



KELCE
COLLEGE OF BUSINESS
Pittsburg State University

MINUTES

Kelce Board of Advisors Meeting
Noon. CDT, May 13, 2023
Kelce Room #121 and Online via Zoom

Present: Todd Allison, Alex Binder, Terry Calloway, Din Cortes, Tommy Elms, Paul Grimes, Jenni Hall, Brandee Johnson, Holly Kent, Ross Turney, Rachel Vanzant

Present on Zoom: Doug Ball, Paul Bergant, Ben Burns, Mike Foster, Nancy George, Joe Harris, Daniel Kjergaard, Timon Oujiri, Shelly Schorer

Guests Present: Mat Burton, Dan Shipp

Absent: Jeff Beasley, Doug Eaton, Brenda Flood, John Ison, John Lowe, Lynn Murray, Jeff Ney, Terry Puett, Lee Scott, Cheryl Sullivan, Steve Thompson

- I. Lunch served for those in attendance
 - A. Introduction of new members; Todd Allison and Ross Turney – both introduced themselves after Dr. Grimes announced them as new board members
 - B. Welcome by personal introductions from current board members; each member provided a brief introduction to acquaint themselves with the new members
- II. Opening of the Meeting – Dean Paul Grimes (Board Chair Nancy George joined via Zoom)
- III. KCOB Strategic Planning: College Strategic Planning Committee has been meeting throughout the spring semester – Board Chair Nancy George serves on the committee, others are KLT, 2 key faculty members, and 2 student representatives
 - A. Progress on current strategic initiatives for university's Gorilla Plan (#1 through #14)
 - Gorilla Plan is the name for the new campus-wide strategic plan as formulated under President Shipp's leadership – adopted at the beginning of this fiscal year
 - All colleges and campus units developed their own initiatives based on the university's overall goals and objectives
 - Kelce has 14 initiatives approved as part of the Gorilla Plan's first phase – progress on each initiative must be entered into a new electronic system at the end of each quarter
 - First phase is 2 years – FY24 and FY25. The Kelce Strategic Planning Committee has been working on developing FY26 and FY27 initiatives (second phase) – given that AACSB just moved to a six-year accreditation cycle, developing a six-year college plan will keep us in sync with AACSB and with the university. Initiative for the final two years, FY28 and FY29 will be developed at a later date.
 - Discussed university's new mission statement:
 - *Making Life Better Through Education*
 - College strategic planning committee's goal to craft a college mission statement that parallels the university's while conveying our goals of educating students and community economic development

- B. Strategic Planning Committee's work over the spring semester
1. Proposed new mission statement:
Educating business leaders today to build stronger communities tomorrow.
 Discussion and suggestions:
 - good mission statement with ethical component included
 - replace "stronger" with "better"
 - remove "today" and "tomorrow"
 - good, strong mission statement proposal
 After lengthy discussion about wording, the group consensus was to recommend removing the words "today" and "tomorrow" as these are implied
 2. Reviewed existing vision statement:
The Gladys A. Kelce College of Business will be the premier regional public business college in Pittsburg State University's primary service area.
 - Committee recommends keeping the vision statement as is; board members offered the following suggestions:
 - remove "public"
 - change "will be" to something else
 - start it with "For the Gladys A. Kelce College of Business to be...."
 - "The Gladys A. Kelce College of Business vision is to be....."
 - "The college's vision is to be the premier business college in the region"
 - Need to work on the wording – sentiment is good
 - Guiding Values discussion – suggestion to describe all with 1- or two-word labels
 3. Committee's proposed new strategic initiatives for 2025-2026 (#15 through #22)
 Dr. Grimes provided brief overview and asked all board members to review these 8 new initiatives and to provide input and suggestions
- C. Feedback from board requested. Are all initiatives on target and necessary? What can be improved? What is missing? How can the board help?
- IV. Update on Gorilla Rising Project – President Dan Shipp and Project Consultant, Mat Burton joined the group at 1:30 p.m.
- A. Discussed the need to switch the proposed location of new KCOB building from the BMO Bank location (5th and Broadway) to the All Aboard Foundation location (3rd and Broadway)
 - BMO's lease guarantees them 4,000 square feet, a drive through, and parking; cost to incorporate these into the business building is prohibitive and not inline with project's educational goals
 - Decision made to switch to "Plan B" location controlled by same donor; this location is south of Block 22 and has ample parking available (up to 185 slots)
 - B. Funding from the Commerce Department has to be used for community development projects necessitating remaining in a downtown location
 - C. Besse Hotel remains key part of the Gorilla Rising project; Colonial Fox Theater will likely also remain part of the project, but details still to be resolved
 - D. Goal still is be complete project by fall 2026
 - E. Dr. Shipp and Mat Burton fielded questions from board members; consensus was that relocation may alter the specifics but overall goals of the project remain in place; need for the new building cannot be questioned and this is the right thing to do for our students, faculty, and the Pittsburg community
 - F. President Shipp and Mat Burton left the meeting after the end of the building discussion
- V. New Business
- A. Quick update on personnel – retirements and new hires
 - Dr. Cortes is retiring in June, Dr. Presley and Dr. Horner retired in December
 - Board members applauded Dr. Cortes and congratulated him on his 38 years of service to Pitt State and the KCOB
 - Hired new instructor of business analytics – Jennifer Pursley
 - Hired professor of Accounting – Will Huffman
 - Open visiting positions in Economics and Marketing – trying to hire for fall; searches ongoing

VI. Old Business

A. Brief updates on curriculum projects (each has separate attachment)

1. Supply Chain Management (KCOB) and Industrial Distribution (COT) – cross college collaboration
 - Working with COT to offer Supply Chain degrees; KCOB will offer BBA in Supply Chain Management while COT will offer a BST in Industrial Distribution – major courses would be shared for the two programs (24 hours) but “wrapped” by the respective colleges’ core curriculum requirements
 - Board members were asked to review the 24 hours of combined major courses – is there anything that we are missing?
 - Question about the scope of MGT 430 Legal & Social Environment of Business
 - Technical Writing course would be important for these proposed degrees
2. Secondary Education licensure path for prospective high school business teachers; creation of two education certificates under the Business Studies BBA – working with COE to legislate the certificates; one to include all required courses necessary to sit for teacher’s license exam and one to incorporate the professional pre-service teaching experience
3. Entrepreneurship Task Force: proposal to create new courses and to offer a certificate and minor – asked KBOA to review the proposal prepared by Dr. Murray outlining the task force’s recommendations; long-term goal to create a BBA in Entrepreneurship

VII. Adjournment – 3:00 p.m.



KELCE
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Pittsburg State University

Kelce College of Business Strategic Plan FY24 through FY27

As Incorporated into the Pittsburg State University Gorilla Plan

Vision Statement:

The Gladys A. Kelce College of Business will be the premier regional public business college in Pittsburg State University's primary service area.

Mission Statement:

Educating business leaders today to build stronger communities tomorrow.

Guiding Values:

We believe in the pursuit of learning, teaching, scholarship, and public service conducted with honesty and high ethical standards.

We believe in fostering a college environment that empowers people to succeed.

We believe in working together as a learning community based on mutual respect, trust, inclusion, and academic freedom.

We believe in innovation and continuous improvement in teaching, scholarship, and community engagement.

We believe in responsibility, accountability, and transparency in all of our academic and operational procedures.

Last Update: Q3 FY24

Initiatives for FY24 & FY25:	Pitt State Goal / Strategy	College Lead	Responsible Parties	Notes on Progress to Date
<p>#1. Reaffirm AACSB Accreditation: <i>Before the conclusion of the 23-24 academic year, secure extension of AACSB accreditation for all undergraduate and graduate degree programs offered by the Kelce College of Business.</i></p>	<p>#8: Continuous Improvement / 8.2</p>	<p>Dean</p>	<p>KLT, All College Faculty and Staff</p>	<p>FY24 Q1: Continuous Improvement Review (CIR) report completed and delivered to AACSB Peer Review Team (PRT) prior to start of academic year and submitted to myAccreditation portal. Campus visit scheduled for early November. Faculty, staff and students preparing for visit. Final schedule developed.</p> <p>FY24 Q2: Campus visit held in November. Received recommendation for extension of accreditation along with items for continuous improvement over the next accreditation cycle. Team's report submitted to the AACSB Reaccreditation Committee for final decision. Committee will meet and vote at end of January. Final decision will be announced immediately thereafter.</p> <p>FY24 Q3: Reaffirmation of accreditation received on February 8, 2024. Next review will occur in AY29-20. (AACSB extended accreditation cycles from five to six years beginning 07/01/2024)</p>

<p>#2. Phase out of International Business BBA: <i>Develop and implement a plan to maintain a globalized undergraduate business curriculum while phasing out the standalone BBA major in International Business.</i></p>	<p>Goal 1: Valuable Education Experience / 1.1</p>	<p>Dean</p>	<p>KLT, IB Program Coordinator</p>	<p>FY24 Q1: College faculty reaffirmed previous recommendation by the Kelce Leadership Team and voted to phase-out the International Business program at the opening Fall college-wide meeting. Paperwork started to discontinue admission of new students into the program.</p> <p>FY24 Q2: IB program was included on KBOR's list for Program Review. Provost reported to the Board that steps are already underway to phase-out the program. Course schedules for next year developed to reflect this decision.</p> <p>Enrollment stands at 18 students and options developed for them - including newly legislated and approved IB emphasis under the Business Economics BBA.</p> <p>FY24 Q3: Planned phase-out of IB program discussed to KBOR staff with respect to new Program Review Guidelines. Advising continued for remaining students in major - 17 at last count.</p>
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<p>#3. Develop Entrepreneurship Programs: <i>Prior to the start of the 24-25 academic year, develop and begin implementation of a plan to offer new courses and curricular programs in the field of entrepreneurship (including a certificate, a minor, and ultimately a major).</i></p>	<p>Goal 1: Valuable Education Experience / 1.1</p>	<p>KUSB Associate Dean</p>	<p>KLT</p>	<p>FY24 Q1: Appointed, organized, and charged a faculty task force to build an entrepreneurship program for the college that includes a certificate, minor, and a major.</p> <p>FY24 Q2: Task force met regularly and began work reforming current Intro to Entrepreneurship course. Revisions to course description entered into the legislative process. Task force continuing to work on designing new curricular offerings at the undergraduate level.</p> <p>FY24 Q3: Entrepreneurship Task Force continued work revising Intro course description and developing plan for advanced courses. Legislation submitted. The task force will serve as core of the search committee to fill the Entrepreneurship Coordinator position that will be shared with the EDGE Division. Search beginning in April '24.</p>
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<p>#4. Create a Micropolitan Institute: <i>In collaboration with the Division of Economic Development and Community Engagement, develop and begin implementation of a plan to expand the work of the Business and Economic Research Center into an institute that provides research, economic forecasting, and outreach services to all micropolitan cities in the state of Kansas and their surrounding rural communities.</i></p>	<p>Goal 6: Economic Development / 6.1</p>	<p>Dean</p>	<p>Dean, BEREC Director</p>	<p>FY24 Q1: Initial discussions held between Division of Economic Development and Community Engagement and the Kelce College of Business on how to leverage existing resources to serve all micropolitan communities across Kansas using the Business and Economic Research Center as a model.</p> <p>FY24 Q2: Identified existing faculty line resources in KCOB and portion of EDCE resources from state appropriations to move BEREC director to 12-month contract and create 3 new support positions (Forecasting/Entrepreneurship/Data Analyst). All four position descriptions written and submitted for approval. Under review by HRS at end of quarter.</p> <p>FY24 Q3: Position descriptions approved by Pitt State administration. BEREC director approved to move to 12-month contract at start of FY25. Entrepreneurship Coordinator search approved with goal to hire prior to start of next academic year. Forecasting/Special Projects economist search pending. Support staff position will then follow.</p>
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<p>#5. Explore Masters of Micropolitan Studies Degree: Conduct a feasibility study examining the opportunity to offer a multidisciplinary graduate program in rural and micropolitan economic development.</p>	<p>Goal 6: Economic Development / 6.1</p>	<p>Dean</p>	<p>Dean, VP for EDCE, Dean A&S</p>	<p>FY 24 Q1: Initiative generated after conversations between Lt. Gov. Toland and VP Naccarato. Possible state funding available to support exploration of a "micropolitan studies" credential. Further discussions conducted between VP Naccarato and Dean Grimes about how to proceed.</p> <p>FY 24 Q2: Dean Grimes oversaw preliminary research of the higher education landscape for economic development masters degrees. Review of degree offerings revealed that very few such programs currently exist across the country. Closest competitors are part of a multi-university consortium which includes K-State - however, the courses for this program are primarily offered by UN-Lincoln and Univ. of North Dakota. Grimes also initiated a formal review of opportunities by Academic Partners to determine the opportunities for offering such a degree. Their recommendations were to start with an emphasis in the existing PMBA program and if successful to consider developing an interdisciplinary degree in "micropolitan studies" - offered online. This would give Pitt State a unique niche.</p> <p>FY24 Q3: Discussions continued with AP about offering an MBA emphasis in Micropolitan Studies - concerns over how to label and market the emphasis - would a "Regional Economic Development" label be more attractive? Preliminary</p>
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discussions held on what courses would be most appropriate.

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<p>#6. Enhance College Culture and Collegiality: <i>Create a program of special events that bring faculty and staff together in social and academic settings to instill a greater sense of collegiality within the Kelce College and improve organizational culture.</i></p>	<p>Goal 4: Organizational Culture / 4.1</p>	<p>Faculty Chair, KUSB Associate Dean</p>	<p>KLT, All College Faculty and Staff</p>	<p>FY24 Q1: Idea discussed and debated by KLT. Decision made to include it in our list of important initiatives.</p> <p>FY24 Q2: To set a benchmark for future planning, a happy hour social was planned for immediately after the Fall '24 KBOA meeting. All faculty invited to participate at the 5th Street Bar and Grill located directly behind the proposed site for our downtown building. Several KBOA board members attended and were joined by the KLT and a few faculty. Consensus was that this "was a start" but we can do better. More planning forthcoming.</p> <p>FY24 Q3: MBA Association hosted several informal events to engage faculty with graduate students - including "Souper Bowl" cooking competition. Faculty participation was light but better than for previous gatherings. Annual receptions for faculty awards and retirements will occur at end of spring semester.</p>
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<p>#7. Reinvigorate Undergraduate Recruiting: <i>Explore the feasibility of creating recruiting scholarships for visiting prospective KCOB students and reviving an on-campus Business Day event for high school students.</i></p>	<p>Goal 2: Student Achievement / 2.4, 2.5</p>	<p>Faculty Chair, KUSB Associate Dean</p>	<p>KLT</p>	<p>FY24 Q1: College recruiting needs discussed by KLT. Decision that the Associate Dean for the Undergraduate School of Business and the Director of Student Engagement and Support would coordinate efforts.</p> <p>FY24 Q2: Hosted high school business classes from KC Metro area and SEK for campus visits and introduction to the KCOB. Began initial preparations for work with hosting regional FBLA student organizations for competitions in the Spring. Also began planning Friday recruitment events for next semester.</p> <p>FY24 Q3: FBLA regional competition held on campus. About 300 high school students were registered to participate - actual turnout a bit lower due to weather that closed some schools which were not able to attend.</p>
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<p>#8. Modernize Undergraduate Quantitative Courses: <i>Review and modify the math-based undergraduate courses in the Kelce Core to align with employer expectations and the curricula of peer business schools.</i></p>	<p>Goal 1: Valuable Education Experience / 1.1</p>	<p>Faculty Chair, Faculty Task Force</p>	<p>KLT, College Faculty</p>	<p>FY24 Q1: College leadership and the faculty's Business Analytics Task Force continued discussions and study of our out-dated quantitative curriculum. Kelce Board of Advisors discussed content of current courses versus what is being used in businesses today. Employers interviewed at Meet the Firms career fair to determine demand for specific skill sets. Surveys conducted of peer and competitive business schools to benchmark where we stand in terms of both course content and number of required credit hours in math-based courses.</p> <p>FY24 Q2: New courses developed to create a Data Analytics sequence for the BBA required core. New curricular content designed to meet current business needs and demands. Course proposals written and legislated that incorporate a new BQA (Business Quantitative Analysis) prefix. Faculty Senate approved in late Fall 2023. Courses will appear in the next University Catalog in Fall 2024.</p> <p>FY24 Q3: First time offering of new Business Analytics sequence scheduled for WF24. All BBA programs of study updated to reflect new course requirements. Search conducted and a new Assistant Instructional Professor hired to teach the quantitative courses. University Catalog copy updated to</p>
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reflect revisions. Advising Center staff
briefed on changes.

<p>#9. Strengthen Professional Sales Center: <i>Acquire membership in the University Sales Center Alliance and expand the number of certificates offered to enhance the academic and outreach services of the Professional Sales Center.</i></p>	<p>Goal 1: Valuable Education Experience / 1.1 Goal 6: Economic Development / 6.1 Goal 7: Community Engagement and Partnerships / 7.6</p>	<p>KUSB Associate Dean</p>	<p>KLT, Marketing Faculty</p>	<p>FY24 Q1: KLT reaffirmed commitment to growing the Professional Sales Center. Reviewed national affiliation requirements.</p> <p>FY24 Q2: Established the need to identify specific spaces for center activity to meet affiliation requirements. Began planning to visit peer institutions with existing successful centers.</p> <p>FY24 Q3: Associate Dean Lynn Murray began planning visit to existing Sales Center(s) to determine best practices and begin application for affiliation with national organization.</p>
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<p>#10. Grow MBA Programs: <i>Expand curricular offerings in the MBA programs to grow recruitment opportunities and increase enrollment.</i></p>	<p>Goal 1: Valuable Education Experience / 1.1</p>	<p>KGSB Associate Dean, Director of Graduate Programs</p>	<p>KLT, Graduate Faculty</p>	<p>FY24 Q1: Work continued on adding new emphases to both the traditional and online MBA modalities. Courses developed for the new Health Care Administration emphasis - began process of identifying and securing instructors for first offering in Spring 2024.</p> <p>FY24 Q2: Identified instructors to teach first course offerings of the health care administration emphasis. Secured graduate service instructor status through Graduate Council.</p> <p>FY24 Q3: Enrolled first students in health care administration emphasis. First courses offered in for PMBA students in Spring semester.</p>
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<p>#1.1. Move Masters of Professional Accountancy Program Online: Develop a plan to convert the MPAcc to an online program and drop the 4+1-only admissions criteria to grow enrollments and meet market demand.</p>	<p>Goal 1: Valuable Education Experience / 1.1</p>	<p>KGSB Associate Dean</p>	<p>KLT, Director of Graduate Programs, Accounting Faculty,</p>	<p>FY24 Q1: Initiative generated after review of enrollment and graduation data for the MPAcc. KLT discussed possibilities of removing the 4+1 admissions structure and opening enrollment to grow the program. Also discussed pros and cons of moving the MPAcc online and partnering with AP. Decision was made to form a faculty task force to explore our options. Task force organized and issued a formal charge by the dean.</p> <p>FY24 Q2: Task force began discussions. AP contacted about possibility of adding our MPAcc under same terms of our PMBA - would require a new agreement, but AP optimistic on enrollment potential. Further discussions about new admissions format and curriculum revisions postponed until accounting faculty vacancies are filled. Two full-time searches underway.</p> <p>FY24 Q3: Both the TE Professorial faculty position and the NTE Instructional Professor position searches in Accounting were completed. First choice candidates hired for both slots with both starting in WF24. Accounting faculty will reconvene and beginning planning to revise the curriculum and course offering schedule for the MPAcc. Recruiting for the current 4+1 format continues with new students being admitted.</p>
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<p>#12. Build a Strong Internship Program: <i>Increase the number and quality of internship opportunities for KCOB students and create a more structured and rewarding process for students pursuing experiential learning opportunities.</i></p>	<p>Goal 1: Valuable Education Experience / 1.1 Goal 7: Community Engagement and Partnerships / 7.6</p>	<p>Internships Coordinator, Director of Student Engagement</p>	<p>KLT, Program Coordinators, Faculty</p>	<p>FY24 Q1: Successfully hired and onboarded a full-time Coordinator for Internships and Career Readiness. Established a physical space for student internship center. Began planning for determining best practices for student internships at peer AACSB institutions.</p> <p>FY24 Q2: Internship Coordinator and Director for Student Engagement visited peer institution in Wisconsin to experience a mature internship program required of all business school majors. Determined aspirational characteristics and discovered ways to overcome specific hurdles - importantly, we learned that our work hours requirement was significantly out of line with our competitors. In reaction to this evidence, we researched current rules/constraints and established a new college-level policy (in place by December 2023).</p> <p>FY24 Q3: Reviewed all existing course descriptions for entrepreneurship courses across disciplinary areas. Currently rewriting to harmonize and standardize student expectations and experiences - determined that we will need to legislate new course descriptions for all disciplinary areas. Internship Coordinator and Director of Engagement prepared guideline documents for students seeking internships. Clear and consistent</p>
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				expectations being developed for employers to follow to ensure professional and meaningful experiences.
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<p>#13. Develop Supply Chain and Logistics Program: Develop a roadmap and timeline to offer new courses and curricular programs in the field of supply chain management and logistics. Explore opportunities to partner with the College of Technology.</p>	<p>Goal 1: Valuable Education Experience / 1.1</p>	<p>Dean, KUSB Associate Dean, Management Program Coordinator</p>	<p>KLT, Faculty</p>	<p>FY 24 Q1: Initial meeting held to discuss the possibility of a joint program. Curriculum roadmap discussed between the two colleges.</p> <p>FY 24 Q2: Second meeting held to iron out details of the joint program curriculum. Next meeting pending.</p> <p>FY24 Q3: Dean Grimes along with Interim Associate COT Dean Smetana have finalized the curricular program of study for both degrees. One new course needs to be developed before legislation of the BBA and BST degrees in Supply Chain Management and Industrial Distribution can be legislated.</p>
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<p>#14. Develop an Entrepreneurship and Small Business for Artists Academic Program: <i>Prior to opening our downtown location, develop a roadmap and timeline to create an Artist in Residence faculty position and to offer new courses and curricular programs (including a certificate and a minor) to support the entrepreneurial and small business careers of local artists.</i></p>	<p>Goal 1: Valuable Education Experience / 1.1, 1.2</p>	<p>Dean, KUSB Associate Dean</p>	<p>KLT, Faculty</p>	<p>FY24 Q1: Initiative developed as acquisition of the Colonial Fox Theater as part of the Gorilla Rising Project became likely.</p> <p>FY24 Q2: Opened discussions about this initiative with administration. Initiative approved as part of the new Gorilla Plan. KLT discussions began about possible ways to proceed. Idea presented to the faculty at the Fall college-wide faculty meetings.</p> <p>FY24 Q2: Opened discussions about this initiative with administration. Initiative approved as part of the new Gorilla Plan. KLT discussions began about possible ways to proceed. Idea presented to the faculty at the Fall college-wide faculty meetings.</p>
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Initiatives for FY26 & FY27:				
Initiative	Pitt State Goal / Strategy	College Lead	Responsible Parties	Notes on Progress to Date
<p>#15. Design and occupy the New Downtown Building: <i>Realign the architectural building program with the uniqueness of the Gorilla Rising downtown location to reflect the needs of our current and foreseen curricular offerings and projected levels of enrollment and staffing.</i></p>	<p>Goal 6: Economic Development / 6.3, 6.5</p>	<p>Dean, KLT</p>	<p>All College Faculty and Staff</p>	
<p>#16. Create a College Handbook: <i>Develop and maintain a "KCOB Operations Handbook" for faculty and staff that archives the organizational and operational guidelines that govern the responsibilities of the administration, faculty, staff, and students of the college.</i></p>	<p>Goal 4: Organizational Culture / 4.2</p>	<p>Dean</p>	<p>KLT, All College Faculty and Staff</p>	
<p>#17. Restructure College Salaries: <i>Conduct a comparative analysis of the KCOB faculty and staff salary structure with our "AACSB Small School Peer Group." Based on the results, determine a benchmark target level of compensation and a plan to meet the target prior to the conclusion of the next accreditation cycle.</i></p>	<p>Goal 4: Organizational Culture / 4.1 Goal 10: Health, Wellness and Safety / 10.2</p>	<p>Dean</p>	<p>KLT</p>	
<p>#18. Incentivize Academic Research Productivity: <i>Modify the Youngman Notable Scholars program to establish financial rewards for faculty members who publish research articles in</i></p>	<p>Goal 5: Scholarship, Research, and Creative Activity / 5.5, 5.6</p>	<p>Dean</p>	<p>KLT</p>	

<i>academic journals ranked by the ABDC and ABS.</i>					
#19. Create a Student Service Corps: Develop and institute a Kelce Student Envoys program to assist in student recruiting and college-wide outreach functions.	Goal 2: Student Achievement / 2.4 Goal 1: Valuable Educational Experience / 1.4	KUSB Associate Dean, Director of Student Engagement	KLT		
#20. Professionalize Surveys of External Constituents: Formalize and implement a survey strategy of key external stakeholder groups to support the Assurance of Learning program and to maintain the relevance of our curriculum.	Goal 8: Continuous Improvement / 8.2, 8.4	Director of Student Engagement, Accreditation Coordinator	KLT, Program Coordinators		
#21. Institute a Program to Deliver Professional Development to Students: Create and implement a formal program for student professional development to strengthen career readiness across all undergraduate business disciplines.	Goal 1: Valuable Educational Experience / 1.3 Goal 2: Student Achievement / 2.1 Goal 8: Continuous Improvement / 8.2	Director of Student Engagement	KUSB Associate Dean, Faculty Chair, Program Coordinators		
#22. Foster Stronger Ties with External Stakeholders: Generate new and deeper relationships with employers and outside constituents to support student success.	Goal 7: Community Engagement and Partnerships / 7.6	Director of Student Engagement, KLT	KUSB Associate Dean, Faculty Chair, Program Coordinators		

Supply Chain and Industrial Distribution - Programs of Study

				Hrs.	BBA Supply Chain	BST Industrial Distribution
General Education (34 Hours)						
6 hours English	ENGL	101	English Composition	3	3	3
	ENGL	299	Introduction to Research Writing	3	3	3
3 hours Communications	COMM	207	Speech Communication	3	3	3
3 hours Mathematics	MATH	113	College Algebra, or	3	3	3
	MATH	143	Elementary Statistics, or			
	MATH	XXX	Higher level course			
4 hours Science	TBD	XXX	Restricted Student Choice	4	4	4
6 hours Social & Behavior Science	TBD	XXX	Restricted Student Choice	3	3	3
	TBD	XXX	Restricted Student Choice	3	3	3
6 hours Arts & Humanities	TBD	XXX	Restricted Student Choice	3	3	3
	TBD	XXX	Restricted Student Choice	3	3	3
6 hours University-designated	TBD	XXX	Restricted Student Choice	3	3	3
	TBD	XXX	Restricted Student Choice	3	3	3
Kelce Core Prerequisites (9 Hours)						
	DSIS	130	Computer Information Systems	3	3	
	ECON	200	Principles of Microeconomics	3	3	
	ECON	201	Principles of Macroeconomics	3	3	
Kelce Core (42 Hours)						
	ACCT	201	Financial Accounting	3	3	
	ACCT	202	Managerial Accounting	3	3	
	DSIS	420	Management Information Systems	3	3	
	ECON	XXX	Restricted Student Choice	3	3	
	FIN	326	Business Finance	3	3	
	MGT	101	Introduction to Business	3	3	
	MGT	210	Business Professionalism	3	3	
	MGT	330	Management and Organizational Behavior	3	3	3
	MGT	430	Legal and Social Environment of Business	3	3	
	MGT	680	Business Strategy	3	3	
	MKTG	330	Principles of Marketing	3	3	3
	QBA	210	Business Statistics	3	3	3
	QBA	310	Business Analytics I	3	3	3
	QBA	410	Business Analytics II	3	3	3
COT Prerequisites (3 Hours)						
	GT	360	Computer Aided Drafting for Automated Mfg.	3	3	3
Supply Chain & Industrial Distribution Major (24 Hours)						
	MGT	510	Operations Management	3	3	3
	MGT	520	Quality Management	3	3	3
New	MGT	550	Supply Chain Management	3	3	3
	MKTG	430	Retail and Channels Management	3	3	3
	GT	300	Engineering Design and Problem Solving	3	3	3
	GT	380	Manufacturing Enterprise	3	3	3
	GT	340	Power/Energy/Transportation Systems	3	3	3
New	XXX	XXX	Industrial Distribution	3	3	3
<i>Optional or Required?</i>	MGT	620	<i>Internship in Management</i>	3	3	
	XXX	XXX	<i>COT Internship Course</i>			3
Elective Courses for BBA (5 Hours)						
	TBD	XXX	Free Student Choice	5	5	
Support and Elective Courses for BST (41 Hours)						
	TBD	XXX	COT support courses for SC&ID to be determined (may be used to construct imbedded emphases or certificates)	41		41
Total Hours w/Internship					120	120
Total Hours w/o Internship					117	117

Program of Study for a BBA in Business Studies - Business Education Option

General Education (34 Hours)				BBA in Business Studies - Business Education
6 hours English	ENGL	101	English Composition	3
	ENGL	299	Introduction to Research Writing	3
3 hours Communications	COMM	207	Speech Communication	3
3 hours Mathematics	MATH	113	College Algebra, or	3
	MATH	143	Elementary Statistics, or	
	MATH	XXX	Higher level course	
4 hours Science	TBD	XXX	Restricted Student Choice	4
6 hours Social & Behavior Science	TBD	XXX	Restricted Student Choice	3
	TBD	XXX	Restricted Student Choice	3
	PSYCH	155	General Psychology (Recommended) - 3 hrs.	
	ECON	200	Principles of Microeconomics (Recommended) - 3 hrs.	
6 hours Arts & Humanities	TBD	XXX	Restricted Student Choice	3
	TBD	XXX	Restricted Student Choice	3
6 hours University-designated	TBD	XXX	Restricted Student Choice	3
	TBD	XXX	Restricted Student Choice	3
	UGS	150	Gorilla Gateway (Recommended) - 2 hrs.	
	HHP	150	Lifetime Fitness (Recommended) - 1 hr.	
	MGT	101	Introduction to Business (Recommended) - 3 hrs.	
Kelce Core Prerequisites (9 Hours)				
	DSIS	130	Computer Information Systems	3
	ECON	200	Principles of Microeconomics	3
	ECON	201	Principles of Macroeconomics	3
Kelce Core (42 Hours)				
	ACCT	201	Financial Accounting	3
	ACCT	202	Managerial Accounting	3
	DSIS	420	Management Information Systems	3
	ECON	XXX	Restricted Student Choice	3
	ECON	440	International Economics (Recommended)	
	FIN	326	Business Finance	3
	MGT	101	Introduction to Business	3
	MGT	210	Business Professionalism	3
	MGT	330	Management and Organizational Behavior	3
	MGT	430	Legal and Social Environment of Business	3
	MGT	680	Business Strategy	3
	MKTG	330	Principles of Marketing	3
	QBA	210	Business Statistics	3
	QBA	310	Business Analytics I	3
	QBA	410	Business Analytics II	3
Professional Education for Secondary School Business Teachers Certificate (18 Hours)				
	EDUC	261	Explorations in Education	3
	EDUC	520	Methods and Materials for Academic Literacy	3
	SPED	510	Overview of Special Education	3
	PSYCH	263	Developmental Psychology	3
	PSYCH	357	Educational Psychology	3
	EDUC	479	Effective Teaching Strategies for Middle and Secondary	3
Teaching High School Business Certificate (17 Hours)				
	EDUC	307	Clinical Experience	1
	EDUC	458	Methods and Curriculum	3
	EDUC	464	Measurement and Evaluation	2
	EDUC	475	Supervised Teaching in the School	9
New	BUS	579	Supervised Student Teaching and Follow-up of Teachers	2
Optional and Recommended Electives (Not Required)*				
	EDUC	370	Organization and Mgt. of the Middle and Secondary Classroom	3
	EDTH	330	Technology for the Classroom	3
	TTED	445	Development of a Unit Study Guide	3
New	BUS	480	Internship in Business Education	3
Minimum Total Hours				120

*Note: If student follows recommendations for General Education, all Optional and Recommended Electives may be taken without adding any additional hours to total program of study.

Entrepreneurship Certificate Program

Total: 12 credit hours

BUS 2xx Foundations of Entrepreneurship (3 credit hours): Provides insights into the various facets of entrepreneurship including opportunity recognition, idea generation, business planning and strategy, innovation and creativity, along with other general insights to the entrepreneurial ecosystem.

Learning Objectives

- Define entrepreneurship and what entrepreneurs do and define small business.
- Identify primary business plan contents and be able to use them to create a business plan.
- Explain marketing mix and be able to figure out the pricing for your business.
- Assess the costs of starting a business.
- Explain what shows up on each of the 4 financial documents used to assess business health.
- Understand the importance of cash flow management.
- Analyze the different types of financing for a business.
- Define the different types of legal structures for a business.
- Explain the types of licenses, permits, and certificates required to start your business.
- Examine options for harvesting and exiting a business.

MKTG 3xx Entrepreneurial Marketing (3 credit hours): Explores the process of pursuing opportunities and launching and growing ventures that create perceived customer value. Particular focus is paid to innovativeness, creativity, selling, market immersion, networking, especially in circumstances of limited resources. Prerequisite: Bus 2xx Foundations of Entrepreneurship.

Learning Objectives

- Deploy appropriate customer discovery tools to identify customer and market needs, problems, and entrepreneurial opportunities.
- Define customer profiles and create personas to align customer outreach methods and messaging with identified behaviors, interests, and attitudes.
- Identify evolving unmet customer needs.
- Develop, manage, and measure the success of an omnichannel marketing campaign that creates traction and engagement for entrepreneurial organizations.
- Develop content that directly addresses consumer needs and creates brand engagement.
- Analyze various market opportunities and assess risks with the focus on meeting customer needs.
- Develop (and adjust when necessary) key performance indicators (KPIs), metrics, and milestones for their campaign and evaluate their success based on achieving these metrics.
- Effectively allocate limited resources and budgets

FIN 3xx Entrepreneurial Finance (3 credit hours). Provides an overview of the financial concepts, tools and principles utilized by the entrepreneur to initiate, build, and develop a successful entrepreneurial venture. This course distinguishes entrepreneurial finance from corporate finance in terms of the sources of financing available to initiate and develop the venture. Additional topics include, but are not limited to, proforma financial statement development; business valuation models; cash flow analysis; monitoring of key metrics; the use of incubators or accelerators; provisioning for taxes, and raising capital from private investors, venture capitalists, crowd funding, and banks. Prerequisite: Bus 2xx Foundations of Entrepreneurship.

Learning Objectives:

- Describe the typical life cycle that a successful venture goes through.
- Identify the various avenues of fund raising for a new, young, or private venture.
- Formulate or evaluate a business plan as an entrepreneur or an investor.
- Explain the requirements, investment terms and conditions of a typical professional venture capital fund. 5. Illustrate how private ventures may be valued by the professional venture capital funds.
- Calculate the shareholding of various shareholders after different rounds of funding received by a venture.
- Negotiate the investment terms with the entrepreneur or with the professional venture capital fund.
- Employ different risk-mitigating investment terms to formulate an Investment Terms Sheet for the purpose of discussion and negotiation (between the entrepreneur and the professional venture capital fund).
- Demonstrate the importance of group work as co-founders of young ventures, and as members of the investment team in a professional venture capital firm.

Experiential Component

BUS 5xx Internship in Entrepreneurship (1-3 credit hours): An approved, supervised professional work experience in an appropriate field. May be completed at for-profit companies, non-profit organizations, government agencies, and schools. One credit hour is earned for every forty work-hours completed. Students must enroll in the course during the same semester in which the internship occurs. The internship must have an entrepreneurial focus for the internship.

Prerequisites: Bus 2xx Foundations of Entrepreneurship and Permission of instructor required.

AND/OR

BUS 5xx Gorilla Consulting (1 credit hour, may be repeated up to three times): Working with the area Small Business Development Center, students will provide consulting services to area small businesses. Prerequisites: Bus 2xx Foundations of Entrepreneurship and permission of instructor required.

Learning Objectives (for Internship & Gorilla Consulting):

- Gain insight into the challenges and risks of starting a business.
- Experience the startup environment
- Enhance entrepreneurial skills
- Explore entrepreneurial resources
- Develop leadership and management skills

Entrepreneurship Minor Program **Total 18 Credit Hours**

BUS 2xx Foundations of Entrepreneurship (3 credit hours)

MKTG 3xx Entrepreneurial Marketing (3 credit hours):

FIN 3xx Entrepreneurial Finance (3 credit hours)

MGT 4xx Entrepreneurial Leadership/Management (3 credit hours) – explores the challenges and complexities of leadership in an entrepreneurial environment, specifically startups, family businesses, traditional small-to-mid-sized businesses and franchises. Prerequisite Bus 2xx Foundations of Entrepreneurship.

BUS 620 Internship in Entrepreneurship (1-3 credit hours) *AND/OR* BUS 6xx Gorilla Consulting (1 credit hour – three required)

BUS 6xx Business Generation (3 credit hours). This capstone course ties earlier coursework together. An experiential course that explores and uses various frameworks of new venture development; provides a step-by-step guide to launching new ventures or new products. Culminates in a pitch competition.

Learning Objectives

- Experience the entrepreneurial process:
 - Learn about ideation, market research, business planning, and launching a new venture.
 - Gain insights into the challenges and risks of starting a business.
- Develop business acumen:
 - Learn how to identify market opportunities and assess business ideas.
 - Understand financial management, budgeting, and fundraising for startups.
 - Explore different business models and revenue streams.
- Experience the startup environment:
 - Work in a fast-paced, dynamic, and often resource-constrained environment.
 - Develop adaptability, problem-solving, and critical thinking skills.
 - Understand the importance of teamwork, collaboration, and communication.
- Enhance entrepreneurial skills:
 - Practice pitching ideas and communicating value propositions effectively.
 - Develop negotiation, networking, and relationship-building abilities.
- Cultivate creativity, innovation, and an entrepreneurial mindset.

Questions, comments, or suggestions: Lynn Murray – lmurray@pittstate.edu