

Section 2

Progress Update on Concerns from Previous Review

The sixth year maintenance of accreditation affirmation letter received by Dean Locander in April, 2010, identified the following two areas of concern that should be closely monitored:

- 1) Continue to implement and monitor strategic planning and review processes to ensure support for strategic and program goals.
- 2) Assurance of learning processes should be continued, particularly at the graduate level, showing curricular and/or pedagogical changes as a result of assessment measures.

Progress toward #1:

As displayed in the Strategic Alignment chart and described in Section 3 of this report, the College of Business has continued to work toward effective completion of its 5-year strategic plan developed in 2008. 27 out of 35 operational action items in the plan have been completed, and 8 items are either nearing completion or have been discontinued. The College has made significant enhancements to its graduate and undergraduate degree programs since the previous maintenance review, as outlined under Strategic Initiatives #2 and #3 in the discussion of strategic management outcomes in Section 3.

The faculty of the College have been increasingly involved in the strategic direction of the College since the reorganization of the CoB structure in 2010 that involved the discontinuation of the area chairs. All CoB faculty now take part directly in strategic planning and review through general faculty meetings and associated discussions and planning retreats. Significant process enhancements have been made since the previous maintenance review in the area of faculty management as a result of the comprehensive review and revision of the faculty handbook.

Additionally, faculty have been involved in the review of program outcomes related to freshmen course sequencing in the business core curriculum, revision of the university common curriculum, and development of comprehensive degree and major assessment examinations.

Progress toward #2:

As outlined in Section 5 of this report, the College's emphasis on assurance of learning through assessment and curricular review processes has been streamlined and clarified. Since the previous maintenance review, faculty have reviewed course and program offerings, assessment outcomes, and learning goals in all degree programs and majors offered by the College. In response to this review, faculty developed assessment examinations within each major to measure student achievement of learning goals toward fulfillment of SACS accreditation. Additionally, the College has developed and

implemented comprehensive business and critical thinking skills assessment examinations.

The graduate program has continued to focus on curricular redevelopment and repositioning. In particular, feedback from MBA alumni led to the development of many new elective course offerings focused on practical skills that lead to professional certification. In addition, assessment of MBA admissions practices has led to an increase in the rigor of admissions standards.