College/Division Name: McCoy College of Business
2-year Review of 2012-2017 Plan

College/Division Mission:

The McCoy College of Business Administration fosters an engaged learning community that prepares a diverse student population for successful business careers as responsible global citizens. The College complements these efforts with research that adds to knowledge, provides solutions to business challenges, and contributes to pedagogical advances.

College/Division Goals:

1. Maintain AACSB standards and support separate accounting accreditation
2. Develop a strong research culture while maintain quality teaching
3. Increase graduate student enrollment by providing innovative, market-driven programs
4. Focus on global business initiatives
5. Foster business community relationships with primary emphasis on small and medium-size businesses
6. Provide a learning environment that enhances and supports diversity
7. Sustain a development program
8. Support a dynamic student learning environment

Top Five 2012-2017 Strategic Priorities for Remainder of Planning Cycle:

| 1. Increase Graduate Program Quality and Enrollment |
| 2. Enhance the Undergraduate Student Learning Environment |
| 3. Focus on Global Business |
| 4. Foster Business Community Relationships |
| 5. Continue to Strengthen the Research Culture |