

**Tipping Point Implementation Plan
College of Business Administration
February 15, 2007**

The College of Business Administration has numerous activities that support the learning centered focus of the University. Many of these activities were designed to support our accreditation with the Association to Advance Collegiate Schools of Business (AACSB.) The following plan describes how our existing programs support the University's Learning Centered paradigm and details additional activities (marked with *) that will be undertaken to strengthen that support (numbers in parentheses refer to the eight points identified by the University Learning Centered Task Force.)

Outcomes, Assessment and Continuous Improvement (1,2,4)

The College has identified measurable outcomes and has active assessment programs for the following activities. Results from these assessment programs are used to modify these activities and are discussed in our annual accreditation report.

- Core courses required of all business students
- Each academic department
- Faculty development
- Individual staff development
- Development and advancement

By March 31, 2007, measurable outcomes and assessment programs will be developed for:

- Student Services Center *
- Technology support *
- General administrative support *
- Enhancement and outreach *

Collaboration with Campus Community (3)

The College coordinates with the campus community through service learning courses, referral of students to resources such as the Writing Center, participation in Faculty Center for Professional Development events, coordination with University Outreach, proactive involvement with the Honors College and cooperative efforts with Orientation Services.

Measures of Success (4)

One of the primary measures of success is the College's continued accreditation by AACSB. The accreditation process is based on outcomes, assessment of outcomes and continuous modification of the program based on the results of that assessment.

Classroom Focus (5)

All CBA courses have expected learning outcomes as part of the required Expanded Course Outline. These learning outcomes are assessed as part of the department and college assessment programs.

“Learn by Doing” is heavily emphasized in the College through department-based internship programs and senior projects serving the business community. These internships and projects are part of an academic course and include learning outcomes and feedback from the business being served. These activities with outside entities require students to manage time and take charge of learning.

Personalized Approach to Students, Faculty and Staff (6)

The College currently addresses the needs of students through one-on-one advising, scholarships and student organizations. Faculty needs are supported by detailed Retention, Tenure and Promotion documents, which provide guidance to faculty members when planning professional activities and work priorities. The Dean’s open door policy and monthly faculty lunches allow ample opportunity to discover and address important faculty issues. Quarterly staff socials and an active Staff Advisory Council are designed to improve communication with staff and identify important issues.

Budget Allocations (7)

Significant college funds are and will continue to be allocated to maintain and update computer lab classrooms for improved learning. Since learning requires knowledgeable faculty, release time for faculty research is currently funded and the amount of funding will be increased in 2007-2008. The CBA has been approved for a new building and regular meetings are held with students, faculty and staff to ensure that in the future the College will have an optimum learning environment.

Recognition and Rewards (8)

Teaching excellence is recognized by students through faculty awards during the annual College of Business Administration Recognition Banquet. Faculty research efforts are supported by release time awards. The College participates in the Advisor of the Year program to honor faculty members for excellence in advising.