



# UNIVERSITY OF NORTH ALABAMA COLLEGE OF BUSINESS STRATEGIC PLAN 2019-2024 MAY 1, 2019

## Mission

The mission of the college of business is to prepare students to become successful professionals capable of leading organizations in a diverse, dynamic global economy. The college emphasizes teaching excellence and a learning environment in which the college contributes to student development and to the business community through professional involvement, applied intellectual contributions and opportunities for global engagement.

## Vision Statement - Strategic Direction

The College of Business at the University of North Alabama seeks to be a leading provider of high quality, affordable undergraduate professional management education for traditional students and working adults in the mid-south region served by the University. Further, the College of Business seeks to be a recognized leader in providing high quality affordable graduate and continuing education for entry level and mid-career business professionals in the U.S. and Asia. The College will be recognized for developing learning synergies based on the cornerstones of diversity and globalization to prepare our students for the challenges of the 21st century economy. The College emphasizes teaching excellence through innovation, applied research, engagement of faculty and students with the business community, and the use of technology to enhance the quality of our programs.

## Goals

**Goal 1.** Offer high quality graduate and undergraduate programs and curricula that prepare students for a dynamic global business environment.

**Goal 2.** Generate and share knowledge capital both with the region and the global community through innovative events, experiential learning, and student and faculty research.

**Goal 3.** Develop personnel, utilize tools, and employ efficient and effective processes necessary for an optimal learning environment supported by appropriate financial strategies.

**Goal 4.** Engage external constituencies to build collaborative networks that promote mutual value.

## Key Attributes

1. Nationally Respected
2. Innovative
3. Regionally Engaged
4. Prepared Students



## Strategic Actions

1. Offer high quality graduate and undergraduate programs and curricula that prepare students for a dynamic global business environment.
  - a. Assure BBA core courses are innovative, relevant and provide the knowledge and skills needed by both students and major requirements.
  - b. Assure a structured experiential learning program is engaged in by all students through activities such as student clubs, competitive opportunities, study abroad, student research, and internships. Implement a measurement system by Fall 2020 and a graduation requirement by Fall 2021.
  - c. Increase technology integration including use of Open Educational Resources (OER) starting Fall 2019.
  - d. Begin Executive DBA by Fall 2020.
  - e. Provide opportunities for online learners to earn micro-credentials such as certificates and badges that are stackable and can be used for degree credit.
  - f. *Ongoing actions:*
    - i. Continue to grow MBA, MAcc, and Asia Executive MBA programs.
    - ii. Continue to improve technology to enhance online learning environment and increase student-student interaction.
    - iii. Grow Online BBA with responsive recruitment procedures. Use developmental advising and an engaging orientation class to ensure success among mostly non-traditional students.
    - iv. Successfully implement BSIT and continue to grow BSCS.
    - v. Successfully maintain AACSB accreditation (BBA, MBA) and ABET accreditation (BBA - CIS; BSCS); achieve initial ABET accreditation for BSIT.
2. Generate and share knowledge capital both with the region and the global community through innovative events, experiential learning, and student and faculty research.
  - a. Continue to improve the research environment.
  - b. Leverage the Institute for Innovation and Economic Development to provide economic impact reports, Institute Fellows, Rapid Improvement with Lean Tools, Strategic Doing, and support/lead economic development activity in the north Alabama region.
  - c. Implement summer research grants for faculty as part of Executive DBA budget.
  - d. Promote and celebrate the impact of the intellectual contributions of our faculty.
  - e. Publish Regional Economic Reports
  - f. *Ongoing actions:*
    - i. Provide opportunities for students to conduct and communicate research.
    - ii. Increase awareness and use of the student incubator to promote creation of new businesses by students including Project Founder and Smart Start Weekend.



## Strategic Actions

3. Develop personnel, utilize tools, and employ efficient and effective processes necessary for an optimal learning environment supported by appropriate financial strategies.
  - a. Continue capital maintenance plan, including completion of renovation of Raburn Wing; addition of Cybersecurity Lab; addition of new teaching computer lab; and addition of new building for Office of Regional Engagement.
  - b. Continue to nurture gifts to support the Mission, including naming the College; providing support for research and for curriculum development; and to support student experiential learning opportunities.
  - c. Successfully implement centralized advising at freshman/sophomore level and expand to include junior/senior advising.
  - d. Work closely with regional community colleges to create seamless transfer pathways.
  - e. Ongoing actions:
    - i. Launch strategic partnerships with other universities, such as MBA alliance with University of Alabama College of Engineering.
    - ii. Provide appropriate technology support for curriculum development and delivery, such as adding instructional technologists as needed.
    - iii. Support efforts to increase the diversity of our students, faculty, and staff.
    - iv. Continue to use Rapid Improvement with Lean Tools to redesign operational processes.
    - v. Build fiscal sustainability model.
4. Engage external constituencies to build collaborative networks that create opportunities and promote mutual value.
  - a. Develop an increased presence in Madison and Huntsville, AL.
  - b. Become a sought-out platform for economic development for this region. Launch the Office of Regional Engagement in Fall 2019.
  - c. Increase faculty engagement in the professional community.
  - d. Increase involvement of the Executive Business Council.
  - e. Ongoing actions:
    - i. Sponsor competitive initiatives including Idea Audition, Shoals Spark, and Liftoff Shoals.
    - ii. Manage social media to encourage networking among our alumni and students, and to further their engagement.

# UNIVERSITY OF NORTH ALABAMA COLLEGE OF BUSINESS

- Accredited by AASCB, a distinction awarded to only 5% of business schools
- ABET accredited degree programs in Computer Science and Computer Information Systems
- Total enrollment increase of more than 36% since 2014
- MBA program recognized as the largest in Alabama
- Executive MBA offered in Suzhou, China and Taipei, Taiwan
- Home of The Generator, an interdisciplinary student business incubator
- Steele Sales Center provides experiential learning in sales for students
- Experiential learning labs for User Experience (UX) and Cybersecurity
- Innovation and Entrepreneurship program focuses on experiential learning
- Center for Learning and Professional Development promotes community leadership
- Excellent student placement at leading national and regional companies and firms



UNIVERSITY OF NORTH ALABAMA  
COLLEGE OF BUSINESS  
BOX 5013 | FLORENCE, ALABAMA 35632  
256-765-4261  
[WWW.UNA.EDU/BUSINESS](http://WWW.UNA.EDU/BUSINESS)