

**D. ABBOTT TURNER COLLEGE OF BUSINESS
COLUMBUS STATE UNIVERSITY
FY 2008 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 07 was the development of a marketing plan and to revise the mission and vision statements. 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 build intellectual capital through learning communities that promote management education, individual growth, career success and economic development.

Proposed Vision Statement

The 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.

Proposed Values

Integrity, Innovation, Respect, Diversity, Responsibility, Collaboration

D. ABBOTT TURNER COLLEGE OF BUSINESS **Statement of Goals**

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

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

Goal*		Planning Initiative	Assessment and Use of Result
Institutional	Unit		
1,2,3,4	1,7	Prepare for AACSB maintenance of accreditation visit in winter 2009.	<ul style="list-style-type: none"> • Faculty representatives attended AACSB Maintenance of Accreditation, Assessment Workshops, Annual Meetings & Faculty Conference on Teaching and Learning. The results of these activities were to increase the number of faculty/administrators versed in the accreditation standards and processes of AACSB. • Faculty adopted a revised mission and vision statement. To be reviewed by other stakeholders in Fall 2007. • Developed a written assessment plan for the undergraduate program and MBA; First round of assessment results expected in Fall 2007.
1,2,3	1,3,5,7	Enhance faculty quality and promote teaching excellence.	<ul style="list-style-type: none"> • Modified annual faculty evaluation process to require faculty to report results and planned use of course embedded assessment outcomes. This process will allow the creation of an annual assessment inventory for the college. The first report is due in the Fall of 2007.
1,3	1,3,4	Increase faculty research productivity.	<ul style="list-style-type: none"> • There were thirty-six referred journal publications and 39 "other intellectual contributions" reported by the faculty for FY2007. This represents a 63.6% increase in journal publications and an overall 25% increase in research productivity over last year's levels.
1,2,5	1,5	Promote student success and retention	<ul style="list-style-type: none"> • Developed and administered an assessment instrument to determine preparedness for final quantitative coursework; Results lower than expected; Faculty reviewing options to address weakness. • Developed course-embedded assessment programs in Accounting and Economics Principles. Results under review for curriculum development purposes. • Initiated procedure requiring faculty to report advisee contact to Student Services Center to allow monitoring and follow-up of students failing to meet with advisors. Implementation should allow analysis of impact on retention.

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

Table 2
COLUMBUS STATE UNIVERSITY
D. Abbott Turner College of Business
FY 2008 LEVEL 2 PLAN

Goal*		Planning Initiative	Cost for Category	Planned Impact (Outcome)
Institutional	Unit			
1,2	1,2,3,5,7	Target improvement of student learning outcomes in both lower and upper division core curriculum areas.		<ul style="list-style-type: none"> a. Implement pre- and post- testing in ACCT 2101 and 2102 and establish at least an average of 100% improvement between the pre- and post- test results. b. Develop and administer pre- and post- tests for ECON 2105 and 2106 and establish an average of at least 100% improvement between the pre- and post- test results. c. Exceed national averages on the nationally-normed ETS Exam.
1,2	1,2,3,5,7	Continue implementation and assessment of program enhancements designed to improve students' quantitative skills.		<ul style="list-style-type: none"> a. Revise degree flow plans to encourage optimal sequencing of quantitative courses. b. Implement pre- and post- testing in BUSA 3115 and establish an average of at least a 100% improvement between the pre- and post-test results.
1,2,4,11	1,2,5,6,7	Enhance overall program quality by assuring stakeholder satisfaction.	\$6,000	<ul style="list-style-type: none"> a. Administer EBI satisfaction surveys for undergraduate, MBA, and alumni. b. Analyze survey results and develop a plan to improve or maintain satisfaction at the 4.0 (out of 5.0) level.
1,3	1,2,3,4	Promote faculty scholarship and improve the overall faculty quality by actively monitoring the college's Intellectual Contributions inventory to ensure appropriateness for our mission.		<ul style="list-style-type: none"> a. Develop definitive guidelines for organizing and categorizing faculty scholarship. b. Set targets for the composition of faculty intellectual contributions (Basic, Applied, and Pedagogical, Economic development). C. Use results to direct faculty research areas and outlets.
1,2	1,5,7	Improve student retention by 5%.		<ul style="list-style-type: none"> a. Assess success of students entering upper division business courses with GPA's below 2.5. b. Use results to determine the need for entrance requirements to upper division course work. c. Perform a study of grade distributions for courses by faculty and discipline to determine if variances are creating barriers to student success.

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

Planning Initiatives for FY 2007-2008

In support of the college's goals the college has established the following planning initiatives for AY2007-08:

1. Target improvement of student learning outcomes in both lower and upper division core curriculum areas. This will be accomplished by:
 - a. Implementing pre- and post- testing in ACCT 2101 and 2102 and establish at least an average of 100% improvement between the pre- and post- test results.
 - b. Developing and administering pre- and post- tests for ECON 2105 and 2106 and establish at least an average of 100% improvement between the pre- and post- test results.
 - c. Exceeding national averages on the nationally-normed ETS Exam.
2. Continue implementation and assessment of program enhancements designed to improve students' quantitative skills. This will be accomplished by:
 - a. Revising degree flow plans to encourage optimal sequencing of quantitative courses.
 - b. Implementing pre- and post- testing in BUSA 3115 and establish at least an average of 100% improvement between the pre- and post- test results.
3. Enhance overall program quality by assuring stakeholder satisfaction. This will be accomplished by:
 - a. Administering EBI satisfaction surveys for undergraduate, MBA, and alumni.
 - b. Analyzing survey results and develop a plan to improve or maintain satisfaction at the 4.0 (out of 5.0) level.
4. Promote faculty scholarship and improve the overall faculty quality by actively monitoring the college's Intellectual Contributions inventory to ensure appropriateness for our mission. This will be accomplished by:
 - a. Developing definitive guidelines for organizing and categorizing faculty scholarship.
 - b. Setting targets for the composition of faculty intellectual contributions (Basic, Applied, and Pedagogical, Economic development).
 - c. Using results to direct faculty research areas and outlets.
5. Improve student retention by 5%. This will be accomplished by:
 - a. Assessing success of students entering upper division business courses with GPA's below 2.5.
 - b. Using results to determine the need for entrance requirements to upper division course work.
 - c. Perform a study of grade distributions for courses by faculty and discipline to determine if variances are creating barriers to student success.

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

FY 2006-07 Assessment:

The College of Business successfully completed a majority of its planning initiatives for AY 2006-2007. Initiatives completed this year were:

Goal #1: Prepare for AACSB maintenance of accreditation visit in winter 2009.

- Faculty representatives attended AACSB Maintenance of Accreditation, Assessment Workshops, Annual Meetings & Faculty Conference on Teaching and Learning. The results of these activities were to increase the number of faculty/administrators versed in the accreditation standards and processes of AACSB.
- Faculty adopted a revised mission and vision statement. To be reviewed by other stakeholders in Fall 2007.
- Developed a written assessment plan for the undergraduate program and MBA; First round of assessment results expected in Fall 2007.

Goal #2: Enhance faculty quality and promote teaching excellence.

- Modified annual faculty evaluation process to require faculty to report results and planned use of course embedded assessment outcomes. This process will allow the creation of an annual assessment inventory for the college. The first report is due in the Fall of 2007.

Goal #3: Increase faculty research productivity.

- There were thirty-six referred journal publications and 39 "other intellectual contributions" reported by the faculty for FY2007. This represents a 63.6% increase in journal publications and an overall 25% increase in research productivity over last year's levels.

Goal #4: Promote student success and retention.

- Developed and administered an assessment instrument to determine preparedness for final quantitative coursework; Results lower than expected; Faculty reviewing options to address weakness.
- Developed course-embedded assessment programs in Accounting and Economics Principles. Results under review for curriculum development purposes.
- Initiated procedure requiring faculty to report advisee contact to Student Services Center to allow monitoring and follow-up of students failing to meet with advisors. Implementation should allow analysis of impact on retention.