

College: McCoy College of Business Administration
Academic Plan 2012-2017

I. Introduction

State your department/school/college mission statement.

The McCoy College of Business Administration is a student-centered learning community dedicated to sharing values, knowledge and skills that enable students to compete responsibly and successfully in a global business environment. The College serves a diverse population of undergraduate and graduate students primarily from Texas. Emphasizing an applied orientation, we value teaching excellence and intellectual contributions, complemented by service.

Outline briefly your “vision” for the 2012-2017 planning cycle.

The McCoy College is committed to maintaining AACSB accreditation and pursuing separate accounting accreditation. This entails a focus on mission along with providing quality programs, recruiting and supporting a distinguished faculty, and continuous improvement. Key points in our mission include an applied orientation, an ethical perspective, a global orientation, and service to the diverse student population of Texas.

Currently serving approximately 3,500 undergraduate students, the cap on undergraduate enrollment will provide relative stability in numbers while increasing the proportion of high achieving students. While no new degree programs are proposed, enhancing program quality and offering additional selective areas of concentration will be the focus.

Approximately 450 graduate students are pursuing Master of Accountancy (MAcy), Master of Business Administration (MBA), or the Master of Science in Accounting and Information Technology (MSAIT) degrees. With offering the Master of Science in Human Resource Management (MSHRM) degree beginning fall 2012, and a major strategic goal to provide innovative, market-driven graduate programs that includes a revision of current program content and delivery, we anticipate increasing enrollments at the graduate level.

An important aspect of educational programs is providing a business minor for 2,400 students. Implementation of on-line courses will begin

in fall 2012 with the anticipation of the entire minor being available during the next planning cycle.

A major focus for the college is enhancing a global perspective throughout the curriculum and increasing the number of opportunities for both students and faculty to participate in international experiences and research. In addition, the college remains committed to engagement with the business community and contributing to economic development.

Using University goals and initiatives as a guide, list and briefly describe your top five priorities for the 2012-2017 planning cycle and indicate the university initiative/goal to which the unit's initiative is linked.

- 1. Increase Graduate Program Quality and Enrollment.** In a quickly changing business environment and competitive central Texas market, the need to offer innovative, market-driven graduate business programs is essential. The Master of Science in Human Resource Management will be implemented in fall 2012 and will require additional faculty as the program grows. With anticipated strong demand for the program, one tenure-track and one clinical line are anticipated. To support a strong Master of Accountancy and growing Master of Science in Accounting and Information Technology programs, an accounting graduate program coordinator is a priority as are an additional faculty member in accounting and in computer information systems. The MBA faces the most competitive environment in the area and should be offering more courses and services to students and program alumni. Additional support for graduate program promotion, communication with alumni, networking events and placement of graduates is necessary to remain competitive.

Related University Goals: 1.2, 1.5, 2.6, 3.9

- 2. Enhance the Undergraduate Student Learning Environment.** Continuing to focus on providing an applied orientation in our curriculum, the college is committed to enhancing opportunities for internships, professional engagement through speakers or job shadowing programs, and career exploration. An outreach coordinator would manage those activities and contribute to the overall educational experience. As the number of accounting majors continues to grow, an additional clinical faculty member is needed to allow senior faculty to focus on upper division courses. Another growth area is professional sales. With strong support from industry and the anticipated addition of a center, an additional marketing faculty is anticipated. A second marketing position is requested to facilitate growth in the area of the marketing of services. The large number of business minors substantially impacts both faculty deployment and classroom utilization. To address those challenges and provide flexibility for students, implementation of the minor on-line is an immediate goal. Two lecturer positions are requested to support that effort along with increasing the infrastructure necessary for I-TV and distance classes, especially support for testing and review sessions both on campus and at Round Rock.

Related University Goals: 2.8, 3.8, 3.9, 5.7

3. Focus on Global Business. An important initiative for the campus and for business schools worldwide, increasing opportunities for study abroad, international internships and project teams, international exchange agreements, and faculty development and research, are critical. These complement the college's efforts to infuse an international perspective throughout the curriculum and develop the International Business minor that will be implemented in fall 2012. A lecturer position is requested to support these efforts. An additional part of this priority is expansion of the focus of the Center for Latin American Commerce and its advisory board activities.

Related University Goals: 1.8, 2.4, 2.5, 4.3

4. Foster Business Community Relationships. Professional engagement and providing a positive impact on society including contributing to economic development are increasingly important areas of focus for business schools. Our commitment to our partnership with the Small Business Development Center, and our support for the Center for Entrepreneurial Action and Center for Latin American Business, along with the anticipated Center for Professional Sales, remains strong. Likewise, we value the eight college advisory boards and will continue to engage members in providing perspective from the business world and supporting our students and faculty. We anticipate adding an advisory board for the Master of Science in Human Resource Management program and evaluating opportunities for developing certification programs of value for the business community.

Related University Goals: 1.9, 2.2, 3.8, 3.9, 5.11

5. Continue to Strengthen the Research Culture. The college has focused on improving research productivity for the past several years by providing development opportunities and significant support for a variety of databases. The success of that effort is in evidence with an increasing amount and quality of research along with more grant activity. To continue that trend, additional Graduate Research Assistance support is important and five GRA positions, one for each department, are requested. Evaluation of the potential for a behavioral lab will be undertaken.

Related University Goals: 1.4, 1.6

Based on unit goals, list the number of new (not replacement) faculty lines you plan to request in the 2012-2013 academic year and in the remaining 2-5 years.

As of fall 2011, the McCoy College had the highest SCH/FTE ratio of any college (435.44). With our applied orientation that necessitates writing, oral presentations, teamwork, problem solving, and a strong commitment to advising the 19 business—related student organizations in the college, along with a focus on growing graduate programs, additional faculty are critical.

For 2012-13, the following lines are requested:

1. Management, Human Resources, tenure-track	\$100,000	
2. International Business, lecturer		\$ 60,000
3. Management, lecturer (Round Rock)	\$ 60,000	

For 2013-2017, the following lines are requested:

1. Accounting, tenure-track		\$130,000
2. Computer Information Systems, tenure-track	\$100,000	
3. Marketing, Sales, tenure-track	\$100,000	
4. Marketing, Services, tenure-track	\$100,000	
5. Management, tenure-track (Round Rock)	\$100,000	
6. Management, tenure-track (Round Rock)	\$100,000	
7. Accounting, clinical	\$ 85,000	
8. Management, Human Resources, clinical	\$ 60,000	
9. Business Minor, lecturer (2)	\$100,000	

Based on unit initiatives outlined in your plan, estimate the total amount of new funding that your unit will realistically need in the 2012-2013 academic year and in the remaining 2-5 years.

For 2012-2013

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| 1. Outreach Coordinator | \$ 75,000 |
| 2. Accounting Graduate Program Coordinator | \$ 50,000 |
| 3. Graduate Program Enhancement and Promotional Support | \$ 50,000 |
| 4. Graduate Research Assistants (5) | \$ 60,000 |
| 5. Initial AACSB Separate Accounting Accreditation | \$ 25,000 |

For 2013-2017

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|---|--------------------------|
| 1. Addition to current salary lines resulting from 18 anticipated retirements | \$100,000 |
| 2. College M&O | \$ 40,000 |
| 3. Ongoing AACSB Separate Accounting Accreditation | \$ 24,000 (\$6,000/year) |
| 4. Graduate Instructional Assistants (5) | \$ 60,000 |

State the facilities (e.g. offices, research and lab space, classrooms) that will be required for anticipated growth and new initiatives.

McCoy Hall is now six years old and all faculty offices are occupied. Typically two to four per course instructors share a single office. Net new faculty will require additional office space. With efforts to host international scholars, additional office space will be required. The addition of an accounting graduate coordinator and an outreach staff position will necessitate two offices. With plans for considering a center related to the new Master of Science in Human Resource Management program, space will be needed for an office. The Department of Marketing has indicated an interest in a behavioral lab to enhance research capabilities. It has the potential for being utilized by several disciplines with similar research needs. Consequently, a shared university space would be ideal.

I. Process

Describe, in a brief paragraph, the process used to develop your plan, including the nature and extent of faculty involvement.

Strategic planning is an on-going process in the McCoy College of Business. The college is committed to eight overarching goals including:

1. Maintain AACSB standards and pursue separate accounting accreditation
2. Develop a strong research culture while maintaining quality teaching
3. Increase graduate student enrollment by providing innovative, market-drive programs
4. Focus on global business with an emphasis on Latin American business initiatives
5. Foster business community relationships with primary emphasis on small and medium-size businesses
6. Provide a learning environment that enhances and supports diversity
7. Sustain a development program
8. Enhance the student learning environment

For this plan, the process began in fall 2011 with the dean meeting with the student advisory board, the McCoy Ambassadors, and soliciting members' input. Feedback was also solicited from the student chapter of the American Marketing Association. On November 11, 2011, a joint meeting of all eight McCoy College advisory boards took place. A significant portion of the meeting time was spent soliciting feedback from the 80 advisory board members in attendance.

Next, the College of Business Administration Council (CBAC) discussed the process for involving departments. Each department met to determine its priorities. Each department chair and Dr. Jack Mogab representing the McCoy College International Committee and Dr. Bob Davis, Associate Dean for Graduate Programs, representing the MBA program and the Small Business Development Center, presented the top five initiatives for their respective units at two college meetings. These were held on Thursday, February 23 and Friday, February 24, 2012. Faculty feedback on college priorities was solicited during these meetings. Subsequently, CBAC discussed the feedback and determined the priorities for the college.

II. Program Maintenance

Maintenance Need	Reason for Need	Cost	Result of Funding
Accounting: 6 tenure-track faculty members	Replacement of anticipated retiring tenure track faculty	\$780,000*	Support separate accounting accreditation Support enrollment in undergraduate and graduate programs Increase Research Productivity
Computer Information Systems: 1 tenure-track faculty member	Replacement of anticipated retiring tenure track faculty	\$100,000*	Support enrollment in undergraduate and graduate programs Increase Research Productivity
Finance & Economics: 4 tenure-track faculty members	Replacement of anticipated retiring tenure track faculty	\$410,000*	Support enrollment in undergraduate and graduate programs Increase Research Productivity
Management: 6 tenure-track faculty members	Replacement of anticipated retiring tenure track faculty	\$585,000*	Support enrollment in undergraduate and graduate programs Increase Research Productivity
Marketing: 1 tenure-track faculty member	Replacement of anticipated retiring tenure track faculty	\$110,000*	Enrollment growth meet accreditation standards manage sch/fte ratio
Management: 2 tenure-track faculty members; 1 lecturer	Support undergraduate major and allow for additional MBA electives at the Round Rock campus	\$260,000	Support enrollment in undergraduate and graduate programs Increase Research Productivity
College M&O	General operating expenses of the College, especially communication with alumni	\$ 40,000	Continue engagement in the economic and cultural development of the region Maintain a vigorous marketing campaign Engage alumni in the operations of the College

* Total cost. Net new faculty dollars required to replace 18 anticipated retirements is approximately \$100,000.

III. Planning Categories

Dept.	Initiative	1 yr	2-5 years	New Resources Required	Cost	Source of Resources	Assessment Criteria	University Initiative
University Goal 1: Promote academic quality by building and supporting a distinguished faculty.								
MGT	Support for growth in MSHRM program and HR concentration	x		Tenure track faculty	\$100,000	Provost	Teaching/Research	1.2, 1.5
ACC	Achieve separate accounting accreditation and support MAcy program		x	Tenure track faculty	\$130,000	Provost	Teaching/Research	1.2, 1.5
CIS	Revision of and growth in MSAIT program		x	Tenure track faculty	\$100,000	Provost	Teaching/Research	1.2, 1.5
MGT	Support for growth in MSHRM program and HR concentration		x	Clinical faculty	\$ 60,000	Provost	Teaching	1.2, 1.5
ACC	Achieve separate accounting accreditation and support undergraduate accounting program		x	Clinical faculty	\$ 80,000	Provost	Teaching	1.2, 1.5
College	Implement International Business minor	x		Lecturer	\$ 60,000	Provost	Teaching	1.2, 2.4

MKT	Support for sales concentration in Marketing		x	Tenure track faculty	\$100,000	Provost	Teaching/Research	1.2, 1.5
MKT	Support for service concentration in Marketing		x	Tenure track faculty	\$100,000	Provost	Teaching/Research	1.2, 1.5
College	Support for research and grant activity	x		5 Graduate Research Assistants	\$ 60,000	Provost	Increased faculty research productivity	1.4, 1.6
College	Refine impact of research measures	x	x	None	None	-	Increased research visibility	1.6, 1.8, 2.2, 2.5
Goal 2: Provide opportunities for a public university education and contribute to economic and cultural development.								
College	Implement online business minor	x		Lecturer	\$ 50,000	Provost	Increased online enrollment	2.8, 3.9, 5.7
College	Implement online business minor		x	Lecturer	\$ 50,000	Provost	Increased online enrollment	2.8, 3.9, 5.7
College	Provide tutorial, proctoring and monitoring of testing for online business minor		x	Graduate Instructional Assistants (5)	\$60,000	Provost	Quality online programming	2.8, 3.9, 5.7
College	Study MBA market and develop competitive programmatic responses in curriculum and delivery	x	x	To be determined	To be determined	Potential program tuition increase	Increased enrollment and career opportunities for graduates	2.2, 2.8, 3.7, 3.8, 3.9

College/ Departments	Increase engagement with advisory boards & develop board for MSHRM	x	x	None	None	College	Increased opportunities for students	3.9, 5.11
College	Increase interaction with Small Business Development Center	x	x	None	Faculty and staff support	College	Increased opportunities for student internships; support of economic development	2.2, 3.9
College	Increase public presence of Centers for Latin American Commerce and Entrepreneurial Action; implement Center for Professional Sales; consider Human Resource Management Center	x	x	None	Staff support	Private donations	Contribute to economic development; increase opportunities for students	2.2, 3.8, 3.9, 5.11
Departments	Explore offering professional certifications	x		None	Faculty time	Private funds	Number of certificates awarded	1.5, 2.2
College	Increase infrastructure support for I-TV and distance classes		x	To be determined	To be determined	To be determined	Increased opportunities for students	1.4, 2.8, 5.7
College	Support tutorial,	x	x	Graduate	\$60,000	Provost	Improved faculty	2.1

	proctoring and monitoring responsibilities of teaching/testing classroom			Instructional Assistants			and student support, resulting in improved academic success	
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Goal 3: Provide a premier student-centered, educational experience that fosters retention and success.								
College	Increase internships, professional engagement and career exploration	x		Outreach Coordinator	\$ 75,000	Provost	Increased professional and career engagement	3.8, 5.2, 5.11
College	Graduate program enhancement and promotional support	x		Alumni engagement, enhanced classes and services, and promotional materials	\$ 50,000	Potential programmatic tuition increase	Graduate program growth and graduate satisfaction	2.6, 3.1, 3.8
ACC	Achieve separate accounting accreditation and support MAcy and MSAIT programs	x		Accounting Graduate Program Coordinator	\$ 50,000	Provost	Increased graduate enrollment	3.1, 3.9, 5.2
College	Increase global perspective		x	International partnerships; Study abroad; curriculum enhancement; faculty research	\$ 25,000	McCoy endowment	Increased global participation	1.8, 2.4, 2.5, 4.1, 4.3, 4.4
College	Support Ph.D in Materials Science, Engineering and Commercialization and explore other partnerships		x	None	Faculty support	None	Increased collaboration	1.6

	across campus and with industry							
Goal 4: Enrich our learning and working environment by attracting and supporting a more diverse faculty, staff, and student body.								
ACC/FIN	Start an ALPFA (Assoc. of Latino Professionals in Finance and Accounting) student organization		x	Faculty advisor	\$0	None	Increased success of Hispanic students	2.1, 4.3, 4.4
College	Support Ph.D Project to increase number of minority business faculty	x	x	None	\$2,000	College funds	Enhanced recruitment of diverse faculty	4.1, 4.4
Goal 5: Develop and manage human, financial, physical and technological resources effectively, efficiently, and ethically to support the university's mission.								
College	Provide faculty offices		x	As needed for additional faculty	To be determined	Facilities	Space per faculty	5.4, 5.5
MKT	Increase research opportunities by providing a Behavioral Research Lab		x	Facility and equipment	\$20,000	Facilities and private donations	Increased faculty research	1.4, 1.7, 5.4, 5.6
College	Develop annual campaign and supporting materials		x	Staff support	\$10,000	College funds	Increased financial support for the college	5.6, 5.11