



*Learning Lives Forever*

# SCHOOL OF BUSINESS

**EXCELLENCE WITH PERSEVERANCE AND  
INTEGRITY**



2011-2012

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 2011-12 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). Building on the consultative comments of our AACSB Peer Review team and the new School of Business mission/vision statements approved last year, we developed a new strategic plan, consistent with the University's Academic Roadmap and which will guide us for the next five years. We obtained over \$4 million in private funding for the new business building, which continues to be the University's top capital project using state appropriated funds. We hired a new accounting faculty member, Amanda Wilford, who is one of our alumnae and just completed a Ph.D. in Accounting from the University of Maryland. We also obtained funding to hire a Career Coach/Director of Employment Outreach which will serve to increase employment opportunities for our students. That position should be filled in Fall 2012 and will work closely with Career Services and Professional Development.

Here are some additional highlights of the past year:

- Our graduating seniors scored at the 80<sup>th</sup> percentile (top 20 percent in the nation) on the ETS Major Field Exam in Business during the 2011/2012 year.
- Our MBA students scored at the 75<sup>th</sup> percentile (top 25 percent nationally) on the ETS MBA Field Exam for the 2011/2012 year.
- Experiential and service learning achievements
  - 32 MBA students spent about 468 man hours providing strategic assessment and planning for businesses in Iron and Washington counties.
  - 58 accounting students spent approximately 800 hours providing Voluntary Income Tax Assistance (VITA). Over 700 tax returns were prepared. The total tax refund exceeded \$1,000,000 for Iron County residents.
  - MBA and Finance students experienced the stress of managing a \$100,000 investment portfolio, netting \$11,126 (11.1%) gain in just nine months.
  - Economics and Finance faculty supervised 11 student research projects.
  - The Phi Beta Lambda/Professional Business Leader club established a March of Dimes Teddy Bear Den, an incentive program to encourage healthy behaviors for expectant mothers, in Cedar City, Utah. They obtained donations to stock the Teddy Bear Den with baby items and worked with five local clinics to sign up clients. At the PBL National Competition, this community service project was recognized as the top service project in the nation.
  - Groups of MBA students participated in two separate networking events – one close to home and one in New York City.

- HRHM students prepared a dinner for the Canyon Creek Women's Crisis Center during fall semester; in the spring, they worked with Chartwells Food Service to prepare a dinner for SUU students and SUU community.
  - HRHM students partnered with Red Mountain Resort to develop a comprehensive consulting project and interactive training seminar on how to establish and maintain a customer service culture in an organization.
  - Business Students logged over 1000 hours of community service as part of the Service Learning component of the senior-level required course MGMT 4200.
- We had five exciting speakers as part of our ongoing Wells Fargo Business Executive Speaker Series: Kevin Schmidt, Jim Quigley, Daril Magleby, and Dian Thomas

## PROGRESS TOWARD MEETING MAJOR OBJECTIVES

The strategic initiatives for the School of Business for this past year were driven from our AACSB Peer Review Team's consultative comments and our new mission and vision statements. The five initiatives were:

1. Complete the fundraising for the new business building, at least \$3 million. Then we will focus on our other fundraising objectives:
2. Work with Career Services to conduct a Business Career Fair in the fall.
3. The Strategic Planning Committee will formalize the School of Business Strategic Plan.
4. Develop a plan to lighten the load of the Assurance of Learning Committee by hiring external reviewers to supplement faculty efforts.
5. Develop an International Business Certificate and have it approved through the curriculum process, the Board or Trustees and the Utah Board of Regents.

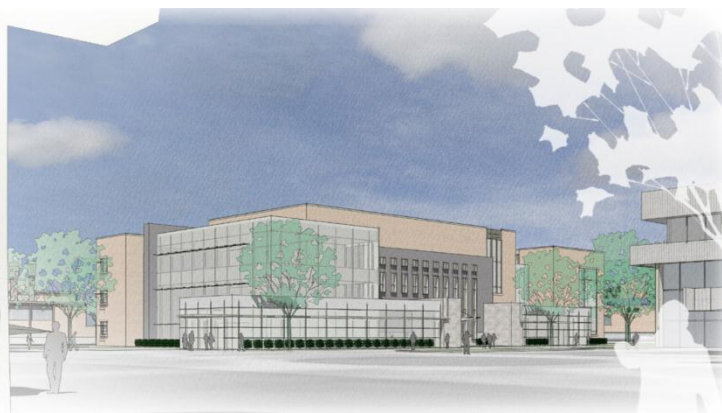
This section reports on our progress toward meeting these strategic initiatives as well as ongoing strategic initiatives.

### Fundraising and New Business Building

This was our best year in fundraising, and we exceeded our goal, as shown in the table below. We obtained pledges from two donors totaling \$4 million for the new business building, with \$200,000 of that amount in hand. We also conducted a fund-raising activity with Masters of Accountancy alumni and students who have taken a class from Professor Steve Harrop. He graciously agreed to match the first \$10,000 raised from that group; approximately \$35,000 was raised, counting Professor Harrop's match. We also received a \$125,000 donation from an alumnus for named scholarships, and another alumnus donated photographs valued at \$103,125 which will be liquidated after three years. In the interim, they will be put on display in the Business Building.

Gift Type	FY 2007	FY 2008	FY 2009	FY 2010	FY 2011	FY2012	Total
Cash Donation	\$119,172	\$165,429	\$76,052	\$86,327	\$89,148	600,771	1,136,899
Private Grants	4,500	4,500	8,300	8,300	4,500	8,000	46,100
Total	123,672	169,629	84,352	94,627	100,148	608,771	1,182,999
Pledges					160,000	3,903,125	
Deferred Gifts			300,000				300,000

The new business building continues to be SUU's top capital facilities request for state funding. We moved from 25<sup>th</sup> to 13<sup>th</sup> on the Building Board rankings in the past year; however, no projects were funded last year. Since we are still too low on the list to obtain funding, we have delayed the programming phase until we can move higher on the list. We have raised \$200,000 to fund that phase and received \$3.725 million in pledges for the construction of the building.



SOUTHWEST PERSPECTIVE



The new 42,000 square foot building will have classrooms more conducive to experiential learning and student engagement. It will also have breakout/study rooms for students to plan and carry out team projects. Advanced computer and service learning labs will enable us to better use technology for analysis and decision making. A suite of advisor and faculty offices will provide better accessibility and support for the mentoring and personalized instruction expected here at SUU.



LOBBY

The new building will also feature a lobby where students and faculty can gather in an informal setting. A key feature of the lobby will be a wall of honor where we will feature successful business men and women who have demonstrated a commitment to integrity. These moral exemplars will inspire our students and highlight our School of Business values: Excellence with Perseverance and Integrity.

### Fall Business Career Fair

The School of Business worked with the Career and Professional Development to offer a Business Career Fair which was held September 21, 2011. Students from all majors were invited to attend, but a dress code applied. We had 27 employers attend, which was quite a bit fewer than previous career fairs. About 200 students attended the event. This caused some conflict across campus, even though all majors were invited to attend. In the future, we will go back to the older format focusing on all majors and encouraging professional dress. The School of Business will work closely with Career and Professional Development to bring new employers to campus and to hold workshops and other activities to help students prepare to meet prospective employers. We will have a professional business career coach and employer outreach coordinator in place for Fall 2012 to focus on career opportunities for business students. We also have two members of the School of Business National Advisory Board who are human relations specialists and will greatly help in this important area. Enhancing the career opportunities of the students in the School of Business will remain a strategic priority, as will be shown in the next section on strategic planning.

### Strategic Planning

The School of Business Strategic Planning Committee developed a formal strategic plan that fits within the framework of the SUU Academic Strategic Plan and Academic Roadmap. The plan focused on providing “a personalized, integrative, and experiential learning environment designed to prepare students to become fully engaged and productive members of society.” The Committee sought input from the School of Business National Advisory Board, students, faculty and the School of Business Leadership team. The plan was approved by the School of Business faculty and staff in our concluding meeting in May 2012. The eight goals of the strategic plan are presented in the following table, along with the specific objectives/outcomes and assessment method:

School of Business Goal	Balanced Scorecard Category	Objectives/Outcomes	Assessment Method	Responsible Parties	Assessment Mechanism Timing
1. Students will be exposed to effective and competent teaching	Student engagement and success	Maintain an average teaching effectiveness score equal to or exceeding 4.0 for the average composite score of both student and peer teaching evaluations.	a. University-approved student evaluation (SE) b. Peer-evaluation Form (PE) c. Post-graduation assessment	a. All faculty b. Department Chairs c. Assessment committee	a. Yearly b. 2011-12 (Sept) c. 2012-2013
2. Students and faculty will have relevant technology necessary for effective teaching and learning	Student engagement and success	Maintain a rating of satisfactory or higher for all technology measured items. For items where lower-than satisfaction is observed, implement a remedy plan to be resolved by next academic period.	Annual SB Technology Report	SB IT Committee	Bi-Yearly 2012-13 (Sept) start
3. Students will demonstrate critical thinking and ethical reasoning skills	Student engagement and success	Maintain an aggregate critical thinking test score and ethical competency test score, achieving a minimum at the 75 <sup>th</sup> percentile nationally, for the BCTST; and achieving a minimum at the 50 percentile nationally, for DIT2	a. Critical Thinking Survey (CTS) b. DIT2 Survey	Administered in the capstone classes for each department Aggregated by Department Chairs	Yearly
4. Students will be exposed to and demonstrate competency in the core business areas	Student engagement and success	a. Maintain or exceed 75 percentile of required courses possessing substantive case studies, simulation, etc. b. Required courses (junior-, senior-, and graduate-level courses) > 50% use substantive case approach	Report from Department Chairs each academic year  ETS Field Exams	Department Chairs	Yearly (May)
5. The School of Business will increase the number of employers recruiting and hiring students from all programs	Student engagement and success	Increase the number and quality of employers recruiting and hiring graduate and undergraduate business students.	Annual Career Services Report of visiting employers	a. Dean, Heads of MAcc and MBA Programs b. New career development staff position	Yearly (May/Jun) starting 2012-13
6. The School of Business will continue to be professionally and nationally recognized as a quality academic program	Organizational effectiveness	Maintain national/professional AACSB accreditation	AACSB Maintenance of Accreditation Review and Recommendations	Dean, Department Chairs	Yearly
7. The School of Business will secure resources for academic programs and faculty support	Organizational effectiveness	Set annual fundraising efforts for this academic category. Make appropriate efforts and appointments with SB Stakeholders to obtain needed funding goal	Annual Fundraising Goal Report	Dean and School of Business Development Officer	Yearly
8. The faculty will conduct discipline-relevant research	Faculty and staff development	L1 pubs and points for AQ grad faculty $\geq 3$ and 15 in 5 years. L1 pubs for AQ undergrad faculty $\geq 2$ and 10 in 5 years. PQ faculty current in field thru PCE, consulting and/ or conferences.	Intellectual Contributions Report and IC Point Merit Calculation Report FAAR	All Faculty & Department Chairs	Yearly



## Assurance of Learning Committee

One of the consultative recommendations of our AACSB-International peer review team was to develop a plan to lighten the load of the Assurance of Learning Committee. The Assurance of Learning Committee is chaired by department chair Kim Craft. We have taken several initiatives to lighten the load of the committee. First, we will hire external evaluators to evaluate oral and written communication. The Communication Speech and Presentation Center will review oral presentations. We plan to hire personnel from the English Department to evaluate written work. These two assessments have been the most time intensive for the committee. External reviews will not only lighten the load of the committee but will also produce assessments by specialists. The other assessments are test-based. They are administered either by faculty or by the testing center with external evaluation.

## International Business Certificate

Two faculty members, Mary Pearson and Sophi Sukalakamala, took the lead in developing the International Business Certificate which will be offered at both the undergraduate and graduate level. The proposals were approved by curriculum committees at all levels, by the Board of Trustees and the Board of Regents for inclusion in the 2012-2013 General Catalog. The Certificate is designed to prepare students for future management in global business practices by gaining understanding in international environmental dimensions, developing management skills in a foreign culture, and participating in study abroad opportunities.

The undergraduate Certificate in International Business requires a total of 15 credit hours and is available to business undergraduate majors or minors. Students must complete two undergraduate international business courses (totaling six credits) from a list of seven classes, must complete one course in a foreign language (minimum three credits), must complete one thematic studies course (three credits) out of a list of 20 courses offered at SUU and must have a study abroad experience (three credits).

The graduate Certificate requires courses totaling twelve credits and is available to MBA or MAcc students. Students take three international business courses (nine hours) and must have a study abroad experience or international internship (three hours). It also has a foreign language prerequisite that must be satisfied at the undergraduate level.

Our first Certificate in International Business was awarded to a student who graduated in Summer 2012 but who had completed all required courses for the Certificate previously. The student had a double major (Spanish) and completed his study abroad experience in Monterrey, Mexico.

## Student Engagement

Student engagement plays an integral role in the School of Business. Our vision statement says we “will offer premier programs in the intermountain west by creating an environment where faculty and staff emphasize personalized learning, **student engagement**, and integrity.” Our mission statement says we will offer “an experiential learning environment that combines theory and practice” and that in order to fulfill our mission we will “provide students opportunities for effective learning by emphasizing interactive experiences and individual attention both inside and outside the classroom.” 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. The objective of student engagement is to allow students to apply the knowledge learned in the classroom to real world problems and situations. This section reports on some of the more significant student engagement activities that occurred during the past year.

### Voluntary Income Tax Assistance (VITA)

Professors **Robin Boneck** and **Jeff Barnes** advised the VITA service-learning activity. The VITA program was, again, incredibly successful this year. Zachary Beazer, along with assistance from six other accounting students serving as supervisors (**Andrea Decker, Cynthia Mershon, Tyler Moss, Terry Walker, Brandon Wignall, and John Winslow**) managed the program. Approximately 715 federal and state tax returns were filed electronically and accepted by the IRS this year. 58 accounting students volunteered to prepare tax returns for qualifying taxpayers residing in the Cedar City area. 2,177 hours of volunteer service were provided by the students from late January until April 12, 2012. All tax returns were prepared and filed at no cost to the taxpayer. It's estimated that providing this service saved citizens in the community over \$125,000 in tax preparation and filing fees. Income tax refunds to the citizens of the community exceeded \$1,272,000.



ACCOUNTING STUDENTS REVIEW PROCEDURES FOR PROPER TAX RETURN PREPARATION

### MBA Capstone Consulting Project

Teams of four to five students completing a strategic assessment of local businesses during the Fall 2011 and Spring 2012 terms. This project gives students “real world” practice in evaluating the strengths and weaknesses of a business, assessing its opportunities and threats, and recommending a course of action to improve the long-term profitability of the company. The businesses were recruited by the Utah Small Business Development Center in Cedar City. In Fall 2011 semester, two teams (10 students) worked with two local businesses. The students reported spending 108 hours meeting with the businesses, analyzing information, preparing reports, and presenting the results of their analysis to the businesses. In Spring 2012 semester, five teams (22 students) worked with five different businesses in Cedar City, and spent 360 hours meeting with the businesses, analyzing information, preparing reports, and presenting the results of their analysis to the businesses.

### Experiential Education--Investment Lab

Our Professional in Residence, **Steven D. Harrop**, oversees our investment lab and the \$150,000 portfolio that our students manage. He teaches the MBA Investments Class, which manages the portfolio each fall term and the Investments II class for Finance seniors, who manage the portfolio in the spring term. Students engage in real-money portfolio management, including performing the research, trading and portfolio management functions. The MBA students made \$751.85 while the Finance seniors made \$10,374 in the four-month period they managed the portfolio. The students experienced the stress of managing a portfolio during a highly volatile market environment.

### Undergraduate and Graduate Research

**Joe Baker** and **Kim Craft** used two student research assistants in updating the SUU enrollment demand model. The students helped with data gathering, modeling and presentation of results.

**Kim Craft** supervised two student research projects. MBA student **Vicki Meier** conducted research on the factors affecting student evaluation of teaching. Dr. Craft also worked with **Kameron Dockstader**, a mathematics major, who developed a portfolio optimization model for TIAA-CREF investment options, and presented results at the SUU Faculty-Student Scholarship Conference.

**Kim Craft, Steve Harrop** and **Tyler Stillman** supervised a team of two students in a research experiment involving investor risk attitudes. Their efforts focused on finding ways to assess investor risk attitudes through the decisions they make. The idea for the research came from George Feiger, Chief Executive Officer of Contango Capital Advisors, Inc., who suggested that the industry needed a better way of assessing investor risk attitudes than simply asking. He provided funding for the research.

**Dr. Bruce Haslem** supervised three student research projects: (1) a study involving the market's response to the announcement of an institution as lead plaintiff in a shareholder lawsuit; (2) an analysis of the financial and control issues of a family owned business preparing for a succession from the founding owner to his children; and (3) an analysis of the financial feasibility of different types of water purification processes and potential new technologies.

**Dr. Griffin Edwards** supervised two student research assistants in a study of how exogenous shock to employment of September 11 affected crime rates. One did a literature review, and the other collected the data.

**Dr. Alan Hamlin** developed a service learning component in the required course, Management 4200: Business, Government, and Ethics. This course is taught by Dr. Hamlin and Dr. Roy Johnson. These course requirements have resulted in over 1000 hours of service projects by SUU students which have benefitted dozens of companies, charitable groups, non-profit entities and other organizations in our area.

### **HRHM Service Learning**

Every semester, HRHM students perform a service-learning activity that benefits the community and also serves as the final project for both the Quantity Food Production and Strategic Guest Service courses. During fall semester, the Quantity Food Production students prepared dinner for Canyon Creek Women's Crisis Center with the theme being Comida Para El Alma: Food for the Soul. For the spring semester, the students worked with Chartwell's Food Service and prepared dinner for SUU students and the SUU community based on the theme Tropical Fusion: A Night in Paradise. The Strategic Guest Service capstone class partnered with the executive team at Red Mountain Resort developed a comprehensive consulting project and interactive training seminar on how to establish and maintain a customer service culture in an organization.

### **6th Annual Best Business Idea Competition**

The 6<sup>th</sup> Annual Best Business Idea Competition was sponsored by the SUU Small Business Development Center and School of Business, the Southwest Applied Technology College, Cedar City Chamber of Commerce USTAR, and Hughes and Associates, Inc. Twenty-six imaginative and promising business ideas were submitted for judging. Nine finalists were chosen to present their business idea orally to the panel of judges. Based upon those presentations, the following winners were chosen:

	<b>Prize</b>	<b>Recipient</b>	<b>Business Description</b>
1 <sup>st</sup> Place	\$3,000	<b>Brian Cameron, Kaylon Pickett</b> (SUU students)	Face to Face English – uses video chat features to teach English to Asian countries.
2 <sup>nd</sup> Place (Tied)	\$1,000	<b>Terral Fox</b> (SUU student)	Unshoes – minimal footwear.
2 <sup>nd</sup> Place (Tied)	\$1,000	Emily Green, Maryann Naegle	Infant apparel line with attached/removable socks.
3 <sup>rd</sup> Place	\$500	Bracy Willardson, Chris McCormick, Suzie Rowley, Chase Clark, Clyde Miller	Interactive website for authors with tools for creating and marketing e-books.
Honorable Mention	\$250	<b>Landon Munk</b> (SUU student), Taylor Ricks	Web-based network for commodity exchange purchasing, news, and information
Honorable Mention	\$250	<b>Kyle Pulsipher</b> (SUU student), Kolby Pulsipher	Main Street Theater – discount movies, themed movies, live performances and events.



**BEST BUSINESS IDEA COMPETITION PRIZE WINNERS**

BACK ROW: DEAN CARL TEMPLIN, BRADY WILLARDSON, TERRAL FOX, KAYLON PICKETT, BRIAN CAMERON, CRAIG ISOM, SBDC DIRECTOR.

FRONT ROW: SHAULANA EVANS, EMILY GREEN

\*NOT PICTURED: LANDON MUNK. TAYLOR RICKS. KYLE PULSIPHER AND KOLBY PULSIPHER

## Opportunity Quest Competition

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

	<i>Prize</i>	<i>Recipient</i>	<i>Business Description</i>
1 <sup>st</sup> Place	\$1,200	<b>Brian Cameron, Kaylon Pickett</b> (SUU students)	Face to Face English – uses video chat features to teach English to Asian countries.
2 <sup>nd</sup> Place (Tied)	\$800	<b>Terral Fox</b> (SUU student)	Unshoes – minimal footwear.
3 <sup>rd</sup> Place	\$500	<b>Keith Howells</b> (SUU student), Luke Vreeken, Bill Strohbren, James Vreeken	Location-based web application that allows users to find nearby adventures on their smart phone.



**OPPORTUNITY QUEST COMPETITION PRIZE WINNERS**

FROM LEFT TO RIGHT: DEAN CARL TEMPLIN, SHAULANA EVANS, TERRAL FOX, KEITH HOWELLS, KAYLON PICKETT, BRIAN CAMERON, 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.



## Teddy Bear Den

The School of Business' Phi Beta Lambda (PBL) chapter competed in the Community Service Project event. SUU students **Randi Burton**, **Paul Burnett**, and **Johanna Adams** presented the PBL chapter's service project and brought home first place in the PBL National Competition. The PBL chapter worked with the Utah Chapter of the March of Dimes to establish a Teddy Bear Den in Cedar City. The Teddy Bear Den is a community-based, prenatal health promotion program for low-income pregnant women. It is designed to promote prenatal care participation and healthy behaviors during pregnancy by providing free baby care products as incentives to practice healthy behaviors throughout pregnancy. The Teddy Bear Den is housed in the SUU Community Engagement Center and is open Wednesdays from 1:00 to 6:00 pm. It is staffed by student volunteers. The PBL club oversees its operation and works with local organizations to conduct community baby showers to stock the Den. There are currently four Cedar City medical clinics participating in the program.



## Global Engagement

The School of Business continues to strengthen and build international partnerships and both student and faculty exchange agreements with international partners. Several faculty members taught internationally this past year. **Alan Hamlin** taught classes at partner institutions in Vienna, Austria and Poitiers, France. Dean **Carl Templin** taught classes at partner institutions in Vienna, Austria and in Paris and Bordeaux, France. Two Accounting Professors (**Mary Pearson** and **David Rees**) also taught for FH Wien in Vienna, Austria.

In May 2012, eight Southern Utah University students, led by Dr. **Sophitmanee Sukalakamala** of the Hotel, Resort and Hospitality Management program, had the opportunity to study abroad in Thailand. During the 18 day-trip, students visited the Catering Department of Thai Airways International, Tourism Authority of Thailand, Amanpuri Resort, Siam Winery, Phuket Pearl Factory, and other top Thai hospitality companies. Students also had opportunity to learn Thai history and culture by visiting the Grand Palace and floating market, attending Thai cooking class, making flower garlands, visiting the Elephant conservation, and much more.



DR. SOPHI SUKALAKAMALA AND HER STUDY ABROAD GROUP IN THAILAND, MAY 2012.



The primary goal of the International Study of Hospitality in Thailand is to enhance the Hotel, Resort, and Hospitality Management (HRHM) academic program by incorporating comparative, cross-cultural, and international perspectives into the curriculum. The program will also help students broaden their views of the hospitality industry beyond the United States (US) perspective. By participating in the program, students will have the opportunity to incorporate lessons learned in the hospitality field with the purpose of having experiential learning on-site experience. While the hospitality workforce in the US is full of diversity, understanding the values and perspectives of different cultures will help students increase the awareness of a multicultural workplace. These experiences will benefit students for successful professions in the future.

Dean **Carl Templin** and academic advisor **Paula Alger** visited partners in Salzburg, Austria and Paris, France. That included a visit to ISC Paris School of Management which resulted in a new partnership arrangement for summer programs and student exchanges.

We have 22 international partners in 14 countries, mostly in Europe and the Pacific Rim. We currently have initiatives in place to establish two additional partnerships with universities in Hatfield, England (just outside of London) and Aberdeen, Scotland.

Nearly all of our partners teach in English, which opens the door for all students to study abroad in Business fields. We have both student and faculty exchange programs. Half of the business full-time faculty has taught at one of our partner institutions. Four of our international partners (the University of Applied Sciences, Olten, Switzerland; the University of Applied Sciences, Vienna, Austria; the ESCEM Business School, Poitiers and Tours, France; and the University of Monterrey, Monterrey, Mexico) have sent faculty to our campus. Each taught in the classroom and also spoke to our larger student body on international topics.

We have two double degree programs, one at the undergraduate level for Management, Marketing or Finance majors. Students study for two semesters in Poitiers, France and receive degrees from SUU and the Ecole Supérieure de Commerce Et Management (ESCEM), both of which have AACSB accreditation. The second is for MBA students. They take their elective classes in Paris, France during the Summer and obtain a Euro MBA from the INSEEC School of Business and the MBA from SUU. We had four SUU students attend INSEEC this year and had two of their students attend SUU for the Double MBA Degree Program.

### **MBA Consortium in Layton, Utah**

Twenty MBA students participated in the Intermountain MBA Consortium held in Layton, Utah, on January 19, 2012. The networking event featured over 45 employers, ranging from federal agencies to small businesses. Leading up to the consortium, the Career and Professional Development office helped students polish resumes, prepare elevator pitches, and helped prime students for the event. All participants felt the experience was invaluable in making connections and preparing in general for future career opportunities.

### **MBA Networking Trip to New York City**

A recent network highlight was a trip to New York to provide Finance/Economics and MBA students the opportunity to visit corporations, see their operations and learn what they do. "By seeing first-hand the success of SUU alumni, students get a better feel for their own prospects," said Megen Ralphs, the University's coordinator of career and professional development.



The event was a coordinated effort between the Career & Professional Development Center, the School of Business, and Alumni Relations. Accompanying the eight students on the May trip were Ralphs, School of Business Advisor **Paula Alger** ('87), Professor of Managerial Economics **Joe Baker** and Ron Cardon ('96), associate director of alumni relations.

Judging from response cards from participating students, the trip was a great success. One student responded, "Every successful person we spoke with got where they are because of very hard work and networking. I understand that going to SUU, a smaller university, should not/does not limit me from pursuing any careers in the business world outside of Utah."

All students indicated they were eager to become mentors themselves in the future.

### Hospitality Management Guild

The Hospitality Management Guild (HMG), is a professional on-campus club that provides social opportunities and networking with employers in the hospitality industry. The club sponsors a variety of hospitality related excursions such as the International Hotel, Motel & Restaurant Show in NYC. HMG also hosted its first annual Mad Hatter Alumni Tea bringing alumni and current students together to discuss leadership skills, interviewing hints, social media tips, and job opportunities. In 2012, the HMG was awarded the Professional Development Club of the Year.

### Student Tours

On February 15, 2012, Dr. **Azmi Ahmad** led a group of sixteen students to Las Vegas on an explorative journey in business and marketing in today's world. The group began at The MAGIC Marketplace held at the Las Vegas Convention Center. This marketplace is where wholesalers/suppliers and retailers in the fashion industry meet. Professor Ahmad was hoping the students would gain a better understanding of the relationships and interactions between the two parties. Attending the convention were entrepreneurs from all around the globe and a combination of large and small companies.

After the convention, the group travelled to Zappos Headquarters where they took a tour of this innovative business. Zappos has been on Fortune Magazine's Top 100 Companies to Work For since 2009, debuting this year as number 11. Zappos is known for their amazing benefits and fun workplace atmosphere. Free healthcare, lunches, and vending machines coupled with on-site "laughing yoga", a nap room, and spur of the moment parades are a few of the things that set them apart. Ahmad thought it would be good to show the students a different type of business culture that makes Zappos so unique.



Hotel, Resort & Hospitality Management students toured a variety of different properties throughout the academic year, enriching their educational experience.

Students with an emphasis on facilities management went to Salt Lake City to tour the Grand America Hotel and to receive a presentation of guestroom electronics at Control 4. At this unique Five Diamond hotel in Salt Lake City students were able to see some of the finest building materials (granite and marble) and furnishings



(carpets and chandeliers) of any luxury hotel in the U.S. Students also toured back-of-the-house areas for major systems and the sophisticated laundry with a tunnel washer. At the end of the tour, the students were invited to lunch in the Garden Café.

Guests may close the drapes, set the temperature, lock the door, and arrange a wake-up call, among other things, with the Control 4 guestroom electronics. With installations at Montage luxury hotels and the Aria, Las Vegas, and in other hotels around the world, the students saw what the future holds in guestroom electronics.



Glen Bashore, VP of Operations, Station Casinos, hosted HRHM students for a breakfast and presentation at Red Rock Casino. Station Casinos hires SUU graduates, many of which were present to meet and speak with current students. After Bashore's insightful presentation, students toured the Red Rock Casino property.

Students then proceeded to the Stratosphere, where the American Casinos chief legal officer and SUU School of Business advisory board member, Phyllis Gilland, arranged a once in a life-time student experience. Besides hearing from several vice presidents, SUU students enjoyed lunch at Top of the World restaurant and had full access to the tower rides.



HRHM students with an emphasis on meetings and conventions traveled to Salt Lake City for a tour of the Salt Palace by a SUU graduate working as a sales and event manager with the convention center management company, SMG. Students then walked to the Hilton Salt Lake City Center. General Manager Jeff Protzman hosted lunch and presented students with insights on how the meetings and convention business works in city center hotels. Students then moved to the Marriott Salt Lake City Downtown to meet with area manager Steve Lundgren. Students received tours and presentations at both hotels from sales and event managers.



In February, HRHM students went to the Lake Powell area for stunning tours of Aman Resorts Amangiri and Aramark's Lake Powell Resorts and Marinas. Students saw firsthand one of the U.S. News and World Report top ten hotel pools of the world. Amangiri management spent valuable time with SUU students explaining how to deliver luxury service to wealthy guests.



At Aramark's property near Page, AZ, students experienced food and beverage operations, room operations, and marina operations. Besides touring the property, students also toured the expansive house boats.

During spring semester, students toured three luxury resorts in the Park City, Utah area. The group first toured the St. Regis; they then assembled for a private conversation with Stan Castleton, resort developer. Students then moved to the Montage Deer Valley to tour the property and hear from the general manager. The last stop was at the Waldorf Astoria resort, where students heard from the general manager and toured the property.

## Wells Fargo Business Executive Speaker Series

This year we brought in five 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.



**Kevin Schmidt**, "Landing a Job in a Tough Economy," October 19, 2011. He has over 30 years of experience in human resource management. He is currently owner of JKS Consulting, which provides executive coaching and other HR consulting services for domestic and international companies. He is the former Vice President, Human Resources Development, Saint-Gobain Corporation. His presentation focused on job-search strategies for these tough economic times, including focusing on what makes you unique and special and how you can help the prospective employer in a meaningful way. He provided networking strategies for building connections and expanding opportunities. He also provided suggestions for effective résumés, cover letters, interviewing, professional presentation/dress and social skills.



**Allen Fazio**, "Leadership Tool Box," November 1, 2011. Allen Fazio serves as Vice President of Global Business Technology Strategy, Disney's Theme Parks and Resorts. He is an 18-year veteran of the Walt Disney Company and is currently responsible for the development and integration of information systems support global theme park and resort sales, marketing, customer management relations and revenue management. He led us on a fun-filled examination of how we grow as leaders, using many Disney clips for illustration. His leadership tool box looked at such traits as being a professional, a coach, a fan, a pirate captain (at the helm, in charge during tough times), and having a fire alarm (what is important, how can I be better?). This also served as a University Convocation.



**Jim Quigley**, "Leadership in Business," March 27, 2012. James H. Quigley is a Senior Partner with the Deloitte U.S. member firm. Deloitte member firms provide audit, tax, consulting, and financial advisory services to public and private clients in 150 countries. Prior to his current role, Jim was the Chief Executive Officer of Deloitte Touche Tohmatsu Limited (the Deloitte global network). Throughout his 37 years with the organization, Jim has held numerous key leadership roles and built a distinguished track record of service to many multinational clients. Jim is the co-author of *As One: Individual Action, Collective Power* (2011), a best-selling book that addresses the leadership challenge of creating environments that inspire large groups to work together toward a common goal. This also served as a University Convocation.



**Daril Magleby**, “Recipe To Become A Successful Entrepreneur,” March 29, 2012. Daril Magleby was born in Monroe, Utah. He graduated from SUSC in 1987 with a degree in Communications and a Marketing minor. An entrepreneur at heart, Magleby has created many successful business ventures. In 1993, he started Label Express, built the company to over \$15M annual sales, and then sold the business in 1998. In 2002, he founded flexible Technologies – Digital & Flexographic Label printing. Although he sold his interest in the company last year, it is still in business today. In 2006, he established Rapid Knee Rehab & TherapEase, LLC, a knee rehabilitation equipment company. Perhaps the most familiar company Magleby owns is the Pizza Factory. He currently owns five restaurants across Utah - in Provo, Lindon, Spanish Fork, Syracuse, and Bountiful.



**Dian Thomas**, “How To Get A Million Dollars’ Worth Of Free Publicity,” April 11, 2012. Dian Thomas was born and raised in the Manti-La Sal National Forest in southeastern Utah. Her master’s thesis from Brigham Young University provided the basis for her first book, *Roughing It Easy*, which topped the New York Times best-seller list. Since then she has written nineteen books and made thousands of personal appearances. Dian was a cast regular on NBC’s Today show for eight years, followed by a six-year contract with ABC’s Home Show. She has also made appearances on Good Morning America and numerous other national and local TV programs. She is still a popular media presence today.

## ASSESSMENT ACTIVITIES

### Undergraduate Business Programs

Our primary undergraduate assessment for this year was the ETS major Field Exam in Business, which each undergraduate business major takes as part of our capstone class. We have administered this field exam since 1993. The results for 2011-12 are presented in the following table:

Percentile ETS Scores on ETS Major Field Exam in Business

	2011/12	2010/11	2009/10	2008/09	2007/08
Students Tested	108	128	117	135	136
Overall	80	86	85	90	74
Accounting	88	81	88	94	81
Economics	86	89	93	95	87
Management	90	94	88	84	70
Quantitative	49	54	90	75	61
Finance	82	72	88	92	78
Marketing	45	72	71	79	63
Legal	71	74	78	76	56
International	75	86	81	87	72

The average overall score for SUU Business students continues to be above our 75th percentile target (highlighted in yellow). This is also the case for the Accounting, Economics, Management and International subscores. Our quantitative subscores continue to be erratic and most recently has dropped below the 50th percentile (highlighted in red). They improved for two years and then have declined precipitously. Students take the Business Statistics class from the Math Department and then have the choice of taking Business Calculus from the Math Department or ECON 2500 Quantitative Business Methods from the Economics and Finance Department. That class has had limited capacity in the past, but in 2011-12 we obtained an additional faculty member and have been able to offer more sections. We think this will be a better option for our business students and expect to see quantitative scores improve in two years when a great number of our graduates have had the ECON 2500 class. The Marketing score was an anomaly and has been discussed by Marketing faculty. Recommendations are being considered to rectify the problem.

### 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 2011/12 and the previous four years are presented in the table below:

ETS Field Exam-MBA

	2011/12	2010/11	2009/10	2008/09	2007/08
Students Tested	38	50	66	35	41
Overall Score	75	65	66	65	88
Marketing	62	65	64	70	95
Management	48	60	71	62	83
Finance	67	64	68	68	89
Accounting	90	72	71	68	84
Strategic Integration	70	65	69	65	86



The MBA students have consistently scored in the top half of the nation on the overall score and subscores. They have occasionally reached the top 25 percent (highlighted in yellow). Last year the score for management dropped below the 50th percentile (highlighted in red) and we will have to examine this closely to see if any adjustments need to be done to the management foundation and core classes.

## Masters of Accountancy

The primary assessment activity for the Masters of Accountancy for the past year was graduate performance on the CPA exam. The following table shows the pass rate by section by our graduates compared to national averages:

	CPA Section Performance				
	AUD	BEC	FAR	REG	ALL
Southern Utah University	45%	43%	52%	57%	49%
National Average	46%	47%	46%	44%	46%

MAcc graduates scored just below the national average in auditing (AUD) and Business Environment and Concepts (BEC) and above the national average in Financial Accounting and Reporting (FAR) and Regulation (REG), which covers tax and accounting laws and regulations. Overall scores are above the national average.

Another important annual assessment metric is placement. Based on exit surveys of MAcc graduates, 81 percent of the MAcc students were placed in career positions.

## 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). This last year all the SBDCs in Utah underwent an accreditation review, which was successful. Their SBA and State Scorecards are shown below:

### SBA Scorecard

	Federal Year 10/1/2011 – 9/29/2012 (data as of June 30, 2012)				
Measure	Status	Annual Target	YTD Target	Year to Date	% Goal
Number of Long Term Clients		27	20	18	89%
Number of Business Starts		14	11	6	57%
Capital Infusion \$ - 000		750	563	943	168%

### State Scorecard

	State Year 7/1/2011 – 6/29/2012				
Measure	Status	Annual Target	YTD Target	Year to Date	% Goal
Number of Unique Clients		160	160	140	88%
Percent of existing business clients to initial		50%	50%	49%	98%
Average Hours per Client		6.67	6.67	6.1	91%
Satisfy Client Needs		95%	95%	96%	101%

#### Status Key

	110%		75%
	90%		0%

## PROGRAM CHANGES

### Certificate in International Business

Developing this new certificate program was one of our Strategic Objectives that was driven by recommendations from our Maintenance of Accreditation peer review team in January 2011. The background and details were presented previously. An undergraduate certificate and a graduate certificate were approved by the SUU Board of Trustees and the Board of Regents for a 2012/2013 start.

### 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 for the MBA program. Most of the changes involved providing more descriptive names for the MBA Coursework that more accurately reflect course content. The table below summarizes the changes:

Prefix and Number	Old Title	New Title
MGMT 6100	Organizational Behavior and Issues	Managing Organizations and People
MGMT 6200	Negotiation	Negotiation and Conflict Resolution
MGMT 6400	Strategic Analysis	Global Business Strategy
MKTG 6200	Marketing Management	Strategic Marketing Management

The MBA curriculum was also changed to require each student to do a Project/Thesis (MGMT 6900). MBA students apply the knowledge and skills they develop in their coursework to solve real problems of small and medium sized business, working through the Small Business Development Center. In order to make room for that class in the 30-hour program, we exempted business undergraduates from taking the MBA core curriculum course in their undergraduate major. For example, a marketing undergraduate major would not have to take the marketing core class. Students who did not major in business must take all core MBA classes. Such students will only have three elective courses (nine semester hours).

We also conducted a thorough review of prerequisites and changed prerequisites for nearly every course in the Masters of Accountancy program to more clearly identify which courses were limited to MAcc students and which were available to MBA students. We also changed prerequisites for two marketing courses and made a minor change in the title of one marketing class.

## FACULTY DEVELOPMENT

**Professor Jeff Barnes** completed the last two chapters of his dissertation for his DBA degree, from the nationally accredited (ACBSP) School of Advanced Studies, of the University of Phoenix, in August 2012. He estimates completion of his dissertation in 2012.

**Dean Carl Templin** attended the AACSB Deans Conference, February 8-10, 2012 in New Orleans. While there he met with representatives of Pforzheim University to discuss student exchanges and a double degree program. He also attended the International Conference and Annual Meeting of the Association to Advance Collegiate Schools of Business (AACSB-International) April 29 to May 1 in San Diego, California where he received updated information on changes to AACSB accreditation standards which will be in place for the School's next Maintenance of Accreditation visit in 2015-2016. Dean Templin has been assigned to serve on two Maintenance of Accreditation peer review teams, one in 2012-2013 and the other in 2013-2014.

**Professors Alan Hamlin, Gerry Calvasina and Jeff Barnes** attended a SAP University Alliance conference in San Antonio, Texas to explore the possibility of increasing the Enterprise Resource Planning content into our business curricula. They became familiar with what other universities were doing in their business programs. As a result, SUU initiated the process of becoming a member of the Alliance and **Professors Gerry Calvasina, Jeff Barnes, Roy Johnson and Azmi Ahmad** attended SAP Enterprise Resource Planning training at California State University-Chico. They underwent intensive education and training in the use of the SAP software and simulation to explore how they might use the SAP resources into the courses they teach. They will explore curriculum changes in the upcoming year to incorporate ERP into several of our core business and accounting courses. This will provide a program niche that is not available at any of the other USHE institutions.

## FACULTY, STAFF AND STUDENT ACCOMPLISHMENTS

**Professor Jeff Barnes** (Accounting) was named the 2011-2012 Outstanding Accounting Educator by the Utah Association of CPAs. He has served in the UACPA many years.

**Dr. David Berri** was named the University's Outstanding Scholar for his journal and book publications in the area of Sports Economics.

**Dr. Joe Baker** was recognized as the University's Outstanding Educator for his exceptional teaching ability.

**Vicki Meier**, Administrative Assistant to the Dean, earned her Masters of Business Administration.

Several graduating students achieved impressive scores on the ETS Major Field Exams. Undergraduate students **David Eggertsen, Desarae Stefensen and Aaron Wilcox** scored in the top four percent nationally on the ETS Major Field Exam in Business. MBA students **Aaron Smith, Ryan Smith, Ryan Webb and Jeremy Burk**, scored in the top five percent nationally on the ETS MBA Field Exam.

**Randi Sorensen Burton** was recognized by the Utah Campus Compact as the Engaged Student of the Year for Southern Utah University. She served as President of Phi Beta Lambda and led that club's effort to establish a March of Dimes' Teddy Bear Den in Cedar City (see below).

**Phi Beta Lambda (Professional Business Leaders)**. Eight students qualified to compete at the 2012 PBL National Leadership Conference in San Antonio, Texas. Club advisor, **Dean Carl Templin**, and five students earned national honors. Dean Templin received recognition as the Outstanding Chapter Advisor from Utah. **Jeff Hertig** earned second place at the State competition in Sales Presentation and took seventh place at the national competition. **Drew Coy** earned third place at the state competition in Management Concepts and also garnered a seventh place finish at nationals. **Randi Sorensen Burton, Paul Burnett and Johanna Adams** presented our community service project (the Teddy Bear Den), which earned first place and a \$500 award. This recognition was earned by the whole club which put in many hours to make the Cedar City March of Dimes Teddy Bear Den a

reality. The Teddy Bear Den is an incentive program sponsored by the Utah Chapter of March of Dimes that provides free baby care products to low-income pregnant women as incentives to practice healthy behaviors throughout their pregnancies. Teddy Bear Den clients earn points toward items, such as diapers and infant clothing, through a variety of positive, health promoting activities: attending prenatal care appointments, participating in prenatal education classes, earning a GED, not smoking, breastfeeding, etc. PBL president Randi Sorensen Burton coordinated the project with the Utah Chapter of the March of Dimes, obtained its support and approval and served as the primary organizer. **Jessica Callister Coats** worked with the medical clinics to enroll women into the program. All the club members worked to publicize the program and obtain donations to stock the Teddy Bear Den. PBL and other business student volunteers set up and run the Teddy



DR. CARL TEMPLIN AND PBL GROUP MEMBERS AT THE 2012 NATIONAL LEADERSHIP CONFERENCE IN SAN ANTONIO, TEXAS. GROUP MEMBERS INCLUDE (FRONT ROW) RANDI SORENSEN BURTON, JEFF HERTIG, AND JESSICA SORENSEN; (BACK ROW) PAUL BURNETT, DREW COY, JOHANNA ADAMS, BRADY COATS, AND JESSICA COATS

Bear Den, which is opened for business each Wednesday from 1:00 to 6:00 pm at the Community Engagement Center.

**Collegiate DECA.** Our Collegiate DECA club competed at the State Career Development Conference. The following students placed in the top three in their events:

- **Devin Brower** and **Madison Day** – 2<sup>nd</sup> place in Sports and Entertainment Marketing
- **Shaneal (S.J.) Fryer** – 2<sup>nd</sup> place in Accounting
- **Madison Day** – 2<sup>nd</sup> place in Restaurant and Food Service Management
- **Courtney Brinkerhoff** – 3<sup>rd</sup> place in Retail Management

## Excellence in Scholarship Awards Banquet

The following students were recognized at our annual Excellence in Scholarship Banquet, which was held April 20, 2012:

Organization	Student	Award
School of Business	<b>Aaron Wilcox</b>	School of Business Valedictorian
	<b>Ryan Webb</b>	Outstanding MBA Student
	<b>Aubrey Peacock</b>	Masters of Accountancy, CPA Key Award
Dept. of Accounting	<b>Kirk Friedel</b>	Outstanding Senior, Accounting
	<b>Brandon Wignall</b>	Outstanding Junior, Accounting
Dept. of Economics and Finance	<b>Sydnee Visser</b>	Outstanding Senior, Economics
	<b>David M. Headley</b>	Outstanding Junior, Economics
	<b>Bryce Hoffman</b>	Outstanding Senior, Finance
	<b>Ryan S. Barrus</b>	Outstanding Junior, Finance
Dept. of Management, Marketing and Hospitality	<b>Emranda Sorensen Burton</b>	Outstanding Senior, Management
	<b>Alecia M. Hunter</b>	Outstanding Junior, Management
	<b>Amy C. Lawley</b>	Outstanding Senior, Marketing
	<b>Jason Mayer</b>	Outstanding Junior, Marketing
	<b>Beth Gingery</b>	Outstanding Senior, HRHM
Dept. of Military Science	<b>Auburn G. Garner</b>	Outstanding Junior, HRHM
	<b>Ryan Close</b>	Outstanding Senior, Military Science
	<b>Trenton Housley</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 20, 2012. 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 **Brady Coats**, **Janelle Batty**, and **Breanne Noel** served as vice presidents. We had 23 student members that were previously inducted. Greg Powell, Associate Professor of Management, was inducted as the faculty inductee in recognition of his teaching and scholarly excellence. Renn Zaphiropoulos, inventor, entrepreneur, and philosopher, was inducted as an honorary member of Beta Gamma Sigma as a way to recognize his outstanding contributions to the School of Business both inside and outside of the classroom. 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>2012 BGS Student Inductees</b>		<b>Previous Student Inductees</b>
<b>Amanda D. Bagley</b> <b>Ryan S. Barrus</b> <b>Paul A. Burnett</b> <b>Jessica Callister</b> <b>Lauren A. Carpenter</b> <b>Brock Christensen</b> <b>Haley N. Clawson</b> <b>Drew A. Ferguson</b> <b>Eric R. Furtney</b> <b>Joy V. Hardin</b> <b>Bryce A. Hoffman</b> <b>Jordan C. Labrum</b> <b>E. LeGrand Lauritzen</b>	<b>Jared P. Lovaas</b> <b>Justin Matthews</b> <b>Jason Mayer</b> <b>Vicki L. Meier</b> <b>Frederic Mereau</b> <b>Kayson C. Pulsipher</b> <b>Karas L. Roundy</b> <b>Megan Seegmiller</b> <b>Shad W. Teerlink</b> <b>Thomas G. Trump</b> <b>Camille Werner</b> <b>Brandon W. Wignall</b> <b>Julie Wilcox</b>	<b>Todd D. Allen</b> <b>Scott Barney</b> <b>Janelle Batty</b> <b>Burke Bess</b> <b>Kirk Blake</b> <b>Cassity Clayton</b> <b>Brady Coats</b> <b>Jacob DeMille</b> <b>Kiley Elsberry</b> <b>Kirk Friedel</b> <b>Blake Greenhalgh</b> <b>Jennifer Haight</b> <b>Brent Heaton</b>



## Department of Military Science

**Army ROTC Commissions.** Between 1 July 2011 and 30 June 2012 four Cadets successfully completed the Leadership Development and Assessment Course at Fort Lewis, Washington, with one receiving an overall “Excellent” rating. We were also able to send two of our cadets to the coveted Air Assault Course at Fort Benning, Georgia, and West Point, New York. The name, branch, and army component are listed below, along with all other requirements of SUU Army ROTC to become commissioned Officers in the United States Army. Each was commissioned as a second lieutenant in the Active Duty Army, Utah National Guard or the Army Reserves.

- **Allred, George** – Signal Corps - Utah National Guard
- **Close, Ryan** – Aviation – Utah National Guard
- **Duffy, Phillip** – Ordnance Corps – Active Duty
- **Jolley, Tyson** – Ordnance Corps – Utah National Guard
- **Redhouse, James** – Field Artillery – Utah National Guard
- **Soriano, Noe** – Medical Services – Army Reserves
- **Smith, Edwin** – Signal Corps – Utah National Guard

## SCHOLARLY ACTIVITY

All faculty members in the School of Business must be engaged in scholarly and professional development activity to maintain their currency in their discipline. Because of our teaching and regional services focus, we especially emphasize learning and pedagogical research and contributions to practice. Our goal is that all faculty research will enhance the classroom teaching and learning experience. We track these activities on a rolling five-year cycle. The table below summarizes the contributions of faculty by discipline and by type of research.

**Summary of Faculty Intellectual Contributions (5-Year Period)**

Discipline	No. Full-Time Faculty	% Contributing	Type of Intellectual Contribution		Type of Research		
			Peer Reviewed Journals	Other	Learning/ & Pedagogical	Contributions to Practice	Discipline-Based
Accounting	7	100%	37	53	42	40	8
Economics*	5	100%	28	48	0	75	1
Finance	3	100%	4	16	0	18	2
HRHM*	3	100%	10	25	0	34	1
Management	6	100%	38	51	5	84	0
Marketing	2	100%	14	10	0	23	1
School Total	26	100%	131	203	47	274	13

\*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 all have met minimum standards established by the School of Business Intellectual Contributions Policy. The greatest number of intellectual contributions falls in the contributions to practice category, followed by learning and pedagogical research and then discipline-based research, which is consistent with our stated objectives and mission.

## Noteworthy Scholarly Accomplishments

### DEPARTMENT OF ACCOUNTING

**Amanda Wilford.** "An Analysis of Multiple Consecutive Years of Material Weaknesses in Internal Control" accepted for publication in *The Accounting Review* (November 2012), the top academic journal of the American Accounting Association.

**Amanda Wilford.** "Determining the Impact of Multiple Consecutive Years of Financial Reporting Quality Issues on Investment Efficiency." Doctoral dissertation (University of Maryland, 2012.)

**David Christensen.** "Videos to Promote Ethical Decision Making: A Pedagogical Tool." *Mountain Plains Journal of Business and Economics* 12:42-68. 2011.

**David Christensen.** "Instructor Notes to Videos to Promote Ethical Decision Making: A Pedagogical Tool." *Mountain Plains Journal of Business and Economics* 12: 69-94. 2011.

**David Christensen, Gregg Powell, and David Rees.** “Small Things First Things – A Pedagogical Tool for Accounting Students.” *Mountain Plains Journal of Business and Economics* (forthcoming).

**David Christensen, Gregg Powell, and David Rees.** “Teaching Notes to Small Things First Things – A Pedagogical Tool for Accounting Students.” *Mountain Plains Journal of Business and Economics* (forthcoming).

**David Rees and Troy James.** “Continuing Evolution of Accounting for Goodwill.” *The CPA Journal* 81 (January 2012)

**Jeff Barnes** submitted the final two chapters of his dissertation, “Organizational Leadership and Ethical Climate in Utah’s CPA Profession” to his dissertation committee to review at the University of Phoenix. 2012.

**Jeff Barnes.** “Ethics and Tax Practice.” Utah State University Tax School Conference in Salt Lake City on 17 Nov 2011 and in St. George on 1-2 December 2011.

**Jeff Barnes.** “New Tax Legislation.” Utah State University Tax School Conference at Salt Lake City on 17 Nov 2011 and at St. George on 1-2 December 2011.

**Mary Pearson** reviewed two chapters of *Financial Accounting for Undergraduates* by Ferris and Wallace in 2011.

**Mary Pearson.** “Financial and Stress Management.” Two LDS women’s conferences in 2012.

**Tim Lewis, Jonathan Dotson, and Craig Isom.** “The Simon Case – Some Lessons for Auditors.” *The Mustang Journal of Accounting and Finance* 1 (October 2011).

**Tim Lewis.** “Federalist #78 on the Proper Role of the Judiciary.” *The Mustang Journal of Business and Ethics* 2 (October 2011).

#### DEPARTMENT OF ECONOMICS AND FINANCE

**R. Kim Craft and Joe G. Baker** published “Tuition Revenues and Enrollment Demand: The Case of Southern Utah University.” *AIR Professional File*, Number 124, Spring 2012.

**Joe G. Baker, Kim Craft and David Tufte** published “What Makes Economists Happy? Job Satisfaction of Economics Baccalaureate Recipients,” 2011, *Perspectives on Economic Education Research*, Volume 11#1, 1-19.

**David Berri** published “Did the Players Give Up Money to Make the NBA Better? Exploring the 2011 Collective Bargaining Agreement in the National Basketball Association.” *International Journal of Sport Finance*, 7: 158-175.

#### DEPARTMENT OF MANAGEMENT, MARKETING AND HOSPITALITY

**Dr. Lisa Assante** published two journal articles in the academic year 2011-2012. “Conceptualization of Modeling Resident Attitudes on the Environmental Impacts of Tourism” was published in the **Tourism Planning and Development Journal**, and “Pioneering a Rural Hospitality Research Center” was published in the **Journal of Management and Marketing Research**. Both have low acceptance rates. She also had two conference proceedings published that year.

**Gerald E. Calvasina** published six refereed journals during 2011-2012. Examples include “The Virtual Office: HRM Legal, Policy and Practice Issues” published in the **Business Studies Journal**, and “The Dodd-Frank Act: Whistleblower Protection Piled Higher and Deeper” published in the **Business Studies Journal**.

He also had 4 paper presentations and conference proceeding articles during the year. Dr. Calvasina continues to be the most prolific scholar in the department, and won the SUU Scholar of the Year award in 2011.

**Alan Hamlin** published two proceedings and one journal article entitled “A Comparison of University Efforts to Contain Academic Dishonesty” which appeared in the **Journal of Legal, Ethical and Regulatory Issues** (with **Greg Powell**).

**Roy Johnson** published two journal articles and two proceedings during the academic year, on topics such as Teaching Business Ethics in Management Education” and “An Overlap Model of Ethical Analysis,” published in the **Journal of Legal, Ethical and Regulatory Issues**.

**Amy Moore** published the following papers in referred journals during the past year: “Time to cut up those debit cards? Effect of payment mode on willingness to spend,” in **Journal of Consumer Policy**, 2011. “Non-Passive Buyers in Posted-Offer Markets” in **Applied Economics Research Bulletin Peer-Reviewed Working Series**, 2011. “Regulating Purchasing Alliances: An Experimental Investigation,” in **Applied Economics Research Bulletin**, 2011.

**Greg Powell** published two journal articles entitled “A Comparison of University Efforts to Contain Academic Dishonesty” which appeared in the **Journal of Legal, Ethical and Regulatory Issues** (with **Alan Hamlin**), and “Small Things First Things- A Pedagogical Tool for Accounting Students” in the **Mountain Plains Journal of Business and Economics** (with **David Christensen** and **David Rees**).

**Wayne Roberts**, in addition to working with **Dr. Steed** on the Southern Utah Visitor Profile below, also had a journal publication, titled “Service Quality Dimensions and Satisfaction Determinants with the Alaska Ombudsman’s Office,” in the **Academy of Marketing Studies Journal – Special Issue in Services Marketing**.

**Emmett Steed**, **Wayne Roberts**, and **Briget Eastep** (College of Education and Human Development) received a \$25,324 grant from the Utah Office of Tourism to conduct a Central/Southern Utah Visitor Profile. A significant characteristic of the grant is that the Utah Office of Tourism came to SUU (Emmett Steed) to ask them to conduct the study in 2011. The study is now completed, and the results of the study will be used to promote tourism in the State of Utah. The survey instruments were translated into French, German, and Japanese. A new technology was utilized in obtaining survey responses by designing a website card with a QR code to allow smart phone users to go directly to the survey website.

**Tyler Stillman** published four conference proceeding articles, and 3 journal articles, including the following: “Social Exclusion causes People to Spend and Consume Strategically in the Service of Affiliation” in the **Journal of Consumer Research**, 2011, “Fool me once, shame on me: Development of the Consumer Rumination Scale,” in the journal **Advances in Consumer Psychology**, and “Social Exclusion Causes People to Spend..” in the **Journal of Consumer Research**.

**Sophitmanee Sukalakamala** published 4 proceedings during the year, including “Global Approaches in Product Adaptation of Multinational Fast Food Chains” and “Identifying Optional Communication Mixes for Strategic Destination Image Formation.”

## 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>Utah Association of Certified Public Accountants Faculty Advisor</li> <li>Co-advisor to Voluntary Income Tax Assistance (VITA)</li> </ul>
Robin Boneck	<ul style="list-style-type: none"> <li>Advised VITA (Voluntary Income Tax Assistance), which completed 715 tax returns and involved 58 students in service learning</li> </ul>
David S. Christensen	<ul style="list-style-type: none"> <li>Provided information on earned value consulting companies to Predator Systems.</li> <li>Member of the Institute of Management Accounting and a Certified Management Accountant.</li> <li>Member of the Society of Cost Estimating and Analysis and a Certified Cost Estimator/Analyst.</li> </ul>
Tim Lewis	<ul style="list-style-type: none"> <li>Advisor, Professional Accountancy Club (PAC). The PAC met more than 12 times, including site visits with 9 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> </ul>

### Department of Economics and Finance

Name	Professional Service Rendered
Joe Baker	<ul style="list-style-type: none"> <li>Referee, <i>Applied Economics</i></li> </ul>
David Berri	<ul style="list-style-type: none"> <li>Editorial board, <i>Journal of Sports Economics</i></li> <li>Editorial board, <i>International Journal of Sport and Finance</i></li> <li>Organized multiple sessions for the North American Association of Sports Economists at the Western Economic Association Meetings, San Francisco, CA, July 2012</li> <li>Referee for several journals</li> </ul>
Griffin Edwards	<ul style="list-style-type: none"> <li>Referee, <i>Mountain Plains Journal of Business and Economics</i></li> </ul>
Steven Harrop	<ul style="list-style-type: none"> <li>Investment Advisory Board, Soltis Investment Advisors, St. George, Utah since 2003</li> <li>Board of Directors, Heritage Bank, St. George, Utah since 2002</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>
Bruce Haslem	<ul style="list-style-type: none"> <li>Referee, <i>Journal of Financial Research</i></li> <li>Referee, <i>Mountain Plains Journal of Business and Economics</i></li> <li>Referee, <i>Australian Journal of Finance</i></li> </ul>

## Department of Management, Marketing and Hospitality

Name	Professional Service Rendered
Azmi Ahmad	<ul style="list-style-type: none"> <li>• Advisor for Beta Gamma Sigma SUU Chapter</li> <li>• Advisor/Coach for SUU Men's Volleyball Club</li> <li>• School of Business Intellectual Contributions Committee</li> <li>• SUU Undergraduate Curriculum Committee</li> <li>• MMH Department LRT Committee</li> <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> <li>• SUU Committee for Student Engagement</li> <li>• Service Learning Project Coordinator</li> <li>• SUU Committee for Non-Discrimination</li> <li>• School of Business Curriculum Committee</li> <li>• Founder and Advisor, Hospitality Management Guild</li> </ul>
Gerry Calvasina	<ul style="list-style-type: none"> <li>• SUU Academic Planning and Steering Committee</li> <li>• Faculty Senate Academic Affairs</li> <li>• SUU Graduate Curriculum Committee</li> </ul>
Alan R. Hamlin	<ul style="list-style-type: none"> <li>• President, SUU Faculty Senate</li> <li>• SUU Program Review Committee</li> <li>• Department Chair, Management, Marketing and Hospitality</li> <li>• Reviewer, <i>Mountain Plains Journal of Business</i></li> <li>• Reviewer, <i>Journal of the Academy of Business Administration</i></li> <li>• President-elect, Mountain Plains Management Assn.</li> </ul>
Roy B. Johnson	<ul style="list-style-type: none"> <li>• SUU Faculty Review Committee</li> <li>• MBA Strategic Planning Committee</li> <li>• School LRT committee</li> </ul>
Amy Moore	<ul style="list-style-type: none"> <li>• Associate Editor, <i>Applied Economics Research Bulletin</i> (since 2007).</li> <li>• Editor, <i>Applied Economics Research Bulletin</i>, Summer 2010.</li> <li>• School of Business LRT Committee</li> <li>• SUU Utah Women in Higher Ed Committee</li> <li>• School of Business IC Committee</li> <li>• MMH Department Assessment Committee</li> <li>• Reviewer, <i>Management Science</i></li> <li>• Reviewer, <i>Marketing Science</i></li> <li>• Reviewer, <i>Marketing Research</i></li> </ul>



Greg Powell	<ul style="list-style-type: none"><li>• Chair, MMH LRT Committee</li><li>• AACSB Student Engagement Committee</li><li>• SUU Internship Committee</li><li>• Director, SUU Center for Executive Development</li><li>• NxLevel Certified. Business plan development course to entrepreneurs.</li><li>• Certified trainer- Achieve Global management training</li><li>• Certified trainer- Vital Learning management training</li><li>• 100+ hours management training in past year</li><li>• Cedar City Regional Airport, Marketing Board</li><li>• Member, American Society for Training and Development</li></ul>
Wayne Roberts	<ul style="list-style-type: none"><li>• Faculty Senate Distance Education Committee</li><li>• Faculty Senator</li><li>• State DEX Board of Directors</li><li>• MMH Department Curriculum Committee</li></ul>
Tyler Stillman	<ul style="list-style-type: none"><li>• SUU Creativity and Innovation Committee</li><li>• SUU IRB Committee</li></ul>
Emmett Steed	<ul style="list-style-type: none"><li>• School LRT Committee</li><li>• Faculty Senator</li><li>• School of Business Fundraising Committee</li><li>• School of Business Curriculum Committee</li><li>• UGRASPrepresentative</li></ul>
Sophitmanee Sukalakamala	<ul style="list-style-type: none"><li>• SUU Academic Users Committee</li><li>• SUU Faculty Publication Committee</li><li>• SUU Global Engagement Committee</li><li>• SUU Faculty Development Support Committee</li><li>• MMH Department Curriculum Committee</li><li>• Guest reviewer for <i>International Journal of Culture, Tourism and Hospitality Research</i></li><li>• International Council on Hotel, Restaurant and Institutional Education Membership, 2007-present</li><li>• Guest reviewer for the Annual International Council on Hotel, Restaurant, and Institutional Education Summer Conference.</li><li>• Phi Beta Delta International Scholars Honor Society, Chi Chapter, 2007-present</li><li>• Phi Upsilon Omicron Family and Consumer Sciences Honor Society, 2000-present</li></ul>
Carl R. Templin	<ul style="list-style-type: none"><li>• Member, Board of Directors, Freight-Tec Corporation.</li><li>• Club Advisor, Phi Beta Lambda Professional Business Leadership (PBL)</li><li>• Chair, SUU Academic Standards Committee</li><li>• Member, SUU Campus Planning committee</li><li>• AACSB-International Maintenance of Accreditation Peer Review Team Member</li><li>• Reviewer, North American Research and Teaching Symposium on Purchasing and Supply Chain Management; Mountain Plains Journal</li><li>• Member, Institute of Supply Management</li></ul>

## FUTURE GOALS AND OBJECTIVES

The School of Business Strategic Planning Committee presented the strategic plan at the concluding faculty meeting for 2011-2012, and the plan was approved by the faculty. Based on that plan, we have selected several strategic initiatives that will be started this next year.

SUU is a participant in the Utah Cluster Acceleration Partnership (UCAP), which is a partnership between businesses and higher education with an economic development objective of stimulating growth in strategic industry sectors. SUU has chosen to focus its UCAP initiatives on accelerating the growth of small business in its regional service area. Small businesses with less than 50 employees account for nearly 60 percent of all employment in the region (compared to 40 percent for the state of Utah). SUU Regional Services directed a year-long process of listening to regional business leaders and gather input regarding their needs, challenges and opportunities. This resulted in six acceleration strategies designed to align, augment and utilize SUU's resources and programs to respond and support small business workforce needs. Two of the strategic initiatives directly involve the School of Business and have become the first two of our strategic initiatives for this year:

1. **Develop a Certificate Program in Entrepreneurship and Small Business Management.** Dean Carl Templin will take the lead on this initiative, which will involve five undergraduate courses (15 semester hours) and getting it approved through the curriculum process and approved by the Board of Trustees. We have received \$16,000 in funding to develop and offer the certificate in the upcoming year.
2. **Provide a Region-Specific Economic Data Service.** Dr. Kim Craft, Department Chair of Economics and Finance, will take the lead on this strategic initiative. The Department will partner with the Utah Department of Workforce Services to electronically deliver a monthly economic update to small businesses throughout the region. It will highlight key economic data and trends, and provide analysis for the rural counties in the southwest region of the state in a concise, easy-to-understand format. We have \$16,000 in UCAP funding to develop the program and year one operating expenses.
3. **Develop a Center for Executive Development.** This past year the School of Business provided executive development training for Questar. The training went so well that President Benson suggested we develop a Center that can deliver such training to additional companies. Further, a donor has stepped forward to provide the initial funding. Professor Greg Powell will take the lead on this strategic initiative with the goal of having the Center in place this year.
4. **Incorporate Enterprise Resource Planning into business curricula and corporate training.** We laid the groundwork for this strategic initiative last year, when faculty received initial training in SAP ERP. This year we will develop the curriculum.
  - a. Azmi Ahmad and Jeff Barnes will develop the SAP ERP curricula.
  - b. Dean Templin and Brandon Armstrong will contact SAP users to determine interest in students with exposure to SAP ERP.
  - c. Dean Templin will coordinate with Microsoft ERP consultants and users to determine the need for corporate training.
5. **Fundraising.** Dean Carl Templin and Development Officer Mark Davis will continue fundraising efforts to organize a fundraising board and raise \$2 million in scholarships, room naming, and develop a second U-shaped seminar classroom in the business building.

6. **Establish international partnerships with universities in Aberdeen, Scotland and Hatfield, England.** Dean Carl Templin and Academic Advisor Paula Alger will take the lead in establishing these two partnerships.
7. **Hire a career coach and outreach coordinator for the School of Business.** Dean Carl Templin obtained funding for this position. The goal is to have the person on board by October 1.

## CHALLENGES AND OPPORTUNITIES

Many of the challenges we face, and opportunities, result from our rural location. Because we are a residential campus, most of our students move away from home to study here and that increases their educational and living expenses. There is a good environment that is conducive to studying and learning. However, employment opportunities are somewhat limited which poses a financial challenge to students. Therefore, financial aid and on-campus employment are important for retention. It is hard to get companies to recruit on campus, so we need to develop alternate strategies to connect students with employers. We have a good student product. We just need to find ways to get our students connected with employers through internships, career fairs, virtual career fairs, etc.

### **Fund Raising**

Given that many of our students come from rural Utah and Nevada, with limited financial resources, we need to greatly increase the scholarship funds available to students in the School of Business. These funds are needed to help students afford the rising tuition costs. We also want our students to be able to have international study abroad experiences but the cost is prohibitive for many students; hence, scholarship support for study abroad experiences is also an important focus. Our focus on student engagement and experiential learning is a key element of the mission and vision of the School of Business. Due to our isolated location, we often have to travel to Las Vegas or Salt Lake City to visit businesses. When consulting in Southern Utah, students still may have to travel some distance to visit the companies. Funds must also be raised to support our student engagement activities so that we can continue to afford them.

### **Student Placement**

Student placement continues to be quite good for business students, in spite of the tough economy. However, this is an important area that needs constant attention. This coming year we will have a Career Coach and Employment Outreach Coordinator to focus on this important issue. We will also strive to help students attend other career fairs on other campuses, such as the hospitality fair in Las Vegas and the MBA Consortium Career Fair in Northern Utah. Student business clubs also play an important role in helping students develop leadership skills, prepare for job interviews, and network 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.

### **Global Engagement**

Global Engagement will continue to be a high priority of the School of Business. As discussed earlier, we will focus on developing international partnerships in key areas of interest to students, specifically Scotland, England, and Brazil. We will evaluate our double degree programs to determine if they are meeting the objectives we established, especially in terms of quality and student interest. We will better publicize our international capability and partnerships, especially to prospective students and employers.