

COLUMBUS STATE UNIVERSITY
ACADEMIC AFFAIRS
AY 2001-2002 LEVEL 2 PLAN
ABBOTT TURNER COLLEGE OF BUSINESS

PART 1: CURRENT STATUS

Mission of the School, Departments, and Centers

The Abbott Turner College of Business is uniquely positioned in a diverse, dynamic, globally oriented business community. Our mission is to prepare our graduate and undergraduate students with business knowledge, management skills, technological competence so that they may become business professionals who add value to the marketplace. We achieve our mission in the following ways:

- Our students receive personalized instruction.
- We select, support and develop highly qualified faculty who continuously strive to achieve teaching excellence.
- Our faculty engage in instructional and applied scholarly activities that reinforce and enhance innovative teaching and student learning.
- We provide a rigorous and practical curriculum responsive to the needs of our stakeholders.
- To promote linkages with our culturally diverse service area, we continue to develop greater cultural and international awareness.
- We examine the ethical and social responsibilities of business.
- We demonstrate the interdependence of commerce and technology.
- Through partnerships with community and business leaders and analysis of regional issues, we apply the concepts we teach to further our stakeholders' interest.

Through teaching, research, and pursuit of collaborative relationships with both profit and non-profit organizations, we make significant contribution to the quality of life and economic development of our region.

The organizational structure of the College of Business is designed to support this mission. The Assistant Dean coordinates the undergraduate program. The Associate Dean and the Graduate Committee coordinate the graduate program. The curriculum units of the college, representing the seven disciplines, are responsible for the college's curriculum and course offerings. In further support of the total program, the college also houses the Instructional Resources Center, the Outreach Media Center, and the Office of Community and Business Resources.

The mission is pursued with high quality programs. At the undergraduate level, the mission emphasizes three distinct components of the degree: a firm base in liberal arts, a central core of business knowledge which focuses on contemporary academic thought and practices, and an area of business specialization. The missions of these programs are:

Accounting: This program provides students with a broad exposure to the functional areas of accounting (financial, managerial, tax, cost, information systems, and auditing) with special emphasis placed upon critical/decision-making analysis, communication skills, and computer technology as applicable to the field of accounting. Students are also exposed to the critical importance of accounting to society and possible ethical conflicts and resolutions.

Business Administration: This program exposes students to a cross-section of business functional areas allowing the student wide latitude in choosing a combination of upper level business school courses that directly fit personal needs. This procedure is especially appropriate for advanced transfer students and for students who are deep into their career paths.

Computer Information Management: This program is designed to give the student a useful knowledge of information systems and application software in business within the larger context of the business administration degree. Students should be able to solve information system problems using systems development principles, data base technology, and network/communication skills.

Finance: This program provides students with a broad exposure to the functional areas of finance (managerial, investments, institutions, and real estate) with special emphasis placed upon critical/decision-making analysis, communication skills, and computer software as applicable to the field of finance. Students are also exposed to the critical importance of finance to society and possible ethical conflicts and resolutions.

Management: This program is designed to give the student a working foundation in the managerial functions of planning, organizing, staffing and control. Emphasis is placed on the application of behavioral science in an organizational setting: motivation, leadership, work groups, and organizational dynamics.

Marketing: This program gives the student a working foundation in the principles of managing with a marketing perspective. Special emphasis is placed on consumer behavior, advertising and promotion, personal selling, marketing research, and marketing strategy.

At the graduate level, the school offers a general business MBA. Students with business background deficiencies are required to acquire competence in business theory and practice by completing one or more courses in a designated basic core program. The MBA focuses on the practical application of managerial decision-making tools, techniques, and concepts.

The Instructional Resources Center houses the school's computer facilities. The mission of the center is:

- To offer software and technical support to the school's faculty and students for the use of technology in the curriculum of the school,
- Provide services in support of the research efforts of the faculty.

The Center for Regional Economic Development and Information Technology (CREDIT) coordinates the outreach efforts of the school through applied research. The mission of the centers is:

- To be actively involved in projects with direct application to economic development organizations and governments in the college's service region.
- To provide faculty and students opportunities to work directly in regional economic development projects.

The mission of the school has been designed to support the mission, goals and special emphases of Columbus State University. In pursuit of its mission, special school emphases are placed on:

- Practical, high quality programs based on a solid foundation in the traditional functional areas of business that meet the service area needs but recognize the international dimension of business in an increasingly interdependent world,
- Awareness of cultural diversity,
- Analytical skills requiring critical thinking using inductive and deductive reasoning process,

-Communication skills through classroom writing and speaking assignments,

-Computer skills leading to proficiency in using applications software and understanding the role of information systems within the organization,

-Active pursuit of collaborative relationships with local businesses focusing on the definition of needs and the development of internships which provide students with relevant business experience,

-A commitment to academic excellence through applied research.

Assessment of Planning Activities

An assessment of the college's activities for FY01 is presented in Table 1.

PART 2: PLANNING INITIATIVES

Planning activities for FY02 are presented in Table 2.

Conclusions

An over-riding objective in this planning period is to continue the improvement of a quality program that will be recognized with national accreditation. The faculty of the college are intimately involved in the process. Each of the goals outlined above supports specific goals and emphases of the university and college. But also of importance is that each moves the college closer to achieving its professional accreditation.

Table 1
COLUMBUS STATE UNIVERSITY
College of Business
FY01 Strategic Planning Assessment

GOAL*		PLANNING INITIATIVE	ASSESSMENT OF RESULTS
INSTITUTIONAL	UNIT		
1,2,3,5,6	1	<p>Improve the quality and productivity of personnel:</p> <ul style="list-style-type: none"> A. Hire terminally qualified faculty in Finance and, Marketing. B. Place the direction of CREDIT under a faculty member. C. Continue the reorganization plan to redirect funds from administration to instruction. D. Provide faculty/staff improvement funds to increase technology utilization in the various operations of the college. 	<ul style="list-style-type: none"> A. Due to budget cuts positions in Finance and Marketing were removed from the 2002 budget and these positions were not filled. New faculty were hired in CISM (one new position and one replacement), one in Accounting (replacement), and one in Marketing (replacement). B. Frank Lazzara (CISM) handled the operation of CREDIT for 2000-01 and will continue in this capacity in 2001-02. C. The college will review the reorganization plan and will operate in 2001-02 with two 12-month appointments. D. Funds were provided to faculty to support their research efforts. As a result 17 out of 18 of the full-time faculty produced intellectual contributions resulting in publications or presentations.
1,2,3,6	2	<p>Continue the process of quality improvement through refinement of processes and curriculum development:</p> <ul style="list-style-type: none"> A. Working with the curriculum units of the college to strengthen the process of curriculum review to include changes at the discipline level, college and institutional level, and though the university system. B. Continue to review assessment results, review curriculum for needed adjustments and increase the level of assessment activities. C. Continue to measure learning outcomes for each course, major, and program 	<ul style="list-style-type: none"> A. The college implemented changes to the BBA to strengthen the math and communications skills of our students. BUSA 2107, a new quantitative course, and MGMT 3165, a communications course, were added to AREA G (BBA Core). Other curriculum changes included a new International Management course in the Management program and an E-Commerce course in Marketing. B. The college continued it participation in a number of assessment projects. These include the ETS Business exam to assess the Core, major specific assessment tests, alumni surveys and student satisfaction surveys. Data from these efforts were used in the decision making process for changes to the curriculum outlined in "A". C. See "B" above.

GOAL*		PLANNING INITIATIVE	ASSESSMENT OF RESULTS
INSTITUTIONAL	UNIT		
1,2,3,6	3	<p>Improve the level of computer based instructional equipment in the college:</p> <ul style="list-style-type: none"> A. Upgrade computers for the college's faculty and staff. B. Implement the results of the needs assessment of instructional equipment to include the Technology and Commerce Center. C. Continue to assess and support the use of technology in the business "core" (AREAS F & G). D. Expand the capability of the faculty to utilize the new AS400 computer as an instructional tool. 	<ul style="list-style-type: none"> A. Due to limited funds computer upgrades were limited to only a few faculty with the most outdated equipment. The college purchased software (SPSS) for the faculty to support classroom and research activities. B. The college was unable to implement the plan outlined by the needs assessment due to limited technology funds for FY01. C. Through the annual evaluation process, faculty were encouraged to increase the use of technology in the classroom and as part of the course requirements in all COB courses. D. The AS 400 computer was used in four CISM courses in AY2000-01. Faculty development funds were used to increase the capability of faculty to make use of this equipment.
1,5,6,7,8	4	<p>Expand and enhance CSU's efforts in regional economic development by::</p> <ul style="list-style-type: none"> A. Pursuing grants and projects to provide funds for the continued development of CREDIT. This process should lead to self sufficiency of these operations in a two year period. B. Continue to support projects utilizing the new AS400 computer as an economic development tool. C. Continue the development of collaborative efforts between the college, the community, and the region. 	<ul style="list-style-type: none"> A. The college was involved in projects for the Chamber of Commerce, Calloway Gardens, and local businesses that generated funds for the college. The largest of these was a partnership with the Chamber and Columbus Technical College in the area of workforce development. B. Several projects for local businesses and development units were undertaken utilizing the AS400. The college is still in the process of helping the City of Columbus in the development of an interactive web site. C. See "A" above.

GOAL*		PLANNING INITIATIVE	ASSESSMENT OF RESULTS
INSTITUTIONAL	UNIT		
1,3,8	5	<p>Strengthen the services provided to our students to improve advising and retention by:</p> <ul style="list-style-type: none"> A. Continuing to search for ways to strengthen and make more efficient advising. B. Developing and implementing a college level recruitment plan. C. Developing an MBA Alumni organization to strengthen the communication link, improve access, encourage greater participation, and increase alumni giving. 	<ul style="list-style-type: none"> A. The college added additional resources to the Student Services Center and has standardized the processes of transcript review and advising for the undergraduate business major. B. As part of this process the college developed a new course for non-business majors as an advertising tool for the college's programs. The college as started a SIFE chapter involving business and non-business students in community based business projects as a means of attracting students. C. This effort is still in the planning phase

Institutional Goals were established in the University Strategic Plan. Unit Goals address the Institutional Goals.

COLUMBUS STATE UNIVERSITYc:
College of Business
FY2002, LEVEL 2 PLAN

COLLEGE/DIVISION: College of Business

GOAL*		PLANNING INITIATIVE	COST	PLANNED IMPACT
INSTITUTIONAL	UNIT			
1,2,3,5,6	1	<p>Improve the quality and productivity of personnel:</p> <p>A. Hire terminally qualified faculty in Finance, Marketing, and Accounting</p> <p>B. Provide faculty/staff improvement funds to increase technology utilization in the various operations of the college and enhance the academic and professional qualifications of the faculty.</p>	<p>\$175,000 above FY01 levels.</p> <p>\$20,000 (foundation funds)</p>	<p>A. These additional faculty will fill positions removed from the college and allow the continued offering of the undergraduate programs in a day and evening format.</p> <p>B. Faculty/staff development funds are necessary to support and encourage on-going improvement of faculty resources. Such funds will assure that the faculty of the college remain current in their fields and provide a quality educational experience for our students.</p>
1,2,3,6	2	<p>Continue the process of quality improvement through refinement of processes and curriculum development:</p> <p>A. Undertake a comprehensive review of the programs of the college in terms of offerings and delivery.</p> <p>B. Using assessment results, review curriculum for needed adjustments, and increase the level of assessment activities.</p>	<p>\$10,000</p>	<p>A. In an effort to better conserve the resources of the college the number of programs and mode of delivery are due for review. By reviewing the program and implementing necessary changes the college will better meet the needs of its students at a lower cost.</p> <p>B. In an effort towards continuous improvement the college's assessment effort is designed to either validate the quality of the programs or identify areas for improvement. The impact of this effort is a quality educational program.</p>
1,2,3,6	3	<p>Improve the level of computer based instructional equipment in the college:</p> <p>A. Purchase new computers for the college's lab and computer classroom and faculty/staff.</p>	<p>\$150,000 above current funding</p>	<p>A. The computer equipment in the College of Business is between 4-6 years old. In many cases the faculty are unable to use up-to-date software or teaching tools. The impact of these funds is improvement of classroom instruction, enhanced technological abilities of our students, and increased research productivity.</p>

GOAL*		PLANNING INITIATIVE	COST	PLANNED IMPACT
INSTITUTIONAL	UNIT			
1,5,6,7,8	4	<p>Continue the development of collaborative efforts between the college and the community:</p> <p>A. Expand the development of CREDIT and the development of projects utilizing the new AS400 computer as an economic development tool.</p> <p>B. Expand the size and scope of the SIFE Program.</p> <p>C. Enlist SCORE to participate in partnership community projects with SIFE and CREDIT.</p>	<p>\$15,000.</p> <p>\$5,000 (foundation funds)</p> <p>Self-Funding</p>	<p>A. The college's and University's position as a force in regional economic development will be enhanced.</p> <p>B. Six community projects were taken on by a student volunteer group of nine participants. The goal is to have a minimum of 25 members with 15 projects. Corporate sponsorship is expected to supplement funding needs.</p> <p>C. Partnership with SCORE (Senior Corps of Retired Executives) to develop community outreach projects.</p>

Institutional Goals were established in the University Strategic Plan. Unit Goals address the Institutional Goals.

Executive Summary
FY 2002 LEVEL 2 PLAN
ABBOTT TURNER COLLEGE OF BUSINESS

FY 2001 Assessment:

The College of Business successfully completed seven of its nine planning initiatives for AY 2000-2001 and continued progress towards national accreditation. Initiatives completed this year were:

1. Four faculty and six staff members attended workshops on the application of technology.
2. The college revised and submitted to faculty for review a new annual evaluation system.
3. The college implemented a broader assessment program to include a survey of graduate students, a faculty satisfaction survey, a survey of graduating students, and stakeholders meetings.
4. The college continued its curriculum review and revision. Most notable was the change of the CISM 2105 course to a self-paced system.
5. The college added one additional multimedia unit for classroom use by faculty and students.
6. The college continued to expand its involvement in local economic development projects through development of web-based sites for various community groups.
7. The college established the Outreach Media Center and has already worked with two development units on community projects.
8. Initiated a successful Students In Free Enterprise program which received regional and national awards for its community for its community outreach projects.

For FY 2002 the College of Business plans to:

1. Improve the quality and productivity of the faculty/staff by:
 - Recruiting terminally qualified faculty in the areas of finance and marketing.
 - Provide faculty/staff with development opportunities designed to increase the use of technology in the programs of the college and enhance the academic and professional qualifications of the faculty.
2. Continue the process of curriculum improvement by:
 - Undertake a comprehensive review of the programs of the college in terms of offerings and delivery.
 - Using assessment results, review curriculum for needed adjustments, and increase the level of assessment activities
3. Increase the level of computer-based instructional equipment by:
 - Purchasing new computers for the college's lab and computer classroom and faculty/staff.
4. Continue the development of collaborative efforts between the college and the community by:
 - Expand the development of CREDIT and the development of projects utilizing the AS400 computer as an economic development tool.