

## Letter from the Dean



### Faye S. McIntyre, Ph.D.

*Dean and Sewell Chair of Private Enterprise*

At the Richards College of Business, we believe in and live our mission every day: **We are in the business of transforming lives through education, engagement, and experiences!**

This is an exciting time for the College, with new programs, partners, and even greater possibilities for the future. We recently celebrated 30 years of business accreditation by AACSB International, a recognition held by fewer than five percent of business schools worldwide, and 15 years of separate AACSB accreditation for our accounting programs, held by fewer than three percent worldwide. Accreditation is not our goal – it is the result of excellence in programs, highly qualified and productive faculty, and staff that go above and beyond to make the Richards College outstanding in every way.

During 2013-14, our lecture series reached over 1,000 students and community members, we had record engagement in international programs, and we developed a distance option in the mentor program to allow for electronic mentorships. Additionally, we expanded the number of certificate programs available to our students, implemented a new faculty exchange program with France Business School, developed a new brown bag series to facilitate cross-disciplinary research among faculty, and dramatically increased our outreach to build awareness of our programs and successes.

One program we are most proud of is the **Southwire Sustainable Business Honors Program**. The only one of its kind in the United States, the program allows students to earn bachelor's and master's degrees in four years, along with a certificate in sustainability and first-hand experience working side by side with Southwire executives. Other recent achievements include:

- The Richards College online MBA was **ranked #4 in the nation by US News & World Report**; as part of the Georgia WebMBA, this program is also ranked #1 in student satisfaction and #3 for public perception by GetEducated.com and has been designated a Best Buy for many years.
- Four undergraduate students participated in a competition held at the International Economics Convention in Mumbai, India. The team had a spectacular showing, **winning first place in all six team categories including Best Overall, Most Innovative Solution, Best Q&A, Best Coordination Among Team Members,**

**Best Paper, and Best Presentation.** In addition to the team awards, UWG students received three individual first place awards for Best Team Speaker, Best Overall Contributor to the Conference, and Best Team Contribution.

- Economics professor Dr. Bashu Dutt created an economics study website named **econmentor.com** to help upper level high school students and college students who are struggling to understand economics. **Econmentor.com** is being referenced all over the internet by students, consultants, blogs, practitioners and teachers, it has been included in many high school courses, and it is ranked number one in Google search in more than 50 academic topics in economics.
- Richards College faculty and the SBDC Director were quoted this past year in the Wall Street Journal (front page story), US News & World Report, Atlanta Business Chronicle, Global Atlanta, and more.

We are proud to share our story with you and invite you to learn more about the Richards College of Business! Check out our website or call for more information.



## BB&T Gives \$100,000 Donation

by Taylor Bryant and Raven Ponder

The University of West Georgia's Richards College of Business received a \$100,000 donation from BB&T as part of their \$1 million pledge made in 2009. The donation is being used to establish the Center for Ethics and Free Enterprise and support the bi-annual BB&T Lectures in Free Enterprise Series.

"Part of BB&T's mission is to make the world a better place to live by making the communities in which we work better places to be," said Tammy Hughes, BB&T West Georgia Area executive. **"We see our partnership with the Richards College of Business as a good investment in our future business leaders. The Richards College of Business is doing excellent work**

**preparing those future leaders, and we're proud to be its partner."**

The donation has created a center that has fostered a comprehensive and ongoing discussion of the foundations of capitalism and free enterprise in addition to generating faculty and student research and new business courses. The donation also funds the business college's award-winning ENACTUS (ENTrepreneurial ACTION US) team for campus and community projects on ethics, investment basics, financial literacy and entrepreneurship.

The BB&T Lectures in Free Enterprise Series, which is open to the public, focuses on core values and ethical foundations of free enterprise and issues facing business management and policy makers. The series provides valuable speakers and events for

both UWG and its community.

"We appreciate the support of the BB&T Foundation and of our local BB&T executives," said Dr. Faye S. McIntyre, dean of the Richards College of Business.

"People like Tammy Hughes and John McDaniel contribute to the Richards College of Business in so many ways, and they have a tremendous impact on our students and our community."



## BB&T Lecture Series Featuring Dr. Curtis Carver

by Taylor Bryant

**"You have the opportunity to reshape the world now"** are few of the many encouraging words Dr. Curtis Carver Jr. shared with hundreds of UWG students as he recently keynoted the Richards College of Business BB&T lecture series, held Monday, April 7, in the campus center ballroom.

Dr. Carver, who serves as the vice chancellor and chief information officer for the University System of Georgia lectured on "Emerging Threats, Emerging Opportunities: Thriving in the New Normal." The lecture delved into and examined the underlying causes and reasons for both concern and optimism.

**"What I hope is that you will think about the world differently when I finish this presentation,"** said Dr. Carver as he began the lecture, sharing with students what he does in his day-to-day operations.

Currently, Dr. Carver oversees a statewide educational infrastructure and service organization with more than 250 innovators and an annual investment in higher education of more than \$70 million. Through his leadership, Dr. Carver garnered national recognition for the

University System of Georgia including the 2012 Global CIO Break Away Leader Award, 2012 and 2013 Georgia State Technology Innovation Award and 2014 Computer World Premiere100 IT Leaders.

In his presentation, Dr. Carver used charts and slides to show students the educational impact as it pertains to education levels, graduation rates and financial aid in the United States in comparison to other countries.

"The problem is everyone around us is moving," he added, while pointing to a chart in his slideshow presentation. "Look what's happened in Korea. They've gone from 12 percent educational attainment to more than 60 percent educational attainment. This is a problem of global perspectives. We have to say to ourselves that the rules that we've followed, we cannot follow anymore."

After showing the charts of educational attainment, Dr. Carver motivated the students to be innovative and pursue any ideas they may have. "Whatever your crazy idea is, you can find 10,000 people to believe the same thing no matter how crazy the idea is."

He continued, "All of you are uniquely different. All of you learn in a uniquely



different way. This idea that everyone is going to flow through one path and that one path is going to lead to the next generation of leaders is probably not the right model...How can we create opportunities so that 100, 300 and 500 dollars won't lead to the student leaving the university?"

Dr. Carver also provided ways that students could become trailblazers in educational technology, specifically in computer, cellular and gaming technology. Before taking questions and answers, he left the students with a charge to make a difference.

"You have a unique opportunity to reach segments of our world that we have never been able to reach, and to fundamentally change our trajectory as a human race," he concluded. **"You're at the right place to do this. Are you willing to step up and do it? Are you willing to not only have your flame lit, but to light other's flames?"**



## Students Win First Place in National Video Contest

by Tammy Parrett

Economics students from the University of West Georgia Richards College of Business recently **won first place in the Rockonomix National Contest** for the spring 2014 semester. Viewers were asked to vote for their favorite video.

The winning video for the spring 2014 semester was a parody of the popular Sara Bareilles song “Brave,” created by Nick Hoang, Leo Rodriguez, Jessica Brown, Rebekka Arocho, Austin Crider, Derek Brunson, Mark Arnold and Justin Daniels. Student Samantha Bush performed the lyrics in the video. The video was filmed in Atlanta, and highlights many of the landmarks and locations that identify the city.

Students won a prize of \$200 from Worth Publishing Company, a higher education textbook publisher that has sponsored the national competition since it was established.

Rockonomix is a music video contest between universities across the country, including UWG, Northern Kentucky University, the University of Wisconsin La Crosse and California Polytechnic State University. Kim Holder started the contest in 2010 when she began working as an economics lecturer in the Richards College of Business at UWG.

The UWG students won first place, while Northern Kentucky University won second place and the University of Wisconsin – La Crosse won third place. Second and third place winners receive prizes of \$100 and \$50, respectively.



“This is an excellent example of the level of engagement our faculty have with students,” said Dr. Faye McIntyre, dean of the Richards College of Business and Sewell Chair of Private Enterprise. “Kim Holder created this opportunity for students and has been able to get them excited about economics. The students created videos that present economics concepts in a fun and entertaining way. This particular video is simply fantastic! Every time I hear the ‘real’ song now, I think ‘I want to see you save.’”

## Students Earn Recognition for Service

by Elizabeth Stone

UWG’s Richards College of Business students in the **Southwire Sustainable Business Honors Program** recently received their “Blackshirt,” an honor among Southwire employees for participating in at least two Project Gift events per year. The students in the cohort regularly volunteer in the community as part of the service component of the program.

Richards College of Business Students Earn Recognition for Service Funded by a \$1.1 million gift from Southwire, the program allows participants to complete a BBA in economics, finance, management, marketing or real estate, plus a Master of Business Administration degree and a certificate of sustainability in only



four years. The program also offers many opportunities for service and experiential learning, including a one-on-one mentorship by a Southwire employee and internship possibilities.

Southwire’s Project Gift, which stands for giving inspiration for

tomorrow, refers to the collective efforts of Southwire employees to better their surrounding communities. Employees give time through volunteering with civic and community groups, and throughout the year, this inaugural program cohort has assisted in these efforts.

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## Upcoming Events

Tuesday, 10/28 - **Economic Forecast Breakfast**

Thursday, 11/13 - **Scholarship Lunch**

Tuesday, 11/18 - **Cans for a Cause**

## 2nd Annual SAS Analytics Summit

by Hilary Sigler

The Richards College of Business at the University of West Georgia welcomed several business professionals on April 11, 2014, as part of the 2nd Annual SAS Analytics Summit. Participants, speakers, and students gathered in the UWG Coliseum to discuss analytic software and advancements being made and instituted in current businesses.

Statistical Analytic Software or SAS is a united software system for business solutions that allows business professionals to easily perform business-related tasks. Some of these tasks include data entry, retrieval and management. Currently, the software is used in almost all of the Fortune 500 companies.

The SAS certificate program at UWG is one of only eight programs of its kind in the United States. The summit allows UWG students to showcase their research

projects and also to network with some of the top business professionals in the region on a one-on-one basis. During the Summit, SAS expert Dr. Tom R. Bohannon gave the UWG students an in-depth demonstration into the program to show the effectiveness of the software.

The day began with a keynote speech given by Dr. Clifton Loo, Regions Bank. Dr. Loo spoke about the necessity of the SAS program, and the effect that it has made throughout his career. The speech was then followed by a panel discussion comprised of three business professionals: UWG alumni David Johnson, partner at Cane Bay Partners VI, LLLP, UWG alumna Amanda Hand, analytics manager at FiveXFive and Lloyd W. Lay, senior manager marketing mix analytics at Coca-Cola. The panel discussed their personal experiences, using SAS in their current fields and how the



software impacts their day-to-day duties.

“SAS is almost like a paintbrush to a painter,” says Lloyd. “You can do whatever you want with the program. SAS is like a bucket full of paintbrushes. You can do just about anything that you can think up.”

The Richards College of Business plans to continue to present the SAS Day Summit as well as the SAS certificate program at UWG. The annual event occurs in the spring and is open to the community.

# CANS FOR A CAUSE

UWG | Richards College of Business

**1st Place \$200 | 2nd Place \$100 | 3rd Place \$50**

\*All clubs encouraged to participate, however prizes will only be awarded to Richards College of Business designated clubs.

## WHAT TO DO?

1. Each club collects cans and non-perishable food
2. Write the number of items on the outside of each box
3. Unload boxes in front of Adamson Hall, on front campus, November 18th at 10:00am

## Hot Chocolate & Judging will start at 11am

Questions?

Contact Richards College of Business at 678-839-6467

