

School of Business – Strategic Plan

VISION

The leading business school of the Carolinas recognized by all stakeholders for world-wide excellence in business education engaging leaders in faith, knowledge, and service for life

MISSION STATEMENT

The Porter B. Byrum School of Business provides excellence in teaching developing future business leaders to make a difference in the world. Accordingly, the School of Business has the following objectives:

1. To develop and deliver a curriculum and to set educational standards consistent with those of national accrediting body in business administration (ACBSP)
2. To attract and retain faculty able to foster the mission of the University and the School of Business, and who will value teaching, applied scholarship, and professional experience.
3. To provide opportunities for engagement with ethical issues, involvement with cultural events, and encouraging of a global perspective
4. To reinforce the mission of the University, faith and development of character, knowledge and academic excellence, and service, high impact and service learning opportunities.

The mission of the School of Business includes five ideals:

1. The development of moral and spiritual character of a business person (manager)
2. The responsibility to use one's managerial skills for the benefit of others; a concern for the welfare of employees in the manager's corporation
3. A focus on the social impact of business and organizational decision-making
4. A special concern for the poor and marginalized left out of economic participation
5. An increased awareness on globalization, technological, and sustainable business practices

Moreover, the School has a societal obligation in the development of business leaders who are competent and skilled in the traditional business disciplines of Accounting, Finance, Marketing, Management, Economics, Statistics and Mathematics, Decision Science, and International and Business Strategy.

In summary, the School of Business develops moral, ethical, and socially-responsible leaders in service to others for today and the future's rapidly changing, technological-driven, sustainable-based, global-community.

PORTER B. BYRUM SCHOOL OF BUSINESS

The Porter B. Byrum School of Business is one of four major academic units at Wingate University (Business, Arts and Sciences, Professional Studies – Education and Sports Sciences, and graduate Health Sciences), which is comprised of graduate and undergraduate programs on three campuses in central and western North Carolina. Since its establishment in 1896, Wingate University has grown from a small Baptist school, to a junior college in 1923 to a four-year college in 1977 and in 1995 the institution achieved university status.

Within the University, the School of Business has become one of the largest academic units and has established a reputation for excellence and student oriented teaching. This focus on student-centered excellence resulted in a ten-year reaffirmation without notes or conditions by ACBSP in 2016, and contributed to the University receiving a ten-year reaffirmation of accreditation by the Southern Association of Schools and Colleges (SACS) in 2016.

The Porter B. Byrum School of Business continues to focus on offering high quality traditional, residential academic programs at the undergraduate level with an abiding commitment to faith, knowledge, and service. In 1991, the School started its first graduate program, a Masters of Business Administration (MBA). Currently the School offers programs leading to the Bachelor of Science in Accounting, Finance, Management, and Marketing and Bachelor of Arts in Accounting, Finance, Management, Marketing, and International Business. In addition to the MBA, the School of Business started a Masters of Accounting (MAC) degree in 2010. Students may elect to earn a minor in accounting, finance, management, and marketing in addition of economics and entrepreneurship. The School's academic programs are administered through the interaction of the members of the entire Porter B. Byrum School of Business faculty under the guidance of the Dean of the school. The 11 full-time faculty members of the School serve over 425 fulltime equivalent (FTE) undergraduate and more than 100 FTE and part-time graduate students as professors, advisors, mentors, and friends. Most of the School's fulltime faculty members hold a terminal academic credentials, as do some of the adjunct and part-time faculty. Additionally, many of the faculty members have a significant number of years of professional experience in their disciplines within the private sector.

The core values of the Porter B. Byrum School of Business are:

- 1. Ethical character and social responsibility:** We value and affirm that the faculty, staff, and students of the School exhibit a high degree of ethical character and integrity in all interactions within and outside of the University setting in accordance with the University commitment to develop citizens with sound social ethical principles in accordance with the University's goal of promoting faith.
- 2. Academic and intellectual freedom:** We strive to achieve and maintain the ideals of academic freedom for our students and faculty. We encourage analytic and problem solving capabilities, critical thinking skills, effective communication, and academically integrative abilities among all members of the School community in accordance with the University's goal of promoting knowledge.
- 3. Cooperation and teamwork:** We are committed to respect both the individual and the group through collegiality and cooperation among faculty and students. We seek academic and service opportunities to work together as effective teams while continuing to encourage and

rewards individual initiatives in accordance with the University's goal of promoting co-curricular and curricular opportunities and emphasizing service to the community.

4. **Respect and professionalism:** We strive to treat all people with understanding, respect, and dignity. We value diversity and embrace a global community, consistently demonstrating professionalism in our interactions within the School of Business. The University, and the community at large. This value is support of the University's goals to develop integrated perspectives on civilization, the social group, and the individual; to create opportunities to articulate the ideal of integrity in all relationships, and to provide opportunities for international study and travel for the members of the Wingate University community.
5. **Professional partnerships:** We believe in the value of integrative relationships between and among students, faculty, and professional environments. This value embraces opportunities for student exposure to and guidance of for-profit, governmental, and not-for-profit institutions, and community exposure to academic expertise.

Business education in the liberal arts tradition is extremely critical in today's global, competitive business environment, and is simply the right approach to business education in the 21st century. The strong liberal arts core curriculum, coupled with a major in Business Administration at Wingate University, prepares graduates exceptionally well for management and leadership of contemporary organizations. Our graduates communicate well, are schooled in analysis and conceptualization, can manage details while maintaining the "big picture" perspective, have the capability to work effectively in teams, and can integrate and use knowledge from many different disciplines and perspectives. We develop moral, ethical, and socially-responsible leaders for the future.

WINGATE UNIVERSITY PLAN

MISSION

To develop educated, ethical, and productive global citizens. Following its Judeo-Christian heritage, the University seeks to become a national model that is *relevant* to students, the community, and the region; *affordable* to those who needs us most, *inclusive* serving a variety of students, and *sustainable* financially and ecologically while cultivating in our students: Faith, Knowledge, and Service

The Wingate University strategic plan reflects three key areas of strategic focus for the University. These areas of focus are:

- Student success generator producing graduates who leave with prospects and purpose
 - Well-oiled machine providing room for growth, with a workforce that is built to lead
 - Region solutions engine being a growth driver and solutions provider for the community
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The School of Business strategic initiatives are designed to fit within the overall university strategic plan. These initiatives, outlined below, will help enhance the programs for our stakeholders, and they will help future implement the University's objectives.

PORTER B. BYRUM SCHOOL OF BUSINESS STRATEGIC INITIATIVES

I. STUDENT SUCCESS GENERATOR – RELEVANT CURRICULUM AND CO-CURRICULUM AND CAREER-READY GRADUATES

Goal 1: New business major

Objective:

- Offer a new major in international business

Strategy:

- 2021-2022: Approval and deployment of International Business major
- 2022-2023: Assessment of International Business majors
- 2023-2024: Determine viability of major

Measurement:

- Sixteen students are majoring in international business as of Spring 2022
- Assess student performance – no graduates yet

Goal 2: MBA data analytics concentration

Objective:

- Full implementation of concentration

Strategy:

- 2021-2022: Offer data analytics course concentration course
- 2022-2023: Continue offering data analytics concentration course(s)
- 2023-2024: Determine viability of concentration

Measurement:

- BUS 690: Data Analytics offered Fall 2021 and BUS 691: Business Intelligence Applications offered in Spring 2022
- BUS 690: three students enrolled, BUS 691: two students enrolled; five students enrolled in the data analytics concentration

Goal 3: MAC move to Ballantyne campus

Objective:

- Increase number of students full-time and part-time (accounting professionals)

Strategy:

- 2021-2022: Offer all courses during the evening in Ballantyne
- 2022-2023: Continue offering program in Ballantyne
- 2023-2024: Determine viability of program in Ballantyne

Measurement:

- Fourteen students enrolled during the 2021-2022 academic year, full-time and part-time
- Eight students graduated in May 2022

Goal 4: High impact practices and co-curricular activities

Objective:

- Increase the number of high impact practices and co-curricular activities

Strategy:

- 2021-2022: Offer minimum two high impact courses and two co-curricular activities
- 2022-2023: Continue offering courses and activities
- 2023-2024: Determine success of courses and activities

Measurement:

- 2021-2022 course offerings: 85 students enrolled in BUS 105, Fall 2021 – 64 in two sections and Spring 2022 – 21 in one section, partnering with Soles4Souls non-profit, students collected and distributed 4,165 pairs of shoes; FINA 411 – Fintech Revolution offered Fall 2022, 36 students enrolled; ACCT 426 had 11 students enrolled in Spring 2022

- 2021-2022 co-curricular activities: Investment Club offered during Fall 2021 and Spring 2022, 10-15 students participated; Future Accounting Leaders and Professionals Club, Fall 2021 and Spring 2022, 20 participants; Entrepreneurship and Leadership speaker series, six speakers – three in 2021 Fall and three in 2022 Spring, 312 attendees; Professional soft-skills speaker series – seven speakers, three sessions, Spring 2022, and 130 attendees; Shark Tank Competition, Spring 2022, five judges, six presenters, and 123 attendees

II. WELL-OILED MACHINE

Goal 1: Faculty hiring and retention

Objective:

- Increase, replace, retain and or increase number of faculty and adjuncts

Strategy:

- 2021-2022: Conduct replacement searches for marketing and management and hire adjuncts as needed
- 2022-2023: Increase number of full-time and or adjunct faculty
- 2023-2024: Determine viability of staffing needs

Measurement:

- Successful searches conducted for assistant professor of marketing (Dr. Tiffanie Turner-Henderson replacing Dr. Brock) in Fall 2021 and assistant professor of management (Dr. Katlin Cundiff replacing Dr. Harlow) in Spring 2022, starting date for both new faculty members, Fall 2022
- Five new adjunct hires: M. Gwen Bothun (business and management), Ms. Hope Piggy (accounting), Ms. Morgan Newman (marketing), Dr. Shante Williams (entrepreneurship), and Mr. Ben Sidbury (business law), Fall 2021 and or Spring 2022

Goal 2: Faculty development and scholarship

Objective:

- Support business faculty to attend and to present at professional conferences and to publish in peer-reviewed journals

Strategy:

- 2021-2022: Provide financial support to one or more professional development activity, membership(s), and or continued education requirements
- 2022-2023: Continued financial support
- 2023-2024; Assess efficacy of faculty development support

Measurement:

- Assess number of presentations made in 2021-2022 – business faculty made four research presentations research at regional and or national conferences
- Assess number of peer-reviewed journal publications in 2021-2022 – business faculty authored and or co-authored eight peer-reviewed journal publications

Goal 3: ACBSP accreditation and assessment

Objective:

- Secure ACBSP re-accreditation

Strategy:

- 2021-2022: Assessment plan(s) evaluation
- 2022-2023: ACBSP self-assessment year for full Quality Assurance report
- 2023-2024: ACBSP QA report submission

Measurement:

- Quality Assurance report response with no notes and conditions
- 2022 Summer - business majors, MBA, and MAC programs assessment plans completed

III. REGIONAL SOLUTIONS ENGINE

Goal 1: Business Advisory Council

Objective:

- Increase BAC and alumni participation and provide feedback and guidance

Strategy:

- 2021-2022: Review strategic plan and seek feedback
- 2022-2023: Continue informational and working sessions
- 2023-2024: Assess effectiveness of council

Measurement:

- Track council member involvement – three meetings conducted in person and or virtual meetings with 8-15 participants (2021 September dinner, 2021 December zoom informational session, and 2022 May end of year celebration)
- Establish BAC scholarship – The BAC funded a book scholarship for one student for each business major starting in 2021 Fall, \$200 per semester for Junior and Senior year (4 semesters)
- Seven BAC members participated in the three events of the Soft Skills speaker series, Spring 2022, 130 participants

Goal 2: Collaboration with Wingate University Career Services

Objective:

- To increase the number of student internships

Strategy:

- 2021-2022: Expand networking activities with local, regional, and national firms
- 2022-2023: Assess impact internships have in the community
- 2023-2024: Determine success of collaboration

Measurement:

- 2021-2022 – Seventeen students did internships for course credit and more than 40 students had paid internships/part-time work not for course credit

Goal 3: Partnership with Community Colleges – South Piedmont and Stanly

Objective:

- Creation of Small Business and Entrepreneurship Center providing business solutions and articulation agreements (aa)

Strategy:

- 2021-2022: Planning phase and aa discussions
- 2022-2023: Opening of center and developing programming and services
- 2023-2024: Assessment of programming, services, and partnership viability

Measurement:

- 2021-2022: Construction planning is still ongoing and construction has not started yet
- 2022 Summer – business majors - articulation agreements with SPCC and SCC
- Assess number students and clients participating in center activities and number of transfer students

Administrative Team:

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Submitted by Sergio Castello

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