



2013-2014

Annual Report

This report satisfies the annual reporting requirements of SUU and our accrediting bodies. It describes our major accomplishments for the past year, especially our strategic planning initiatives, goals and objectives.

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# School of Business

## ANNUAL REPORT

### INTRODUCTION AND HIGHLIGHTS

This report summarizes the strategic initiatives and major accomplishments of the School of Business for the 2013-14 school year. It satisfies the annual reporting requirements of SUU Policy 6.39 and supports the reporting requirements of our accrediting body, the Association to Advance Collegiate Schools of Business (AACSB-International). Last year we implemented a new strategic plan, developed the previous year, consistent with the University's Academic Roadmap. This report focuses on the progress made on the strategic initiatives we set out to accomplish this year.

#### Here are some additional highlights of the past year:

- Our graduating seniors scored at the 90<sup>th</sup> percentile (top 10 percent in the nation) on the ETS Major Field Exam in Business during the 2013/2014 academic year.
- Our MBA graduates scored at the 69<sup>th</sup> percentile on the ETS MBA Field Exam.
- Experiential and service learning achievements:
  - 66 accounting students provided free Voluntary Income Tax Assistance (VITA) for 824 Iron County residents and SUU students.
  - The accounting faculty advised 36 accounting internships.
  - Economics and Finance faculty supervised several student research projects and internships.
  - The Phi Beta Lambda/Professional Business Leaders club's March of Dimes Teddy Bear Den community service project won sixth place at the national competition.
- We had seven exciting speakers in our Wells Fargo Business Executive Speaker Series and convocation.

### PROGRESS TOWARD MEETING MAJOR OBJECTIVES

This section reports on five strategic initiatives that were our main focus for the past year. It also includes ongoing initiatives and key indicators that are part of our strategic plan. It also includes the progress made regarding the consultative comments provided by our peer review team during our last Maintenance of Accreditation visit (January 2011).

#### Strategic Initiatives for 2013-2014

These initiatives represent opportunities identified by the Dean, department heads and faculty during the 2012/2013 school year and implemented this past school year.

- 1. Reorganize School of Business Accreditation Committees and ensure compliance with 2013 AACSB-International Standards.** In our closing faculty meeting in May 2013, the faculty voted to pursue our Maintenance of Accreditation under the new standards (2013). This required reorganization of our standing accreditation committees and to redefine faculty qualifications in accordance with the new standards. The organization and chairs of the new committees are:

AACSB 2013 Stds	Committee
Strategic Mgt & Innovation (1-3)	Carl Templin, Jeff Barnes, Al Hamlin, Bruce Haslem, Emmett Steed
Participants (4-7)	Gerry Calvasina, Paula Alger, Brandon Armstrong, Steve Evans
Learning and Teaching (8-12)	Dave Christensen, Kim Craft, Mary Pearson, Gerry Calvasina, Asmi Ahmad, Bruce Haslem, Joe Baker, David Tufte
Academic and Professional Engagement (13-15)	Kim Craft, Greg Powell, Amanda Wilford, Joshua Price

The **Strategic Management and Innovation Committee** focused this year on collecting data relative to the 26 key indicators identified in our strategic plan that help us determine if we are meeting our vision, mission, core values, core strengths and strategic initiatives specified in our strategic plan. That update will be reported later in this section. Bruce Haslem, developed a spreadsheet to collect faculty data to support both the Leave, Rank and Tenure Process as well as automatically populating AACSB Table 2-1 in Support of Standard Two. The spreadsheet has been tested and introduced to the faculty for implementation in Summer 2014. Our financial strategies to achieve our mission are ongoing activities related to Standard 3. The Dean's office has primary oversight in coordination with the Department Chairs and the Strategic Management and Innovation Committee.

The **Participants Committee** is responsible for seeing that we meet standards four through seven. The committee includes academic and career advisors as well as administrative staff that are heavily involved with the processes related to Standard 4 (admissions, academic progress and career development). Criteria for Standard 5 (faculty sufficiency and deployment) have not changed and continue to be monitored by this committee and the department chairs. Policies and procedures for dealing with Standards Six and Seven are already in place and ongoing. This is also addressed in our strategic plan initiative 4, Personal Development and Partnerships (key indicators 4.1-4.3).

The **Learning and Teaching Committee's** members have experience in assessment and on curriculum committees. They have responsibility regarding Standards 8-12, in cooperation with the Dean's Office

and department chairs. The committee conducted assurance of learning activities this year for three of our School of Business Learning Outcomes. They evaluated written and oral skills with internal and external evaluators using rubrics designed by the School of Business. They conducted the DIT2 test with Freshmen/Sophomores and with Seniors to measure the maturity of our students' ethical reasoning. They also similarly conducted the Business Critical Thinking Test to assess our students' critical thinking skills. The committee also surveyed 2010-2011 graduates (three years post-graduation) to collect their opinions about the adequacy of the coverage of learning goals. The results of these assessments are reported in the assessment section of this report.

The **Academic and Professional Engagement Committee** focuses on Standards 13-15. Standard 13 (Student Academic and Professional Engagement) is important to us since that is central to our mission and we have tried to have student engagement embedded throughout our curricula. Two important initiatives this year has fallen to this committee, in conjunction with the department chairs and Dean's Office. We are developing the definitions and standards for the four categories of faculty and their sustained engagement activities. This year we also established the Southern Utah University Center for Executive Education and have the Center's Director on this committee.

2. **Establish a Center for Executive Development.** Greg Powell and Dean Carl Templin took the lead in getting this proposed center approved by the Board of Trustees. The Business Plan was approved by the Interim President. The Center was approved by the SUU Board of Trustees on October 11, 2014 and by the Utah Board of Regents on January 24, 2014.

3. **Establish Full Operation of the Southern Utah Economic Data Service.** Dr. Kim Craft, Department Chair of Economics and Finance, took the lead on this strategic initiative, which also was funded by UCAP grant funds. The Department of Economics and Finance partnered with the Utah Department of Workforce Services to electronically deliver a monthly economic update to small businesses throughout the region. Two issues have been published during 2013-14. They highlighted key economic data and trends and provided analysis for the rural counties in the southwest region of the state in a concise, easy-to-understand format.

4. **Establish Third Named Classroom in the Dixie Leavitt Business Building.** Funding has been raised from alumni working at Deloitte with matching from the Deloitte Foundation to establish a named classroom. The room will be named the Deloitte Foundation Classroom. The actual naming and grand opening will take place at Homecoming 2014.

5. **Fund raising.**

## Strategic Planning Goals

The School of Business has eight on-going goals with Key Performance Indicators for each goal. Our progress toward achieving the goals is summarized here.

**Students will be exposed to effective and competent teaching.** The desired outcome for this goal is to maintain teaching effectiveness score equal to or exceeding 4.0 for the average composite median score of

both student and peer teaching evaluations. All departments and most faculty members exceeded the goal by a large margin for student evaluations. The following table summarizes our progress toward this goal for the composite mean score of ten questions on student evaluations (mean and median):

Student Evaluation Scores	2011		2012		2013		2014 (to date)	
Unit	Mean	Median	Mean	Median	Mean	Median	Mean	Median
Accounting	4.46	4.71	4.56	4.79	4.57	4.76	4.59	4.75
Economics and Finance	4.36	4.59	4.47	4.69	4.39	4.64	4.48	4.65
Management, Marketing & Hospitality	4.40	4.61	4.39	4.63	4.33	4.56	4.35	4.48
Military Science	4.28	4.38	4.28	4.79	4.23	4.45	4.01	4.01
School of Business	4.40	4.64	4.45	4.67	4.35	4.66	4.43	4.57

**Students and faculty will have relevant technology necessary for effective teaching and learning.**

We conducted the following initiatives this past year related to technology:

- New computers for 11 faculty/staff using a three-year rotation cycle (SU 2014)
- Invested in Telemet Orion Professional Investment Platform to replace Morningstar (FA 2013/Spring 2014)
- Ongoing member of SAP University Alliance and funded SAP use for SUU business classes. Three classes incorporated SAP into the curricula (Fall 2013/Spring 2014)
- Incorporated Apple TV into classrooms (Summer 2014)
- Purchased three updated laptops.
- Purchased eleven iPads for faculty use in classroom instruction.

**Students will demonstrate critical thinking and ethical reasoning skills.** The desired outcome is to achieve at least the 75<sup>th</sup> percentile on the Business Critical Thinking Survey and the 50<sup>th</sup> percentile nationally on the Defining Issues Test 2. This is part of our assurance of learning program and is discussed in the outcomes assessment section of this report.

**Students will be exposed to and demonstrate competency in the core business areas.** There are two desired outcomes in this area. The first is for business seniors to maintain or exceed the 75<sup>th</sup> percentile on the ETS Major Field Exam and sub-scores. This is part of our assurance of learning program and we have maintained that objective overall and for all relevant sub-scores with a range of 77<sup>th</sup> to 91<sup>st</sup> percentiles. See the outcomes assessment section of this report.

The second objective is that at least half of the required junior, senior and graduate courses will have a substantive case/experiential learning approach. This was addressed in detail in the last annual report, where we met the objective for all disciplines in the School.



**The School of Business will increase the number of employers recruiting and hiring students from all programs.** The School Career Coach and Employer Outreach Coordinator (Brandon Armstrong) was engaged with students, employers, and other university and School stakeholders throughout the year:

**Employer Outreach.**

*Site Visits:* Allegiant Travel Company, Deseret Management Corporation, Eide Bailly, Goldman Sachs, Intermountain Health Care, MSC Aerospace, Penna Powers Brian Haynes, Super Top Secret, The Summit Group, Walmart Distribution Center, Wynn/Encore, and Zions Bancorporation.

*Visits Accompanying Students:* Adobe, Cafe Zupas, Diamond Resorts International, Grand America Hotel, Intercontinental Hotel Group, McLean Tysons Corner Hilton, PAC firm visits in Salt Lake and Las Vegas, SEMA Show, Xi3 Corporation, and Zions Bancorporation.

**Employment Development.**

*Placement:* Brandon worked closely with employers, alumni, faculty and the Career Center staff to post and promote internship and full-time job opportunities through T Bird Career, Facebook, and direct emails to business students and alumni. Examples of this included promoting positions at CML Metals, Diamond Resorts International, Goldman Sachs, MGM Resorts International, Sorenson Capital, Target, and over twenty accounting firms and internal departments.

*Campus Recruiting:* He worked directly with recruiters in scheduling information sessions, internship and job interviews, and other campus recruiting activities. This included twelve accounting organizations and companies such as Xi3 Corporation and Federated Insurance.

*Collaboration:* Brandon assisted the Career Center in promoting the Fall and Spring Career Fairs to attract employers and students. Many connections with employers were made at other career events such as the Recruit Salt Lake and the Intermountain MBA Consortium networking event.

**Career Coaching and Planning.**

*Teaching:* As instructor, Brandon worked with business faculty and staff, Career Center staff, and local business professionals working in industry to address career planning options with SUU business degrees to over 180 enrolled BA 1000 students during the 2013/2014 academic year.

*Student Professional Development:* Brandon scheduled workshops with multiple business clubs (DECA, Finance, HMG), the business student senator, Accounting and HRHM classes, and the Career Center's "Don't Cancel Class" program. He covered topics such as resume development, internship and job search strategies, interviewing tips, and networking techniques.

*One-on-one Coaching:* Brandon scheduled over 90 student appointments to review resumes and cover letters and address job search, interview, and career exploration questions. He coordinated mentoring sessions for ten students to meet one-on-one with National Advisory Board members following the April 2014 board meeting. NAB members who volunteered to meet with students included David Grant, Phyllis Gilland, Whitney Mulaj, Jeff Kahn, and Dick Reinhold.

**The School of Business will continue to be professionally and nationally recognized as a quality academic program.** The objective for this goal is to maintain AACSB-International accreditation. Our next Continuous

improvement Visit will be in 2015/2016. Faculty voted in the Spring 2013 Faculty Retreat to use the new accreditation standards and we are in the process of reorganizing our AACSB-International Accreditation committees. We applied for that visit by the 1 July 2013 deadline. We received confirmation on January 24, 2014 from the AACSB staff that our application was approved along with the scope of accreditation, comparable peers, competitive group and aspirant group. On June 24, 2014 we received a proposal from the Chair of the Continuous Improvement Review Committee for the makeup of the Peer Review Team:

Position	Volunteer	Volunteer's Institution
Chair	Linda R. Garceau	East Tennessee State University
Business Member	Lewis R. Gale, IV	University of the Pacific
Business Member	Robert B. Rogow	Eastern Kentucky University

**The School of Business will secure resources for academic programs and faculty support.** We have been part of the University's Campaign for the last eight years. The following table summarizes the donations fiscal year 2013 and an eight-year total:

<i>Gift Type</i>	<b>FY2014</b>	<b>8-Year Total</b>
Individual Donations	226,748	1,593,833
Corp./Foundations	30,520	85,620
Total	484,016	1,906,201
Pledges		3,988,125
Deferred Gifts		300,000



Most of the donations went to either the new business building or for scholarships. We have raised all the funds (more than \$200,000) that will be required to start the programming phase of the building but are waiting for approval to begin that effort. The pledges are for the business building construction that will be received in the future, when the building is closer to approval. The business building remains SUU's top capital facilities request.

**The faculty will conduct discipline-relevant research.** This objective is that all faculty members will be engaged in scholarly and professional development activity and maintain currency in their discipline. Because of our teaching and regional services focus, we emphasize research related to teaching and learning as well as applied and integrative research, with the hope that all faculty research will enhance the classroom teaching and learning experience. The School of Business is establishing intellectual contribution (IC) standards to meet the 2013 AACSB-International standards for Scholarly Academics, Scholarly Practitioners, Practitioner Academics and Instructional Practitioners. Each year faculty report on their IC accomplishments and department chairs determine IC points for the activities conducted over the preceding five years. The following table shows the Intellectual Contributions by department for the past five years.



## Summary of Faculty Intellectual Contributions (Sep 09 thru Aug 14)

Discipline	No. Full-Time Faculty	% Contributing	Type of Intellectual Contribution		Type of Research		
			Peer Reviewed Journals	Other	Teaching and Learning	Applied or Integration	Basic or Discovery
Accounting	7	100%	37	72	38	38	33
Economics*	5	100%	19	45	1	62	1
Finance	2	100%	2	4	1	5	0
HRHM*	2	100%	10	13	0	23	0
Management	6	100%	31	33	0	64	0
Marketing	2	100%	10	5	0	15	0

\*Program does not fall under AACSB accreditation, but business students take courses and the faculty is required to meet AACSB standards for intellectual contributions.

All faculty members have contributed to the portfolio of intellectual contributions and nearly all have met minimum standards established by the School of Business Intellectual Contributions Policy. In finance, one faculty member is not academically qualified as a Scholarly academic, the category most appropriate for him. That faculty member has several high-quality articles under review and is expected to regain qualified status in the near future. All management, marketing and accounting faculty have met qualifications to teach at either the graduate or undergraduate level as appropriate. Regarding the portfolio mix, the greatest number of intellectual contributions falls in the applied or integration category, followed by teaching and learning research and then basic or discovery research, which is consistent with our stated objectives and mission.

### Progress Regarding Consultative Comments from Last Maintenance of Accreditation Visit

As reported last year, the five suggestions in the consultative report of the Maintenance of Accreditation Peer Review Team were either completed or incorporated into our strategic plan. We have three ongoing initiatives in this area.

**Increase Business Scholarships.** Increasing business scholarships was incorporated into our strategic plan goal seven, our ongoing fund-raising effort. Our progress to date is summarized in the following table and shows that our focus on scholarships is paying off.

#### Business Scholarship Awards

Academic Year:	2011/12	2012/13	2013/14	2014/2015
Scholarships Awarded	\$57,375	\$89,618	\$105,655	\$119,108

**Lighten Load of Assurance of Learning Committee.** We reorganized the Assurance of Learning Committee by incorporating it into the Learning and Teaching Committee. The SUU Speech and

Presentation Center evaluated student presentations this past year (2013/2014). The SUU Writing Lab also evaluated written materials during that same time frame. The use of these external reviewers lightened the load of the committee, since these were the most time consuming assessments. It also provided external reviews by trained specialists that we can use to compare with internal assessments.

**Effectively Exploit International Capabilities of the School of Business.** The Certificate in International Business (developed in 2011/2012) is fully implemented. We have advertised this certificate on bulletin boards in the business building and have developed a pamphlet that advertises the Certificate and how to obtain it. That information is also in the online catalog. We also developed a new recruiting brochure that highlights global engagement on the first page, including international partnerships, double degree programs, international students and the international certificate.

We had two students complete the Double Degree MBA program with the INSEEC School of Business in Paris, France, in 2013. We expect at least four students to enroll in 2014. Dean Carl Templin visited INSEEC in January to further build relations with INSEEC and its international partners. He also met with Anne Le Tiec Blakiston of the France Business School in Tours, France and negotiated a two-year extension of the Double Degree program at the undergraduate level. We will renegotiate the Double Degree program in the next two years to include all members of the France Business School that have classes in English: Poitiers, Clermont, Amiens and Brest. We have agreements in process with Punjab Technical University, India, and with several universities and colleges in China. Dean Carl Templin traveled to Seoul, Korea and Shanghai and Wuhu, China in December, 2013, to meet with current and prospective international partners and to recruit students from those locations.

## STUDENT ENGAGEMENT

The School of Business mission and vision statements both emphasize the integral role student engagement and experiential learning play in our curricula. Our last AACSB-International peer review team commended the School of Business for having student engagement embedded throughout the curriculum and named it as a best/effective practice. This section reports on some of the student engagement practices during the past year.

**Voluntary Income Tax Assistance (VITA).** Professors Robin Boneck and Jeff Barnes advised the VITA service-learning activity. MAcc student Janelle Young and 8 other students managed the program with a total of 66 student volunteers. A total of 815 federal and 821 state tax returns were filed electronically and accepted by the IRS this year for qualifying taxpayers residing in the Cedar City area. The students volunteered a total of 1,635 hours. The total federal and state refund was \$1.3 million.

**Investment Lab.** MBA and Finance seniors manage a portfolio of real money in our investment lab. Professor



ACCOUNTING STUDENTS REVIEW PROCEDURES FOR PROPER TAX RETURN PREPARATION

Steven D. Harrop, oversees the investment lab and a \$100,000 portfolio that our students managed this past year. Half of the portfolio is provided by D.A. Davidson and our student portfolio lost 1.5% with most of the losses due to transaction costs. In the future, the fund will be managed more for a long-term focus and not re-established each semester. The students worked in teams and experienced the stress of managing a portfolio during a volatile market environment.

**Undergraduate and Graduate Research.** Faculty members in the Department of Economics and Finance have been actively involved in student research activities, both in and out of class. In particular, Bruce Haslem co-authored a paper with a student that has been submitted to a journal.

**HRHM 3110 Quantity Food Production** students partnered with Chartwells Foodservice during Fall and Spring semesters to provide students with the opportunity to practice the quantity food production skills learned in the classroom.

**HRHM 4601 Strategic Guest Service** class and a MPA candidate conducted an assessment of sustainable tourism development in Cedar City, Utah. The objective of the research was to provide public and private sector constituents with a broader perspective of customer service and strategies for improving revenue generation.

**8th Annual Best Business Idea Competition.** The 8<sup>th</sup> Annual Best Business Idea Competition was sponsored by the SUU Small Business Development Center, Business Resource Center and School of Business, the Southwest Applied Technology College, USTAR, Cedar City Chamber of Commerce, Cedar Band Corporation, Hughes and Associates, and Kohler & Eyre. Twenty-one imaginative and promising business ideas were submitted for judging. Ten finalists were chosen to present their business idea orally to the panel of judges. Based upon those presentations, the following winners were chosen:

<b><i>Place</i></b>	<b><i>Prize</i></b>	<b><i>Recipient</i></b>	<b><i>Business Description</i></b>
1 <sup>st</sup> Place	\$5,000	Steven Walquist & Sterling Holmes	Axis Array – Patented universal solar panel mount.
2 <sup>nd</sup> Place	\$3,000	Patrick Henrie & Dustin Gillies	Outlaw Lighting – Street legal kits for UTV's, ATV's and side by sides.
3 <sup>rd</sup> Place	\$1,000	Kevin R. Wood	Ergonomically designed fishing rod grip/handle combo for maximum holding power.
Honorable Mention	\$500	Ivie Dotson & Kim Simmerman	Tunnel Garden – The solution for growing plants all year long. Easy, affordable, portable and durable.
Honorable Mention	\$500	Mark Ashby (SUU student), Matthew Edwards, Nathan Coats (SUU student), Benjamin Edwards (SUU student)	Pet Life Boxes – DIY casket and headstone kits for pets.



**BEST BUSINESS IDEA COMPETITION PRIZE WINNERS**

From left to right: - back row: Patrick Henrie, Dustin Gillies, Sterling Holmes, Steven Walquist, Matthew Edwards, Nathan Coats, Mark Ashby. Left to right – front row: Kevin Wood, Ivie Dotson, Kim Simmerman, Benjamin Edwards, Craig Isom, SBDC Director

**Opportunity Quest Competition.** Zions Bank sponsors Opportunity Quest Competition (students-only). The winners of that competition are as follows:

<i>Place</i>	<i>Prize</i>	<i>Recipient</i>	<i>Business Description</i>
1 <sup>st</sup> Place	\$2,000	Mark Ashby (SUU student), Matthew Edwards, Nathan Coats (SUU student), Benjamin Edwards (SUU student)	Pet Life Boxes – DIY casket and headstone kits for pets.
2 <sup>nd</sup> Place	\$1,000	Brody Fausett (SUU student)	BizNme – An app that turns any smartphone into a discount directory. Get great local deals for free at the touch of a button.
3 <sup>rd</sup> Place	\$750	Statton Littlefield (SUU student)	Exist Survival – High quality emergency survival kits.



**OPPORTUNITY QUEST COMPETITION PRIZE WINNERS**

FROM LEFT TO RIGHT: BRODY FAUSETT, STATTON LITTLEFIELD, BENJAMIN EDWARDS, MATTHEW EDWARDS, NATHAN COATS, MARK ASHBY, CRAIG ISOM, SBDC DIRECTOR

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. Many of the winning ideas were submitted by SUU students.

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.

**PBL Club Sponsored Teddy Bear Den.** The School of Business' Phi Beta Lambda (PBL) chapter operated a March of Dimes Teddy Bear Den (TBD) in Cedar City for the third consecutive year. This prenatal health promotion program for low-income pregnant women in Iron County promotes prenatal care during pregnancy by providing free baby care products as incentives to practice healthy behaviors throughout pregnancy. The Teddy Bear Den was housed for most of the year at the Valley View Medical Center and is open one hour prior to prenatal classes. When the prenatal classes moved into a new location north of the hospital, the TBD moved along with it. Jessica Coats managed the TBD, which was staffed entirely by student volunteers. For the upcoming year the Den will be managed by Kelsey Haddox, who helped Jessica this past year. The PBL club oversees its operation and works with local organizations to conduct community baby showers to stock





the Den. There are currently five Cedar City medical clinics with ten doctors participating in the program. PBL presented this community service project at the State Leadership Conference, winning sixth place at the National Leadership Conference.

**Global Engagement.** The School of Business continues to provide opportunities for faculty and students to engage with our international partners. Alan Hamlin taught classes at partner institutions in Vienna, Austria and Poitiers, France. Dean Carl Templin taught students in Vienna, Austria and Paris and Bordeaux, France. He also visited the France Business School in Tours, France to update our exchange agreement and to strengthen our undergraduate double degree program. He also visited South Korea Shanghai, China to meet with current and prospective partners for student and faculty exchanges. Davis Rees and Mary Pearson also taught in Vienna, Austria.

We have 23 international partners in 15 countries, mostly in Europe and the Pacific Rim. We currently have initiatives in place to establish additional partnerships with universities in Korea, India and China.

**MBA Consortium.** Two SUU students attended the Intermountain MBA Consortium employer networking event in Layton, Utah on November 6, 2013. Over thirty-five organizations, ranging from federal agencies to small businesses to major corporations, were in attendance to engage with the students and alumni. Leading up to the event, Brandon Armstrong worked with SUU faculty and staff both in the School and Alumni House to promote the opportunity to MBA students and alumni via in-class presentations and direct marketing. The participants felt the experience was invaluable in making connections and preparing in general for future career opportunities.

### **Student Tours.**

During the year, Brandon Armstrong organized three trips for students of multiple disciplines to visit employers in various industries to learn about internship and career opportunities:

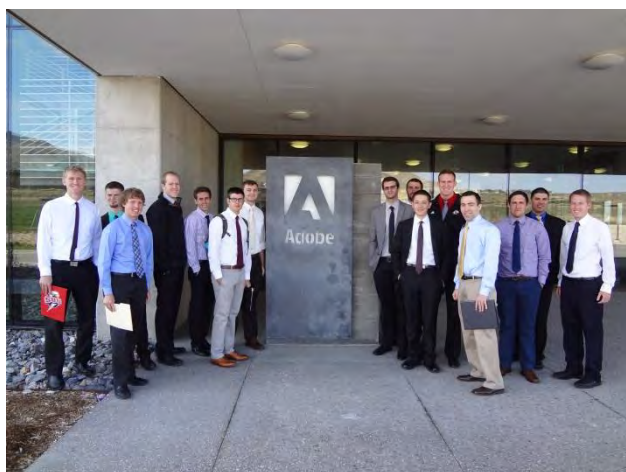
**November 2013** – Eight students visited the Specialty Equipment Market Association (SEMA) Show as part of the SEMA Student Program. This gave them access to network with industry professionals in a business-to-business, nonpublic event that hosts over 2,000 exhibitors and is considered to be the largest single gathering of small businesses in the United States.

**April 2014** – Fifteen students traveled to northern Utah for site visits to Adobe, Xi3 Corporation, and Zion's Bancorporation. They learned about company operations and recruiting initiatives. While at the DECA International Career Development Conference in Washington, D.C., five students received a tour of the McLean Tysons Corner Hilton by HRHM alumnus Lance Wheeler. This property lies next to the Hilton Worldwide headquarters and is a test bed for company initiatives.



SUU BUSINESS STUDENTS AT 2013 SEMA SHOW IN LAS VEGAS





NORTHERN UTAH COMPANY SITE TOURS – APRIL 2014



DECA CLUB WITH HRHM ALUMNUS LANCE WHEELER – APRIL 2014

**Hotel, Resort & Hospitality Management.** The hospitality industry highly values experience in the industry. Therefore, a part of the SUU HRHM education is to visit hospitality properties and see textbook concepts at work. Not only do HRHM students see the positions they could occupy in their careers and hear from industry executives, they also make important networking contacts. The following trips were conducted during 2013-2014:

2013/2014 Month Location	Facilities Visited	Summary
September Salt Lake City	Café Zupas	The president of the company, Eric Gordon, arranged student tours of restaurants in the Salt Lake City area, but also gave an elaborate presentation on company strategy and performance.
October Salt Lake City	Grand America	Students toured front and back of the house at one of the most elaborate hotels in Utah and ate lunch at the Garden Café.
	Intercontinental Hotel Group	Students then toured the U.S. reservation center for IHG, the world's largest hotel company with an orientation from a visiting vice president and interface with reservation and customer service agents.
November Las Vegas	Wynn	Students met with SUU graduate Whitney Mulaj, who is front office manager at the Wynn Towers. Students toured the Wynn meeting and special events facilities, and the Spa.
	Luxor	Students met with Renee West, President and COO of Luxor and Excalibur, both MGM properties. Renee graciously shared her insights about the hospitality industry with SUU students and allowed a panel of her executives to answer student questions about the hospitality industry and MGM in particular. The recruiters for the MGM internship also made a presentation.
	Stratosphere (Las Vegas)	Phyllis Gilland, chief legal officer of American Casinos, and other Stratosphere executives, met SUU students, showed the property, provided a creative lunch, and allowed students to ride the rides.
January Salt Lake City	Salt Palace	Students were greeted by Jed Hansen, Director of Events, for SMG, the manager of the Salt Palace. Students toured the property and heard from various executives of SMG and Visit Salt Lake. Two SUU graduates work as event planners for SMG in Salt Lake City.

	Hilton Salt Lake City Center	Students met with general manager, Jeff Protzman, and other catering and sales executives. The Hilton hosted SUU students for lunch, after which the students toured the Hilton meeting facilities.
	Salt Lake Marriott Downtown	Students once again met with general manager Steve Lundgren and other sales and catering executives. Students also toured the property, received complimentary parking and refreshments.
February Lake Powell	Amangiri (Canyon Point)	Students were met by one of the two SUU graduates that work at Amangiri, Cameron Shaw, to tour the most luxurious resort in the state of Utah. After seeing the pool recognized by U.S. News & World Report as one of the top ten hotel pools in the world, students experienced the elaborate Spa, rooms, and food and beverage facilities.
	Lake Powell Resort & Marina	Students were met by general manager Jason Urtubey, who graciously hosted SUU students for lunch and tour of the hotel and marina, which included Lake Powell house boats. An SUU graduate also is a manager at the Lake Powell Resort.
March Deer Valley Park City	St. Regis, Stein Eriksen Lodge, Montage, Waldorf Astoria	SUU students toured these luxurious resorts and heard from the property executives. Students ate dinner at the Promontory Club, a luxury residence and country club in Park City, which is managed by an HRHM graduate's father.



HRHM Students visiting the Stein Eriksen Lodge in Deer Valley, Utah

## Student Clubs

Student Clubs provide extracurricular student engagement opportunities for business major and minors, as well as students that are just interested in business. Students have opportunities to engage with other students, faculty and professionals. They also have opportunities to have leadership and organizational experience, as well as to provide community service. This section summarizes the activities of the five active student clubs sponsored by the School of Business.

**Collegiate DECA.** DECA is a business club that helps students integrate skills learned in the classroom into real world experiences via competitive business simulations and case study events. It is open to all students. Brandon Armstrong is the club advisor. There were eight SUU DECA members that registered with the national DECA office this past year. Six students attended the Fall Leadership Conference in Park City and competed in team events. Seven students attended the state Career Development Conference in Ogden, with six placing at the state level in individual and team events. Five students competed at the International Career Development Conference in Washington, DC with one making it into the final round of competition. Details can be found in the student recognition section of this report.



**Finance Club.** Although the SUU Finance Club was established less than a year and a half ago, it has already had a major impact on the Finance program. The number of majors and minors has more than doubled and remained solidly above 100 in the Spring of 2014. Equally important is the fact that those teaching Finance classes have observed an increase in the quality of students majoring in Finance, and their preparations for the job markets and/or graduate programs are better than ever.

Members of the Finance Club (and other students in Finance classes) have enjoyed several social gatherings, but far more significant have been planned activities to assist students in finding good jobs and/or graduate programs. The Finance Club participated in the trip to the west coast (San Francisco) and another trip to Salt Lake City and Utah County to meet with potential employers, and both outings resulted in job offers. Likewise, two excursions to the U. of U. to meet with representatives from the U. of U. Masters of Finance program resulted in some of our students being accepted into that program.

Of more long-term significance for the Finance program are efforts that have gone into establishing a web site that will provide students with access to select alumni and potential employers and assist them in their search for career opportunities. In addition, this web site (with a “beta version” now operational) will provide students with a list of upcoming events and also feature former Finance graduates who have “blazed the trail” for other Finance students to follow.

**Hospitality Management Guild.** The Hospitality Management Guild (HMG), is a business club providing social and networking opportunities with employers in the hospitality industry. The club sponsors a variety of hospitality related excursions and service projects. On an annual basis, the Hospitality Management Guild brings together HRHM alumni and current students to discuss leadership skills, interviewing hints, social media tips, and job opportunities. HMG continued to sponsor the Café Zupas recruitment information session and subsequent interviews. Eric Gordon, COO of Café Zupas and Honorary HRHM Alumnus, again generously donated three scholarships to the HRHM program; allowing HMG to promote and coordinate the scholarship application process whereby three HRHM students were selected by Café Zupas and awarded scholarships for \$1000.

**Phi Beta Lambda (PBL).** PBL is the collegiate version of Future Business Leaders of America (FBLA), the largest and oldest student business organization in the world. Dean Carl Templin is the faculty advisor. The club sponsors professional development programs, tours of businesses, community service and competes in business topics at the state and national level. We had 13 registered members. As in previous years, PBL partnered with Cedar High School FBLA in the operation of a community service project, the March of Dimes Teddy Bear Den to promote and reward healthy behaviors for low income pregnant women in Iron County. This year the Den was located in the Valley View Medical Center and then moved to a medical complex just north of the hospital. The Den is open an hour before prenatal classes offered by the hospital. This service project won sixth place nationally, based on a written report and briefing to a panel of judges.

Students attended the National Fall Leadership Conference held in Salt Lake City and the State Spring Leadership Conference held in Layton, Utah. At state competition, six students competed and all qualified for nationals by scoring in the top three on tests or the top two on presentations. Three students competed at the Fall National Leadership Conference with all three scoring top ten honors. This is reported in greater detail in the student accomplishment section of this report. The club promoted several professional workshops on résumé writing and interviewing skills which were open to all students.

**Professional Accountancy Club.** Professional Accountancy Club focuses on professional development and job placement for accounting students at both the graduate and undergraduate levels. It is one of our largest clubs, with 57 members last year. Professor Tim Lewis is the faculty advisor. During the Fall semester, the PAC took about 25 students to visit five CPA firms on the Wasatch Front, namely, Squire; Hawkins, Cloward & Simister; HJ & Assoc.; WSRP; and Tanner. Deloitte, McGladrey, Tanner, WSRP, and Hinton Burdick sponsored firm events with the PAC on or around campus.

During the Spring semester, the PAC took about 30 students to visit six CPA firms in Las Vegas, namely, McGladrey; PBTK; Stewart, Archibald & Barney; Bradshaw Smith; BDO; and Deloitte. The president of the UACPA came to campus to discuss "soft skills" with the students. Three CPA review companies gave presentations about the CPA Exam. We also provided a group golf lesson in preparation for our two SUU PAC/CPA golf tournaments--one for our southern stakeholders in Hurricane, Utah and one for our northern stakeholders in Provo, Utah. Both tournaments took place during the week after graduation. Eight firms and twenty four students participated in our southern tournament with Hinton Burdick winning the trophy for the third year in a row. This was our first year sponsoring a northern tournament--six firms and eighteen students participated with the Utah State Tax Commission coming away with the trophy. Some of the northern CPA firms were heard to grouse about the Tax Commission victory: "What do you expect--they have more time on their hands to practice golf!" Everyone had a great time at both tournaments. Some of the students who provided resumes to the firm participants got follow-up correspondence from some of the firms exploring the possibility of employment.

The week before final exams, the PAC and VITA joined together for a joint closing social with a grand BBQ arranged by Professor Barnes. The food was great and everyone seemed to have a good time.



## Wells Fargo Business Executive Speaker Series

This year we brought in seven executives from a variety of industries and locations to expose our students to successful business men and women and entrepreneurs. We taped all presentations to make them available to students as well as for viewing on SUU TV. Each speaker also had lunch with a small group of students and faculty.



**Christina Schweiger**, “Organizational Capabilities for Change,” September 26, 2013. Christina Schweiger received her bachelor, master, and doctorate degrees in Social and Economic Sciences from Karl-Franzens University in Graz Austria. She has over ten years of teaching experience at FH JOANNEUM—University of Applied Sciences in Graz, Austria and FHWien der WKW, University of Applied Sciences in Vienna, Austria. In addition she has done qualitative research on entrepreneurship, organizational development, organizational learning, organizational pedagogics and learning designs, and personal development. For the past three years, Christina has also worked as a solution-focused business coach and consultant.



**Jeff Monson**, “Seven Key Principles for Successful Investing,” October 17, 2013. Jeff Monson holds a Bachelor’s degree in Accounting and Economics from Utah State University. He has also earned the Certified Financial Planner (CFP®) practitioner designation from the College for Financial Planning. Monson maintains a focus on each investor’s specific needs, he develops strategies that help clients reach their financial goals. He has worked as a Financial Advisor to both individual and institutional investors for over ten years. He has been recognized as a Premier Advisor, a distinction reserved for the firm’s top producers who have also demonstrated exceptional client service.



**Viktor Jiracek**, “Licensing: How to do it in 10 Easy Steps,” November 21, 2013. Viktor is a licensing agent who specializes in medical devices and higher technology. He is a part of the Licensing Executives Society (LES) and the International Licensing Industries and Merchandiser’s Association. He has lectured at the University of Utah as well as been featured on the radio (KUTE). He is the founder of **License-Space** which is a company dedicated to helping entrepreneurs, product developers, and inventors to license/sell their ideas. His most recent project is the licensing of a cost---cutting soda fountain technology to multiple convenience store chains including Maverick, Flying J, Texaco, Chevron, and others.



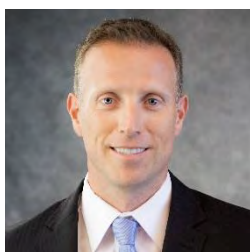
**Bill Child**, “Forty Years of Building R.C. Willey – From Deficit Net Worth to Selling to Warren Buffet,” December 5, 2013. William H. “Bill” Child serves as Chairman of the Board of R.C. Willey Home Furnishings. Under his management, the company grew from one employee to over 1,800 employees, from a 600-square-foot store to 9 large stores in Utah and Idaho with an annual sales volume of over \$500 million. In 1995, R.C. Willey was acquired by Warren Buffett’s Berkshire Hathaway. The Berkshire group ranks No. 2 in home furnishings in the United States. R.C. Willey has won many awards, among which is the National Home Furnishings Retailer of the Year. Mr. Child currently serves on the advisory board at the David Eccles School of Business and the President’s Leadership and National Advisory Councils’ at Brigham Young University. He and his wife, Pat, served a two-year mission for the Church of Jesus Christ of Latter-Day Saints as directors’ of the Washington DC Temple Visitors’ Center in 2007 and 2008.



**Jeff Kahn**, “Warren Buffett Never Sat on His Tuffet,” January 16, 2014. Jeffrey Kahn is an entrepreneur and has over 25 years of trust and investment experience. He currently is a Business Development Officer for the Bank of Utah and an owner of RJR Investment Service, LLC. His career includes Vice-President of Southwest Trust Company, a wholly owned subsidiary of the Bank of Oklahoma. Prior to that, he was responsible for managing and developing the overall marketing program for the Zions Bank Personal Trust sales force with overall responsibility for trust administration in the Central and Southwest regions of Utah and in the entire state of Idaho. Prior to joining Zions Bank in January, 2001, he was Vice President and Manager, Personal Trust Department, First Security Bank. Mr. Kahn holds B.A. and M.A. degrees from Brigham Young University and a Ph.D. from the University of Utah. He has taught foreign languages and literature at Brigham Young University, Penn State University, Angelo State University, and the University of Utah. He is a graduate of the American Bankers Association National Trust School and Graduate National Trust School.



**Eric Gordon**, “Your Role as a Leader,” February 13, 2014. Eric Gordon is the Chief Operating Officer at Café Zupas. Café Zupas is a Fast Casual Restaurant specializing in House-Made Soup, Salads, Sandwiches, and Desserts. Eric has been with Café Zupas for five years holding such other roles as Director of Catering Sales and Vice President of Operations. Prior to joining the team at Café Zupas, he worked for Pennbridge Capital, a real estate investment firm focused on the acquisition and development of hotel properties, as the Vice President of Sales & Marketing. He has spent many years working in the Securities and Accounting Industries. He is a licensed Certified Public Accountant (inactive) in the State of Idaho and has held various securities licenses. He attended Boise State University and graduated with a BBA in Accounting. Eric currently resides in South Jordan, Utah with his wife of 14 years and their 4 children.



**Jason Roberts**, “In Pursuit of the Summit,” April 17, 2014. Jason Roberts began working in the HR/Benefits field with a Professional Employment Organization in 1997 setting up HR policies, procedures and benefit packages for hundreds of companies. After graduating in Accounting and studying International Business at the University of Utah, Jason started in the recruiting field in 2000 when he joined Robert Half International. He was quickly promoted to the Branch Manager position, where he stayed until he started a successful building and land development company. After 6 years of running his own company, Jason was recruited back to Robert Half International to manage the Salt Lake City Branch. In 2012, he joined Xi3 Corporation as the VP of Human Resources, where he is still working and thriving today.

## ASSESSMENT ACTIVITIES

### Undergraduate Business Programs

**Communication Skills.** This year we assessed written and oral communication skills of our students using both internal and external evaluators (a faculty member from the English Department for written skills and interns from the Speech and Presentation Center for oral skills).



A sample of 26 **student writing assignments** was selected from various sections of MGMT 4200 (Business, Government and Ethics), a business core course. Majors from all business fields were represented as follows: Accounting, 58%; Management, 19%; Marketing, 12%; Finance, 12%. Results are summarized in the table below. The results indicate that business students generally have acceptable writing skills but there is clearly room for improvement, most notably in the area of critical thinking. Compared to the assessment results from the previous assessment cycle, scores declined in every category except one. This could be explained by the fact that the set of papers assessed during the 2008-10 cycle were assessed by business faculty while the most recent assessment was conducted by an English professor.

<b>Written Communication Assessment Results - Undergraduate Students</b>		
	2008-2010 (n=25)	2011-2013 (n=26)
<i>Item</i>	<i>Mean</i>	<i>Mean</i>
Grammar, punctuation, spelling	3.9 ±0.5	3.7 ±0.6
Organization	3.8 ±0.4	4.2 ±0.4
Fluency, sentence structure, word choice	4.1 ±0.4	3.8 ±0.5
Voice/Style	4.1 ±0.3	4.0 ±0.4
Focus	4.1 ±0.4	3.8 ±0.4
Critical Thinking	3.8 ±0.4	3.4 ±0.5
Overall	4.0 ±0.3	3.8 ±0.4

Frequently recurring problems include:

- Lack of coherency. Students seemed to struggle expressing their main purpose in writing the paper.
- Difficulty organizing thoughts.
- Cutting and pasting quotes, rather than blending them. Too much cutting and pasting of quotes is a problem seen across all disciplines. Students should take time to summarize and paraphrase more, making connections between their own ideas and those of other people. More emphasis on identifying, evaluating and understanding sources would lead to improved critical thinking, analysis, and synthesis.

Another issue to note is a general decline in the number of writing assignments being given in the School of Business at the undergraduate level—there were fewer papers to choose from in conducting this assessment as compared to the previous cycle.

**Oral communication.** Members of the committee assessed student presentations in ACCT3300 and MGMT4950. Majors from all business fields were represented as follows: Accounting, 53%; Management, 22%; Marketing, 10%; Finance, 15%. Using a presentation rubric developed by the faculty, a sample of student presentations was assessed on ten items with a 5-point scale (higher numbers indicate better performance). With mean scores over 4.0 on each criterion, our undergraduate students generally have good presentation skills. The overall mean score in 2013-2014 was greater than the overall mean score in 2008-2011. No weaknesses are evident.

Oral Communication Assessment Results - Undergraduate Students				
	2008-2011 (n=25)		2013-2014 (n=41)	
	<i>Mean</i>		<i>Mean</i>	
Spelling, grammar, punctuation	4.6	±0.3	4.8	±0.2
Business vocabulary	4.4	±0.4	4.6	±0.2
Rapport	3.6	±0.5	3.8	±0.4
Voice qualities	4.1	±0.4	4.4	±0.2
Eye contact	4.1	±0.4	4.1	±0.3
Body language	4.2	±0.4	4.1	±0.3
Command of material	4.2	±0.4	4.0	±0.3
Organization	4.0	±0.4	4.6	±0.2
Dress	4.0	±0.4	4.9	±0.1
Other (e.g., quality visual aids, use of technology)	4.0	±0.5	4.3	±0.3
Overall	4.1	±0.3	4.4	±0.2

**Use of results.** Because our undergraduate students generally have good communication skills, we do not plan to make any major adjustments at this time. Results of this assessment were presented and discussed at a faculty meeting. Faculty members were encouraged to continue assigning papers and presentations and to provide more coaching on the finer points of written and oral communication, such as reducing the words used on Power Point slides, a weakness noted by our external evaluators. Other possible uses include

- Invite Dr. Combs to speak to the faculty about his impressions and suggestions
- Participate in the Writing Fellows Program
- More fully utilize the Writing Center
- Go over the issues noted by Dr. Combs with students

**Ethical Understanding and Awareness.** To assess ethical understanding and awareness, the Defining Issues Test (DIT2) was administered to students in ACCT 2010, ACCT 3010, ACCT 3020, MGMT 4100, MKTG 3030, and FIN3750 in the fall 2013 semester. Majors from all business fields were represented as follows: Accounting, 60%; Management, 17%; Marketing, 15%; Finance, 8%. As expected, ethical-judgment scores tend to improve as students mature and advance through school. We attribute the increase in mean DIT scores to our strategy of ethics assignments across the curriculum. However, the mean scores for our students in 2013 were lower than mean scores of our students in 2009 and national norms. Reasons for this decrease may include: (1) a decreased emphasis by faculty on ethics across the curriculum; (2) a reduced number of school-wide activities that focus on ethics, and (3) the centralization of an academic integrity policy from the School to the University, and (4) the absence of incentives to take the test seriously. The committee reviewed these results and agreed to encourage faculty to re-new the emphasis on ethics across the curriculum. In addition, the School began a new program of school-wide seminars on business ethics.

The first speaker conducted an ethics seminar for the faculty and students in the spring of 2014. The second speaker came in the fall of 2014.

Ethics Assessment Results, Defining Issues Test Scores								
School of Business 2009			School of Business 2013			National Norms		
Class	N	Mean	N	Mean		N	Mean	
Sophomore	14	33.7 ±8.3	9	23.4 ±7.2		3,542	34.6 ±0.5	
Junior	13	34.6 ±6.6	24	32.3 ±6.9		6,909	34.7 ±0.4	
Senior	29	37.3 ±5.2	58	32.5 ±3.5		12,204	36.0 ±0.3	

Our efforts to strengthen the ethical awareness of our students include the following:

- Ethics assignments across the curriculum. Pretest-posttest experiments with students here and elsewhere show that educational interventions increase skills in ethical sensitivity, judgment, and commitment. Accordingly, our expectation is that providing ethics education across the curriculum will improve the ethical decision making skills of our students. This is done by creating ethics assignments that involve reading, writing about, and discussing ethics vignettes and stories of moral exemplars.
- Guest speakers on ethics. We will continue to bring guest speakers who will focus on business ethics. The School began a new program of school-wide seminars on business ethics. The first speaker conducted an ethics seminar for the faculty and students in the spring of 2014.
- A culture of academic integrity. We have continued our efforts to improve our culture of academic integrity in the School of Business. We believe these efforts will improve ethical behavior both on campus and after graduation on the job.
  - ✓ Integrity pledge. For almost every year, our business senators have visited classrooms and sponsored activities to encourage students and faculty to sign our public integrity pledge, "As a member of the School of Business community, I pledge, on my honor, that I will not lie, steal, cheat, or tolerate those who do."
  - ✓ Orientation video. We improved our orientation video to introduce students to our culture of academic integrity. The video was prepared by students, made shorter, added music, and emphasizes values that define academic integrity: honesty, respect, trust, fairness, and responsibility.
  - ✓ Ethics signage. Signs were installed in each classroom to remind students of our value statement, "Excellence with Integrity and Perseverance". The signage serves as a constant reminder that ethics are important.

**Critical Thinking.** Critical thinking skills are measured with the Business Critical Thinking Skills Test, developed by Insight Assessment. This test is designed to measure critical thinking skills as applied to business and has national norms available for various groups, including college seniors in business. During the spring of 2014, the test was administered to 63 lower-division students in a randomly selected business pre-core course (ACCT 2010). A random sub-sample of 25 was selected from the original 63 for analysis, stratified by major to ensure adequate representation of each group. The test was also administered to 25 upper-division students in one section of our business capstone course (MGMT 4950). Although we did not have sufficient numbers of upper-division students available for sub-sampling, the 25 students tested did

represent a cross section of our majors reasonably well. Results are presented below, along with results from a similar analysis done in 2010 for comparison.

**Results of Business Critical Thinking Test (Spring 2014)**

	2010 Test Scores			2014 Test Scores		
	Lower	Upper	Total	Lower	Upper	Total
Sample size	45	29	74	25	25	25
Mean	20.2	22.9	21.3	19.3	21.4	20.3
Standard Dev	4.8	3.7	4.6	4.6	4.7	4.7
95% Conf. Interval	±1.4	±1.4	±1.1	±1.9	±2.0	±1.3
Percentile	63	79	70	50	64	56
Minimum	11	17	11	11	11	11
Median	20	23	21	20	23	21
Maximum	31	31	31	27	31	31

Results indicate that the mean score of our lower-division students is at the 50<sup>th</sup> percentile while our upper-division students are at the 64<sup>th</sup> percentile, compared to an aggregated national sample of undergraduate business students. As expected, upper-division students scored higher overall than did lower-division students and the difference in means is statistically significant at the 10% level ( $P=.06$ ). This evidence supports the position that our business programs do help to improve critical thinking (at least in terms of performance on the BCTST).

Although scores declined somewhat from 2010 to 2014, the difference is not statistically significant for either group of students (testing  $H_0: \mu_{2010} = \mu_{2014}$ , against a two-tailed alternative yielded  $P=.44$  and  $P=.19$  for the lower- and upper-division students respectively). Also note that median scores are identical across the two time periods. We conclude that, overall, our students' ability to perform on the BCTST has not changed over the time period under consideration.

**ETS Major Field Exam in Business.** We assess the ETS major Field Exam in Business each semester in the capstone Business Strategy class. We have administered this field exam since 1993. The results for 2013-14 and the previous four years are presented in the following table, with yellow highlights indicated those areas in which our students scored in the top 25<sup>th</sup> percentile and red highlights indicated those areas in which our students scored in the bottom 50 percent:

### Percentile ETS Scores on ETS Major Field Exam in Business

	2013/14	2012/13	2011/12	2010/11	2009/10
Students Tested	71	85	108	128	117
Overall	90	83	80	86	85
Accounting	78	84	88	81	88
Economics	91	90	86	89	93
Management	93	94	90	94	88
Quantitative	83	62	49	54	90
Finance	92	83	82	72	88
Marketing	82	54	45	72	71
Legal	79	77	71	74	78
International	83	82	75	86	81

The average overall score for SUU Business students continues to be above our 75th percentile target (highlighted in yellow). This is also all the sub-scores for 2013/14. Our quantitative sub-scores show continued improvement since we have had students take the ECON 2500 Quantitative Business Methods class instead of the Business Calculus taught by the math department. The Marketing score which dropped dramatically in 2011/12 showed some improvement in 2012/13 and great improvement in 2013/14. The Marketing faculty will continue to monitor this area.

**Alumni Survey.** In 2014 we surveyed our 2010-2011 graduates (three years post-graduation). The survey had 28 questions, modeled after a survey used previously. We received 47 responses from a class of 217, for a response rate of 22 percent. Twenty of the 47 were MAcc graduates and eight were MBA graduates; most of these had also received a BS degree from SUU.

1. Adequacy of coverage. Our graduates responded to questions about the adequacy of coverage of each of our learning goals. As indicated the following tables, the majority of our respondents felt that the coverage of the learning goals was about right. A significant percentage of the undergraduate respondents felt that the coverage of communication and critical thinking skills was too little.

#### Adequacy Coverage of Undergraduate Learning Goals (2010-2011 Graduates, 3-years post-graduation, n=47)

	<i>Written</i>	<i>Oral</i>	<i>Understand</i>	<i>Basic Business</i>	<i>Tech. &amp; Analysis</i>	<i>Critical Thinking</i>
<i>Coverage</i>	<i>Communication</i>	<i>Communication</i>	<i>Ethical Issues</i>	<i>Knowledge</i>	<i>Skills</i>	<i>Skills</i>
Way too much	2.1%	0.0%	2.1%	0.0%	0.0%	0.0%
Too much	0.0%	0.0%	12.8%	0.0%	0.0%	4.3%
About right	80.9%	78.7%	78.7%	74.5%	78.7%	66.0%
Too little	17.0%	19.1%	6.4%	23.4%	14.9%	25.5%
Way too little	0.0%	0.0%	0.0%	2.1%	6.4%	4.3%
No opinion	0.0%	2.1%	0.0%	0.0%	0.0%	0.0%

**Adequacy Coverage of MBA Learning Goals (2010-2011 Graduates, 3-years post-graduation, n=8)**

	<i>Written</i>	<i>Oral</i>	<i>Understand Global, Ethical, and</i>	<i>Use and Integration</i>	<i>Strategic</i>
<i>Coverage</i>	<i>Communication</i>	<i>Communication</i>	<i>Socio-political context of Business</i>	<i>of Bus. Knowledge</i>	<i>Analysis</i>
Way too much	0.0%	0.0%	0.0%	0.0%	0.0%
Too much	0.0%	0.0%	25.0%	0.0%	0.0%
About right	100.0%	87.5%	62.5%	75.0%	87.5%
Too little	0.0%	12.5%	12.5%	0.0%	0.0%
Way too little	0.0%	0.0%	0.0%	25.0%	12.5%
No opinion	0.0%	0.0%	0.0%	0.0%	0.0%

**Adequacy Coverage of MAcc Learning Goals (2010-2011 Graduates, 3-years post-graduation, n=20)**

	<i>Quantitative</i>	<i>Written</i>	<i>Oral</i>	<i>Resolve to Have</i>
<i>Coverage</i>	<i>Analysis</i>	<i>Communication</i>	<i>Communication</i>	<i>Moral Courage</i>
Way too much	0.0%	5.0%	0.0%	5.0%
Too much	0.0%	0.0%	0.0%	20.0%
About right	75.0%	80.0%	90.0%	70.0%
Too little	20.0%	15.0%	10.0%	5.0%
Way too little	5.0%	0.0%	0.0%	0.0%
No opinion	0.0%	0.0%	0.0%	0.0%

2. Satisfaction with education experience and career. Other questions explored satisfaction with the educational experience and career status. In general, the responses were favorable except the participation in organized activities, where the responses were mixed.

**Satisfaction with Educational Experience and Career (2010-2011 Graduates, 3-years post-graduation, n=47)**

	<i>Strongly</i>		<i>Neither Agree</i>		<i>Strongly</i>
<i>Questions</i>	<i>Agree</i>	<i>Agree</i>	<i>nor Disagree</i>	<i>Disagree</i>	<i>Disagree</i>
Participation in organized activities was an important part of my undergraduate education.	14.9%	34.0%	19.1%	23.4%	8.5%
I am satisfied with my current employment status.	31.9%	46.8%	17.0%	2.1%	2.1%
My SUU education prepared me well for my career.	26.1%	43.5%	19.6%	10.9%	0.0%
Overall, I am satisfied with my SUU education.	43.5%	47.8%	4.3%	4.3%	0.0%
I would recommend SUU's School of Business to others.	46.8%	44.7%	4.3%	4.3%	0.0%



## Masters of Business Administration

MBA students take the ETS MBA Exam in the capstone class. We have administered this exam since its inception in 2002. The results for 2012/13 and the previous four years are presented in the table below:

**ETS Field Exam-MBA**

	2013/14	2012/2013	2011/12	2010/11	2009/10
Students Tested	27	38	38	50	66
Overall Score	69	22	75	65	66
Marketing	58	14	62	65	64
Management	64	12	48	60	71
Finance	59	35	67	64	68
Accounting	75	35	90	72	71
Strategic Integration	57	15	70	65	69

In 2012/13 scores across the board dropped dramatically below the 50<sup>th</sup> percentile (highlighted in red). Preliminary reviews found that seven of 38 students taking the exam achieved the lowest possible score on the exam. It may be they did not take the exam seriously and that skewed the results. Another possibility is that nearly 20 percent of the graduating students were international students (an unusually large proportion) and they achieved the lowest scores on the test (which is given in English). Scores improved dramatically for 2013/14. Some international students still scored poorly, but the numbers were down. We decided to post the ETS Field Exam score on the transcript so students would take the exam more seriously. All scores are above the 50<sup>th</sup> percentile, but only one, Accounting, reached the 75<sup>th</sup> percentile we are striving for.

## Masters of Accountancy

All four learning goals were assessed this year. The most noteworthy of these was the fourth goal, "Prepare for a Professional Career in Accounting," measured by performance on the CPA exam and the job placement rate. The following table shows the pass rate by section by our graduates compared to national averages:

	First-time CPA Exam Pass Rates by Section				
	AUD	BEC	FAR	REG	ALL
Southern Utah University	58	64	61	68	63
National Average	46	56	48	48	49

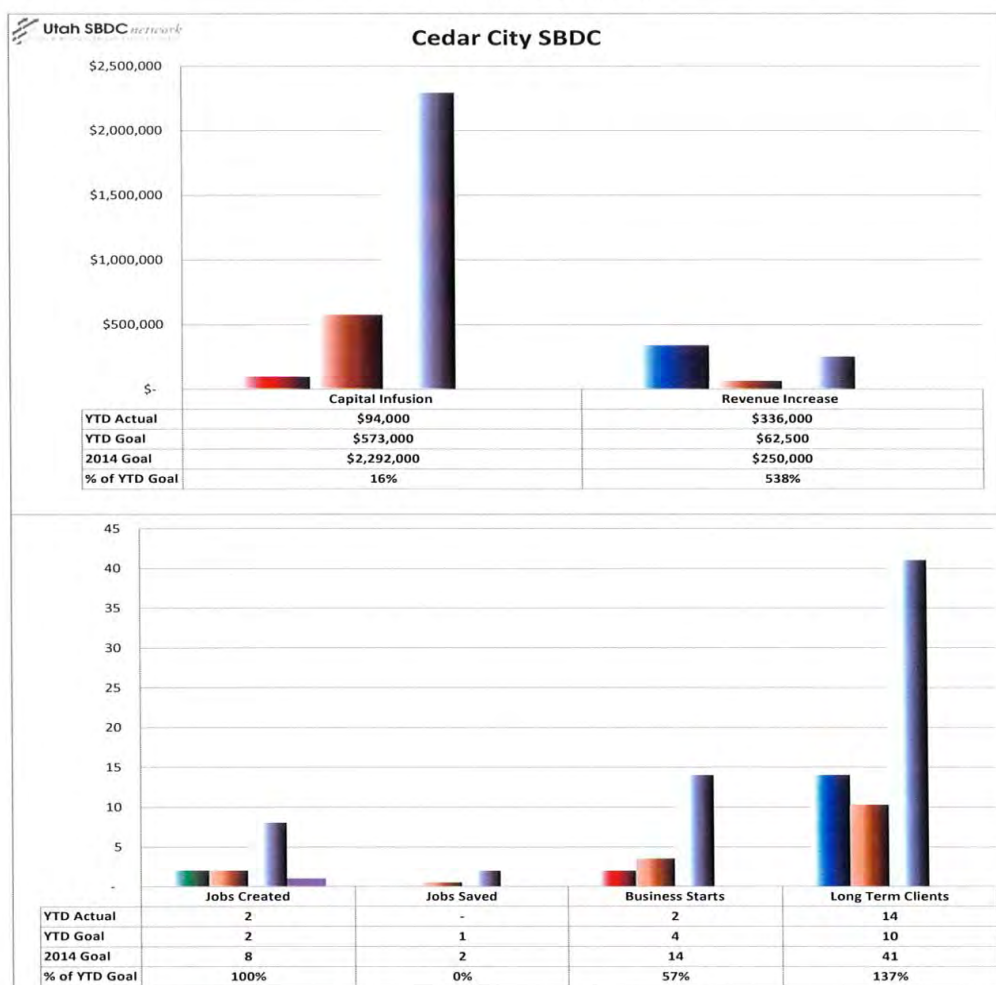
These scores increased over last year and exceeded the national averages.

Another important annual assessment metric related to the fourth learning goal is placement. Based on exit surveys of MAcc graduates, 91 percent of the MAcc students were placed in career positions. This is a slight increase over previous years. This high placement rate is at least partially attributed to the accounting faculty's active involvement with employers and students through PAC activities.

## Small Business Development Center

The Small Business Development Center provides consulting and training to small businesses in SUU's service region (Iron, Garfield and Beaver Counties). The SBA and State Scorecards are shown on the following page. Note: This scorecard is only for the first three months of 2014.

### UTAH SBDC NETWORK SCORECARD 3 Months Ending 3/31/2014



Graph Key	
Annual Goal	
YTD Goal	
YTD Actual	
>110% of YTD Goal	
>90% of YTD Goal	
>75% of YTD Goal	
<74% of YTD Goal	

## PROGRAM CHANGES

As reported last year, on May 8, 2013 the Board of Regents approved the Associate of Applied Science in Aviation/Aircraft Technology—Professional Pilot Program which was placed in the School of Business. This program is in partnership with Upper Limits Aviation, which provides the aircraft and the flight training. We obtained VA approval of the program shortly before the start of the Fall 2013 term. The program started with 69 students in the Fall and that grew to \_\_\_ students in the Spring.

### Curricular Changes

Every year two of our programs receive a curriculum review conducted by members of the School of Business National Advisory Board. This year we incorporated many of the recommendations. The tables below summarize the changes.

Prefix and Number	Course Title	Change Requested
ACCT 6100	Advanced Management Accounting	Add pre-requisite of taking ACCT 6100 into the MAcc program.
HRHM 4400	Hospitality Management Systems	Remove the pre-requisite of HRHM 4400 requiring students to take HRHM 4200.
BA 1000	Introduction to Business Careers	Change BA 1000 from a required class to an elective option.

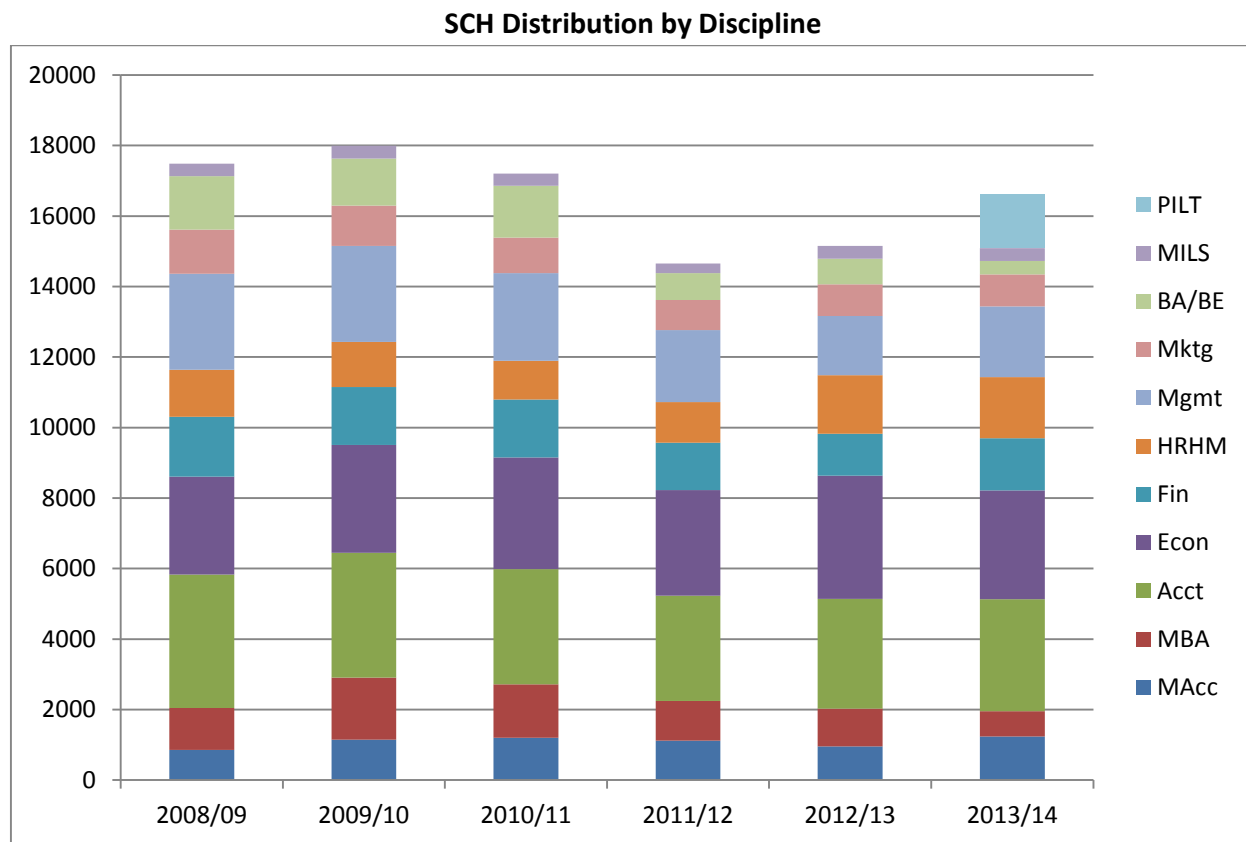
**Master of Accountancy Emphases: Public Accounting, Managerial, and Taxation.** The Board of Regents approved adding three emphases to the Master of Accountancy. Regardless of chosen emphasis, each student is required to take four core courses, required emphasis courses, and a minimum selection of four allowed elective courses. Additionally, to complete an emphasis, each student must take the two, mutually exclusive, required courses associated with their chosen emphasis. Each student may then take 4 elective courses. These elective courses could include required courses from another emphasis.

Course Prefix and Number	Title	Credit Hours
<b>Required Core Courses (Regardless of emphasis, 4 courses)</b>		
ACCT 6360	Business Law 2	3
ACCT 6400	Auditing 2	3
ACCT 6600	Practice and Theory Seminar	3
ACCT 6650	Accounting Ethics Seminar	3
	<b>Required Courses Subtotal (4 courses)</b>	<b>12</b>
<b>Public Accounting Required Courses (2 courses)</b>		
ACCT 6210	Corporate Tax	3

ACCT 6450	Forensic Accounting	3
	<b>Required Emphasis Courses Subtotal (2 courses)</b>	<b>6</b>
<b>Managerial Accounting Required Courses (2 courses)</b>		
ACCT 6100	Accounting for Decision Making and Control	3
ACCT 6320	Advanced Cost Accounting	3
	<b>Required Emphasis Courses Subtotal (2 courses)</b>	<b>6</b>
<b>Taxation Required Courses (2 courses)</b>		
ACCT 6240	Estate and Gift Taxes	3
ACCT 6260	Taxes for Pass-Through Entities	3
	<b>Required Emphasis Courses Subtotal (2 courses)</b>	<b>6</b>
<b>Elective Courses (14 courses)</b>		
ACCT 6100	Accounting for Decision Making and Control	3
ACCT 6210	Corporate Tax	3
ACCT 6230	Tax Procedure	3
ACCT 6240	Estate and Gift Taxes	3
ACCT 6260	Taxes for Pass-Through Entities	3
ACCT 6270	Tax Seminar	3
ACCT 6290	Property Transactions	3
ACCT 6320	Advanced Cost Accounting	3
ACCT 6450	Forensic Accounting	3
ACCT 6700	Graduate Readings	3
ACCT 6890	Accounting Internship	3
ACCT 6900	Special Topics	3
ECON 6100	Spreadsheet Modeling (MBA Program)	3
MGMT 6200	Negotiation and Conflict Resolution (MBA Program)	3
	<b>Minimum Elective Courses Subtotal (4 courses)</b>	<b>12</b>
	<b>Total Minimum Required and Elective Courses (10 courses)</b>	<b>30</b>

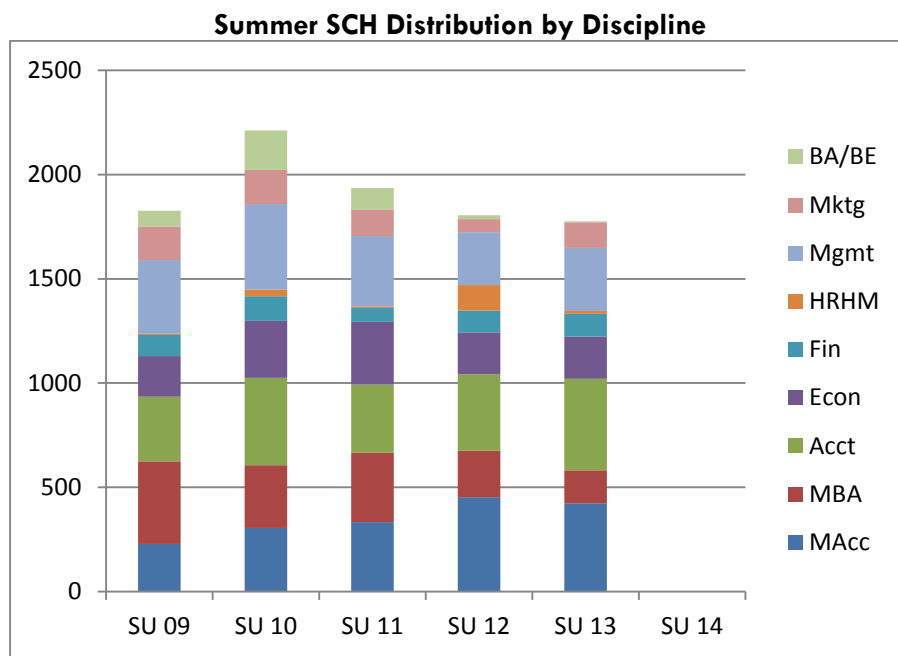
## SCH Generation by Program

The following chart shows the changes in distribution of Student Credit Hours (SCH) by program for the regular academic year (Fall and Spring) as reported in the Fact Books.



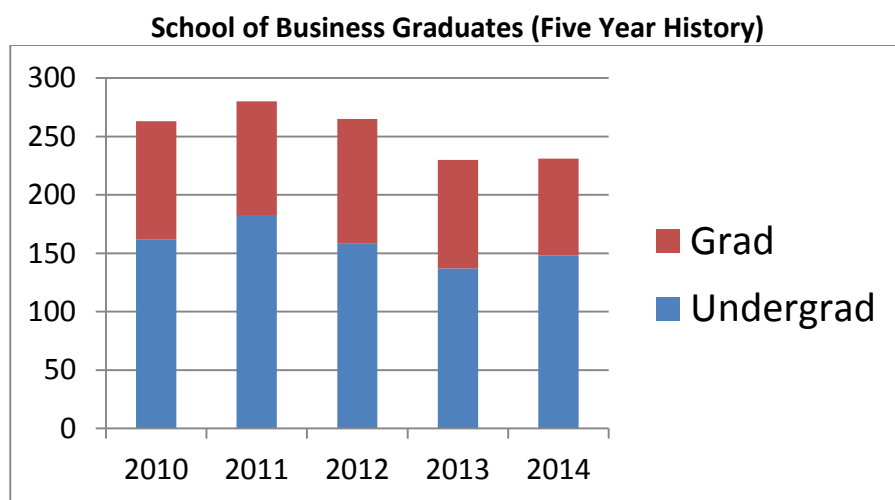
A decline in SCH production occurred between 2010-2012. Part of that decline was due to the elimination of the interdisciplinary general education requirement, which dramatically cut the demand for BA 1010, Business and Society. Management and MBA classes also experienced a decline in demand. MBA programs across the country have experienced such declines. Growth in Economics is due in part to increased capacity to teach ECON 1740, Economic History of the United States and ECON 2500 Quantitative Methods for Business and Economics. Growth in SCH began in 2012 and accelerated with the introduction of the Professional Pilot Program. The HRHM program has also experienced solid growth. The decline in MAcc and Accounting SCH is most likely due to a growth in SCH offerings in the Summer, primarily online, as the following chart shows. The introduction of the online MAcc grew SCH for that program in 2013 and should grow even further in 2014/15 according to a strong growth in MAcc applications for the online program. The last two years shows growth in SCH during years when the University experienced a decline in student enrollment.





As can be seen in the chart, there has been a significant increase in undergraduate and graduate SCH produced by the Department of Accounting. Most of these are on-line courses. The mix of summer courses has consistently shifted toward online offerings. BA 1010 offerings have tapered to nothing with the elimination of the general education interdisciplinary requirement.

The following chart shows the number of graduates by year over the last five years.



The growth of both undergraduate and graduate business graduates in 2010 and 2011 is likely due to the recession experienced during that time, especially for the graduate programs. Subsequently we have experienced a decline in graduates with a little growth occurring in 2014.

## FACULTY DEVELOPMENT

**Jeff Barnes** was promoted to the rank of *Full Professor*, through the university's Leave, Rank, and Tenure process. Jeff renewed his CPA licensure with the State of Utah, by completing the continuing professional education (CPE) requirements, over the past two-year period. Jeff also applied for grant funding from SUU's Faculty Development Support Fund and was awarded \$1,768 (\$884 \*2) for himself and Matt Zufelt to attend the *SAP Academic Conference Americas*, held in Atlanta, GA, on the campus of Georgia Tech University, March 26-29, 2014.

**Mary Pearson** continued work on a PhD from North-Central University at Prescott, Arizona. She has completed 9 of 16 courses her PhD program.

**Dean Carl Templin** attended the AACSB Accreditation Conference in St. Louis, MO from Sept 22-24, 2013 where he received updated information on the new 2013 AACSB accreditation standards. He served as a member of an AACSB-International peer review team for a Maintenance of Accreditation visit on October 6-7, 2013 in California.

**David Tufte** attended a 4-day colloquium with a group of faculty from across the country entitled "Applying the Lessons of Markets to Management II."

**Professor Azmi Ahmad** attended the SAP University Alliance Summer workshop that was held at the University of Wisconsin, Milwaukee from July 15<sup>th</sup> until July 18<sup>th</sup> 2013. The workshop was mainly a venue for faculty members from universities all over the United States to meet and discuss various teaching methods and curriculum strategies for their SAP program. The materials covered during the three-day workshop were "Design Thinking" for Future Education, SAP ERP, and SAP Supply Chain Management.

## FACULTY, STAFF AND STUDENT ACCOMPLISHMENTS

**Paula Alger**, our upper division and graduate business academic advisor, received the SUU Board of Trustee's Award of Excellence, the University's highest employee recognition.

**Robin Boneck** was selected by student members of Beta Gamma Sigma as the Beta Gamma Sigma Professor of the Year

**Bruce Haslem's** paper entitled "PSLRA and litigation backed investor speculation" received the Best Paper in Economics and Finance award at the 2013 Mountain Plains conference.

Several graduating students achieved impressive scores on the ETS Major Field Exams. Overall, our undergraduates scored in the top ten percent nationally. Four undergraduate students scored in the top 5% nationally on the ETS Major Field Exam in Business **Kurt Christensen, Jamie Friend, Pete Robertson and Charles Walker**. Four students scored in the top 1%: **John Hart, Seth Krieser, Statton Littlefield and Jared Zonts**. Our MBA students scored in the top third nationally on the ETS MBA Field Exam. Two MBA students, **Ryan Horlacher and Brady Coats** scored in the top two percent nationally.

**Phi Beta Lambda (Collegiate Future Business Leaders of America).** Eight PBL students competed at the state competition. Students competed in individual and team events, usually consisting of tests and/or presentations. All eight students qualified to compete at the national competition. The following list gives the student names and their qualifying events (and state placement):

**Ashley Amundsen** is the newly elected president for the state of Utah. She is also running as the Western Regional Vice President at the upcoming National Leadership Conference in Nashville, Tennessee. **Kelsey Haddox** is the newly elected public relations director for Utah State PBL.

#### **PBL Individual Events:**

**Ashley Amundsen** qualified in Retail Management (3<sup>rd</sup> place) and Who's Who in PBL (1<sup>st</sup> Place). She placed sixth in Future Business Executives but did not qualify for nationals.

**Jacob Amundsen** placed third in Job Interview, but did not automatically qualify for nationals in that event.

**Aaron Black** qualified in Entrepreneurship Concepts (2<sup>nd</sup> Place) and Microeconomics (2<sup>nd</sup> Place). He also placed fifth place in Contemporary Sports Issues but did not qualify for nationals in that event.

**Jared Colledge** qualified in Justice Administration (2<sup>nd</sup> Place), Marketing Concepts (2<sup>nd</sup> Place) and Organizational Behavior and Leadership (3<sup>rd</sup> Place). He placed tenth place in Impromptu Speaking.

**Kelsey Haddox** placed second in Who's Who in PBL, but did not qualify for nationals in that event.

**Ian Pierce** qualified in Computer Applications (1<sup>st</sup> Place) and Microeconomics (1<sup>st</sup> Place). He also placed seventh in Computer Concepts, but did not qualify for nationals in that event.

**David Tyler** qualified in Business Presentation (1<sup>st</sup> Place), Client Service (1<sup>st</sup> Place), Public Speaking (2<sup>nd</sup> Place), Integrated Marketing Campaign (tied for 1<sup>st</sup> place) and Marketing Concepts (3<sup>rd</sup> Place).

#### **PBL Team Events:**

**Ashley and Jacob Amundsen** qualified in Desktop Publishing (2<sup>nd</sup> Place) and Marketing Analysis and Decision Making (2<sup>nd</sup> Place).

**Jacob Amundsen and Kelsey Haddox** qualified in Web Site Design (tied for 1<sup>st</sup> place).

**Aaron Black and Erin Hurst** qualified in Business Ethics (2<sup>nd</sup> Place).

The SUU PBL Community Service Project qualified for national competition for the third year in a row. The SUU chapter also placed 2<sup>nd</sup> in Program of Work (accomplishments over the past year).

Three students attended the 2014 PBL National Leadership Conference in Nashville, Tennessee. All three students earned national honors. **Brant Parker** competed in the Community Service Project event and brought home sixth place. The SUU PBL Chapter's service project was the Cedar City Teddy Bear Den, a project done in cooperation with the Utah Chapter of the March of Dimes, the Valley View Medical Center and the Cedar High School FBLA club. **Jacob and Ashley Amundsen** competed in Desktop Publishing and Web Design, bringing home fourth and tenth places respectively.



**Ashley Amundsen** also ran for the Western Regional Vice President and won. She will serve as both a national officer and as Utah State PBL President.

**Collegiate DECA.** Students competed at two state events and one national event:

**1. Fall Leadership Conference – November 2013 (Park City, UT)**

Students work on a real-world business case study whereby representatives from the companies being evaluated provide student teams with the challenge scenario and then judge them on their solutions and advice to the organization. 4 SUU DECA students were on the 2nd- and 3rd-placing teams:

**Luke Artrip** – 2nd Place, Zagg Case Study

**Madison Day** – 3rd Place, Zagg Case Study

**Matt Lessley** – 2nd Place, Zagg Case Study

**Kelly McGowan** – 3rd Place, Zagg Case Study

**2. State Career Development Conference – February 2014 (Ogden, UT)**

Students review business simulations and case studies developed by Collegiate DECA. Using criteria provided, industry representatives judge students on their solutions and responses. 6 SUU DECA students placed high enough to qualify for nationals:

**Luke Artrip** – 5th Place, Travel and Tourism

**Courtney Brinkerhoff** – 2nd Place, Human Resource Management

**Kyle Broadhead** – 5th Place, Marketing Management

**Brock Hendricks** – 2nd Place, Restaurant and Food Service Management

**Matt Lessley** – 4th Place, Travel and Tourism

**Kelly McGowan** – 3rd Place, Restaurant and Food Service Management

**(Team) Brock Hendricks and Matt Lessley** – 5th Place, Sports & Entertainment Marketing

**3. International Career Development Conference – April 2014 (Washington, DC)**

Students review business simulations and case studies developed by Collegiate DECA. Using criteria provided, industry representatives judge students on their solutions and responses. One SUU DECA student made it into the final round of competition for her respective event:

**Kelly McGowan** – Restaurant and Food Service Management



**DECA INTERNATIONAL CAREER DEVELOPMENT CONFERENCE**

## Excellence in Scholarship Awards Banquet

The following students were recognized at our annual Excellence in Scholarship Banquet, which was held April 18, 2014:

<b>Organization</b>	<b>Student</b>	<b>Award</b>
School of Business	<b>Jared Zonts</b>	School of Business Valedictorian
	<b>Savannah Cannon</b>	Outstanding MBA Student
	<b>Janelle Young</b>	Masters of Accountancy, CPA Key Award
Dept. of Accounting	<b>Gregory Scott Acton</b>	Outstanding Senior, Accounting
	<b>Katie Lloyd</b>	Outstanding Junior, Accounting
Dept. of Economics and Finance	<b>Sammy Cole</b>	Outstanding Senior, Economics
	<b>Brittany Laurel Mason</b>	Outstanding Senior, Finance
	<b>Joshua D. Kariya</b>	Outstanding Junior, Finance
Dept. of Management, Marketing and Hospitality	<b>Brittani Benally</b>	Outstanding Senior, Management
	<b>Breanna Nelson</b>	Outstanding Junior, Management
	<b>Taylor T. Adair</b>	Outstanding Senior, Marketing
	<b>Lauren Ferguson</b>	Outstanding Junior, Marketing
	<b>Kourtney Millard</b>	Outstanding Senior, HRHM
Dept. of Military Science	<b>Sierra Hardcastle</b>	Outstanding Junior, HRHM
	<b>Levi E. Roundy</b>	Outstanding Senior, Military Science
	<b>Scott Wallace</b>	Outstanding Junior, Military Science

## Beta Gamma Sigma

Beta Gamma Sigma is the national business honor society for Schools accredited by AACSB-International. Our induction ceremony was held in conjunction with the School of Business Excellence in Scholarship Banquet on April 18, 2014. Our chapter earned the designation as a premier chapter and we will be able to award a \$1000 scholarship to a BGS member next year. Dean Carl Templin served as president and Dr. Azmi Ahmad served as secretary/faculty advisor. Students Tayson Whitaker, Kelby Findlers and Brittany Mason served as vice presidents. We had 25 student members that were previously inducted. Amanda Wilford, Assistant Professor of Accounting, was inducted as the faculty inductee in recognition of her teaching excellence. Eric Leavitt and Eric Schmutz, were inducted as an honorary members of Beta Gamma Sigma as a way to recognize their distinction in business and outstanding contributions to the School of Business and to the community. Juniors and seniors are invited to join BGS if they are in the top ten percent of their class. Graduate students are inducted if they are in the top 20 percent of their class. The following students are members of Beta Gamma Sigma:

<b>2014 Beta Gamma Inductees</b>			
<b>Kevin Adams</b>	<b>Lauren Ferguson</b>	<b>Jonathan Lee</b>	<b>Michael Pinegar</b>
<b>Ryan Brockway</b>	<b>Shaneal Fryer</b>	<b>Katie Lloyd</b>	<b>Jennifer Sneddon</b>
<b>Levi Brown</b>	<b>Christopher Hanson</b>	<b>Michael Munson</b>	<b>Charles Walker</b>
<b>Kurt Christensen</b>	<b>Tiara Hermansen</b>	<b>Jamie Murie</b>	<b>Terry Walker</b>
<b>Derek Christensen</b>	<b>Martin Judd</b>	<b>Breanna Nelson</b>	<b>Tyler Whitlock</b>
<b>Andrew Crosby</b>	<b>Joshua Kariya</b>	<b>Brant Parker</b>	<b>Jared Zonts</b>
<b>Brenda DiAntonis</b>			





**2014 Beta Gamma Student Inductees**

## **Department of Military Science**

**SUU Army ROTC:** Between 1 July 2013 and 30 June 2014, nine cadets successfully completed the Leadership Development and Assessment Course at Fort Knox, KY. All cadets did very well with three cadets receiving an overall “Excellent” assessment. The SUU Army ROTC Ranger Challenge team won the Western Regional competition amongst 15 University ROTC programs. Four cadets were selected for the Army ROTC’s Cultural Understanding and Language Proficiency (CULP) program. Cadets were immersed into cultures in Africa, South America, and Eastern Europe performing humanitarian aid, translation services, and helping teach English to school children. SUU Army ROTC Commissioned 5 new Second Lieutenants into the US Army and Utah Army National Guard:

**Ashworth, Cory – Field Artillery Utah Army National Guard**  
**Barnes, Gregory – Medical Services Utah Army National Guard**  
**Brosius, Bradley – Army Nurse Corps – Active Duty**  
**Carrillo, Luis – Quarter Master, Utah Army National Guard**  
**Meinhardt, BreAnne – Adjutant General Utah Army National Guard**

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SCHOLARLY ACTIVITY

## Noteworthy Scholarly Accomplishments

## DEPARTMENT OF ACCOUNTING

- Barnes, Christensen, and Stillman.** 2014. For the accounting profession, leadership matters regarding ethical climate perceptions. Journal of Accounting, Ethics & Public Policy 15/5: 97-135.
- Boneck, Barnes, and Stillman.** 2013. VITA Experiential, Service-learning, Learned Competencies and Changed Mindsets. Journal of College Teaching and Learning 11/2: 71-84.
- Barnes, Zufelt, Wilford, and Pearson.** 2013. "Ace Intel Systems, Inc., an Intermediate QuickBooks® Case." Proceedings of the 2013 Mountain Plains Management Conference, Cedar City, Utah, October 16-19.
- Barnes, Christensen, and Stillman.** 2013. "For the Accounting Profession, Leadership Matters Regarding Ethical Climate Perceptions." Proceedings of the 2013 Mountain Plains Management Conference, Cedar City, Utah, October 16-19.
- Boneck, Barnes, and Stillman.** 2013. "VITA Experiential-learning, Learned Competencies and Changed Mindsets." Proceedings of the 2013 Mountain Plains Management Conference, Cedar City, Utah, October 16-19.
- Barnes, Stillman, and Christensen.** 2014. "The effects of transformational leadership and gender on concern for others within accounting organizations." SUU Annual Festival of Excellence Conference, Cedar City, Utah, April 8.
- Barnes.** 2013. "New Tax Legislation," Income Tax Schools for Practitioners, Utah State University Extension in Cooperation with the IRS, Salt Lake City, Utah, November 21. Presentation before 225 professional peers—CPAs, attorneys, and enrolled agents.
- Barnes.** 2013. "Ethics," and "Tax Practice," Income Tax Schools for Practitioners, Utah State University Extension in Cooperation with the IRS, St. George, Utah, November 21. Presentation before 225 professional peers—CPAs, attorneys, and enrolled agents.
- Barnes.** 2013. "New Tax Legislation," Income Tax Schools for Practitioners, Utah State University Extension in Cooperation with the IRS, St. George, Utah, December 5-6. Presentation before 120 professional peers—CPAs, attorneys, and enrolled agents.
- Barnes.** 2013. "Ethics," and "Tax Practice," Income Tax Schools for Practitioners, Utah State University Extension in Cooperation with the IRS, St. George, Utah, December 5-6. Presentation before 120 professional peers—CPAs, attorneys, and enrolled agents.

## DEPARTMENT OF ECONOMICS AND FINANCE

**Berri, David J.**, Jennifer Van Gilder, and AjuFenn. (2014) "Is the Sports Media Color-blind?" *International Journal of Sport Finance*, (May) 9: 130-148.

**Berri, David J.** and Martin Schmidt. (2013). "On the Evaluation of Kickers in the National Football League." *International Journal of Sport Finance*, (November) 4: 263-278

**Evans, Stephen.** (2013). "A Comparison of the Greek and American Financial Crisis: Another Perspective." *Journal of Economics and Economic Education*. Also (2014), "An Evaluation of the Unemployment Rates of the United States." *Journal of Economics and Economic Education*.

Chua, Ansley, and **Bruce Haslem**. "PSLRA and litigation backed investor speculation." Proceedings of the 2013 Mountain Plains Management Conference.

Cawley, J., & **Price, J. A.** (2013). "A case study of a workplace wellness program that offers financial incentives for weight loss." *Journal of Health Economics*, 32(5), 794-803.

## DEPARTMENT OF MANAGEMENT, MARKETING AND HOSPITALITY

**Dr. Azmi Ahmad** published one journal article "Determinants of Service Quality in Higher Education: Underlying Structure of Students and Teachers' Perceptions" in the European Journal of Management in 2013. He also presented a paper, "Determinants of Service Quality in Higher Education" at the IABE Winter Conference.

**Gerald E. Calvasina** published one refereed journals during 2013-2014). "Social Media and Human Resource Staffing: Legal, Policy and Practice Issues for Employers", *Journal of Legal, Ethical and Regulatory Issues*, Volume 17, Number 2, pp. 51 – 60. He also had three papers presented at National and International meetings published in proceedings. Proceedings papers included "Social Media and Human Resource Staffing", Proceedings of the Allied Academies International Meeting, October 2013, San Antonio, TX, "Growing Union Membership: How Important is the Representation Election Process", Proceedings of the 21<sup>st</sup> Annual Conference of the American Society of Business and Behavioral Sciences, February 20 – 23, 2014, Las Vegas, NV, and "Union Organizing in the Mountain West: 2002 – 2012", Proceedings of the 2013 Mountain Plains Management Association Conference, October 16 – 18, 2013, Cedar City, UT.

**Alan Hamlin and Greg Powell. 2013.** "A Comparison of University Efforts to Contain Academic Dishonesty." *The Journal of Legal, Ethical and Regulatory Issues*." January 2013.

**Alan Hamlin. 2014.** "International Students Attitudes Concerning Academic Dishonesty Situations," *Journal of Computer Science, Technology and Application*, forthcoming. (Applied, 20% acceptance rate)

**Emmett Steed, Wayne Roberts, and Briget Eastep published two articles**, "Seasonal Differences in Origin, Destinations, Activities, and Expenditures of Central and Southern Utah Visitors" in *International Journal of Business, Marketing, and Decision Sciences* 7 (1) Summer 2014, and *Academy of Marketing Studies Journal*, 18 (2) 248-259 . These two papers were also presented in the respective conferences of International Academy of Business and Public Administration, and Allied Academies. The articles were also presented in

the Festival of Excellence at SUU. These three presented one additional article at the Mountain Plains Conference, October 2013, titled, "Research Methodology Insights from the Southern Utah University Hospitality Research Center".

**Tyler Stillman** published the following:

Lambert, Nathaniel, Tyler F. Stillman, and Frank Fincham. (2013). Autobiographical Narratives of Spiritual Experiences: Solitude, Tragedy, and the Absence of Materialism. *Journal of Positive Psychology*, 8, 273-279

Gitter, Seth, Patrick J. Ewell, Rosanna E. Guadango, Tyler F. Stillman, and Roy F. Baumeister (in press). "Virtually Justifiable Homicide: Goal Context Influences the Effect of Violent Video Games on Aggressive Behavior." *Aggressive Behavior*, 5, 346-354

Barnes, Christensen, and Stillman. 2014. For the accounting profession, leadership matters regarding ethical climate perceptions. *Journal of Accounting, Ethics & Public Policy* 15/5: 97-135.

Boneck, Barnes, and Stillman. 2013. VITA Experiential, Service-learning, Learned Competencies and Changed Mindsets. *Journal of College Teaching and Learning* 11/2: 71-84.

Barnes, Christensen, and Stillman. 2013. "For the Accounting Profession, Leadership Matters Regarding Ethical Climate Perceptions." *Proceedings of the 2013 Mountain Plains Management Conference*, Cedar City, Utah, October 16-19.

Boneck, Barnes, and Stillman. 2013. "VITA Experiential-learning, Learned Competencies and Changed Mindsets." *Proceedings of the 2013 Mountain Plains Management Conference*, Cedar City, Utah, October 16-19.

Barnes, Stillman, and Christensen. 2014. "The effects of transformational leadership and gender on concern for others within accounting organizations." *SUU Annual Festival of Excellence Conference*, Cedar City, Utah, April 8.

Conference proceedings:

**Alan Hamlin. 2013.** "A Cross-Cultural Comparison of Student Attitudes about What Constitutes Academic Dishonesty". Paper presented at the Mountain Plains Management Association, October, 2013.

## PROFESSIONAL SERVICE

### Department of Accounting

Name	Professional Service Rendered
Jeffrey Barnes	<ul style="list-style-type: none"> <li>Member of Utah Association of Certified Public Accountants</li> <li>Member of Association of Certified Fraud Examiners.</li> <li>Utah Association of Certified Public Accountants Faculty Advisor</li> <li>Co-advisor to Voluntary Income Tax Assistance (VITA)</li> <li>Presented to members of the UACPA on tax and ethics topics.</li> </ul>

## School of Business

	<ul style="list-style-type: none"> <li>Ad hoc reviewer to <u>Mountain Plains Journal of Business and Economics</u>.</li> </ul>
Robin Boneck	<ul style="list-style-type: none"> <li>Advised Voluntary Income Tax Assistance (VITA) program, which completed hundreds of federal tax returns and involved dozens students in service learning.</li> <li>Provided estate planning and income tax advice to executor of estate, individuals and business owners</li> </ul>
David Christensen	<ul style="list-style-type: none"> <li>Provided information on earned value cost estimation techniques to Simio, a defense contractor that specializes in risk analysis software.</li> <li>Member of the Institute of Management Accounting and a Certified Management Accountant.</li> <li>Advised internships.</li> <li>Served on master's thesis committee at AFIT.</li> <li>Ad hoc referee, <u>Mountain Plains Journal of Business and Economics</u>.</li> </ul>
Tim Lewis	<ul style="list-style-type: none"> <li>Advisor, Professional Accountancy Club (PAC). The PAC met 11 times, including site visits to 11 regional employers.</li> </ul>
Mary Pearson	<ul style="list-style-type: none"> <li>Numerous accounting, tax, and financial consultations as a practicing member of the Utah Association of Certified Public Accountants</li> <li>President's Board Member, Regional Parent Teacher Association, Southern Utah.</li> <li>Beaver County School District Audit Committee (provided advice on accounting methods used and necessary to comply with state standards).</li> <li>Presented at four LDS Conferences on money management.</li> <li>Presented to SUU faculty and staff about personal income tax.</li> <li>Vice President, SUU Learning Circle.</li> <li>Panel Discussion Participant, an interfaith dialogue with other faculty members of various religions.</li> <li>Coordinated a Career Night activity for students interested in accounting.</li> </ul>
Amanda Wilford	<ul style="list-style-type: none"> <li>Ad hoc referee for the <u>Journal of Public Policy</u></li> </ul>

## Department of Economics and Finance

<b>Name</b>	<b>Professional Service Rendered</b>
Joe Baker	<ul style="list-style-type: none"> <li>Referee for the <i>Journal of Economic Education</i> and the <i>Journal of Applied Economics</i>.</li> <li>Panelist, National Science Foundation Graduate Fellowship Program</li> </ul>
David Berri	<ul style="list-style-type: none"> <li>Organized 20 sessions for the North American Association of Sports Economists at the 2014 Western Economic Association Meetings.</li> <li>Referee for the following journals: <i>Southern Economic Journal</i>, <i>Journal of Sports Economics</i>, <i>International Journal of Sport Finance</i>, <i>Managerial and Decision Economics</i>, <i>Contemporary Economic Policy</i>, and <i>Sport Management Review</i></li> <li>Editorial board for the <i>Journal of Sports Economics</i> and the <i>International Journal of Sport Finance</i></li> <li>Sole expert witness for the Northwestern Football Player's Union hearing before the National Labor Relations Board, which received national attention</li> <li>Was quoted (and/or had research that was quoted) in the following publications (this is an incomplete list): <i>Forbes.com</i>, <i>The Atlantic Magazine</i>, <i>ESPN the Magazine</i>, <i>Boston Globe Orlando Sentinel</i>, <i>Times.com</i>, <i>New York Times Book Review</i>, <i>Wall Street Journal</i>, <i>ESPN.com</i>, <i>Philadelphia Inquirer</i>, <i>Deseret News</i>, and <i>Salt Lake</i></li> </ul>



	Tribune.
Stephen Evans	<ul style="list-style-type: none"> <li>• Chaired a session at the 2013 Mountain Plains Management conference.</li> <li>• Advisor, Finance Club. The Club was involved in 15 events during the academic year including speakers to SUU, recruiting trips, academic exchanges, and socials.</li> </ul>
Josh Price	<ul style="list-style-type: none"> <li>• Organized 17 sessions at the 2014 Western Economic Association meetings.</li> <li>• Discussant for 2 papers at the 2014 Western Economic Association meetings.</li> </ul>
Bruce Haslem	<ul style="list-style-type: none"> <li>• Referee, <i>Mountain Plains Journal of Business and Economics</i></li> <li>• Referee, <i>Journal of Business Research</i></li> <li>• Session chair for the 2013 Mountain Plains Management Conference</li> </ul>
David Tufte	<ul style="list-style-type: none"> <li>• Editor, <i>Mountain Plains Journal of Business and Economics</i></li> <li>• Referee, <i>Mountain Plains Journal of Business and Economics</i></li> <li>• Sole author of popular economics blog</li> </ul>

## Department of Management, Marketing and Hospitality

Name	Professional Service Rendered
Azmi Ahmad	<ul style="list-style-type: none"> <li>• Paper reviewer/Referee for <i>Mountain Plains Journal</i></li> <li>• Paper reviewer/Referee for <i>IABE Journals</i></li> </ul>
Lisa Assante	<ul style="list-style-type: none"> <li>• Member, Alpha Iota Delta Honorary Chapter in the Decision Sciences and Information Systems</li> </ul>
Gerry Calvasina	<ul style="list-style-type: none"> <li>• Track Chair for American Society for business and Behavioral Sciences Summer International Conference, Summer 2012, 2013, 2014</li> <li>• Session Chair at American Society for Business and Behavioral Sciences Annual Conference, February 2014.</li> <li>• Member of the Editorial Review Board for the <i>Journal of Business and Behavioral Sciences</i></li> </ul>
Alan R. Hamlin	<ul style="list-style-type: none"> <li>• Board of Directors, Mountain Plains Management Association</li> <li>• Conference Chair, 2013 Mountain Plains Management Conference</li> <li>• Reviewer, <i>Mountain Plains Journal of Business</i></li> <li>• Reviewer, <i>Journal of the Academy of Business Administration</i></li> </ul>
Roy B. Johnson	<ul style="list-style-type: none"> <li>• Track Chair Mountain Plains Management Conference 2013</li> </ul>
Amy Moore	<ul style="list-style-type: none"> <li>• Associate Editor, <i>Applied Economics Research Bulletin</i> (since 2007).</li> <li>• Reviewer for <i>Management Science, Marketing Science, and Marketing Research</i></li> </ul>
Greg Powell	<ul style="list-style-type: none"> <li>• NxLevel Certified. Business plan development course to entrepreneurs.</li> <li>• 100+ hours management training and consulting in past year</li> <li>• Cedar City Regional Airport, Marketing Board</li> <li>• Member, American Society for Training and Development</li> <li>• Questar Leadership Conference</li> </ul>
Wayne Roberts	<ul style="list-style-type: none"> <li>• State DEX Board of Directors</li> </ul>
Tyler Stillman	<ul style="list-style-type: none"> <li>• Designed, published, distributed, and analyzed the SUU campus wellness survey</li> <li>• Creativity Center (since 2011)</li> </ul>

	<ul style="list-style-type: none"> <li>• University IRB (since 2012)</li> <li>• Assessment committee (since 2013)</li> <li>• Curriculum committee (since 2013)</li> <li>• Faculty senate (since 2013)</li> <li>• Reviewer: Journal of Personality and Social Psychology, Mountain Plains Journal, Society of Consumer Psychology</li> </ul>
Emmett Steed	<ul style="list-style-type: none"> <li>• Reviewer for the International Journal of Contemporary Hospitality Management (IJCHM)</li> </ul>
Carl R. Templin	<ul style="list-style-type: none"> <li>• Served as a member of two AACSB Peer Review Teams for Maintenance of Accreditation.</li> <li>• Chaired a USHE Program Review Visit for the Business Department at Snow College.</li> <li>• Chaired the USHE Business Major's Meeting.</li> <li>• Member, Institute of Supply Management</li> <li>• Reviewer, Mountain Plains Journal</li> <li>• Advisor, Phi Beta Lambda (Collegiate FBLA)</li> <li>• President, SUU Chapter of Beta Gamma Sigma</li> </ul>

## FUTURE GOALS AND OBJECTIVES

1. **Ensure compliance with 2013 AACSB-International Standards.** Four committees will finish assessing our compliance with the 2013 AACSB-International standards. This will include identifying any deficiencies and areas of continuous improvement, in preparation for our Continuous Improvement visit in February of 2016.
2. **Expand operations of the Center for Executive Development.** The Center is approved and up and running. This year we will expand the client base beyond our first client, Questar to offer at least two executive development programs in 2014-2015. Carl Templin and Greg Powell will take the lead on this initiative.
3. **Establish third named Classroom in the Dixie Leavitt Business Building.** Dean Carl Templin, Suzette Beach and Janet Borg will take the lead in having the Deloitte Foundation Classroom (BU 102) in place for Homecoming 2014. This will include an agreement between SUU and the Deloitte Foundation, upgrading the classroom to include rolling chairs, upgraded countertops, new blinds, a wood podium, and a motorized screen.
4. **Fund raising.** Janet Borg and Carl Templin will take the lead in building business scholarship donations and obtaining donations from three major donors to support the mission of the School of Business for 2014-2015.
5. **Grow MBA and MAcc online enrollment.** MBA and MAcc Program Directors will take lead and work with Graduate Dean and Recruitment to increase enrollments.
6. **Expand visits to employers by at least one major trip.** Paula Alger and Brandon Armstrong will take the lead in this initiative.

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## CHALLENGES AND OPPORTUNITIES

The greatest challenge we face is filling vacant faculty positions within the salary constraints we face. We had two hotel, resort and hospitality faculty members leave, one in 2013 and one in 2014. Our initial attempts to hire a replacement failed. We opened the search during the past year and successfully hired an associate professor replacement, but had to use funds from one of the positions to augment the other for the hire. That left us with insufficient funds to hire a second HRHM faculty position, so we are making do with just two HRHM professors instead of three, supplementing their efforts with adjunct faculty members. A finance faculty member retired in 2014 and our efforts to find a replacement failed due in part to the salary we can offer. We are in our second year of trying to hire a marketing faculty member. Though the departing faculty member was a full professor and we are trying to hire at the assistant or associate level, the salary has not been high enough to attract qualified candidates. The salary available is about \$5,000 short of the average CUPA for an associate professor. However, we have had ABD Ph.D. students who showed initial interest drop out when salary levels were provided. So this is a real challenge for us.

Last year our implementation of the AAS in Aerospace/Aviation Technology—Professional Pilot program resulted in enrollments far beyond our expectation (69 students in the Fall versus an expected 35). Soon applications exceeded capacity, especially for veterans and we had to limit enrollments due to the VA requirement that we have at least 15% private paying students. We have worked with Upper Limit Aviation to increase the number of private paying students, including international students so that we can reduce the waiting list of veterans seeking entry into the program. This will be a continued thrust for the next few years.

Our Masters of Accountancy enrollment has greatly increased, primarily due to the on-line MAcc program. That is stretching the capacity of our accounting faculty to the limit. This is both an opportunity and a challenge. The program is growing without any significant marketing efforts. That we have reached a capacity constraint so quickly shows how great the opportunity is and that also identifies a challenge of meeting that growing demand with faculty resources. We need to add an accounting faculty line to meet that demand. But hiring an academically qualified faculty is difficult and expensive. We also need to find a way to provide a better orientation to our MAcc students, both live and online.

Our MBA program has declining enrollment, which is part of a national trend. We need to look at the MBA curriculum and make adjustments that will attract both students and employers. Currently we offer the MBA in Cedar City and in St. George, plus we are scheduled to offer the MBA online starting in Fall 2014. We need to carefully evaluate the proper mix of programs. We also need to provide a better orientation to MBA students as well.

Student placement will always be a challenge for us. Even though student placement continues to be quite good for business students, this is an important area that needs ongoing attention. Our Career Coach and Employment Outreach Coordinator has made great progress in connecting our students to employers, though career fairs, company tours, and on-line recruiting. Our student business clubs are growing and they are increasingly focusing on company visits and networking through club sponsors, invited guests, and alumni. Our National Advisory Board also plays a prominent role in establishing new business connections for our students. Connecting students with employers is a significant part of our strategic plan for the next

five years. A related challenge is providing placement opportunities for online students. Our employment coach, Brandon Armstrong, sends out opportunities to the online students, but we need to increase the opportunity for them to network with our corporate recruiters in a meaningful way that will lead to internships and employment.