

Concord University Department of Business Strategy Map -- 2021 – 2026

Concord University Strategic Goals	1.1 Grow Enrollment				1.2 Enhance the Student Experience		
DoB Strategies	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	1.2.1 Improve and provide a high-quality student experience	1.2.2 Provide Industry Certification options for students and Community members	1.2.3 Attract, maintain, and support high quality faculty
DoB Initiatives	1.1.1.A Launch the MBA program in Fall 2021 -- ACHIEVED 1.1.1.A.1 – Earn ACBSP Accreditation for MBA program – Spring 2025 Spring 2026 1.1.1.A.2 – Approved to offer MBA in Hybrid-Web modality – Fall 2023	1.1.2.A Launch Business Focused marketing programs/competitions to increase enrollment in the Department of Business; capitalize on DMD; Entrepreneurship Competitions, Social Media, etc. – Social Media presence, DMD activity Christmas cards to bus students and BAC	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	1.1.4.A Provide the ability for students to complete the business undergraduate degree completely online	1.2.1.A Continually review and update processes that impact students and maintain ACBSP accreditation 1.2.1.A.1 – Identify high impact practices in curriculum to be reported in annual assessment reports – Fall 2026	1.2.2.A Become certifying site for Microsoft Office products 1.2.2.A.1 Be included in the IT master plan – Technology Committee member address	1.2.3.A Continually review and update processes that impact faculty CTLs Provost – lunch with candidates up for tenure/promotion/r eview Faculty development support

DoB Initiatives	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 ACHIEVED – HR Emphasis Fall 2023	1.1.2.B Develop speakers' bureau to market Business Programs in high schools; include students as ambassadors – faculty participating in Get A Life program in local school district and include student involvement in activity	1.1.3.B Choose one, two or three programs/emphases to work on to differentiate Concord Added CMA and CPA tracks to Accounting Emphasis – Fall 2022	1.1.4.B Launch fully online business undergraduate (General Business Admin) degree by Fall 2022 2023-2024 2025- Achieved Fall 2024	1.2.1.B Work with business community to develop networks and internships for students Career Services Director hired Spring 2020	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.B Hire faculty to support MBA Search launched fall 2021 – ACHIEVED 1.2.3.B1 – hire faculty to replace recently vacated position in FIN and MGT (quantitative) – Fall 2026
DoB Initiatives	1.1.1.C Launch a MS in Accounting degree – Fall 2025 1.1.1.C.1 – Develop a plan to propose a MS in Supply Chain Analytics and Management	1.1.2.C Broaden the annual Concord Business Challenge event to include more features to market the Department of Business -- Entrepreneurship Scholarship added fall 2021 Department Communication plan implemented Spring 2023 – 4 HS student visits Spring 2023, 12 HS student visits Spring 2024	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.C.2 – Integrate AI where appropriate within the curriculum– Fall 2024	1.1.4.C Capitalize on an online degree to develop a totally online 3+1 program – In Progress- Fall 2025 4 students enrolled in the CU Rise online program to matriculate to the online MBA program.	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.		

DoB Initiatives	1.1.1.D Launch 3-year tracks (3 + 1 MBA) available in to be completed for advising for spring 2024- Achieved Fall 2024 1.1.1.D.1 – Push CURise program for high performing Freshman and at CBC.	1.1.2.D Explore other degree emphasis options such as Personal Finance, HR, Entrepreneurship, Supply Chain Management BS in Data Analytics – tracks in Accounting and Finance – launch Fall 2024	1.1.3.D Involve Advancement in identifying potential donors for naming a School of Business		1.2.1.D Be a leading provider to employers seeking graduates Launch an employer satisfaction survey–AY 26-27		
DoB Initiatives		1.1.2.E Increase undergraduate retention and matriculation to MBA program 1.1.2.E.1 Provide opportunities to increase international enrollment in MBA with Hybrid Web modality – ACHIEVED – Fall 2023			1.2.1.E Provide cultural exposure for students – i.e. student trip to Greenbrier, international student trip, articulation with international institutions		

DoB Initiatives		1.1.2.F – Initiate a giving campaign to launch student scholarships for MBA program			1.2.1.F Provide a learning environment with real-world applications Professional Series launched fall 2022 and expanded during the 22-23 year to include more student involvement and professional involvement		
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Working Chart reviewed and edited at annual retreats to focus on next year’s initiatives – reviewed at Retreat in May 2023, 2024, and 2025. Did not review in 2026 as strategic planning for 27-30 will begin in fall 26 with the final plan emerging in spring 27.