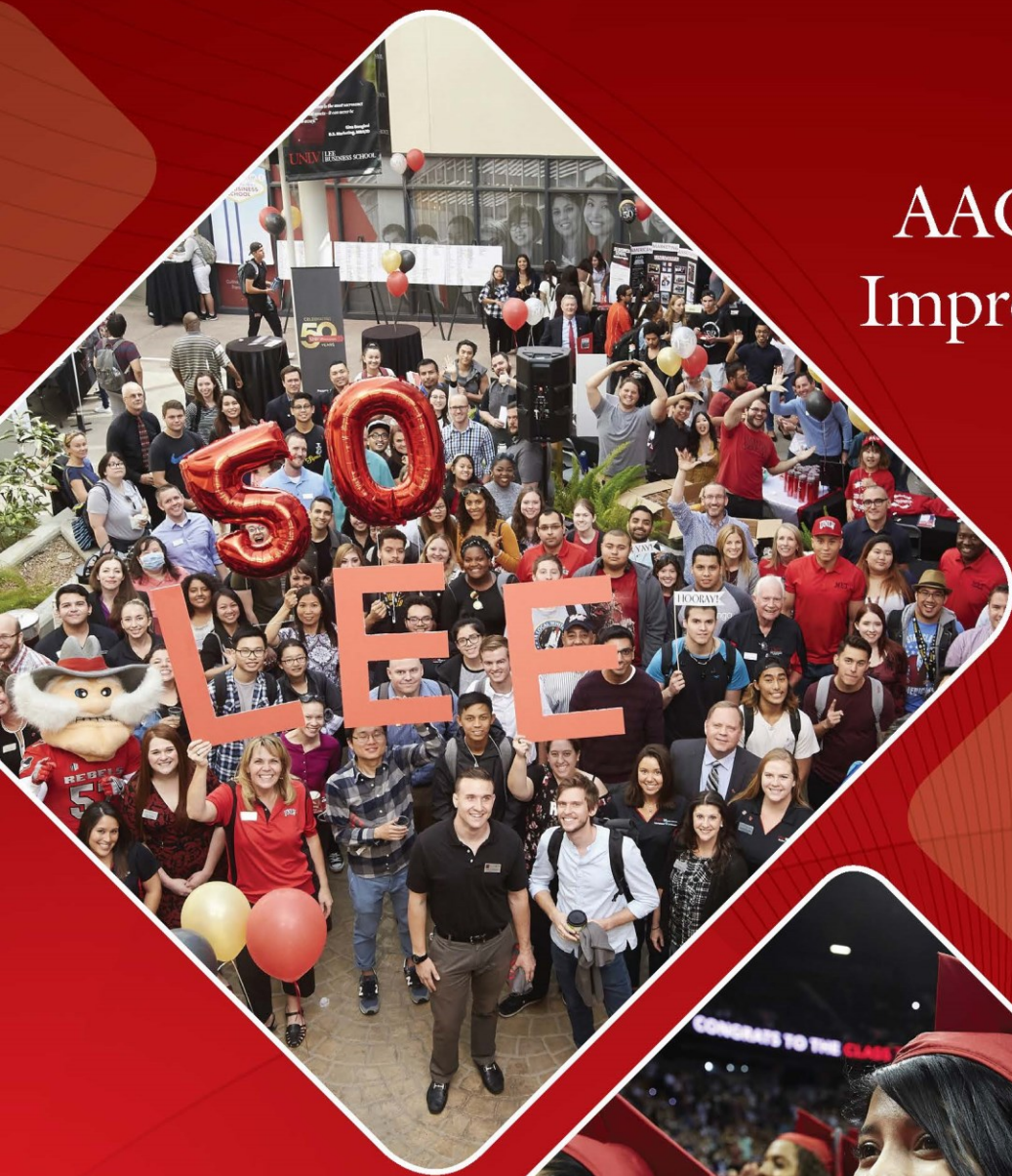


Business
AACSB Continuous
Improvement Review
2013-2018



UNLV | LEE
BUSINESS SCHOOL

Cultivating leaders who transform business

I. EXECUTIVE SUMMARY – INNOVATION, IMPACT, ENGAGEMENT

The mission of the Lee Business School (alternately referred to as Lee Business School, LEE, and the School throughout this report) at the University of Nevada Las Vegas is to *cultivate leaders who transform business*. We strive to achieve this vision by delivering engaging experiences, innovating, and impacting students, faculty, staff, alumni and the business and academic communities. In this executive summary, we highlight key accomplishments since our last review in 2014.

A. Engagement

Engaging partnerships is one of seven key principles underlying the Lee Business School mission and engagement with the business community and other UNLV units a major indicator of successful pursuit of the mission. Accordingly, LEE's strategy aims at a high level of student, faculty, staff, and community engagement. In recent years, engagement has become a significant strength of LEE. Highlights of engagement strategies and outcomes are summarized below.

- The MBA Fortune 500 Executive Speaker Series brings in top-level business leaders to discuss world issues and interact with LEE students, faculty, and members of the business community. Speakers have included executives from several Fortune 500 companies such as *Boeing, Clorox, Intel, Monsanto, Nike, PepsiCo, and Pfizer*).
- The Sustainability Speaker Series reflects our commitment to provide graduate and undergraduate students the tools needed to meet the current and future social and environmental responsibilities. Past Sustainability speakers have included senior executives from *Amazon, Campbell Soup, Caesars Entertainment, Cypress, Enterprise Holdings, Microsoft, and Symantec*.
- In 2017-2018, students heard from over 200 business leaders as guest speakers in classrooms.
- First-Year Business Seminar students participate in class service learning projects. Over \$50,000 has been raised by Lee Business School freshmen working with approximately 20 nonprofits.
- Each semester, MBA students participate in local and regional field experiences to observe and network with local leading businesses.
- In 2017-2018, students completed approximately 160 projects such as business plans, marketing internal audits, and technology projects for local businesses, nonprofits, and campus departments (Projects have been conducted with the *Nevada Conservatory Theater, Nevada State Bank, and the Downtown Container Park* among others).
- LEE faculty led students on study abroad programs to a number of countries including China, Costa Rica, Cuba, Czech Republic, Hungary, Panama, Poland, and Russia.
- A continuing \$15,000 annual gift from a Finance Advisory Board member supports 7-8 research seminars and two graduation and networking events each year.
- The Department of Finance hosted information sessions for students and teachers from the Clark High School Academy of Finance with the goal of helping students prepare for college and specifically for studying the finance and accounting disciplines.
- Each semester local executives and recruiters share advice and tips with students at the week-long Prep-A-Palooza sponsored by the LEE Career and Professional Development Office. Fifteen companies participated in the event in 2017-2018 alone.
- Our annual Career Women event, coordinated by the Career & Professional Development office, relies on corporate sponsorships and alumni volunteers to offer LEE women students an opportunity to focus on their career development.
- LEE has developed strong relationships with the Clark County School District while developing a dual-enrollment program for high school students to take six college credits at UNLV during the summer.

- LIED Institute's Mentorship Program has active participation from more than 30 real estate and housing related companies.
- Student groups from Real Estate, Marketing Association (AMA), and Economics regularly engage with and host guest speakers, industry professionals, trade organizations, and members of the Las Vegas professional AMA chapter. They also engage in other outreach activities including yearly alumni events.
- Each fall, Beta Alpha Psi hosts an annual employer's night in which over 30 companies and firms typically participate, enabling students to practice their networking and interviewing skills.
- Dozens of local executives serve on LEE advisory boards.
- Since 2012, Ernst & Young has generously funded two Faculty Fellowships, which have been awarded to faculty members within the Department of Accounting.
- Dr. Ian McDonough teamed up with scholars in Public Health and Three Square Food Bank to evaluate the impact of 'Breakfast after the Bell', a program meant to reduce food insecurity and increase educational performance in Clark County's public schools.
- Faculty and staff serve on a number of external boards and leadership roles within the community.
- Dr. Robert Cornell served as a AAA Southwest Region officer since 2016 and was President during the 2017-2018 academic year. He conducted four AACSB Peer Review Team visits.
- Dr. Steve Miller co-founded the Economic Club of Las Vegas, which hosts world renowned economic experts to speak to the Las Vegas business community.
- In fall 2017, the Accounting Department became involved with the American Institute of Certified Public Accountants (AICPA) Academic Champion Program which seeks to encourage students to pursue the CPA credential and connect them with local CPAs.

B. Innovation

LEE's connection with the business profession puts us on the leading edge of innovation, resulting in unique experiences that cultivate leaders who transform business. This aligns with our guiding principle of continuous improvement and innovation. Highlights in this area include:

- Students in the Nevada Global Business Program (International Ambassadors) study in London, New York or Singapore for one month and return to serve LEE in a year-long leadership role.
- The Medallion Program, coordinated by LEE Ambassadors, encourages students to expand their education outside of the classroom and leads them to contribute their time and talents through giving back to UNLV and Southern Nevada community.
- A commercial banking program is being designed with twelve local banks serving as the advisory board. All 23 students in the inaugural pilot class of the program also obtained the Risk Management Association's (RMA) industry-recognized Credit Essentials Certificate designation.
- In 2015, a new Information Management Degree was created.
- A Master of Science in Data Analytics and Applied Economics degree was created in 2016.
- The MBA curriculum was significantly revised from a lockstep to concentrations model in 2014.
- The MBA program collaborated with the School of Community Health Sciences to add a new Health Care Management concentration in 2016.
- A new undergraduate Human Resources Management Concentration was offered starting fall 2017.
- In spring 2018, a Core Curriculum Revision committee recommended revisions to the core curriculum which were subsequently unanimously approved by LEE faculty with anticipated implementation in fall 2019.
- A new Master of Science in Quantitative Finance program will launch in fall 2019.
- Beta Alpha Psi hosts the Spring Career Fair where students learn about and apply for internships and full-time jobs. To help students prepare for these events, recruiters from CPA firms speak in

the fall. Students who have successfully participated in the fall portion of this event subsequently speak in the spring.

- CoStar (world's largest commercial real estate database company) and CCIM (industry trade organization) partnered with LIED Institute of Real Estate Studies to bring their database platform into the classroom.
- Drawing on funding from both internal and external sources, LEE secured a 3-year subscription to the FactSet database, a valuable teaching and research tool for faculty and students that has a list price of \$30,000 per year.
- In fall 2014, the Department of Accounting began offering a graduate-level CPA Exam Review Course. Presentations by local CPAs constitute a major component of this class.
- An online version of Information Systems 101 was created as a revenue source through a proposal submitted to the Provost Office for new programs. This course enhances students' word processing, data base, internet, presentation software, and spreadsheet skills.
- In spring 2018, after evaluating the currency of the undergraduate marketing curriculum, the MIB Dept. added emphasis on experiential marketing by revising four existing courses and creating a new course (MKT 475-Marketing the Entertainment Experience).
- Partnering with the Office of Continuing Education, LEE launched an Executive Certificate in Business Administration program in fall 2018.
- Every fall semester beginning in 2015, the Career and Professional Development Center has hosted the *Leadership Retreat* in which members of student organizations within the Lee Business School are invited to participate in a one-day event consisting of activities to build and enhance leadership skills, including team building and networking activities.
- The Career Women event has been hosted by the Career and Professional Development Center annually since the spring semester of 2016. This event was created to encourage our future women business leaders to discover their strengths, build their brand, and fine-tune their networking skills. Career women from a variety of industries volunteer as speakers and coaches to share their own personal advice and encouragement and to help young businesswomen polish their skills as they prepare to launch their own careers. This event features workshops, keynote presenters, break-out sessions and networking.
- Cooperation and support for and with UNLV transition advisers at CSN has led to better prepared business transfer students from CSN.
- The LEE advising office began proactively reaching out to students on probation and/or suspension to provide guidance and important information.

C. Impact

LEE leverages engagement and innovation to meaningfully impact students, faculty, staff and the business community aligning with our key guiding principle of a culture of excellence and our success indicator of high-quality teaching, research and service. The impactful outcomes listed below exemplify the pinnacle of our mission to cultivate leaders who transform business by providing a world-class business education.

- *Bloomberg Businessweek* ranked LEE part-time MBA program #58 in the nation.
- In 2018 LEE became the *only* Nevada institution to have a part-time MBA program ranked in the Top 100 part-time MBA programs by the *U.S. News & World Report* for two consecutive years.
- Both the undergraduate and MS in Accounting programs have been ranked in the Top 20 programs (in the small program category) by the *Public Accounting Report*.
- The MIS group ranks 15th globally for the last three years and 25th globally for the last five years according to the AIS Basket of Six.
- Dr. Bill Messier won the AAA Outstanding Educator Award in 2015.

- Dr. Greg Moody won the Association for Information Systems 2015 Early Career Award.
- Dr. Moody ranked the 7th most prolific MIS Researcher for 2013-2015 and 3rd most prolific MIS researcher for the last three years according to the AIS Basket of Six Journals.
- Dr. Suti Chatterjee ranked the 25th most prolific researcher in MIS globally for the last 3 years according to the AIS Basket of Six Journals.
- Dr. Richard Gardner won the 2017 Kanter International Award for Research Excellence in Work and Family.
- Dr. Andrew Hardin was awarded a \$255,680 National Science Foundation (NSF) I-Corps site grant in 2016 and a \$162,498 NSF I-Corps site grant in 2018.
- A LEE team won the American Institute of CPAs (AICPA) National Case competition in 2014.
- LEE Accounting student teams won the Institute of Management Accountants (IMA) Student Case Competition in June 2017 and again in June 2018, becoming the only school to win both the AICPA and the IMA competitions.
- A team of Finance students finished runner-up at the regional CFA-IRC (Chartered Financial Analyst - Investment Research Challenge) Competition in spring 2018. In 2015, 2017 and 2018 Theta Omicron (UNLV's Beta Alpha Psi chapter) won Gold Chapter recognition at the annual conference, in each year being one of 10 chapters recognized out of over 300 chapters.
- From 2014 – 2018, the UNLV Collegiate Chapter of the American Marketing Association (AMA) achieved the finalist stages of the annual national level Collegiate Case competition, earning the 2nd place award once and the 3rd place award three times.
- From 2014 – 2018, UNLV's AMA Chapter earned Gold/Top 5 Chapter awards four times, a Top 10 Chapter award once, and two Website Competition awards.
- Students in the Undergraduate Research Forum have won several awards for research presentations and published multiple articles in the Nevada Undergraduate Research Journal.