During the 2007-2008 Academic Year, the Sorrell College of Business continued to experience a 10 percent growth rate across academic programs, with the largest growth being in the Global Campus, eCampus unit. The continued growth has placed significant pressures on faculty resources. In response to these needs, the Chancellor committed ten (10) new business positions to the Global Campus and recruiting activities are presently underway to staff these positions.

Student Services

Through the review of data provided by the TROY Office of Institutional Research and Program Effectiveness, issues were identified concerning the processes of academic advisement of students. All units within the College were requested to review current practices and to implement programs to address the issues. As a result, a faculty advisement system was established on the Montgomery Campus and all units have taken actions to address unit specific issues. Additional issues were identified relating to support of students in Global Campus. As a result of these issues the Chancellor has approved a revised organizational structure to provide clear channels of access for Global Campus students.

Academic Program Effectiveness

Effective with the fall 2007, the Sorrell College had fully implemented the Educational Testing Service Major Field Test (MFT) in “capstone” courses for all degree programs, both graduate and undergraduate. In addition, the Pre-PHR examination, administered by a national personnel-human resources organization, was implemented in the Master of Science in Human Resources Management. Capstone examinations developed within the College have been developed and are administered in all degree programs, both graduate and undergraduate.

Significant Responses to Program Effectiveness Reviews

A review of MFTs administered in Academic Years 2006-2007 raised concerns about certain elements of business programs. Student scores on MFTs and capstone examinations did not meet score objectives established by the College. In addition, student services issues continue to be addressed. The following actions were taken in 2007-2008 to address these concerns.

1. Full integration of the strategic planning and quality assurance system within the College through formal committee structures from the Discipline Coordinating Committees through the Undergraduate and Graduate Academic Committees. All full-time faculty now serve on the Discipline Coordinating Committee for their
discipline and processes are in place for feedback throughout the College organizational structure.

2. The Undergraduate and Graduate Academic Committees established the policy that only Troy University full-time faculty would be allowed teach capstone courses.

3. The Undergraduate and Graduate Academic Committees have undertaken a review of all course prerequisite structures in all programs and the implementation of these structures in advisement systems.

4. The Graduate Committee of the College has reduced the amount of transfer credit allowed in graduate programs from 12 hours to 6 hours.

5. The Graduate Committee of the College has instituted minimum admission scores for the GMAT and GRE for “unconditional” admission to College graduate programs.

6. The College Strategic Planning/Quality Assessment Committee recommended formal guidelines for the certification of faculty for instruction in business courses. A preliminary set of guidelines were implemented in January 2008 and further refinement is underway for implementation in 2008-2009.

7. A review of course certifications for all part-time and full-time faculty was completed during 2007-2008, and several faculty members were de-certified for specific courses.

8. Approval was granted and recruiting is underway for ten (10) additional faculty positions in Global Campus to address staffing issues in relation to program growth.

9. Approval was granted for a formal College academic structure within Global Campus, including an associate dean and six (6) department chairs. This structure will be implemented by January 2009.

10. Implemented new undergraduate program in Management with option in International Tourism and Hospitality Management.

11. Moratorium placed on all new programs and sites in the College pending completion of staffing activities.

Reaccreditation from American Council of Business Schools and Programs

Reaccreditation continues to be on schedule with a team visit from ACBSP scheduled for October 12, 2008. The self-study document is near final form and will be submitted to ACBSP on August 15, 2008.

Center for International Business and Economic Development

The Center for International Business and Economic Development (CIBED) funded with Small Business Administration and Housing and Urban Development grants beginning in 2006, has now been fully implemented and performing above expectations. The Center has initiated activities to develop partnerships with TROY University international partners to facilitate cross border activities in 2008-2009. Also, the level of contract research in the CIBED has increased significantly relating to economic impact analysis, feasibility analysis and water resource economics. Efforts are underway to recruit an
Eminent Scholar in Economics that will support the CIBED in international activities. This position should be filled by August, 2008.

Activities Projected for 2008-2009

Provided below is a list of on-going activities projected for the next Academic Year.

1. Increased emphasis on effectiveness measures in refining the continuous improvement process.
2. Emphasis on identifying “best practices” across academic units within the College.
3. Continued refinement of student services activities including implementing Global Campus academic structure and addressing of student advisement activities.
4. Further activities to refine the College outcomes measurement system including implementation of capstone tests in each major field. The activity is projected for completion in March 2009.
5. Significant analysis of 2007-2008 outcomes of students and a continuation of addressing identified issues.
6. Staffing additional positions approved for Global Campus.
7. Enhancement of CIBED international activities through partnerships with TROY international partner universities and the development of activities from Eminent Scholar in Economics.
8. Increased engagement of College faculty in CIBED activities.
9. Further refinement of course certification and credentialing activities for full-time and part-time faculty in the College.
10. Continue to explore new programs and sites as consistent with staffing requirements.
11. Continue development of internationalization of curriculums with increased study abroad activities through existing international partners.