

College of Business & Economics
AACSB Annual Maintenance Report
Academic Year 2003-2004

Section 1 – Progress Update

In accordance with the College of Business and Economics' Vision, Mission & Goals and Strategic Plan, objectives and action plans were developed in the areas of Program Quality, Balancing Theory and Practice, and Technology Integration. These goals were also aligned with the University's goals and objectives.

PROGRAM QUALITY

Assessment to measure student learning outcomes is an important objective to our College. Learning objectives are to be developed for each concentration. Learning objectives have been established at the undergraduate programmatic level and a two-year assessment plan has been developed and is in place. An assessment program for the MBA program is to be completed during this academic year.

The results of the Accounting program assessment will be evaluated and follow-up action will be suggested. A plan to improve advising is being developed and seniors will be surveyed to measure student perceptions of learning and service.

The Operations Management (OM) emphasis was reviewed and the new OM program including two new courses were approved by the CBE Senate. All existing OM courses were reviewed and changes in these courses were approved by the Department and CBE Instruction Committee and are scheduled for approval by the CBE Senate. The IM emphasis was also reviewed and a new program is designed that includes changes to two existing courses and the addition of two new courses. The new program was approved in the Department and is now to be considered by the CBE Instruction Committee.

A value-added assessment pilot was developed for MKTG 351 and MKTG 489. The department will collect benchmark data. ISDS and Economics are conducting assessments of their online classes.

To improve writing and communication skills, Business Communication faculty are pairing up with professors in Economics to be sure students are exposed to more writing assignments. Twenty Economics faculty members attended to workshop on how to structure effective writing assignments.

To measure student perceptions of learning, graduating students enrolled in Management 449 were surveyed to measure their satisfaction with learning and related college services.

Ethical issues in CBE Core Courses were tracked by the ISDS Department which identified text problems and articles for classroom discussions. Accounting has ethics coverage in most textbooks; the Department's faculty also uses case discussions.

CBE Honors Program was promoted through revised promotional materials and the website for the CBE Honors Program. Seventeen students attended and seven completed the Workplace Readiness Program (mentoring program), funded by a University Initiative awarded to the College.

Adaptation of undergraduate curriculum to changing market needs was addressed in a number of ways.

Exposure to International Business Issues.. A group of 200 CBE students were surveyed with respect to their attitudes towards Study Abroad and the challenges that they perceive in connection with such studies. Data analysis has been completed. The survey results were presented to a CBE Committee on Study Abroad. The committee decided that the next step is the development of a comprehensive brochure that provides information to students (and faculty) a listing of all currently available study abroad option, both at the College and the University levels. Such a brochure will be developed during fall 2004. The College is collaborating with universities in Germany and France to further enhance study abroad options for students, both at the undergraduate and graduate levels.

A proposal has been developed by a CBE partner institution (Nuertingen) to develop an international study course for CBE students (potential implementation summer 2005). A new cohort of 24 MBA students from Shandong Province arrived for a 12-month course of MBA studies beginning in the spring semester 2004.

Curriculum Updates. An emphasis in Business Law, Legal Studies Emphasis, was designed and approved in the Department as well as in the CBE Instruction Committee. It is now ready for consideration by the CBE Senate. A proposal for an Entrepreneurship Minor was presented to the CBE Instruction Committee. After extensive discussions, a revised proposal was approved and forwarded to the CBE Senate. The Senate will act on this proposal in the next academic year.

The MBA program was evaluated during 2003-04 academic year and restructuring plans to make it more competitive were presented to the CBE Graduate Committee during spring semester 2004. The Graduate Committee forwarded a recommendation to the CBE Senate. The Senate voted on May 10, 2004 to adopt the recommendations set forth by the Graduate Committee. Additional discussions on the recommendations are underway. Along with the revisions to the MBA program, the MS in IT was also approved.

Teaching Standards. The policy for graduate teaching standards based on the revised AACSB International standards was reaffirmed for implementation in fall 04.

The department-based Faculty Seminar Series (currently in Economics, Finance, ISDS, Marketing and Accounting) continued to provide resources to invite nationally known experts in key areas. ISDS hosted a Prentice Hall Technology Symposium in March 04. Marketing organized a Census Workshop, a Panel on the European Union, and a Case Teaching and Learning Seminar. In Accounting, the Center for Corporate Reporting has taken on this task. All the above seminars and workshops are multi-departmental.

BALANCING THEORY AND PRACTICE

Applied business experience opportunities for CBE students were available through department-based internship programs and coordinated efforts with the University internship program as well. To improve career advising for students, the CBE Assistant Deans in conjunction with the Career Planning and Placement Center business liaison conducted a workshop at the beginning of the spring semester for designated career path advisors in the College of Business and Economics. The primary focus of the workshop was to define the role of the career path advisor and identify resources to assist the faculty and student.

Student access to alumni and other professionals was made available in a variety of ways. For Industry Night in fall 2003, employers were invited for networking opportunities and resume review. For Business Week in spring 2004, speakers were invited from the Executive Council, Center for Insurance Studies, Family Business Council, and for the Career Expo, employers from our database.

In addition, the Workplace Readiness Program, for the College's senior honors students, had a series of workshops, an alumni panel, and an etiquette dinner that provided professional workshops on public speaking, dress for success, conflict resolution, and careers after college.

The 2004-05 Executive Committee of the Business Inter-Club Council will be asked to explore the interest and supportive funding for a "well-known" speakers series, as well as promoting the already established series through the Student Leadership Institute.

Lastly, to strengthen applied orientation through partnerships, the College established a Center for Corporate Reporting, linking faculty and students with accounting / financial professionals responsible for corporate reporting.

TECHNOLOGY INTEGRATION

Technology use to improve student learning was evaluated to determine whether the CBE will continue to use SAP, and if so, whether it will continue to be housed at the Fullerton Campus. To date, the committee has met and has developed an on-line survey for all faculty. The survey results have been tabulated, and the committee is currently studying those results. A determining conclusion is expected prior to the start of the fall 2004 semester.

The College worked to develop a recommendation for standardization of software within courses taught by departments. While most departments do not have much duplication of functionality in the software they choose to utilize in their curriculum, it was found that the Accounting Department did tend to use more than a few software packages. The current policy for accounting software used in the CBE computer facilities is twofold. The major packages, SAP, Great Plains, and PeachTree, are available to all students through site-licenses via CBE servers.

When minor software packages are required, one or more copies of these pieces of software are purchased. Based upon the number of licenses purchased for each piece of software, the software is installed either on stand-alone computers in MH47, on individual instructor computers in specific CBE computer classrooms, or both in MH47 and on the instructor stations. With the co-operation of faculty, this schema is working, and the cost of maintaining a large array of accounting specific software is brought to a minimum.

Technology to aid student advising was improved throughout the 2003-04 year. Undergraduate students declaring their upper-division majors were required to access their DARS reports and use it as an advising tool along with their business advisor. Results were mixed, as access to DARS was sometimes limited during peak time registration/advising periods along with minor program flaws. Use will continue during 2004-05 with better results expected as DARS is further refined. In addition, CBE advising websites will be revised and enhanced during 2004-05 adding to the value of DARS reports.

Technology access at El Toro is now the same as the main campus; it is identical to the SmartClassroom image. In addition, the CBE web site is being moved to the Campus Active Directory Domain. The migration has started and completion is anticipated by August 15, 2004.

The new College building project is a multi-year project; the executive CBE Building Committee is currently selecting an architectural firm. The plan is to build a College with state-of-the-art classroom facilities to enhance the use of technology in the educational process.

COMMUNICATIONS / EXTERNAL OUTREACH

Although public relations and outreach activities are not a guiding theme for the College, they are an integral part of our activities because it is through these efforts that we make the connections necessary to improve program quality, balance theory with practice and integrate technology into our curriculum. Noted below are a number of activities related to this effort.

Our communications program built on last year's significant revision in style and substance of the College's alumni newsletter, *CBE Connections*, the circulation was expanded to include all the business students, undergraduate and graduate, enrolled in the College of Business and Economics. Additionally, having negotiated a reduced rate, several 1/4-page announcements were placed in the Orange County Business Journal publicizing alumni and college achievements.

A colorful postcard proclaiming the successful accreditation renewal of both the business and accounting programs was mailed to all alumni, the AACSB membership, all enrolled business students, and faculty and administration.

Immediate electronic receipt of all College of Business and Economics-related press releases and tip sheets were received and forwarded to the members of the College's Executive Council and Dean's Advisory Board.

Alumni Communications depend on the alumni database. It is utilized for all newsletters, announcements and direct mailings. To further enhance the effectiveness of the database, we have stressed the need for emails to all our alumni via the newsletters and the direct mailings. The email addresses that we have forwarded for inclusion into the University's alumni database have increased twofold as a result of these efforts.

Host to national Economics conference, "Teaching Economics: Instruction and Classroom Based Research" will help build national awareness of our College. The first West Coast *Teaching Economics* Conference will be held at CSUF October 21-23, 2004. McGraw Hill/ Irwin Publishers and Cal State Fullerton Department of Economics, the Center for Economic Education, College of Business & Economics and Community College Economics Educators of Southern California announced the conference in early January. Robert H. Frank from Cornell University and Bradley R. Shiller from American University will be the keynote speakers at the conference. Robert Frank's address will focus on *Teaching Introductory Students to Speak Economics*. Brad Shiller will speak about *The Cost of Terror: Past and Continuing Responses to Terrorism*.

External Outreach efforts were very encouraging. Through May 2004, the College secured \$1.14 million in gifts of cash and securities from alumni, friends, corporations and foundations. With pledges received to date, we expect to meet and exceed the \$1.3 million goal by fiscal year-end (6/30/04), an increase of 44 percent over last year. Of the funds received to date, an extraordinary gift of \$500,000 came to the College through the estate of Michael Reagan '67, '69. This gift represents a portion of the total Reagan estate and the remainder will be sent to the College in fiscal year 04-05.

In May, the College awarded over \$121,000 in student scholarships, representing a 65 percent increase over last year's total. The Dean's Scholars Program provided 13 students with full four-year scholarships. This program is supported by funds earned from the College's golf tournament fundraiser. Federal officials at the U.S. Small Business Administration awarded a contract to Cal State Fullerton, naming the University as the Lead Center for the Small Business Development Centers in Orange, Riverside and San Bernardino Counties. Managed out of the College of Business and Economics, the total value of the SBA Lead Center grant is over \$818,000 for the final six months of 2003.

Moss Adams LLP renewed the Moss Adams Accounting Fellowship by donating \$20,000 to the Accounting Department for the fourth year. In addition, the Drouillard Faculty Scholar Program continued again in 2003. Two more awards in the amount of \$1,000 and plaques were given in the spring and fall semesters to deserving faculty members for outstanding scholarly research.

Extended Student Access at El Toro was effective with the fall 2003 semester; the El Toro CBE class schedule was designed to make classes available during both the day and evening hours, with minimal overlap of days and times. The coordinated schedule has been successful, though ideal scheduling was hindered by the lack of available classrooms during the evening hours. The Business Economics, Finance, Management and Marketing concentrations are now offered at El Toro campus.

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Section 2 – Priority Update

For 2004-2005, the first year after our College's successful AACSB accreditation process, the College will continue to fulfill our vision and mission by focusing activities on our three main tenants: Program Quality, Balancing Theory and Practice and Technology Integration.

PROGRAM QUALITY

Assessment of student learning and services will continue for AY 2004-05. Learning objectives will be developed for most concentrations and a review and update of the College's Assessment Plan will be conducted. The ETS common knowledge assessment test will be given to three subsets of students to measure student learning outcomes in the major business subject areas. The subgroups include incoming freshmen, transfer students, and graduating seniors. Detailed analysis of our College's assessment of students' oral communication skills will also continue. The Writing across the Curriculum program will continue.

Service satisfaction will be tracked through student placement, graduating senior and advising center surveys. The College will also complete the faculty data base so that it can easily be used by all faculty.

Ethics will be covered in the classroom based on a framework to incorporate ethics coverage in the College's curriculum. Efforts will be taken to increase student awareness of the penalties associated with cheating and plagiarism and department and university sanctions will be consistently enforced related to academic dishonesty.

Adaptation of curriculum to meet market needs will be met by obtaining full approval for a minor in Entrepreneurship.

Regional and national awareness of the College will increase through the development of a communications program and marketing plan directed to students, the region, AACSB deans, and the media. External support will increase by 20 percent.

Faculty standards will be maintained by the enforcement of policies for graduate teaching standards based on the revised AACSB International standards. In addition, a five-year faculty resource plan, including a recruitment program and package will be developed.

Facilities will continue to be a priority as we continue with our new building project, Steven G. Mihaylo Hall, which is scheduled for move-in fall 2008 semester.

BALANCING THEORY AND PRACTICE

Writing and communication skills are critical to our students' success in their chosen careers; therefore through collaboration between Business Communication and discipline-based faculty our "writing across the curriculum" program will continue with Economics.

Mentor and Honors programs will continue to grow so that students are given the opportunity to bridge their course work with real world career experience. Increases in options and grants for students to take international courses and participate in international study programs will be available. The Executive Council and Dean's Advisory Board will continue to provide scholarships and mentoring programs.

Curriculum updates will continue through the work of the Instruction and Graduate committees with proposed changes brought to the College Senate for adaptation.

TECHNOLOGY INTEGRATION

Advising is an area where technology integration can play a significant role. The use of the web as well as DARS in a mandatory advising meeting for new transfers will be incorporated. An electronic student satisfaction survey will also be sent to all undergraduate business students to ensure their advising needs are met.

A dual-purpose classroom to allow for both lecture and hands-on technology skill development will also be constructed.

SAP will continue to be housed at the Fullerton campus; a change to CSU Chico may be made within a year or two.