FACTS

• Since 1967, the College of Business has been continuously accredited by the Association to Advance Collegiate Schools of Business-International (AACSB), the premier accrediting agency of collegiate business schools and accounting programs worldwide.

• GetEducated.com, a consumer group that rates online colleges in the United States for cost, quality, and credibility, ranked ECU as the third most affordable online AACSB-accredited MBA program in its 2010 national survey. ECU’s online MBA program has been named a Top Ranked Best Buy for the past three ranking periods.

• For the fifth year in a row, the Princeton Review gave the College of Business top marks, ranking it among the best United States business schools. The New York-based education services company features ECU in its 2012 edition of The Best 294 Business Schools. The Leadership and Professional Development program cultivates the interpersonal skills that students need to succeed in business and in life, setting them apart from their peers.

• In the College of Business, each student benefits from a personalized support team ready to help, including an academic advisor, leadership coach, career advisor, and communications advisor. Much of this support can be found under one roof, in our own Center for Student Success, which houses Academic Advising, the Business Communication Center, and Career Services.
STUDENT NEWS

- East Carolina University had the third-highest CPA exam pass rate among major North Carolina colleges and universities for the most recent reporting period of 2009. The ranking is based on candidates without advanced degrees who passed all parts of the exam. Only Wake Forest University and Davidson College had higher pass rates.

- The College of Business’s chapter of the Society for Advancement of Management (SAM) earned top honors at the annual conference held in Arlington, Virginia, in April 2010. For the second year in a row, ECU won the first-place Chapter Performance Award, Large Chapter Division. This award is the highest national honor given by SAM to its individual chapters; it is based on an overall evaluation of the chapter’s programming.

- The Small Business Institute (SBI) at ECU, an outreach program led by Dr. Michael Harris, recently won the prestigious Showcase Award for 2010, while a student team under Harris’s guidance also took third place in the SBI’s National Case Competition.

- For the sixth year, student teams from the College of Business at East Carolina University took home top prizes at the National Small Business Institute® (SBI) Conference, held from February 17-19, 2011 in Bonita Springs, Florida. One student team won first place in the Undergraduate Business Plan Division for its work with physicians proposing an East Carolina Integrative Medicine Clinic. Another student team earned second place in the Undergraduate Comprehensive Division for its consulting work with Fabricate Too, a Greenville-based women’s clothing boutique located in Arlington Village. The College of Business has enjoyed a long tradition of winning top honors in the SBI’s Project of the Year Competition. Since 2005, ECU has earned eight finishes in the top three, including four first place winners.

- ECU took home numerous honors at the Society for Advancement of Management (SAM) national conference, held from March 31 to April 3, 2011 in Orlando, Florida, earning recognition at the chapter, advisor, and individual student levels. ECU won second place in the chapter competition among larger schools. The recognition is one of the highest national honors given by SAM to its individual chapters. In the case competition open division, which allows one or more graduate students on the student team, ECU won first place and took home the Thomas R. Greensmith Award. Three ECU students also received recognition for excellence in service and scholarship.

- Two business students in Dr. Joshua Aaron’s strategic management class won top honors in May 2011 for their team’s first-place performance in an international online simulation exercise called The Business Strategy Game. Every semester, student teams in Aaron’s class operate a virtual company in this hands-on strategy game used by more than 300 universities around the world.

- Student teams in Dr. Tracy Tuten’s social media marketing class performed consulting work for Charlotte Motor Speedway during the fall 2010 semester, helping develop real-world social media marketing campaigns for the home base of NASCAR. While students were mostly involved virtually throughout the project, they attended a NASCAR event in mid October.

- A group of 17 students visited Washington, D.C., during spring break 2011, led by College of Business Career Services Director Scotty Andrews. The annual trip helped expose students to organizations and potential career opportunities available in the nation’s capital. Students also met with a panel of ECU alumni in the area. In addition, students toured the US Capitol, thanks to a guided visit and photograph coordinated by US Sen. Richard Burr’s office. They also enjoyed coffee and doughnuts with US Sen. Kay Hagan.