



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

**Report on Progress
2014**



PRME

This is our **Sharing Information on Progress (SIP)**
Report on the Implementation of the **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 communication, 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 21 business-related student 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 and faculty about EDS initiatives and goals. The committee develops relevant student projects and sponsors events such as Roundtable 360⁰ to increase community awareness of sustainable environment and inclusivity practices.
- In fall 2013, the McCoy College Ethics, Diversity and Sustainability Committee sponsored the fifth annual Roundtable 360⁰ based on the university's 2013-2014 Common Experience theme "Minds Matter: Exploring Mental Health and Illness." Experts in healthcare services, human resources, and employment law served on the panel for the roundtable event titled "The Business of Balance" which addressed issues of relevance to mental health in the workplace.
- McCoy College's Net Impact chapter was ranked as a gold chapter for the fourth straight year. Specific projects for McCoy College Net Impact include being the only student group collaborating with Circuit of the Americas on resource recovery and data collection during Formula 1, Moto GP and ESPN's Summer X GAMES 2014. Also involved in South by Southwest (SXSW) and SXSW ECO conferences, Net Impact was chosen by Sustainable America, a non-governmental organization (NGO), to conduct research to reduce waste. Another NGO, Awake Aware America, chose to launch their national program at Texas State. This initiative focuses on blending STEM education with technology and sustainability where students from "at promise" high schools work in tandem with Net Impact members and CSO/CSR/social media specialists to focus on eight topics in eight U.S. cities. The San Marcos-Austin launch focused on water and highlighted The Meadows Center for Water and the Environment at Texas State University.
- McCoy College faculty worked with Materials Science, Engineering, and Commercialization (MSEC) faculty to prepare a multi-disciplinary team of Texas State graduate students to participate in the 14th Annual Rice University Business Plan Competition. The team won \$125,000 for its business plan to produce and distribute Eco-SilTM, an environmentally-friendly alternative to fumed silica. Eco-SilTM also won this team \$10,000 at the 2014 American Chemical Society Green Chemistry Institute Business Plan Competition, which focused on sustainability-oriented entrepreneurship. Eco-SilTM is manufactured from rice hulls, a renewable resource, and can be used in making paint, fiberglass-reinforced plastic and tires. The team founded SioTeX to produce and distribute Eco-SilTM.
- In our Professional Selling, International Marketing, and Ethnic and Niche Marketing classes, instructors use lectures and invited guests from industry to discuss the importance of inclusive relationships in business and otherwise. Students learn about the need to create businesses that encourage diversity among customers, employees, and communities to have a sustainable world economy.
- Students in Enactus free enterprise program develop capabilities to work for an inclusive and sustainable environment by developing and managing 20 or more projects annually, out of a database of 50 projects. Examples of projects accomplished by students include

building a road in an African country so that people could go to school, selling merchandise made by women in Africa to help develop local businesses, and raising funds to install rain barrel systems to water gardens in East Austin.

- Texas State student chapter of the American Marketing Association (AMA) continued its participation in AMASavesLives. 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.
- Various McCoy College student organizations, including the Accounting Club, Beta Alpha Psi, National Association of Black Accountants (NABA), American Marketing Association, and Association for Information Technology Professionals are engaged in community programs that promote environment sustainability and cultural diversity efforts. These activities include participating in the annual San Marcos River clean up, Adopt a Spot (sponsored by Parks and Recreation), and Bobcat Build. Students also engage in a variety of outreach events. These include visiting local high schools with large minority representation and talking to interested students about the college experience and careers in business, accounting, and technology. These programs help instill in students a lifelong commitment to environmental sustainability, cultural diversity and corporate and social responsibility.
- 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 2013-2014 was "Minds Matter: Exploring Mental Health and Illness," which explored how perceptions of mental health and illness affect our thinking, laws, actions, and quality of life. Its focus was to encourage students, faculty, staff and community members to recognize the importance of balancing human rights, freedoms, and creativity with effective social services, business practices, educational programs, and healthcare in support of mental health.

McCoy College participates in the Common Experience by hosting Business Leadership Week (BLW) 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. The theme for 2013-2014 academic year was "Mental Health in the Workplace: It's good for business." Twenty guest speakers addressed students in a variety of classes on mental health issues in the workplace and on leadership. Approximately 3,700 students participated in this year's BLW events.

Based on the University's Common Experience theme for 2014-2015, "Exploring Democracy's Promise: From Segregation to Integration," the theme for the 2015 Business Leadership Week is "Examining the impact of Diversity in Business." Invited speakers will engage students and the Texas State community in an interactive conversation about the

impact of diversity and inclusiveness on education and businesses worldwide, corporate responsibility to support diversity, and key principles business leaders follow today to encourage inclusiveness and diversity.

- 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 34 courses to infuse multicultural perspective or content across all eight subject areas offered in the College.

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 resulting changes implemented during the 2013-2014 academic year.

Jerry D. and Linda Gregg Fields Endowed Chair of Business Ethics and Corporate Responsibility

- The McCoy College of Business hired an endowed chair in business ethics and corporate responsibility. In addition to research, a part of her academic responsibility is to advance the coverage of business ethics and corporate responsibility in our undergraduate and graduate curricula. The position will allow us to offer additional sections of our Business Ethics course.

Undergraduate Curricula

- McCoy College faculty member Dr. Janet Hale serves on an advisory committee that works on creating courses in sustainability. Dr. Hales was invited to review and propose teaching modules on international sustainability. She is working on developing a sustainability certificate program.
- A course in Professional Selling was added to the McCoy College study abroad program in Barcelona this year. As a part of program requirements, the students visited three significant international companies (UPS, ISS Facility Services, and AkzoNobel) to experience their business practices to undertake global social responsibility.

- In the Consumer Behavior course, the instructor includes a discussion on ethical implications of each major topic (e.g. marketing cosmetics based on self-image, marketing to children, etc.) covered in the class.
- Effective this year, our Business Ethics course was refined to include coverage of the United Nations Global Compact. A chapter on UN Global Compact is also included in the required textbook for the course. Additionally, our Social Issues in Management course has been renamed Business, Government, and Society in an effort to better align the course with the full range of PRME values.
- BBA degree students are required to take PHIL 1320, Ethics and Society, to fulfill their general education requirement. The four College ethics-designated courses build on what is taught in PHIL 1320 by applying it to 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.
- One of the goals in the McCoy College International Business Committee's 2012-2017 Strategic Plan on internationalization was to expand the involvement of the McCoy College of Business Administration faculty in the undergraduate and graduate international business programs and successfully implement the international business curricula and programs. Some of the activities accomplished in support of these goals include:
 - An addition of a faculty-led study program to Prague, Czech Republic. Twenty-two undergraduate students participated in the program's first offering during summer 2014. Students studied investment and economic analysis for investing in emerging markets of Central and Eastern Europe as well visited local business institutions.
 - The Institute for Global Business participated in initial discussions to explore opportunities for collaboration between McCoy College and Universitatea Babeș-Bolyai. The institute also hosted the US Marketing Associate for CRCC Asia to discuss student internships and study abroad in China.
 - In an effort to increase opportunities for international education experiences, instructors leading the Chile Study Abroad program have now included a service-learning project as a part of the program.
 - Courses in the International Business minor were further refined to ensure adequate coverage and reinforcement of critical concepts in international business. PRME principles were at the forefront while making these refinements.
- 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

- **MBA program**

An MBA Implementation Task Force was formed in the fall to examine and prioritize the MBA Task Force recommendations. Of the five categories of recommendations, the Implementation Task Force is currently working on incorporating various aspects of global social responsibility and international perspective in the core curriculum. Professional development, career development, and program marketing were other categories of recommendations.

- **MAcy Program**

Courses in the Master of Accountancy (MAcy) program were reviewed and revisions made to enable students to 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**

Course contents were further refined 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 172 undergraduate and 49 graduate students were placed in business internships during the academic year 2013-14.

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 Department of Management offered a new course in Leadership Development. The course was taught in partnership with the McCoy Corporation corporate leadership team and the Center for Relational Leadership. Taught entirely at the McCoy Corporation headquarters in San Marcos, Texas, this innovative course incorporated one-on-one coaching by top managers as well as small group discussions facilitated by senior managers and the McCoy Corporation leadership team. In addition, students worked on developing their individual leadership skills through a semester-long individual leadership development project.
- 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.

- 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 primary focus of the McCoy College Business Learning Community (BLC) this year was to provide students an understanding of important professional skills and to help educate students to be active participants in self-assessment, internships, job-shadowing, and organization involvement. For the 2013-2014 academic year, the Learning Community participated in such community projects as Bobcat Build and fundraising for Relay for Life. Additionally, the BLC members job-shadowed the corporate leadership team at McCoy Corporation headquarters as well as participated in a Kiss, Bow, Shake Hands workshop to learn how various cultures greet each other professionally.
- Each year, the McCoy College of Business sponsors two students to attend the Adelante! National Leadership Conference in San Antonio, Texas. Students interact

with Latino students and corporate leaders from across the country to improve their communication, leadership, and career skills.

- The Center for Entrepreneurial Action hosted a 3-day startup program, named 3DS, in April 2014. 3DS is an entrepreneurship education program designed to teach entrepreneurial skills to students in an extreme hands-on environment. Thirteen outside mentors and 49 students participated in the inaugural program. Among the companies represented as mentors were HostGator, Techstars Austin, Grandex, Pn4Life, Embrace, Glofish, Lambs Tire, and Wildbasin Investments.
- The MBA capstone course in Strategic Management now requires completion of business research and consulting projects. Teams of MBA students work with organization representatives to address current, organization-defined issues. The project clients for spring 2014 included the Cities of Georgetown and Round Rock as well as Rodeo Austin.
- **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. One of the components of all McCoy College study abroad programs is interaction with local businesses as a way to give our students an opportunity to see how major companies develop responsible leadership.

- In summer of 2014, 32 MBA students traveled to Santiago, Chile to experience the South American business world as well as study emerging market economies and cross-cultural management. Students also visited local and international companies, met with governmental officials, and participated in a service-learning project.
- Forty-eight undergraduate students traveled to Barcelona, Spain in summer 2014 to study international marketing, operations management, enterprise information technology, and international trade operations in an international setting. Additionally, the program allows students to get exposure to different cultures through business, historical, and cultural visits.
- In summer of 2014, 22 undergraduate students traveled to Prague, Czech Republic, to study investment and financial analysis for investing in emerging markets of Central and Eastern Europe.
- Texas State University Enactus team was recognized as the 2014 USA National Champion and advanced to the World Cup to be held in Beijing, China in October 2014. The Texas State team has over 50 projects but the four that were showcased included: “Mobile Loaves and Fishes” project to help homeless people earn a living; “Budget Infographics” to help mayors, city councils, and citizens have a simple way to view their city budgets; “Job Help,” a customized web site with live action tutorial videos; and “ROW,” a marketing and technology company that was founded by the current Enactus President and is now grossing \$100,000 annually.
- All Master of Accountancy students are required to take a 3-hour credit course on Corporate Governance and Ethics. The course provides a study of corporate governance and ethical issues in accounting and the business environment. Issues addressed include ethical reasoning, integrity, objectivity, core values, and responsible corporate leadership.

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.

Faculty Research Highlights

- A notable highlight for this academic year was the work done by the McCoy College Impact of Research Task Force. The task force was appointed in fall 2013 to articulate the college research focus and impact factors. The McCoy College of Business Council is currently reviewing the recommendations which include adopting an overarching theme of “business-relevant and socially significant” for the college research focus.
- The College spent \$456,228 on research related expenses in 2013-2014; the faculty published 117 peer-reviewed journal articles, 62 conference proceedings and 82 other intellectual contributions.
- Research publications relevant to Principle # 4 include:
 - Campbell, L., Raiborn, C., Butler, J. (in press). *Bunko in a Boom Organization: Minimizing Fraud during a Boom Business Cycle*. To appear in *Management Accounting Quarterly*.
 - Campbell, L., Smith, P. C., Hostetler, M. (2013). *Traversing the Regulatory Maze of Charity Care: The Institutional Method and IRC Sec 501(r)*. *Journal of Legal Tax Research*, 11(2).
 - Mintz, S., Morris, R. (2014). *Ethical Obligations and Decision Making in Accounting (3rd ed., pp. 500)*. New York, New York: McGraw Hill Higher Education.
 - Payne, D., Raiborn, C. (2013). *The Ethics of Payday Loan Practices*. *Ethics & Behavior*, 23(2), 117-132.
 - Hargrove, D., Raiborn, C. (2013). *The Problem Is Fraud: Is the Solution Government Bounties?* To appear in *Business and Society Review*, 118(3), 299-324.
 - Payne, D., Raiborn, C., Joyner, B. (in press). *Environmentally Friendly Business Strategies: Rhetoric or Reality?* To appear in *Journal of Business & Management*.
 - Rutledge, R., Karim, K. E., Aleksanyan, M., Wu, C. (in press). *An Examination of the Relationship between Corporate Social Responsibility and Financial Performance: The Case of Chinese State-Owned Enterprises*. To appear in *Advances in Environmental Accounting and Management*, 5(1).

- Richard, O. C., Kirby, Susan, Ken, C. (2013). *The impact of racial and gender diversity in management on financial performance: How participative strategy making features can unleash a diversity advantage*. The International Journal of Human Resource Management, 24(13), 2571-2582.
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Principles 5 and 6

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.

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.

- **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 own advisory boards for support and guidance on their respective curricula.

A joint meeting of all McCoy College advisory boards was held in January 2014. A major area of discussion pertained to the new AACSB accreditation standards. AACSB accreditation reviews evidence of continuous quality improvement in three vital areas: innovation, impact, and engagement. During the breakout session, Associate Dean Bill

Chittenden and department chairs led board members in small-group discussion of how the College can develop quality programs to demonstrate engagement, innovation, and impact.

- The Department of CIS & QM Advisory Board met twice during the year to discuss Computer Information Systems, Quantitative Methods and Master of Science in Accounting & Information Systems programs and curriculum. Recommendations will be evaluated to review/revise CIS/QM course and concentration offerings as well as the MSAIT program.
- The Department of Accounting Advisory Board met once during the year to discuss strategies for meeting the AACSB peer team's recommendations for continuous improvement.
- The Department of Finance and Economics Advisory Board met in the fall of 2013 and spring of 2014. In the fall, board members reviewed over 100 student resumes and provided written feedback to the students. The board also conducted 25 mock interviews with students, including a debriefing to discuss each student's strengths and weaknesses. Select board members also participated in a Q&A panel session with members of the Financial Management Association and the Association of Latino Professionals in Finance and Accounting. During the spring 2014 meeting, board members heard presentations from representatives of the Financial Management Association, Association for Latino Professionals in Finance and Accounting, Student Economics Association, and the Student Managed Investment Fund. Board members discussed how they could become more involved with the department and college.
- A Human Resources Management (HRM) Advisory Board was formed in conjunction with the launch of our Master of Science in Human Resources Management. The partnership and on-going dialog with these HRM professionals will help to ensure that our curriculum is up-to-date and meeting the needs of the business community.
- Twenty-two business leaders made presentations to the Studies in Entrepreneurship class this year. Speakers included Ms. Gay Gaddis, President & CEO of T3; Mr. Rod C. Keller, Jr., CEO of Segway, Inc.; Ms. Laura Kilcrease, Triton Ventures; Mr. Tom Kowalski, Texas Healthcare & Bioscience Institute; Mr. Lew Little, Chief Executive Officer of Harden Healthcare, LLC; Mr. Brian McCoy and Ms. Meagan 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. Patrick Rose, Corridor Title; and Mr. Bill Winters, President of Novus Wood Group LP.
- The Institute for Global Business hosted nine guest speakers in international business classes and the Students in International Business organization. Speakers included Europe and Asia analysts from Stratfor, Inc.; an International Account Executive from UPS; a Vice President of International Logistics; and a Senior Program Manager from Dell, Inc. Topics included "Energy and Geopolitics of China," "India's Ambition and Challenges in the Global Economy," and "Western Europe: Political Dissonance and Crisis."
- Mr. Bob Montgomery, Vice-President of Airport Affairs, Southwest Airlines, delivered an address on the important role airports play in a community's economic development at the 2013 Economic Outlook Luncheon. Following Mr. Montgomery's talk, Dr. Richard Yamarone, Senior Economist with Bloomberg, spoke about the current status of the U.S. economy and where he thought it is heading as well as the economy of the Austin-Round Rock-San Marcos MSA. Dr. Bill Chittenden moderated a Q&A session between the audience

and Mr. Montgomery and Dr. Yamarone. Approximately 500 people attended the event. The event was co-sponsored by the Greater San Marcos Partnership, McCoy College of Business Administration, Texas State Small Business Development Center and the San Marcos Area Chamber of Commerce.

- The Texas State Center for Professional Sales was recently awarded full membership status in the University Sales Center Alliance (USCA). There are currently 35 universities worldwide meeting membership requirements of the USCA, with only 21 of those universities holding full membership status. The Texas State Center for Professional Sales has a very active corporate partnership program. The center now has 18 partners, with a waiting list of 13 notable companies. 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.
- The Texas State University Small Business Development Center (SBDC) assisted 444 clients; provided 3,357 hours of client assistance; conducted 38 professional business seminars, workshops, and conferences; and helped expand 52 businesses, create 381 jobs, and start 33 businesses. The SBDC provided training for 692 participants and helped procure \$35.2 million in capital to qualified businesses.
- Dr. Bill Chittenden, Associate Dean for Graduate Programs, served on the Texas Association of Counties' (TAC) County Investment Education Committee and advised the TAC on curriculum development and program evaluation for several TAC County Investment Officer programs during 2013-2014. McCoy College served as the educational co-sponsor for TAC's 2013 Texas Public Funds Investment Conference held in Houston, the 2014 Basics of County Investments conference held in Austin, and the 2014 Conference of the County Investment Academy held in Dallas. Presentations to TAC by Dr. Chittenden included "The Current Economic Landscape," "A Discussion on Risk," "Eligible Securities," "Hierarchy of Issuers," "Investment Controls," "Structure of Securities," and "The Federal Reserve and Monetary Policy." Dr. Hol Toles, senior lecturer in the Department of Finance and Economics, presented "A Rate of Return Exercise," "Math of Finance/Yield to Maturity," "Diversification of Your Portfolio," and "Risk."
- Wayne Berson, CEO of BDO USA, LLP and Chairman of the Global Board of BDO International Ltd., was a guest speaker during 2014 Business Leadership Week and addressed approximately 150 students. After Mr. Berson's presentation, over 20 BDO representatives met with students during a reception hosted by the McCoy College Advising Center.
- The Texas State chapter of the Association for Information Technology Professionals and the Department of CIS and QM co-sponsored the 2013 High School Symposium on October 11, 2013. Over 500 students representing 26 high schools attended. High school students and teachers took advantage of 17 technical sessions to learn about "Building Your IT Career." Students also participated in five IT competitions.
- The Accounting Club hosted over 20 guest speakers including representatives from Aventine Hill; Briggs & Velska; BDO; BKD; Chevron; Cohn Reznick; Deloitte; Ernst & Young; Frost Bank; Grant Thornton; Internal Auditor; Internal Revenue Service; Joseph D. Olsen and Associates; KPMG; Novogradac; Padgett, Stratemann & Co, LLP; and PriceWatershouseCoopers. In addition, the Department of Accounting presented a panel discussion on careers in accounting. The panel comprised of Texas State alumni from both

public accounting and industry. Further, business professionals presented a brief overview of the variety of careers in accounting to nine Principles of Accounting classes, impacting over 500 students.