

Dr. Sykes and Dr. Zachary will both chair the Business Administration Governance Committee for the AY 2013-2014.

**1. Academic Year 2013-14 objectives:**

***Top Priorities of the Anheuser-Busch School of Business for Academic Year 2013-2014:***

<b>Priority</b>	<b>Goal Statement</b>	<b>Strategies for achieving goals</b>	<b>Target year</b>
No. 1	Enhance existing programs and develop new undergraduate and graduate programs to serve the ever-changing demand of the business market and students' needs.	1. Review the curriculum and instruction of all programs and update those courses that do not meet the current need of the market demand. 2. Conduct a feasibility study of new undergraduate, graduate, and certificate programs.	2013-2014+
No. 2	Maintain, recruit, and support effective faculty who are committed to student learning, success, quality instruction, student scholarship programs, and research.	Continue the school's effort in recruiting highly qualified full-time core faculty in needed disciplines.	2013-2014
No. 3	Continue the school's effort to revitalize and initiate new articulation agreements with universities and community colleges for transfer of students in order to increase enrollment.	The school will continue its' effort in establishing more collaboration with community colleges and universities for program awareness and seamless transfer of students.	2013-2014
No. 4	Establish a specialized advisory board at program level.	Currently the school has a very strong advisory board at the school level. Encourage and support those departments that do not have a specialized advisory board for their respected programs.	2013-2014
No. 5	Improve student services; including faculty advising, mentoring, internship, and placement.	Encourage and support department chairs in advising and mentoring students in their respective programs. Recruit a full-time Library and Students Services Coordinator to	2013-2014

		follow-up routinely with internship opportunities.	
No. 6	Promote faculty, staff, and student engagement in professional/scholarly activities and community service projects.	Continue to encourage and support faculty and students participation in scholarly activities.	2013-2014

***How do we assess the above goals to determine its success and effectiveness?*** The school has linked its' goals with its' strategic plan. The School's Strategic Planning and Assessment Committee will review the outcomes of the previous strategic plan and use the feedback in revisiting and preparing assessment instruments to measure the success of the school in achieving its' goals. The school will utilize direct and indirect methods of assessing the goals. With the direct method, the school will utilize students learning outcomes and key performance targets to measure the success in achieving goals. With indirect method, the school will use the result of several survey instruments from various stakeholders, including students, alumni, and internship supervisors to generate reports to be used as a feedback for the next planning cycle.

### 2. Meetings dates:

1. Wednesday, September 18-ABSB- Faculty Lounge
2. Wednesday, October 23 –ABSB, Faculty Lounge
3. Wednesday, November 20- ABSB, Faculty Lounge

### 3. Key initiatives :

1. Submit a revised curriculum for MIS programs to the Ed Policy Committee
2. Complete and submit a proposal for a Bachelor of Science in Finance
3. Complete and submit a proposal for master of Business Administration with Emphasis in Accounting