



College of Business

2018 Fall Update with the President and Provost

K-STATE
2025

KANSAS STATE
UNIVERSITY

Strategic Pillars

Build and maintain a world class learning facility	Offer scholarships to attract the best students and address affordability	Provide innovative and applied educational programs and experiences	Support inspirational faculty and staff	Ensure students find and are prepared for extraordinary careers
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K-State business students will get a differential education, find great jobs, create new businesses and have extraordinary success in the work place.

These students will become tomorrow's leaders, successful alumni who 20 years from now will give of their time, talent, and treasure to support future generations of students.

Progress/accomplishments

Developed New Strategic Plan

Strategic Plan Elements

Reinventing Student Experiences

- Reinvent Educational Approach
- Encourage a Global Mindset

Expanding External Collaborations

- Collaborate with the Business Community
- Influence Business Practice and Knowledge

Strengthening Foundations for Enterprise Sustainability and Growth

- Build Professional Organizational Culture
- Achieve Financial Security
- Improve Student Recruitment, Retention, Graduation, and Placement
- Launch Strategic Communication and Marketing Initiative

Progress/accomplishments

New Curriculum Innovations

- New 1-year Master's degree in Data Analytics
- New undergraduate major in Professional Strategic Selling
- New Certificate in Sports and Entertainment Marketing
- New Joint degree programs between our MBA and other college UG degrees

Progress/accomplishments

Graduate Program Accolades

Master of Accountancy program was ranked as the 19th best in the United States in 2017-2018 by Online Accounting.

2018 US News & World Report ranked PMBA program 36th among all online MBA programs. Our PMBA is the top-ranked program in the state and the 2nd best in the Big 12.

Progress/accomplishments

Career Development Program Innovation

New Career Accelerator Course

Students must be sophomore level (30 hours) to enroll and will participate in an 8 week classroom experience designed to provide essential skills related to: professional dress and demeanor, elevator pitch, resumes and cover letters, networking, interview skills, social media, evaluating job offers, negotiating job offers, and transition to workplace. Heavy emphasis on engaging with actual employers through live networking and mock interview sessions.

Progress/accomplishments

AACSB Accreditation: 15 Standards

- **Strategic Management and Innovation (Standards 1-3)**
 1. Mission, Impact and Innovation
 2. Intellectual Contributions and Alignment with the mission
 3. Financial Strategies and Allocation of Resources
- **Participants: Students, Faculty and Professional Staff (Standards 4-7)**
 4. Student Admissions, Progression, and Career Development
 5. Faculty Sufficiency and Deployment
 6. Faculty Management and Support
 7. Professional Staff Sufficiency and Deployment
- **Learning and Teaching (Standards 8-12)**
 8. Curricula Management and Assurance of Learning
 9. Curriculum Content
 10. Student Faculty Interactions
 11. Degree Program Educational Level, Structure & Equivalence
 12. Teaching Effectiveness
- **Academic and Professional Engagement (Standards 13-15)**
 13. Student Academic and Professional Engagement
 14. Executive Education
 15. Faculty Qualifications and Engagement

Progress/accomplishments

Research Output

	All Intellectual Contributions					Peer Reviewed Journal Articles				
	2013	2014	2015	2016	2017	2013	2014	2015	2016	2017
Accounting	27	29	23	46	29	12	10	9	11	18
Finance	11	16	17	30	27	0	7	4	4	11
Management	88	77	96	91	110	28	21	24	26	43
Marketing	20	24	9	22	34	3	5	4	11	11
TOTAL	146	146	145	189	200	43	43	41	52	83

Progress/accomplishments

Surcharge for Improving the Student Experience

Implementation of third \$15 phase of Business College surcharge

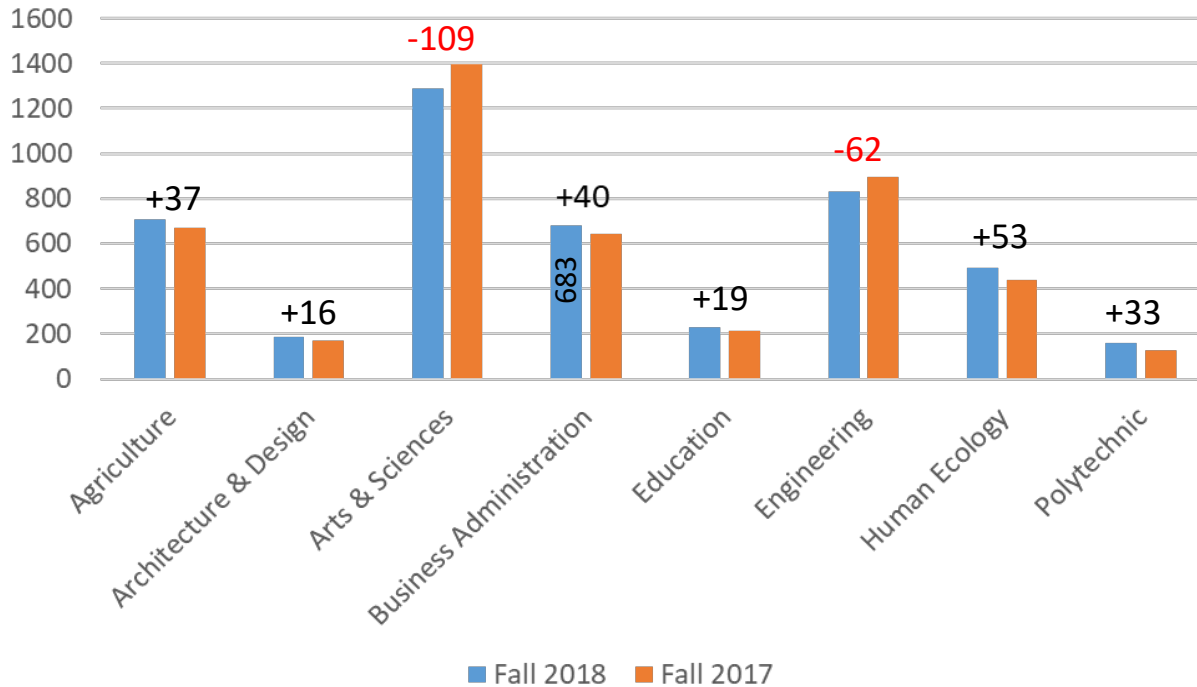
Position	
Finance Professor	Jim Campasano
Marketing Professor	Michael Krush
MIS Professor	Joseph Buckman
Management Professor	Jiho Yoon

Implemented three phases of Surcharge from 2015-2017 resulting in 13 new faculty and 4 new staff positions.

Goal of reducing class sizes, offering new courses/programs, and improving student services.

Key metrics

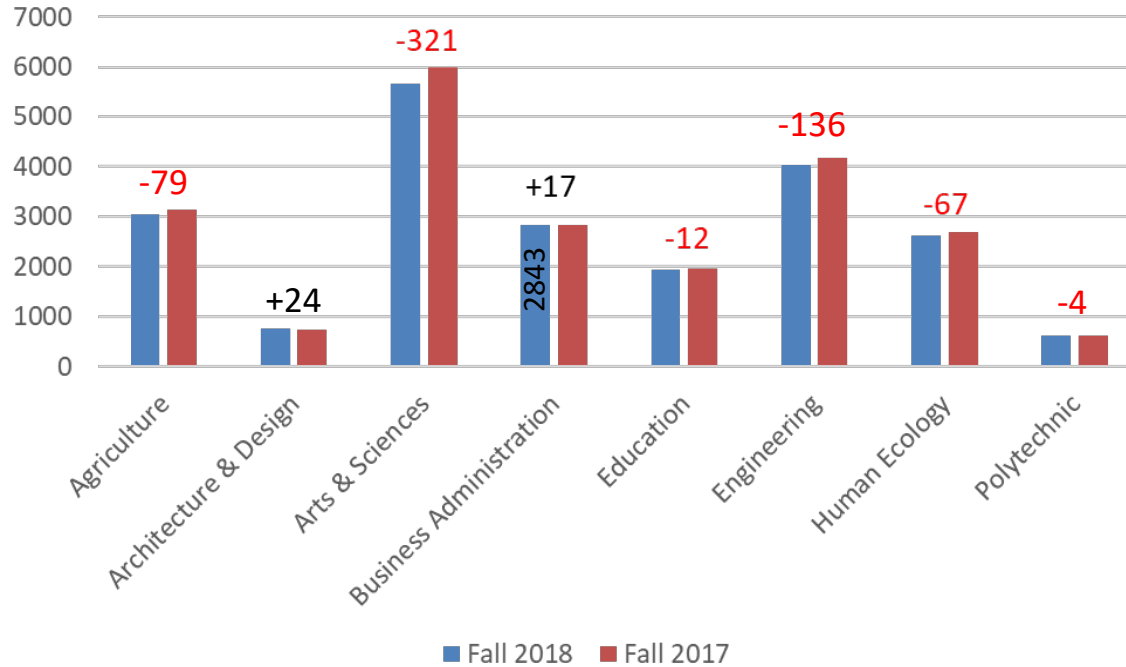
New Students (Freshmen and Transfer)



Total University new students in fall 2018 increased by 27 from fall 2017 to 4,575.

Key metrics

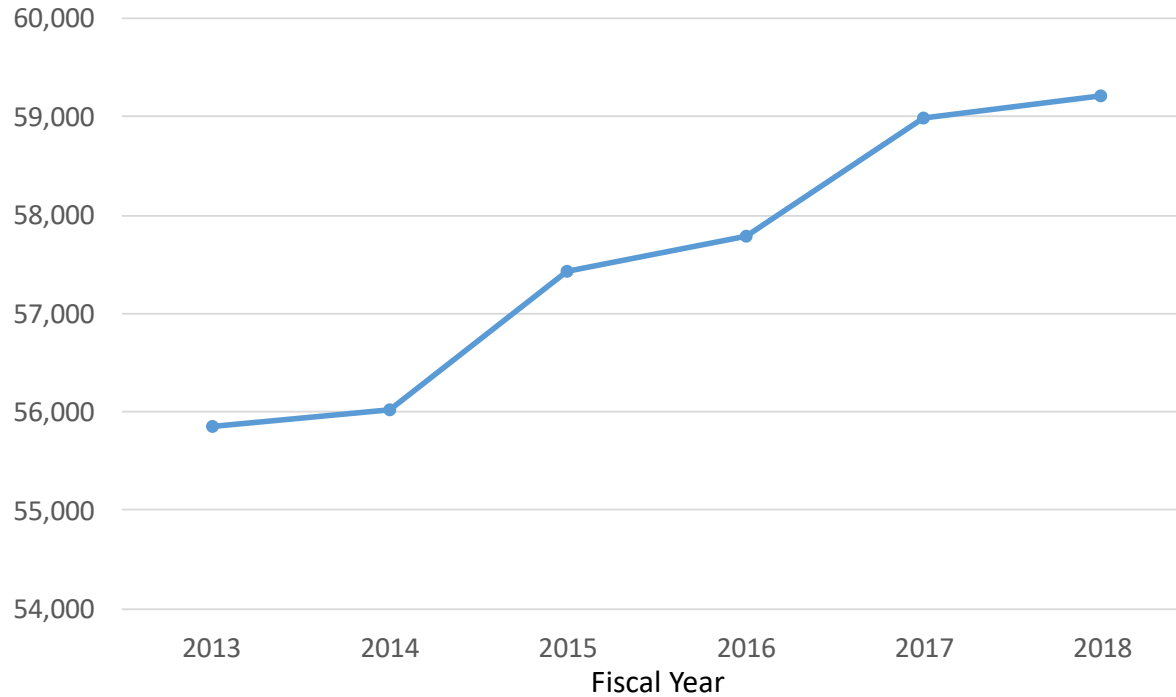
Graduate and Undergraduate Headcount



Total University headcount in fall 2018 declined by 574 from fall 2017 to 22,221.

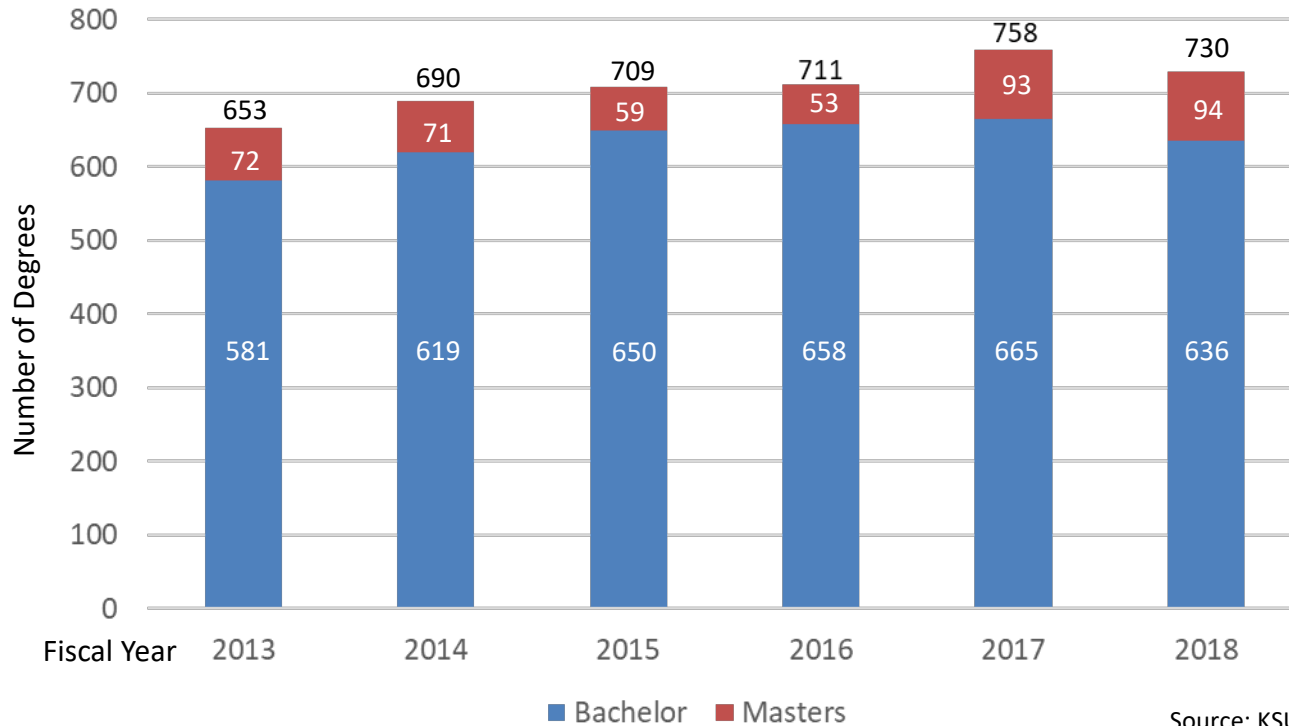
Key metrics

Business College Student Credit Hours



Key metrics

College of Business Degrees Conferred

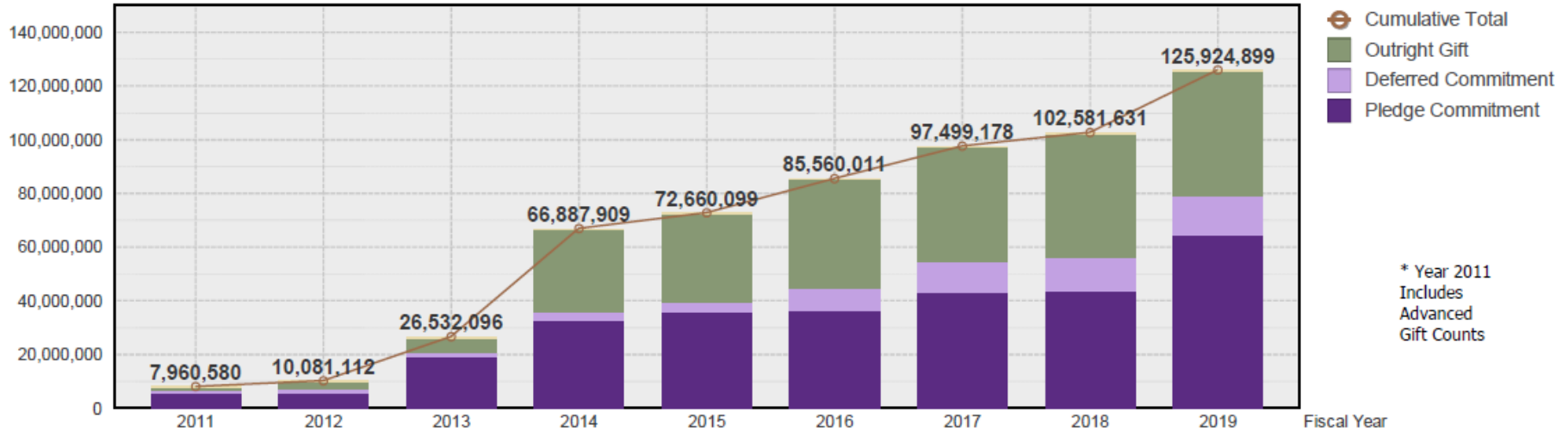


Source: KSU Office of Planning and Analysis

Key metrics

I&I Campaign - CBA progress as of November 1, 2018

Campaign Production Progress (\$) by Year



Key metrics

Student Placement

	AY 11-12	AY 12-13	AY 13-14	AY 14-15	AY 15-16	AY 16-17
Undergraduate Students						
Accepted a job or continuing education	88%	96%	94%	94%	93%	97%
Average starting salary	\$43,613	\$44,477	\$45,565	\$47,811	\$48,495	\$47,307
Total Graduates	571	580	611	652	658	667
	AY 11-12	AY 12-13	AY 13-14	AY 14-15	AY 15-16	AY 16-17
Graduate Students						
Accepted a job or continuing education	92%	100%	98%	94%	95%	100%
Average starting salary	\$49,028	\$45,895	\$54,353	\$53,097	\$55,438	\$56,776
Total Graduates	60	69	70	59	53	93

Top priorities in coming year

- Implementing new academic programs (e.g., MS Data Analytics, Professional Selling Major, Financial Analyst Track) development of more joint degree programs
- New Student Recruitment in undergraduate, graduate, and non-credit markets
- College Branding Efforts
- Measurement Linking Student Outcomes to Inputs
- Work towards completion of \$150 Million Innovation and Inspiration Campaign
- Increased Corporate Engagement