

College Of Business Administration

STRATEGIC PLAN

2013 – 2014

Vision Statement

Our vision is to join with our partners to be a recognized learning community that develops engaged and socially responsible professionals and promotes economic development.

Significant modification of previous form done by CBA Faculty Assembly August 21, 2008 and modified slightly on November 19, 2008, edited May, 2013

WINTHROP UNIVERSITY

COLLEGE OF BUSINESS ADMINISTRATION



MISSION STATEMENT

Our mission is to prepare students in a learning-centered environment, through effective teaching, scholarship, and service, with the professional and leadership skills necessary for positions in the global marketplace, while fostering life-long learning and service to the external community.

In support of this mission, the College:

1. Provides nationally accredited Business Administration (AACSB) and Computer Science (CAC/ABET) programs that are excellent in quality, contemporary in design, progressively developmental, and relevant to today's dynamic business practices.
2. Provides undergraduate business administration, computer science, applied technology, and economics degree programs primarily to a full time residential population.
3. Provides quality graduate programs that serve a diverse student population in a flexible format accommodating both part-time and full-time students.
4. Provides an accessible environment promoting faculty/student communication and development of the student as an engaged professional.
5. Fosters an understanding and appreciation of cultural similarities and differences.
6. Conducts and disseminates scholarship in business, computer science, and economics with a strong focus on contribution to practice.
7. Serves the community and businesses through programs and partnerships that enhance the intellectual and economic quality of the region.

Revised and adopted by Faculty Assembly 11/19/97, revised and reaffirmed 2003, primary language approved by CBA Faculty Assembly in April 2008 and ratified on October 9, 2009, ratified at 2012 Strategic Planning Conference and approved by SPAC

Core Values

THE NATURE AND CHARACTER OF WINTHROP UNIVERSITY*

Winthrop is South Carolina's distinctive public comprehensive university... Committed to serving the educational needs of the citizens of the state and the region, we bring the world to Winthrop and Winthrop to the world.

As a community of learners:

We center the Winthrop experience on student development inspired by our commitment to the liberal arts traditions, to national-caliber professional education, and to developing leadership and civic responsibility;

We nurture full professional development, collective and individual growth, enlightenment, and transformation;

We value the search for truth through reasoned and disciplined inquiry, innovation, and free expression;

We embrace multiculturalism and the broadest possible diversity of people and perspectives;

We share a strong sense of place – a beautiful, historic campus with collegial and caring atmosphere; and

We fulfill and enhance the nature and character of the university through policies and resources that reflect and advance these ideals and aspirations.

THE NATURE AND CHARACTER OF THE COLLEGE OF BUSINESS ADMINISTRATION**

In support of the mission and imperative for its achievement, the faculty, staff, and administration are committed to shared core values that respect and promote:

Actions that are characterized by ethics, integrity, and honesty;

A spirit of community that embodies inclusiveness and collaboration;

Acceptance of a sense of responsiveness and accountability to the community and the challenge to be effective and efficient stewards of our resources;

Acceptance of change; and

Environments and relationships supportive of learning and personal growth.

* From the Nature and Character of the University as representative of the core values of the College with the inclusion of the five College specific statements listed.

Invest in YOUR Professional Development

At Winthrop I can:

Learn from experienced, committed faculty

Lead real world business projects

Develop cutting edge professional skills

Enhance personal skills

Realize potential through a challenging learning environment

Participate in small classes

Experience diversity that mirrors the marketplace

Interact with business professionals

The College of Business Administration at Winthrop University

Developing partnerships

Building relationships

Producing students who can!

Strategic Value

I. Learning Community and Relationships

The College of Business Administration will be a recognized learning community to prepare students with the professional and leadership skills necessary for positions in the global marketplace.

Acknowledging its long standing tradition of excellent teaching and personal interaction, the College will maintain a campus atmosphere and environment that provides encouragement of the full involvement of students, faculty and staff in achieving the desired learning and developmental outcomes. The College is dedicated to intellectual, cultural, personal and social growth.

Strategic Initiatives

In order to focus activity on the accomplishment of the stated objective, the College of Business Administration will:

A. Create and support appropriate Learning Environment

1. Continue to expand the number of opportunities for interaction between faculty and students in informal, non-classroom settings. Learning spaces should be inclusive and accommodate all CBA efforts to increase understanding of cultural similarities and differences.
2. Support the Universities' growth strategy; seeking strategic, balanced growth across the programs as allowed by resources through programs to attract and retain qualified applicants. This may be accomplished through partnerships and alliances as well as more commitment to public relations and marketing of program.

B. Improve our knowledge of changing student needs and overall adjustments to facilitate the transition from the University to the workplace.

1. Improve internal communication and clarity of expectations; involve student representatives/leadership, formal surveys, and the use of outside training and expert consultants.
2. Refine and focus the student professional development program. (interpretation; small letters, Student professional development, general program planning as opposed only what Dr. Burgess Wilkerson does)
3. Expand and support improved career opportunity programs for our students.

C. Support the efforts of Faculty and Staff

1. Continue to recruit a diverse faculty who are well trained in their discipline and are committed to student learning and development. Faculty are also expected to be intellectually active and

publish their work and submit items for peer review and other expectations established by the Mission Statement. Hiring, faculty management and faculty resources will be tied to the stated mission and governed by policies as state guidance documents.

- a. Provide instructional support and technology.
 - b. Value contribution to governance and the general education core.
 - c. Encourage, support, and reward appropriate levels of research, business interaction, and activities that support economic development. As such, the research portfolio of the College will be across all areas but will focus primarily on applications, contributions to practice. (interpretation; interaction that is primarily design to support faculty development and research)
 - d. Provide a Faculty Development program that supports personal and career growth. This includes efforts to increase productivity through content knowledge updates, continuing improvement in pedagogy and technological proficiency, and professional interaction.
 - e. Remain committed to staff development and improvement.
 - f. Remain committed to refining the organization structure and procedural efficiency as necessary to support efforts of the faculty and staff.
- D. Implement sound administrative systems that are responsive to all stakeholder interests through adoption of sound management practices and innovations that result from collaborative strategic planning and shared governance. (accounts for all programs, student and f/s, make sure classified as distinct from II C 1 f)

Strategic Value

II. Curriculum and Programs

The College of Business develops, implements, and maintains degree programs, options, courses and other learning experiences that serve the evolving needs of new existing audiences within the state and the region and the state. These programs are relevant globally. These programs will be continually reviewed, consonant with current theory and research, and provide the skills necessary to accomplish the Mission of the College.

Provides nationally accredited Business Administration (AACSB) and Computer Science (CAC/ABET) programs that are excellent in quality, contemporary in design, progressively developmental, and relevant to today's dynamic business practices. Programs and services will be evaluated against national, regional, state, and professional standards.

Strategic Initiatives

In order to focus activity on the accomplishment of the stated objectives, the College of Business Administration will:

- A. Design and maintain programs that are excellent in quality, contemporary in design, purposefully developmental and relevant to business practice; including national program level accreditation where applicable. Students should develop a leadership perspective and a level of acceptance of social responsibility. (interpretation; outreach with link to instructional mission)
- B. Interact with all constituencies to investigate, plan and implement an appropriate variety of programs, including format, location, degrees, certificates, and other continuing education opportunities that improve economic and general quality of life in the service area.
- C. Provide quality undergraduate programs
 - 1. Provide high quality undergraduate business administration, computer science, applied technology, and economics degree programs primarily to a full time, mostly residential population.
 - 2. Seek innovation and efficiency in degrees and curriculum.
- D. Provide quality graduate programs
 - 1. Provide programs that are relevant to the needs of the business and the interests of a diverse student population, accommodating both full and part time students.
 - 2. Provide programs with flexible formats, schedules, and delivery modes.
- E. Provide programs to accomplish the overall developmental mission of the College, linking classroom knowledge with broader developmental initiatives. (interpretation, specific Student Professional Development programming)
 - 1. On campus, through cooperative relationships, and specific Student Professional Development programming
 - 2. Off campus, through field experiences, trips, and study experiences
- F. Integrate Assessment data into process improvement create culture of assessment or data driven decision making.

Strategic Value

III. Facilities

The College of Business Administration provides and maintains instructional facilities that contribute to the realization of its Mission. The spaces are aligned with professional expectations. In addition to professional preparation, spaces will provide an accessible environment promoting faculty/student communication.

Strategic Initiatives

In order to focus activity on the accomplishment of the stated objective, the College of Business Administration will:

- A. Provide and maintain specialized spaces to meet the needs of changing instructional program, departments, and support services.
- B. Monitor and continually update space usage, especially as it relates to student study space and access to technology. Assessment and this effort will guide space allocation decisions.

Strategic Value

IV. Support Services

The College of Business Administration will provide support services to advance its Mission and the work with faculty, staff and students. Each division is mission driven and will contribute to the instructional component of the mission. Instructional and administrative technology and the associated training and support are essential to this goal.

The College will continuously evaluate the administrative systems in place to achieve the maximum effectiveness and efficiency from financial and other resources.

Strategic Initiatives

In order to focus activity on the accomplishment of the stated objective, the College of Business Administration will:

- A. Support administrative faculty to attend professionally and maintain their state of the practice training and professional qualifications.
- B. Administrative faculty will work with the Mission Statement, assess results and modify policies and procedures to improve as data suggests.

- C. Encourage review and continuing evaluation of the administrative structure and task design in the College to accomplish the maximum in student, faculty, and staff development. Change is expected and will be subject to assessment of impact.
- D. Maintain the appropriate level of instructional and administrative technology as a critical part of teaching, learning, research, and service. This is vital to the accomplishment of the developmental mission.
 - 1. Acquire the necessary technology.
 - 2. Provide training and support for the use of the required technology.
 - 3. Make special efforts to support technology directly related to improving pedagogy and student learning outcomes.
 - 4. Seek association and information on the most recent trends in instructional technology so the faculty and administration is informed on the developments, resource requirements, and training needs for the CBA to meet the technical needs of our students and the business organizations in the region.
 - 5. Develop processes to continuously assess the effectiveness of the College's technical infrastructure and our ability to meet our mission requirements for effective teaching and contributing to economic development.

Strategic Value

V. Partnerships and Collaborations

The College of Business Administration serves the community and businesses through programs and partnerships that enhance the intellectual and economic quality of the region. Our students will learn to become engaged in their process. Improve and expand the satisfaction, quality of communication, and sense of accountability and service in our relationships with external constituents.

Strategic Initiatives

In order to focus activity on the accomplishment of the stated objective, the College of Business Administration will:

- A. Build partnerships with companies and other institutions for the benefit of students and for the economic development of the region.
 - 1. Strengthen its outreach and service activities and efforts to support economic development.

2. Offer service to the business community and learning opportunities through the project partner plan (student and faculty teams consulting on real problems) and the curriculum partner plan (a specialist in a company becomes a resource to the lead faculty in each core class). Part of a faculty service commitment can be dedicated to encouraging, developing, and supervising this field based learning program or the integration of practice into the curriculum.
(interpretation; outreach that is primarily service oriented)

- B. Encourage and support faculty involvement in the external community.
- C. Develop international partners as sources of student exchanges, work on joint projects in classes, to host our international field experience trips, and to provide enrichment experiences for our faculty. These may take the form of articulation agreements. These efforts will help students recognize cultural similarities and differences.
- D. Continue to improve and find resource support for CBA public relations activities and the marketing function and its initiatives.
- E. Improve the College's performance in development of private fundraising and other forms of external support.
 1. Continue to refine the capital needs list in the college and work on development of prospects to help support our needs.
 2. Create new fund raising committee with internal and external membership.
 3. Improve alumni relations for the university and the college by working with Alumni Director on specialized alumni groups, targeting to operationalize three groups – accounting, MBA and Executive MBA.