



## **MSMU Los Angeles Business Administration Department's Strategic Plan**

The Mount Saint Mary's University (MSMU) Los Angeles Business Administration Department was founded in 1947 and since that time has continued to emphasize the worldwide nature of business today; the primacy of effective communication of ideas and leadership goals; the importance of ethics (and how they are their own reward); and a pursuit of innovation that will create a lifetime of success. To continue to prepare students for the 21<sup>st</sup> Century, the MSMU Los Angeles Business Administration Department's Strategic Plan identifies the mission, goals and objectives, action plan and action plan measurements.

### **Mission**

The Business Administration Department at Mount Saint Mary's University is committed to developing leaders who are capable of making complex business decisions and appreciate the significance of their responsibilities to the companies and communities that they serve.

### **Goals and Objectives**

**Goal 1:** Continue to improve student success by modifying curriculum that prepares students for the 21st century and provide training to Faculty Advisors on the modified curriculum and the expectations for student success.

**Objective 1:** Conduct Department meetings aimed at reviewing current degree requirements in order to develop a rigorous curriculum with specific student learning outcomes for success and establish a uniform grading rubric.

**Objective 2:** Training faculty advisors on best practices to approve students for enrolling in 15-16 units per semester in order for students to more successfully complete their courses within four (4) years.

**Goal 2:** Improve the Business Administration Department's business community outreach program.

**Objective 1:** Improve undergraduate and graduate professional development and the Internship program by hiring a full time doctoral prepared faculty member who will coordinate all internships and develop a comprehensive program for each student's professional development.

**Objective 2:** Form new matriculation partnerships with Trade Tech and other community colleges so that Trade Tech and other community college students will receive a BA/BS in business in three years.

**Objective 3:** Establish and implement 2+2 and/or 2+2+1 programs with domestic and international institutions.

**Goal 3:** Evaluate the Business Administration Department student projects to ensure that the faculty, students and business community served understand the CSJ mission.

**Objective 1:** Evaluate undergraduate business students' project development for the internship program and the graduate students' culminating project for the MBA program.

### **Action Plans**

The following are current and long-term action plans that will occur for each of the goals and objectives.

#### Goal 1 Objective 1:

- a. **Current Action Plan Status:** Chair, Program Directors and Faculty met at bi-weekly Department meeting where the Business Administration Department will collaborate and submit applications for general studies courses under the new General Studies categories. The faculty will review the Peregrine results to assist everyone present in identifying business courses that should be added per the needs of the students. Chair asked that all bring in a wish list of courses that could be taught that would prepare students for the 21st century and maintain the rigor needed for student success.
- b. **Long Term Plan:** Track student success in the workplace and graduate programs. Continue to implement innovation using input from alumni, faculty and the Business Advisory Council.

#### Goal 1 Objective 2:

- a. **Current Action Plan Status:** Training was conducted at the Department Meeting and further follow-up training will continue.

- b. **Long Term Plan:** Continue evaluation of academic advisement and establish and improve student performance at graduation.

Goal 2 Objective 1:

- a. **Current Action Plan Status:** Per a review by the Chair, the management of student's professional development needs to be improved to ensure that the students are professionally prepared for the workplace.
- b. **Long Term Plan:** Continue to evaluate and make improvements in professional development to ensure that student participation is comprehensive.

Goal 2 Objective 2:

- a. **Current Action Plan Status:** The Chair has held meetings with Trade Tech and also presented the requested proposal that outlined how the program will ensure student graduation in three years.
- b. **Long Term Plan:** Continue to assess student matriculation and how long it takes students to complete the program.

Goal 2 Objective 3:

- a. **Current Action Plan Status:** The faculty has held meetings with corporations such as Honda to present a proposal that outlined how the onsite program will ensure that employees gain industry specific knowledge while earning a management certificate.
- b. **Long Term Plan:** Continue to form relationships with major corporations and evaluate these onsite programs.

Goal 3 Objective 1:

- a. **Current Action Plan Status:** The Chair and Program Directors are reviewing all projects that are produced by the undergraduate and graduate students. Feedback from the organizational evaluation of the students will be used to measure both the students and community that is being served while understanding the CSJ mission, vision and identity.
- b. **Long Term Plan:** Continue to assess student evaluation and feedback from the served organizations.

## Action Plan Measurements

The following are current and long-term action plans that will occur for each of the goals and objectives.

### Goal 1 Objective 1:

- a. **Current Year Action Plan Measurement:** Use internal and external assessment results to assess business curriculum requirements.
- b. **Long-term action plan measurement:** Continue to analyze the internal and external assessment results.

### Goal 1 Objective 2:

- a. **Current Action Plan Status:** Use the average student enrollment to review manageable course load.
- b. **Long Term Plan:** Continue to use the average student enrollment to review manageable course load.

### Goal 2 Objective 1:

- a. **Current Action Plan Status:** Use internship report provided by internship coordinator and service learning reports provided by faculty who are faculty sponsors to measure the domestic and international learning experience.
- b. **Long Term Plan:** Continue to use the internship report and service learning reports provided by faculty who are faculty sponsors to measure the domestic and international learning experience.

### Goal 2 Objective 2:

- a. **Current Action Plan Status:** No measures as of yet. Still in development stage.
- b. **Long Term Plan:** Analyze Trade Tech student enrollments, performance and graduation rates and make any modifications if needed.

### Goal 2 Objective 3:

- a. **Current Action Plan Status:** No measures as of yet. Still in development stage.
- b. **Long Term Plan:** Analyze offsite student enrollments, performance and certificate completion rates and make any modifications if needed.

Goal 3 Objective 1:

- a. **Current Action Plan Status:** Assess student evaluation and feedback from the served organizations.
- b. **Long Term Plan:** Continue to assess student evaluation and feedback from the served organizations.