

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