SOBAE:
School of Business Administration and Economics

BRC Presentation
April, 2016
The focus:

1. Strategic Planning
2. MBA planning
3. Enrollment trends
4. Points of pride
1. Strategic planning phase 1

- Planning tool inviting input from all faculty & staff
- SOBAE goals serve as starting point
  1. Develop long term relationships with regional business and professional communities
  2. Remove unnecessary barriers to learning
  3. Engage faculty and students in relevant service, research and problem solving experiences
  4. Emphasize our distinctiveness through programs, delivery methods and commitment to excellence
Strategic example in hands of College Senate:

In service of Goal 2:

• Remove unnecessary barriers to learning

Strategy:

• Reduce entrance requirement for BA in International Business from 3.0 to 2.5
  – (Consistent with other majors – Finance, Marketing, Business Administration, Accounting)
2. MBA implementation

- Skunk works team, continued...
- Joined by two members of LITS
  - Mia Breitkopf
  - Nicole Bennett
- Exploring tools and approaches to best serve the online MBA program
- Building energy and motivation for introduction of MBA
MBA investment over time

• NEAR TERM:
  – Add 1 faculty member: LEADERSHIP
  – Add 1 Executive Director

• LONG TERM:
  – Add 1 or 2 additional faculty members
  – Add administrative support
3. Enrollment Trends:

• **Healthy**
  
  o UG trend line increasing trajectory
  
  o Grad trend line stable

• **Full classes**
  
  o Little open capacity at UG level

• **Minors growing**
Enrollment headcount trends: UG Majors

*Includes Undergraduate and Graduate 1st Majors, 2nd Majors, Intents, etc. resulting in a duplicated student count at the College and School levels and in Departments that offer more than 1 major

SOURCE: RAP
Enrollment headcount trends: Grad Forensic Accounting

- Fall 2011: 28
- Fall 2012: 22
- Fall 2013: 21
- Fall 2014: 25
Enrollment headcount trends: Minors

- Minors as of late fall 2014 = 217 (Source: SOBAE)
- Business minor is very diverse, representing students in 27 majors.
- Fall 2011 minors = 102 (Source: RAP)

Total = 217
Late fall, 2014
Minors almost doubled in four years (Source: RAP)
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<thead>
<tr>
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<th>2010-2011</th>
<th>2011-2012</th>
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Seat Analysis: Grad + UG Students in seats.
Average class size fall 2015 = 32

6 semester average = 3482
4. Points of pride

- AACSB accreditation
  - 5% of all business schools in the world
  - White glove review every 5 years (formerly 10)
  - Very high standards for INNOVATION, IMPACT, ENGAGEMENT
  - Specific attention to scholarship and deployment of well trained and scholarly faculty
  - Look for evidence of systems, policy, setting high bar in scholarship
Points of pride

• Total of 8 Bloomberg terminals at cost of 2
  – Enhanced student credentials
  – Student job search and employer recruiting tools
  – Faculty research
  – SBDC, Center for Student Success
MANAGEMENT PROFILES - MGMT <GO>
Get company management information about top-ranking executives and board members for selected securities.

SUPPLY CHAIN - SPLC <GO>
Supply chain conditions provide crucial insights into a company's future.
Joe is working on Bloomberg Certification for Dr. Sandeep Singh’s class
Points of pride:
Accounting students

• CASH tax preparation with IRS

• AICPA competition (4 students)
CASH students
AICPA 3rd place U.S. competition
Points of pride: Business Plan Competition

• Business Plan competition
  – Capstone class
  – Advancement
    • Funded by a member of Dean’s Advisory Board
    • $2,000 prize for winning team
  – Six teams at Scholars’ Day
    • Two teams Finger Lakes Competition
Liber Tee’s
Points of pride, continued...

• Expansion of employer base recruiting from SOBAE
  – Big four accounting firm
• “Market readiness” in AoL, and SOBAE goals
  – Mock interviews conducted by SOBAE CSS
  – Professional skills courses taught by SOBAE CSS staff
  – Interview skills, resume writing, career planning via SOBAE CSS staff
Summary:

• Strategic planning foundation
• MBA ground work being laid
• Sound enrollment
• Good things happening with students
  – IMPACT
  – INNOVATION
  – ENGAGEMENT