

**UNIVERSITY OF SOUTH FLORIDA SARASOTA-MANATEE
UNIT ASSESSMENT PLAN
2015-2016**

UNIT:	College of Business (Dr. James Curran, Dean)
MISSION:	Provide high quality education in business and information technology in a personalized learning environment. ***The mission of the College of Business has been revised as part of a new strategic plan developed in 2015-2016 and pending final revisions and approval.
2015-20 USFSM STRATEGIC PLAN GOALS:	<p>STRATEGIC GOAL #1: Student Success Ensure student retention, timely completion, employment success, and student satisfaction.</p> <p>STRATEGIC GOAL #2: Campus Life Foster an intentional culture of campus engagement.</p> <p>STRATEGIC GOAL #3: Intentional Enrollment Management Strategically recruit and retain students by growing existing programs and creating new programs of strategic emphasis or demonstrated demand.</p> <p>STRATEGIC GOAL #4: Teaching and Learning Explore and implement innovative technologies and pedagogical methods that increase student engagement in the learning process and improve student learning outcomes.</p> <p>STRATEGIC GOAL #5: Scholarly Activity Recognize and support diverse faculty and student research activities.</p> <p>STRATEGIC GOAL #6: Community Engagement Build and be known for a community engagement identity in partnership with a variety of organizations throughout the service area.</p> <p>STRATEGIC GOAL #7: Resources Preserve, grow, and diversify the human, physical, financial, private, and other resources, aligning them to support the strategic goals.</p>

<p>UNIT GOALS:</p> <p>***These goals may change during the 2016-2017 academic year as the College of Business revises its strategic plan to better fit with the new strategic plan for USFSM.</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 Goal 3) 2. Recruit and retain a high quality and diverse faculty. (Aligns with USFSM 4) 3. Develop a distinctive culture of excellence within the College of Business. (Aligns with USFSM Goal 2) 4. Enhance a curriculum in line with cutting edge business practices. (Aligns with USFSM Goal 4) 5. Deliver classes on a best practices basis. (Aligns with USFSM Goal 1) 6. Maintain a supportive research environment. (Aligns with USFSM Goal 5) 7. Engage the business community. (Aligns with USFSM Goal 6) 				
<p>OUTCOMES Elements of the AACSB Continuous Improvement Review</p>	<p>Unit Goal</p>	<p>Means of Assessing Outcomes</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. Innovation, Impact, and Engagement</p>	<p>1-7</p>	<p>Maintain file of strategies and expected outcomes related to:</p> <ol style="list-style-type: none"> 1. Engagement 2. Innovation 3. Impact 	<p>Faculty have been asked to highlight activities related to engagement, impact, and innovation in semester end and annual reports. Research active faculty have all created public profiles in Google Scholar listing publications and tracking number of cites. Faculty are reporting all student projects included as course work and completed with partners in the regional community</p>	<p>Google Scholar shows faculty continuing to impact their fields as number of citations has grown steadily over the past 5 years.</p> <p>Tracking the number of student projects has shown that over 100 projects have been completed by students with community partners. The College is working with SCORE and BIG to secure more projects for future courses.</p> <p>The plan is to build upon these initiatives.</p>	<p>Excellent Research and community engagement activity.</p>

OUTCOMES	Unit Goal	Means of Assessing Outcomes	Assessment Data	Plan Resulting from Analysis of Assessment	Vice Chancellor's Response (Dr. Terry Osborn)
<p>Outcome 2. Situational Analysis</p>	<p>1</p>	<p>Analyze the context of COB regarding:</p> <ol style="list-style-type: none"> 1. Factors shaping mission & operations 2. COB's advantages and disadvantages 3. Internal, environmental, competitive forces challenging COB 4. Opportunities to enhance degree offerings <p>IT to review course requirements in the foundational areas of IT (8b)* Ensure foundations courses are appropriate and concentrations are necessary. (8b)*</p>	<p>1, 2, 3. A new strategic plan for COB was drafted during 2015/2016 to mirror the strategic plan implemented by USFSM.</p> <p>4. After consultation with the local business community, risk management courses were offered in the finance program and a project management course was offered in the management area. All three courses were well received by the students and community.</p> <p>The IT curriculum was reviewed by IT and ISDS faculty resulting in changes to six existing courses and the addition of five new courses. Concentrations were reorganized.</p>	<p>The new plan is currently being revised after discussions with the College Advisory Board and should be finalized early in the 2016-2017 academic year.</p> <p>A risk management minor has been approved under the finance program and may be enhanced to a degree program. Expansion of the project management concept will be explored.</p> <p>Two courses, Introduction to Business and Personal Finance, were approved to count as electives fulfilling the General Education requirements.</p> <p>Synergies are being examined between ISDS and IT to see if a major in IT Management or a Master's in IT are feasible.</p> <p>Further review of the electives will be conducted with the intent to reduce the number of electives to</p>	<p>Continue to explore programs meeting local and state workforce needs.</p>

		5. Degree programs and number of graduates.	5. Six undergraduate degree programs (Accounting, Finance, General Business, Management, Marketing, Information Technology) and one graduate program (MBA) exist in the College. Assuming that all degrees for which applications were received will be awarded, in 2015-2016 there were 25 MBA degrees, 46 accounting degrees, 26 Finance degrees, 33 degrees in General Business, 22 degrees in Management, 11 degrees in Marketing and 42 degrees in Information Technology.	only those critical to the concentrations.	
Outcome 3. Progress Update on Concerns from Previous AACSB Review	3	Monitor: 1. AOL process 2. Sufficient & qualified faculty	1. AOL data collected from 28 courses and through the Major Field exam. A report was obtained from NASBA on graduate performance on CPA exams. This was available to USFSM for the first time in 2015. 2. Faculty qualifications are reviewed every year. Staffing of each course is compiled and matched with faculty qualification.	Revisions to courses and syllabi along with reasoning for them to be tracked by semester. All hiring for full and part time faculty is done considering the qualifications needed to meet the accreditation standards.	Continue progress in preparation for AACSB review.

OUTCOMES	Unit Goal	Means of Assessing Outcomes	Assessment Data	Plan Resulting from Analysis of Assessment	Vice Chancellor's Response (Dr. Terry Osborn)
		<p>3. Strategic goals</p> <p>Complete Team Recommendations:</p> <p>1A. Continue to develop the Strategic Plan.</p> <p>1B. Provide evidence decisions support mission.</p> <p>2. Develop participating and supporting faculty criteria.</p> <p>3. Develop expectations to maintain SA/PA/SP/IP status that are tied to COB mission.</p> <p>4. Develop and implement AOL plans by improving course-embedded assessments and basing changes on results, closing the loop.</p>	<p>3. New goals to be set with new strategic plan.</p> <p>1A. Being finalized</p> <p>1B. Being revised</p> <p>2. Definitions affirmed by faculty vote on 4/11/14.</p> <p>3. New SA/PA/SP/IP qualifications now being used replacing AQ/PQ designations.</p> <p>4. Data now collected from 28 different COB courses and through ETS tests.</p>	<p>Plan to be finalized.</p> <p>To be completed in early fall 2016.</p>	
<p>Outcome 4. Strategic Management and Innovation</p>	<p>1-7</p>	<p>1. Review/Revise the Mission and Strategic Plan and document distinctions, innovative actions,</p>	<p>1. New strategic plan has been drafted and being revised after discussion with Advisory Board.</p>	<p>Revisions to be finished and plan adopted in early fall.</p>	

		<p>strategies and substantive impacts.</p> <p>2. Document continuous improvement outcomes.</p>	<p>2. Student course evaluation data being examined from graduate and undergraduate courses. Input solicited from advisory board members and business community.</p> <p>Conscious effort being made to by faculty to emphasize critical thinking in their courses in accordance with the USFSM QEP.</p> <p>NASBA data being utilized to strengthen courses in areas where our graduates are underperforming on CPA exam.</p>	<p>Change to tools level courses in the MBA program proposed and approved. Tools level will change from twelve 2-credit courses to eight 3-credit courses. Change lengthens courses from eight weeks to 15 weeks allowing more in-depth coverage of materials. Change will align starting times for all courses and allow students to take tools courses and applications courses during the same semester. Frees teaching resources to offer more applications courses.</p> <p>New Strategic HR Management applications course being offered for the first time this summer. This is the first applications course offered during the summer in response to student demand.</p> <p>Two new courses in risk management (which provide CPCU credit for grade of B or better) were offered after engaging with the local insurance industry. A course in project management was offered after consulting with local builders.</p>	<p>Alignment with USFSM and USF System Strategic Plan will be important.</p>
--	--	--	--	---	--

OUTCOMES	Unit Goal	Means of Assessing Outcomes	Assessment Data	Plan Resulting from Analysis of Assessment	Vice Chancellor's Response (Dr. Terry Osborn)
----------	-----------	-----------------------------	-----------------	--	--

		<p>3. Update Table 2-1 on intellectual contributions.</p> <p>4. Provide key 1-3 year strategic action items and financial plans.</p> <p>5. Track new degree programs. Curriculum review must ensure foundations courses are appropriate and concentrations are necessary. (8b)*</p>	<p>3. Table updated on an annual basis</p> <p>4. To be determined with new strategic plan</p> <p>5. IT initial curriculum review completed in 15/16. Program review and IT Advisory Board meetings revealed that students need to graduate with a broader knowledge base.</p>	<p>Tables updated at start of fall semester to include summer work.</p> <p>New strategic plan to be finalized in 2016-2017.</p> <p>IT curriculum now includes 5 concentrations and some of the courses updated to reflect current needs of IT industry. Further review of curriculum with particular attention to electives to be done in 2016-2017.</p>	Continue to monitor.
Outcome 5. Participants	1,2	<p>1. Describe changes in students and support services.</p> <p>2. Describe changes in faculty resources.</p> <p>3. Provide faculty management policies and</p>	<p>1. Restructure of the colleges and changes to the advising support system are still being implemented. Long term impact to be determined.</p> <p>2. Addition of IT faculty to the College of Business and hiring more tenured/tenure earning faculty in the IT area requires support for salaries and research efforts.</p> <p>3. Faculty involved in all curriculum related decisions through COB program</p>	<p>Carefully monitor new advising system and student reactions to it.</p> <p>Take steps both inside and outside USFSM to generate resources needed.</p>	Advising changes should be monitored for positive impacts.

		participating/ supporting criteria.	committees and campus review committees.		
Outcome 6. Learning and Teaching	3,4, 5,7	<ol style="list-style-type: none"> 1. Track curricular revisions. 2. Continue annual assessment of degree programs. 3. Develop & participate in an annual process of reviewing the program educational objectives, determine feedback on outcomes, and substantiate any curricular changes (8a)* 4. Indicate outcomes of graduates several years beyond graduation (8a)* 	<ol style="list-style-type: none"> 1. Tracking methods employed by keeping copies of all APC review documents. 2. Data being collected every semester. <p>Faculty in every discipline meet at the start of each academic year to review assessment data and make needed adjustments to the curriculum. Any changes are then submitted to either the College Undergraduate Program Committee or Graduate Program Committee for review. If needed, changes will be submitted to the USFSM APC for review and approval. Changes can be discussed during semi-annual advisory Board meetings.</p> <p>System to be developed.</p>	<p>Faculty regularly submitting syllabus changes.</p> <p>Degree programs reviewed by area faculty with suggested changes submitted to APC and Dean.</p> <p>Continue the review process outlined.</p>	Continue to monitor.
Outcome 7. Academic and Professional Engagement	1,2	<p>Summarize:</p> <ol style="list-style-type: none"> 1. Experiential and active learning strategies for students. 	<ol style="list-style-type: none"> 1. Courses now using simulations, case studies, projects with real business entities, CEO consultants, 	<p>Continue using these methods and monitor other possible enhancements.</p>	

OUTCOMES	Unit Goal	Means of Assessing Outcomes	Assessment Data	Plan Resulting from Analysis of Assessment	Vice Chancellor's Response (Dr. Terry Osborn)
		2. Show faculty qualifications through Tables 15-1 and 15-2. 3. Upgrade students' IT lab experiences and faculty research opportunities	business expert project evaluation, guest lectures, live cases and other methods. 2. Attached 3. Upgrades completed in spring of 2016.	Monitor lab for needed upgrades.	Consider options for faculty in professional development of teaching.

Chancellor's Response (Dr. Sandra Stone):

Great work in faculty research and in doing projects with community partners. Good job incorporating IT into COB. Continue making connections and working closely with local business community to keep our programs relevant and ensure our students have the skills and knowledge needed for successful employment. I look forward to your getting new finance lab up and running and to further development of the Center for Business Excellence, or whatever you plan to call it. I would like to see more involvement in international education and study abroad from COB.