

## College of Business

**Significant Areas of Success:**

- ☞ In AY 07/08, COB student credit hour production continued to grow, topping the previous year's ten year high mark by 5%, with growth in all sectors: on-campus, off-campus, and on-line
- ☞ COB enrollment reflected annual increases of 7.2% in the Fall, and 6% in the Spring, with increases both on- and off-campus in both semesters.
- ☞ Expanded learning options – 49 of 98 COB Summer '07 sections were delivered fully on-line
- ☞ For F'07, the number of fully on-line sections increased by 60%, to 26 (562 students), representing 8.5% of all COB sections offered. There are 28 sections this Spring.
- ☞ Average COB on-campus section size continues to increase; to 28.3 for Spring '08, and 27.2 for the full AY 07/08. This represents Full-time Equivalent Faculty savings of 17, and 13, respectively, when compared to the level of five years ago.
- ☞ Increasing for the fourth consecutive year, faculty productivity ('06/07 SCH/FTEF) increased by 3.6% over prior year; COB productivity is currently 36% higher than that for the rest of the university
- ☞ Hospitality program enrollment continues to grow; up 127% in the last five years (to 161)
- ☞ Enrollment in both graduate programs (MBA and MS-ISM) grew; up 58% over prior year (to 147)
- ☞ As a result of an agreement between FSU, NMC and the Great Lakes Maritime Academy, students enrolling in the Maritime program are now concurrently admitted to the COB
- ☞ Summer computer camp attendance continues to grow, including the camp for disadvantaged minority students
- ☞ The PGM program was reaccredited by the PGA of America
- ☞ Faculty credentialing continues to improve: 57% of permanent faculty possess in-field doctorates, contrasted with only 36% six years ago.
- ☞ Significant strides by departmental faculty (e.g., Marketing) were made toward aligning curriculum with market/industry needs, and reinvigorating program offerings as a consequence
- ☞ Major progress toward articulation and measurement of program-level learning outcomes
- ☞ Development/approval of new distinctive offerings was achieved (e.g., Data Mining certificate; Information Security & Intelligence B.S.; Integrated Marketing Techniques minor; Special Events certificate/minor)
- ☞ Graphic Design's 'Design Application Center' enabled experiential learning through student creation and implementation of design strategies for 'real world' clients (e.g., Fifth Third Bank Run; Herman Miller)
- ☞ CIS students competing at the AITP National Collegiate Conference scored 1<sup>st</sup> (with the highest score in the nation in the past 5 years), 2<sup>nd</sup>, and 4<sup>th</sup>, against national competition
- ☞ Student teams in the Business capstone course continue to place in 'the top ten' on a number of measures when competing with teams from across the country in the 8 week business simulation
- ☞ A faculty-staffed Research Consulting Center was established to support faculty, students, and the community.
- ☞ New construction enabled all COB faculty to have individual offices for the first time in decades
- ☞ Alumni funds enabled development of a renovated networking lab to serve as a more effective learning environment for eight CIS courses

**Challenges to Continuing Success:**

- ☞ Approved funded staffing to ensure coverage of sections with appropriately-credentialed faculty
- ☞ Infrastructure to capture and disseminate data relevant to CQI-defined performance metrics

**College of Business**

- ☞ Ensure integrity of off-campus and on-line learning environments (e.g., student advising and support; linkage of on- and off-campus faculty in relation to offerings; assessment of learning outcomes)
- ☞ Curricular and program revisions required to respond to changing workplace/societal needs/expectations
- ☞ Supporting infrastructure, including staffing, to effectively incorporate internships as an integral part of the learning experience
- ☞ Unsuitable physical environment in WCO (Hospitality classrooms)
- ☞ Discretionary funds to support varied learning experiences (e.g., exposure to global environment; use of technology to support decision-making; experiential learning; external speakers)
- ☞ Marketing to promote COB programmatic opportunities in a highly competitive market
- ☞ Off-campus represents an increasing portion of the enrollment mix, growing from 13% two years ago, to 21% today, imposing new administrative and curricular challenges to ensure integrity.

***Ongoing or Proposed Significant Activities:***

- ☞ Achieve disciplinary accreditation (ACBSP) as a result of 3/08 accreditation site visit
- ☞ Promote and expand CQI efforts, involving all COB faculty/staff, in order to more effectively serve all of our stakeholders
- ☞ Enhance implementation of program-level outcomes & measures, including curricular mapping and course-level outcomes & measures.
- ☞ Ensure effectiveness of processes to utilize outcomes assessment as basis for improvement of student learning, including assurance of course quality across all locations and mediums
- ☞ Enhance effectiveness of Business core curriculum as a valuable, integrative learning experience
- ☞ Ensure all program-level advisory boards are actively involved in program enhancement
- ☞ Develop programmatic promotional strategies and implement them
- ☞ Improve student advising, on- and off-campus
- ☞ Develop/enhance distinctiveness of offerings to ensure competitive viability; ergo, enrollment
- ☞ Develop new, distinctive programming (e.g., interdisciplinary offerings incorporating fraud examination; industry-specific marketing programs in areas such as healthcare and financial services; and collaborative offerings with other colleges, such as Allied Health and Technology)
- ☞ Ensure consistency/integrity of learning regardless of location or medium.
- ☞ Ensure sufficient credentialed, capable faculty to support growing enrollment and changing learning expectations
- ☞ Develop new resource sources to support provision of a vital, viable learning environment
- ☞ On-going use of summer camps (e.g., golf, tennis, computer) to generate funds and recruit
- ☞ Develop/strengthen partnerships with historical feeders.
- ☞ Expand integration of internships into programmatic requirements across all COB programs
- ☞ Develop and grow 'off-campus' offerings through enhanced partnerships, additional on-line offerings; etc.
- ☞ Working with colleagues in other colleges, develop minors, certificates and service courses specifically oriented to the provision of business foundation knowledge for students pursuing majors outside the COB.
- ☞ Encourage/facilitate faculty professional development, both pedagogical and disciplinary.
- ☞ Fill vacant Associate Dean position which is critical for facilitation of curricular and faculty development in support of learner-centered environment.
- ☞ Develop active and productive linkages with workplace, alumni and 'friends' who have the capacity and the potential interest to provide support for COB programs and students.
- ☞ Review and improve utilization of COB facilities to enhance efficacy of learning environment