

CBM Strategic Plan Executive Summary

This strategic plan is based on an update of the 2006 plan. Both are based on multiple inputs from stakeholders of the College of Business and Management (CBM) at UIS. Regional and international business owners; alumni employed in government, nonprofit, and business sectors; current students; faculty and staff from Springfield and Peoria; and Deans from benchmark Colleges of Business all participated in the development of the plan.

Mission

The College of Business and Management, as part of a growing regional campus with the brand name of a globally known university, offers quality business programs taught by predominately participating faculty, based on market needs, preparing traditional and nontraditional students for careers and/or advancement in corporate, government, and nonprofit organizations in its region and increasingly beyond.

Vision

The College of Business and Management will be a preferred choice within the region for a high quality business education for undergraduates, graduates, and individuals pursuing a professional education. Online offerings will similarly serve those who cannot attend on-campus classes. Graduates of CBM degree programs will be sought by regional employers. Prospective faculty, full and part-time, will view CBM as an attractive employer that will contribute to their careers and sustain their development as teacher/scholars. The CBM will establish a reputation for expertise in selected areas of scholarship and community outreach.

Competitive Analysis/Distinctive Competencies

The College of Business and Management has characteristics of high quality business colleges – AACSB qualified teacher/scholars who are academically and professionally qualified in their fields; quality graduate and undergraduate programs; smaller class sizes; engaged faculty; and exceptional infrastructure that includes a state of the art classroom and office building and technology support for classroom and interactive online delivery of courses. Experiential learning offers a strong practical component to the business education students receive and creates constructive relationships with regional employers. As a public institution, CBM tuition compares favorably with regional institutions. Compared to the top ten providers of online business undergraduate degrees nationwide, e-tuition places the CBM as a high quality and cost competitive provider of online undergraduate education.

Goal #1 - Teaching as a Distinctive Competence

The UIS College of Business and Management will be known for the quality of its teaching and for its accountability to that mission. Recognizing its importance to effective learning, teaching will be the first priority of our attention and resources and our most important measure of faculty competence. Teaching is recognized to be based on a number of contributing factors including appropriate scholarship, academic rigor and relevancy.

Goal #2- Foster a culture of excellence in faculty engagement professionally, teaching and learning, scholarship, relevance, outreach to stakeholders and service.

Foster a work environment and ethos that support an achievement oriented faculty and staff that is engaged in professional growth and works to demonstrate excellence in teaching and learning outcomes, scholarship, relevance, outreach to stakeholders and service. Provide the environment and help for faculty, staff and administrators to obtain the necessary resources to meet this goal. The goal is to be a model of how business should operate in the public and private sectors in terms of work environment. This goal is a group and individual goal of each individual in the College.

Goal #3 – A Commitment to the Recruitment and Retention of Students

The College of Business and Management prides itself in going beyond the norm to make it possible for more Illinois residents and those in other states or nations to obtain a quality education, regardless of their location or scheduling constraints by offering interactive face-to-face, blended, and online programs.

Goal #4 – Strengthen Ties with External Communities

The College of Business and Management will strengthen its relationships with external constituents, including area businesses, governmental organizations, not-for-profits, peer and feeder institutions, international universities and organizations and UIS alumni. This goal includes strengthening the outreach to the greater Springfield and Peoria metropolitan areas for MBA, other degree and certificate programs, and grants customized to meet business, government agency and health service employers, including taking advantage of global opportunities.

Goal #5 – Continuously Improve and Maintain AACSB Accreditation

The College of Business and Management is committed to maintaining AACSB International accreditation and having those processes which continuously lead to improvements in total operations and outcomes.

Resource Needs

The CBM Strategic plan highlights required resources related to human resources, finances, student support and technology. Human capital is a competitive advantage for the CBM. To maintain that advantage, the College must continue to attract, motivate, develop, and invest in faculty, professionals and staff. Only through excellent human resources will the CBM be able to maintain, advance, and expand academic programs, provide outreach to the business, government, and nonprofit sectors, and pursue new initiatives such as the Center for Entrepreneurship, a Center for Business and Regulation, and expanded academic and service programs (e.g., online offerings, blended programs such as our new blended BS in MIS program, certificate programs such as our Graduate certificates in Business Process Management, IT Project Management, as well as new proposals to develop Graduate certificates in Business Intelligence, Human Resource Management,

Entrepreneurship and Health Care Management.

Support for student scholarships will enable the CBM to compete for and attract the highest quality undergraduate and graduate students. As the CBM enters new markets, scholarships can provide an incentive for students to take special note of the College of Business and Management at UIS.

It is imperative that the CBM regularly update technology capabilities including new classroom technologies and faculty hardware and software resources. Furthermore, faculty must be provided with opportunities to retool and maintain their own currency with the use of information technologies—especially those used by student populations.

Summary

This plan envisions a future for the College of Business and Management as an AACSB International accredited business school that aspires to continually renew itself to fulfill its mission. Integral to this vision are ambitious goals related to teaching, scholarship, and service. Our plan has implications for students; faculty and staff; members of the business, government, and not for profit sectors; and the communities we serve in Illinois, other states, and globally. In the course of implementing our plan, students will benefit from high quality programs and effective use of resources and interactive technology. Faculty and staff will benefit from the increasing quality of academic programs and students and increasing resources available for professional development. Our external stakeholders and communities will increasingly view the CBM as having broader economic, social and educational impact in the region. In summary, the College of Business and Management will become widely known for “Preparing Tomorrow’s Leaders Today.”