

College  
*of*  
Business

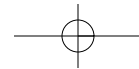
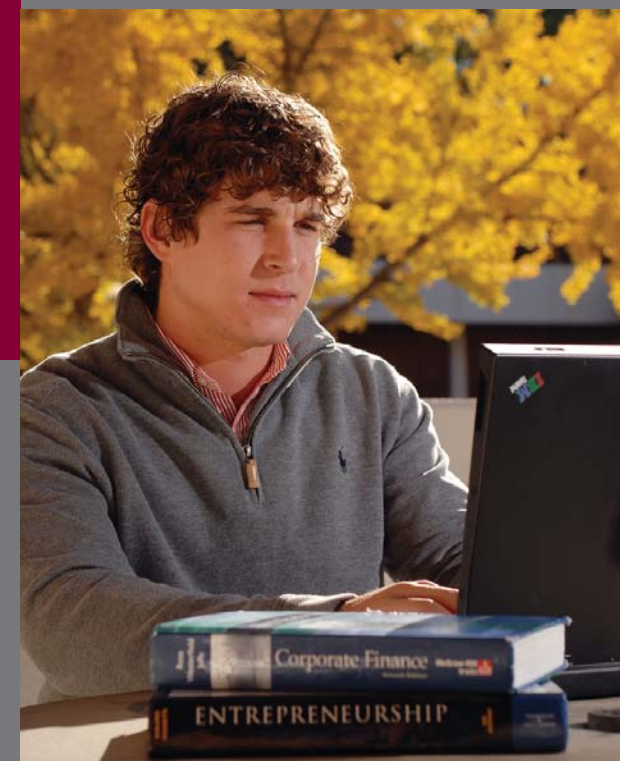
UCA



CASE FOR SUPPORT  
2008

UNIVERSITY OF CENTRAL ARKANSAS  
201 DONAGHEY AVENUE  
CONWAY, ARKANSAS 72035  
[www.uca.edu](http://www.uca.edu)

*The Centennial  
Campaign for UCA*



## did you know?

- The College of Business is accredited by the Association to Advance Collegiate Schools of Business (AACSB) International. Fewer than 15 percent of business schools have earned this accreditation.
- Nine percent of the college's faculty members are Asian and 21 percent are female.
- UCA has a college of business internship director who recruits students for internships that will enhance their skills and knowledge, provide valuable experience and solidify career decisions.

## our people

### Phil Bartos

(Marketing and Management) retired as senior corporate vice president of Acxiom Corp. in 1995 and has since taught upper-division marketing courses at UCA full time. He is one of the college's executives in residence.

### Kaleigh Davis

interned last summer with the Opportunity International Bank in Rwanda.



## who we are

The College of Business was established in 1969, 24 years after a business major was first introduced at UCA. It was the school's second academic college. Its programs are housed in Burdick Business Administration Center, which opened in 1974. Due to technology and space limitations, the university has begun construction on a new business building south of Wingo Hall. The college has more than 1,500 students majoring in four academic departments and more than 100 graduate students all taught by about 70 faculty.

The College of Business educates students to meet the dynamic requirements of business and make positive contributions to the business community and society. The college is committed to maintaining a relevant and innovative curriculum, enhancing the learning experience, serving stakeholders and promoting life-long learning, integrity and ethical behavior.

UCA business students are finding work at major companies in the state. Some companies that are hiring UCA graduates include Wal-Mart, Fastenal, Dillard's, Alltel, Acxiom, Target and Walgreens.

The college established the Small Business Advancement National Center, which provides entrepreneurial and small business counseling as an electronic resource information center. Upon completion of the new business building, the college will unveil three additional new business-related centers.

The Center for Insurance and Risk Management will enhance the university's position as the state's only undergraduate program in insurance and risk management, and will bring the industry and academia together.

The Center for Community and Economic Development will serve as the home of the university's long-standing Community Development Institute, the new Strategic Growth Institute and the master's of science degree program in community and economic development.

The Center for Logistics Education, Advancement and Research is being designed to fulfill a regional need for more higher education support for the logistics field. UCA's logistics program will be one of fewer than 80 programs in the country.



## why we matter

The world of business touches everyone's life many times each day. Everything we buy, including products, services and ideas, begins with some sort of business planning. Business is at the very heart of a \$13 trillion U.S. economy, plus many trillions more in international markets.

The UCA College of Business is committed to the success of each individual student. We recognize that business leaders must have technical knowledge, critical thinking skills and be able to communicate ideas in a collaborative environment. Our graduates are equipped with a practical understanding of these and other important business concepts and skills.

Teaching methods and the advising process within the college are designed to help students discover their unique abilities, thereby enhancing their chances of success. Students work closely with the faculty and receive hands-on experience by participating in practical business projects, internships and student professional organizations. Unlike the larger research-oriented institutions, UCA's College of Business faculty members are respected for excellence in both teaching and research.

The College of Business is accredited by AACSB International, the Association to Advance Collegiate Schools of Business. This accreditation requires compliance with a rigorous set of standards and indicates that UCA succeeds in offering one of the best business programs in the world. In February 2006, the College of Business was unconditionally reaffirmed by AACSB for another five years.

Perhaps the best testament of the effectiveness of the college's educational efforts is the ever increasing number of companies that come to UCA seeking College of Business students, telling us they recruit UCA "first" in the state.



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UNIVERSITY OF CENTRAL ARKANSAS

# College of Business



## our challenge

The College of Business presently resides in the Burdick Business Administration Center. The building opened in 1974, a decade before the introduction of the personal computer in offices and laboratories.

Originally, Burdick offered the College of Business space for student and faculty lounges, rooms for student clubs to meet, a library and a group study room, but all of those spaces have since been converted to classrooms and offices. Still, the building is only adequate for about one-third of the capacity it serves.

UCA has secured about \$12 million for the construction of a new business building; however, the new 80,000-square-foot building along with furnishings and equipment will cost approximately \$18 million. The new state-of-the-art business building will be large enough to accommodate expected student growth in the college as well as resolve the current shortage of office space. It will also allow the college to regain critical space for students, faculty and community members to gather and interact.

The college is committed to its faculty and students, and thus places great emphasis on establishing endowed chairs, professorships and lectureships. Such endowments would allow the college to hire and retain the best faculty, thereby providing the highest-quality business education to our students.

Research is a critical vehicle for faculty to gain and share knowledge within their discipline. Limited funding from the state does not always allow for adequate research budgets; therefore, the college also seeks private funding to supplement our faculty's research budgets.

## funding priorities

- NEW BUILDING, FURNISHINGS AND EQUIPMENT FOR COLLEGE OF BUSINESS
- ENDOWED CHAIRS, PROFESSORSHIPS AND LECTURESHIPS FOR FACULTY
- ENDOWMENT FOR FACULTY RESEARCH

### John W. Allison Entrepreneurial Speaker Series

The John W. Allison Entrepreneurial Speaker Series was created to expose UCA College of Business students to successful men and women who have distinguished themselves in business by their entrepreneurial abilities. All speakers are Arkansans that have been meticulously selected by an advisory committee. The intent is to inspire the next generation of entrepreneurs. The series is designed for a small group of select students to allow for greater interaction between the speaker and the students. Junior and senior business students in good academic standing are invited to apply for a spot at each engagement. In 2006-07, the series inaugural year, speakers for the series included John Allison, Alex Lieblong and Sheffield Nelson.

### Insurance Education Institute

The Insurance Education Institute is funded by an ongoing grant from the Insurance Education Foundation. The purpose of the institute is to provide insurance information and instructional material for educators who teach insurance as a specific course or as part of another subject such as business, economics, family and consumer science, mathematics, consumer education, etc. This program is taught by College of Business insurance faculty and enables educators to become more effective in teaching insurance by providing the tools needed for understanding all forms of insurance, with an emphasis on the relevance to high school students and their families. Since 2004, over 150 teachers nationwide have participated in this program at UCA. In 2007, UCA began offering a separate, online institute to teachers outside Arkansas.

### Ann Adams '01

earned her MBA from UCA after an 11-year career as a nurse. She has now achieved her dream of owning her own business. She is president of NC Staffing, a Little Rock-based company that provides temporary nurse placement in hospitals.

## our successes

