

Accreditation Council for Business Schools and Programs (ACBSP)
Quality Assurance (QA) Report
for
Baccalaureate/Graduate Degree Programs
Current as of February 2016

Overview (O)1. Complete all information requested.

Submit your report as an attachment to reports@acbbsp.org on or before February 27th or September 30th.

This report should be limited to maximum of 50 pages. The average length of most good reports is 30 pages. To help reduce the page numbers you can remove the ACBSP examples used in this report template to help you complete the report.

O2. Institution Name: **Oakwood University** Date: February 2016
Address: **7000 Adventist Blvd. Huntsville, AL 35896**

O3. Year Accredited/Reaffirmed: 2008 / **This Report Covers Years: 2013-2015**

O4. List All Accredited Programs (as they appear in your catalog):

- B.S. Accounting**
- B.B.A. Business Administration with emphasis in:**
 - Healthcare Administration**
 - Management**
 - Marketing**
- B.S. Finance**
- B.S. Organizational Management**

O5. List all programs that are in your business unit that are **not** accredited by ACBSP and how you distinguish accurately to the public between programs that have achieved accredited status and those that have not.

Management Information Systems (B.S.) This program came about as the result of merging IT and CIS programs.

This program came about as a result of blending the CIS and IT programs. Due to low enrollment in both and duplication of courses, it was decided that there was not a need for both programs in the same department. As a result, courses from both accredited programs were merged and formed the new MIS degree. The School of Business will seek accreditation for this program in 2018.

O6. List all campuses that a student can earn a business degree from your institution:

Oakwood University Campus, Huntsville, AL

O7. Person completing report Name: Habtalem Kenea
Phone: 256 726-7439
E-mail address: hkenea@oakwood.edu
ACBSP Champion name: Hyacinth Burton
ACBSP Co-Champion name: Habtalem Kenea

Standard #1 Leadership

Organization

- a. List any organizational or administrative personnel changes within the business unit since your last report.

The School of Business and Adult and Continuing Education is now simply called the School of Business. The Dean of the School of Business serves as both Dean of the School and Chair of the Business and Information Systems Department.

- b. List all new sites where students can earn an accredited business degree (international campus, off-campus or on campus, on-line) that have been added since your last report?

The Organizational Management degree in the Adult and Continuing Education program can be

Standard #2 Strategic Planning (this standard not typically addressed in the QA report) This is used as a place holder to allow all the other standards to be addressed in the QA report and keep the numbering system consistent with self-studies and QA reports.

2 - Standard 2 Strategic Planning

Identify any major changes to the key strategic goals/objectives during this QA reporting period:

The School of Business did not report on this standard previously. Please see new strategic information below which is in line with the strategic goals of the University’s “Educational Excellence” goal.

Key Strategic Goals/Objectives	Any Major Changes
Establish partnerships in the areas of: instruction, fund raising, retention/advising system, community relationships.	Partnerships with Georgia State University, University of Memphis and Michigan State University in globalizing the curriculum. New Advisory Board.
Expand Academic Programs: Undergraduate, Graduate, Distance Learning.	Departmental approval of MBA program.
Maintain an adequate and qualified faculty.	Three faculty members are leaving after the 2015/2016 academic year.

2. Report the top 3-5 short/long term strategic goals/objectives, summarize the key measures used and progress toward achieving each objective during the current QA reporting period.

Strategic Objectives	Key Measures	Progress Toward Achievement
Create and maintain partnerships with external entities.	Number of new signed partnership agreements each year.	At least 8 partnerships already formed with external entities.
Increase in enrollment.	Number of students enrolled in OM and Business Department	Created Recruitment Committee in Business Department. Committee works with Enrollment Management.
Increase in doctoral faculty and increase in scholarly and professional activities for the Business Department.	Number of current faculty in doctoral programs. Hire doctorally qualified faculty. Faculty activity reports.	Three faculty members currently in doctoral programs. Opportunity to hire 3 new faculty members this summer.
Start an MBA program.	Approval of MBA program	The School of Business approved moving the process forward to the next stage.
Offer online degree programs.	Approval of online degree program	OM degree was approved and implemented.

3. If there have been any significant changes to your strategic planning process (for example, new stakeholders, new process steps, etc.) during the QA reporting period, please report them in a table similar to this.

Strategic Planning Process Changes Summary
No changes to strategic planning process.