School of Business Administration

2011-2015
Strategic Plan
Executive Summary

The Strategic Planning Committee of the School of Business Administration (SOBA) has reviewed past planning efforts, the University strategic plan, and the current situation, and identified a set of three strategic goals which will move the School forward. The goals reflect an analysis of the competitive environment, current funding situation, the needs of stakeholders, and AACSB International accreditation guidelines. The School will be targeting high potential opportunities and will develop detailed action plans which include milestones, resource requirements and the expanded use of assessment tools and stakeholder input and involvement. The strategic plan will be reviewed annually and updated as conditions warrant.

Vision Statement

Georgia Southwestern State University School of Business Administration will be a source of high quality undergraduate and graduate students and business expertise in the west-central region of Georgia, and recognized as an outstanding school of business among its peers in the University System of Georgia.
The mission of the School of Business Administration is to provide its diverse student population quality undergraduate and graduate-level educational programs that produce graduates with the knowledge and skills to help them excel in their business careers, further academic studies, and fulfill their personal potential. To accomplish this mission, the SOBA seeks to accomplish the following strategic goals:

1. Provide the requisite resources required to retain students currently enrolled in the SOBA and increase student enrollment. (Aligns with GSW Goal 1)
2. Create academic, business, and community partnerships. (Aligns with GSW Goal 3)
3. Maintain accreditation by the Association to Advance Collegiate Schools of Business (AACSB). (Aligns with GSW Goal 2)

In striving to accomplish this mission, the SOBA is committed to the following values:

- **High Expectations.** We believe that students’ academic performance rises with high faculty expectations and mentoring.
- **Applied Learning.** We believe that applied experiences enhance student learning and personal growth.
- **Ethical Awareness.** We believe that integration and reinforcement of ethical and leadership values are essential throughout our students’ experience and encourage all administrators, faculty, students, and partners of the School of Business should strive to act with a commitment to honesty and integrity in all of their interactions and activities.
- **Professional Development.** We believe that mastery of business, communication, and interpersonal skills is critical to developing professional and successful students.
- **Diversity.** We believe that Georgia Southwestern State University’s increasingly diverse learning environment is beneficial to the future of our students.
- **Instructional Excellence.** We believe that access to faculty, technology and innovation are key advantages that the School of Business Administration provides to enhance the student learning experience through instructional excellence.
Provide the requisite resources required to retain students currently enrolled in the SOBA and increase student enrollment.

(Aligns with GSW Goal 1)

The core of the SOBA’s existence is the student body. To attract and retain both the quality and quantity of students desired, we strive to provide students a solid curriculum, highly qualified faculty members, and quality advisement.

**Curriculum.** Our goal is to provide a curriculum that is both attractive to the students and provides the necessary skills for graduates to be successful in their chosen area of study. This includes a core curriculum providing skills in oral and written communication, accounting, economics, statistics, marketing, management, human resources management, quantitative methods, and finance, as well as top-quality instruction in the various major areas. This also entails maintaining quality instruction through innovation in teaching and continuous improvement.

**Faculty.** In addition to a solid curriculum, the SOBA is committed to providing dedicated and highly qualified faculty to our students and our institution. The SOBA will provide faculty members that gain professional experiences and conduct and disseminate scholarly research that contributes to teaching and learning.

**Advising.** Quality advising is essential to student retention. The SOBA strives to use all of the resources available at the university level and within the School of Business Administration to help students achieve their academic and career goals.
Create academic, business, and community partnerships.
(Aligns with GSW Goal 3)

An important aspect to providing quality education includes creating access to experiences that will help students further their professional goals. We can do this through developing partnerships with other academic institutions, local and regional businesses, and community organizations.

**Academic partnerships.** The GSW SOBA has already entered into several partnerships with USG two-year schools to allow students to further their academic studies with a minimal of difficulty. The SOBA recognizes that these partnerships are important for both students and the SOBA and will continue to enter into partnerships that create value for all involved, as well as maintain and strengthen existing partnerships.

**Business partnerships.** Business partnerships provide the foundation for the SOBA's advisory board and provide access for student internships and job placement opportunities. In order to maintain a marketable curriculum and to provide real-world experiences for students, the SOBA will continue to develop relationships with local business leaders.

**Community partnerships.** An important aspect of student and faculty development is learning to serve those in our community. To this end, the SOBA strives to establish partnerships with organizations in the community that will allow both faculty and students the opportunity to be involved in the community and serve our neighbors.
Maintain accreditation by the Association to Advance Collegiate Schools of Business (AACSB). (Aligns with GSW Goal 2)

An important aspect of student development and learning is a continuous improvement in curriculum and faculty standards. Accreditation with the Association to Advance Collegiate Schools of Business (AACSB) pushes the SOBA to accomplish this by:

- Ensuring quality instruction at the undergraduate and graduate level through continual curriculum review, peer review of classroom teaching, and regular student evaluations.
- Promoting a curriculum that reflects the influence of political, social, legal and regulatory, environmental and technological issues.
- Promoting students’ awareness of global issues and events that affect local, state, and national business affairs.
- Continually assessing course standards and outcomes for rigor, relevance to learning, and achievement.

In this light, maintaining accreditation by AACSB is an important factor in delivering quality instruction to students, and in continuously improving the curriculum and faculty for enhanced student outcomes. As a school of business administration, the SOBA takes this accreditation quite seriously and strives to adhere to both the letter and spirit of the accreditation standards.