

Austin Peay State University College of Business (CoB) Budget Priorities AY 2017-2018

MARCH 2017

DEAN CHARLES MOSES

Our Mission!

“The mission of the APSU College of Business is to promote the continuous development of a learning environment, through excellent teaching and faculty research, which challenges students to push beyond the textbook, explore the limits of their capabilities and discover their individual passions.”

Who are we?

- B.B.A. in Accounting
- B.B.A. in Finance
- B.B.A. in Finance (Economics Concentration)
- B.B.A. in Management
- B.B.A. in Management (International Management Concentration)
- B.B.A. in Marketing
- M.S. in Management (online)

CoB Undergraduate Minors

- Accounting Minor
- Business Administration Minor
- Economics Minor
- Entrepreneurship Minor
- Finance Minor
- Management Minor
- Marketing Minor
- Real Estate Minor

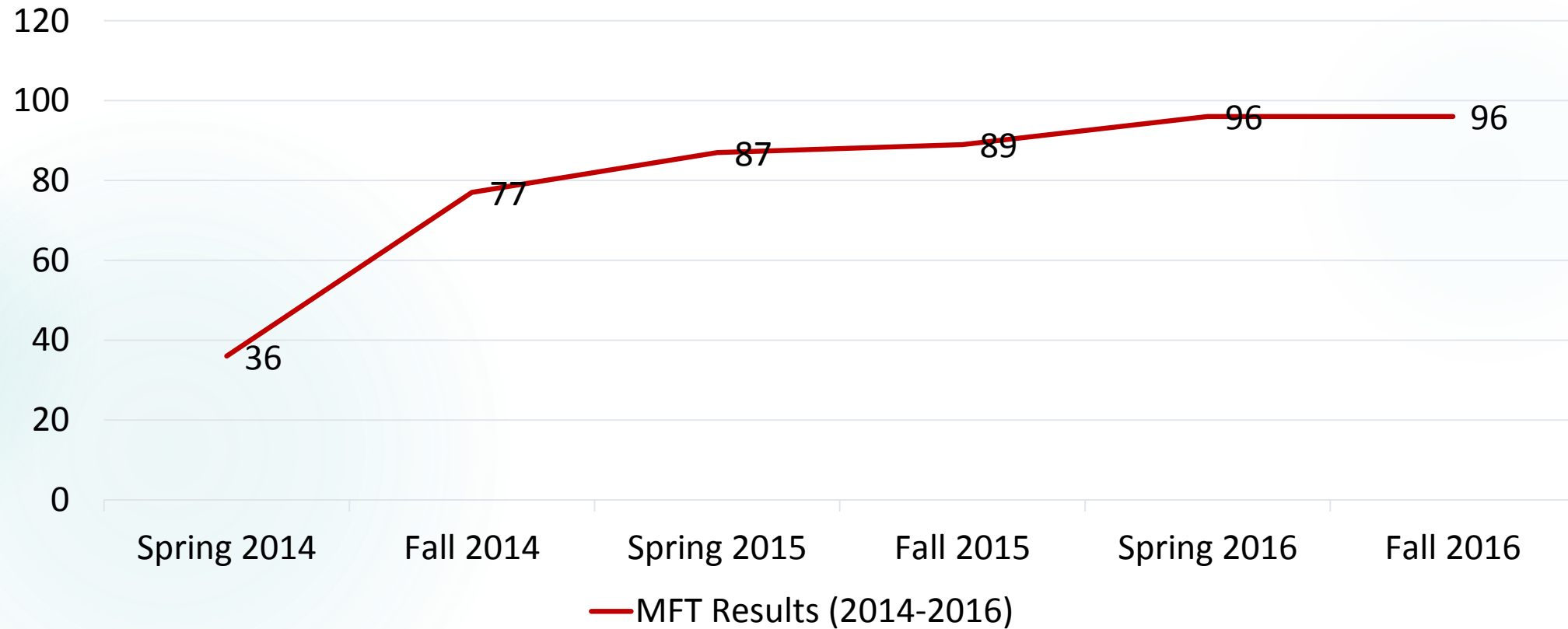
College of Business New Academic Programs

- BBA/MA in Accounting
- Master of Business Administration (MBA)
 - Sales
 - Human Resources
 - Global Leadership

Accomplishments in Student Success and Enrollment Growth

- 16.9% increase in graduate SCH production since 2011-12.
- Major Field Test results continues to trend high (96% in 2016).
- Undergraduate enrollment continues to trend up (see Noteworthy Accomplishments and Initiatives).

Major Field Test Results (percentile)



Noteworthy Accomplishments and Initiatives

- Deferral Report completed and sent to AACSB- January 2017
- AACSB Peer Review Team visit March 19-21, 2017
- Received TBR approval for a Letter of Notification for MBA
- Letter of Application for the MBA is in process
- The Major Field Test score rose from 36th percentile to 89th percentile in fall 2016
- Meet the Firms event for Accounting held in fall 2016
- First CoB Career Fair to be held in spring 2017
- MS Management program ranked #23 in 2016 by The Financial Engineer
- Ty Jesinoski (MSM student) publication with Drs. Miller and Volker

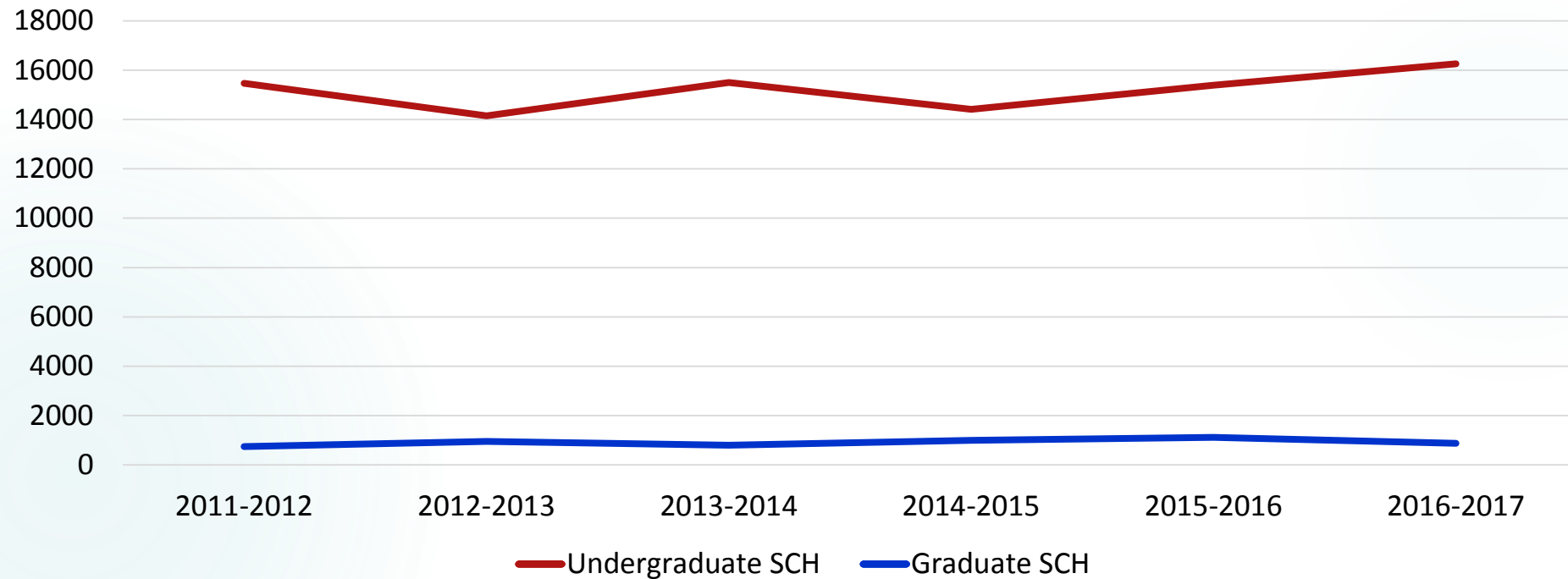
Noteworthy Accomplishments and Initiatives (continued)

- Development of student mentoring program by faculty and CoB Advisory Board members
- Trading Room construction to begin summer 2017
- 96% of CoB Faculty are Academically or Professionally qualified
- One faculty member began DBA program
- Two fully qualified tenure-track faculty joined the College

Challenges Facing the College

- Graduate enrollment growth
- Increasing high quality research production
- Increasing academic program agility
- Attracting international students

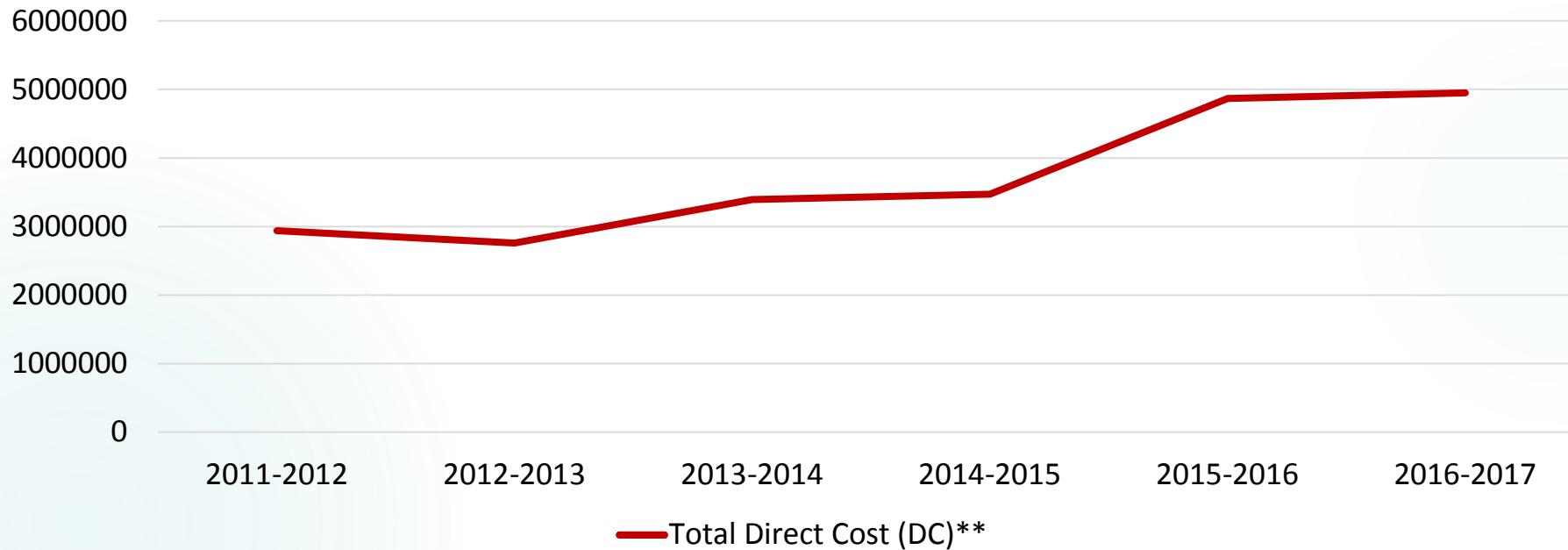
COB Student Credit Hour (SCH) Generation*



*All numbers in this table were supplied by the office of Institutional Effectiveness and Research.

**Total Direct cost consists of University budget lines plus enhancements from the TBR approved specialized academic fee paid by College of business students. This enhancement ranges from 7% to 12% with an average of 10%.

Total Direct Cost



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FY 2017-2018 Budget Request

| | FY 15-16 Actual | FY 17-18 Increase | FY 17-18 Request |
|-------|-----------------|-------------------|------------------|
| Total | \$4,249,000 | \$1,052,878 | \$5,301,878 |

Goals 1: Enrollment Growth

- Increase graduate enrollment through targeted marketing campaign -\$30K
- Increase undergraduate enrollment through Royal targeted marketing campaign- \$35K

Goals 2: Student Success: Retention, Completion and Workforce Preparedness

- Complete The Larry and Vivian Carroll Financial Trading Room
 - Bloomberg Subscription- \$56K (per annum)
 - Equipment maintenance -\$100k
- Develop a entrepreneurial “maker” space on campus-\$100K

Goals 3: Sustainability

- Increase faculty/staff salaries by up to 6 percent to bring them closer to the CUPA Median
- Need one Academic Assistant to the Department Chair (AA2), @\$34.2K per annum. Move the other AA2 from Access to a university line
- Need two graduate faculty to teach in the MBA program @\$130K per annum
- Increase access plan funding to support faculty incentive plan
- Need one GAT @ \$40k per annum
- Need two graduate faculty to teach in the BA/MA in Accounting program @ \$140k each per annum

Goals 4: Diversity

- Encourage broader student engagement via speakers, mentors, internships
- Encourage inclusion of non traditional actors in coursework
- Encourage enrollment of minority students

Goals 5: Communication, Branding, and Strategic Planning

- Publish E Newsletter, Annual Report and “Beyond-The Magazine of the APSU College of Business” @ \$50k per annum
- Increase advertising presence with “Biz Ed”, the AACSB Magazine @ \$15k per annum

Questions?