
Coles College of Business
2014 AACSB Fifth Year Continuous Improvement Review (CIR) Report
Section I – Executive Summary

Innovation, Impact, and Engagement

The Coles College of Business (CCB) at Kennesaw State University (KSU) has a long history of innovation and entrepreneurial spirit. This history is reflected in the College's unique workload "track" system that encourages flexibility and diversity in terms of faculty performance and contribution (see Sections IV and V) and its leadership in development and implementation of curricula assessment and refinement (see Section VI). This tradition has continued during the past five years through the development of new programs and awards, an update of the aforementioned track system, a new mission statement and strategic plan (see Section IV), and increased emphasis and intentionality in engagement and impact on students and the academic and business communities. The following are some of the most noteworthy highlights of the CCB's most recent demonstration of innovation, impact, and engagement:

A. Innovation

- ***New Degree and Certificate Programs***
 - Research-intensive Doctorate of Business Administration (DBA)
 - Information Systems Degrees (Moved from College of Science and Math)
 - BBA in Information Systems, BBA in Information Security and Assurance, MS in Information Systems
 - In the pipeline for approval / development:
 - On-site MBA for GE Capital, MS in Health Care Informatics, Business Master's for Undergraduate Liberal Arts Majors
 - Certificate in Music and Entertainment Business (MEBUS)
- ***Executive Education***
 - Custom programs for local businesses and open enrollment in niche areas
 - Customized: WellStar Health System, GE Capital, Cigna, University System of Georgia, NationBuilders Insurance Services
 - Niches: Mergers and Acquisitions Academy, Managerial Coaching Program, Family Business, Professional Sales, Screenwriting Program (via MEBUS)
- ***Curriculum***
 - Overhaul of BBA in Management based on bench-marking and local business input
 - Revamp of MAcc to a higher quality, accelerated, cohort-based program
 - New MBA Electives: "Concept to Counter", Philanthropy, Consulting
- ***Co-Curricular Programs (Reflecting Updated Mission/Strategic Plan)***
 - Hughes Leadership and Career Program (begins Fall 2014)
 - Uniquely blended advisement program providing concurrent academic and career guidance early and throughout matriculation
 - Enhanced student professionalism increases distinction in the marketplace while also supporting retention efforts
 - Coles Scholars Program (begins Fall 2014)
 - Increased emphasis in enhanced academics, community service, and career preparation for CCB's top undergraduates

- Elements include consulting projects, international immersion experience, interaction with business leaders, and mentoring
- ***Mission-Focused Awards***
 - New Student Awards: REAL (Recognizing Entrepreneurial Activity and Leadership) Initiative Awards recognizing three students that have excelled outside the classroom in endeavors which have positively impacted society, the community, or the marketplace.
 - New Faculty Awards (\$1000 prizes as incentives):
 - Faculty Engagement Award, Innovation in Teaching Award, Applied Research Award, Collaboration Awards
- ***Faculty Workload Document***
 - Allows all Faculty to contribute to CCB Mission in different ways that accentuate their unique capabilities and interests
 - Updated in recent years to capture quality of Peer-Reviewed Journal (PRJ) articles and new AACSB Faculty Qualification Categories
- ***New CCB Centers (Focused on Engagement and Impact – See below)***
 - Center for Information Security Education
 - Georgia Advancing Veterans Education (GAVE)
 - India-China-America (ICA) Institute
 - Women’s Leadership Center (WLC)
 - Mobile Application Development (MAD) Center
 - Entrepreneurship Center (Recently Funded by State of Georgia)
- ***Coles Teaching and Learning Community (TLC)***
 - Initiated in Fall 2010 to provide instructional and pedagogical support for faculty to enhance student learning and the scholarship of learning.
 - “Blue Sky” Committee created to develop a “wish list” in T&L, resulting in REAL Initiative Awards and Scholars Program

B. Engagement and Impact

(addressed together as there is significant intersection between engagement and impact)

- ***Research (Journals and Academic Papers)***
 - Host/Edit Four Major Academic/Practitioner Journals/Case Book
 - Journal of Family Business Strategy (Discipline)
 - Journal of Executive Education (Pedagogy)
 - Journal of Information Security Education (Pedagogy)
 - Family Business Casebook Annual (Practitioner)
 - Research Impacting Academic and Business Communities
 - Academic Research in Top Journals (Journal Quality)
 - Over 50 of our faculty have published 100-150 articles in A+ or A rated journals in the past five years
 - School of Accountancy – Ranked #59 in BYU Accounting Research Rankings
 - Research Targeting Business Community
 - Corporate Governance (Tompkins – EFQA)
 - USDA/Counter Terrorism (Paul/Bagchi –EFQA)
 - Medicare Auctions (Katzman – EFQA)

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- Health Care Finance (Brotman – EFQA)
 - Financial Markets (R. Huang – EFQA)
 - Fairness in the Workplace (Henley – MGT)
 - Process Improvement (Chakravorty – MGT)
 - Gender and Careers (Paustian-Underdahl – MGT)
- ***Centers, Programs, and Departments: Impactful Engagement***
 - **Corporate Governance Center:** Board leadership positions, numerous presentations to businesses and professional societies
 - **Econometric Center:** State (six states) and regional reports, news releases, media contacts, regular presentations to local businesses
 - **Center for Professional Selling:** Atlanta Forum for Professional Selling, 24 Corporate Partners, National Collegiate Sales Competition
 - **Women’s Leadership Center (WLC):** Professional Women’s Alliance (19 member companies including AT&T, Newell Rubbermaid, NCR, Kimberly-Clark), Executive Roundtable, Semi-Annual Events (300-500 attendees each)
 - **India China America (ICA) Institute:** Interaction with academic institutions and business to support knowledge creation, partnerships, and exchange internationally
 - **Center for Information Security Education:** Annual academic conference on pedagogy and practice, regional host for Collegiate Cyber Defense Competition, Advisory Board (e.g., WellStar, Coca-Cola, SunTrust); Center and ISA degree are supported/certified by NSA and the Dept. of Homeland Security
 - **Executive Education:** Customized educational program design and delivery; Established new center: Tenacity Center for Client Retention and Account Management
 - **Executive MBA:** Mentoring program with local business leaders and consulting projects with companies in Brazil
 - **International Outreach:** Relationships with CIFAL, UN PRME, Peace Corps, and co-sponsors Governor’s World Showcase and International Business Awards
 - **School of Accountancy:** KSU Financial Reporting Roundtable provides a forum for chief financial reporting executives of the twenty largest public companies headquartered in Georgia
 - **Coles College Advisory Board:** Business leaders in Metro Atlanta who provide advice and counsel to CCB and participate in strategic planning, curriculum development, and engagement opportunities
 - **Enactus and Student Managed Investment Fund (SMIF):** Student opportunities to engage business and the community. Enactus (previously SIFE) has won 11 consecutive regional championships
 - **Entrepreneurship Center:** \$775K in State Funding for FY15 to support local economic development