

**STRATEGIC PLANNING AND INSTITUTIONAL EFFECTIVENESS**  
**2011-2012 Unit Action Plan – Year Two**

**Unit Name:** Business Department

Unit Mission: The mission of the Department of Business is to provide quality programs to support the School of Business and Technology mission to prepare students to achieve professional and personal goals in the dynamic local and global communities. Specifically, the Department of Business provides the students with four program options: Associate in Arts in Accounting; Associate of Arts in Business Administration; Bachelor of Science in Business Administration with options in Accounting, Entrepreneurship, Forensic Accounting, Human Resources Management, Management, Manufacturing Management, and marketing; and Organizational Leadership with options in Business Studies, Communication Strategies, Liberal Studies, and Social Studies. Additionally, the Department of Business provides the general business course support for the Associate in Science in Computer Science and Associate in Applied Science in Applied Technology degrees, as well as the Bachelor of Science in Business Information Technology and the Bachelor of Technology in Applied Technology for the Department of Applied Technology. The courses are taught using a large array of innovative methods, including regular classes, asynchronous and synchronous online courses, telecourses, and compressed video.

Goal (insert number): (Insert name of goal)  
 This *Unit Action Plan* Specifically Supports Commitment(S) 1, 3, and 6.

Plan for 2011-2012 This section due by April 1, 2011.				Report for 2010-2011 This section due by April 1, 2012..	
Objective	Evaluation Measure	Performance Standard	Action	Data/Findings	Status
1.1 Provide creative and innovative learning environments.	- Embed SAP into the BSBA curriculum.	- Award at least five students SAP recognition awards in SY 2011-2012.	- Develop an SAP Recognition program when students complete three courses consisting of at least 33% SAP content.	- Three courses incorporated SAP. 17 business students earned the SAP recognition award in SY 2011-2012.	Ongoing
	- Incorporate more classes using blended delivery.	- Department will add at least three additional blended classes in SY 2011-2012.	- Blended format combines the strength of	- Five blended courses were conducted during the SY 2011-2012.	Ongoing

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			technology online with the personal contact strength of the regular classroom.		
1.2 Strengthen curricular and co-curricular programs to enrich the overall student learning experience.	Educational Testing Service Field Test in Business will be administered in the capstone class..	Graduating students will average at least 50% in all nine areas of the Field Test in Business.	Curriculum changes will be investigated upon analyzing test scores.	Field test was recalibrated during the SY 2010-2011 and cannot be compared to other scores until SY 12-13.	Ongoing
1.3 Deliver new undergraduate and graduate degree programs to meet the economic and educational needs of northeast Oklahoma and the state.	Graduate curriculum of other regional Universities.	First classes for the MBA will be delivered by Fall 2013.	Submit MBA for approval.	MBA has been approved through the Oklahoma State Regents for Higher Education (OSHRE). Awaiting approval from Higher Learning Commission.	Ongoing
2.3 Involve all constituencies of the university in student recruitment and retention efforts.	The number of members in the Accounting Society, Students in Free Enterprise, and Sigma Beta Delta.	Each student organization will maintain an active membership.	Continue faculty involvement with Business Student Organizations and civic projects.	<ul style="list-style-type: none"> <li>- There were 32 members initiated into Sigma Beta Delta in April 2012.</li> <li>- There are approximately 25 members of the Students in Free Enterprise. These students conducted two community projects, but did not compete in the Regional Competitions.</li> <li>- The Accounting Society is still a viable organization, but participation has waned. Special emphasis needs to be placed in this area to renew interest.</li> </ul>	Ongoing

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3.1 Provide curricular and co-curricular experiences that increase student understanding of and appreciation for other cultures.	A satisfaction survey will be administered in the capstone class. One question will be "Did the program provide an appreciation for the advantages of diversity".	100% of graduating seniors will respond yes to the question.	The advantages of diversity will be stressed throughout the curriculum of the BSBA.	Forty students took the survey. 100% responded with yes to the question "Did the program provide an appreciation for the advantages of diversity".	Ongoing
3.2 Recruit, retain, advance and recognize a diverse faculty, staff, and administration.	Demographics of RSU faculty and the service area.	Business Faculty members will mirror the local racial or ethnic minority population of the service area.	Ensure that job postings reaches across a broad area of readership and will include all potential qualified applicants and inform each applicant that RSU is an equal opportunity employer.	Two positions were advertised on Higher Education Jobs. Com all qualified applicants were encouraged to apply. No mention was made in regards to any diversity issue.	Ongoing
3.3 Promote an environment of tolerance and acceptance of diverse peoples and opinions.	Pretest and Posttest in MGMT 4333 Business and Professional Ethics.	Students will improve the posttest over the pretest by at least 25%.	Diversity issues will be incorporated into the pretest and posttest.	Due to a change in instructor for the course, the pretest and posttest was not done properly. Tests will be administered in SY 2012-2013.	Ongoing
6.1 Expand collaborations and partnerships with business and industry as well as regional schools and community organizations.	Performance evaluation will be completed by the intern's supervisor upon completion of the internship. The instrument rates from 1 to 7 with 7 being the highest and has four areas rated: 1. Intern's Professionalism, 2. Intern's Work Attitude, 3.	All interns will score at least "4" in all four graded areas.	Selected students will perform internships with local, regional and national businesses. Students will receive an evaluation upon completion.	There were 11 students who completed internships in the Business Department. Each of the students scored above 5 in each area and the overall average was above 6 in each area.	Ongoing

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	Adaptability, 4. Co-worker cooperation.				
6.2 Establish curricular and co-curricular opportunities for students to cultivate civic skills and strengthen social responsibility.	Advisory Council will meet and discuss major issues within the Business Department.	Advisory Council will seek consensus on new Business Department initiatives.	Business Advisory Council for Business is established and major issues are presented to council.	Advisory Council meeting will be scheduled for August 2012.	Ongoing
6.5 Increase opportunities for area residents to participate in educational, cultural, and recreational activities.	Attendance at the Executive in Residence and Herrington Lecture.	Local residents attend the lectures.	The local public will be invited to hear guest lecturers at the Herrington Lecture and the Executive in Residence. Invitation will be posted in local media.	The Herrington Lecture was held in March 2012. About 120 students and faculty attended a morning lecture and over 100 students, faculty, and local business people attended a luncheon and additional presentation.	Ongoing

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**Budget Request Supplement for Academic Year 2011-2012**  
 Year Two – Strategic Planning Cycle

This section due by April 1, 2011.						
University Objective	Action for 2011-2012	Requested Resources				Estimated Cost
		Human	Financial	Physical/Capital	Other (e.g., Technology)	
Insert rows as needed						