

# PRAIRIE VIEW A&M UNIVERSITY

## COLLEGE OF BUSINESS

### Business Connection

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Volume 5, Issue 2  
Winter 2008

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#### College of Business Inducts Record Number of Students into Beta Gamma Sigma International Honor Society

Fifty-seven College of Business juniors, seniors and graduate students were inducted into the International Honor Society of Beta Gamma Sigma during a special ceremony held the evening of November 13, 2008. Associate professors Dr. Reginald L. Bell and Dr. Peter Wibawa Sutanto were also inducted into the Society. Dr. Munir Quddus, dean of the College of Business, presided over the ceremony that was attended by a standing room only crowd of the inductees family members, fellow students, professors, and guests.

Beta Gamma Sigma is the honor society serving business programs accredited by AACSB International - The Association to Advance Collegiate Schools of Business. Membership in Beta Gamma Sigma is the highest recognition a business student anywhere in the world can receive in a business program accredited by AACSB.

President George C. Wright, who was inducted last year, addressed the audience and encouraged students to "show their skills" both on and off the campus. After the inductees took the chapter charge and each new member professed their enduring commitment to the founding principles and values of the Society - honor and integrity, pursuit of wisdom, and earnestness - they were presented with a key symbolizing their commitment to these high ideals in their daily lives and a formal certificate with the honor society's seal.

(Continued, page 4)



PVAMU President George C. Wright (seated left) along with Provost and Senior Vice President for Academic Affairs E. Joahanne Thomas-Smith (seated right) pictured with the inaugural group of Beta Gamma Sigma inductees.

BGS Faculty members Dr. Peter Sutanto (left) and Dr. Reginald L. Bell.



**Dr. Munir Quddus**  
Dean and  
Professor of Economics

## Dean's Corner

Greetings from the PVAMU College of Business!

Just before the holiday break, the COB organized the second induction ceremony for Beta Gamma Sigma, the international honors society in business – 64 promising young men and women were invited to join the world's most exclusive honor society for business students. Eighty-nine percent those invited accepted the invitation and hopefully earning the PVAMU chapter the honor of being an "Exemplary" chapter. I reminded the students and others present that November 13, was also International Philanthropy Day and that each one of us can give back a little of our time and resources to improve the world.

During these economic times, it is important that we are still mindful of the needs of others. As we all become more mindful of our spending, the COB has continued our tradition of supporting students to attend professional meetings and conferences to expand their outlook and network. Members of Phi Beta Lambda attended their national conference in November 2008 and members of Beta Gamma Sigma attended a regional meeting in February 2009.

President Wright has challenged each Dean to raise at least \$15,000 in discretionary funds this year. These funds are used to support requests for training, research, recruitment and retention and other activities to achieve our mission. You will be hearing more from me about this in the coming months.

By way of updates, faculty continued to teach and publish and some even did some consulting. A team of economists - Drs. Rahim Quazi, Michael Williams and Sonja Langley - are helping me update the PVAMU economic impact study we completed for the PVAMU Vice President for Business Affairs in 2006. Highlights from the study will be available to President Wright for his presentations to the legislators and others who may not fully appreciate or know how this university impacts our community and the greater Houston metropolitan areas.

This winter and spring, the Southern Association of Colleges and Schools (SACS) is an increasingly important topic on the campus as the University plans for the 2010 visit. Several faculty and staff members serve on sub-committees preparing for the visit.

The new entrepreneurship program is off to a good start. Dr. Sammie Robinson taught the second of the three courses for the Certificate in Entrepreneurship program. Dr. Reginald Bell will teach the third course in the series this spring semester.

The Dean's Advisory Board met and spent some time giving feedback on the mission and vision statement revisions. This is part of the process of including input from various constituents as we revise the mission and vision statements, and the strategic plan. As always, I would like to hear your comments and suggestions and we continue to move forward.

Sincerely,

Munir Quddus, Dean

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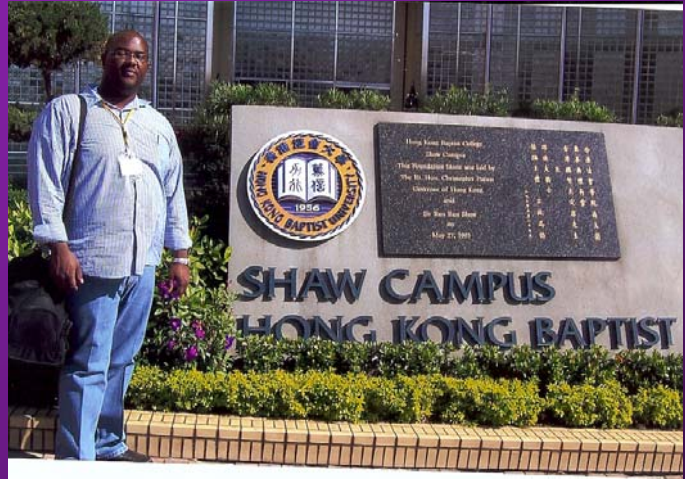
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## MBA Student Studies in Hong Kong

*Contributed by Frank Shields*

From the outset, my primary objective has been to maximize my experience as an MBA student while at PVAMU and I wanted to incorporate a study abroad prior to completing my degree. I took the initiative to search for an AACSB-accredited MBA program during the 2009 winter intersession and was accepted to the University of San Diego's study abroad program to Hong Kong, China. I was required to apply to the university as graduate student under special student status.



**Mr. Frank Shields at Hong Kong Baptist University**

I flew to Hong Kong having not met the other students or the professor. Once I arrived, I immediately felt as if I was a part of the USD family. During my time in Hong Kong, I took a negotiation course where I learned how to develop and apply negotiating objectives and principles. I also learned about the business and economic environment in China. Class was held at Hong Kong Baptist University and I thoroughly enjoyed interacting with students from both the University of San Diego and Hong Kong Baptist University. I would strongly encourage all students to try and take advantage of these types of opportunities. I believe that this has really enriched my MBA experience.

*Mr. Shields is a PVAMU MBA student studying with a concentration in finance. Until he began to focus on his studies full time, he was employed with the Social Security Administration in Houston, Texas. Frank is currently on an internship assignment with Lockheed Martin, serves as an officer in Beta Gamma Sigma Honor Society and expects to complete his master's program in 2009.*

## Lambdas Attend Conference in New Orleans

*Contributed by Ashley Runnels, Phi Beta Lambda President, 2008-09*

In November 2008, Phi Beta Lambda's executive board members attended the Phi Beta Lambda regional conference in New Orleans, Louisiana. Members in attendance included Tameka Mason, Barry Samples, Cene Little - Ferguson, Jasmine Williams, Ghaicyll Granger, Loriel Fisher, Crystal Sneed, Marcus Brown, Andre Collins, Garland Thompson and me, Ashley Runnels. This was the first time most of us were able to attend a Lambda conference and it was a very enlightening experience. More than anything we received confirmation that we were on the right path with the progress of our organization - we were not only on the right path but we have also been going above and beyond what many chapters were doing. Most Lambda chapters have two or three seminars a semester while we typically have at least two a month.

During the conference, we learned different techniques to encourage membership and to raise money. We also got a chance to meet other Lambdas from several other universities to network and build new relationships. This conference was very informational and motivational, and we all were blessed to be able to experience this. I hope that this is a tradition that is on going for the future e-boards of Lambda because it can be very beneficial to the future of Lambda.

## College of Business Inducts Record Number of Students into Beta Gamma Sigma International Honor Society

*(Continued from page 1.)*

Dean Munir Quddus and Provost and Senior Vice President for Academic Affairs E. Joahanne Thomas-Smith congratulated each inductee. Dr. Thomas-Smith also gave closing remarks and encouraged students to continue to pursue academic excellence and to also participate in community/volunteer service by mentoring other students who could benefit from their talents. The ceremony was followed by reception for all inductees and guests.

This was the second induction of BGS students from the PVAMU chapter. Twenty-four undergraduates, five graduates and four faculty members including Drs. Wright and Thomas-Smith, as well as Dr. Emmanuel Opara and Dr. Rahim Quazi, were inducted during the first induction ceremony held in 2006. Sixty-four eligible students were invited to join this year and 57 applied and become life members. The high response rate of eligible students - members must be in the top 10% of their junior and/or senior class or in the top 20% of their graduate class at the time of the application - could likely earn the Prairie View A&M University Chapter the distinction of "Exemplary Chapter." This honorary designation denotes an acceptance rate of 85 percent or higher in one degree level (undergraduates or master's). A certificate recognizing this accomplishment will be awarded to each Exemplary Chapter. Exemplary Chapters will also qualify for \$500 in matching funds in the Society's Scholarship Program.



PVAMU President George C. Wright (seated left) along with Provost and Senior Vice President for Academic Affairs E. Joahanne Thomas-Smith (seated right) pictured with this year's Beta Gamma Sigma inductees.

The College of Business would like to congratulate all of the inductees and express our gratitude to our sponsor, Shell Oil.

### Accounting Student Receives Prestigious FEI Scholarship

Camillka Redwood, junior accounting major, received a \$2,000 scholarship from the Financial Executives International (FEI) Scholarship Foundation on Tuesday, February 17, 2009. The FEI provides an annual scholarship for full-time college students in the fields of accounting or finance from Southeast Texas area accredited colleges and universities.

Scholarship recipients must have at least junior status, major in either accounting or finance, have a minimum grade point average of 3.75 in their major course of study and a 3.0 grade point average or better overall to be selected. Recipients must also be an active participant in community service and demonstrate financial need.

Recipients were honored during a celebration and dinner at the February monthly FEI meeting held at the Houston Country Club. Awardees and guests were also able to participate in a tour of the Port of Houston in the afternoon and to hear presentations made by Houston Astros President of Business Operations, Pam Gardner, and Oracle Corporation senior account manager, Tom Solcher. Dean Munir Quddus, Dr. Moosa Khan, department head for accounting, finance and management information systems, also attended the event along with Ms. Angela Simmons, COB recruiter.

## A Panther in Puebla: Student Studies in Mexico

*Contributed by Victoria Davenport*

Two other students from PVAMU and I spent a semester on a study abroad trip in Puebla, Mexico at *Universidad de las Americas, Puebla*. This trip was for one semester. Our objectives were to learn Mexican culture, new business theories, and make new friends. I had an opportunity to work on all of these objectives and this is was not necessarily an easy thing to do. Life in Mexico is one filled with tranquility. Everyone is relaxed and their concept of time is definitely different and it is definitely something to get used to. For example, if you say as a group, "let's meet at 10 am in the library," (*biblioteca en español*) usually they will show up around 10:15 and sometimes as late as 10:45. You can't get offended; it's just part of the culture.

This reminds me of another lesson I learned: if you plan as a Panther to study abroad, Be sure to *research* the culture. I'll tell you why. In marketing class we learned a concept called SRC, or self reference criteria. This concept, in laymen's terms, is the identification of solving problems, interpreting situations, and reacting to situations according to your culture, your beliefs and your experience in your home country. As an international businessman or businesswoman, this can be dangerous and could potentially cost you billions of dollars or at the very least create an offensive or hostile climate between you and a client. So be savvy and get rid of your SRC.

We also learned in business negotiations you *must* build relationships between you and your clients. Consequently, this means building trust. Many cultures will not do business with anyone they don't know or don't trust. They want to get to know you first then your company. So once again, it's important to know the culture you are dealing with.

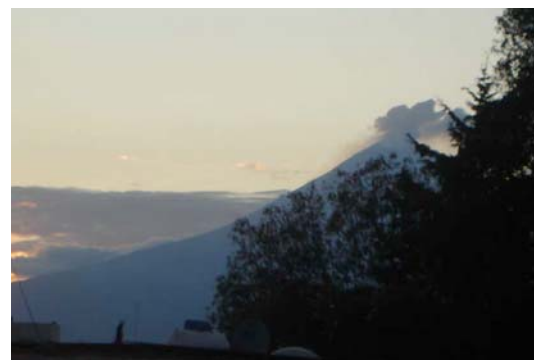
I learned new things about me every day and finally adjusted to the elevation in Mexico. I think that was the greatest challenge. (We lived about 7,000 feet above sea level, in the mountains.) I trained in a dojo and relearned *Krav Maga* (Israeli street fighting). I made new friends, loved my roommates, tried new foods, tasted new flavors (I didn't like them all) and experiences. Mexico was beautiful and offered something for just about every taste. They had martial arts, dancing, rock climbing, football, tennis, soccer, and other activities that really enjoyed. There were fabulous restaurants, poppin' night clubs, great stores, a uniquely rich culture to enjoy, and beautiful people.

That is just the tip of the iceberg. If you can, I encourage visit Mexico and test what you are made of. You can check out the school's website at [www.udlap.mx](http://www.udlap.mx).

*Ms. Davenport is a senior marketing major with a minor in international business. She is (now) fluent in Spanish and works on campus with Sodexo.*



Victoria Davenport on campus at UDLA.



The Pyramid of Cholula



Victoria and a friend taking some time to soak in the local culture.

## College of Business Hosts 26th Annual Career Fair

In spite of many dire media reports, some companies are hiring. Business students and interested alumni had an opportunity to speak with prospective employers about internship and career employment opportunities at the 26th annual COB Career Fair held Wednesday, January 28, 2009.

While this year's event was smaller than last year's, a few optimistic students commented that the reduction in the number of companies gave them an opportunity to really get their questions answered and get better feedback about their options. The College of Business hosts this event annually on the last Wednesday in January to help students explore a range of career opportunities in the business functional areas and to provide a forum for students to network with potential employers.

### COB Career Fair Participating Organizations

Becker CPA Review	Edward Jones	Eli Lilly & Co.	Farm Credit Bank of Texas
Federal Reserve Bank		ING	Eli Lilly and Company
Lockheed Martin	Oak Ridge National Laboratory		PVAMU Career Services
Spectra Energy	Walgreens		Williams Companies

### Executives Help Students Build Their Brand

Three Visiting Professors with the National Urban League's Black Executive Exchange Program (BEEP) visited the PVAMU campus January 29 & 30, 2009. The BEEP program is a "voluntary partnership between the NUL, corporate America, government, non-profits, and other institutions to loan African-American executives to participating colleges as *Visiting Professors.*" Visiting Professors lecture in credit-bearing courses that correspond to their industries and participate in other BEEP-related activities such as networking sessions, workshops and mock job interviews.



This year's guests included Michael D. Brown, author and retail operations manager and business process manager with Shell Oil, Patrick Simon, founder and CEO of Beehive Technology Solutions, LLC and Lakeisha Walker, scientific associate (Neutron Scattering Science Division), with Oak Ridge National Laboratory.

Visiting Professors with BEEP travel to colleges and universities at their own expense to share their knowledge with students, faculty and administrators to better prepare them for the challenges beyond the classroom. PVAMU BEEPers conducted one-on-one mock interviews and taught more than 10 classes during their two-day visit to discuss developing a personal brand as part of a long-term career strategy.

### College of Business Fall 2008 Dean's Lecture Series

Marshal L. Wesley from Lockheed Martin Aeronautics addressed students and faculty the morning of November 20, 2008, as the guest lecturer for the COB Dean's Lecture Series. Mr. Wesley's topic of discussion was "Leadership and Ethics".

As director of finance resource integration for Lockheed Martin Aeronautic Company, Marshal supports the corporate people strategy and ensures that aeronautics finance & business operation workforce strategy aligns with the corporate strategy. Mr. Wesley will serve as one of several guest lecturers in the College of Business Dean's Lecture Series this academic year.

The Dean's Lecture Series features business leaders, authors, lecturers and distinguished guests to address the college throughout the year. This series helps further the College of Business's mission of providing the highest quality management education by exposing students and faculty to policy makers and industry leaders.

# Donor Honor Roll

2008 - 2009

Gifts received between  
September 1, 2008 - December 31, 2008

## Individual Donors

\$1—\$999

Al Barnes  
Lauretta Byars  
Carlos Clark  
Edwina Garcia  
Mark Granquist  
David Hall  
Henry Huang  
Devin B. Jones  
Buryung Lee  
Munir Quddus  
Shahedur Rahman  
Carol Terry  
Georgia Thomas  
Joseph Thomas

## Corporate Donors

\$1—\$4,999

Conoco-Phillips  
Lockheed Martin

\$5,000—\$25,000

CITGO

The College of Business is grateful for our donors' thoughtfulness and generosity in providing financial support for our students, faculty, programs and mission. Gifts to the COB are used to provide scholarships, support professional development, training, research, programming and operational expenses. Our success and progress is largely dependent upon your generosity. Thank you for your contribution. We appreciate your support.

## College of Business Scholarship Recipients

Spring 2009

### Undergraduate Students

Heather Carlson  
Joseph Cuillier  
LaTravia Davis  
Courtney Durham  
Ryan Harris  
Martin Ilboudo  
Maderia Johnson  
Kendrick LaCour  
Cene Little-Ferguson  
Ebonye London  
Deonna McGary  
Sharrard Owens  
Ashley Paster  
Maria Ramirez  
Camillka Redwood  
Phillip Robbins  
DeBrisa Shannon  
Joy Williams  
Shelia Williams

### Master of Business Administration Students

Ramiro Bautista  
Blesson Isaac  
Frank Shields

### Master of Science in Accounting Students

Aderele Adebimpe  
Mario Johnson

## Faculty & Students Provide Free Income Tax Preparation for Community, Faculty, Staff & Students

College of Business students and faculty are helping taxpayers for the sixth consecutive year by offering free income tax preparation & e-filing services on the main campus in Waller County and select areas in Houston. Sponsored by the Internal Revenue Service and the COB, the Volunteer Income Tax Assistance Program (VITA) offers free tax help to low-to moderate-income (generally, \$42,000 and below) people who cannot prepare their own tax returns or who may be confused about tax credits for which they may qualify.

All VITA volunteers are professionally trained and all information is kept confidential. Associate Professors William Vetter and Brian Lee coordinate this program annually with a host of student preparers and volunteers. Last year the PVAMU VITA volunteers set a record for the number of returns filed. Taxpayers can take advantage of these services on Tuesdays and Wednesdays between 3 and 6 PM and as posted in the College of Business. Preparers are also available for Spanish and Korean-speaking clients.

Individuals and families needing assistance should bring photo ID for all tax payers, social security cards for taxpayer(s) and dependent(s) and all forms: W-2, 1099, 1098 and etc. Any other relevant documents showing income or deductibles should also be included. Need additional information? Call (979) 645-0522.

### PVAMU Campus VITA Preparation

**Tuesdays Jan. 27 – April 7**

**Wednesdays Jan. 28 – April 8**

**(except March 4, 18 & April 2)**

**Thursday, April 9**

**3 PM – 6 PM**

**Prairie View A&M University, College of Business Hobart Taylor Building - Room 1A108**

### Dean Quddus Meets with 290 Cypress Business Networking Group



Dean Munir Quddus (left) and Associate Professor Hock Gin Chong at Newk's Cafe.

College of Business Dean Munir Quddus shared the mission, vision and plans for the college with forty small business leaders at the 290 Cypress Business Networking Group at meeting in October. Dean Quddus provided updates regarding the online MBA program and noted that the college now offers evening and weekend courses at the Lone Star College-CyFair Barker Cypress campus.

Dr. Quddus' presentation outlined the COB's initiatives and plans for offering additional programs for the residents in the Northwest Houston community and working adults who wish to complete a four-year degree or master's degree from an nationally accredited business program.

The 290 Cypress Business Networking Group was founded in June 2005 by a small group of business leaders keen to grow their business networks and referrals. Meetings are held every Thursday morning beginning at 7:30 at Newk's Express Café. Details about memberships, venues, board members and members are available at [290Cypress.com](http://290Cypress.com).

## Faculty in the SPOTLIGHT

### Reginald L. Bell, Ph.D.

Reginald L. Bell, tenured associate professor of business communications, received his bachelors of arts in English literature and master of business administration from Lincoln University of Missouri. He earned his Ph.D. in business education from the University of Missouri-Columbia where he also won the coveted Gus T. Ridgel Fellowship.

Dr. Bell worked for two years as customer care director for Socket Internet, an upstart Internet provider, and then for a year as a limited-term lecturer in the Department of Communication at Purdue University in West Lafayette, Indiana.



Dr. Reginald L. Bell

As an active member of the Association for Business Communication, Dr. Bell helped design the Association's first-ever mentoring program while working as a member of the Undergraduate Studies Committee in 2006. Dr. Bell and his mentor, Dr. Jeanette Martin, a professor in the School of Business at University of Mississippi, published an article in 2008 in the *International Journal of Business and Public Administration* titled, "The Promise of Managerial Communication as a Field of Research."

Dr. Bell has published more than two dozen refereed articles and proceedings. He is proudest of his co-authored articles with eight other College of Business faculty members, including Dr. Munir Quddus, dean of the College of Business. Dr. Bell's work is published in *The Business Communication Quarterly*, *International Journal of Education Research*, *Journal of Business and Leadership: Research, Practice, and Teaching*, *Journal of College Teaching and Learning Academy of Educational Leadership Journal*, *Academy of Marketing Studies Journal* and many others. Dr. Bell's research has received numerous awards for quality of contributions in managerial and business communication and he teaches a wide range of business courses including Principles of Marketing, Principles of Management, Introduction to Business, Entrepreneurship and Small Business Management, Business Communication and Managerial Communication.

### Faculty Presentations for Research Seminars

The COB Teaching and Research Seminar program was pleased to sponsor two presentations on October 17, 2008, in the Dean's Conference Room. Professor Brian Lee delivered a presentation on what he saw as "the effect of reforms in the Korean financial reporting systems," sampling two periods before and after that country's financial crisis in 1997. His report was titled, "Reforms in the Korean Financial Reporting Systems and Earnings Quality."

According to Lee, "the results indicate that the reforms in the financial sector have reduced the earnings capacity of Korean firms." However, his studies argue that "such an improvement is not large enough to make the earnings quality of Korean firms comparable to that of their counterparts in the United States."

On the same day, Dr. Yi Zhang also presented her study titled, "Heterogeneous Beliefs and Cross-Sectional Stock Returns." Her paper shows that "most proxy variables capture both uncertainty and belief differences, which helps explain the conflicting empirical results obtained in earlier studies [of future stock returns]."

## Business Faculty Offer Service and Teaching Seminars

Throughout the year, COB Faculty present or sponsor a number of useful seminars, workshops and research topics that will benefit the university community. During the spring 2009 semester, faculty will present the following workshops:

Friday, February 6, 2009

"Using a Student Response System in the Classroom:  
An Informal Discussion"

Presenters: Dr. Michael Williams & Dr. Lawrence McNeil,  
COB Faculty

Hobart Taylor - Room 2A204 (Dean's Conference Room)  
2:00 - 2:30 PM

"How to EXCEL in Teaching: Tips and Tricks"

Presenter: Dr. Peter Sutanto, COB Faculty  
Hobart Taylor - Room 2A204 (Dean's Conference Room)  
2:30 - 3:00 PM

Friday, February 13, 2009

"PowerPoint 2007 Workshop"

Presenter: Dr. VenuGopal Balijepally, COB Faculty  
Hobart Taylor - Room 2B220  
1:00 - 2:30 PM

Wednesday, February 25, 2009

"HTML and Web Site Design"

Presenter: Dr. Ahmed Y. Mahfouz, COB Faculty  
Hobart Taylor - Room 2B220  
3:30 - 5:00 PM

Friday, March 6, 2009

"Publication Strategies for International Business Research"

Guest Presenter: Dr. Lorraine Eden  
Professor of Management, Texas A&M University  
Hobart Taylor - Room 2A204  
2:00 - 3:00 PM

"Using Tools in eCourses: Gradebook, Discussion, and more"

Presenter: Ms. Dewaynna Cates, COB Faculty  
Hobart Taylor - Computer Lab 2B219  
3:00 p.m. to 5:00 p.m.

## College of Business Committees 2008-2009

Assessment Committee  
Dr. Michael Williams - Chair

Business Council  
Dr. Munir Quddus – Chair

Curriculum Content and Evaluation  
Dr. Rahim Quazi - Chair

Faculty Composition and Development  
Dr. Brian Lee - Chair

Graduate Committee

Intellectual Contributions  
Dr. Gin Chong - Chair

Instructional Resources and Responsibilities  
Dr. Peter Sutanto – Chair

Mission and Strategic Planning  
Dr. John Dyck – Chair  
Dr. Munir Quddus – Co-Chair

New Building Planning Taskforce  
Ms. Kimberly Gordon – Chair

Student Development  
Ms. Alfreda Dobiyski – Chair  
Dr. Sonja Langley – Co-Chair

Student Recruitment and Retention Taskforce  
Dr. Moosa Khan – Chair

Technology Committee  
Dr. Ahmed Mahfouz - Chair

## Social Security Administration Gifts Computers to College

Mr. Henry Rose, computer specialist for the College of Business and Frank Shields, MBA student, secured a donation of computers, monitors and other equipment for the College of Business from the Social Security Administration.

The donated items - 57 Dell 270 computers and 58 Samsung monitors will be used to upgrade some of the computers in the computer "homework labs." Mr. Rose says, "Although the equipment is pre-owned, it is newer than some of the machines currently installed in some of our classrooms and labs. We can replace some of the machines we currently have with faster technology and still purchase some additional equipment that we need."

Dean Wilson, assistant district manager for the Social Security Administration in Houston, Texas was instrumental in helping the college secure this gift. And don't worry, there was no sensitive information included on the computers.



## PVAMU COLLEGE OF BUSINESS

### SPRING SEMESTER

#### CALENDAR OF EVENTS

##### FEBRUARY

- 7 Houston Hispanic Forum
- 18 PVAMU Spring Career Fair (Non-Technical Majors)
- 19 PVAMU Spring Career Fair (Technical Majors)
- 20 PVAMU Graduate and Professional Schools Day
- 21 Pantherland Day
- 26 PVAMU Student Entrepreneurs Expo & Exhibit
- 26 An Evening w/ Dick Gregory

##### MARCH

- 5 Executive-in-Residence Program
- 16 Spring Break Begins
- 25 PVAMU Founders Day/Honors Convocation
- 27 COB Dean's Advisory Board Meeting - Houston

##### APRIL

- 10 Good Friday - No Classes
- 14 PVAMU Government and Non-Profit Career Fair
- 16 Accenture Leadership Conference
- 19-25 Money Week Houston Activities
- 23 Dean's Lecture Series: Theodore Daniels
- 22 College of Business Awards & Recognition Ceremony
- 24 College of Business Picnic
- 25 PVAMU 2009 Gala

##### MAY

- 8 Final Examination Period
- 16 Commencement
- 25 Memorial Day

# PVAMU College of Business

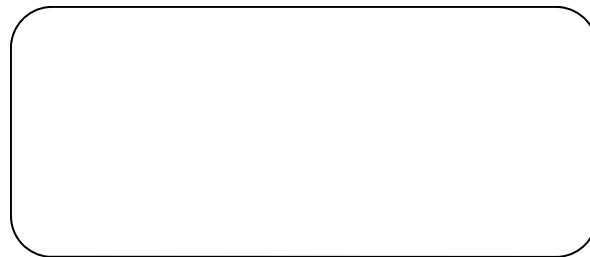
## Vision and Mission Statements

The vision of the College of Business is to be a premier business institution that empowers students to realize their dreams through an excellent education.

The mission of the COB is to provide a diverse student body with a business education that produces readily employable professionals who are productive, ethical, entrepreneurial, and prepared to succeed in a competitive global economy. The College is committed to the pursuit of excellence in teaching, research and service. We will achieve these through an outstanding faculty and alliances with stakeholders. While undergraduate education remains our primary focus, the COB aspires to expand its graduate programs. The student experience will be distinguished by personal attention, teamwork, leadership training, and an understanding of the link between business and society.



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