



# The College of Business and Leadership (COBL) Report Card – 2007 Fort Hays State University

## FY 2007 Selected Accomplishments

1. New MBA in Leadership specializations include Accounting, Finance, Human Resource Management, International Business, Leadership Studies, Management Information Systems, and General MBA
2. New undergraduate certificate in Business Information Systems
3. New graduate certificates in Business, Advanced Business, Human Resource Management, Accounting, Management Information Systems, and Organizational Leadership
4. Developed new Bachelor of Business Administration in International Business and Economics
5. Developed new Bachelor of Business Administration in Tourism and Hospitality Management
6. Hired new professors of Leadership (Dr. Tony Andenoro), Business Law (Dr. Tony Gabel), and Strategic Management (Dr. Mohsen Modarres)
7. Hired new Coordinator of Virtual Advising and Student Services (Ms. Christina Wright)
8. FHSU Financial Planning Team placed third at the National Ameriprise Financial Planning Invitational 2007

## FY 2008 Objectives for the College of Business and Leadership

### Goal 1: Enhance the reputation and quality of the COBL by engaging in the regular assessment of achievements, the improvement of processes, and AACSB accreditation

- Work toward accreditation review for Spring 2009<sup>4</sup>
- Implement AACSB-approved accreditation plan<sup>1,3,4,5</sup>
- Develop AACSB self-evaluation report (SER)<sup>1,2,3,4,5</sup>
- Implement faculty/staff evaluation process
- Continue improving faculty qualifications<sup>3,4</sup>
- Implement COBL assessment plan<sup>1,3,5</sup>

### Goal 2: Ensure quality faculty and staff composition and development

- Continue improving ratio of academically qualified/professionally qualified (AQ/PQ) faculty<sup>3,4</sup>
- Implement faculty/staff evaluation process
- Recruit qualified faculty committed to teaching excellence to meet program needs<sup>3,4</sup>
- Initiate \$1000 per peer-reviewed journal article funding award program<sup>4</sup>
- Initiate COBL faculty teaching, research, and service awards<sup>3,4</sup>
- Explore service-learning opportunities

### Goal 3: Assess and improve student learning/services

- Implement COBL peer advising program<sup>1,4,5</sup>
- Continue DEAC/Student Advisory Council \$1000 Student Leader Scholarship<sup>4</sup>
- Refine MIS 101 computer-based instructional model<sup>5</sup>
- Develop a system of student portfolios to enhance student placement and career development

### Goal 4: Ensure that undergraduate and graduate curricula provide general and specialized education that complies with AACSB standards, meets the demands of the business environment by integrating leadership content, and is consistent with student success in a changing, diverse, and global environment.

- Launch Virtual BBA in Marketing<sup>3</sup>
- Refine Master of Business Administration program<sup>3,4</sup>
- Introduce BBA in Finance 2+2 program<sup>3,4</sup>
- Explore international BBA programs with FHSU partner schools<sup>3,4</sup>

### Goal 5: Improve relationships with all external constituents, including alumni, FHSU, and businesses throughout

- Foster collaborative relationships with constituents<sup>4</sup>
- Provide naming and other development/fund-raising initiatives for donors and interested parties<sup>4</sup>
- Expand annual Business and Leadership symposium
- Maintain quality and ensure web delivery of the Journal of Business and Leadership

### FHSU Performance Agreement Goals

1. Improve undergraduate student's writing abilities
2. Develop mobile learning environment
3. Internationalize the campus and curriculum
4. Strategically manage on-campus enrollment opportunities
5. Improve student learner outcomes in computing