

**FY 2005-2006 UNIT PLAN**  
**COLLEGE OF BUSINESS ADMINISTRATION**  
**AUGUSTA STATE UNIVERSITY**  
August 2005  
J.K. Widener, Jr., Dean

**SECTION 1. MISSION STATEMENT FOR THE COLLEGE OF BUSINESS ADMINISTRATION**

The mission statement and strategic plan of the College was reviewed and updated by the COBA Faculty Strategic Planning Committee during 2004-2005 in the context of new AACSB--International accreditation standards.

**Our primary mission is to prepare students for career success by providing quality baccalaureate and master's level education in the business administration disciplines.**

**Our *teaching* helps students develop professional competencies, enhance the quality of their lives, appreciate the need for continuous learning and renewal, and understand the importance of ethical personal and professional behavior in their relationships with others. We manage our programs to accommodate students who live and work in the greater Augusta metropolitan area.**

**We engage in *scholarship* that principally strengthens classroom instruction, assists the business community and the business professions, and contributes to the knowledge within the academic business disciplines. We provide *service* to the University through participation in faculty governance, to the business professions through involvement in academic and professional organizations and programs, and to the local community through professional, civic, and charitable activities.**

**We commit ourselves to building an academic community which models humane values, embraces diversity and works for the common good of every individual**

**STRATEGIC CHALLENGES**

**Challenge 1 (Faculty): Attract, retain, and support the development of an excellent and diverse faculty and staff who can and will support the mission of the College of Business Administration through teaching, research, and community outreach that supports the academic, business, and professional communities.**

**Challenge 2 (Curricula): Develop, execute, and monitor innovative BBA and MBA curricula designed to assure students are prepared for career success.**

**Challenge 3 (Environment): Create and communicate an environment that attracts and accommodates qualified students in the pursuit of their business education and their careers.**

**Challenge 4 (Technology): Provide and deploy state of practice information and instructional technology in pursuit of our mission.**

## SECTION 2. SUMMARY OF CHALLENGES AND GOALS

The College's strategic plan emphasizes several dominant strategic goals which, if achieved, help to assure the accomplishment of the College mission and support of the University mission. *For several of these strategic goals (challenges), some specific goals for fiscal year 2005-2006 are described in the following paragraphs.* Although not listed as a separate goal, important information related to continuing AACSB--International accreditation will also be updated and reviewed annually to assure that the College remains in compliance with AACSB accreditation standards. The adoption of new AACSB accreditation standards in present several new challenges to the College for 2005-2006 and beyond.

**Challenge 1 (Faculty): Attract, retain, and support the development of an excellent and diverse faculty and staff who can and will support the mission of the College of Business Administration through teaching, research, and community outreach that supports the academic, business, and professional communities.**

**(Goal 1a)** Conduct a successful search and employ a new Dean of the College of Business.

**(Goal 1b)** Through State and private funds, enable each faculty member to attend at least one academic or professional meeting to present a paper, to enhance teaching skills, or to serve academic or professional organizations.

**(Goal 1c)** During this fiscal year, employ qualified temporary and part-time faculty to fill one current faculty vacancy in management and to provide coverage for some course sections.

Complete an analysis of management course offering rotations and enrollments for 2005-06 and 2006-07 in order to reassess the assignment of courses to faculty members, to prepare for recruitment of one replacement full-time, tenure-track faculty member, and to assess the needs for additional part-time and full-time, tenure-track faculty members in the COBA.

**(Goal 1d)** Form a faculty search committee and complete a search for one replacement COBA tenure-track doctoral faculty member by the end of the spring 2006 semester for employment beginning in the fall of 2006. (This vacancy is the result of obtaining a new management faculty position in the 2005-2006 budget).

**(Goal 1e)** Continue to assure that academically-qualified (doctoral) and professionally-qualified faculty remain qualified by virtue of their participation in appropriate development activities and production of peer-reviewed research publications and presentations contain the implementation of revised criteria for maintenance of faculty qualifications (especially intellectual contributions in peer-reviewed journals).

**(Goal 1f)** Explore the possibility of conducting a teaching workshop to be held on the ASU campus for the COBA faculty.

**(Goal 1g)** Seek development opportunities for staff.

**Challenge 2 (Curricula): Develop, execute, and monitor innovative BBA and MBA curricula designed to assure students are prepared for career success.**

**(Goal 2a)** Continue to administer the voluntary Educational Testing Service Major Field Test in Business to all BBA students in the undergraduate capstone core business strategy course in the fall and spring semesters and maintain an average overall performance index at the 75<sup>th</sup> percentile or better nationally.

**(Goal 2b)** Work with the Career Center and Offices of Development and Alumni Affairs to improve information about the location and employment of BBA and MBA alumni(ae). Evaluate the need for additional post-graduation surveys of alumni/ae and their employers concerning salaries and their satisfaction with and judgments of appropriateness of BBA and MBA curricula as preparation for career success.

**Goal (2c) Request that the COBA Curriculum Committee evaluate curriculum content for innovations and modifications that continue to support student career success. This evaluation should be based on results of completed annual reviews of all course syllabi and associated teaching and performance assessment materials submitted by faculty disciplinary groups.**

**(Goal 2d) Work with the COBA Curriculum Committee to develop specific mission-related program goals for the BBA and MBA degree programs and learning outcome assessment measures to monitor achievement of these goals and to provide information for curriculum or instructional adjustments where necessary. (AACSB requirement)**

**(Goal 2e)** Continue the redirection of course content in the finance major in the BBA degree program to prepare students for careers in financial planning and Certified Financial Planner (CFP) course preparation.

**Challenge 3 (Environment): Create and communicate an environment that attracts and accommodates qualified students in the pursuit of their business education and their careers.**

**(Goal 3a)** Continue to monitor course schedules and enrollments and adjust offerings and times to meet the needs of students and the constraints of: numbers of available faculty; budgets; the number and sizes of available classrooms; and class sizes as they relate to educational quality. Explore opportunities to create more flexible course offerings in class schedules and location.

**(Goal 3b)** Where constraints are identified seek resources to eliminate or accommodate the constraint.

**(Goal 3c)** Support opportunities for Phi Beta Lambda (PBL), Institute of Management Accountants, and Marketing Club student members to associate with their peers and participate in developmental and social activities at local, regional, and national levels, as appropriate. Continue to support PBL students' participation in state and national academic competitions. Assist with funding needs and provide support for student fund-raising activities and COBA faculty sponsorship of these student groups.

**(Goal 3d)** Continue to assess the effectiveness of the Professional Development Series in which Career Center representatives make scheduled presentations in ten sections per semester of four junior-senior courses that are required of all business majors and modify the format or content as appropriate.

**(Goal 3e)** Continue the annual Visiting Executive Week program during the spring 2006 term in which approximately 30 business executives will make career-oriented presentations to students in selected business administration classes.

**(Goal 3f)** Continue to and seek new effective means of making the community aware of the opportunities and successes available at ASU in the COBA.

**(Goal 3g)** *Continue to provide excellent advising to students in regard to their scheduling. Develop a more formal program for advising students about careers and academic majors. Identify courses that have a high “non-success” rate. Develop methods of helping students to learn how to enhance their performance in these courses.*

**Challenge 4 (Technology):** Provide and deploy state of practice information and instructional technology in pursuit of our mission.

**(Goal 4a)** Seek funding for and acquire and install replacement instructional technology in faculty offices, classrooms, and the advanced accounting laboratory as equipment funding allows.

**(Goal 4b)** Continue to deliver a selection of web-based information technology/electronic commerce courses as required courses in the management information systems major and as electives in other business administration majors.

**(Goal 4c)** Continue to improve delivery of the web-based course MINF 2201, Microcomputer Applications, which provides basic computer skills to students across the ASU campus. (Over half of the students enrolled in this course continue to be majors in areas other than business administration.)

### **SECTION 3: PROCEDURES FOR EVALUATING PROGRESS TOWARD GOALS**

*(Goal 1a) Conduct the search which will result in the employment of the new Dean.*

*(Goal 1b) Ensure that all faculty who request funds are supported for at least one travel request.*

*(Goal 1c) Complete an analysis of course rotations and faculty workloads through 2006-2007 and continue to complete a review of the VPAA’s spreadsheet analysis of faculty needs for the COBA to support COBA requests for additional full-time faculty members to support substantially increased enrollment and appropriate course coverage for all business majors..*

*(Goal 1d) Appoint a faculty search committee to help select one new full-time, tenure-track faculty member for fall 2006. Complete search committee recommendations and COBA dean’s recommendations to the VPAA by April 2006.*

*(Goal 1e) Continue to publish and distribute revised criteria for maintenance of faculty academic and professional qualifications and the intellectual contributions component of annual faculty performance evaluations. Continue to conduct the faculty annual planning and evaluation cycle. Assure that at least 90% of the COBA faculty members maintain academic or professional qualifications and that at least 50% remain academically qualified through appropriate development and intellectual contributions activities.*

*(Goal 1f) Report on the Master Teacher Workshop success in the COBA annual report.*

*(Goal 1g) Report on the staff development efforts in the COBA annual report.*

*(Goal 2a) Report ETS test results in the fall and spring semesters to faculty, administrators, and the Curriculum Committee. Develop recommendations for curriculum improvements as appropriate.*

*(Goal 2b) Have an alumni(ae) tracking information system in place by May 2006.*

*(Goal 2c) The Curriculum Committee will make recommendations to the dean and faculty for changes in course syllabi, if any, resulting from the annual faculty review of course syllabi and from other curriculum analysis activities.*

***(Goal 2d) The development of degree program goals and outcome assessment processes is on the agenda for the 2005-2006 COBA Curriculum Committee. This needs to be completed and approved by Spring semester 2006.***

*(Goal 2e) Review changes in the Finance curriculum to ensure adequate pedagogy, learning outcomes, employability, and student satisfaction..*

*(Goal 3a) Evaluate enrollment trends. In exit interviews with BBA and MBA students, evaluate satisfaction with course schedules. Adjust and publish detailed FY 2006-2007 course offerings and faculty course assignments accordingly. Evaluate opportunities for more flexible and broader course sections.*

*(Goal 3b) Report on constraints identified and actions taken.*

*(Goal 3c) Review and summarize student organization activities annually. Review results of Phi Beta Lambda student participation and success in state and national business knowledge competitions and report results to faculty, administration, and public relations.*

*(Goals 3d and 3e) Evaluate the success of the Professional Development Series and Visiting Executive Week programs annually via student and participant surveys, report results to COBA faculty and appropriate administrators, and use the information to improve these activities for the following year.*

*(Goal 3f and 3g) Report progress on these items.*

*(Goal 4a) Review status of faculty and classroom information and instructional technology in spring 2006, update the priority list for new acquisitions and replacements, and submit appropriate requests for funding.*

*(Goal 4b) Review course evaluations, enrollments, and other aspects of web-based courses to assess student performance and satisfaction with these courses. Revise courses as necessary.*

*(Goal 4c) Review MINF 2201 enrollments and course evaluations in order to improve course technology and delivery, instructional methodologies, and student satisfaction.*

## SECTION 4: ASSISTANCE FROM OTHER UNITS

(Goal 1a) Support from VPAA office for Dean Search.

(Goal 1b) Maintain or increase current levels of *State* fund allocations from the VPAA for COBA travel and registration/dues; maintain current levels of ASU Foundation research and development funds for travel and registration; and continue to request partial ad hoc travel/registration funding from the Faculty Research and Development Committee for individual faculty development. Attempt to secure additional private funds (dean, COBA), since the State travel allocation has not increased in several years and individual trips are becoming more expensive.

(Goal 1c) Continue to allocate funds for the employment of temporary and part-time faculty to cover essential course offerings for FY 2006.

(Goal 1d) Continue sufficient long-term State fund allocations from the VPAA to recruit and retain one replacement tenure-track faculty member for FY 2006 at AACSB-competitive (public accredited) salaries. *Support from the VPAA and dean, COBA, in the form of funds for search committee, advertisement, and campus visit costs will be needed for this search.*

(Goal 1e) Support for this goal relates to Goal 1a above – adequate travel and registration funds for faculty to present their intellectual contributions (presentations, papers, etc.) for peer review at academic and professional conferences.

(Goal 1f) Continue financial support from the Dean, COBA for an on-campus Master Teacher Workshop.

(Goal 2a) State fund allocations from the VPAA in the COBA operating budget sufficient to allow COBA to continue to administer the Educational Testing Service Major Field Tests (BBA) in Business each fall and spring semester -- about \$3,000 annually.

(Goal 2b) Meetings with the Career Center and Development and Alumni Affairs offices.

(Goal 2c) No external resources required for 2005-2006.

(Goal 2d) Dean to seek resources for consultant to aid in this.

(Goal 2e) No external resources required for 2005-2006.

(Goal 3a) Allocation of adequate classroom and laboratory space by the VPAA to accommodate schedule adjustments and larger class sizes resulting from enrollment growth, complete BBA degree offerings both day and evening, and the evening MBA program. Allocation of State funding by the VPAA for full-time, part-time, and temporary faculty coverage of courses (including summer courses) to accommodate increasing student enrollments and scheduling needs.

(Goal 3c) Continue funding of these activities by the dean, COBA, and publicity by the Public Relations office.

(Goal 3d) Continue scheduled presentations of the professional development series in core COBA courses by the Career Center.

(Goal 3e) Continue scheduled Visiting Executive Week presentations through support of the Dean, COBA and COBA Board of Advisors and members of the local business community.

(Goal 4a) Continue State and special technology funding by the VPAA for computer and software upgrades for faculty, computer classrooms, and laboratories and continue technical support by Computer Services and Media Services to maintain the leverage of reliable instructional technology in curriculum development and delivery.

(Goal 4b) Support for this item relates to Goal 4a above.

(Goal 4c) Support for this item relates to Goal 4a above.