K-State business students will get a differential education, find great jobs, create new businesses and have extraordinary success in the work place.

These students will become tomorrow’s leaders, successful alumni who 20 years from now will give of their time, talent, and treasure to support future generations of students.
Progress/accomplishments

Developed New Strategic Plan

Strategic Plan Elements

Reinventing Student Experiences
- Reinvent Educational Approach
- Encourage a Global Mindset

Expanding External Collaborations
- Collaborate with the Business Community
- Influence Business Practice and Knowledge

Strengthening Foundations for Enterprise Sustainability and Growth
- Build Professional Organizational Culture
- Achieve Financial Security
- Improve Student Recruitment, Retention, Graduation, and Placement
- Launch Strategic Communication and Marketing Initiative
Progress/accomplishments

New Curriculum Innovations

• New 1-year Master’s degree in Data Analytics
• New undergraduate major in Professional Strategic Selling
• New Certificate in Sports and Entertainment Marketing
• New Joint degree programs between our MBA and other college UG degrees
Progress/accomplishments

Graduate Program Accolades

Master of Accountancy program was ranked as the 19th best in the United States in 2017-2018 by Online Accounting.

2018 US News & World Report ranked PMBA program 36th among all online MBA programs. Our PMBA is the top-ranked program in the state and the 2nd best in the Big 12.
New Career Accelerator Course
Students must be sophomore level (30 hours) to enroll and will participate in an 8 week classroom experience designed to provide essential skills related to: professional dress and demeanor, elevator pitch, resumes and cover letters, networking, interview skills, social media, evaluating job offers, negotiating job offers, and transition to workplace. Heavy emphasis on engaging with actual employers though live networking and mock interview sessions.
Progress/accomplishments

AACSB Accreditation: 15 Standards

• Strategic Management and Innovation (Standards 1-3)
  1. Mission, Impact and Innovation
  2. Intellectual Contributions and Alignment with the mission
  3. Financial Strategies and Allocation of Resources

• Participants: Students, Faculty and Professional Staff (Standards 4-7)
  4. Student Admissions, Progression, and Career Development
  5. Faculty Sufficiency and Deployment
  6. Faculty Management and Support
  7. Professional Staff Sufficiency and Deployment

• Learning and Teaching (Standards 8-12)
  8. Curricula Management and Assurance of Learning
  9. Curriculum Content
  10. Student Faculty Interactions
  11. Degree Program Educational Level, Structure & Equivalence
  12. Teaching Effectiveness

• Academic and Professional Engagement (Standards 13-15)
  13. Student Academic and Professional Engagement
  14. Executive Education
  15. Faculty Qualifications and Engagement
## Progress/accomplishments

### Research Output

<table>
<thead>
<tr>
<th></th>
<th>All Intellectual Contributions</th>
<th>Peer Reviewed Journal Articles</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounting</td>
<td>27</td>
<td>29</td>
</tr>
<tr>
<td>Finance</td>
<td>11</td>
<td>16</td>
</tr>
<tr>
<td>Management</td>
<td>88</td>
<td>77</td>
</tr>
<tr>
<td>Marketing</td>
<td>20</td>
<td>24</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>146</td>
<td>146</td>
</tr>
</tbody>
</table>
Progress/accomplishments
Surcharge for Improving the Student Experience

Implementation of third $15 phase of Business College surcharge

<table>
<thead>
<tr>
<th>Position</th>
<th>Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Finance Professor</td>
<td>Jim Campasano</td>
</tr>
<tr>
<td>Marketing Professor</td>
<td>Michael Krush</td>
</tr>
<tr>
<td>MIS Professor</td>
<td>Joseph Buckman</td>
</tr>
<tr>
<td>Management Professor</td>
<td>Jiho Yoon</td>
</tr>
</tbody>
</table>

Implemented three phases of Surcharge from 2015-2017 resulting in 13 new faculty and 4 new staff positions.

Goal of reducing class sizes, offering new courses/programs, and improving student services.
Total University new students in fall 2018 increased by 27 from fall 2017 to 4,575.
Total University headcount in fall 2018 declined by 574 from fall 2017 to 22,221.
Key metrics

Business College Student Credit Hours

Fiscal Year

2013 2014 2015 2016 2017 2018
Key metrics

College of Business Degrees Conferred

<table>
<thead>
<tr>
<th>Fiscal Year</th>
<th>Number of Degrees</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>653 (72 Bachelor, 581 Masters)</td>
</tr>
<tr>
<td>2014</td>
<td>690 (71 Bachelor, 619 Masters)</td>
</tr>
<tr>
<td>2015</td>
<td>709 (59 Bachelor, 650 Masters)</td>
</tr>
<tr>
<td>2016</td>
<td>711 (53 Bachelor, 658 Masters)</td>
</tr>
<tr>
<td>2017</td>
<td>758 (93 Bachelor, 665 Masters)</td>
</tr>
<tr>
<td>2018</td>
<td>730 (94 Bachelor, 636 Masters)</td>
</tr>
</tbody>
</table>

Source: KSU Office of Planning and Analysis
Key metrics
I&I Campaign – CBA progress as of November 1, 2018

Campaign Production Progress ($) by Year

* Year 2011 Includes Advanced Gift Counts
## Key metrics
### Student Placement

<table>
<thead>
<tr>
<th></th>
<th>AY 11-12</th>
<th>AY 12-13</th>
<th>AY 13-14</th>
<th>AY 14-15</th>
<th>AY 15-16</th>
<th>AY 16-17</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Undergraduate Students</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Accepted a job or continuing education</td>
<td>88%</td>
<td>96%</td>
<td>94%</td>
<td>94%</td>
<td>93%</td>
<td>97%</td>
</tr>
<tr>
<td>Average starting salary</td>
<td>$43,613</td>
<td>$44,477</td>
<td>$45,565</td>
<td>$47,811</td>
<td>$48,495</td>
<td>$47,307</td>
</tr>
<tr>
<td>Total Graduates</td>
<td>571</td>
<td>580</td>
<td>611</td>
<td>652</td>
<td>658</td>
<td>667</td>
</tr>
<tr>
<td><strong>Graduate Students</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Accepted a job or continuing education</td>
<td>92%</td>
<td>100%</td>
<td>98%</td>
<td>94%</td>
<td>95%</td>
<td>100%</td>
</tr>
<tr>
<td>Average starting salary</td>
<td>$49,028</td>
<td>$45,895</td>
<td>$54,353</td>
<td>$53,097</td>
<td>$55,438</td>
<td>$56,776</td>
</tr>
<tr>
<td>Total Graduates</td>
<td>60</td>
<td>69</td>
<td>70</td>
<td>59</td>
<td>53</td>
<td>93</td>
</tr>
</tbody>
</table>
Top priorities in coming year

- Implementing new academic programs (e.g., MS Data Analytics, Professional Selling Major, Financial Analyst Track) development of more joint degree programs
- New Student Recruitment in undergraduate, graduate, and non-credit markets
- College Branding Efforts
- Measurement Linking Student Outcomes to Inputs
- Work towards completion of $150 Million Innovation and Inspiration Campaign
- Increased Corporate Engagement