



Franklin University

Academic Year 2007-2008

College of Business Vision, Mission and Objectives

Franklin University College of Business

Cornerstones:

- Ensuring academic quality
- Providing access to educational opportunities
- Adapting to the needs of students
- Responding to changes in society, professions, and the business community

Vision:

The College of Business exists to enlighten and educate our students and broader community by providing quality, dynamic educational opportunities that create effective and responsible leaders in the field of business who will provide service to a global society.

Mission:

We will support the four cornerstones of the university by offering the highest quality and best value business programs to our constituents around the world, competing on the basis of innovation and relevance, meeting the needs of the students through new programs or new delivery modes, and maintaining productive relationships with the business community while respectfully engaging our students and stakeholders.

Core Values:

- Honesty – In all of our dealing with colleagues, students, staff and the larger community
- Respect – For colleagues, students, staff and all members of the larger community. To value people of diverse backgrounds and perspectives. Respect for the value and importance of higher education in the 21st century.
- Accountability – For ensuring that the educational material we develop and distribute to our students is the best that we can provide within the limits of our personal effort and available resources.
- Responsibility:
 - Personal – To consistently be a good steward of university resources in providing a quality education to our students.
 - Corporate – To be a good representative of Franklin University in all dealings with colleagues and staff.
 - Civic – To work with the larger community to build relationships that increase the reach and benefit of Franklin University for the good of the community.

- Compassion – We need to care for our students, colleagues, and those persons with whom we interact on a daily basis.
- Empathy – We must be sensitive to the needs, perceptions and life situations of our students and colleagues as we interact with them and deal with them on a daily basis.
- Fairness – We must be fair and equitable in all our dealings with students, colleagues, and all other members of the community with whom we interact.
- Citizenship – We must strive to ensure that the work we do at Franklin University contributes to the greater good of our community and society in general.

Objectives:

- To develop, deliver, and continually improve high-quality strategically focused business programs for scholars and practitioners in today’s global marketplace
 - Adding academic programs, both undergraduate and graduate
 - Developing the infrastructure to deliver new programs *and* serve a broader audience
 - Refining and expanding academic assessment of course formats and modalities
 - Obtaining specialized programmatic accreditation
 - Assuring fidelity to higher education standards at the regional, state, and international levels
- To recruit, develop, and retain faculty who pursue excellence in teaching, scholarship, professional activities, service, and community engagement
 - Developing faculty and staff expertise and role-related competencies
- To develop well-rounded professionally prepared graduates who make sound, ethical, and integrity driven business decisions
 - Refining and expanding the infrastructure to support student success
- To forge relationships and engage the business community and build effective networks to the benefit of the entire Franklin community and its mission
- To support Franklin University through campus involvement and commitment to the strategic vision and objectives.
 - Supporting new domestic and international locations

Objective 1

- To develop, deliver, and continually improve high-quality strategically focused business programs for scholars and practitioners in today's global marketplace
 - Adding academic programs, both undergraduate and graduate
 - Developing the infrastructure to deliver new programs *and* serve a broader audience
 - Refining and expanding academic assessment of course formats and modalities
 - Obtaining specialized programmatic accreditation
 - Assuring fidelity to higher education standards at the regional, state, and international levels

Action	Primary Responsibility	Academic Year	Results	Subsequent Actions
Implement new bachelor's degree programs in Healthcare Management and Safety, Security and Emergency Management.	Program Chairs	Fall 2009	Programs successfully launched	
Implement revised bachelor's degree programs in Allied Healthcare Management, Public Safety Management, and Applied Management.	Program Chairs	Fall 2009	Programs successfully launched	
Implement revised MBA and MCM programs.	Program Chairs	Fall 2009	Programs Successfully launched	
Identify for-credit certificate options to be implemented based on analysis of demand and internal capacity.	Division Chairs	Fall 2009 / Spring 2010	Guidelines under development. Initial program proposed.	Finalize operational details and launch of initial program
Finalize approvals for three academic programs to be launched in 2010-11	Program Chairs	Fall 2009 / Spring 2010	Approved two BS and one MS program	Prepare Fall 2010 launch plans
Begin evaluation of new academic programs for 2011-12 and beyond.	Program Chairs	Fall 2009 / Spring 2010	Approved two new MS programs for 2010	
Obtain state higher education and regional accreditation approval as required for new programs scheduled for launch in 2010-11.	Associate Provost	Fall 2009 / Spring 2010	Master program awaiting OBR and HLC final approval	
Seek specialized accreditation for the College of Business	Dean	Fall 2009	Self-study submitted awaiting site visit	
Standardize College of Business Assessment	Dean	Fall 2009	Plan developed	Begin implementation Spring 2010

Curriculum review for course overlap and alignment with benchmark institutions.	Undergraduate Division Chair	Spring 2010		
Review majors for alignment	Undergraduate Division Chair	Spring 2010		
Review curriculum format and course length	Dean / Division Chairs	Spring 2010		
Review use and rationale for minors and elective courses	Dean / Division Chairs	Spring 2010		

Objective 2

- To recruit, develop, and retain faculty who pursue excellence in teaching, scholarship, professional activities, service, and community engagement
 - Developing faculty and staff expertise and role-related competencies

Action	Primary Responsibility	Academic Year	Results	Subsequent Actions
Recruit Full-time Accounting Faculty member	Dean / Division Chair	Fall 2009	Position posted	
Recruit 3/5 Accounting Faculty member	Dean / Division Chair	Fall 2009	Recruited Dr. Jesse Kong	
Recruit Full-time MBA Faculty member	Dean / Division Chair	Spring 2010	Position Posted	
Recruit 3/5 MBA Faculty member	Dean / Division Chair	Spring 2010	Position Posted	
Work on clarifying the PMP process and lenses to better match faculty and staff responsibilities	Dean	Fall 2009 / Spring 2010		
Work with teaching effectiveness to identify training opportunities for faculty	Dean / Division Chairs	Spring 2010		
Plan faculty retreat for the College of Business	Dean / Division Chairs	Spring 2010		
Clarify roles between content faculty and design faculty in the course creation process	Dean / Division Chairs	Spring 2010		

Objective 3

- To develop well-rounded professionally prepared graduates who make sound, ethical, and integrity driven business decisions
 - Refining and expanding the infrastructure to support student success

Action	Primary Responsibility	Academic Year	Results	Subsequent Actions
Plan, collaboratively with other units of the University, professional learning opportunities integrated with academic offerings and student support systems such as a career center and life-mapping options.	Dean / Division Chair	Fall 2009 / Spring 2010		
Plan a survey to obtain information from graduates within their first six to nine months after graduating, and a similar survey from alumni two years after graduating to obtain required information about employment, and information to use for strengthening programs and services.	Dean / Division Chair	Fall 2009 / Spring 2010		

Objective 4

- To forge relationships and engage the business community and build effective networks to the benefit of the entire Franklin community and its mission

Action	Primary Responsibility	Academic Year	Results	Subsequent Actions
Increase the number of educational offerings provided to the public, including some events at no charge on topical information relevant to the local community at Franklin locations.	Dean / Division Chair			
Explore the feasibility and methods of identifying stakeholders who may maintain a continuing interest in and support for Franklin University and plan how to engage their interest, identify the leadership roles they play and how or whether this can be communicated to external stakeholders.	Dean / Division Chair			
Establish standards for all academic program advisory committees for representation, meaningful meetings, and effective feedback to the program and the University as a whole.	Dean / Division Chair	Fall 2009 / Spring 2010		

Objective 5

- To support Franklin University through campus involvement and commitment to the strategic vision and objectives.
 - Supporting new domestic and international locations

Action	Primary Responsibility	Academic Year	Results	Subsequent Actions
Deploy MBA program in Poland	Dean / MBA Program Chair	Fall 2009	Launched MBA on 11/21/2009	
Deploy MBA Program in China	Dean / MBA Program Chair	Spring 2010	Obtained government approval	
Deploy MBA Program in Vietnam	Dean / MBA Program Chair	Spring 2010 or Fall 2010	Obtained government approval	
Deploy MBA Program in Oman	Dean / MBA Program Chair	Spring 2010 or Fall 2010	Government approval pending	
Deploy MBA Program in Macedonia	Dean / MBA Program Chair	Spring 2010 or Fall 2010	Obtained government approval	
Deploy MBA Program in Slovakia	Dean / MBA Program Chair	Fall 2010		
Deploy MBA Program in Ukraine	Dean / MBA Program Chair	Fall 2010		
Identify potential for baccalaureate level offerings at international locations.	Dean / Program Chair	Fall 2010	Signed agreement to launch in Torun, Poland	