

PRAIRIE VIEW A&M UNIVERSITY

COLLEGE OF BUSINESS

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Concerns about the Economy Dominate Spring Advisory Meeting Discussions

The Prairie View A&M University College of Business Dean's Advisory Board held its annual spring meeting the afternoon of Friday, March 27, at the College of Nursing in the Texas Medical Center. **Dr. Munir Quddus**, who chaired the meeting, began with a candid discussion on the impact of the ongoing financial and economic crises. During his talk he outlined how a prolonged recession would impact public institutions of higher learning, and how the PVAMU College of Business was not immune. Dr. Quddus stressed that since a budget reduction was likely, the COB must be prepared to meet the coming fiscal challenges.

Board members provided input on several new initiatives in the College of Business. **Dr. Michael Williams**, assistant dean and assistant professor of economics, updated the Board on COB initiatives to attract students in the northwest Houston area. The COB has been the leading college on campus in responding to President Wright's vision of expanding the scope of program offerings to the residents of northwest Houston.

Williams outlined a proposal to offer offsite the COB's nationally accredited bachelor's program in marketing and the master's program in accounting for the benefit of students in northwest Houston. According to Dean Quddus, the initiatives are consistent with the 2004-2009 COB Strategic Plan, which calls for expanding enrollment and



Advisory Board Members at Fall 2008 Meeting.

increasing student diversity by taking advantage of new opportunities.

Enrollment in business courses continues its upward trend based on a spring-to-spring comparison. Also, relating to enrollment growth and new initiatives to serve northwest Houston, **Mr. Wayne Ballentine**, instructor of management and the newly appointed faculty coordinator for PVAMU Joint Admissions Program with Lone Star College-CyFair, presented a brief report on how efforts to expand its business programs on the LSC-CyFair campus have been progressing this semester. In fall 2008, the COB began offering upper division courses on the LSC-CyFair through a unique joint admissions program.

Dr. Quddus drew the meeting to a close by asking the Board to give feedback and ideas on several issues. Members were invited to submit ideas on how to convince new graduates to stay connected to the College and start giving back after graduation as well as their thoughts on motivating underperforming

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Dr. Munir Quddus
Dean and
Professor of Economics

Dean's Corner

Greetings from the PVAMU College of Business!

The spring semester has moved quickly. We are just back from the brief break between the spring and summer semesters and looking ahead to the fall.

These past few months have not been easy for the economy and the financial markets. The collapse in equity markets and the broader economy have caused steep losses in wealth across the nation – up to \$14 trillion, by some counts – in pensions and equity and home values. A study of the history of markets shows that the collapse of a financial bubble is always a painful experience. Unfortunately, we may be witnessing the collapse of not one, but multiple bubbles. The bubble in housing was related to the financial bubble in derivatives and securitization that enabled and fueled excessive speculative leveraging.

Clearly, this was a systemic breakdown in financial markets. As we study the causes, there is plenty of blame to go around – from large banks on Wall Street, to insurance companies like AIG who had grown “too big to fail,” and rating agencies and audit firms who failed to raise appropriate red flags, politicians who helped undermine the robust regulatory framework, and last but not the least, SEC and Federal regulators, who looked the other way as the housing

bubble continued to metastasize to dangerous levels.

During this period of economic mismanagement, what has been the role of the business schools? Do we share the blame in not identifying the risks, and as thought leaders have we failed in our teaching and research to educate our students and policymakers? Are we partly accountable for this economic fiasco? I certainly think so. For too long, academic finance faculty and economists have put too much faith in the efficient-market hypothesis. We have assumed uncritically that free markets are always efficient, and the best mechanism to allocate scarce resources. This is perhaps true. However, our failure has been that we have not sufficiently educated others on the dark underbelly of free markets. Only under stringent conditions, free markets are efficient - when there is perfect information and foresight, and no monopoly power exists. In reality, most markets fall short of this ideal. Therefore, the claim that

markets are always the best mechanism is an overstatement. Price bubbles happen and disrupt markets, and these are created and fed by human psychology and wrong-headed policies. As academicians teaching and researching business and economics, despite the immense progress made in behavioral economics and finance, the profession has understated the significance of human psychology in influencing market outcomes. Speculative process often becomes self-fulfilling and highly destabilizing.

During this period of economic mismanagement, what has been the role of the business school? Are we partly accountable for this economic fiasco? I certainly think so.

When Mr. Greenspan, who has a Ph.D. in Economics, in recent testimony to a congressional committee said that he was surprised and disappointed by the fragility of markets, one wonders if he and his fellow presidents on the FOMC were aware of the history of financial markets. This is certainly not the first time market leaders have fooled regulators and eventually created a panic; certainly, this is not going to be the last time we have seen a financial panic in unregulated markets. An important first lesson from this painful collapse is that good regulations make good markets. A second lesson is that as business educators we must teach students and those in power that business and

Continued, page 4.

Accenture COO Chats with Students on Leadership at Inaugural Accenture Leadership Conference

Nearly 400 students participated in the inaugural Accenture Student Leadership and Development Conference held on the campus of Prairie View A&M University on April 16, 2009. The half-day conference, conceived and coordinated by PVAMU alumni employed with Accenture, was designed to help participants develop the necessary tools and knowledge to become the next generation of corporate leaders.



Accenture Team with PVAMU Scholarship Recipients and Administrator.

The opening session set the tone for the conference and featured remarks by Dr. Willie F. Trotty, PVAMU vice president for research and development, and PVAMU alumnus Mr. David Townsend, senior manager with Accenture. Mr. Terrence Gee, current managing partner of Trilogee Venture Partners and Accenture retired partner and conference advisor, closed the opening session with his remarks on ethical leadership and encouraged students to reflect on the lessons learned during the conference.

Following the opening session, undergraduate students attended two of four pre-selected workshops. Workshop topics included *The Rules: How to Master the Game*; *Building an Effective Network*; *Effective Communication*; and *Authentic Leadership Style: Teachable Point of View*. Workshops were facilitated by c-level Accenture employees and participants also received books from PVAMU President George C. Wright's reading list: Strunk and White's *The*

Elements of Style and John Hope Franklin's *Mirror to America*.

The Accenture Student Leadership and Development Conference was conceived by several PVAMU alumni and was championed by then Accenture Partner Terrence Gee. Accenture has nearly 50 Prairie View A&M alumni employees, all of whom support the Accenture Prairie View A&M Campus Team and have made a commitment to support the conference and to create an endowment as a way to give back to their alma mater.

"As alumni, we strongly believe that the education and experiences we gained while attending Prairie View A&M provided us the foundation to succeed at Accenture—and we vow to help current students who aspire to join the professional world," says David Townsend, Accenture senior manager and campus team co-lead.

After attending the workshops and engaging the Accenture team with questions, the conference concluded with remarks from Mr. Townsend and Mr. James Boyd, managing partners and PVAMU campus team co-leads and Dr. E. Joahanne Thomas-Smith, senior vice president and provost for academic affairs of Prairie View A&M University. Mr. Stephen "Steve" Rohleder, Accenture's Chief Operating Officer, made the keynote presentation during the closing session.

During his address, Rohleder outlined the two qualities of a good leader, the three traits that distinguish great leaders and the six behaviors that leaders need to exhibit during tough times. Students then had an opportunity to ask Rohleder a range of questions including his advice about building a strong work ethic and setting priorities.

The program concluded with the awarding of two \$1300 scholarships. Junior accounting major **Camillka Redwood** from Houston, Texas and junior chemical engineering major Oruare Ovbiagele from Sugar Land, Texas were the first recipients of the Accenture Leadership and Development Conference Scholarship.

Dean's Corner

Continued from page 2.

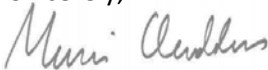
markets must always remain a servant to the larger society.

At Prairie View A&M University, College of Business, we are committed to producing leaders sensitive to the many connections between business and society – that profit maximization is not the only Holy Grail, and that one can serve the society through business and entrepreneurship. To that end, several College of Business faculty members have had opportunities to write and speak at various Chambers of Commerce and other gatherings to inform the public on the ongoing economic crisis.

On other fronts, the new minor in entrepreneurship and the new certificate program for non-business students are off to a good start. We have started offering these courses, and hope to offer some exciting new courses in the future – venture capital, diversity in entrepreneurship, the economics of entrepreneurship.

In this issue we highlight: our students and faculty who have helped in the community and how they have excelled in their scholarship; a visit by the editor of a top journal to speak to our faculty on research success; and assistance from our Advisory Board members in helping us with our mission. I hope you enjoy these stories, and please do write to me with your views and suggestions.

Sincerely,



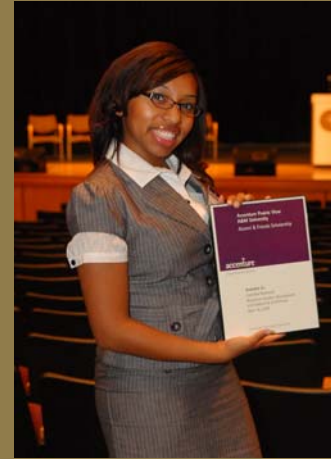
Munir Quddus
Dean, College of Business

Student Spotlight:

Contributed by Camillka Redwood

I am Camillka Yasmin Redwood, a 21 year-old third-year accounting major at Prairie View A&M University.

I come from the lovely state of Texas, and was born and raised in Houston. Being a part of the College of Business has been very beneficial to me, from counselors to faculty advisors, professors, the department head, and the dean who are all always pushing and encouraging us to excel.



Camillka Redwood

I have received two scholarships from the College of Business - one donated to the College of Business from CITGO, and a second from the Financial Executives International (FEI) Houston Chapter.

I have devoted a lot of my time and dedication to providing community service and leadership. I am part of the National Association of Black Accountants, Beta Gamma Sigma International Honor Society, Phi Beta Lambda, National Society of Collegiate Scholars, and Campus Activities Board.

I anticipate graduating in December of 2010. I aspire to continue my education by attending graduate school to obtain my Master of Science in Accounting and take my CPA exam shortly afterwards. I have a 4.0 grade point average and one of my many goals is to graduate from the College of Business with top honors.

Camillka was recently awarded the first PVAMU Accenture Leadership Scholarship.

VITA Program Helps Individuals, Families Recover Income Tax Refunds

(Contributed by William Vetter, J.D.)

The Internal Revenue Service sponsors the “Volunteer Income Tax Assistance” (VITA) program nationwide. The program's goal is to provide free tax assistance to low income, rural, and other underserved groups. VITA site volunteers prepare and electronically file tax returns and give tax advice, without charge. Each year, all volunteers must complete a rigorous course of study established by the I.R.S., so they are at least as qualified as first-season employees at commercial tax-preparation sites.

The VITA site at Prairie View A&M’s College of Business started modestly in 2003 with six student volunteers and prepared about the same number of returns. The program has grown each year, with each year’s return production exceeding the preceding year’s by 40% to 100%.

Most COB VITA student volunteers are accounting majors, but volunteers from anywhere in the university or community are welcome. In addition to providing a valuable service, student volunteers gain significant experience interacting, as professionals, with clients on matters very important to the clients. The volunteers are assisted by COB accounting and tax faculty members.

During the 2008 tax season, volunteers at the COB VITA site prepared more than 220 returns, reporting over \$3 million in income and returning over \$280,000 to its client-taxpayers. COB student volunteers assisted clients at COB sessions on Tuesdays and Wednesdays.

In addition to holding twice-weekly preparation sessions at the College of Business, COB VITA held two Saturday sessions at the First Methodist Church in Waller and five



PVAMU Students, Staff, and Faculty assist VITA clients at the Korean-American Association.

During the 2008 tax season, volunteers at the COB VITA site prepared more than 220 returns, reporting over \$3 million in income and returning over \$280,000 to its client-taxpayers.

Saturday sessions at the Korean-American Association offices in northwest Houston. That location, staffed by PVAMU faculty, staff, and their spouses, prepared over 70 returns, providing the bulk of the increase in returns for the year. The value and quality of the COB VITA site’s services are evidenced by the fact that a very significant portion of its clients are repeat customers, particularly at the Korean Association site.

College of Business Faculty Ballentine, Jonas, and Tandon Honored for Service-Learning

Mr. Wayne Ballentine, Dr. Kishwar Joonas and Dr. Sudhir Tandon were among eleven faculty members honored during the PVAMU “Celebration of Service” Faculty Awards Reception held April 15, in the Julius W. Becton, Jr. Auditorium. The celebration was hosted by the PVAMU Service-Learning Committee.

This year’s faculty were recognized for being able to successfully incorporate a Service-Learning component into their respective course or courses. The awardees received a Service-Learning Certificate as official recognition of being a Service-Learning Pioneer.

Students Attend Women in IT Conference

Contributed by Venu Balijepally, Ph.D.

A delegation of PVAMU Management Information Systems students and faculty attended the 2009 “Women in Information Technology” conference at Reed Arena in College Station, Texas. Students **Lauren Campbell**, **Candice Ray**, **Carlette Evans**, and **Takeisa Fontenot** were accompanied by **Dr. Moosa Khan** and **Dr. Venu Balijepally**. The conference was hosted by the Mays Business School’s Center for the Management of Information Systems (CMIS) at Texas A&M University. Students from several other Texas A&M System campuses also attended this event.

“A Vision for Your Future” was the theme for the conference which included an interactive session with panelists comprised of women IT executives from EDS, Dell Computers, Daylight Partners, ExxonMobil, Chevron and ConocoPhillips. After a welcome address by Dr. George Fowler, director of CMIS, Texas A&M University, and introduction of the panel by the session chair Ms. Diana Ramberansingh from ConocoPhillips, each panelist shared her experiences on career related matters, which was followed by a question and answer session with the students.

There were two breakout sessions where the panelists personally interacted with students in small groups to provide guidance and mentoring on career issues. The first breakout session focused on finding opportunities. For the second breakout session, the students rotated and moved to different tables to meet different panelists and students from other schools and discussed leadership and delegation. After each session, students from different tables shared summaries of their discussions with other students.



PVAMU Students at Women in IT Conference: (from left): Carlette Evans, Candice Ray, Takeisa Fontenot and Lauren Campbell .

The COB students, all preparing to go on the job market soon, took the opportunity to informally talk and explore job opportunities with the companies represented by the panelists. There were drawings for scholarships supported by the corporate sponsors of the event. Lauren Campbell won a scholarship award for \$100, which was a welcome surprise.

With active involvement and encouragement from Dr. Khan and the support provided by Dean Quddus and the College of Business, the students enjoyed the opportunity to attend and participate in this conference which provided valuable exposure and networking opportunities to further their IT careers. Thanks are due to **Ms. Theresa Harris** who made travel arrangements for the conference.

Former President and CEO of Anheuser-Busch Harding Discusses Career Path, Offers Advice to Business Students

Michael S. Harding, who recently served as president and CEO of the Anheuser-Busch Packaging Group, the beverage maker's \$2.4 billion subsidiary, served as the College of Business Executive-In-Residence on March 5, 2009. The Executive-in-Residence Program is part of the College's effort to stay on the leading edge of business education in a rapidly changing business environment. Senior-level executives, scholars, and other professional experts address a broad range of key business issues, including leadership challenges, career planning, business ethics and changes in the world of work.

Prior to retiring from Anheuser-Busch, Harding was the company's highest ranking African American executive. During his tenure as president, he oversaw five business units, 15 facilities, and more than 2,300 employees throughout the country. Harding was previously vice president of operations at Anheuser-Busch.

Harding's visit began with a presentation and question and answer session with a select group of students and guests in the Dean's conference room. During two additional presentations to larger audiences, Mr. Harding provided an overview of challenges in the industry, operations and skills he acquired during his



Guest Executive-in-Residence Michael S. Harding

illustrious career.

Mr. Harding joined Anheuser-Busch in 1973 as a production management trainee in St. Louis. He has since held numerous management positions at the Newark, Los Angeles and Jacksonville breweries of the company. Mr. Harding holds a bachelor's degree from Central Missouri State University and a master's degree in business administration from Pepperdine University. He has also recently joined the Dean's Advisory Board in the College of Business.



Harding discusses handling competitors in the marketplace.

Donor Honor Roll

Gifts received between January 1, 2009 - June 1, 2009

Individual Donors

\$1- \$999

Michael D. Brown	Milton Bryant	Ghaicyll Granger	Jamie G. House
Moosa Khan	Katrina Laura	Eboyne London	Vincent Manor
Erica Nelson	Sharrard Owens	Sammie Robinson	Sue Sampleton
Terry Schmidt	Crystal Sneed	Georgia Thomas	Garland Thompson
Ada Till	Keiva Tyson		

\$1,000 - \$5,000

Michael S. Harding

Corporate Donors

\$1 - \$10,000

Farm Credit Bank of Texas	Smith Graham & Associates	Williams Companies Foundation	Wells Fargo
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\$10,000 - \$25,000

Shell Oil

College of Business Dean's Advisory Board 2009

Kenneth Blow	President, Information Services Group
Michael D. Brown	Speaker, Coach , Trainer and Author, The Michael D. Brown Company, Inc.
Donald Bowers	Assistant Vice President, Federal Reserve Bank of Dallas
Felix Braggs	ConocoPhillips
Dennis DeBakey	Brock Financial Group
Tieman Dippel, Jr.	Attorney and Counselor at Law
William F. Fendley,	Co-Founder, Cobb, Fendley & Associates, Inc.
Terrence M. Gee	Managing Partner, Trilogee Venture Partners
Michael S. Harding	Retired
Quinton Harp	Owner, Elegant Epicurean Catering, LLC
Ina Heffner	Learning Consultant, BP America, Inc.
Glen Hegar	Texas House Representative, Texas - District 28
Jamie G. House	Executive Vice President & CFO, Smith Graham and Company
John Isom	Director, City of Waller Economic Development Corporation
Frank Jackson	Mayor, Prairie View, Texas
Richard McReavy	Superintendent, Waller Independent School District
Miles Ouren	District Manager , Wells Fargo & Co. Brazos Valley South Region
Ed Ryland	President and CEO, Concordis/Ryland
Donald Sowell	President, Wilmic Ventures
Georgia A. Thomas	Senior Tax Specialist, Internal Revenue Service
Joseph Thomas	Associate Analyst, ConocoPhillips Company
David Townsend	Accenture
Fred Washington	Athletics Director, Prairie View A&M University
Marshal L. Wesley	Director, Finance Resource Integration, Lockheed Martin Aeronautics Co.
Vince Yokom	Executive Director, Waller County Economic Development Partnership

Noted Professor and Management Journal Editor Holds Seminar for Business Faculty

Lorraine Eden, professor of management and Mays Research Fellow at Texas A&M University, College Station and Editor-in-Chief of *The Journal of International Business (JIBs)*, gave a presentation to COB faculty during a research seminar on March 6, in the College of Business. *The Journal of International Business* is one of the top journals in the field.

The one-day seminar was titled, "Publishing Strategies In International Business: Insights From the *JIBS* Editor-In-Chief." Eden discussed various factors that faculty authors should take into consideration in order to identify the right publication for their work. Given the multitude of journals in the field of International Business studies, according to Eden, deciding where to send one's manuscript can be a critical decision for the potential author.



Professor Lorraine Eden

Eden also focused on several questions that helped shed light on the business of publishing. Eden went over "factors important in determining whether a paper is desk rejected by the editor" and what happens after a submission "passes that stage and goes out for external review."

Aside from giving the COB faculty members pointers on how to handle a "revise-and-resubmit" request from a journal. Eden also examined the various elements that made a manuscript successful.

College of Business Recognizes Donors, Faculty & Staff at Sixth Annual Awards Ceremony

During the COB Awards and Recognition Ceremony held on Wednesday, April 22, in the Memorial Student Center, the College of Business acknowledged the contributions of donors and recognized outstanding achievement and scholarship by students and faculty. This year's recipients of the Dean's Excellence Awards are highlighted below. Ms. Bettye Desselle, this year's winner of the Excellence In Teaching award, is also the COB nominee for the PVAMU Teaching Award.

LOCKHEED MARTIN AWARD FOR EXCELLENCE IN TEACHING

- Ms. Bettye Desselle
Assistant Professor of Accounting

WELLS FARGO AWARD FOR EXCELLENCE IN TEACHING

- Mr. Sanzid Haq
Instructor in Accounting

EXCELLENCE IN RESEARCH

- Dr. Venu Balijepally
Assistant Professor of MIS

- Dr. Reginald Bell
Associate Professor of Business Communication

EXCELLENCE IN SERVICE

- Dr. Gin Chong
Associate Professor of Accounting

STAFF MEMBER OF THE YEAR

- Mr. Henry Rose
Systems Specialist

College of Business News & Notes

Student Notes

Titus Pierce joined the COB Curriculum Committee as a student member at the invitation of **Dean Quddus**. Pierce is a junior management major and member of the PVAMU Student Government Association with work experience on Wall Street. The Curriculum Committee evaluates and considers changes to COB courses and programs. Dean Quddus is seeking student input in the process of curriculum changes. The committee is chaired by **Dr. Rahim Quazi**.

COB graduate students **Frank Shields, Jessica Wilbert, Raye White, and Zia Ahmed** presented their research paper "Managerial Communication: The Link between Frontline Leadership and Organizational Performance" at the inaugural General Business Conference at Sam Houston State University in Huntsville. The paper is an outgrowth of work they completed in the MBA course on business communications taught by **Dr. Reginald Bell**. The aim of two-day conference is to establish "a platform to share research findings and initiatives to enhance research and teaching in the area of business." The conference was held April 17-18.

Bosha Jagers has won a scholarship from the Association of Information Technology Professionals (AITP). Jagers is a Management and Information Systems major in the COB and a member of the Houston AITP Chapter scholarship. The \$500 scholarship award was presented at the Houston AITP Scholarship Award Dinner April 21st, at the Hess Club, in Houston.

Alumni Notes

Tyshunda D. Johnson, a 2007 PVAMU alumna, has been selected as the 2009 graduate scholar nominee for the Jack Kent Cooke Foundation Graduate Scholarship. Each year, the Foundation selects approximately 50 college seniors and recent graduates for the \$50,000 scholarship that will allow "a select group of remarkable students with demonstrated financial need to pursue graduate or professional study." The Foundation will notify all

nominees in June 2009.

Faculty Notes

Dr. Venu Balijepally's article, "Are Two Heads Better Than One for Software Development? The Productivity Paradox of Pair Programming," appears in the March 2009 issue of the prestigious *Management Information Systems (MIS) Quarterly*.

The article was co-authored with Drs. Radha Mahapatra, Sridhar Nerur, and Kenneth Price, all professors at the College of Business Administration (COBA), University of Texas, Arlington.

According to the ISI Journal Citation Reports 2007 edition, MIS Quarterly is the journal with the highest impact factor across all business journals.

Dr. Moosa Khan's article, "The Euro and Convergence among Stock Markets of Germany, France and Italy," has been accepted for publication in the *Global Economy Journal*. The article is co-authored with Dr. Matiur Rahman.

Dr. Gin Chong's manuscript, "Measuring Performance of Chinese International Joint Ventures," has been accepted by *Advances in Accounting Incorporating Advances in International Accounting*, one of the foremost journals in accounting. Chong was aided with a Center for International Business Education grant from the COB.

A paper co-authored by several COB faculty members (**Munir Quddus, Reginald Bell, John Dyck, N. Bodie, Shahedur Rahman, Reginald Holloway, Bettye Desselle, and Ada Till**) is forthcoming in 2009. "Faculty Perceptions and Encounters With Disrespectful Student Behavior" will appear in the *Academy of Educational Leadership Journal*.

Faculty in the SPOTLIGHT

Yi Zhang, Ph.D.



Dr. Yi Zhang

Yi Zhang joined Prairie View A&M University in fall 2008 after graduating from the University of Nebraska-Lincoln with a Ph.D. in Finance. After receiving a BA in Economics from Xiamen University, China, Zhang worked in international trade for three years.

Management, an MBA course, and Principles of Finance, an undergraduate course. Her primary teaching interests are corporate finance and investments.

Zhang's current research examines how investors' belief differences affect asset valuations and corporate decisions. She has worked on a variety of topics in corporate finance, investments and behavioral finance. Zhang is published in numerous nationally-renowned academic publications in her field such as the *National Tax Journal*.

Zhang maintains an active role in scholarly activities, including making conference presentations and serving as a referee for the *Quarterly Journal of Finance and Accounting*. She is a member of the Financial Management Association and the Midwest Finance Association.

Zhang also holds an MBA from the University of Nebraska-Lincoln. As a graduate student at UNL, Zhang taught several undergraduate finance courses. She won the college-wide Graduate Teaching Assistant Award.

Currently, Dr. Zhang is teaching Financial

Concerns about the Economy Dominate Spring Advisory Meeting Discussions

Continued from page 1.

students to increase their commitment to study and excel. Underperforming students whose academic engagement is weak has been an area of concern for faculty and administrators. The survey also prodded members to think of ways to involve graduating COB seniors so that they feel they must stay engaged after graduating. The Board suggested a variety of strategies ranging from outreach involving faculty and alumni to requiring each year's graduating class to complete a special project. Board members also voiced several options that included increasing Advisory Board participation in campus events and teaching partnerships to foster greater interaction with students.

The College of Business Dean's Advisory Board (DAB) is dedicated to supporting the College of Business as it strives towards excellence and continuous improvement in its programs and initiatives. The primary role of the Board is to provide the Dean of the College with advice, ideas and resources regarding a variety of issues facing the College. These issues include mission review, accreditation, strategic planning, development and fundraising, curriculum and faculty development, student recruitment and placement, new initiatives, and the environment impacting the business industry and business education. A list of advisory board members can be found on page eight (8) of this newsletter.

PVAMU College of Business

Vision and Mission Statements

The vision of the College of Business is to be a premier business institution that empowers students to realize their dreams through an excellent education.

The mission of the COB is to provide a diverse student body with a business education that produces readily employable professionals who are productive, ethical, entrepreneurial, and prepared to succeed in a competitive global economy. The College is committed to the pursuit of excellence in teaching, research and service. We will achieve these through an outstanding faculty and alliances with stakeholders. While undergraduate education remains our primary focus, the COB aspires to expand its graduate programs. The student experience will be distinguished by personal attention, teamwork, leadership training, and an understanding of the link between business and society.



Prairie View A&M University
College of Business
P.O. Box 519; MS 2300
Prairie View, TX 77446



(936) 261-9200 | www.pvamu.edu/business | cob@pvamu.edu