



**McCoy College of Business Administration  
Texas State University**

**Report on Progress  
2011-2012**



**PRME**

**Principles for Responsible  
Management Education**

## **From the Dean**

McCoy College of Business Administration is reaffirming its commitment to uphold the Principles for Responsible Management Education (PRME). We are proud to continue our participation in this effort to advance universal principles in human rights, labor, environment and anti-corruption. McCoy College looks to these principles to guide its curricula into a greater acknowledgement of corporate social responsibility. This Sharing Information on Progress (SIP) report pursuant to the United Nations Global Compact attests to that fact.

PRME's mission, to establish a process of continuous improvement in order to develop a new generation of business leaders capable of managing the complex challenges faced by business and society in the 21st century, makes the total education of students the focus of all activities. The mission and values of the McCoy College have always included ethical behavior, so PRME is a natural extension of our own values.

Our mission continues to reflect the responsibility of the College to make the education of its students the focus of all activities and to create and continuously improve programs that add value to students' educational experiences through relevance and quality. Our faculty play a significant role in delivering this mission through their continuing pursuit of intellectual contributions, professional development, and business experience. They provide a student-centered learning environment dedicated to sharing values, knowledge, and skills that will enable students to compete responsibly, professionally, and successfully in a global business environment.

Our students are given multiple opportunities to interact with successful business professionals throughout their academic career in the classroom, workshops, guest lectures, and through mentoring. Our award-winning academic advising center is a source for information about undergraduate business programs at Texas State. McCoy College students are encouraged to develop a strong working relationship with both their academic advisor and the faculty. Students are expected to follow the University's honor code as well as the McCoy values of integrity and adherence to professional and ethical standards.

Our curriculum emphasizes an applied orientation that focuses on information technology, oral and written communications, critical thinking, leadership, and teamwork. Additionally, it strives to demonstrate the importance of understanding culture, diversity, and globalization as well as their impact on business practices. Our students learn to apply these concepts both in and outside of the classroom via participation in 18 business-related organizations. The combination of classroom learning and practical application has been endorsed by our advisory board and helps to emphasize our applied orientation.

With this Report on Progress, the McCoy College of Business Administration at Texas State University upholds its commitment to educating business students who share our determination to create ethical and sustainable businesses.

Denise T. Smart, Ph.D.  
Dean  
McCoy College of Business Administration

## **The Mission of McCoy College of Business Administration**

The McCoy College of Business Administration is a student-centered learning community dedicated to sharing values, knowledge, and skills that enable students to compete responsibly and successfully in a global business environment. The College serves a diverse population of undergraduate and graduate students primarily from Texas. Emphasizing an applied orientation, we value teaching excellence and intellectual contributions, complemented by service.

The mission reflects the responsibility of the College to make the education of its students the focus of all activities and to create and continuously improve programs that add value to students' educational experiences through relevance and quality. The foundation of the College is an enthusiastic, student-oriented faculty knowledgeable in their discipline through the pursuit of intellectual contributions, professional development, and business experience. They are active in academic, professional, and civic service, and they also mentor students and support student organizations. The following values are widely shared within the College and are fundamental to its success:

1. Excellence in all endeavors through reliance on self-study and continuous improvement;
2. Integrity and adherence to professional and ethical standards;
3. Commitment to the personal and professional development of faculty, staff, and students;
4. Responsiveness, accountability, and contribution to the community and region;
5. Respect for individuals and a diverse culture that creates community among faculty, staff, and students.

## **Introduction to the Report on Progress**

As a signatory to the United Nation's Principles of Responsible Management Education (PRME), the McCoy College of Business Administration prepares and posts a Sharing Information on Progress (SIP) report outlining the actions it has taken to support, abide by and promote the six principles of PRME. The following report provides an overview of how McCoy College incorporates and inspires business responsibility. The report is categorized by the six principles of PRME along with specific examples of how McCoy College supports each respective principle.

### **Principle 1**

**Purpose:** We will develop the capabilities of students to be future generators of sustainable value for business and society at large and to work for an inclusive and sustainable global economy.

The McCoy College of Business Administration at Texas State University continues to look for ways to instill ideals of professionalism, ethics, social responsibility, diversity, sustainability, and globalization in its students. Students are encouraged to understand the importance of culture and diversity to organizations and to apply general concepts of ethical

behavior. Following are some of events undertaken by the College that showcase how McCoy College supports the mission of PRME to develop the capabilities of students to be future generators of sustainable value for business and society at large.

- The Ethics, Diversity and Sustainability (EDS) committee continues to explore options to develop a McCoy College Sustainability Certificate and ways to inform students about EDS initiatives and goals. The committee developed relevant student projects and sponsored events to increase community awareness, such as verifying and updating the carbon footprint of McCoy College.
- In the fall of 2011, the McCoy College Ethics, Diversity and Sustainability Committee and Net Impact co-sponsored the third annual Roundtable 360<sup>0</sup> based on The First Amendment in Business. Panelists included a radio broadcaster, a former newspaper publisher, a State Representative who sponsored the Shield Act, and a journalism professor. With discussion centering on freedom of speech and freedom of press in relation to business, the event addressed issues of utmost relevance to conducting business in today's environment as part of the Texas State Common Experience.
- The Department of Computer Information Systems and Quantitative Methods redesigned its CIS 4395 course to encourage students' participation in the Microsoft Imagine Cup competition. The competition is designed to develop a creative technical solution to address one of the eight United Nations Millennium Development Goals including ensuring environment sustainability, developing a global partnership for development, and promoting gender equality. Three teams participated in the 2011 Imagine Cup Challenge for the first time focusing on two Millennium goals, "Achieving Universal Primary Education for Everyone" and "Combating Widespread Disease."
- As a part of their 2012 Green Impact Campaign, students from Texas State University Net Impact, a service group committed to making a positive difference in the world with sustainable projects relating to economic, environmental and social issues, offered free energy audits to local businesses and non-profit organizations. The Greater San Marcos Partnership and the San Marcos Chamber of Commerce provided support for this program and applauded students working on a project that helped improve the bottom line for local business and, at the same time, is sustainable over the long run. The Texas State University Net Impact was named the undergraduate chapter of the year at the 2011 Net Impact Conference and was the runner up in the Xpedx Greening of the Campus 2012 Competition.
- Texas State students placed second and third in the AMASavesLives competitions for the most watched video and most creative event on campus, respectively. AMASavesLives encourages AMA collegiate chapters around the nation to create social media campaigns and hold informative events on their campuses to increase the number of donor designations and raise awareness about the importance of organ donation.
- Two McCoy College undergraduate students and three Philosophy students competed in the 14th annual Texas Regional Ethics Bowl in November 2011. The format, rules, and procedures of the Intercollegiate Ethics Bowl (IEB), sponsored by the Association for Practical and Professional Ethics, have been developed to model widely acknowledged best methods of reasoning in practical and professional ethics. This is the first year that Texas

State business students competed in the tournament. The team placed eighth out of 24 teams at the regional competition.

- Texas State Common Experience

The Texas State Common Experience is a year-long initiative at the University designed to cultivate a common intellectual conversation across the campus, to enhance student participation in the intellectual life of the campus, and to foster a sense of community across our entire campus and extended community.

The Common Experience theme for 2011-2012 was "Freedoms: The First Amendment," an interdisciplinary theme that affects all departments, offices, and organizations at Texas State—thus allowing for a cross-disciplinary, cross-campus, and multi-organizational conversation. The First Amendment protects the basic freedoms of religion, expression (speech), press, assembly, and petition. Discussion and examination of the First Amendment allowed students, faculty, and staff to understand the Founders' intentions regarding basic freedoms.

McCoy College participates in the Common Experience by hosting Business Leadership Week in the spring semester of each academic year. Business Leadership Week is a signature event for McCoy College. The week is designed to engage the Texas State community in discussions relating to contemporary issues in leadership. The McCoy College is committed to encouraging discussions on these important topics while enriching the experiences of business students. Students and faculty alike praise the week for providing cutting-edge and informative events. In addition to thought provoking speakers, the week includes interactive workshops where student participants develop skills that will allow them to compete in a dynamic business environment. This year's theme was "How Does the First Amendment Apply to Business?" Approximately 2,500 students participated in this year's Business Leadership Week.

Mr. Anthony Griffin, Civil Rights Attorney, delivered the keynote. Other business leaders participating in the 2012 Business Leadership Week as panelists or guest speakers included Mr. Brian McCoy, CEO of McCoy Corporation, Ms. Amy Smith, News Editor for the Austin Chronicle, Mr. Dennis Broughton, SVP of Internal Consulting, Koch Industries, Mr. Paul Bulmahn, Founder of ATP Oil and Gas, Mr. Blake Hastings, VP of San Antonio Branch of the Federal Reserve Bank of Dallas, Mr. Barry Andrews, Founder of Andrews Distributing, and Mr. Jeff Moore, Founder of Moore Leadership. Mr. and Mrs. Rick and Stephanie Ertel, Attorneys for Richard R. Ertel, P.C., shared their thoughts on 'corporate personhood' and how their new and unique way of life has created opportunities for leadership and social responsibility. Ms. Kathie Schwerdtfeger, Partner, Deloitte & Touche LLP, shared her experiences in dealing with corporate data security while Mr. Jason Hinds, Global Program Manager for Online Services at Microsoft Corporation, discussed how First Amendment impacts user interaction on social media such as Facebook and Twitter.

Student comments for the 2012 Business Leadership Week included, "*The presentation and discussion made me feel better prepared for my future career.*"; "*I enjoyed the practice of leading a team and thinking about business from a different perspective.*"; "*I learned how important ethics are in today's world and what is expected in today's corporate culture.*"; and "*Mr. Griffin provided an amazingly relevant and insightful speech. I learned that risks are necessary when striving to achieve. Go for the things you believe in!*".

Based on the University's Common Experience theme for 2013, "A Global Odyssey: Exploring Our Connections to the Changing World," the theme for the 2013 Business Leadership Week is "Thinking Globally." Mr. Jonas Haertle, Head, Principles for Responsible Management Education (PRME) Secretariat, is a distinguished speaker and will engage students and the Texas State community in an interactive conversation about corporate responsibility, the impact of globalization on education and businesses worldwide, and key principles business leaders follow today. Dr. Jack Mogab, Director, Institute for Global Business, and McCoy College faculty member, is a member of the committee to organize the University's 2012-2013 Common Experience theme.

- The McCoy Experience

Offered under the supervision of the McCoy College Academic Advising Center, McCoy Experience is program that focuses on academic, professional, and personal development of business students. For new students, the program offers an introduction to McCoy College values, honor code, professional student organizations, and University career services. Further, students are made aware of leadership opportunities, internships, the Business Learning Community, which is discussed in the section for Principle # 3, and our study abroad programs. For continuing students, the McCoy Experience offers Business Leadership Week and an online module in which key administrators, faculty, staff, and students share their perspectives and information on major and career selection.

The McCoy Experience also provides business students an opportunity to become McCoy College Ambassadors. This is a select group of students chosen each fall and recognized as active student leaders and representatives of McCoy College. Above all, these students express a desire to engage other students on topics of leadership and personal development. Ambassadors interact with their classmates as peer mentors to promote ethical leadership and involvement within the College and community. Ambassadors also interact with external audiences such as prospective students or College guests.

## Principle 2

**Values:** We will incorporate into our academic activities and curricula the values of global social responsibility as portrayed in international initiatives such as the United Nations Global Compact.

The McCoy College of Business is committed to providing the best educational experience to its students through innovative, market-driven programs. Regular and comprehensive curriculum reviews are undertaken to ensure appropriate coverage on professionalism, ethics, corporate and social responsibility, diversity, sustainability, and globalization. Following are some of the changes implemented during 2011-2012 towards that end.

### Undergraduate Curricula

- The Department of Management converted its Business Ethics special topics course into a permanent course, MGT 4370. It also updated learning objectives for two business core courses to explicitly include ethics objectives based upon prior assessment results and ongoing curriculum development discussions.

- BBA degree seeking students are now required to take a course on Ethics and Society. To fulfill their general education requirement, most BBA degree students used to take PHIL 1305, Philosophy and Critical Thinking. To stress the importance of ethics in business, the McCoy College faculty decided that BBA degree aspirants should take PHIL 1320, Ethics and Society, in lieu of PHIL 1305. This will allow business students to receive their basic instruction in ethics. The four College ethics-designated courses (BLAW 2361, MGT 3303, MGT 4335, MKT 3343) will build on what is taught in PHIL 1320 by applying it in business settings. The McCoy College faculty worked jointly with PHIL 1320 faculty to develop topics, short cases, and business scenarios to:
  - Facilitate assessment of students' ability to recognize whether an ethical issue is present in a given situation;
  - Test students' grasp of the fundamentals of various ethical codes such as utilitarianism and moral idealism and, given the environment in which they have been raised, whether or not the student can recognize if a situation is inherently right or wrong;
  - Increase awareness of the importance of having a personal ethical standard; and
  - Increase students' awareness that ethics may vary in different cultures and that they are more likely to be exposed to those cultures than previous generations were.
  
- The McCoy College International Business Committee's 2012-2017 Strategic Plan on internationalization was submitted to the dean and presented to the College council. The plan contains four goals: 1) redefine the role of the Center for Latin American Commerce, 2) successfully implement the international business curricula and programs, 3) expand the involvement of the McCoy College of Business Administration faculty in the undergraduate and graduate international business programs, and 4) enhance relationships with the business community in support of the undergraduate and graduate international business programs.
  
- **Minor in International Business**

Until recently, business majors in the McCoy College of Business did not have an option to select a minor to complement their selected major. The emergence of China, India, and other Asian countries has given rise to faster growing international business opportunities for companies in the United States, particularly in Texas. It is, therefore, imperative that we provide opportunities to business majors to gain educational experiences in an international environment. Recognizing this need and importance to prepare our students for global enterprises, the McCoy College implemented a minor in International Business (IB). The IB minor is open to all business majors. It is designed to provide a fundamental foundation and understanding in economic, cultural, and financial differences across countries. The IB minor comprises of four required, upper-division business courses and two advanced electives. The electives may be selected from a host of courses offered by academic departments across campus that were identified as dealing with international practices, cultural diversity and practices, communication, and other cross-cultural topics. Students will be able to select an International Business minor to complement their selected major effective in the fall 2012 semester.
  
- In addition to the above specific changes made during the year, the departments in McCoy College of Business continually assess their academic offering and incorporate topics to address Principle 2 of PRME.

## Graduate Curricula

- **MAcy Program**

The Master of Accountancy (MAcy) program was thoroughly reviewed in preparation for separate AACSB accounting accreditation. While the primary objective is to produce accounting graduates who are broadly educated in accounting concepts and practices, revisions made to various courses will enable students to also explore the social and environmental effects of accounting information on those who rely on it for decision-making. A unique aspect of the program is its emphasis on the ethical implications of accounting, auditing, and financial reporting. All accounting courses now have some coverage of ethics. The financial accounting and auditing courses now include international topics to address U.S. GAAP (Generally Accepted Accounting Practices; required of U.S. publicly traded companies) and IFRS (International Financial Reporting Standards) methods used by European and many other countries.

- **MSAIT Program**

The McCoy College Master of Science in Accounting and Information Technology (MSAIT) program prepares students for successful careers in management of accounting information systems and IT auditing, governance, controls, and compliance. A thorough review of the program was undertaken as a part of a three-year review process. Course contents were aligned to focus on regulatory and ethical issues of taxes; ethical corporate governance; social, political, and global issues associated with e-Business; legal, ethical, and professional duties associated with the use of information; and ethical dimensions of management decision-making.

## Internships

McCoy College departments continued to work with the business community to increase the number of internship opportunities. A total of 130 undergraduate and 42 graduate students were placed in business internships during the academic year 2011-2012.

### Principle 3

**Method:** We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.

Texas State University and the McCoy College of Business offer students many opportunities for personal and professional growth through events, programs, and campus entities. These create environments that enable effective learning experiences for responsible leadership. Some of these are highlighted below.

- The Center for Multicultural and Gender Studies infuses an interdisciplinary curriculum supporting pluralistic society resources that address race, class, gender and ethnicity. As a part of a strategy to accomplish the University's initiative related to multicultural curriculum, the University encourages each college to modify two courses to reflect

multicultural perspective annually. In support of this initiative, the McCoy College of Business has to date transformed a total of 30 courses to infuse multicultural perspective or content across all eight subject areas offered in the College.

- Students in the Business Plan Development course presented their business plans to local entrepreneurs. Twelve business plan presentations were made to judges including the President of IRex Group; a Principal and Partner in TyRex Group, Ltd.; the CEO of SabeRex Group and President of TyRex Group, Ltd.; the Regional Director of the Small Business Development Center; the Co-Founder and Past President of Classic Communications; and the President of Speer Medical Devices.
- Bobcat Build is a chartered student organization at Texas State University. Its mission “is to create a Texas State tradition of pride through a day of service projects that builds awareness, builds community and builds tradition.” Various student organizations in the McCoy College of Business participate in the annual Bobcat Build event. Participants paint, mulch, plant flowers, rake leaves, prune trees and bushes, wash windows, clean up neighborhoods, participate in can food drives, clean up rivers, and volunteer at other community projects. Through campus collaboration and an open line of communication, Bobcat Build helps bridge the gap between the Texas State community and the citizens of San Marcos.
- The Ethics, Diversity and Sustainability Committee continues to evaluate diversity and ethical issues in the College and develop recommendations for enhancement. The committee works with the Undergraduate Curriculum Committee and Graduate Policies Committee to ensure adequate coverage of concepts related to diversity, ethics, and sustainability in the curriculum. The committee also initiates programs to educate and enhance awareness of diversity, ethical, and sustainability issues.
- Drs. Jack Mogab and Dennis Smart, Director of the IGB and Associate Professor in the Department of Management, respectively, developed an International Business Research and Consulting Project. The Project involves teams of advanced MBA students working with company representatives to address current, company-defined international business issues. Drs. Mogab and Smart met with Mr. Tuan Dam, CEO of Cleanit, Mr. Stan Cagle, Sales Manager of Cleanit, and Mr. Tim Dillon, CEO of STI International, to discuss potential projects.
- Drs. Janet Hale and Jack Mogab helped organize and host the Workshop on Preparing Students for Socially Responsible Global Citizenship that was held on campus during May 2012.
- Study Abroad Programs

McCoy College is committed to offering international experiences to its students. To honor this commitment, the College offers summer study abroad programs for undergraduate business majors and MBA students.

- Twenty-two MBA students traveled to Santiago, Chile to experience the South American business world in summer 2011. Bi-National comparisons of five American-Chilean businesses engaged students in on-site research for Chile Beef & Tomaval, Cousino Maculn Winery, Papa John’s, Walmart Chile, and the W Hotel-Santiago. Interviewing CEOs, touring businesses, investigating business models and sampling products were the basis for research projects.

- In summer 2012, Drs. Ivan Blanco and Jack Mogab accompanied 19 graduate students and four undergraduate students enrolled in International Economics (ECO 5310 and ECO 3317), Cross-Cultural Human Relations (MGT 5375), and International Business (MGT 3375) courses to Santiago, Chile as part of an effort to increase opportunities for international education experiences. Students visited businesses and government officials and participated in a service-learning project with VEGlobal, a Santiago-based non-governmental organization.
- In the summers of 2011 and 2012, Drs. Vivek Shah and Karen Smith accompanied undergraduate business majors to Barcelona, Spain for five-week summer terms. This business study abroad program offers students the opportunity to study international business in an international setting; but it also allows students to get exposure to different cultures through business, historical, and cultural visits. Students also earn course credit.

- **Business Learning Community**

The Business Learning Community (BLC) is a cohort of incoming freshmen majoring in business. Participants are co-enrolled in core classes and benefit from programs and events based on their areas of interest. Acceptance to the learning community is competitive and limited to 35 students. A teamwork theme is applied to projects/activities of the group, and students are required to keep a professional/educational portfolio. Since BLC's inception, it has become very successful.

BLC students reside in the same residence hall and are led by an upperclassman Learning Community Resident Assistant (LCRA). The LCRA is a student staff member who serves as an advisor, counselor, friend, resource and facilitator for the group. He or she is also responsible for coordinating educational activities for the group. The students attend events related to ethics and social responsibility in business, and they also participate in a group service project.

During the year, the BLC participated in events that included tours of the McCoy Corporate Headquarters, etiquette dinners, team-building retreats, camping trips, mock job interviews, service projects such as Bobcat Build, portfolio design and job shadowing.

- The Students in Free Enterprise (SIFE) USA National Champion team advanced to the World Cup in Kuala Lumpur, Malaysia in October 2011. Texas State finished in the top 16 teams in the world, out of a field of over 1,600 teams initially participating in the program. Developing a global supply chain management system for True Vineyard Ministries was one of the many notable projects undertaken by Texas State SIFE during the year. True Vineyard Ministries markets products made by vulnerable women's organizations in Rwanda, thus helping employ women who are victims of Rwanda genocide and HIV. The project was to help develop a sustainable business model and reduce unemployment among women in Rwanda, Africa.
- The interdisciplinary American Advertising Federation (AAF) team, comprised of students from the McCoy College of Business and the College of Fine Arts and Communication, won third place and "Best Promotion Plan" in district competition. The client was Nissan, and the target market was 18-29 year old Hispanics, African Americans and Chinese Americans.

#### **Principle 4**

**Research:** We will engage in conceptual and empirical research that advances our understanding about the role, dynamics, and impact of corporations in the creation of sustainable social, environmental and economic value.

The vision of the McCoy College is to be recognized as a national model for excellence in applied business education, valuing applied scholarly activity. The College encourages diversity of research interests and desires a faculty that, as a whole, will produce a complete portfolio of applied research contributions. Resources are available to promote research activities, and awards are made to faculty members who excel at such activities. The College spent \$246,453 on research related expenses in 2011-12; the faculty published 66 peer-reviewed journal articles, 26 conference proceedings and 120 other intellectual contributions.

Grant activity in the McCoy College continues to increase. During 2011-12, faculty received a total of \$361,748 in local, state, and federal grants. Notable among these were (1) \$126,000 grant from the Texas Department of Transportation to examine engineering costs for development of highway projects, (2) \$165,200 federal grant to investigate the impact of incentives to recruit and retain teachers in “hard to staff” subjects, (3) \$12,500 grant from the U.S. Army to develop a simulation model for medical evacuation, (4) \$16,000 grant to investigate the effect of positive emotions on choice overloads, (5) \$10,000 local grant to analyze labor regulations and foreign direct investments in Europe, and (6) a \$10,000 IBM grant to develop teaching modules in the use of SPSS Data Mining models in Healthcare. In addition, the Small Business Development Center received grant funding of \$746,463.

#### **Faculty Research Highlights**

- Dr. James LeSage, the Jerry D. and Linda Gregg Fields Endowed Chair of Urban and Regional Economics, gave several invited presentations at international venues during the year. These included presentations in Lugano, Switzerland at a workshop sponsored by the Swiss National Science Foundation and organized around his past research on spatial econometric modeling of origin-destination flows; Wuhan, China at the Wuhan University School of Natural Resources and Environmental Sciences; and Vienna, Austria at the Institute for Economic Geography and GIScience, Vienna University of Economics and Business.
- Drs. Eric and Susan Kirby received the 2011 Global Forum Best Symposium award from the Academy of Management’s MED division for their paper entitled “The Impact of Justice Sensitivity and Ethical Orientation on Competitiveness in the U.S./Mexico Border Region” as part of the symposium on teaching management on the U.S./Mexico border at the Academy of Management conference in San Antonio.
- The Korean Securities Association and Samsung Securities Co., Ltd. named Dr. Ha-Chin Yi’s paper, “Does National Culture Influence the Firm’s Choice of Debt Maturity?,” as one

of eight Outstanding Papers at the 6th International Conference on Asia-Pacific Financial Markets in December 2011.

- Dr. Ravi Jillapalli, Assistant Professor of Marketing, coordinated a major student research project sponsored by the Air Force Service Agency.
- Dr. David Beckworth, Assistant Professor of Finance, was quoted in several news sources: The Daily Telegraph where he contends that the central banks still have the means to prevent debt deflation, Real Time Economics discussing the state of household balance sheets and their relation to the recession and recovery efforts, Bloomberg View in relation to restoring the nominal GDP to trend, and The National Review Magazine discussing money supply and monetary policy in relation to the recent economic downturn.
- Associate Professor Dr. Jeremy Sierra received the Gary V. Woods Research Award, which provides an honorarium to the McCoy College faculty member possessing the strongest research record over the preceding three-year period. His research focuses on investigation of factors such as ethnicity, attitude, and emotions in advertising and purchasing decisions.

### Principle 5

**Partnership:** We will interact with managers of business corporations to extend our knowledge of their challenges in meeting social and environmental responsibilities and to explore jointly effective approaches to meeting these challenges.

- Advisory Boards

The McCoy College Advisory Board provides support to the College through the business expertise of its members. These members provide guidance to help ensure that the College programs and curricula remain relevant and leading edge. Board members invest their time, energy and knowledge to keep the McCoy College of Business Administration among the leaders of graduate and undergraduate business education in Texas. In addition, departments within McCoy College work closely with their respective advisory boards for support and guidance on their respective curricula.

At the fall 2011 joint advisory board meeting consisting of all eight College boards, members were asked to discuss and recommend strategies for internationalizing business curriculum, building relationships with the business community, and developing student skills necessary for successful careers. During its March 2012 meeting, members of the McCoy College Advisory Board discussed and supported developing a program for faculty externships or job shadowing over the course of the coming academic year.

- Institute for Global Business

The mission of the Center for Latin American Commerce was broadened to a more global perspective and the name changed to the Institute for Global Business (IGB). The IGB will continue to serve as a liaison between the McCoy College and the international business

community and will also coordinate the College's international business programs. Following are some of the key highlights of IGB:

- The Institute for Global Business, in partnership with the Austin U.S. Export Assistance Center, Texas Camino Real District Export Council, Net Impact Student Organization, Greater San Marcos Partnership, and Strategic Sustainable Development Institute, organized the Texas Goes Global and Green Workshop (TG3). The TG3 Workshop will be hosted in September 2012 to provide assistance for exporting “green” products and technologies by small- and medium-size businesses operating in Central Texas.
- Dr. Jack Mogab, Director of IGB, met with representatives from the Rainforest Partnership to discuss possible collaboration on international sustainable development projects in Latin America.
- The IGB director participated in the Customs and Trade Regulation Conference in Washington, D.C. The purpose of the conference, hosted by the U.S. Customs and Border Protection agency, was to discuss the critical need for academic programs to prepare graduates for careers in the field of customs and trade regulation.
- Dr. Jack Mogab served on the committee to organize the University's 2012-13 Common Experience theme, “A Global Odyssey: Exploring Our Connections to the Changing World.”
- Drs. Ivan Blanco, Yvonne Eixmann, and Jack Mogab, faculty advisors to the international business student organization Future Global Leaders Coalition, met with the director of the Free Trade Alliance (FTA) Education Foundation to discuss the goals and objectives of the FTA Education Foundation and opportunities for collaboration and participation of students in FTA events and educational competitions.
- The McCoy College dean and several key College administrators met with the director of International Development of ESC Bretagne Brest (France), to discuss student and faculty exchange program opportunities.
- The annual Economic Outlook Luncheon was held on June 23, 2011. Dr. Mark Dotzour, Chief Economist at the Texas A&M Real Estate Center, delivered an update on local, state and national economies. Following the address, Dr. Dotzour joined panelists Dr. David Beckworth, McCoy College faculty member, Mr. Jason Cronkhite, Kulabyte, and Mr. Bruce Tifft, Goodrich Aerostructures, in addressing key economic concerns for the greater San Marcos region. In addition, Dr. Steve Murdock, Founding Director of Hobby Center for the Study of Texas, delivered the keynote on how to jump start the economy while Ms. Amy Madison, President and CEO of San Marcos Partnership, provided an update on the state of the region at the June 2012 Economic Outlook Luncheon.
- Center for Professional Sales

The creation of the Center for Professional Sales was approved during the year. The Center for Professional Sales will allow our Department of Marketing to deliver an excellent sales education. Noteworthy for the Center is its recent inclusion into the membership of the University Sales Center Alliance, a group of universities that offer a professional selling program. Membership requirements are rigorous and include meeting numerous standards, such as (1) multiple sales role play learning experiences; (2) sales laboratories with recording capabilities; (3) national prominence for the student sales teams; (4) research in the sales

discipline; and (5) regular attendance at national and international conferences in the field of sales.

Current partner companies include 3M, ADP, Cox Media, Federated Insurance, Ferguson Industries, First Command, Henry Schein, Liberty Mutual, Paycom, State Farm, Tom James, Teksystems, and UPS.

- Center for Research Commercialization

In 2011 Texas State opened the Center for Research Commercialization. The Center serves to act as a two-way conduit to assist industry to draw on significant University resources, and conversely, for faculty to start businesses and liaise with industry. The model is simple - to be agile to the needs of each partner, recognizing that "no size fits all." Each industrial partner is treated on a case-by-case basis, and the University takes pride in being able to respond rapidly, actively, and adaptably.

- Ms. Kathryn Schwerdfeger, a partner at Deloitte, spoke to accounting students as part of Business Leadership Week. She discussed the topic of "Free Speech, Privacy, and Data Security" at the Accounting Club meeting and also discussed fraud and ethics in accounting classes throughout the day.

### Principle 6

**Dialogue:** We will facilitate and support dialog and debate among educators, business, government, consumers, media, civil society organizations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability.

We understand that our own organizational practices should serve as an example of the values and attitudes we convey to our students.

- The Philosophy Dialogue Series

For over 12 years, the series has provided a forum for the lively exchange and critical evaluation of diverse ideas. Philosophy faculty and majors select weekly topics like The Global Village, Aesthetics and Athletics, Patriotism and Democracy, Passion, Animal Consciousness, and Time Travel, to name a few. The topical theme for 2011-2012 was "What is the Optimal Society?"

Faculty and student presenters come from all eight colleges on campus, and the Department of Philosophy recruits nationally recognized scholars, like Antony Flew, Richard Swinburne, Parker Palmer, and David Luban, to participate each semester. Everyone is welcome to attend, and informal dialogues between faculty, students, and visitors are encouraged.

The Dialogue Series allows students to apply their classroom study of the principles of good thinking and ethical conduct to such controversial issues as euthanasia, stem cell research, and capital punishment. The series is also connected with a course, "Dialogue: Theory and Practice," which is offered at both the undergraduate and graduate level.

- Twenty two business leaders made presentations in the Studies in Entrepreneurship class this year. Speakers included Mr. T. Paul Bulmahn, Chairman and CEO of ATP Oil & Gas Corporation; Mr. Tom Kowalski, President of the Texas Health and Bioscience Institute; Mr. Lew Little, CEO of Harden Healthcare, LLC; Mr. Brian McCoy and Ms. Megan McCoy Jones of McCoy Corporation; Ms. Monica McNabb, owner and broker of McNabb & Company; Mr. Pat Oles, President and CEO of Barshop & Oles Company; Mr. Gene Roe and Mr. Richard Planto, Founders of Planto Roe Financial Services, Inc.; and Mr. Karl Rove, President and CEO of Karl Rove & Company, among others.
- Each year, the Department of Computer Information Systems and Quantitative Methods hosts an Information Technology symposium for high school students. This year's symposium was attended by over 250 students. In addition to informing high school students about the career paths and opportunities in various sectors of the IT industry, the symposium is a vehicle to educate the students in socially- and ethically-responsible use of information technology, provide opportunities to network with industry professionals, and learn about future trends in the IT industry.
- Our Small Business Development Center (SBDC) assisted 628 clients; provided 3,401 hours of client assistance, 95 professional business seminars, workshops and conferences during the 2011-2012 academic year; and helped create 455 jobs and 57 business start-ups. The Center provided training for 1,117 participants and facilitated over \$18.9 million in loans to qualified businesses. SBDC offices are located in San Marcos, Austin and Round Rock.
- Members of the Hispanic Business Student Association (HBSA) in the McCoy College of Business continued their outreach activities at San Marcos High School for the fourth year. During weekly meetings with the Latino Leaders for Tomorrow, a group that HBSA started with interested high school students, HBSA members provided encouragement for academic excellence and support for on-going community involvement.
- Accounting Club officers continued to recruit junior and senior students from Holmes High School in San Antonio, a magnet school with a predominately minority student population, to enroll at Texas State. In the fall, five Accounting Club students visited Holmes and in the spring, 152 Holmes juniors toured the Texas State campus. A lunch sponsored by the Department of Accounting was held afterward followed by a panel of Holmes High alumni currently attending Texas State discussing their college experiences.
- McCoy College participated in the San Marcos Education Fair, which provides an overview of educational services and non-profit organizations available to serve families, especially Spanish-speaking families, in San Marcos.