

College of Business Administration

Scorecard



Mission: The College of Business Administration develops students to be successful professionals, leaders, managers, and entrepreneurs in a global society through rigorous academic programs. We intentionally develop within our graduates distinct abilities to: identify and solve problems; employ critical thinking; communicate clearly; value diversity; engage in ethical reasoning; and pursue life-long learning. Faculty, staff, and students foster a collegial, supportive, and participatory learning environment. The faculty and students make intellectual contributions of value to business and related disciplines through inquiry, leadership, and engagement. Our undergraduate programs primarily serve full-time students from the Great Lakes Region. Our graduate programs serve full-time, part-time, and executive students from all over the nation.

CBA Scorecard: Academic and Performance Excellence

<u>Goal:</u>	<u>Measurement</u>	<u>Actual Data</u>				
		2003-2004	2004-2005	2005-2006	2006-2007	2007-2008
* <u>National Ranking of Undergraduate Programs</u>	U.S. News and World Report: Overall specializations	NA	Top 150	Top 150	Top 150	Top 150
		NA	18	0	0	16
* <u>National Rating of Graduate Programs</u>	Princeton Review: Academic Experience (out of 100)	NA	79	77	76	86
	Princeton Review: Admission Selectivity (out of 100)	NA	77	78	77	84
	subrankings	NA	6	7	8/7	5

CBA Scorecard: Teaching and Learning

<u>Objective:</u>	<u>Measurement</u>	<u>Actual Data</u>					
		2003-2004	2004-2005	2005-2006	2006-2007	2007-2008	
* <u>Student Preparation and Outcomes</u>	Graduation exit surveys: Student Satisfaction	85.80%	87.20%	84.20%	90.00%		
	Job placement % at graduation	43.70%	52.10%	72.10%	53.00%		
	Median starting salary	\$ 37,126	\$ 39,207	\$ 41,000	\$ 43,000		
	% planning to graduate schools - fulltime or parttime	36.30%	44.70%	42.00%	37.70%		
	Student's faculty course ratings (scale of 1-5, 5 high)	3.28	3.36	3.36	3.35		
	Undergraduate degrees granted	415	434	401	407		
	Graduate degrees granted	165	190	167	157		
	Inputs used for Student Preparation and Outcome Measurements	Average ACT scores	21.5	21.8	21.7	21.8	22.63
		Average GMAT scores	501	536	520	557	542
		Undergraduate retention rate	78.40%	80.70%	77.50%	74.00%	
Undergraduate Student/Faculty (full-time) Ratio			19.90	22.84	22.82	21.09	
Number of students studying abroad		41	6	7	45		
Number of student internships/co-op		371	372	336	324		
Number of on-campus recruiters		N.A.	N.A.	N.A.	250		
* <u>Financial</u>		Number of freshmen applied	1,383	1,519	1,586	1,640	1,501
	Number of freshmen admitted	1,279	1,380	1,409	1,486	1,011	
	Number of new freshmen enrolled	470	526	548	476	379	
	Yield	36.75%	38.12%	38.89%	32.03%	37.49%	
	Headcount - Undergraduates	2,160	2,129	2,170	2,191	1,961	
	Headcount - Graduate students	337	305	259	230	233	
	Headcount - Business minors	502	550	668	579	514	
	Scholarships awarded	N.A.	\$171,000	\$210,000	\$232,000		

CBA Scorecard: Research and Discovery

Objective:	Measurement	Actual Data					
		2003-2004	2004-2005	2005-2006	2006-2007	2007-2008	
* <u>Development</u>	Number of FIL granted (half year/full year)	2/2	3/2	3/0	2/2	3/3	
	Number of Executive Education programs offered	0	0	0	0	0	
	Number of grants received						
	Number of summer research grants (excluding new faculty)		57,456	99,356	139,598		
	Percent of faculty whose salaries below AACSB median			28.00%	34.00%		
* <u>Results</u>	Number of peer reviewed publications	67	90	72	69		
	Inputs used for R & D Results {	AQ%	58.61%	58.62%	64.02%	63.78%	59.66%
		PQ%	26.34%	24.93%	22.22%	21.68%	23.40%
		Tenure Track %			73.68%	75.00%	68.82%
		Participating %	98.24%	99.73%	99.47%	95.15%	92.20%

CBA Scorecard: Outreach and Engagement

Objective:	Measurement	Actual Data				
		2003-2004	2004-2005	2005-2006	2006-2007	2007-2008
	<i>Number of alumni returning to speak/recruit</i>	NA	NA	NA	NA	
	<i>Number of attendees at major college events</i>	NA	570	466	1017	
	<i>Number of applied projects completed in the field</i>	NA	NA	NA	NA	
	<i>Number of business plans reviewed (e-ship)</i>	NA	NA	NA	NA	

CBA Scorecard: Organizational Management

Objective:	Measurement	Actual Data				
		2003-2004	2004-2005	2005-2006	2006-2007	2007-2008
* <u>Development</u>	<i>Money raised for discretionary spending</i>	\$239,086	\$224,751	\$236,837	\$277,752	
	<i>Total Endowed Funds</i>		6,239,181	6,967,616	8,080,051	
* <u>Human Resources</u>	Total FTE count of college (Faculty and Staff)	137	140	144	144	
* <u>Fiscal Management</u>	<i>Student Credit Hour/Full-Time Equivalent Faculty</i>	589.3	606.4	615.2	612.90	632
	<i>Total Student Credit Hour Production</i>	64,117	63,434	64,587	65,798	
	<i>Service SCH: % of total SCH as service (Fall term)</i>	31.13%	34.66%	36.53%	34.96%	
	<i>Reserve level as a % of Total Budget</i>				18.86%	
	<i>Non-Univ. revenue as percent of total annual budget</i>		12.80%	12.60%	14.96%	