

# THE BURROUGHS BUSINESS



## LETTER FROM THE DEAN

Dear Burroughs Family,

This fall we welcomed 71 freshmen into our Burroughs Business School Family, and many of them have wasted no time becoming engaged in B-school activities. Already making their impact known, they have taken a major role in fall competitions and B.E.S.T. Innovation Lab activities. In this issue of The Burroughs Business, we have highlighted the trailblazing accomplishments of our freshmen, upperclassmen, and alumni.

As the Burroughs School of Business and Entrepreneurship marks its 20th anniversary this year, this academic year promises to be exciting. The Dean's Office will be working to develop a new strategic plan that will include new mission and vision statements. The Dean's Office has hired a coordinator for the Burroughs Enterprise, Startup, and Technology (B.E.S.T.) Innovation Lab, and expectations are high.



This year as we will focus our efforts on the continuous improvement of our curricular and co-curricular programming through our strategic planning process, we encourage the involvement of all. We want to amplify the impact of Burroughs on this campus and in the local community. To do so, we will need the perspectives and the creativity of all to maintain our school's upward momentum.

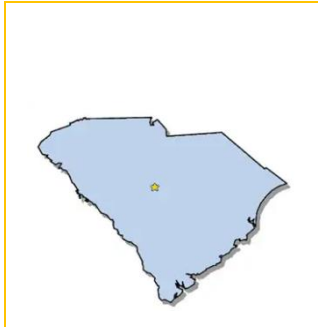
*Dr. Tracy Harrell Dunn*

Your Dean

# BURROUGHS BEST

## STUDENT NEWS

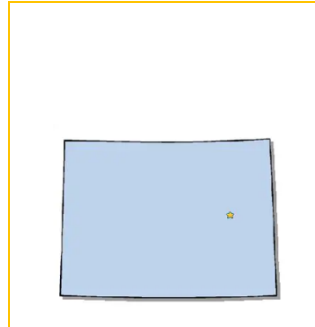
### The Geographic Diversity of the Burroughs Class of 2026



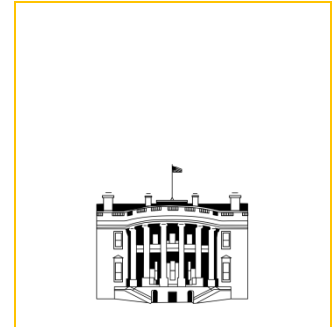
SC - 43



CA - 1



CO - 1



Washington, DC - 1



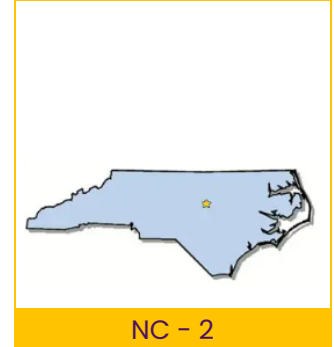
FL - 4



GA - 7



LA - 1



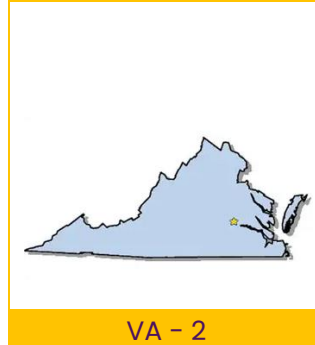
NC - 2



OR - 1



TX - 1



VA - 2



Bahamas - 2



Jamaica - 3



Haiti - 1



Saint Kitts & Nevis - 1

## Commercial Real Estate Finance Student Fellowship



**Cheyenne Powell**, a senior finance major from Destin, Florida, is one of twelve students nationwide selected to receive the Mortgage Bankers Association's inaugural Commercial Real Estate Finance (CREF) Student Fellowship.

According to Bob Broeksmit, CMB, the President and CEO of the Mortgage Bankers Association, "The selection committee took great care to identify individuals who bring a background of excellence and a broad and diverse set of experiences to the Fellowship. The committee also focused on applicants who can contribute to and excel in our dynamic industry."

The CREF Student Fellowship is an equity-driven initiative established to serve students of diverse identities. Through industry exposure and a career-advancement curriculum, the Fellows receive a one-of-a-kind introduction to the \$4.2 trillion industry, its

leaders, and other professionals.

The benefits of the CREF Student Fellowship include:

- Monthly virtual seminars with industry leaders/professionals
- Career coaching from HR professionals at leading commercial real estate firms
- Mentorship opportunities with top commercial real estate finance professionals
- Attendance at MBA's 2023 Commercial Real Estate Finance (CREF) Convention in San Diego, the largest gathering of CREF professionals in the nation (stipend for travel, lodging and expenses included)
- An Apple iPad

Ms. Powell also serves as the inaugural president of the Center for Financial Advancement (CFA) Scholars (2021-23) in the Burroughs School of Business & Entrepreneurship.

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## President's Fellows - Sisters of Charity Foundation of South Carolina



**Marcus Alexander II**

**Marcus Alexander II**, a sophomore business administration major, and **Ja'Varrius Wilson**, a junior business administration major, were selected as the 2022-23 President's Fellows for the Sisters of Charity Foundation of South Carolina.

The President's Fellows program is an initiative that seeks to address the disparity of African American males in nonprofit leadership and provide them with meaningful professional development experiences.

Fellows are exposed to a variety of aspects of philanthropy, including grant making, financial management, community building, public policy and issue-driven initiatives.

Each year selections are made based upon academic success, eagerness to learn and to participate in all aspects of philanthropy. The selection committee also looks for strong leadership skills.



**Ja'Varrius Wilson**



## Center for Financial Advancement Money4Life Leadership Conference



*Pictured left to right: Ketrell Briggs-Nelson, Navaud Guscot, Clint Forbes, Myana Ford, Cheyanne Powell, Jahavheed George, Asia Cooper, Marly Pierre, Bernadine Ulysse, Marie Butterfield, Kasey Cooper, Aaliyah Roker, Alysha Fischbacher, Donovan Wilmott, Ayanna Bell, Amber Francis, Dimaggio Williams, Dr. Tracy Washington*

On October 5-7, 2022, twenty-four (24) CFA Ambassadors and Scholars travelled to the Annual Money4Life Leadership Conference in Atlanta, GA. The students were accompanied by Dr. Tracy Washington, the CFA Scholars faculty advisor and chair for the Accounting and Finance Department, and Professor Anissa Truesdale, coordinator for the Burroughs accounting program.

The Money4Life Leadership Conference serves as an orientation to the Center for Financial Advancement 8-month program. Benedict College is one out of 10 HBCUs that participates in this program.

This year's 3-day event began with a sneaker ball and game night. On Day Two, students had the opportunity to participate in workshops that helped promote an attitude of financial wellness as well as enhance their leadership skills and development of a career-readiness mindset.

Dr. Washington noted, "Our students participated in Budget and Saving Sessions with Freddie Mac, discussed credit worthiness with a

representative from Experian, and enjoyed a dining and business etiquette luncheon session. Our students were able to network at the career expo and obtained internships with financial organizations like Bank of America, Wells Fargo, Rocket Mortgage, and Mr. Cooper Group to name a few."

Powered by HomeFree-USA, The Center for Financial Advancement's Money4Life Leadership Conference empowers, educates, and develops diverse leaders for corporate America and the real estate finance industry.

The impact of the CFA Program is significant.

- Currently embedded in 10 Historically Black Colleges and Universities.
- 10,000+ students and faculty have been introduced to money management and success skills through our Day of Empowerment, Learn to Earn sessions and Mortgage Basics.
- 797 CFA Scholars have gone through the 8-month program including the one and half day Money4Life Leadership Conference.



**Top Left:** Taylor McNeil, Dr. Tracy Washington, Kailah Ross, Mya Hobbs, Ketrell Briggs-Nelson, Dimaggio Williams, Tametrya Brown, Aaliyah Roker, Donovan Wilmott, Jaida Daniel, Bernadine Ulysse, Marie Butterfield, Clint Forbes, Garcia Baldwin, Cheyanne Powell, Javaheed George; Allysha Fischbacher, Asia Cooper, Kasey Cooper, Myana Ford, Amber Francis, Randall Curry, Navaud Guscott; **Top Right:** Navaud Guscott, Kasey Cooper, Javaheed George, Donovan Wilmott, Cheyanne Powell, Jaida Daniel, Garcia Baldwin **Bottom Right:** Non-BC student, Marie Butterfield, Aaliyah Roker, Bernadine Ulysse, Non-BC student; **Bottom Left:** Ayanna Bell, Allysha Fischbacher, Jaida Daniel, Myana Ford, Asia Cooper, Ketrell Briggs-Nelson, Navaud Guscott, Marie Butterfield, Aaliyah Roker, Kasey Cooper, Javaheed George, Randall Curry, Amber Francis

## COMPETITIONS

### Think BIG Now

The 4th Annual Think Big Now Benedict College Pitch Competition was hosted by The YARD and sponsored by Vulcan Materials.

Setting a new record for participation, Benedict College received 111 student submissions for the 2022 Think BIG Now Competition. There were six finalists selected to compete for scholarships and internship opportunities.

**Shapelle Pinder** – junior, Computer Science

**Madison Roberts** – senior, Studio Art

**Elia Allen** – sophomore, Studio Art

**Asia Cooper** – freshman, Business Administration (Entrepreneurship) *and*

**Defredric Twitty** – freshman, Cybersecurity

**Joel Rezil** – freshman, Business Administration (Management)

**Tyler Jackson** – junior, Studio Art





This year's winners were:

1st Place,  
**Shapelle Pinder** – \$4,000 Scholarship

2nd Place,  
**Elia Allen** – \$3,000 Scholarship

3rd Place,  
**Madison Roberts** – \$1,500 Scholarship



Left to right: Madison Roberts, Elia Allen, Shapelle Pinder

## National Black MBA Association (NBMBAA) Undergraduate Case Competition

A team of Burroughs students travelled to Atlanta, Georgia in September 2022 to participate in the National Black MBA Association's Undergraduate Case Competition.

The team members included:

- **Michael Dawson**, senior business administration (management) major from Orlando, FL,
- **Jahaveed George**, senior accounting major from the St. Thomas, Virgin Islands, and
- **Taylor McNeil**, a junior business administration (management) major from Waldorf, Maryland, who also served as the team captain.



Professor Michele Dugar travelled with the team as the faculty advisor. The team analyzed a case involving Proctor & Gamble (P&G) and presented their talent acquisition solution to a panel of judges.

Michael Dawson won "Best Q&A" for his responses to the judges' questions.

Left to right: Jahaveed George, Taylor McNeil, Michael Dawson

## HP BusinessChallenge

Five Benedict students competed in the 6th Annual HP Business Challenge that was held virtually in October 2022. The following students comprised the BC Team:

- **Marie Butterfield**, sophomore finance major from Columbia, SC
- **Fabeina Riggins**, senior criminal justice major from San Diego, CA
- **Allysha Fischbacher**, junior finance major from Freeport, The Bahamas
- **Clint Forbes**, sophomore finance major from Nassau, The Bahamas
- **Randall Curry**, senior accounting major from Upper Malboro, Maryland

Students developed a 3-page proposal addressing the future of work and made recommendations regarding how HP can develop technology and innovation to remain competitive.

Attorney Aaron Taylor served as the faculty advisor for the team.

## ACADEMICS

### Fall 2022 Faculty and Student Research Presentation and Exhibition Day



The Faculty and Student Research Presentation and Exhibition Day was held on October 20, 2022 from 8:00 am–12:45 pm. The theme was Merging of the Minds – Present and Future. Each school hosted student presentations in the various academic buildings on campus. These presentations were evaluated by peer reviewers.

Allysha Fischbacher served as the peer evaluator for the business school. The faculty mentors were Dr. Raymond Lee and Dr. Melvin Miller, who also provided the opening and closing remarks.

The four student presenters for the business school were:

- **Mr. Josue Bopeya**, a senior business administration (management), presented a business plan for DRC Records
- **Ms. Ria Mia Powell**, a senior business administration major, presented a business plan for a hair and beauty salon.
- **Ms. Kierra Bowman**, a senior business administration (entrepreneurship) major presented a business plan for K & B Hand Carwash LLC.
- **Mr. Samuel Felder II**, a senior accounting major, presented a business plan for Pet Paradise.

The finalists that presented in Round 2 in the student lounge in the Swinton Center were Kierra Bowman, Rai Mia Powell, and Samuel Felder, II. Mr. Felder was the top prize winner for Burroughs.



Left to right: *Dr. Melvin Miller, Samuel Felder II, President Roslyn Clark Artis*

## CO-CURRICULAR PROGRAMMING

### Burroughs Enterprise, Startup, and Technology (B.E.S.T.) Innovation Lab

The B.E.S.T. Innovation Lab continued to offer programming during the Fall 2022 semester under the leadership of Attorney Aaron Taylor, the newly hired coordinator. Below is the list of accomplishments.



*B.E.S.T. Innovation Lab's BOSS Up Speaker Series*

- Created Partnerships with key local and state Entrepreneurial Support Organizations and community-builders
- Hosted 9 BOSS UP Speaker Sessions, featuring black entrepreneur-leaders and startup-founders for a perspective on the highs and lows of the entrepreneurial journey
- Organized an exciting Entrepreneurship Week, celebrating the budding on-campus entrepreneurial community with over 50 student attendees and participants, and guests and speakers from local and out-of-state entrepreneurial communities
- Nurtured the creations of 3 entrepreneurial student-led organizations - BCTC Solutions and Consulting Club, BC Founders, and BC Men & Women of Enterprise
- Organized student volunteers for Columbia's largest entrepreneurial conference - Growth Summit '22
- Offered Design Thinking curriculum comprised of 21 modules accessible via the College's learning management system
- Sponsored Ideation Workshop taught by retired Mapquest cofounder, Chris Heivly
- Offered a free coding workshop led by Karl McCollester and Angela Franklin
  - Students learned the basics of building a web-based application like Facebook, Twitter using the programming language Ruby and the framework Ruby on Rails. They created a basic application that allowed them to add, modify, and delete topics.
  - This was the introduction needed to create a web application
  - Pizza and soda were provided by GrowCo
- Identified 20 student businesses on campus
- Identified 3 potential high-growth startup companies
- Assisted with the Zillow Hackathon





*BC Tiger Pitch Competition*



*BC Tiger Coding Workshop*



*BC Ideation Workshop with Chris Heivly, co-founder of MapQuest*

## **Entrepreneurship Week**

Entrepreneurship Week was held October 31 – November 4, 2022.

### **Monday**

The B.E.S.T. Innovation Lab hosted the Entrepreneurship Week Kickoff in the Swinton Center. It was attended by students and faculty. Students were divided into teams to develop pitches for a new venture.

### **Tuesday**

The Palmer's Executive Speaker Series was held in the Swinton Center. Sharonda L. Britton, the Vice-President of Partnerships, Events, and Multicultural Marketing, with Lowe's, delivered the presentation.

### Wednesday

The BEST Innovation Lab held the Game Night in the Swinton Center. It was attended by students and faculty. Students learned design thinking while having fun.

### Thursday

The Student Business Showcase featured 13 student entrepreneurs selling apparel, accessories, and artistic services. Several community supporters of the B.E.S.T. Innovation Lab attended the event.









### Friday

Three student founders pitched their potential high growth ventures to faculty, staff and a guest panelist - Terik Tidwell, Director of Inclusive Innovation for VentureWell, an organization that supports science and technology innovators

- **Krystin Ferguson**, sophomore physics major from Clinton, MD, is exploring the rheological properties of commercial ink.
- **Dania Collie**, sophomore physics major from Columbia, SC, is exploring a device to measure stress strain gauges for overpass bridges.
- **Tony Munnings**, freshman environmental engineering major from Freeport, The Bahamas - is exploring the use of plants to remove toxins from the soil and ground water.

## Burroughs 3rd Annual Entrepreneurship Week



|  | Monday<br>(10/31)   | Tuesday<br>(11/1)   | Wednesday<br>(11/2)   | Thursday<br>(11/3)  | Friday<br>(11/4)   |
|--|---|---|---|---|--|
|  | 12:00 pm – 1:00 pm  | 11:00 am – 12:30 pm   | 4:00 pm – 7:00 pm   | 11:00 am – 12:30 pm   | 2:00 pm – 4:00 pm  |
|  | Swinton Center  | Swinton Center  | Swinton Center  | Swinton Center  | Swinton Center   |
|  | <b>BC Tiger Startup<br/>Week Kickoff</b>  | <b>Palmer's Executive<br/>Speaker Series</b>  | <b>Design Thinking<br/>Game Night</b>   | <b>BC Student<br/>Business<br/>Showcase</b>   | <b>BC Tiger Startup<br/>Week Pitch<br/>Competition</b>   |
|  | <b>TEAMS WILL BUILD A<br/>COMPANY IN 1 WEEK!</b><br><br><i>Earn Service-Learning Hours</i>          | <br><b>Sharonda L. Britton</b><br>Lowes, Vice President<br>of Partnerships, Events<br>and Multicultural<br>Marketing |                  | <br><i>Scan Here to Register Your<br/>Business to Participate</i> | <br><b>TEAMS PITCH TO<br/>JUDGES AND<br/>POTENTIAL<br/>INVESTORS!</b> |
|  | Presented by<br> | Presented by<br> <b>TYRONE ADAM BURROUGHS<br/>School of Business &amp; Entrepreneurship<br/>BENEDICT COLLEGE</b>     | Presented by<br> | Presented by<br>   | Presented by<br>  |

## Burroughs Fall 2022 Open House

On Tuesday, August 23, the Burroughs faculty and staff welcomed freshmen and returning students to Duckett Hall.

Every Burroughs student organization (i.e., Burroughs Scholars, CFA Scholars, Burroughs Student Advisory Board, National Association of Black Accountings, Phi Beta Lambda, Delta Mu Delta, and the B.E.S.T. Innovation Lab) was available to discuss membership. The MBA Program was present to discuss the graduate admissions process, and Chick-fil-a sponsored a dessert and promoted their various internship opportunities.

Students who visited each organization's table were entered into a drawing to win prizes. The following students won gift cards:

- **Jahavheed George**, senior accounting major
- **Jamal Harris**, senior business administration (marketing) major
- **James Jordan**, senior business administration (marketing) major
- **Cheyenne Powell**, senior accounting major
- **Dianika Rene**, freshman educational studies (child and family development) major
- **Shantel Williams**, junior business administration (management) major

## Palmer's Executive Speaker Series

September 13, 2022 marked the launch of the Palmer's Executive Speaker Series, a program that brings high-ranking executives from the business world to the Benedict College campus to share the stories behind their success, their leadership secrets, and the most significant obstacles they have faced and overcome. Leaders from prominent, highly successful companies share real-world experiences and offer insight into current and future business trends and the challenges decision-makers face in today's global workforce.

The fall semester series brought the following high-powered executives to Benedict's campus:



**September 13, 2022**  
**11:00 AM**  
**Swinton Campus Center**

**FEATURED SPEAKER**  
**LUIGI FATA**  
*Vice President of Sales, Palmer's*

**October 11, 2022**  
**11:00 AM**  
**Swinton Campus Center**

**FEATURED SPEAKER**  
**HUGH ROWDEN**  
*Senior Vice President, Business Growth Strategy Director  
Wells Fargo*

**November 1, 2022**  
**11:00 AM**  
**Swinton Campus Center**

**FEATURED SPEAKER**  
**SHARONDA BRITTON**  
*Vice President, Partnerships, Events  
and Multicultural Marketing  
Lowe's*



## BURROUGHS ALUMNI SPOTLIGHT

### I.S. Leevy Johnson (B.S., '65)

I. S. Leevy Johnson was inducted into the National Black College Alumni Hall of Fame as Lifetime Achievement Awardee. At the Annual Induction Ceremony on Friday, September 23, 2022, Attorney Johnson was honored for his significant contributions to Benedict College.

Attorney Johnson has been practicing law for over forty years and is recognized as one of the top criminal attorneys. Attorney Johnson will join a prominent list of more than 300 inductees who have been enshrined in the Hall of Fame, including Martin Luther King, Jr., Legendary Opera Singer Leontyne Price, Chief Justice Thurgood Marshall, TV Maven Oprah Winfrey, and Ambassador Andrew Young.

Attorney Johnson graduated from the University of Minnesota in 1962 with an associate of mortuary science degree. He then enrolled at Benedict College, receiving a bachelor's degree in business in 1965 before graduating from the University of South Carolina School of Law in 1968.

In 1970, he became one of the first black men elected to the South Carolina General Assembly. After leaving the Legislature, he became a member of the Board of Trustees at then South Carolina State College. At this very first meeting, he was elected Chairman of the Board.

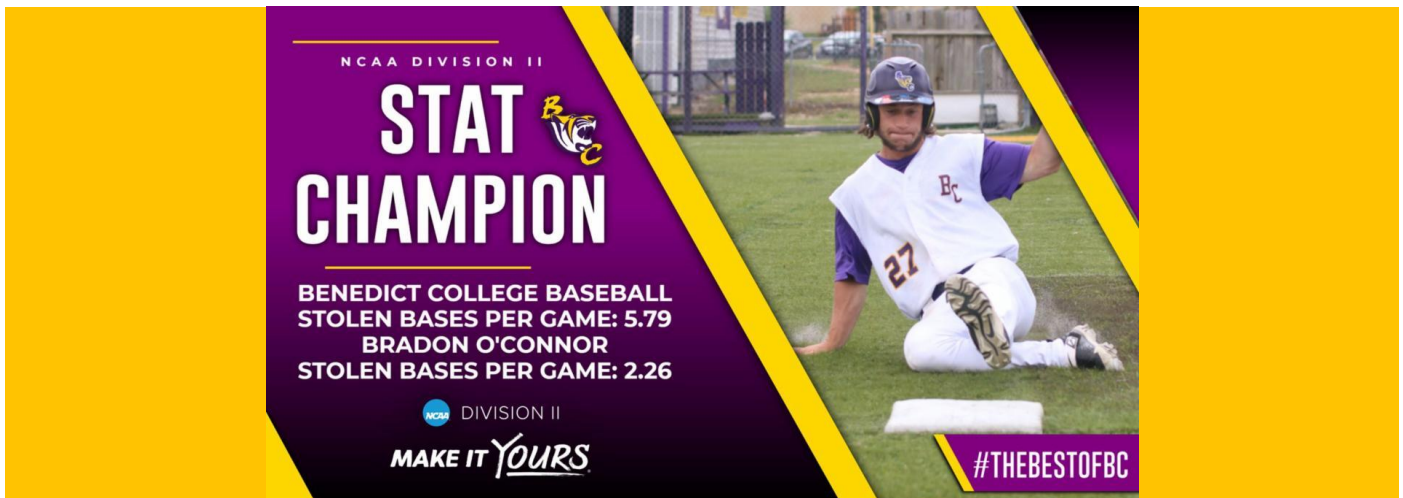
In 1990, he was awarded the Order of the Palmetto and has received every major award including being inducted into the American College of Trial Lawyers

He has received numerous top honors accorded a lawyer in South Carolina. From the South Carolina Bar, he received the *Durant Distinguished Public Service Award* for illustrious public service, sound judgment, wise counsel and outstanding leadership gratuitously rendered for many years to the legal profession. The University of South Carolina School of Law awarded him the *Compleat Lawyer Award* for his dedication and support of legal education.

For his unselfish service to his peers of the Richland County Bar, he received the *John W. Williams, Jr. Distinguished Service Award*. And on April 21, 2000, he was awarded the prestigious *Matthew J. Perry Medallion* by the Columbia Lawyers Association for his contributions to improving the quality of legal services to citizens of South Carolina. In June of 2002, he was recognized by the South Carolina Association for Justice for being the *People's Advocate*. He has also been inducted as a *Fellow in the prestigious American College of Trial Lawyers*.

In 2014 he received the *Spirit of Excellence* award from the American Bar Association. On October 18, 1999, Attorney Johnson received the State of South Carolina's highest award, the *Order of the Palmetto*. Benedict College, University of South Carolina, Allen University, and Morris College have bestowed on him the honorary Doctor of Law degree.





## Bradon O'Connor (MBA, '22; BS, '21)

While Benedict College baseball team was named the 2022 NCAA Division II statistical champion for stolen bases per game, Bradon O'Connor was the individual statistical champion for stolen bases per game.

O'Connor averaged 2.26 stolen bases per game, nearly one stolen base per game more than his closest competitor in the national rankings. In his final game of his collegiate career, O'Connor became the new NCAA Division II stolen base champion when he stole 97 bases in 105 attempts breaking the previous record of 96 steals set in 1987 by Crisco Johnson, who set the record in 49 games. O'Connor accomplishment came in 43 games.

O'Connor finished the 2022 season with a .454 batting average, scoring 54 runs, with 10 doubles, 3 triples, one home run, and fifty-one runs batted in, to go with his 97 stolen bases. He struck out just 10 times this season.

He earned all-region honors and was named to the 2022 National Collegiate Baseball Writers Association (NCBWA) All-South Region team, the ABCA/Rawlings South All-Region Team, SIAC Utility Player of the Year, and the Conference Commissioner's Association All-South Region team. He was also named to the Black College Nines' Small School Division All-Elite Team and was its Player of the Year.

O'Connor was second in the nation in Division II in batting average, hitting .454, and ranked sixth nationally with an on-base percentage of .551. He

also ranked 22nd in the country in toughest to strike out and 23rd in hits per game.

Bradon O'Connor signed a professional contract with the Rocky Mountain Vibes of the Pioneer League. The Pioneer League is an independent baseball league in partnership with Major League Baseball (MLB). The team is located in Colorado Springs, Colorado and plays home games at UHealth Park.

The Vibes have been a member of the Pioneer League since 2019. The league was converted from the MLB-affiliated Rookie Advanced League to an independent baseball league and was permitted status as an "MLB Partner League". They were an affiliate of the Milwaukee Brewers in 2019 and 2020.

In O'Connor's first professional game with the Vibes, he recorded a hit, scored one run, had two runs batted in, and drove in a run on a fielder's choice in five plate appearances.



## BURROUGHS FACULTY & STAFF



**Prof. Michele Dugar** was accepted into the Advanced Teaching and Learning Studio (2.0), training delivered by Stanford University for educators and administrators who previously completed the school's Teaching & Learning Studio (TLS) program. This advanced training covers new approaches to practicing and teaching design that enable attendees to level up as innovative educators.

In this program, trainees conduct three in-context experiments in their courses or programs with the support of a design coach, small coaching group, and the larger TLS 2.0 cohort, using the concepts and frameworks introduced. Prof. Dugar is scheduled to complete the training in March 2023.



**Dean Tracy H. Dunn** was featured on the SC Business Review Radio Show in an interview about Burroughs School of Business & Entrepreneurship's partnership with the Darla Moore School of Business' Master of Accountancy program.

She has also been added to the Department of State's U.S. Speaker Program. This is a program that collaborates with U.S. embassies and consulates around the world to connect professional foreign audiences with American citizen experts on topics of strategic importance to the United States. Programs are conducted in person and through virtual engagement platforms and are designed to engage key foreign audiences on topics of strategic importance to the United States.

As a participant in the program, Dean Dunn will fulfill program requests relating to leadership in higher education, economic development, and business & entrepreneurship.

In November, Dean Dunn became the executive director for the Benedict College Statewide Investment Accelerator. The accelerator is funded through the Economic Development Administration (EDA) of the U.S. Department of Commerce. In October, the EDA announced that Benedict College would be one of 51 "Build to Scale" grant recipients. The grant program offers awards to organizations that support technology entrepreneurs, catalyze innovation and fuel economic growth.

Benedict College will receive \$525,000 to help organize, launch, and operate a state-wide investment accelerator program for underrepresented and minority persons, who are in the early stages of entrepreneurship in South Carolina.

In November, Dean Dunn delivered a presentation - "Building an HBCU Innovation Ecosystem: The Power of Alliance" - at the Accreditation Council for Business Schools and Programs (ACBSP) Region 3 Fall 2022 Conference in Asheville, NC. She was also co-presenter for "Innovative Engagement of Gen Z" at the ACBSP Region 6 Fall 2022 Conference in Alexandria, Louisiana. Dean Dunn and her co-presenter Dr. Daryl D. Green are the regional award recipients of the 2022 Best of Region Presentation Award for Region 6. They have been invited to the ACBSP Annual Conference in Chicago to compete for the International Best of Regions in Excellence Award in July.

In December, Dean Dunn was appointed to the InnoVision Awards Board of Directors. InnoVision Awards is South Carolina's premier organization dedicated to the advancement of innovation and technology. The organization's mission is to showcase the world-class capabilities and accomplishments of South Carolina innovators.





**Dr. Melvin T. Miller** published an article, "Perceptions of Banking Officials on African American Creditworthiness: A Phenomenological Inquiry," in the *International Journal of Science and Management Studies*.

**Dr. Victor Oyinbo** was nominated for the ACBSP Teaching Excellence Award for his successful retooling of the School's BA 130 Introduction to Business course using a Career Pathways Initiative mini-grant. BA 130 is the freshman gateway course into the business programs.

Under Dr. Oyinbo's leadership, multiple choice quizzes and exams have been replaced with Harvard Business Cases, writing assignments, team projects, and presentations. Dr. Oyinbo will travel to Chicago in July 2023 to compete with others for the International ACBSP Teaching Excellence Award.

"Dr. Oyinbo serves as our lead professor for BA 130 Introduction to Business course. Two years ago, he revised the course using the assessment data from the senior capstone projects. His retool of the course is rooted in starting with the end in mind. Now the course emphasizes critical thinking, teamwork, and communication skills. The Dean's Office appreciates Dr. Oyinbo's commitment to continuous improvement in our classrooms," comments Dean Tracy Dunn.



Because **Attorney Aaron Taylor's** proposal for the 2023 Relentless Challenge Grant program was accepted, the B.E.S.T. Innovation Lab was awarded \$13,000 to expand its programming.

Atty Taylor is the newest member of the Burroughs Leadership Team, having been hired in July 2022 as the coordinator of the B.E.S.T. Innovation Lab.

Born and raised in Columbia, SC, Atty Taylor has a passion for the economic development of the city of Columbia and the State of SC. He has focused his legal education and professional experiences on navigating governance matters and brokering the transactions essential to building and maintaining startup companies from early-stage to late-stage.

His mission is to help SC businesses, companies, and organizations across the southeast adapt to this new generation of innovation primarily through strategic partnerships, prudent capital allocation, and wholistic community-building.

Currently, he serves as a Director on the board of GrowCo Columbia, a leading entrepreneurial non-profit organization in Columbia, and works his own solo practice part-time, where he offers help to those entrepreneurs taking a chance to live out the life, mission, and purpose that rings most true for them.

In his role at the Burroughs School of Business and Entrepreneurship, Atty Taylor aims to help cultivate the entrepreneurial spirit on campus into a vibrant entrepreneurial culture and facilitate Benedict College's progress to the forefront of the emerging innovative ecosystem in South Carolina.

Atty Taylor comments, "The amazing results of the fall semester are a testament to the power of community and the immensity of the creative energy of Benedict College's students. We have the start of a

robust entrepreneurial community. Now, as we continue to stoke the flames of entrepreneurship on the Benedict College campus, we look to inspire growth among our sister HBCU institutions in South Carolina for a concerted effort toward innovative economic development for minority communities. Although this is an expansion of purpose, there should be no doubt after this semester's results that the Benedict College community can become a leader in this state for entrepreneurial growth."

## BURROUGHS SUPPORTERS



**Dr. Tyrone Adam Burroughs**, our business school's benefactor, received the Distinguished Citizen Award in October 2022 from the Chickasaw Council of the Boy Scouts of America. This honor is reserved for individuals who

share the Scouting's belief in leadership, determination and values and have contributed significantly to the growth and vitality of the community. Dr. Burroughs was honored for leadership in service as well as his philanthropic endeavors.

In 1987, Tyrone Burroughs founded the global consumer products management firm First Choice Sales & Marketing Company with a vision to create an innovative sales and marketing approach for the personal care industry. As President & CEO, he continues to provide strategic solutions delivering growth to some of the world's largest consumer packaged goods manufacturers, retailers, and distributors.

As a driving force behind the \$1.7 trillion of buying power multi-cultural personal care category, First Choice Sales & Marketing has received numerous industry awards and recognitions for developing unique programs that connect their clients to a target market. Through Burroughs' leadership, First Choice creates profitable and growth-oriented sales, marketing, and proprietary merchandising solutions. Headquartered in Memphis, Tennessee, the company is home to over 100 employees and professional contributors.

Burroughs also serves as chairman of First Choice Global Inc. (parent to First Choice Sales &

Marketing Group) and other holdings that include First Choice Opportunity Fund, South City LP.; Beau Ventures, LLC; MG Capital Holdings Inc.; 115 Union Avenue, LLC.; The Burroughs Foundation Inc.; The Pocket Bistro; and R.S. Lewis & Sons Funeral Home (the funeral home that prepared the remains for public viewing of the late Dr. Martin Luther King, Jr.).

Often lauded for his ability to create business opportunities, Burroughs has been described as a catalyst for breakthrough results and accelerating progress while fostering positive business relationships. In 2019, he launched Burroughs Restaurant Group Inc., which now owns the U.S. Mid-South franchise rights of Guthrie's Chicken Restaurants.

As a business advisor, Burroughs serves as a member of the Benedict College Board of Trustees, Board of Directors at Guaranty Bank and Trust Company, Chairman of The Burroughs Foundation Inc., Chairman of the Trustee Board for the historic Metropolitan Baptist Church, Memphis NAACP Branch Board of Directors, and Global Beauty Alliance Board. He also serves as a board member for the St. Jude Memphis African American Engagement Council, WKNO Board of Trustees, Faith-Based & Community Initiative Foundation, Tennessee Lottery Commission, Greater Memphis Chamber - Chairman's Circle, Memphis Theological Seminary, and Board Directors of the Federal Reserve Bank - Memphis Branch. Also, notably, he was the 2021 Inductee in The Society of Entrepreneurs.

Past board memberships include Ronald McDonald Charity House, Regional One Health Hospital Board of Directors, Memphis, and the Shelby County Convention Center Board.

Burroughs holds an Honorary Doctorate of Humane Letters from Benedict College in Columbia, SC. He also earned a Bachelor of Arts degree in History and Political Science and added graduate studies from the University of South Carolina.

In 2017 in recognition of Mr. Burroughs's philanthropic achievements in the education of America's youth, Benedict College School of Business & Economics was renamed to the Tyrone Adam Burroughs School of Business and Entrepreneurship.

*Reprinted from <https://www.chickasaw.org/dca-22-tb-bio>*



*Burroughs Scholars (left to right: Reason Woods, Vivica McBean, Kasey Coooper, Maya Scriven, Amber Francis, Preston Alexaner, Hydeia Thomas, Briana Curry, Garcia Balwin, Ayanna Bell, Iyanna Freeman, Dr. Iva Walters) pictured with ServiceNow representatives.*

Thanks to Benedict's partnership with **ServiceNow**, the Tyrone Adam Burroughs Business Development Center has a new tenant - Benedict College's new ServiceNow Tech Center, which celebrated its grand opening on November 2, 2022. The Center aims to broaden the scope of today's tech workforce pipeline.

The center is part of a \$1 million multiyear strategic partnership between Benedict and ServiceNow, a California-based company that aims to equip traditionally underrepresented students with the digital skills needed in today's workforce.





**TYRONE ADAM BURROUGHS**  
School of Business & Entrepreneurship  
**BENEDICT COLLEGE**