



EXECUTIVE SUMMARY

**AACSB International
Maintenance of Accreditation 2004-2009**

College of Business
Louisiana Tech University

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EXECUTIVE SUMMARY

Overview

Louisiana Tech University

The Industrial Institute and College of Louisiana was founded in 1894 to educate citizens of the state in the arts and sciences and in “the practical industries of the age.” The first degree awarded was in business in 1897. In 1921, the school’s name was changed to Louisiana Polytechnic Institute and then to Louisiana Tech University in 1970.

Louisiana Tech is located in a non-urban environment, the city of Ruston having a population of approximately 20,000 people. The institution’s undergraduate student body is generally full-time, of a typical age (80% are 17 to 24 years-of-age), with a large percentage housed on campus. Thus, the traditional collegiate environment of full-time students, numerous student organizations, campus-related social and cultural activities, and Division IA sports is characteristic of Louisiana Tech.

There are approximately 280 acres on the main campus, while farm, forest land, and other facilities are located in various locations across north Louisiana. Louisiana Tech has offered an on-base degree program at Barksdale Air Force Base in Bossier City, Louisiana since 1965. The program was designed to meet the needs of Air Force personnel, but civilians are permitted to participate on a space available basis.

The University recognizes its three-fold obligations to advance the state of knowledge, to disseminate knowledge, and to provide strong outreach and service programs. Louisiana Tech views graduate study and research as integral to the University’s purpose. Doctoral programs focus on fields of study in which the University has the ability to achieve national competitiveness, or to respond to specific state or regional needs. As such, Louisiana Tech provides leadership in engineering, science, and business.

Louisiana Tech is categorized as an SREB Four-Year 2 institution, as a Carnegie Doctoral/Research University, and as a COC/SACS Level VI institution. The University maintains defined standards for admission, and it operates on a quarter calendar granting credit in semester hours.

College of Business

Degree programs in business are offered through the College of Business, one of five academic colleges of the University. Eight baccalaureate degree programs leading to a Bachelor of Science are offered by the College. At the graduate level, the College offers the Master of Business Administration, the Master of Professional Accountancy, and the Doctor of Business Administration. In January 2009, the College began offering an Executive MBA program in Shreveport, Louisiana.

In addition to the main campus program, students may pursue an MBA at the Barksdale campus; and the College offers the MBA at the Learning Center for Rapides Parish at the former England Air Force Base in Alexandria, Louisiana. The courses are taught by graduate faculty from the main campus using a combination of on-line courses and video streaming. The Rapides Parish program began in 2005 as a joint program with the University of Louisiana at Lafayette (ULL). After the first year, ULL dropped out of the partnership as a result of to the lack of faculty resources. Tech assumed responsibility for the program and will have its first graduating class in Winter Quarter 2009-2010.

Louisiana Tech's College of Business has been accredited by AACSB International since 1955 when the School of Business Administration was one of 78 schools of business in the United States that became members of the American Association of Collegiate Schools of Business. The MBA program was initially accredited in 1978. The School of Accountancy was among the initial 20 schools receiving separate Accounting accreditation in 1982.

Effective Practices/Areas of Excellence

Doctor of Business Administration

The Doctor of Business Administration (DBA) program is a University of Louisiana System Board of Supervisor's designated Area of Excellence. The DBA was begun in 1967 and has awarded some 290 doctorates, accounting for over 40% of all doctoral graduates at Louisiana Tech over the last 20 years. That percentage has decreased as the size of the DBA program has been reduced to better match the faculty size and additional doctoral programs have been added across the University.

The DBA – a full-time, residential program – is designed to prepare graduates for careers in academia or for senior research positions in business and government. A primary objective of the program is training in research. As such, doctoral faculty status requires a higher level of scholarship than master's faculty status. The program is essentially the same as a PhD in Business. A strategic goal of the College is to change the doctoral designation to the PhD.

Center for Entrepreneurship and Information Technology

The Center for Entrepreneurship and Information Technology (CEnIT) is a partnership focusing the talents of the College of Business and the College of Engineering and Science on information technology and entrepreneurship. Founded in 2002, CEnIT's mission is the fostering of a culture of entrepreneurship and innovation at Louisiana Tech and the dissemination of that culture, and its impacts, to the surrounding region.

The Center serves as a catalyst, enabling the faculty, students, and external partners to be aware of and pursue opportunities in innovation and entrepreneurship by

- Establishing an interdisciplinary Innovative Venture Research (IVR) course to study commercialization of new technologies produced by the University. Since its inception, the IVR course has engaged over 300 students from business, engineering, and other majors in IVR teams supported by faculty and external mentors.
- Establishing Venture Enhancement Teams (VETs) composed of business and engineering students, faculty, and external mentors working with inventor-researchers to design prototypes of the product concepts and to prepare business plans to launch these new products. Business students receive academic credit through Entrepreneurship courses offered in the College of Business.
- Partnering with the Louisiana Tech student entrepreneurship club, Association of Business, Engineering, and Science Entrepreneurs (ABESE), to hold the annual Pick of the Litter Idea Pitch and the *Top Dawg* Business Plan Competition. Multi-disciplinary teams of students showcase their ideas during the Idea Pitch and then write business plans for startup ventures and present these plans to judges during the *Top Dawg*. Area stakeholders interested in innovation and venture formation (seasoned entrepreneurs, venture capitalists, and industry experts) are selected to judge. Each year, at least 50% of the *Top Dawg* entries are ventures based upon new technologies generated by University faculty and students.
- Partial funding of Entrepreneurship professor Dr. Son Le which has strengthened this important area in the College of Business.
- Assisting in the creation of the Innovation MBA. The translation of the engineering design and technology to end products and services is an integral part of this program. The students, who work with prototypes of actual technology, learn the value of problem solving, teamwork, and mixing engineering design with business strategy.

Center for Information Assurance

The Center for Information Assurance operates as an interdisciplinary, collaborative research center between Computer Information Systems and the School of Accountancy in the College. The research focuses on information assurance and computer security across all types of industries; but special attention is directed toward accounting needs, the health care industry, the financial sector, and cyber defense. The Center supports research and grant opportunities within the College of Business.

With its establishment in 2008, the College began offering information assurance courses at the undergraduate level and the graduate level, leading to an MBA with a concentration in Information Assurance or a graduate certificate. In 2009 the Information Assurance courses received National Security Agency 4011 certification. The College is actively seeking to become a National Security Agency Center of Excellence in Information Assurance

Sustainable Supply Chain Management Program

Surviving and thriving in today's business environment involves the ability to anticipate change and to design systems proactively which are in alignment with those challenges to create a sustainable competitive advantage. To this end, the College of Business successfully recruited a recognized leader in the field of supply chain management, who joined the faculty in September 2008. That fall, the College sent forth a proposal for the creation of an undergraduate program that would lead to the Bachelor of Science in Sustainable Supply Chain Management. The degree program was approved by the University of Louisiana System in Spring 2009; and is waiting on final approval from the Board of Regents. The new major differentiates its program from other supply change management programs through a curriculum that emphasizes a balanced and holistic approach to integrated supply change management.

Academy of Marketing Science

In June 2008 the College of Business became the home of the Academy of Marketing Science (AMS). The AMS was begun in 1971 as an international, scholarly, professional organization dedicated to promoting excellence in the creation and dissemination of marketing knowledge. The Academy, with over 1600 members worldwide, offers a wide range of services, including a series of conferences and special interest programs and symposia, a refereed scholarly journal, a quarterly member newsletter and conference proceedings. The conferences include the AMS Annual conference, the World Marketing Congress, and the Cultural Perspectives in Marketing conference. The AMS is the publisher of the *Journal of the Academy of Marketing Science (JAMS)* which is recognized as one of the top 10 most cited academic journals in all of business. Two former AMS Presidents serve as administrators in the College of Business.