

**COLLEGE OF BUSINESS ADMINISTRATION  
INSTITUTIONAL EFFECTIVENESS PLAN  
2002-2003**

**Mission Statement**

The College of Business Administration will provide high quality undergraduate and graduate business education and specialized business training to support the educated labor force needs of New Orleans business, non-profit, and government employers. The College will participate in the global community of scholars through applied and basic intellectual contributions and internationally focused academic programs and course work. The College, its faculty, and students will support the economic development of New Orleans through the provision of data, applied research, and other professional services.

Reviewed by faculty on \_\_\_\_\_  
Date Dean's initials

Approved by: \_\_\_\_\_  
Timothy Ryan, Dean Date

Prepared: August 29, 2002

**COLLEGE OF BUSINESS ADMINISTRATION  
2002-2003**

**Goals and Objectives**

**Goal 1. The College will provide intellectual contributions that benefit our students and graduates, and the academic and professional communities.**

Objective 1.1. Average at least one journal article per faculty member per year

Strategy 1.1.1. Subsidize submission fees

Strategy 1.1.2. Provide financial support for presentations of research at national and international conferences

Strategy 1.1.3. Operate merit pay plan that highly rewards publication in top journals

Strategy 1.1.4. Graduate faculty who publish regularly and participate in the doctoral program will have reduced teaching loads.

Strategy 1.1.5. Annually give "Researcher of the Year" award to top researcher in college

Assessment Tool(s): Faculty activity reports

**Goal 2. The College will provide those services that benefit our students, our graduates, and the local, regional and global communities of our stakeholders.**

Objective 2.1. Provide at least six professional development opportunities for the local/regional business community per year

Strategy 2.1.1. Real Estate and Economic Forecasting Seminar (part of UNO Business Series)

Strategy 2.1.2. Entrepreneurship and Small Business Seminar (part of UNO Business Series)

Strategy 2.1.3. Energy Accounting and Technology Conference

Strategy 2.1.4. Continuing Professional Education Seminars

Strategy 2.1.5. Non-credit classes offered through the Metropolitan College in New Orleans

Strategy 2.1.6. Statewide Real Estate Professional Education Seminars in ten Louisiana cities (Real Estate Market Data Center)

Objective 2.2. Utilize the applied business research centers of the College (Division of Business and Economic Research, Real Estate Market Data Center, Center for Economic Development, International Trade Center, Small Business Development Center) to provide services to the local business community

Strategy 2.2.1. Provide quality applied research for business and policymakers (e.g., economic forecasts, economic impact analyses, cost-benefit studies, and a variety of market research reports)

Strategy 2.2.2. Speak to a variety of professional, civic, and governmental groups about the local and state economies and other ongoing research

Strategy 2.2.3. Serve on various committees and boards for the community and its businesses

Strategy 2.2.4. Provide socioeconomic and demographic information for overall economic strategies for the City, the metropolitan area, and the State

Strategy 2.2.5. Testify to New Orleans City Council and state legislative committees and meet with public officials about the state and regional economy and their component industries

Strategy 2.2.6. Consult regularly with media representatives: CNN, major local television and radio networks, Times-Picayune, City Business, Jefferson Business Journal, and a variety of international newspapers

Strategy 2.2.7. Respond to telephone and written requests for information about the local, state and national economies by business people, politicians and interested citizens

Assessment Tool(s): List of professional development activities  
Faculty activity reports  
Division of Business and Economic Research reports

**Goal 3. The College will provide technology necessary for faculty to perform research and prepare students to pursue successful careers in business.**

Objective 3.1. Provide faculty with at least 80% of the best-practice software and databases that are appropriate

Strategy 3.1.1. Identify best practice software and databases using external sources

Strategy 3.1.2. Continually evaluate the need for additional software and databases by the College of Business Technology Committee

Objective 3.2. Provide 100% of faculty with networked computers and update computers every three years as needed

Strategy 3.2.1. Annually identify faculty computers that are out of date and provide upgraded computers

Strategy 3.2.2. Assure that all new faculty are given an office with network connection and login

Strategy 3.2.3. Provide College of Business network personnel to aid faculty in accessing programs

Strategy 3.2.4. Provide training for faculty to use software and databases

Strategy 3.2.5. Actively promote the University's Faculty Initiative for Technology and Teaching (FITT) program.

Objective 3.3. Install permanent multi-media equipment in 12 classrooms in 2003-2004

Strategy 3.3.1. Identify classrooms for installation and obtain software and databases for faculty research

Strategy 3.3.2. Purchase needed equipment

Strategy 3.3.3. Install wiring and equipment

Assessment Tool(s): Inventory of computers in faculty offices  
List of software and databases available on College LAN  
List of FITT members in the College of Business  
Inventory of equipment in classrooms in the BA building

**Goal 4. Serve a diverse educational community.**

Objective 4.1. Increase number of under-represented faculty by 10% by 2006

Strategy 4.1.1. All faculty positions to be advertised widely with the statement that UNO is an Equal Opportunity Employer

Strategy 4.1.2. Use minority locator services where available

Objective 4.2. Improve retention of minority students by 10% by 2005

Strategy 4.2.1. Appoint a faculty student advisor in COB from a minority background

Strategy 4.2.2. Provide remedial academic assistance for minority students

Objective 4.3. Increase the minority students representation in the COB with a target of 30% by 2010

Strategy 4.3.1. Target high schools with large numbers of minority students for recruitment

Strategy 4.3.2. Ensure marketing material promotes ethnic diversity

Objective 4.4. Increase international student enrollment with a target of 7% of total enrollment by 2006

Strategy 4.4.1. Produce brochure to target international students

Strategy 4.4.2. Support current international partnership initiatives

Strategy 4.4.3. Provide support to develop new international partnership initiatives

Assessment Tool(s): EEOC recruiting reports  
Student retention rates  
Student demographics report  
List of international partnerships

**BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION  
2002-2003**

**Goals and Objectives**

**Goal 1. The College will provide students with skills and competencies that prepare them for the rigors of the business world.**

1. Objective 1.1. For the undergraduate capstone course, 70% of the teams will have to score a star in each category during the course of the simulation. That is,
  - a. 70% of the teams will score a star in Gross Profitability over the course of the simulation;
  - b. 70% of the teams will score a star in General Profitability over the course of the simulation;
  - c. 70% of the teams will score a star in Control of Cash Flow over the course of the simulation;
  - d. 70% of the teams will score a star in Inventory Control over the course of the simulation;
  - e. 70% of the teams will score a star in Stock Price over the course of the simulation;

Strategy 1.1.1. Offer a capstone course for all business majors that utilizes case analyses requiring students to integrate the skills of marketing, management, accounting, finance and economics in effective business decision making.

Strategy 1.1.2. Use simulation in capstone course that require students to integrate various disciplines

Objective 1.2. One hundred percent of graduates certified as orally competent

Strategy 1.2.1. Training given in required communications course.

Strategy 1.2.2. Class presentations in several upper division courses and in capstone course

Objective 1.3. Students will be able to communicate in written form in such a way as to demonstrate their ability to present information clearly, logically, and critically.

Strategy 1.3.1. Training given in required communications course.

Strategy 1.3.2. Written reports required in several upper division courses and in capstone course

Objective 1.4. All graduates will demonstrate the effective use of computers and information technology

Strategy 1.4.1. Require computer competency exam of all students

Strategy 1.4.2. Provide programs for student self-taught training in computer skills for those who desire to learn on their own

Strategy 1.4.3. Provide instruction leading to computer competency for those who are deficient

Strategy 1.4.4. Require computer applications of business topics in numerous courses including the capstone course

Assessment Tool(s): Web site rating of overall performance on capstone simulation  
Oral competency exams  
Written case analyses  
Computer competency exams

**Goal 2. Offer academic programs that are consistent with the current and future needs of the local, regional, and global communities.**

Objective 2.1. Review the three technology-oriented programs in the College and provide a curriculum change proposal by March 2003

Strategy 2.1.1. Appoint ad hoc committee in the Dept of Management to review IT programs

Strategy 2.1.2. Consult with other departments

Strategy 2.1.3. Compare to programs at other comparable universities

Objective 2.2. Maintain cooperative programs with universities in other countries

Strategy 2.2.1. Periodically review Memorandum of Understanding with the selected university partners

Strategy 2.2.2. Meet with representatives of selected countries to explore new cooperative programs.

Assessment Tool(s): Curriculum change proposal  
Memoranda of understanding with foreign institutions

**Goal 3. Offer academic programs that are convenient, affordable and prepare students for the rigors of the business world.**

Objective 3.1. Maintain the number of course and degree programs offered in the evening during 2003-2004

Strategy 3.1.1. Encourage department chairs to ensure schedule include evening courses

Strategy 3.1.2. Monitor the number of courses taught in the evening

Objective 3.2. Increase the participation in internship programs by 15% by 2004.

Strategy 3.2.1. Actively promote the programs to the undergraduate student body

Strategy 3.2.2. Provide teaching release for Internship Coordinators

Strategy 3.3.2. Provide summer support for Internship Coordinators

Objective 3.3. Attain a satisfactory rating ( $\geq 4.0$ ) on College controllable measures of convenience as assessed by Educational Benchmarking Institute's (EBI) annual evaluation of undergraduate business programs.

Strategy 3.3.1. Rotate courses offered in the evenings to insure that evening-only students can have a full range of course options

Strategy 3.3.2. Increase the use of Blackboard to provide students with good communication with professors

Assessment Tool(s): Class bulletins  
Enrollment in internship courses  
EBI reports