



# baylor business BUZZ

[bbr.baylor.edu/news-spring-2015](http://bbr.baylor.edu/news-spring-2015)

## **Baylor Entrepreneurship Students Present, Publish Case Studies**

- Three teaching case studies from student teams within the Hankamer School of Business were recently accepted for publication. The students were all members of the Business Excellence Scholarship Team (BEST) course and were asked to write a case study, about a real organization or business, which could be integrated into the classroom learning experience.

## **Acclaimed Baylor Economics Professor Gives Award Lecture**

- Joseph A. McKinney, the Ben H. Williams Professor of International Economics and recipient of the 2014 Cornelia Marschall Smith Teaching Award, presented the lecture "Reflections of Globalization," in honor of the award in November.

## **Professor Honored With Distinguished Award**

- Andrea Dixon, The Frank M. and Floy Smith Holloway Endowed Professor in Marketing, was awarded the 2014 Excellence in Teaching Award from the American Marketing Association Sales SIG.

## **Baylor Entrepreneurship Professor to Serve on Committee for Global Entrepreneurship Leaders**

- Kendall Artz, chairman of the Baylor Department of Entrepreneurship and director of the Baylor Entrepreneurship Program, was recently selected to serve on the executive committee for the Global Consortium of Entrepreneurship Centers (GCEC).

## **Baylor Student Wins Major Human Resources Scholarship**

- Melanie Prada is this year's recipient of the HR Southwest Conference (HRSWC) Excellence in Education Student Scholarship, which includes a \$1,000 scholarship and the net proceeds from the HRSWC silent auction.

## **Baylor University's Hankamer School of Business Hosts Dale P. Jones Business Ethics Forum on Leading with Ethics**

- The 2014 Dale P. Jones Business Ethics Forum took place in Hankamer School of Business in November. The theme, "Leading with Ethics," aimed to engage students, faculty, alumni and business leaders in discussions of major ethical issues facing the business world today.

## **Baylor Named Top College for Entrepreneurship for 2015**

- Baylor University's Entrepreneurship Program came in third in the nation, as ranked by The Princeton Review. Baylor offers 29 entrepreneurship-related courses and currently has 2,112 students enrolled in the program. Within the past five years, Baylor Entrepreneurship graduates have started approximately 200 companies. In addition, 100 percent of the staff and faculty have reportedly started, bought or run a successful business.

## **Baylor Business Review Wins W<sup>3</sup> Awards**

- The Baylor Business Review (BBR) won three W<sup>3</sup> Awards for its virtual content on the BBR iPad app and the BBR website. The W<sup>3</sup> Awards honor creative excellence on the web and recognize the creative and marketing professionals behind award winning sites, videos and marketing programs. It is sanctioned and judged by the Academy of Interactive and Visual Arts (AIVA), an organization of leading professionals from various disciplines of the visual arts.

## **Baylor Business Students Shine at Sales Decathlon**

- Three professional selling students earned six top finishes and placed in the top 10 at an October sales decathlon at Northern Illinois University.

## **ProSales Students Gain Invaluable Experience at Top Gun Training Retreat**

- The Center for Professional Selling hosted its Top Gun Training Program in Dallas in August. The two-and-a-half-day professional development retreat for ProSales students involves a series of workshops that give students the opportunity to engage with more than 50 executives.

## **Baylor Students Win Commercial Competition**

- Students Laura Cade, Alexa Charpentier, Collin Simpson and Daniel Knight recently had a unique opportunity when they won a competition in Professor Kirk Wakefield's Sports Sponsorship and Sales Program class. Ideas from their comprehensive marketing campaign for FOX Sports Southwest have been made into a commercial that aired to promote the network's Football Friday show.