CBA Strategic Objectives Fall 2009

Dean’s Office

1. Find a new Associate Dean
2. Plan for Implementation of Grad fee funds for Career Center (Initiative 2, Objective I) and for Faculty incentive program (Initiative 1, Objective IV)
3. Create a support system to run international MBA/MSBA programs that are not part of ESPO office (Initiative 4, Objective III).
4. Make progress towards Maintenance of Accreditation

School of Accountancy

1. Develop a financial incentive program for SOA faculty and staff (Initiative 1, Objective IV)
2. Evaluate graduate curriculum in the context of current trends, student demand and application to the current business environment (Initiative 3, Objective I)
3. Develop opportunities for alumni and students to connect via a virtual community (Initiative 2, Objective III)

Finance Department

1. To expand our faculty’s research potential by providing resources for data acquisition and initiating a Finance Department Research Workshop Series (Initiative 5, Objective II)
2. To forge ties with Finance Department alumni and strengthen ties with the local business and professional community (Initiative 2, Objective III)
3. To form a Finance Advisory Board, a Financial Planning/Wealth Management Advisory Board and to work to improve relationships with the existing Real Estate Advisory Boards, all aimed at raising funds to retain and attract outstanding faculty, maintain our excellence in undergraduate and graduate programs, and support finance students The Boards would be made up of prominent alumni and local and regional leaders in these respective areas (Initiative 6, Objective I)

IDS Department

1. Launch a Master of Science Degree in Information Systems (MSIS) (Initiative 3, Objective III)
2. Implement a Project Management Specialization in the MBA program (Initiative 3, Objective III)
3. Expand the IDS alumni network (Initiative 2, Objective III)
Management Department

1. Evaluate Department programs and schedules to reflect student and faculty needs (Initiative 3, Objective I)
2. Seek support for faculty initiatives to develop and advance collaborative long-term research (Initiative 5, Objective I)
3. To formalize the Department’s identity and promote it both within and outside of the University to reflect our programmatic strengths (Initiative 1, Objective III)

Marketing Department

1. Review the department’s undergraduate and graduate curriculum to determine whether they reflect changes and developments occurring in the role of marketing in companies and organizations and provide students with the appropriate critical thinking and problem solving skills (Initiative 3, Objective I)
2. Develop closer relationships with marketing alumni and the local marketing community by increasing communications and engaging them in programs and activities of the department (Initiative 2, Objective III)
3. Generate financial support to help with faculty retention and recruitment and the leveraging of our intellectual capital (Initiatives 1, 6)

Undergraduate Division

1. Investigate the potential for creating an undergraduate program alumni database. If determined feasible, proceed with operationalization (Initiative 2, Objective III)
2. Identify the information/metrics required to participate in rankings of quality undergraduate programs. Determine the feasibility of collecting the information/metrics and if feasible, proceed to collect the data (Initiative 3, Objective II)
3. Work to further develop and expand Study Abroad opportunities for undergraduate students (Initiative 3, Objective II)

Graduate Division

1. Explore Introducing a Program in Sustainability (Initiative 3, Objective III)
2. Re-evaluate the MBA Culminating Experience (Initiative 2, Objective II)
3. Explore Creating a MS/MBA 4-1 Program in International Business (Initiative 3, Objective III)

Aztec Business Alliance/External Affairs

1. Develop the Graduate Business Career Management Center in partnership with SDSU Career Services (Initiative 2, Objective I)
2. Hire an external recruiter to generate job and internship leads for students (Initiative 2, Objective I)
3. Develop a Speakers Series for graduate business students that will offer insights into major hiring firms recruiting processes and goals (Initiative 3, Objective III)
CIBER
1. Generate continued funding by writing and submitting the required grant application to the U.S. Department of Education (Initiative 5, Objective I)
2. Strengthen CBA faculty research by continuing to support a stream of high quality, thematic research in International Business (Initiatives 5, Objective II)
3. Leverage SDSU CIBER capabilities in International Business education and research and assume an active role in outreach efforts to the academic and business community (Initiative 2, Objective II)
4. Identify and support SDSU faculty and student participation in learning opportunities which focus on International Business (Initiatives 4 and 5)

Corporate Governance Institute
1. Work with SDSU Contracts to achieve early termination of 10-year M.O.U. with Model Governance
2. Organize and host “Contrasting Views from Corporate Governance Leaders” event with EMBA Alumni Association (Initiative 2, Objectives II, III)
3. Develop and submit proposal for support to San Diego Corporate Directors Forum (Initiative 2, Objective I)

EMC
1. Expand our reach across campus by developing innovative programs (e.g., Lavin VentureStart) that involve all colleges on the SDSU campus (Initiative 3, Objectives II, III)
2. Improve the entrepreneurial capacity of small and medium size companies in the San Diego region by expanding the membership in the EMC business forum (Initiative 2)
3. Increase philanthropic funding of EMC programs by increasing the involvement of SDSU alumni in the activities of the EMC (Initiative 2, Objective III and Initiative 6, Objective I)

Executive and Specialized Programs Office
1. Expand the EMBA Alumni Network by establishing a formalized membership association (Initiative 2, Objective III)
2. Introduce an international experience to both SMBA and EMBA students (Initiative 4, Objectives I,II)
3. Introduce CRM and other technology-based solutions to students in the SMBA program (Initiative 4, Objective I)

Institute for Inclusiveness and Diversity in Organizations
1. Resubmit Journal of Management manuscript (Initiative 5, Objective II)
2. Collect additional data on the inclusiveness measures (Initiative 5, Objective II)
3. Explore funding opportunities for the IIDO (Initiative 5, Objective I)