The College of Business made significant progress on many elements of the strategic plan during the 2007–2008 academic year.

At the undergraduate level, a new curriculum was implemented with majors replacing the former focus/integral structure (see p. 12). Students now have nine majors from which to choose, replacing five focus/integrals. Staff support was also increased for undergraduate students with the addition of one academic advisor and one career services advisor.

The College honors programs also showed major progress this year with the renaming of the Business Scholars program to the Marvin P. Kolodzik Business Scholars (KBS) program (see p. 8). With more than 140 students enrolled in the program, Academic Program Director Marianne Lewis is organizing group activities and projects to build KBS into a community of scholars.

Academic excellence has been at the forefront of strategic planning and two funded professorships were obtained during the year to support faculty positions. Additionally, the Marjorie A. & Norwood C. Geis Chair in Accounting was established through donor support.

Faculty development was also supported during the year through a review of the college’s reappointment, promotion and tenure policy. The policy was developed by a team of faculty members and adopted by most College departments.

In continued efforts to improve space for the college, funding was obtained for the renovation of the Lindner Hall auditorium. This space is used heavily for core undergraduate courses and sustains major foot traffic. The College is pursuing architectural plans for the project and a target date for the renovation has been set for the summer quarter 2010.

An important strategic plan milestone was reached in the fall quarter 2008 with the successful completion of accumulated one-time and permanent budget cuts at the university level. The College held a “mortgage burning” event with faculty and staff to celebrate the achievement.

An AACSB accredited institution, the College of Business supports quality programming for our students. In preparation for the next AACSB Maintenance of Accreditation in 2010–2011, College leaders held an off-site meeting to select faculty teams to learn more about the accreditation process through AACSB conferences. These teams will ensure the college is fully prepared for the accreditation visit.

STRATEGIC PLAN UPDATE

The UC College of Business strategic plan guides the college toward its vision of becoming a leading urban institution.

The College of Business strategic plan focuses on six goals for the college:

- **Students at the Center**
  Increasing learning opportunities and support that meet students’ diverse and changing needs and ensure a valued college experience.

- **Research Excellence**
  Fueling knowledge creation that is recognized and respected by peers and partners.

- **Academic Excellence:**
  Cultivating in-demand professionals by developing programs that build vital foundational, specialized and collaborative capabilities.

- **Partnerships**
  Establishing and nurturing valued, enduring and visible relationships with alumni, donors, businesses, the community and educational institutions.

- **Sense of a Place**
  Providing an engaging environment that fosters learning, collaboration and student/partner support.

- **Opportunity**
  Maximizing systematic efficiencies, focused investments and targeted resource generation to ensure long-term financial viability and self-sufficiency.