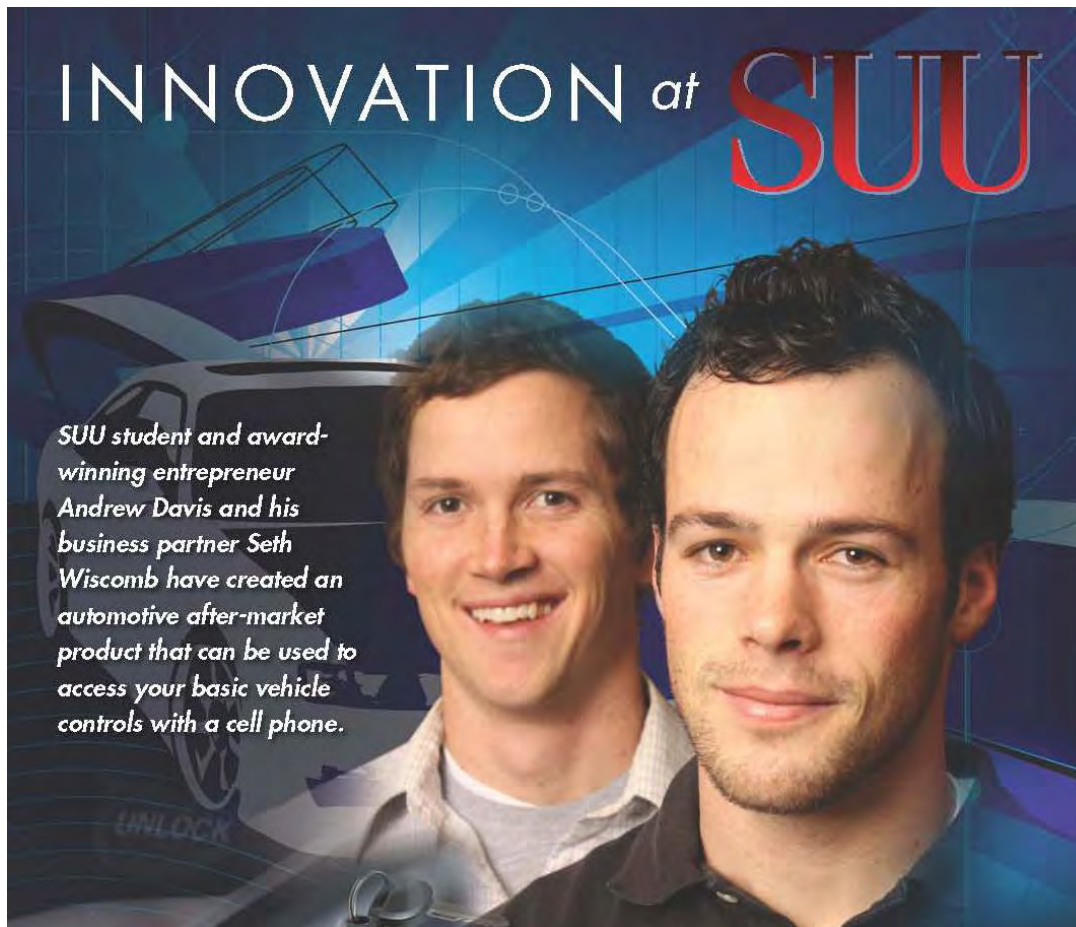




School of Business

Excellence with Perseverance and Integrity

Annual Report 2009-2010



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School of Business Annual Report 2009/2010

Introduction and Highlights

This report satisfies the annual reporting requirements of SUU and our two accrediting bodies. It describes our major accomplishments for the past year, especially our strategic planning initiatives, goals and objectives. This year has been one of great accomplishments and challenges. On a sad note, Finance Professor Denise Woodbury passed away in May, just a day after our School of Business Convocation. Her passing leaves a large hole in our finance program, the Students in Free Enterprise (SIFE) Club and in our hearts. Her father was generous in establishing a scholarship endowment in her memory so that her legacy will continue to live on in the lives of SUU business students.

Here are some of the highlights of our strategic planning initiatives:

- We added our sixth service-learning designated course (MGMT 4200) and had one undergraduate and graduate class conduct significant consulting projects for businesses in our service area.
- We obtained funding and initiated master planning for the renovation and addition to the business building.
- We obtained a commitment for naming our second classroom in the Dixie Leavitt Business Building.
- We fully implemented our School of Business Integrity Pledge, including an opportunity for faculty, students and alumni to sign the pledge on our home page.
- Our first place winner in our entrepreneurship competition went on to win the USTAR competition in St. George, earning an additional \$35,000 in funding and services to put their business plan into action.
- We had a successful inaugural offering of our Entrepreneurship Lab where students develop a business idea and plan and then operate their business for one semester, funded by the Thunderbird Venture Capital Fund. The two student businesses formed this year were the NARS (T-shirt company with specialized logos) and Yougart (frozen yogurt company).
- We further developed our international partnerships by signing agreements with the University of Manheim, Germany; Shanghai University Sidney Institute for Commerce and Languages (China); Wuhan Polytechnic University (China).
- We inaugurated an MBA summer international program in Paris, France with the INSEEC School of Business and had seven students complete the program.
- Our undergraduate students achieved better than the 75th percentile on the ETS Major Field Exam for the last four testing cycles.
- Our MBA students achieved the 75th percentile on the ETS MBA Field Exam for the most current testing cycle.
- We had six exciting speakers as part of our ongoing Wells Fargo Business Executive Speaker Series

- We partnered with the College of Humanities and Social Sciences, the Michael O. Leavitt Center for Politics and Public Service and the Eccles Foundation to bring Dr. Chuck Blahous, former Deputy Director for President Bush's National Economic Council, to speak to students and to teach an innovative economics course (at both the undergraduate and graduate level) that gave students first-hand experience into how White House economic policy is established.

Student engagement is an important element for the School of Business. The following are some of our major student accomplishments:

- Voluntary Income Tax Assistance Program: 60 students prepared over 803 federal and state returns for students and low income Iron County residents.
- Our Beta Gamma Sigma Honor Society was named a premier chapter; 42 students and one faculty member were inducted last year.
- DEX Competition: Seven students placed in the state competition and three students placed in the International Career Development Conference.
- Phi Beta Lambda (PBL) students competed at the state competition with ten students earning 24 top five finishes; seven students qualified for national competition with five students earning top ten finishes (including a first, second, third and fourth place finishes).
- Dorothy Knudson, an MBA student, traveled to Austria under a Marshall Plan Scholarship grant from the Austrian Marshall Plan Foundation to conduct thesis research.

Major Objectives and Progress Update

The Dean and Department Chairs, with input from the Strategic Planning Committee and the faculty as a whole, identified three major objectives to be addressed during the 2009/2010 school year, plus ongoing objectives. These were based on our strategic plan which was completed in 2006-2007. An updated table of all strategic initiatives is found in Appendix B. The objectives and progress toward meeting them are found below:

1. **Further develop undergraduate and graduate consulting opportunities to support the Small Business Development Center and the newly formed Business Resource Center as a service learning initiative.** We continued using MBA students as SBDC consultants as part of the MBA capstone course. Teams of four to five students performed strategic assessments for 15 companies in the Iron County area. Each team presented recommendations to both the client and the SBDC. According to Craig Isom, SBDC Director, "The results of the consulting performed were very well received by the companies reviewed, and the students' recommendations for improvements have been significantly impactful." Students in HRHM 3600 Guest Service, consulted with hospitality firms in our service area. In the Fall 2009 term, students developed a customer service training program for Ruby's Inn, Bryce Canyon City, Utah, based on results of previous classes' consultation efforts. For Spring 2010, students consulted and provided leadership training for the executive and management teams of Safari Property Management, which consists of five franchised hotels with locations in Cedar City, St. George and Kanab, Utah. During this past year, plans were made for the students in MGMT 4200, Government, Business and Ethics, to provide consulting services for the upcoming 2010/11 school year.

2. **Raise our first \$2 million as part of the University's overall capital campaign.** We are making some progress on this initiative, although the economy is making this difficult. We have continued to build and strengthen relationships. The following table shows the progress we have made to date:

<i>Fundraising Source</i>	FY 2007	FY 2008	FY 2009	FY 2010
Alumni and Friends	\$108,750	\$158,920	\$70,021	\$81,539
School of Business Faculty & Staff (Participation Rate)	\$10,422 (80%)	\$6,509	\$6,031 (77%)	\$4,788 (82.7%)
Private Grants	\$4,500	\$4,500	\$ 8,300	\$ 8,300
Pledges			\$ 60,000	
Deferred Gifts			\$ 300,000	
Total Donations	\$123,672	\$169,629	\$444,352	\$94,627

- a. **Develop and initiate a campaign to raise \$3.5 million in private funding for an addition to and renovation of the Dixie Leavitt Business Building.** Our first step in initiating a campaign for a new business building is to conduct master planning and develop an artistic rendering of the proposed building. This year we were able to obtain University

funding for the master planning effort. We contracted with ASWN+ (Allred, Soffe, Wililnson & Nichols, Inc.) to conduct the master planning effort, and this is currently underway. Our first step will be to go to alumni for initial contributions and we have a \$10,000 pledge match already in place. The fundraising will begin in earnest in Fall 2010.

- b. **Obtain funding and approval for a Center for Business Ethics and Moral Courage to coordinate research and pedagogical efforts to improve ethical instruction and the development of moral courage.** We developed and submitted a grant proposal to the Daniels Fund; however, the grant was not funded at this time. We will continue to search for foundations that might positively consider this grant. We have the University's match in place.
- c. **Obtain at least \$500,000 in funding for chairs, professorships and fellowships to support faculty teaching and research.** We are working with two donors, but the timing is not right yet. The donors were both positive about providing a significant donation in the future, when the economy is a little brighter.
- d. **Obtain \$100,000 in external funding to support School of Business Entrepreneurship initiatives.** We obtained \$5,000 in funding for prize money for the Best Business Idea Competition, but failed to obtain prize money for the Business Plan Competition. Still, we had a successful competition, which is described under ongoing initiatives.
- e. **Name another room in the School of Business.** We have a \$25,000 pledge to name another room. The donor will choose the room in Sept 2010 and we will dedicate the room in January 2011.

3. **Fully implement the School of Business Integrity Pledge, including options for current students and alumni to sign up online.** The integrity pledge is now fully implemented. Students can sign the pledge as part of achieving advanced standing or they can sign online at <http://suu.edu/business/IntegrityPledge/formData/IntegrityPledge.aspx>. Signatories can be seen at <http://suu.edu/business/IntegrityPledge/formData/Report.aspx>.

Ongoing Strategic Objectives and Progress

Encourage Entrepreneurship. The 4th Annual Best Business Idea Competition, sponsored by the SUU Small Business Development Center and School of Business, the Cedar City Chamber of Commerce and Iron County/Cedar City Economic Development (all partners of the SUU Business Resource Center), was held during the Fall 2009 term. Prize money was donated and sponsorship provided by ADB Bank. Forty imaginative and promising business ideas were submitted for judging. Eleven finalists were chosen to present their business idea orally to the panel of judges.

Based upon those presentations, the five winners were:

	<i>Prize</i>	<i>Recipient(s)</i>	<i>Description</i>
1 st Place	\$3,000	Andrew Davis (SUU student) and Seth Wiscomb	Device used to access vehicles via telephone
2 nd Place	\$1,000	Brian Tremelling Summer Tremelling	Emergency preparedness low fuel stove
3 rd Place	\$500	Brian Holmes (SUU student) Heath Holmes	Headlight restoration (patented process)
Honorable Mention	\$250	Mandy Wilcox Julie Montoya (SUU students)	Application that allows users to set the tempo of a song
	\$250	Mike Crockett	Specialized QuickBooks import files

As can be seen, the winners' ideas covered a wide range of business possibilities. All represent very practical and innovative business ideas, with very bright prospects for the future. Three of the five winning ideas were submitted by SUU students. The winners subsequently competed in the St. George Grow Utah Ventures' Concept to Company competition and took first place with a \$35,000 prize in funding and services.

The mutual purpose of each of the sponsors of this competition is to support the development of small businesses in the Tri-County area (Iron, Beaver and Garfield Counties), and to promote healthy economic development with more jobs and an increased tax revenue base. With the integration of community resources and the talent of our own successful entrepreneurs, we can help more and more small companies get started and successfully grow. The SUU Business Resource Center is a "one-stop-shop" – it is an incubator to provide necessary support and counseling services for smaller businesses. The BRC provides support services, as well as help with financing alternatives (including a micro loan or an "angel"/venture capital fund), business partnering facilitation, marketing, legal, and human resource services.

Craig Isom, Director of the SUU Business Resource Center, also directed the establishment of an Entrepreneurship Lab, a three-credit class at SUU where students actually start up a small company. They develop a business idea and plan, which they must sell to a panel of bankers and entrepreneurs. With a grant from the Thunderbird Venture Capital Fund, they start up and operate their company for one semester. This year two companies were formed: NARS (a t-shirt company selling original t-shirt designs) and Yougurt (a portable yogurt shop where customers do their own toppings).

Further Strengthen International Partnerships. Our goal with this objective is to increase the global awareness through faculty and student exchanges. The Dean and academic advisor, Paula Alger met with all new students during orientation to ensure all incoming students are aware of study abroad opportunities. We experienced a decline in our international summer program due to the economy. That has also adversely impacted our regular student exchanges.

However, the number of international degree-seeking students has greatly increased, as the following table shows:

	<i>Fall 2010</i>	<i>2009/10</i>	<i>2008/09</i>	<i>2007/08</i>	<i>2006/07</i>
Number of Partnerships	15	15	11	12	8
SUU students studying abroad	3	14	17	14	6
Partnership students at SUU	6	9	17	7	2
Degree Seeking International Students	111	92	100	45	19
SUU International Summer Prog.		22	23	46	12
SUU Visits to Partner Institutions	4	10	5	9	9

Significant international activities for this past year are:

- We signed partnership agreements with the University of Mannheim (Mannheim, Germany) and John Cabot University (Rome, Italy). Alla Paroiatnikova and Dean Carl Templin visited both institutions in March 2010 to finalize student exchange arrangements.
- Dean Carl Templin along with President Benson and other University Officials visited Shanghai and Wuhan, China in December 2009. Subsequently, a 2+2 articulation agreement was signed with Shanghai University's Sydney Institute of Language and Commerce. We also signed an articulation agreement and a student exchange agreement with Wuhan Polytechnic Institute.
- Seven MBA students participated in a Summer (May-July) study abroad program with our international partner the INSEEC School of Management in Paris, France. Students received intensive instruction in international business, luxury brand management and French language and culture. They also completed international projects using the knowledge gained from that international experience. A summary of faculty qualifications are in Appendix D.
- Dr. Sophi Sukalakamala took six students in the Hotel, Resort and Hospitality Management program to Thailand for a study abroad experience in May, 2010. They studied hospitality and tourism.
- MBA Student Dorothy Knudson conducted thesis research in Austria from February to July 2010. This was a partnership between SUU, the Salzburg University of Applied Science and the Austrian government.
- Dean Carl Templin taught in Paris and Bordeaux, France for our partner the INSEEC Business School. Dr. Alan Hamlin taught for ESCEM in Poitiers, France and for FH Wien, in Vienna, Austria. Dr. Emmett Steed and Mary Pearson also taught in Vienna, Austria.

Achieve Above 75th Percentile on ETS Major Field Exam. Our ETS scores continue to be strong and we have made improvement in several of our sub scores that have been a concern. The adjustments made to our business law class in 2006/2007 seem to have borne fruit. We have maintained at or above the 75th percentile for two years. In 2008/2009 we began explaining to students that these tests were an important part of our assessment program and encouraged

them to do the best they could. We have also ensured that students taking the capstone class had the required prerequisites. Those actions appear to have helped us increase our overall score and sub scores as well.

<i>ETS Major Field Exam in Business Undergraduate Scores</i>	<i>Year</i>					
	<i>09/10</i>	<i>08/09</i>	<i>07/08</i>	<i>06/07</i>	<i>05/06</i>	<i>04/05</i>
# of Students Tested	117	118	118	107	131	130
Overall Average %	85	90	73	83	83	89
Assessment Indicator 1(Accounting)	95	94	79	89	86	86
Assessment Indicator 2 (Economics)	95	95	86	89	86	87
Assessment Indicator 3 (Management)	87	84	69	73	88	89
Assessment Indicator 4 (Quantitative)	90	75	61	72	65	83
Assessment Indicator 5 (Finance)	90	92	76	89	82	88
Assessment Indicator 6 (Marketing)	70	79	61	80	82	76
Assessment Indicator 7 (Legal)	75	76	52	43	60	83
Assessment Indicator 8 (International)	80	87	69	55	74	75

This past year our MBA graduates scored in the top quarter of the nation on the ETS MBA Exam. Due to increased demand for the MBA, we gave fewer waivers and admitted higher quality students. The only change we made to the curriculum was to have our MBA students taking the capstone course consult with small businesses through the Small Business Development Center. We believe that honed the students' skills in the assessment areas and improved overall results. Our finance sub score is still below the 75th percentile. Our teacher for that class has had significant physical problems, which actually culminated in her death in May. We will monitor those scores as new faculty members teach the core finance class.


<i>ETS MBA Exam</i>	<i>SP 10</i>	<i>SP 09</i>	<i>SP 08</i>	<i>SP 07</i>	<i>SP 06</i>
# of Students Tested	40	29	17	18	16
Overall Average %	75	55	70	60	85
Assessment Indicator 1(Marketing)	75	50	75	65	95
Assessment Indicator 2 (Management)	80	60	85	40	65
Assessment Indicator 3 (Finance)	70	65	60	75	80
Assessment Indicator 4 (Managerial Acct.)	80	60	65	70	75
Assessment Indicator 5 (Strat. Integration)	80	55	75	55	80

AACSB-International Maintenance of Accreditation. This is our fifth year and we will undergo a Maintenance of Accreditation visit January 23-25, 2011. The chair of our Peer Review Team, Ernest Moser, from the University of Tennessee at Martin visited us on April 15, 2010. We wrote a draft fifth year report and provided copies of our annual reports for his review. He met with the dean and department chairs, graduate committee, the undergraduate curriculum committee, the assurance of learning committee, the strategic planning committee and the School of Business faculty. As a result of that visit, the faculty voted to strengthen the intellectual contributions requirement for academically qualified undergraduate faculty to two journal publications (previously one) in five years and a total of 10 publishing points to be considered active. We will phase this requirement in over the next two years.


School of Business Advisory Board Development. This board met twice last year (October 23, 2009 and April 16, 2010). Glenn Bougie continued as chair with Vance Smith as vice chair. For the Fall meeting we had 10 of 25 members present. The main business of the board consisted of a School of Business update, including a discussion of the 2008/2009 strategic goals and objectives and the 2009/2010 strategic initiatives. The Board provided suggestions for international business projects for MBA students studying in France during Summer 2010. The Board established new procedures for the election, terms and succession of the chair and vice chair. The Board established selection criteria and processes for the National Advisory Board scholarship. The Board received presentations on the Academic Integrity efforts and assessment, Integrated Business Core and the Entrepreneurship Lab, including demonstrations by the two students companies. The Board formed a subcommittee to raise up to \$10,000 for a conceptual design. The final act of the Board was the distribution and discussion of the Board's review of the Business Core Curriculum.

The Spring meeting (April 16, 2010) had nine of 23 members present. Vice chair Vance Smith conducted the meeting. Dean Templin reported on School of Business activities for the past six months, including progress on 2009/2010 strategic goals and objectives. Department Chairs reported on the adoption of Board suggestions regarding the business core and additional suggestions were made to the chairs. The Board interviewed three students for the National Advisory Board Scholarship and awarded the scholarship to Aaron Wilcox, a junior Accounting major from Las Vegas. The Board established curriculum review sub-committees for Economics and Hotel, Resort and Hospitality Management. The Provost briefed the Board on the Academic Strategic Plan and Roadmap and the Board members responded very positively. Jeff Fisher and Dean Templin distributed a draft case statement entitled "Developing Highly Capable Business Leaders with Integrity and Moral Courage: The Case for the Financial Support of the Southern Utah University School of Business."

Wells Fargo Business Executive Speaker's Series. This speaker's series exposes students to business executives from a variety of industries and locations and serves as one avenue in which we expose our students to diversity. This year's series consisted of the following speakers and topics:

	<p>Dr. Thomas Ratka October 29, 2009 11:30 a.m. Sharwan Smith Theater "Cross-Border Companies and the ECJ's 'Centros' case- The European Delaware?"</p>	<p>As specialist in International Company Law, Capital Market Law, and EU International Law, Dr. Thomas Ratka offers an international view of the business world. He is from Vienna and has studied and worked in areas such as Germany, the UK and Italy. He graduated in Law, History and Philosophy and has a doctorate in Commercial Law and Contemporary History from the University of Vienna.</p>
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	<p>Dane Leavitt Chairman and CEO Leavitt Group Enterprises November 12, 2009 11:30 a.m. Sharwan Smith Theater “Crisis Management”</p>	<p>Dane O. Leavitt, 53, is Chairman and CEO of Leavitt Group Enterprises. Dane is an Honors graduate of J. Reuben Clark Law School at Brigham Young University, and a member of the Utah State Bar (inactive). He received his B.A. from Brigham Young University after having studied at Southern Utah University. Dane served as staff and then Counsel to the Utah Insurance Law Division Commission and as Special Counsel to the Utah Office of Legislative Counsel.</p>
	<p>Laura O. Houston Wells Fargo Bank January 21, 2010 11:30 a.m. Sharwan Smith Theater “Ethics Still Matter”</p>	<p>Laura Houston serves as Regional Manager and Wealth Management Director for the Private Bank in Utah. Prior to joining Wells Fargo, she was a senior vice president with US Bank for the Private Client Group. She also served as Managing Director for Institutional Services with Key Bank/Victory Capital Management. Ms. Houston also serves on the Board of Trustees for IHC, as well as the Board for Utah Food Bank Services.</p>
	<p>Bill Brennan February 5, 2010 11:30 a.m. Church Auditorium “Building Your Personal Brand Through Networking”</p>	<p>Bill Brennan currently serves as the Director of MBA Program Initiatives in the Mendoza College of Business. Prior to this role, Bill served as the Director of MBA Career Development where his work contributed to the five-place improvement in the Business Week rankings. Before joining the Notre Dame staff Bill worked in industry where his work contributed to the development of brands such as Brooklyn Lager, Pete’s Wicked Ale, Poland Spring, and Deer Park. Bill graduated from the Notre Dame MBA program, with honors</p>
	<p>Bill Whittle PJTV April 8, 2010 5:00 p.m. Starlight Room “The Morality of Capitalism: Why business, capitalism and entrepreneurialism are the highest moral good, and not the basest moral evil.”</p>	<p>With history on his side, Bill Whittle challenges widely held misconceptions about politics and society. Frequently asking the difficult ethical questions, Whittle attempts to underscore conservative values and philosophy through logical reasoning. Bill Whittle is a writer, pilot and TV editor who lives and works in Los Angeles.</p>

	<p>Peter von Allmen April 9, 2010 11:00 a.m. Sharwan Smith Theater “A Win-Win Relationship: Economic Analysis and Professional Sports”</p>	<p>Peter von Allmen is a professor of economics at Moravian College. His published work has appeared in journals such as Journal of Sports Economics, The Journal of Economic Education, The Atlantic Economic Journal, and The International Journal of Sport Finance. He is the co-author of two textbooks: The Economics of Sports. He has also published research on family labor supply models and post-secondary pedagogy in economics. In 2006-07, he was a Fellow of the American Council on Education (ACE).</p>
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Small Business Development Center (SBDC) and its Partners

The SUU Business Resource Center held its grand opening on May 13, 2009. The new center is conveniently located on Main Street. The purpose of the BRC is to provide business counseling and services necessary to help local businesses be successful. BRC partners include:

- Small Business Development Center (SBDC)
- Procurement Technical Assistance Center (PTAC)
- SUU Regional Services
- USTAR
- Cedar City Area Chamber of Commerce
- SUU School of Business
- SUU College of Computing, Integrated Engineering & Technology
- The Governor’s Office of Economic Development
- SBA
- Cedar City/Iron County Economic Development
- Custom Fit Training
- SCORE
- Manufacturing Extension Partnership

The mission of the SUU Small Business Development Center (SBDC) is to be Southern Utah’s leader in facilitating small business development and entrepreneurship education. The SBDC provides low-cost training programs and consulting services for small businesses and entrepreneurs. Training topics for 2009 and up to June of 2010 included Start Smart business basics, QuickBooks, selling to the government/contracting basics, online entrepreneurship course, Fast Trac/better business techniques course, business idea development and business plan training, marketing, and training in running a home-based business for Senator Bennett’s Rural Conference. In addition, the SBDC continues to hold the Best Business Idea Competition in order to promote business in our local area. Since the inception of the competition in 2006, winners have been awarded \$55,000 (prize money provided by supportive, local businesses).

From 6/1/2009 – 5/31/2010, the SBDC provided free professional consulting to 196 clients. During that same time period, the SBDC trained 180 attendees.

Another key partner of the BRC is the Utah Procurement Technical Assistance Center (PTAC), which provides services under a grant from the Department of Defense and the Utah Governor's Office of Economic Development. Services include a computerized bid notification system for companies wanting to sell goods and services to Federal, State and local governments as well as training and consulting services. Further, local PTAC clients achieved over \$13 million in government and commercial contracts. This translates into over 260 jobs created or retained due to these contracts.

Military Science

The Department of Military Science commissioned 4 cadets as officers in the Utah National Guard, 1 in the Active Army, and 1 in the Army Nurse Corps during the past school year. The Ranger Challenge Team competed against all of the Utah institutions. The ROTC cadets provided the cannon crew and pushup group for the home football games. As usual, the honor guard posted the flag at football and basketball games, gymnastic meets, graduation commencement, and many other campus functions. Our cadets also had the opportunity to participate in the dedication of the Korean War Memorial.

The Military Science Level IV students (seniors) are required to participate each year in a staff ride consisting of a battle analysis of a historic battleground. With the support of the Utah National Guard and SUU's Student Senate, our senior classmen traveled to Gettysburg, PA in March. The event was very successful. Not only were the students exposed to one of the nation's most historic battlegrounds, but there was also time to visit Arlington National Cemetery, the war memorials in Washington DC and Antietam historical battleground. SUU's Army ROTC faculty and staff will continue to provide administrative oversight and lab support for the program at Dixie State College during the upcoming year.

Assessment Plans and Implementation

Department of Accounting. To measure the effectiveness of “**providing accounting knowledge and skills needed for career development**” (*Mission Statement*), the department used assessment data from student evaluations, exit surveys, the ETS field exam, the CPA exam, placement rates, and industry trends. As shown below, the department exceeded its teaching and testing goals except for the CPA pass rate and the placement rate (Source: *2009-2010 Assessment Report*). The faculty discussed the pass rate in the Spring 2010 department meeting. Ideas to improve the rate included adding more CPA exam preparation questions and exercises in each course, and encouraging students to take the exam as soon as possible after graduation. The faculty also discussed the placement rate in the August 2010 department meeting, and concluded that it was likely due to the recession. In addition, it appears that some students do not want to leave southern Utah and turned down job offers outside of the region. Students will be encouraged to widen their geographical preference.

Goal	Result
Average teaching evaluation score > 4.0	4.42 for 2009-2010
Average score on each learning objective > 3.0	All scores exceeded 3.0
ETS field exam score in accounting > 75 th percentile	95 (spring 10)
ETS field exam score in Bus. Law > 75 th percentile	85 (spring 10)
The first-time pass rate on any part of the CPA exam > national average.	SUU 28% < National 32% (<i>2009 CPA Report, Appendix M</i>)
Non-placement rate for BS graduates < Utah unemployment rate	Undergraduate non-placement rate = 5.1% Utah unemployment rate = 5.4%
Place all of our MAcc graduates in accounting careers	80% placement

To measure the effectiveness of “**fostering career development through the professional accountancy club, internships, service learning, and visits to employers**” (*Mission Statement*), we collect an internship report from each intern, written summaries of VITA and PAC activities, and reflective essays from the VITA volunteers. The VITA program was particularly successful this year, with 803 state and federal returns prepared by 60 student volunteers. VITA participation is required in tax courses and the spring PAC seminar. The reflective essays showed that students learned basic tax preparation techniques and benefitted from the service learning experience.

Activity	2009-2010
PAC meetings	~10
Interns	27
VITA volunteers	70
Tax returns	803
Employer visits	2

To measure our effectiveness of “**enriching the educational experience of students in the classroom**” (mission statement), each faculty member prepares a *Faculty Annual Activity Report* on scholarly and service activities, including an explanation of how such activities influence teaching. Development plans are prepared for inactive faculty. All but one full-time

faculty member was active, and he retired in the spring 2010. One member near the border of being inactive has an article accepted for publication this summer. Inactive faculty members are put on development plans with publication goals, and do not receive merit pay. All faculty members reported university or relevant professional service activities.

Department of Economics and Finance. The major goals of the department are to (1) provide students with high-quality education and preparation for professional careers or graduate school; (2) make worthwhile intellectual contributions by conducting and disseminating the results of quality theoretical, applied or pedagogical research, or by developing useful instructional materials such as textbooks and case studies; and (3) provide meaningful service to the university, profession and public. The associated assessment outcomes, methods and results are described below.

Outcome 1: Business students demonstrate robust knowledge of fundamental economics/finance by scoring in the 75th percentile on the ETS exam in economics & finance.

For the 2009-10 academic year, business students scored in the 93rd and 88th percentiles for economics and finance, respectively; corresponding five-year weighted averages are at the 90th and 85th percentile levels.

Outcome 2: Finance students achieve School of Business learning objectives at a satisfactory level.

SOB assessment results involving communication skills, ethical understanding, knowledge of the functional areas of business, analytical skills and critical thinking skills are satisfactory for finance majors, on average.

Outcome 3: Economics and Finance students achieve program learning objectives at a satisfactory level.

The department is currently in the process of revising and refining program-specific learning goals and assessment methods.

Outcome 4: Economics and Finance graduates find suitable employment, or are accepted to quality graduate programs, and have the training required to succeed in their professional or academic endeavors.

Available data indicates that all, or nearly all, graduates find suitable employment or are accepted into graduate programs within 6 months of graduation.

Outcome 5: All faculty members meet or exceed minimum standards to be academically or professionally qualified to teach at the applicable level, according to AACSB criteria and School of Business policies.

All faculty members meet this requirement.

Outcome 6: The department produces a portfolio of scholarly work of a nature, quantity and quality that is appropriate for our mission.

This standard is met. In 2009, the department produced 14 peer-reviewed publications and 5 other intellectual contributions. Of the 19 total intellectual contributions, 2 involved learning and pedagogical research, 16 involved contributions to practice and 1 involved discipline-based research.

Outcome 7: Faculty members demonstrate evidence of continuous improvement in (1) their fields and (2) teaching effectiveness.

FAARs indicate that overall performance is excellent in this area.

Outcome 8: All faculty members actively participate on department, school or university committees and regularly engage in other appropriate service activities.

FAARs indicate that overall performance is excellent in this area.

Department of Management and Marketing. Overall, the Department of Management and Marketing is growing and healthy. It is now by far the largest department in the School of Business. The quality of faculty, and their intellectual output, has grown over the past five years, and continues to be above the standards expected in teaching quality, scholarly contributions and service. Dr. Lisa Assante was named SUU's Outstanding Educator in 2009, and Dr. Gerry Calvasina was SUU's Outstanding Scholar. Student scores continue to be high on the ETS field exams, although there are sometimes drops in certain areas which are being analyzed and dealt with. The HRHM program is also growing rapidly, and we expect this to continue. The number of majors in each program as of Spring semester, 2010 is as follows: Management, 193; Marketing, 55; Hospitality, 72. There are also a number of Business Education majors finishing up under business, but in the future the School of Education will be responsible for this group.

Management:

<i>Means of Assessment</i>	<i>Result</i>
Average score of seniors in Management >75%	Management 90; Int. Bus 83
Exit survey for mgmt. students, four courses cover material	12 courses met goal
Employer survey- grads meet or exceed expectations in 5 areas	Meet all, 4 of 5 exceed
Exit survey for ALL bus grads, 4 courses covered material in depth	13 courses, 5 over 4.0 on Likert scale
Management students encouraged to join clubs	DEX, SIFE, SHRM and The Academy

Marketing:

<i>Means of Assessment</i>	<i>Result</i>
Average score of Marketing seniors on ETS >75%	Last 4 years average is 74; most recent 80
Average score of Mktg. seniors in Marketing section>85	Most recent 80
Average score of all business seniors in Marketing section>75	Most recent 80

Hotel, Resort and Hospitality Management:

<i>Means of Assessment</i>	<i>Result</i>
Students know how to prepare mktg. plan and financial plan	New course added, projects in various classes
Students receive certification by NRA, and AH&LA	Two software donations, more IT. Began certification process.
Students learn how hospitality relates to community, Service Learning	New Service Learning in classes , focus on outreach

Masters of Accountancy. The spring 2010 placement rate for MAcc graduates was about 67%. The recession is making jobs much more difficult to find. Employers typically make job offers in the first semester of the MAcc program. Employers from Salt Lake City have begun to recruit on campus, a new development that has greatly expanded employment opportunities.

Masters of Business Administration. The MBA program is now very healthy, with approximately 85 students in 2009, including about 25 in St. George. Efforts to increase enrollment have included repeated personal emails to all graduating business students at Dixie State College, the posting of a permanent poster in the business building promoting the program, and encouraging existing students to more aggressively speak out about the on-campus MBA. These efforts resulted in more applications from both sites. We also increased the rigor of the acceptance process (no student with an index score below 1150 was admitted) and raised the GPA requirement for senior students who wish to take a graduate course to 3.5 from 3.0. In spite of these tightening requirements, applications for the 2010 MBA program exceeded 80 again. The problem now is lack of resources to accommodate the growth being experienced.

Academic Programs Introduced, Deleted or Revised

We did not have any substantive changes to our academic offerings. We decided to keep Business Education as a major with an adjunct faculty member from a local high school teaching the pedagogy classes.

We partnered with the College of Humanities and Social Sciences, the Michael O. Leavitt Center for Politics and Public Service and the Eccles Foundation to bring Dr. Chuck Blahous, former Deputy Director for President Bush's National Economic Council, to speak to students and to teach an innovative economics course (at both the undergraduate and graduate level). Dr. Blahous conducted weekly video conferences with his class from Washington D.C. and visited SUU three times to conduct a simulation of White House



economic policy process, including staff-level meetings, deputies' meetings, principal's meetings and a policy meeting with the president. The class also included a service learning component. Students gained first-hand experience in how economic policy is established in the Executive Branch of the Federal Government.

Our MBA program in St. George, in partnership with Dixie State College of Utah continues to grow and is now nearing full capacity.

St. George Offerings	2006/07 Students	2007/2008 Students	2008/2009 Students	2009/2010 Students
<u>Fall MBA Offerings:</u>				
ACCT 6100 Adv Managerial Acct	9 (online)	16 (online)	25(online)	27 (online)
MGMT 6100 Adv Org Issues			14	18
ECON 6200 Managerial Economics	6	11	15	35 (online)
BA 6103 Supply Chain Mgmt	3	9	15	9
<u>Fall MAcc Offering:</u>	--	--		
ACCT 6240 Estate & Gift Tax			8 (online)	1 (online)
ACCT 6400 Auditing II	--	7		17 (online)
<u>Spring MBA Offerings:</u>				
FIN 6100 Adv Topics in Finance	5	10	17	25
MKTG 6200 Adv Topics in Marketing	4	12	17	25
MGMT 6400 Strategic Management	6	8	16	22
<u>Spring MAcc Offerings:</u>				
ACCT 6210 Corporate Tax I	--		--	9 (online)
ACCT 6360 Business Law II	12	10	--	11 (online)
<u>Summer MBA Offerings:</u>				
MGMT 6200 Negotiations			25	
BA 6103 Labor Relations			24	22

Internet Courses. We have made good progress getting the MBA foundation courses and all of the MAcc courses online. We also have the management undergraduate major entirely online.

Recent policy changes may limit the number and frequency of online undergraduate courses offered. We are in the process of developing School of Business policies for scheduling and offering online classes to fit with the new Academic Roadmap and the strategic vision of online offerings recently approved by the Deans' Council.

Significant Faculty Development Activities

The scholarly activities for 2009 and the first half of 2010 are listed in Appendices B and C respectively. The following faculty development efforts were funded from the School of Business and the Provost Faculty Development Grant:

Department/ Faculty		Funding Source	
Activity		Business	Provost Grant
Accounting			
Jeff Barnes	Presented paper at the International Business & Economics Research (IBER), Las Vegas, NV (October 5-7, 2009)	\$95	\$537
	Journal article submission fee	\$770	
Tim Lewis	Journal article submission fee	\$60	
Economics and Finance			
Joe Baker	Presented paper at Western Economics Association International, Portland, OR (Jun 29 – Jul 3, 2010)	\$223	\$1,262
Denise Woodbury	Presented paper at Allied Academies Fall International Conference, Las Vegas, NV (Oct 15-16, 2009)	\$670	\$0
Management and Marketing			
Lisa Assante	Presented paper at Allied Academies Fall International Conference, Las Vegas, NV (Oct 15-16, 2009)	\$671	\$0
	Presented paper at International Council on Hotel, Restaurant and Institutional Education Conference, San Jan, Puerto Rico (Jul 28-31, 2010)	\$1,002	\$2,534
Gerry Calvasina	Presented paper at Allied Academies Fall International Conference, Las Vegas, NV (Oct 15-16, 2009)	\$99	\$562
	Presented paper at American Society of Business and Behavioral Sciences, Las Vegas, NV (Feb 18-21, 2010)	\$92	\$521
	Presented paper at Allied Academies International Conference, New Orleans, LA (April 14-16, 2010)	\$173	\$978
Wayne Roberts	Presented paper at Allied Academies Fall International Conference, Las Vegas, NV (Oct 15-16, 2009)	\$269	\$1,522
Sophitmanee Sukalakamala	Presented paper at International Council on Hotel, Restaurant and Institutional Education Conference, San Jan, Puerto Rico (Jul 28-31, 2010)	\$427	\$2,419
Emmett Steed	Attended the Utah Tourism Conference (May 12-14, 2010)	\$464	
Total	School of Business	\$5,015	\$10,335

Special Recognitions of Faculty, Staff and Students

Faculty: Business faculty members have received recognition at the international, national, university and school levels.

Dr. Lisa Assante, Assistant Professor of Hotel, Resort and Hospitality Management, received SUU's Outstanding Educator Award for 2008-2009, recognizing her as the university's outstanding faculty member for that year. She was also awarded the Thunderbird Award as Professor of the Year in 2008. It is remarkable that Lisa has received two significant teaching awards in her first two years of service here at SUU. She was also recognized as her department's Professor of the Year award for 2009. She also worked with one of our MBA students to receive an Austrian Marshall Plan Foundation award to conduct international research.

Dr. Joe Baker, Professor of Economics, serves on the Board of Directors of the Utah State Council on Economic Education.

Jeff Barnes completed his course work towards a Doctorate in Business Administration from the University of Phoenix. He plans to complete his dissertation by the spring 2011.

Dr. David Berri, Associate Professor of Economics, is President of the North American Association of Sports Economists

Robin Boneck was recognized as the Department of Accounting Professor of the Year.

Dr. Gerald Calvasina, Professor of Management, was named SUU's Outstanding Scholar for 2008-2009, as well as Outstanding Scholar for the Department of Management and Marketing in 2009. He also served as President of the SUU Faculty Senate in 2009.

Dr. Alan Hamlin, Professor of Management and Chair, Department of Management, Marketing and Hospitality, is President-elect and current board member of the Mountain Plains Management Association. He is also President-elect of the SUU Faculty Senate. He has had five journal articles published since 2006.

Dr. Amy Moore, Associate Professor of Marketing, serves as the Associate Editor of the Applied Economics Research Bulletin. She has published 4 peer-reviewed articles in elite journals in the past two years.

Greg Powell, Associate Professor of Management won the SUU Outstanding Educator award in 2008, and had one journal article published in the Journal of the Academy of Business Administration in 2009.

Dr. Wayne Roberts was promoted to Professor of Marketing in 2008 and was named Professor of the Year for the Department of Management and Marketing in 2008. Wayne has published 3 articles, and has two more accepted, in academic journals in the past two years.

Dr. Emmett Steed was promoted to Associate Professor and awarded tenure in 2008. He published one article in 2009 and continues to work to build the Hospitality program in his department.

Dean Carl Templin received the Thunderbird Award as Advisor of the Year for his work with Phi Beta Lambda Professional Business Leadership. In addition to his many responsibilities as Dean, he published an article in an academic journal in 2009.

Dr. David Tufte, Associate Professor of Economics, is (sole) editor of the *Mountain Plains Journal of Business and Economics*.

Dr. Denise Woodbury was recognized as the Outstanding Professor for the Department of Economics and Finance for her scholarly activities.

Students: Dorothy Knudson, an MBA student, traveled to Austria under a Marshall Plan Scholarship grant from the Austrian Marshall Plan Foundation. This grant is a collaborative effort between SUU, Salzburg University of Applied Science and the Austrian government. Dorothy conducted research for her master's thesis entitled "Tourism Stakeholder Perceptions of Austria: Strategic Implementation of the Communication Mix in the Destination Image-Creation Process." She surveyed tourists in airports, on trains and other tourist locations to determine the perceptions of Austria and effectiveness of marketing resources.

The following students were recognized at our annual Excellence in Scholarship Banquet:

<i>Student</i>	<i>Award</i>
Robyn LaLumia	University Valedictorian
Graham Cheever	School of Business Valedictorian
Jordan Coons	Outstanding MBA Student
Steven C. Reese	Masters of Accountancy, CPA Key Award
Zachary Murray	National Advisory Board Award, Outstanding Master's Student in the School
Christopher Jeffery	Outstanding Senior, Accounting
Kyle Bowen	Outstanding Student, Economics
Joy Seegmiller	Outstanding Senior, Finance
ShaLae Steadman	Outstanding Senior, Management
Casey Bywater	Outstanding Senior, Marketing
Raquel Bowler	Outstanding Senior, HRHM
Jonathan Santana	Outstanding Senior, Military Science
Aubrey Peacock	Outstanding Junior, Accounting
Alex Frost	Outstanding Junior, Finance
Bailey Hampton	Outstanding Junior, Management
Adrienne Hill	Outstanding Junior, Marketing
Maria Yates	Outstanding Junior, HRHM
Benjamin Bowler	Outstanding Junior, Military Science

Beta Gamma Sigma. This past year our chapter earned the designation as a premier chapter and we were able to award a \$1000 scholarship to a BGS member. Dean Carl Templin served as president and Dr. Azmi Ahmad served as secretary/faculty advisor. Students Amy Hancock, ShaLae Steadman and Danielle Wright served as vice presidents. This past year we invited 52 students to join BGS through a tapping ceremony in classes from March 2 -8, 2010. Eight BGS Faculty members participated in the tapping ceremony. A total of 42 students and one faculty member (Tim Lewis) accepted the invitation and were inducted at a ceremony held April 16, 2010. We had sixteen returning members yielding a total student membership of 58.

VITA Program. In the spring 2010 term, 60 students prepared over 803 federal and state returns. Several of our graduate students managed this service-learning project. Robin Boneck was the VITA advisor.

PBL Club. The Professional Business Leadership Club (Phi Beta Lambda) was very active this year. Dean Carl Templin was the advisor. Bailey Hampton served as president with Hathan Holt as vice president. Shelly Callison, Drew Coy, Kamber Walthall and Daniel Shepherd served on the executive council. PBL sponsored several workshops and company tours through the year. Club leaders attended the State Fall Leadership Conference in Park City Utah and the National Leadership Conference in Denver, Colorado. Club members had two service projects. One with the high school FBLA clubs making toys at the Happy Factory. The other was a community baby shower for the March of Dimes. The highlights of the year were the state and national competitions. Ten students attended state competition in Ogden, Utah and competed in 25 events, earning 25 awards. Eight students qualified to compete at nationals in Nashville, Tennessee with five students placing nationally in seven events.

<i>Student</i>	<i>Event</i>	<i>State</i>	<i>National</i>
Becky Zitting	Future Business Teacher	1	1 (\$500)
	Financial Analysis & Decision Making	3	9
	Economic Analysis	4	
Kamber Walthall	Financial Concepts	1	2 (\$400)
	Financial Analysis & Decision Making	1	3
Nathan Holt	Management Concepts	1	4
	Business Ethics	3	
	Business Law	9	
Drew Coy	Contemporary Sports Issues	2	8
	Sports Management and Marketing	4	

Shelly Callison	Job Interview	2	10
	Business Ethics	3	
	International Business	4	
Jason Aiken	Accounting Principles	2	
Weston Babbitt	Microeconomics	2	
	Macroeconomics	4	
	Economic Analysis & Decision Making	5	
Brett LeMmon	Microeconomics	4	
	Macroeconomics	6	
Daniel Shepherd	Statistical Analysis	4	
	Impromptu Speaking	7	
Xiao (Lulu) Meng	Statistical Analysis	5	
PBL Chapter	Free Enterprise Project	1	
	Community Service Project	3	
	Chapter Newsletter Award	4	
	Annual Business Report	5	

DEX Marketing club: The state competition was held in Ogden, Utah in February 2010. SUU students did quite well. In 5 events SUU students took 1st place: Megan Campbell in Fashion Merchandising, Kim Smedley in Travel and Tourism, Jennifer Hunter in Human Resources, Beth Bosshardt and Nathan Holt in International Marketing, and Beth Bosshardt in Restaurant and Food Services. In addition, Kim Smedley and Megan Campbell took 2nd in Sports and Entertainment. There were no third places, but SUU students placed well in the other events.

Three students, specifically Beth Bosshardt, Nathan Holt, and Megan Campbell attended the International Career Development Conference in Louisville, KY this past April. All three made the list of finalists.

Scholarly Activity Report

This section summarizes scholarly activity for 2009 and the first half of 2010. A complete listing of journal and proceeding articles are listed in Appendices A and B. The table below summarizes the activity for CY 2010 (to June 30), CY 2009 as well as CY 2006-2009.

Faculty Publications by Department and School

Department	Type	2010 (first half)			2009			5-year Total		
		Refereed		Other	Refereed		Other	Refereed		Other
		Jour	Non-J		Jour	Non-J		Jour	Non-J	
Accounting (7 Participating Faculty)	Learning	4	0	0	7	0	0	21	8	23
	Practice	0	0	0	1	0	4	5	4	18
	Discipline	0	0	0	2	4	4	11	4	3
	All	4	0	0	10	4	8	37	16	44
Economics & Finance (7 Participating Faculty)	Learning	1	0	0	2	0	0	3	3	0
	Practice	8	7	6	11	4	1	29	24	23
	Discipline	0	0	0	1	0	0	1	0	0
	All	9	7	6	14	4	1	33	27	23
Mgt & Mktg (11 Participating Faculty)	Learning	1	0	0	1	2	0	3	7	0
	Practice	4	3	0	11	13	0	27	62	1
	Discipline	0	0	0	0	0	0	0	0	0
	All	5	3	0	12	15	0	30	69	1
School Totals	Learning	6	0	0	10	2	0	27	18	23
	Practice	12	10	6	23	17	5	61	90	42
	Discipline	0	0	0	3	4	4	12	4	3
	All	18	10	6	36	23	9	100	112	68
Ave/Faculty/year*	All	.72	.4	.2	1.4	.92	.4	4.0	4.48	2.72

Note: Intellectual contributions are tracked by individual, year and type. For multiple authors, each co-author is given full credit for an IC.

*25 full-time faculty served as the base.

The number of journal articles for the first six months of 2010 (18 or .72 per faculty member) are on pace to match 2009 (36 or 1.4 per faculty member). Both are very close, though slightly below, the average for the last five years (25 per year or .8 per faculty member per year).

Significant Professional Service Activities

Faculty. Faculty members are involved in providing professional service in a number of ways. Business faculty provided consultation services and also served as board members or in leadership positions for professional organizations, which are summarized in the following table:

Name	Professional Service Rendered
Lisa Assante	<ul style="list-style-type: none"> • Member, Alpha Iota Delta Honorary Chapter in the Decision Sciences and Information Systems
Azmi Ahmad	<ul style="list-style-type: none"> • Advisor for Beta Gamma Sigma SUU Chapter • Advisor/Coach for SUU Men's Volleyball Club • Paper reviewer/Referee for Mountain Plains Journal • Paper reviewer/Referee for IABE Journals
Jeffrey Barnes	<ul style="list-style-type: none"> • Member of Utah Association of Certified Public Accountants • Member of Association of Certified Fraud Examiners • Member of Utah State Board of Accountancy's Education Advisory Subcommittee • 80 Continuing Professional Education (CPE) hours over every two years to maintain CPA licensure • Annual presenter at Utah State University's Tax School in Salt Lake City and St. George, Utah • Manager/owner of Barnes & Associates, LLC, a minimally active CPA practice
Joe Baker	<ul style="list-style-type: none"> • Advisory Panel, Parents for Choice in Education • Board of Directors, Utah Council on Economic Education • Referee, <i>Journal of Economic Education</i> • Referee, <i>Mountain Plains Journal of Business and Economics</i>
David Berri	<ul style="list-style-type: none"> • President North American Association of Sports Economists • Editorial board, <i>Journal of Sports Economics</i> • Editorial board, <i>International Journal of Sport and Finance</i> • Referee for the following journals: <ul style="list-style-type: none"> ○ <i>Applied Economics</i> ○ <i>Contemporary Economic Policy</i> ○ <i>Eastern Economic Journal</i> ○ <i>Economica</i> ○ <i>Economic Development Quarterly</i> ○ <i>Economic Inquiry</i> ○ <i>Economic Letters</i> ○ <i>European Sports Management Quarterly</i> ○ <i>Industrial Relations</i> ○ <i>International Journal of Sport and Finance</i> ○ <i>International Journal of Sport Management and Marketing</i> ○ <i>International Review for the Sociology of Sport</i> ○ <i>Journal of Labour Economics</i> ○ <i>Journal of Productivity Analysis</i> ○ <i>Journal of Sports Economics</i> ○ <i>Review of Industrial Organization</i> ○ <i>Social Science Journal</i> ○ <i>Southern Economic Journal</i>

Robin Boneck	<ul style="list-style-type: none"> • Referee, Mountain Plains Journal of Business and Economics
Gerry Calvasina	<ul style="list-style-type: none"> • President of SUU Faculty Senate 2009-1010 • Co-chair of SUU Provost Strategic Roadmap Committee 2009-1010 • Member of Editorial Review Board for the <i>Journal of Business and Behavioral Sciences</i> • Member of Editorial Review Board for the <i>Journal of Contemporary Business Issues</i>
David S. Christensen	<ul style="list-style-type: none"> • Consultant, government agencies and defense contactors • Member, thesis committee, 2009 AFIT thesis • Referee, <i>Mountain Plains Journal of Business and Economics</i>
Kim Craft	<ul style="list-style-type: none"> • Economic consultant to a number of companies, including large national and international organizations. • Referee for <i>Southern Economic Journal</i>, <i>Journal of Economic Education</i> and <i>Mountain Plains Journal of Business and Economics</i>
Alan R. Hamlin	<ul style="list-style-type: none"> • President-elect, Faculty Senate • Reviewer, Mountain Plains Journal of Business • Reviewer, Journal of the Academy of Business Administration • President-elect, Mountain Plains Management Assn.
Steven Harrop	<ul style="list-style-type: none"> • Investment Advisory Board, Soltis Investment Advisors, St. George, Utah • Board of Directors, Heritage Bank, St. George, Utah • Investment Advisory Committee, Southern Utah University
Craig Isom	<ul style="list-style-type: none"> • Member of American Institute of Certified Public Accountants • Licensed C.P.A. in California and member in good standing of the California Society of CPAs • Director of SUU Business Resource Center and related Small Business Development Center • Chairman of the Board - Cedar Band Enterprises/Suh' dutsing - Cedar Band of Paiutes • Board Member/Chairman of Audit & Compliance Committee - ADB Bank
Tim Lewis	<ul style="list-style-type: none"> • Board Member, Constitutional Freedom Foundation
Amy Moore	<ul style="list-style-type: none"> • Associate Editor, <i>Applied Economics Research Bulletin</i> (since 2007). • Editor, <i>Applied Economics Research Bulletin</i>, Summer 2010. • Proposed and conceptualized the Special Issue on <i>Theoretical, Empirical and Experimental Research on Auctions</i> in the <i>Applied Economics Research Bulletin</i>. • Reviewer, <i>Management Science</i> • Reviewer, <i>Marketing Science</i> • Reviewer, <i>Marketing Research</i>
Mary Pearson	<ul style="list-style-type: none"> • Numerous accounting, tax, and financial consultations as a practicing CPA in Cedar City • Member of the Utah Association of Certified Public Accountants • Summer Teaching Appointment at FHWien in Vienna, Austria
Greg Powell	<ul style="list-style-type: none"> • NxLevelL Certified. Business plan development course to entrepreneurs. • Certified trainer- Achieve Global management training • Certified trainer- Vital Learning management training • 100+ hours management training in past year • Cedar City Regional Airport, Marketing Board • Member, American Society for Training and Development

Sophi Sukalakamala	<ul style="list-style-type: none"> • Guest reviewer for <i>International Journal of Culture, Tourism and Hospitality Research</i> • International Council on Hotel, Restaurant and Institutional Education Membership, 2007-present • Phi Beta Delta International Scholars Honor Society, 2007-present • Phi Upsilon Omicron Family and Consumer Sciences Honor Society, 2000-present • Phi Beta Delta International Scholars Honor Society, Chi Chapter, 2007
Carl Templin	<ul style="list-style-type: none"> • Member, Board of Directors, Freight-Tec Corporation.
David Tufte	<ul style="list-style-type: none"> • Editor, <i>Mountain Plains Journal of Business and Economics</i> • Referee, <i>Mountain Plains Journal of Business and Economics</i> • Referee, <i>Journal of Applied Business Research</i> • Referee, <i>International Journal of Hospitality Management</i> • Text consultant, Chapman Hall Publishers • Sole author of popular economics blog • Summer teaching appointment, University of New Orleans, Ph.D. Program in Financial Economics
Denise Woodbury	<ul style="list-style-type: none"> • Editor, <i>Academy of Accounting and Finance Studies Journal</i> • Referee, <i>Academy of Entrepreneurship Journal</i> • Referee, <i>Mountain Plains Journal of Business and Economics</i> • Board of Directors, Valley View Medical Center • Faculty Senate President, 2008-09

Future Goals and Objectives

The following strategic goals and objectives were approved by the faculty in the August Retreat for the 2010/2011 year.

1. The strategic planning subcommittee will draft a new School of Business Strategic Plan which fits into the Academic Strategic Plan and Roadmap developed this past year. This will include an updated mission/vision statement, updated SWOT analysis and input from stakeholders, specifically the National Advisory Board, students and faculty.
2. Conduct final preparations for the Maintenance of Accreditation visit on January 23-25, 2011.
3. Raise our first \$2 million as part of the University's overall capital campaign.
 - Initiate a campaign to raise \$3.5 million in private funding for a new business building. This is the University's number one priority on its Capital Projects List. Master planning is in process and has been funded by the University.
 - Obtain \$100,000 in funding for entrepreneurship and study abroad support.
 - Obtain \$500,000 in funding for chairs, professorships and fellowships to support faculty teaching and research.
 - Develop a plan and obtain funding for the establishment of a teaching kitchen in the new business building if possible and expand the culinary arts program within the Hotel, Resort and Hospitality Management program.
 - Complete the 2nd named classroom in the business building and obtain funding for a third.

Challenges and Opportunities

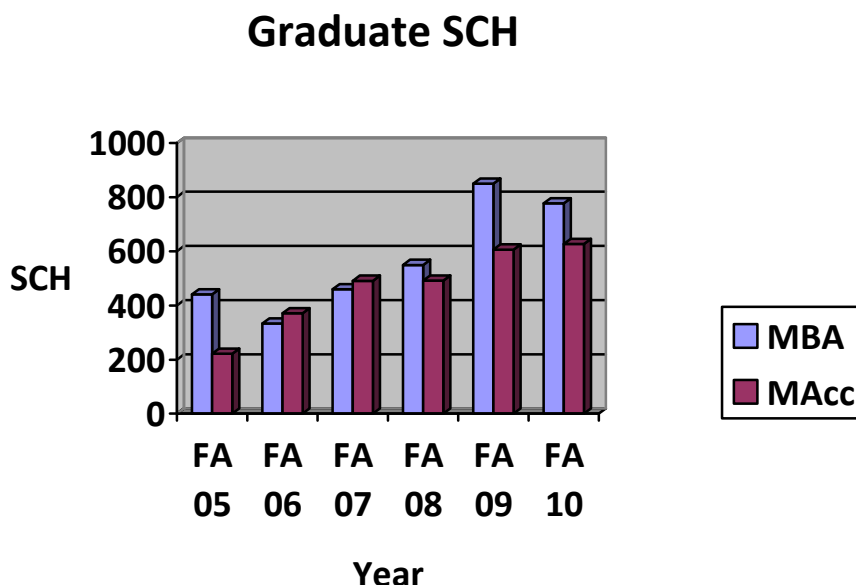
Many of our challenges and opportunities relate to the economy. Lack of tax revenues have resulted in budget cuts for two of the last three years. That has resulted in a loss of two faculty positions (marketing and accounting). However, student demand has increased, especially in graduate programs and international students.

Budget and Hiring Issues. Last year (2008/2009) budget issues were of primary concern. Budget improved considerably over last year, in that we did not have to undergo a budget cut. Appropriated budget resources combined with program fees provided adequate resources for this past year (2009/2010). In addition, the University provided an accounting line to hire an academically qualified accounting faculty to replace the one we lost during a previous budget cut. The sudden death of Finance Professor Denise Woodbury in May 2010 also posed a significant challenge as we prepared to cover her assigned classes and conduct a search for a replacement. Therefore, one of our major challenges for this upcoming year will be to hire academically qualified faculty members in the areas of Financial Accounting and Finance. This also presents an opportunity to hire faculty members that will strengthen the two programs. We have searches underway and both have promising candidates in the pool. Since we

advertised the amount of funding available, we are confident that those in the pool are interested and available.

International Students. A large percentage of the international students coming to SUU are in the School of Business. In 2006/07 we had 19 international students in the School of Business. Now we have 111 international students pursuing both undergraduate and graduate degrees. This presents both a challenge and an opportunity. The opportunity is to integrate them into our classrooms to the benefit of all students, increasing their diversity and global awareness regarding international perspectives and issues. We have already made a considerable investment in faculty exchanges to increase the global awareness of our faculty and this increase in international students complements that. It does provide some challenges to us as well. First, the evaluation of transcripts provides a big challenge. Most of our previous experience with international students has been with exchange students from partner institutions and we have a good understanding of their curriculum. Since their curricula are largely taught in English, they have generally integrated quite well into the classroom. Our degree-seeking international students have a wider range of academic preparation, both academically and with English speaking and comprehension. They need much more advisement and help from both our advisors and faculty. We hired an international advisor/coordinator to be a resource to international students and help them make the adjustment to the University. We are committed to making this a successful experience for them and for us.

The growth in demand for graduate business education due to the recession continues to place strains on the graduate faculty and staff. The growth pattern is shown in the chart below:



The MBA program experienced significant growth in 2009/2010, as discussed in the last annual report. We tightened standards and procedures to limit the number of students admitted and

that helped a little bit. We still had higher than normal rates of students actually enrolling. The amount of SCH generated for Fall 2010 decreased slightly. We hired a faculty member on a one-year contract that can help teach the core management class. For next year, we will need to scale back the MBA acceptance rate to avoid being overcommitted on an ongoing basis. About 25 of the current 80 students in the MBA program are attending in St. George. The instruction in St. George has been partly funded through SUU/DSCU partnership funds, which were lost during the last round of budget cuts. Prior to those funds, the St. George offering was funded by the School of Business and it will have to be thusly funded now.

The MAcc program continues to grow. We feel some pressure to allow all qualified candidates to enter since it is required to sit for the CPA exam. Some of the growth has been accommodated through on-line coursework. We are in the process of hiring an academically qualified accounting faculty member that will be able to teach at the graduate level and that should help increase capacity.

The joint MBA/MAcc program has proven to be very popular and has put further strain on the MBA program. This year we instituted better controls, requiring students to apply for the joint program so that we can better control the number of joint MBA/MAcc students, again to ensure we do not become overcommitted in the graduate area. It will take a full year for those controls to take full effect.