

Loyola University New Orleans 2017 College of Business Annual Report **DRAFT**

1.0 Mission of the Program/Unit

In the Ignatian tradition, the mission of the College of Business is to provide a superior value-laden education that motivates and enables students to become effective and socially responsible business leaders. We strive to contribute quality research, serve local and intellectual communities, and graduate students who possess critical thinking skills and courage to act justly in a global business environment.

To achieve our mission, the vision of the College of Business is to create a learning place that awakens, enlightens, and transforms students into the leaders of tomorrow through opportunities for personal reflection, ethical decision-making, critical thinking, and the mastery of innovative business practices.

2.0 Student Data

For the upcoming 2017-18 academic year, the College of Business will have a total enrollment of 410 undergraduate and 78 graduate students and employ a total of 20 full-time instructional faculty, 3 full-time administrative faculty (inclusive of the Dean), 10 part-time faculty (by headcount from Fall schedule), and 10 full-time professional or administrative staff.

The number of students as declared **majors** or **minors** for the terms indicated.

[Accounting - Majors and Minors](#)

[Economics - Majors and Minors](#)

[Finance - Majors and Minors](#)

[Management - Majors and Minors](#)

[Management - Graduate Program Headcount](#)

[Marketing - Majors and Minors](#)

Persistence is measured in Fall-to-Fall data (1st year to 2nd year), and includes all concentrations and tracks offered by a department.

[Persistence - Undergraduate](#)

[Persistence - Graduate](#)

Degrees Conferred numbers include graduates from Summer, Fall, and Spring. List of degrees corresponds with IPEDS CIP codes (updated January 2016). Source is SIS as reported to IPEDS.

[Accounting - Degrees Conferred](#)

[Economics - Degrees Conferred](#)

[Finance - Degrees Conferred](#)

[Management - Degrees Conferred](#)

[Marketing - Degrees Conferred](#)

Graduation rates measure students by entering cohort who completed a department program (major, concentration, track) within 6 years of entering. Overall university graduation rate available in University Fact Book.

[Graduation Rate - Undergraduate](#)

[Graduation Rate - Graduate](#)

3.0 Faculty and Staff Data

A significant number of eligible College of Business faculty accepted voluntary severance packages as offered by the University through AY 2016. Furthermore, a number of other faculty who were not eligible for the severance also left the University voluntarily over this time period. The majority of these departing faculty have not yet been replaced, with some positions likely to remain vacant indefinitely until enrollment has been rebuilt significantly.

Despite the decline in faculty resources, the corresponding decline in student enrollment has resulted in similar student-faculty ratios and average class sizes over time. The College of Business has also ensured that all relevant faculty ratios have been achieved as the overall faculty resource configuration has changed; a significant strategy toward this objective has been to deploy full-time faculty primarily towards core instruction and use highly qualified part-time faculty for the instruction of specialized topical elective courses.

The College is confident that the sufficiency of faculty can continue to be maintained, and plans to rebuild capacity are already being pursued in light of a positive turn in enrollment. The College will likely add at least 2 faculty to tenure-track positions for the 2018-19 AY.

Faculty headcount numbers are generated using the faculty database (FDB) and information from HRS. All numbers are for Fall. Full-Time Equivalent (FTE) remains based on SCAP count methodology: Full-time faculty count as 1 regardless of regular teaching load. Part-time faculty teaching 1-4 hours count as .33, 5-7 hours count as .67, and 8 or more hours count as 1.

[Accounting - Faculty Headcount](#)

[Economics - Faculty Headcount](#)

[Finance - Faculty Headcount](#)

[Management - Faculty Headcount](#)

[Marketing - Faculty Headcount](#)

Staff headcount numbers are generated from HRS.

Figures are based upon the **student course credit hours** (SCCH) taught by faculty within the college, department, or program. For this methodology, the course follows the faculty member (the department that pays a faculty member's salary gets credit for the SCCHs taught regardless of the department in which the course is taught). Department SCCH include majors and non-majors (whoever is enrolled in a course in the department). The calculation also includes independent study courses. For example, if an undergraduate course carries 3 credit hours and there are 20 students enrolled, and the course is team taught (50/50), there is a total of 60 SCCH for that course; however, each faculty member receives credit for 30 SCCH.

[Accounting - SCCH Report](#)

[Economics - SCCH Report](#)

[Finance - SCCH Report](#)

[Management - SCCH Report](#)

[Marketing - SCCH Report](#)

The source of the **student to faculty ratios** is the Delaware Study data.
The ratio is calculated as follows: Total SCCH / Faculty FTE

[Accounting - Student Faculty Ratio](#)

[Economics - Student Faculty Ratio](#)

[Finance - Student Faculty Ratio](#)

[Management - Student Faculty Ratio](#)

[Marketing - Student Faculty Ratio](#)

4.0 Strategic Planning

Management of actions and priorities toward achievement of the 4 overarching strategies and associated key objectives is widely distributed throughout the College of Business, and includes involvement from the Dean and Associate Dean, the Directors of both the Portfolio Career Program and the Center for Entrepreneurship & Community Development, and the individual faculty of the College, especially those with significant committee leadership roles or teaching assignments in critical courses such as the first-semester Introduction to Business course, the Business Policy capstone, or various capstones in individual majors.

The following summarizes some recent key continuous improvement achievements of the College of Business with respect to the 4 overarching strategies and associated objectives:

1a. Ensure that each student engages in at least 2 experiential-based learning practices.

- The College continues to require students to complete at least 1 internship before graduation. The most recent data from the College's survey of graduating students indicates that 55% of business graduates have completed 2 or more internships.

- Marketing and Business Analytics majors in MKT 390 Consumer Analysis & Research assisted with a study of broadband Internet access in New Orleans as part of a coordinated effort of the Mayor's Office and the White House's "Strong Cities, Strong Communities" initiative and presented findings to City officials.

- MBA students in MGT 710 Operations & Process Management consulted with Second Harvest Food Bank on back-end processes related to food donation receiving and distribution processes.

2a. Transform Career Services to make it a signature program and recruitment tool.

- The Portfolio Career Program is entering its 9th year of operation and has become a national best-in-class career development program and a centerpiece of the College's messaging to prospective students.

- 90% of students complete Portfolio requirements, 95% of seniors are satisfied with the program, and 85% of graduates are employed or are admitted to a graduate school of their choice within 6 months

2c. Develop the network of Loyola alumni and friends who support students' exploration of a variety of career paths and a life of service with internships or other activities.

- In addition to the Executive Mentor Program during the freshman year, the Portfolio program has added an "Executive Network" that provides coaching and career advice to College of Business seniors as they near graduation and prepare for their job search.

5.0 Budget

The College of Business has 19 endowed chairs and professorships generating over \$500,000 in drawdown annually toward faculty development beyond standard travel / research allotments in the operating budget. The University manages a large number of endowed scholarships, including over 2 dozen scholarship funds specifically for business students, with annual awards totaling over \$100,000 to support exceptional students.

The "Faith in the Future" comprehensive capital campaign contains a \$3 million ask allocated toward the College of Business in support of the Center for Entrepreneurship & Community Development. This fundraising goal has already been surpassed, with a year remaining in the overall campaign. This pledged endowment will support the ongoing expenses of the Center without impacting normal operating allocations to the College.

The operating allocation from the University has remained relatively stable since the reduction at the beginning of the 2013-14 FY and is sufficient to continue the current status quo of normal operations of the college.

Source of budget data is [year-end actuals](#) run on or around July 31.

6.0 Assessment of Expected Outcomes

See attached [summary](#) of assessment activities.

7.0 Supporting Documents

See attached [2013-2017 AACSB Continuous Improvement Review report](#)

College of Business Supporting Documents

[2.0 6-Year GRAD Graduation Rate_COB.pdf](#)
[2.0 6-Year UG Graduation Rate_COB.pdf](#)
[2.0 Graduate Persistence_COB.pdf](#)
[2.0 Graduate Program Headcount_Management.pdf](#)
[2.0 Graduating Headcount_ACCT.pdf](#)
[2.0 Graduating Headcount_ECON.pdf](#)
[2.0 Graduating Headcount_Finance.pdf](#)
[2.0 Graduating Headcount_MKT.pdf](#)
[2.0 Graduating Headcount_Management.pdf](#)
[2.0 Majors Minors_ACCT.pdf](#)
[2.0 Majors Minors_ECON.pdf](#)
[2.0 Majors Minors_Finance.pdf](#)
[2.0 Majors Minors_MKT.pdf](#)
[2.0 Majors Minors_Management.pdf](#)
[2.0 Undergraduate Persistence_COB.pdf](#)
[3.0 Faculty Headcount_ACCT.pdf](#)
[3.0 Faculty Headcount_ECON.pdf](#)
[3.0 Faculty Headcount_Finance.pdf](#)
[3.0 Faculty Headcount_MKT.pdf](#)
[3.0 Faculty Headcount_Management.pdf](#)
[3.0 SCCH Report_ACCT.pdf](#)
[3.0 SCCH Report_ECON.pdf](#)
[3.0 SCCH Report_Finance.pdf](#)

[3.0 SCCH Report_MKT.pdf](#)

[3.0 SCCH Report_Management.pdf](#)

[3.0 Staff HC COB.pdf](#)

[CBA Budget.pdf](#)

[CIR Report - Loyola University New Orleans - 2017.pdf](#)

[SFR_ACCT.pdf](#)

[SFR_ECON.pdf](#)

[SFR_Finance.pdf](#)

[SFR_Management.pdf](#)

[SFR_Mkt.pdf](#)

[Summary of CoB Assessment Activities.pdf](#)