

**UNIVERSITY OF SOUTH FLORIDA SARASOTA-MANATEE
UNIT ASSESSMENT PLAN
2016-17**

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>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 			

OUTCOMES	Unit Goal	Means of Assessing Outcomes	Assessment Data	Plan Resulting from Analysis of Assessment	Vice Chancellor's Response (Dr. Terry Osborn)
		<p>4. Opportunities to enhance degree offerings</p> <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>5. Degree programs and number of graduates.</p>			
<p>Outcome 3. Progress Update on Concerns from Previous AACSB Review</p>	3	<p>Monitor:</p> <ol style="list-style-type: none"> 1. AOL process 2. Sufficient & qualified faculty 3. Strategic goals <p>Complete Team Recommendations:</p> <ol style="list-style-type: none"> 1A. Continue to develop the Strategic Plan. 1B. Provide evidence decisions support mission. 			

		<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>Outcome 4. Strategic Management and Innovation</p>	1-7	<p>1. Review/Revise the Mission and Strategic Plan and document distinctions, innovative actions, strategies and substantive impacts.</p> <p>2. Document continuous improvement outcomes</p> <p>3. Update Table 2-1 on intellectual contributions.</p> <p>4. Provide key 1-3 year strategic action</p>			

OUTCOMES	Unit Goal	Means of Assessing Outcomes	Assessment Data	Plan Resulting from Analysis of Assessment	Vice Chancellor's Response (Dr. Terry Osborn)
		items and financial plans. 5. Track new degree programs. Curriculum review must ensure foundations courses are appropriate and concentrations are necessary. (8b)*			
Outcome 5. Participants	1,2	1. Describe changes in students and support services. 2. Describe changes in faculty resources. 3. Provide faculty management policies and participating/ supporting criteria.			
Outcome 6. Learning and Teaching	3,4, 5,7	1. Track curricular revisions.			Continue to monitor.

		<p>2. Continue annual assessment of degree programs.</p> <p>3. Develop & participate in an annual process of reviewing the program educational objectives, determine feedback on outcomes, and substantiate any curricular changes (8a)*</p> <p>4. Indicate outcomes of graduates several years beyond graduation (8a)*</p>			
Outcome 7. Academic and Professional Engagement	1,2	<p>Summarize:</p> <p>1. Experiential and active learning strategies for students.</p> <p>2. Show faculty qualifications</p>			

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		through Tables 15-1 and 15-2. 3. Upgrade students' IT lab experiences and faculty research opportunities			

Chancellor's Response (Dr. Sandra Stone):