

**D. ABBOTT TURNER COLLEGE OF BUSINESS
COLUMBUS STATE UNIVERSITY
FY 2007 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 with 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.

One of the College's initiatives for FY 06 was to perform a complete review of its mission and vision. This was done and the following revision was proposed. This draft has been approved by the faculty. We will now solicit the input of the Business Advisory Council and other university stakeholders.

Proposed Revision to Mission Statement

D. Abbott Turner College of Business

Our primary mission is to prepare business students for career success with regional employers.

As a teaching institution, we assist our undergraduate students in developing professional competence to assume entry and mid-level positions in commerce, industry and government. We also provide an evening MBA for students seeking career advancement.

The applied research of our faculty strengthens classroom instruction and assists the business community and the professional disciplines.

We provide service to the university through committee participation, to the community through civic and charitable activities, and involvement in professional organizations and programs.

Proposed Vision Statement

The D. Abbott Turner College of Business will become recognized in our region as a center of excellence for education in commerce and technology.

Proposed Values

Partnership Nurturing cooperative relationships among university, college, and business communities

Respect Fostering an atmosphere of tolerance and compassion

Integrity Applying the principles of honesty, accountability and reliability

Diversity Affirming the strength in our differences

Engagement Stimulating individual growth by encouraging continuous learning and a lifetime of business and civic responsibility

D. ABBOTT TURNER COLLEGE OF BUSINESS
Statement of Goals FY 2007

Goal #1: Enhance program quality and maintain AACSB accreditation.

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

Goal #3: Enhance faculty quality and teaching excellence

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

Goal #5: Promote student success and retention

Goal #6: Enhance communication with alumni and other stakeholders

Goal #7: Promote economic development

Goal #8: Foster collegiality

PART 2: Assessment of Planning Activities

**COLUMBUS STATE UNIVERSITY
D. Abbott Turner College of Business
FY 2006 LEVEL 2 PLAN ASSESSMENT**

Goal*		Planning Initiative	Assessment and Use of Results
Institutional	Unit		
1,3,4,8	1	Enhance program quality and maintain AACSB accreditation.	<ul style="list-style-type: none"> • DATCOB personnel attended AACSB annual meeting, maintenance of accreditation and assessment workshops. • Dean completed training to become an accreditation reviewer for AACSB. • College used capital campaign funds to host a faculty workshop conducted by Dr. Kathryn Martell, a noted AACSB expert on assessment. • New courses in Entrepreneurship and New Venture Formation (BUSA 4115), Small Business and Entrepreneurship (BUSA 2105), Small Business Management (MGMT 4186), • Completed the development of the General Business Minor for Non-Business Majors • Created minors in Economics and International Business. • Implemented new AREA F standards requiring a "C" or better in each course. • Collaboration with CPSC on joint degree program is ongoing.
1,2,3,5,6	2	Foster competence and currency in instructional resources and technology.	<ul style="list-style-type: none"> • Developed plans for the creation of a second computer classroom to increase technology-based instruction throughout the curriculum. Received grant from student technology fees for hardware, software, and implementation • Analyzed, designed and implemented an on-line data base solution for cataloguing AACSB reports, intellectual contributions, teaching evaluations and faculty service activities. • Added three new courses to be delivered 100% via Internet. A total of five 100% Internet courses are being offered Summer 2006. Three additional courses are being offered via 40-50% Internet delivery. • Expanded instructional technology by providing document cameras for all classrooms.

Goal*		Planning Initiative	Assessment and Use of Results
Institutional	Unit		
1,2,3,6	3	Enhance faculty quality and teaching excellence.	<ul style="list-style-type: none"> • Revised BBA learning outcomes. • Successfully negotiated the return of Dr. Johnny Ho to CSU as a tenured professor. Dr. Ho's return significantly enhances the college's intellectual contributions portfolio. • Recruited new faculty in Accounting (Mitra and Dunn) and Economics (Jaurequi). • Named Dr. Rhea Ingram to fill the Rothschild Chair in Business Administration and Leadership. • Provided funding for two faculty to attend the IBM seminar on the use of the AS400 in the CISM curriculum • Provided funding for four faculty to attend the AACSB teaching conference.
2,3,4	4	Promote scholarly activity and faculty/staff development:	<ul style="list-style-type: none"> • Produced 60 intellectual contributions during 2005. This figure includes 22 refereed journal publications. This is the highest number of refereed journal publications in the last five years. • Allocated funds for staff development. 50% of staff took advantage of training opportunities
1,3,8	5	Promote student success and retention	<ul style="list-style-type: none"> • Conducted survey and analysis of class scheduling preferences to enhance scheduling flexibility, reduce course conflicts and better meet student demand. • Completed DATCOB Student Handbook. • Provide advising workshops to faculty, staff and students. • Provide series of student advising workshops to explain new quantitative requirements.
1,3,4	6	Enhance Communication with alumni and other stakeholders	<ul style="list-style-type: none"> • Sent "Thank You" letters to donors from scholarship recipients. • Explored cost of CEO/Entrepreneurship Speaker Series as an outreach to alumni and business community. • The Dean was awarded the Thomas Y. Whitley Distinguished Alumnus Award by CSU's Alumni Association. •
1,3,4,8	7	Promote Economic Development	<ul style="list-style-type: none"> • Faculty, with the assistance of MBA students, completed a study of residential housing demand in the region for Colonial Bank. • Faculty prepared an economic impact analysis for Columbus Technical College. • Faculty provided economic impact analyses as a community service to the Columbus Convention and Visitors' Bureau • Faculty developed an economic impact analysis of the proposed "Whitewater Project."

Goal*		Planning Initiative	Assessment and Use of Results
Institutional	Unit		
1,5	8	Foster collegiality	<ul style="list-style-type: none"> • Hosted two international delegations of Rotarians at the request of President Brown. • Provided faculty and staff more frequent updates on college and university developments. • College social committee planned and hosted activities for faculty and staff interaction. • Provide frequent updates on college and university developments from Dean's office to faculty and staff. • Working relationships between faculty and staff enhanced with greater communication and increased interaction.

* Institutional Goals were established in the University Strategic Plan (2000-2005). Unit Goal addresses the Institutional Goal.

Planning Initiatives

**COLUMBUS STATE UNIVERSITY
D. Abbott Turner College of Business
FY 2007 LEVEL 2 PLAN**

Goal*		Planning Initiative	Cost for Category	Planned Impact (Outcome)
Institutional	Unit			
1	1	<ul style="list-style-type: none"> • Faculty representatives will attend AACSB Maintenance of Accreditation and Assessment Workshops. (\$6,000) • Complete the adoption of the revised mission and vision. • Develop written assessment plan for the undergraduate program and MBA. • Select Peer and Aspirant Business Schools for accreditation maintenance. • Develop a Maymester international education/travel opportunity for business students to Europe. • Revise COB Faculty/Staff Guidebook. • Prepare a case for support. 	\$6,000	Enhance program quality and maintain AACSB accreditation.
7	2	<ul style="list-style-type: none"> • Create new computer classroom to expand technology component throughout the curriculum. • Encourage faculty to increase on-line components of existing courses. • Develop additional 100% internet courses to offer summer term (2007). • Work with Enrollment Services to eliminate paper degree progress sheets • Provide iSeries (AS400) training for additional CISM faculty. (\$3,000) 	\$3,000	Foster competence and currency in instructional resources and technology.
1,3	3	<ul style="list-style-type: none"> • Develop proposals for course-embedded program assessment. • Test instructor evaluation database. • Seek additional funding for search to fill Crowley chair in Entrepreneurship. (\$10,000 to current state salary) • Conduct national search faculty member with international business/management expertise. (\$10,000 to current state salary) • Conduct national search faculty member with risk management / insurance. (\$10-15,000 to current state salary) 	\$30- \$35,000	Enhance faculty quality and teaching excellence.

1,3	4	<ul style="list-style-type: none"> • Implement new faculty development guidelines to promote greater research productivity. (\$5,000) • Re-examine scholarly activity expectations of faculty given new accreditation standards. • Continue to provide funding for staff development. (\$5,000) 	\$10,000	Promote scholarly activity and faculty/staff development:
2,5	5	<ul style="list-style-type: none"> • Revise DATCOB Student Handbook to reflect major changes to curriculum. • Provide advising workshops to faculty, staff and students. (\$5,000) • Fill vacancy in Student Services Center created by retirement (Daniel). (\$30,000) 	\$35,000	Promote student success and retention
6,11	6	<ul style="list-style-type: none"> • Develop a COB marketing plan. (\$10,000) • Develop special initiative to reach and gain input from alumni five years out for program assessment. (Cost unknown) • Require "Thank You" letters to donors from all scholarship recipients. • Provide regular updates to donors. • Explore cost of CEO Entrepreneur Speaker Series as an outreach to alumni to be funded by Crowley Endowment. 	\$10,000	Enhance Communication with alumni and other stakeholders
11	7	<ul style="list-style-type: none"> • Request funding to finance the return of the College's Center for Regional Economic Development and Information Technology (CREDIT). (\$150,000) • Provide faculty resources for regional economic development initiatives. (\$20,000) • Dean will continue to serve as an invited member of the Chamber of Commerce Board of Directors. 	\$170,000	Promote Economic Development
2,3, 10	8	<ul style="list-style-type: none"> • Provide frequent updates on college and university developments from Dean's office to faculty and staff. • Continue faculty and staff mentoring program. • Continue activities of college's Social Committee. 		Foster collegiality

* Institutional Goals were established in the University Strategic Plan (2006-2011). Unit Goal addresses the Institutional Goal.

PART 3: Executive summary of assessment (AY '06) and planning (AY '07).

**D. ABBOTT TURNER COLLEGE OF BUSINESS
Executive Summary Level 2 Plan
Assessment of Accomplishments FY 2005-2006**

FY 2005-06 Assessment:

The College of Business successfully completed its planning initiatives for AY 2005-2006. Initiatives completed this year were:

Goal #1: Enhance program quality and maintain AACSB accreditation

- DATCOB personnel attended AACSB annual meeting, maintenance of accreditation and assessment workshops.
- Dean completed training to become an accreditation reviewer for AACSB.
- College used capital campaign funds to host a faculty workshop conducted by Dr. Kathryn Martell, a noted AACSB expert on assessment. Added assessment component to annual faculty evaluation. Recruited Dr. Tom Loughman to become the Director of Assessment.
- Faculty added new courses in Entrepreneurship and New Venture Formation (BUSA 4115), Small Business and Entrepreneurship (BUSA 2105), Small Business Management (MGMT 4186),
- Enhanced marketing curriculum with the addition of Global E-Commerce (CISM/MKTG 3118) and Business to Business Marketing (MKTG 3126),
- Completed the development of the General Business Minor for Non-Business Majors (to be called "Foundations in Business." Principles of Management for non-Business Majors (MGMT 3109), Principles of Marketing for Non-Business Majors (MKTG 3109).
- Created International Business Minor for Business majors. (Awaiting approval from USG)
- Created a minor in Economics for business and non-business students. (Awaiting approval from USG)
- Expanded international education opportunities with a Maymester trip to Brazil involving twenty students and three faculty members. Group studied the operations of American companies doing business in Brazil.
- Offered course-imbedded international education opportunity by offering a spring-break trip to London to students enrolled in economics.
- Engaged in ongoing examination of possible niche programs.
- Faculty conducted a review of the College's organizational structure. As a result, the Department of Business Administration has been renamed the Department of Management and Marketing. The Department of Financial and Information Systems has been renamed the Department of Accounting and Finance.
- Revised BBA Learning Outcomes.
- Implemented the change in Area F requiring a "C" or better in courses for all students.
- Selected two new department chairs (Thomson and Langston) to fill vacancies created by the retirements of Drs. Embry and Fleck.
- Selected new Associate Dean (Daniels).

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

- Analyzed, designed and implemented an on-line data base solution for cataloguing AACSB reports, intellectual contributions, teaching evaluations and faculty service activities.
- Added three new courses to be delivered 100% via Internet. A total of five 100% Internet courses are being offered Summer 2006. Three additional courses are being offered via 40-50% Internet delivery.
- Expanded instructional technology by providing document cameras for all classrooms.
- Revised College's website to improve communication.
- College successfully competed for the extension of a grant from Microsoft Developer Network Academic Alliance. The grant will provide all business students and faculty with personal copies of Microsoft Development software.
- Expanded use of the IBM iSeries (AS400) in the CISM curriculum. In support of this effort, we provided funding for two faculty to attend the IBM seminar on the use of the AS400 in the CISM curriculum.
- Developed plans for the creation of a second computer classroom to increase technology-based instruction throughout the curriculum. Received grant from student technology fees for hardware, software, and implementation.
- Instructional technology training provided to DATCOB faculty and staff by DATCOB's Director of Technology and the University's Department of Instructional Technology which included WebCT/Vista training for synchronous/asynchronous classroom support.

Goal #3: Enhance faculty quality and teaching excellence

- Revised BBA learning outcomes.
- Successfully negotiated the return of Dr. Johnny Ho to CSU as a tenured professor. Dr. Ho's return significantly enhances the college's intellectual contributions portfolio.
- Recruited new faculty in Accounting (Mitra and Dunn) and Economics (Jaurequi). Made temporary hires in CISM (Pitts and Kim).
- Named Dr. Rhea Ingram to fill the Rothschild Chair in Business Administration and Leadership.
- Searched to fill the Crowley Chair in entrepreneurship. Salary not sufficiently competitive to lure the caliber of faculty member sought to fill the position.
- Four faculty members will attend an AACSB workshop on improving classroom instruction with capital campaign funds targeted for faculty development.

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

- Produced 60 intellectual contributions during 2005. This figure includes 22 refereed journal publications. This is the highest number of refereed journal publications in the last five years.
- Revised the definitions of "academically qualified," "professionally qualified", "participating" and supporting" faculty to meet changes in AACSB Standards.
- DATCOB faculty received 15 faculty development grants totaling approximately \$4,090 from Academic Affairs.
- Faculty Resource and Development Committee recommended equal allocation of the college's faculty development funds to support faculty research.
- Filled Academic Support Specialist vacancy with Ms. Brynn Dillon.
- Allocated funds for staff development. 50% of staff took advantage of training opportunities offered by the Business Resource Center of the Pastoral Institute.

- Provided funds for one faculty member to develop the International Program for Europe.

Goal #5: Promote student success and retention

- Conducted survey and analysis of class scheduling preferences to enhance scheduling flexibility, reduce course conflicts and better meet student demand.
- Modified summer course offerings, adding two AREA F courses online, to be more appealing and accommodating to students.
- Modified upper division prerequisites to enforce new performance standards.
- Completed and distributed COB Student Handbooks.
- Completed second year of co-sponsorship of “Wall Street,” a Freshmen Year Experience (FYE) learning community, with CSU Residence Life and Synovus.
- Conducted “tapping” ceremony and induction for new members of Beta Gamma Sigma (Honor Society for AACSB accredited programs).

Goal #6: Enhance Communication with alumni and other stakeholders

- Sent “Thank You” letters to donors from scholarship recipients.
- Explored cost of CEO/Entrepreneurship Speaker Series as an outreach to alumni and business community.
- The Dean was awarded the Thomas Y. Whitley Distinguished Alumnus Award by CSU’s Alumni Association.
- The Dean made invited presentation on leadership for management employees of TSYS.
- The Dean served as keynote speaker for the city’s celebration of Women’s History month.
- The Dean serves as Chair of the Finance Command Strategic Planning Committee of the Pastoral Institute.

Goal#7: Promote Economic Development

- Faculty, with the assistance of MBA students, completed a study of residential housing demand in the region for Colonial Bank.
- Faculty prepared an economic impact analysis for Columbus Technical College.
- Faculty provided economic impact analyses as a community service to the Columbus Convention and Visitors’ Bureau
- The Dean served as an invited member of the Board of the Chamber of Commerce and its Economic Development Committee.
- The Dean served on the Advisory Board of CSU’s Cunningham Center.

Goal#8: Foster collegiality

- Hosted two international delegations of Rotarians at the request of President Brown.
- Provided faculty and staff more frequent updates on college and university developments.
- College social committee planned activities for faculty and staff interaction.

**D. Abbott Turner College of Business
Executive Summary Level 2 Plan
Planning Initiatives for FY 2006-2007**

Goal #1: Enhance program quality and maintain AACSB accreditation

- Faculty representatives will attend AACSB Maintenance of Accreditation and Assessment Workshops.
- Complete the adoption of the College's revised mission, vision and values.
- Develop written assessment plan for the undergraduate program.
- Develop written assessment plan for the MBA.
- Select Peer and Aspirant business schools for accreditation maintenance.
- Continue process of curriculum review and improvement. Particular attention will be given to strengthening Finance, CISM and MBA degree programs
- Continue to pursue collaboration with CPSC to develop a joint degree program in Information Technology.
- Implement new general business minor for non-business students.
- Develop a European Maymester travel opportunity for business students for May 2007.
- Develop policy on granting upper-division transfer credit for business courses completed at web-based institutions.
- Revise COB Faculty/Staff Guidebook.
- Prepare a "Case for Support" for use in fundraising.

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

- Create new computer classroom to expand technology component throughout the curriculum.
- Encourage faculty to increase on-line components of existing courses.
- Develop additional 100% internet courses to offer summer term (2007) to meet student demand.
- Continue collaboration with Enrollment Services to gradually eliminate paper degree progress sheets.
- Provide IBM iSeries (AS400) training for additional CISM faculty.
- Provide funding for additional faculty to attending the AACSB Teaching Conference.

Goal #3: Enhance faculty quality and teaching excellence

- Seek additional funding for search to fill Crowley chair in Entrepreneurship.
- Conduct national search for a faculty member with international business/management expertise.
- Seek funding to hire finance faculty member with risk management and insurance expertise.
- Develop proposals for course-embedded program assessment.

- Test instructor evaluation database.

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

- Implement new faculty development guidelines to promote greater research productivity.
- Re-examine scholarly activity expectations of faculty given new accreditation standards.
- Continue to provide funding for staff development.

Goal #5: Promote student success and retention

- Revise DATCOB Student Handbook to reflect major changes made to the curriculum.
- Provide advising workshops to faculty, staff and students.
- Fill vacancy in Student Services Center created by retirement (Daniel).

Goal #6: Enhance communication with alumni and other stakeholders

- Develop a COB marketing plan.
- Develop special initiative to reach and gain input from alumni five years out for program assessment.
- Require “Thank You” letters to donors from all scholarship recipients.
- Provide regular updates to donors.
- Explore cost of CEO/Entrepreneur Speaker Series as an outreach to alumni.

Goal #7: Promote economic development

- Request funding to finance the return of the College’s Center for Regional Economic Development and Information Technology (CREDIT).
- Provide faculty resources for regional economic development initiatives.
- Dean will continue to serve as an invited member of the Chamber of Commerce Board of Directors.

Goal #8: Foster collegiality

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