

## College of Business Administration Strategic Priorities 2006-07

### Mission

The mission of the College of Business Administration is to foster intellectual curiosity, business insight, and effective leadership through high quality instruction, research, and service to students, the citizens of Nebraska, and national and international communities.

### Priority Values

- A commitment to our students as our primary constituents.
- A commitment to high standards of professional and ethical values.
- A commitment to strengthening relationships with alumni and employers to provide a challenging and rigorous college experience.
- A commitment to diversity in ideas and people.
- A commitment to overall excellence and continuous improvement in teaching, research, outreach and the College environment.

### Strategic Plan Key Long-Term Goals:

- 1) The College will build upon its legacy of teaching and research excellence by strengthening our core undergraduate programs and priority programs to improve national rankings and enhance our strong regional reputation. One such ranking is *U.S. News and World Report*, which currently ranks the College of Business 58<sup>th</sup> among business schools nationwide, and 36<sup>th</sup> among public universities.

To accomplish this goal, we will need to expand our faculty resources, particularly in the accounting, finance and marketing disciplines. Additional faculty resources will allow us to continue to meet the needs of students and industry in our rapidly-growing distance and campus MBA programs, to expand and improve our core business curriculum, to maintain reasonable class sizes and a high level of faculty/student contact, and to expand high-quality alternative delivery formats such online degree completion and certificate programs.

- 2) The College will continue to build programs with national reputations. These programs include:
  - The JD Edwards Honors Program, an innovative, nationally-recognized program blending Computer Science and Technology in a residential learning environment. This highly-selective program is known for its innovative curriculum, and graduates of the program are highly sought-after by major technology firms throughout the country.
  - The Center for Entrepreneurship Program, the second-oldest entrepreneurship center in the nation. The Center is nationally and regionally known for outstanding entrepreneurship education and outreach to the community. The Center works with students across the campus and has been particularly active in assisting students in the fine arts, engineering and the agricultural sciences. Several regional business plan competitions are hosted by the Center and UNL student teams have placed at national business plan competitions. The Center serves as an information resource for entrepreneurs, and sponsors summer programs to encourage young people to consider starting their own businesses. The College plans to modify the entrepreneurship curriculum to increase the academic focus on marketing, financial and accounting skills

by adding faculty positions that will teach these areas from an entrepreneurial perspective and conduct research of interest and application to entrepreneurs. Private funding will be sought to renovate the physical space occupied by the Center.

- The Gallup Leadership Institute, a collaborative venture with the Gallup Organization, offers a master of business administration specialization in leadership, an executive leadership program, and a doctorate program focusing on research in authentic leadership and the development of more precise metrics to measure leadership outcomes/effects.

- 3) The College will continue to increase its research productivity and quality. Each department will have a research ranking in the top third of its strategic peer group within the next five years. Research productivity will be assessed by measuring the number of articles published in top journals, and by measuring the number of citations our faculty publications receive.

This goal is necessary to attract and retain top faculty and to ensure that our faculty remain current with the latest advances in their respective disciplines. Achieving this goal will require us to continue to allocate resources to strengthen our research environment, including providing competitive summer support or workload adjustments for research-productive faculty. We must also attract high quality doctoral students, provide these students with ample research opportunities, and place our Ph.D. graduates at more competitive academic institutions.

- 4) The College will be a major provider within the University of Nebraska system of business and economic expertise to the state, and a major source of advice nationally and internationally.

The College has established several strategic partnerships with industry, including the Center for Entrepreneurship and Gallup Leadership Institute discussed above, as well as the following:

- The Bureau of Business Research provides state and regional economic and business climate data and serves as a valuable resource for state and local governments and industry.
- The Nebraska Council on Economic Education provides educational materials and other resources to secondary and post-secondary educators to improve economic education in the state and region, and conducts research on economic literacy.
- The Center for Risk and Insurance serves as a resource for industry and primarily conducts research on risk assessment and management.

A key short-term focus of the College is to transform the current Center for Risk and Insurance into the Center for Enterprise Risk Management and create a Financial Data Center. The proposed Center for Enterprise Risk Management will forge ties with companies in the insurance and risk management industry and will promote research on corporate risk management topics. This year, the Center will also co-sponsor a statewide conference providing personal risk management and financial literacy training.

The College is also seeking private funding to establish a Financial Data Center by renovating two adjoining classrooms in the College of Business Administration. The Center will create a high tech learning environment for students and a competitive advantage in recruiting top finance students and faculty. These initiatives will not only provide additional outreach and service benefits, but will strengthen the Finance major, one of the most popular majors at UNL.

Finance graduates are in demand both nationally and locally, filling important positions in the financial services industry.

- 4) The College will have an effective infrastructure (facilities, staff, technology, and student services) to support the attainment of its goals.

A key short-term focus of the College is to enhance student advising, undergraduate leadership education and co-curricular activities for undergraduate students.

To enhance student advising, the CBA Undergraduate Advising Office will reduce its reliance on student peer advisors. This reduction will improve the quality and efficiency of undergraduate advising by reducing turnover and training costs. Funding for this change will be obtained through a reorganization of current staff positions in the Undergraduate Advising Office.

The College has established itself as a center of excellence in leadership research and teaching at the graduate level and would like to broaden this emphasis to include more exposure to leadership concepts and research at the undergraduate level. In the fall of 2005, CBA launched a new one-hour required freshman course entitled Business Leadership Development (BSAD101). This course engages students in an active exploration of the fundamental concepts of leadership development and application in all fields in business administration. CBA is exploring options to finance the costs associated with BSAD101, with a goal of permanently funding these costs within the next year.

To enhance co-curricular activities for undergraduate students, the College is partnering with the Engineering College to create a study abroad opportunity in China at Xi'an Jiaotong University City College by May 2008. This program is in addition to the business-oriented study abroad opportunities in England (through the Nebraska at Oxford program), Senshu, Japan, the Pan-Pacific Study Tour, and Italy.

This document represents a summary of key goals and objectives from the College's complete Strategic Plan. For further details and the complete strategic planning document, contact Marilyn Hoskins, Director of Communications, at 402-472-3382.