

## **Comprehensive Program Review Self Study**

### **Executive Summary for the WebMBA**

#### **Major Findings of the Program's quality and Productivity**

- The Turner College of Business began participating in the WebMBA in 2009.
- The program's quality is exceptional as the College of Business is accredited by AACSB.
- The WebMBA faculty is intellectually active as demonstrated by the continuous production of research.
- The students and faculty in the WebMBA support the university and the local community.

#### **List of Recommendations for Improving Program Quality**

- Provide faculty development funds to expand research efforts.

#### **List of Recommendations for Improving Program Productivity**

- Explore mechanism to increase recruitment, retention, progression, and graduation in the program.

#### **Conclusions about the Program's Viability at CSU**

Given the quality of the program, and the strong potential for continued growth in student enrollment in the program, it is recommended that the WebMBA degree be expanded. This recommendation is made based on the quality of the graduate faculty, the program's productivity, and on the strong potential for continued growth in demand for the program's graduates.

## **Program Improvement Plan**

### ***Initiatives to Be Implemented***

Program Quality:

- Faculty: Recruit professionally qualified faculty to complement current academic expertise.
- Teaching: funds for teaching conferences for all graduate faculty.
- Research/Scholarship: Support research efforts of faculty and students.
- Service: Continue to develop and advance student organizations.
- Curriculum:
- Facility/Equipment:

### ***Implementation Timeline***

Program Quality:

- Faculty: Fall 2017
- Teaching: Ongoing annual process
- Research/Scholarship: AY 2015-16
- Service: AY 2014-15
- Curriculum:
- Facility/Equipment:

### ***Resource Needs or Reallocation Recommendations***

An obvious need is additional state funding. Technology needs and funds for faculty/student development will require state funds.

### ***Summary Recommendation and Supporting Rationale***

The WebMBA program and the College have earned the highest level of accreditation afforded colleges of business, but there is always room for improvement. Our focus is on recruitment and retention.