

The Millennials, or Generation Y, are the most connected generation in history, thanks to technology. They are globally aware, socially conscious, entrepreneurial and driven individuals. They want an interactive educational experience, not just textbook instruction. And they are our students.

In this issue of the *Baylor Business Review*, we focus on the very reason the Hankamer School of Business exists: our undergraduate students.

You will be introduced to a few of these students and read about unique programs, student organizations and outstanding learning environments: the Southwest Securities Financial Markets Center, the Curb Learning Lab for Music & Entertainment Marketing, and the CNL Real Estate Learning Lab. This fall, we celebrate the 25th anniversary of Hankamer's Center for Professional Selling, which was the first university-based professional sales center in the nation and continues to be a pioneer in sales education.

You will read about experiential learning opportunities, such as Up roar Records, our student-run record label. Some of our Management Information Systems students visited with American investment icon Warren Buffett in Nebraska and Accounting students traveled to Uganda for their second annual departmental mission trip.

Who's on the cover?

227 Hankamer undergrads comprising the face of **Earl Hankamer.**

On the cover, you will notice the faces of our undergraduate students comprising an image of Earl Hankamer, benefactor of the Hankamer School of Business, who represents the vision we had for the Business School when the building was built in 1959. We've seen many changes in business education since then!

So, from the outside looking in, we hope you gain an understanding of and appreciation for our current undergraduate students and the culture of Hankamer, which remains a distinguishing factor in the education of our future business leaders.

Terry S. Maness

Dean, Hankamer School of Business

