



College of Business Administration

STRATEGIC PLAN

(2014 – 2019)

Approved – March 27, 2014

VISION STATEMENT

Building on the rich history of Savannah State University, the College of Business Administration will be the premier, student-centered college in our region where students can maximize their options and fulfill their potential in an environment that embraces diversity. The College will create an efficient, service-oriented culture that is responsive to the needs of students, faculty, staff, alumni and the community.

MISSION STATEMENT

The College of Business Administration contributes to its community through excellence in teaching, scholarship, and professional engagement. Faculty and students are involved in intellectual contributions and professional engagement that impact business practices and management education. In an environment that embraces diversity and accountability and fosters integrity and respect, the college provides high quality business programs at the undergraduate and graduate levels that prepare students for successful careers.

GOALS, OBJECTIVES, AND STRATEGIES

Goal 1: Create and sustain an environment of academic excellence through maintaining high standards for teaching, learning, scholarship, and by engaging in ongoing assessment of outcomes and continuous improvement.

Objective 1.1: Maintain high standards in teaching and learning by continuing to:

- Strategy 1.1.1: Attract, retain, and develop faculty who are committed to quality teaching.
- Strategy 1.1.2: Provide and support a learning environment conducive to student success.
- Strategy 1.1.3: Support, acknowledge, and reward quality teaching and instructional innovation.
- Strategy 1.1.4: Identify and communicate skills for success among students
- Strategy 1.1.5: Integrate ethical awareness throughout the curriculum.
- Strategy 1.1.6: Incorporate leadership development into the curriculum.
- Strategy 1.1.7: Maintain the highest level of professional accreditation.

Objective 1.2: Continue to improve and sustain high quality scholarship.

- Strategy 1.2.1: Attract, retain, and develop faculty who are committed to scholarship.
- Strategy 1.2.2: Support, acknowledge, and reward high quality scholarship.
- Strategy 1.2.3: Encourage faculty to continue active engagement with the various business professions.

Objective 1.3: Enhance the academic programs through collaboration and addition of undergraduate and graduate programs.

- Strategy 1.3.1: Consider collaborative opportunities with other colleges within the university through which new programs can be established.
- Strategy 1.3.2: Consider opportunities to design new undergraduate and graduate degree programs within COBA.
- Strategy 1.3.3: Consider establishing certificate programs.

Goal 2: Enhance our distinctive learning experience by developing and retaining a diverse student body.

Objective 2.1: Enhance marketing and partnership efforts.

- Strategy 2.1.1: Develop additional scholarships to attract qualified students.
- Strategy 2.1.2: Develop new marketing material for COBA programs.
- Strategy 2.1.3: Develop local and international relationships with universities and businesses.

Objective 2.2: Recruit and retain qualified, student centered faculty and staff.

- Strategy 2.2.1: Recruit high quality, student-centered faculty and staff members.
- Strategy 2.2.2: Develop a mentoring program for new faculty and staff members.
- Strategy 2.2.3: Provide sufficient resources for faculty and staff development.

Objective 2.3: Enhance students' academic success by creating a student-centered environment, research engagement, programs, co-curricular activities, study abroad, and technology.

- Strategy 2.3.1: Provide increased opportunities for students to participate in research conferences and internships.
- Strategy 2.3.2: Implement a comprehensive assessment process of college programs as the basis for continuous improvement in instruction, scholarship, and service.
- Strategy 2.3.3: COBA will promote the exposure of students to varied career options in their respective fields.
- Strategy 2.3.4: Support and enhance faculty involvement in COBA's student activities.
- Strategy 2.3.5: Improve the college's "Student Service Center" to provide real-time information on student academic progress and to better facilitate academic advising.
- Strategy 2.3.6: Continue to develop and enhance online degree programs.
- Strategy 2.3.7: Provide opportunities for study abroad and faculty international opportunities.

Goal 3: Provide community leadership through engaging in organizational activities that enhance the educational and economic resource.

Objective 3.1: Foster collaborative partnerships with business and non-profit organizations, educational institutions, and governmental units to support regional development initiatives.

- Strategy 3.1.1: Strengthen regional and international presence and facilitate community engagement with COBA, its programs, and resources.
- Strategy 3.1.2: Enhance the "Advancement of Creativity and Entrepreneurship" and the "Global Logistics and International Business and Educational Research" Centers as a resource for economic development, applied research, and educational experience.
- Strategy 3.1.3: Enhance COBA Advisory Board membership and expand its role and involvement in the college's activities.
- Strategy 3.1.4: Continue to enhance COBA Business Foundation.