

**D. ABBOTT TURNER COLLEGE OF BUSINESS
COLUMBUS STATE UNIVERSITY
FY 2005 LEVEL 2 PLAN**

PART 1: CURRENT STATUS

DATCOB Mission:

The mission of the D. 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 D. 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

Columbus State University Mission and Vision	College of Business Mission
Commitments	Achieved by:
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.

D. ABBOTT TURNER COLLEGE OF BUSINESS
Statement of Goals FY 2005

Goal #1: Offer AACSB-accredited business programs recognized throughout our region for their quality and preparation of students for career success.

Goal #2: Maintain faculty/staff competence and currency in information technology and instructional resources appropriate to our mission.

Goal #3: Recruit, retain and develop academically qualified faculty committed to the pursuit of excellence in teaching.

Goal #4: Encourage and support applied research and instructional development.

Goal #5: Promote student success and retention by expanding student services and increasing interaction with students.

Goal #6: Increase communication with and service to regional employers, DATCOB alumni and other stakeholders.

Goal #7: Collaborate with external stakeholders to increase economic development and enhance the quality of life in the region.

Goal #8: Foster a collegial and supportive culture among administration, faculty and staff.

PART 2:
Assessment of Planning Activities

An assessment of the college's activities for FY04 is presented in Table 1.

Planning Initiatives

Planning activities for FY05 are presented in Table 2.

PART 3:
The college was awarded accreditation by AACSB International in April 2004. This is undoubtedly one of the most significant events in the college's history. Much administrative activity was devoted to completing the self evaluation report on August 1, 2003 and preparing for the AACSB Peer Review Team's visit February 1-4, 2004.

D. ABBOTT TURNER COLLEGE OF BUSINESS
Executive Summary Level 2 Plan
Assessment of Accomplishments FY 2003-2004

FY 2003-04 Assessment:

The College of Business successfully completed its planning initiatives for AY 2003-2004. Initiatives completed this year were:

Goal #1: Enhance program quality and maintain AACSB accreditation

- Awarded accreditation by AACSB in April 2004.
- Continued curriculum review and revision. The following new courses were approved: FINC 3165-Principles of Risk Management and Insurance; FINC 3156 – Introduction to International Finance, CISM 3145 – Multimedia Design and Development; MKTG 4145 – International Marketing.
- Collaborated with the Center for International Education to develop opportunities for international educational experiences for business students. One DATCOB faculty member will be traveling to Brazil in May 2004 to explore imbedding short-term (2-3 weeks) international educational opportunities in existing courses. Another faculty member will travel to Oxford in May 2004 to explore offering business courses at the Spencer House during summer term 2005.
- Appointed Dr. Tom Loughman to the position of Associate Dean on April 29, 2004 following an internal search.

Goal #2: Foster competence and currency in instructional resources and technology

- Provided instructional technology training to all faculty and staff following move to Center for Commerce and Technology in May 2003.

Goal #3: Enhance faculty quality and teaching excellence

- Recruited seven new faculty in August 2003: Accounting (2), Computer Information Systems Management (1), Economics (1) Finance (2) and Marketing (1). All held terminal degrees and had recent publications.
- Explored options for on-line student course evaluations. The program will be tested during summer 2004.
- Completed the DATCOB Faculty and Staff Guidebook. Student Handbook will be completed in FY 05.

Goal #4: Promote scholarly activity and faculty/staff development:

- Produced 75 intellectual contributions during 2003. This figure includes 14 refereed journal publications and 40 published proceedings.
- Received 21 faculty development grants totaling \$6,119 by the VPAA to DATCOB faculty members.

Goal #5: Promote student success and retention

- After a pilot test, a redesigned internship program was adopted.
- Collaborated with the Freshmen Year Experience (FYE) Committee and University Housing to create "Wall Street," a residential learning community to open in August 2004.
- Created a chapter of Beta Gamma Sigma (honor society for business schools accredited by AACSB).

Goal #6: Enhance Communication with alumni and other stakeholders

- Formed new Business Advisory Council. The group provided input on the college's activities and select members represented the group during the Peer Review Team visit.
- Formed new Student Advisory Council. The group had several meetings and provided input to a host of college issues.
- Revived the college's newsletter, *The Exchange*.

Goal#7: Promote Economic Development

- Drs. Ingram, Hogan and Dutta have reached an agreement with the Chamber of Commerce to provide assistance in grant writing. Initial projects include seeking funding for capital improvements and technology upgrades.
- Dean Hadley has agreed to serve on the Chamber's Economic Development Board.

Goal#8: Foster collegiality

- College social committee planned activities for faculty and staff interaction. These included a golf outing at Oxbow Meadows and a picnic at the Lindsey Mock Pavilion.
- Staff were treated to lunch where they were served by the faculty during Administrative Professionals' Week.

**D. Abbott Turner College of Business
Executive Summary Level 2 Plan
Planning Initiatives for FY 2004-2005**

Goal #1: Enhance program quality and maintain AACSB accreditation

- Continue process of curriculum review and improvement. Particular attention will be given to modifying Finance and CISM degree programs.
- Collaborate with Computer Science Department to explore developing a joint undergraduate degree in Information Technology (B.S.I.T.)
- Explore creation of business minors for non-business students.
- Develop plan to embed international education opportunities in business courses.
- Attend training sessions on new AACSB Accreditation Standards
- Research entrepreneurship curricula in other accredited business schools and assess staffing requirements to implement.

Goal #2: Foster competence and currency in instructional resources and technology

- Encourage faculty to increase on-line components of existing courses
- Provide WebCT training for all faculty and staff.
- Work with Enrollment Services to eliminate paper degree progress sheets.

Goal #3: Enhance faculty quality and teaching excellence

- Implement on-line student evaluations of faculty.
- Create course and instructor evaluation database.
- Reduce the number of standing college committees as recommended by AACSB Peer Review Team.
- Conduct national search to fill Rothschild chair.
- Explore alternative summer employment options for faculty.

Goal #4: Promote scholarly activity and faculty/staff development

- Re-examine scholarly activity expectations of faculty given new accreditation standards.
- Evaluate college's current policy on faculty travel funds allocation.
- Provide staff development opportunities.
- Offer SPSS training.

Goal #5: Promote student success and retention

- Relocate Student Services Center to expand and enhance the quality of service.
- Develop and implement system to monitor Area F performance for earlier detection of potential academic problems.
- Complete DATCOB Student Handbook.
- Provide advising workshops to faculty, staff and students.

Goal #6: Enhance communication with alumni and other stakeholders

- Revive college's Business Week in March 2005. Invite speakers from business community.
- Host Business Week luncheon.
- Seek additional input from Business Advisory Council.
- Provide regular updates to donors.

Goal #7: Promote economic development

- Negotiate with SBDC and University's central administration to bring SBDC back to the College.

Goal #8: Foster collegiality

- Provide frequent updates on college and university developments from Dean's office to faculty and staff.
- Continue faculty mentoring program and add staff mentoring program for new hires.
- Continue activities of college's Social Committee.

Table 1
COLUMBUS STATE UNIVERSITY
D. Abbott Turner College of Business
FY 2003-2004, Strategic Planning Assessment

GOAL*		PLANNING INITIATIVE	ASSESSMENT OF RESULTS
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.	A. AACSB Accreditation Conferred April 2004.
1,2,3,5,6	2	Improve the quality and productivity of personnel: A. Fill vacancies in Accounting and Marketing with academically qualified candidates. B. Complete ATCOB Faculty/Staff Handbook.	A. Offer made to academically qualified candidate (Venable) in Marketing. Campus interview scheduled with qualified candidate for tenure track position in Accounting (Tax). B. Faculty/Staff Guidebook Completed – December 2003.
1,2,3,6	3	Continue the process of quality improvement through refinement of processes and curriculum development: A. Revise finance degree program. B. Using assessment results, review curriculum for needed adjustments, and increase the level of assessment activities.	A. Two additional finance courses added: Risk Management and International Finance. B. Administered ETS and College's Major Specific Exams.
2,3,4	4	Increase intellectual contributions of the faculty. A. Modify funding arrangement for college faculty development funds.	A. Increased overall scholarly activity of the faculty. Dollars for Direct Submission Program generated additional direct journal submissions.

GOAL*		PLANNING INITIATIVE	ASSESSMENT OF RESULTS
INSTITUTIONAL	UNIT		
1,3,8	5	<p>Strengthen the services provided to our students:</p> <p>A. Continuing to search for ways to strengthen and make more efficient advising.</p> <p>B. Complete Student Handbook</p>	<p>A. Improve retention and student performance.</p> <p>B. Student Handbook to be completed by December 2003.</p>

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

Table 2
COLUMBUS STATE UNIVERSITYc:
D. Abbott Turner College of Business
FY2004-05, Level 2 Plan

COLLEGE/DIVISION: College of Business

GOAL*		PLANNING INITIATIVE	PLANNED IMPACT
INSTITUTIONAL	UNIT		
1,2,3,5,6	1	<ul style="list-style-type: none"> • Continue process of curriculum review and improvement. Particular attention will be given to modifying Finance and CISM degree programs. • Collaborate with Computer Science Department to explore the development of a joint undergraduate degree in Information Technology (B.S.I.T.). • Explore creation of business minors for non-business students. • Develop plan for imbedding international education opportunities in business courses. • Attend training sessions on new AACSB standards. • Research entrepreneurship curricula in other accredited business schools and assess staffing requirements. 	<p>Enhance course offerings.</p> <p>Develop course content more consistent with stakeholder expectations.</p>
1,2,3,6	2	<ul style="list-style-type: none"> • Encourage faculty to increase on-line component of existing courses. • Provide WebCT training to the faculty and staff. • Work with Enrollment Services to eliminate paper degree progress sheets. 	<p>Enhance communication with stakeholders.</p> <p>Develop faculty teaching.</p> <p>Increase efficiency of student record keeping.</p>
1,2,3,6	3	<ul style="list-style-type: none"> • Implement on-line student evaluations of faculty. • Create course and instructor evaluation database. • Conduct national search to fill Rothschild chair. • Explore alternative summer faculty employment options. 	<p>Streamline evaluation process.</p> <p>Develop more effective reporting of faculty performance.</p>

GOAL*		PLANNING INITIATIVE	PLANNED IMPACT
INSTITUTIONAL	UNIT		
1,5,6,7,8	4	<ul style="list-style-type: none"> • Re-examine scholarly activity expectations of faculty. • Explore alternative methods of allocating travel funds. • Provide staff development opportunities. • Offer SPSS training. 	<p>Increase faculty academic performance.</p> <p>Enhance staff effectiveness and efficiency.</p>
1,2,3,5,6	5	<ul style="list-style-type: none"> • Relocate Student Services Center to expand and enhance quality of service. • Develop and implement system to monitor Area F performance for earlier detection of potential academic problems. • Complete DATCOB Student Handbook. • Provide advising workshops for faculty, staff and students. 	<p>Improve retention and student success.</p> <p>Promote service to students.</p>
1,3,4	6	<ul style="list-style-type: none"> • Revive college's Business Week in March 2005. • Host Business Week luncheon. • Seek additional input from Business Advisory Council. • Provide regular updates to donors. 	<p>Further engage community stakeholders in the college.</p> <p>Apprise community stakeholders of college's plans and accomplishments.</p> <p>Demonstrate good stewardship.</p>
1,3,4,8	7	<ul style="list-style-type: none"> • Negotiate with SBDC and University's central administration to bring SBDC back to the College. 	<p>Develop relationships between college and business community.</p>
1,5	8	<ul style="list-style-type: none"> • Provide frequent updates on college developments from Dean's office to faculty and staff. • Continue faculty mentoring program and add staff mentoring program for new hires. • Continue activities of college's Social Committee. 	<p>Enhance faculty and staff morale.</p> <p>Strengthen working relationships among faculty and staff.</p>

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