

**USF SARASOTA-MANATEE
ASSESSMENT REPORT
2011-2012**

UNIT:	College of Business
MISSION:	The College of Business at USF Sarasota-Manatee provides a high quality, diverse learning environment for business students at the upper-division undergraduate and graduate levels. The College strives to prepare students to become ethical decision makers and business and community leaders. The College faculty maintains a balanced emphasis on quality teaching, scholarly pursuits and service activities to benefit the community it serves.
2012-16 USFSM STRATEGIC PLAN GOALS:	<p>ACCESS: Expand access to a University education that benefits students and the local, national, and global community; and (Aligns with USF System Goals 1,2, 3, 4, 5; SUS Goals 2,3)</p> <p><u>Teaching & Learning</u></p> <p>(1a.) Expand academic programs in distinctive areas related to the Suncoast's needs and strengths and across disciplines, when feasible, including the ability for students to complete the full four-year bachelor's degree.</p> <p><u>Scholarship, Research, and Innovation</u></p> <p>(1b.) Promote innovative scholarship and community-engaged research. (1c.) Seek external funding from public grants, private foundations, and individual donors.</p> <p><u>Public Service & Community Engagement</u></p> <p>(1d.) Partner with a variety of organizations and stakeholders, including the USF System. (1e.) Build a University living and learning community, including residence halls, academic buildings, and student life facilities.</p> <p>SUCCESS: Enhance success of student outcomes, faculty productivity, and community impact (Aligns with USF System Goals 1,2,4,5; SUS Goals 1,2).</p> <p><u>Teaching & Learning</u></p> <p>(2a.) Produce continuous improvement in student outcome measures, including retention and graduation rates and student career results. (2b.) Earn professional accreditation and recognition, including AACSB and NCATE.</p> <p><u>Scholarship, Research, and Innovation</u></p> <p>(2c.) Track and promote faculty-developed measures of scholarship. (2d.) Identify student success predictors.</p> <p><u>Public Service & Community Engagement</u></p> <p>(2e.) Earn recognition as a Carnegie Community-Engaged University. (2f.) Track and share the value of the University's and graduates' economic and societal contributions.</p>

Outcomes	Unit Goal	Method of Assessment	Assessment Data	Plan Resulting from Analysis of Assessment	Administrative Response
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UNIT GOALS:	<ol style="list-style-type: none"> 1. Develop and maintain standards for SACS and AACSB Accreditation (Aligns with USSM Goal 2b) 2. USF Sarasota-Manatee College of Business as a premier honors college for undergraduate business education. (Aligns with USSM Goal 1a,2a,2b) 3. Serve the area community businesses' educational needs. (Aligns with USSM Goal 1b,1d,2e) 				
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Outcomes	Unit Goal	Method of Assessment	Assessment Data	Plan Resulting from Analysis of Assessment	Administrative Response (Dr. Jones)
Maintain AACSB Accreditation Standard	1	AACSB Site Visit in January 2013	<p>Continue to refine the 5th Year Maintenance Report and responses to AACSB standards</p> <p>Submit final report by 11/01/2012</p> <p>Decision of maintenance of accreditation in Spring 2013</p>	Continue to increase admission criteria to USFSM College of Business	The Dean and Faculty are focused on the site visit and the documentation supporting it. Assume that you will be using the AACSB report to support increasing criteria, after examining effect on enrollments?
Develop a method to have Faculty set annual objectives	2	End of year report by ad hoc faculty committee charged with developing the process	Results of the faculty vote on accepting the recommendations of the faculty committee	Annual agreement on how and when to set priorities among objectives	I look forward to reading the 2012 annual reviews using the new process developed by faculty.
Complete Undergraduate curriculum assessment	2, 3	Report on Results/ Curriculum	BUL 3320 has been totally re-done and new delivery system begins Fall 2012. Finance majors can now elect to take TAX 4001 (Concepts of Fed Taxation) and/or MAR 3400 (Professional Selling).	Annual agreement on priorities among objectives in the curriculum revision	Nice work by the Dean, Faculty, and Advisory Committee on conducting this thorough curriculum review. I anticipate higher student outcomes as a result.
Develop new MBA concentrations in Healthcare Quality Management and Hotel & Restaurant Management	2, 3	Implementation of new graduate certificate program and offering of new concentrations	Enrollment and completion data	Determine if additional sections of MBA tool courses are required for the certificate program	I will work with COB on identifying faculty funding if additional sections are needed due to increased enrollments in the concentrations.

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Continue to expand the involvement with Newtown through Entrepreneurship	3	Monitor class projects in Fall of 2013	Class projects – Statement of objectives of each student(s) project. Outcomes to be evaluated by professor	Assess the value to the students/college/campus of the projects in Newtown by the professor, entrepreneur and Newtown EDC officials	An outstanding example of town-gown partnership. My thanks and commendations.
Offer 2 upper level courses at HCC South Shore – 1 live, 1 blended	3	Enrollment/demand	Enrollment data/grade distribution/ Student evaluations	Determine if the number of sections should be increased to include additional 3 rd year pre-requisites	Please continue monitoring and let me know if additional resources are needed to meet enrollment demands.
Expand the 2000 level pre-business course offerings to include all seven (7) 2000 level courses	2, 3	Enrollment/demand	Enrollment data/grade distribution/ Student evaluations	Determine if the number of sections should be increased For all 2000 level business pre-requisites	
Add to the College’s vision the following statement for 2012/13: <i>The College will become the “honors college” of undergraduate business education in the state of Florida.</i>	2	College discussion and faculty vote in the Fall of 2012		Begin to discuss what an undergraduate business curriculum should be for an “honors” College of Business	I look forward to the faculty vote and the results of the discussion.
Raise the required GPA to enter the College from 2.5 to 2.75 in the Fall of 2013	2	Use Fall admissions to the COB as the benchmark	Begin to track the course completion rate, grades, and number of students maintaining a 2.75 to 3.5 gpa	Begin to assess the impact on enrollment if a 2.75 was required for the 7 business pre-requisites	I commend COB for collecting current data to determine impact on enrollments before deciding to implement this type of change.
Executive Response (Dr. Guilford):					
I commend the COB for engaging the faculty in all aspects of COB governance and in ACCSB. Continue the good progress to date. Wonderful involvement with Newtown and please continue to look for other opportunities for community outreach.					