

College of Business and Administration

Southern at 150 Vision Statement

Vision – The College will clearly be the “second jewel” of State of Illinois public business schools. Additional space from both the third floor of Rehn Hall and the addition of a completely new business building immediately to the east of Rehn (as shown in the current land use plan for the Carbondale campus) will fulfill our space needs and allow us to grow into our mission. Faculty lines will have been added in recognition of high student demand for the programs of the College and a reorganization of the university to reduce duplication of programs/degrees/courses. The College will be home to 100 faculty, 1800 undergraduate students, 500 masters level students and 125 doctoral students.

Mission – The College will offer general undergraduate degrees that prepare students for entry level and trainee positions, continuing education certification programs and a half dozen specialized masters programs preparing students to be immediately productive in several occupations. The

doctoral program will continue to provide faculty to regional schools in addition to research institutions in a few specialized areas of expertise.

Context – The context in which this mission will be carried out is one of increasing dependence for strong grounding in basic skills and delivery of just-in-time knowledge for special skills and technical tasks. This will be the case, in part, because of society having devalued undergraduate education. The devaluation will have been in much the same way as the devaluation of high school diplomas that occurred in the 60's and early 70's. The result will be that undergraduate degrees will be seen as preparatory degrees with students specializing in particular elements of a discipline at the masters level. In addition, as globalization progresses, competitive intensity will increase, mobility will become the norm, and technology will increasingly be turned to as an essential in delivering continuing education and certificate programs.

Challenges – Business school faculty are and will remain in high demand everywhere, and so the retention and attraction of strong faculty candidates will be our primary challenge. This will be particularly daunting in light of the need to restore lost faculty lines. The College will no longer be able to

depend primarily on general revenues from the state and tuition for funding its priorities. Steps will be taken to develop stronger ties with the business community and alumni in order to expand the resource base of the College. The College will also have to likely seek to establish differential admission standards and tuition rates for business students in order to achieve some control on the demand for courses and programs.

Priorities – The College will increase its emphasis on graduate programs. To this end research by faculty must be emphasized and supplemental outside funding in the form of chairs and professorships developed.

Summary – The College must grow into the future. This includes faculty lines, physical resources, programs and students. In order to do this, several things must occur:

The University must provide a reasonable platform for development.

Sources of outside funding must be developed.

Graduate programs and research must become an increased College focus.