During the 2009–2010 academic year, the UC College of Business continued to make progress on key elements of its strategic plan.

As part of university restructuring, the college approved the bachelor of science in hospitality management (BSHM) as a new undergraduate program for the 2010–2011 academic year. Incorporating the program into the college provides BSHM majors access to business courses that will complement their chosen field and increase their competitiveness in the job market. The college also approved the fall 2010 launch of eight specialized business minors—in areas such as marketing, finance and international business—which will provide business skills to students from other disciplines, such as engineering, design and health sciences.

The graduate programs office relaunched the part-time Blue Ash MBA to provide working professionals in Cincinnati’s northern suburbs with access to the college’s U.S. News & World Report-ranked MBA programming; the first cohort started in March 2010. The college also approved the fall 2010 launch of a graduate certificate in marketing. This 16-credit-hour program provides practical marketing skills to experts in any discipline, expanding the reach of the college.

Preparing for the Association to Advance Collegiate Schools of Business (AACSB) reaccreditation has been at the forefront of strategic planning. The college hosted a pre-visit of the accreditation team chair to assess needs and suggested actions before the college’s official visit in November 2010. Administrators are gathering data and information to present to the accreditation team, including a newly defined set of assurance of learning guidelines to assess student progress and success in the various academic programs.

The college continued preparations for the university conversion to a semester-based academic schedule in fall 2012. Viewing the conversion as an opportunity for program improvement and innovation, business faculty and administration revised courses and curriculum structures ahead of schedule to ensure a seamless transition for both students and employers.

The Lindner Hall auditorium underwent a major renovation this summer thanks to a generous donation from Bob and Rose Fealy. The classroom will host its first term of courses later this fall with added distance-learning capabilities, improved audio/visual resources and an entire new physical design.

In June 2010, the college’s national decanal search concluded with the appointment of David M. Szymanski, PhD, as the ninth UC College of Business dean. Dean Szymanski joins the college from Texas A&M University where he held the JCPenney Chair of Retailing Studies and served as director of the Center for Retailing Studies. With his academic strengths and leadership qualities, Dean Szymanski is well-positioned to advance the mission and standing of the College of Business.