

2013-14 Annual Report  
Dennis Grady, Interim Dean  
College of Business and Economics  
April 2014

In addition to managing the day-to-day administration of a College (hiring, budgeting, reporting, planning, coordinating, representing, etc.), I had three priorities for this academic year:

1. Engage in activities to maintain AACSB accreditation
2. Insure that a qualified candidate was selected to be the next COBE Dean
3. Assist the faculty launch the MBA program on-line.

Each of these was accomplished.

**Maintain AACSB accreditation:**

In order to maintain AACSB accreditation, several activities occurred during the year. In addition to responding to frequent requests for information from AACSB Headquarters (handled ably by Associate Dean George Santopietro), the College began the process, through the Policy and Procedures Committee, of establishing faculty credential categories in line with the new faculty credential standards announced by AACSB in April 2013. Associate Dean Santopietro attended an AACSB conference on the new standards and has served as an advisor for interpreting the standards by the relevant College committees. The College has three years to complete the re-categorization process and we look to be on target to get this done within that time frame.

A major initiative in the accreditation domain was to begin implementing the College's decision in Spring 2013 to focus on innovation and analytics as driving themes of the curriculum. This required defining the terms in operational language, determining the expected learning outcomes for those definitions and examining methods for assessing those outcomes. Parallel with the assessment efforts was an effort to encourage faculty to develop courses in those areas. So far, two analytics courses have gone through the curricular process, one is beginning the process and others are in the discussion stage. On innovation, one course is being piloted and others are in the developmental stages.

To insure that the curriculum aligns with the mission of the College, a proposal is under consideration by the College to amend the MBA curriculum to require that future MBA students take two courses with analytics as the central theme and two courses where innovation is the central theme. The faculty will act on this recommendation in April.

**Hire a new COBE Dean:**

The process for filling the COBE Dean position with a qualified candidate began in Spring 2013 with the appointment of a search committee. Dr. Charles Vehorn was selected as Chair of the committee and kept the Dean's Office informed on its activities. The services of an executive search firm, Witt-Kieffer, were secured to assist the search committee. From a rather large and rich applicant pool and following an extensive vetting process, four candidates were invited to campus for interviews. At the conclusion of the campus visits, Dr. George Low, Associate Dean of the Neeley School of Business at Texas Christian University, was offered and accepted the position. Dr. Low brings a distinguished record of scholarship and administration to the position.

**Assist the faculty launch the MBA program on-line:**

After several years of working with faculty to develop their skills in offering on-line instruction and in developing on-line courses, the College made significant headway in making the on-line degree available. Among the activities, the technical services of an on-line curriculum development specialist were secured for COBE faculty and the staff member, Tom Snediker, was housed within the College for ease of access. Another IT staff member, Judy Hurst, was assigned to COBE for specific hours to assist faculty and staff to learn and work with software that aids in distance education delivery.

To address the myriad of issues associated with offering on-line courses on a regular basis, a faculty taskforce was appointed to develop a set of policies and procedures for the College. These draft policies are circulating among the faculty for review and comment and will be brought to the College faculty in April.

Two MBA courses will be offered on-line beginning in the Fall Semester. These courses begin the formal provision of the on-line MBA for which students enroll and are guaranteed completion as long as the students meet academic requirements. It will be the responsibility of the COBE Leadership Team to ensure that on-line students are offered the MBA curriculum in a sequence that allows them the opportunity to graduate in a timely and uninterrupted manner.

To recruit students to the on-line program, an extensive advertising campaign has been developed and launched. Elements include advertising the on-line program in northern Virginia METRO train stations, contacting RU BBA graduates in Virginia making them aware of the on-line opportunity and developing web-based advertising in targeted markets.

**Conclusion:**

It has been an honor to serve as your interim Dean during this year. As I have stated many times both within the College and across campus, this is an excellent group of scholars and teachers by any standard – one in which I have been proud to be a part. I believe that the College is poised

to achieve even greater accomplishments in the future and I look forward to working with your new Dean to those ends. Thanks to all of you for working with me so patiently in this interim role and for not pointing out my mistakes too publically. *Sla'n*