

**UNG** Mike Cottrell  
College of Business

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UNIVERSITY *of* NORTH GEORGIA™

**STRATEGIC PLAN**  
2015-2020

If you need this document in another format, please contact Nick Kastner ([nick.kastner@ung.edu](mailto:nick.kastner@ung.edu)) or call 706-867-2967.



## **STRONG GRADUATES.**

Summer 2016 marketing graduate Brian McGrath is seeking a position as a technical recruiter or in search marketing this fall.

## NOTE FROM THE DEAN



I am pleased to share with you the strategic plan of the Mike Cottrell College of Business at UNG. This plan, developed with input from external business partners, faculty and

staff, focuses on the current and future needs of our regional business community and the development of strong graduates who can meet those needs.

Over the next five years, this plan will guide the college's priorities, and implementation will require much work. As you review the plan, we encourage you to share your ideas and consider ways you can partner with us to achieve our goals and objectives.

Building on our past successes, we are excited about the development of new programs and opportunities that will ensure graduates of the Mike Cottrell College of Business are prepared to lead in the workplace and their communities.

With your support and that of our talented faculty, staff, alumni and community partners, our vision of building strong graduates and strong communities will remain a reality.

Donna T. Mayo  
Dean

## **VISION STATEMENT**

The Mike Cottrell College of Business seeks to build strong graduates and strong communities.

## **MISSION STATEMENT**

The Mike Cottrell College of Business educates students to become ethical business professionals and prepares them to serve as leaders in their communities and in the global marketplace.

We accomplish our mission through:

- providing innovative learning environments,
- producing relevant intellectual contributions and
- engaging in meaningful outreach and service.

## **ETHICAL PRINCIPLES**

### **Responsibility**

We will provide the most applicable and relevant education for our future business leaders and execute our roles as faculty and staff at the highest level possible.

### **Openness**

We will create and maintain an environment of sharing, communication and openness to support each other in championing the Mike Cottrell College of Business.

### **Commitment**

We will commit to our students, to each other, to our community and to ourselves that we will constantly seek to produce prepared, responsible and ethical graduates of the Mike Cottrell College of Business.

### **Professionalism**

We will represent the Mike Cottrell College of Business in all that we do as the reputation of our College is critical to our students' long term success.

### **Competence**

We will maintain and extend an expert competency in our fields of study and in the relevant skills that our students will need to succeed.

### **Honesty**

We will be honest to ourselves, our administration and fellow faculty members, our students and our community in all of our teaching, research and community service endeavors.

### **Trust**

We will build and establish trust and respect for ourselves and others no matter their viewpoint or status.



## RELEVANT EDUCATION

Associate professor of economics Dr. Donna Danna's passion for education goes beyond her classroom. She recently wrote a book that addresses the need for state colleges and universities to establish and build financial education programs.

## **GOAL 1: PROMOTE ACADEMIC EXCELLENCE AND INNOVATION IN A MANNER THAT IS RESPONSIVE TO MARKET NEEDS.**

**Objective 1.1: Design and deliver a relevant and innovative curriculum that prepares students to succeed in a competitive marketplace.**

Strategies:

- Utilize real-world project-based assignments to solve problems.
- Strengthen course offerings to ensure that cutting-edge, current topics in international business, leadership and ethics education are covered throughout the curriculum.
- Increase opportunities for undergraduate research.
- Increase use of innovative technologies to facilitate learning and communication.
- Incorporate feedback from external stakeholders.
- Build and sustain programs to develop and enrich all students, faculty and staff.

**Objective 1.2: Attract, retain and build highly qualified faculty and staff.**

Strategies:

- Offer competitive compensation.
- Increase opportunities for faculty research, encouraging inter-departmental research projects.
- Provide support to develop innovative teaching.
- Increase endowed funding and annual giving to support faculty.
- Offer non-monetary support for faculty and staff activities.

**Objective 1.3: Increase global, leadership and ethics related experiences.**

Strategies:

- Increase participation of students in international experiences inclusive of study abroad.
- Expand faculty expertise in international business.
- Expand opportunities for leadership education and experience.



## INTERNATIONAL INTERNSHIPS

Marissa Langston, '17, interned with international marketing agency, ITMS Marketing, in Germany this past summer where she worked with multiple clients including Qatar Airways. Her internship was made available through the Mike Cottrell College of Business' partnership with AmCham Germany.

## **GOAL 2: BE AN ENTREPRENEURIAL LEADER AND VALUED PARTNER IN REGIONAL ECONOMIC DEVELOPMENT AND ENGAGE WITH LOCAL, NATIONAL, AND GLOBAL COMMUNITIES.**

**Objective 2.1: Increase global engagement.**

Strategies:

- Develop and maintain relationships with international companies and organizations, with emphasis on those with a connection to the north Georgia region.

**Objective 2.2: Foster entrepreneurship in the north Georgia region, at UNG and in the Mike Cottrell College of Business.**

Strategies:

- Infuse an entrepreneurial mindset within the College and UNG community.
- Offer entrepreneurship education and training to the regional community.
- Work with UNG partners and the community to establish an interdisciplinary innovation & design center.

**Objective 2.3: Partner with regional businesses and organizations to promote workforce and business development in the north Georgia region.**

Strategies:

- Ensure active participation in organizations and activities that support regional business development.
- Engage with regional business leaders to support workforce development.

**Objective 2.4: Engage with the local, regional and national communities.**

Strategies:

- Develop new and strengthen existing relationships with external stakeholders.
- Increase professional and community education programs.



## TECHNOLOGY LEADERSHIP

Enterprise Project Management is offered each summer as an elective for the Cottrell MBA. This course is part of the new graduate certificate and concentration in technology leadership.

## GOAL 3: DEVELOP THE BUSINESS PROFESSIONAL.

**Objective 3.1: Recruit and develop talented students, representative of the Mike Cottrell College of Business vision, mission and values.**

Strategies:

- Increase the quality and quantity of MBA applicants.
- Increase the quality of undergraduate applicants.

**Objective 3.2: Ensure learning includes an understanding of business norms and expectations beyond the academy.**

Strategies:

- Establish a student success center.
- Increase the number of students participating in external career development opportunities.
- Ensure social impact through volunteerism and meaningful service.
- Increase networking opportunities for students, faculty and staff.
- Develop an internship program for faculty.



## ACADEMIC INNOVATION

Dr. Benjamin Garner, assistant professor of management, received a 2015 UNG Presidential Innovation Award to support his efforts in interviewing business professionals on the topics of communication and professionalism.

## GOAL 4: BUILD A COLLEGIAL, INCLUSIVE, PROFESSIONAL AND ETHICAL CULTURE WITHIN THE MIKE COTTRELL COLLEGE OF BUSINESS.

**Objective 4.1: Operate under the guiding principles in the Mike Cottrell College of Business Statement of Ethics: Responsibility, Openness, Commitment, Professionalism, Competence, Honesty and Trust.**

Strategies:

- Promote academic integrity.
- Provide opportunities for stakeholders to ask questions, raise concerns, offer suggestions and share feedback.
- Assure a systematic and robust evaluation process.

**Objective 4.2: Celebrate accomplishments of the Mike Cottrell College of Business and its affiliates.**

Strategies:

- Increase visibility of faculty, staff and student achievements.
- Host events that strengthen academic success and foster collegiality.



**COMMUNITY  
PARTNERSHIP**

Cottrell MBA alumnus and Cumming-Forsyth Chamber of Commerce President James McCoy actively supports the Mike Cottrell College of Business in a variety of ways and serves as a member of the Dean's Advisory Council. McCoy served as a community representative on the Strategic Planning Committee.

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**ENGAGE WITH US.**

For more information about our programs and opportunities to partner, visit [ung.edu/business](http://ung.edu/business).

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