



AUGUSTA UNIVERSITY
JAMES M. HULL
COLLEGE OF BUSINESS

2017-2018
EDITION

ANNUAL REPORT



Letter

from the Dean

What a Year!

Greetings from the Hull College of Business!

As I reflect upon the 2017-2018 academic year for the annual report, I am excited to report that it was a great year, characterized by impact and change. The year began with significant change as our colleagues and programs in computer science, information technology, and cybersecurity transitioned from the Hull College to the newly created School of Computer and Cyber Sciences. This change provides the opportunity for both business and technology programs to flourish, while still developing new knowledge and programs at the intersection of business and technology.

Change continued throughout the year as the faculty accepted the challenge to develop a new undergraduate curriculum that will launch in August 2018. Our business core expanded and now includes courses in professional sales, project management, and operations, giving our students the high-demand skills sought by the business community. New concentrations in healthcare management, digital marketing, and financial services were added. This expansion of the core and the creation of market-driven concentrations will make our students more marketable. You can read more about the curriculum changes on page (10).

With the ongoing change, one thing remains constant: our students, faculty, alumni, and business community are impacting the world around them. Faculty are producing outstanding research that is relevant to the business community, and the business community is fully integrated into our programs to bring the real world into the classroom. Undergraduate and graduate class projects are providing solutions to real problems and providing recommendations to enhance our communities.

As the “Business School for Business”, the Hull College is engaging with the local business community through curricular and co-curricular programs. We are impacting local, state, and national businesses by providing a highly qualified talent pool.

I look forward to the 2018-2019 academic year, and stay tuned to learn more about how this will be the “Year of Collaboration”.

Sincerely,

Richard Franza, Ph.D.
Professor, Dean



Strategic

Planning

VISION

To be “The Business School for Business”.

MISSION

The mission of the Hull College of Business is to provide ongoing high-quality business education, distinctive academic programs, and experiential learning opportunities that give our students and the business community a competitive advantage. We achieve this by investing in diverse faculty balanced in business acumen and academic rigor who conduct applied and basic research and through seamless collaboration with external constituents and within Augusta University.

STRATEGIC PRIORITIES

Increase student enrollment.

Create and execute recruitment plans.
Develop distinctive and marketable curricular and co-curricular programs.

Develop sustainable external relationships.

Create and execute external relations plan.

Improve student professional and career development.

Embed experiential education requirements within undergraduate curriculum.
Facilitate employer-student engagement opportunities.

Enhance faculty development.

Dedicate resources to support faculty research and teaching development activities.

Improve employee engagement.

Increase regular face-to-face communication between
Hull College administration and faculty/staff.
Reward faculty and staff through performance awards and recognitions.

Team Work

Advisory Board + Strategic Planning Committee

ADVISORY BOARD MEMBERS:

Dan Blanton

Chief Executive Officer (Retired)
Georgia Bank and Trust

Brock Daniels

HR Director
ADP

Abram Serotta

Senior Partner
SME CPAs

Alan Griffin

President/CEO
Medical Computer Business
Services

Troy Jordan

Partner
Jordan Trotter Realty

Jonathon Loop

CEO
Harpe Engineering Solutions

Nicole McLeod

Director of Marketing and PR
Morris Museum of Art

Gene McManus

Managing Partner
AP Wealth Management

Scott Monnig

Vice President of
Professional Services
Rural Sourcing, Inc

Beth Morrison

Partner
Cherry Bekaert LLP

Peter Mourfield

Chief Technology Officer
TaxSlayer, LLC

Ed Pollock

CEO
Pollock Company

Daniel Stewart

Studio Director
Wier/Stewart

Greg Van Bladel

Controller, Global Utility
Tractor Product Line
John Deere

Kevin Wade

President/CEO
IntelliSystems

Anthony Williams

Sr. Director of Strategy &
Business Development
Textron Specialized Vehicles

STRATEGIC PLANNING COMMITTEE MEMBERS:

Dave Brendza

Division Vice President/General
Manager
One ADP Augusta

Rick Franza

Dean
Augusta University-James M. Hull
College of Business

Jeff Foley

Brigadier General
US Army (Retired)

James Grayson

Professor
Augusta University-James M. Hull
College of Business

Beth Morrison

Partner
Cherry Bekaert LLP

Keiwana Pettis

Productivity Cost Accountant
Club Car

Annamalai Ramanathan

Director of Administration
Augusta University-Medical
College of Georgia

Amy Richardson

Business Engagement
Coordinator
Augusta University-James M. Hull
College of Business

Anthony Robinson

New Software Development
Center Director
Rural Sourcing, Inc.

Abram Serotta

Senior Partner
SME CPAs

Anthony Williams

(Committee Lead)
Sr. Director of Strategy &
Business Development
Textron Specialized Vehicles

Juanita Woods

Assistant Professor
Augusta University-James M. Hull
College of Business

Hull College

Faculty

Knox School of Accountancy



Michael Dugan, DBA
Professor, Peter S. Knox III
Distinguished Chair in
Accounting



Steve Loflin, CPA
Lecturer



Susan Murray, PhD
Assistant Professor

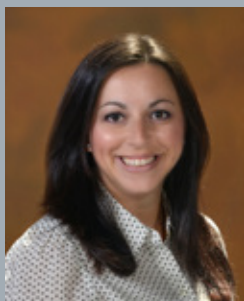


Sang-Hyun Park, PhD
Assistant Professor



Joey Styron, PhD
Professor

Management and Marketing



Rebecca Best, MBA
Lecturer



Richard Franza, PhD
Professor, Dean



Jim Grayson, PhD
Professor



Don Howard, MBA
Professor



Marsha Loda, PhD
Associate Professor



Manisha Mathur, PhD
Assistant Professor



Mary Mobley, PhD
Professor



ChongWoo Park, PhD
Associate Professor



Bill Rhodes, MBA
Lecturer



Buffie Schmidt, MBA
Lecturer



Catherine Slade, PhD
Associate Professor

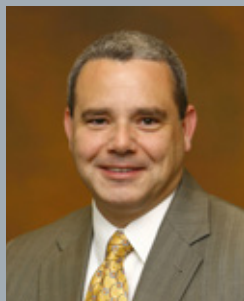


Juanita Woods, PhD
Assistant Professor

Hull College

Faculty

Finance and Economics



Peter Basciano, PhD
Associate Professor



Wendy Habegger, PhD
Lecturer



Jonathan Leightner, PhD
Professor



Simon Medcalfe, PhD
Associate Professor



Mark Thompson, PhD
Professor, Associate Dean

Dean's Office



Richard Franza, PhD
Professor, Dean



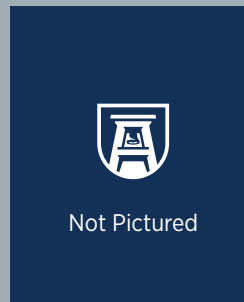
Mark Thompson, PhD
Associate Dean



Melissa Furman, EDB
Assistant Dean



Dionne McCracken,
Executive Assistant
to the Dean



Crystal Vincent,
Business Operations
Specialist

Professional Staff



Leslie Dickerson, MPA, Ed.S
Program Manager



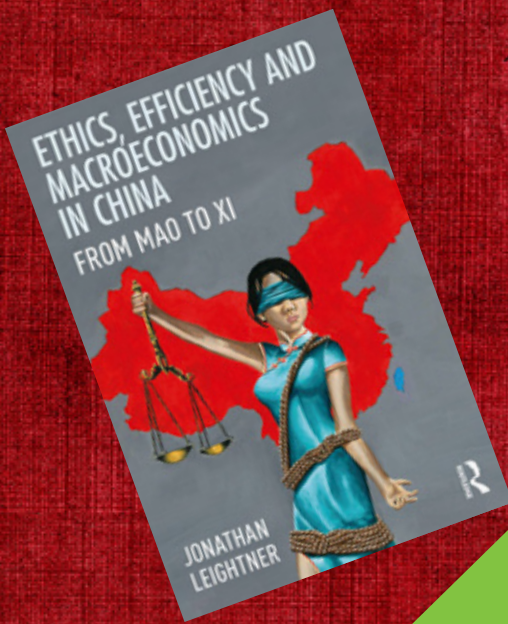
Janna Moore, MBA
Academic Affairs
Coordinator



Amy Richardson, MBA
Business Engagement
Coordinator

Part-Time Faculty

Edmund Booth
Roger Duke
Jonathan Goolsby
Bill Hamilton
Inga Hicks
Tandy Menk
Jim Plunkett
Abram Serotta
Bobby Smith
Eddie Writer



Faculty *Spotlight*

Leightner publishes *Ethics, Efficiency and Macroeconomics in China: From Mao to Xi*

Dr. Jonathan Leightner, a Hull College Economics Professor, was searching for a textbook that would cover a broad range of economic and political topics. Dr. Leightner is an Asian specialist who has published research on technology transfer to Japan, income distribution to South Korea, pollution abatement in Thailand, and causes and consequences of financial crisis in Asian countries. As he was preparing for his courses, he was looking for a textbook that provided current economic information for China that extended the analysis through the Xi Jinping years.

“I was looking for a textbook that presented both the good and the bad of each Chinese administration. I could find books on just the Mao years or just the Deng years and books that painted Mao as evil and Deng as good, when in reality they were both a mixture of good and bad.” As a result of his unsuccessful textbook search, Dr. Leightner made the decision to write *Ethics, Efficiency, and Macroeconomics in China: From Mao to Xi*.

The book tells the story of how China’s leaders, from Mao to Xi, have sacrificed ethics to promote either macroeconomics performance or microeconomic efficiency. It was written to be used in college courses as a textbook, however, it can be read by the general public as well. “I highly recommend my book for students and the general public because China is extremely important in our world and there is much that can be learned from reading it”, explains Leightner.



Jonathan Leightner, Ph.D.
Professor

Jonathan Leightner earned his Doctorate of Philosophy (Ph.D.) in Economics from the University of North Carolina. In addition to teaching at the James M. Hull College of Business, he also teaches at Chulalongkorn University in Thailand and previously taught at the John Hopkins University-Nanjing Center in China from 2008-2010. His publications include articles on China’s trade, exchange rates, foreign reserves, fiscal policy, and land rights. He has published two additional books, *The Limits of Fiscal, Monetary, and Trade Policy: International Comparisons and Solutions*, and *China’s Market Communism: Challenges, Dilemmas, Solutions*, co-authored by Steve Rosefielde.

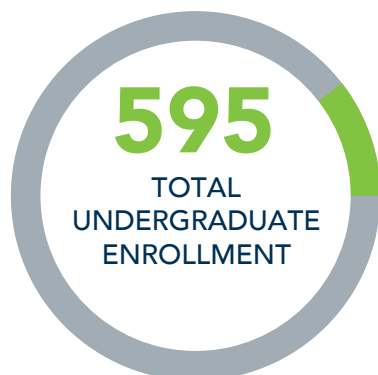
Programs

Undergraduate & Graduate



Hull College

Undergraduate Statistics





125+
STUDENTS
PURSUING
STUDY ABROAD,
INTERNSHIPS
AND/OR
RESEARCH



NEAR
100%
PLACEMENT
WITHIN 6
MONTHS OF
GRADUATION



 MALE
STUDENTS
49%

 FEMALE
STUDENTS
51%


23
FACULTY



2
UNDERGRADUATE
DEGREES:

BUSINESS
ACCOUNTING

OPTIONAL CONCENTRATIONS,
MINORS, & CERTIFICATES:
HEALTHCARE MANAGEMENT
DIGITAL MARKETING
FINANCIAL SERVICES
HOSPITALITY
ECONOMICS
ACCOUNTING
BUSINESS

12 COUNTRIES REPRESENTED
BY STUDENTS



AACSB
ACCREDITED

Hull College

MBA Statistics

\$10,000-\$12,000

TOTAL AVERAGE COST

**12 or 24
MONTHS**

DURATION

**ON CAMPUS
1-2 NIGHTS
PER WEEK***

ATTENDANCE

*Part Time Enrollment



**FEMALE
STUDENTS**

47%

**10+
YEARS
OF EXPERIENCE**
**50% OF
STUDENTS**

**5-10
YEARS
OF EXPERIENCE**
**15% OF
STUDENTS**



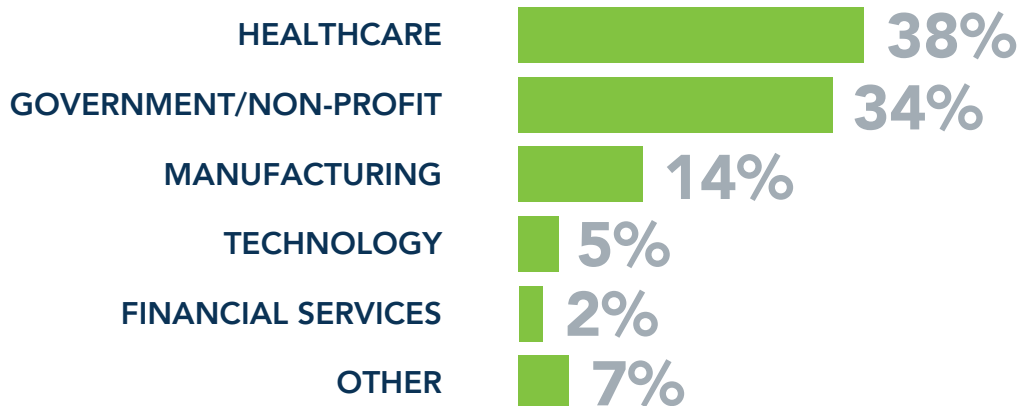
**MALE
STUDENTS**

53%

AVERAGE CLASS SIZE **25**

TOTAL NUMBER OF COURSES **10**

INDUSTRIES REPRESENTED



**AACSB
ACCREDITED**

augusta.edu/hull | August 2018

The Hull Experience

Market-Driven Concentrations

Developing the “Hull Experience” by Meeting the Needs of Students and the Business Community

To support the University’s efforts to transform into a comprehensive research university with projected enrollment growth, the Hull College developed distinctive and marketable programs that will attract and retain students. The Hull College leadership met with local and regional industry leaders while the faculty researched state and nation trends to develop innovative programs that meet the needs of the market.

After several months of research and planning, “The Hull Experience” was born and a new undergraduate business curriculum was designed. Starting Fall 2018, students enrolling in the Hull College will experience a portfolio of curricular and co-curricular requirements to provide them with the necessary hard and soft skills that are in high demand from employers across all industries.

CURRICULUM = PORTFOLIO FOR SUCCESS



Introduction to
Business and
Professional Skills



Professional
Selling



Project
Management



Operations



Required
Internship



Co-Curricular
Programming

“The Hull Experience” prepares students for a successful career upon graduation by equipping students with both business knowledge and professional skills through traditional lectures, experiential activities, and engagement with the business community.

Since market research found that all employers are seeking strong interpersonal and communications skills, project management skills, and the ability to streamline processes to ensure efficient delivery of goods and services, the following courses were added to the curriculum: *Introduction to Business and Professional Skills*, *Professional Selling*, *Project Management*, and *Operations Management*. In addition to these courses, students will have the opportunity to pursue concentrations, certificates, and minors in healthcare management, digital marketing, financial services, hospitality, analytics, and economics.

“The Hull Experience” will begin with students enrolling in the *Introduction to Business and Professional Skills* class where they are exposed to industry professionals and business faculty to better understand career options and gain the professional skills needed to be successful in business. Then students will apply their foundational business knowledge and professional skills as they complete the upper-level business core courses and complete a required internship. Requiring students to complete at least one internship prior to graduation will assist students with gaining experience in their fields of interest while also gaining the necessary exposure to professional business environments prior to the start of their careers. Lastly, in addition to business courses, co-curricular opportunities such as networking events, business showcases, and employer site visits will also be provided to support the knowledge the students are learning in the classroom.

MARKET DRIVEN CONCENTRATIONS, CERTIFICATES & MINORS

ACCOUNTING · HEALTHCARE MANAGEMENT · DIGITAL MARKETING

FINANCIAL SERVICES · HOSPITALITY · ECONOMICS ·

CUSTOMIZED: SPORTS MANAGEMENT · PROJECT MANAGEMENT · MANY MORE!

Students

Featured



Class of 2017

By the Numbers



Top Employers

Job Search

ADP
Augusta University
Club Car
John Deere
Savannah River Nuclear Solutions
Serotta Maddocks Evans, CPAs
Tax Slayer
Textron Specialized Vehicles
The Cleveland Group

Scholarships

Over \$100,000 awarded in scholarship each year

Schrameck Family Memorial Scholarship
Joseph Greene Scholarship
J. Porter Adams Scholarship
J. Clay Flanders Scholarship
Cecil R. Turner Memorial Scholarship
Harry L. Howard Scholarship
MIS Scholarship
Charles H.D. Williamson Scholarship
Hull Scholar
Knox Scholar
Bill Monge Scholarship
William T. Maxwell Scholarship

BBA Graduates

Featured Success Stories



Lexi Bollant
BBA Marketing
December 2017
Marketing Specialist
Wilson Staff Golf
Chicago, IL



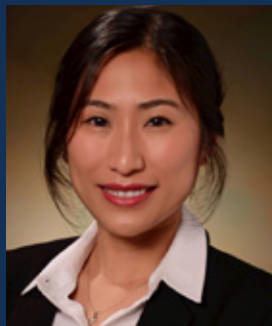
Matthew Kuhlenberg
BBA Finance
December 2018
Project Accountant
Hull Property Group
Augusta, GA



Faith Storey
BBA Marketing
May 2018
Growth Hacker
BAMF Media
Venice, CA



JT Powell
BBA Management
August 2017
John Deere
Augusta, GA



Jessie Nguyen
BBA Management
Information Systems
May 2018
Implementation
Specialist II
ADP
Augusta, GA



Stephen Covington,
BBA Management
December 2017
ISC Rotational
Program-Buyer
Textron Specialized
Vehicles
Augusta, GA



Vannecia Glenn
BBA Accounting
May 2018
Finance Development
Program Associate
John Deere
Moline, IL



Daniel Shanahan
BBA Management
May 2018
2nd Lieutenant
United States Army



Lindsey Wetherbee
BBA Accounting
December 2018
Client Relations
Representative
FIS
Atlanta, GA

MBA Graduates

Featured Success Stories

Janna Moore, MBA

May 2018

Academic Affairs Coordinator
James M. Hull College of Business
Augusta University

***Career change from K-12 to
higher education administration***



Eric Darrington, MBA

December 2017

Technology Transfer Officer
Augusta University
Augusta, GA

***Career change from scientific
sales consultant to technology
transfer officer***



Maritess Bell, MBA

August 2018

Nursing Recruiter
University Hospital

***Career change from
nurse to nurse recruiter***



Amy Richardson, MBA

December 2017

Business Engagement Coordinator
James M. Hull College of Business
Augusta University

***Career change from accounting
industry to higher education
administration***



Broc Everett, MBA

May 2018

Golf-NCAA Division I
Individual Champion
Augusta University

***Career change from a student
to a professional golfer***



Kylan Berns, MBA

December 2017

Boeing
Estimating & Pricing Specialist
St. Louis, MO

***Career change from NCAA
compliance officer to estimating
and pricing specialist***



Hull College

Events & Highlights



The Hull Experience

Hull College

Events & Highlights

Accounting Night



September 2018

Economic Forecast Breakfast



December 2018

Business Showcase Series



January-April 2018
ADP, Queensborough, Hull Property Group



Russell A. Blanchard Distinguished Lecturer in Ethics

"Building Leaders of Trust in Our Homes, Business, and Communities"
Anthony Randall, Founder of Vanguard XXI, LLC
January 2018
Lecture made possible through the Georgia Bank and Trust Endowment

Hull College

Events & Highlights

Alumni Basketball Game



February 2018

Accounting Speaker Series



"Disruptive Innovations & Future Financial Reporting: Implications for Investors & Accountants"
R. Harold Schroeder
Financial Accounting Standards Board (FASB) Member
March 2018

Annual Case Competition



March 2018

Honors Night



Honors Night, March 2018

CEO Series



Jamie Gallagher, CEO, Faber-Castell USA, April 2018

Hull College

Events & Highlights

Study Away-Asheville



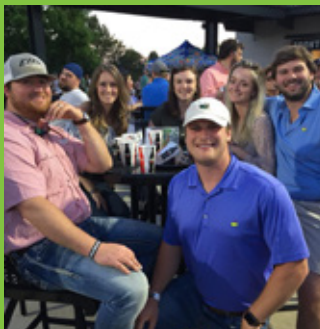
June 2018

Study Abroad-Cuba



April 2018

Alumni Weekend



April 2018

Hull College

The Future of Business

INNOVATION ENGAGEMENT IMPACT



Hull College

Accreditation Update

The Hull College of Business is accredited by the Association to Advance Collegiate Schools of Business (AACSB), the world's largest business education alliance. The mission of AACSB International is "to foster engagement, accelerate innovation, and amplify impact in business education" and as a result, AACSB emphasizes continuous quality improvement across the three primary dimensions of innovation, engagement, and impact.

INNOVATION



The undergraduate curriculum was modified to include an expansion of the business core and addition of market-driven concentrations.



Hull College leadership position was modified to lead and execute external engagement efforts.



New courses were created and existing courses implemented technology enhancements to increase student engagement.



Experiential activities and professional engagement were embedded within required courses.

ENGAGEMENT

6

faculty collaborated with other faculty members external to the Hull College on research projects.

7

faculty supervised and led undergraduate research projects.

Multiple faculty served as content matter experts for local, regional, and national news outlets.

3

new programs were implemented to increase student and employer engagement: Business Showcase Series, CEO Series, and Executive-in-Residence.

6

faculty served as mentors and judges for events such as the Hull College Case Competition.

Hull College representatives attended 80+ community events and meetings.

80%

of courses engaged with local organizations with guest lecturers, class projects, presentations, and research projects.

New partnerships were established with other University System of Georgia organizations such as the GA Tech Supply Chain and Logistics Institute, the GA Tech Manufacturing Extension Partnership, the GA Tech Advanced Technology Development Center, and the UGA Small Business Development Center.

IMPACT

1

faculty member was appointed as an editorial board member for a scholarly journal.

Faculty and administrators wrote columns for local newspaper and provide ongoing business updates via blogs and social media.

10+

journal articles were published in peer reviewed professional journals.

30+

professional development workshops were facilitated to local, regional, and state organizations.

MBA students provided recommendations and solutions for 10+ organizations through their required MBA projects.



ANNUAL REPORT

The Hull Experience

