



John Massey School of Business Points of Pride

The John Massey School of Business (JMSB) at Southeastern Oklahoma State University is committed to offering a rich learning environment that helps students develop intellectual rigor and marketable skills, as well as a capacity for lifelong learning. In addition, the faculty and the School engage in many varied activities which of few persons outside the school are aware.

Excellence in Community Outreach and Service

- Every spring- for the last four years-the JMSB, together with Big Five Community Services, sponsors the Volunteer Income Tax Assistance (VITA) Program through which students assist low income families with tax filing.
- Every summer –for the last six years-the JMSB has conducted the Chickasaw Entrepreneurship Academy through which Chickasaw teenagers are taught the basics of starting up and running their own businesses.
- Faculty members provide training programs to the community and the local Indian tribes; including:
 - Marketing Your Business
 - Communication
 - Supervisory Management
 - Human Resource Management.
- Faculty members engage in numerous civic engagement activities.
 - Dr. Mawer serves the Bryan County District Court by accepting pro-bono appointments for the juvenile court.
 - Dr. Hrcir serves on the board of the Durant Rotary Club.
- Faculty serve as consultants to local businesses
 - Dean Gaster and Mr. McCurdy are consultants to the Chickasaw Nation.



Excellence in Education

- The JMSB comprises two distinct entities, which provide the University a competitive advantage unique to regional universities.
 - Traditional business school which is accredited by ACBSP and in candidacy for AACSB:
 - Undergraduate programs
 - Accounting
 - Finance
 - Management
 - Marketing
 - Business Law
 - Business Administration
 - Masters of Business Administration
 - Aviation Science Institute which is accredited by the Aviation Accreditation Board International (AABI):
 - Professional Pilot
 - Aviation Management
 - MS in Aerospace Management and Logistics.
- The school has developed:
 - An undergraduate course, Entrepreneurship and New Ventures—that is required for Management and General Business students and strongly advised as an elective for other business majors.
 - A Native American Business Focus in the Management Program.
 - Consultant internships for students in partnership with the Oklahoma Small Business Development Center (OSBDC), Rural Enterprises of Oklahoma, Inc. (REI) and Women’s REI. Students earn credit and a Consultant Certificate for providing small business Health Checks for clients of the OSBDC, REI and Women’s REI. Through this program, 25 student interns assisted over 60 local businesses.
 - A Hospitality Management course as an elective. (Note: a major industry in the region is hospitality due to the Casinos and the recreational area of Lake Texoma).
- The school hosts a yearly Career Day / Job Fair in January directed exclusively toward JMSB students.
- JMSB is the only school on the SOSU campus to host an annual banquet to honor scholarship recipients.
- Smaller class rooms (lower student-to-professor ratios) allow for a personal learning experience.
- An impressive esprit de corps among the faculty members and effective leadership by the department chairs.
- Extraordinary support from the School and the University for Faculty research and presentations.

Excellence in Community Outreach and Service

- Clients of the Oklahoma Small Business Development Center (OSBDC), Rural Enterprises of Oklahoma, Inc. (REI) and Women's REI volunteer for students to develop feasibility plans and marketing plans as part of class requirements.
- Faculty of the JMSB have kept office hours at the OSBDC offices to provide assistance to local businesses.
- Business plan training has been offered to:
 - Business analysts at the Chickasaw Nation Enterprises,
 - Attendees of the annual Women's REI meetings,
 - Alumni who have chosen to start their own businesses.
- Faculty members serve as "Faculty Friends" during Freshman Fall Preview. Each participating faculty members spends time with a group of incoming freshmen to give advice for success as a university student and to answer questions.

Excellence in Professional Activities

- The JMSB houses two journals:
 - *Southern Law Journal*
 - *Journal of Business & Entrepreneurship*.
- Three faculty members are journal editors:
 - Mawer: *Southern Law Journal*
 - Licata: *Journal of Business & Entrepreneurship*
 - Stevens: *Health Marketing Quarterly*
- Six faculty members are either a president or board member of a professional regional or national organizations including the:
 - Midwest Finance Association
 - Southwest Small Business Association
 - The Institute of Academic Studies Board of Directors
 - Association of College Business Schools and Programs Board of Trustees
 - Educational Foundation, Oklahoma Society of CPAs.
 - Southern Academy of Legal Studies in Business
- Eight faculty members serve as reviewers for various journals.
- Average number of publications per faculty is a very respectable 2.5 over the five year period beginning 2003-2004.
- Journal publications went from a five year total prior to beginning the accreditation process of 62 to a current five year total of 129. Other intellectual contributions went from a five year total prior to beginning the accreditation process of 89 to a current five year total of 319.
- In student learning, the national Educational Testing Service (ETS) Major Field Test (MFT) in business scores have increased since 2005 and moved from below the 50th percentile to the 55th percentile.
- Faculty member wrote the business plan for the University's proposed therapeutic horseback riding program.
- High number of faculty in the JMSB with terminal degrees: 88%

- Faculty members are judges for various student competitions:
 - Speakers at Regional or National Organizations
 - Governor's Cup Collegiate Business Plan Competition
 - International Sustainable World Project Olympiad, Houston 2008
- Student involvement in research activities with faculty

Excellence in Support from the Community

- The JMSB is proud of its strong relationship with its major benefactors: John Massey, and the Native American nations of Oklahoma, especially the Chickasaw and Choctaw nations. The business school was named the John Massey School of Business in 2005, and Mr. Massey continues to provide leadership and resources to both SOSU and the JMSB. Both the Chickasaw and Choctaw nations have provided scholarships and endowments to Southeastern and the JMSB. The JMSB offers courses unique to Native American business and will continue to work with the Chickasaw and Choctaw nations in a variety of ways.
- The JMSB is very proud of being part of the Amanda Whorton Endowed Scholarship and Amanda Whorton Memorial Golf Tournament. Ms. Whorton was a senior management major who died tragically in an automobile accident in 2004. Southeastern awarded Amanda the management degree posthumously at the end of the Spring 2004 semester. Soon after, JMSB continued to honor Amanda by assisting the Whorton family in establishing the Amanda Whorton Scholarship primarily funded by proceeds from the annual Amanda Whorton Memorial Golf Tournament. Last year, the Scholarship reached the endowment level, and three business school majors received scholarships.
- On average, representatives from 19 area businesses attend the JMSB career fair each year.
- Numerous area businesses offer internships for JMSB students.
- Three local judges from the community come to Southeastern to judge the Research Methods mock trial.