CBA 2004-05 Highlights

1. Approval of the revised BSBA program.
   - Over 4 years in development, this new program promises to make our graduates more marketable and better prepared to be successful in their first career position.
   - Students are introduced to the soft skills, including teamwork and written and oral communication in the freshmen year. Skills are reinforced and applied throughout the new curriculum.
   - The required MIS and Financial Accounting courses are completed simultaneously as students complete an integrated project across the two courses.
   - Additional degree components include an Applied Statistics course, and an ERP (SAP) component and business simulation.
   - Eleven (11) credit hour integrated core (marketing, finance, and supply chain)

2. CBA continues to be proud of our career placement record of placing over 90% of surveyed graduates.
   - This result is a testament to hard work of the faculty, Rob Petree (our Corporate Relations Director), and the Career Placement staff.

3. Connecting to the business community through successful CBA events and eight different advisory boards.
   - Corporate Spotlight program (twice per month we invite a different corporation to CBA to interact with students all day)
   - Dialogue Day (over 70 alumni and business people visit CBA over a 2 days)
   - Mentoring Program (twice per year dozens of business professionals are matched individually with students)
   - Management Aspirations (full day conference on business professional skills)
   - Career Development Day (annual) and Career Day (semi-annual)

5. One of the important new initiatives is our partnership with Dow Chemical to provide Six Sigma black belt certification for CBA faculty.
   - Dow has generously allowed 10 CBA faculty and 1 CST faculty to complete the regular Six Sigma training with Dow employees and lead projects at CMU.
   - Once certified, CBA faculty Black Belts will deploy the Six Sigma methodology in a number of areas including Green Belt training for undergraduates, the Management Consulting Institute in the MBA program, and training for regional firms through the Center for Supply Chain Management.
   - The college has firmly established a strategic niche in Enterprise Resource Planning through our relationship with SAP. We also look to develop another strong niche in Six Sigma to better prepare our students and serve other constituencies with the state. We are very excited about this partnership with Dow Chemical.
Progress  Update on the 2004-7 Strategic Plan

Goal 1 – To continue to improve the quality of the undergraduate business program

The revised BSBA degree was approved by the college faculty and the university. The critical BSBA Director position will be filled in fall 2005.

Goals for the Business Residence College were developed for both the program and for students living in the BRC. These were shared with the BRC Director for input and revised accordingly. Performance measures include retention rates, strengthening students’ affiliation with CMU, and improving students’ academic performance, among others. Potential resident-selection measures were also explored, in collaboration with the Office of Residence Life. Joe Myslivec (MKT) was appointed as BRC Director.

As part of the Capital Campaign, almost $2,600,000 has been raised for student scholarships. The first two Campbell scholarships were awarded to incoming 2005-06 freshmen who competed for Centrals awards.

CBA events included the first annual Career Development Day, Career Days (both fall and spring semesters), another extremely successful Dialogue Day with John Pellizari, president of Fifth Third Bank, as the keynote speaker, the third annual Management Aspirations program, and Executive in Residence, Steve Petruska, COO of Pulte Homes.

JoAnn Linrud visited Normandy Business School (NBS), Reims Management School (Reims), AAVS (Prague), and IFAM (Paris). During those visits, she discussed with school officials our collaborative programs, and advanced our agreements. This has resulted in stronger program agreements with NBS, in particular.

Notified articulation specialists at all Michigan community colleges of the new BSBA degree, requested master course syllabi to review for transfer equivalencies. Revised articulations to be completed by end of summer. MOU signed with Galilee College. Draft MOU and 2 + 2 articulation agreement established with Selkirk College.

21 students (100% increase) participated in SCREE (Student Creative Endeavors).

Goal 2 - To be the premier undergraduate entrepreneurship program in the State of Michigan

Entrepreneurship has become the second largest major in the college with over 300 students and attained a second tier or top 25 ranking of all regional entrepreneurship programs in the country as announced recently by Entrepreneur magazine.
Admission criteria have been improved and students are now required to complete a statistics course in the major. The program also completed a successful program review.

At the conclusion of each semester, a business plan competition occurs with Advisory board members serving as judges.

Faculty teaching in the program have made great strides in implementing an assessment program. The percentage of participating faculty has increased to the AACSB 60% threshold.

The college still seeks donor(s) to endow a entrepreneurship faculty position.

Goal 3 - To expand CBA’s role as a global and diverse college serving student, faculty and business needs.

Associate Dean JoAnn Linrud visited Normandy Business School (Le Havre and Caen), Reims Management School (Reims), AAVS (Prague), and IFAM (Paris). During those visits, she discussed with school officials our collaborative programs, and advanced our agreements. This has resulted in stronger program agreements with NBS, in particular.

Dawn Sheffler, MGT faculty, led a study abroad experience to Paris and Ireland during summer 2005.

55 students participated in the study abroad program and 100 international students enrolled in CBA in 2004-05.

Three CBA faculty taught at USST (China) this summer and communicated our desire to expand programs in China. A CMU faculty member also taught at the Arab Academy in Alexandria, Egypt. Asaad Elnidani, Dean of the College of Management and Technology at the Arab Academy, visited CMU to revise the 3 + 1 undergraduate business degree agreement.

Executed the first year of the Title IX International Grant with the following three workshops: China (October/November 2004), Mexico (February 2005), International Finance (April 2005). Additional grant accomplishments include the development of 18 online certification modules, formation of consulting groups to meet the needs of each firm using the online modules, provided support for international students in internship requirements, and the development and promotion study abroad courses and opportunities for CBA students.
Goal 4 – To strengthen college faculty through increased engagement with the business community, improve the quantity and quality of intellectual activities, and advance more effective teaching practices.

The following Business Advisory boards met at least once during the 2004-05 academic year: Accounting, MIS, Finance and Law, Management, Center for Supply Chain Management, Management Consulting, Entrepreneurship, and Dean.

The CBA Faculty Development Committee initiated several incentive programs to both increase the quantity of faculty publications and increase the number of non-AQ faculty producing research.

The CBA Personnel committee created proposed guidelines for department tenure and promotion criteria based upon accreditation peer review team concerns. Each department will revise tenure/promotion standards in Fall 2005.

With revised criteria for temporary faculty, the percent of AQ and PQ faculty is roughly 80%. CBA needs to reach 90% by 2006. CBA AQ and PQ criteria approved on 4/22/05.

Goal 5 - Serve the needs of the State of Michigan and the Middle Michigan area by improving the quality of CBA’s graduate programs.

The MSIS program completed a successful program review.

MBA program enrollment suffered at the hands of international visa restrictions; yet, another wave of students from JNTU has begun to enroll. The Graduate Studies Committee has undertaken the initial stages of a review of the “revised” MBA program, with a view to making adjustments. As well, an initial exploration into the feasibility of offering the MBA program in metro-Detroit is advancing quickly with possible introduction of the program by spring, 2006.

The Joint BS/MA program in Economics approved by Academic Senate, April 2005.

The Management Consulting Institute successfully completed three major consulting projects.

Goal 6 – Expand fund raising and alumni activities to provide funds to support the mission and strategic initiatives

Josh Merchant was appointed as CBA Senior Director of Development in June, 2005.

The second annual college Alumni Awards Reception honored four CBA graduates.

Contributions for the 2004-05 year are $648,000 compared to an annual goal of $1,200,000
Capital Campaign contributions are at $7,400,000 versus $6,800,000 goal.

**Goal 7** – Improve CBA’s reputation among employers and alumni as a leader in business education

In the fall of 2004, we convened and facilitated a faculty discussion about the future of the Management Aspirations program. Consensus led to revising the program charter to include both genders with a focus on students in our college and campus, rather than on the community at large.

The third annual **Management Aspirations Seminar** was held on March 25, with at least twelve speakers and approximately fifty students attending. Enterprise Rent-a.Car sponsored the program with a $2,500 gift, the largest gift to-date for the MA program. Quicken Loans sponsored the fall **Get Acquainted Day**.

**Goal 8** - To expand the applied research and consulting services dimension of the college to support economic development activity in the State of Michigan.

Under the leadership of the LaBelle Center Director, the Entrepreneurship undergraduate program provided consulting services to 71 firms or organizations. In addition, the LaBelle Center staff provided consulting services to 131 small business clients, resulting in 15 small business start-ups. Through other academic programs, including the MBA, 20 firms/organizations received consultative services.

Through a $135,000 Michigan Rehabilitation Services Grant, the Associate Director of the LaBelle Center provided business development and launch services to over 70 clients.

**Goal 9** – To improve CBA’s physical learning environment, infrastructure, and level of student services.

The Grawn Hall student lounge was renovated through the generous support of Daimler-Chrysler.

Significant changes were made in college websites: College and department websites were brought in compliance with university standards. An efficient process for editing websites was developed. Graduate program websites now have a more appealing look for prospective students.
Priority Update:

The primary priorities for the 2005-06 Academic Year include:

1. AACSB Accreditation - Meet accreditation concerns outlined by the peer review team and receive extension of accreditation until next peer review visit in 2010. Revise department by-laws to reflect increased quality and quantity of intellectual contributions as recommended by accreditation peer review team. Produce authentic student learning outcome data for each of the four degree programs (BSBA, MBA, ENT, and MSIS).

2. Undergraduate Business Program - Continue to implement the revised BSBA degree program. Hire BSBA Director in Fall 2005. Develop strategies to improve CBA student retention, especially at the freshmen and sophomore levels.

3. Faculty Intellectual Activities - Increase faculty research productivity to reach 90% AACSB AQ and PQ criteria.

4. Six Sigma - Develop and implement second stage of the Six Sigma initiative at both the college and university level. Black Belt training for more faculty. Black Belt or Green Belt training for CMU staff. Green Belt training for CBA undergraduate and graduate students. Six Sigma training for businesses in the region.


6. International - Increase the number of undergraduate and graduate international students in the college from the 100 in 2004-05. Increase the 2005-06 CBA study abroad participation to over 55 students.

7. Graduate programs - Establish plan for delivery of PMBA in the Detroit area. Increase student enrollments in all three graduate programs.