

**College of Business
Annual Report
2003-2004**

The College of Business provides high quality academic programs to approximately 1800 students enrolled in undergraduate and graduate programs. The College has the following academic units: the Department of Marketing and Economics, the Department of Management and Management Information Systems, the Department of Accounting and Finance, the Haas Center for Business Research and Economic Development, the Whitman Center for Public Service, and the Small Business Development Center. The annual reports for each unit provide detail reviews of the goals/objectives, major accomplishments and program changes for 2003-2004; goal/objectives for 2004-2005; priorities /goals for 2005-2009; unmet budgetary needs and lists of distinguished accomplishments for each unit. A summary for the College of Business is provided below.

I. Goals and Objectives 2003-2004

Goal 1: Promoting a learning environment that encourages the development of individual potential in students, faculty, and staff.

- Continued growth in COB undergraduate and graduate programs. Total COB student credit hours up 16% since fall 2000.
- Recruited new and replacement COB faculty. One marketing faculty and two management information faculty added in 2003; one finance and one accounting faculty recruited in 2004.
- Continued growth and development of the MBA “Finish in Five” evening and weekend program to attract military and professional students at Pensacola and Fort Walton Beach campuses. The program has received favorable response as demonstrated by continued growth in enrollment, positive feedback from student exit interviews, increased GMAT scores of entering students, and enthusiastic reception by military and community constituents.
- Continued growth and development of weekend and online MBA accelerated foundations courses at Pensacola and Fort Walton Beach campuses. Comparative assessments of MBA students indicate that students in accelerated the MBA foundations courses perform better in MBA core courses than other students.
- Initiated German MBA program with partner universities in Germany which enrolled cohort of German business executives in the UWF MBA program. The program

provided international teaching and professional development experiences for COB graduate faculty members.

- Sponsored MBA Summer in Germany Program which provided a cohort-based international learning experience in which UWF MBA students traveled to Europe and attended classes with German UWF MBA students and participated in mixed German and Florida student team projects. Student assessments of international learning experience gained via the program are very favorable.
- Initiated development of online business core courses for the UWF MSA program. Six online MSA courses will be developed and taught during the 2004-2005 academic year.
- Enhanced COB international exchange programs with universities in Europe, Mexico, Caribbean and Scandinavian countries which provided opportunities for faculty and students to teach and study abroad.
- Initiated with partner universities Semester Study in Japan and Semester Study in Mexico which provided opportunities for UWF undergraduate students to study abroad.
- Began new program tracks in global marketing and global economics which required undergraduate students to study abroad.
- Initiated exploration and planning for new BA programs in economics and new BSBA program in real estate and new certificate program in entrepreneur studies.

Goal 2: Attracting and inspiring a diverse and talented student body committed to uncompromising academic excellence.

- Utilized UWF and COB scholarship funds to recruit and support quality students to college. Awarded \$35,000 in scholarships to 74 undergraduate students and \$80,000 in scholarships and waivers to 36 graduate students.
- Granted COB scholarships to each of seven community colleges in UWF primary market area to be awarded annually by community college business faculties to outstanding business students at each community college.
- Cultivated relationships with area community colleges by annually inviting business faculty and students to visit UWF campus and meet with COB faculty and advisers. COB chairs and advisers annually visit campuses of seven community colleges to meet with their faculties and students.
- Increased GMAT test scores for entering MBA students by 50 points through recruitment of military officers into the MBA “Finish in Five” Program.

- Initiated annual “Professor for a Day” and “Meet the Firm Night” which invited accounting professionals to speak to accounting classes and mix with and recruit accounting students at a social event in UWF conference center.

Goal 3: Providing solutions to educational, cultural, economic and environmental concerns.

- SBDC continued to provide existing and prospective businesses in Escambia, Santa Rosa, Okaloosa and Walton Counties with high quality management counseling, entrepreneurial training, and information access and transfer, enabling them to maximize their businesses growth, competitiveness, and profitability within their trading area. SBDC provided 10,600 hours of consulting services to 1482 small business, conducted 113 workshops and seminars, assisted clients apply for \$48,562,712 in financing, assisted clients in securing 58 loans in the amount of \$29,318,862, organized exploratory trade mission to Panama, and Curacao, assisted in the evaluation of a northwest Florida business incubator, and assisted 69 clients start new businesses.
- The Haas Center continued to supply quality demographic and research information to the Northwest Florida area. Through a \$1.0 million grant for the SBA the Haas Center is developing a GIS web tool application for use by site location consultants and entrepreneurs to assist in providing them with complete information regarding available properties throughout the 16-county region. In 2004 the Haas Center completed a \$233,000 study for Enterprise Florida on the ‘Economic Impact of the Defense Industry on the State of Florida.’ In addition the Haas Center conducted numerous workforce development studies, economic impact studies and tourism survey for regional and local agencies and businesses.
- In 2004 the Whitman Center completed several important studies, surveys opinion polls and training programs for regional and local governments including projects on charter government, Pensacola Beach, the public library, regional population growth rates, and leadership seminars.
- SBDC Director, Larry Strain, and Dr Richard Hawkins formed and conducted the Pensacola Venture Forum which brought together entrepreneurs seeking equity capital with venture capitalists and private investors looking to make investments in high growth firms.
- The COB marketing and economics faculty in partnership with the Listener Group developed a consumer panel for northwest Florida that will provide data on various local issues and monitor and forecast consumer sentiment and consumption patterns.
- In conjunction with the Combined Rotary of Pensacola, the COB initiated and sponsored an annual Ethics in Business Award to recognize and promote ethical behavior in the business.

Goal 4: Managing growth responsibly through focus on continuous quality improvement of programs and processes.

- In preparation for SACS reaffirmation, the COB continues to (1) update faculty qualifications worksheets and curriculum vitae for all regular and visiting faculty and adjuncts, (2) update course syllabi for all courses and (3) develop and enhance student learning outcomes.
- In 2003-04 the COB has initiated the EBI Survey of Student Satisfaction to all graduating seniors to assess the quality of instruction and faculty and the quality of teaching in required subjects. The survey assesses learning outcomes in: presentation skills, writing skills, teamwork, technology, management skills, leadership skills, critical thinking, and problem solving skills.
- In preparation for AACSB reaffirmation of the COB accreditation, the COB has established an ASCSB accreditation steering committee and standing committees on strategic management, participants, and assurance of learning.
- This summer, in the fourth year of a five year campaign initiated in October 2000, the COB met its campaign goal of \$3.0 million. The funds will be used for student scholarships, faculty professorships and development and program development.

II. List of Major Accomplishments and Program Changes 2003-2004

See Annual Reports of each department and unit for major accomplishments and program changes for 2003-2004.

III. Goals and Objectives for 2004-2005

See Annual Reports of each department and unit for goals and objectives for 2004-2005. The College of Business leadership team has identified the following College wide priorities for the immediate and near future.

- Update COB strategic plan – Chaired by the Dean, 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 will design and implement a plan and process for gathering and processing appropriate data with a goal of continuous improvement in the educational process.

- Secure funds to name school of accountancy – The Dean is working with a representative from University Advancement to raise \$1 million to name the school of accountancy.
- 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 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 fall 2004 or Spring 2005.
- Recruit and replace 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.
- 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.

IV. Goals and Priorities for 2005-2009

See Annual Reports of each department and unit for goals and objectives for 2005-2006. Additional overall College goals and priorities for 2005-2009 are listed below.

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