CBA 2009-10 Priorities – one (1) year and five (5) year

a. Increase the Quality of the Undergraduate Business Program

*Improve BSBA Overall Student Satisfaction to 5.0 (EBI rating out of 7) in 2010 from 4.88 (1)*

*Continue to improve coordination of all required BSBA courses; especially ACC/BIS 255 and the Integrated Core. (1)*

*Significantly increase the number of Sales majors and minors to 350 and minors to 350 such that both the major and minor are among the top three enrollments in the college (5)*

*Have the highest ranking of our EBI Select 6 Peer Institutions by increasing the undergraduate satisfaction rating to 5.5 (out of 7). (5)*

*Other than the Integrated Core courses, offer at least one on-line section of each BSBA required course each academic semester (5) – If we can contract to complete at least two courses each year for 5 years, this is a very reachable goal.*

*Increase Junior and Senior Student Learning Outcome Assessment Exam average score to 75% for all students (currently at 68%). (5)*

b. Have the Premier Undergraduate Entrepreneurship Program in Michigan

*Complete the development of the on-line versions of five (5) ENT courses (1)*

*Expand the impact and prestige of the Business Plan Competitions by improving the quality of the Business Plans to attract external venture capital or angel investors (5)*

*Secure donor funding for an endowed faculty chair in Entrepreneurship (5)*

c. To expand CBA’s role as a global and diverse college serving student, faculty and business needs

*Hire at least two additional female regular faculty members during the 09-10 academic year. (1)*

*Double the number of regular minority and female faculty from 2008-09. (5)*

*Increase the number of partnerships to at least five (5) to significantly grow the number of international undergraduate business students completing the BSBA degree to 50 or more each year or 10% of all business graduates. (5)*

d. To advance more effective teaching and learning practices

*Have each of the six academic departments revise bylaws focusing on raising both the standards for research quality and service expectations for personnel decisions. (1)*
Each of the six academic departments have raised scholarly research criteria to a standard comparable to the college’s aspirant AACSB institutions (5)

Each major in the college will produce authentic student learning outcome data and have “closed the loop” and taken action to improve the major in preparation for the next HLC visit. (5)

e. Improve the Quality of CBA Graduate programs

Have preliminary curricular revision of the MBA program approved by CBA Graduate Business Studies Committee (1)

Improve MBA Overall Student Satisfaction to 4.8 (EBI rating out of 7) in 2010 from 4.37 (07-08) (1)

Develop and Implement International graduate business student orientation course by Fall 2010. (1)

Grow the On-Line Graduate Business Enrollments to at least 500 students (5)

Complete the array of On-Line MBA concentrations and graduate certificate offerings including Enterprise Performance, Health Administration, Human Resource Management, and Logistics/Supply Chain Management. (5)

Grow MSIS enrollment to 70 in and on-campus MBA enrollment to 130 in 2009-10. (1)

f. Increase Funding and Alumni Activity

Raise $2M for CBA. (1)

Raise $50,000 for Dean’s Discretionary Fund. (1)

Make 150 significant development contacts. (1)

Secure significant donor pledge for naming of college. (5)

g. Improve CBA’s Reputation among Employers and Alumni as a leader in Business

Acquire Six Sigma training materials and deliver Green Belt certification training to Dow Chemical employees (1)

Deliver all of Dow Chemical employee Six Sigma training. (5)

h. Expand the Consulting Services dimension of the college to support economic development activity in the State of Michigan

Develop and begin to implement a strategic plan to advance the impact of LaBelle Entrepreneurial Center activities on improving the Michigan economy. (1)
i. Improve infrastructure and level of student services

*Purchase and effectively install SANS and related systems for improved CBA technology infrastructure for optimal delivery of on-line graduate programs.* (1)

*Secure funding for at least one named classrooms in Grawn Hall and have equipment, furniture, and room refurbishments completed by 2010 CBA Day.* (1)

*Improve EBI CBA Advisor ratings to 5.10 for 4.86 in 2007-08.* (1)

*Successfully secure donor funding and complete upgrade/renovation for at least five (5) named classrooms in Grawn Hall at $250,000 per room.* (5)