

UNO COLLEGE OF BUSINESS ADMINISTRATION

STRATEGIC PLAN

MISSION

As a leading metropolitan college of business, the College of Business Administration's mission is to provide the highest quality business education programs by encouraging intellectual entrepreneurship in the discovery, synthesis, application, and sharing of knowledge.

STRATEGIC PLAN

The College of Business Administration is student centered and provides opportunities to each student for an exceptional educational experience, conducts quality research relevant to business and the economy, and provides service relating to our college, university and broader academic and professional communities. As one of the major academic units within the University of Nebraska at Omaha, our mission, vision, and goals embrace and are consistent with those of the larger University. To carry out and communicate these goals, the College of Business Administration will create and maintain a strong resource base and will seek to promote and enhance the image of the school by encouraging, recognizing, and rewarding achievement of the strategic goals.

REGENTS PRIORITIES

Three programs within CBA were identified as strategic to UNO's metropolitan mission and were therefore recognized as "highest priority" by the University of Nebraska Board of Regents. Graduate programs in accounting, business and economics and undergraduate programs in Banking and Finance were identified as highest priority academic programs. The programs of the Nebraska Business Development Center (NBDC) and the UNO Center for Economic Education were identified as highest priority outreach programs.

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OUR GOALS

Goal 1: Placing the student at the center of the academic enterprise:

Sub-Goal A: UNO CBA will foster a learning environment in which undergraduate and graduate students can gain a comprehensive and high quality education instrumental in preparing for careers in their respective fields.

1:A:1: Develop distinctive intellectual, cultural, physical and social learning environments designed to strengthen academic programs for all students.

1:A:2: Provide rigorous programs, activities and student organizations designed to enhance student preparation for professional careers and for further education towards their professional goals.

1:A:3: Provide access to leading edge technological tools, databases and learning materials designed to prepare students for professional careers.

1:A:4: Develop a supportive environment to foster professional interactions and research collaboration among faculty, staff and students.

1:A:5: Provide resources and opportunities for faculty exposure to the application of their business discipline in the business community.

Sub-Goal B: UNO CBA will encourage and promote interdisciplinary programs and activities across department, college and campus boundaries.

1:B:1: Develop and expand partnerships with other academic units such as Information Science and Technology, Engineering and the University of Nebraska Medical Center that enhance CBA's ability to prepare students for professional careers.

1:B:2: Develop and expand partnerships with members of the Omaha business community designed to enhance student preparation for success in their chosen careers.

1:B:3: Develop and expand partnerships with academic institutions throughout the world to enhance CBA's ability to prepare students for professional careers in a global economy.

Sub-Goal C: UNO CBA will attract, recruit and retain high quality students.

1:C:1: Develop programs and activities designed to increase the number of high quality students who apply and enter the undergraduate programs of UNO CBA.

1:C:2: Develop programs and activities designed to increase the number of high quality business professionals who apply and enter UNO CBA's graduate degree programs.

1:C:3: Foster student retention and graduation through the creation of a supportive learning environment and high quality academic and career advising services.

1:C:4: Promote faculty and student achievements and the demonstrated high quality of CBA to high school students, high school counselors, parents and the

business community by developing effective recruitment materials and programs.

Sub-Goal D: UNO CBA will attract, recruit and retain students and faculty such that the demographic diversity of the college reflects the diversity of our community.

1:D:1: Develop programs designed to increase the recruitment, retention, and graduation of students from under-represented populations.

1:D:2: Develop a supportive environment for under-represented students by increasing recruitment and retention of a diverse faculty and staff.

1:D:3: Foster an environment of support and acceptance for under-represented students, staff and faculty.

Sub-Goal E: UNO CBA will provide academic and career counseling to assist students in choosing their plans of study and future employment.

1:E:1: Provide high quality career counseling and academic advising services to assist students in selecting academic programs and in career preparation and placement.

1:E:2: Expose students to professional career options and paths by developing programs and services such as internships; service learning components in courses; business tours; and guest speakers from the business community.

1:E:3: Continually review and refine curricula, programs and services to ensure their relevance in a contemporary business environment. This will be accomplished with the assistance of advisory boards composed of community business leaders.

Sub-Goal F: UNO CBA will utilize technology to enhance student learning and to assist students in developing necessary information technology skills appropriate for their careers.

1:F:1: Provide students and faculty with access to leading edge technology tools, databases and software for use in research and course work.

1:F:2: Provide technology support services and training for faculty, staff and students designed to enable them to fully utilize available technology.

1:F:3: Encourage the adoption of pedagogically appropriate technology to enhance student learning.

1:F:4: Explore the use of technology solutions (web casting, wireless networking, etc.) to offer alternative means to deliver courses or programs to a broader student population.

Sub-Goal G: UNO CBA will meet the distinctive life-long learning needs of our stakeholders through the development of responsive outreach programs.

1:G:1: Offer non-credit courses, seminars and services that are responsive to the professional development needs and interests of the business community and our alumni. These courses, seminars and services are provided through CBA's Nebraska Business Development Center, Executive Education programs and Centers of Excellence.

1:G:2: Improve the economic literacy of our community by providing educational and training programs and materials through the UNO Center for Economic Education.

1:G:3: Develop and expand partnerships that meet the educational, training and service needs of our community.

1:G:4: Increase the availability of business and course information by more effectively utilizing the World Wide Web.

Goal 2: Achieving academic excellence

Sub-Goal A: UNO CBA will become the premier College of Business Administration in the region.

2:A:1: Strive to achieve a national and international reputation in research related to business and economics by encouraging faculty to publish in prestigious journals and to participate in first-rate academic conferences.

2:A:2: Encourage faculty to actively participate in regional, national and international professional associations related to their disciplines. Encourage faculty in meaningful and effective service to professional organizations.

2:A:3: Strive to achieve a national and international reputation for effective teaching by encouraging faculty to publish in pedagogical journals and to participate in first-rate teaching related conferences.

2:A:4: Pursue and maintain a reputation for excellence as measured by national rankings.

2:A:5: Pursue and maintain professional accreditation at the highest levels for all CBA academic programs.

2:A:6: Develop a marketing program to effectively communicate successes internally and externally.

Sub-Goal B: UNO CBA will offer high quality curricula and programs which ensure that graduate students are provided the most appropriate skills and competencies in their chosen fields of study.

2:B:1: Prepare MBA students to contribute significantly to organizational productivity by providing effective learning experiences emphasizing the application of sound theory and innovative business techniques.

2:B:2: Prepare MBA students to be effective leaders by providing a strong background in the functional areas of business and providing curricula designed to develop the following essential leadership capabilities: influential, innovative, problem solving, and socially responsible leadership.

2:B:3: Provide Master of Accounting students with effective curricula and programs designed to prepare students for professional careers demanding a high level of accounting expertise.

2:B:4: Provide Master of Economics students with effective curricula and programs designed to provide a solid background in theory, quantitative methods and applications appropriate to the needs of professional economists and for further graduate work in economics.

2:B:5: Provide EMBA students with effective curricula and programs designed to provide experienced managers and professionals with an applied and integrative business management education. Develop and further their critical thinking and leadership abilities so they can better manage resources, leverage information technology, understand diverse cultures, and effectively address strategic issues in a dynamic global economy.

2:B:6: Develop interdisciplinary or joint graduate programs such as information technology; engineering and technology; and health care management.

2:B:7: Encourage effective and innovative teaching and curriculum development at the graduate level.

Sub-Goal C: UNO CBA will offer high quality curricula and programs which insure that undergraduate students are provided the most appropriate skills and competencies in their chosen fields of study.

2:C:1: Provide effective curricula and programs designed to produce graduates who exemplify the following qualities such as: effective problem-solving and decision making skills; competence in communication and interpersonal relations; awareness and application of technological trends; awareness

and understanding of ethical reasoning; and a strong foundation on which to build a career path.

2:C:2: Encourage effective and innovative teaching and curriculum development at the undergraduate level.

Sub-Goal D: UNO CBA will conduct high quality research to advance knowledge in business and economics.

2:D:1: Encourage high quality applied and basic research by faculty.

2:D:2: Encourage faculty to publish sound, timely, and clear research on important topics.

2:D:3: Encourage faculty to communicate their contributions, and remain current in their fields.

2:D:4: Encourage faculty and staff to seek external funding for research.

2:D:5: Encourage faculty to pursue significant, coherent, and challenging long-term research programs.

2:D:6: Foster an environment conducive to collaborative and interdisciplinary research.

Sub-Goal E: UNO CBA will encourage, develop and support innovative uses of technology as learning and communication tools.

2:E:1: Increase faculty use of appropriate multi-media and other instructional technology as innovative pedagogical approaches to learning.

2:E:2: Increase faculty use of appropriate technology in all aspects of the academic experience on campus and via distance education.

2:E:3: Employ and maintain qualified instructional technical personnel.

2:E:4: Provide for faculty input in the selection of technology resources, policies and standards.

2:E:5: Encourage significant technology contributions developed by faculty, staff and students.

Sub-Goal F: UNO CBA will continuously explore opportunities to improve and enhance the college's academic programs and services.

2:F:1: Involve students, alumni, and community representatives in assessment and improvement of academic curricula and programs.

2:F:2: Continue to conduct periodic reviews of academic programs, with special emphasis placed on program requirements and student learning outcomes.

Goal 3: Actively engaging with the community

Sub-Goal A: UNO CBA will offer high quality instructional, research and service programs that focus on partnerships with the business, government and non-profit communities.

3:A:1: Encourage student participation in community outreach by increasing internships and service learning projects within the curriculum.

3:A:2: Encourage and support applied research projects that involve collaboration with business partners to advance business knowledge and effective practice.

3:A:3: Establish formal programs for bringing regionally and nationally recognized guest speakers from business, government and non-profit organizations to make presentations to students.

3:A:4: Encourage connections with K-12 schools and support the Center for Economic Education's activities with K-12 teachers and administrators.

Sub-Goal B: UNO CBA will encourage the exchange of expertise with business partners.

3:B:1: Encourage the exchange of expertise with business, government and non-profit partners by developing increased opportunities for faculty-in-residence programs and executive-in-residence programs.

3:B:2: Increase opportunities for faculty to utilize their expertise to assist business and community partners through the development of programs such as current issues seminars, a speaker's bureau and practitioner-oriented electronic publications.

3:B:3: Encourage input from advisory boards on the strategic direction for the college and in developing curriculum.

3:B:4: Encourage participation in executive education and other college outreach by faculty, staff, and students.

3:B:5: Encourage faculty to utilize their expertise through NBDC and other programs to assist established and new regional businesses in improving their performance.

Sub-Goal C: UNO CBA will offer high quality instructional, research and service programs that focus on partnerships beyond the boundaries of the United States.

3:C:1: Encourage student participation in international partnerships and exchanges through study abroad programs, internships and international consulting projects.

3:C:2: Encourage faculty development of a global perspective by supporting international and cross-cultural research, international teaching opportunities, and international faculty-business partnerships.

3:C:3: Increase opportunities for faculty and students to collaborate on cross-cultural research and pedagogy by encouraging exchanges with visiting scholars.