
College of Business Administration

K-STATE
2025

KANSAS STATE
UNIVERSITY

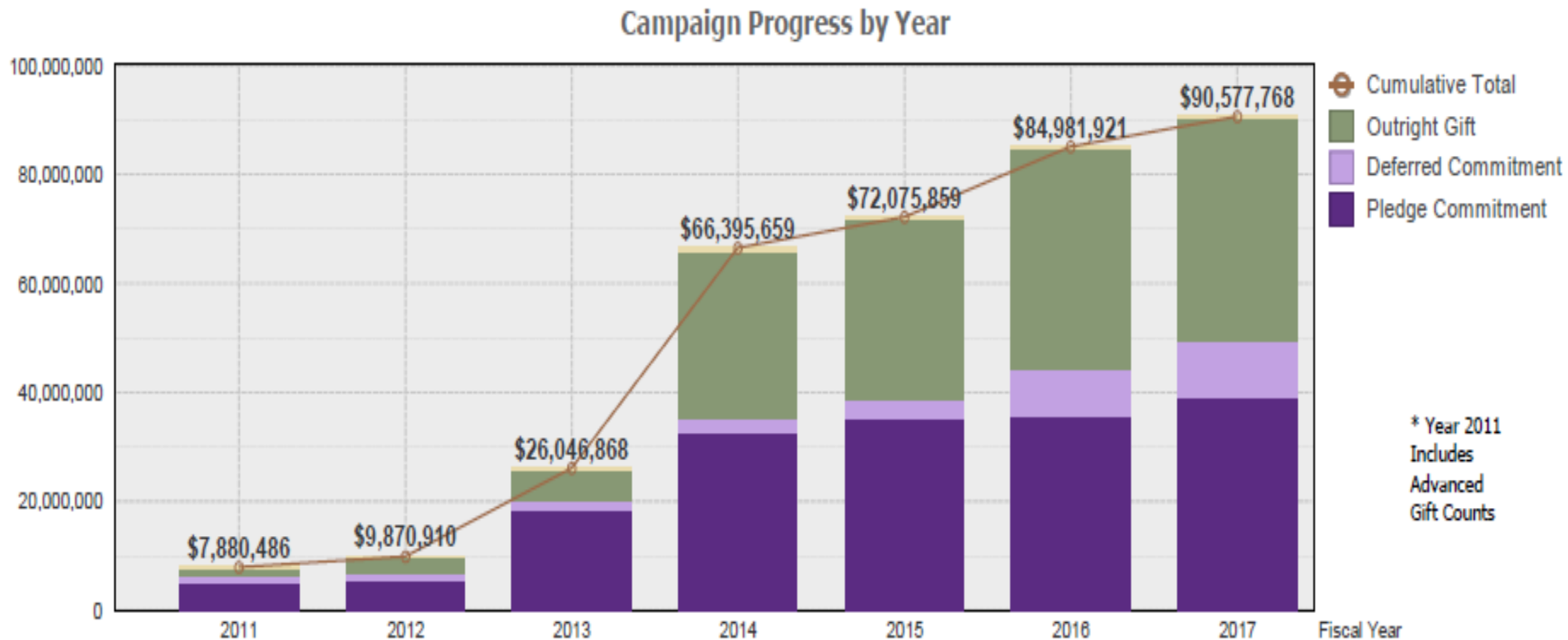
Annual College of Business Meeting with President and Provost

CBA 2025 PROGRESS -- 2011 TO TODAY

NOVEMBER 30, 2016



Fundraising

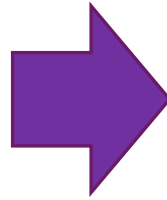


- Private Fundraising Goal: \$100 million
- Raised as of October 5, 2016: over \$90 million
- Funds are raised for (1) innovative programs, (2) faculty/staff support, (3) student scholarships, and (4) our new building

New Business Building



Conceived, designed, raised funds, constructed, and occupied new 160,000 SQFT business building.

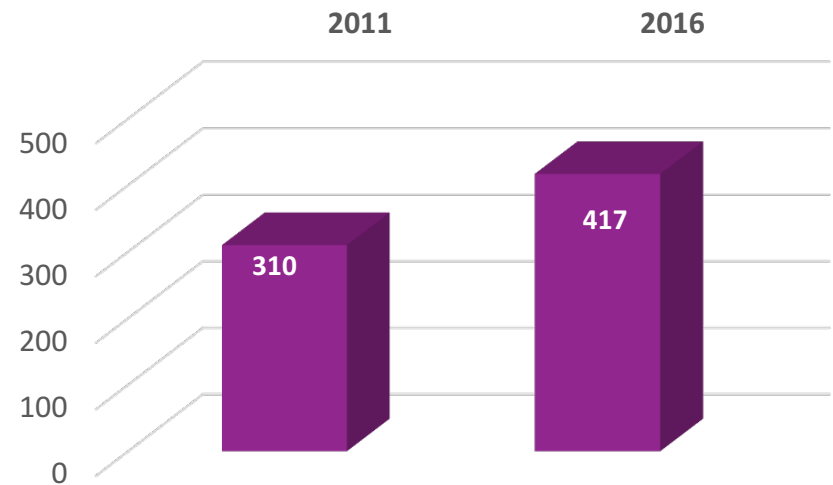


Turned over Calvin Hall, including all furniture and technology purchased by CBA, to College of Arts and Sciences.

Diversity

In 2016, multicultural students made up 16% of the CBA student body, up from 12% in 2011.

CBA Growth in Multicultural Students



Implemented College for a Day, MAPS, KOMPASS, and other diversity related CBA programs to attract and retain multicultural students in the College of Business.

Graduate Programs

- (1) Developed dual degree programs with several academic units on campus
- (2) Formed the Graduate Studies Advisory Council, which works on securing scholarships, internships, and job opportunities for our graduate students
- (3) Collaborated with other campus departments to develop and offer a Graduate Data Analytics Certificate.
- (4) Restructured the Masters of Accountancy program to place more emphasis on contemporary topics and international accounting issues.

PMBA - Our Online Professional MBA

Launched an entirely online MBA program aimed at working adults with at least two years of relevant professional experience.

Growth from 5 students in fall 2013 to an anticipated 79 students in spring 2017 with an average age of 37.

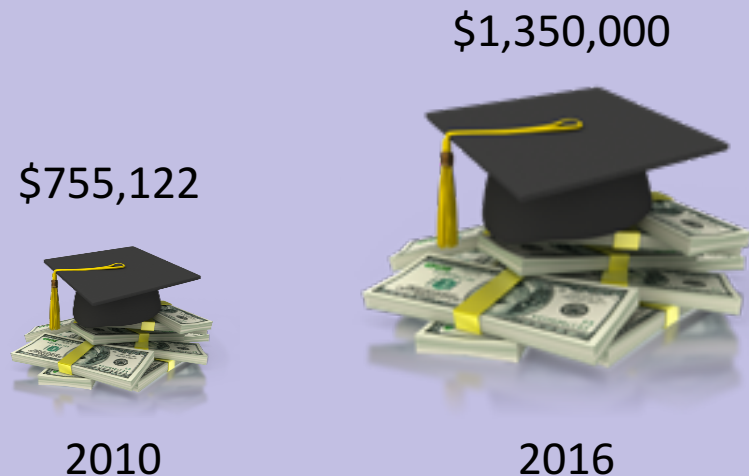
Our PMBA program is ranked as the 32nd best value among all online MBA programs in the country by College Values Online's Best Value rankings.



Scholarships

Since 2010, the college has increased the scholarship endowment by more than \$14.5 million.

Increase in Annual CBA Scholarship Award Dollars



Strategic Faculty/Staff Hiring from Student Fee

Successfully conceived, promoted, and implemented two phases of a three phase student fee to fund the hiring of additional CBA faculty and staff resulting in:

1. Smaller class sizes
2. New innovative electives
3. Increased advising capacity
4. Support for classrooms, building and curriculum enhancements.

Phase 1 Hiring

2015-2016

- ✓ Accounting professor
- ✓ Finance instructor
- ✓ 2 Management instructors
- ✓ Marketing instructor
- ✓ Business foundation instructor
- ✓ Building manager
- ✓ Student advisor

Phase 2 Hiring

2016-2017

- ✓ Accounting professor
- ✓ Management professor
- ✓ Marketing professor
- ✓ Instructional Designer
- ✓ Program associate
- Student advisor – Offer made

Phase 3 Hiring

2017-2018

- Finance professor
- Mgmt. strategy professor
- HR management professor
- Org. behavior professor
- Marketing professor
- Student advisor

Overall hiring through three phases:

- 14 Faculty and 6 staff

Career Development

Conceived and implemented a world-class Career Development program that integrates three primary areas into a cohesive support system for preparing students for careers. The three core areas are:

- **Executive Mentor program:** which pairs students with their own personal mentor from the business community to guide and advise their academic and career growth efforts.
- **Professional Advantage program:** a series of seminars and other experiences to address career readiness topics and prepare students for internships and full time positions.
- **Career Coach program:** individualized career reflection and preparation with a career coach to develop an appreciation for different careers, develop a career area focus, and obtain the needed skills and experiences to be successful in their chosen field.

Curriculum Enhancements

Based on feedback from industry we have revised many of our core curriculums to better prepare students for careers in industry. Two examples:

Management Information Systems (MIS)

- Completed a comprehensive and innovative revision of its curriculum in conjunction with the move to the new building.

Management Degree

- The General Management track has been replaced with a more focused track on Organizational Management which allows Management majors to focus on one of three areas of specialization – (1) Human Resources Management, (2) Organizational Management, or (3) Operations and Supply Chain Management.

FOCUS GROWTH AREAS

We made substantial progress on the four focus areas of the College of business:

- The Center for the Advancement of Entrepreneurship
- The National Strategic Selling Institute
- The Excellence in Business Ethics Initiative
- The Integrated Investment Management Initiative.

Center for the Advancement of Entrepreneurship

Center for the Advancement of Entrepreneurship's outreach programs were designed to reach high school students, more college students, and entrepreneurs in the business community primarily through three programs:

- **Launch program** - open to all K-State students this is our annual entrepreneurial idea competition. The competition provides students the training and resources to develop a new business idea and compete for a share of \$20,000 in prize money.
- **The Kansas Entrepreneurship Challenge** - a competition for Kansas entrepreneurs from High School and Board of Regents institutions, hosted by Kansas State University. Starting in 2017, a total of \$75,000 will be awarded to student entrepreneurs.
- **The Launch-a-Business (LAB) accelerator program** - supports promising Kansas-based entrepreneurs through K-State's world-class faculty, students, and alumni mentors. The program is designed to help entrepreneurs in Kansas launch and grow new businesses to support economic growth.

National Strategic Selling Institute

The *National Strategic Selling Institute* was created in 2011 to focus on providing outstanding educational experiences for students interested in professional sales careers. Accomplishments include:

- Established the Certificate in Professional Strategic Selling –
 - 770% growth rate since inception (15 students in 2013, 122 students in 2016)
 - 100% placement rate for students earning Certificate
- Launched Pi Sigma Epsilon Sales & Marketing Fraternity
- Formed the K-State Role-Play Competition Sales Team
- K-State named Top University for Sales by Sales Education Foundation 2012-2016
- K-State NSSI named full member of University Sales Center Alliance 2011
- NSSI Corporate Partner program - currently at 22 members, generating approximately \$90,000 per year.

Excellence in Business Ethics Initiative

Developed and enhanced the *Excellence in Business Ethics Initiative* – which provides opportunities for students to better understand the practical application of ethics in real-world business situations.

Activities include:

- Two case competitions each year.
- *Giving Voice to Values* seminars which allow students the opportunity to practice the application of business ethics in the kinds of situations they are likely to experience in the workforce.
- Hosting a lecture series focused on business ethics.

Integrated Investment Management Initiative

The *Integrated Investment Management Initiative* was enhanced over the past several years.

Accomplishments include:

- Securing naming gift for the finance teaching lab which funds 12 Bloomberg terminals and 60 Eikon terminals for students to use both in and out of class.
- Adding the Center for Economic Education under the IIMI umbrella. The Center will provide economic and financial education to K-12 teachers and students.
- Continuing to grow the IIMI certificate program. We have graduated 65 students with the certificate in the last five years and currently have 40 students enrolled in the certificate program.

External Validation



AACSB Accreditation represents the highest standard of achievement for business schools worldwide. Less than 5% of the more than 16,000 schools worldwide granting business degrees have earned AACSB Accreditation. The College of Business at Kansas State University is among this elite group.



The Kansas State University College of Business was ranked as the 39th best public undergraduate business school in the United States in Bloomberg Businessweek's recent 2016 Best Undergraduate Business School Rankings. In the company survey component of the survey, employers ranked the CBA 28th among all public business schools in the United States.



94% of graduating undergraduates either have a job or are accepted to graduate school. Average CBA starting salary is \$49,159