

BUSINESS, ECONOMIC, AND COMMUNITY DEVELOPMENT

College of Business, Southeastern Louisiana University

Executive Summary

The College of Business prepares students to be leaders of business, industry, and government in a dynamic global environment. Complementing its primary commitment to high quality instruction, the College values intellectual contributions of an applied or instructional nature, and provides service activities to improve the quality of academic programs, students, and the economic health of Southeast Louisiana (Mission Statement, College of Business, Adopted 2007).

The College of Business at Southeastern Louisiana University has made tremendous strides toward becoming a top regional business school. All degree programs are accredited by the AACSB International, the most prestigious accrediting agency for business programs. On its most recent visit, the AACSB International Peer Review Team stated that the basis for reaffirming business accreditation was the College's "overall high quality", "continuous improvement environment", and "ability...to achieve desired outcomes." The College has maintained its efforts to achieve the highest quality in all its endeavors and to maintain continuous improvement. The College's faculty publish in academic and trade media and several are recognized experts worldwide for their research in areas such as e-commerce, e-government, economics, organizational behavior, and radio frequency identification (RFID). Faculty publish in widely circulated journals, provide consulting expertise for organizations in the petrochemical, healthcare, government, real estate, retail, and transmodal shipping and logistics industries in southeast Louisiana and Central America. They engage in activities which enhance the classroom experience, exposing students to best practices in business. The College offers a lecture series on Ethics and International Business, and invites leaders from business and government to classrooms annually to talk informally with students about leadership through a "Business Week" program.

The College has forged local, regional, national, and international partnerships with for-profit, non-profit, educational, and governmental entities that provide consulting and internship opportunities for faculty and students. The EMBA program was recently noted by *Business Week* as one of the top programs in the southern United States. The College's international initiatives are unmatched by any other college in the South. As noted above, the mission of the College of Business at Southeastern Louisiana University includes business, economic, and community development as focal points of emphasis. Toward this end, the College has advisory boards comprised of southeast Louisiana industry, civic, and government leaders that guide curriculum development efforts and serve as partners and providers of jobs for our graduates. Additionally, the College has added new degree programs aimed at stimulating economic development in Louisiana by producing graduates who will work in the industries growing along the I-12 corridor.

College Overview: Faculty Expertise and Service

The College maintains a complement of highly qualified faculty. All faculty members in the College engage in professional development activities and share their knowledge and expertise with the business community in many ways. Over the most recent five years:

1. Faculty have engaged in 586 professional development activities, which include presentations at academic, professional, and civic conferences, workshops, and seminars, at the local, regional, and international level;
2. Eighteen faculty are actively engaged in business consulting;
3. Faculty have received a total of 77 honors and awards for their research;
4. Twenty-four faculty have received a total of \$700,000 in grants aimed at business development and worker training;
5. Faculty have published 1,088 articles in academic and trade journals and magazines;
6. Over 50 percent of the College's faculty have served, or, are presently serving, as an officer on the board of directors for a myriad of profit and non-profit organizations.

These faculty activities have created widespread business expertise within the College and a knowledge base that serves as a valuable resource for businesses in southeast Louisiana.

Degree Programs

Southeastern's College of Business was founded in 1937 and awarded its first undergraduate degree in business in 1939. The first master's degree in business was awarded in 1969. The College offers six undergraduate degree programs: 1) B.S. in Accounting, 2) B.B.A., Bachelor of Business Administration, 3) B.S. in Finance, 4) B.A. in Management, 5) B.A. in Marketing, and 6) B.S. in Supply Chain Management (implemented in the summer of 2009). A Master of Business Administration, in traditional and executive formats, is offered at the graduate level.

Business students are trained by our faculty to be experts in their chosen profession, as well as leaders and entrepreneurs. The College offers all business students the opportunity to gain a reality-based business education through learning experiences across business disciplines that translate into a high-quality workforce for southeast Louisiana. Some examples include:

1. Business students learn best accounting practices through the Accounting degree program which is one of only one-hundred and sixty-seven accounting programs in the world accredited by the AACSB International;
2. Business students learn about cultural differences and international business practices through sponsored seminars and study abroad programs that have the largest enrollments on campus (averaging 45 students per summer) through the Bachelor of Business Administration degree program, Management degree program, and Marketing degree program;

3. Business students create a portfolio of investments each semester using a \$1,000,000 endowment and real-time market technology (real-time data boards, ticker tape, Bloomberg computer terminals) in the College's Finance Lab in classes offered by the Finance degree program;
4. Business students participate on a student entrepreneurial team that creates business plans to sell actual merchandise (e.g., sports apparel) in classes offered by the Management degree program;
5. Business students facilitate strategic planning for local businesses, non-profit organizations, government, and civic organizations using a state-of-the-art computerized group decision support system, named the "Think Tank," in classes offered by the Management degree program;
6. Business students conduct marketing research for large companies such as Nielson Media, Inc. and Stirling Properties through classes offered by the Marketing degree program;
7. Forty-eight business students have enrolled in the Supply Chain Management degree program in the first six months of its existence. Cooperative endeavor agreements are being negotiated with local ports and the Panama Canal for internship opportunities;
8. Business students "learn through work" programs such as internships in all business degree programs;
9. Business students participate in student organizations that win superior chapter awards each year representing all degree programs;
10. Business students can take courses that prepare them for discipline specific certifications in all degree programs;
11. The College has a large endowment, nearly \$8 million dollars, used to fund scholarships, professorships, and other activities adding to the educational experience of business students in all degree programs.

Since 2005, the College of Business has awarded the following number of degrees:

Year	Total	Acct	BBA	Fin	Mrkt	Mgmt	SCM
2005-2006	512	91	124	48	99	150	N/A
2006-2007	547	92	135	35	114	171	N/A
2007-2008	550	95	143	39	94	179	N/A

2008-2009	633	91	128	54	180	180	N/A
	2,242	369	530	176	487	680	

Number of majors by undergraduate degree program:

Year	Total	Acct	BBA	Fin	Mrkt	Mgmt	SCM
2008-2009	2620	574	814	191	343	698	N/A

According to surveys generated by the College of Business, most graduates seek employment in southeastern Louisiana. Example employing organizations include small to mid-sized organizations in the areas of retailing, government, accounting, health care, banking and finance, petro-chemical, warehousing and logistics, restaurant and tourism.

B.S. in Accounting

The College offers a Bachelor of Science degree in Accounting at the undergraduate level. The degree program emphasizes the development of skills and perspectives required of members of the accounting profession. The degree program prepares students for careers primarily in southeast Louisiana in public, industry, and governmental accounting as well as other professions for which accounting majors are particularly suited. In order to achieve this mission, the Accounting Program strives to:

- Recruit and retain students who demonstrate potential for success in the field of accountancy.
- Enhance students' oral and written communication skills, and convey to them technical accounting information and analytical skills through excellence in teaching.
- Enhance the relevance and timeliness of instruction, as well as the technical competency of faculty, by conducting applied research and developing innovative educational materials and techniques.
- Provide frequent and meaningful opportunities for faculty and students to interact with members of the profession.
- Engender in students through classroom and other experiences appropriate ethical and professional behavior; a desire for life-long learning; and respect for diverse demographic and cultural backgrounds.
- Foster an environment for students and graduates that is conducive to successful job placement and career development.
- Seek continuous improvement in the program through faculty development and by regularly evaluating and updating curriculum and course content.

To ensure that the Accounting degree program offers courses that produce the highest quality graduates for the workforce of Louisiana, an advisory committee from the business community

provides annual input into strategic planning and curriculum revisions. Members of the advisory board for the Accounting degree program include:

- *Scott Adams*, CPA, Albemarle Corporation, Plant Manager, Baton Rouge, Louisiana
- *Robert Barousse Jr.*, CPA, Elmer Candy Corporation, Controller, Ponchatoula, Louisiana
- *Joy Irwin*, CPA, Office of the Legislative Auditor, Research and Training Officer, Baton Rouge, Louisiana
- *Dennis James*, CPA, Durnin and James, CPAs, Partner, Hammond, Louisiana
Shannon Kirkpatrick, CPA, KPMG, Senior Tax Manager, Baton Rouge, Louisiana
- *Dominick J. Latino*, Kentwood Spring Water, Chief Financial Officer (retired), Mandeville, Louisiana
- *Charles J. O'Drobinak*, CPA, PricewaterhouseCoopers, Partner (retired), Indianapolis, Indiana
- *Craig Silva*, CPA, Accountant, Metairie, Louisiana
- *James Smith*, Ph.D., CPA, College of William and Mary
- *John S. Quin*, Professor of Accounting, Williamsburg, Virginia
- *Donna Taylor*, CPA, Stirling Properties, Inc., VP of Asset Management, Covington, Louisiana

Employers of recent Accounting degree program graduates include, but are not limited to, the following:

- AG Edwards
- Baumann and Rickert
- Bourgeois Bennett
- Bruce Harrell and Company
- City of Baton Rouge
- Deloitte and Touche
- Entergy
- Ernst and Young
- Faulk and Winkler, CPAs
- Fentz, Dyer and Associates
- Garrety and Associates
- General Health Inc.
- Hannis T. Bourgeois and Company
- KPMG
- LaPorte, Sehrt, Romig and Hand
- Lee Gray
- Livingston Parish School Board
- Louisiana State Legislative Auditor's Office
- North Oaks Health Systems
- Our Lady of the Lake Hospital
- Postlethwaite & Netterville
- PricewaterhouseCoopers
- Shell

- Siega Game Works
- Southeastern Louisiana University
- Stennis Space Center
- St. John Parish School Board
- St. Tammany Hospital
- Tangipahoa Parish School Board
- Turner Industries
- U. S. Department of Agriculture
- U. S. Department of Health and Human Resources
- Wegmann, Dazet and Company

Bachelor of Business Administration

The Bachelor of Business Administration degree program is a generalist program providing majors with a breadth of knowledge of business. The curriculum is cross-disciplinary and prepares students to serve in a variety of capacities in businesses in southeast Louisiana. The degree program also offers a concentration in economics. As with all degree programs in the College, B.B.A. majors acquire communication skills in speech, writing, and interpersonal relationships, develop analytical skills – especially students pursuing the economics concentration, solve business problems based on knowledge in various disciplines, and master business computer application skills.

To ensure that the Bachelor of Business Administration degree program offers courses that produce the highest quality graduates for the workforce, an advisory committee provides annual input into strategic planning and curriculum revisions. Members of the advisory board include:

- Hayden Shirley Bell, RN, BSN, BA, Registered Nurse, Woman's Hospital
- Steve Bornkessel, President, River Country Rescue
- Debra Bowers, Chief Executive Officer, Barrister Global Services Network, Inc.
- R. Reid Falconer, AIA, Councilman, District 4, St. Tammany Parish
- Richard Fox, Manager, Fox Business Appraisals, LLC
- Philip Graziano, Owner, Murphy's Restaurant, alumnus
- R. K. Hoddinott, CFM, CSNA, Vice President, International Financial Advisor, Merrill Lynch
- Shirley Hsing, Chief Financial Officer, North Oaks Health System
- Kathy Pittman, Director, Southeastern Alumni Association
- Gene Pregeant, EEO/ADA Compliance Officer, Southeastern
- Cynthia Shelton, Senior Vice President, Hancock Bank
- Brian Waterwall, Adjunct instructor and recent MBA graduate
- Michael Watkins, Vice President of Operations, North Oaks Health System

Generally, graduates have found careers in the following areas:

- Banking and finance
- Regulation and utilities

- Economic development
- Labor market analysis
- Budget analysis
- Small business

B.B.A. graduates have been hired as:

- Bank managers, loan officers
- Business managers, (become) business owners
- Economic development economists
- Financial analysts
- Labor economists
- Labor relations managers
- Staff economists
- Trade analysts

Bachelor of Science in Finance

The overall educational objective of the undergraduate program in Finance is to provide students with the knowledge foundation and skills necessary to pursue successful careers in the finance industry. Students develop skills aimed at mastering financial analysis, decision-making, and technology applications in finance.

To ensure that the Finance degree program offers courses that produce the highest quality graduates for the workforce, an advisory committee provides annual input into strategic planning and curriculum revisions. Members of the advisory board include (same members as those for the B.B.A.):

- Hayden Shirley Bell, RN, BSN, BA, Registered Nurse, Woman's Hospital
- Steve Bornkessel, President, River Country Rescue
- Debra Bowers, Chief Executive Officer, Barrister Global Services Network, Inc.
- R. Reid Falconer, AIA, Councilman, District 4, St. Tammany Parish
- Richard Fox, Manager, Fox Business Appraisals, LLC
- Philip Graziano, Owner, Murphy's Restaurant, alumnus
- R. K. Hoddinott, CFM, CSNA, Vice President, International Financial Advisor, Merrill Lynch
- Shirley Hsing, Chief Financial Officer, North Oaks Health System
- Kathy Pittman, Director, Southeastern Alumni Association
- Gene Pregeant, EEO/ADA Compliance Officer, Southeastern
- Cynthia Shelton, Senior Vice President, Hancock Bank
- Brian Waterwall, adjunct instructor and recent MBA graduate
- Michael Watkins, Vice President of Operations, North Oaks Health System

Generally, graduates have found careers in the following areas:

- Banking and finance

- Regulation and utilities
- Economic development
- Labor market analysis
- Budget analysis
- Small business

Finance graduates have been hired as:

- Bank managers, loan officers
- Business managers, (become) business owners
- Economic development economists
- Financial analysts
- Labor economists
- Labor relations managers
- Staff economists
- Trade analysts

Bachelor of Arts in Management

The overall objective of the management undergraduate degree program is to provide students with the skills necessary to become effective managers and entrepreneurs. Students acquire knowledge and expertise in the areas of human resource management, entrepreneurship and small business management, computer information management, and organizational management. Upon graduation, students have an appreciation for contemporary challenges facing managers such as diversity in the workplace, the global economy, technological change, and ethics in managerial decision-making. Graduates of the management degree program possess essential managerial skills, such as interpersonal skills, oral and written communication skills, and problem solving skills, as well as a demonstrated ability to apply technology for the purposes of organizational management and problem solving.

Concentrations

Computer Information Systems. The business climate in southeast Louisiana during the next decade will be characterized by rapid advances in technology, intense international competition and more complex markets. The dynamics of such an environment imply that the information needs of Louisiana businesses will become increasingly more complex. This trend will necessitate that organizations employ individuals with backgrounds in information systems in order to be competitive. Even today, computer information systems are a central component of every aspect of business. Information systems are used by accountants to integrate data across the enterprise, marketing professionals to analyze sales data, financial analysts to track capital flow, human resource managers to evaluate employee performance, and operations managers to improve product and service quality.

Entrepreneurship and Small Business Management. Small business comprises more than

90 percent of the businesses in southeast Louisiana. This concentration prepares students to start and properly manage their own business. Students are instructed in functional areas of accounting, finance, management and marketing as they relate to a small and growing venture. The concentration emphasizes leadership skills that can be effectively used to motivate people in a business environment, particularly as related to starting and nurturing a new business, and the process of writing a business plan. Employment opportunities for individuals who pursue entrepreneurial and small business management course work include business start-up, buying a franchise, working for a business, civic, or university group involved in economic development, as well as seeking employment in existing businesses.

Human Resources Management. All organizations experience the need to manage human resources effectively. Those organizations that effectively deal with human resources issues and challenges are likely to outperform those that do not. Additionally, the increased number and complexity of legal issues and governmental regulations relative to the human resource function have served to dramatically increase both the size and importance of many organizations' human resource departments. The Human Resource Management concentration provides specialized training for students who are interested in pursuing careers in personnel management. Specifically, it provides basic preparation for entry-level positions in human resource management, along with an education background that prepares students for human resource manager certification and career advancement in the field.

General Management. The General Management concentration is the most generalized concentration within the department and is most appropriate for students desiring a broad overview of the management discipline. The general Management concentration prepares students to work as supervisors, executives, or administrators in business, government, or other organizations.

To ensure that the Management degree program offers courses that produce the highest quality graduates for the workforce, an advisory committee of community and business leaders provides annual input into strategic planning and curriculum revisions. Members of the advisory board include:

- Anthony J. Berner, Jr., Business Owner, Ponchatoula, Louisiana
- Phillip Daigle, Business Owner, Hammond, Louisiana
- Darrell Ferrara, Ferrara Fire Aparatus, Holden, Louisiana
- Damian Leone, Business Owner, Mandeville, Louisiana
- Jimmy Maurin, Stirling Properties, Covington, Louisiana
- Nicholas Muscarello, Business Owner, Hammond, Louisiana
- Michelle Sutton, Executive Vice President, Chief Operating Officer, North Oaks Health System

Employers of recent Management degree program graduates include, but are not limited to, the following:

- Amedysis of Baton Rouge
- Embassy Suites
- FARA
- Pool Corp, Inc.
- Southeastern Louisiana University
- Local and State Government
- Walmart

Bachelor of Arts in Marketing

The B.A. curriculum in Marketing is designed to provide students with practical as well as theoretical knowledge concerning modern Marketing practices. The courses in the major are integrated to assist students in obtaining a comprehensive understanding of the nature and scope of Marketing activities within an organization. Marketing majors may elect to concentrate in Advertising and Integrated Marketing Communication or e-Commerce Marketing. The degree program is intended to provide students with the knowledge and skills necessary to be successful in marketing careers in southeast Louisiana. Courses in the marketing degree program are designed to:

- Provide students with a basic knowledge and understanding of marketing's role in business and society;
- Develop in students an appreciation of the impact of technology on marketing;
- Enhance students' understanding of the diversity in today's market place including global markets;
- Instill in students the importance of ethics and social responsibility in the world of business;
- Develop written and oral communication skills;

A list of employers of recent Marketing graduates includes, but is not limited to, the following:

- Aramark Corporation
- Champagne Beverage Company
- Classic Practice Resources
- Cornerstone Consulting
- Focus Research
- Gagliano Group
- Habitat for Humanity
- Inside Northside
- Imaginal Marketing Group
- Marketing Concepts
- Memorial Hospice Palliative Care
- Nielsen Media Research
- North Oaks Healthcare System
- Ragan & Massey, Inc.

- Peterbilt of Louisiana
- Target
- The Powell Group
- The Trumpet Marketing
- Verizon Wireless
- Wilson Warehouse Company

Bachelor of Science in Supply Chain Management

The B.S. curriculum in Supply Chain Management is designed to provide students with practical as well as theoretical knowledge concerning modern Supply Chain Management practices. The overall educational objective is to provide students with the knowledge foundation and skills necessary to pursue successful careers in industry or graduate studies in the major disciplines of Supply Chain Management which include: Marketing, Operations Management, and Information Systems.

Forty-eight students have enrolled in the new Supply Chain Management degree program in the College since its implementation at the beginning of the 2009 summer semester. No other accredited institutions of higher education in Louisiana currently offer a Supply Chain Management degree program. Yet, there is strong interest from industry leaders. Supply Chain Management is expected to be one of the biggest growth areas in the manufacturing sector. The demand for knowledgeable supply chain professionals has increased dramatically. A joint survey by Stanford University, INSEAD and Accenture Consulting revealed that the greatest obstacle to effective Supply Chain Management was the lack of core supply chain knowledge and skill.

Several Distribution Centers exist in and around southeast Louisiana. For example, Wal*Mart has a center in Robert, Louisiana; Associated Grocers has a center in Hammond, Louisiana; Winn Dixie also has a center in Hammond, Louisiana; and Cardinal Health has a center on the northshore. The creation of the Louisiana International Gulf Deep Water Port Transfer Terminal (LIGTT), to be built at the mouth of the Mississippi River prior to the opening of the Panama Canal expansion, will draw mega-distribution centers and logistics companies to southeast Louisiana largely due to the transfer terminal's role in increasing containerized cargo traffic moving northward along the Mississippi River and its tributaries to markets in the Midwest. The College has been working closely with the LIGTT Authority, providing expertise for strategic analyses and brokering meetings with the College's partners in Panama (e.g., Panama Canal Authority, Port of Panama Authority, City of Panama, etc.).

The Supply Chain Management program will be a conduit that links the forecasted economic development in Logistics and Distribution by economic forecasters and consultants with the growth needs of local industries in and around the I-12 Corridor. Louisiana is a vital North American distribution and logistics hub centered in the fastest growing region of the United States and at the center of Western Hemisphere trade. Its installed supply chain and logistics infrastructure is already among the most extensive in the North America.

To ensure that the supply chain management degree program is offering the courses needed to produce the highest quality graduates for the workforce, an advisory committee from the

business community provides annual input into curriculum revisions. Members of the advisory board for the supply chain management degree program include:

- Bob Basford, Director, Tangipahoa Parish Industrial Development Board
- Bryan Boudreaux, Regional Vice-President of Logistics, Wal-Mart Corporation
- Suzanne Booty, Contract Negotiator, Hospital Corporation of America
- Amy Brown, Corporate Recruiter, PoolCorp
- Meric Daigle, Director of Purchasing – Indirect, Honeywell USA
- Michael DiVincinti, General Manager, Dixie Warehouse Services, LLC
- Patrick Dufresne, Executive Director, Port Manchac Distribution Center
- Jonathan T. Emas, Director of Procurement Operations, Amedisys Home Health Services
- Lee Ferriss, Procurement Manager, Shell Oil Products US
- Al Gahn, Vice President and Chief Supply Officer, Entergy Corporation
- Ed Gautier, Director of Purchasing and Property Control, Southeastern Louisiana University
- John Gillespie, Vice President of Distribution, Associated Grocers
- Christi Gillespie, Marketing Director, New Century Transportation
- Randy Guillot, President, Triple G Express
- Greg Johnson, Director of Development, Port of Baton Rouge
- Bill Joubert, Director, Southeast Louisiana Business Center
- Kurt Kapota, Assistant Vice President, Panalpina International Logistics
- Larry Kofton, Supply Chain Manager, Sodexo Remore Sites
- Robert Landry, Director of Marketing, Port of New Orleans
- Denise M. Lea, State Purchasing Director, Louisiana Division of Administration
- Jim Liddell, Senior Account Manager, Norfolk Southern Corporation
- Stuart Litvin, Executive Director, Livingston Parish Economic Development Council, Inc.
- Lamar Marshall, General Manager, Wal-Mart DC
- Mike Massey, Vice President, Regan & Massey
- Stuart McAvoy, Supply Chain Consultant, UPS Professional Services
- Johnny Milazzo, President, Lard Oil Company
- Todd Moore, C.P.M., A.P.P., Purchasing Director, Neill Corporation
- Vicki Palermo, Buyer, Textron Marine & Land
- Larry Rase, Director of Marketing, Consolidated Terminal and Logistics
- Luther Tanley, Human Resources Manager, Martin-Brower
- Michael Vavasseur, Procurement Manager, EDG Procurement Solutions
- Gina Zavsza, Logistics/Customer Service, Cooper/Consolidated

Graduate Degree Programs

The College offers a traditional MBA program and a 17-month Executive MBA program. The traditional MBA program is a professional program, with a primary focus for preparing students for careers in industry and government. College's undergraduate business programs are the primary feeder for the traditional MBA program. A large portion of the remaining enrollment is

comprised of graduates from the sciences and humanities who seek a business degree to complement their undergraduate degree as well as graduates with several years of post-graduation work experience. MBA students are afforded the same high quality education as the College's undergraduates as described above, but of a more advanced level.

Southeastern's Executive Master of Business Administration (EMBA) degree program has been listed as one of the top programs in the South by *BusinessWeek* magazine. The program is one of only two in Louisiana to be listed, the other being Tulane University. Regional listings are not ranked, but are listed alphabetically. Other prominent EMBA programs in the South that were listed include Auburn University, Duke, Emory, the University of Florida, University of Miami and Vanderbilt University. The listing is based upon a variety of criteria, including surveys, numbers of graduates and various academic quality measures. The Southeastern program, which was initiated in 1999, begins every spring semester and lasts for 17 months, with classes held primarily on Saturdays. The EMBA program has graduated 163 students and has a current enrollment of 48 students.

The following companies have been represented by our EMBA students:

- Airborne Express
- AT&T
- Bank One
- Baton Rouge General Medical Center
- Bellsouth Telecommunications
- Blessey Marine Services, Inc.
- Business First Bank
- Cargill, Inc.
- CEI Environmental
- Cellular One
- Children's Hospital
- Community Coffee
- Corps of Engineers
- Cox Communications
- Department of Health and Hospitals
- Diversified Foods and Seasonings
- Dow
- Earl K. Long Medical Center
- EATEL
- Entergy
- ExxonMobil
- Florida Parishes Bank
- Fluker Farms/Laboratories
- General Electric Medical Systems
- Gilsbar Specialty Insurance Co
- Harrah's Casino
- Health Corporation of America (HCA)

- Humana Inc.
- Insituform Technologies
- Internal Revenue Service
- Jacobs Engineering Group
- Jostens
- LA Hospital Association
- Lakeview Regional Medical Center
- Lallie Kemp Medical Center
- Lexmark Int.
- LSU AgCenter
- LSU- Med Center of LA in NO
- Marathon Oil Corp.
- Motiva Refinery
- Neil Corporation
- North Oaks Medical Center
- Northrop Grumman
- Ochsner Medical Center
- Our Lady of the Lake Regional Medical Center
- Pepsi
- Sabre Inc.
- Shared Medical Systems
- Shell Exploration and Production Company
- Slidell Memorial Hospital
- Southwest Mississippi Regional Medical Center
- St Tammany Parish Hospital
- State of Louisiana
- Summit Consulting
- Sysco Food Services
- The Shaw Group
- United Parcel Service
- Vulcan Chemicals
- Whitney National Bank
- Woman's Hospital

The following titles and positions have been represented in our program:

- Chief Nursing Officers
- Consultants
- Controllers
- Coordinators
- Directors
- District Sales Managers
- Divisional Directors
- Owners/Presidents

- Regional Directors
- Supervisors
- Vice-Presidents

The following professions have been represented in our program:

- Attorneys
- Accountants
- Bankers
- Computer Scientists
- Consultants
- Engineers
- Entrepreneurs
- Investment Advisors
- Managers
- Marketers
- Nurses
- Pharmacists
- Physicians
- Therapists

Finally, the following universities have been represented in our program:

- Baylor
- Florida State University
- Georgia Institute of Technology
- Louisiana State University
- Loyola
- Michigan State University
- Rochester Institute of Technology
- Southeastern Louisiana University
- Southern Illinois University
- Southern Methodist University
- Tulane
- University of Alabama
- University of Quebec
- University of California at Santa Barbara
- University of Nevada Las Vegas
- University of New Orleans
- University of Southern Mississippi
- University of Texas
- Vanderbilt
- Xavier

Global Business, Government, and Cultural Partnerships

All degree programs in the College of Business are committed to advance the cultural, social, educational, and economic development of the growing Hispanic community of the region as well as in Latin America. The College's Hispanic and Latin American programs are unmatched by any university in the deep South. The College has accelerated its international activities recently, forming numerous partnerships and alliances with many universities and governmental entities in Central America. The College has received accolades by the governments of Colombia, Costa Rica, El Salvador, and Panama for its academic and outreach activities. Southeastern was the first American university to be nominated by Latin American countries to receive the Distinguished Award for Educative Quality because of the College's numerous successful educational and economic development programs.

The College began an earnest effort in 1998 to expand the global perspectives of its students and to increase its service vision to include Latin America because of the growing Hispanic community in the United States. With the support of institutions like the Inter-American Development Bank, the Organization of American States, the Inter-American Institute for Cooperation on Agriculture (IICA), the Office of Economic Development of the State of Louisiana, the United States Hispanic Chamber of Commerce Foundation, CASTLE2002, and other organizations in the United States and Latin America, the College of Business Hispanic Business and Leadership Institute as well as the Latin American Business Development Initiative has implemented a variety of initiatives to the benefit of partners including government agencies, universities, chambers of commerce and non-profit organizations in Colombia, El Salvador, Panama, Costa Rica, and Honduras.

The following is a sample of activities since 1998:

1. **The Hispanic Business Resources and Technology Center (HBRTC):** The growing Hispanic population in southeast Louisiana has presented a unique and distinctive socio-economic challenge. The Hispanic Business Resources and Technology Center was created in early 2006 and is supported by a coalition comprised of the Hispanic Chamber of Commerce of Louisiana, the Catholic Charities of the Archdiocese of New Orleans Hispanic Apostolate, the Jefferson Parish Public Schools System, and Southeastern's College of Business. The HBRTC addresses the socio-economic and cultural needs of the Hispanic community of the area.
2. **Inter-American Development Bank Annual Meeting and Youth Summit:** The College of Business sponsored activities related to the Inter-American Development Bank's (IDB) Annual Meeting in New Orleans. Faculty presented lectures at the prestigious international meeting and a Youth Summit was held on the Southeastern campus that brought together Southeastern students and youth leaders from around the world that were participating in the IDB's Youth Programs.
3. **Entrepreneurs in Today's World - New Horizons for the Americas:** A teleconference broadcast from Southeastern was presented to the Universidad Central (UC) de Colombia. Two hundred and fifty students from UC attended the conference in Bogota, Colombia. Southeastern faculty delivered lectures on leadership, best business practices

and entrepreneurship.

4. **The Global Legal Information Network (GLIN) Training Program:** The program was held at Southeastern in cooperation with the Inter-American Development Bank and the U.S. Library of Congress. Twenty Latin American and Caribbean court and government officials attended the business training program along with representatives from the Inter-American Development Bank and the Library of Congress. The Global Legal Information Network is a cooperative, not-for-profit federation of government agencies that contribute their country's legal information to the GLIN database. NASA, the World Bank, and the Inter-American Development Bank have provided support for various aspects of the GLIN project.
5. **The National Conference on Tourism:** A series of lectures was delivered in El Salvador by the College of Business Latin American Initiative's Director to a group of more than 150 business leaders from the tourism sector.
6. **Commercial Mission Colombia-Louisiana under the Free Trade Agreement USA-Colombia:** A cooperative effort of Southeastern and the World Trade Center of New Orleans, this commercial mission brought twenty-seven Colombian business leaders and governmental officials to Louisiana to facilitate and improve business opportunities between Colombia and the state under the free trade agreement. The commercial mission offered participants opportunities to meet and interact with Louisiana business leaders and government officials.
7. **Certificate Program in Management and Leadership in Education:** Through this program, school principals and educators from Columbian private and public sector educational institutions were provided educational opportunities under the vision of "Better Education for Our Young." Participants attended a series of lectures on topics such as diversity in education, the role of bilingual education, and information technology in the classroom.
8. **The Hispanic Community Services Program:** As part of the goal to foster socio-economic development in the Hispanic community within the region, the Hispanic Business and Leadership Institute created and organizes the Annual Hispanic Business and Community Service Program. The program provides technical, educational, health and social services to the region's Hispanic community, principally those of Tangipahoa, Livingston, and East Baton Rouge parishes. Organizations and institutions involved in the program are: the Social Security Administration Office, Holy Ghost Hispanic Ministry, Catholic Charities of Baton Rouge, Ochsner Clinic Family Medicine Services, Rubio Enterprises, Tangipahoa Parish School System, Migrant Education Program, Motivation Education of Louisiana (MET), Southeastern's Association of Latin American Students at Southeastern (ALAS), Southeastern's University Police, Southeastern's Multicultural Affairs Office, Southeastern's Department of Kinesiology and Health Studies, and Southeastern's Spanish Club. This program places Southeastern students and faculty in real and relevant dialogue with the Hispanic community. A fundamental part of the program is developing Hispanic businesses as well as providing

Hispanic families a comprehensive program of basic services in areas such as health care.

9. **Hispanic Business and Leadership Summer Camp (HBLC):** More than 160,000 Hispanics live in Louisiana. Part of this population is college-aged Hispanics. The summer camp provides Hispanics enrolled in the University of Louisiana System opportunities that advance professional and personal development. The program is supported by an alliance of Hispanic organizations such as the Inter-American Development Bank, The Latino Leader Network, and Atlantis, Inc.
10. **English for Life - An Educational Program for Panamanian Teachers:** English for Life is a collaborative effort between Southeastern, the Panamanian Government, and the Universidad Latina of Panama. The purpose of this program is to expose Panamanian teachers to the latest pedagogy for teaching English-as-a-Second-Language (ESL) in the schools of Panama. The program offers participants opportunities to meet and interact with leaders in Louisiana's education system, school administrators, and students. Teacher participants benefit from the practical experiences and activities, as well as from the unique nature of instruction in the program. The program requires Panamanian English teachers to attend Southeastern for a four-week intensive training program in English, education, and technology.