

**UNIVERSITY OF SOUTH FLORIDA SARASOTA-MANATEE
UNIT ASSESSMENT REPORT
2013-2014**

UNIT:	College of Business (Dr. Robert Anderson)
MISSION:	The College of Business at USF Sarasota-Manatee provides a high quality, diverse learning environment for business students at the 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>GOAL 1 ACCESS: Expand access to a University education that benefits students and the local, national, and global community. (Aligns with USF System Goals 1,2,3,4,5; State University System of Florida 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.</p> <p>(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.</p> <p>(1e.) Build a University living and learning community, including residence halls, academic buildings, and student life facilities.</p> <p>GOAL 2 SUCCESS: Enhance success of student outcomes, faculty productivity, and community impact (Aligns with USF System Goals 1,2,4,5; State University System of Florida 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.</p> <p>(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.</p> <p>(2d.) Identify student success predictors.</p> <p><u>Public Service & Community Engagement</u></p> <p>(2e.) Earn recognition as a Carnegie Community-Engaged University.</p> <p>(2f.) Track and share the value of the University's and graduates' economic and societal contributions.</p>

<p>UNIT GOALS:</p>	<ol style="list-style-type: none"> 1. Create a unique identity and position the College of Business to be the first choice of students and employers in our area (Aligns with USFSM Goals 1a-e, 2a-f) 2. Recruit and retain a high quality and diverse faculty (Aligns with USFSM Goals 1a, 1b, 1c, 2b, 2c) 3. Develop a distinctive culture of excellence within the College of Business (Aligns with USFSM Goals 1a-e, 2a-f) 4. Enhance a curriculum in line with cutting edge business practices (Aligns with USFSM Goals 1a, 2a, 2b, 1d, 2a, 2b) 5. Deliver classes on a best practices basis (Aligns with USFSM Goals 2a, 2b) 6. Maintain a supportive research environment (Aligns with USFSM Goals 1b, 1c, 2c) 7. Engage the business community (Aligns with USFSM Goals 1b, 1d, 1c, 2e, 2f) 				
<p>OUTCOMES</p>	<p>Unit Goal</p>	<p>Means of Assessing Outcome</p>	<p>Assessment Data</p>	<p>Plan Resulting from Analysis of Assessment</p>	<p>Vice Chancellor's Response (Dr. Terry Osborn)</p>
<p>Outcome 1: Development of a unique identity for USFSM's College of Business, i.e. small classes, quality faculty with real-world experience, AACSB accreditation, active Career Center, internship and networking opportunities.</p>	<p>1</p>	<p>Review of the website and printed materials.</p>	<p>Significant additions to website: who hires our grads, community engagement activities, faculty expectations of students, faculty commitment to students statement.</p>	<p>Continue to make improvements.</p>	<p>Excellent work in ensuring that the website remains current and useful</p>
<p>Outcome 2: Culture of excellence among COB students.</p>	<p>3</p>	<p>Pilot an honors section of the undergraduate capstone course. Hold focus group to assess at end of course.</p>	<p>Honors section piloted in spring with 6 students, who received scholarships from COB Advisory Board members. Focus group indicated students need more flexibility on a thesis topic, more faculty participating in weekly reading discussions, and more background on guest lecturers.</p>	<p>Students will have more flexibility in selecting a thesis topic. More faculty and guest lecturers from the business community will be asked to participate in the course. Guests will provide a bio sketch with their background to students prior to the lecture. Faculty will re-examine student selection process.</p>	<p>The honors section continues the development of the COB identity as an "honors" business college.</p>

OUTCOMES	Unit Goal	Means of Assessing Outcome	Assessment Data	Plan Resulting from Analysis of Assessment	Vice Chancellor's Response (Dr. Terry Osborn)
		Develop a mandatory COB orientation for entering students each semester.	Planned with Student Services.	Plan to hold an orientation session with new pre-Business/Business students during the first week of classes.	
Outcome 3: Enhance students' oral and written communication skills.	1,3, 4	As a pilot, introduce written papers on ethical situations in the business law course along with an oral presentation.	Pilot was effective using peer evaluations. Also hired an English major to evaluate the papers, providing student and faculty feedback.	In Fall Semester 2014 a 1000-level Introduction to Business course with written assignments in the General Education curriculum will start.	Monitor for continuous improvement.
Outcome 4: Incorporate the use of technology into the learning experience.	3,4, 5	Add online courses.	2 new blended courses in Accounting, 4 core courses, and a section of the 5 th year tax course.	Continue to migrate MBA tools courses into a blended format. Ask the COB faculty member with successful online courses to offer workshops to other faculty.	Online courses will continue to be a necessary part of a strategy to increase enrollments. However, the emphasis on academic integrity and rigor of the online environment does require ongoing monitoring.
Outcome 5: Provide interdisciplinary experiences for students.	1,4	Enrollment in Gerontology and Professional Writing minors.	Limited interest from students.	Market two minors on the COB website better. Emphasize options to potential COB students at open houses and freshman orientations. Ask new COB Management faculty to work with COE master's degree faculty on Human Resources concentration of that degree.	I strongly support the efforts to increase enrollments and suggest continued and expanded collaboration across campus in this regard.

OUTCOMES	Unit Goal	Means of Assessing Outcome	Assessment Data	Plan Resulting from Analysis of Assessment	Vice Chancellor's Response (Dr. Terry Osborn)
Outcome 6: Additional funding resources to recruit and retain high quality, diverse faculty and support faculty research & development.	2,6	Explore financial strategies to support this objective.	Development activities have not reach fruition.	Explore and research market-based certificates, such as supply chain management, to support faculty research.	I strongly support the efforts to increase enrollments and suggest continued and expanded collaboration across campus in this regard.
Outcome 7: Develop and maintain community partnerships that support internships and real-world experiences.	1,7	Establish new working relationships between faculty and the community.	Developed a file to record student and faculty community engagement on a formal basis.	New AACSB standards require documentation of community engagement. Will continue to refine this process.	Our ongoing emphasis on community engagement likewise supports the development of processes in this area.

Chancellor's Response (Dr. Arthur Guilford): I am pleased with the progress on the COB Honors program. I hope that this will continue. Also, I am pleased that you continue to monitor enrollments and you are attempting to increase enrollments. The idea of an orientation for pre-business students is an excellent idea. I would like to see the feedback on that once it is completed. Providing the flexibility in the thesis topic is also a good course of action for the honors college in COB. Overall, very good progress this past year.