

**Department of Business  
Concord University  
Strategic Plan – 2021-2026**

**VISION 2026**

In keeping with the Strategic Plan of the University, the faculty of the Department of Business has adopted a strategic plan to carry us through the next five years to 2026 or VISION 2026!

**Department of Business -- Mission**

The Mission of the Department of Business at Concord University is to transform our students into competent and responsible business leaders through high quality teaching and personalized advising, while stimulating their academic and service zeal. Business faculty engage in active research and service to ensure that our graduates are ready to take on the challenges of the business world. (reviewed Spring 2021 to encompass graduate programs)

**Concord University's Vision (from Strategic Plan, The Way Forward 2023)**

Concord, the university that transforms and enriches lives throughout Central Appalachia and beyond.

Concord University will expand its capacity to provide transformative educational experiences that empower students and alumni to enrich their lives and communities. Concord will increase its impact on the region and the world through the leadership and service of our informed and civic-minded students, alumni, faculty, and staff.

**Department of Business – Vision**

To be the preferred business program, both at the undergraduate and graduate levels, in Southern West Virginia and Western Virginia, characterized by excellent teaching and high levels of student achievement as defined by the faculty, the business community, and national standards.

The Value Propositions for the Department of Business are:

1. To provide rigorous degree programs that both students and the market demand.
2. To be the preferred business program, both at the undergraduate and graduate levels, in Southern West Virginia and Western Virginia, characterized by excellent teaching and high levels of student achievement as defined by the faculty, the business community, and national standards.
3. To maintain academically and professionally prepared faculty.
4. To continually improve curricula to remain relevant to market requirements.
5. To provide career planning and advice for students.
6. To provide global exposure for students. (still working on this one)
7. To provide a learning environment with real-world applications.
8. To prepare students to meet the challenges of earning and maintaining professional certifications available
9. To meet the challenges of providing a socially responsible degree programs.

## Concord University - Strategic goals:

- 1.1 Revitalize Enrollment
- 1.2 Enhance the Student Experience
- 2.1 Stabilize & Improve Finances
- 2.2 Enhance Self-Sufficiency

In designing Vision 2026, The Department of Business will focus primarily on Concord University's Strategic Goals 1.1 and 1.2

- 1.1 Revitalize Enrollment**
- 1.2 Enhance the Student Experience**

The Following University Strategies are adopted for the Department of Business:

### **1.1 Revitalize Enrollment**

- 1.1.1 Design and Launch new business programs, degrees and emphases
- 1.1.2 Increase enrollment in the Department of Business
- 1.1.3 Improve the quality and acceptability of the brand of the Department of Business
- 1.1.4 Exploit the demand for online programs

### **1.2 Enhance the Student Experience**

- 1.2.1 Improve and provide a superlative student experience
- 1.2.2 Provide Industry Certification options for students and community members
- 1.2.3 Attract, maintain, and support high quality faculty

#### **1.1.1 Design and Launch new business programs, degrees and emphases**

- 1.1.1.A Launch the MBA program in Fall 2021 (achieved)
  - 1.1.1.A1 Earn ACBSP accreditation for MBA program Fall 2023
- 1.1.1. B Expand the MBA to include new emphases in Health Care Management; Accounting; Finance, or other preferred emphases – target to launch Fall 2024
- 1.1.1.C Launch a MS in Accounting Degree – target to launch Fall 2025
  - 1.1.1.C.1 Develop a plan to propose a MS in Supply Chain Analytics and Management

1.1.1.D Launch 3-year tracks (3 + 1 MBA) available in Spring 2022 – will be available for Fall 2022

### **1.1.2 Increase enrollment in the Department of Business**

1.1.2.A Launch a Business Focused marketing program to increase enrollment in the Department of Business; capitalize on DMD, Entrepreneurship Competitions, Social Media, etc. (received \$1000 donation for marketing MBA program)

1.1.2.B Develop speakers' bureau to market Business Programs in high schools; include students as ambassadors

1.1.2.C Broaden the annual Concord Business Challenge event to include more features to market the Department of Business

1.1.2.D. Explore other degree emphasis options such as Personal Finance, HR, Entrepreneurship, Supply Chain Management

### **1.1.3 Improve the brand of the Department of Business**

1.1.3.A Increase enrollment through double emphases effective Fall 2021

1.1.3.A.1 – Better develop website information – ongoing for continuous improvement

1.1.3.B Choose one, two or three programs/emphases to work on to differentiate Concord

1.1.3.C Apply leading edge technology to deliver the curriculum and facilitate research

1.1.3.C.1 – CTL workshops, Quickbooks, Excel, Kahoot, etc. explore technological teaching resources

1.1.3.D Involve Advancement in identifying potential donors for naming a School of Business

### **1.1.4 Exploit the demand for online programs**

1.1.4.A Provide the ability for students to complete the business undergraduate degree completely online

1.1.4.B Launch fully online business undergraduate (General Bus Admin) degree by Fall 2023

1.1.4.C Capitalize on an online degree to develop a totally online 3+1 program

### **1.2.1 Improve and Provide a high-quality student experience**

1.2.1.A Continually review and update processes that impact students and maintain ACBSP Accreditation

1.2.1.B Work with the business community to develop networks and internships for students

1.2.1.C Outside Funding – to attain sources of outside funding through fundraising and endowments to sustain quality program offerings by attracting and retaining qualified faculty.

1.2.1.D Be a leading provider to employers seeking graduates

1.2.1.E Provide global exposure for students

1.2.1.F Provide a learning environment with real-world applications

## **1.2.2 Provide Industry Certification options for students and Community members**

1.2.2.A Become a certifying site for Microsoft Office products

1.2.2.A.1 Be included in the IT Master Plan

1.2.2.B Facilitate students getting SHRM certification prior to graduating – Spring 2022

Project Mgt Certification for MBA students – Spring 2022

CMA certifications in place

## **1.2.3 Attract, maintain, and support high quality faculty**

1.2.3.A Continually review and update processes that impact faculty

1.2.3.B Hire faculty to support MBA. Search launched fall 2021 (achieved)

## **Strategies to Consider for Beyond 2026**

- The Department of Business to operate as a School of Business
- Acquire a sponsor for the School of Business whose name(s) the school will carry
- Develop support within the community about the importance of a School of Business format
- Launch an undergraduate emphasis in Personal Finance
- Launch an undergraduate emphasis in HR
- Acquire recognition from CFP Board to provide pre-requisite courses for CFP (Certified Financial Planner) certification
- Explore provision of Industry certifications like PMP (Project Management Professional)