailing and Consumer Services)*
- the influence of gender on relational exchange preferences *(Leadership Quarterly)*
- interactional fairness, organizational embeddedness and organizational citizenship *(Journal of Management)*
- foreign labors in Arctic destinations *(Current Issues in Tourism)*
- impulse-buying behavior of young Thai consumers *(Asian Journal of Business Research)*
- valuation of art in estates *(Advisory Panel and Judicial Review)*

In 2013–14, faculty members in the CoB averaged a 1.74 impact factor. The impact factor is an estimate of the readership and citation rates for the scholarly publications that appeared in print. For example, an article co-authored by Dr. Brian Collins garnered an impact factor of 6.862 in the *Journal of Management*. An article co-authored by Dr. FuJun Lai earned a factor of 1.561 in *Decision Sciences*. These journal articles contribute to the body of knowledge in the disciplines of business and reinforce the work of our faculty in conducting cutting-edge research for higher education. Southern Miss business faculty are contributing to our understanding of how business works.
BSBA students will be able to
1. demonstrate knowledge and understanding of business disciplines;
2. think critically as they frame an issue, analyze the situation using relevant information, and defend a recommendation;
3. communicate with a) effective written communication skills (organization, grammar, style) and b) effective speaking communication skills (organization, use of technology and timing, verbal delivery, nonverbal delivery);
4. apply information technology to support business solutions (e.g. Excel, Bloomberg); and
5. work with integrity as they integrate ethical considerations into decisions.

To “close the loop” in assessment parlance, the CoB must measure these learning goals and use the outcomes of that measurement to improve our curriculum and approaches. A few highlights of “close-the-loop” accomplishments for these learning outcomes include the following:

• Faculty members continued to work on “time value of money,” an important concept across business disciplines. Because it was one of the most often-missed items on the ETS exam, it was selected for a focus in curriculum revisions and included in more classes in 2014-15. While it is still one of the most often-missed sections on ETS, student scores showed improvement on the mini-problems used to assess the progress made in this effort.

• Examples of effective business presentations were found and connected to Blackboard courses across the curriculum. The partnership with Duarte, LLC, led to a new framework, potentially, for taking presentations to the next level as well. Students score well on presentation assessments, but it is still a focus for this faculty.

• For technology, the faculty focused on Excel with the G-Metrix software and Certiport Certification. This two-year journey began with 100 certification exams provided free in 2013-14 with 81 students and faculty members who accepted the challenge successfully. While the number of exams completed in 2014-15 were lower, faculty members modified a course, BA 250, to have it serve as a 1SH lab focused on Excel. This focus shows the benefit of AoL processes and a clear change to curriculum based on AoL assessments and close-the-loop workshops.

• Measures of ethics and critical thinking continue to show a basic strength. For ethics, there is a need to reinforce the framework and to repeat that framework across the curriculum. The learning outcome goal is to ensure that every BSBA graduate has two to three self-guiding questions (the framework) to ask when faced with an ethical dilemma. Critical thinking is the focus of every faculty member with intentions to reinforce the rubric components: clear definitions of the situation/problem, relevant analysis, and a recommended solution based on the analysis.

David Sones completed an internship with PricewaterhouseCoopers in Atlanta this past spring. He graduated with his BSBA in May and is currently working toward his MPA at Southern Miss. David completed the Excel certification as an undergraduate. “I took the Specialist exam last semester, and I plan to take the Expert certification because it really prepared me for my internship and made things much easier when using Excel. I’ve heard currently employed associates say that they wish their schools had provided a certification training option.”
The CoB hosted two speakers as part of the Spring Ethics Forum. The first was **Mississippi Supreme Court Associate Justice Randy G. Pierce**, a 1987 graduate of USM’s College of Business, where he earned his Bachelor of Science degree in accounting. He then became a Certified Public Accountant before receiving his Master of Business Administration from USM. The second speaker was **Aaron Beam, former chief financial officer (CFO) of HealthSouth**. He addressed students at the Gulf Park campus. Beam served as a co-founder and the first CFO at HealthSouth Corporation, a leading health care company based out of Birmingham, Ala. As the co-founder, Beam witnessed firsthand the series of accounting, stock manipulation and leadership failures that led HealthSouth to the $2.8 billion accounting fraud scandal.

At the spring faculty meeting, faculty members discussed other continuous improvement examples and progress in infusing the curriculum with applied and innovative experiences. The aggregated impact of the assessment culture and discussions over time can be seen in the following work this faculty has done:

- Flipped classes, reduced lecture time, and increased discussions and interaction during class
- Developed self-directed Compustat project, Finance Lab exercises and Accounting Lab homework
- Expected students to submit work to conferences and watched as that work was accepted
- Increased expectations for certifications (e.g. Excel, CHIA, etc.)
- Increased the projects included as part of the class
- Participated in study abroad and worked to enrich the experiences there
- Infused interviews with external constituents
- Used Skype with professionals to interact with classes and student groups
- Attended professional functions with students
- Sent a student to Start-Up Weekend in New Orleans, where he launched Mississippi in a Box!
- Toured businesses in Hattiesburg, on the Gulf Coast, in Mobile and in New Orleans to connect with potential employers
- Increased the focus on analytics in classes
- Engaged as a faculty with our students and external constituents, including Mississippi Gaming Commission, Cotton Inc., the City of Hattiesburg, the Southern Mississippi Federal Credit Union Board of Directors, Extra Table, Steel Service Inc., HubFest, USM Athletics, Hope for Hattiesburg, University of Havana, Raisin’Canes, Chick’Fil-A, Brewskys, Southern Bone and Joint, Hattiesburg Convention Center, Java Moe’s, Highland Specialty Pharmacy, Re/Max, Duarte LLC

**The assessment culture feeds the process to increase our engagement and impact on our students and the Gulf South region!**

Named in honor of **Dolly Loyd**, an instructor in the Department of Marketing and Management from 1979 to 2014, the **Dolly Loyd Marketing Scholarship Endowment** will support a junior or senior majoring in marketing who holds a grade point average of 2.75 or better and demonstrates financial need. Loyd served as the faculty advisor for the Southern Miss chapter of the American Marketing Association for 30 years, as well as the faculty advisor for Phi Chi Theta. She has been published in 25 peer-reviewed journals in her field. Equally devoted to community service, Loyd served on the board of directors for the Hattiesburg Civic Light Opera; volunteered with the American Heart Association; and served as co-chair of the University’s United Way Campaign. A room in Scianna Hall has also been named in honor of Loyd.
CoB Honors and Awards

Because we value applied experience and aim to foster a competitive spirit, we celebrate those students and faculty who demonstrate exemplary skills in their disciplines. This year, the CoB held the first Honors Banquet for December graduates and combined that with the Alumnus of the Year Awards.

Boardman Entrepreneur of the Year
- Spring: Mr. Joe Sanderson Jr. and the people of Sanderson Farms

Boardman Distinguished Alumnus of the Year and Boardman Outstanding Young Alumnus Awards
- Fall: Mr. Mike Mason, Alumnus
- Mr. Kevin Smathers, Young Alumnus

Louis K. Brandt Excellence in Research Award
- Spring: Dr. Brian J. Collins

Joseph A. Greene Excellence in Teaching Award
- Spring: Dr. Gallayanee Yaoyuneyong

BAC Research Fellow
- Spring: Dr. Brian J. Collins

Becker CPA Review Scholarship
- Fall: Kristy Wilson
- Spring: Stephen Glen Broome

Outstanding Accounting Student
- Fall: Orain McLeggon

Beta Alpha Psi Award
- Fall: Paula Byrd
- Spring: Ashley Lynn Foley, Jonathan Blake Pittman

Jarvis Maxey Award
- Spring: Jasmine Johnson

Charles Jordan Award
- Spring: Cory Herrington

Frederick D. Kenamond Award
- Spring: Jonathan Blake Pittman

MS Society of CPAs and BKD Awards
- Spring: Alexandra Nicole Hancock, Samantha Teel Gill, James Ashton Williams

Haddox, Reid, Burks and Calhoun
- Spring: Morgan Elizabeth Smith, David E. Sones

Posey–Munn Book Awards (sponsored by Wiley Publishers)
- Spring: Nina E. Bellipanni, Kimberly Melinda Craven, Joshua Alexander Kalifeh, Kody Donivan Ladner

Outstanding Banking and Finance Award
- Fall: Benjamin Arnold
- Spring: Kent McCarty

Finance Faculty Awards
- Fall: Emma Floyd, Nicolas Zogaib, Alisha DeFatta

Wall Street Journal Award
- Spring: Tanner Shaw, Bradley Floore

Parham Bridges Real Estate Award
- Spring: Holden LeBlanc

CFA Society
- Spring: Nicholas Algero

Special Achievement in Finance
- Spring: Ryan Channell

Outstanding Student in Human Resources
- Spring: Sabrina Bryant

Outstanding Student in Management
- Fall: Bryant Baucum
- Spring: Nicholas Johnson

Outstanding Student in International Business
- Spring: Taylor Baker, Zachary Lankford

Outstanding Students in Entrepreneurship
- Spring: Jacob Vickers, Shonice Musgrove

Stanley A. Brooking Memorial Award in Management
- Spring: Cory Herrington

Outstanding Student in Business Administration
- Fall: Jordan Smalley
IN MEMORIAM

Dr. Billie Sue Allen (1949 – 2015) passed away in March. Dr. Allen was an alumna of Southern Miss, became an instructor in management in the early 1980s, completed her doctorate, and then served as a beloved professor and department chair.
Students and Student Organizations

The principles and values that guide our actions within the College of Business are creativity and innovation, a community spirit, resilience, a competitive drive and integrity. Our student organizations provide opportunities to engage in leadership to apply those values to better our college, University and community. This section briefly highlights the accomplishments of our student organizations.

Business Student Advisory Council
Charles Craft, President
BSAC students represent each of the student organizations in the CoB. As such, they convey information to the larger group and keep students informed. They are the “voice” of the student body in the CoB and serve as ambassadors for key events.
• Completed a constitution for the group that was ratified by the majority of student organizations, the dean, and members of this group.
• Hosted Honors banquets and worked to host a Fall Honors Banquet to celebrate those students graduating in December
• Included a BGS Induction and Awards Ceremony at the Honors banquets

American Marketing Association
Shelby Glover, President
• Sponsored “Pancakes for Parkinson’s”
• Hosted the Marketing and Merchandising Majors Confidential Event with Hershey and other executives

Fashion Merchandising Organization
LaWanda Cherry, President
• Mobile Fashion Week saw 12 members of FMO helping models backstage and setting up the show.
• Hosted a bake sale to raise funds for the American Heart Association
• Hosted Kristi Hicks, stylist and USM alumna, as a guest speaker
• Hosted Tori Parsons from United Apparel Liquidators in Hattiesburg who explained the history of UAL and job opportunities within the company

Society for Human Resource Management
Ashley Busby, Treasurer
• Katie Beth Walton and Natalie Flynt from Sanderson Farms presented information on internship and trainee programs for this Fortune 1,000 company headquartered in Mississippi.
• Roy Flake, former Walmart employee, presented “Developing Yourself for the Workplace.”
• Natalie Bond, employment coordinator for Pine Belt Mental Healthcare Resources, presented on “Interview and Resume Tips.”
• Van Craft, formerly of the Wage and Hour Division of the U.S. Department of Labor, presented information about the importance of complying with wage and hour laws and about how to deal effectively with Department of Labor audits.
• Stephanie Dirr, manager of Human Resources at Kohler Engines, presented information about HR internships in general and described her experiences working in HR for a variety of different companies.

Beta Gamma Sigma
Brandon Balli, President
• Connected with a local high school to teach math concepts. BGS members explained the concept and showed how that concept is used by business organizations.
• Held the first Fall Induction Ceremony to coincide with the Fall Honors Banquet

Alisha DeFatta and Kayla Scharfenstein were chosen to attend the Beta Gamma Sigma Student Leadership Forum held Feb. 5-8, in San Diego, Calif. The forum provides hands-on learning experiences for business students across the country to improve their leadership skills. DeFatta is a senior finance major and currently serves as the vice president of public relations for the University’s Beta Gamma Sigma chapter. DeFatta is also a member of numerous honor societies on campus and works as a tutor for both the First Year Initiative office and the College of Business.
Beta Alpha Psi

Sara Freeman, President

- Participated in the BarT Adventure Challenge Course to develop leadership and team-building skills
- Tour the office of Nicholson & Co., PLLC, and Outokumpu stainless steel manufacturing plant in Calvert, Ala., with the chapter from the University of South Alabama
- Hosted Mandi Stanley, the only certified speaking professional in the state of Mississippi; Joeg Havens, CEO with Horne, LLP; and representatives from KPMG; Ernst & Young; Haddox, Reid, Eubanks & Betts; BKD; and Postlethwaite and Netterville
- Hosted a hiring panel with recent Beta Alpha Psi alumni and a graduate student/intern panel for all accounting majors
- Completed service projects that included tutoring in accounting, completing petty cash audits, work with Homes of Hope, a KPMG literacy project with the Edwards Street Fellowship, Rock for Autism and the Big Event
- Implemented a Junior Beta Alpha Psi program to introduce sophomore accounting majors to Beta Alpha Psi
- Participated in the best practices competition at the Beta Alpha Psi regional meeting in Atlanta, Ga. – the first competition for the Southern Miss chapter with our members placing second out of 17 universities

Delta Sigma Pi

Charles Craft, President

- Recognized as a Chapter of Excellence by the national office during the October 2014 L.E.A.D. School in Atlanta, Ga. To be recognized as a Chapter of Excellence, DSP conducted exemplary programming, filed reports in a timely manner, engaged alumni, and strengthened the chapter.

Gamma Tau chapter of Delta Sigma Pi

at the Southern Miss College of Business is proud to announce Eric Zitter as the Collegian of the Year (COY) for both the chapter and the central gulf region. Each year a collegiate member from every chapter who demonstrates what it truly means to be a Delta Sig is chosen as their chapter’s Collegian of the Year. To be considered for COY past the chapter level, Zitter had to write an essay highlighting his fraternity involvement and scholastic achievements.

Enactus

Alexis Patterson, President

- For youth empowerment, Enactus members partnered with the Oseola McCarty Youth Development Center and offered workshops on business startup using a child-friendly format and taught budgeting skills (25 elementary students attended). They also connected with Hattiesburg High School to survey programming needs with workshops planned on entrepreneurship, the college application process and scholarships.
- For recycled treasures, shared ideas in the Union for environmentally friendly practices, creating items of value from trash, and held workshops at the Boys and Girls Club (20 college student interactions and 70 children in the workshops)
- For business retribution, assisted a local business with interior and exterior appearance, marketing strategies and accounting practices. The company tripled sales revenue.

Financial Management Association

Nicholas Zogaib, President

- Hosted Dr. Nancy Anderson, a columnist for Mississippi Business Journal, co-host of “Money Talks” for the Mississippi Public Broadcast System and author of Tough Talk for Tough Times
- Held a video conference with the director and select staff of the Economic Risk Analysis sector of the Securities and Exchange Commission (SEC) on the topic of trends they are watching regarding the issue of equity
- Attended the 12th annual Forecast Dinner in Jackson, Miss., hosted by the CFA Society
- Hosted Christy Holifield, corporate cash manager at Sanderson Farms, and Thomas Arthur, CFA and vice president of investments at Southern Farm Bureau

Accounting Society, Gulf Park Campus

Kayla Hausser, President

- Awarded a $100 book scholarship to a current member
- Hosted several guest speakers, most notably a representative from the Mississippi State Department of Revenue
- Participated in the Big Event
- Contributed to the DVDs 4 Vets collection

“Passion for Fashion” is a pop-up consignment store in which junior-level students have the opportunity to execute and manage merchandising sales and promotion as part of their class project. The students were able to execute every part of the store, including designing the promotional plan, store layout, providing personal styling services for customers, and everything in between. The project gave students a chance to gain real experience in promotion, merchandising, store planning, logistics, accounting and customer service while enhancing critical learning and teamwork skills.
CHARACTERISTICS OF THE COLLEGE OF BUSINESS

The purpose of this section is to provide a brief summary of the key characteristics that describe the CoB tracked over time. Tables of information are provided in the Appendix.

*Enrollment for the CoB has followed national trends in having a decline and then beginning to rebuild.*

Average class size is about 32 students. The CoB graduated 445 students in 2015, signaling an increase in the number of students in the business programs.

*Faculty members in the CoB remain a strength.*

The CoB met the qualification standard of AACSB for 40% (SA) in every field and for the college overall.

*Taken together, the CoB characteristics show an academic environment of over 2,000 students and qualified faculty who are publishing in their fields or connecting with business constituents.*
As this report shows, our community spirit is infused with the resilience derived from innovative minds that are driven to collaborate and to compete. We engage with our community and students, adapt through analytical processes that drive innovative ideas, and inspire others to strive for excellence. Our handshake is our bond and a symbol of our focus on the integrity needed to lead business organizations toward the future.

This past year, we prepared to move forward to Scianna Hall and continued to develop new programs for our students (e.g. online degree offerings, MBA with an emphasis in sport security, MBA with electives in analytics); new outreach initiatives for our community (e.g. SBDC, CEEE, Minority Entrepreneurship Conference); new requirements for our degrees (e.g. Excel, laptops); and new connections with the business community (e.g. Advisory Board for the Gulf Park campus, MBA Reunion, Advisory Board for Sport Security). Our steps are all indicators of a vibrant community of scholars who are redefining the role of higher education for business organizations.

We diligently work to retain our accreditation in business and in accounting, placing our programs in the top percentage of quality on an international scale. The next continuous improvement review by AACSB will occur in fall of 2016. We are adding a focus on certifications as well.

Rigorous courses and curriculum, a focus on our faculty members and their interests, and improvements in the infrastructure seem to resonate with Dean Emeritus Joseph Greene’s hopes expressed almost three decades ago for the future business programs at Southern Miss. It has been 30 years since Dean Greene relinquished his position as dean and 47 years since the business programs first occupied Joseph A. Greene Hall. The values instilled by a dedicated faculty and staff remain a cornerstone for the development of future successes. Committed alumni and friends support us in key efforts. Our future is now, and we will continue to redefine business success as we move forward...together.

We invite you to explore the excellence of the business programs at Southern Miss. To learn more about the College of Business, our programs or our people, visit www.usm.edu/business.

And next year? Our Annual Report will be infused with stories of our successes in Scianna Hall. Stay tuned for business success...redefined.
## Table 1. Enrollment by Major

<table>
<thead>
<tr>
<th>Major – BSBA Degrees</th>
<th>Fall 2011</th>
<th>Fall 2012</th>
<th>Fall 2013</th>
<th>Fall 2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounting</td>
<td>496</td>
<td>488</td>
<td>423</td>
<td>420</td>
</tr>
<tr>
<td>Casino Resort Management</td>
<td>17</td>
<td>21</td>
<td>NA</td>
<td>21</td>
</tr>
<tr>
<td>Tourism Management</td>
<td>43</td>
<td>22</td>
<td>NA</td>
<td>19</td>
</tr>
<tr>
<td>Banking and Finance</td>
<td>85</td>
<td>93</td>
<td>90</td>
<td>109</td>
</tr>
<tr>
<td>Personal Financial Planning</td>
<td>13</td>
<td>16</td>
<td>8</td>
<td>13</td>
</tr>
<tr>
<td>Real Estate</td>
<td>24</td>
<td>18</td>
<td>7</td>
<td>19</td>
</tr>
<tr>
<td>Entrepreneurship</td>
<td>460</td>
<td>321</td>
<td>191</td>
<td>156</td>
</tr>
<tr>
<td>Business Administration</td>
<td>71</td>
<td>251</td>
<td>332</td>
<td>372</td>
</tr>
<tr>
<td>International Business</td>
<td>90</td>
<td>71</td>
<td>53</td>
<td>64</td>
</tr>
<tr>
<td>Management</td>
<td>319</td>
<td>288</td>
<td>235</td>
<td>215</td>
</tr>
<tr>
<td>Human Resources Management</td>
<td>67</td>
<td>59</td>
<td>52</td>
<td>71</td>
</tr>
<tr>
<td>Supply Chain Management</td>
<td>5</td>
<td>9</td>
<td>12</td>
<td>10</td>
</tr>
<tr>
<td>Health Care Marketing</td>
<td>44</td>
<td>40</td>
<td>36</td>
<td>40</td>
</tr>
<tr>
<td>Marketing</td>
<td>253</td>
<td>235</td>
<td>201</td>
<td>221</td>
</tr>
<tr>
<td>Merchandising</td>
<td>24</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Major – BS Degrees</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hotel, Restaurant, Tourism</td>
<td>89</td>
<td>85</td>
<td>NA</td>
<td>73</td>
</tr>
<tr>
<td>Fashion Merchandising</td>
<td>67</td>
<td>68</td>
<td>78</td>
<td>43</td>
</tr>
<tr>
<td>Graduate Degrees</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MBA</td>
<td>44</td>
<td>32</td>
<td>39</td>
<td>73</td>
</tr>
<tr>
<td>MPA</td>
<td>31</td>
<td>22</td>
<td>19</td>
<td>25</td>
</tr>
<tr>
<td>MSED</td>
<td>12</td>
<td>11</td>
<td>13</td>
<td>17</td>
</tr>
<tr>
<td>CoB</td>
<td>2,230</td>
<td>2,150</td>
<td>1,789</td>
<td>2,005</td>
</tr>
</tbody>
</table>

## Table 2. Average Class Size by Discipline

<table>
<thead>
<tr>
<th>Discipline</th>
<th>Fall 2011</th>
<th>Fall 2012</th>
<th>Fall 2013</th>
<th>Fall 2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounting</td>
<td>32</td>
<td>31</td>
<td>29</td>
<td>29</td>
</tr>
<tr>
<td>Business Administration</td>
<td>64</td>
<td>83</td>
<td>69</td>
<td>64</td>
</tr>
<tr>
<td>Fashion Merchandising</td>
<td>19</td>
<td>15</td>
<td>20</td>
<td>15</td>
</tr>
<tr>
<td>Finance</td>
<td>36</td>
<td>34</td>
<td>44</td>
<td>27</td>
</tr>
<tr>
<td>Management</td>
<td>37</td>
<td>35</td>
<td>34</td>
<td>34</td>
</tr>
<tr>
<td>Management Information Systems</td>
<td>44</td>
<td>60</td>
<td>53</td>
<td>47</td>
</tr>
<tr>
<td>Marketing</td>
<td>26</td>
<td>37</td>
<td>32</td>
<td>32</td>
</tr>
<tr>
<td>Real Estate</td>
<td>26</td>
<td>13</td>
<td>16</td>
<td>15</td>
</tr>
<tr>
<td>Tourism</td>
<td>30</td>
<td>24</td>
<td>23</td>
<td>22</td>
</tr>
</tbody>
</table>
### Table 3. Degrees Conferred*

<table>
<thead>
<tr>
<th>Major – BSBA Degrees</th>
<th>FY 2012</th>
<th>FY 2013</th>
<th>FY 2014</th>
<th>FY 2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounting</td>
<td>88</td>
<td>93</td>
<td>77</td>
<td>89</td>
</tr>
<tr>
<td>Casino Resort Management</td>
<td>1</td>
<td>4</td>
<td>5</td>
<td>0</td>
</tr>
<tr>
<td>Tourism Management</td>
<td>14</td>
<td>7</td>
<td>7</td>
<td>4</td>
</tr>
<tr>
<td>Banking and Finance</td>
<td>17</td>
<td>10</td>
<td>14</td>
<td>20</td>
</tr>
<tr>
<td>Personal Financial Planning</td>
<td>2</td>
<td>5</td>
<td>3</td>
<td>6</td>
</tr>
<tr>
<td>Real Estate</td>
<td>10</td>
<td>3</td>
<td>1</td>
<td>4</td>
</tr>
<tr>
<td>Entrepreneurship</td>
<td>96</td>
<td>41</td>
<td>19</td>
<td>17</td>
</tr>
<tr>
<td>Business Administration</td>
<td>22</td>
<td>66</td>
<td>81</td>
<td>70</td>
</tr>
<tr>
<td>International Business</td>
<td>25</td>
<td>18</td>
<td>14</td>
<td>12</td>
</tr>
<tr>
<td>Management</td>
<td>79</td>
<td>66</td>
<td>65</td>
<td>52</td>
</tr>
<tr>
<td>Human Resources Management</td>
<td>12</td>
<td>15</td>
<td>15</td>
<td>18</td>
</tr>
<tr>
<td>Supply Chain Management</td>
<td>1</td>
<td>1</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>Health Care Marketing</td>
<td>7</td>
<td>9</td>
<td>6</td>
<td>9</td>
</tr>
<tr>
<td>Marketing</td>
<td>56</td>
<td>52</td>
<td>47</td>
<td>58</td>
</tr>
<tr>
<td>Merchandising</td>
<td></td>
<td></td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>Major – BS Degrees</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hotel, Restaurant, Tourism</td>
<td>21</td>
<td>22</td>
<td>16</td>
<td>18</td>
</tr>
<tr>
<td>Fashion Merchandising</td>
<td>15</td>
<td>7</td>
<td>8</td>
<td>6</td>
</tr>
<tr>
<td>Graduate Degrees</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MBA</td>
<td>32</td>
<td>15</td>
<td>19</td>
<td>25</td>
</tr>
<tr>
<td>MPA</td>
<td>27</td>
<td>20</td>
<td>20</td>
<td>22</td>
</tr>
<tr>
<td>MSED</td>
<td></td>
<td>5</td>
<td></td>
<td>10</td>
</tr>
<tr>
<td>CoB</td>
<td>525</td>
<td>454</td>
<td>425</td>
<td>445</td>
</tr>
</tbody>
</table>

*The figures in this report do not match those from last year’s annual report for 2014 as those were estimates and did not include summer graduation. These figures are updated.

### Table 4. Student Credit Hour Production

<table>
<thead>
<tr>
<th>Department or Unit</th>
<th>2011-12</th>
<th>2012-13</th>
<th>2013-14</th>
<th>2014-15</th>
</tr>
</thead>
<tbody>
<tr>
<td>School of Accountancy</td>
<td>6,999</td>
<td>6,683</td>
<td>7,376</td>
<td>7,518</td>
</tr>
<tr>
<td>Economic Development and Tourism</td>
<td>3,264</td>
<td>2,899</td>
<td>3,085</td>
<td>2,289</td>
</tr>
<tr>
<td>Finance, Real Estate and Business Law</td>
<td>9,363</td>
<td>10,245</td>
<td>10,876</td>
<td>9,485</td>
</tr>
<tr>
<td>Management and International Business</td>
<td>10,267</td>
<td>8,893</td>
<td>10,977</td>
<td>10,465</td>
</tr>
<tr>
<td>Marketing and Fashion Merchandising</td>
<td>5,290</td>
<td>5,405</td>
<td>7,340</td>
<td>5,934</td>
</tr>
<tr>
<td>CoB</td>
<td>35,183</td>
<td>34,125</td>
<td>39,654</td>
<td>35,691</td>
</tr>
</tbody>
</table>

### Table 5. Scholarly Academic Faculty Members by Program*

<table>
<thead>
<tr>
<th>Department or Unit</th>
<th>2011-12</th>
<th>2012-13</th>
<th>2013-14</th>
<th>2014-15</th>
</tr>
</thead>
<tbody>
<tr>
<td>School of Accountancy</td>
<td>60.7%</td>
<td>54.7%</td>
<td>57.1%</td>
<td>46.3%</td>
</tr>
<tr>
<td>Economic Development and Tourism</td>
<td>20.0%</td>
<td>28.6%</td>
<td>25.0%</td>
<td>48.2%</td>
</tr>
<tr>
<td>Finance, Real Estate and Business Law</td>
<td>42.1%</td>
<td>44.4%</td>
<td>46.2%</td>
<td>40.0%</td>
</tr>
<tr>
<td>Management and International Business</td>
<td>75.0%</td>
<td>74.8%</td>
<td>71.4%</td>
<td>88.9%</td>
</tr>
<tr>
<td>Marketing and Fashion Merchandising</td>
<td>76.6%</td>
<td>72.7%</td>
<td>81.8%</td>
<td>66.7%</td>
</tr>
<tr>
<td>CoB</td>
<td>60.8%</td>
<td>58.9%</td>
<td>61.9%</td>
<td>60.9%</td>
</tr>
</tbody>
</table>

*Until AACSB issued new standards in 2013, the requirement was 50% Academically Qualified (AQ) for each program. Presently, the standard is 40% Scholarly Academic (SA) for each program.
### Table 6. Combined Qualified Faculty by Program**

<table>
<thead>
<tr>
<th>DEPARTMENT OR UNIT</th>
<th>2011-12</th>
<th>2012-13</th>
<th>2013-14</th>
<th>2014-15</th>
</tr>
</thead>
<tbody>
<tr>
<td>School of Accountancy</td>
<td>93.3%</td>
<td>93.9%</td>
<td>92.9%</td>
<td>93.1%</td>
</tr>
<tr>
<td>Economic Development and Tourism</td>
<td>80.0%</td>
<td>85.7%</td>
<td>75.0%</td>
<td>81.5%</td>
</tr>
<tr>
<td>Finance, Real Estate and Business Law</td>
<td>92.9%</td>
<td>93.7%</td>
<td>92.3%</td>
<td>80.0%</td>
</tr>
<tr>
<td>Management and International Business</td>
<td>90.0%</td>
<td>90.6%</td>
<td>90.5%</td>
<td>94.4%</td>
</tr>
<tr>
<td>Marketing and Fashion Merchandising</td>
<td>100.0%</td>
<td>100.0%</td>
<td>100.0%</td>
<td>100.0%</td>
</tr>
<tr>
<td>CoB</td>
<td>92.4%</td>
<td>93.2%</td>
<td>92.1%</td>
<td>90.8%</td>
</tr>
</tbody>
</table>

**The 2013 AACSB standard is that the aggregation of participating and supporting faculty members (Scholarly Academics + Practice Academics + Scholarly Practitioners + Instructional Practitioners) is > 90% for each program and college.

### Table 7. Percentage of Student Credit Hours from Participating Faculty***

<table>
<thead>
<tr>
<th>DEPARTMENT OR UNIT</th>
<th>2011-12</th>
<th>2012-13</th>
<th>2013-14</th>
<th>2014-15</th>
</tr>
</thead>
<tbody>
<tr>
<td>School of Accountancy</td>
<td>91.4%</td>
<td>90.8%</td>
<td>90.6%</td>
<td>92.3%</td>
</tr>
<tr>
<td>Economic Development and Tourism</td>
<td>35.4%</td>
<td>62.9%</td>
<td>62.85%</td>
<td>62.3%</td>
</tr>
<tr>
<td>Finance, Real Estate and Business Law</td>
<td>75.3%</td>
<td>57.7%</td>
<td>57.7%</td>
<td>74.0%</td>
</tr>
<tr>
<td>Management and International Business</td>
<td>92.6%</td>
<td>92.6%</td>
<td>92.6%</td>
<td>96.1%</td>
</tr>
<tr>
<td>Marketing and Fashion Merchandising</td>
<td>77.2%</td>
<td>93.8%</td>
<td>93.8%</td>
<td>97.3%</td>
</tr>
<tr>
<td>CoB</td>
<td>80.3%</td>
<td>80.6%</td>
<td>80.6%</td>
<td>87.3%</td>
</tr>
</tbody>
</table>

***AACSB standard is 60% participating for each program and 75% for the college.

### Table 8. Faculty Intellectual Contributions by Unit and Publication Area, 2014-15

<table>
<thead>
<tr>
<th>DEPARTMENT OR UNIT</th>
<th>DISCIPLINE</th>
<th>APPLICATION</th>
<th>PEDAGOGY</th>
<th>TOTALS</th>
</tr>
</thead>
<tbody>
<tr>
<td>School of Accountancy</td>
<td>4</td>
<td>1</td>
<td></td>
<td>5</td>
</tr>
<tr>
<td>Economic Development and Tourism</td>
<td>7</td>
<td>10</td>
<td></td>
<td>17</td>
</tr>
<tr>
<td>Finance, Real Estate and Business Law</td>
<td>1</td>
<td>2</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>Management and International Business</td>
<td>12</td>
<td></td>
<td></td>
<td>12</td>
</tr>
<tr>
<td>Marketing and Fashion Merchandising</td>
<td>19</td>
<td>2</td>
<td></td>
<td>21</td>
</tr>
<tr>
<td>CoB</td>
<td>43</td>
<td>13</td>
<td>2</td>
<td>58</td>
</tr>
</tbody>
</table>

This information has not been “audited” for the categorization of articles. That step will occur in fall 2015.
**TABLE 9. UNDERGRADUATE DEGREES AND PERCENTAGES SEEKING EMPLOYMENT**

<table>
<thead>
<tr>
<th>ACADEMIC YEAR</th>
<th># OF GRADUATES</th>
<th>SEEKING NEW EMPLOYMENT</th>
<th>RETAINING CURRENT EMPLOYMENT</th>
<th>ACCEPTED INTO GRADUATE PROGRAMS</th>
<th>NOT SEEKING, OTHER REASONS</th>
<th>UNKNOWN OR MISSING</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010-11</td>
<td>481</td>
<td>49%</td>
<td>11%</td>
<td>2%</td>
<td>9%</td>
<td>29%</td>
</tr>
<tr>
<td>2011-12</td>
<td>471</td>
<td>51%</td>
<td>9%</td>
<td>4%</td>
<td>8%</td>
<td>28%</td>
</tr>
<tr>
<td>2012-13</td>
<td>419</td>
<td>59%</td>
<td>17%</td>
<td>4%</td>
<td>11%</td>
<td>9%</td>
</tr>
<tr>
<td>2013-14</td>
<td>425</td>
<td>50%</td>
<td>17%</td>
<td>8%</td>
<td>9%</td>
<td>6%</td>
</tr>
<tr>
<td>2014-15*</td>
<td>347</td>
<td>56%</td>
<td>7%</td>
<td>13%</td>
<td>4%</td>
<td>18%</td>
</tr>
</tbody>
</table>

*Data is incomplete, does not include summer graduates*

**TABLE 10. UNDERGRADUATE DEGREES AND PERCENTAGE ACCEPTING EMPLOYMENT**

<table>
<thead>
<tr>
<th>ACADEMIC YEAR</th>
<th># SEEKING NEW EMPLOYMENT</th>
<th>ACCEPTED NEW EMPLOYMENT BY GRADUATION</th>
<th>ACCEPTED NEW EMPLOYMENT BY 3 MONTHS</th>
<th>ACCEPTED NEW EMPLOYMENT BY 6 MONTHS</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010-11</td>
<td>236</td>
<td>25%</td>
<td>31%</td>
<td>33%</td>
</tr>
<tr>
<td>2011-12</td>
<td>238</td>
<td>21%</td>
<td>35%</td>
<td>38%</td>
</tr>
<tr>
<td>2012-13</td>
<td>248</td>
<td>31%</td>
<td>44%</td>
<td>48%</td>
</tr>
<tr>
<td>2013-14</td>
<td>211</td>
<td>34%</td>
<td>47%</td>
<td>49%</td>
</tr>
<tr>
<td>2014-15*</td>
<td>194</td>
<td>46%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*December and May graduates only*

**TABLE 11. UNDERGRADUATE DEGREE: RESPONDENTS TO SURVEY**

<table>
<thead>
<tr>
<th>ACADEMIC YEAR</th>
<th># OF GRADUATES</th>
<th># OF SURVEY RESPONDENTS</th>
<th>RETAINED OR ACCEPTED NEW EMPLOYMENT BY 6 MONTHS</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010-11</td>
<td>481</td>
<td>343</td>
<td>38%</td>
</tr>
<tr>
<td>2011-12</td>
<td>471</td>
<td>338</td>
<td>40%</td>
</tr>
<tr>
<td>2012-13</td>
<td>419</td>
<td>382</td>
<td>50%</td>
</tr>
<tr>
<td>2013-14</td>
<td>357</td>
<td>301</td>
<td>55%</td>
</tr>
</tbody>
</table>

*December and May graduates only*

**TABLE 12. UNDERGRADUATE DEGREES, ACADEMIC YEAR 2013-14 BY DEPARTMENT**

<table>
<thead>
<tr>
<th>ACADEMIC DEPARTMENT</th>
<th># OF GRADUATES</th>
<th># OF SURVEY RESPONDENTS</th>
<th>RETAINED OR ACCEPTED NEW EMPLOYMENT BY 6 MONTHS</th>
<th>EMPLOYED OR IN GRADUATE SCHOOL BY 6 MONTHS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounting</td>
<td>80</td>
<td>63</td>
<td>46%</td>
<td>68%</td>
</tr>
<tr>
<td>Management</td>
<td>171</td>
<td>151</td>
<td>58%</td>
<td>66%</td>
</tr>
<tr>
<td>Finance</td>
<td>17</td>
<td>17</td>
<td>18%</td>
<td>47%</td>
</tr>
<tr>
<td>Marketing/Merchandising</td>
<td>54</td>
<td>53</td>
<td>57%</td>
<td>58%</td>
</tr>
<tr>
<td>Tourism/Hospitality</td>
<td>25</td>
<td>18</td>
<td>67%</td>
<td>72%</td>
</tr>
</tbody>
</table>

Response rate at graduation: 73%; 3 months after graduation 20%; 6 months after graduation 11%
## Master of Business Administration (MBA) Degree

<table>
<thead>
<tr>
<th>Academic Year</th>
<th># of Graduates</th>
<th>Seeking New Employment</th>
<th>Retaining Current Employment</th>
<th>Accepted into Additional Degree Programs</th>
<th>Not Seeking, Other Reasons</th>
<th>Unknown or Missing</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011-12</td>
<td>32</td>
<td>59%</td>
<td>31%</td>
<td>6%</td>
<td>0%</td>
<td>3%</td>
</tr>
<tr>
<td>2012-13</td>
<td>15</td>
<td>47%</td>
<td>40%</td>
<td>0%</td>
<td>0%</td>
<td>13%</td>
</tr>
<tr>
<td>2013-14</td>
<td>27</td>
<td>26%</td>
<td>37%</td>
<td>7%</td>
<td>0%</td>
<td>30%</td>
</tr>
<tr>
<td>2014-15*</td>
<td>8</td>
<td>13%</td>
<td>75%</td>
<td>6%</td>
<td>0%</td>
<td>13%</td>
</tr>
</tbody>
</table>

*2014–15 data will not be complete until fall 2015. This data is through May 2015 and does not include summer graduates.

### % of Those Seeking New Employment

<table>
<thead>
<tr>
<th>Academic Year</th>
<th># Seeking New Employment</th>
<th>Accepted New Employment by Graduation</th>
<th>Accepted New Employment by 3 Months</th>
<th>Accepted New Employment by 6 Months</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011-12</td>
<td>19</td>
<td>26%</td>
<td>37%</td>
<td>37%</td>
</tr>
<tr>
<td>2012-13</td>
<td>7</td>
<td>57%</td>
<td>57%</td>
<td>57%</td>
</tr>
<tr>
<td>2013-14</td>
<td>7</td>
<td>71%</td>
<td>86%</td>
<td>100%</td>
</tr>
<tr>
<td>2014-15*</td>
<td>1</td>
<td>100%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*2014–15 data will not be complete until fall 2015. This data is through May 2015 and does not include summer graduates.

### % of MBA Respondents

<table>
<thead>
<tr>
<th>Academic Year</th>
<th># of Graduates</th>
<th># of Survey Respondents</th>
<th>Retained or Accepted New Employment by 6 Months</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011-12</td>
<td>32</td>
<td>31</td>
<td>55%</td>
</tr>
<tr>
<td>2012-13</td>
<td>15</td>
<td>13</td>
<td>77%</td>
</tr>
<tr>
<td>2013-14</td>
<td>27</td>
<td>19</td>
<td>89%</td>
</tr>
<tr>
<td>2014-15*</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**2014–15 data will not be complete until fall 2015. This data is through May 2015 and does not include summer graduates.

## Master of Professional Accountancy (MPA) Degree

<table>
<thead>
<tr>
<th>Academic Year</th>
<th># of Graduates</th>
<th>Seeking New Employment</th>
<th>Retaining Current Employment</th>
<th>Accepted into Additional Degree Programs</th>
<th>Not Seeking, Other Reasons</th>
<th>Unknown or Missing</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011-12</td>
<td>27</td>
<td>96%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>4%</td>
</tr>
<tr>
<td>2012-13</td>
<td>20</td>
<td>95%</td>
<td>5%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>2013-14</td>
<td>14</td>
<td>100%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>2014-15*</td>
<td>12</td>
<td>92%</td>
<td>8%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
</tbody>
</table>

*2014–15 data will not be complete until fall 2015. This data is through May 2015 and does not include summer graduates.

### % of Those Seeking New Employment

<table>
<thead>
<tr>
<th>Academic Year</th>
<th># Seeking New Employment</th>
<th>Accepted New Employment by Graduation</th>
<th>Accepted New Employment by 3 Months</th>
<th>Accepted New Employment by 6 Months</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011-12</td>
<td>26</td>
<td>58%</td>
<td>73%</td>
<td>77%</td>
</tr>
<tr>
<td>2012-13</td>
<td>5</td>
<td>79%</td>
<td>89%</td>
<td>100%</td>
</tr>
<tr>
<td>2013-14</td>
<td>14</td>
<td>79%</td>
<td>100%</td>
<td>100%</td>
</tr>
<tr>
<td>2014-15*</td>
<td>11</td>
<td>73%</td>
<td>91%</td>
<td></td>
</tr>
</tbody>
</table>

*2014–15 data will not be complete until fall 2015. This data is through May 2015 and does not include summer graduates.

### % of MPA Respondents

<table>
<thead>
<tr>
<th>Academic Year</th>
<th># of Graduates</th>
<th># of Survey Respondents</th>
<th>Retained or Accepted New Employment by 6 Months</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011-12</td>
<td>27</td>
<td>26</td>
<td>77%</td>
</tr>
<tr>
<td>2012-13</td>
<td>20</td>
<td>20</td>
<td>100%</td>
</tr>
<tr>
<td>2013-14</td>
<td>14</td>
<td>14</td>
<td>100%</td>
</tr>
<tr>
<td>2014-15*</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**2014–15 data will not be complete until fall 2015. This data is through May 2015 and does not include summer graduates.
Faculty Publications 2014–15


Leach, M., & Jack, E.P. (2014). Hofstede's values - LOC: Job satisfaction effect in USA, Mexico, Korea, Hong Kong. *Journal of International Business and Cultural Studies, 8*, 1-?.


List of Donors 2014-15

COMPANIES
632 Hillcrest, LLC
Altec Industries Inc.
Atlantic Marketing Association Inc.
BancorpSouth
BancorpSouth Foundation
Bank First Financial Services
Beau Rivage
Bill Stafford Realtor
Billy Hewes Real Estate
Cintas Corporation
Common Sense Economic Development
Community Foundation of North Florida
Cumbest Realty Inc.
Edgewater Inc.
First Southern Bank
Georgia-Pacific Foundation Inc.
Hattiesburg Clinic, PA
Horne, LLP - CPAs & Business Advisors
Just Give
KPMG Foundation
Lambert Accounting Service
Levens Appraisal Firm, LLC
London & Stetelman Realtors
Madison Charitable Foundation Inc.
McMahan Realty
Mercedes-Benz of South Mississippi
Metropolitan Club
Mississippi Power Foundation Inc.
Morgan Stanley & Co. Cybergrants Inc.
Morgan Stanley Smith Barney GIFT Inc.
Nicholson and Company, PLLC
Passions of the Palate
Payroll Plus Inc.
Persons Consulting
Pfizer Foundation
Pine Bell Enterprises, LLC
Polk’s Meat Products Inc.
PriorityOne Bank
Re/Max Real Estate Partners Inc.
Regions Bank
Robert E. Donnell III, CPA
Sim-Tex, LP
Smith Brothers Collision Center
Southern Development Resources, LLC
Southern Miss Federal Credit Union
State Bank and Trust Company
State Farm Mutual Auto Company
The Woodville Group, LLC
The Carol Jones Russell Law Firm, PLLC
The First, A National Banking Association
The Louis K. Brandt Foundation
Tri-State Insurance Services
Trustmark National Bank

Trustmark National Bank
USM Accounting Constituent Society
Warren International Trucks, LLC
Warren Paving Inc.

INDIVIDUALS
Mrs. Margaret Anna Achatz
Mr. and Mrs. Spencer M. Adams IV
Mr. and Mrs. Ronald I. Adams
Mr. Spencer Adams
Mr. and Mrs. R. Adcock
Mr. Robert M. Akins and Mr. Anthony D. Tarosky
Mr. and Mrs. Albert W. Alexander
Mr. and Mrs. Woods W. Allen Jr.
Mr. W. Reed Allison Jr.
Mr. and Mrs. James A. Anderson
Mr. and Mrs. Brian Anderson
Mrs. Natalie Hope Martel Andy
Mr. and Mrs. Norman D. Armstrong
Mr. and Mrs. Mark B. Babcock
Mrs. Patti Bankston-Futrell
Mr. and Mrs. Joel A. Barnes
Mr. and Mrs. Steven A. Barnes
Mr. Robert J. Barnes
Mr. Robert Barnes
Mr. Paul M. Barnett
Mrs. Tracy R. Barnhill
Mr. and Mrs. Philip M. Baudtree
Mr. Davin W. Williams and Mrs. Lisa A. Beall
Dr. and Mrs. J. Bret Repton
Mr. and Mrs. Michael P. Beland
Ms. Valeria L. Bell
Mr. Brent C. Belsom
MAJ and Mrs. Kenneth W. Benigno
Ms. Laurie F. Benvenuti
Mr. and Mrs. Alexander A. Bertolla
Mr. and Mrs. Joseph M. Best
Mr. Ben T. Bischoff
Mr. and Mrs. Thomas M. Bizzell
Mr. Joe A. Blackledge
Mr. and Mrs. Robert A. Blackwell
Mr. and Mrs. Henry E. Blakeslee III
Mr. J. T. Blalock
Mr. Newton Blount
Mr. and Mrs. Frank J. Boettcher
Mr. Dennis J. Bohannon
Ms. Lassina D. Boone
Mr. and Mrs. Chris Boone
Dr. and Mrs. Bob Bothe
Mr. and Mrs. Aaron D. Boucher
Mr. and Mrs. Bobby J. Bounds
Mr. and Mrs. Collins L. Bourg
Mr. Louis Brandt
Mrs. Julie Breazeale
Mrs. Lindsay F. Breland
Mr. and Mrs. Allen E. Brewer
Mr. and Mrs. D. Jackson Brink Jr.
Mr. and Mrs. Michael J. Britt
Ms. Jane L. Broussard
Mr. and Mrs. John A. Brown
Ms. Joan N. Brown
Mr. and Mrs. David J. Brownlow
Mr. and Mrs. Charles R. Brumfield
Mr. and Mrs. Bryan C. Bruner
Mr. and Mrs. Virgil E. Bryant
Mr. William E. Bryce
Mr. and Mrs. Lorry Bullock
Ms. Marianne B. Bullock
Mr. and Mrs. David Burkel
Mr. Scott and Dr. Bridgette Burgess
Mr. and Mrs. Frank Burks
Mr. and Mrs. David L. Butler
Mr. and Mrs. James B. Butts
Mr. and Mrs. William T. Byrd
Mr. and Mrs. Christopher V. Eagle, CJLL
Mr. and Mrs. John C. Carlisle
Mr. Gary Carmichael
Ms. Katie L. Carona
Mr. James Carpenter
Mr. and Mrs. Beavers and Mrs. Candice Carter
Mr. and Mrs. Dolphus R. Carter
Mr. and Mrs. Troy H. Carter
Mr. William H. Carter
Mr. and Mrs. Edward H. Champney, CPA
Mr. and Mrs. Kevin P. Cherrv
Mr. David and Mrs. Margie Jo Childress
Mr. and Mrs. Michael A. Christina
Ms. Emily Clark
Dr. and Mrs. Steve Cockerman
Mr. and Mrs. Darrel D. Coffey
Mrs. Sarah M. Coker
Mr. Hoppy Cole
Dr. and Mrs. Brian J. Collins
Ms. Jan Collins
Mr. and Mrs. Kenneth Cook Sr.
Mr. Ric Corts
Mr. and Mrs. Robert M. Cosgrove
Mr. and Mrs. Richard G. Cowart
Mrs. Virginia and Howell Crawford
Mr. Lee H. Crier
Mr. and Mrs. James L. Cruise III
Mr. and Mrs. John K. Crumpton
Mr. and Mrs. E. Mark Cumbest
Dr. Barry A. Cumbie
Mr. and Mrs. Robert B. Cynar
Mr. and Mrs. Robert K. Daniels Jr.
Mr. Sam J. D’Antoni Jr.
Mr. and Mrs. James H. Davis
Mr. and Mrs. Lance M. Davis
Mr. and Mrs. Scott M. Davis
Mr. and Mrs. Samuel Dazzo
Mr. Anthony Devescovo
Ms. Cristina A. Demichel
Mr. and Mrs. Jeff Devereaux
Mr. and Mrs. George W. DeVinney
Mr. and Mrs. Patrick Dickerson
Dave and Marsha Dieckman
Mr. and Mrs. Robert J. Dieckman
Mr. and Mrs. Robert E. Donnell III
Mr. and Mrs. Joseph E. Donovan
Mr. and Mrs. Larry B. Douglas
Dr. and Mrs. Ragan A. Downey
Mr. and Mrs. Donald G. Driskell
Mr. and Mrs. Chad Driskell
Ms. Lauren M. Dittler
Ms. Jennifer L. Dubose
Dr. and Mrs. David L. Duhan
Mrs. Chassity B. Duncan
Mr. and Mrs. David L. Dyson
Ms. Allyson G. Easterwood
Mr. and Mrs. Charles F. Eberling
Mr. and Mrs. Scott A. Etke
Mr. and Mrs. Ted M. Evans
Dr. Rita P. Hull and Dr. John G. Everett
Mr. Robert E. Fairbank Jr.
Mr. and Mrs. Mark Steven Fauvett
Mr. John Wesley Faulkenberry
Mr. and Mrs. Robert O. Fennell Jr.
Dr. Hyler Bracey and Mrs. Cass Flagg
Dr. Leisa R. Flynn and Mr. Rob G. Cunningham
Mr. and Mrs. David E. Ford
Mr. and Mrs. Richard M. Fore
Mr. Andrew M. Forman
Ms. Margaret Forrest
Dr. Jamye K. Foster and Mr. Barry J. Herring
Mr. and Mrs. Wicki J. Foster
Mr. and Mrs. Steven G. Frazier
Mr. and Mrs. William W. Fuller
Mrs. Deborah Funderburk
Mr. and Mrs. Thomas A. Galloway
Mr. and Mrs. James V. Garner Jr.
Mr. Greg Garraway
Mr. and Mrs. Don Garrett III
Mr. and Mrs. Paul D. Garrett
Mr. and Mrs. Steve Garrett
Mr. and Mrs. Philip J. Gattuso Jr.
Dr. SherRhonda R. Gibbs
Mr. and Mrs. Kevin F. Gilbert
Dr. Faye W. Gilbert
Dr. Bruce Gilstrap
Ms. Donna S. Glover
Mr. Patrick D. Glynn
Mr. and Mrs. Jerry Goolsby
Mr. and Mrs. Robert E. Goss Jr.
Mr. and Mrs. Paul M. Gottlieb
Mr. Eugene G. Gouaux III
Mr. Daniel H. Gousset
Mr. and Mrs. Jeff Gravett
Mrs. Edith H. Graves
Mr. Bernard Green
Mr. and Mrs. Walter W. Greene
Mr. Zachary A. Greer
Mr. and Mrs. Charles G. Gregg
Mr. Todd Gregory
Mr. Joseph B. Gregory
Mr. and Mrs. Brent G. Gremillion II
Mr. and Mrs. Neal Griffis
Ms. Ann S. Hamm
Ms. Markeshia D. Hammond
Mr. Bobby Hammond
Mr. and Mrs. Eby C. Hampton
Mr. and Mrs. Douglas O. Hancock
Mr. Steven W. Hand
Mrs. Robin G. Harder
Mr. John Hardmon
Mr. and Mrs. Dwight Harrigan
Mr. and Mrs. Christopher L. Hatten
Mr. Joey Havens
Mr. and Mrs. Paul Havlicek
Ms. Rachel Marie Grayson
Mr. Brian C. Hebert
Mr. and Mrs. B. Hebert
Mr. Jason L. Hendren
Mr. Jack Henkle
Mr. Thomas J. Henriesly Sr.
Dr. Tong L. Henthorpe
Ms. Neta B. Hession
Mr. and Mrs. Charles A. Hewes
Hon. and Mrs. William G. Hewes III
Mr. Billy Hewes
Mr. and Mrs. Ambrose T. Hicks
Mr. and Mrs. James B. Hill
Mrs. Barbara B. Himes
Mr. Steven E. Hinesley
Ms. Andrea R. Hinton
Mr. and Mrs. Kermit T. Hitt
Mr. and Mrs. Jeffrey A. Hollingshead
Mr. Lance W. Hopkins
Mr. Corry C. Horton
Ms. Randa Houck
Dr. and Mrs. Fred G. Howell
Mrs. Sally C. Hoyt
Mrs. Jared C. Hudson
Mr. and Mrs. Kory R. Hudson
Mr. and Mrs. Wilson C. Hudson Jr.
Ms. Sharon J. Hughes
Mr. and Mrs. Robert D. Ingram
Mrs. Barbara Ingram
Mr. and Mrs. DeWitt T. Irby Jr.
Mrs. Betty Jo Isom
Mr. and Mrs. Martin K. Jackson
Mr. and Mrs. William D. Jackson
Mr. and Mrs. David A. Jefcoats
Mr. and Mrs. Frank C. Joffrin Jr.
Mr. and Mrs. A. L. Johnson
Ms. Teri Paige Johnson
Ms. Sarah D. Johnson
Mr. Dominick R. Jones
Mr. and Mrs. Bradly C. Jones
Mr. and Mrs. Lowrey K. Jones
Ms. Ursula Ruth Jones
Mrs. Jones Russell
Ms. Nancy J. Kaul
Mr. Lisa A. Kavanagh
Mr. and Mrs. Roy S. Kay