

**COLUMBUS STATE UNIVERSITY  
ACADEMIC AFFAIRS  
AY 2002-2003 LEVEL 2 PLAN  
ABBOTT TURNER COLLEGE OF BUSINESS**

**PART 1: CURRENT STATUS**

**ATCOB Mission:**

The mission of the Abbott Turner College of Business is to provide management education to our region, with an emphasis on undergraduate instruction. As a teaching institution, we offer accessible programs, including an evening MBA. We serve a student population of diverse socioeconomic backgrounds, varying levels of academic preparation, and a wide range of career experience and objectives. We prepare our students to apply their business knowledge, management skills, and technological competence to add value to local and regional firms, which are our students' primary employers. Our commitment to teaching and continuous improvement is demonstrated, in part, by our encouragement and support of applied research and instructional development. Faculty service activities support our teaching mission and commitment to community development.

**Accomplishing our Mission:**

- We provide a student-oriented learning environment.
- We select, support, and develop faculty who strive to achieve teaching excellence.
- Our faculty emphasize applied and instructional scholarly activities that enhance teaching and student learning.
- Our curriculum provides skills and knowledge in the foundation areas of business.
- We promote an understanding of the diverse cultural and international environment of business decision-making.
- We examine the ethical and social responsibilities of business.
- Our curriculum develops oral and written communication skills.
- We demonstrate the interdependence of commerce and technology.
- Through our partnership with the business community, we apply the concepts we teach to serve our stakeholders' interests.

**Our Vision**

The Abbott Turner College of Business will become recognized in our region as a center of excellence for education in commerce and technology. This recognition will increase our visibility and strengthen the college's competitive position in obtaining resources and recruiting students and faculty.

The college's mission is consistent with the mission of university as demonstrated in the table below.

### College of Business' Support to University's Mission

<b>Columbus State University Mission and Vision</b>	<b>College of Business Mission</b>
<b>Commitments</b>	<b>Achieved by:</b>
Educating students to think critically, work creatively, communicate effectively, and become technologically literate	-Providing a rigorous and practical curriculum responsive to the needs of our stakeholders.
Functioning as a visible, responsible, and responsive student-centered institution dedicated to academic excellence	-Providing individualized instruction -Selecting, supporting and developing highly qualified faculty dedicated to teaching excellence.
Fostering the cultural, ethnic, racial and gender diversity of students, faculty and staff	-Promoting linkages with our culturally diverse service area that continues to develop greater cultural and international awareness.
Promote areas with distinctive strengths for which reputations for excellence can be recognized.	-Demonstrating the interdependence of commerce and technology -Having a faculty engaged in instructional and applied scholarly activities that reinforce and enhance innovative teaching and learning. -Promoting linkages with our culturally diverse service area that continues to develop greater cultural and international awareness
Providing a supportive environment that encourages faculty and staff to continue their intellectual and professional development	-Having a faculty engaged in instructional and applied scholarly activities that reinforce and enhance innovative teaching and learning.
Serving regional needs of the region through collaboration with other educational institutions, area school systems, government agencies, and regional businesses and industries.	-Creating partnerships with community and business leaders and analysis of business issues that allows for the application of concepts taught to further our stakeholders' interests.

## **ATCOB PROGRAMS:**

**Undergraduate Programs** – The educational objectives of the undergraduate program are grounded in the college's mission. The college seeks to serve the educational needs of its students while providing support to the business community. The program includes a strong liberal arts component to which students add a foundation in the functional areas of business and an area of specialization. Through the Department of Financial Information Systems degrees in Accounting, Computer Information Systems, and Finance are offered. The Department of Business Administration offers degrees in General Business, Management, and Marketing. The program outcomes common to each of these degree programs are summarized below:

**BBA Outcomes:** All students receiving a BBA degree from the Abbott Turner College of Business should be prepared to demonstrate:

1. knowledge of the foundation areas of business (courses required in Areas F and G).
2. proficiency in critical thinking and decision-making skills.
3. proficiency in oral and written communication skills.
4. an awareness of ethical, global, and diversity issues in business.
5. ability to apply computer technology within the context of business.
6. knowledge in a major field of specialization.
7. knowledge of the operations function of business.

**GRADUATE PROGRAMS** – The Master of Business Administration (MBA) program is an interdisciplinary management degree that prepares individuals for administrative positions in business, industry, and government. The program accommodates students who have business and non-business undergraduate degrees. The curriculum provides students with a broad understanding of management and its role in a global society. The curriculum emphasizes economics, human behavior in organizations, accounting, communication skills, operations, marketing, finance, management information systems and indicates their impacts on managerial decision making. The program focuses on the practical application of these tools, techniques, and concepts. Teamwork, the international context of business, and the ethical dimensions of managerial decisions are stressed throughout the program

**PART 2:**  
**Assessment of Planning Activities**

An assessment of the college's activities for FY03 is presented in Table 1.

**Planning Initiatives**

Planning activities for FY04 are presented in Table 2.

**PART 3:**

Nearly all administrative activity of the college involved the AACSB self-evaluation process and preparation for the February 2004 accreditation visit. The faculty of the college have been actively engaged in this process as well. To date, seven new faculty appointments have been made in the college effective August 1, 2003. Two faculty searches (accounting and marketing) are still in progress. Curriculum audits have been conducted and a thorough analysis of the faculty's intellectual contributions has been prepared. All of these efforts are intended to demonstrate that the college meets the standards for AACSB accreditation. We are confident that the college meets the quality standards for management education established by AACSB and that it has the administrative processes in place to enable and ensure continuous improvement. We are, however, concerned that questions will be raised about the adequacy of our intellectual contributions and the appearance of institutional instability resulting from the recent turnover in our faculty and administration. Given these concerns, we would not be disappointed with a decision by the Peer Review Team to place the college on continuing review. This decision would result in a one-year deferral to allow the college to address any perceived weaknesses.

**Executive Summary Level 2 Plan  
Assessment of FY 2002-2003  
Strategic Plan for 2003-2004  
ABBOTT TURNER COLLEGE OF BUSINESS**

**FY 2002-03 Assessment:**

The College of Business successfully completed (significantly exceeded) its planning initiatives for AY 2002-2003 and made substantial progress towards national accreditation. Initiatives completed this year were:

1. The administration, faculty and staff of the college were completely immersed in the self evaluation process required for accreditation review by AACSB. Several drafts of the Self Evaluation Report (SER) were prepared. The final draft will be submitted on August 1, 2003.
2. The college prepared for and hosted Dr. Ronald Green, the advance member of the AACSB Peer Review Team. The Peer Review Team visit has been scheduled for February 1-4, 2004.
3. The college completed its move to the Center for Commerce and Technology.
4. The mission of the college was revised significantly following input from faculty, students, and university and community stakeholders.
5. Academically qualified faculty were hired in Accounting (2), Business Law (1), Computer Information Systems Management (1), Economics (1) Finance (2). The search for a third accounting faculty member is continuing to replace a tenured faculty who is not returning. An unexpected departure in marketing has produced the need for a new search to begin over the summer. Two of the new hires represent replacements for faculty who were not yet terminally qualified and had exceeded the contractual agreement on degree completion.
6. The faculty produced 62 intellectual contributions during 2002. This figure includes 19 refereed journal publications and 37 published proceedings.
7. The college implemented a broader assessment program to include a survey of graduate students, a survey of alumni, and a survey of graduating seniors.
8. The college continued its curriculum review and revision. The objectives of each degree program were modified to reflect the revisions to the mission. Major field exams were modified to directly reflect the new program objectives.
9. Fifteen faculty development grants were awarded by the VPAA to ATCOB faculty members.
10. Expanded the successful Students In Free Enterprise program which received a regional award for its community outreach projects.
11. The college successfully piloted a program to expand and standardize student internships.

In addition to the goals stated in our mission, the college will focus on the specific objectives described below.

**In AY 2003-2004 the College of Business plans to:**

1. Complete and submit the Self Evaluation Report.
2. Conduct a mock Peer Review Team visit Fall Semester 2003.
3. Host the Peer Review Team Visit, February 1-4, 2004.
4. Settle into the new Center for Commerce and Technology.
5. Complete faculty and staff instructional technology training.
6. Continue process of curriculum review and improvement. Particular attention will be given to modifying the finance degree program.
7. Complete ATCOB Faculty and Staff Handbook.
8. Complete ATCOB Student Handbook.
9. Explore options for on-line student evaluation of faculty.
10. Revive ATCOB newsletter with at least one edition published prior during Ay 2003-04.

**Table 1**  
**COLUMBUS STATE UNIVERSITYc:**  
**College of Business**  
**FY2002-03 Strategic Planning Assessment**

**COLLEGE/DIVISION:** College of Business

<b>GOAL*</b>		<b>PLANNING INITIATIVE</b>	<b>ASSESSMENT OF RESULTS</b>
<b>INSTITUTIONAL</b>	<b>UNIT</b>		
1,2,3,5,6	1	<p>Improve the quality and productivity of personnel:</p> <ul style="list-style-type: none"> <li>A. Hire terminally qualified faculty in Accounting</li> <li>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.</li> <li>C. Refine and strengthen the orientation and mentoring of new faculty.</li> <li>D. Continue to refine the faculty evaluation program.</li> </ul>	<ul style="list-style-type: none"> <li>A. Hired two academically qualified accountants and seeking to fill a third position in accounting due to an unexpected departure.</li> <li>B. Faculty were allocated nearly \$40,000 in faculty development funds to use for journal submissions, conference registrations and conference travel. This allocation represents more than 60% of the college's annual foundation budget.</li> <li>C. All new faculty were assigned faculty mentors. New faculty commented favorably on the combined orientation efforts of the college and the university.</li> <li>D. Faculty evaluation plan (1994) was revised.</li> </ul>
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"> <li>A. Undertake a comprehensive review of the programs of the college in terms of offerings and delivery.</li> <li>B. Using assessment results, review curriculum for needed adjustments, and increase the level of assessment activities.</li> </ul>	<ul style="list-style-type: none"> <li>A. The college continued to review and refine curriculum in each of the discipline areas.</li> <li>B. The college continued its 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.</li> <li>C. Conducted additional assessment of both undergraduate and graduate students. Results will be used in the curriculum review undertaken 2003 – 2004.</li> </ul>
1,2,3,6	3	<p>Improve the level of computer based instructional equipment in the college:</p> <ul style="list-style-type: none"> <li>A. Purchase new computers for the college's lab and computer classroom and faculty/staff.</li> </ul>	<ul style="list-style-type: none"> <li>A. New computers were obtained through ETAC funding.</li> <li>B. State-of-the-art instructional resources available in the Commerce and Technology Center.</li> </ul>

GOAL*		PLANNING INITIATIVE	ASSESSMENT OF RESULTS
INSTITUTIONAL	UNIT		
1,5,6,7,8	4	<p>Continue the development of collaborative efforts between the college and the community:</p> <p>A. Support and expand the size and scope of the SIFE Program.</p>	<p>A. The college's SIFE team was recognized as the second place winner in our region for the scale and scope of its community service projects.</p>
1,2,3,5,6	5	<p>Continue the Candidacy Program of AACSB:</p> <p>A. Complete a Self Evaluation Report</p>	<p>A. Multiple drafts of the self evaluation report have been completed. The final draft is due August 1, 2003.</p> <p>B. The Peer Review Team visit has been scheduled for February 1, 2004.</p>

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

**Table 2**  
**COLUMBUS STATE UNIVERSITY**  
**College of Business**  
**FY 2003-2004, Level 2 Plan**

GOAL*		PLANNING INITIATIVE	PLANNED IMPACT
INSTITUTIONAL	UNIT		
1,3,4,8	1	Complete AACSB Candidacy Process: A. Complete and submit self evaluation report August 2003 B. Stage Mock Peer Review Team Visit C. Host Peer Review Team visit. <i>COST Approx. \$25,000</i>	A. AACSB Accreditation
1,2,3,5,6	2	Improve the quality and productivity of personnel: A. Fill vacancies in Accounting and Marketing with academically qualified candidates. <i>COST: ACCT: \$85K; MKTG: \$70K Faculty positions already budgeted. Search costs \$1500.</i> A. Complete ATCOB Faculty/Staff Handbook. <i>COST: \$1800 Part-time pay for course release</i>	A. Will meet the standard of quality cited in our mission statement and simultaneously meet the standards of AACSB accredited institutions.
1,2,3,6	3	Continue the process of quality improvement through refinement of processes and curriculum development:  C. Revise finance degree program.  D. Using assessment results, review curriculum for needed adjustments, and increase the level of assessment activities. <i>COST: No identifiable cost</i>	A. Program will better meet the needs of our largest employer stakeholders. B. Will keep curriculum current, relevant and compatible to the employment needs of our region.
2,3,4	4	Increase intellectual contributions of the faculty. B. Modify funding arrangement for college faculty development funds. <i>COST: Faculty Development and Foundation Funding of Research Expenses</i>	A. Will develop faculty and improve quality of instruction.
1,3,8	5	Strengthen the services provided to our students:  B. Continuing to search for ways to strengthen and make more efficient advising. C. Complete Student Handbook  <i>COST: \$1500 printing costs</i>	A. Improve retention and student performance.

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