

All About Business

2022-2023 ANNUAL REPORT



UNIVERSITY OF
LOUISIANA
LAFAYETTE

B.I. Moody III College of
Business Administration

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The University of Louisiana at Lafayette B.I. Moody III College of Business Administration (MCOBA) is centered around innovation, teamwork, real-world learning, and advancement. Our vision is to be recognized as a leader in developing ethically responsible professionals and scholars who will positively impact the Acadiana Region, Louisiana, and the global community. I am proud of our performance, research, service, and development achievements. Our major accomplishments include the development of a new five-year strategic plan, academic partnerships with the College of Engineering, growth of our online programs, national academic recognition, and a record number of graduates.



I would like to thank our students, faculty, staff, parents, and donors for their continued support of our mission, which has led the way for future projects to take place, including our upcoming opening of the Ragin' Cajun Innovation Lab. Throughout the report, you can read further into the activities our College has excelled in over the past year.

Thank You,

Linda M Nichols
Dr. Linda Nichols

Accreditations:



AACSB
ACCREDITED



AAPL
Powering The Profession

WHO IS B.I. MOODY III? A longtime business and community leader, B.I. Moody III is an avid supporter of his alma mater. Moody graduated from Rayne High School and attended Auburn University. His college career was interrupted by service in the United States Navy during World War II. After the war, Moody returned and enrolled at Southwestern Louisiana Institute (SLI), now University of Louisiana at Lafayette, where he earned a Bachelor of Science degree in accounting in 1949.

Moody Hall is a place where innovators like B.I. become leaders of the community. We cherish the legacy of the Moody Family in our classrooms and offices daily with the mission of fostering intellectual curiosity, creativity, and innovation to produce a seasoned gumbo of successful professionals, scholars, and global citizens.



Photo courtesy of Louisiana Political Museum & Hall of Fame



\$509,650

AWARDED IN TOTAL

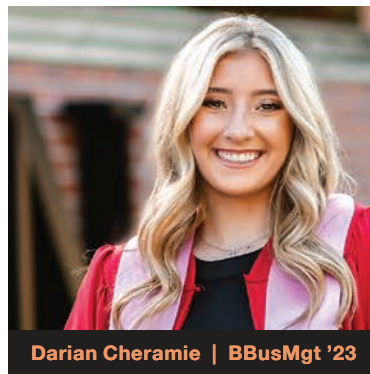
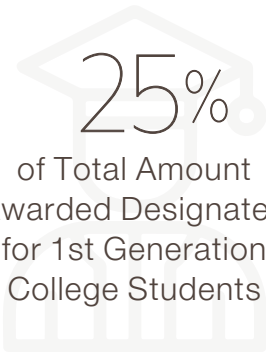
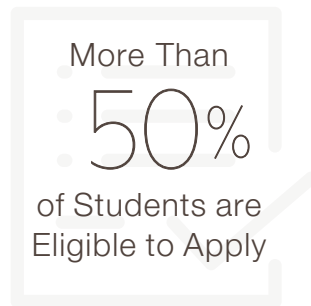
“

I am so thankful for the B.I. Moody III College of Business's scholarships funded by such generous donors. They've allowed me to further my professional development, involvement and goal achievement.

”



Grayson Stepanek | MBA '24



Darian Cheramie | BBusMgt '23

“

Receiving scholarships over the past two years has allowed me to feel recognized for my academic success and given me the motivation to be the student I can be.

”



ITALY Students spend six weeks learning about Italian culture with the Florence, Italy, Study Abroad Program. Students enroll in three courses for nine credit hours while immersing themselves in the Italian way of life. Students live in the City Center of Florence and tour some of the world's most beautiful museums, gardens, and landmarks. They tour the cities of Siena and San Gimignano and spend a weekend in Rome touring St. Peter's Cathedral, the Vatican Museum, the Roman Forum, the Pantheon, and the Colosseum. There are optional excursions to destinations such as Pisa, Venice, and Cinque Terre, five villages perched along the cliff sides on the Mediterranean Coast.



ITALY



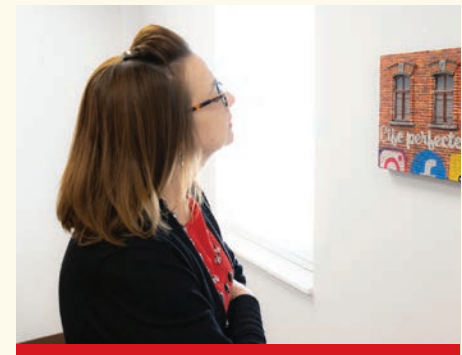
COSTA RICA In our Costa Rica program, students experience development in action across major sectors important to Costa Rica's country strategy. Through hands-on exposure to various approaches to agricultural production, tourism, energy generation and urbanization, students learn the synergies and tension between economic, social, and environmental impacts. Participants in the program travel the Central Valley and Pacific side of Costa Rica. They become familiar with the role of socially, culturally, environmentally, and economically sustainable business practices within emerging markets from business visits.



COSTA RICA

The UL Lafayette College of the Arts and UL Lafayette B.I. Moody III College of Business Administration celebrated the opening of a new art gallery created through a partnership between the two colleges. Faculty, staff and students came together to officially open and introduce the space, which is located in the Department of Management offices on the second floor of Moody Hall.

Members of the University community and the public are invited to stop by to view the artwork, which is for sale, during regular business hours.



“ Research shows that art in the workplace increases creativity, encourages expression of opinions and reduces stress. This collaboration provides our faculty and students with a unique working and learning environment! Yes, we got free art on our departmental walls, but the impact of that art is priceless! ”

Dr. Patricia Lanier: Management Department Head

Dean Linda Nichols and Associate Dean Bob Viguerie have worked alongside Dean Ahmed Khattab of Engineering to develop multi-disciplinary alternatives for graduate students in both the College of Business and the College of Engineering.

Engineering graduate students are now being offered a Master of Science in engineering with a management concentration. We recognize that engineers need management skills. These skills will enable them to move up to management positions within companies or start their own companies as entrepreneurs. Dean Nichols stated, “I remember speaking with an engineer who had started his successful oil and gas company. He told me that he would never have been able to start his own company if he had not had business courses when he was working on his master's degree in reservoir engineering.” We want to provide this opportunity to graduate engineering students here at UL Lafayette.

Our second collaboration is underway and should be offered in the very near future. That collaboration is the development of an Energy concentration in our MBA program. The concentration will have STEM and non-STEM tracks and utilize coursework from the College of Engineering and the College of Business.



“ The College of Engineering is very excited about this new concentration, in partnership with the College of Business, as it augments the students’ extensive engineering knowledge and offers an invaluable credential that bridges the gap between engineering and business. This addition to our MS Engineering degree is timely given the strong potential of this concentration to stimulate economic development by closing the skills gap and opening a bottleneck to private sector growth. ”

Dr. Ahmed Khattab: Dean of the College of Engineering at UL Lafayette



The LEED (Louisiana Entrepreneurship and Economic Development) Center works across campus and across the community to make entrepreneurship more accessible. We do this through inclusive, relationship-based entrepreneurship programming and support.

This year we have partnered with LEDA (Lafayette Economic Development Authority) to facilitate two cohorts of *Accelerate Northside* and *Accelerate Women's Entrepreneurship*. These six session programs are designed to start and grow small businesses and ideas. We also ran nine *Accelerate Growth* workshops, these one-hour workshops dived deeper into specific topics such as opening a business bank account, commercial real estate, business insurance, and setting up a Shopify store. We partnered with Acadiana Workforce Solutions to run two entrepreneurship programs, one for adult entrepreneurs seeking employment, and one for high school students in their summer program. On campus we worked in and out of the College of Business to cultivate entrepreneurship. This included lectures for the Schools of Music, Design, and Architecture. Additionally, we partnered with the College of Business student senators to organize and put on the *Ragin' Cajun Marketplace*, a pop-up event for student-run businesses. Additionally, our space has hosted strategic planning and team-building retreats for departments on campus and community organizations such as the Leadership Institute of Acadiana.

By the Numbers

Accelerate Northside

100+ entrepreneurs completed the program

86% of cohorts were female entrepreneurs

92% of cohorts were minority entrepreneurs

Accelerate Women's Entrepreneurship

65 applicants for the program

Accelerate Acadiana's Workforce

20 entrepreneurs

Accelerate Teen Entrepreneurship

20 entrepreneurs

Accelerate Growth Workshops

110+ attendees throughout nine workshops

Ragin' Cajun Marketplace

15 student businesses

MOODY BUSINESS WEEK During the week of March 20-23, the College of Business Student Government Association hosted career-advancing events for students, the faculty, and the community. The events included Cajun Marketplace (Student-owned Business Showcase), College to Career Professional Panel, Local Business Night, and the Dining Etiquette Dinner.



STUDENT SCHOLARSHIPS In April, 264 students were awarded more than \$509,650 in academic scholarships made possible by more than 300 supporters. We would like to thank all of our sponsors, without whom this event would not have been possible.





2,789

Total Students in Business



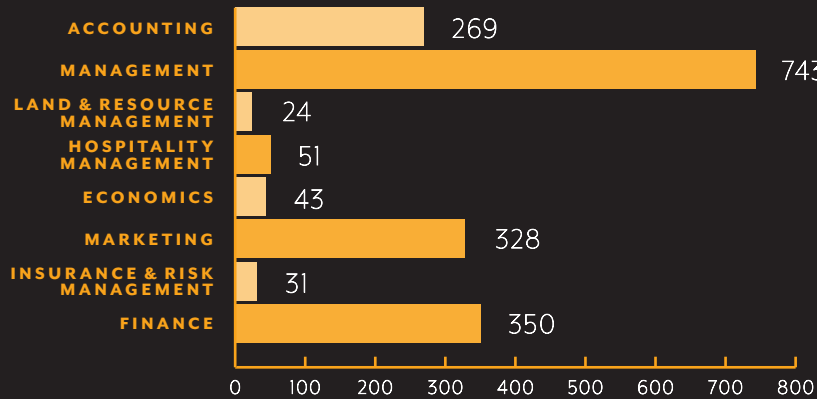
1,060

Total Online Students

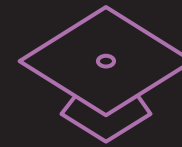


1,839

Total Undergraduate Students



Number of Students by the 8 Undergraduate Majors - Fall 2022



946

Total Graduate Students
includes MBA & MS in Accounting



738

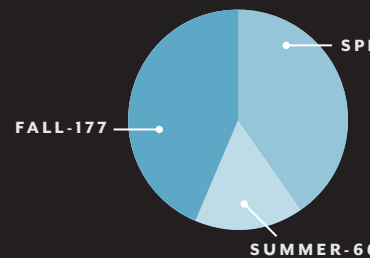
Number of Graduates
Includes Undergraduate & Graduates - Spring, Summer & Fall 2022



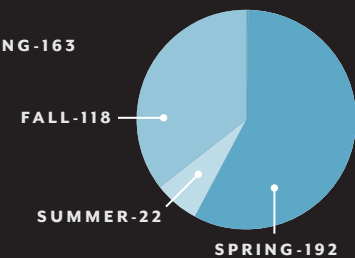
93

International Students
Includes 42 Undergraduate & 60 Graduate Students

GRADUATE TOTAL - 406



UNDERGRADUATE TOTAL - 332



21

The College of Business offers 21 minors and concentrations (16 minors & 5 unique concentrations).

The B.I. Moody III College of Business Administration received a \$1 million gift from the McElligott family, which will help initiate the new Center of Innovation and Entrepreneurship through the establishment of the McElligott Endowed Eminent Scholar Chair. In addition, Macro Companies and the McElligott family made a significant gift to support Cajun Field.

“On behalf of the McElligott family and the Macro Companies, we are honored to be a part of UL Lafayette’s continued growth by supporting the University’s athletic and educational needs,” said Macro President Richard McElligott.

The Center of Innovation and Entrepreneurship will support student and faculty innovation through teaching, advisory services, and resource identification.



**“ We are proud to contribute to
the new Center of Innovation
and Entrepreneurship through the
McElligott endowed chair and
continue our longstanding family
commitment to UL Lafayette. ”**

William “Bill” H. McElligott, Sr.

DR. JUSTIN CALLAIS Ph.D. in Agricultural and Applied Economics from Texas Tech.

Assistant Professor | Economics & Finance | Ph.D. - Texas Tech | Research: Economic Development with respect to social & income mobility and the institutional environment in which areas can flourish.

DR. LAURA LATIOLAIS Ph.D. from Louisiana State University.

Assistant Professor | Accounting | Ph.D. - Louisiana State University | Research: Judgement & decision making in auditing and accounting; Persuasion in auditing; Auditor-Client interactions.

DR. CHERYL METREJEAN Ph.D. from Texas A&M University.

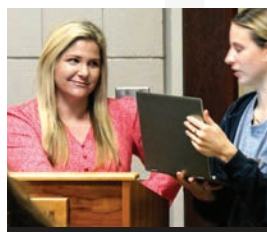
Associate Professor | Accounting | Ph.D. - Texas A&M | Research: Tax and accounting education.

DR. EDDIE METREJEAN Ph.D. from the University of Mississippi.

Associate Professor | Accounting | Ph.D. - University of Mississippi | Research: Factors recruiters are seeking when hiring accounting students.

TIM MCCOY MBA University of Louisiana at Lafayette.

Instructor | Marketing | MBA - UL Lafayette | Research: Sales and entrepreneurship.



Dr. Laura Latiolais



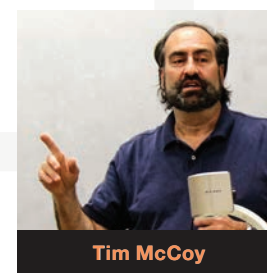
Dr. Eddie Metrejean



Dr. Justin Callais



Dr. Cheryl Metrejean



Tim McCoy

INTERNSHIPS The MCOBA Internship Office has organized various events during the Fall 2022 and Spring 2023 semesters, including panel discussions, career fair preparation seminars, and networking receptions. Through these events, students are afforded the opportunity to learn from and network with company representatives and former interns. Internship offerings are discussed at these events and also advertised to students through Handshake and email communications.



HOW TO GIVE Your gift to the B.I. Moody III College of Business Administration is an investment in academic excellence. Your support is critical in developing the next generation of business leaders through innovation, collaboration and research. Give now to support the greatest needs of the college such as technology upgrades and professional development opportunities for students.



TO GIVE BY MAIL Please make your check payable to the UL Lafayette Foundation and note to “Moody College of Business” on the memo line. You can mail your gift to the UL Lafayette Foundation, P.O. Box 44290 Lafayette, Louisiana 70504-4290.

TO GIVE ONLINE Make a secure gift online to the Moody College of Business by visiting the University of Louisiana at Lafayette Foundation’s website.



TO GIVE BY PHONE Please call the UL Lafayette Foundation at (337) 482-0700 and indicate that you wish to make a gift to the Moody College of Business.

The purpose of the Executive Advisory Council (EAC) is to provide industry-relevant input on B.I. Moody III College of Business Administration and MBA program goals, curriculum, and projects that reflect existing and emerging business trends. Their business and professional expertise assist Moody College of Business in advancing its mission and goals.

2022-2023 EAC MEMBERS

Kyle Bacon	Matte Haack
Tonya Bolden-Ball	Bryan Hanks
William Barrow	John T. Landry
Benjamin Baudoin	Mark Mouton
Edmond Bentley	Jeanine Piskurich
Donald Broussard	Jerry Prejean
Nick Gachassin III	Kristen Trahan
Troy Hebert	Mike Maraist



“ I feel it’s important for business leaders to be involved with our University. As an advisory council, we can give back to the University and help keep the College updated on the changing trends in our various industries. It’s also a great opportunity for business to meet and help the future business leaders in our community. ”

Troy Hebert: EAC President

LEARN MORE ABOUT US

Visit the College of Business Website



Learn how to give to the B.I. Moody III College
of Business Administration



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www.instagram.com/moodycollegeofbusiness



www.linkedin.com/school/ullafayettemoodybusiness



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