

Program Performance Review: Culmination Meeting Memo

Accountancy M.S., Business Administration B.A., Business Administration MBA,
Information Systems M.S., Information Technology M.S., International Business B.A., and Taxation MS

The 2023-2024 Program Performance Review (PPR) process for the following AACSB accredited programs are concluded with a culmination meeting on November 1, 2024. The programs submitted AACSB accreditation documents in lieu of the PPR requirements.

- Accountancy, MS
- Business Administration BA, MBA
- International Business BA
- Information Systems MS
- Information Technology MS
- Taxation MS

The following people attended the meeting: Amir Dabirian (Provost), Sridhar Sundaram (Dean, CBE), Jenny Zhang (Associate Dean, CBE), Radha Bhattacharya (Chair), Rahul Bhaskar (Chair), Vivek Mande (Chair), Weili Lu (Chair), Kellee Carter (Senior Director, Operations and Enrollment Management), Aimee Nelson (Executive Director, Graduate Studies), and Su Swarat (Senior AVP for Institutional Effectiveness and Planning).

The Provost congratulated the programs for receiving six-year reaccreditation. He commended the college for its great reputation and being the cornerstone for the university. The specific commendations include:

- The college is one of the largest AACSB-accredited schools in the nation, enrolling almost 9,000 students, conferring roughly 2,500 degrees annually, and overseeing nearly 20 Centers and Programs of Excellence.
- The college encourages high-quality research and teaching by providing faculty with various support and development resources, such as opportunities to engage with discipline communities, fellowships and funding, appropriate assigned time, and more.
- The college has a strong research tradition, and the faculty are productive with 510 publications (cited 31,378 times) per SCOPUS between 2018-2023.
- The college has a diverse student population, with 50% of students being Hispanic, 25% being Asian, and approximately 30% of undergraduate students being first-generation to attend college.
- The college continues to offer innovative ways to engage students in their learning, such as the Business Honors and Titan Capital Management (TCM) programs.
- The college provides a variety of advising and career resources to students, including live chat advising, pop-in scheduling, career fairs, and more.
- The college has revamped its assessment practices, especially for the undergraduate programs, involving faculty and updating learning outcomes to further embed IT and data analytics throughout the curriculum. This demonstrates a clear commitment to continuous improvement.

Major recommendations and concerns raised through the PPR process were discussed as follows:

1. Artificial Intelligence (AI) integration in the curriculum:
 - The Provost recommended the programs to update their curriculum to embed AI. The attendees concurred. Specifically, the Dean shared that he has provided grants to

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encourage faculty to pursue the integration of AI, and the Associate Dean reported that the college has a taskforce on this matter.

- The Chairs asked for resources to support the integration of AI in classes such as the Analytics lab. The Provost recommended them to work with Office of Research and Sponsored Programs to seek use of the university AI grant and to also apply for IRA funding for these efforts.
- The Provost shared that ChatGPT Pro will be provided to the entire campus to help prepare students for future workforce requirement. For example, the capstone classes can engage with AI to develop products for the industry.
- The Dean also recommended the attendees to consider how AI could help transform advising and tutoring programs.

2. Alumni and community engagement:

- The external reviewers recommended the college to continue to explore ways to engage its 75,000+ alumni in the region.
- The Executive Director of Graduate Studies encouraged the college (and the university) to do a better job tracking alumni and tap alumni as resources in executive/resident mentoring programs.
- The Executive Director of Graduate Studies also shared that the ELEVAR grant, the next iteration of Project upGRADS, can help support graduate students' workforce readiness through curriculum improvement, student resource support, and faculty training.
- The Chairs acknowledged the importance of community engagement and asked for resources to support it. The Provost recommended them to consider philanthropic funds and suggested the possibility of considering gaining industrial experience as part of sabbatical/assigned time. Another example that CBE could consider adopting is the College of Education Donors' funds that allow faculty to work in the community.

3. Assessment improvement:

- The external reviewers recommended the programs to continue to improve their assessment practices by engaging more faculty, reviewing the data dissemination process, and using data to demonstrate impact.
- The SAVPIEP commended the programs, both undergraduate and graduate, for improving their assessment processes, and offered support to help the program refine their practices.
- The Executive Director of Graduate Studies suggested the programs to administer an employer survey to gather feedback on the graduates, in addition to collecting students' self-perceptions of workforce readiness.

4. Graduate program recruitment:

- The college expressed desires to grow graduate program enrollment. The Dean stated interest in more international recruitment efforts including early intake and more robust on-campus support for international students.
- The Executive Director of Graduate Studies reported that graduate application processing is

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much faster than before, and all applications are processed as provisional. The Provost urged the process to continue to improve and streamline, including the possibility of removing the requirement of letters of recommendation and offering early admission to students as soon as the department requirements are met.

- Another strategy discussed is the possibility of using auto-admission to recruit our own qualified undergraduate students into graduate programs. The Chairs reported that this is already in place for some programs.
- The Provost also recommended the college to consider BS-MS programs to boost graduate enrollment.

5. Support for faculty research and professional development:

- The Chairs asked for continued support and possible increase in resources for faculty research and professional development. The Dean also expressed the need to make faculty salary competitive within the CSU system and stated that graduate program growth will require investment in faculty.
- The Provost acknowledged the needs and stated that he will work with the Dean's office on these matters. He also suggested the departments to explore embedding TAs in large class or use technology to provide instructional or assessment aid as means to support faculty.

The Provost concluded the meeting by commending and thanking the contribution of the CBE college and department leadership, as well as the faculty and staff, to the students and the university.