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Academic Unit Report - Kate Tiedmann College of Business [Effective 2018]

University of South Florida St. Petersburg

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AUR - Kate Tiedmann College of Business

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Division Mission Statement: The Kate Tiedemann College of Business is a community of students, faculty and staff who serve St. Petersburg, Pinellas County and the wider community by preparing graduates to have a positive impact in their professional careers and their lives in a diverse and globalized world. We achieve our mission by:

1. Offering relevant student-centered undergraduate and graduate programs, delivered in a variety of formats
2. Conduct meaningful research and scholarly activities, and
3. Engage with the community in a purposeful manner.

<i>Outcome/Objectives</i>	<i>Means of Assessment</i>	<i>Findings</i>	<i>Use of Findings</i>
<p>Student Success and Retention - Identify courses with high DWF rates and develop strategies to reduce DWF rates below 15 percent. Outcome/Objective Status: Active Planned Assessment Year: 2018 - 2019, 2019 - 2020, 2020 - 2021</p>	<p>One-Time Activity - Calculate DFW rates for all sections taught within KTCOB core and in majors over three academic years: AY 2016-17, AY 2017-18, and AY 2018-19. * Criterion for Success: Identify those sections within the KTCOB core and in specific degree plans that consistently had DFW rates higher than 15 percent * Person(s) Responsible: Associate Dean Related Documents: KTCOB Grade Distn.pdf</p>	<p>Reporting Period: 2018 - 2019 Conclusion: Meets Expectations Observe that five courses in the business core generate consistently high DFW rates since AY 2016-17. These five courses are: 1) ACG 2021, Principles of Financial Accounting; 2) ACG 2071, Principles of Managerial Accounting; 3) FIN 3403, Principles of Finance; 4) QMB 2100, Business & Economics Stats I; and 5) QMB 3200 Business & Economics Stats II. The Accounting degree plan has three courses with high DFW rates since AY 2016-17. These courses are: 1) ACG 3103, Intermediate Financial Accounting I; 2) ACG 3113, Intermediate Financial Accounting II; and 3) ACG 3341, Cost Accounting and Control I. The Finance degree plan has one course with high DFW rates since AY 2016-17, and this course is FIN 3604, International Finance. (06/28/2019) Analysis of Findings: College administration and faculty know where to emphasize efforts to reduce DFW rates and must develop strategies appropriate for these courses.</p>	<p>Use of Findings: Hired tutors to support students in courses with high DFW rates. We are also exploring alternative methods to encourage students to take advantage of the support provided for them. (07/03/2019) Use of Findings: Tutors were hired to support courses with high DFW rates. (07/03/2019) Use of Findings: The KTCOB administration knows where to emphasize its efforts to support students and help faculty so that DFW rates can fall while maintaining academic rigor. (06/28/2019)</p>
	<p>Ongoing Activity - Identify ways to reduce DFW rates. * Criterion for Success: Set DFW target rate at 15 percent. * Person(s) Responsible:</p>	<p>Reporting Period: 2018 - 2019 Conclusion: Pending Developed multi-pronged approach to reducing DFW rates in high DFW classes: 1) Held workshop with Kathleen Gibson-Dee in Fall 2018 with faculty teaching higher DFW</p>	<p>Use of Findings: Our faculty heard some useful ideas from the workshop and some have implemented them in the classroom. Faculty are referring</p>

Outcome/Objectives	Means of Assessment	Findings	Use of Findings
<p>students</p> <p>Outcome/Objective Status: Active</p> <p>Planned Assessment Year: 2018 - 2019, 2019 - 2020, 2020 - 2021</p>	<p>opportunities as part of their experiential learning in the College.</p> <p>* Criterion for Success: Measure the different opportunities that offer High Impact Experiential Learning and the number of KTCOB students that participate; the number of students should increase every year.</p> <p>* Person(s) Responsible: Department Chairs</p> <p>Related Documents: Experiential Learning 2019.docx</p>	<p>Opportunities for experiential learning for its students. The College offered 1) value added, for-credit internships across all degree programs at at graduate and undergraduate levels; 2) Participation on Competitive Pitch events, where Finance students within the Merrill Lynch Wealth Management Center (MLWMC) competed in the Chartered financial Analyst (CFA) Society Ethics Invitational, March 28, 2019 and Marketing students competed at Selling by the Bay, February 14-15, 2019 hosted by Muma College of Business where they teams from sixteen universities participating in the selling competitions; and 3) Ex Labs, hosted by the KTCOB in June 2018, which exposes students in a competitive Accelerator Lab to the latest trends and strategies used in the technology industry. (07/01/2019)</p> <p>Analysis of Findings: KTCOB students engaged in 137 for-credit internships in AY 2018-19, an increase from 12 in AY 2015-16; Finance students from the MLWMC were one of three university teams to participate in the CFA Ethics Invitational while our Marketing students were among 64 university teams in the selling competition. Ex Labs was successful with USFSP students from all majors engaging with industry mentors from tech Data.</p>	<p>students. The Finance students benefited greatly from their pitch competition, so the KTCOB will expand involvement to additional pitch tournaments. We plan to participate in an investment pitch sponsored by Raymond James Financial that attracts several universities. We anticipate expanding our Sales program, so our Marketing students should participate in additional Sales Pitch competitions. Our Entrepreneurship faculty are developing plans to have our Entrepreneurship students compete in pitch competitions this year. (07/01/2019)</p>
<p>Enrollment Growth - Increase growth in enrollment by: 1) developing new academic programs in areas of strategic emphasis and innovative programs and 2) enhancing existing academic programs.</p> <p>Outcome/Objective Status: Active</p> <p>Planned Assessment Year: 2018 - 2019, 2019 - 2020, 2020 - 2021</p>	<p>Ongoing Activity - 1. New programs introduced 2. Existing programs enhanced 3. Increase in overall student enrollment</p> <p>* Criterion for Success: 1. Meet projected enrollment in any new programs introduced. 2. Expand enrollment in existing programs with enhanced offerings</p> <p>* Person(s) Responsible: Dean, Associate Dean and Department Chairs</p> <p>Related Documents: Online BS in Accounting Program Information July 2019.doc Enrollment 2019.docx</p>	<p>Reporting Period: 2018 - 2019</p> <p>Conclusion: Exceeds Expectations</p> <p>The enrollment in the program exceeded expectations. We currently enroll 53 students in the program over the last 12 months. Our projected enrollment for the program is 30 students. (07/02/2019)</p> <p>Analysis of Findings: This program addresses a need in the market place. Most of the students enrolling in the program are from the State of Florida. Many of them have completed their Associate Degree and have taken advantage of the Online Accounting program to gain their 4 year degree. Others enrolling in the program are resetting their career. They have a 4 year degree in another field and plan to gain an accounting degree through this program.</p> <p>Reporting Period: 2018 - 2019</p> <p>Conclusion: Exceeds Expectations</p> <p>New Online B.S Program in Accounting was launched in Fall 2018. The enrollment growth in this program far exceeded</p>	<p>Use of Findings: This will allow us to plan for next year with more resource allocated for marketing, faculty and staff support for the program. The revenue from tuition and fees will support the needed additional resources for the program. (07/02/2019)</p> <p>Use of Findings: We will continue to invest in this program in student support and digital</p>

Outcome/Objectives	Means of Assessment	Findings	Use of Findings
		<p>our projections. In just one year we will have over 50 students enrolled in the program. (07/01/2019)</p> <p>Analysis of Findings: The online program has allowed us to cater to a wider audience within the State Of Florida. If we continue to invest in this program it will provide a high yield in enrollment growth. Also, Accounting is a program of strategic emphasis for the BOG.</p> <p>Related Documents: Online BS in Accounting Program Information July 2019.doc</p>	<p>marketing of targeted audiences. We see this program to be a major strategic initiative for the College. (07/01/2019)</p>
<p>Alignment of Faculty Productivity to R1 Standards - Recruit and support faculty research activity</p> <p>Outcome/Objective Status: Active</p> <p>Planned Assessment Year: 2018 - 2019, 2019 - 2020, 2020 - 2021</p>	<p>Ongoing Activity -</p> <ol style="list-style-type: none"> 1. Recruitment of R1 faculty 2. Support to faculty for conducting high quality research 3. Financial support to participate in academic conferences and other invited presentations 4. Financial awards granted to faculty to assist in their professional development <p>* Criterion for Success: Our expectations is to benchmark these criterion against previous years.</p> <ol style="list-style-type: none"> 1. Increase in number of publications in top tier academic journals 2. Increase in number of presentations by faculty at conference 3. Increase in citations of publications by faculty <p>* Person(s) Responsible: Dean, Associate Dean and Department Chairs</p> <p>Related Documents: Alignment of Faculty Productivity to R1 Standards.doc</p>	<p>Reporting Period: 2018 - 2019</p> <p>Conclusion: Meets Expectations</p> <p>The KTCOB funded travel for 36 academic conferences in AY 2018-19, which reflects more than half the full-time faculty. The College purchased two data sets for faculty. The College granted 13 awards through the Faculty Development Committee, five faculty received QM stipends for online QM certification, five Accounting faculty received awards for converting their F2F courses to online as part of the development of the Online Accounting Program; and two faculty received annual endowments. (07/02/2019)</p> <p>Analysis of Findings: The KTCOB is providing adequate financial support to help its faculty make the transition from regional comprehensive to Research 1 standards.</p>	<p>Use of Findings: The KTCOB provided generous support to its faculty to help them begin the transition to R1 research standards, but the evolution to higher standards will take time. The College will need to continue providing support for faculty to attend academic conferences, engage in professional development, and to purchase additional data when needed. (07/02/2019)</p>