CULTIVATING TALENT, INSPIRING CHANGE.

USM.EDU/BUSINESS
FROM THE DEAN
THANK YOU for your interest in Southern Miss Business programs. We prepare this yearly summary to capture key steps of our progress. Highlights of this past year begin with the reaffirmation of AACSB accreditation in business and accounting, which places USM business programs among the best in the world. As you look through this document, I hope you see that the work of our faculty members with staff and students continues to be a hallmark of excellence in our state and region.

This past year, business faculty members continued to connect and involve our students in projects for the Special Olympics, IMG, the Mississippi Council for Economic Education, Interpol, Southern Farm Bureau Insurance, Habitat for Humanity, the Gulfport Sportsplex and many other organizations. Students in International Business and Economic Development programs made a difference in the ability of Mississippi firms to export products and in the ability of our communities to grow. The Small Business Development Center helped new firms prepare for successful operations with a $3.9 million infusion of capital for the Pine Belt. The Center for Entrepreneurship and Economic Education reached over 500 high school students across the state with a business plan competition, where the winner garnered over two million views on social media.

Business faculty members enhanced the depth and breadth of analytics used throughout the curriculum with Excel certifications, Compustat problems, work with Bloomberg, and instruction in IDEA and Tableau software. Our alumni and friends served as catalysts for our growth and offered us the margin of excellence to spur achievements.

Our enrollments are up, and the MBA program is ranked within the top 200 part-time MBA programs in the country, the only part-time MBA program in the state of Mississippi in the rankings by *U.S. News and World Report*. The MBA with an emphasis in sport security management remains the only one of its kind in the nation, and our second cohort of students is seeking internships with leading sports venues.

We are Southern Miss Business, and our values explicitly recognize that we are “Genuine, Relevant, Inclusive and Tenacious.” Hopefully, our GRIT shows in this report. Please join us as we expand our international profile and enhance our signature programs. And please contact me if you want to connect with one of the best business programs in the world! SMTTT!

Faye W. Gilbert, Ph.D.
Dean
In the *Southern Miss College of Business*, our values emphasize that we are:

**Genuine**
emphasizing the integrity of our interactions as we value authenticity

**Relevant**
in sync with changing times, researching and teaching concepts that are applicable to business

**Inclusive**
welcoming and supportive for all who want to enhance their business knowledge

**Tenacious**
persistent, determined, steadfast, tireless and firm, holding fast to our goals and dreams for ourselves, our students and our communities

OUR **GRIT** AND DETERMINATION SHOW.
# TABLE OF CONTENTS

**Mission-Driven Steps** ............................................................................................................ 6  
Achieving AACSB Accreditation .................................................................................................... 7  
Cultivating Talent .......................................................................................................................... 8  
Connecting with Organizations and People .................................................................................. 10  
Inspiring Positive Change ........................................................................................................... 11  
Building Knowledge Through Scholarship .................................................................................. 12  
Promoting Progress in Our People and Communities ............................................................... 14

**Notable Alumni, Inspired Leaders, and Entrepreneur of the Year** ........................................... 16

**By the Numbers** ..................................................................................................................... 20

**Catalysts for Advancement and Progress** .............................................................................. 22

**Department Notes** ............................................................................................................... 26

**Assurance of Learning Highlights** ....................................................................................... 32

**Spotlight on Analytics and Certifications** ............................................................................. 34

**In Memoriam, 2016-17** .......................................................................................................... 36

**Student Organization Notes** ................................................................................................ 38

**Honors and Awards, Fall 2016 and Spring 2017** .................................................................... 42

**Appendix** ............................................................................................................................... 46  
Faculty Publications and Acceptances, 2016-17 ..................................................................... 47  
Honor Roll of Donors ................................................................................................................. 50  
College of Business Characteristics and Career Placements .................................................... 52
MISSION-DRIVEN STEPS
The Board of Directors for the Association to Advance Collegiate Schools of Business (AACSB) reaffirmed accreditation for the Business and Accounting programs in spring 2017. USM Business programs have been accredited in business since 1976 and in accounting since 1982. According to AACSB, “The accreditation process is a comprehensive review of a school’s mission, faculty qualifications and curricula. The process includes self-evaluations, peer reviews, committee reviews, and the development of in-depth strategic plans.”

Founded in 1916, AACSB International is the longest-serving global accrediting body for business schools and is recognized as the premier process to assure continuous quality improvements over time.

Our Vision

We inspire positive change as we cultivate talent and connect with organizations.
Eighty-eight percent of all USM student athletes are business majors.

Cultivating Talent

Five of the 10 highest grade point averages in finance are held by student-athletes. According to Brittany Taylor, “Many teachers that have taught me told me that student-athletes are their favorite students because of the dedication and work ethic. I believe this to be true because it is in our blood to work hard and have a competitive outlook on everything we do, setting us a little bit apart from the average student.”

Of all USM student athletes are business majors

Of 60 interns chosen from a national pool, Justin McCool and Morgan Musgrove in the Southern Miss Healthcare Marketing program were selected for the 2017 Lilly Sales Internship with Eli Lilly and Company. Special thanks gies to Dr. Kelli King, the Max Draughan Professor of Healthcare Marketing, for her leadership in this program and with these students.
Of all the students in banking and finance in the state of Mississippi, Mr. Zachary Irons took home the 2017 Orrin W. Swayze Scholarship. This makes the third year in a row that a Southern Miss finance student has earned this top honor from the Mississippi Banker’s Association. Special thanks to Dr. G. Wayne Kelly, department chair, and to Dr. Steven Stelk for attending the conference and for mentoring these students.

In accounting, the Gold and Silver Awards for highest scores on the CPA exam went to Southern Miss alumni. Bradley Floore ’15 received honors and awards as a student and placed first in the state for the CPA exam this past year, while Stephen Broome took silver. Those achievements mark the third time in four years that USM has taken top spots in the state in accounting for performance on the CPA exam.
The master's degree program in economic development shows demonstrable impacts on communities throughout the state of Mississippi. Dr. Chad Miller received funding from The National Security Technology Acceleration and Economic Diversification Efforts for the State of Mississippi in the amount of $2.9 million. He and his colleagues will research and assist communities with diversifying their economic base beyond reliance on military operations.

The First, a national banking association, sponsored two Economic Outlook Forums: one for the Pine Belt and one for the Mississippi Gulf Coast. In Hattiesburg, Mr. Stan M. Harrell ’78, CIO and CFO of the U.S. Chamber of Commerce, and Mr. Chad Newell ’96, director of the ADP, were keynote speakers. On the Gulf Park campus, Ms. Adrienne Slack ’88, regional vice president for the Federal Reserve, and Mr. Ashley Edwards ’14, president of the Gulf Coast Business Council, provided the national and local views of opportunities and challenges ahead.

For the 10th consecutive year, Dr. John Lambert guided seniors majoring in international business to apply core business knowledge to research and develop plans to enhance exports of Mississippi goods and services. In conjunction with the Jackson, Mississippi, office of the U.S. Department of Commerce, students developed a) a plan to export water well drill pipe and drill bits to Mexico and lumber industry saw blades to Brazil for Helanbak in Columbia, Miss.; b) a plan to export sweet potato and strawberry products to Canada and Japan for Beck’s Confections in Ridgeland, Miss.; and c) a plan to expand markets for their roof seaming machines in Mexico, Brazil, Panama, Trinidad and Tobago, and the Dominican Republic for D.I. Roof Seamers in Corinth, Miss.

Mr. Paul Harper ’91, regional sales manager for AT&T in North Carolina, opened the 2016-17 school year with a presentation to the faculty on analytics. Harper, a Pearl, Mississippi, native and Southern Miss alumnus, attended the London School of Economics and currently manages the authorized retail, AT&T retail and national retail channels in the Charlotte area.
Students in marketing and tourism completed mini-projects for the National Center for Spectator Sports Safety and Security (NCS*) and Interpol. Interpol’s new product, I-Check-It, had students envisioning a global marketplace and options to market the service that provides insight on individuals and risk profiles, globally. Special thanks to Dr. Melinda McClelland, Dr. Leisa Flynn and Dr. Juwon Choi for including aspects of this global project in the spring term.

The Department of Athletics, our Sport Management program and IMG Learfield Ticket Solutions created a new sports sales class on the Hattiesburg campus at Southern Miss. The Sports Sales Methods and Techniques Class (SM 395) provided students hands-on experience in the ticket office, along with direct communication with football and baseball ticket holders. Students had an impact of over $140,000 on sales, and some will benefit from internships and career positions with IMG Learfield. Dr. Brandon Allen tackled this collaborative program and walked his students through the steps to be successful.

OUR MISSION

We create excellence in the use of core business concepts, build knowledge through scholarship, and promote progress in our people and communities.
Work by Southern Miss Business faculty members that was cited and discussed in the Wall Street Journal this past year included Dr. G. Wayne Kelly and Dr. Leisa Flynn for their work comparing the ease of entry into the profession of personal financial advising; Dr. Greg Bradley for his insight in Delta Airline’s tiered pricing strategy; and, Dr. Srinidhi Kanuri for his empirical investigation with co-authors on the performance of commodity mutual funds. Dr. Kimberly Goodwin, the Parham Bridges Chair of Real Estate, was interviewed by the Washington Post.

Other peer-reviewed journal articles reflect the culmination of intense work to provide insight into all facets of business operations and development. As just a few examples, consider the following:

**DISASTER PLANS FOR ATHLETICS**
In their article in the Journal of Emergency Management (2016), Dr. Stacey Hall, Dr. Brandon Allen and Dr. Dennis Phillips illustrate an approach to disaster planning for college athletics departments. Building on the work of prior studies that document a lack of emergency preparedness and continuity planning, the authors use FEMA guidelines to promote a best practices model to guide athletics programs in providing a safe environment if displaced due to hazards.

**WOMEN ENTREPRENEURS**
In their article in the Journal of Business Diversity (2016), Dr. Jennifer Sequeira, Dr. Jim Wang and Dr. Joe Peyrefitte study women entrepreneurs in Japan and China. The authors use a semi-structured interview process to document start-up motivations, challenges and factors that lead to success. While most academic research focuses on male entrepreneurs, these faculty members show the rich experiences of women and how they overcome traditional role expectations to achieve success.

**CASH HOLDINGS AND LITIGATION RISK**
In their article in the Journal of Economics and Finance (2016), Dr. Srinidhi Kanuri and Dr. J. Malm use a unique, hand-collected dataset on corporate lawsuits to examine the relationship between litigation risk and cash holdings. They find that an increase in litigation risk is associated with a significant increase in cash holdings. The authors document a positive relationship between the level of cash holdings and lawsuits related to the violations of labor, intellectual property, contracts, securities, environmental issues, product liability, medical liability and other laws.

Seventeen faculty members earned competitive research grant for 2017, including Dr. Shirley Liu, Dr. Holly Syrdal, Dr. Joanne Cao, Dr. Srinidhi Kanuri, Dr. Wei Wang, Dr. Reginald Wilson, Dr. Joel Bolton, Dr. Juwan Choi, Dr. Gallayanee Yaoyuneyong, Dr. Sungsoo Kim, Dr. Marco Wolf, Dr. Jacob Breland, Dr. Maria Leach, Dr. John Lambert, Dr. Brian Collins, Dr. Steven Stelk and Ms. Amy Sevier.
SEAPORTS AND RIVER PORTS
Based on a project funded by the Mississippi Department of Transportation, Dr. Chad Miller’s article, published in Water Resources and Rural Development (2017), explores the 16 public ports in the rural areas of Mississippi to shed light on how rural port authorities can operationally better support economic development efforts. To thrive, these ports must work closely with the economic development community in different ways than the focus of urban ports. Their governance, financing, marketing, planning and collaborative efforts must adapt to be successful.

MATERIALISM, SOCIAL CONNECTIONS AND EAST GERMANY
In his article in the Global Journal of Business Research (2016), Dr. Marco Wolf describes the trade-offs between open market abundance and social connections. He focuses on the time after reunification when East Germans experienced product abundance and could obtain products that used to require an extensive social network to acquire. As social networks decrease, disenchantment with the new system grows, creating a form of nostalgia, indigenous to the region, characterized by a deep longing for the past. Consumption may then impact social connections and feelings of security in a negative way.

LEADERS SIGNAL SUPPORT
An article by Dr. Brian Collins in the Journal of Leadership and Organizational Studies (2016) explores the effect of cynicism on employee perceptions. By treating subordinates with respect and providing timely information, leaders signal they value their employees. Followers appreciate these behaviors and feel supported. However, the relationship between fair treatment and perceptions of organizational support is stronger for less cynical employees than for more jaded individuals. Less cynical employees view fair treatment as a signal of a healthy relationship, whereas highly cynical workers may view these actions as insincere and manipulative.

In the Appendix to this report, there is a complete listing of the journal articles published and accepted this past year. Southern Miss business faculty mentor students, connect with organizations, engage in impressive scholarship, and also manage to be great partners with our communities.
THE SMALL BUSINESS DEVELOPMENT CENTER (SBDC), a collaborative service made possible by a partnership with the University of Mississippi statewide SBDC office, the SBA, the Trent Lott National Center and College of Business, has Ms. Rita Mitchell and her team creating a $3.6 million impact on capital infusion to the Pine Belt region. Rita was named the Mississippi SBDC State Star for 2017. This last year, while working part-time, she assisted 157 clients and hosted 31 workshops with 522 attendees. She has increased hours and worked with clients after the tornado to assist in healing organizations and helping the health of small business enterprises throughout our community.

THE MASTER OF SCIENCE IN ECONOMIC DEVELOPMENT PROGRAM offered a new course designed for economic developers, whose economies are defense-dependent and includes military personnel involved with civilian affairs, logistics and procurement. The course makes extensive use of data analytics to understand the defense industry and how to diversify local economies. The synergy with our top military-friendly designation and the work of General Hammond supports the special efforts of Dr. Chad Miller, Dr. Shannon Campbell and the Trent Lott National Center for this impact.

STAFF DEVELOPMENT. To continuously improve outreach and service to both current and prospective students, staff members in the College of Business participated in professional development training throughout the year. In June, sessions included a discussion on customer service and mock scenarios led by IMG Sports and the Southern Miss Ticket Office; a preview of Campus Connect, a new university software system; and an implicit bias workshop led by the Office of Affirmative Action. Staff members attended regional conferences, completed degrees at the undergraduate and graduate levels, and met with the dean to discuss strategic needs of the college.

THE SOUTHERN ENTREPRENEURSHIP PROGRAM (SEP) conducted its 10th annual series of statewide events and competitions for Mississippi high school students. More than 500 students participated in the 2016-17 series of SEP events, with the top 20 business ideas advancing to the program’s 10th annual State Business Plan Competition held on the USM campus in Hattiesburg. SEP programming provides experiential education to aspiring youth entrepreneurs and is operated by the Southern Miss Center for Economic and Entrepreneurship Education (CEEE). James Wilcox has directed this program since 2011, bringing Southern Miss to high school students and teachers throughout the state.
AVERAGE LEADERS RAISE THE BAR ON THEMSELVES.

GOOD LEADERS RAISE THE BAR FOR OTHERS.

GREAT LEADERS INSPIRE OTHERS TO RAISE THEIR OWN BAR.

— Orrin Woodward

Southern Miss tradition allows Seymour to reveal him/herself only at graduation, when he or she dons the mascot’s feet for the last time. Jonathan Swalley, a sport management major, is pictured here.
NOTABLE ALUMNI
INSPIRED LEADERS
AND ENTREPRENEUR OF THE YEAR
We honor those who excel in business, and this past year, we encountered some special people. We also acknowledge Joe Boardman Jr. ’53 for his endowment, which supports these events.

2017 Alumni of the Year – Mr. Todd Gregory and Mr. Brandt Schmersahl

Mr. Todd Gregory ’81 is currently the vice president of the Northern Plains Group for Cintas Corporation. His prior position was vice president for the South Central territory of the U.S. at Cintas Corporation. In that capacity, he was responsible for all business activities in Louisiana, Mississippi, and portions of Alabama and Florida. He graduated from USM’s College of Business in 1981 and began his career with Cintas in 1982 as a management trainee. Todd has also served as the chair of the College of Business Advisory Council and donated his time generously to USM and to community organizations.

Mr. Brandt Schmersahl is a 1976 graduate of Southern Miss with a double major in finance and marketing. He worked for McRae’s department store for 19 years, starting as a management trainee and working his way up to regional store director. He has been with Cintas Corporation for 21 years and has served in various capacities, including sales, field HR manager, corporate director of staffing programs, and his current position of regional HR director. Brandt has been instrumental in developing the corporate training immersion at Southern Miss and in enhancing the career preparation of Southern Miss business students.
This past year, the members of our advisory groups participated with faculty and students to define values as genuine, relevant, inclusive and tenacious (GRIT) and to revise the strategic focus. The Advisory Council for the College of Business had representatives at each event and sponsored students for national competitions and study-abroad experiences. The Accounting Advisory Board has added new members and guided steps to ensure the continued rigor and relevance of that program. The Real Estate Advisory Board has met twice a year and has been instrumental in fostering connections with commercial applications and internships. The Gulf Coast Partners Advisory Council focused on our business programs at the Gulf Park campus. This group fostered the Economic Outlook Forum for the Gulf Coast and participated in career functions and forums. Over 100 business professionals invested a bit of time with our faculty, programs and students this past year. It makes a difference when leaders invest time to teach the next generation and work with faculty to ensure we remain at the cutting edge of relevance. Our sincere thanks to all of you!

The Advisory Council for the MBA with an emphasis in sport security meets annually and is inspiring the students in this program to reach internationally for internships and careers. These members come from a variety of backgrounds (see logos below). The partnership with the National Center for Spectator Sports Safety and Security (NCS4) and Interpol also expands opportunities for these MBA students, where the partner countries for Interpol will be trained by NCS4 to enhance security for international sporting events. The MBA with this emphasis remains the only one of its kind.

Mr. Steve Cannon, CEO of AMB Group, LLC, shared his leadership philosophy and techniques. In his duties with AMB Group, Cannon oversees the company’s for-profit businesses: the NFL’s Atlanta Falcons, Atlanta United of Major League Soccer, Atlanta Falcons Stadium Company, PGA Tour Superstore, and the Mountain Sky Guest Ranch. Prior to joining AMB Group, Cannon served as president and chief executive officer of Mercedes-Benz USA and led operations that generated record sales with annual revenues exceeding $20 billion. All students enjoyed the presentation, but the sport management faculty and students seemed especially energized by this inspired leader.
Mr. Richard Pascoe, CEO, Apricus Biosciences Inc., and Mr. Patrick Daly, president and CEO, Cohera Medical Inc., visited classes, talked with faculty, and provided a keynote address in September 2016. Students in the Healthcare Marketing program served as hosts in the Ivey Conference Room and enjoyed a presentation and time to explore careers with these engaging leaders.

With a Ph.D. in finance, Bill Rayburn helped take the mortgage technology firm, FNC Inc., from a startup in the 90s to a multi-million dollar sale to CoreLogic Inc. in 2015. A USM alumnus and former professor of finance at USM and Ole Miss, Bill Rayburn is now founder and CEO of a new firm, Mortgage Trade, LLC. During his time at USM for the Entrepreneur of the Year event, Bill inspired students in the morning, presented at lunch, and reached a small group of faculty with the view of developing entrepreneurial pursuits.
BY THE NUMBERS
MBA students have undergraduate degrees in business (54%), while 46% now enter the program with backgrounds in computer science, engineering, communication, journalism, the humanities, marine biology, biochemistry, microbiology, sport management, economics, health, social sciences, architecture, math, criminal justice, medicine, nursing and transportation – a diverse experience base.

Online Sport Management Degree

#8 IN THE NATION

The College of Business awarded 220 scholarships for a total of $237,099. The average scholarship students received was $1,394. This was a 17% increase in funds awarded compared to 2015-16.

25% of all USM students studying abroad are business students.

28% of all student-athletes are business majors.

7.9% of full-time (non-adjunct) USM faculty are business faculty.

15% of USM students are business students.

25,386 living alumni of the USM College of Business.

100% of MPA students achieved certification in Microsoft Excel at both Specialist and Expert levels.

100% PLACEMENT FOR MASTER OF PROFESSIONAL ACCOUNTANCY GRADUATES

247 Dean’s List students in spring 2017 hailed from 14 states and 7 countries.
CATALYSTS FOR ADVANCEMENT AND PROGRESS
We are grateful for the number of alumni and friends who give to the College of Business each year, as they are the catalysts for progress. Since 2013, the operating budget for the college has increased by 3%, as faculty in sport management joined the college. The value of endowed funds for the college has grown by 79%. In 2013, 69% of gifts came from individuals, and 31% came from corporations or foundations. This past year, 48% of gifts were from individuals, and 52% came from corporations or foundations.

The nature of giving is changing, but it is very clear that our margin for excellence in delivering quality educational experiences for our students depends on private support. In addition to gifts for endowed funds, people invest their time and annual gifts to make a difference.

As just a few examples of the grants and gifts received this past year, please consider the following:

- **Bill ’60 and Marilyn Sirmon ’58** endowed a fund with flexibility to be used for key projects.

- **Joe ’73 and Suzanne Quinlan ’77** funded an Eagle Scholar for the current year, endowed an Eagle Scholar Program Scholarship, and paid the way for faculty members to develop a new study-abroad option in Italy for 2018.

- **Hyler Bracey and Cass Flagg** provided a matching challenge to grow funds for the Eagle Scholar Program and invested their time to provide leadership training for faculty and students.

- **Southern Farm Bureau Insurance** sponsored Experience Business Casually, our Honors programs and career development programs.

- **The First, ANBA**, sponsored the Economic Outlook Forum for the Pine Belt and also included a forum on the Gulf Coast.

- **The IDEA Academic Partnership** (audimation.com/Resources/IDEA-AcademicPartnership ) provided USM MPA students with free access to CaseWareIDEA version 10 software. This software extends auditing capabilities to detect fraud and meet documentation standards.

- **The Tableau for Teaching program** (tableau.com/academic/students) provided USM MPA students with free access to the Tableau Desktop Professional Edition software. This software provides an interactive experience for analyzing data, including visual analytics.

- Two alumni kick-started the “Suit Fund” to assist students with purchasing their first professional business outfits for interviews. Talbots and JoS.A.Bank have agreed to partner with the college to consult with students on selecting the right look for that interview statement.

- **Mississippi Power** and **Southeast Commercial Properties** sponsored students to attend the International Shopping Center Conference in Biloxi.

- **The Business Advisory Council** sponsored students to attend the national competition for Phi Beta Lambda held in California after those students earned titles at the state competition.

- **The Business Advisory Council** sponsored student scholarships for study-abroad experiences in London and in Japan and Korea for summer 2017. The BAC also sponsored the BAC Research Fellow, Dr. Brian Collins.
• James Wilcox garnered a $25,000 grant for the Center for Economic and Entrepreneurship Education to expand the Southern Entrepreneurship Program (SEP) into high schools in northeast Mississippi. This proposal, submitted in collaboration with the Franklin Furniture Institute at Mississippi State University, was funded by the Appalachian Regional Commission to assist in ultimately “Developing an Entrepreneurial Foundation in the Mississippi ARC Region.”

• Southern Farm Bureau Insurance sponsored Experience Business Casually for 40 executives and 800 business students in fall 2016. By spring, 2017, the company sponsored the Spring Awards Ceremony in Hattiesburg and career development luncheons on the USM Gulf Park campus.

• Joe Boardman Jr. ’53 of Gulfport sponsored the Alumni of the Year and the Entrepreneur of the Year events for 2016-17. Mr. Boardman also sponsored the Gulf Coast Partners Advisory Council to foster interactions with business leaders and our business programs on the Gulf Park campus.

• The Eagle Scholars Program includes scholarships, leadership training, and a partial scholarship for a study-abroad experience. The program also provides a way of pilot-testing key ideas for the larger student population. For 2017-18, our Eagle Scholars include Victoria Brodbeck, the Joe and Suzanne Quinlan Scholarship recipient, a senior in banking and finance with a minor in hospitality and tourism management; Kameshia Mays, a senior from Greenville, Miss., majoring in accounting; Marshall Acklin, a senior accounting major from McHenry, Miss.; and Joshua Spivey, a senior from Lake, Miss., double-majoring in accounting and finance.

Donors contributed to scholarship endowments, development funds within each department, and endowed professorships. Hundreds of companies and individuals gave to the College of Business last year. A list of our honor roll of donors for 2016-17 is in the Appendix to this report. Each gift makes a difference in our ability to enhance student learning and support our faculty and staff. Thank you all for connecting with us and making a difference.
I am so excited to be a sophomore in the College of Business. With my educational training in this area, I am looking with the highest of expectations to my future career in business. Moreover, I have confidence in this program and its design to prepare me to be successful and to pursue excellence in my degree and career goals. The staff and administration have been so helpful thus far, and I look forward to working with them in my remaining years.

—Taylor Buras, Sophomore
Healthcare Marketing Major, Oak Grove, Miss.
DEPARTMENT NOTES
SCHOOL OF ACCOUNTANCY

Director: Dr. Gwen Pate

The School of Accountancy has been separately accredited by AACSB, in addition to the college accreditation, since 1982 and was reaffirmed by the AACSB Board of Directors (peer review team, Accounting Continuous Improvement Review Committee, and Board of Directors) in 2017. The school was commended for its effective/notable practices for the Principles of Accountancy Competency Exam (PACE), Balanced Scorecard approach to faculty evaluations, mentorship of new faculty, and IDEA Academic Partnership, sponsored by Audimation Services Inc.

Meet the Firms is an annual event that brings companies to USM to interact with accounting students. This past year saw a record number of firms and students attending.

MASTER OF PROFESSIONAL ACCOUNTANCY (MPA) PROGRAM

• We achieved 100% placement for Master of Professional Accountancy graduates.

• 100% of MPA students achieved certification in Microsoft Excel at both Specialist and Expert levels.

• MPA student Lorretta Williams received the Newton D. Becker Scholarship Award, while Alex Hancock was inducted into the 2016 USM Graduate Student Hall of Fame.

• The Mississippi Society of Certified Public Accountants awarded state-wide competitive scholarships to Richard Ess, Nina Bellipanni and Abby Givens. CMA Scholarships were awarded to Sadie Anderson, Amy Pullens and Abby Givens.

• Notable speakers hosted in Amber Hatten’s MPA course, Audit Analytics and IT Auditing, included the following:
  • Bill Odom, Ernst and Young in Houston, Texas, on uses of audit analytics to identify fraud
  • Mike Skinner from Horne Cyber in Memphis, Tenn., on the impact of data analytics on the accounting profession
  • Cory Windham, Audimation Services Inc. in Houston, Texas, with a live webinar on IDEA Data Analysis Software
  • Megan Corbett from Tableau’s corporate headquarters in Seattle, Wash., with a live webinar on Tableau Analytics Software

"Over the past five years, I have experienced firsthand the constant encouragement and guidance offered by the faculty in the School of Accountancy at USM. Each of them challenges students to not only know the basics of accounting practices, but to also become acquainted with the reality of the accounting profession outside of the classroom. They provide us with access to current accounting software programs and point us in the direction of current events in accounting, all to ensure we graduate with the knowledge and skills necessary to excel in the real world."

—Kayla Alford, ’17
Accounting Major, Hattiesburg, Miss.
• Russ Willis, a professor of practice in management, spent spring break 2017 as a guest lecturer at Keele University in Staffordshire, England.

• Dr. John Lambert worked with the U.S. Department of Commerce to infuse his international business classes with applied projects and interactions with professionals in the field.

• Dr. SherRhonda Gibbs and Dr. Jennifer Sequeira participated with the College of Science and Technology to bring a Hackathon to Scianna Hall in April 2017. Inspired by the movie, *Hidden Figures*, the Hackathon was provided to inspire a new generation of students to focus on careers in technology and computing fields.

• Dr. Jacob Breland mentored Michael R. Smith, who earned an award from the Drapeau Center for Undergraduate Research at USM. Management faculty mentored five honors students with their final theses, including Professor Russ Willis, Dr. John Lambert and Ms. Amy Sevier. Honors students studied topics, such as the employability of former criminals, consumer online purchasing decisions, religious commitment and job satisfaction, voluntary turnover within the federal government, and social media transformation of human resource management.

• Dr. Jennifer Sequeira, the Alvin Williams Chair of Minority Entrepreneurship, guided students to have an impact on a number of organizations, including the Hattiesburg Arts Council, Dreaming Big Publications (Kristi King-Morgan, Owner), Grumpy Man Salsa (Nathan Sanford, Owner), FYAH (Suzett McIntosh Ross, Owner), Mike’s Food Safety Class (Michael Bauer, Owner) and USM’s Technology Transfer Office. Student teams tackled challenges to enhance the online presence, design programs for volunteers and contexts, develop the “Hacking for Defense” course, conduct focus groups, and assess customer perceptions.

“USM has filled my toolbox with resources, networking connections, and knowledge that have enabled me to land a job in a Fortune 500 company, Johnson & Johnson.

The College of Business not only gave me the knowledge, but helped me sharpen my tools of the trade: polish my interviewing skills, refine my résumé to be concise and precise, and helped me begin developing a network of connections that ended up landing me my first job. USM’s College of Business has broadened my horizons and has pushed me To The Top! #SMTTT”

— Daniel Glover, ’17
Management Major, Brandon, Miss.
• Eli Lilly and Company selected Southern Miss as one of three universities in the Southeast to recruit interns for the Lilly Sales Internship Program. The program is a unique 10-week internship designed to give students hands-on experience in pharmaceutical sales. Justin McCool and Morgan Musgrove were selected. McCool and Musgrove, both healthcare marketing majors, competed to earn two of the 60 internships awarded across the country.

• This past spring, Marketing Majors Confidential featured alumna Courtney Campbell, groups sales executive with the Tampa Bay Buccaneers. She was joined by six business leaders and over 50 students to discuss career tips and strategies for marketing and merchandising students. In the fall, marketing gathered students and faculty for a back-to-school social, as well.

• Dr. Melinda McClelland led her students in advanced marketing research through a project for Interpol, where they profiled a potential country for opportunities and challenges that might impact demand for the Interpol service. A separate class of students completed a project for C-Spire, where they explored the role of corporate sponsorship in collegiate athletics.

• This past year, student teams in Dr. Holly Syrdal’s classes developed and executed customized social media marketing plans for local non-profit organizations, including R3SM, Kids Hub Child Advocacy Center, Habitat for Humanity, Special Olympics Mississippi – Hub City Region, Project SEARCH, the Greater Pine Belt Community Foundation, STEP UP to Leadership, the Hattiesburg Trolley, and the Historic Hattiesburg Downton Association’s Crawfish Jam.

• The students in Dr. Jamye Foster’s Creative Marketing course worked with Jesse McMahan (marketing analyst at Merchants Food Service), a former student and graduate of our Marketing program. One section focused on client relationships, while the other focused on supplier relationships. Groups were tasked with presenting Ms. McMahan and her colleagues with innovative marketing solutions and implementation plans.

"As an undergraduate, I witnessed many upperclassmen benefit tremendously from the resources they received from the College of Business. Their experiences left me with a desire to exceed expectations with a similar type of zeal. I look forward to interacting with the College of Business’ helpful and knowledgeable faculty and staff, and I look forward to doing all I can to benefit my college."

— Jeremiah Willis, Sophomore Marketing major, Jackson, MS
DEPARTMENT OF FINANCE, REAL ESTATE AND BUSINESS LAW

Chair: Dr. G. Wayne Kelly

- Students Zachary Irons and Picasso Nelson Jr. were honored at the Mississippi Young Bankers’ Convention. Zachary Irons was presented with the coveted Orrin W. Swayze Scholarship, and Picasso Nelson was named one of four finalists in the state for this award.

- Student-athletes Cameron Tom, Picasso Nelson Jr., Parker Adamson, Brittany Taylor and Randall Dias II are making distinctive strides in their major in banking and finance. This group holds five of the 10 highest GPAs among finance seniors.

- The Financial Management Association connected with several guest speakers, including Brady Raanes, CFA; Sunny Desai, Desai Hotel Realty in Jackson, Miss.; and a group from the Mississippi Division of Banking and Consumer Finance.

- Dr. Wayne Kelly worked with Southern Farm Bureau Insurance to place two students in internship positions.

- Dr. Kim Goodwin hosted the Real Estate Advisory Board and focused efforts on commercial real estate applications.

“As an international undergraduate student, I found my niche within the College of Business, as it provided me with an unparalleled educational experience. Top class educators not only taught me important course material, but also how to effectively communicate with professionals in business settings. I am now confident and proud to represent the USM CoB in the professional world.” We graduate with the knowledge and skills necessary to excel in the real world.”

— Erik Hansson ’17
Finance Major, Eagle Scholar
Vanersborg, Sweden

DEPARTMENT OF ECONOMIC DEVELOPMENT, TOURISM AND SPORT MANAGEMENT

Chair: Dr. Stacey Hall

- IMG Learfield Ticket Solutions partnered with Dr. Brandon Allen to provide students with hands-on experience in pricing, database marketing, customer service, sales techniques, retention strategies and analytics. The students generated $140,634 for USM Athletics.

- Dr. Wei Wang and Dr. Gallayanee Yaoyuneyong earned a Best Paper Award at the 2017 Association of Marketing Theory and Practice Conference.

- Dr. Sungsoo Kim earned a certificate in active learning at the USM Faculty Awards Ceremony. He also served as a mentor for LaQuanda Moffett, who won an award from the Drapeau Center for Undergraduate Research at USM.

- Dr. Juwon Choi started the first chapter of Eta Sigma Delta at USM, an international honor society for hospitality and tourism majors. The USM chapter is one of 90 chapters worldwide.
• **Ms. Jewel Adams** completed the requirements for the Professional Standards Program Master’s Degree, Option II certificate. This is the eighth level of a nine-level program by the National Association of Educational Office Professionals.

• **Dr. Wei Wang** managed the 13th Annual Passions of the Palate event and featured Chef Katie Dixon. Proceeds assist students in attending conferences and in visiting key venues for careers in casino management and hospitality and tourism management.

• **Dr. Doug Manning** garnered a $10,000 Pathway Grant from the USM Foundation to pay for students to accept internships with sports teams out of state.

• Outreach for partners this past year included projects and collaborations with seven city, state and international partners, including the cities of Gulfport, Poplarville, Florida’s Tourism Crisis Management Institute, Southern Farm Bureau Insurance, the Mississippi Development Authority, and the Republic of Korea.

---

**NEWS FROM THE BUSINESS PROGRAMS ON THE GULF PARK CAMPUS**

• **Dr. Greg Bradley** received the Butch Oustalet Distinguished Professorship in Teaching Award for the Gulf Park campus. He was recognized for his contributions to undergraduate and graduate classes, as well as his innovative methods for delivery formats. Greg has also taught a graduate seminar course in behavioral economics at the University of Havana.

• **Dr. Kenneth Zantow** received the Butch Oustalet Distinguished Professorship in Service Award for the Gulf Park campus. He was recognized for service activities at the university, college, departmental and campus levels. Most recently, he has served on the provost’s Academic Leadership Committee, on the USM Faculty Senate, and as the incoming president of the Gulf Park Faculty Council.

• Students in integrated marketing communications with **Professor Lance Hopkins** completed an advertising plan for the Gulfport Sportsplex and the City of Gulfport. In 2016, the Sportsplex hosted over 2,600 teams and 80,000+ people in the city and on the Gulf Coast.

• **Marshall Acklin**, a junior accounting major, was named an Eagle Scholar for 2017-18, the first such scholarship awarded to a Gulf Park business student.

• **Milijana Julie Ivic**, a junior business administration major, was selected as one of 65 students across the U.S. and Europe to participate in the 2017 Institute on Economics and International Affairs (IEIA) in Washington, D.C., for summer 2017.

• **Dr. Marco Wolf** was an invited research professor at Stellenbosch University in South Africa. He also lectured at the University of Cape Town, as he shared his understanding of the do-it-yourself consumer with colleagues.

• **Ms. Heather Adams Sison**, MBA program advisor for the College of Business, was honored as an Outstanding MBA Student during the spring honors event. **Mr. David J. Sliman**, CIO for USM, was also recognized as an Outstanding MBA Student for this past year.

---

**Dr. Beth LaFleur**, associate dean, Gulf Park campus and MBA program director presents the Outstanding MBA Student award to **David Sliman**.
ASSURANCE OF LEARNING HIGHLIGHTS
Assessment of the outcomes of our efforts in teaching involves focused discussions of the extent to which students are learning key concepts. Southern Miss business programs include an extensive list of measures for learning outcomes related to the regional (SACS) accreditation process and for our international (AACSB) accreditation standards. At the college level, faculty members across all disciplines emphasize four key outcomes that we want each and every business student to master: knowledge of the core business disciplines, communication (written and oral), ethics and critical thinking, and Excel certification. Each discipline/major then defines specific aspects of that curriculum and assesses learning for those areas. Consider just a few examples of progress this past year.

**KNOWLEDGE.** The goal is for all business students to acquire knowledge of the core business disciplines. We use the Educational Testing Service (ETS) to provide an exam that enables us to compare the performance of USM students to thousands of other students at over 600+ institutions. In general, USM students score at or above the average in all business subjects on the ETS exam, but we acquire the list of most often missed items to then ask how we can change what we teach to improve student learning.

In 2014, business faculty members selected “time value of money” (TVM) from the list of “most often missed” questions on the ETS exam for further focus. They reinforced this concept with expanded coverage in accounting classes and problems in the information systems courses. As a result, the proportion of seniors who could answer a basic question correctly without a calculator (e.g. If you invest $100 for a year at 5% interest, how much will you have?) rose from 67% to 78% of those tested. As shown below, the rate of return TVM question has also seen improvement. The TVM problem is a good example of business faculty members holding the bar of expectation together.

**TIME VALUE OF MONEY MINI-CASE QUESTIONS**

- **2015:** You own a security that pays $10 a year, and you paid $50. What is the rate of return?
- **2016:** You own a security that pays $50 a year, and you paid $500. What is the rate of return?

*No calculators are allowed.*

<table>
<thead>
<tr>
<th></th>
<th>FALL 2015</th>
<th>SPRING 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sophomores</td>
<td>21%</td>
<td>78%</td>
</tr>
<tr>
<td>Juniors</td>
<td>25%</td>
<td>58%</td>
</tr>
<tr>
<td>Seniors</td>
<td>30%</td>
<td>72%</td>
</tr>
<tr>
<td>Graduate Students</td>
<td>81%</td>
<td>95%</td>
</tr>
</tbody>
</table>

**COMMUNICATION.** Faculty assess writing skills by rating informal responses (e.g. mini-cases) and formal papers. This past year, the college adopted Grammarly Inc., a software package that corrects problems and makes suggestions for improving sentence structure. As Joe Peyrefitte, chair of the Department of Management and International Business, stated, “An important component of capstone courses is the improvement of students’ writing effectiveness. I started to use Grammarly this spring semester in our capstone course (MGT 400) to assist me with grading writing style in students’ casework. Students use Grammarly to edit their casework for grammar, punctuation, contextual spelling and usage before submission for grading. Since I am free to focus on the students’ ability to define a problem and make justified recommendations in the case situations, I am able to concentrate on improving students’ critical thinking skills, rather than spending time on grading writing style. I have received very positive comments from the students, who also appreciate the tool, for it allows them to concentrate on content without worrying about losing points for style errors.”

Grammarly is the most often used software in corporate America today so this step marks one more example of how the business faculty are enhancing relevance as they improve skills and confidence in key performance metrics for business.

**ETHICS AND CRITICAL THINKING.** This year, as in 2014, the college administered the California Critical Thinking Skills Test to a sample of business juniors. The results show clear strengths of our students in analysis, meaning the way they gather information from charts, graphs and diagrams. Students also excelled in induction, drawing inferences about what is probably true based on prior experience and perceived patterns. The results show a need for us to work on strengthening abilities in inference, drawing conclusions from reasons and evidence; and in deduction, the rigorously logical and clear-cut application of rules or operating conditions. The faculty also continue to emphasize frameworks for ethical decision-making, as well as the need to identify key stakeholders in decision situations.

**EXCEL.** In spring of 2016, students attempted 230 times to pass the Excel Specialist Certification Exam, and 115 (50%) succeeded. By spring of 2017, for 287 attempts, 64% passed the certification exam. By 2016-17, 591 business students were focused on passing the certification exam. What began as a hope by faculty members to have students learn more formal aspects of Excel has continued to become a true expectation of performance for all business students. In accounting, 100% of the students in the Master of Professional Accountancy (MPA) program pass the Specialist or Expert Certification Exams. This goal for assurance of learning has been a key part of enhancing analytics throughout the business curriculum. Business faculty members expect every student to learn core business disciplines, to speak and write professionally, to understand ethical values, and think critically as they use technology, such as Excel, to provide information for decisions.
SPOTLIGHT ON
ANALYTICS
AND
CERTIFICATIONS
ANALYTICS AND ECONOMIC DEVELOPMENT

The Southern Miss Economic Development program emphasizes the use of key software and analytics packages that are important to the industry. As just a few examples taken from their website of tools, EMSI Developer includes tools for business recruitment, strategic planning and workforce analytics. IMPLAN includes a database of information for 528 different industries, generally at the four- or five-digit North American Industrial Classification level, and 21 different economic variables. Paul Hendershot of the IMPLAN Group LLC taught a webinar for students as they applied this powerful tool to projects. The REMI model is the leading dynamic, structural economic simulation model available in the country, as it incorporates key aspects of four major modeling approaches. Finally, Microsoft CRM enables developers to manage through an intelligent system application.

ANALYTICS AND BUSINESS/MBA

Dr. Greg Bradley developed two new courses in analytics for the MBA program, and Dr. Jacob Breland will pilot test aspects of analytics for human resource management, again, for the MBA program. Accounting students complete projects using Compustat, even as undergraduate students, and in auditing, the IDEA software reflects the tools used in industry. Dr. Melinda McLelland fosters proficiency in SPSS for marketing majors and uses projects for students to test hypotheses and apply statistical techniques.

ACCOUNTING AND ANALYTICS

As stated in the letter from the AACSB Board of Directors, “The IDEA Academic Partnership sponsored by Audimation Services Inc. resulted in the CaseWare IDEA software donation to the School of Accountancy for use in the MPA program. IDEA is one of the analytic software examples mentioned in the Pathways Commission table of the top 25 technologies needed in the profession. This is an excellent example of what was envisioned for the AACSB accounting standards.”

In addition to IDEA, all accounting students reach to complete Specialist and Expert certifications in Excel and complete projects and problems with Compustat, even as undergraduate students. Webinars for Tableau and visits by experts, who work with analytics in accounting every day, all speak to the relevance and effectiveness of the Accounting program at USM.
IN MEMORIAM

2016-17
Ms. Dolly Loyd
Instructor Emeritus of Marketing

Dr. Ed Nissan
Professor of Economics

Dr. Frank Whitesell
Professor of Economics

IN MEMORIAM, STUDENTS

Jolie Bartolome
Allyn Boday
Henry Ewing
Christine Helton
Joshua Kirkpatrick
Kristina Quintini
Cole Whaley
BUSINESS STUDENT ADVISORY COUNCIL

The Business Student Advisory Council is comprised of one or two officers from each of the student organizations in the College of Business. In addition to the monthly meetings with the dean to share information and increase collaborations, the BAC members

- Hosted and worked as ambassadors for the Inspired Leaders speaker series, Alumni of the Year and Honors ceremonies, and Entrepreneur of the Year Luncheon; and
- Hosted and managed the Involvement Carnival Fair for all CoB student organizations.

President: Kayla Alford; Advisors: Amy Yeend, Faye Gilbert

AMERICAN MARKETING ASSOCIATION

- The American Marketing Association hosted Marketing Week, a week celebrated annually by all AMA chapters. This year, AMA hosted guest speaker, Haley Spain, brand sales manager at Blendco Inc. and Southern Miss alumna.
- As a continuation of Marketing Week, AMA was able to speak with three business classes at Petal High School about basic principles of marketing and prepared interactive activities for the students to put their newfound marketing skills to action. Marketing Week also consisted of a faculty breakfast to show appreciation, as well as tabling to promote membership.
- AMA hosted an opportunity for members to receive the American Marketing Association Collegiate Marketing Research Certificate and participated in the Adopt-A-Spot Program.
- Finally, the AMA represented Southern Miss at the International Collegiate Conference, an event hosting 1,500 students from over 200 different universities. The chapter competed in the exhibit, T-shirt and website competitions.

President: Amanda Herrington; Advisor: Melinda McLelland

BETA ALPHA PSI

Beta Alpha Psi is an active honorary for students in accounting and information systems fields. It exists only at locations with AACSB accreditation and includes expectations of engaged members.

- Beta Alpha Psi was named a Superior Chapter by the national office for the fifth consecutive year.
- Chapter members attended the annual meeting in Baltimore, Md., and the Southeast Regional Meeting in Raleigh, N.C. Members participated in a chapter operations presentation and also a best practices competition.
- CPA firms and representatives who visited campus and presented programs to members included KPMG; BKD, LLP; Harper, Rains, Knight & Company; Horne, LLP; Grantham Poole, PLLC; Smith, Dew and Buckalew, LLP; Carr, Rigs and Ingram, LLC; and Haddox, Reid, Eubanks and Betts, PLLC.
- Members participated in a team-building challenge course; an etiquette dinner with Topp, McWhorter, Harvey, PLLC; toured the Governor’s Mansion and the CPA firm offices of Haddox, Reid, Eubanks and Betts, PLLC; and toured the Airbus U.S. Manufacturing Facility, which is the company’s first production site in America.
- Members took part in numerous service projects: tutoring lower-level accounting students, assisting the USM Internal Audit department in campus petty cash audits, Louisiana flood relief, Operation Christmas Child and USM’s Big Event. Members were actively involved in USM recruiting events, such as Black and Gold Day, as well.
- Members compiled a newsletter that was mailed to Beta Alpha Psi alumni, and the Beta Alpha Psi Scholarship in the amount of $500 was awarded for the third consecutive year.

Advisor: Valerie Simmons

BETA GAMMA SIGMA

Membership in Beta Gamma Sigma (BGS) is one of the highest recognitions a business student anywhere in the world can receive in an undergraduate or master’s program at a school accredited by AACSB International. The invitation to membership is extended to the top percentage of students.

- Hosted two BGS induction ceremonies, one in November and one in April, where 116 students were inducted (68 and 48, respectively) for membership in BGS
- Tapped for membership in fall and spring semesters, where faculty dressed in cap and gown and led tapping ceremonies in individual classes
- Inducted chapter honorees, Todd Gregory and Brandt Schmersahl, based on their commendable business careers and outstanding character (November 2016)
- Inducted Russ Willis as faculty honoree (April 2017)
- Sent Lindsey Calhoun and Jami Steen to the BGS Global Leadership Summit in Orlando, Fla. (November 2016)

President: Kayla Alford
Advisors: Wanda Fennell, Melinda McLelland

DELTA SIGMA PI

Delta Sigma Pi is a professional fraternity, organized to foster the study of business in universities. The Gamma Tau chapter held weekly chapter and Executive Board meetings, and served at the Edwards Street Thrift Shop and the Fieldhouse for the Homeless. Members attended two leadership conferences this past academic year to include the LEAD Conference in Jacksonville, Fla., in the fall and the LEAD Provincial Conference in Atlanta, Ga., in the spring. LEAD stands for "Leadership and Excellence for Delta Sigs."

President: Brianna Stinson; Advisor: Russ Willis
**ETA SIGMA DELTA**

The Hospitality and Tourism Management (HTM) program at Southern Miss established a chapter of the Eta Sigma Delta (ESD) honor society in the spring of 2017 with the induction of 17 students. ESD is the only honor society in hospitality and tourism and the first student organization for the HTM program.

The group heard from two guest speakers: alumni Earl LaGraize ’09, unit manager, and Zack Wilcox ’11, division manager, both with Waffle House. Special thanks go to John Meyer, general manager with Aramark, for his generous donation of food and beverage items for the induction reception.

Additionally, the new chapter had two service projects. The students assisted with JumpStart to Success, a program sponsored by the Area Development Partnership. ESD students also volunteered for the Passions of the Palate, an HTM department fundraising event.

**Advisor:** Juwon Choi

---

**FINANCIAL MANAGEMENT ASSOCIATION**

The Financial Management Association is a sanctioned chapter of FMA International. Membership in the FMA offers students an opportunity to be part of an exclusive network of finance professionals, practitioners and students around the world.

The USM student chapter of the FMA is host of the beginning-of-semester Meet and Greet for all finance majors and faculty to give students a chance to get to know their faculty and talk informally about their plans and interests. Members and officers assist faculty at Black and Gold Day events, as well.

The FMA also invited guest speakers from a variety of financial professions. This year’s guests included Brady Raanes, CFA of Raanes Capital Advisors; Sunny Desai, Desai Hotel Realty in Jackson, Miss.; a team from the Mississippi Division of Banking and Consumer Finance, led by Mr. Sam Hubbard; and Lenetra Payton, regional vice president, Primerica. FMA students also serve as tutors. External activities include attendance at the Greater Pine Belt Community Foundation Investors Dinner and the CFA Society of Mississippi 14th Annual Forecast Dinner in Jackson, Miss.

**President:** Andrew Payton; **Advisor:** Dr. Steven Stelk

---

**GULF COAST ACCOUNTING SOCIETY**

The most important goal this year was to encourage membership and participation in the Gulf Coast Accounting Society.

- Four speakers were invited to share their knowledge. In the fall semester, Mr. John Brown, accounting instructor, spoke about the process of applying for an accounting internship. Donna Wilkerson and Robin Fayard, Mississippi Power representatives, spoke about internal controls and how to have a successful accounting career. Karen Whitaker from Becker CPA spoke about the CPA exam and how Becker has created great study modules for the exam. Analee Marshall and Dena Kopszywa, Mississippi Power representatives in the HR department, spoke about the recruiting and interviewing process and gave tips to improve chances for getting a job.

- Several members volunteered to help at the Jazz and Blues Festival held in April on the Gulf Park campus. This was the first and only fundraising event this school year.

- A new tradition was started by having an end-of-year party. Accounting majors and their faculty attended the event as they recognized and congratulated graduating seniors.

**President:** Sadie Anderson; **Advisor:** Dr. Maria Leach

---

**FASHION MERCHANDISING ORGANIZATION**

FMO is an organization for merchandising majors and those who love fashion. They serve the Hattiesburg community in many ways, as well as the surrounding areas. This year, they

- Volunteered with Mobile Fashion Week, assisting in the front and back of the house;
- Produced a business professional and business casual fashion show in December;
- Hosted guest speakers at meetings to help members network with industry professionals;
- Manned a booth for Earth Day, where the community made jean coasters and T-shirt bags; and
- Held several bake sales to benefit breast cancer awareness and raise funds to offset programming costs throughout the year.

**President:** AndreAnna Tate; **Advisor:** Brigitte Burgess
**PHI BETA LAMBDA**

Zeta Omega Chapter

- Attended and competed at the annual Mississippi State Leadership Conference in Columbus, Miss. Five members qualified for PBL national-level competitions: Michelle Le, third in retail management, fourth in marketing concepts, and “who’s who” recognition for the USM chapter; Christen Leggett, first in computer applications and second in computer concepts; Tom Phan, first in financial concepts and second in personal finance; Ceili Rassier, second in justice administration; and Joshua Spivey, first in accounting principles and first in sports management and marketing.

- Sponsored by the Business Advisory Council for the College of Business, these five PBL members will attend, compete, network and grow their business skills at the 2017 Summer National Leadership Conference in Anaheim, Calif.

**Officers:**
Michelle Le, President
Christen Leggett, Vice President
Michael Griffin, Secretary
Joshua Spivey, Treasurer

**SPORT MANAGEMENT CLUB**

- Sport Management Club members toured the New Orleans Saints/Pelicans Practice facilities, the Fallen Oak Golf Course, Biloxi Shuckers Stadium and New Orleans Baby Cakes Stadium.

- Club members volunteered at the Crescent City Classic (New Orleans Marathon), Mississippi Gulf Coast Classic (senior PGA event) and Sanderson Farms Classic PGA event.

- Club members volunteered in local community events, such as the William Carey University Golf Tournament fundraiser for tornado relief; Comcast Golf Classic, hosted by USM Student Affairs; USM Alumni Golf Tournament; the Coca Cola Classic Rodeo, hosted by Recreational Sports; and the USM Track and Field Tournament.

- Closer to home, the club did facility tours of two campus facilities, the Payne Center and Reed Green Coliseum.

- Students gained practical experience in working concessions for multiple USM sporting events and raised over $5,500 for the club.

**Advisor:** Dr. Brandon Allen

---

**USM INVESTMENT CLUB**

Finance majors Zach Irons (2017 Swayze Scholar) and Erik Hansson (Eagle Scholar, Outstanding Finance Student) founded the USM Investment Club in 2016. The founding members started the club so that students could apply the concepts and tools learned in the finance major to investing in a real-time portfolio. Investment Club members currently manage a mock portfolio. In spring 2017, the founding members and their successors met with faculty and the dean to develop a proposal for funds for students to invest and manage a portfolio. The group is devising a detailed investment philosophy, duties and responsibilities of members and advisors for analyzing prospective investments, proposing buy/sell orders and record-keeping.

**President:** Erik Hansson; **Advisor:** Dr. Srinidhi Kanuri
COMMUNITY AND FACULTY AWARDS

BOARDMAN ENTREPRENEUR OF THE YEAR
Bill Rayburn
President and CEO, MTrade, LLC

DISTINGUISHED ALUMNI OF THE YEAR
SPONSORED BY JOE BOARDMAN
Todd Gregory
Vice President, Cintas Corporation
Brandt Schmersahl
Regional Director of Human Resources, Cintas Corporation

LOUIS K. BRANDT EXCELLENCE IN RESEARCH AWARD
Chad Miller
Associate Professor, Economic Development

JOSEPH A. GREENE EXCELLENCE IN TEACHING AWARD
Russ Willis
Professor of Practice, Management

BUSINESS ADVISORY COUNCIL (BAC) RESEARCH FELLOW
Brian Collins
Associate Professor, Management

SCHOOL OF ACCOUNTANCY AWARDS

OUTSTANDING ACCOUNTING STUDENT
Fall Recipient: Jilian Hardy, Gulfport, Miss.

BETA ALPHA PSI OUTSTANDING MEMBER AWARD
Spring Recipient: Nina Bellipanni, Hattiesburg, Miss.

JARVIS MAXEY AWARD
Spring Recipient: Kirk McCarty, Hattiesburg, Miss.

CHARLES JORDAN AWARD
Spring Recipient: Rachel Williamson, Columbia, Miss.

MISSISSIPPI SOCIETY OF CPAS AWARD
Spring Recipient: Nina Bellipanni, Hattiesburg, Miss.

BKD AWARD
Spring Recipient: Lloyd Lambeth, Purvis, Miss.

HADDOX REID EUBANK BETTS AWARD
Spring Recipient: Haley Lott, Sumrall, Miss.

POSEY-MUNN BOOK AWARDS
(SPONSORED BY WILEY PUBLISHERS)
Spring Recipients
Alaina Anderson, Prentiss, Miss.
Jenna VanDan, Summit, Miss.
Paige Dillistone, Hattiesburg, Miss.
Brooke Hodges, Clinton, Miss.

FEDERATION OF SCHOOLS OF ACCOUNTANCY AWARDS
Fall Recipient: Hayden Putnam, Carriere, Miss.

DEPARTMENT OF FINANCE, REAL ESTATE AND BUSINESS LAW AWARDS

OUTSTANDING FINANCE STUDENT AWARD
Fall Recipient: Donavon Ambeau, Jackson, Miss.
Spring Recipient: Erik Hansson, Vanersborg, Sweden

FINANCE FACULTY AWARD
Spring Recipients
Brittany Taylor, Calgary, AB
Cameron Tom, Prairieville, La.

PARHAM BRIDGES REAL ESTATE AWARD
Spring Recipient: Picasso Nelson Jr., Hattiesburg, Miss.

CFA SOCIETY
Spring Recipient: Kaitlyn LeBlanc, Baton Rouge, La.

SPECIAL ACHIEVEMENT AWARD IN FINANCE
Spring Recipients
Alaina Anderson, Prentiss, Miss.
Victoria Brodbeck, Fairhope, Ala.
Zachary Irons, Brandon, Miss.
Picasso Nelson Jr., Hattiesburg, Miss.
DEPARTMENT OF MANAGEMENT AND INTERNATIONAL BUSINESS AWARDS

OUTSTANDING STUDENT IN HUMAN RESOURCES
Spring Recipient: Laura Kirkman, Niceville, Fla.

OUTSTANDING STUDENT IN MANAGEMENT
Fall Recipient: Miranda Donnell, Hattiesburg, Miss.
Spring Recipient: April Fokakis, Hattiesburg, Miss.

OUTSTANDING STUDENT IN INTERNATIONAL BUSINESS
Spring Recipient: David Jordan, Waynesboro, Miss.

OUTSTANDING STUDENTS IN ENTREPRENEURSHIP
Fall Recipient: Tedrina Hall, Bassfield, Miss.
Spring Recipient: DaMarcus Simmons, Laurel, Miss.

MOST ENTREPRENEURIAL SPIRIT
Spring Recipient: Daniel Glover, Brandon, Miss.

OUTSTANDING STUDENT IN BUSINESS ADMINISTRATION
Spring Recipient: Desirae Fairley, Hattiesburg, Miss.

STANLEY A. BROOKING MEMORIAL AWARD IN MANAGEMENT
Spring Recipient: LaVita Williams, Gulfport, Miss.

MARTIN STEGENGA ACADEMIC AWARD IN MANAGEMENT
Spring Recipient: Kathryn Dozier, Marietta, Ga.

DEPARTMENT OF MARKETING AND MERCHANDISING AWARDS

OUTSTANDING STUDENT IN SALES AWARD
Spring Recipient: Ben Waddle, Hattiesburg, Miss.

MARKETING INNOVATION AND CREATIVITY AWARD
Spring Recipient: Bailey Harris, Brandon, Miss.

SPIRIT OF MARKETING AWARD
Spring Recipient: Katie Brockway, Gulfport, Miss.

DAVID E. FORD MARKETING LEADERSHIP AWARD
Spring Recipient: Amanda Herrington, Picayune, Miss.

OUTSTANDING SENIOR IN MERCHANDISING AWARD
Fall Recipient: Meghan Baggett, Hattiesburg, Miss.

MARKETING FACULTY AWARD
Spring Recipient: Justin McCool, Magee, Miss.

SPECIAL ACHIEVEMENT IN HEALTHCARE MARKETING
Spring Recipients
Justin McCool, Magee, Miss.
Morgan Musgrove, Soso, Miss.

DEPARTMENT OF ECONOMIC DEVELOPMENT, TOURISM AND SPORT MANAGEMENT AWARDS

OUTSTANDING TOURISM STUDENT
Fall Recipient: Olivia Weeks, Long Beach, Miss.
Spring Recipient: Taylor Wager, Mandeville, La.

SPIRIT OF HOSPITALITY AWARD
Fall Recipient: Emily Bell, Luling, La.
Spring Recipient: Ma’leigha Patrick, Decatur, Miss.

OUTSTANDING STUDENT IN SPORT MANAGEMENT
Fall Recipient: Christopher Wease, Saucier, Miss.
Spring Recipient: Jake Smith, Hattiesburg, Miss.
GULF PARK CAMPUS
STUDENT AWARDS

OUTSTANDING ACCOUNTING STUDENT
Spring Recipient: Ashley Kittrell, Gulfport, Miss.

OUTSTANDING BUSINESS ADMINISTRATION STUDENT
Spring Recipient: Jonathan Sims, Bay St. Louis, Miss.

OUTSTANDING MANAGEMENT STUDENT
Spring Recipient: Barton Boehm, Bay St. Louis, Miss.

OUTSTANDING MARKETING STUDENT
Spring Recipient: Rachel Davis, Gautier, Miss.

OUTSTANDING GRADUATE STUDENT
Spring Recipient: Heather A. Sison, Gretna, La.

GRADUATE STUDENT AWARDS

OUTSTANDING STUDENT IN BUSINESS FOUNDATIONS CERTIFICATE AWARD
Spring Recipient: Elyse M. Garon, Hattiesburg, Miss.

OUTSTANDING MBA GRADUATE(S) AWARD
Fall Recipient: Jacob Robinson, Diamondhead, Miss.

Spring Recipients
  Heather Sison, Gretna, La.
  David J. Sliman, Ocean Springs, Miss.

OUTSTANDING MASTER OF SCIENCE IN ECONOMIC DEVELOPMENT GRADUATE AWARD
Fall Recipient: Justin Hunter Aycock, Belden, Miss.
Spring Recipient: Jeffery George, Covington, Miss.

OUTSTANDING GRADUATE STUDENT IN PROFESSIONAL ACCOUNTANCY AWARD
Fall Recipients:
  Richard Ess, Biloxi, Miss.
  Cory Herrington, Magee, Miss.
  Austin Herrington, Magee, Miss.

Spring Recipient: Erika Dear, Florence, Miss.

OUTSTANDING MASTER OF SCIENCE IN SPORT MANAGEMENT GRADUATE
Fall Recipient: Laura McKowen, Baton Rouge, La.
Spring Recipient: William Adams, Viburnum, Mo.

COLLEGE AWARDS

OUTSTANDING GULF PARK BUSINESS STUDENT AWARD
Spring Recipient: Ashley Fletcher, Gulfport, Miss.

DELTA SIGMA PI SCHOLARSHIP KEY
Fall Recipient: Hayley Lott, Sumrall, Miss.

DEAN’S EXCELLENCE AWARD
Fall Recipients
  Maria Saylor, Biloxi, Miss.
  Miranda Donnell, Hattiesburg, Miss.
  William Flurry, Vancleave, Miss.
  Jennifer Redding, Biloxi, Miss.
  Son Hai Nguyen, Ha Noi, Vietnam
  Brianna Norris, Brandon, Miss.
  Shelby Cook Turnage, Summit, Miss.
  Ashley Smith, Hattiesburg, Miss.
  Sarah Nguyen, Biloxi, Miss.
  Caitlin Olson, Gulfport, Miss.
  Christopher Wease, Saucier, Miss.

Spring Recipients
  Kayla Alford, Hattiesburg, Miss.
  Elizabeth Boyd, Huntsville, Ala.
  Erik Hansson, Vanersborg, Sweden
  Zachary Irons, Petal, Miss.

DEAN’S LEADERSHIP AWARD
Spring Recipient: Nina Bellipanni, Hattiesburg, Miss.

CITIZEN SCHOLAR AWARD
Spring Recipient: Carley Odom, Petal, Miss.


COMPANIES
Alpha Sigma Alpha Alumnae Buffalo Chapter
American Association of Dental Office Managers, LLC
B. Bronson Tabler, P.A.
BancorpSouth
Bavarian Almonds, LLC
Bill Stafford Realtor
Billy Hewes Real Estate
BKD, LLP CPAs and Advisors
Chrsty Pickering, CPA
Cintas Corporation
Cumbest Realty Inc.
Donnell & Company, P.A.
Edgewater Inc.
Englewood Village, LLC
Fidelity Charitable Gift Fund
Fiduciary Charitable Foundation
First Southern Bank
Georgia-Pacific Financial Management, LLC
Gulf Coast Community Foundation Inc.
Hattiesburg Endodontics, PLLC
Hattiesburg Orthodontics, PLLC
Holy Cross Lutheran Church Harne, LLP - CPAs & Business Advisors
Huntington Ingalls Industries J. Michael Norris Inc.
Jerry Q. Gilder, DDS
JustGive
KPMG Foundation
Levens Appraisal Firm, LLC
London & Stetelman Realtors
Martin Roofing & Construction Inc.
McMahen Realty
Metropolitan Club
Mississippi Council on Economic Education at Millsaps College
Mississippi Power Company
Mississippi Society of CPAs Southeast Chapter
Morgan Stanley c/o Mississippi Council on Economic Education at Millsaps College
Morgan Stanley c/o Rainbow Hotel Casino
Mr. and Mrs. Tom Bizzell
Mr. and Mrs. Noel W. Black Mr. Joe A. Blackledge
Mr. and Mrs. John P. Blackledge
Mr. and Mrs. Robert A. Blackwell
Mr. J. T. Blalock
Mr. Newton B. Blount Mr. and Mrs. Troy Bobinger
Mr. Dennis J. Bohannon
Mr. and Mrs. Gary A. Boone
Mr. and Mrs. Chris Boone Mr. and Mrs. Christopher Thomas Boozer
Mr. and Mrs. Aaron D. Bozeman
Mr. and Mrs. Collins L. Bourg
Mr. John J. Griffith and Mrs. Linda Boutwell-Griffith Mrs. Elizabeth O. Bowen
Ms. Alva G. Branch (Ret.)
Mr. Louis K. Brandt
Mr. Louis K. Brandt
Mrs. Julie C. Breaazeale
Mr. and Mrs. Eddy Breaazeale
Mr. and Mrs. D. Jackson Brink Jr.
Mr. and Mrs. Cleveland Brown
Mr. and Mrs. J. Brown Ms. JoAnn Brown
Mr. and Mrs. David J. Brownlow
Mr. and Mrs. Bryan C. Bruner
Mrs. Jana K. Bryant
Mr. and Mrs. Kevin J. C. Buckley
Mr. David M. Burckel
Mr. and Mrs. David M. Burckel Dr. Brigitte W. and Mr. Jeffrey S. Burgess
Mr. and Mrs. Frank Burks
Mr. and Mrs. William T. Byrd
Mr. Ben L. Calhoun Jr.
Mr. and Mrs. John C. Carlisle
Mr. Gary W. Carmichael
Mr. and Mrs. Gary W. Carmichael
Ms. Lekecia Ann Carter
Mr. and Mrs. Paul G. Carter Jr. Mr. William H. Carter
Mr. and Mrs. Joseph H. Cherry
Ms. Nan R. Christian
Mr. and Mrs. Michael A. Christina
Dr. and Mrs. Richard H. Clark
Mr. Hoppy Cole
Ms. Heather Collicchio
Dr. and Mrs. Brian J. Collins
Ms. Jan C. Collins
Mr. and Mrs. Michael G. Collins
Mr. and Mrs. Norman F. Collins
Mr. and Mrs. Charles R. Connell Jr.
Mr. Charles R. Connell III
Mr. and Mrs. Edward C. Corker
Mr. Ric Cortes
Mr. and Mrs. Ric Cortes
Mr. and Mrs. Clifton Cotten
Mr. and Mrs. Troy L. Craft Jr.
Mr. and Mrs. James A. Crocker
Ms. Vicki Crockett
Mr. and Mrs. James L. Cruise III
Mr. and Mrs. John K. Crumpton
Mr. Garland Thomas Cueva
Mr. and Mrs. Christopher Thomas DeVinney
Mr. and Mrs. Patrick Dickerson
Dale and Marsha Dieckman
Mr. and Mrs. Robert J. Dieckman
Mr. Archie Duane Doby
Mr. and Mrs. Robert S. Doherty
Mr. and Mrs. Joseph W. Donnell
Mr. Joseph Donnell
Mr. Robert E. Donnell, III
Mr. and Mrs. Robert E. Donnell, III
Dr. and Mrs. Ragan A. Downey
Mr. and Mrs. Kirk J. Drake, Jr.
Ms. Mary E. Dressell
Mr. and Mrs. Michael W. Dubourg
Dr. and Mrs. David L. Dunham
Mrs. Melody R. Duncan
Mr. and Mrs. Scott A. Dutton
Mr. and Mrs. David L. Dyson
Ms. Alyson G. Easterwood
Mr. and Mrs. Charles F. Eberly
Mr. and Mrs. Harold E. Edwards
Mr. and Mrs. Jeffrey S. Fewell
Mr. and Mrs. J Fincher
Dr. Hylar Bracey and Mrs. Cassie Flagg
Ms. Sescily Fletcher
Mr. Percy W. Folks
Mr. and Mrs. William J. Fontan
Mr. and Mrs. David E. Ford
Ms. Margaret A. Forrest
Mr. and Mrs. Jean R. Fountain
Mr. and Mrs. Andrew W. Fox
Mr. and Mrs. Steve Frazier
Mr. Greg Garaway
Mr. and Mrs. Greg Garaway
Mr. and Mrs. Steve Garrett
Mr. Kenneth G. Geotes
Mr. and Mrs. Thomas B. Gibbens
Dr. SherRhonda R. Gibbs
Dr. Faye W. Gilbert
Dr. Jerry Q. Gilder Dr. and Mrs. Jerry Q. Gilder Mr. and Mrs. Eddy Goss Jr.
Mrs. Sherri Goss
Mr. and Mrs. John H. Gratwick
Mr. Bernard Green
Ms. Jacqueline L. Greene Mr. and Mrs. Walter W. Greene
Ms. Jane G. Greenfield
Mr. and Mrs. Charles G. Gregg
Mr. Todd Gregory
Mr. John J. Griffith
Dr. Stacey A. Hall
Mr. and Mrs. Willie J. Hamilton
Mr. and Mrs. Jack D. Hamilton
Mr. Bobby O. Hammond Mr. and Mrs. Bobby O. Hammond
Ms. Markesia D. Hammond
Ms. Marlo L. Hardiman
Mr. Jimmy S. Harvey Jr.
Mr. Michael Ray Harvey
Mr. and Mrs. Christopher L. Hatten
Mr. Joey Havens
Ms. Neta B. Hession
Mr. Billy Hewes
Mr. and Mrs. Billy Hewes
Mr. and Mrs. Mark A. Hickman
Ms. Dayna D. Hickman
Mr. John D. Hickman
Mr. and Mrs. Denny Hickman
Mr. and Mrs. Ronald L. Hickman II
Mr. and Mrs. Steven E. Hinesley
Mr. and Mrs. Jeffrey A. Hollingshead
Mr. and Mrs. S. Bradley Holcomb
Mr. Cory C. Horton
Mr. and Mrs. Gerald R. Host
Mr. and Mrs. Robert E. Hough III
Mrs. Sally C. Hoyt
Mrs. Jade C. Hudson
Ms. Betty A. Hunter
Mr. Timothy A. Isley
Mrs. Betty Jo. D. Isom
### COB Characteristics and Career Placements

#### Enrollment by Major

<table>
<thead>
<tr>
<th>Major - BSBA / BS Degrees</th>
<th>Fall 2011</th>
<th>Fall 2012</th>
<th>Fall 2013</th>
<th>Fall 2014</th>
<th>Fall 2015</th>
<th>Fall 2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounting</td>
<td>496</td>
<td>488</td>
<td>423</td>
<td>420</td>
<td>373</td>
<td>397</td>
</tr>
<tr>
<td>Hospitality and Tourism Management</td>
<td>149</td>
<td>128</td>
<td>NA</td>
<td>113</td>
<td>103</td>
<td>112</td>
</tr>
<tr>
<td>Banking and Finance, Real Estate</td>
<td>109</td>
<td>111</td>
<td>97</td>
<td>128</td>
<td>123</td>
<td>124</td>
</tr>
<tr>
<td>Personal Financial Planning</td>
<td>13</td>
<td>16</td>
<td>8</td>
<td>13</td>
<td>4</td>
<td>0</td>
</tr>
<tr>
<td>Entrepreneurship</td>
<td>460</td>
<td>321</td>
<td>191</td>
<td>156</td>
<td>144</td>
<td>115</td>
</tr>
<tr>
<td>General Business</td>
<td>71</td>
<td>251</td>
<td>332</td>
<td>372</td>
<td>520</td>
<td>634</td>
</tr>
<tr>
<td>International Business</td>
<td>90</td>
<td>71</td>
<td>53</td>
<td>64</td>
<td>62</td>
<td>68</td>
</tr>
<tr>
<td>Management (HR, Supply Chain)</td>
<td>391</td>
<td>356</td>
<td>299</td>
<td>296</td>
<td>259</td>
<td>220</td>
</tr>
<tr>
<td>Sport Management</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>98</td>
</tr>
<tr>
<td>Healthcare Marketing</td>
<td>44</td>
<td>40</td>
<td>36</td>
<td>40</td>
<td>39</td>
<td>35</td>
</tr>
<tr>
<td>Marketing</td>
<td>253</td>
<td>235</td>
<td>201</td>
<td>221</td>
<td>209</td>
<td>214</td>
</tr>
<tr>
<td>Merchandising</td>
<td>67</td>
<td>68</td>
<td>78</td>
<td>67</td>
<td>79</td>
<td>54</td>
</tr>
</tbody>
</table>

### Graduate Degrees

<table>
<thead>
<tr>
<th>Degree</th>
<th>Fall 2011</th>
<th>Fall 2012</th>
<th>Fall 2013</th>
<th>Fall 2014</th>
<th>Fall 2015</th>
<th>Fall 2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>MBA</td>
<td>44</td>
<td>32</td>
<td>39</td>
<td>73</td>
<td>95</td>
<td>110</td>
</tr>
<tr>
<td>MPA</td>
<td>31</td>
<td>22</td>
<td>19</td>
<td>25</td>
<td>25</td>
<td>32</td>
</tr>
<tr>
<td>MS Economic Development</td>
<td>12</td>
<td>11</td>
<td>13</td>
<td>17</td>
<td>17</td>
<td>16</td>
</tr>
<tr>
<td>MS Sport Management</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>58</td>
</tr>
</tbody>
</table>

### Certificate Programs

<table>
<thead>
<tr>
<th>Program</th>
<th>Fall 2011</th>
<th>Fall 2012</th>
<th>Fall 2013</th>
<th>Fall 2014</th>
<th>Fall 2015</th>
<th>Fall 2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Foundations (G)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Casino Management (UG)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>4</td>
</tr>
<tr>
<td>Economic Development (G)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>1</td>
</tr>
<tr>
<td>Sport Security Management (G)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>4</td>
</tr>
</tbody>
</table>

2,231 2,150 1,795 2,014 2,227 2,296

Source: USM Institutional Research Dashboards; Fall Census Date Enrollments; Sport Management joined the CoB in 2016; Economic Development joined the CoB in 2013; BS and BSBA programs numbers merged for this report.
## 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>
<th>Fall 2015</th>
<th>Fall 2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounting</td>
<td>32</td>
<td>31</td>
<td>29</td>
<td>29</td>
<td>25</td>
<td>26</td>
</tr>
<tr>
<td>Business Administration</td>
<td>64</td>
<td>83</td>
<td>69</td>
<td>64</td>
<td>51</td>
<td>40</td>
</tr>
<tr>
<td>Finance</td>
<td>36</td>
<td>34</td>
<td>44</td>
<td>27</td>
<td>22</td>
<td>29</td>
</tr>
<tr>
<td>Management</td>
<td>37</td>
<td>35</td>
<td>34</td>
<td>34</td>
<td>35</td>
<td>34</td>
</tr>
<tr>
<td>Management Information Systems</td>
<td>44</td>
<td>60</td>
<td>53</td>
<td>47</td>
<td>57</td>
<td>56</td>
</tr>
<tr>
<td>Marketing</td>
<td>26</td>
<td>37</td>
<td>32</td>
<td>32</td>
<td>30</td>
<td>27</td>
</tr>
<tr>
<td>Merchandising</td>
<td>19</td>
<td>15</td>
<td>20</td>
<td>15</td>
<td>16</td>
<td>16</td>
</tr>
<tr>
<td>Real Estate</td>
<td>26</td>
<td>13</td>
<td>16</td>
<td>15</td>
<td>21</td>
<td>17</td>
</tr>
<tr>
<td>Sport Management</td>
<td>23</td>
<td>24</td>
<td>23</td>
<td>22</td>
<td>22</td>
<td>20</td>
</tr>
<tr>
<td>Hospitality and Tourism</td>
<td>30</td>
<td>24</td>
<td>23</td>
<td>22</td>
<td>22</td>
<td>20</td>
</tr>
</tbody>
</table>

## Degrees Conferred

<table>
<thead>
<tr>
<th>MAJOR – BSBA / BS DEGREES</th>
<th>FY 2012</th>
<th>FY 2013</th>
<th>FY 2014</th>
<th>FY 2015</th>
<th>FY 2016</th>
<th>FY 2017*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounting</td>
<td>88</td>
<td>93</td>
<td>77</td>
<td>89</td>
<td>98</td>
<td>101</td>
</tr>
<tr>
<td>Hospitality and Tourism Management</td>
<td>36</td>
<td>33</td>
<td>28</td>
<td>22</td>
<td>19</td>
<td>30</td>
</tr>
<tr>
<td>Banking and Finance</td>
<td>17</td>
<td>10</td>
<td>14</td>
<td>20</td>
<td>27</td>
<td>29</td>
</tr>
<tr>
<td>Personal Financial Planning</td>
<td>2</td>
<td>5</td>
<td>3</td>
<td>6</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>Real Estate</td>
<td>10</td>
<td>3</td>
<td>1</td>
<td>4</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>Entrepreneurship</td>
<td>96</td>
<td>41</td>
<td>19</td>
<td>17</td>
<td>16</td>
<td>24</td>
</tr>
<tr>
<td>General Business</td>
<td>22</td>
<td>66</td>
<td>81</td>
<td>70</td>
<td>82</td>
<td>126</td>
</tr>
<tr>
<td>International Business</td>
<td>25</td>
<td>18</td>
<td>14</td>
<td>12</td>
<td>11</td>
<td>11</td>
</tr>
<tr>
<td>Management</td>
<td>80</td>
<td>67</td>
<td>68</td>
<td>54</td>
<td>57</td>
<td>52</td>
</tr>
<tr>
<td>Human Resources Management</td>
<td>12</td>
<td>15</td>
<td>15</td>
<td>18</td>
<td>15</td>
<td>13</td>
</tr>
<tr>
<td>Healthcare Marketing</td>
<td>7</td>
<td>9</td>
<td>6</td>
<td>9</td>
<td>12</td>
<td>7</td>
</tr>
<tr>
<td>Marketing</td>
<td>58</td>
<td>52</td>
<td>47</td>
<td>58</td>
<td>54</td>
<td>65</td>
</tr>
<tr>
<td>Merchandising</td>
<td>15</td>
<td>7</td>
<td>8</td>
<td>9</td>
<td>13</td>
<td>14</td>
</tr>
<tr>
<td>Sport Management</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>GRADUATE DEGREES</th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>MBA</td>
<td>32</td>
<td>15</td>
<td>19</td>
<td>25</td>
<td>38</td>
<td>49</td>
</tr>
<tr>
<td>MPA (Professional Accountancy)</td>
<td>27</td>
<td>20</td>
<td>20</td>
<td>22</td>
<td>26</td>
<td>25</td>
</tr>
<tr>
<td>MSED (Economic Development)</td>
<td>5</td>
<td>10</td>
<td>10</td>
<td>12</td>
<td>12</td>
<td>12</td>
</tr>
<tr>
<td>MSSM (Sport Management)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: Institutional Research, Degrees Awarded (usmir.org/campus/degrees.html). Stats for discontinued degrees are included with the category. *2017 numbers are estimates, as these numbers are not finalized until after this annual report is complete; thus, these numbers may change slightly in next year’s report.
## 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>
<th>2015-16</th>
<th>2016-17</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>
<td>100%</td>
<td>100%</td>
</tr>
<tr>
<td>Economic Development, Tourism and Sport Management</td>
<td>80.0%</td>
<td>85.7%</td>
<td>75.0%</td>
<td>81.5%</td>
<td>98.9%</td>
<td>97.8%</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>
<td>96.1%</td>
<td>100%</td>
</tr>
<tr>
<td>Management and International Business</td>
<td>90.0%</td>
<td>90.0%</td>
<td>90.5%</td>
<td>94.4%</td>
<td>91.3%</td>
<td>100%</td>
</tr>
<tr>
<td>Marketing and Merchandising</td>
<td>100.0%</td>
<td>100.0%</td>
<td>100.0%</td>
<td>100.0%</td>
<td>91.3%</td>
<td>100%</td>
</tr>
<tr>
<td>COB</td>
<td>92.4%</td>
<td>93.2%</td>
<td>92.1%</td>
<td>90.8%</td>
<td>95.3%</td>
<td>99.6%</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 for the college.
PERCENTAGE OF STUDENT CREDIT HOURS FROM PARTICIPATING FACULTY***

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></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>
<td>87.4%</td>
<td>91.6%</td>
</tr>
<tr>
<td>ECONOMIC DEVELOPMENT, TOURISM AND SPORT MANAGEMENT</td>
<td>35.4%</td>
<td>62.9%</td>
<td>62.8%</td>
<td>62.3%</td>
<td>82.6%</td>
<td>87.2%</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>
<td>74.1%</td>
<td>76.5%</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>
<td>100%</td>
<td>96.7%</td>
</tr>
<tr>
<td>MARKETING AND MERCHANDISING</td>
<td>77.2%</td>
<td>93.8%</td>
<td>93.8%</td>
<td>97.3%</td>
<td>97.9%</td>
<td>99.4%</td>
</tr>
<tr>
<td>COB</td>
<td>80.3%</td>
<td>80.6%</td>
<td>80.6%</td>
<td>87.3%</td>
<td>88.3%</td>
<td>90.2%</td>
</tr>
</tbody>
</table>

***The 2013 AACSB standard is 60% participating for each program and 75% for the college.

FACULTY INTELLECTUAL CONTRIBUTIONS BY UNIT AND PUBLICATION AREA, 2016-17

<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>12</td>
<td>1</td>
<td>3</td>
<td>16</td>
</tr>
<tr>
<td>ECONOMIC DEVELOPMENT, TOURISM AND SPORT MANAGEMENT</td>
<td>5</td>
<td>22</td>
<td>4</td>
<td>45</td>
</tr>
<tr>
<td>FINANCE, REAL ESTATE AND BUSINESS LAW</td>
<td>8</td>
<td>4</td>
<td>?</td>
<td>12</td>
</tr>
<tr>
<td>MANAGEMENT AND INTERNATIONAL BUSINESS</td>
<td>26</td>
<td>5</td>
<td>5</td>
<td>36</td>
</tr>
<tr>
<td>MARKETING AND MERCHANDISING</td>
<td>6</td>
<td>4</td>
<td>1</td>
<td>11</td>
</tr>
<tr>
<td>COB</td>
<td>57</td>
<td>36</td>
<td>13</td>
<td>106</td>
</tr>
<tr>
<td></td>
<td>54%</td>
<td>34%</td>
<td>12%</td>
<td>100%</td>
</tr>
</tbody>
</table>

TRACKING RETENTION AND COMPLETION

<table>
<thead>
<tr>
<th>FALL 2015 mappedBy</th>
<th>SCHOOL OF ACCOUNTANCY</th>
<th>COLLEGE OF BUSINESS</th>
<th>USM</th>
</tr>
</thead>
<tbody>
<tr>
<td>STUDENT HEADCOUNT</td>
<td>306</td>
<td>1,921</td>
<td>14,883</td>
</tr>
<tr>
<td>FIRST-YEAR RETENTION RATE</td>
<td>80%</td>
<td>74%</td>
<td>73%</td>
</tr>
<tr>
<td>SIX-YEAR COMPLETION RATE</td>
<td>42%</td>
<td>47%</td>
<td>49.8%</td>
</tr>
<tr>
<td>STUDENT/FACULTY RATIO</td>
<td>31:1</td>
<td>36:1</td>
<td>17:1</td>
</tr>
</tbody>
</table>

Source: USM Institutional Research Key Performance Indicators Report

CAREERS – GRADUATE STUDENTS

<table>
<thead>
<tr>
<th>2015-16 GRADUATES</th>
<th># GRADUATES</th>
<th>NUMBER SEEKING NEW EMPLOYMENT*</th>
<th>OBTAINED EMPLOYMENT BY GRADUATION</th>
<th>OBTAINED EMPLOYMENT WITHIN 6 MONTHS</th>
</tr>
</thead>
<tbody>
<tr>
<td>MBA: BUSINESS ADMINISTRATION</td>
<td>38</td>
<td>15</td>
<td>60%</td>
<td>100%</td>
</tr>
<tr>
<td>MPA: PROFESSIONAL ACCOUNTANCY</td>
<td>26</td>
<td>22</td>
<td>73%</td>
<td>100%</td>
</tr>
<tr>
<td>MSED: ECONOMIC DEVELOPMENT</td>
<td>12</td>
<td>10</td>
<td>60%</td>
<td>100%</td>
</tr>
<tr>
<td>MSSM: SPORT MANAGEMENT</td>
<td>37</td>
<td>18</td>
<td>56%</td>
<td>89%</td>
</tr>
</tbody>
</table>

GRADUATE DEGREES, 2015-16

<table>
<thead>
<tr>
<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>MBA: BUSINESS ADMINISTRATION</td>
<td>38</td>
<td>39%</td>
<td>26%</td>
<td>8%</td>
<td>5%</td>
</tr>
<tr>
<td>MPA: PROFESSIONAL ACCOUNTANCY</td>
<td>26</td>
<td>84%</td>
<td>12%</td>
<td>0%</td>
<td>4%</td>
</tr>
<tr>
<td>MSED: ECONOMIC DEVELOPMENT</td>
<td>12</td>
<td>83%</td>
<td>8%</td>
<td>8%</td>
<td>0%</td>
</tr>
<tr>
<td>MSSM: SPORT MANAGEMENT</td>
<td>37</td>
<td>49%</td>
<td>8%</td>
<td>5%</td>
<td>0%</td>
</tr>
</tbody>
</table>
# CAREER(S) – UNDERGRADUATES

## UNDERGRADUATE DEGREE % OF ALL STUDENTS GRADUATING WITH AN UNDERGRADUATE BUSINESS 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 GRADUATE PROGRAMS</th>
<th>NOT SEEKING, OTHER REASONS</th>
<th>UNKNOWN OR MISSING</th>
</tr>
</thead>
<tbody>
<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>14%</td>
<td>7%</td>
<td>8%</td>
<td>21%</td>
</tr>
<tr>
<td>2014-15</td>
<td>380</td>
<td>56%</td>
<td>9%</td>
<td>11%</td>
<td>2%</td>
<td>19%</td>
</tr>
<tr>
<td>2015-16</td>
<td>431</td>
<td>61%</td>
<td>8%</td>
<td>9%</td>
<td>0%</td>
<td>19%</td>
</tr>
<tr>
<td>2016-17*</td>
<td>601</td>
<td>27%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Data not finalized as still seeking information from May graduates

## UNDERGRADUATE DEGREE % OF GRADUATING SENIORS 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>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>212</td>
<td>25%</td>
<td>62%</td>
<td>70%</td>
</tr>
<tr>
<td>2015-16</td>
<td>263</td>
<td>19%</td>
<td>48%</td>
<td>59%</td>
</tr>
<tr>
<td>2016-17*</td>
<td>166</td>
<td>16%</td>
<td>57%</td>
<td></td>
</tr>
</tbody>
</table>

*Data not finalized as still seeking information from May graduates

## UNDERGRADUATE DEGREE ACADEMIC YEAR 2015-16 % OF COB UNDERGRADUATE RESPONDENTS 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>98</td>
<td>79</td>
<td>44%</td>
<td>70%</td>
</tr>
<tr>
<td>Management and International Business</td>
<td>181</td>
<td>153</td>
<td>51%</td>
<td>59%</td>
</tr>
<tr>
<td>Finance, Real Estate and Business Law</td>
<td>37</td>
<td>28</td>
<td>68</td>
<td>75%</td>
</tr>
<tr>
<td>Marketing and Merchandising</td>
<td>80</td>
<td>63</td>
<td>48%</td>
<td>51%</td>
</tr>
<tr>
<td>Economic Development, Tourism and Sport Management</td>
<td>35</td>
<td>30</td>
<td>43%</td>
<td>53%</td>
</tr>
<tr>
<td>All COB</td>
<td>431</td>
<td>353</td>
<td>49%</td>
<td>59%</td>
</tr>
</tbody>
</table>