

**COLLEGE OF BUSINESS
STRATEGIC PLAN
2012-2017**

MISSION

Our mission—indeed, our passion—is the continuing advancement of the quality and relevance of our teaching and research, and of our relations with constituents. We seek to fulfill these aspirations through discovering new knowledge, creating meaningful learning experiences, preparing our students for successful professional careers, developing mutually beneficial partnerships, and *Building Distinction* by enhancing the reputation of the College.

The College of Business Mission encompasses a number of key elements which guide the College's Strategic Plan:

Key Elements of Mission

1. Advancement of the quality and relevance of our teaching and research
2. Discovery of new knowledge
3. Creation of meaningful learning experiences
4. Preparation of students for successful professional careers
5. Development of mutually beneficial partnerships
6. *Building Distinction* by enhancing the College's reputation and relations with constituencies.

STRATEGIC GOALS

Relevant Mission
Key Elements

1. Develop mutually beneficial partnerships

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| 1.1. Enhance relationship with The Center for Entrepreneurship and Information Technology (CEnIT) and College of Engineering and Sciences | 1,2,3,4,5,6 |
| 1.1.1 Increase enrollment in the graduate concentration in Innovation | |
| 1.1.2 Revise Entrepreneurship program (completed '12-'13) | |
| 1.2. Establish College as National Center of Excellence in Information Assurance Research (completed '12-'13) | 1,2,3,5,6 |
| 1.3. Secure ongoing funding for Center for Information Assurance | 1,2,3,4,5,6 |
| 1.4. Partner with companies in Research Park and beyond. | 1,2,3,4,5,6 |
| 1.4.1 Develop internships & opportunities with start-up companies (Fenway Group initiated and ongoing '12-'13,'13-'14. Blue Arx initiated '13-'14) | |

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- 1.4.2 Develop faculty consulting opportunities with start-up businesses (**I-20 Corridor Business Accelerator grant initiated '12-'13**, ongoing '13-'14)
- 1.4.3 Develop student recruitment strategies to enhance partnership with Computer Sciences Corporation (**initiated, '13-'14**)
- 1.5 Develop non-credit executive training courses to be delivered through the Center for Executive and Professional Development (CEPD) to deliver non-credit executive training 5,6
 - 1.5.1 Initiate relationships with organizations to deliver training programs through CEPD
 - 1.5.2 Hire permanent staff for CEPD
- 1.6 Create a Sustainable Supply Chain Management Center through partnerships with private industry 1,2,3,4,5,6
- 1.7 Consider partnerships with other units of the university 1,2,3,4,5

2. Develop initiatives/activities that enhance the reputation of the College

- 2.1 Increase the marketing of the College to internal and external constituencies 5,6
 - 2.1.1 Establish a College of Business *Annual Report* for alumni, business community, and academic community
 - 2.1.2 Develop a marketing plan for the College
 - 2.1.3 Secure funds to hire a Director of Marketing Communications
- 2.2 Initiate partnership events with the community 5,6
 - 2.2.1 Co-host annual Business Hall of Fame Event (initiated, '13-'14)
- 2.3 Enhance the doctoral program 1,2,3,4,6
 - 2.3.1 Seek approval to change designation from DBA to PhD
 - 2.3.2 Improve recruiting and retention of quality doctoral students
 - 2.3.2.1 Improve doctoral student office facilities in University Hall (**completed '12-'13**)

- 2.3.2.2 Increase doctoral stipends, and offer tuition waivers
- 2.3.2.3 Increase research and travel support (**initiated '12-'13, ongoing '13-'14**)
- 2.3.3 Mentor DBA students in teaching (assign teaching mentors) (**initiated '12-'13, ongoing '13-'14**)
- 2.3.4 Reestablish a faculty/doctoral student Research Seminar Series
- 2.4 Secure external funding to add addition to new business building beyond size funded by state allocation (**initiated and ongoing '12-'13, completed, '13-'14**) 3,4,5,6
- 2.5 Enhance the quality of research among faculty and doctoral students 1,2,4,6
 - 2.5.1 Reestablish the summer research support stipends for the faculty (**initiated '12-'13, ongoing '13-'14**)
 - 2.5.2 Bring scholars to the College to share expertise with faculty and doctoral students (**initiated '12-'13, ongoing '13-'14**)
- 2.6 Identify an area of excellence for Finance and fill Eminent Scholar Chair(s) to initiate/complement that emphasis 1,3,4,5
- 3. Improve student enrollment and student success**
 - 3.1 Improve student recruiting 5,6
 - 3.1.1 Develop a recruiting video (**completed '12-'13**)
 - 3.1.2 Utilize the website and social media to promote strategic advantages (**initiated '12-'13, ongoing '13-'14**)
 - 3.1.3 Develop living/learning community (**initiated '12-'13, ongoing '13-'14**)
 - 3.2 Initiate central advising in the College 3,4,6
 - 3.3 Create a College Placement office to work with University Placement (**initiated '12-'13, ongoing '13-'14**) 4
 - 3.4 Increase size of MBA program 3,4,5
 - 3.4.1 Reduce the foundation requirements (**completed '12-'13**)
 - 3.4.2 Offer “fast-track” foundation courses (**completed '12-'13**)
 - 3.4.3 Identify non-traditional opportunities for joint MBA across campus
 - 3.5 Develop Post-Bac Certificate in “Business Administration” for non-business majors using

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| “fast-track” prerequisites (completed ’12-’13) | 1,3,4 |
| 3.6 Identify additional graduate and/or post-baccalaureate certificates | 1,3,4 |
| 3.7 Develop international partnerships to attract foreign scholars and provide study/teaching abroad opportunities (initiated ’12-’13, ongoing ’13-’14) | 1,3,4,5,6 |
| 3.8 Promote student involvement with stakeholders (Bulldog Business Consultants, initiated ’12-’13, ongoing ’13-’14) | 3,4,5,6 |
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| 4. Develop programs that create meaningful learning experiences and create an advantage for the College | |
| 4.1 Create new academic programs for new students and/or new markets | 1,3,4,6 |
| 4.1.1 Fast-track program for MBA foundation courses (completed ’12-’13) | |
| 4.1.2 Create a personal Finance course for non-business majors (completed ’12-’13) | |
| 4.1.3 Develop a minor in leadership (completed ’12-’13) | |
| 4.1.4 Develop online MBA program (completed ’13-’14) | |
| 4.1.4.1 Develop alternative funding methods to support the online MBA program | |
| 4.2 Develop programs to be delivered in Shreveport/Bossier and/or other locations | 1,3,4,6 |
| 4.3 Continue to develop distance learning courses to generate new students and/or support existing curricula (initiated ’12-’13, ongoing 13-14) | 3,5,6 |
| 4.4 Reestablish a scholar lecture series | 1,3,4,6 |

ASSUMPTIONS UPON WHICH THE STRATEGIC PLAN IS BASED:

1. As part of Louisiana Tech, the College of Business will remain dedicated to advancing the University's Mission.
2. Enhanced assessment and accountability practices will continue to be required by accrediting agencies, government entities, and other stakeholders.
3. Excellence in instruction and scholarship will remain primary commitments of the College, with instruction and scholarship being recognized as mutually supportive.
4. Student enrollment in the College is uncertain due to a variety of environmental factors, including admission standards.

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5. Technological changes, the globalization of the business environment, and demand for lifelong learning will continue and intensify.
6. The College will explore and implement as appropriate technologies that will enhance student instruction and learning.
7. A mutually beneficial two-way exchange of knowledge and ideas between the College of Business faculty and students and the business community will be recognized as valuable by all parties.
8. A number of the College's alumni will be supportive in a variety of ways.
9. Given the current national market for business faculty, the recruitment and retention of faculty members will remain challenging.
10. Increases in the University's selective-admissions standards at the undergraduate level and continued University emphases on graduate studies and research will result in the admission of students with increasingly stronger academic qualifications.
11. Shifts in state demographics, along with projected decreases in the number of graduates of Louisiana secondary schools, will require more emphasis on recruiting and retention of matriculates, as well as a focus on recruiting out-of-state students.
12. Funding for the College will be minimally adequate to maintain faculty, staff, and graduate/teaching- assistant positions at the level necessary to support student enrollment; to maintain physical facilities; to support basic program needs and meet student demand; and to ensure currency of technological infrastructure.
13. External funding will be used to enhance programs and activities and will supplant university budget allocations to the College.
14. Faculty will continue efforts to procure grant funding for discipline-based scholarship and learning/pedagogical research.
15. Due to capital campaign, discretionary external funds may be less. Support from stakeholders will be critical for the College to achieve its goals.

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