

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

Concord University Strategic Goals	1.1 Revitalize 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 <u>1.1.1.A1 – Earn ACBSP Accreditation for MBA program – Fall 2023</u>	1.1.2A Launch Business Focused marketing programs/competitions to increase enrollment in the Department of Business; capitalize on DMD; Entrepreneurship Competitions, Social Media, etc.	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 <u>and maintain ACBSP accreditation</u>	1.2.2.A Become certifying site for Microsoft Office products 1.2.2.A.1 Be included in the IT master plan	1.2.3.A Continually review and update processes that impact faculty
	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	1.1.2.B Develop speakers’ bureau to market Business Programs in high schools; include students as ambassadors	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 Bus Admin) degree by Fall 2022 2023	1.2.1.B Work with business community to develop networks and internships for students Career Services Director hired S2020	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
	1.1.1.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	1.1.2.C Broaden the annual Concord Business Challenge event to include more features to market the Department of Business -- Entrepreneurship Scholarship added fall 2021	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	1.1.4.C Capitalize on an online degree to develop a totally online 3+1 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.		

	1.1.1.D Launch 3-year tracks (3 + 1 MBA) available in Spring 2022 Fall 2022	1.1.2.D Explore other degree emphasis options such as Personal Finance, HR, Entrepreneurship, Supply Chain Management	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		
					1.2.1.E Provide global exposure for students		
					1.2.1.F Provide a learning environment with real-world applications		

Note – items in red added during the Department’s Annual Retreat where we reevaluate our progress and needed updates to the Strategic Plan