

# College of Business

Update with the President and Provost  
AY 2016-2017

**K-STATE**  
**2025**

**KANSAS STATE**  
UNIVERSITY

# Accomplishments

AY 2016-2017

New building completion, move in, and dedication



# Accomplishments

AY 2016-2017

## Selected Academic Area Accomplishments

- The Sales Education Foundation identified the National Strategic Selling Institute as one of the Top Universities for Sales Education. 175 enrolled in sales certificate program in 2016-2017.
- Implemented Summer Jump Start Program for transfer students. Received the Creative and Innovative Award at the 2017 North American Association of Summer Sessions annual conference.
- K-State's online Professional MBA program was ranked as the 32nd best value among all online MBA programs in the country by College Values Online

# Accomplishments

AY 2016-2017

## Selected Academic Area Accomplishments

- Initiation of Lean Six Sigma Yellow Belt two-day Course on Process Improvement.
- Created an Online Non-Credit Certificate in Entrepreneurship
- Launched an Undergraduate Data Analytics Certificate
- Held our Business Ethics Case Competition with 250 participants
- Launched the Grant Thornton Accounting Success Academy for tutoring undergraduate students.

# Accomplishments

AY 2016-2017

## Selected Academic Area Accomplishments

- New Joint degree programs: MS Hospitality Mgmt and MBA; MAB and MBA, BS in Physics and MBA.
- PMBA Growth. Program enrollment now at 84 students, up from 5 in 2013.
- Macc and PMBA students partnered with Australian students on a joint project that involved working together in Australia as a component of their study abroad trip.

# Accomplishments

AY 2016-2017

## Selected Academic Area Accomplishments

- Revised MIS curriculum and teaching approach to mirror the team-driven IT environments in leading organizations.
- Updated the Management curriculum to include three tracks - Human Resource Management (HRM), Operations and Supply Chain Management (OSCM), and Organization Management (OM).
- Finance Department partnered with Departments of Agricultural Economics and Industrial Engineering to launch the Certificate in Risk Management Education.

# Accomplishments

AY 2016-2017

Research

	AY 15-16	AY 16-17
Peer Reviewed Journal Articles	48	54
All intellectual Contributions	188	198

# Research Awards

Saurav Pathak won the 2016 Globe Robert J House Best Research Paper Award for “Beyond Cultural Values: Cultural Leadership Ideals and Entrepreneurship” in *Journal of Business Venturing*.

Bruce Prince won the 2017 Literati Outstanding Paper Award from Emerald Publishing for “Incentive Pay Configurations: Bundle Options and Country-Level Adoption” in *Evidence-Based HRM*.

2017 Outstanding Author Contribution from Emerald Publishing for Amy M. Hageman and Dann G. Fisher for “The Influence of Client Attributes and Organizational Climate on Tax Professionals” in *Research on Professional Responsibility and Ethics in Accounting*.

Sabuhi Sardarli won Best Paper Award for “Investment Fees, Net Returns, and Conflicts of Interest in 401(k) Plans” in *Journal of Financial Research*.

Jim Bloodgood won the 2016 Louis W. Stern Award from the American Marketing Association for “Supply Chain Contagion” in the *Journal of Marketing*.

Edward Nowlin won Best Paper in Sales Track 2015 from the Society for Marketing Advances Conference.

Marne Arhaurd-Day and Saurav Pathak won best paper honors from the Entrepreneurship Division of the 2016 Academy of Management Conference.

Bongsug Chae won best paper award at the 2017 Central Federation Council on Hotel, Restaurant and Institutional Education Conference.

Bongsug Chae won a best paper award at the 2017 Graduate Education Research Conference in Hospitality and Tourism.



# Accomplishments

AY 2016-2017

Student Success

## – Career Development

- Redesign of Professional Advantage program, launch of Wildcat Link platform, expanded team of career coaches
- *Key Programs:* Career fair dinner, Mentor-Mentee tailgate, senior celebrations, Patrick Combs Major in Success seminar, Steve Dalton 2-hour job search seminar, Emily Post Institute Etiquette Day, Expanded student-to-student mentoring program
- 169 professional development workshops
- 961 students completed Career Leader training
- 451 students met with Career Coaches
- 78 employer events hosted by career development team

## – Advising

- Over 90% of students meet with their academic advisor every semester
- *Key Programs:* Success 101 new student orientation, transfer student Jump Start program, business orientation course, academic Advising Assistant program
- 97% of students in the college report satisfaction with their academic advisor on the university advisor survey

# Accomplishments

AY 2016-2017

## Progress on Surcharge Efforts

Results of Phase 2 funding from Surcharge	Impact
Accounting Professor Brooke Beyer	Recruited in 16 -17, started Fall 17. Supports M.Acc. program, add more electives
Management Professor Hansin Bilgili	Recruited in 16 -17, started Fall 17. Specialist in business strategy and ethics
Marketing Professor Jihoon Cho	Recruited in 16 -17, started Fall 17. Supports new marketing management track
Adviser Kiley Johansen	Started spring 17. Student/Advisor ratio fell from 383 to 335
Instructional Designer Ben Ward	Started fall 16. Supports on-line course development and Canvas usage
Program Associate Matt Sayre	Started fall 16. Supports scholarship awarding, Dean's office

# Key Metrics

## Total Undergraduate and Graduate Enrollment

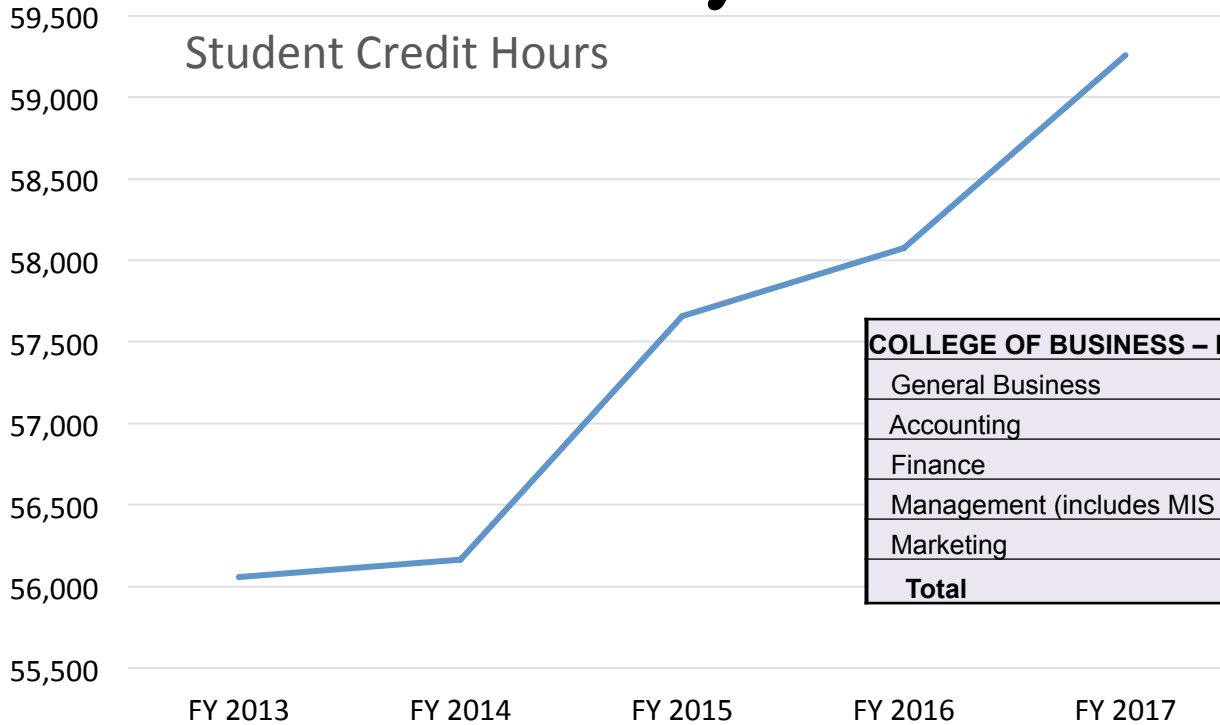
	Fall 2013	Fall 2014	Fall 2015	Fall 2016	Fall 2017
<b>Total UG Enrollment</b>	2603	2675	2774	2684	2645
<b>Total Grad Enrollment</b>	125	130	145	185	184
<b>Total Enrollment</b>	2728	2805	2919	2869	2829

# Key Metrics

First Time Freshman and Transfer Enrollment – on campus

	Fall 2013	Fall 2014	Fall 2015	Fall 2016	Fall 2017
<b>Kansas residents</b>	456	509	488	472	506
<b>China</b>	48	51	23	14	13
<b>Other International</b>	21	31	30	29	21
<b>Out of State residents</b>	101	96	91	87	103
<b>Total First Time</b>	626	687	632	602	643

# Key Metrics



COLLEGE OF BUSINESS – FY17	SCH
General Business	3,560
Accounting	14,302
Finance	6,907
Management (includes MIS & Entrepreneurship)	23,017
Marketing	11,470
<b>Total</b>	<b>59,256</b>

# Key Metrics

## Student Placement

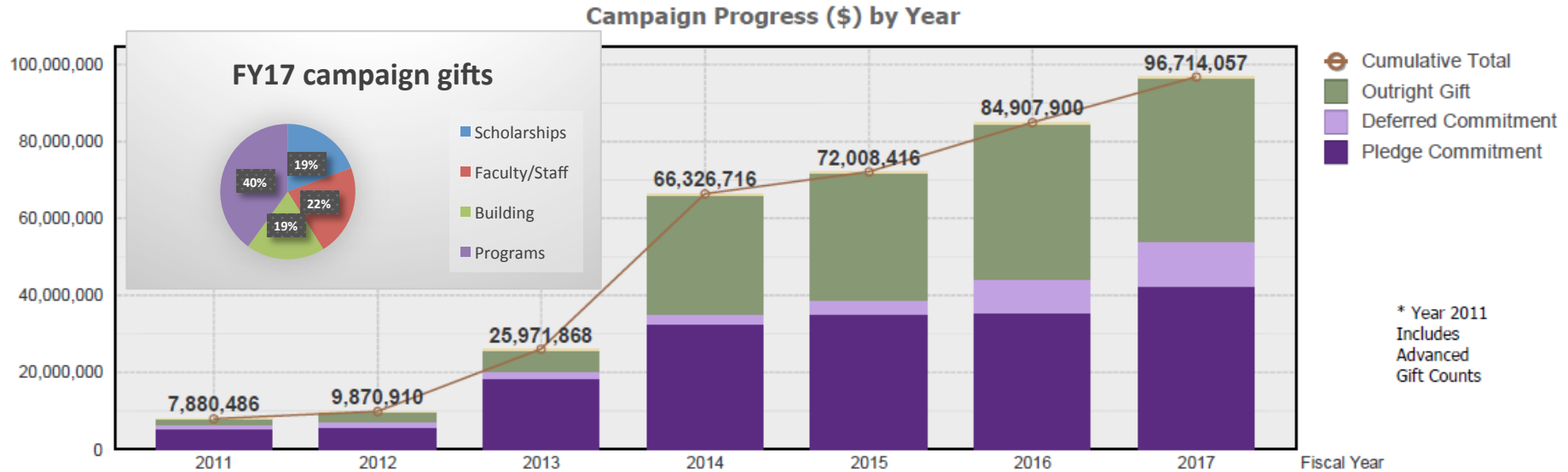
	AY 11-12	AY 12-13	AY 13-14	AY 14-15	AY 15-16
<b>Undergraduate Students</b>					
Accepted a job or continuing education	88%	96%	94%	94%	93%
Average starting salary	\$43,761	\$44,837	\$46,684	\$47,899	\$49,078
Total Graduates	571	580	611	652	658

	AY 11-12	AY 12-13	AY 13-14	AY 14-15	AY 15-16
<b>Graduate Students</b>					
Accepted a job or continuing education	92%	100%	98%	94%	95%
Average starting salary	\$49,028	\$45,859	\$54,353	\$53,097	\$55,438
Total Graduates	60	69	70	59	53

# Key Metrics

AY 2016-2017

Innovation and Inspiration Campaign



# Top Priorities Moving Forward

- Implementing new academic programs (e.g., MS Data Analytics, Professional Selling Major, Financial Analyst Track) development of more joint degree programs
- New Student Recruitment
- College Branding Efforts
- Measurement Linking Student Outcomes to Inputs
- Completion of \$150 Million Innovation and Inspiration Campaign
- Strategic Plan Implementation
- Expanded use of EAB/SSC in advising for early alerts and progress reports
- Increased Corporate Engagement
- AACSB 5 year review