

Texas A&M University-San Antonio
College of Business Strategic Plan, FY 19-23

Approved by CoB Faculty – August 27, 2018

Vision: The College of Business aspires to be recognized for innovative business learning programs focused on developing socially responsible business professionals.

Mission Statement: The College of Business (COB) prepares students for a dynamic world through experiential learning activities guided by impactful faculty research and contemporary pedagogy

(Values: Student Success, Challenging Learning Environment, Experiential Learning Opportunities, Empowered Students)

Goal 1: COB will offer an integrated curriculum which emphasizes a broad range of experiential learning opportunities.

Strategy 1: Focus on the implementation of the experiential learning opportunities.

Strategy Description: The focus on experiential learning opportunities is an extension of the university's commitment to becoming a national model for student success with an emphasis on first-generation students and under-represented communities. The goal supports the philosophy that students learn best by doing through experiences such as community service, service-learning and internship.

Resource Need: Faculty release time for key coordinator (adjunct replacement cost), administrative support: \$ 8,000 per year.

Anticipated Funding Source(s): COB Annual Budget

Expected Outcomes: Experiential opportunities will provide a contemporary business issue focus to expose students to in-depth study and experiential learning opportunities. All COB business graduates will complete at least one experiential learning course as part of their degree plan.

Cross-Reference: TAMU-SA Strategic Plan FY16-21, Goal 2, Outcome 2.

Goal 2: COB will offer quality academic programs in which graduates will be instilled with knowledge and skills to be successful in a dynamic world.

Strategy 1: Achieve AACSB accreditation.

Strategy Description: The COB will solicit the addition of faculty positions and graduate advisor to support AACSB criteria parameters, as well as align with university growth goal to reach 10,000 students by FY21.

Resource Need: Request for additional \$745,000 to fund seven faculty positions, \$48,000 to fund one additional graduate advisor and one-time request for \$5,000 for recruiting for FY 19.

Funding Source: COB Annual Budget

Expected Outcomes: Assurance that quality COB programs are offered to TAMU-SA students as evidenced by successful AACSB Accreditation.

Cross-Reference: Source 1: TAMU-SA Strategic Plan Goal 3, Outcome 1.

Source 2: URC Budget Request PP for FY 19.

Strategy 2: Develop and convene discipline-specific advisory boards to ensure students are professionally prepared.

Strategy Description: The COB will develop active discipline advisory boards. *Resource Need:* Dedicated faculty and staff time to coordinate relationship building and hosting of advisory board activities: \$3,000 per year. This responsibility is reflected in administrative staffs' current position descriptions.

Funding Source(s): COB Annual Budget

Expected Outcomes: Increased internship partnerships, career placements, experiential learning opportunities, and curricula updates.

Cross-Reference: TAMU-SA Goal 4, Outcome 2.

Strategy 3: Support student engagement in professional business exposure encounters.

Strategy Description: The COB curriculum and programs will be focused on encouraging student exposure to the business community.

Resource Need: COB faculty focus on business community exposure through course activities and co-curricular programming efforts: \$5,000 per year. Request for business oriented software license for FY 19: \$5,000; request for NSA Membership for FY 19: \$10,000.

Funding Source(s): COB Annual Budget

Expected Outcome(s): Students are provided the opportunity to engage with professionals in their field.

Cross-Reference: Source 1: TAMU-SA Goal 3, Outcome 3 and Goal 4, Outcome 2.

Source 2: URC Budget Request PP for FY19.

Goal 3: COB will facilitate faculty endeavors to produce impactful research.

Strategy 1: Allocate resources to incentivize and reward research/ scholarly projects.

Strategy Description: The COB will support faculty efforts to actively engage in producing impactful research.

Resource Need: Funding for adequate faculty positions to support Workload and Qualification Guidelines (see COB Strategic Plan Goal 2, Strategy 1). Faculty Development Funds, \$1,300 per tenure track faculty. Internal grant funding to support specific faculty research effort, FY 19 budget of \$100,000 for University Research Initiative Fund. External grant funding, University goal outcome for \$2.5 million in annual grants by FY 21.

Funding Source(s): COB Annual Budget, Internal TAMU-SA Initiative funds, External grant funding.

Expected Outcome(s): A supportive culture where all tenure-track faculty are engaged in sufficient scholarly activities to be classified as Scholarly Academics.

Cross-Reference: Source 1: TAMU-SA Strategic Plan Goal 2, Outcome 4 and 5.

Source 2: URC Budget Request PP for FY 19.

Strategy 2: Provide opportunities for research groups to develop internal venues for proposing and sharing research.

Strategy Description: The COB will actively support faculty participation in the development and sharing of research agenda amongst colleagues at TAMU-SA.

Resource Need: Dedicated time and meeting space for faculty to effectively engage with colleagues: \$2,000 per year.

Funding Source(s): COB Annual Budget

Expected Outcome(s): Increased faculty collaboration and increased participation of students in faculty research.

Cross-Reference: TAMU-SA Strategic Plan Goal 2, Outcome 5.

Goal 4: COB will offer a supportive teaching and learning culture in which both students and faculty are encouraged to excel.

Strategy 1: Allocate resources for faculty to attend professional development workshops and training to enhance pedagogy and classroom skills.

Strategy Description: The COB will support faculty development of cutting edge pedagogical and classroom skills

Resource Need: In addition to annual travel funds for faculty research (see COB Strategic Plan Goal 2, Strategy 1), request for one-time funding for FY 19 of \$50,000 for software, equipment and training.

Funding Source(s): COB Annual Budget

Expected Outcome(s): COB faculty will be encouraged and supported to improve pedagogical strategies and increase the body of knowledge in the scholarship of teaching and learning.

Cross-Reference: Source 1: TAMU-SA Strategic Plan Goal 1, Outcomes 2, 3 and 4 and Goal 2, Outcomes 2 and 5.

Source 2: URC Budget Request PP for FY 19.

Note: The COB Strategic Plan, Strategy and Goals Statements FY 2019-23 is a living document with annual reviews based on the following cycle:

- a. Dean and Chairs to prepare Annual Report of Accomplishment (June to May cycle) to address comparison of planned versus actual activity and outcomes for each strategy.
- b. Circulate Report of Accomplishment for COB faculty review; solicit feedback regarding outcome status and request proposed changes to goal and strategy statements.
- c. Hold annual planning session with Dean, Chairs to review Report and submitted COB faculty feedback and proposals.
- d. Prepare updates to Goal and Strategy Statements; circulate updated COB Strategic Plan throughout COB at beginning of active fiscal year.
- e. In 2023, engage in the development of a Five Year Strategic Plan for FY 2024-2028