2003-2004 Kelley School of Business

Section | Document Name
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Mission

The mission of the Kelley School of Business Indianapolis is to be the business school of choice for students -- undergraduate, MBA, and MPA -- in Central Indiana and a school where scholarship and good practice meet.

Goals and Objectives

- AACSB Reaccreditation in Business and Initial AACSB Accreditation in Accounting
- The business programs of the Kelley School Indianapolis have all been accredited by AACSB.

  **Campus Planning Theme:**
  **Secondary Goals:**
  **Sub Unit:**
  **Time Frame:**

Actions taken for 2003-2004:

The business programs of the Kelley School Indianapolis have all been accredited by AACSB.

Evidence of Progress for 2003-2004:

null

Activities planned for 2004-2005:

null

- Development of the Indiana Venture Center

- Launch of the Indiana Venture Center as a service to Indiana by the School

  **Campus Planning Theme:** Civic Engagement
  **Secondary Goals:**
  **Sub Unit:** None
  **Time Frame:** 2 years

Actions taken for 2003-2004:

The Indiana Venture Center became a reality in September 2003 and the Kelley School of Business serves on its Board of Directors. The Indiana Venture Center was founded as its own 501(c)(3) entity and is not formally a center of the School.
Evidence of Progress for 2003-2004:

Number of new companies started in Indiana

Number of entrepreneurs helped

Activities planned for 2004-2005:

The Indiana Venture Center is beginning its central role in helping launch new companies and in educating their entrepreneurs. The Kelley School is playing a role in this, largely with its interested MBAs. We serve on its Board of Directors.

Expansion of academic programs

Consolidating the Masters of Professional Accountancy program

Campus Planning Theme: Teaching and Learning
Secondary Goals:
Sub Unit: None
Time Frame: 1999-2002

Actions taken for 2003-2004:

The MPA program enrolled its first students in fall 1999 and the program in the fall of 2004 has 150 students.

1. Lisa Rose has been assigned as staff assistant/recorder for the MPA program.

2. Launched MPA luncheon series where MPA students and business professionals can meet and interact

3. Hired Kenda Beery as the advisor and coordinator of the MPA program during the summer 2003.

4. The Career Placement Office has worked diligently with the accounting firms in the area to place our students. Currently, all of the major accounting firms and many smaller ones recruit on campus.

Evidence of Progress for 2003-2004:

1. Number of MPA students in the program.

2. Number of MPA graduates.

Activities planned for 2004-2005:

Winning approval from Judy Palmer for differential tuition for MPA admitted students who need undergraduate courses in business as prerequisites for their MPA courses.
Coping with the growth of the Kelley Direct Online MBA and MS programs.

**Campus Planning Theme:** Teaching and Learning

**Secondary Goals:**

**Sub Unit:** None

**Time Frame:** On-going

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Actions taken for 2003-2004:

1. We have formally designated Kelley Direct as a program of the School, with its own policy committee composed of faculty from both Indianapolis and Bloomington.

2. We have continued needed hiring. We have hired a Program Director to manage the day-to-day operations of Kelley Direct. We have continued to hire additional web developers and staff.

3. The Kelley Direct staff have been reorganized into teams to service the major lines of business: the open enrollment MBA, the corporate programs (General Motors, Deere, United Technologies, Ingersoll-Rand, Microsoft, American Banking Association, US Department of Defense), and the university partnerships (with Purdue and Michigan).

4. New faculty have been added in Indianapolis to help cover Kelley Direct teaching load.

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**Evidence of Progress for 2003-2004:**

1. Number of students.

2. Number of graduates.

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**Activities planned for 2004-2005:**

1. Continue to refine the financial tracking system for Kelley Direct.

2. Work on processes so that there are fewer errors made and the timeliness of tasks can be improved.

3. Work on forecasting and faculty capacity planning for the future. Work on coordinating the activities of the IUPUI and Bloomington campuses.

4. Hire new programming staff and others, as needed.

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**Improve School operations**

**Make the most of the Schools existing space and resources.**

**Campus Planning Theme:** Best Practices

**Secondary Goals:**

**Sub Unit:** None

**Time Frame:** On-going
Actions taken for 2003-2004:

1. The building renovations were completed in 2002, which allowed a more effective use of space.

2. The Indiana Business Research Center (IBRC) and the Kelley Direct staff have been moved off campus into rental space at the Urban League building. The Career Placement Office now occupies the space vacated by Kelley Direct.

3. Revamped the website. A School-wide revision and merging of websites has begun and will continue throughout this year.

4. Much of advising services have moved to web and e-mail, which means students frequently no longer have to make trips to campus for routine advising.

Evidence of Progress for 2003-2004:

1. Offices available and used.

2. Hits on the website and use of the website for publicity, etc.

3. Improved financial condition of the School.

Activities planned for 2004-2005:

1. A study has begun for a renovation of BS 2000, the largest lecture room in the BS building.

2. Continued work on a new building for the School on the IUPUI campus.

3. Continuing shift to PeopleSoft system and all its potential.

4. Continued effective scheduling of classes and professors so that revenues are high and costs are low.

- Improved research productivity of faculty

☐ Create an active research culture. Parity in research productivity with Bloomington

Campus Planning Theme: Research, Scholarship and Creative Activity

Secondary Goals:

Sub Unit: None

Time Frame: on-going

Actions taken for 2003-2004:

1. Filled the Binford Chair in Corporate Social Responsibility with Phil Cochran, an excellent, nationally-known scholar.

2. Tenure-track hires have had significant research accomplishments.

3. Continued to provide financial support for faculty research.
Evidence of Progress for 2003-2004:

1. Number and quality of publications.

2. Participation in summer research grant process.

3. Research Colloquium presentations.

Activities planned for 2004-2005:

1. Assist with the start-up of the Tobias Center for Leadership Excellence which is headquartered in the School.

2. We have created a new Research Committee whose task it is to look for ways to increase the research productivity of the faculty through seminars, assistance, and other policies and practices. It will also help to position Indianapolis faculty to compete more effectively in the Kelley summer school-wide grant program.

3. Emphasize that research productivity is a priority for hiring of new tenure-track faculty. The faculty searches in accounting, marketing, and supply chain management reflect this. New, untenured faculty are provided a reduced teaching load and guaranteed summer support for three years to demonstrate this commitment to research productivity.

4. Pursue the creation of a Supply Chain Control Center and seek funding from the state’s 21st Century Fund for Research and Technology.

Maturation and improvement of existing, well-established undergraduate and MBA programs

Enhance the attractiveness and effectiveness of the MBA program

Campus Planning Theme: Teaching and Learning

Secondary Goals:

Sub Unit: None

Time Frame: 3 years

Actions taken for 2003-2004:

In 2003-04, the following occurred:

1. Approval of new joint degree programs with Engineering and with Science.

2. A Marketing major was studied and approved in committee.

3. Several new courses were developed.

4. The Graduate Women’s Advisory Board began meeting, and a local chapter of the national organization, Graduate Women in Business, was established.

In 2002-03, the following occurred:
1. Revamped student orientation.

2. More forward planning and scheduling of classes.

3. Implemented a New Career Management course.

4. Online prerequisite courses in accounting and statistics developed and offered.

5. New MD/MBA joint degree developed and offered.


Evidence of Progress for 2003-2004:

1. Number of applicants.

2. GMATs and GPAs of accepted students.

3. Placement success of those who elect to use Graduate Career Services in Bloomington to switch jobs.

4. Growth in the joint programs, such as the MD/MBA and MS/MBA.

Activities planned for 2004-2005:

1. A new course for MBAs thinking about changing jobs is under design. Course designed in cooperation with KSBs Graduate Career Services.

2. Help added for the administration of the MBA program (Darrell Brown). Better promotion of the program envisioned.

3. Marketing major approved.

Improvements to the Undergraduate Program

Campus Planning Theme: Teaching and Learning

Secondary Goals:

Sub Unit: None

Time Frame: Ongoing

Actions taken for 2003-2004:

In 2003-04, the following occurred:

1. The entrance requirements and the wording for Options 1 and 2 for entry to the School were revised, with the hope of improving the records of applicants.

2. A trial of blended -- mix of in-class and online instruction -- courses was instituted.
3. A thorough-going review of the undergraduate curriculum was begun.

4. Several student-based initiatives were made: students added to the Undergraduate Policy Committee; a new Executive Director’s Student Advisory Board was started.

5. A Senior Exit Survey was developed and delivered for the first time.

In the 2002-03 period, the following occurred:

1. Revised Human Resource Management (HRM) curriculum, to be effective fall 2002.

2. Began offering summer I-Core offered in summer 2002.

3. Revamped non-profit major, in cooperation with SPEA. Students graduate with a Kelley BS and a SPEA certificate.


5. Improved process for monitoring prerequisites in key courses.

6. Instituted an undergraduate induction ceremony to welcome newly admitted students and their families to help them form connections to faculty and staff. We provide information about programs and student organizations.

7. Formed a taskforce on Cheating and Civility, compromised of students, faculty, and staff.

8. In Fall 2002, approved a revised minor in business to make the minor more accessible to students from other schools.

9. Offered Honors I-Core to students in the Honors program and added to the Honors program.

10. Revamped the Business minor.

Evidence of Progress for 2003-2004:

1. Number of undergraduates.

2. Number of graduates.

3. Participation in the Honors program.

Activities planned for 2004-2005:

1. Find additional resources for the transportation/distribution/logistics program.

2. Approve the revamping of the undergraduate curriculum to enhance the senior-level experience. This means the creation of new courses (J40X, Analysis of Business Decisions; J3XX, Ethics and Leadership; X3XX, Human Resources and Negotiations). Also, approve the redesign of the International Dimension requirement to make it more flexible.

3. Create the Human Academy.

### Student Diversity

- **Campus Planning Theme:** Campus Climate for Diversity
- **Secondary Goals:** None
- **Sub Unit:** None
- **Time Frame:** Ongoing

**Actions taken for 2003-2004:**

In 2002-03, Russell Vertner was appointed as our Director of Student Diversity.

In 2003-04, the following occurred:

1. The Minorities in Business Club was re-established and enjoyed a fruitful year.
2. The School participated in the Minority Research Scholars Program.
3. A minority professional database was created.
4. Money was raised for the Sam Jones Scholarship.
5. A pre-college workshop was held for Arlington High School, and Vertner also worked with Pike High School and other groups around the area.

**Evidence of Progress for 2003-2004:**

- Number of minority students
- Minority student retention and graduation

**Activities planned for 2004-2005:**

1. Continued upgrading of the Minorities in Business Club
2. Added recruitment activities
3. More invitations to minority business people to visit classes

### Technology

- **Effectively use the student technology fee**
- **Campus Planning Theme:**
- **Secondary Goals:**
Actions taken for 2003-2004:

The Kelley School of Business will continue to use Student Technology Fees to enhance the quality of the Business computer laboratory in the form of hardware and consulting support as well as full networking and software support.

Also by using the facilities available in both the Global Classroom and the Multimedia Technology Room, we've been able to develop and advance the concept of distance learning in a variety of methods. Some of the uses include:

1. Videoconferencing to link our students with other universities, businesses, and government officials to discuss issues that are pertinent to the courses they are enrolled in.
2. Streaming videos on the web for students to view at home or their office for both the undergraduate programs and Kelley Direct. These videos include features from textbooks and materials that originate within the Kelley School of Business produced through our multimedia production facilities.
3. Producing televised courses for the Kelley School of Business and for other Schools on the IUPUI campus for use on the Community Learning Network and WFYI-TV and the IDEAS statewide distributed education network.
4. Creating demonstration tapes for student use in the undergraduate program.
5. Recording and streaming Kelley Commentaries from the program Inside Indiana Business produced at WFYI-TV.
6. Dubbing and editing videotape features at faculty request.
7. Record KSB lectures on tape and stream to the web for student viewing. The tapes are also documented and shelved for future use.
8. Record KSB guest speakers on tape and stream to the web for student viewing. Tapes are documented and shelved for future use.
9. Videotape student presentations at faculty request so the students can view and critique their performance and thus improve their public speaking ability.
11. Burn DVDs from videotape for faculty, students, the Community Learning Network, and KSB staff including outsourcing this service as needed.

Evidence of Progress for 2003-2004:

null

Activities planned for 2004-2005:

null

- Undergraduate and MPA placement

- Manage Career Placement Office

  Campus Planning Theme: Civic Engagement

  Secondary Goals:

  Sub Unit: None
Time Frame: 3 years: 2001-04

Actions taken for 2003-2004:

In 2003-04, the following occurred:

1. The number of companies participating in on-campus recruiting increased 40% to 162 firms. The KelleyCareers online tool also expanded.

2. Meet the Recruiters rights were scheduled as was a Resume Roundtable function.

3. The number of internships increased in number. 280 internships were posted.

In 2002-03, the following occurred:

1. Established the Career Placement Office in fall 2002 to serve as a career counseling and business placement operation.

2. Software purchased to manage student and employer interactions.


4. Created various programs for students and employers to interact with CPO.

5. Initiated an employer development program, including site visits to potential employers.

6. Created career counseling program designed specifically for business students.

7. Hired internship director and a full-time secretary.

Evidence of Progress for 2003-2004:

1. Number of companies recruiting:

2. Number of students using the CPO

3. Employers participation in round tables and mock interviews.

4. Starting salaries.

5. Number of internships.

Activities planned for 2004-2005:

1. Increase the number of companies recruiting, and the number of on-campus interviews conducted.

2. Create additional programming to support CPO objectives (e.g., etiquette lunch).
2. Create additional programming to support CPO objectives (e.g., etiquette luncheon).

3. Increase the opportunities for students to have non-credit internships. Work with the IUPUI Solution Center to accomplish this.

4. Increase the number of students using the CPO.

**Fiscal Health**

*** Fiscal health report for 2004-05 is attached as PDF file. ***

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**Reallocation Plan**

**Other Question(s)**

How do you plan to maintain/increase quality in the face of diminishing resources? What processes do you have in place to do this, for example, how are faculty involved in decision-making?

How do you cultivate a climate for diversity -- how do you recruit, develop, and retain diverse students, faculty, and staff? How do you incorporate diversity in the curriculum, in research, in civic engagement?

Five years from now what proportion of your faculty do you expect to be in the following categories: tenure track faculty, clinical faculty, research faculty, lecturers, or other academic specialties (percentages should total 100%)?

Please prepare an EXECUTIVE SUMMARY of no more than one page summarizing your most significant accomplishments of the past year (including items from the period from July 1, 2003 to the present) and the major initiatives you plan to undertake in 2004-05.

**2003-04 Highlights of the Kelley School of Business on the IUPUI Campus**

1. Failed to secure differential tuition or to raise MBA tuition to match Bloomington levels. The resulting tenuous financial situation threatens the continued growth and quality improvements in the Kelley School’s programs.

2. Successful start to the Indiana Venture Center. Prof. Todd Saxton of our faculty sits on the Board as Indiana University’s voting member. [http://www.indianaventurecenter.org](http://www.indianaventurecenter.org).

3. Creation of the Randall L. Tobias Center for Leadership Excellence. Prof. Philip Cochran is the Associate Director of the Center and will take over as Director after former Chancellor Bepko’s inaugural two-year term. [http://www.tobiascenter.iu.edu/](http://www.tobiascenter.iu.edu/).

4. Creation of an Undergraduate Student Advisory Board.

5. Creation of the Women’s MBA Advisory Board.

7. Raised admissions standards for the Undergraduate program and began a major review of the Undergraduate curriculum.

8. Assessment Task Force instituted the first senior exit survey for the Undergraduate program and matched the Principles of Undergraduate Learning – and our own Principles of Business Learning – to learning outcomes.

9. MS/MBA dual programs with Engineering and Science designed and passed the Kelley School faculty. The program with the Purdue School of Science has been approved and the program with the Purdue School of Engineering and Technology awaits final approval.

10. Creation of a Strategy Task Force and receipt of their initial recommendations. More awaits to be done in this next academic year.


14. The Campaign for IUPUI concluded with the Kelley School achieving nearly double its initial goal.