

**School of Business  
Unit Plan  
1990 - 1993**

**VISION STATEMENT**

The purpose of the School of Business is to provide an environment where students, faculty, and business professionals can pursue the acquisition of applied and theoretical knowledge relevant to the operation of profit and nonprofit organizations. The School which consists of five departments offers the BSBA degree with 10 concentrations, the BS in accounting degree, the MBA degree, and the MS in accounting degree. We expect our graduates to be prepared to be managers and analysts in large and small organizations which operate on both a profit and nonprofit basis. In addition, the faculty is engaged in the expansion of knowledge through research. The School supports the business practitioner through the Division of Professional Programs, the Small Business Institute, and applied research projects in both graduate and undergraduate classes. The School supports primary and secondary education in the state through its Center for Economic Education.

Over the course of the planning period, it is expected that the School will continue both to improve the quality of the undergraduate programs, and to expand and improve the quality of the graduate programs. In addition it will continue to focus on the service mission to be more effective in enhancing the economic growth of the state in general and the eastern part of the state in particular.

**ELEMENTS OF DISTINCTION**

- ◆Students admitted to the School must meet admission standards for both the undergraduate and graduate programs which exceed those of the University
- ◆Curricula and faculty which meet professional accreditation standards which have been attained by only 20 percent of the business schools nationally

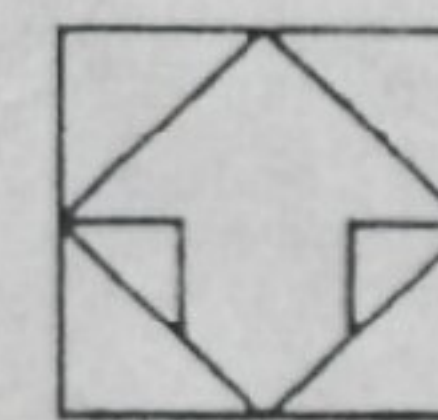
- ◆Curricula content enhanced by the analytical nature of the graduate curriculum, computer facilities, including the potential integration in the common body of knowledge made possible by the CIM project, and the integration of data analysis and computer skills in the curriculum

- ◆The largest endowment of any unit in Academic Affairs, a fact indicative not only of outstanding alumni support but also of their successful careers

**PRIORITIES FOR ACTION**

**1. Achieve distinction in undergraduate education**

- a. Establish a task force to study national models for business honors programs
- b. Strategically manage undergraduate degree program size to permit further development of the MBA and MSA programs
- c. Review undergraduate entry requirements
  - examine the Common Body of Knowledge
  - refine and improve as necessary including course prerequisites, sequencing, and utilization of Computer Integrated Manufacturing as an integrating vehicle
- d. Establish an orientation program for pre-business and first semester business majors to aid in selection of appropriate concentrations and career development
- e. Critically examine the departmental concentrations to determine which should be continued, strengthened, combined, or eliminated
- f. Examine specific courses with a view toward the elimination of duplication and fostering coordination within and between concentrations
- g. Continue internationalizing the curriculum
- h. Explore a faculty mentoring program placing 10-15 students with a faculty member who would get to know them personally and counsel on personal and professional development



- i. Maintain undergraduate class section size at an overall average of 30 students per course
- j. Strengthen activities which will improve opportunities for job placement of graduates

**2. *Strengthen the commitment to excellence in teaching***

- a. Recognize new course and teaching materials development, educational experiments, and other activities as valid creative scholarly activity for appropriate faculty when suitably presented or published
- b. Critically review the teaching evaluation instrument and process
- c. Investigate methods to provide in-service training, workshops, and short courses for appropriate faculty or fund participants in such activities
- d. Assess educational media and technology needs and develop a plan to bring capabilities to state-of-the-art
- e. Provide at least one multimedia facility for students and faculty

**3. *Develop a university culture based on respect for individual rights and human diversity***

- a. Persist in efforts to recruit minority and women faculty
- b. Increase the number of women and minority executive guests and Business Advisory Council members

**4. *Expand doctoral programs***

- a. Investigate the potential for a doctoral program in business
- b. Improve coordination and integration of the production management and management science courses
- c. Explore the potential for interdisciplinary graduate tracks, such as health care administration, management in environmentally sensitive locations, and managing family business

- d. Reassess the MBA program including day classes for full-time MBAs, curriculum, recruiting, and placement

- e. Develop and implement a system to monitor MBA graduates' career progress

- f. Investigate five-year interdisciplinary programs leading to the MBA, with ECU undergraduate units and other universities

- g. Investigate the feasibility of a program in management studies covering the Common Body of Knowledge in a short intensive period of study, such as during a summer session

- h. Develop a proposal for a feeder system between North Carolina colleges and the MS in Accounting program since these institutions may not have the resources to offer the 150-hour course requirement required for the CPA exam

**5. *Strengthen the commitment to research, scholarship, and creative activity***

- a. Equip faculty offices for appropriate personal computing equipment

- b. Make greater use of the directed research courses

- c. Foster collaborative research efforts across disciplines and institutions with seed grants and research support

- d. Encourage workshops to sharpen research skills

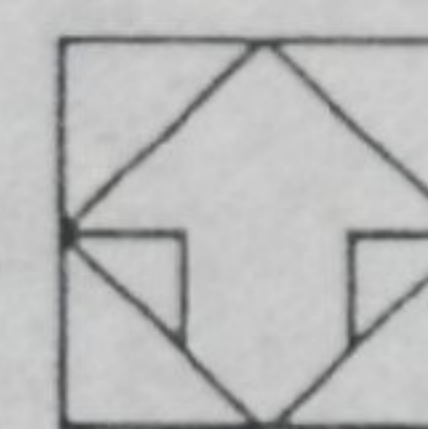
- e. Support faculty attendance at seminars and workshops which will enhance research skills

- f. Expand the professional programs division

- g. Encourage faculty participation in consulting, contract research, and training projects through the Bureau of Business Research and the Center for Applied Technology

- h. Investigate a visiting scholars program to stimulate creativity, evaluate the potential of faculty projects, and expand our professional network and image

- i. Explore a faculty research working paper series to secure internal input and critique of research ideas



## *Strategies for Distinction*

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### *6. Improve teacher education and stimulate improvement in public schooling*

- a. Implement a summer workshop series in which teachers receive assistance in curriculum development which improves economics instruction in their schools
- b. Work with the Department of Economics and the School of Education towards establishing a required Economics course for public school teachers
- c. Promote and implement the North Carolina Council's Partners for Economics Teachers and Developmental Economic Education Program

### *7. Recruit and support academically proficient and talented students*

- a. Study alternative models for business honors programs
- b. Maintain undergraduate class size at an overall average of 30 students per course
- c. Increase MBA enrollment through improved marketing and recruitment of qualified students
- d. Increase the attractiveness of the MBA and MSA programs by offering day classes for full-time students
- e. Establish fellowships for academically promising MBA and MSA students
- f. Increase the availability and use of scholarships and cooperative education opportunities for superior undergraduate students
- g. Establish an orientation program for pre-business and first semester business majors to aid in selection of concentrations and career development

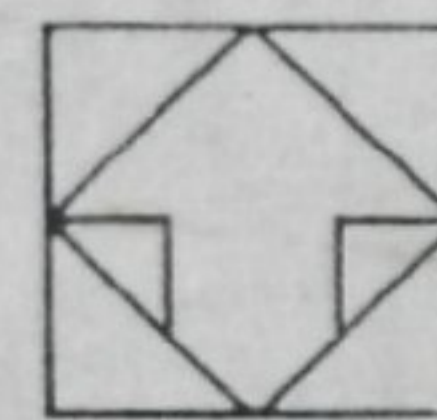
### *8. Advance the University effectively to external publics*

- a. Expand ongoing communications programs
- b. Develop a promotional strategy and program that uniquely, favorably, and accurately positions the School with relevant publics

- c. Improve placement, monitor the progress of graduates and better communicate their success to relevant publics
- d. Develop an ongoing communications program that positions the School as a source of expert information and consultation
- e. Enlarge an already major program of private fund raising
- f. Expand the Professional Programs Division by aggressively pursuing contract research and training
- g. Support faculty and administrator memberships in professional organizations
- h. Support appropriate faculty and administrator civic activity to further regional economic development
- i. Increase student and alumni awareness and membership in the Commerce Club by identifying and offering more tangible benefits
- j. Expand public service programs such as those in banking, manufacturing, and the Beta Gamma Sigma lecture series
- k. Support the goals in Pitt County's Focus 2007 strategic plan, particularly those relating to economic development and education

### *9. Develop and use expanded information resources*

- a. Secure student personal computing equipment for classrooms 3001, 3004, and 3005 so that computer and information technology can be further integrated into the curriculum
- b. Develop a plan for replacing obsolete microcomputer lab equipment on a regular replacement cycle
- c. Implement a faculty personal computing equipment program
- d. Introduce and expand computer use in appropriate courses



e. Increase the use of computer integrated manufacturing technology as an integrating force in research and the curriculum

f. Update Joyner Library business computer data base holdings to support high quality faculty research and use of information technology in instruction

**10. *Provide effective stewardship of the University***

a. Perform a critical integrated review of all programs to determine those to be maintained, enhanced, combined, or eliminated

b. Perform a critical review of the organization and structure of the School

c. Identify, develop, and exploit a distinctive niche which builds on strength and which can lead to a national or international reputation

d. Investigate alternatives to fulfill expanding space requirements

e. Refine student assessment programs