

Institutional Effectiveness Plan – 2011-2012

Assessment Summary

Administrative Unit: Langdale College of Business

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Assessment Cycle: 2011-2012

Goals for Unit (Identical to any published online and/or in any print documents):

Each of the goals is expressly written in the Langdale College Strategic Plan (last revised, assessed, and approved by faculty fall 2011).

- Goal 1:** Attain AACSB Maintenance of Accreditation.
- Goal 2:** Expand Study Abroad Opportunities.
- Goal 3:** Expand Learning Opportunities for Finance majors.
- Goal 4:** Implement full-time MBA program.
- Goal 5:** Develop minors in the Langdale College of Business.
- Goal 6:** Submit a Letter of Intent for a BBA in HealthCare Administration.

Measures (provide a specific measure of success - how will you know when you have achieved your goals?)

- Goal 1:** Attain AACSB Maintenance of Accreditation.
 - The AACSB visiting team will be on campus in February 2012. They will make their recommendation on February 21st. At the Annual AACSB International Meeting, the final outcome will be announced.
- Goal 2:** Expand Study Abroad Opportunities.
 - Establish agreements with international partners.
- Goal 3:** Expand Learning Opportunities for Finance majors.
 - Construct Financial Trading Center (FTC) and form FTC Advisory Board as well as raised funds for student team.

- Goal 4:** Implement full-time MBA program.
- Offer four courses in each full semester (fall and spring) and two courses in summer. Each course should have a minimum of 10 graduate students. Students will be able to complete MBA in one year if desired.
- Goal 5:** Develop minors in the Langdale College of Business.
- Establish a minimum of two business minors.
- Goal 6:** Submit a Letter of Intent for a BBA in HealthCare Administration.
- Write a Letter of Intent for a BBA in Health Care Administration. Gain approval from the LCOBA Curriculum Committee, the Executive Committee, and the business faculty for the Letter of Intent. Submit the Letter to the Provost and VP for Academic Affairs.

Unit Director

Date

President/VP for Unit

Date