McCoy College Mission:

The McCoy College of Business Administration is a student-centered learning community dedicated to sharing values, knowledge and skills that enable students to compete responsibly and successfully in a global business environment. The College serves a diverse population of undergraduate and graduate students primarily from Texas. Emphasizing an applied orientation, we value teaching excellence and intellectual contributions, complemented by service.

McCoy College Strategic Goals:

1. Maintain AACSB standards and pursue separate accounting accreditation
2. Develop a strong research culture while maintaining quality teaching
3. Increase graduate student enrollment by providing innovative, market-driven programs
4. Focus on global business with an emphasis on Latin American 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. Enhance the student learning environment

Guiding Principles for Strategic Decision Making:

1. Alignment with McCoy College mission and strategic goals
2. Availability of sufficient resources for excellence and quality while exceeding accreditation standards
3. Delivery of programs that respond to market demand and benefit students

Planning Process:

Included in the planning process were student groups, a joint meeting of eight college advisory boards, meetings of each department, two college meetings, and discussion and prioritization by the McCoy College of Business Council (CBAC).
McCoy College of Business Top Five 2012-2017 Strategic Priorities

1. Increase Graduate Program Quality and Enrollment
   - Master of Science in Human Resource Management (MSHRM)
     1 tenure-track & 1 clinical Management faculty lines
   - Master of Accountancy (MAcy)
     Graduate Program Coordinator & 1 tenure-track Accounting faculty line
   - Master of Science in Accounting & Information Technology (MSAIT)
     Program review
     1 tenure-track Computer Information Systems faculty line
   - Master of Business Administration (MBA)
     Program review for curriculum and delivery
     Program promotion, placement and networking events
   - Foster partnerships
     Materials Science, Engineering & Commercialization Ph.D.; explore other partnerships across campus

2. Enhance the Undergraduate Student Learning Environment
   - Specialized areas
     Marketing-Sales, Services; 2 tenure-track faculty
     Accounting-1 clinical faculty
     Management-2 tenure-track faculty & 1 lecturer
   - Internships, professional engagement & career exploration
     College Outreach Coordinator
   - On-line minor
     Implement on-line minor; 2 lecturers & 5 GIAs
     Increase infrastructure for ITV & distance classes; increase testing support on campus/Round Rock

3. Foster Business Community Relationships
   - Contribute to economic development through strengthening partnership with the SBDC
   - Continue advisory board and alumni engagement; develop board for HRM program
   - Consider offering executive development certifications
   - Increase support for Centers

4. Focus on Global Business
   - Increase global perspective—infuse throughout curriculum; study abroad; international partnerships; international internships, project teams and opportunities for faculty development & research; implement International Business minor; 1 lecturer
   - Expand focus of Center for Latin American Commerce

5. Expand & Enhance the Research Culture
   - Increase overall quality and impact of research and number of grants
   - Increase faculty development opportunities related to research; 5 GRAs
   - Consider opportunity for a behavioral research lab