Great things are happening at the Rawls College of Business. The generous support from alumni and friends has enabled the Rawls College to recruit and retain distinguished faculty while also attracting some of the best and brightest students. As we seek to become an internationally recognized institution of thought leadership in business, we have embarked upon an aggressive plan: the Rawls LEADER 2020 Strategic Plan. Our goal for 2020 is ambitious — to be among the top 50 business schools in the United States.

Our diverse student body includes over 5,000 undergraduate and graduate students who have the opportunity to pursue futures in accounting, finance, health organization management, energy commerce, management information systems, management, and marketing. Students are taught by award-winning faculty who are leaders in their respective fields of expertise. To ensure our students' success, the Rawls College has established a number of dedicated support services, most notably a Career Management Center that boasts job placement rates well above the national average.

I invite you to follow our progress and learn more about the great things happening at the Rawls College.

Sincerely,

Lance A. Nail, Ph.D., CFA
Dean

RAWLS LEADER 2020 STRATEGIC PLAN

Leverage the existing resources of the college
Establish the Rawls College of Business as an internationally recognized institution of thought leadership in business
Advance a culture of integrated scholarship in the college
Develop the business knowledge and leadership skills of the professional and academic workforce through expanded rigorous and innovative graduate and professional education
Extend the impact of the college's mission on the issues facing business and society through cross-disciplinary research and academic programs
Recruit, retain and educate the next generation of diverse ethical leaders in business and society

Learn more about our strategic plan: rawlsstrategyto2020.com
Follow our progress: #RawlsLeads

Learn more about Rawls happenings: rawlsnews.ba.ttu.edu
RAWLS HIGHLIGHTS

Job Placement
- Undergraduates – 90.7%; Graduates – 93.6% (December 2014)

State-of-the-Art, Gold LEED Certified Building: Opened January 2012

Rawls Strategic Plan (effective August 2013)
- Rawls LEADER 2020 Strategic Plan: rawlsstrategyto2020.com

School of Accounting
- First separately accredited School of Accounting in Texas

Rawls Business Leadership Program
- Dynamic, innovative learning program designed to develop the “complete” student who has both a strong academic foundation and the real-world experience necessary to be a successful leader

STEM MBA
- First in Texas and one of only a handful in the U.S.
- Designed specifically for students with an undergraduate degree in Science, Technology, Engineering, Mathematics or a STEM-related discipline to provide necessary business skills to be successful in management and leadership roles

Energy Commerce
- Only business degree in energy offered in Texas
- Only business school in the U.S. with full-time faculty dedicated solely to teaching the business of energy

Certificate in Energy
- Designed to allow non-energy majors to enter the energy industry

Supply Chain Program
- The Supply Chain program had a 100% job placement rate for 2014 December and May graduates.

STUDENT ENGAGEMENT AND ACCOLADES

- 203 students dually enrolled in Texas Tech Honors College
- 10 Terry Scholars
- 1,585 students on the Dean’s List and 661 students on the President’s List
- 8 congressional interns in Washington, D.C.
- 9 students held positions in the Student Government Association
- 16 Texas Tech Chancellor’s Ambassadors
- 30 students in President’s Select
- 8 students tapped into Mortar Board
- 80 students inducted into Beta Gamma Sigma
- 18% of Rawls students studied abroad (national average is less than 1%)

Two Rawls College students, Joseph Kmetz and Jacob Fedosky, each received a $10,000 scholarship from the Texas Business Hall of Fame, for being recognized as “Future Business Legends” within Texas universities.

ABOUT US

Founded: 1942
Benefactor: Jerry S. Rawls, Texas Tech alumnus, donated $25 million to the college in 2000
Enrollment: 4,000+ Undergraduate; 850 Master; 66 Doctoral
Faculty: 2 Horn Professors, 27 Professors, 17 Associate Professors, 20 Assistant Professors, 2 Professors of Practice, 6 Associate Professors of Practice, 37 Instructors, 4 Visiting Assistant Faculty Members
Alumni Community: 44,245
Percentage of the Texas Tech University student population: 15%

Academic Areas: Accounting; Energy, Economics and Law; Finance; Health Organization Management; Information Systems and Quantitative Sciences; Management; Marketing

Support Services, Centers and Institutes
- Career Management Center
- Center for Energy Commerce
- Center for Entrepreneurship and Family Business
- Center for Global Engagement
- Center for Healthcare Innovation, Education and Research
- Georgie G. Snyder Communication Skills Center
- Graduate and Professional Programs
- Institute for Leadership Research
- Research Center for Advanced Analytics and Business Intelligence
- Undergraduate Services Center

FACULTY AWARDS

American Marketing Association Fellow
Shelby Hunt, Ph.D., Jerry S. Rawls and P.W. Horn Professor Marketing

President’s Excellence in Teaching Award
David Harrison, Ph.D., Jerry S. Rawls Professor of Finance

Texas Tech Integrated Scholar Award
William Gardner, Ph.D., Professor of Management and Director of the Institute for Leadership Research

Texas Tech Alumni Association New Faculty Award
Rodney Thomas, Ph.D., Associate Professor of Marketing

Global Lifetime Achievement Award
John Masselli, Ph.D., Haskell Taylor Professor of Taxation

National Science Foundation I-CORPS Program Award
Kelli Frias, Ph.D., Assistant Professor of Marketing, and fellow researchers

The Wheatley Institution Fellow
Ronald Mitchell, Ph.D., Professor of Entrepreneurship and Jean Austin Bagley Regents Chair in Management

Education Adelante Award
Francisco Delgadillo, Ph.D., Director for Diversity and Associate Professor of Practice of Information Systems and Quantitative Sciences