

MASTERS OF BUSINESS ADMINISTRATION

Mission

The Masters of Business Administration Program prepares individuals for leadership roles in dynamic, local, national, and global business environments.

Vision

The Masters of Business Administration Program will be the program of choice in Oklahoma and be recognized as one of the top MBA programs in the country. To do this we will:

- Strive to develop a strong sense of community among all of our MBA students and alumni;
- Focus on developing the whole student, academic as well as professional and interpersonal; and
- Provide an exceptional educational experience by integrating, theory, application, and practitioner networks.

Core Values

Excellence – We seek excellence in all our endeavors, and we are committed to continuous improvement.

Intellectual Freedom – We believe in ethical and scholarly questioning in an environment that respects the rights of all to freely pursue knowledge.

Integrity – We are committed to the principles of truth and honesty, and we will be equitable, ethical, and professional.

Service – We believe that serving others is a noble and worthy endeavor.

Diversity – We respect others' and value diversity of opinion, freedom of expression, and others ethnic and culture backgrounds.

Stewardship of Resources – We are dedicated to the efficient and effective use of resources. We accept the responsibility of the public's trust and are accountable for our actions.

Collegiality – We embrace a culture of mutual respect, caring and positive interaction.

Goals, Critical Success Factors, Objectives, and Strategies

Goal One: Reputation - Enhance the visibility and image of the Master of Business Administration Program.

Critical Success Factors (measures of the degree of success over the next 5 years):

- Increase the average Graduate Management Admissions Test score of full-time students to 650
- Increase the placement rates of Stillwater campus students to 90% at time of graduation
- Increase the percentage of students on the Stillwater campus from outside the state of Oklahoma to 20%
- Increase the average starting salary of graduating students from the Stillwater campus to \$70,000
- Increase enrollment on the Oklahoma State University-Tulsa campus to 225

Objectives:

Objectives 1.1: Increase Graduate Management Admissions Test scores of students entering the program.

Strategies:

- Establish institutional linkages with senior human resource managers of corporations in the region to aid in recruiting students for the Oklahoma State University-Tulsa campus and distance Master of Business Administration program.
- Develop and offer a Graduate Management Admissions Test preparation course in Stillwater and Tulsa.
- Promote the Master of Business Administration program to living groups, honor societies, academic clubs and other colleges on the campus of Oklahoma State University.
- Establish contact with key faculty and administrators of four-year colleges in the region and speak about the Master of Business Administration program to student groups at these colleges.
- Target high quality students in Oklahoma and surrounding states through direct contact and marketing efforts.
- Promote the Master of Business Administration program to businesses in the Tulsa region.

Objective 1.2: Improve curriculum and program delivery for Oklahoma State University-Tulsa campus.

Strategies:

- Continually re-evaluate Master of Business Administration program curriculum content in response to external market demands.

- Restructure Oklahoma State University-Tulsa program to better meet the needs of full-time working adults and students with significant work experience.
- Develop an accelerated program option for students with undergraduate degrees in business or significant work experience.
- Increase the number of elective courses offered in Tulsa.
- Develop course schedules that are more accessible and convenient for working professionals.
- Utilize distance technology to increase the number of electives available and enhance course-offering flexibility.
- Implement a mid-year and end of year student satisfaction exit survey for the OSU-Tulsa campus students.
- Look for opportunities to create unique Master of Business Administration concentrations and specializations by partnering with other graduate programs both within and outside the College of Business Administration.

Objective 1.3: Improve curriculum and program delivery for Oklahoma State University-Stillwater campus.

Strategies:

- Continually re-evaluate Master of Business Administration program curriculum in light of external market demands.
- Enhance professional development activities.
- Increase the number of elective courses offered in Stillwater.
- Develop an accelerated program option for students entering with undergraduate degrees in business.
- Look for opportunities to create unique Master of Business Administration concentrations and specializations by partnering with other graduate programs both within and outside the College of Business Administration.
- Partner with the College of Business Executive in Residence Program to ensure that the Master of Business Administration is offering relevant learning experiences to students and the business community is getting well trained future employees.

Objective 1.4: Increase the level of alumni support.

Strategies:

- Work with the alumni foundation to develop a list of current Master of Business Administration program alumni.
- Increase the number of alumni networking events.
- Develop and send out an annual alumni newsletter.
- Enhance the Master of Business Administration web page to provide alumni information and discussion forums.
- Work with existing alumni to form Master of Business Administration alumni associations in major regional metropolitan areas.

Objective 1.5: Improve program administration rankings in Educational Benchmarking student exit survey.

Strategies:

- Develop a mid-program survey to identify and proactively react to issues concerning students prior to them leaving the University.
- Recruit and retain a diverse highly qualified and service oriented administrative staff.
- Support the expectation that each full-time staff person engage in one significant job related formal training/development experience each year.

Goal Two: Student Quality - Enhance the quality of applicants to the Master of Business Administration program

Critical Success Factors (measures of the degree of success over the next 5 years):

- Increase the average Graduate Management Admissions Test score for full-time students to 650
- Increase diversity of Master of Business Administration student body to reflect the national average for Master of Business Administration programs
- Increase percentage of female students in program to reflect the national average of Master of Business Administration programs
- Limit the number of international students admitted to 30% of an entering class
- Stabilize the international student enrollment to 30% of Master of Business Administration program enrollment
- Work with the College of Business Dean and Foundation Officer to increase Master of Business Administration scholarship money by 25%

Objectives:

Objective 2.1: Increase the diversity of Master of Business Administration student body.

Strategies:

- Publicize the Master of Business Administration program by speaking to living groups, honor societies, and other colleges, and academic clubs on the campus of Oklahoma State University.
- Use direct marketing efforts in Oklahoma and surrounding states to recruit a diverse student body.
- Establish contact with key faculty and administrators of four-year colleges in the region to publicize the Master of Business Administration program to select student groups at these colleges.

Objective 2.2: Increase exposure of the program on the Oklahoma State University-Tulsa campus.

Strategies:

- Provide Master of Business Administration information sessions in Tulsa.
- Attend all open advisement sessions.
- Participate in the Oklahoma State University-Tulsa career fair.
- Establish institutional linkages with senior human resource managers of corporations in the region to aid in recruiting students for the Oklahoma State University -Tulsa campus and distance Master of Business Administration program.
- Work with Tulsa students to develop Oklahoma State University-Tulsa Master of Business Administration student association.

- Work with existing alumni in the Tulsa region to form an Oklahoma State University Master of Business Administration alumni association.
- Deliver Graduate Management Admissions Test preparation course on Oklahoma State University-Tulsa campus.

Objective 2.3: Increase general recruiting efforts.

Strategies:

- Provide a formal reception and information session for top 10% graduating seniors at Oklahoma State University.
- Send direct marketing material to top Graduate Management Admissions Test score recipients in the region.
- Send direct marketing material to top Grade Point Average graduates at Oklahoma State University.
- Participate in regional career fairs.
- Develop a Master of Business Administration Ambassadors Association to serve as primary liaison with external constituents and point of contact with prospective students.
- Improve the overall design and ease of navigation of the Master of Business Administration website.

Objective 2.4: Increase the number of Master of Business Administration scholarships.

Strategies:

- Provide the College of Business Dean and Foundation Officer with a scholarship needs assessment for the Master of Business Administration program.
- Assist the College of Business Dean and Foundation Officer in identifying and developing prospective scholarship donors.

Goal Three: Student Development –Provide students with opportunities for professional and personal development.

Critical Success Factors (measures of the degree of success over the next 5 years):

- Increase the Master of Business Administration student placement rate at time of graduation to 90%
- Increase the average starting salary of full-time Master of Business Administration graduates to \$70,000
- Increase the number full-time Master of Business Administration students participating in internships to 40%
- Increase pre- Master of Business Administration salaries for full-time working professional students in the Oklahoma State University-Tulsa program by 25%

Objectives:

Objective 3.1: Improve placement and starting salaries of Stillwater campus students.

Strategies:

- Revise exit interviews and track exit interview information concerning student placement.
- Work with Career Services to develop a strategic plan for increasing the number of Master of Business Administration specific recruiters on campus.
- Participate in the Southwest Master of Business Administration Association student career fairs.
- Enhance professional development component of the Master of Business Administration program.
- Redesign curriculum to better meet the needs of the market.
- Re-vitalize the Master of Business Administration Advisory Board utilizing their networks to enhance internship and placement opportunities for Stillwater campus students.
- Develop networking events with program alumni and current students.
- Develop an internship workshop designed to provide full-time Master of Business Administration students with internship job search strategies.

Objective 3.2: Increase post-Master of Business Administration salaries, career advancement, and placement opportunities of Tulsa campus students.

Strategies:

- Work with Career Services and Oklahoma State University-Tulsa to hire a Master of Business Administration Career Services Director for the Oklahoma State University-Tulsa campus.
- Develop entry and exit career tracking and placement surveys for Oklahoma State University-Tulsa students.

- Development and implement a Professional Development program for the Oklahoma State University-Tulsa campus students.
- Implement a Master of Business Administration Student Association in Tulsa.

Goal Four: Economic Development – Contribute to the economic vitality and growth of Oklahoma.

Critical Success Factors (measures of the degree of success over the next 5 years):

- Increase the number of full-time students participating in internships to 40%
- Work with the College of Business Center for Economic Development and Entrepreneurship to develop and offer 2 new Master of Business Administration course electives in new venture development and entrepreneurship

Objectives:

Objective 4.1: Increase the internship opportunities for full-time students.

Strategies:

- Develop an internship workshop designed to provide full-time Master of Business Administration students with internship job search strategies.
- Re-vitalize the Master of Business Administration Advisory Board utilizing their networks to enhance internship and placement opportunities for Stillwater campus students.
- Create a Master of Business Administration Professional/Career Development website.
- Develop networking events with program alumni and current students.

Objective 4.2: Offer Master of Business Administration course electives in new venture development and entrepreneurship.

Strategies:

- Work with the College of Business Center for Economic Development and Entrepreneurship to develop new Master of Business Administration course electives.
- Partner with the College of Business Executive in Residence Program to identify outreach student research projects.

Goal Five: Research and faculty support– support faculty research objectives through the Master of Business Administration graduate research assistantships.

Critical Success Factors (measures of the degree of success over the next 5 years):

- Work with the College of Business to identify additional sources of funding to increase the number of graduate research assistantships to 45
- Assess graduate research assistant performance at the end of each semester achieving a 90% overall faculty satisfaction rating

Objectives:

Objective 5.1: Support faculty research.

Strategies:

- Create a faculty research assistant needs profile for effectively matching student interests and backgrounds with faculty needs.
- Create a graduate research assistant performance evaluation process.
- Create additional revenue sources for graduate research assistants such as the Master of Business Administration program Graduate Management Admissions Test preparation course.