

4	The Rise of Mission-Critical Skills
12	BEARS ON A MISSION
22	VIEW/REVIEW: The Pros and Cons of Corporate Social Responsibility
26	RESEARCH IN ACTION: Bringing Faith to Work
28	IN THE NEWS
29	Making a Mark
37	Answering the Call to Youth Ministry
38	LEARNING IN 360: Teaching Business Skills to Ugandan Pastors
42	RESEARCH & PUBLISHING
46	LEADERSHIP PERSPECTIVE: Rejecting the Word 'Cannot'
48	'Tell Me, Show Me, Involve Me'
52	Joint Degree Programs
53	From the Classroom to Prison
54	ETHICS OF: A Billion-Dollar Sports League Operating as a Nonprofit
56	ALUMNI NEWS
60	BAYLOR BUSINESS BUZZ
62	WHY HIRE A BAYLOR GRAD? Southwest Airlines

DEAN Terry S. Maness Hankamer School of Business	ART DIRECTION PolleiDesign.com
PUBLISHER Office of Communications & Marketing, Director - Cynthia J. Jackson	PHOTOGRAPHY/ VIDEO Matthew Minard Robert Rogers Becca Broadbudd
MANAGING EDITOR Becca Broadbudd	AUDIO/ VIDEO EDITING Bill Castello
WEB EDITOR Brittany Parks	CIRCULATION Lindy Fuller

The Hankamer School of Business has four strategic areas of focus: calling, character, climate and connections. This issue of the *Baylor Business Review* focuses on the first of the four c's: **Calling**. At Hankamer, we are a community committed to excellence and service to others, and we believe our potential is God-given and our life path follows a calling. We help students meet their calling by providing relevant,

transformational educational programs and professional immersion characterized by a culture of innovation, excellence, Christian values and a global perspective. Many Baylor Business students pursue a calling that becomes a career—utilizing their business skills to serve others. In this issue, we explore the different ways our students, alumni, faculty and friends use business skill sets to better serve their communities. From alumni like Jennifer Herbert and Sue Johnson who lead nonprofit organizations to Accounting students who host a business conference for Ugandan pastors, this issue focuses on mission-driven people and organizations, and the business acumen they use to accomplish their goals.

Terry S. Maness, Dean, Hankamer School of Business



VOLUME 33 NO. 2

BAYLOR BUSINESS
review

bbr.baylor.edu/dean-spring-2015