



PRAIRIE VIEW A&M UNIVERSITY

A Member of the Texas A&M University System

Dear College of Business Alumni & Friends:

Imagine where you might be if you didn't have access to a college education. Now imagine the options that will face our students without one. Today, a college degree is what a high school diploma was to previous generations - a minimum entry-level requirement for nearly every well-paying job. A college degree will not only effect students' career options but also impact their quality of life.

My vision is to build the College of Business into one of the finest business schools in Texas. We are transforming the College into a powerhouse known to employers for producing graduates with superior skills necessary to succeed in the workforce of a global economy. It is our goal that each graduate become a productive citizen skilled in interpersonal communication, business and leadership.



Dean Munir Quddus

We are well on our way to achieving this goal. We have recently been recognized as being among "the best business schools in the world" through initial accreditation with the Association to Advance Collegiate Schools of Business, AACSB International - the premier accrediting agency for bachelor's, master's and doctoral degree programs in business administration and accounting. We've made innovations to our curriculum, attracted a group of outstanding faculty who bring a wealth of knowledge and experience and expanded our course options for busy students who would benefit from non-traditional classes. We have accomplished much in a short time, but as we move forward, additional outside support for the College of Business is *vital*.

There is no question that a college education like the one provided at Prairie View A&M University will have a positive and significant impact on the life of an individual, but the high cost of a college education often presents a major barrier for many who would like to attend college or complete their studies. I am asking for you to help shape the future of the College by becoming actively involved and making a financial gift to the College of Business.



Regardless of how and why you give to Prairie View A&M University, your contributions make a difference in everything we do and leave a lasting impact. I urge you to join our commitment to excellence in teaching, research and service by making an investment in this great institution. I assure you that your contribution will be used for the benefit of the College of Business and its students and the return on your investment will be immeasurable.

Thank you for being a part of our progress, and for your support of our outstanding students & faculty and exceptional programs – you're helping ensure the Prairie View A&M University experience is available for generations to come.

Sincerely,



Munir Quddus, Ph.D.
Dean
Prairie View A&M University College of Business

COB ANNUAL FUND

The College of Business (COB) Annual Fund provides a vehicle for alumni, corporations and friends to make an *immediate* impact on business students. Gifts designated to the COB Annual Fund directly support every aspect of the educational experience, from student scholarships and faculty support to strategic opportunities to improve the quality of the COB learning experience. Your gift helps to transform the College of Business experience from outstanding to extraordinary.



WHY GIVE?

- The COB Annual Fund is a vital source of scholarship funding for students.
- State support and tuition alone do not cover the costs of the outstanding education students receive at Prairie View A & M University in the College of Business. In order to ensure that our students have the tools that they need to succeed in their endeavors, we need the endorsement and financial support of alumni, parents, friends, foundations, corporations and patrons.
- Excellence in teaching begins with dedicated and outstanding faculty. Because of the high caliber of our faculty, they are highly sought after. It is essential that we strive to retain them.
- Throughout the year, there are many strategic opportunities to improve the quality of the business education at Prairie View A&M University, including bringing guest lecturers to campus, sending students to academic conferences to compete, developing new academic programs and so forth that require immediate funding. The COB Annual Fund provides readily available money to seize these opportunities.

\$100.00 will help cover the cost of student registration at a professional conference where he/she may be eligible for a scholarship or opportunity for employment.

\$250.00 will help purchase textbooks.

\$500.00 will help pay resident tuition for one course for a student.

\$1,000.00 will help cover programming expenses.

\$5,000.00 may be used to start a scholarship endowment in your name.