Annual Report – Accredited Member

Institution: Ursuline College

Academic Business Unit: Department of Business, School of Graduate and Professional Studies

Academic Year: 2013-14
IACBE ANNUAL REPORT
For Academic Year: 2013-14

This annual report should be completed for your academic business unit and submitted to the IACBE by November 1 of each year.

General Information

Institution’s Name: Ursuline College

Institution’s Address: 2550 Lander Road

City and State or Country: Pepper Pike, Ohio Zip or Postal Code 44124

Name of Submitter: Barbara A. Good, D.M.

Title: Associate Professor

Your Email Address: bgood@ursuline.edu

Telephone (with country code if outside of the United States): 440+684+6075

Date of Submission: October 31, 2014

Type of Institution: Public X Private Nonprofit

Total Headcount Enrollment of the Institution for 2013-14:

Administrative Information

1. Provide the following information pertaining to the current president/chief executive officer of your institution:

Name: Sr. Diana Stano, Pg.D, O.S.U

Title: President

Highest Earned Degree: Doctorate

Email: dstano@ursuline.edu

Telephone (with country code if outside of the United States): 440-646-8107 Fax (with country code if outside of the United States): 440-684-6008

Check here if this represents a change from the previous year.

2. Provide the following information pertaining to the current chief academic officer of your institution:

Name: JoAnne M. Podis, Ph.D.

Title: Vice President of Academic Affairs

Highest Earned Degree: Doctorate

Email: jpodis@ursuline.edu

Telephone (with country code if outside of the United States): 440-684-6105 Fax (with country code if outside of the United States): 440-684-6088

Check here if this represents a change from the previous year.
3. Provide the following information pertaining to the current head of your academic business unit:

Name: Debra Fleming, D.B.A., C.P.A.
Title: Unit Leader/ MBA Program Director
Highest Earned Degree: Doctorate
Email: dfleming@ursuline.edu
Telephone (with country code if outside of the United States): 440-684-6105
Fax (with country code if outside of the United States): 440-684-6088

Check here if this represents a change from the previous year.

4. Provide the following information pertaining to your current primary representative to the IACBE, i.e., the person who is your primary contact for the IACBE and who votes on behalf of the academic business unit on IACBE matters (if not the same as the head of the academic business unit):

Name: Barbara A. Good
Title: Associate Professor
Highest Earned Degree: Doctorate
Email: bgood@ursuline.edu
Telephone (with country code if outside of the United States): 440-684-6075
Fax (with country code if outside of the United States): 440-449-5469

Check here if this represents a change from the previous year.

5. Provide the following information pertaining to your current alternate representative to the IACBE:

Name: Robert M. Verner, Ph.D
Title: Assistant Professor and Undergraduate Business Department Chair
Highest Earned Degree: Doctorate
Email: rverner@ursuline.edu
Telephone (with country code if outside of the United States): 440-449-4081
Fax (with country code if outside of the United States): 440-684-6088

Check here if this represents a change from the previous year.
Accreditation Information

1. If applicable, when is your next institutional accreditation site visit? ___________ Year

2. When is your next reaffirmation of IACBE accreditation site visit? 2020 Year

3. Provide the website path to the page containing your public notification of accreditation by the IACBE:

(Note: Do not provide URL addresses. Beginning with the institution’s home page, describe the link on each page in the path on which someone would click in order to advance to the next page in the path.

For example:
1. Click on “Academics”
2. Click on “School of Business”
3. Click on “IACBE Accreditation” etc.)

1. www.ursuline.edu
2. Click on “Academics”
3. Click on “Professional Studies”
4. Click on “Accounting” or “Business Management” or “Marketing”
5. The notice is on the home page for the Degree.

4. Provide the website path to the page containing your public disclosure of student learning assessment results:

(Note: Do not provide URL addresses. Beginning with the institution’s home page, describe the link on each page in the path on which someone would click in order to advance to the next page in the path.

For example:
1. Click on “Academics”
2. Click on “School of Business”
3. Click on “IACBE Accreditation” etc.)

1. www.ursuline.edu
2. Click on “Academics”
3. Click on “Professional Studies”
4. Click on “Accounting” or “Business Management” or “Marketing”
5. Click in “IACBE Annual Report”
5. If your accreditation letter from the IACBE Board of Commissioners contained “notes” that identified issues that needed to be addressed, please list the number of the IACBE’s Accreditation Principle for each note in the table below. Indicate whether action has already been taken or that you have made plans to do so. (Insert additional rows as necessary.)

<table>
<thead>
<tr>
<th>Commissioners’ Notes</th>
<th>Action Already Taken</th>
<th>Action Planned</th>
</tr>
</thead>
<tbody>
<tr>
<td>Principle 1.1 Outcomes Assessment</td>
<td>This report is using the revised Outcomes Assessment plan, submitted and approved by IACBE.</td>
<td>Complete with the submission of this plan.</td>
</tr>
<tr>
<td>Principle 3.4: Breadthand Depth of Curriculum</td>
<td>Changes prepared for committee action and should be approved at December meeting.</td>
<td>Changes to Marketing degree have been submitted to the Curriculum Committee for action.</td>
</tr>
<tr>
<td>Principle 4.1: Faculty Qualifications</td>
<td>Included at the conclusion of this report is the Faculty Table 4, which notes that those faculty who do not have terminal degrees in field have been teaching for more than 5 years in the program.</td>
<td>Completed. We will endeavor to hire new faculty with degrees in field. In addition, Dr Debra Fleming, DBA and CPA, is now teaching Accounting courses at the Undergraduate level.</td>
</tr>
<tr>
<td>Principle 7.3: Business and Industry Linkages</td>
<td>An advisory group has been set up and has met. A list of the members is included with this report.</td>
<td>Completed and ongoing.</td>
</tr>
</tbody>
</table>
**Programmatic Information**

1. For each of your IACBE-accredited business programs, provide the total headcount enrollment and the number of degrees conferred in the program (including each major, concentration, specialization, emphasis, option, or track) for 2013-14 (insert rows in the table as needed):

<table>
<thead>
<tr>
<th>Program</th>
<th>Enrollment 2013-14</th>
<th>Number of Degrees Conferred 2013-14</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounting</td>
<td>19</td>
<td>0</td>
</tr>
<tr>
<td>Business Management</td>
<td>51</td>
<td>12</td>
</tr>
<tr>
<td>Marketing</td>
<td>4</td>
<td>1</td>
</tr>
<tr>
<td>Business Administration (being phased out)</td>
<td>8</td>
<td>1</td>
</tr>
<tr>
<td><strong>Totals for All Programs Combined</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>(In the totals, please do not double-count students who pursued multiple programs during the reporting year, e.g., students who double-majored in both accounting and finance.)</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>82</td>
<td>14</td>
</tr>
</tbody>
</table>

2. Do you offer any of your IACBE-accredited business programs outside of your home country?

   X No.

   ____ Yes. If yes, please identify the programs and countries in the table below. In addition, if the programs are delivered in partnership with other institutions, please identify those institutions as well. (Insert rows in the table as needed.)

<table>
<thead>
<tr>
<th>Program</th>
<th>Country or Countries</th>
<th>Partner Institution(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>

3. Did you terminate any IACBE-accredited business programs during the reporting year?

   X No.

   ____ Yes. If yes, please identify the terminated programs in the table below and provide a brief description of your termination plan (e.g., plan for teaching-out the program, when last graduates are expected, etc.). (Insert rows in the table as needed.)

<table>
<thead>
<tr>
<th>Terminated Programs</th>
<th>Termination Plan</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
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<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>
4. Were changes made in any of your IACBE-accredited business programs during the reporting year? (Note: You do not have to identify course-level changes, e.g., changes in course names, course coding, course numbering, course content, etc.; identify only program-level changes, e.g., changes in program names, program curricula, etc.)

   X  No.

   ___ Yes. If yes, please identify the changes on a separate page at the end of this report.

5. Were any new business programs (including new majors, concentrations, specializations, emphases, options, and/or tracks) established during the reporting year?

   X  No.

   ___ Yes. If yes, please identify the new programs and the locations at which they are offered in the table below. (Insert rows in the table as needed.) Please also describe the curricular requirements for the programs on a separate page at the end of this report, and answer item 6 below.

<table>
<thead>
<tr>
<th>New Programs</th>
<th>Locations</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

   Note: Any new programs (including new majors, concentrations, specializations, emphases, options, and/or tracks) cannot be listed, identified, or advertised as being accredited by the IACBE until they have undergone an accreditation review and have been granted accreditation by the Board of Commissioners.

6. If applicable, was approval of your institutional accrediting body required for any of the new programs identified in item 5 above?

   X  No.

   ___ Yes. If yes, please attach a copy of the material that you sent to your institutional accrediting body.

7. Did you establish any new locations/instructional sites during the reporting year?

   X  No.

   ___ Yes. If yes, please identify the new locations/instructional sites and the IACBE-accredited programs offered at those locations/sites in the table below. Please also indicate whether you anticipate that any of the locations/sites will account for 25% or more of the total student credit hours (or contact hours as applicable) in business. (Insert rows in the table as needed.)

<table>
<thead>
<tr>
<th>New Locations/Instructional Sites</th>
<th>Programs Offered</th>
<th>25% or More of Total SCH?</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
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<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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8. If applicable, was approval of your institutional accrediting body required for any of the new locations/instructional sites identified in item 7 above?

   X  No.

   _____ Yes. If yes, please attach a copy of the material that you sent to your institutional accrediting body.
Outcomes Assessment

1. Do you offer any majors, concentrations, specializations, emphases, options, or tracks as part of your business programs?
   
   X Yes. If yes, proceed to item 2 below.
   
   ____ No. If no, proceed to item 4 below.

2. Do your majors, concentrations, specializations, emphases, options, or tracks appear on students’ transcripts, diplomas, diploma supplements, or other official records of program completion?
   
   X Yes. If yes, proceed to item 3 below.
   
   ____ No. If no, proceed to item 4 below.

3. Does your current outcomes assessment plan include student learning assessment information for all majors, concentrations, specializations, emphases, options, and tracks contained within your business programs?
   
   X Yes. If yes, proceed to item 4 below.
   
   ____ No. If no, please submit a revised outcomes assessment plan with your annual report that addresses student learning assessment for all majors, concentrations, specializations, emphases, options, and tracks comprising any portion of your business programs. Information about this requirement can be found on the IACBE website at the following address: www.iacbe.org/oa-key-areas.asp.

4. Is the outcomes assessment plan that you submitted to the IACBE still current or have you made changes?
   
   X The outcomes assessment plan that we have previously submitted is still current.
   
   ____ Changes have been made and the revised plan is attached.
   
   ____ We have made changes and the revised plan will be sent to the IACBE by: ____________________________

5. Complete the Outcomes Assessment Results form below and include it with this annual report to the IACBE. Note: Section II of the form (Operational Assessment) needs to be completed only if you received first-time accreditation or reaffirmation of accreditation after January 1, 2011.

   An example of a completed form can be found in a separate document that is available for download on the IACBE’s website at: www.iacbe.org/accreditation-documents.asp.
**Other Issues**

Briefly comment on other issues pertaining to your academic business unit that you would like to share with the IACBE.

Since June of 2014, we have not had a Unit Head for the Business Department. Dr. Fleming has resigned that position and has been teaching more of the Accounting classes. The search for her replacement has taken longer than anticipated, but we now have a new Unit Head starting in January, and so several planned changes have not occurred. In addition, although we planned to apply for accreditation for three additional degrees/programs, the person who created the Human Resources Development program was on sabbatical and then on disability leave. With Dr. Fleming’s resignation from her administrative post, it was determined that it would be best to seek accreditation under the new leadership, especially as there will most likely be changes to the program. The Sport Management program materials will be submitted before the end of this year, and hopefully, that degree will be approved for accreditation.

Paperwork has been submitted to align the Marketing degree with the requirements and changes that were made in 2012-2013 to the Business Management degree. These changes are not substantive, as the Marketing courses have not changed, just some of the “core” courses had been streamlined and changed. These course changes were approved by IACBE in the reaffirmation as part of the Business Management degree.

The numbers of students has changed as we have now included the UCAP (Ursuline College Adult Program) students in the enrollment and graduation numbers. The Business Management degree and the Accounting degree are offered in both formats. The Marketing degree is offered only in the traditional format.

Due to the significant damage done to school facilities, especially the gym, retention has been a problem. Student athletes had to be transported to practice off-site, and many of them felt that this was unacceptable. As the athletic center will be completed by the start of the 2015-2016 academic year, we feel that this retention number will increase over the next year.