

**ASU's School of Business
Strategic Plan 2021 – 2026**

Mission Statement: The ASU School of Business is a diverse community of students, faculty and staff committed to excellence in (1) teaching, student learning and enrichment, through the delivery of state-of-the-art industry focused business programs, course offerings and student experiences (2) applied research (3) collaborative community engagement and (4) sustained business accreditation quality standards.

Vision Statement: ASU School of Business aspires to be a premier center of academic excellence that will (1) develop a diverse community of business leaders and entrepreneurs empowered as critical, innovative, and ethical thinkers and (2) impart culturally relevant, experiential teaching and learning and (3) support community needs by generating high quality applied research, while embracing the values of diversity, inclusivity, and respect.

School of Business Programs:

BS in Accounting
BS in Management
BS in Healthcare Management
BS in Marketing
BS in Supply Chain & Logistics Management
Master in Business Administration

Chair: Dr. Devi Akella

School of Business Faculty (Undergraduate)

Dr. Devi Akella	Management
Professor Edward Bagley	Accounting
Professor Eugene Behal	Business Administration & MIS
Dr. Sherryl Johnson	Healthcare Management
Professor Aaron Johnson	Economics
Dr. Kathaleena Monds	MIS
Dr. Amaechi Nwaokoro	Economics
Dr. Edwin Nyamwala	Marketing
Dr. Abiodun Ojemakinde	Economics
Dr. Edgars Patani	Accounting
Dr. Corrine Sweet	Business Administration & MIS
Dr. Nadeepa Wickramage	Supply Chain & Logistics Mgmt.
Dr. Uzell Williams	Accounting
Dr. Victor Williams	Management & MIS

School of Business (Graduate)

Dr. Devi Akella	Management
Dr. Sherryl Johnson	Healthcare Management
Dr. Amaechi Nwaokoro	Economics
Dr. Edwin Nyamwala	Marketing
Dr. Abiodun Ojemakinde	Economics
Dr. Edgars Patani	Accounting
Dr. Nadeepa Wickramage	Supply Chain & Logistics Mgmt.
Dr. Uzell Williams	Accounting

School of Business Goals & Objectives

Goal 1. Sustain ACBSP accreditation and explore AACSB accreditation

- Objective 1: Participation in ACBSP conferences.
- Objective 2: Complete self-study report.
- Objective 3: Prepare & Implement Assurance of Learning Plan.
- Objective 4: Initiate AOL data collection data and semester-wise reports.
- Objective 5: Prepare and complete Site-Visit.

Goal 2: Activate student enrollment and retention numbers at the undergraduate and graduate levels.

- Objective 1: Actively represent SofB in School and Career Fairs and Graduate School Recruitment Efforts.
- Objective 2: Participate in ASU Open Houses.
- Objective 3: SofB faculty participation in Study Tables.
- Objective 4: Connect with Alumni, track their career progress and salaries.

Goal 3: Activate student enrichment, learning and college level experiences at the business department.

- Objective 1: Initiate student clubs at least 3 by Fall 2023. Regulate regular monthly club meetings.
- Objective 2: Hold monthly Business Lecture Series each semester.
- Objective 3: Encourage undergraduate research amongst the faculty group and students. Match graduate faculty with graduate assistants to increase research output at the graduate levels.
- Objective 4: Host Career Services Events at Peace Hall
- Objective 5: Regulate mentoring sessions between faculty and students.
- Objective 6: Regulate monthly executive advisory board meetings.
- Objective 7: Host semester-wise town hall meetings.
- Objective 8: Initiate internationalization of curriculum events, virtual and face-to-face.
- Objective 9: Follow-up student experiences in BUSA 3100 Business Internship.
- Objective 10: Increase student participations at the graduate and undergraduate levels in case competitions, symposiums and conferences.

Goal 4: Innovate curriculum to reflect industrial needs.

- Objective 1 Update course offerings and degree programs.
- Objective 2: Identify SME for all business subjects.

Objective 3: Inclusion of SofB learning outcomes in all course syllabi.

Objective 4: Ensure all SofB faculty submit mid-term, final grades, and attendance verification on time.

Objective 5: Track student experiences in BUSA 3100 Business Internship class.

Objective 6: Explore partnerships with other higher education institutions for the MBA SCLM degree program.

Objective 7: Reduce student failure rates in accounting courses at the graduate levels.

Objective 8: Integrate Peregrine Exit Exam mandatory for MBA graduation.

Goal 5: Motivate excellence in scholarship, persistence and community engagement.

Objective 1: Increase faculty research at the faculty levels.

Objective 2: Ensure faculty sustain their academically qualified qualifications.

Objective 3: Ensure faculty motivation levels at academic and professionally qualified categories.

Objective 4: Increase student research at the undergraduate and graduate levels. Increase graduate assistants.

Objective 5: Integrate Service Learning Projects into business courses.

Objective 6: Establish partnerships with local schools and non-profit organizations.

Goal 1: Sustain ACBSP accreditation & explore AACSB accreditation.

Strategic Imperatives	Desired Outcomes	Tactics	Measures	Financial/Other Resources	Dates
Achieve reaffirmation and maintain accreditation	<p>Completion of Self-Study Report</p> <p>Achieve reaffirmation in 2024</p>	<p>Identify, document and refine the processes and procedures to ensure our continued compliance with ACBSP and SACSCOC standards.</p> <p>Review and maintain faculty sufficiency and qualification standards in all undergraduate and graduate programs.</p> <p>Put in place processes for regular collection of assessment of learning data at the undergraduate and graduate levels.</p>	<p>Existence of Reaffirmation/Accreditation Committee</p> <p>Regular committee meetings of those involved in the accreditation processes and measures.</p> <p>Existence of Site Visit Committee</p> <p>Recognition of the faculty members serving on the Reaffirmation/Accreditation Committee and Site-Visit Committee during annual evaluation, promotion and tenure assessments.</p>	Faculty and Staff Time	Fall 2024

		<p>Review all our processes at School of Business as per ACBSP quality standards to ensure accreditation compliance.</p> <p>Prepare for 2024 Reaffirmation</p>			
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Goal 2: Activate student enrollment and enrichment at undergraduate and graduate levels.

Strategic Imperatives	Desired Outcomes	Tactics	Measures	Financial/Other Resources	Dates
Activate student enrollment at both undergraduate and graduate levels.	Increase in student enrollment numbers at the undergraduate and graduate levels.	<p>Participate in School and Career Fairs.</p> <p>Participate in enrollment and recruitment efforts at ASU and in the community collaborating with Graduate School.</p> <p>Participate in ASU Open Houses.</p> <p>Faculty</p>	<p>Number of school and career fairs attended.</p> <p>Number of open houses participated.</p> <p>Number of recruitment events attended.</p>	Faculty Time	Spring 2023 & Fall 2023

		<p>Participation in Study Tables</p> <p>Keep close connection with Alumni, track their career progress and salaries.</p>			
<p>Increase in student enrichment experience at the undergraduate and graduate levels.</p>	<p>Increase in student learning.</p> <p>Increase in internships and job placements for students</p>	<p>Business Lecture Series.</p> <p>Student Clubs [at least 3 functioning by Fall 2023]</p> <p>Undergraduate Research</p> <p>Graduate Research</p>	<p>Student Feedback survey on BLS.</p> <p>Student Attendance at Club meetings.</p> <p>Number of UGR funded. Presentations at the Annual UGR conference</p> <p>Number of graduate research publications.</p> <p>Student participation at the Graduate Symposium.</p>	<p>Faculty Time</p> <p>Funds for Travel</p> <p>SofB Semester Newsletter</p>	<p>Each Semester</p> <p>Date Collection (Spring 2023)</p>

		Case Competitions & Conferences	Annual attendance Student Case Competitions and Conferences at the graduate and undergraduate levels.		
		Host Career Services Events at Peace Hall	Internship and Job Placements for students. Internship feedback in BUSA 3100		
		Advisory Board Meetings	Curriculum development using Advisory Board feedback.		
		Host one town hall meeting for the students each semester.	Number of townhall meetings each semester.		
		Internationalization of Curriculum	Inclusion of face-to-face/virtual study abroad programs.		

Goal 3: Innovate curriculum to reflect industrial needs

Strategic Imperatives	Desired Outcomes	Tactics	Measures	Financial/Other Resources	Dates
<p>Innovate curriculum to meet industrial needs.</p>	<p>Updated course offerings and degree programs</p>	<p>Changeover to BSBA degree program offerings</p> <p>Streamline SofB course syllabi</p> <p>Identify SME for all subjective areas.</p> <p>Assess the quality of internships provided to students in BUSA 3100</p>	<p>CNP for BSBA Programs Submitted.</p> <p>Inclusion of SofB learning outcomes in all course syllabi.</p> <p>SME's identified.</p> <p>BUSA 3100 course subjective content reviewed</p>	<p>Faculty Time</p>	<p>Fall 2024 (tentative)</p> <p>Fall 2023</p>

		MBA (Accounting) concentration	CNP proposal on admission requirements for MBA Accounting concentration submitted.		
		All MBA concentrations	CNP proposal submitted for MBA degree programs on inclusion of MBA Exit Exam.		

Goal 4: Motivate excellence in scholarship, persistence and community engagement.

Strategic Imperatives	Desired Outcomes	Tactics	Measures	Financial/Other Resources	Dates
Conduct high quality research that adds value to business disciplines	<p>Increase in quality research at the faculty levels.</p> <p>Academically and professionally qualified SofB faculty</p>	<p>Monthly Brown Bag Discussions</p> <p>Modified Annual Faculty Evaluation Instrument</p>	<p>Faculty Publications</p> <p>Conferences attended</p> <p>Grants Funded</p> <p>Teaching Workshops attended each semester</p> <p>Participation in Graduate Research Colloquium.</p>	Funds available for travel and to undertake research related activities.	Spring 2023 and Fall 2023
	Increase in quality research at the student levels.	<p>Graduate Assistants for graduate faculty</p> <p>Undergraduate Research Grants</p>	<p>Number of graduate assistants available</p> <p>Number of UGR grants funded.</p> <p>Number of student publications and conferences attended.</p>	Funds available for travel and to undertake research related activities.	Spring 2023 and Fall 2023
	Engage in community service	Establish partnerships with local schools and non-profit organizations	<p>Number of MOUs signed</p> <p>Incorporation of service learning projects in graduate and undergraduate courses.</p>	Faculty Time and networks	Spring 2023 and Fall 2023

School of Business Program Learning Outcomes [Undergraduate programs]

In accordance with our mission, the school of business has identified the following student learning outcome.

Goal 1: Effective Tech-Savvy Communicators

Outcome 1: Oral Communication. Our students will *prepare* and *deliver* professional and effective quality presentations, incorporating appropriate technologies, on business topics.

Outcome 2: Written Communication. Our students will *prepare* professional quality business documents and/or memos summarizing their analysis of a business issue.

Outcome 3: Our students will be *proficient* with word processing, spreadsheet, database, data communication, internet, financial calculations and presentation software.

Goal 2: Analytical Business Professionals

Outcome 1: Our students will be *knowledgeable* of team processes, and *demonstrate* effective teamworking skills.

Outcome 2: Our students will *exhibit* appropriate professional behaviors in an actual work environment, including: appropriate dress, punctuality, and demeanor.

Outcome 3: Our students will *apply key concepts* in the major business subjects, including: accounting, economics, finance, information systems, international business, marketing, and management. [Peregrine Inbound and Exit Exam]

Outcome 4: Our students will systematically *apply* decision making models to identify business problems, generate and evaluate solutions, and propose a feasible solution.

Goal 3: Globally & Environmentally Conscious Ethical Leaders

Outcome 1: Our students will *apply* relevant principles of ethical behaviors to identify ethical problems and propose appropriate solutions.

Outcome 2: Our students will *analyze* global potential through country analyses, including: political, cultural, economic, legal, and strategic approaches.

Outcome 3: Our students will *practice* environmental conservation and awareness.

School of Business MBA Program Learning Outcomes

Goal One: Communication

Students will be able to **compare and contrast** business issues and solutions effectively in a professional manner both orally and in writing using appropriate word choice, tone, and grammar.

Outcome 1: Students will be able to **develop** oral presentations using appropriate technology in a professional businesslike manner.

Outcome 2: Students will *produce* written business reports.

Goal Two: Leadership

Students will **apply** leadership and team building skills to support career growth and preparation for management (executive) responsibilities/challenges.

Objective 1: Students will **apply** collaborative and interpersonal skills to work effectively in teams (manage and organize) to solve business problems.

Objective 2: Students will demonstrate cross-cultural values, beliefs and perceptions needed to manage diverse employees at corporate workplaces.

Goal Three: Managerial Knowledge

Students will **evaluate** broad knowledge across core business disciplines to interpret and explain problems in the business environment.

Outcome 1: Students will *evaluate* strategic knowledge across business disciplines and apply this knowledge to decision making by evaluating evidence and selecting among alternatives that reflect the cross-functional nature of management processes.

Outcome 2: Students will *demonstrate* awareness of important global business concepts, issues and problems and be capable of providing solutions and alternative courses of action consistent with global best practices.

Goal Four: Business Analytics

Students will be able to **appraise** business problems, **defend** potential solutions, and **select** an appropriate course(s) of action, using applicable tools and techniques.

Outcome 1: Students will **examine** and **test** appropriate analytical/statistical estimates to make sound business decisions across disciplines.

Outcome 2: The student will **explain** their business judgment and rationality when synthesizing data to arrive at appropriate conclusions and strategies.

Outcome 3: Students will **integrate** high levels of skill in problem solving/decision making in unfamiliar circumstances through understanding of relevant disciplines and application of appropriate techniques to generate sound business decisions.

Goal Five: Ethical Practices

Students will use their understanding of ethical theories and models to **appraise** ethical decisions from both domestic and global perspectives that values and affirm the dignity of all people.

Objective 1: Students **examine** ethical issues and **select** appropriate, reconciling solutions/alternatives within a business or organizational context.

Objective 2: Students will be able to **assess/evaluate** how legal/ethical/regulatory issues impact their careers/professions both at individual and corporate levels.