

MBA – Strategic Goals and Action Plans

Goal 1: Develop a strong culture of ownership among faculty teaching in the MBA program. This is one of the most important recommendations put forward by the Review Team. The following action plan should be implemented. The arrival of a new associate dean for graduate programs is an opportunity to shape the expectations of the faculty teaching in the MBA programs. Convening all the faculty who teach MBA courses, at the beginning of his appointment, would be an important signal and a substantive opportunity for shaping expectations and beginning to affect a change in culture. The issues that need attention include full participation in program assessment for AACSB, consistency in the quality of teaching, engagement in the curriculum development for each program, and a clear statement of program governance within the College.

Goal 2: Complete the discussion and proposed modification of the MBA curriculum based on the assessed performance of the students in the capstone strategy course. The following action plan should be reviewed and voted upon by the Management Programs Department that offers the current capstone course for the MBA program. The last review of the student projects required in the capstone course and used to assess MBA student performance resulted in a discussion focused on moving the strategy course (now the capstone course) toward the front of the curriculum, integrating and assessing strategic principles covered in a number of the required core courses, and making the capstone course one of two options, either a live case course or a simulation-based experiential learning course. The infrastructure for the live case course is very strong and involves the participation of an executive-in-residence with strong ties to over 300 CEOs in Florida. Assessing strategy knowledge in the strategy course and in the business core courses would improve the quality of assessment of the MBA program. It would also engage the MBA faculty and contribute to a more collaborative culture among the faculty.

Goal 3: Develop a strategic brand for the MBA program. The Review Team has recommended a branding strategy focused on Exceptional Value / Exceptional Location. Sometimes it just takes someone from the outside to come in and say the obvious. Two action plans flow from the Report. First, the new associate dean should give this branding recommendation due consideration. Second, following the action plans specified in the prior two goals, the faculty teaching in the various MBA programs should determine whether it makes sense to brand the respective MBA programs, and if so execute a strategic branding process.

Goal 4: Enhance faculty participation on the Graduate Council. The Review Team recommends assessing the current structure wherein an MBA Committee oversees curriculum development of the MBA and then brings proposals to the Graduate Council. Two action plans should be implemented. First, the role and existence of the MBA Committee should be reviewed. Second, a protocol for more rotation on the Graduate Council needs to be considered.

Goal 5: Improve the MBA student experience at FAU. Currently the Professional and Executive MBA are cohort programs and considerable attention is given to serving the students in these program (e.g., ongoing advising throughout the duration of the program). The Flexible MBA is neither a cohort

program nor is advising sufficiently integrated into the student's experience. Moreover, the College needs to create better opportunities for students to develop peer relationships and improve the MBA student experience at FAU. The following action plans should be implemented. First, all Flexible MBA students should receive advising throughout the duration of the program. Second, an orientation and a teambuilding event should be mandatory for incoming Flexible MBA students during their first week of classes. Third, an MBA student organization should be resurrected with chapters for each program. Fourth, the College should better coordinate student events such as sports events, international trips, career development seminars, etc. This action plan complements the plan to develop a robust student services office described in an accompanying document from the Dean.

Goal 6: Expand outreach to graduates of select institutions. The following action plans should be implemented. First, articulation agreements should be developed with Broward College and with Palm Beach College so that graduates who meet admissions criteria, including minimum GMAT/GRE scores, minimum GPAs, and required work experience can matriculate into one of the MBA programs. Second, the College should consider appropriate strategies for attracting more students from Latin America into the MBA program.