Texas BBA Community Values Scholarship

Please use this document to assist you in answering the BBA Community Values Scholarship Questions. Please note, you must complete the scholarship application on Global Assist.

At McCombs, we believe that the BBA Community Values can be summed up in four phrases, each with a corresponding set of terms which help define our values:

*Our Responsibility*: Lead with integrity, Improve the world

*Our Community*: Respect our differences, Leverage our diversity

*Our Growth*: Challenge old ideas, Inspire innovation

*Our Best*: Dream big, Work hard, Never give up

"OUR RESPONSIBILITY: Lead with integrity, Improve the world."

At UT, we say, “What starts here, changes the world.” But how do you do that? The simple answer is, “Try to make the world a better place, one step at a time.” Concentrate on improving the world in some small way, using the education you get at UT and McCombs to start you off, and do it passionately. Don’t just “work for” a company, don’t just “join the family business,” don’t just “be at a nonprofit” – your goal is to use that position as a platform to improve the world, and to do it with integrity in all things. Set your sights high.

"Your personal aspirations, whatever they may be, are exactly right for a McCombs student – as long as they are executed in a spirit consistent with the BBA Community Values." – David Platt, BBA Associate Dean
"OUR COMMUNITY: Respect our differences, Leverage our diversity."
This one isn’t about the world “out there.” It’s about valuing the community we have “in here” – Our Community, in the college, in the university – and valuing the diverse elements of that community. Our differences can make us collectively stronger, broader thinkers who are better prepared to adapt and innovate. We can benefit from our differences, not just appreciating our diversity but taking advantage of it and leveraging it for better performance. Reach out and build bridges: it’s not just the right thing to do, it’s the powerful thing to do.

"OUR GROWTH: Challenge old ideas, Inspire innovation."
Lifelong growth: Intellectual curiosity; Innovation; Adaptability; Exploration. Challenging the status quo. That’s how we grow as individuals and how we can help the organizations we are part of grow too. But it’s also about Our Responsibility of improving the world, because only through growth and innovation does the world become something better than a zero-sum game. If we challenge old ideas, inspiring innovation and doing things differently, we can make the pie bigger, and if we make the pie bigger everybody can have more. No more, “If she wins, I lose.” Our Growth is a dedication, indeed a lifelong dedication, to growing the pie, so that Our Community benefits, and Our Responsibility of improving the world can be realized.

OUR BEST: Dream big, work hard, never give up!"
Our goals are lofty, and this is not an “everybody gets a trophy” environment. We expect high aspirations and determination. We embrace the lessons learned from failing and getting back up again. We give our personal best in striving for exceptional performance. Because anything less would be a waste of the opportunity we have been given. The more ambitious and important our goals, the greater the responsibility we have to bring forth our very best.

Using the above graphic which includes the BBA Community Value phrases and corresponding terms, please answer the following two questions:

1. How would you explain to a friend the importance of one or more of these values in our McCombs Community?
2. How do you see yourself embodying these values as a part of the McCombs Community both here (through academic or extracurricular achievement) as well as abroad?

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