redefining business success
southern miss college of business
Annual Report • 2013-14
The purpose of this report is to highlight the progress of the College of Business (CoB) at The University of Southern Mississippi for the 2013-14 academic year. For the CoB, progress is a mission-driven concept so the accomplishments are provided in relation to the vision, mission and goals. The theme for 2013-14 is illustrated by the concept of business success—redefined. This concept is exemplified by the following statement:

At the Southern Miss College of Business, we believe business success is measured not only in terms of how well you do for yourself, but also in terms of how you affect the people in the world around you. We understand the value of a dollar when it is invested well, and we know that business can change people and communities for the better. We are committed to guiding the next generation of leaders toward this view of business success.

Several milestones and initiatives from this past year demonstrate our commitment to redefining business success. The CoB developed a new graduate certificate program in business foundations and a new look for marketing materials. Working collaboratively, members of the Advisory Council(s) and Board(s) interacted with students and faculty for discussions of careers, projects and life after college. Faculty members reviewed assessment of learning measures and processes, mentored students, and had an impact on the Gulf South region through projects and outreach. The CoB also implemented a Certiport Certification Center and focused on student skills with Excel, while we ensured that members of our community could also achieve certification in the Microsoft Office suite of products. We set the stage to offer the MBA and general business degrees in an online delivery format and revised the foundation requirements for the MBA program. It was a busy year filled with progress and the quieter moments of learning and scholarship that define this exceptional faculty and place.
The 2013-14 academic year was one of transitions and accomplishments for Southern Miss. With our new president, Rodney D. Bennett, completing his first year, Southern Miss forged ahead with strong milestones. The campus recovered from a tornado with the assistance of alumni and friends, dedicated two signature pieces of art with “Lofty Return,” completed the formal inauguration ceremony, and welcomed new members of the Southern Miss team.

TRANSITIONS IN COB LEADERSHIP then reinforced the tone for 2013-14. Dr. Joseph Pegrefitte, senior associate dean, returned to the faculty as a professor in management after seven years of service in administration. Dr. Skip Hughes, director of the School of Accountancy, and Dr. David Duhon, chair of the Department of Management and International Business, both retired. Dr. William “Bill” Smith took the reigns as the chair of the Department of Economic Development and Tourism.

New leaders for 2014-15 were finalized as the year closed. Dr. Bret Becton was hired as the associate dean for operations and accreditation. Dr. Gwen Pate assumed the role of director of the School of Accountancy, and Dr. Mike Wittmann, hired as chair of the Department of Marketing and Merchandising, will also serve as the interim chair of the Department of Management and International Business. Dr. Brigitte Burgess was selected as the associate dean for undergraduate programs and assessment. University leadership at the Gulf Park campus was also reorganized with budgets and accountability placed with the academic units. Deans and associate deans began the process of improving the alignment of scheduling, budgets, promotion and recruiting. Dr. Beth LaFleur continued in her role as associate dean of business for Gulf Park and as director of the MBA program.

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The core components of mission-driven plans and progress include the values, vision and mission statements that focus efforts. Faculty adopted the revised mission and goals in August 2013.

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.* [8/16/2013]

- **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.

The 2,000 CoB students are predominantly from Mississippi or the Gulf Coast region between New Orleans, La., and Mobile, Ala. An estimated 60 percent of CoB graduates are employed in this same region. Almost half of CoB undergraduate students transfer to the university 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.

### STRATEGIC RETURNS

#### 1. FOSTER APPLIED EXPERIENCES

**OUR ENGAGEMENT SHOWS.**

We instill confidence in students based on their connections with reaching goals and applying business principles to organizational problems. We provide a learning environment that challenges students to think critically and creatively about strategic options. Guiding students to apply their theoretical 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.

The CoB track record for having students complete projects for organizations is impressive and was further strengthened over the last year. Students in Dr. Beth LaFleur’s research course completed a survey for the Marine Corps Scholarship Foundation, while those in Mr. Lance Hopkins’ advertising class planned a campaign. With the engagement of faculty members (e.g. Dr. Bret Becton, Dr. SherRhonda Gibbs) students consulted with the Edwards Street Fellowship Center, Salvation Army Distribution Center, Osceola McCarty Youth Development Center and Extra Table. Three students completed global internships in England, Africa and Germany with Deloitte, KPMG and the American Embassy. Others worked with Frito Lay/PepsiCo, Kimberly-Clark, Cintas, Sherwin-Williams, Tampa Bay Buccaneers, Atmos Energy, Sanderson Farms, The First and Horne LLP, to name a few. Students in ENACTUS, Delta Sigma Pi, Collegiate Entrepreneurs and Beta Alpha Psi (with Dr. Jennifer Sequeira, Dr. Gwen Pate, Ms. Valerie Simmons and Dr. SherRhonda Gibbs) all travelled to their respective national conferences. The Leadership students, along with Dr. J.T. Tisdale, toured the Port of New Orleans, Saks Fifth Avenue, Walmart Distribution Center, Nissans and Sanderson Farms.

Other examples of the engagement of CoB students in applied experiences this past year included the following:

- In the CoB Career Services office, Ms. Amy Yeend increased the focus on connecting students with job opportunities by hosting “Employer of the Week” events. The following employers hosted an information table in the IGH lobby, visited business classes, and interacted with faculty.

  - Hancock Bank
  - Deloitte Services
  - Sherwin-Williams
  - Northwestern Mutual
  - Regions Bank
  - Republic Finance
  - Wal-Mart Distribution Center
  - C Spire

**“These enriching experiences are expected by our top students, difficult for some students to afford, and a critical part of our aspirations for every CoB Golden Eagle in business.”**

– Dean Faye W. Gilbert
The University of Southern Mississippi’s Casino, Hospitality and Tourism department presented its 10th annual Passions of the Palate, April 14, 2014, at the Lake Terrace Convention Center. This event was an upscale silent auction and tasting dinner that attracts an elite group of attendees from Hattiesburg and the surrounding areas. The proceeds from this event help promote student learning outside of the classroom by providing assistance for students to travel to the Global Gaming Expo, the National Restaurant Show in Chicago, the International Hotel, Motel and Restaurant Show in New York, and other industry-specific events across the country.

- The 10th “Passions of the Palate” event saw hospitality management students raise over $25,000 to support student travel and programs. With direction from Dr. Cathie Price, students coordinated efforts with five chefs from New Orleans, each of whom created one of the courses for the meal. The silent auction preceding the event also helped these students raise a record level of funds.

- Individual projects also infused relevance and applications for our students. For example, Dr. Barry Cumbe, associate professor of management, partnered with Hattiesburg Clinic and supervised the student audit of the clinic’s information systems. Ethical hacking also strengthened student learning and the safety of those systems.

- Service-learning projects earned one student organization, ENACTUS, an invitation to the Silver Spoon Ceremony at their national conference. Students in ENACTUS, under the direction of Dr. Jennifer Sequeira, collected over 5,000 pounds of food for the local food pantry.

- At the request and direction of Dr. Brigitte Burgess, the university received a gift of Virtual Retailing software used by top retailers throughout the nation. This $920,000 gift will ensure that merchandising students apply concepts using the same software they will find in their subsequent careers. Student engagement with industry software is a driving focus of our efforts.

- The University of Southern Mississippi Community Service Hall of Fame Awards from the Center for Community and Civic Engagement were awarded this year to Anna-Claire White, marketing major graduating in May 2014, and Hunter Freeman, a sophomore management major.

- In the past year, regional impact studies were completed by students for the Jackson County Economic Development Foundation, Pass Christian Arts in the Pass Festival, Southwest Mississippi Oil and Gas Industry and Festival South. Students also conducted a grocery store feasibility study for Itta Bena, Miss. Dr. Chad Miller continues to influence his students to apply economic development concepts throughout the region. In collaboration with the Trent Lott National Center, CoB students worked on the annual Economic Outlook Forum; the Community Economic Development Workshops for elected officials; a lecture series for the Mississippi Energy Sector; and an Economic Forum on Marine Technologies.

- The CoB is part of a team the Mississippi Department of Transportation (MDOT) assembled for its Statewide Port Needs and Marketing Study, which is being conducted over the next year to more fully leverage the economic development potential of the state’s 16 public ports. The team is led by engineering firm Neel–Schaffer Inc., and in addition to Southern Miss, includes Cambridge Systematics Inc. and N.R. Coles & Associates. The university will be conducting training as part of the study to ensure Mississippi port directors are able to implement the study recommendations.

- Members of the Southern Miss College of Business Leadership Program logged over 200 service hours in a yearlong program with the Aldersgate Mission to reward elementary students for academic performance. Aldersgate students were challenged to improve their grades, and they would receive a party at the end of the year. The Leadership Program students helped with tutoring, played games, went for regular checkups on the children, and had a holiday party with a visit from Santa.

- Applied experiences also include interactions with executives and visitors to the university campuses. Some of these visitors included the following:
  - Dr. Catherine Tixier, Visiting Scholar from China
  - Dr. Daniel Lazar, Visiting Scholar from India
  - Dr. Joe Bost, CEO, Entrepreneurs of the Year
  - Dr. Dennis Bentler, Former AASB Chairman
  - Mr. Bill Taturn, President, Alliance of the Year
  - Mr. Luke Polk Drozdzuk, CEO, Young Alumni of the Year
  - Mr. Hyler Brasing, CEO
  - Mr. Todd Gregory, Cintas
  - Mr. Chase Blankenship, The First
  - Mr. Tom Smith, Primexico
  - Mr. Kenneth Lott, Principal, Smith, Shoeat, Wilson, Inc.
  - Mr. Brad Jones, Cintas
  - Ms. Annah Freeman, Cintas
  - Mr. Jason Lee, Mississippi Power
  - Mr. Carlos Tolosa, Jacobs Weapons Systems
  - Mr. Jason Lee, Cintas
  - Mr. Todd Gregory, Cintas
  - Ms. Aliya Cruz, Cintas
  - Mr. Sean O’Duffy, Executive Director, Big River Coalition (Tear in New Orleans?)
  - Mr. Paul Matthews, Port of New Orleans (Tour of New Orleans Port)
  - Mr. Glenn Partrick, Atmos Energy
  - Mr. Linsa Kang, Attourney
  - Ms. Danielle Lowery, CFO, The First
  - Mr. Sam Baskett, Jacques Whigams Systems
  - Ms. Aaron Beam, Former HealthSouth CFO
  - Ms. Kevin Southerns, Director, SAKS Online
  - Mr. Chuck Scovia, CEO, Sun-Sax
  - Mr. David Thompson, AAA Master
Applied experiences and outreach are distinctive aspects of the educational experience in the CoB at Southern Miss. Meaningful interactions with executives, projects, tours and outreach to organizations are part of the spirit you find that is a result of the foundation of our value system here.

2. ENHANCE OUR COMPETITIVENESS

(OUR DETERMINATION SHOWS.)

We value achievement in scholarship, interactions and accomplishments, and we strive to infuse programs with opportunities to showcase talents. Our goal is for students, faculty and staff to engage and evolve with the ever-changing business landscape. To remain competitive, we work to improve skills in critical-thinking, communication and technological applications.

• The MBA program was ranked nationally at #154 in the “Best Grad Schools, from U.S. News and World Report 2015 Best Part-Time MBA Programs.”

"I chose the Professional MBA at Southern Miss’ Gulf Park campus primarily because I was able to enroll in the program and continue to work full-time. The location and class schedule meant I didn’t have to move or take time off from my career or settle for an online program in order to attend an AACSB-accredited business school. Once I was in the program, I established great relationships with the faculty and other professionals in this area who are also working to sharpen their skills. I’ve stayed in touch with these professors and classmates even after I finished the program and have found them to be great resources.”

Kent Reulston, CPA, CGMA, CMA, Director of Finance and Accounting, Florence Gardens, LLC

• Sales Education Foundation (SEF) recognized Southern Miss as one of the nation’s top sales universities in an annual report. The Certificate in Professional Selling initiative offered by Southern Miss played an important role in the SEF recognition. The certificate program features a 12-credit hour series of courses comprised of professional selling, sales management, advanced professional selling, plus one course that can be tailored to a student’s needs. The certificate is a separate credential that appears on the student’s college transcript. Under the leadership of Dr. Mike Wittmann, the sales program is an exceptional experience for CoB students.

• In accounting, 100% of the MPA students were placed with companies such as Ernst & Young, Harper, Rains & Knight, Memorial Hospital of Gulfport, Horne LLP, Nicholson, Salvation Army and Southern Miss.

• We revised the process to apply for the Eagle Scholars program and had 85 applications. Mr. Walker Watkins and Ms. Kristen Fraser will be the CoB Eagle Scholars for 2014-15. Each recipient receives full tuition, admission to the Leadership Class with Dr. Tistad, and a partial scholarship for the Asian Studies Program in Japan. The intention is for Eagle Scholars to lead in the way in integrity, community spirit and competitive drive.

• A Southern Miss faculty member, Ms. Amber Cole, was awarded the Fred T. Neely Gold Medal Award. The Neely Award acknowledges the person who earns the highest score on the CPA exam in the state.

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Miss alumnus, Mr. Jordan Church, was awarded the Silas M. Simmons Bronze Medal for the third highest score in the state on the CPA exam for 2013.

• Our faculty also received accolades in scholarship. Dr. Kim Goodwin had her published work in real estate used and discussed in the Wall Street Journal. Dr. Bret Becton had his published work on generational differences reprinted in Fast Company. Dr. G. Wayne Kelly and Dr. Marco Wolfe were both cited for the most downloads of an article in finance and marketing respectively. Dr. Kelly’s published work garnered the SSRN Top 10 Downloads in five topic areas. CoB faculty members produce competitive, relevant scholarship.

• The Executive Entrepreneurial Series, sponsored by the Comcast Foundation, is a collaborative effort with Dr. Patrick Browning, director of the Trent Lott National Center, and Dr. Bill Smith, chair of the Department of Economic Development and Tourism. This past year, the series welcomed Matt Fry from the University of North Texas (2/21); Patrick Sullivan from the Mississippi Energy Institute (2/28); and Charlotte Batson from Batson & Co. Energy Consulting (3/7).

• With the work of Mr. Patrick Browning, the CoB completed the process to become a Certiport Certification Center, where, faculty, staff, students and people in the Gulf South region can take Microsoft certification exams. We purchased 100 certification exams for Excel and the G-Metrix software package to study for the exam to give away free in order to provide an impetus for completing the exams. Thirty-five students, mainly MBA and MPA graduate assistants, took the exam, and 33 successfully passed. Dr. Skip Hughes, former director of the School of Accountancy, also passed the exam.

• Southern Miss completed an agreement to partner with SAP as an associate campus with the initiative of Dr. Barry Cumbie and Ms. Wanda Fennell. The first class is planned for fall 2014 and is for a management course teaching SAP.

• With the initiative of Mr. James Wilcox, more than 100 high school students participated in a hands-on business symposium hosted by The University of Southern Mississippi’s Center for Economic Education and Entrepreneurship (CEE) on Tuesday, Feb. 4. The event was the second in an annual series of youth symposiums sponsored by CEE’s statewide Southern Entrepreneurship Program. Several high schools from central and south Mississippi were represented at the event. The CEEE also trained over 200 K-12 educators in how to teach economics and how to teach entrepreneurship.

• With support and direction from Dr. G. Wayne Kelly, chair of the Department of Finance, Real Estate and Insurance, Benjamin Arnold and Tanner Jones were among the top five college students named as Mississippi Young Bankers Scholars. They attended the 64th Annual Mississippi Young Bankers Convention in Point Clear, Ala., on March 8-12, where they received a plaque and $1,500 scholarship.

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Global internships and jobs were a source of pride for this year.

Blythe Dunaway
received an accounting internship with the London office of Deloitte for spring 2014 and will begin her career with Deloitte in London in September 2014.

“Tax is already another language, and when you add the international aspect of tax, you are in a whole new ballgame. While we learn all our ‘technical skills’ in school, it’s hard to fully prepare ourselves for the workforce. We must take the discipline and hard work we exhibited in college with us and walk in with a smiling attitude. Living alone in London and not knowing much about tax has been a humbling experience, but a positive mindset and cheerful smile goes a long way. I have learned that no one expects to be a hero in the classroom, but the education the classroom could ever provide, but the education I received at Southern Miss has provided a great foundation to jump-start my career. I received my mid-year review from the partner and manager of my client, and one of the areas they pointed out as a strong point was my proficiency in Excel. That was due to Dr. Gilbert’s hard work setting up the new Microsoft Excel certification program. It is really humbling to think about all of the people that have gone out of their way to help me get to this point.”

Zach Fetcko
completed an accounting internship with KPMG in Johannesburg, South Africa, in spring 2014.

“Since my internship, I learned things that no classroom could ever provide, but the education I received at Southern Miss has provided a great foundation to jump-start my career. I received my midpoint review from the partner and manager of my client, and one of the areas they pointed out as a strong point was my proficiency in Excel. That was due to Dr. Gilbert’s hard work setting up the new Microsoft Excel certification program. It is really humbling to think about all of the people that have gone out of their way to help me get to this point.”

Zach Tankford
an international business major, completed an internship this summer with the U.S. Department of State in Berlin, Germany.

“This internship opened my eyes to many career paths that I was not aware of. The State Department has a variety of career paths that interest me that I wouldn’t have known about had I not done this internship. The internship has also given me an appreciation for my international business and international economics courses. I was able to see the impact of trade agreements and economic and political unions. The most significant thing I learned and observed is that diplomacy significantly affects public and private organizations. No matter what role you’re playing in an organization, in the public or private sector, it is important to pay attention to foreign affairs.”

Dr. Marco Wolf
associate professor of marketing, presented his research findings on “Do-It-Yourself Projects as a Path Toward Female Empowerment in a Gendered Market Place” to faculty and students at the American University in Dubai.

“The research paper tackles the role of women as homemakers and heads of households and the changing dynamics in which women engage in do-it-yourself (DIY) behavior. Five dimensions of empowerment were identified: project initiation, production—making, adding economic value to goods and services, unleashing creative potential and ownership. The findings show women’s involvement in DIY behavior and the consumption of DIY-related goods is closely tied to the concept of female empowerment,” he explained. “It was great to have Dr. Wolf speak at the SBA Let’s Talk Research Series. Dr. Wolf’s DIY study is current, cutting-edge and captivating; it was a wonderful opportunity to hear what is being done outside the United Arab Emirates in terms of marketing research,” said Dr. Suzanne L. Conner, chair of marketing and marketing communications at the American University in Dubai.

We are a determined group of people when it comes to infusing a globally competitive spirit for our students and faculty. Awards and honors are nice and simply confirm the dedication we bring to the job each and every day.

3. PROMOTE INNOVATION OPPORTUNITIES AND GLOBAL CONNECTIONS [OUR INSIGNIUM SHOWS 1.1]

Innovative activities and a global perspective are important elements to prepare our students for the challenges of tomorrow. CoB students are increasing the global presence of Southern Miss through international internships and study-abroad opportunities. International programs enhance our global coverage, generate public interest, and receive support from active members of the CoB Advisory Council. Innovations include changes to the curriculum and a focused effort to connect with other programs.

- The Business Foundations Graduate Certificate was approved and launched in 2013-14 with six students completing the certificate in its entirety and eight students completing foundation courses to enter the MBA. The program is fully online, thus allowing students from any global region to enroll. Dr. Beth LaFleur drove the effort, and the inaugural teachers for the certificate were Dr. Joseph Peyrefitte, Dr. Gwen Pate, Dr. Leisa Flynn and Dr. Frank Laatsch. Nick Foster, a native of Great Britain and advancement officer for the university, will begin these classes in fall 2014. The certificate enhances our competitiveness for attracting prospective MBA students and for reaching non-business majors with a need for business skills. The Doctor of Nursing Practice program will be requiring this certificate for students in the Leadership Program, the graduate-level Nonprofit Management Certificate will require two of these four courses, and students in the Medical Technology Program are also encouraged to take these foundational business courses.

- Under the direction of its Executive Team (Mr. Todd Gregory, Mr. Kenneth Lott and Mr. Carlos Tolosa), the Business Advisory Council (BAC) provided over $20,000 in funds to support the development of the Asian Studies Program. In conjunction with funds from an endowment provided by Kaetsu University, the BAC support offered students the opportunity to study abroad in Japan. This type of investment keeps Southern Miss competitive and provides a transformative experience and lifelong memory as it affects cross-cultural learning and relationships. The CoB has been in partnership with Kaetsu University for over 30 years, hosting their students who visit Hattiesburg for ESL classes.

- Dr. Bret Becton has been working with the National Center for Spectator Sports Safety and Security (NCSS) to develop a certification program for individuals who work at the middle and upper levels of sports organizations and who are in leadership roles responsible for the planning and overall security operations of sport venues and events. Working with security and operations directors for venues and organizations such as Dallas Cowboys Stadium, Detroit Tigers, Detroit Redwings, Turner Field, New
We continued our strong presence in study-abroad for business programs in London while Drs. Dave Duhon and J.T. Tisdale led the group to Japan. In Panama, business students traveled with Dr. Marco Wolf to the Center for Logistics, Trade and Transportation. Students in MGT 375, the Venture Challenge with Dr. Sher-Rhonda Gibbs, start campus-based ventures during their time in the class with start-up funds of $500 or less. The experience fosters creativity and innovation as it applies the principles of successful entrepreneurship.

International business students tackled issues for the Mississippi River Coalition with their professor, Dr. John Lambert. They benchmarked their work with explorations of Argentina and Brazil. The challenge was to enhance the efficiency of moving soybeans to market. With presentations at the Board Table in the Port of New Orleans, the students and faculty benefitted as much as the clients.

Other innovations to the curriculum occurred mainly at the MBA level, where faculty members changed the foundation courses for the MBA from 30 SH to three courses: accounting, finance and statistics. With the direction of Dr. Beth LaFleur, associate dean for the CoB at Gulf Park and director of the MBA program, faculty also requested that out-of-state tuition be waived for the MBA program for students from contiguous states. Further, faculty approved that the GMAT would be waived for those with another graduate degree in hand and waived for five years of progressively responsible work experience. All requested changes were approved by the university’s Graduate Curriculum Committee and by the provost and implemented for fall 2014.

Faculty members infuse innovative and global insights across the business disciplines. Projects, travel and new ventures enhance the learning experiences at Southern Miss.

4. INVEST IN OUR PEOPLE, INFRASTRUCTURE AND COMMUNITY (OUR PROGRESS SHOWS)

We build momentum for applied projects, competitive success, innovation and global experiences by investing in continuous improvement efforts and in the skills of our people. Support for faculty members and their research, learning opportunities for staff, and the engagement of faculty with external constituents all define the culture of the CoB.

Our People

- Faculty member awards ($130,000) for research and accomplishments reinforce the health of the research culture, where the following received CoB competitive research awards for summer 2014:
  - Dr. Lizzie Turner
  - Dr. Joel Robson
  - Dr. Jacob Brelend
  - Dr. Xiaojing “Aggie” Yuan
  - Dr. Brian J. Collins
  - Dr. Francis E. Laatsch
  - Dr. Leisa Flynn
  - Dr. Steven Jackson
  - Dr. J. Brett Becton

Faculty member grants for the development of the certificate program ($10,000) and online courses ($5,000) reinforced the launch of the general business degree online. Further, faculty members succeeded in having courses in the MBA program approved to be offered online, the general business degree approved for online delivery, and the Graduate Certificate in Business foundations approved for online delivery as well.

- Members of the Business Advisory Council also invested in the success of our faculty and staff, providing research awards to Dr. Brett Becton, Dr. Brian Collins, Dr. Marco Wolf, Dr. Michael T. Dugan, Dr. Fujun Lai, Dr. Leisa Flynn and Dr. Chad Miller. The BAC also honored two faculty members for teaching, two for service, and funded four Staff Excellence Awards.

In addition to Dean Gilbert’s attendance at the AACKB Dean’s Seminar and SBAA conferences, five others participated in AACKB seminars. Dr. Gwen Pate, associate dean for undergraduate programs and the incoming director of the School of Accountancy; Dr. Brigitte Burgess, the incoming associate dean for undergraduate programs and assessment; and Dr. Brett Becton, the incoming associate dean for operations and accreditation, all attended AACKB seminars. Dr. Pate attended the Accounting CIR Seminar. Dr. Burgess attended the seminar on “Impact.” Dr. Becton attended the seminar on revising undergraduate curriculums. Dr. Mike Wittmann, chair of the Department of Marketing and Merchandising and interim chair of the Department of Management and International Business, attended the AACKB seminar for aspiring deans. Dr. Chad Miller, associate professor of the Department of Economic Development and Tourism, attended the AACKB seminar for assessment.

- In addition to Dr. Joelle Becton’s attendance at the AACSB Dean’s Seminar and SBAA conferences, five others participated in AACSB seminars. Dr. Gwen Pate, associate dean for undergraduate programs and the incoming director of the School of Accountancy; Dr. Brigitte Burgess, the incoming associate dean for undergraduate programs and assessment; and Dr. Brett Becton, the incoming associate dean for operations and accreditation, all attended AACSB seminars. Dr. Pate attended the Accounting CIR Seminar. Dr. Burgess attended the seminar on “Impact.” Dr. Becton attended the seminar on revising undergraduate curriculums. Dr. Mike Wittmann, chair of the Department of Marketing and Merchandising and interim chair of the Department of Management and International Business, attended the AACKB seminar for aspiring deans. Dr. Chad Miller, associate professor of the Department of Economic Development and Tourism, attended the AACKB seminar for assessment.
The CoB hired five new faculty colleagues: Dr. Lizzie Turner, accounting; Dr. Joel Bolton, management; Dr. Jacob Breland, management; Dr. Xiaojing “Aggie” Yuan, finance; and Ms. Amber Cole, accounting.

The CoB held three online luncheon seminars/discussions with faculty sharing thoughts, questions and insights. Issues discussed included a common format through Blackboard, integrity of exams; nomenclature and meanings for exams, quizzes and assignments; synchronous versus asynchronous; methods for generating a sense of community; and suggested policies (e.g. give exams at consistent days/times, back up if Blackboard is down, etc.).

Ms. Shanna Luke was hired as a coac for faculty for the development of online courses. As an instructional development support specialist, Ms. Luke had a significant impact by end of the 2013-14 year. Her efforts complemented the assistance of the Learning Enhancement Center (LEC).

Staff members are integral to our growth as a college. Michelle Templeton, assistant to the dean for undergraduate programs, attended the NACADA conference. This year, we hosted two staff development luncheons and conducted tours of Scianna Hall. Staff members held two luncheon meetings to examine communication styles and contributed to the discussion of strategic initiatives for the CoB.

**OUR INFRASTRUCTURE**

- Working with Jim Coll and his team in University Communications, the CoB revised our marketing materials and look. The “business success—redefined” message is our current tag line that builds on the vision and mission. The cover for this Annual Report is an example of the new look for the CoB moving forward.
- We placed advertisements in student newspapers throughout the region, television stations, billboards and nursing magazines. We mailed postcards and fliers and are seeing an increase in our enrollment numbers for fall 2014. New staff members, Ms. Kristin Teston from the BASE Center and Mr. Christian Swann from Undergraduate Services, stepped up to lead the efforts in revising our promotional materials and website.
- Working with Chris Crenshaw and his team in Facilities Management, the CoB engaged in discussions of construction for Scianna Hall. We included electrical outlets in the auditorium and aisles in the tiered classrooms. We collaborated with University Police on security and marveled as the terrazzo floors were begun. Dr. Mike Wittmann, chair of the Department of Marketing and Merchandising, and Dr. J.T. Tisdale served as key liaisons. Dr. Leisa Flynn worked with the Interior Design program to refine the look for furniture throughout the 92,000-square feet of space in Scianna Hall. Mr. Robert Hedgepath and Mr. David Shiman collaborated on the audiovisual specifications.
- Working with Mr. Shannon Fleming and the team in University Advancement, the CoB engaged alumni and donors with visits, information, tailgates and calls. Donations to the CoB for non-restricted uses increased, and people continued to fulfill pledges for Scianna Hall.
- Southern Miss maintains its competitive edge with faculty and students by providing access to key software. Access to the Wharton Research Data Services (WRDS) is provided to the campus by University Libraries. We worked with Tech to provide access to all faculty and students at Southern Miss to keep this support this past year. CoB student fees provide funds for CompuStat, Audit Analytics, one Bloomberg terminal and Qualtrics survey (CoB shares the cost with the university). The CoB also formed an alliance with SAP, stopping short of becoming a partner as it includes a fee. The technology is used for faculty research and is also infused into courses for our students.
- Testing Center computers are kept current through conscientious and innovative steps by Mr. Patrick Browning. Our Testing Center is now a Certiport Certification Center; however, it continues to provide a proctored place for students in business and in nursing to complete knowledge assessments. One of the Testing Center’s key benefits to both faculty and students is that it saves valuable class time.

**OUR COMMUNITY**

- The Southern Miss Economic Outlook was provided to the region as a symposium co-sponsored by The First Bank, the Trent Lott National Center for Excellence in Entrepreneurship and Economic Development and the CoB. It featured Dr. Darrin Webb, state economist for Mississippi and director of the University Research Center; Mr. Lee Lawson, president and CEO of the Baldwin County Economic Development Alliance; Mr. Chad Newell, president of the Area Development Partnership; Mr. Jack Kornis, president of the Gulf Coast Business Council; and Dr. Robert Strand, senior economist with the America Bankers Association. Over 200 gathered for the day to consider aspects of economic issues and development.

**THE COB IS A PROUD SPONSOR OF THE FOLLOWING:**

- FestivalSouth and the Hattiesburg Concert Association
- The Area Development Partnership (ADP) - The CoB sponsored a breakfast with Dr. Bill Smith as the featured speaker.
- B’Nai B’rith Publications - We placed an advertisement to welcome students to Southern Miss.
- The Mississippi Council for Economic Education, State Level - Faculty and students attended the annual meeting/luncheon in Jackson.
- The Undergraduate Research Forum hosted by the College of Arts and Letters
- The PhD Project, which supports underrepresented populations in obtaining a PhD in a business field and then works with each candidate for mentorship and participation in national academic meetings

The other evidence of contributions to our community can be found in all of the other sections in this report card of progress. Student groups assist with nonprofit initiatives, and faculty members partner with organizations to create new opportunities. The College of Business works with the university to collaborate with our community partners in Hattiesburg and all along the Gulf Coast to make a make a positive impact in our region.
At Southern Miss, we continue to foster an environment of learning and success, not only for our students, but also for our faculty. Scholarship is such an inherent part of the career for a faculty member, and it is important to highlight specific progress in this area. Our faculty’s research was downloaded a record number of times this year, and many had their work highlighted in professional press. The list of peer-reviewed articles for 2013-14 is shown in the Appendix to this report and provides a record of accomplishment of merit.

**In professional engagement**, CoB faculty were active in 2013 with publications and presentations at their respective national and regional academic conferences. Twenty-five different faculty members published and presented over 52 conference papers this past year. Southern Miss was represented at the Academy of Management, Hawaii International Conference on the Social Sciences, the Society for Industrial and Organizational Psychology Conference, Southern Finance Association, American Real Estate Society, Southern Management Association, Financial Management Association, Food and Nutrition Conference, American Society of Public Administration, Academy of Business Research, Decision Sciences Institute, The American Accounting Association, American Real Estate Society, and the International Textiles and Apparel Association, to name just a few.

While many faculty members in the CoB describe their publications as discipline-based, the engaged application of theory can be found in the titles of the scholarship presented at conferences and in print in journals. Consider the following few examples:

- The Short Sale Stigma
- The Use of Economic Modeling in Disaster Management of Transportation Disruptions
- How Social-Networking Websites Affect Employment
- The Line and Fashion House of Coco Chanel
- Enhancing Student Cognition and Communication Through Infographics
- Generational Differences in Workplace Behaviors
- The Differential Value Relevance of S&P’s Core Earnings vs. GAAP Earnings: The Role of Stock Option Expense
- Innovation and Web 2.0 in Business Education
- Supply Chain Quality Integration: A Global Empirical Study
- Etiology of the Frugal Consumer
- Institutional Legacy as the Driver of Port Development Strategy: The Case of the Port of Gulfport

The topics of interest to CoB faculty members reflect the applied tone of the culture. A key aspect of the AACSB standards adopted in 2013 (to be fully implemented by 2016) is to show academic and professional engagement. For 2013-14, CoB faculty members certainly contributed to scholarship and professional endeavors.
The purpose of this section is to summarize the key components of the CoB assessment process for gauging the effectiveness of teaching and learning for 2013-14. Since all BSBA degrees have a common core of courses, the CoB holds five student learning outcomes in common across all majors. In fall 2013, faculty members voted to slightly revise the assurance of learning outcome statements as they also retained the focus on the five key outcomes for all BSBA degree programs.

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.

Faculty members carried forward measures for these outcomes and pilot-tested new approaches.

- New mini-cases were pilot-tested to assess critical thinking, ethics, written communication and time value of money as a component of knowledge.
- Faculty members standardized the grading rubrics and based them on the university’s QEP approach for writing and presentations.
- Faculty members selected to focus on ethical frameworks and deductive reasoning for critical thinking with the goal of infusing these concepts throughout the core BSBA curriculum.

Specific progress for learning outcomes included the following:

- Critical Thinking: CoB used the CA Critical Thinking Test for the first time, and results showed strengths in the major elements of critical thinking (e.g. analysis, evaluation, induction) and weaknesses in other areas (inference and deductive logic). During close-the-loop sessions, faculty members discussed how to improve student outcomes in inference and deduction.
- Knowledge: CoB voted on which of the most missed items on the ETS exam we should target for curriculum changes. Time value of money won the faculty vote. Faculty members then created a mini-case/problem and pilot-tested it in fall 2013, measured again in spring 2014, included coverage in more classes, and will focus on this knowledge component in the fall 2014 retreat.
- Knowledge: MBA students scored exceptionally well on the Educational Testing Service, Major Field Test (ETS-MFT). Twenty-four graduating MBA students took the exam. The group’s average score ranked at the 79th percentile nationally, compared to the performance of over 25,000 graduating MBA students at 260 different institutions. Eight of the MBA students (1/3 of the graduating class) scored at or above the 90th percentile, with the two highest scores ranked at the 98th and 99th percentile nationally.
- We held two close-the-loop sessions with the first focused on revisions to the BSBA learning outcome statements and review of mini-cases. The second close-the-loop session focused on curriculum revisions; votes of most often missed items, etc. Specific changes to curriculum that occurred as a result of the assessment reviews included the following:
- ACTION INITIATIVES FOR CRITICAL THINKING
  We opened discussion on how and in which courses will we work to improve students’ abilities in reference and deduction. Faculty suggested that we introduce the rubric (define the problem/analyze/defend your choice) in BA 250 and then repeat that phase in other courses, particularly those in the core. AIC 220 has a critical thinking video and is a good place to teach deductive reasoning, while MGT 300 has a written exercise.

- ACTION INITIATIVES FOR WRITTEN COMMUNICATION
  Because writing is such a key ability for any successful business student, we chose to distribute a rubric for grading writing assignments and began to reinforce these components in several classes, not just those designated as writing-intensive for Southern Miss. We also began to identify software to assist students in improving written assignments, and in 2014-15, review ITEC 380 for content that assists in this area. We expanded the role of the BASE in providing coaching, tutorials and class presentations for written communication, and had BASE counselors identify software to assist with grammar and structure.

- ACTION INITIATIVES FOR VERBAL COMMUNICATION
  We identified a “great” mini-presentation and plan to make available to students in each course in which presentations are used. We selected a non-business presentation as the example so that students can focus primarily on content and organization rather than trying to understand the technical concepts.

- ACTION INITIATIVES FOR TECHNOLOGY/EXCEL
  We increased EXCEL problems and projects in more classes across the core and focused on EXCEL for the BSBA skills first. We also hosted a brown bag luncheon on EXCEL to introduce faculty to G-Metric and how to access and use it. BA 201, MIS 300 and MGT 325 should all have opportunities for EXCEL work.

Dr. Steve Stelk has been selected by the publishers at Pearson, who are using Southern Miss’ experience with MyFinanceLab in FIN 300 as a case study for effectively using the software to improve student learning outcomes.

The CoB certainly progressed in shaping the assessment of key outcomes. However, key challenges in this area remain. Some of the CoB struggled with Southern Accreditation of Colleges and Schools (SACS) reporting requirements and the separate set of learning outcomes defined for each degree program.

- Commendable and good reports were provided by Accounting BSBA, the MBA and MBA programs, Management, Business Administration, Human Resource Management, Healthcare Marketing and Professional Selling undergraduate Certificate.
- Challenges were clear for reports submitted by Economic Development M5 and Certificate; Finance, Personal Financial Planning and Real Estate; Entrepreneurship, Merchandising and Marketing; Tourism Management, Casino/Resort Management and International Business.

Moving forward, the goals are to integrate the BSBA assurance of learning outcomes and the SACS approach. Each discipline can then use the core measures and add two to three discipline-specific measures. Each discipline and each graduate program collected other data and discussed that within the departments and majors. There is a lot of invested time and resources devoted to measuring aspects of student learning and in defining innovative revisions to the curriculum and to methods of teaching as a result.

IN MEMORIAM

DR. EDDIE LEWIS, a retired University of Southern Mississippi business professor who founded the school’s International Business program, passed from this life at the age of 80 on November 6, 2013. Dr. Iskander “Alex” Saloum-Hamwi passed away on December 17, 2013, after a lengthy illness. He retired as a finance professor from The University of Southern Mississippi in 2003.
Because we provide applied and innovative educational experiences and foster a competitive spirit, we have celebrated those who are successful in their disciplines. In the fall, the CoB held a luncheon to announce the Boardman Alumni and Young Alumni of the Year. In the spring, the CoB hosted a luncheon to award the Boardman Entrepreneur of the Year, and we honored exemplary faculty and students with the College of Business Awards Banquet.

HONORS AND AWARDS

Board of Directors

Boardman Distinguished Alumnus of the Year and Boardman Outstanding Alumni Awards
Mr. Bill Tatum, Alumnus of the Year
Ms. Julie Polk Bressie, Young Alumnus of the Year

Boardman Entrepreneur of the Year and Boardman Entrepreneur of the Year
Mr. Joe Best, CEO, H&F Bread Company

HONORS AND AWARDS

STUDENT HONORS AND AWARDS
Becker CPA Review Scholarship
Loire Nag

Beta Alpha Psi Award
Jason Babington

Jarvis Maxey Award
Alexandra Hancock

Charles Jordan Award
Lori Goff

Fred D. Kenamond Award
Anna McLean

MS Society of CPAs BKD Award
Blithe Dunaway

Haddox, Reid, Burks and Calhoun
Sarah Freeman, Zachary Fetcko

Posey-Munn Book Awards
Jasmine Johnson, Chelsea Simmons, Kyle Stiner, Haley Britt

Outstanding Banking and Finance Award
Robert Tanner Jones, Benjamin Arnold

Finance Faculty Award
Krhynise Jones, Emma Floyd, Robert Williamson, Matthew Roth

Wall Street Journal Award
Bradley Flore, Nicolas Zogal, Ethan Lee, Michael Brady Mitchell, Tanner Shaw, Kaitlin Horton, Ryan Channel, Shea Hubbard

Parham Bridges Real Estate Award
Micael Tompkins

CFA Society
Robert Tanner Jones

Outstanding Coast Scholar, Casino, Hospitality and Tourism
Penry Lee Slatten

Outstanding Junior Scholar, Casino, Hospitality and Tourism
Lauren Denise Wilkinson Gaudet

Outstanding Senior Scholar, Casino, Hospitality and Tourism
Kelsey Rose Sunderman

Spirit of Hospitality Award, Casino, Hospitality and Tourism
Jonathan Fritz

Outstanding Graduate Student, Economic Development
Suzette McIntosh

Outstanding Student in Human Resources
Nita Nguyen

Outstanding Student in Management
Joel Iey

Outstanding Student in International Business
Jonathan Fuller

Outstanding Student in Entrepreneurship
Timothy Seales

Outstanding Student in Hospitality
Colin Somers

Martin Stegenga Academic Award in Management
Rebecca Tolso

Outstanding Student in Sales Award
Bruce Johnson

Marketing Innovative and Creativity Award
Travis Ulrich

Mississippi Power Company and Marketing Faculty Award
Anna Claire White

Outstanding Senior in Fashion Merchandising
Shelby Alexander

Most Promising Professional in Fashion Merchandising
Anna Raven Smith

Outstanding Coast Scholar
Penry Lee Slatten

Outstanding Sophomore Scholar
Not awarded

Outstanding Senior Scholar
Kelsey Rose Sunderman

Spirit of Hospitality Award
Jonathan Leighton Fritz

MBA Award for Excellence
Stephen Chase Blankenship

Federation of Schools of Accountancy Award
Paul Stanton Roberts

Delta Sigma Pi Scholarship Key
Sara Freeman

Dean’s Excellence and Leadership Award
Zach Fetcko, Jennifer Hightower

Citizen Scholar Award
Anna Claire White

Outstanding CoB Student Award
Blithe Dunaway

The Boardman Entrepreneur of the Year Award connected faculty, students and incredible practitioners. Mr. Joseph F. Best, the CEO of H&F Bread Company, earned his undergraduate degree in marketing and management in 1964. He was also the founder, CEO and president of Quality Wines and Spirits, which was a five-time honoree for the “Fastest Growing Private Companies in America” and honored for the top 20 in Atlanta of the “101 Best and Brightest Companies to Work For.”
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 some of the accomplishments of our student organizations for 2013-14.

BUSINESS STUDENT ADVISORY COUNCIL

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.

- Sponsored the Honors Banquet and hosted the event; managed the logistics and announced the presenters for the evening.
- Participated in Homecoming with a float.
- Participated in the campus Breast Cancer Awareness golf cart parade.
- Assisted with CoB tailgating tents at all home football games.
- Assisted with Black and Gold Day and Honors Day campus recruiting events.

AMERICAN MARKETING ASSOCIATION

- Created an email account and Facebook group to improve communication between officers and members.
- Hosted the Third Annual Pancakes for Parkinson’s event. For this event, AMA raises money for the Michael J. Fox Foundation. AMA also held bake sales, blood drives, puppy adoption days and give-back nights with local restaurants.
- Hosted the annual Marketing Week in the fall, with several special guest speakers, including Mark Romig from the New Orleans Saints; also participated in the organizational fair, the Big Event and the 2014 Jazz and Blues Festival.
- Due to our heavy focus on professional development this year, AMA held two résumé workshops, a workshop on LinkedIn, a social media etiquette workshop and an interview workshop. We offered a Market Research Certificate to our members through the National American Marketing Association, and six members completed this certificate program.

FASHION MERCHANDISING ORGANIZATION

- Activities: Bake Sale, SGA Halloween Carnival, Homecoming Game Tailgate, Mississippi’s Fashion Week Versace Party, Belk’s College Fashion Night, NOLA Fashion Week and SGA Easter Egg Hunt.
- Charitable Giving: Operation Christmas Child Packing Party, where they collected items and packed 17 boxes that were donated to a local church; collected 211 items for the Mississippi’s Children Shelter: Helping Hands Collection Drive, Lighthouse Mission Food Drive for Hunger Awareness Month, 75 items collected.
- Executive Speakers: April Bullock, owner of Eve Marie’s and Ivy Boutique; Hannah Newell, visual merchandiser at Belk; Monique Pruitt, director of Mississippi Fashion Week; Houston Steelman, area leader at Buckle.

SOCIETY FOR HUMAN RESOURCE MANAGEMENT

- Guest Speakers: Fran Mosher – HR director for the Jones Companies; Dr. Brett Becton – presentation on social media research and how this affects the hiring process; Glenn Partrick – vice president of Human Resources at Atmos Energy.
- Activities: Participated in the Rock for Autism (helped raise money to send children with autism to summer camp); conducted clothing drive for Goodwill; Frozen Yogurt Give-Back Night in April.

ENACTUS

- Hosted speakers throughout the year on a wide variety of finance topics including banking, insurance and real estate.
- Held an investment game competition.
- Hosted a speaker focused on career preparedness.
- Sponsored several service projects throughout the year, including the American Heart Walk, Letters to the Troops, a blood drive with Mississippi Blood Services, and a collection of pull tabs for the Ronald McDonald House.
- Teamed up with Eagle Dining to co-host the County Fair in the fall by providing a dunking booth, with proceeds donated to the D.R.E.A.M. Foundation of Hattiesburg.
The purpose of this section is to provide a brief summary of the key characteristics that describe the CoB. Tables of information for 2013-14 are provided in the Appendix. Some of the implications of those dashboard figures are described in this section.

**STUDENT ENROLLMENT** in the CoB reflects the diversity of the larger Gulf South region (see Table 1 in the Appendix). About 30 percent of our students are first-generation, yet Southern Miss also had the only Truman Scholar for the state of Mississippi in 2013-14. Thus, the collegiate environment at the university is enriched by the students in the Honors College (~5 percent of the student population), those who participate in Greek Life (~18 percent), and those from underserved populations. The CoB is predominantly female at both the undergraduate and graduate levels (see the table below). Minority students represent over one quarter of the graduate student population, about one quarter of the total student body, and finance, entrepreneurship, business administration, and management. Graduate programs include the MBA, the Master in Professional Accountancy and the Master of Science in economic development. Southern Miss students have diverse options for completing degrees with business content.

The largest majors in the CoB are accounting, banking and finance, entrepreneurship, business administration, management and marketing. The CoB also provides distinctive programs in healthcare marketing, a sales certificate, fashion merchandising, tourism and casino management. Graduate programs include the MBA, the Master in Professional Accountancy and the Master of Science in economic development. Southern Miss students have diverse options for completing degrees with business content.

Similar to national trends, the total number of students majoring in business has declined since 2009. For fall 2014, the CoB is expecting to see an increase in enrollment of at least five percent, which will continue the level of about 2,000 students majoring in business disciplines. A key distinction for the CoB is that the student credit hours produced by the CoB increased for 2013-14. One interpretation is that students from other disciplines (e.g. construction management, music and medical technologies) are taking business classes and/or minoring in business disciplines. An action initiative for the faculty for 2014-15 will then be to consider developing a certificate in business at the undergraduate level.

**THE STUDENT/FACULTY RATIO** is about 23:1 in the CoB, which is commensurate with stats for programs such as Florida International University or the University of California, San Diego. The student/faculty ratio for Southern Miss is reported to be 17:1; thus, the CoB is an efficient provider of learning. The CoB represented 13.9 percent of the headcount for students at the university in fall 2013 and had about 10 percent of the FTE faculty for the university.

**COB FACULTY** characteristics in 2012-13 included the following: 58.9% AQ, 93.2% AQ or PQ, and 80.6% of classes taught by participating faculty. Furthermore, 64% of our faculty members are tenured or tenure-track faculty; 28% are professors of practice, visiting professors or clinical professors; and 8% are adjunct instructors. The CoB offers instruction to students from a strong basis of AQ (academically qualified – e.g. faculty with PhD or terminal degrees in the field within which they teach) and PQ (professionally qualified – e.g., faculty with master’s or doctoral degrees who have extensive industry experience) Faculty strength.

**COB SUPPORT** infrastructure includes nine administrative assistants, assistance with external relations, a testing center, a career center with interview rooms, an advising center with professional advisors, and a coaching staff to assist students with communication and quantitative skills.

The operating budget for the CoB for 2013 was $9,292,099, up 2% from the prior year. The market value of the endowment for the CoB increased by over $1 million from 2012 to reach a total of $7,079,826. Annual giving to the CoB by the members of the Business Advisory Council is steady at about $40,000. The budget for the CoB represented about 5.2% of the total education and general budget for the university (excluding auxiliary and athletics).

As this report has hopefully demonstrated, the CoB redefined and recharged the view of success during the 2013-14 academic year. The vision is one of leading the Gulf South region as we fulfill our mission of offering applied and innovative educational experiences that allow our graduates to compete in a global marketplace.

Our community spirit is infused with integrity and the resilience derived from creative and innovative minds that are driven to compete.

With input from many constituents (e.g. Advisory Council, Advisory Boards, students, administration, faculty, staff), the CoB recommitted to its legacy focus on enhancing the engaged experiences of our students. The outcomes of applied experiences include enhanced relevance of our academic instruction and impact on the organizations we encounter. The outcomes of innovation and global connections are an enriched curriculum that prepares our students for the business economy of the future and prepares our faculty to help them get there. The outcomes of investing in our people, infrastructure and community include scholarship and outreach achievements that provide our best hopes for a better tomorrow.

Achieving great outcomes requires careful stewardship of resources and partners who share our values and are willing to invest in the activities we work hard to master. Remember the meaning behind “business success—redefined.” Our handshake means something, and our success is measured in terms of our impact on the world around us. Because we are teaching and working in an ever-changing global landscape, we will continue to revise our efforts in order to provide the best learning environment for our students, faculty, staff and larger community. As you’ve reviewed this report, we hope you have seen that business programs, properly executed, can change the world…one heartbeat at a time.

To learn more about the College of Business, our programs or our people, visit www.usm.edu/business.
### TABLE 1. ENROLLMENT AND DIVERSITY CHARACTERISTICS

<table>
<thead>
<tr>
<th></th>
<th>FALL 2011</th>
<th>FALL 2012</th>
<th>FALL 2013</th>
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<tbody>
<tr>
<td><strong>Total Students</strong></td>
<td>2,139</td>
<td>1,973</td>
<td>1,843</td>
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<td><strong>Undergraduate</strong></td>
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<tr>
<td><strong>Female</strong></td>
<td>1,144</td>
<td>1,122</td>
<td>1,049</td>
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<tr>
<td><strong>Male</strong></td>
<td>925</td>
<td>851</td>
<td>794</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>2,139</td>
<td>1,973</td>
<td>1,843</td>
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#### UNDERGRADUATE STUDENTS

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<th>Female</th>
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<tr>
<td><strong>Fall 2011</strong></td>
<td>925</td>
<td>1,144</td>
<td>2,139</td>
</tr>
<tr>
<td><strong>Fall 2012</strong></td>
<td>851</td>
<td>1,122</td>
<td>1,973</td>
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<tr>
<td><strong>Fall 2013</strong></td>
<td>794</td>
<td>1,049</td>
<td>1,843</td>
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#### Ethnicity

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<td>587</td>
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<tr>
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<td>0</td>
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<tr>
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<td>18</td>
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<tr>
<td><strong>Total</strong></td>
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#### GRADUATE STUDENTS

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<td>31</td>
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<tr>
<td><strong>Fall 2012</strong></td>
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<tr>
<td><strong>Fall 2013</strong></td>
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<td>32</td>
<td>64</td>
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#### Ethnicity

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<tr>
<th>Ethnicity</th>
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<th>FALL 2013</th>
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<tr>
<td><strong>White</strong></td>
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<td><strong>Native Hawaiian/Other Pacific Islander</strong></td>
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<tr>
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<tr>
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<td>5</td>
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<tr>
<td><strong>Total</strong></td>
<td>76</td>
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### TABLE 2. ENROLLMENT BY MAJOR

<table>
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<tr>
<th>Major (BSBA Enrollment)</th>
<th>FALL 2011</th>
<th>FALL 2012</th>
<th>FALL 2013</th>
</tr>
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<tbody>
<tr>
<td>Accounting</td>
<td>494</td>
<td>488</td>
<td>473</td>
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<tr>
<td>Casino Resort Management</td>
<td>11</td>
<td>21</td>
<td>18</td>
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<tr>
<td>Tourism Management</td>
<td>43</td>
<td>32</td>
<td>23</td>
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<tr>
<td>Banking and Finance</td>
<td>85</td>
<td>93</td>
<td>90</td>
</tr>
<tr>
<td>Personal Financial Planning</td>
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<td>18</td>
<td>10</td>
</tr>
<tr>
<td>Real Estate</td>
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<tr>
<td>Entrepreneurship</td>
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<td>Business Administration</td>
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<td>291</td>
<td>332</td>
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<td>International Business</td>
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<td>51</td>
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<tr>
<td>Management</td>
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<tr>
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<td>Marketing</td>
<td>253</td>
<td>235</td>
<td>201</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>2,214</td>
<td>2,026</td>
<td>1,916</td>
</tr>
</tbody>
</table>

### TABLE 3. AVERAGE CLASS SIZE BY DISCIPLINE

<table>
<thead>
<tr>
<th>Discipline</th>
<th>FALL 2011</th>
<th>FALL 2012</th>
<th>FALL 2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounting</td>
<td>32</td>
<td>31</td>
<td>26</td>
</tr>
<tr>
<td>Business Administration</td>
<td>64</td>
<td>83</td>
<td>86</td>
</tr>
<tr>
<td>Fashion Merchandising</td>
<td>19</td>
<td>15</td>
<td>20</td>
</tr>
<tr>
<td>Finance</td>
<td>36</td>
<td>34</td>
<td>34</td>
</tr>
<tr>
<td>Management</td>
<td>37</td>
<td>35</td>
<td>34</td>
</tr>
<tr>
<td>Management Information Systems</td>
<td>44</td>
<td>40</td>
<td>53</td>
</tr>
<tr>
<td>Marketing</td>
<td>16</td>
<td>17</td>
<td>14</td>
</tr>
<tr>
<td>Real Estate</td>
<td>26</td>
<td>24</td>
<td>21</td>
</tr>
<tr>
<td>Tourism</td>
<td>30</td>
<td>24</td>
<td>21</td>
</tr>
</tbody>
</table>
### Table 4. Degrees Conferred

<table>
<thead>
<tr>
<th>FY</th>
<th>SUMMER, FALL, SPRING 2011-12</th>
<th>SUMMER, FALL, SPRING 2012-13</th>
<th>SUMMER, FALL, SPRING 2013-14</th>
</tr>
</thead>
<tbody>
<tr>
<td>Major – BSBA Degrees</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Accounting</td>
<td>88</td>
<td>91</td>
<td>72</td>
</tr>
<tr>
<td>Casino Resort Management</td>
<td>1</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Tourism Management</td>
<td>14</td>
<td>10</td>
<td>7</td>
</tr>
<tr>
<td>Banking and Finance</td>
<td>12</td>
<td>10</td>
<td>8</td>
</tr>
<tr>
<td>Personal Financial Planning</td>
<td>2</td>
<td>5</td>
<td>3</td>
</tr>
<tr>
<td>Real Estate</td>
<td>10</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>Entrepreneurship</td>
<td>98</td>
<td>61</td>
<td>19</td>
</tr>
<tr>
<td>Business Administration</td>
<td>22</td>
<td>68</td>
<td>87</td>
</tr>
<tr>
<td>Management</td>
<td>25</td>
<td>10</td>
<td>14</td>
</tr>
<tr>
<td>Human Resource Management</td>
<td>12</td>
<td>15</td>
<td>15</td>
</tr>
<tr>
<td>Supply Chain Management</td>
<td>1</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>Healthcare Marketing</td>
<td>7</td>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td>Marketing</td>
<td>54</td>
<td>51</td>
<td>47</td>
</tr>
<tr>
<td>Major – BS Degrees</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hotel, Restaurant, Tourism</td>
<td>21</td>
<td>22</td>
<td>16</td>
</tr>
<tr>
<td>Fashion Merchandising</td>
<td>15</td>
<td>7</td>
<td>8</td>
</tr>
<tr>
<td>Graduate Enrollment</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MBA</td>
<td>32</td>
<td>15</td>
<td>10</td>
</tr>
<tr>
<td>MPA</td>
<td>23</td>
<td>20</td>
<td>20</td>
</tr>
<tr>
<td>MSED</td>
<td>NA</td>
<td>NA</td>
<td>5</td>
</tr>
<tr>
<td>Total Degrees</td>
<td>125</td>
<td>114</td>
<td>605</td>
</tr>
<tr>
<td>Certificate Programs</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Casino Management</td>
<td>0</td>
<td>1</td>
<td>6</td>
</tr>
<tr>
<td>Professional Selling</td>
<td>0</td>
<td>3</td>
<td>14</td>
</tr>
<tr>
<td>Economic Development</td>
<td>0</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Business Foundations</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Total Certificates</td>
<td>0</td>
<td>4</td>
<td>27</td>
</tr>
<tr>
<td>Total Degrees and Certificates</td>
<td>125</td>
<td>118</td>
<td>62</td>
</tr>
</tbody>
</table>

### Table 5. Student Credit Hour Protection*

<table>
<thead>
<tr>
<th>Department or Unit</th>
<th>2011-12</th>
<th>2012-13</th>
<th>2013-14</th>
</tr>
</thead>
<tbody>
<tr>
<td>School of Accountancy</td>
<td>6,999</td>
<td>6,583</td>
<td>6,195</td>
</tr>
<tr>
<td>Economic Development and Tourism</td>
<td>3,274</td>
<td>2,899</td>
<td>2,481</td>
</tr>
<tr>
<td>Finance, Real Estate and Business Law</td>
<td>3,013</td>
<td>10,045</td>
<td>10,739</td>
</tr>
<tr>
<td>Management and International Business</td>
<td>10,167</td>
<td>8,863</td>
<td>9,945</td>
</tr>
<tr>
<td>Marketing and Fashion Merchandising</td>
<td>5,299</td>
<td>5,405</td>
<td>5,722</td>
</tr>
<tr>
<td>CoB</td>
<td>25,185</td>
<td>34,125</td>
<td>35,182</td>
</tr>
</tbody>
</table>

### Table 6. Academically Qualified (AQ) by Program by FTE**

<table>
<thead>
<tr>
<th>Department or Unit</th>
<th>2011-12</th>
<th>2012-13</th>
<th>2013-14</th>
</tr>
</thead>
<tbody>
<tr>
<td>School of Accountancy</td>
<td>60.7%</td>
<td>54.7%</td>
<td>48.0%</td>
</tr>
<tr>
<td>Economic Development and Tourism</td>
<td>48.0%</td>
<td>48.0%</td>
<td>50.0%</td>
</tr>
<tr>
<td>Finance, Real Estate and Business Law</td>
<td>42.1%</td>
<td>44.4%</td>
<td>35.0%</td>
</tr>
<tr>
<td>Management and International Business</td>
<td>71.0%</td>
<td>74.8%</td>
<td>72.7%</td>
</tr>
<tr>
<td>Marketing and Fashion Merchandising</td>
<td>74.6%</td>
<td>71.2%</td>
<td>66.7%</td>
</tr>
<tr>
<td>CoB</td>
<td>40.6%</td>
<td>58.9%</td>
<td>58.3%</td>
</tr>
</tbody>
</table>

**AACSB standard from the 2003 standards is for 50% AQ for each program. From the 2013 AACSB standards, the goal is for 40% to be “scholarly academics,” which is similar to the AQ designation.

### Table 7. Academically and Professionally Qualified (AQ+PQ) by Program by FTE***

<table>
<thead>
<tr>
<th>Department or Unit</th>
<th>2011-12</th>
<th>2012-13</th>
<th>2013-14</th>
</tr>
</thead>
<tbody>
<tr>
<td>School of Accountancy</td>
<td>93.1%</td>
<td>93.1%</td>
<td>93.1%</td>
</tr>
<tr>
<td>Economic Development and Tourism</td>
<td>85.7%</td>
<td>81.4%</td>
<td>81.4%</td>
</tr>
<tr>
<td>Finance, Real Estate and Business Law</td>
<td>92.3%</td>
<td>93.7%</td>
<td>94.0%</td>
</tr>
<tr>
<td>Management and International Business</td>
<td>90.6%</td>
<td>90.6%</td>
<td>90.9%</td>
</tr>
<tr>
<td>Marketing and Fashion Merchandising</td>
<td>100.0%</td>
<td>100.0%</td>
<td>90.7%</td>
</tr>
<tr>
<td>CoB</td>
<td>97.4%</td>
<td>97.2%</td>
<td>91.4%</td>
</tr>
</tbody>
</table>

***AACSB from the 2003 and 2013 standards is that 90% of faculty are AQ+PQ for each program.

### Table 8. 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>
</tr>
</thead>
<tbody>
<tr>
<td>School of Accountancy</td>
<td>91.4%</td>
<td>81.1%</td>
<td>81.4%</td>
</tr>
<tr>
<td>Economic Development and Tourism</td>
<td>85.4%</td>
<td>82.0%</td>
<td>85.0%</td>
</tr>
<tr>
<td>Finance, Real Estate and Business Law</td>
<td>75.3%</td>
<td>77.7%</td>
<td>89.2%</td>
</tr>
<tr>
<td>Management and International Business</td>
<td>92.5%</td>
<td>92.0%</td>
<td>91.6%</td>
</tr>
<tr>
<td>Marketing and Fashion Merchandising</td>
<td>77.5%</td>
<td>95.0%</td>
<td>94.0%</td>
</tr>
<tr>
<td>CoB</td>
<td>80.3%</td>
<td>86.6%</td>
<td>86.7%</td>
</tr>
</tbody>
</table>

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

### Table 9. Faculty Publications by Unit and Publication Area, 2013-14

<table>
<thead>
<tr>
<th>Discipline</th>
<th>Application</th>
<th>Pedagogy</th>
<th>Totals</th>
</tr>
</thead>
<tbody>
<tr>
<td>School of Accountancy</td>
<td>6</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Economic Development and Tourism</td>
<td>2</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Finance, Real Estate and Business Law</td>
<td>7</td>
<td>7</td>
<td>7</td>
</tr>
<tr>
<td>Management and International Business</td>
<td>9</td>
<td>1</td>
<td>4</td>
</tr>
<tr>
<td>CoB</td>
<td>38</td>
<td>2</td>
<td>2</td>
</tr>
</tbody>
</table>

****AACSB standard is 60% participating for each program and 75% for the college.
**Table 10. Career Descriptions**

<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>46%</td>
<td>11%</td>
<td>2%</td>
<td>0%</td>
<td>26%</td>
</tr>
<tr>
<td>2011-12</td>
<td>471</td>
<td>51%</td>
<td>9%</td>
<td>4%</td>
<td>1%</td>
<td>28%</td>
</tr>
<tr>
<td>2012-13</td>
<td>419</td>
<td>59%</td>
<td>3%</td>
<td>4%</td>
<td>11%</td>
<td>9%</td>
</tr>
<tr>
<td>2013-14*</td>
<td>360</td>
<td>47%</td>
<td>13%</td>
<td>6%</td>
<td>8%</td>
<td>26%</td>
</tr>
</tbody>
</table>

*2013-14 data will not be complete until fall 2014. This data is through May 2014 and does not include summer graduates.

**Table 11. Career Descriptions**

<table>
<thead>
<tr>
<th>Academic Year</th>
<th># of Graduates</th>
<th>Seeking New Employment</th>
<th>Accepted New Employment by Graduation</th>
<th>Accepted New Employment by 3 Mos</th>
<th>Accepted New Employment by 6 Mos</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010-11</td>
<td>236</td>
<td>25%</td>
<td>31%</td>
<td>33%</td>
<td>31%</td>
</tr>
<tr>
<td>2011-12</td>
<td>238</td>
<td>31%</td>
<td>35%</td>
<td>38%</td>
<td>38%</td>
</tr>
<tr>
<td>2012-13</td>
<td>248</td>
<td>31%</td>
<td>44%</td>
<td>48%</td>
<td>48%</td>
</tr>
<tr>
<td>2013-14*</td>
<td>170</td>
<td>33%</td>
<td>40%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*2013-14 data will not be complete until fall 2014. This data is through May 2014 and does not include summer graduates.

**Table 12. Career Descriptions**

<table>
<thead>
<tr>
<th>Academic Year</th>
<th># of Graduates</th>
<th>Retained or Accepted New Employment by 6 Mos</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010-11</td>
<td>481</td>
<td>28%</td>
</tr>
<tr>
<td>2011-12</td>
<td>471</td>
<td>24%</td>
</tr>
<tr>
<td>2012-13</td>
<td>419</td>
<td>27%</td>
</tr>
<tr>
<td>2013-14*</td>
<td>360</td>
<td>40%</td>
</tr>
</tbody>
</table>

*2013-14 data will not be complete until fall 2014. This data is through May 2014 and does not include summer graduates.

**Faculty Publications 2013-14**


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Southern Miss students and alumni can change the world.

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