



College of Business

2019 Fall Update with the President and Provost

K-STATE
2025

KANSAS STATE
UNIVERSITY

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



AACSB Accreditation represents the highest standard of achievement for business schools worldwide.

Less than 5% of the more than 16,000 schools worldwide granting business degrees have earned AACSB Accreditation.

The College of Business at Kansas State University is among this elite group.

Reinventing Student Experiences

New programs

- Master's degree in Data Analytics (on campus and online)
- Undergraduate major in Professional Strategic Selling
- Certificate in Sports and Entertainment Marketing
- Center for Principled Business

Expanded international trip opportunities for students

Expanding External Collaborations

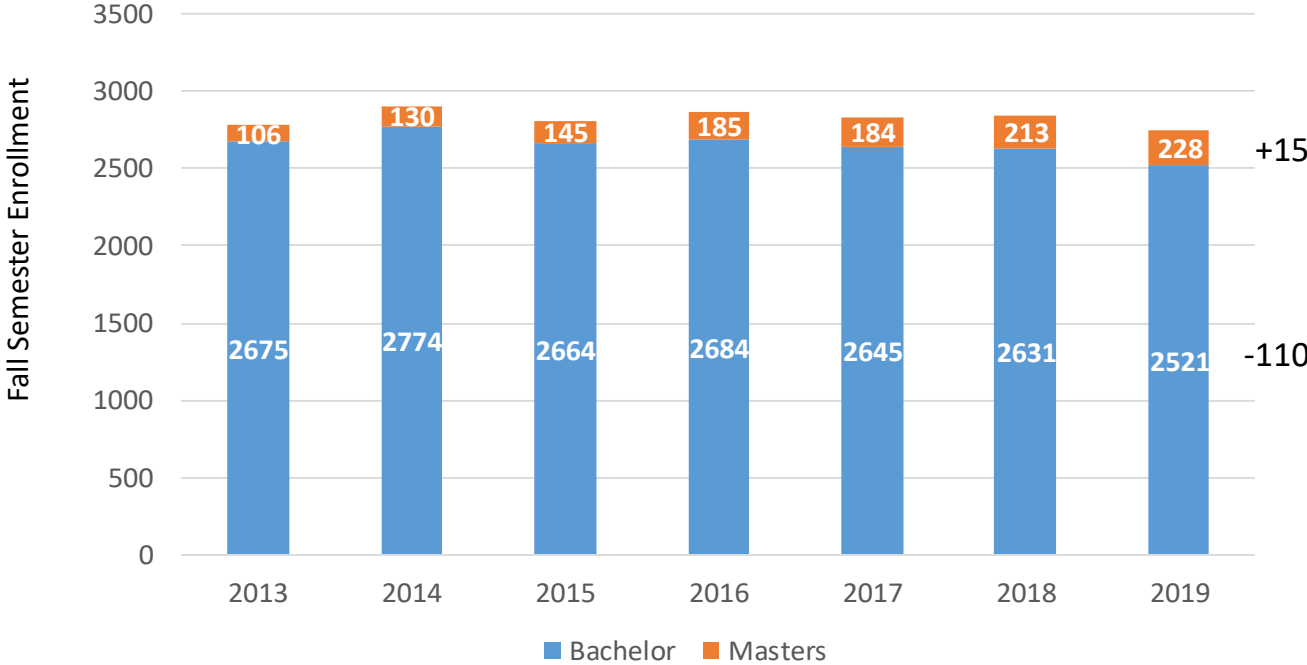
- Corporate Partners Recognition program
- More company sponsored projects in UG and GR courses
- Corporate Engagement Index
- Targeted Company initiative
- Research projects with advisory board members
- Accounting and Technology Conference
- High Impact events – Case/Lockton Panel; Gates Capital Speaker Series, K-State Launch, Stock pitch competition, P66 Business Ethics Case Competition

Strengthening Foundations for Enterprise Sustainability and Growth

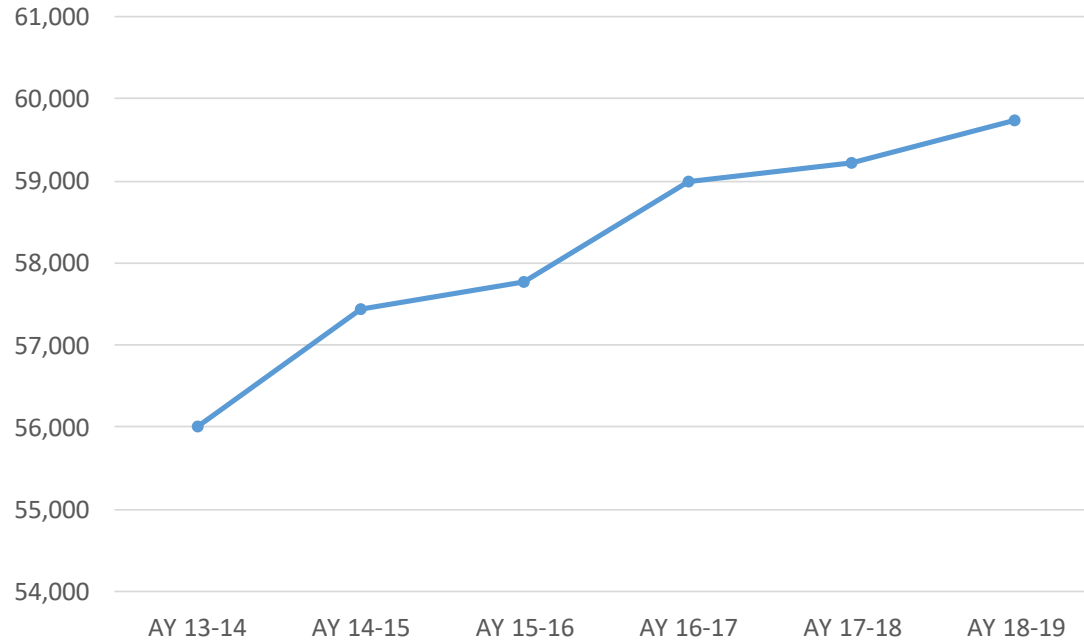
- Business College Inclusion Summit
- High School Educator Summit
- New recruitment staff with emphasis on Community college and high school outreach
- Career coach hired to focus on finance careers

Key metrics

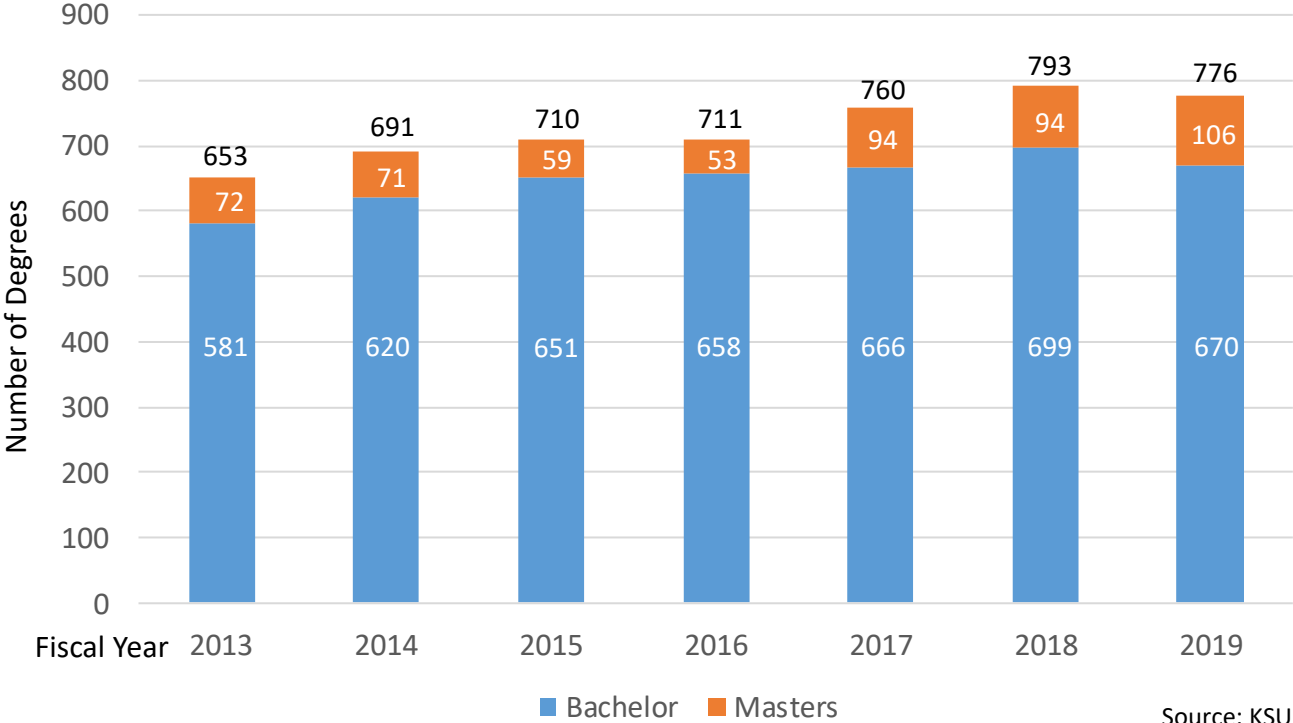
College of Business Enrollment



Business College Student Credit Hours



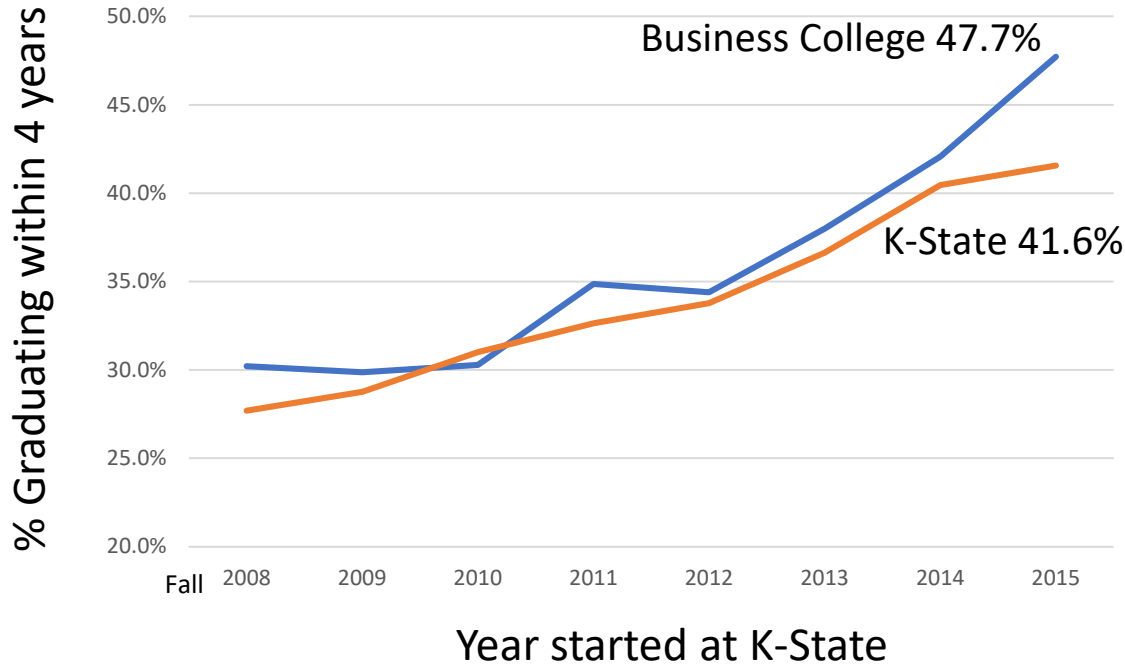
College of Business Degrees Conferred



Source: KSU Office of Planning and Analysis



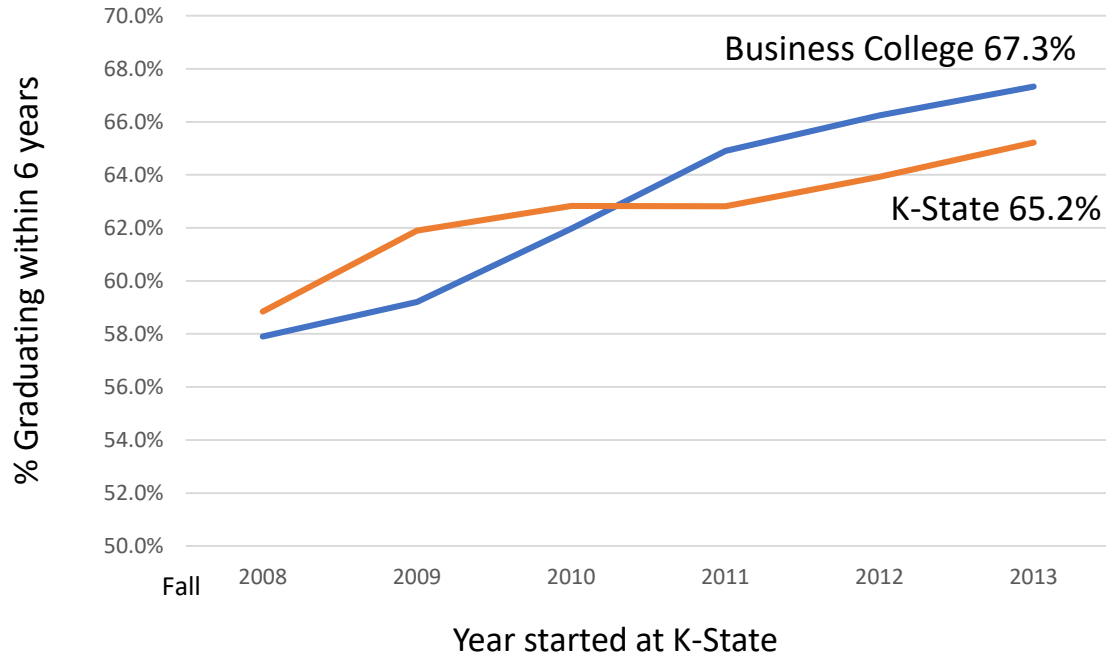
4-Year Graduation Rate by Cohort Year



Interpretation: 47.7% of the CBA students that started in fall 2015 graduated within 4 years (by August 2019)



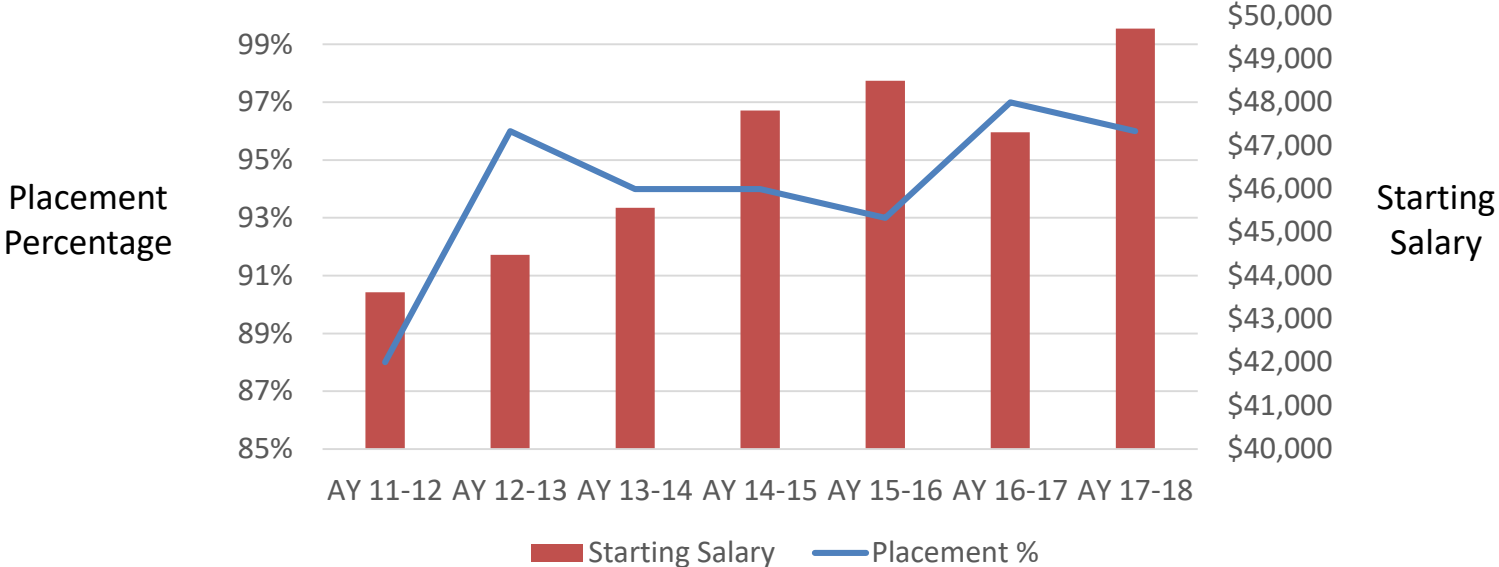
6-Year Graduation Rate by Cohort Year



Interpretation: 67.3% of the CBA students that started in fall 2013 graduated within 6 years (by August 2019)

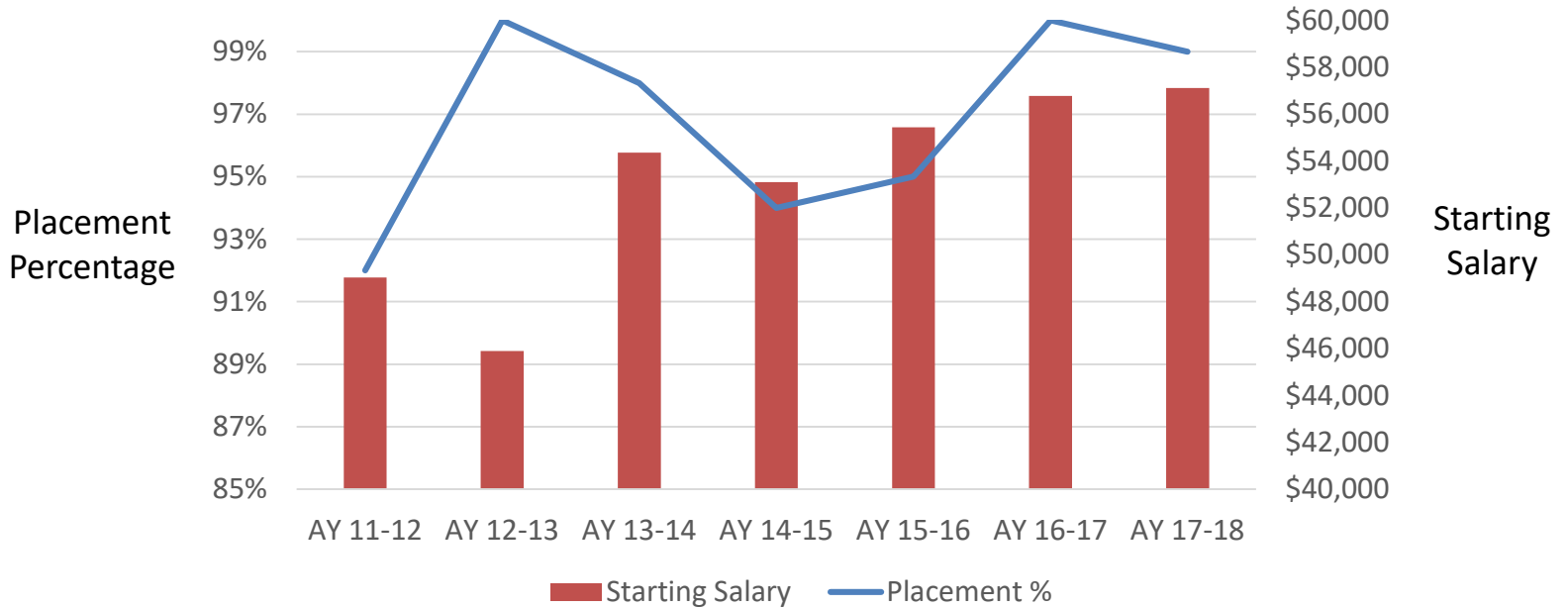
Student Placement

Undergraduate Business Students



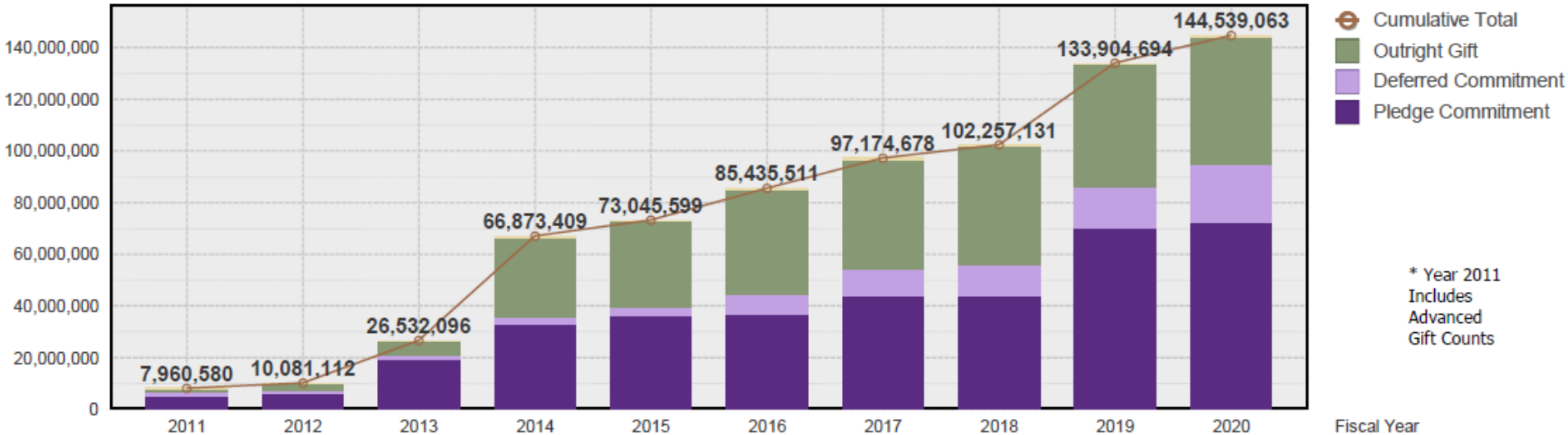
Student Placement

Graduate Business Students



Innovation and Inspiration Campaign Progress

Campaign Production Progress (\$) by Year



College of Business Goal is \$150 Million by June 30, 2020

Key priorities in coming year

- Establishing the Center for Financial Analysis
- Successful launch of the Center for Principled Business
- Growing graduate program
- Explore new educational offerings aimed at new markets
- Plan and execute residential summer camp for high school students
- Launch alumni Podcast and electronic newsletter communication
- New Undergraduate student recruitment efforts to increase applications and yield
- Completion of \$150 Million Innovation and Inspiration Campaign