

AACSB ACCREDITATION MAINTENANCE
ANNUAL REPORT
2003-2004

Recent seminars and conferences dealing with implementing the new standards have provided valuable information for strategic planning in the College. As a result, task forces have been organized to look carefully at the new standards to evaluate where the College currently is, where it needs to be in the future, and what steps need to be taken to ensure compliance. While progress has been made on existing priorities, it is evident that new priorities are warranted, the first of which is a more workable strategic plan.

This is the first annual report in the reporting process under the new standards. It contains three categories: Progress Over Previous Year on Existing Priorities, Priorities for the Immediate Future, and Other Continuous Improvement Initiatives. The next report will include a fourth heading: Update on Strategic Plan. The update will contain the new strategic plan, which is a priority for the immediate future, and progress on implementing the plan.

Progress Over Previous Year on Existing Priorities

Over the past year, the following initiatives have been College of Business priorities. This section briefly summarizes progress on each priority.

Capital Campaign. The College of Business kicked off a \$3 million capital campaign in 2000 and exceeded its five-year goal this year, one year ahead of schedule.

Faculty Hiring. Five replacement faculty were recruited and hired – one in marketing and two in management information systems in 2003; one in finance and one in accounting in 2004. For 2004-05 the College has received authorization to hire three replacement faculty; one in management, one in marketing and a visiting faculty in economics. In addition the College is authorization to recruit for three new faculty positions; one each in finance, marketing and accounting.

MBA Program. Notable among many initiatives that were undertaken in the MBA Program are the following: (1) The UWF MBA Program was launched in Germany with a cohort of 12 German business professionals from major international corporations.

(2) The first cohort-based international learning experience for UWF MBA students was launched via the MBA Summer in Germany Program. UWF MBA students traveled to Europe to attend classes with German UWF MBA students and participate in mixed student

team projects. (3) The uniquely designed mixed-mode delivery model for UWF MBA German program was fully implemented. (4) The quality of new students admitted to the MBA program was reflected by a continued upward trend in the average GMAT scores of entering student – 5-10 points in Pensacola and 20-30 points in Ft. Walton Beach.

International Programs. The College continued to enhance the portfolio of international learning experiences for faculty and students. The international programs initiative was formalized by officially naming a Director of International Business Programs, developing goals and objectives, and submitting a budget. “The overarching objective of the program is to increase the ***Global Connectivity*** of College of Business students.” Eight students and one faculty member participated in the Business Semester in Tokyo in May and June and six students and one faculty in Mexico in May. New tracks in global marketing and global economics require undergraduate students to study abroad for a semester. Seven faculty members taught abroad in the following countries: Germany, Japan, Mexico, Finland, and The Netherlands.

Grants and Contracts. Through the Haas Center for Business Research and Economic Development, College of Business grant and contract activity was expanded in support of applied business research on regional economics development with \$1.0 million grant from the Small Business Administration and \$233,000 grant from Enterprise Florida plus several contracts with governmental agencies for workforce development, tourism and economic impact studies.

Assessment. Using the Undergraduate Business Exit Study prepared by Educational Benchmarking Institute in collaboration with The Association to Advance Collegiate Schools of Business (AACSB), the COB this year began surveying business students in all fall and spring sections of the undergraduate capstone policy class. The study is designed to assess the quality of the educational experience. Students answered 76 questions dealing with their perceptions of performance in the following areas: the extent to which students are learning content, the effective development of skills, interpersonal and ethical issues, use of technology to support the learning process, and the value-added of the educational experience.

Priorities for the Immediate Future

The College of Business leadership team has identified the following as priorities for the immediate future.

Update COB strategic plan – Chaired by the Dean, the members of the Business College Council, a representative of the College of Business Advisory Council, and a student will comprise a task force to review the mission, values, and goals of the College of Business and submit the plan to the COB faculty in Spring 2005.

Design and implement plan and process for assessment/assurance of learning – Recognizing the importance of assessing learning, the COB, working in tandem with a University-

wide assessment committee, will design and implement a plan for gathering and processing appropriate data with a goal of continuous improvement in the educational process.

Secure private funds for College of Business – The Dean is working with a alumni and community leaders to raise additional private funds to support scholarships, faculty development and program initiatives of the College of Business.

Review and update human resource management policies – Chaired by the Associate Dean, a task force of faculty, staff and students will review the *COB By-Laws* and all other documents and policies which affect participants in the educational process.

Develop student learning outcomes for BSBA – Chaired by the chairman of Marketing and Economics, the undergraduate curriculum committee will serve as a task force to work with COB faculty to develop a list of learning outcomes for the BSBA to be approved by the entire faculty in late Spring 2005.

Recruit new faculty in finance, marketing, and accounting – As approval is secured from the Provost, advertising for positions will be initiated.

Officially organize Maintenance of Accreditation Committee – Under the leadership of the Dean, a chair and appropriate members will be named to oversee the AACSB Maintenance of Accreditation process and to guide the College's initiatives in the three areas of standards for business accreditation: strategic management, assurance of learning and participants.

Develop programs to enhance faculty productivity in intellectual contributions – The leadership team will discuss various plans for encouraging faculty research productivity and implement the plan in 2004-2005.

Table 1
Other Continuous Improvement Initiatives
for 2004-2005

Continuous Improvement Activity	Responsible Party	Status July 1, 2005
Review and evaluate all prerequisites for COB courses.	Department Chairs	
Partner with UWF Career Services to improve placement of COB graduates and COB Internship/CO-OP programs.	Dean Department Chairs	
Continue 2+2 articulation and visitation programs with community college faculty and students.	Associate Dean	
Review College of Business advising program and function.	Participants Task Force	
Review programs and organization of Haas Center for Business Research, Small Business Development Center and Whitman Center operations designed to enhance grants and contract awards.	Dean Director, Haas Center	
Enhance portfolio of international exchange opportunities for faculty and students.	Director, International Business Programs	
Monitor admission requirements for MBA and Masters of Accountancy programs.	Director, MBA Chair, Accounting and Finance	
Review academic and professional credentials for all full-time, part-time, visiting, temporary faculty and adjuncts to assure compliance with COB, SACS and AACSB standards.	Associate Dean Department Chairs Business Manager	
Review, summarize and document by faculty, department and College the intellectual contributions of faculty to assure compliance with COB and AACSB standards.	Associate Dean Department Chairs	
Implement Future Executives Program	Dean Associate Dean	
Review and update programs and courses, making additions/deletions/amendments, to ensure relevance	Department Chairs Curriculum Committees	
Review learning outcomes for all courses, degree programs and departments. Develop/implement learning outcome assessment plan for COB and academic departments.	Department Chairs Assurance of Learning Task Force	
Use EBI survey results for continuous improvement efforts.	Associate Dean	

July 1, 2004

Faculty who taught abroad:

Harper	Japan, Germany, Mexico
Martin	Finland
	Arguea Germany
Huth	Germany
O'Keefe	Germany, The Netherlands
Murrell	Germany
Wei	Germany