

UNIT REPORT

Business Administration, College of  
Assessment Plan Summary

Business Administration, College of

Develop Relationships With Non-student Stakeholders

Goal Description:

The college's success in helping students help themselves is buoyed through productive relationships with a wide array of stakeholders, to include, alumni, employers, donors, and community leaders. As such, the college seeks to develop and maintain viable relationships with non-student stakeholders.

RELATED ITEMS/ELEMENTS -----

RELATED ITEM LEVEL 1

Engage COBA Advisory Council  
Performance Objective Description:

A proactive and supportive COBA Advisory Council can provide many positive returns, to include greater access to employment opportunities for its graduates and enhanced financial contributions to the College.

RELATED ITEM LEVEL 1

Hold Receptions With Recent Alumni In The Houston Area  
Performance Objective Description:

Building relationships with alumni is an important component of the college's success. The college is attempting to promote networking opportunities for its recent graduates. The receptions will provide such a forum as well as promote continued interaction between our alumni and the college.

Enhance External Recognition Of Quality

Goal Description:

External recognition of quality enhances the college's ability to attract quality students, faculty, and prospective employers for its graduates.

RELATED ITEMS/ELEMENTS -----

RELATED ITEM LEVEL 1

Increase Involvement With AACSB  
Performance Objective Description:

The College is accredited by AACSB International. The College's reputation will be enhanced by better informing deans of AACSB institutions of how COBA is actively pursuing excellence. Greater involvement with AACSB will allow the College greater access to deans across the country and internationally. The College's dean will pursue opportunities to increase engagement with AACSB.

Promote Efficient And Effective Administration Within The COBA

Goal Description:

The college's success is dependent on the success of the academic departments housed within the college. Furthermore, the efficient and effective administration of resources is demanded due to the scarcity of such resources.

RELATED ITEMS/ELEMENTS -----

RELATED ITEM LEVEL 1

Conduct Strategic Planning And Budgeting  
Performance Objective Description:

Strategic planning, connected to the budgeting process, is a key to efficient and effective administration. The College's Leadership Team will annually review and update the College's strategic plan and connect accompanying action items to budgetary resources.

RELATED ITEM LEVEL 1

Educate Faculty And Staff Of The New AACSB Standards  
Performance Objective Description:

The College is accredited by AACSB International. The standards are being updated and the faculty/staff of the College will need to be award of the changes and the corresponding impact on their responsibilities.

RELATED ITEM LEVEL 1

Review Mission

**Performance Objective Description:**

The AACSB standards are in the process of being updated. One major change is the requirement for the mission to be more descriptive. The College will review it and update its mission.

**Promote The Development And Maintenance Of Quality Academic Programs**

**Goal Description:**

In support of the University's and College's missions, the College will develop and maintain quality academic programs.

RELATED ITEMS/ELEMENTS -----

RELATED ITEM LEVEL 1

**Complete Comprehensive Program Reviews Of All BBA Programs**

**Performance Objective Description:**

Consistent with the college's commitment to continuous improvement, the College initiated reviews of its BBA programs. The reviews and accompanying recommendations should be completed in the 2013-14 academic year. As the College has high quality programs in place, it is anticipated that any changes may be minor in nature. However, the process of regular reviews enables the faculty to maintain quality and pertinent curriculums.

RELATED ITEM LEVEL 2

**Reports From The Various Departments And/or Review Committees**

**KPI Description:**

The deparments and/or review committees with submit their recommendations.

RELATED ITEM LEVEL 1

**Continue Application Of The College’s Assurance Of Learning (AoL) Process**

**Performance Objective Description:**

Assurance of Learning (AoL) is a vital component in the pursuit of continuous improvement. The COBA will continue its AoL program and improve the process by hosting a Learning Retreat to allow the faculty to share best practices.

RELATED ITEM LEVEL 2

**Learning Retreat**

**KPI Description:**

The Assistant Dean for Assessment will organize the Learning Retreat.

**Provide An Environment Supporting Students’ Professional And Academic Success**

**Goal Description:**

As a college that offers professional programs, the COBA is cognizent of its responsibility to promote its students' growth both inside and outside of the classroom. Toward that end, the college desires to create an environment that supports students’ professional and academic success.

RELATED ITEMS/ELEMENTS -----

RELATED ITEM LEVEL 1

**Expand Online Offerings**

**Performance Objective Description:**

Online courses provide access to educational opportunities to students who find it difficult or impossible to attend traditional face-to-face courses.

RELATED ITEM LEVEL 1

**Support The Development Of Academic Support Material**

**Performance Objective Description:**

To aid in helping students acheive the high standards of performance set by the COBA, the College will start creating Academic Support Material for select topics. These tutorials will allow the students to review pertinent material as well as allow faculty to not spend inordinate amounts of time reviewing material covered in prerequisite material.

**Support The Recruitment And Retention Of A Productive, High-quality Faculty**

**Goal Description:**

The most valuable asset for a college is its faculty. The faculty are responsible for the creation and delivery of quality academic programs, the creation of new knowledge as well as other intellectual contributions, and for providing service as it relates to shared governance and serving students, the academy, employers and the community. As such, it is vital that the college recruits and retains a high quality faculty.

RELATED ITEMS/ELEMENTS -----

RELATED ITEM LEVEL 1

**Funding For Databases Such As CRSP And Research Insight**

**Performance Objective Description:**

Access to existing databases enable the faculty to conduct quality research.

RELATED ITEM LEVEL 1

Provide Departments Funding For Faculty Development

Performance Objective Description:

The faculty represent the most valuable asset of the college. A productive faculty is required if the college is to fulfill its mission. Toward that end, the college will provide the department with funding to support faculty development. The funds will be used to support the faculty members' efforts in the teaching and research sectors.

RELATED ITEM LEVEL 2

Departmental Travel Budget

KPI Description:

Funding for faculty travel and development will be supplied to each department within the college.

RELATED ITEM LEVEL 1

Provide Graduate Assistants

Performance Objective Description:

Providing graduate assistants who are available to assist the faculty will enable the faculty to be more productive in both teaching and research.

Update to Previous Cycle's Plan for Continuous Improvement

Previous Cycle's Plan For Continuous Improvement (Do Not Modify) :

New Plan for Continuous Improvement was not created in 2015-2016 cycle.

-----