

McCoy College of Business Top Five 2017-2023 Strategic Priorities

1. Increase the Number of Graduate Programs, Enrollment, Program Innovation & Quality

- Proposed New Programs
 - Master of Science in Analytics & Information Systems (CIS/QM)
 - Master of Science in Marketing (MKT)
 - Master of Science in Quantitative Finance & Economics (FIN/ECON)
- Innovations/Enhancements to Graduate Programs
 - Engineering-related MBA concentration
 - Potential joint BS in Engineering-MBA or MS in Engineering-MBA
- Contributions to Graduate Program Quality & Continuous Improvement
 - Master of Science in Accounting & Information Technology (MSAIT)
 - Master of Accountancy (MAcy)
 - Master of Science in Human Resource Management (MSHRM)
 - MBA full-time cohort program
 - Career Placement; Graduate Research Assistant positions; alumni engagement

2. Increase Research Activity

- Areas of Focus
 - Socially significant, business-relevant research including multidisciplinary, global, faculty-student
 - Grant proposals and funding
 - Graduate Research Assistant Support
- New Initiative
 - Transformative Service Collaborative (MKT)

3. Develop Programs to Increase Opportunities for Engagement with Industry & Professional Organizations

- New Initiatives
 - Professional Development Clearinghouse (MGT)
 - Regional Industry Consortium (ACT)
- Continuous Improvement
 - Center for Entrepreneurial Action
 - Center for Professional Sales
 - Small Business Development Center

4. Focus on Global Business

Increase global perspective throughout the curriculum and provide opportunities for additional study abroad programs; global partnerships and visiting scholars; international internships and projects; and faculty development and research. Expand the role of the Institute for Global Business in guiding and achieving this expansion.

5. Strengthen Support for Offering Honors Courses

Offer Honors-designated sections of multiple core business courses on a coordinated rotation basis