



Prairie View A&M University

# College of Business

## **Strategic Plan 2020-2024**



PRAIRIE VIEW  
A&M UNIVERSITY  
COLLEGE OF BUSINESS

# **PVAMU COB Strategic Plan: 2020-24**

**Approved by Faculty on March 25, 2020**

## **Goal 1: Attain Excellence in Teaching and Learning**

### **Objective 1.1 Improve the Quality of Teaching**

*Strategy 1.1.1.* Offer a contemporary curriculum consistent with changes in the job market

*Strategy 1.1.2.* Increase the number of tenure-track and tenured faculty

*Strategy 1.1.3.* Upgrade faculty professional development and skills

*Strategy 1.1.4.* Increase funding for faculty travel and professional development

*Strategy 1.1.5.* Implement faculty peer-peer class visits for feedback and improvement

### **Objective 1.2 Improve Student Learning and Communication Skills**

*Strategy 1.2.1.* Implement a high-quality assessment processes for continuous improvement

*Strategy 1.2.2.* Encourage students to participate in the Toastmasters Club to improve their public speaking skills

*Strategy 1.2.3.* Strengthen tutoring services and other programs

*Strategy 1.2.4.* Increase student access to learning materials through Open Source textbooks

*Strategy 1.2.5.* Encourage and support a “writing across the curriculum” project

### **Objective 1.3. Improve Quality of Instructional Technology**

*Strategy 1.3.1.* Ensure state-of-the-art teaching/learning technology in all COB classrooms

*Strategy 1.3.2.* Encourage faculty to complement their lectures with current events

*Strategy 1.3.3.* Provide adequate resources for live audio/video recording of lectures

*Strategy 1.3.4.* Strengthen processes and the use of technology to reduce plagiarism

## **Goal 2: Improve the Quality and Impact of Faculty Research and Publications**

### **Objective 2.1 Build and Maintain a High-Quality Research Support Infrastructure**

*Strategy 2.1.1.* Subscribe to additional databases to support faculty and student research

*Strategy 2.1.2.* Ensure faculty access to statistical/data analytics software

*Strategy 2.1.3.* Foster internal and external faculty and student research networks

### **Objective 2.2 Encourage Individual and Collaborative Research Output**

*Strategy 2.2.1.* Strengthen Research Seminars to support faculty research and mentoring

*Strategy 2.2.2.* Increase faculty development funds for high quality publications

*Strategy 2.2.3.* Recognize and reward faculty with exceptional research achievements

*Strategy 2.2.4.* Encourage applied and relevant research

### **Goal 3: Serve the Business Community and the Greater Society**

#### **Objective 3.1. Develop Alliances with the Area High Schools (HS) and Community Colleges**

*Strategy 3.1.1* Offer workshops (financial literacy, etc.) for HS teachers and students

*Strategy 3.1.2* Provide experiential learning opportunities for HS students (stock market competition, etc.)

*Strategy 3.1.3* Encourage students to volunteer (VITA, etc.) in service learning projects

#### **Objective 3.2. Develop Alliances with the Business Community**

*Strategy 3.2.1* Offer non-credit workshops for business professionals

*Strategy 3.2.2* Invite experts and professionals for guest lectures and team-teaching

*Strategy 3.2.3* Create Advisory Councils in departments to engage industry professionals

*Strategy 3.2.4* Strengthen the COB Dean's Advisory Board

### **Goal 4: Strengthen Enrollment, Retention and Graduation**

#### **Objective 4.1. Grow COB Enrollment and Strengthen Graduation**

*Strategy 4.1.1* Increase the number of students graduating in four years or less

*Strategy 4.1.2* Build partnerships with area high schools and community colleges through collaborative projects [coding boot camp in summer, BASIS, etc.]

*Strategy 4.1.3* Rebuild the BBA curriculum to emphasize digital competencies [coding and analytics], based on market trends and future industry needs

*Strategy 4.1.4* Identify a wide array of high schools and community colleges for recruitment purposes

#### **Objective 4.2. Grow COB Enrollment in the Graduate Programs**

*Strategy 4.2.1* Modernize the curriculum of the graduate programs to make them more attractive to working professionals

*Strategy 4.2.2* Offer tutorial services for graduate students, especially those with non-business background, and students returning to studies after a long break

*Strategy 4.2.3* Explore best practices adopted by high-growth MBA, MSA, and EMBA programs

*Strategy 4.2.4* Recruit International student aggressively, or consider taking PVAMU programs overseas

*Strategy 4.2.5* Launch and grow the Executive doctorate [EDBA] program

## **Goal 5: Improve the Infrastructure for Student Placement**

### **Objective 5.1: Establish a COB Center for Career Services for Undergraduate and Graduate Students**

- Strategy 5.1.1:* Hire new staff to strengthen the COB Career Service operations
- Strategy 5.1.2:* Strengthen alumni relations by offering educational workshops
- Strategy 5.1.3:* Make strategic alliances to increase internships and employment opportunities with Houston businesses

### **Objective 5.2: Create a Technology Platform for Managing Career Opportunities**

- Strategy 5.2.1:* Hire a consultant to design the process
- Strategy 5.2.2:* Market the platform to attract greater student participation
- Strategy 5.2.3:* Integrate the platform [resume, interview, LinkedIn, etc.] with the Professional Development (PD) course

### **Objective 5.3: Improve Placement Services for Undergraduate and Graduate Students**

- Strategy 5.3.1:* Reach out to prospective employers to build a database of employers
- Strategy 5.3.2:* Encourage all majors to complete at least one internship in four years
- Strategy 5.3.3:* Use the Professional Development (PD) course to prepare students for a successful career
- Strategy 5.3.4:* Support students who have internship offers with travel stipends

## **Goal 6: Strengthen the Financial Base of the College through Revenue Diversification**

### **Objective 6.1. Launch and Expand Executive and Non-Credit Programs**

- Strategy 6.1.1* Launch and effectively market the new DBA program
- Strategy 6.1.2* Improve marketing for EMBA program to grow each cohort to at least 25
- Strategy 6.1.3* Invest to improve the reputation of all graduate programs
- Strategy 6.1.4* Offer a variety of non-credit workshops/seminars for professionals in NWHC

### **Objective 6.2: Increase Revenues by Expanding International Programs**

- Strategy 6.2.1:* Achieve growth in international student population
- Strategy 6.2.2:* Add personnel for spearheading recruitment of international students
- Strategy 6.2.3:* Explore opportunities for offering COB executive programs overseas

### **Objective 6.3. Strengthen Development, Philanthropic Gifts, and Funded Research**

*Strategy 6.3.1:* Innovate to diversify funding for research and programs

*Strategy 6.3.2:* Establish a [named] Center for Entrepreneurship to encourage innovation

*Strategy 6.3.3:* Establish a [named] Center for Financial Literacy

*Strategy 6.3.4:* Engage the Dean's Advisory Board more effectively in fundraising



# PREPARING LEADERS



phone: (936) 261-9200

e-mail: [cob@pvamu.edu](mailto:cob@pvamu.edu)

web: [www.pvamu.edu/business](http://www.pvamu.edu/business)



PRAIRIE VIEW  
A&M UNIVERSITY  
COLLEGE OF BUSINESS

