As dean of the Michael J. Coles College of Business, I am proud and excited to look back with you on a very successful 2016-2017 academic year. Our faculty and staff united around a common mission to prepare our 6,400 students to succeed in the business world and in the global society that awaits them.

This report highlights the successes achieved during the 2016-2017 academic year, which saw Coles College earn local, national, and international acclaim. Among the many organizations to recognize our efforts was U.S. News and World Report, which ranked our part-time MBA program as number one in the state, and the Institute of Internal Auditors, which named the School of Accountancy a global Center of Excellence.

Much of the credit for our stellar academic year belongs to our remarkable faculty members who, in addition to their work in the classroom, conducted innovative research that is relevant to the business community and enhances the University’s reputation. For example, Dr. Adriane Randolph received a National Science Foundation grant to study how the brain adapts to new information. The findings could fundamentally change how businesses and schools use technology to teach.

The 2016-2017 academic year also saw Coles College launch two new academic programs: an interdisciplinary Bachelor of Science in Cybersecurity and a Bachelor of Business Administration in Entrepreneurship. These new degree programs demonstrate our college’s ability to produce career-ready graduates who can meet the changing demands of the 21st century economy.

I am so grateful to serve as dean of such a vibrant community of faculty and staff who care deeply about impacting the lives of students through business education. In the pages of this annual report, you will see examples of that impact and will learn how everyone affiliated with the Michael J. Coles College of Business lives the college’s ideals and values every day. I hope you are as proud of, and as inspired by, the success of our faculty, staff, and students as I am. As we look back at 2016-2017, we also look forward to the future and another amazing year.

Kathy Schwaig, Ph.D.
Dean and Dinos Eminent Scholar Chair of Entrepreneurial Management and Professor of Information Systems
## Coles College by the Numbers

Nearly 20% of all Kennesaw State University students are enrolled in Coles College of Business degree programs, or aspire to be. The numbers below reflect total Coles College enrollment as of Spring 2017.

<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total Number of Undergraduate Students (Admitted and Aspiring):</strong></td>
<td>6,010</td>
</tr>
<tr>
<td>Admitted</td>
<td>2,067</td>
</tr>
<tr>
<td>Aspiring</td>
<td>3,943</td>
</tr>
<tr>
<td><strong>Total Coles Undergraduates By Major</strong></td>
<td></td>
</tr>
<tr>
<td>Accounting</td>
<td>1,016</td>
</tr>
<tr>
<td>Economics</td>
<td>178</td>
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<tr>
<td>Finance</td>
<td>890</td>
</tr>
<tr>
<td>Information Security &amp; Assurance</td>
<td>292</td>
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<tr>
<td>Information Systems</td>
<td>319</td>
</tr>
<tr>
<td>International Business</td>
<td>340</td>
</tr>
<tr>
<td>Management</td>
<td>1,454</td>
</tr>
<tr>
<td>Marketing</td>
<td>1,173</td>
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<tr>
<td>Professional Sales</td>
<td>139</td>
</tr>
<tr>
<td>Undeclared/Undecided</td>
<td>209</td>
</tr>
<tr>
<td><strong>Average GPA of Admitted Undergraduate Students:</strong></td>
<td>3.2</td>
</tr>
<tr>
<td><strong>Total Number of Graduate Students:</strong></td>
<td>420</td>
</tr>
</tbody>
</table>

### By Program
- Master of Accounting: 56
- Master of Business Administration: 188
- Executive MBA: 76
- Master of Science in Healthcare Management and Informatics: 24
- Master of Science in Information Systems: 43
- Doctor of Business Administration: 32
- Graduate Certificate in ISA: 1

### Employment Opportunities
With Coles College’s emphasis on experiential learning, employers know that graduates of the Coles College of Business have the intelligence, motivation, and leadership skills to take their organizations to the next level. See below to learn more about how a degree from Coles makes our students attractive hires for talent-hungry employers.

### Students in Internships or Co-ops: 803

#### Top Organizations Hiring Coles Interns By Major

**ACCOUNTING**
- Ernst & Young
- Henssler Financial Group
- KPMG
- Turner Broadcasting
- UPS
- Voya Financial

**ECONOMICS/FINANCE**
- Bank of America
- Chase Bank
- Georgia Pacific, LLC
- GM Financial
- Hapag Lloyd
- Wells Fargo

**INFORMATION SECURITY AND ASSURANCE**
- Coca-Cola
- Cox Enterprises
- HP Inc.
- IBM

**INFORMATION SYSTEMS**
- Delta Airlines
- Fiserv
- Georgia Tech Research Institute
- Macy’s Inc.

**MANAGEMENT**
- ADP
- AT&T
- Enterprise Holdings
- FedEx
- The Home Depot
- The Kroger Company

**MARKETING AND PROFESSIONAL SALES**
- Liberty Mutual
- State Farm
- Target
- Walt Disney World
- WellStar
- Youth Today: Center for Sustainable Journalism

### Recruitment Events Organized by Department of Career Planning and Development: 74

### Employers Attending Career Fairs and On Campus Interview Days: 542

### Number of Organizations Creating Job Postings Looking for Coles Students: 947

### Number of Unique Job Postings for Coles Students: 1,952

### Percent of Students in Master of Accounting Program Graduating with Jobs: 91%
New Degree Programs

Exciting new degree programs in cybersecurity and entrepreneurship created during the 2016-2017 academic year put Coles at the forefront of business education. Meanwhile, the innovative master’s degree program in Healthcare Management and Informatics – which accepted its first cohort during the year – helped a growing industry address its need for talented professionals. Each of these new interdisciplinary programs demonstrates Coles College’s commitment to cross-campus collaboration and innovation.

Business, Healthcare, and Information Technology Collide in New Graduate Degree

The first-ever cohort of students in the new Master of Science in Healthcare Management and Informatics degree program began taking classes this year. Twenty-six students made up the initial cohort, which began in Spring 2017. This exciting program is the only one of its kind in Georgia and spans four colleges: Coles College of Business, the College of Science and Mathematics, WellStar College of Health and Human Services, and the College of Computer Science and Software Engineering.

Classes provide a holistic understanding of the interplay between healthcare, information systems, computing, data analytics, informatics, leadership, and management. According to Dr. Ken Harmon, Provost and Vice-President of Academic Affairs, “There is a critical need for students with this skill set, and Kennesaw State will produce professionals well-equipped to lead and make a difference in the quality of the nation’s healthcare.”

Cybersecurity Degree Prepares Students to Meet Tomorrow’s Business Needs Today

According to the State of Georgia’s High Demand Career Initiative, the cybersecurity field will need an estimated 1.5 million workers globally by 2020. Kennesaw State University’s multidisciplinary cybersecurity degree – officially approved by the Board of Regents in February 2017 – positions our graduates to meet this demand and compete in the 21st century economy.

The Bachelor of Science in Cybersecurity was developed by Kennesaw State’s Institute for Cybersecurity Workforce Development, which is a joint mission between Coles College, the College of Humanities and Social Sciences, and the College of Computing and Software Engineering. Featuring elements of information technology, information security and assurance, and criminal justice, this new degree is an excellent example of multiple colleges working together to create opportunities for students. The first cohort will begin taking classes in Fall 2017.

Doubling Down on Entrepreneurship

Kennesaw State University became the first college in Georgia to offer a comprehensive degree in entrepreneurship. Approved by the Board of Regents in August 2016, with the first cohort in Fall 2017, the Bachelor of Business Administration degree in Entrepreneurship helps students develop the necessary knowledge, skills, and mindset to guide a business project from initial conception to final implementation. While the Department of Management and Entrepreneurship houses the program, the BBA in Entrepreneurship also involves the Cox Family Enterprise Center, the Small Business Development Center, and the Robin and Doug Shore Entrepreneurship Center.

In addition to its critical role supporting the degree program, the Robin and Doug Shore Entrepreneurship Center also manages a variety of programs that teach students to pitch ideas, network with business owners, develop leadership skills, and much more. In September 2016, in honor of a generous donation, Kennesaw State officially dedicated the center as the Robin and Doug Shore Entrepreneurship Center.

AT A GLANCE

The new cybersecurity degree will train KSU students for the 1.2 million cybersecurity jobs expected to be unfilled by 2020.

KSU’s Bachelor of Business Administration degree in Entrepreneurship – the first B.B.A. of its kind in Georgia – began accepting students in Fall 2017.

Twenty-six students made up the first-ever cohort in KSU’s innovative new Master of Science in Healthcare Management and Informatics degree program.
Innovative Faculty Research

How Much ‘Cognitive Load’ Can Our Brains Handle?

Coles faculty Dr. Adriane Randolph is collaborating with College of Science and Mathematics Assistant Professor Dr. Kimberly Cortes and faculty at the University of Minnesota Rochester on a National Science Foundation grant project to investigate the brain’s response to new information. While the specific goal of the $183,000 NSF grant is to examine how biochemistry students’ brains react to changes in curriculum, the results could inform how all students learn. Randolph is the Executive Director of Coles College’s BrainLab, an initiative researching the application of brain-computer interfaces. A previous project saw her using neurological tools to measure the cognitive load – or the total mental effort used in the working memory – of salespeople making customer calls. The higher the cognitive load, the more mentally taxing an action was. Randolph expects the results of the new NSF project will help improve her ability to measure a person’s cognitive load, which could influence how educators teach students and how businesses train their employees. The project runs from August 2017 to July 2020.


The Journal of Family Business Strategy, an academic journal published by Management and Entrepreneurship faculty Drs. Torsten Pieper and Joseph Astrachan, this year saw its impact factor increase by 200 percent to 2.375. Impact factor is the average number of citations an academic journal receives from other scholarly articles. JFBS’s higher impact factor means more researchers are looking to the publication for research about the complex influence businesses can have on family life. With an impact factor of 2.375, the JFBS ranks 52nd out of the 121 business journals indexed by Journal Citation Reports.

• Drs. Michael Whitman and Herb Mattord with the Center for Information Security received a National Science Foundation grant to establish a mentored research workshop for graduate students interested in cybersecurity. The grant also funded undergraduate research in security awareness and the organization of a cybersecurity conference held in late 2017.

• Assistant Professor of Management Dr. Canan Mutlu worked with faculty at the University of South Carolina and the University of Texas at Dallas to publish a working paper on corporate governance in China. By performing a meta-analysis on 81 published studies, the researchers found a link between strong corporate governance principles like board independence and managerial incentives and strong firm performance.

• A working paper published by Drs. Jennifer and Brad Schafer – both associate professors of accounting – found that auditors can be more likely to find instances of fraud if their clients are unlikeable, adding that a client’s likability especially influences the decision making of inexperienced auditors.

• Dr. Aniruddha Bagchi, associate professor in the Department of Economics, Finance, & Quantitative Analysis, and Dr. Jomon Paul, Coles College’s director of research, published a joint paper on corporate governance in China. By performing a meta-analysis on 81 published studies, the researchers found a link between strong corporate governance principles like board independence and managerial incentives and strong firm performance.

• Dr. Susan Young, associate professor of management and entrepreneurship, co-wrote “Stability vs. Flexibility: The Effect of Regulatory Institutions on Opportunity Type” for the Journal of International Business Studies, while Associate Professor of Accounting Dr. Marcus Taylor contributed on the paper “Analytic Qualitative Statements and the Profitability of Favorable Investment Recommendations” for Accounting, Organizations, and Society.

• The article “Private Equity Firms’ Reputational Concerns and the Costs of Debt Financing,” co-written by Dr. Rongbing Huang with the Department of Economics, Finance, & Quantitative Analysis and published in the Journal of Financial and Quantitative Analysis, has been widely cited among academics, according to the Social Sciences Resource Network.

• Hoping to better understand consumer behavior, Drs. David J. Burns, Jennifer Hutchins, and Richard Mathisen with the Department of Marketing and Professional Sales published multiple papers on consumer culture. Their research examines how individual consumers allow themselves to be influenced by the purchasing decisions of others. Burns plans to include this research in a forthcoming book.

Coles College Research Highlights

Coles College’s faculty conducts, publishes, and presents a prolific amount of research. Below is a small sample of some of the college’s accomplishments this year in the area of scholarly research:

Groundbreaking research has the potential to change the way the world does business. Coles College encourages its faculty to engage in business-relevant research projects that yield findings that can influence decision makers in organizations today.

For example, researchers from Coles College and the College of Science and Mathematics this year received a National Science Foundation grant to study how the brain assimilates information. The results of this research could change the way educators across all disciplines teach their students.

Also during the 2016-2017 academic year, Coles College faculty published research papers and academic journals on a wide range of subjects, with many of these publications garnering national attention. Conducting and presenting continue to view Coles College as an authority on business and economic information.

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Coles College’s BrainLab, an initiative researching the application of Science and Mathematics Assistant Professor Dr. Kimberly Cortes and faculty at the University of Minnesota Rochester on

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Students Achieving Greatness

Being a student in the Coles College of Business means more than simply earning a degree. For many, it means learning to leverage the knowledge and skills obtained in the classroom to create opportunities and to become the best possible versions of themselves. Whether it was a student earning a Fulbright scholarship to study economics abroad, a student building a charitable organization from scratch, or an alumnus working tirelessly to end poverty in Africa, students in the Coles College of Business have proven themselves to be a cut above the rest.

Economics Graduate Receives Fulbright Award

Coles College of Business Scholar
ERICA MOODY had job offers lined up prior to graduating magna cum laude with a degree in economics. However, she accepted what she considered an even better opportunity: a Fulbright Study/Research Award to participate in a one-year master’s program in behavioral economics at the prestigious University of Nottingham in England.

“It was simply an opportunity I couldn’t pass up,” Moody said, “being awarded a scholarship to study at a university regarded as one of the world’s leading institutions for economics. I’m so excited.”

Moody became interested in behavioral economics on an education abroad trip she took to Guatemala through the Coles Scholars program. Moody and fellow students participated in an effort to establish a community bank in Guatemala, which has one of the highest poverty rates in Latin America.

“People are being kept in poverty based on the rules that are in place,” she said. “Public policy, which is largely influenced by economic theory, often fails to consider the role human factors play in policy outcomes. I want to help the poor by learning how to create and implement policy that takes into consideration the way people actually are as opposed to the way classical economics assumes they should be. If this is accomplished, we could see much more positive change than we do now.”

Moody also held several leadership roles in Kennesaw State’s Student Managed Investment Fund. She was a member of the group that took first place in a portfolio competition among 41 colleges at an event in New York City and was the leader for the team that won the CFA Institute Research Challenge Southern Classic competition.

“Even in a group of high achievers, she stood out as a mentor, leader, and role model to her peers – not just in intellect but in modesty as well,” said Dr. Govind Hariharan, a Kennesaw State economics professor and the SMIF faculty advisor. “In my 13 years at KSU, I have realized that the best students can outshine the best anywhere, and she certainly is among the best.”

Student Project Evolves into Charitable Start-Up

Senior finance major SAVANNAH LOCKE has set out to prove that a business can be both profitable and socially conscious through her start-up Hammocks for the Homeless.

Locke started Hammocks for the Homeless with the goal to support, comfort, and improve the lives of homeless men and women of the Atlanta area by lifting them off the ground and enhancing their resources within the community.

“The idea came up a few years ago when I was talking to my sister,” said Locke. “It sat on the back burner for a little while and came up again last fall when I took Fundamentals of a Nonprofit. I presented my idea for Hammocks for the Homeless to the class and built a team around it,” she said. “We did well with it, and even presented it to a nonprofit ‘shark tank’ panel.”

Spurred on by the enthusiasm she felt for Hammocks for the Homeless, Locke decided to continue with her business idea and employ the help of the Coles College Enactus chapter, a student group that uses entrepreneurship to promote sustainability and improve the lives of people in need. She partnered with Enactus in the early stages of development and focused on building a business plan and strategy.

“One of the key aspects to our business is partnering with local shelters to make sure our hammocks get into the right hands,” said Locke. “There are over 5,000 unsheltered people a night in Georgia and we want to help change that.”

Though the aim of Hammocks for the Homeless is to inspire social change, Locke is quick to point out that the numbers back up her business. Citing a Cone Marketing study that found 86% of consumers would prefer a brand associated with a charitable cause, she says the market for the one-for-one model is large.

“We are not looking to make millions in profit like a for profit company,” said Locke “But the market is there. We simply want to reinvest all revenue back into our mission.”
Alumnus Establishes Loan Program to Fight Poverty in Africa

GUY FONDJO went to great lengths to earn his Master of Business Administration degree. Roughly 6,300 miles, to be specific.

Fondjo grew up in Africa and became a banker after earning his bachelor’s degree in computer sciences from the University of Dschang in Cameroon. A few years into his career, he decided to pursue an MBA, which led him thousands of miles from his native land to Cobb County, Georgia.

In 2008, Fondjo enrolled in an MBA program that was a partnership between a college in Cameroon, PKFokam Institute of Excellence, and Southern Polytechnic State University, prior to SPSU’s consolidation with Kennesaw State University. Fondjo spent a year studying in Cameroon, where he received in-class lectures from Southern Poly faculty members, and then completed the second year of the program in Marietta.

“My experience helped me in strengthening my self-confidence,” Fondjo said. “I had the opportunity to learn American culture and what makes America great, and also to interact with people from various nationalities and learn from them as well. All these have been inspirational and motivational sources for my commitment to develop my country of Cameroon, and Africa in general.”

Fondjo has become a prominent banker in Africa, currently working as the chief executive officer of Afriland First Bank in Conakry, Guinea. Also, he is the economic adviser to Alpha Conde, the president of the Republic of Guinea.

However, his greatest passion is being part of a community-based effort to fight poverty and create wealth in Africa – where about 330 million people live in poverty, according to World Bank estimates. The initiative links a local population with a commercial bank and other partners to establish micro-banks, which “address poverty through steps such as building self-esteem, changing people’s mindsets, offering low-interest loans, and stressing that savings are the beginning of wealth creation,” according to Fondjo. So far, in less than two years, 55 micro-development banks are in operation and close to $4 million in micro-loans have been given with more than 55,000 people enrolled in Guinea, he said.

“When I look at those poor communities in rural and remote areas, I am so proud of the hope, confidence, and self-esteem that I have been able to bring to them,” Fondjo said. “You cannot imagine the positive impact a change in mindset and a financial support of $200 can have in improving people’s lives there.”

Fondjo also finds time to be an adjunct professor of accounting and finance at PKFokam Institute of Excellence. He hopes to be the same type of influential teacher that he credits Dr. Donald Ariail and Dr. Ronny Richardson for being when he was a student at Southern Poly.

Fondjo was a graduate assistant of Ariail, an accounting professor whom Fondjo said had a tremendous impact on my academic and professional life. He described Ariail as “a mentor” and Richardson, a professor of management and entrepreneurship, as “a father.”

“Fondjo was an extremely hard-working person and an exceptional student,” Richardson said, adding that Fondjo graduated from the MBA program with a 4.0 grade point average. “I join all of his Southern Poly faculty in being very proud of his accomplishments.”

Honors Student Graduates with Three Degrees

When COLE DANIEL graduated in December 2016, he became the first-ever University Honors student to earn three simultaneous undergraduate degrees. Aspiring to be an investment banker with a special emphasis on the healthcare and biotechnology industries, Daniel graduated with degrees in finance, economics, and biology. Accomplishing this remarkable feat meant taking as many as 19 credit hours per semester and taking at least two classes each summer. In total, Daniel completed 214 hours of course credit.

Initially a biology major with plans to be a dentist, he developed an interest in economics and finance through courses he took from professors Dr. Ann Gillette and Dr. Randall Goodwin, and he gained practical experience by serving as the chief economist and chief global officer of the Coles College Student Managed Investment Fund. Daniel aspires to lead investment in the pharmaceutical industry to develop cancer-fighting drugs.
Alumni Panel Encourages Student Engagement

Four successful management alumni led a panel discussion in March 2017 where they inspired a group of current students to pursue their academic and professional goals. More than 70 students attended the event, organized by the Department of Management and Entrepreneurship, which included the following panelists/KSU alumni:

Caitlin Abshier: Owner of Revive Bath + Body
Kelsey Barr: Project Coordinator with Intercontinental Hotels Group
Alexandria Brown: Project Integration Manager for The Home Depot
Matt Hames: Founder of Acru

By speaking directly with management graduates who have gone on to do great things, including two who run their own businesses, the attendees gained new perspectives on career prospects and professional opportunities.

SOA Gives Out Record Scholarship Amount

The School of Accountancy presented a record $160,000 in scholarships, awards, and other financial support to students during its 2016 SOA Honors Banquet. Held annually, the Honors Banquet brings together key donors from across the State to present the awards to some of the SOA’s highest-achieving accounting students. The featured speaker and donor was David Deeter, founding partner of Frazier & Deeter, LLC. In total, 48 SOA students received scholarships for the 2016-2017 academic year. In addition to financial support, six students received awards honoring their stellar academic performances:

Timothy Lee Baker: Outstanding DBA Student
Michael Elkik: Federation of Schools of Accountancy Student Award
Abigail Gay: Outstanding Master of Accounting Student
Samantha Cowell: Outstanding Financial Reporting & Auditing Student
Julie (Battles) Meadows: Outstanding Taxation Student
Jessica Fahey: Outstanding BBA Accounting Student
How Coles College Measures Up

Part-time MBA ranked #1 in Georgia among public institutions and 28th in the country by U.S. News and World Report.

Executive MBA program ranked #1 in the country and 9th in the world by CEO Magazine.

Online BBA in Marketing ranked 4th in the country by BestColleges.com

Online BS in Cybersecurity ranked 8th in the country by BestColleges.com

School of Accountancy ranked 60th in the country in amount of accounting research published during the last six years

Center for Professional Sales and KSU named one of the Top Universities for Professional Sales Education by the Sales Education Foundation.

School of Accountancy recognized as a Center of Excellence by the Institute of Internal Auditors.

Coles College Earns Innovation Award for First-of-Its-Kind DBA Program

The Michael J. Coles College of Business earned an Innovations that Inspire award in 2016 from AACSB, the global accrediting body and membership association for business schools. The award recognizes Kennesaw State’s unique Doctor of Business Administration program, the first of its kind among AACSB-accredited institutions.

AACSB presented the award at the inaugural Innovations That Inspire awards, held during their Centennial Anniversary. Through these awards, AACSB shines a spotlight on member schools that are working to innovate and diversify the business education environment.

“Through our Innovations That Inspire recognition, the Coles DBA stands as a testament to how business schools are driving positive impact within their communities and society at large, through their groundbreaking practices and continuous focus on excellence,” said Thomas R. Robinson, president and chief executive officer of AACSB International.

Launched in 2009, the Coles College DBA was the first AACSB-accredited doctoral program designed to provide a research doctorate specifically for working professionals.

The program delivers the rigor of a traditional doctoral program in a non-traditional format, with classes taught on weekends. More than 80 percent of Coles’ DBA graduates pursue positions in academia, with 75 percent of graduates working in tenure-track positions at AACSB-accredited schools.

“The launch of our DBA program in 2009 was an innovative response to the international shortage of business faculty that was felt then and continues to be experienced today. Our DBA is helping many universities overcome their doctoral faculty gap,” said Dean Kathy Schwaig. “We created a unique delivery model that allows experienced business professionals to receive an intense research education that prepares them for a career in higher education, or allows them to continue their business career with doctoral credentials.”
Longtime friends of the University Dr. Jack Dinos and Dr. Lee Rhyant became the second group of honorees inducted into the Coles College Hall of Fame during a ceremony in October 2016. Coles officials lauded Dinos and Rhyant for their commitment to innovation, community service, and global engagement, all elements at the heart of Coles College’s mission.

“It is a great honor for the Coles College of Business to have such tremendous partners,” Dean Kathy Schwaig said. “Jack Dinos and Lee Rhyant have paved remarkable paths in business and industry and serve as role models for us all as we strive to be better citizens and engage more effectively in our communities. Their entrepreneurial spirit makes our world a better place.”

Established in 2015, the Coles College Hall of Fame honors the accomplishments and contributions of business leaders who promote and embody personal integrity, community leadership, and an entrepreneurial spirit. Honorees are inspirational, and their actions compel others to act. Dinos and Rhyant join previous inductees Dr. Michael Coles, Connie Engel, Dr. Gene Henssler, Tom Hughes, Kerstin Valdés Benden, and Mark Wilson.

Dr. Kat Schwaig, Dr. Jack Dinos, and Dr. Lee Rhyant

About the Honorees

JACK DINOS, Retired CEO and Founder of Southern Tea Company

Jack Dinos grew Southern Tea Company into the second-largest packer of tea in North America and the nation’s largest private-label tea producer. He and his family have endowed two eminent scholar chairs in the Coles College of Business: the Chair of Private Enterprise and the Chair of Entrepreneurial Management. The Tetley Lecture series exists today because of his advocacy and support. He also assisted in establishing the Family Business Forum, the “K System,” which was adopted by business colleges globally. Dinos is an honorary member of Beta Gamma Sigma and was a charter member/founder of the Pi Sigma Epsilon professional sales and marketing fraternity. He holds an honorary degree of Doctor of Humane Letters from the University System of Georgia and is a trustee emeritus of the Kennesaw State University Foundation.

LEE RHYANT, President and CEO of LER Solutions, LLC

Lee Rhyant offers executive coaching and executive development to Fortune 500 CEOs and senior executives. He spent 33 years in corporate leadership roles, including 11 years as executive vice president and general manager of Lockheed Martin. Named one of Georgia’s Most Influential People by Georgia Trend magazine, Rhyant has been an active supporter of KSU and the Coles College of Business for more than a decade. He is an advisory board member and an executive in residence in the Coles College of Business and has served as a commencement speaker, advisor to the president, and mentor to Dean Schwaig. Rhyant has spoken in both the Tetley Leader Lecture Series and the Clary Series, which specifically focuses on deeper engagement with and among alumni of Coles College graduate programs.
Throughout the academic year, students from Coles College participated in several competitions challenging them to demonstrate mastery over key concepts taught in business school, including investment, sales, marketing, entrepreneurship, and cybersecurity. These fast-paced business events gave our students opportunities to show off their skills while competing against peers from universities around the world.

Coles Students Win Investment Competition

The Student Management Investment Fund took top honors in the CFA Institute Research Challenge Southern Classic. Kennesaw State’s SMIH team of Erica Moody, Andrew Heiden, Patrick Lim, Eli Hogan, and John Foster won out over the other finalists from Clemson University and the University of Georgia. The Southern Classic tasks each team with researching a publically traded company and presenting their analysis to a panel of industry professionals.

Social Media Teams Win Three of Five Awards

Two teams of Coles College marketing students received honors at the Social Media Competition held at Ball State University in Indiana. The teams were tasked with developing a comprehensive social media marketing plan for business-to-business firm Precision Tooling. Students Zachary Mathis and Alex Caughman won second place overall and the award for Best Strategic Design. Meanwhile, Rachel Wheeler, Brianna Irvine, and Andrew McIntyre won Most Creative. In all, Kennesaw State students took home three of the five awards presented at the competition.

Art’Nspired Earns Honorable Mention in Entrepreneurship Competition

Art’Nspired, a small business operated by the Coles College chapter of Enactus that sells handmade products sourced from World Fair Trade craftsmen around the world, earned an honorable mention at the 2017 Values and Ventures competition. Enactus team members joey Ruse and Joshua Mbogua presented Art’Nspired in the elevator pitch competition, earning a cash prize for the team. Teams from 51 universities attended Values and Ventures, which promotes business ideas that are both socially conscious and profitable.

Top Ten Finish at Great Northwoods Sales Warm-Up

Kristen Grodd, a senior in the Marketing and Professional Sales program, was a Top 10 Finalist in the 2016 Great Northwoods Sales Warm-Up. Held at the University of Wisconsin-Eau Claire, the competition involves students giving two 20-minute mock sales presentations, one for a product and one for a service. Grodd was also named “School Champion” of the Kennesaw State team, which included Zach Newsome, Fernando Gomez, and Megan Colapinto. She received a trophy and a cash prize.

Cyber Defense Competition Simulates Real Hacker Attack

Senior Mark Mosely in the Information Security and Assurance Program led Kennesaw State’s cyber defense team in fending off a group of professional hackers in the Southeast Collegiate Cyber Defense Competition, held on Kennesaw State’s campus. Teams from eight universities acted as employees of a fictional firm responding to a cyberattack. Professional hackers working as consultants for the Department of Defense created the simulation. This innovative competition, which has been hosted by Kennesaw State University’s Center for Information Security Education each year since 2016, provides valuable experience in the kinds of challenges information security professionals face in the real world.

KSU Sales Team Finishes Fifth in NCSC

Seniors Kaila and Anna Gibson led the Kennesaw State sales team to a fifth place finish in the 19th annual National Collegiate Sales Competition. Seventy-two undergraduate sales teams competed in the tournament, which involves conducting mock sales calls for a panel of judges. Hosted by the Coles College Center of Professional Selling since 2003, the NCSC is the longest-running sales role-play competition in the world.
Investing in Global

As the business world is increasingly becoming one without borders, Coles College understands the importance of producing graduates who can compete in the global economy. Experiences like traveling on an education abroad program, taking a class with an international focus, or attending a presentation from a visiting international scholar can expose students to valuable global perspectives.

During the 2016-2017 academic year, Coles College faculty led several education abroad experiences, including the final leg of a new program that visited four countries in one semester. The college also worked with its partner universities around the world to offer joint degree programs and to host conferences, all serving to help maintain Coles College's desire to be a truly global college.

Education Abroad Participation Increases

Students earning degrees in Coles represent the second largest College on the KSU campus participating in education abroad programs. See below to learn more about Coles College's success encouraging students to travel abroad.

• 250 Coles College students studied abroad during 2016-2017, compared to 192 the previous year.
• Five of the top 10 majors for study abroad participation are from Coles College.
• Business Administration majors are the most likely Kennesaw State students to participate, with 72 Business Administration students studying abroad in 2016-2017.

• Coles faculty led eight distinct education abroad programs traveling to nine countries:  
  - Argentina  
  - France  
  - Ireland  
  - China  
  - Germany  
  - Italy  
  - England  
  - Guatemala  
  - Luxembourg  
• 18 Coles students earned Global Engagement Certification recognizing their education abroad experiences, foreign language proficiency, global coursework, and community service.
• Coles faculty developed a new seven-week business and language course for KSU in Tuscany, Kennesaw State's academic facility in Montepulciano, Italy.

Professor of Marketing and Professional Sales Dr. Sheb True, who is also Coles College's Senior International Officer, participated in the program, co-teaching a course in Australia on International and Global Studies with Dr. Lance Askildson, Kennesaw State's Chief International Officer. This transformative education abroad experience left a lasting impression on the student participants. "It was amazing to see how all of the different economic systems worked in each country," said finance major, Kelly Riedesel. "That experience is going to help build my finance career immeasurably."

Coles Students Travel ‘Around the World in 80 Days’

In Fall 2016, 11 Kennesaw State students – including four from Coles College – participated in the inaugural "Around the World in 80 Days" education abroad program. Called AW80, this innovative program saw the students traveling to four countries over the course of a semester: Italy, Morocco, Australia, and Cuba. The students took for-credit courses designed to take advantage of each country's unique culture.

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Collaborating with International Partners

Through partnerships with international organizations and exchange agreements with foreign universities, the Coles College of Business achieves global recognition while enhancing education opportunities for students at Kennesaw State University and abroad. Below are examples of how Coles College worked together this academic year with our international partners.

• Anhalt University (Germany)  
  - Coles hosted three MBA exchange students from Anhalt.
  - Anhalt University, Coles, and the German Consulate in Atlanta hosted a conference on Global Food Security with support from the Georgia Department of Agriculture.
  - Faculty from Coles and Anhalt collaboratively taught courses and conducted research.

• AEBUSS (Romania)  
  - Dr. Sheb True taught a course in AEBUSS's International Residency program.
  - Coles and AEBUSS faculty completed a joint project to implement the GlobalDNA software platform, which creates international business strategy simulations for business students.

• Global Atlanta  
  - Coles continued to partner with Global Atlanta – Atlanta's premiere publication focusing on international issues – to promote and cover the college's events.

• International Black Sea University (Republic of Georgia)  
  - Coles hosted an exchange marketing faculty from International Black Sea University.

• Laval University (Canada)  
  - A Coles MBA student attended Laval as an exchange student.
  - Six Laval students completed the summer Business in the USA certificate program at KSU.

• Soka University (Japan)  
  - Coles and Soka continued to work together on our dual bachelor of business administration in finance degree program.
Promoting Social Responsibility

Businesses have the power to make positive changes in their communities. Beyond creating jobs and promoting investment, they also have the means to improve the quality of life for all people living in those communities, as well as around the world. With the goal of inspiring these ideals in our graduates, and of being a responsible member of our own community, the Coles College of Business encourages students and faculty to participate in programs that promote social responsibility in addition to profitability.

Not only do our students learn social responsibility as part of their curriculum, they often practice community engagement independently outside the classroom. Through student organizations like Enactus, which applies business concepts to charitable work, Coles College students always look for opportunities to make lives better for people everywhere.

Enactus Supports Sustainability and Fair Trade Artists

Enactus is a global organization that encourages students to help make the world a better place through entrepreneurship. Enactus teams at universities around the world create a wide range of initiatives designed to improve the quality of life for people on the margins of society. The Coles College Enactus team made progress this academic year on two of its projects, one to help artisans in developing countries reach a wider audience, and another to encourage students to make healthy, sustainable food choices.

Art’NspirED Creates Market for Global Artists

Started in 2014 and run by Enactus coordinator Dennis Loubiere and his team of students, Art’NspirED partners with fair-trade artisan cooperatives from Nepal, Peru, and Thailand to give them a new market to sell their handmade goods. The organization purchases the goods at a price that allows the artisans to earn a living wage and then works with local schools who encourage buyers to visit the Art’NspirED site to make purchases. Schools receive 50% of the gross sales. Art’NspirED has sold $3,000 worth of products, donated $1,500 towards underfunded school programs, and educated more than 350 students about the artists’ home countries. The project earned an honorable mention in the elevator pitch contest at Texas Christian University’s Values and Ventures business plan competition.

SES Promotes Healthy, Local Food

Another Enactus project, Students for Environmental Sustainability, is a leader in environmental sustainability projects at Kennesaw State. Its goal is to promote the practice of environmental, social, and economic sustainability as it relates to food production, and to encourage the next generation of consumers to make healthier food choices. SES holds educational events for students at Kennesaw State and local elementary schools discussing the importance of seeking out healthy, locally grown food. During the academic year, SES began work on a project to create a national model for similar clubs at other universities, and made plans to establish an on-campus orchard.

Workers’ Rights Activist Headlines ‘Pathways to Peace’

Yang Sophorn, a renowned union activist and president of the Cambodian Alliance of Trade Unions, headlined the seventh annual Pathways to Peace event, where she called on students to fight for workers’ rights around the world. Pathways to Peace is a joint project between Coles College, The Peace Studies Program, University College, and the American Democracy Project designed to address themes relevant to creating a lasting, global peace. Sophorn’s presentation touched on the terrible working conditions and low wages factory workers face in Cambodia and around the world, adding that the only way to guarantee improvement is to unionize. She closed her lecture by reminding consumers that they have bargaining power, too, and to act when given the opportunity.