

COLLEGE OF BUSINESS



NORTHERN MICHIGAN UNIVERSITY

MARQUETTE, MICHIGAN

State of the College – EPC Report

October 4, 2021

Fall 2021

State of the College

Our motto 2020-21

- ***...SURVIVE, REVIVE AND THRIVE!***

This year's motto -----



**“CONNECT,
SUPPORT &
INSPIRE”**

CoB Organizational Structure

Dean

Executive Assistant – Julie Downs

GAAs

- Dr. Stacy Boyer-Davis Assistant Department Head for Graduate Programs & Accounting
- Dr. Brian Zinser Assistant Department Head for Undergraduate Programs
 - CoB Executive Committee

2021-22 Programs

- Bachelor degrees

- Accounting
- Applied Management
- Business Analytics/Information Systems
- Entrepreneurship
- Financial Management
- Human Resource Management
- Information Assurance/Cyber Defense-Information Assurance
- Management
- Marketing
- Public Relations
- Risk Management & Insurance
- Ski Area Business Management
- Sustainable Business and Enterprise Creation

- Associate degrees & minors
- Graduate Programs & certificates

<ul style="list-style-type: none">• Information Systems/Cyber Defense-Information Assurance• General Business• Insurance
<ul style="list-style-type: none">• Accounting• Business Administration• Computer Information Systems• Entrepreneurship• Management• Marketing• MBA Prep

<ul style="list-style-type: none">• Master of Business Administration• Master of Business Administration with a concentration in Accounting• Master of Business Administration with a track in Business Analytics
<ul style="list-style-type: none">• Cyber Defense• Health Informatics

Curriculum Proposals -2021

(No additional resources requested)

- Accounting

- ACT 230 & 240
- Update Prerequisites
- Revise required courses
- Delete courses not offered in 7 years

- Management

- Delete MGT 326/327/341/342
- Modeled after MSU program (Management Core + Quantitative, Functional, Elective Courses)

- Info. Assurance/Cyber Defense

- Cyber Defense core (not 32 credit Business Core
- 3 tracks (Business, Military Science, Computer Science)

- 4+1 MBA program requirements

- Add BUS 560 Quantitative Decision Making to the core
- Remove Behavioral and Quantitative elective categories
- Electives, 3 credits instead of 6 credits.

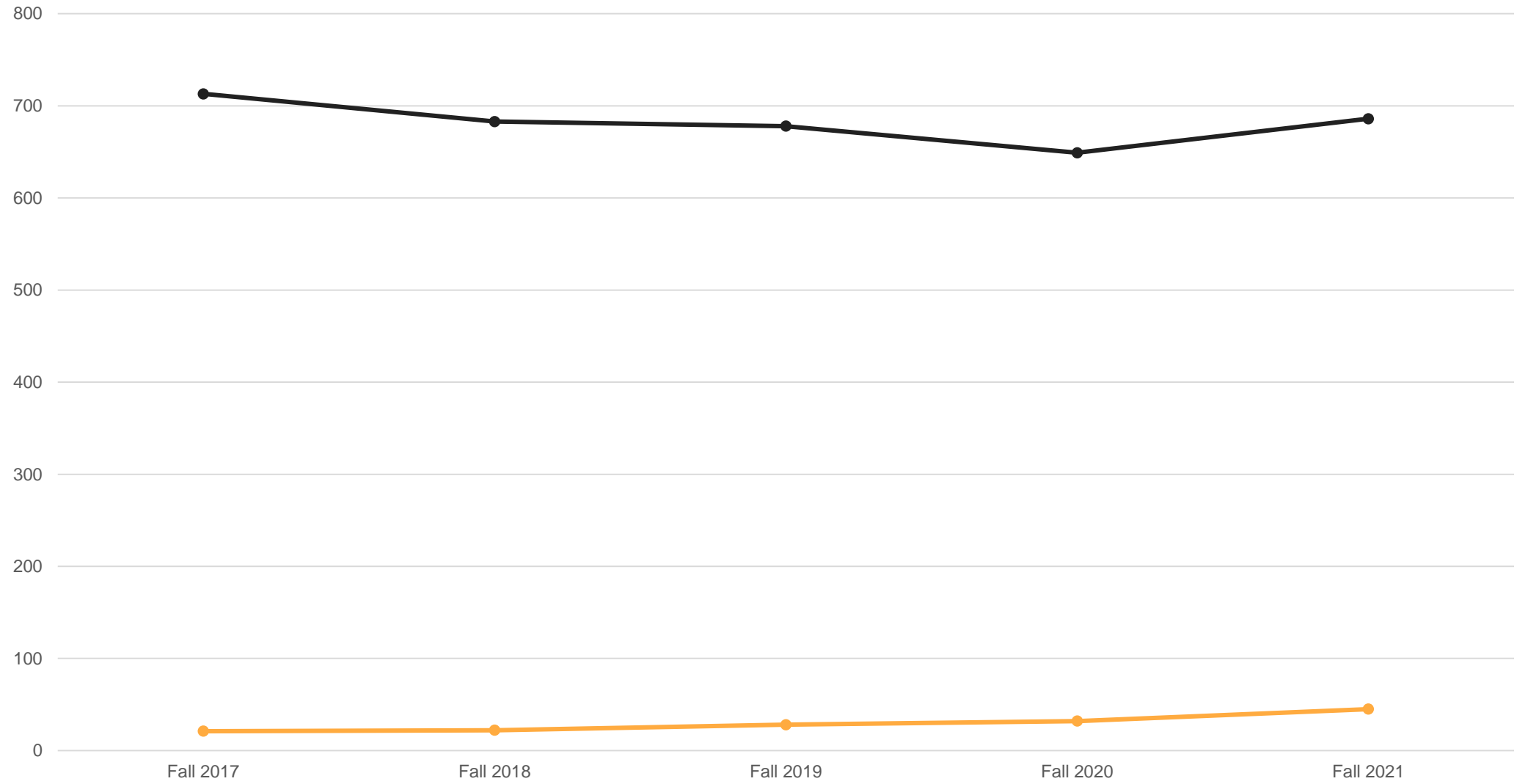
**Enrollment:
Fall 2017- Fall 2021**

Major	Fall 2017	Fall 2018	Fall 2019	Fall 2020	Fall 2021	
Total	21	22	28	32	45	40.63%
Business	21	22	28	28	33	
Business Admin/Accounting Conc				4	12	
Total	692	661	650	617	641	3.89%
Accounting	101	89	77	69	62	
Accounting (4+1)				32	44	
Accounting/Corporate Finance	32	38	19	4	1	
Accounting/Information Systems	7	11	11	1	1	
Business Analytics				2	21	
Business Undeclared	66	71				
Cyber Defense				1	2	
Entrepreneurship	49	41	48	45	51	
Finance & Risk Management	69	62	70	45	17	
Financial Management				14	38	
General Business	38	50	64	50	45	
Health Information Processing	5	2				
Human Resource Management					2	
Info Assurance/Cyber Defense	39	33	44	41	45	
Information Systems	30	27	21	15	5	
Insurance	2	12	5	1	1	
Insurance & Risk Management				2	3	
Management	127	115	118	109	93	
Marketing	120	107	117	102	86	
Pre-Business			54	41	74	
Pre-MBA					6	
Public Relations				40	37	
Ski Area Business Management	7	3	2	3	5	
Sustain Busi/Enterprise Creatn					2	

F2021 New Program Enrollment (2 -2)

- *NO MARKETING OR PROMOTION FOR EITHER PROGRAM*
- Human Resource Management (estimated enrollment)
 - Y1 = 20, Y2 = 40, Y5 = 150
- Sustainable Business & Enterprise Creation (estimated enrollment)
 - Y1 = 20, Y2 = 25, Y5 = 100

Enrollment 2017-2021



Total Enrollment – Major (1), (2) & Minors

Code	Program	1st Major	2nd Major	Minor	Total
ACC4	Accounting (4+1)	44	0	0	44
ACCT	Accounting	62	0	6	68
ACIS	Accounting/Information Systems	1	0	0	1
ACOR	Accounting/Corporate Finance	1	0	0	1
BACT	Business Admin/Accounting Conc	12	0	0	12
BCIS	Information Systems	4	0	0	4
BUAN	Business Analytics	21	0	0	21
BUND	Pre-Business	74	0	0	74
BUSA	Business Administration	0	0	52	52
BUSF	Business Foundatns (MBA Prep)	0	0	1	1
BUSI	Business	33	0	0	33
CIS	Information Systems	1	0	2	3
CYBR	Info Assurance/Cyber Defense	45	0	10	55
CYDE	Cyber Defense	2	0	0	2
ENTR	Entrepreneurship	51	1	17	69
FINA	Financial Management	38	0	1	39
FINR	Finance & Risk Management	17	0	0	17
GBUS	General Business	45	0	0	45
HUMR	Human Resource Management	2	0	0	2
IBUS	International Business	0	0	2	2
INSR	Insurance & Risk Management	3	0	0	3
INSU	Insurance	1	0	0	1
MGMT	Management	93	0	20	113
MKTG	Marketing	86	0	43	129
PMBA	Pre-MBA	6	0	0	6
PUBR	Public Relations	37	1	7	45
SKIB	Ski Area Business Management	5	0	0	5
SUSB	Sustain Busi/Enterprise Creatn	2	0	0	2
		686	2	161	849

Student Credit Hours

	2017	2018	2019	2020	2021
Graduate	264	312	336	380	651
Undergraduate	15,835	15,717	14,752	15,282	15,167
College Total	16,099	16,029	15,088	15,663	15,818

College Faculty - Discipline

- Accounting - 4
 - Dr. Paul Byrnes –Associate Professor
 - Dr. Stacy Boyer-Davis –Assistant Professor
 - Dr. Kevin Berry –Assistant Professor
 - Professor Kathleen Isleib – Instructor (term)
 - Vacant tenure track line
- Business Analytics -3
 - Dr. Madison Ngafeeson –Associate Professor
 - Dr. Jim Marquardson –Associate Professor
 - Dr. Ahmed Elnoshokaty-Assistant Professor
 - Vacant tenure track line
 - ERIP Fall 2021 -(Dr. Helton)

College Faculty - Discipline

- Finance -2
 - Dr. Daniel Konku-Associate Professor
 - Dr. Jared Linna –Assistant Professor
 - 2 ERIPS (June 2021)
 - Dr. Charles Rayhorn
 - Dr. David Rayome
- Management -4
 - Dr. Gary Stark –Professor
 - Dr. Michael Crum –Professor
 - Professor Corrine Bodeman –Instructor (term)
 - 4 ERIPS/Settlement Retirements Fall 2021
 - Professor Jodi Hunter –Instructor (term)

College Faculty - Discipline

- Marketing -4

- Dr. Gary Brunswick –Professor
- Dr. Brian Zinser – Associate Professor
- Dr. Heejung Park –Assistant Professor
- Dr. Murong Miao –Assistant Professor

- Public Relations - 2

- Dr. Jessica Thompson–Professor
- Dr. Thomas Isaacson –Associate Professor

- *P & T –Dr. Michael Crum & Dr. Stacy Boyer-Davis*
- *Professors Bodeman & Isleib – Ph.D. programs*
- *No retirements*

Staffing

- ERIP

- Dr. Helton – Fall 2020
- Dr. Hart-Fall 2020
- Dr. Steinhaus – Fall 2020
- Dr. Vroman – Fall 2020
- Professor Stulz – Fall 2020
- Dr. Rayhorn – Fall 2021
- Dr. Rayome – Fall 2021
- Annette Brown – October 2020

- Replacements

- Emergency term 2020-21 CIS
- Emergency term 2020-21 MGT

- 2021

- Continuing term – Kathleen Isleib
- Tenure track - Dr. Linna
- Failed Management Search 2020-21
- 2-year Term Corrine Bodeman
- 1-year Term Jodi Hunter
- New Management Search 2021

Staffing

Plan 2021-23

- Continue term contracts for Kathleen Isleib, Corrine Bodeman, Jodi Hunter
- Tenure Track Search – Management (Human Resource Management)
- Term – Business Law
- Term - Finance

AACSB

CIR Report

November 2021 Submission

March 2022 Visit

- Report drafting – ongoing
 - Google Drive
- Collaboration & input –
- Executive Summary & History
- Resources
- Faculty Sufficiency (policy & materials update)
- Assurance of Learning (UG & G)