

The logo for Richards College of Business features the word "Richards" in a blue, italicized serif font with a red flame icon above the "i". Below it, "College of Business" is written in a black, italicized serif font. A thick red horizontal line is positioned below the text.

*Richards*  
*College of Business*

UNIVERSITY OF WEST GEORGIA

**Annual Report for 2007-2008**

**Prepared by  
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## Introduction

The RCOB had an excellent 2007-08 academic year as we celebrated ten years as the “Richards” College of Business. With advances in research, innovations in teaching, and outstanding service, the RCOB continued to broaden its positive impact on society and improve its outcomes to stakeholders. This annual report summarizes the major strategic initiatives and progress toward strategic goals during 2007-08 and concludes with an outline of important issues for the upcoming year.

## Strategic Initiatives

On July 9, 2007, the RCOB celebrated ten years as the “Richards” College of Business. Cake and ice cream were served to students during the afternoon, and an evening reception included community leaders and alumni. Stu Thorn, President and CEO of Southwire (the company founded by Roy Richards, Sr.) was the featured speaker, and a video retrospective of the RCOB was debuted.

A strategic planning retreat was held in August 2007 for all members of the Dean’s Advisory Council (DAC). A consultant facilitated the day-long event, and the activities were valuable in teambuilding and in planning for the future of the RCOB.

The new committee structure in the RCOB continued to enhance faculty participation in leadership and strategic initiatives.

*The Strategic Planning Committee* focused on:

- RCOB Faculty Handbook revisions:
  - Requirements for promotion to senior lecturer
  - AQ status of ABD faculty
  - Tenure and promotion requirements
- Reviewed 2007-2008 Strategic Plan action items:
  - School to work transition
  - Funding priorities
  - Faculty/student ratio
- Reviewed department merit evaluation processes and recommended this remain a department decision

*The Undergraduate Programs Committee* focused on:

- Reviewed AACSB Standards on assurance of learning
- Reviewed assurance of learning timeline and data (ETS results, course-based assessments, etc.)
- Revised assurance of learning process for BBA programs
- Reviewed and approved major changes in Business Education Program
- Reviewed and approved major changes in Economics with Secondary Education Program
- Approved new courses and modifications in existing courses
- Selected RCOB undergraduate scholarship recipients

- On-line Course/Program Change Submission

*The Graduate Programs Committee* focused on:

- Reviewed graduate learning goals
- Approved graduate degree course changes, deletions, and additions
- Reviewed assurance of learning timeline and data
- Revised assurance of learning process for MBA program
- Reviewed participant standards relating to graduate students
- Selected RCOB graduate scholarship recipients
- Updated and changed the MBA Exit Exam

## **Accreditation**

As part of the sixth year review of the accredited Accounting programs in 2006, the AACSB Accounting Accreditation Committee requested an update regarding two issues: 1) demonstration of continued efforts to sustain and improve the viability of the MPAcc program; and 2) further demonstration of strategic planning initiatives and development and implementation of continuous improvement as a result of new permanent leadership in the Accounting Department. The Accounting Update in November 2007 noted that the small number of degrees conferred in 2004-05 and 2005-06 were caused by a temporary dip in enrollments. By the end of 2006-07, the number of degrees had already rebounded. With Dr. Colley's acceptance of the Department Chair position and increased enrollments in the MPAcc, these issues were successfully addressed, and the recommendation of the Accounting Peer Review Team was that accreditation of the undergraduate and master degree programs in accounting offered by the Richards College of Business be extended. The AACSB Accounting Accreditation Committee concurred with this decision, and the recommendation was ratified by Board of Directors.

## **Program Development**

The Board of Regents approved the University of West Georgia at Newnan Center for the RCOB Masters in Business Administration (MBA) program in 2007. The first courses were offered Fall 2007, and 27 students enrolled for the program. MBA program changes approved in 2006-07 were implemented beginning Fall 2007. Requiring fewer pre-requisites for non-business undergraduate applicants, offering a limited number of GMAT waivers for applicants with substantial management experience, and extensive marketing of the MBA programs in Carrollton, Newnan, and WebMBA helped the program grow from 29 students in Fall 2006 to 73 in Fall 2007. This is the highest MBA enrollment since the program's inception.

## **Faculty and Staff Issues**

Dr. Bashu Dutt was named 2007-08 RCOB Research Scholar and the UWG Centennial Professor. RCOB Research Scholar began in 2006-07 and was the first such named position in the RCOB. The UWG Centennial Professor was a new initiative at the University level to help commemorate the University's 100 year celebration.

The RCOB was fortunate to have an excellent year in recruiting new faculty who will contribute to the existing collegial culture. The following faculty were hired to fill positions in the RCOB beginning Fall 2008. Each brings experience and fresh perspective that will complement the efforts of current faculty and staff:

- 🔴 Dr. Susan Hall, Assistant Professor of Business Education
- 🔴 Dr. John Upson, Assistant Professor of Management
- 🔴 Ms. Minna Rollins, Assistant Professor of Marketing
- 🔴 Dr. Leanne DeFoor, Lecturer of Business Law
- 🔴 Dr. Jim Hazeltine, Instructor of Marketing
- 🔴 Mr. Robbie Collins, Instructor of Economics
- 🔴 Ms. Marie-Claire Risk, Instructor of Accounting (Spring 2009)

## Strategic Goals

In the Summer 2004, the Richards College of Business Dean’s Advisory Council reviewed the strategic plan and the faculty approved adopting five strategic goals. Progress toward these goals is highlighted below.

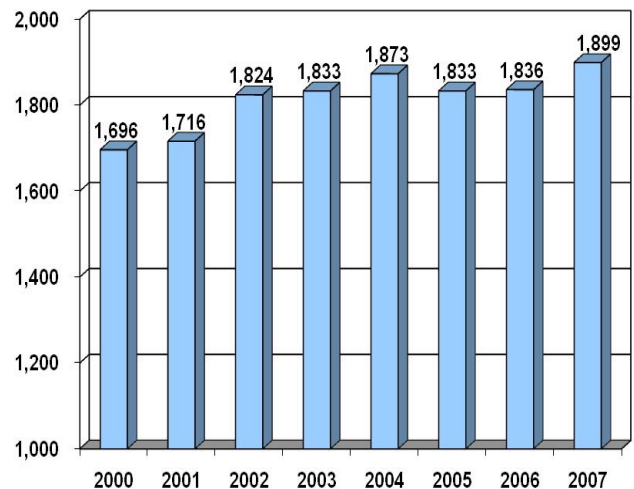
### Strategic Goal #1

**Admit quality local, regional, national, and international students and provide them with an educational experience that will prepare them to achieve future career excellence.**

As seen in Figure 1, RCOB enrollments rose almost 3.5% to a record high of 1,899 in Fall 2007. This includes record enrollments for both the Department of Accounting & Finance and the Department of Economics. Additionally, the MBA program experienced a record enrollment in Fall 2007. When adding the 131 students enrolled in business education programs offered jointly through the RCOB and College of Education, the RCOB was responsible for 2,030 undergraduate and graduate students, approximately 20% of the UWG student population.

During FY 2006, a record 413 degrees were conferred through the RCOB; Figure 2 shows 362 were conferred in FY 2008. Since record enrollments in Fall 2004 were followed by record degrees two years later, the number of degrees awarded this year is consistent with the steady enrollments in Fall 2006. With record enrollments in Fall 2007, we anticipate an upturn in the number

**Figure 1  
RCOB Fall Enrollments**



of degrees conferred soon. In particular, MBA enrollments reached a record high in Fall 2007 and should have an impact on degrees conferred within a year or two. Table 1 provides the distribution of degrees by major.

Faculty and staff in the RCOB were active in student recruitment activities throughout the year. RCOB representatives were present at the Festival of Majors, all Visitation Days, and New Student Orientations.

During 2007-08, the RCOB Mentor website was updated and the Mentor Program began. A small group of students were matched with alumni and area business executives for a semester-long program. Using this as a pilot program provided many lessons for further developing the experience. Next year, the program will be revised and expanded.

The RCOB was again included in *Princeton Review's* "Best Business Schools" publication. The RCOB chapter of Beta Gamma Sigma held its 24<sup>th</sup> annual initiation, with 100% acceptance from those invited to join. The RCOB Chapter was recognized as a 2007 Beta Gamma Sigma Premier Chapter. This is the fourth year the RCOB Chapter has achieved this status, and Chapter students continue to be eligible for BGS scholarships.

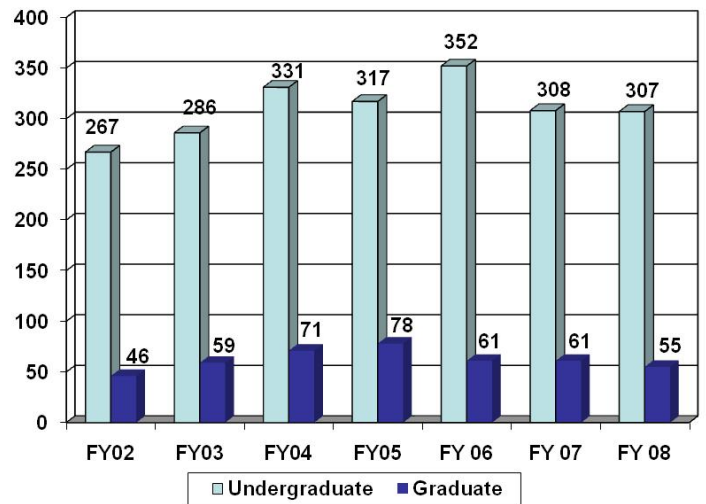
**Strategic Goal #2**

**Provide students with dynamic and up-to-date bachelor and master level curricula that are supported by an innovative technological base.**

The Undergraduate Programs Committee and the Graduate Programs Committee maintained the ongoing processes of curriculum review, scholarship allocation, and assurance of learning for their respective programs. The RCOB has a well developed program of Assurance of Learning (AOL) in all degree programs. In an effort to expand this data driven, systematic process, each department continued the review of AOL within their majors. The results of this process will be detailed in departmental reports in years to follow.

The RCOB continued its portfolio of international programs during Summer 2007. The International Finance and Economics Study Abroad Program was recognized as one of the top three international education programs in Georgia at the Governor's International Awards Gala at the World Trade Center in Atlanta for the second time. In addition to the Finance and Economics Program, the program in Management and Marketing was in its fourth year. These programs offer students the opportunity to visit with executives in the Carrollton and Atlanta areas and in London. The Finance and Economics Program also visits New York City for one week before leaving for London.

**Figure 2  
Degrees Conferred**



**Table 1  
Degrees Conferred**

	<b>FY02</b>	<b>FY03</b>	<b>FY04</b>	<b>FY05</b>	<b>FY 06</b>	<b>FY 07</b>	<b>FY 08</b>
Bachelor of Arts in International Economic Affairs *	3	2	8	11	2	3	3
Bachelor of Science in Economics and BS Economics – Secondary Education*	5	4	14	7	14	7	16
Bachelor of Business Education **	3	4	8	3	6	7	5
Bachelor of Business Administration	256	276	303	296	330	291	283
Master of Business Administration	20	29	42	37	30	23	21
Master of Business Education **	16	17	18	31	27	28	26
Master of Professional Accounting	10	7	6	5	3	6	4
Specialist in Business Education **	0	6	5	5	1	4	4
<b>ROCB Total</b>	<b>313</b>	<b>345</b>	<b>404</b>	<b>395</b>	<b>413</b>	<b>369</b>	<b>362</b>

\* Program offered jointly with College of Arts & Sciences

\*\* Program offered jointly with College of Education

Interaction with people outside the University provides students with unique perspectives. During 2007-08, several classes conducted consulting or research projects for area businesses and non-profit organizations, including Lil-t-Pot and Rachel’s Wish Foundation. One of the many pedagogical innovations developed this year was a Virtual Team exercise in MGNT 3605. Students from the ROCB collaborated with students from Colorado State University. The exercise was feathered in the 2007 *GeorgiaView*.

Guest speakers were invited throughout the year and include speakers from: Habif, Arogeti & Wynne; Rexnick Group; Atlanta Falcons; Internal Revenue Service; Scofield Industries; FT Holdings; Southwire; McIntrosh Commerical Bank; ELM Marketing; Georgia Ports Authority; Hartford Investments and many others. Classes visited such businesses as BBDO Atlanta, America’s Mart, and Edelman Public Relations. Student groups accompanied faculty to the Southern Company, Sweetwater Brewery, Georgia Society of CPAs Career Fair, and the Institute of Management Accountants meetings in Atlanta.

Increased demand for online classes was met this year with help from the UWG Office of Distance Learning. Nine RCOB faculty completed a certificate program offered by ODL for Online Learning. Two additional faculty and one staff member audited the course and helped faculty with less experience in developing their online technologies skills.

### **Strategic Goal #3**

**Provide a solid business foundation for our students to compete successfully in a work environment, engage in lifelong learning opportunities, and apply high standards of ethical conduct.**

Initiatives to prepare students for success outside the classroom include the RCOB's Executive in Residence program and the McCalman Executive Roundtable. Robert J. Stone, Founder and Chairman of Systems & Methods, Inc., and Phil Jacobs, retired Vice President of AT&T, served as this year's Executives in Residence, visiting a number of classes and meeting with students and faculty. Two sessions of the McCalman Executive Roundtable were held. P.J. Younglove Hovey, Vice President of Wealth Management for Smith Barney, and John W. Oxendine, Georgia Insurance and Safety Fire Commissioner, were the invited speakers. The Roundtable is funded through the Meredith and Hardy McCalman Endowment, and student participation was sponsored by the First National Bank of Georgia.

RCOB Interview Days continued for its second year and expanded into two days in both fall and spring semesters. For the first time, separate Interview Days were established for accounting firms to visit campus and interview students. Working with Career Services Department, the RCOB hosted recruiters from a number of businesses and organized student interviews. A morning breakfast was held prior to the interviews where faculty and staff could meet with recruiters. Results from these first two years of holding Interview Days are very positive.

The RCOB hosted its first "Future Faculty" luncheon for students and interested community members this year. It was a success, with presentations by a number of faculty, including UWG President Beheruz Sethna. Plans for the future include holding this luncheon in conjunction with Interview Days to increase participation, and hosting the luncheon once per semester rather than once per year. At present, four RCOB alumni are scheduled to begin doctoral studies at various universities Fall 2008.

The Board of Visitors serves as the executive advisory board to the RCOB, and the Accounting Advisory Board serves the accounting programs. These groups meet once per semester, and students are included in the agenda during one meeting each year. This fall, the students met with executives for a brainstorming session on ways to increase student involvement. This was followed by a luncheon including students, faculty, and executives. The spring meeting included Board members and faculty brainstorming ways to increase alumni involvement. Additionally, this spring meeting showcased undergraduate research when two students presented the results of their research project and engaged the Board members in a Rubik Cube solution demonstration.

Efforts to encourage undergraduate research were acknowledged by the AACSB team as a Best Practice. RCOB Big Night allows students to present the findings of original research and compete for the opportunity to participate in UWG Big Night. Additionally, students work with



faculty on projects that were published or presented at conferences. Faculty-sponsored student research for 2007-08 included:

- Accounting student Sara Susach co-authored "Predicting the Market Value of Canadian & United States Firms" presented at the International Academy of Business & Economics (October 2007). Co-authored with Denise Colquitt.
- Kim Holder (Economics) made 5 external presentations:
  - "Building Tomorrow's County: Mechanisms of Employment Growth," 22nd National Conference of Undergraduate Research, Salisbury University, April 11, 2008
  - "Solving Rubik's Cube: Artificial Selection in Higher Education," 22nd National Conference of Undergraduate Research, Salisbury University, April 10, 2008 (with 4 other presenters)
  - "Solving Rubik's Cube: Artificial Selection in Higher Education," 2008 Center for Undergraduate Research Symposium at the University of Georgia, March 31, 2008 (with 3 other presenters)
  - "Building Tomorrow's County: Mechanisms of Employment Growth," Academy of Economics and Finance Annual Meeting, Nashville, TN, February 14, 2008
  - "Lipid Binding Partners for the Pleckstrin Homology Domain of AFAP-110," National Collegiate Honors Council, Denver, November 2, 2007
- Kim Holder (Economics) and Marcia Cole (Marketing) presented their research titled "Solving Rubik's Cube: Determinants of Student Success" to the Spring 2008 RCOB Board of Visitors meeting.
- Reba Cox (Economics) presented "Close-knit Family or Distant Cousins: the Canadian and American Economies," at the National Collegiate Honors Council, Denver, November 2, 2007.
- Jacob Lovell (Economics) presented "The Georgia Water Problem: an Austrian Perspective," at the Academy of Economics and Finance Annual Meeting, Nashville, TN, February 14, 2008.
- Students from advertising classes sponsored by Mimi Rickard developed and presented a "How to" book for non-profit organizations for the Community Foundation Lunch and Learn and conducted projects for Lil-t-Pot and Rachel's Wish Foundation.
- Honors students from Deborah Webb's class conducted a research project for the Theater Department.
- Barbara Johnson (working with Dr. Hazari) published a journal article.
- Kristin Caverly (working with Dr. Hazari) published a book chapter.
- Benjamin Boozer (working with Dr. Hodges) had a paper accepted for publication in the *Journal of International Business Research*, scheduled for publication in Summer 2008.

#### **Strategic Goal #4**

**Recruit high quality faculty and staff and provide them with sufficient resources to support excellence in teaching, primarily applied and pedagogical research, and service.**

The faculty had an extremely productive year with research and grant receipts. Faculty generated 69 peer-reviewed journal articles, 52 conference presentations, 1 book and 2 book chapters. Other faculty accomplishments include:



- 🔥 Erich Bergiel was the recipient of the New Faculty Consortium Scholarship at the SMA meetings.
- 🔥 Sandy Thompson was a nominee for the US Congressional Business and Professional Women's Leadership Summit.
- 🔥 Brad Prince received the Apollo Award for Excellence in Online Teaching.
- 🔥 Brad Prince received the "Five Star Award" for his WMBA class.
- 🔥 Bill Hargrave received a Chancellor's Award for a Faculty Development Seminar in Salta, Argentina.
- 🔥 Beth Clenney received the Beta Gamma Sigma Professor of the Year Award.
- 🔥 Tom Gainey was recertified by SHRM as a Professional in Human Resources.
- 🔥 Mary Kassis received a grant to attend an NSF-funded teaching innovations workshop.
- 🔥 Bashu Dutt was named UWG Centennial Professor.
- 🔥 Adrian Austin received an "Outstanding Research Paper Award" from the International Academy of Business and Economics.
- 🔥 David Boldt served as President of the Academy of Economics and Finance.
- 🔥 Sondra Smith served as President of the West Georgia Chapter of the Georgia Society of CPAs.
- 🔥 Jon Anderson and Erich Bergiel each won awards for presentation excellence at the Academic Business World International Conference.
- 🔥 Jim Burton was named RCOB Professor of the Year by the UWG Student Government Association
- 🔥 Jim Burton and Mary-Kathryn Zachary each received the Unity Award for 2007-08 from the NAACP.
- 🔥 Faye McIntyre served as Co-Chair of the Carroll County Chamber of Commerce Board of Directors.

Efforts to strengthen communications within the RCOB continued during 2007-08. Open faculty/staff meetings were extended from one per semester to two per semester. These were held on consecutive days, allowing faculty teaching on the first day to participate during the second. Notes from each DAC meeting were distributed to faculty and staff. Regular "RCOB Update" emails continued to announce upcoming events and acknowledge accomplishments. Items such as articles and conference presentations are featured in the *UWG Campus Chronicle*. The RCOB awards process continues with plaques and monetary awards presented for staff service, faculty teaching, faculty service, and faculty research. These awards are presented annually at the Fall Faculty Meeting.

During 2007-08, the RCOB completed fundraising for construction of student learning labs in the Business Building. Four Learning Labs will be named for the Harper Family, Advantage Office Solutions, Dr. David Hovey (funded by McCalman Foundation), and AirTran Airways. Partial funding was also received from Southwire Company and the Sewell Foundation. A formal dedication ceremony will be held next year.

**Table 2  
Faculty Research Productivity\***

	<b>Accounting &amp; Finance</b>	<b>Economics</b>	<b>Management</b>	<b>Marketing &amp; Real Estate</b>	<b>RCOB Total</b>
Peer-Reviewed Journals	15	11	37	6	<b>69</b>
Conference Proceedings and Paper Presentations	10	16	23	3	<b>52</b>
Professional and Academic Offices Held	4	5	9	1	<b>19</b>
Grants and Other Income Received	\$0	\$27,495	\$22,676	\$30,000	<b>\$80,171</b>

\*Includes multiple count; e.g. article co-authored by two RCOB faculty is counted as two articles.

**Strategic Goal #4**

**Build internal and external partnerships that will create value for all parties**

The Economics Department successfully conducted its annual Economic Forecast Breakfast. Over 350 people attended this year’s event, and it was sponsored or co-sponsored by 13 area businesses. The featured speakers were Dr. Rajeev Dhawan, Director of the GSU Robinson College of Business Economic Forecasting Center, speaking about the national economy, and Dr. Joey Smith, speaking about the west Georgia regional economy. The *West Georgia Regional Outlook* was distributed to all attendees. Expanding regional economic outreach efforts, Economics faculty made presentations to local organizations such as Haralson County Leadership, West Georgia Builders Association, Newnan Rotary Club, West Georgia Association of Personnel Directors, West Georgia Society of CPAs, Villa Rica Lion’s Club, and the Board of Directors of BB&T Bank.

As evidenced by the many activities of the Center for Economic Education, department faculty provided considerable services to K-12 social studies teachers in the region. Dr. Leland Gustafson coordinates the Center’s efforts. Activities of the Center are funded by grants from the Georgia Council on Economic Education (GCEE) and by a one-course release provided to the Director of Center. This past year, approximately \$12,000 of support was provided by the GCEE for the UWG Center for Economic Education. Activities of the center director include conducting workshops, distributing economic education materials, service on the Georgia Professional Standards Commission for high school economics, meeting with West Georgia school district curriculum directors, and attending the National Council on Economic Education

annual meeting. The Initial Certification/Post Baccalaureate program in Secondary Economics also became effective beginning Spring 2008.

### **Strategic Action Items for the 2007-2008 Academic Year**

A number of exciting projects and programs have been implemented during the past few years. 2008-09 will be a time of reflection and assessment of the future direction for the RCOB. The Strategic Planning Committee will lead efforts to evaluate the RCOB mission and to determine the best departmental structure as we continue to grow. A new process for the RCOB Assurance of Learning program will be implemented, and the next AACSB maintenance of accreditation cycle will begin.

A number of additional initiatives with strategic implications are planned for 2007-08:

- Expansion of revised RCOB mentor project;
- Continue strategic assessment and implementation of on-line course offerings;
- Continue development of assurance of learning within majors;
- Continue building RCOB Visionary Endowment; and
- Expansion of efforts at external fundraising via grants and foundation requests.