Message from the Dean’s Office

The Business Programs in the College of Business and Applied Professional Sciences is on a journey to fulfill our vision to be known as “the best value in the Southeast” through our quality programs, students and faculty.

Students are our greatest asset. To that end, we have set the course and developed a roadmap to prepare and empower our students for success. Our goal is to create an enriching learning environment, which emphasizes leadership and entrepreneurial development. This is accomplished through an innovative and relevant curriculum, which includes a leadership and professional development program, a diverse and quality faculty, and an array of activities for students to gain leadership and entrepreneurial experience. As a result, our graduates are quite competitive and are thus capable of functioning in a global and diverse setting. We have produced graduates who hold key positions in all aspects of society to include certified public accountants, investment bankers, corporate and bank executives, government administrators, lawyers, politicians, entrepreneurs, college professors, and military officers among others.

A newly approved strategic plan sets the direction of our journey for the next five years with a focus on achieving four strategic goals as follows:

- Recruit and retain quality students; produce productive and quality graduates
- Plan, develop and deliver quality management education programs in relation to our peer institutions
- Recruit, develop and retain quality faculty
- Pursue alliances and partnerships to strengthen relations with the community, alumni and other stakeholders

In addition to our more traditional undergraduate programs in accounting, economics, marketing and management, we offer a specialty in agribusiness. We are unique in the fact that the agribusiness program is housed in the College of Business & Applied Professional Sciences. This program emphasizes the marketing and distribution of products to agribusiness related companies, rather than the production of products. Our MBA program includes tracks in agribusiness and entrepreneurship.

The stamp of approval for excellence in management education is accreditation by the Association to Advance Collegiate Schools of Business – AACSB-International. This stamp of approval from the premier accrediting body demonstrates the high quality of faculty, programs, and students in the Business Program at S C State University.

Barbara L. Adams, Interim Dean
Vision Statement

The vision of the Business Program at South Carolina State University is to be recognized as the Best Value in the Southeast through our quality programs and service to our students and other diverse stakeholders.

Mission Statement

The mission of the Business Program at South Carolina State University is to provide quality management education and leadership development to produce competitive and innovative graduates for a global and diverse environment.

Core Values

The mission of the Business Program will be accomplished through quality teaching, research, instructional development and service activities. Our overall success in accomplishing our mission will be measured by the enhancement of our reputation among our students, faculty, peers, and other stakeholders. To that end, we affirm our values of leadership, customer satisfaction, teamwork, community outreach, integrity and performance. Therefore:

- We value learning and strive to promote the professional and leadership development of all students to include technological, global, ethical and entrepreneurial skills.
- We are supportive of and responsive to the holistic needs of all students.
- We value collaborations and partnerships with our diverse stakeholders to work toward positive outcomes that impact our program and the community.
- We strive for continuous improvement in the performance and assessment of our results while ensuring that our integrity and quality is never compromised.
Guiding Principles

We continue to focus on critical success factors that the Business Program has identified for continuous improvement. Thus, the values of the Business Program are based on developing and maintaining quality students, quality management programs, quality faculty and community service. We are guided by the following principles:

1. Providing a supportive environment to develop quality students
2. Providing quality management education programs
3. Maintaining a quality faculty through teaching, research, professional development, and service.
4. Maintaining a strong relationship with the community through outreach and service.
**BUSINESS PROGRAM GOAL 1:** Recruit and Retain Quality Students; Produce Productive and Quality Graduates.

*Supports University Strategic Goals #1 and #3 and Academic Affairs Goal #1*

**OBJECTIVE 1:** The Business Program will recruit quality students by increasing scholarships to incoming freshmen by 10% incrementally each year and graduate students by 20% incrementally each year through 2017.

**ACTION:**
1. The Business Program will work closely with the Office of Institutional Advancement to develop relationships with executive speakers to increase corporate funding sources.
2. Faculty will be encouraged to explore external funding sources.
3. The Business Program will establish a scholarship funding campaign with Advisory Board members, alumni, faculty and friends.

**OBJECTIVE 2:** The Business Program will develop and implement strategies to increase undergraduate enrollment by 10% incrementally and graduate enrollment by 20% incrementally through 2017.

**ACTION:**
1. The Dean will appoint a Director of Undergraduate Studies.
2. The Director will collaborate with the University’s Admission Office on recruiting activities at high schools, technical colleges and in underserved areas.
3. The Director will identify, develop and implement activities to attract non-traditional and graduate students.
4. The Business Program will enhance recruitment and promotional materials.
5. The Business Program will develop online and off-site programs of study.

**OBJECTIVE 3:** The Business Program will retain quality students by increasing the retention rate of students by 10% incrementally each year through 2017.

**ACTION:**
1. Faculty will provide test taking workshops and tutorials for students with academic difficulty.
2. Each academic department will review and improve the student advisement process.
3. The Director of Undergraduate Studies will implement a degree completion program.

**OBJECTIVE 4:** The Business Program will increase the percentage of high performing incoming students to 25% incrementally by 2017.
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<th><strong>ACTION:</strong></th>
<th>1. Faculty will develop and implement a Summer Institute to target high performing rising seniors in South Carolina, North Carolina, Georgia and Florida</th>
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<td><strong>OBJECTIVE 5:</strong></td>
<td>Through various initiatives, the Business Program will provide students with the necessary skills to compete in a constantly changing business environment.</td>
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| **ACTION:** | 1. Each academic department in business will develop and implement programs and activities to enhance ethical, global, technological and entrepreneurial skills  
2. The Business Program will provide support to enhance participation in student professional organizations.  
3. The Business Program will support and enhance the LAPD program and develop/support initiatives for a leadership institute. |
| **OBJECTIVE 6:** | The Business Program will facilitate the transition of students into career choices and/or graduate programs by insuring that all students register and utilize the Career Development Center by 2017 |
| **ACTION:** | 1. The Business Program will collaborate with the Career Development Center  
2. Students will be required to use the Career Development Center to assist with career exploration, internships and permanent job placements prior to graduation |
| **OBJECTIVE 7:** | The Business Program will measure the quality of our students learning through our Assurance of Learning goals. |
| **ACTION:** | 1. The Business Program will maintain and assess the Assurance of Learning plan |
**BUSINESS PROGRAM GOAL 2:** *Plan, Develop, and Deliver Quality Management Programs in Relation to our Peer Institutions*

*Supports University Strategic Goal # 3 and Academic Affairs Goal #3*

**OBJECTIVE 1:** The Business Program will plan, develop and implement quality management programs.

**ACTION:**
1. The Business Program will increase the focus on business ethics in the curriculum
2. The Business Program will increase web-enhanced courses to 100% by 2017
3. The Business Program will increase computer-supported learning and assessment to 50% of courses by 2017
4. The Business Program will assess the productivity of all programs

**OBJECTIVE 2:** The Business Program will study and consider new curricular initiatives in relation to our peer institutions.

**ACTION:**
1. The Business Program will assess the viability of a major in Finance, and a minor in Decision Sciences for implementation by 2017
2. The Business Program will develop and implement academic programs and activities that will take advantage of synergies across disciplines in the College (e.g., health management; leadership development)
3. The Business Program will continue to emphasize agribusiness in its core curriculum
4. The Business Program will seek funding to implement a college and University-wide emphasis on entrepreneurship.
5. The Business Program will review and develop elective based courses in the field of Supply Chain Management by 2017

**OBJECTIVE 3:** The Business Program will evaluate the productivity and effectiveness of programs.

**ACTION:**
1. Faculty will implement and assess the Assurance of Learning goals annually
2. A program review will be conducted to determine the productivity and viability of all business programs
| BUSINESS PROGRAM GOAL 3: Recruit, Develop and Retain Quality Faculty |
| Supports University Strategic Goals 3, and 5 and Academic Affairs Goal #3 |

**OBJECTIVE 1:** The Business Program will recruit quality faculty to increase and maintain the level of academically or professionally qualified faculty to at least 90%.

**ACTION:**
1. The Business Program will assess faculty hiring needs and actively recruit to fill vacancies on a continuous basis.

**OBJECTIVE 2:** The Business Program will develop and support quality faculty by insuring faculty participation in professional development activities.

**ACTION:**
1. Faculty will be required to engage in at least one faculty development activity during each academic year.
2. The Business Program will continue to enhance the in-house faculty research seminars and working paper series.
3. The Business Program will enhance the reward and recognition system to motivate productive and innovative behavior.

**OBJECTIVE 3:** The Business Program will develop quality faculty by increasing internal and external opportunities for collaboration in research and scholarly publications.

**ACTION:**
1. The Business Program faculty will be encouraged to seek collaborative internal and external research opportunities.

**OBJECTIVE 4:** The faculty will demonstrate quality in teaching, scholarship and service.

**ACTION:**
1. The Business Program will assess faculty AQ/PQ qualifications annually.
2. The Business Program will assess faculty progress toward tenure and promotion requirements annually.
3. Faculty will demonstrate scholarship through research and publication in refereed journals, conference presentations, case writing, grant writing, editorships and memberships on editorial boards, etc.
**BUSINESS PROGRAM GOAL 4:** Pursue Alliances and Partnerships to Strengthen Relations with the Community, Alumni and Other Stakeholders

*Supports University Strategic Goal #5 and Academic Affairs Goal #5*

**OBJECTIVE 1:** The Business Program will increase the level of outreach and involvement with the business community and other stakeholders.

**ACTION:**
1. The Business Program will maintain an active Business Advisory Board consisting of persons from local, regional and national businesses
2. The Business Program will pursue corporate alliances with executives participating in the Executive Series and others to enhance opportunities for internships and student placement
3. The Business Program will develop an alliance with the Orangeburg County Chamber of Commerce
4. Faculty will develop and implement workshops and training for business executives and other groups in the community
5. The Dean will appoint a committee for Community Outreach

**OBJECTIVE 2:** The Business Program will develop and implement programs through the Small Business Development Center and the Executive Development Center to assist the local business community.

**ACTION:**
1. Faculty and students will form consulting teams to provide technical assistance to local businesses and enhance economic development in collaboration with the Small Business Development Center
2. Faculty will increase the use of class projects and student organizations to interact with small businesses
3. An Executive Development Center will be created to address academic program development and training needs of businesses and non-profit organizations

**OBJECTIVE 3:** The Business Program will develop and maintain alumni relations.

**ACTION:**
1. The Business Program will conduct an alumni and other stakeholders survey every 3 years
2. The Business Program will develop and distribute an annual magazine to alumni and friends in the community
3. The Business Program will involve alumni in on-campus activities related to the Business Program (i.e., tutoring, programs, mentorships, etc.)
STRATEGIC PLANNING COMMITTEE

Ora Spann, Ph.D., Chairperson
*Department of Business Administration*

Michael Brizek, Ph.D.
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Gerald Gonsalves, Ph.D.
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David Karemera, Ph.D.
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ADMINISTRATIVE TEAM

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*Interim Dean*

Gerald Gonsalves, Ph.D.
*Chair, Department of Business Administration*

Haile Selassie, Ph.D.
*Chair, Department of Accounting, Agribusiness & Economics*

STRATEGIC PLANNING CONSTITUENT COMMITTEE

*Ms. Traci Abraham, Business Owner*
*Dr. Barbara Adams, Interim Dean*
*Mr. James Bradley, Student*
*Dr. Michael Brizek, Faculty/Facilitator*
*Ms. Shikara Brown, Staff (SBDC)*
*Mr. Takis T. Cook, Alumni/Businessman*
*Mr. Quenten Davis, Student*
*Ms. Kathy Renia Edwards, Staff/Athletics*
*Dr. Frederick Evans, Graduate Studies*
*Mrs. Pamela Free, Staff/Facilitator (SBDC)*
*Mr. Sidney Fulton, Business Owner*
*Dr. John Garlick, Faculty/Facilitator*
*Mr. John Goodwin, SBDC Director*
*Dr. Gerald Gonsalves, Chair*
*Mr. Chaz Hedges, Student*
*Mr. Adolphus Johnson, Alumni/Businessman*
*Mrs. Evelyn Mayes, Business Owner*
*Mr. Joseph Onyeocha, Faculty/Facilitator*
*Ms. Alisha Oriola, Student*
*Dr. Kathy Quinn, Faculty/Facilitator*
*Dr. Haile Selassie, Chair*
*Ms. Nadia Weldon, Student*
*Dr. William Whittaker, FCS Faculty*