

College of Business Administration

FY 2026 Strategic Plan Alignment and Budget Presentation

Dean Shar Self

College of Business Administration

Academic/Division Departments

- Accounting
- Business Administration & Entrepreneurship
- Economics & International Business
- Finance & Banking
 - Smith Hutson Endowed Chair of Banking
- Management, Marketing & Information Systems

Centers

- Center for Innovation, Technology & Entrepreneurship
- Center for Building Business Professionals
- Gib Lewis Center for Business and Economic Development
- PGA-certified Professional Golf Management (only one of its kind in Texas and one of 16 in the nation)
- Small Business Development Center
- VITA Center

FY 2025 Accomplishments

Priority 1: Prioritize Student Success and Student Access

- COBA is going to have a new Financial Center and Trading Floor/classroom to prepare students for the Chartered Financial Analyst (CFA) certification and to work in the securities industry.
- Eight students from the Marketing Club attended the American Advertising Federation-Houston (AAF-H) Student Competition and Conference last fall. Three of our students earned first, second, and third place honors on their respective teams!
- Our supply chain management student team secured 3rd place along with a trophy and \$500 prize at the Midwest Gateway Supply Chain Competition held in St. Louis this spring.
- The Center for Building Business Professionals (CBBP) hosted the Spring 2025 Business Career Fair on February 11. Thirty-two employers participated, and 300 students attended. Management senior, Mallory Struggs, left the ballroom with 5 employment offers!
- Dan Puhl, a faculty member in the Accounting Department, donated \$50,000 to COBA to transform an existing classroom into a computer lab classroom.
- Last fall, the Center for Innovation, Technology & Entrepreneurship introduced a student-run business program to provide Bearkats with real-world business acumen and broad experience in an educational setting.
- Sanjay Mehta has been selected to lecture to 450+ SHSU athletes on "Financial Literacy," a new NCAA requirement.

FY 2025 Accomplishments

Priority 2: Embody a Culture of Excellence

- Pam Zelbst, a faculty member in the Management, Marketing, and Information Systems department and co-director of the Center for Innovation, Technology, and Entrepreneurship, was selected as the Regents Professor last fall.
- Cassy Henderson received the American Accounting Researchers & Educators' 2025 Outstanding Educator Award at the FBD Conference in Tulsa, Oklahoma. The award recognizes an individual who demonstrates excellence in teaching and serves as a leader and mentor to others in accounting education.
- An article coauthored by Willow Yang, Pamela Zelbst, Doug Berg, and Kenneth Green, was published as the cover story in the January/February issue of the *Supply Chain Management Review* (SCMR), which is a practitioner journal with a readership of over 150,000.
- This spring, COBA held its first-ever COBA Research Day, organized by the COBA Faculty Research Committee. This event highlighted faculty research across diverse business disciplines and allowed faculty and students to learn about research being conducted in COBA.
- Last calendar year, COBA faculty (tenure-track and tenured) had 78 publications in peer-reviewed academic journals, including 28 in top-ranked journals (both nationally and internationally).
- Rich Ballinger was elected President of the Southern Texas PGA. Rich will represent over 900 PGA Golf Professionals in the Southern Texas PGA section.

FY 2025 Accomplishments

Priority 3: Elevate the Reputation and Visibility of SHSU

- SHSU PGA Golf Management alumnus, Clayton Pendergraft, was named one of Golf Digest's Best Young Teachers in America (2025-2026). Clayton is a PGA Teaching Professional at Cog Hill Golf and Country Club in the Chicago area.
- Spencer Dillard (Class of 2019) was recently recognized as the 2024 Northern Texas PGA Player of the Year. Spencer is currently a PGA Assistant Golf Professional at Preston Trail Golf Club in Dallas.
- The Department of Economics and International Business hosted the 4th Annual Conference of the Texas Consortium of HSI Economics Departments. The conference featured presentations by academics, practitioners, and representatives from the Federal Reserve Bank of Dallas. Students from schools such as Texas State, UT-RGV, St. Thomas, and St. Mary's, along with five faculty members from these universities, as well as professionals from USAA and the Dallas Fed, attended the conference.
- COBA faculty member, Pam Zelbst worked with SHSU online to create Project Management courses for Quanta Services. Currently, 2000 Quanta employees are participating in these courses with the objective of being able to take the PMP certification.
- A faculty member in Economics, visited 8 private universities in India in an effort to build a relationship with them. A team of three including two from COBA and General David Glaser, visited two universities in Eastern Europe in mid-December, 2024. They signed MOUs with the University of Tetova in Tetova, North Macedonia, and the University of Business and Technology in Pristina, Kosovo.

FY 2025 Accomplishments

Priority 4: Expand and Elevate our Service to the State and Beyond

- Wallace Jones, a senior entrepreneurship major, was recognized by Texas Governor Abbott in April with the Governor's Volunteer Awards "Certificate of Appreciation" for his service in volunteerism.
- Last fall, the SHSU SBDC Director Rhonda Ellisor attended The Best of Texas Tour event with the Huntsville Texas Economic Development team in Huntsville, showcasing Texas to 20 international guests from Taiwan and Japan. The Best of Texas Bus Tour was an exclusive event hosted by Day One Experts, Texas Economic Development Connection, and TAC Brokerage and Consultant. This tour invites international members of the Certified Commercial Investment Member (CCIM) Institute to discover the vast economic landscape and investment opportunities available across Texas.
- Professor Sanjay Mehta was recruited by Stanford University for their Initiatives for Financial Decision-Making course. He has been involved with this project for the past three years.
- SHSU Small Business Development Center Director Rhonda Ellisor presented at the Greater Houston Women's Montgomery County/North Houston Chamber of Commerce Chapter meeting. Guest speakers included Montgomery County elected officials, Tammy McRae, Tax Assessor-Collector, Melisa Miller, District Clerk, and Melanie Bush, Treasurer. Rhonda's presentation was about the SBDC and the services and resources provided to small businesses.
- Jennifer Graff and Hope Garner of the Business Administration and Entrepreneurship Department volunteered at the People's Law School hosted by The Woodlands Bar Association. The event introduced citizens to different legal topics, including alternative dispute resolution, trademarks, criminal law, and insurance law. Approximately 60 citizens attended the event held at SHSU The Woodlands Center.

FY 2026 Keep Doing

Statement:

The College of Business Administration plans to keep working on making the curriculum more innovative and relevant because the only way to increase placement rates is to offer a curriculum that fulfills the knowledge, technologies, and skills the industry is seeking. This action aligns with Strategy 1: Prioritize Student Success and Student Access and Goal 1.2 – Academic Agility and will result in an increase in the number of students completing their degrees with internships and placements rates in achieving Pillar 4:Agility

Supporting Data:

A supporting argument would be that the business education has to mimic the world of business. One only has to look around to realize how fast the world of business is evolving and changing. This explains why the business curriculum has to be constantly evolving too.

Resources / Collaborations Required:

Collaboration is required between the College of Business faculty and dean and the business community, advisory boards, and alumni working in business.

FY 2026 Keep Doing

Statement:

The College of Business Administration plans to keep seeking additional funding through fundraising efforts because the college would like to be able to cater to specific needs of students that would make them more competitive. External funding allows us to purchase equipment and fund activities that would otherwise not be funded. This action aligns with Strategy 2: Embody a culture of excellence and Goal 2.5 - Provide excellent and timely service to students, faculty, staff, visitors, and alumni and will result in cutting edge resources and technologies that will help faculty and students to be on the forefront of knowledge and emerging technologies, which makes the learning experience richer, which, in turn, will lead to higher retention rates.

Supporting Data:

A supporting examples is the new Trading Floor and Financial Center coming to COBA due to fundraising efforts. This will allow our students to learn how to work on Bloomberg terminals, prepare for the Chartered Financial Analyst (CFA) exam, and work in the securities industry. Having access to such a facility and technology is likely to encourage students to remain in college to complete their studies while also attracting new students interested in working in the investments/securities industry.

Resources / Collaborations Required:

Regular collaboration between the COBA Dean's office, Advancement, and potential donors.

FY 2026 Stop Doing

Statement:

The College of Business Administration plans to stop valuing only traditional research in traditional academic journals because it overlooks practitioner journals that impact business practitioners and have significant impact. This action aligns with Strategy 2: Embody a culture of excellence and Goal 1.2 - Academic Agility and will result in an increase in research productivity and impact of such research in achieving Pillar 4 - Agility.

Supporting Data:

As a college of business, we have to consider the impact our faculty research is having on the business community. While academic research is very valuable it's impact is limited to academic circles. Practitioner journals are read more widely by business practitioners and therefore have a wider impact.

Resources / Collaborations Required:

Requires collaboration between faculty, chairs, and Dean's office as well as with our accreditation agency.

FY 2026 Stop Doing

Statement:

The College of Business Administration plans to stop unnecessary barriers to enrollment especially for international students by working with the GEC because. This action aligns with Strategy 1: Prioritize Student Success and Student Access and Goal 1.3 - Eliminate opportunity and achievement gaps and will have An increase in international students in achieving Pillar 1 - Enrollment.

Supporting Data:

One example is the requirement for English proficiency for international students who may already be proficient in English. This is an added cost and a barrier that deters them from coming to us. Focusing on international students provides a pathway to increasing enrollments. Lowering barriers would increase the likelihood of these students choosing SHSU.

Resources / Collaborations Required:

Need to work closely with GEC.

FY 2026 Start Doing

Statement:

The College of Business Administration plans to start working on a stackable certificate MBA program because This will make the MBA more attractive for those who wish to work on a certificate at a time, based on convenience and affordability This action aligns with Strategy 2: Embody a culture of excellence and Goal 2.1 - Academic excellence and will attract non-traditional students and adult learners. It will also promote lifelong learning via graduate certificates for those not interested in the MBA degree. This will lead to an increase in enrollment and revenue and work toward achieving Pillar 4 - Agility.

Supporting Data:

Anecdotal evidence suggests that certificate MBA programs that allow stackability are much sought after, thereby increasing enrollments.

Resources / Collaborations:

Collaboration with faculty and graduate program director.

FY 2026 Start Doing

Statement:

The College of Business Administration plans to start A new Center for Financial Literacy and Planning because this will create a pathway for polytechnic students to move to college This action aligns with Strategy 1: Prioritize Student Success and Student Access and Goal 1.3 - Eliminate opportunity and achievement gaps and will results in an increase in financially literate students and a pathways for polytechnic students to seek a college degree in finance in achieving Pillar 1 - Enrollment.

Supporting Data:

Financial Literacy is something all students need to have a good grasp of. Anecdotal evidence suggests that many do not, and they make financial missteps and mistakes that prove to be very costly. We believe this will be a very attractive program for SamPoly. At the same time, the Finance Department in COBA is developing a track in financial planning to prepare students to take the CFP and become financial planners. This track will be attractive to SamPoly students who participate in the financial literacy program. In addition, a certificate in financial literacy opens up job possibilities and can even attract adult learners wanting to upskill or reskill.

Resources / Collaborations Required:

Collaboration between faculty members leading the program, SamPoly (for financial literacy), and people in the financial planning industry.

College of Business Administration Summary

Keep Doing

Keep #1: Working on making the curriculum more innovative and relevant

Keep #2: Keep seeking additional funding through fundraising efforts

Stop Doing

Stop #1: Valuing only traditional research in traditional academic journals

Stop #2: Unnecessary barriers to enrollment, especially for international students

Start Doing

Start #1: Working on a stackable certificate MBA program

Start #2: A new Center for Financial Literacy and Planning

Questions?



Sam Houston
State University

MEMBER THE TEXAS STATE UNIVERSITY SYSTEM