

2007-2008 Unit Action Plan
Division of Academic Affairs

College of Business

Significant Areas of Success:

Pillar I: Learning-Centered University

- Significant progress in college-wide effort to articulate program-level outcomes and develop measures of accomplishment as the basis for improvement of student learning
- Student Credit Hours in the COB increased for the 3rd consecutive year.
- This year the COB accounted for 34% of the FSU Masters degrees; 28% of Bachelors degrees.
- 451 '05/06 COB Bachelors degrees represents a 14% annual increase; a 5-year increase of 41%.
- Music Industry Management (158) enrollment up 40% over last three years
- Enrollment in Hospitality programs (142) up 63% over last three years.
- Participating in the 8-week management simulation component of the COB capstone course, the performance of 3 FSU student teams ranked them in the top-ten among 1,200 teams from 450 universities from across the nation
- USPTA named PTM Director Tom Daglis "Top Tennis Teaching Professional of the Year"
- The COB provided its faculty, graduate students, and those in its undergraduate capstone courses, with subscriptions to BusinessWeek plus research access to BW archives
- Marketing and Management departments are working to consolidate and streamline majors to provide greater curricular flexibility for students while assuring integrity of learning process

Pillar II: Work Together

- COB section management increased average section enrollment to 26.6 for '06/'07 -- the 4th consecutive annual increase. The effective savings this year, vs. '02/03, was 15+ FTEF.
- COB credit hour production/FTEF increased for 3rd consecutive year; now 122% of university.
- Collaborative curricular development across programs and colleges:
 - MBA concentration in "Design & Innovation Management" developed with KCAD.
 - PTM and Hospitality Management worked to enhance value of Resort Management concentration.
 - ISM faculty worked with the Marketing Department, COT, Arts & Sciences, and FSU/GR to develop an Information Security & Intelligence degree program.
 - Reengineered Research Methods & Applications minor developed to support students from a broad cross-section of majors

- 120+ students enrolled in new Club Management Minor or Certificate developed by Hospitality to support the SEHM programs
 - Marketing and Communications (A&S) developed linked minor/concentrations
- MIM, and its RSO, MIMA, partner with numerous University and Community entities to provide entertainment and gain valuable experience doing so.
- Partnering with the LTBB of the Odawa Indians, the COB currently offers five four-course certificates on-site to tribal members. This year, 62 certificates were awarded.
- Six faculty/staff task groups have focused on assessment & improvement of college processes and resources in relation to achievement of our educational mission

Pillar III: Create an Engaged Campus

- COB sponsored regional DECA competition on-campus for 450 high school students and 100 judges from education and the workplace.
- Second annual Celebration-Fest held, bringing together COB faculty, staff and students
- CIS program hosted a computer 'summer camp' for ten underserved, economically-disadvantaged students, deemed by one teacher as 'life-changing' for these students
- First COB Graduation Open House held following commencement to celebrate the achievement of our students and the support of their families.
- Accounting students provided income tax preparation for Big Rapids low-income families
- SEHM Department hosted reception for all new Ferris faculty
- Statistics faculty organized monthly colloquia open to faculty & students university-wide

Ongoing or Proposed Significant Activities:

- Promote and expand CQI efforts involving all COB faculty/staff in order to more effectively serve all of our stakeholders.
- Achieve ACBSP accreditation in 2008 – self-study and site visit will occur during AY 07/08
- Identify, enhance & promote distinctiveness and value of programs to appropriate constituencies
- Enhance implementation of program-level outcomes & measures; extend to course-level.
- 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
- Review/improve efficacy of program advisory boards, including processes to incorporate their input into enhancement of COB programs and pedagogical approaches.
- Ensure we have sufficient academically/professionally qualified instructors to cover course offerings with programmatic integrity, on- and off-campus, and on-line.
- Expand integration of internships into programmatic requirements across all COB programs

- Develop and grow 'extended learning' offerings: develop/enhance partnerships; expand on-line offerings; ensure consistency/integrity of learning regardless of location or medium.
- 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.
- Expand development of 'on-line' offerings. Enhance capacity of faculty to conduct on-line courses in a manner that promotes excellence of learning.
- Establish COB Student Advisory Board and formalize process for student feedback/input regarding their learning experiences
- Encourage/facilitate faculty professional development, both pedagogical and disciplinary. Expand COB newsletter recognizing faculty professional development efforts.
- Fill vacant Associate Dean position which is critical for facilitation of curricular and faculty development in support of learner-centered environment.
- Develop processes & tools that will support and improve student advising
- 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.
- Build upon activities such as Celebration-Fest to facilitate faculty-staff-student interaction
- Expand Statistical Resource Center capacity to support faculty/staff development related to research efforts and challenges associated with outcomes assessment
- Complete implementation of Sedona system to support tracking/recognition of faculty activities
- Review and improve utilization of COB facilities to enhance efficacy of learning environment