

**STRATEGIC PLANNING AND INSTITUTIONAL EFFECTIVENESS**  
**2013 - 2014 Unit Action Plan – Year Four**

**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 in Arts in Business Administration; Bachelor of Science in Business Administration with options in Accounting, Entrepreneurship, Forensic Accounting, Human Resources Management, Management, Supply Chain management, and Marketing; and Organizational Leadership with options in Business Studies, Communication Strategies, Liberal Studies, and Social Studies. The Department of Business also has a minor in Business Administration for non-business students who wish to add basic business courses to their degree plans. 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, and compressed video.

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

Plan for 2013-2014 This section due by May 17, 2013.				Report for 2013-2014 This section due by May 1, 2014.	
Objective	Action or Activity	Evaluation Measure	Performance Standard	Data/Findings	Status*
1.1 Provide creative and innovative learning environments	Embed SAP into the BSBA curriculum.	Develop an SAP Recognition program when students complete three courses consisting of at least 33% SAP content	Award at least five students SAP recognition awards in SY 2013-2014.		

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Objective	Action or Activity	Evaluation Measure	Performance Standard	Data/Findings	Status*
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.	Graduating students will average at least 50% in all nine areas of the Field Test in Business		
3.3 Promote an environment of tolerance and acceptance of diverse peoples and opinions.	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".	Number of yes and no responses will be calculated.	100% of graduating seniors will respond yes to the question		
6.2 Establish curricular and co-curricular opportunities for students to cultivate civic skills and strengthen social responsibility.	Business Department will establish at least one team to compete in the Donald W Reynolds's Governor's Cup Business Plan competition.	The team will submit a business plan to I2E to compete with all universities Oklahoma.	RSU Governor's Cup team will place in at least the semi-finals in the state competition.		
6.5 Increase opportunities for area residents to participate in educational, cultural, and recreational activities.	RSU accounting students under the supervision of an accounting faculty member will partner with VITA and prepare income tax forms for local residents with income less than \$60,000.	Accounting students will prepare income tax forms for local residents to the approval of the faculty member and the IRS.	The VITA team will prepare at least 300 tax forms for local residents.		

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**Budget Request Supplement for Academic Year 2013-2014**  
 Year Three – Strategic Planning Cycle

This section due by May 17, 2013.							This section due by May 1, 2014
University Objective	Action for 2013-2014	Requested Resources				Estimated Cost	Was the Budget Request Approved?
		Human	Financial	(Enter Amount Approved)	Other (e.g., Technology)		(Enter Amount Approved)
3.2 Recruit, retain, advance and recognize a diverse faculty, staff, and administration.	Hire one marketing faculty members for Business Programs.	Professor of Marketing	80,000 -100,000				