

## ACADEMICS AT THE VANGUARD

### NEW DEGREE OFFERINGS AT CULVERHOUSE

### BUSINESS CYBER SECURITY:

In today's interconnected world, where data breaches and cyber threats have become increasingly prevalent and costly for those affected, experts who can proactively develop resilience programs — and assemble measured and appropriate responses — are in high demand.

In response, the Culverhouse College of Business has deployed a new undergraduate degree offering in business cyber security.

About the program, Dr. Allen Johnston, professor of management information systems and the Hewson Professor of Cyber Security, said the program, "promises to help students gain the knowledge and skills necessary to identify vulnerabilities, implement robust security measures, and develop incident response plans, thereby reducing the overall risk for organizations."

### SALES LEADERSHIP:

The sales leadership concentration in the Master of Science in Marketing is an immersive, customizable program that provides cutting-edge industry practice, experiential role-play, and real-world examples for students who are ready for leadership roles within specific sectors of sales.

Dr. Bryan Hochstein, an associate professor of marketing who oversees the program, said, "Our graduate program aims to recruit students that seek challenge and a career path in sales that leads to a management role after completing the program. Ultimately, this will be a graduate-level, more immersive, continuation of undergraduate sales coursework where students will earn sales certifications, network with industry partners, and hone their sales skills and leadership talents."

## #BAMAMEANSBUSINESS

\*Enrollment numbers are from fall 2022.  
Salary/Compensation numbers are reported as of May 2023.



THE UNIVERSITY OF  
**ALABAMA** Culverhouse  
College of Business

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Nonprofit Organization  
US Postage Paid  
The University of Alabama

### TOTAL ENROLLMENT

# 9,972

### UNDERGRADUATE PROGRAMS

9,290	ENROLLED
\$60,259	AVG STARTING SALARY
92%	PLACEMENT RATE

### MANDERSON GRADUATE SCHOOL OF BUSINESS

682	ENROLLED, INCLUDING PHD
\$86,380	AVG FIRST YEAR COMP (MBA)
90%	PLACEMENT RATE (MBA)

PART OF THE  
  
University of  
Alabama System.

Culverhouse  
College of Business

# DEAN'S REPORT 2022-2023



Kay M. Palan, Dean  
Culverhouse College of Business

### A MESSAGE FROM THE DEAN

The 2022-2023 academic year started with a leap forward, in the U.S. *News & World Report* rankings, from #30 to #26 best undergraduate program in business. Our students, faculty, and staff also enjoyed the use of a fully-renovated Angelo Bruno Business Library and Sloan Y. Bashinsky Sr. Computer Center. The building features collaboration spaces throughout, and on the ground floor, special recognition of the Bashinsky family's generosity.

Our beloved Mary Howell Alston Hall also got a much-needed facelift in the spring. Generous gifts from alumni like Ari and Ann Deshe made it possible to renovate this building, which serves as the administrative heart of the College. The fourth floor of the building was gutted and remodeled, including the dean's office suite, marketing and communications, development, and alumni and corporate relations offices, and the newly-named Deshe Parlor. The ground floor was also completely renovated as part of this project and is now a bold and dynamic gathering space full of students working and studying between classes.

Our elite faculty continue to publish important, world-changing research, impacting issues ranging from urban blight to human trafficking, from the challenges of working families to entrepreneurial resilience in Ukraine. Accordingly, Culverhouse continued to scale the UT Dallas B-School Research Productivity rankings, climbing eight places from #96 to #88 in North America since we first ranked in March 2022. We are also the only college in Alabama to make the list.

Culverhouse has been continuously accredited by the Association to Advance Collegiate Schools of Business (AACSB) since 1929. We had a successful AACSB Continuous Improvement Review in spring of 2023 for both the b-school at large and for the Culverhouse School of Accountancy.

And finally, we are continuing to grow as an institution. For 2022-2023, we again broke an enrollment record and for 2023-2024, we fully expect to have over 10,000 students enrolled in our many programs. Of course, our goal is to deliver a world-class business education that all of our alums can be proud of.

As always, if you have questions or comments, please reach out, or if you're in the area, stop by.

Thanks, and Roll Tide!

Dean Kay M. Palan  
kay.palan@culverhouse.ua.edu  
Culverhouse College of Business  
The University of Alabama

## 2022-2027 STRATEGIC PLAN

Provide transformational learning experiences both in and outside the classroom.

Provide an inclusive and supportive collegiate experience that enables students to achieve their fullest potential.

Enhance impact and visibility of our thought leadership, discovery, and knowledge creation.

Cultivate an inclusive community where respect for individual contributions is a core value, enacted by all.

Leverage outreach and external relations activities to positively impact individuals, communities, and business.

Grow and manage financial, physical, and virtual (technology) resources to support the College mission and strategic initiatives.

The Culverhouse College of Business has been continuously accredited by AACSB International since 1929. The Culverhouse School of Accountancy holds specialized AACSB accreditation in accounting, part of an elite group of less than 1% of business schools worldwide.

AACSB accreditation ensures that the Culverhouse College of Business provides a high-quality, mission-driven curriculum for our students that is assessed through a rigorous process, professional development for our faculty and staff, and accountability to our stakeholders.



## Center Spotlight ALABAMA CENTER FOR REAL ESTATE

Housed within the Culverhouse College of Business, the Alabama Center for Real Estate, or ACRE, focuses educational resources and university research toward improving the real estate industry across the state and nationwide. The Center accomplishes this by recruiting real estate professionals from the commercial and residential landscape to expose students to all facets of the industry. Along with a focus on business development, ACRE also conducts market research to help educate consumers and industry professionals so they make informed decisions in an ever-changing market.

The Alabama Center for Real Estate was established in 1996 through a legislative act and the coordinated efforts of the Culverhouse College of Business, the Alabama Real Estate Commission, and the Alabama Association of REALTORS. ACRE is governed by bylaws established by the Center's Advisory Board which currently has 30+ members from diverse backgrounds representing all regions of the state and various aspects of the real estate industry.

ACRE has evolved since its founding and currently focuses its efforts on shaping the future of real estate through teaching, research, and service. It does this in several ways including:

- Creating the Careers and Opportunities in Real Estate (CORE) program, a free online eight-module course that introduces the vast career paths in commercial real estate. The CORE program is designed to bring more people from underrepresented groups into entry-level positions in the real estate industry.
- Partnering with the Collegiate Careers Assistance Program (CCAP), a student-led organization with a passion for commercial and residential real estate. Since its inception in 2017, CCAP has served more than 800 Alabama students.
- Hosting annual conferences and forums in Birmingham, Montgomery, and Huntsville to strengthen connections in the real estate industry.

More about ACRE and its mission at [acre.culverhouse.ua.edu](http://acre.culverhouse.ua.edu)

**760**

Total Real Estate Students  
Representing 45 States

**495%**

Increase in the Number of Students in  
the Real Estate Minor Since 2017

**394**

Housing Reports Published on  
an Annual Basis

This past year, the Alabama Center for Real Estate launched two forward-looking indices calculated from a survey of commercial and residential practitioners. Eight key indicators create a composite index of overall market conditions and an outlook for specific property types.

The **Alabama Commercial Real Estate Index** and the **Alabama Residential Real Estate Index** are published quarterly.

## COMMITMENT TO CAREER DEVELOPMENT

Business LEAD, Culverhouse's required professional development and engagement program, readies students for employer and workplace expectations through a holistic, competency-based approach.

### TOP 10 EMPLOYERS

UNDERGRADUATE (MAY 2022)

Hewlett-Packard Enterprise  
KPMG  
Lockheed Martin  
Oracle  
Ernst & Young (EY)  
AT&T  
Deloitte  
Fidelity Investments  
Goldman Sachs  
Keller Williams Realty, Inc.

### TOP 10 DESTINATIONS AFTER GRADUATION

UNDERGRADUATE (MAY 2022)

Alabama  
Texas  
Georgia  
Tennessee  
New York  
Illinois  
Florida  
North Carolina  
California  
Pennsylvania

## DEVELOPING LEADERS

**92,000**

Professional Development  
Activities Completed

**76**

Business LEAD Programs Offered

**210**

Corporate Guests Attended **78**  
Career Center Hosted Events

**273**

Companies Participated in the  
General Interest & Business Fair

*\*All data above represents AY 2022-2023*

## BY THE NUMBERS

**#1**

In Alabama  
UTD Research Rankings

**#26**

Public B-School  
U.S. News & World Report

**#5**

Online Master's for Veterans  
U.S. News & World Report

**14<sup>th</sup>**

Best Online Master's Overall  
U.S. News & World Report

**#26**

Public MBA  
U.S. News & World Report

## ANOTHER BANNER YEAR

While the past year saw our academic programs improve — or hold relatively steady — on rankings lists, our research enterprise moved upward significantly in a key ranking.

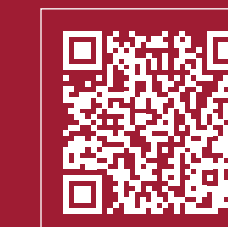
Research productivity is a key indicator of business school quality, and one of the most important benchmarks is the protocol established by the University of Texas at Dallas' Naveen Jindal School of Management. On a rolling basis, the school measures publications, including their authors and affiliations, in 24 leading business journals across major business disciplines.

The result is a ranked list of the top business schools by their contributions to research, with separate top 100 lists for the worldwide and North American business school communities, as well as a list of rankings by journal.

In the year since Culverhouse has made the list, the school has climbed from #96 to #88 in North America.

Dr. James Cochran, Culverhouse's associate dean for research and faculty at the time the rankings were announced, said, "We are pleased, but not surprised, to see Culverhouse climbing in the research rankings, which is a reflection on our dedicated research faculty."

Scan code below to read the **2022 Culverhouse Impact Report** and learn more about how the research enterprise at Culverhouse College of Business is making a difference.



## FUNDING FOR THE FUTURE

The Rising Tide, the \$1.5 billion campaign for The University of Alabama, is focused on furthering UA's mission of exemplary teaching, research, and service. Culverhouse's target as part of Rising Tide is \$200 million in order to support efforts to transform learning, society, and thought leadership within the College.

We are grateful for the increased support over the past year from our generous donors.

**\$140,041,545**

Total Culverhouse Gifts and Contributions  
October 1, 2016 - August 24, 2023

**\$200M CAMPAIGN GOAL | 71% TO GOAL**  
**5,654 TOTAL DONORS | 16,672 GIFTS**

**1,025 FIRST TIME DONORS | 3,502 ALUMNI DONORS**  
**91 NEW SCHOLARSHIPS | 15 NEW FACULTY SUPPORT LINES**

## SCHOLARSHIPS

**\$2,852,495**

Total Amount Awarded in 2022-2023

**282 ENDOWED SCHOLARSHIPS | 73 GIFT FUNDS**

