

**UFC Report
September 2024
College of Business
University of Mary Washington**

- New Faces at COB
 - The College of Business (COB) welcomed four new faculty members and a new administrative coordinator: Dr. Lulu Huang, Dr. Durgesh Pattanayak, Professor Chris Willis, Professor Mark Jacobson, and Ms. Brittany Bailey (in place of Ms. Lucy Quann who retired in July 2024).
 - Lulu and Chris bring several years of teaching and research expertise in entrepreneurship to the college. They will be co-directing the soon-to-be-renamed Center for Economic Development. They also will be leading student start-up initiatives, business model competitions, and entrepreneurship curriculum connections to applied programming in the new center.
 - We are also fortunate to have Durgesh and Mark join our faculty and bring their many years of experience in marketing and business analytics teaching and research to our college. They are engaged in revision of the marketing major and teaching courses such as international marketing and marketing analytics.
 - Brittany comes to our college from George Mason University (GMU) New Student and Family Programs. With a Master's degree in Urban Guidance/Counseling, before GMU, Brittany has served for several years the City of Norfolk in multiple capacities such as Human Services, Recreation and Neighborhood Preservation.

- New Majors and Streamlining Current Majors/Programs
 - A new MBA taskforce has started its work to streamline the online MBA curriculum by adding new tracks that address industry needs. COB faculty who serve on the taskforce are working on creating a design template in order to bring a consistent look across all of the 10 MBA courses. The goal is to enhance quality of online course delivery and help students navigate the program better by minimizing the learning curve experienced during transition between courses and professors.
 - In parallel, at the undergraduate front, three separate COB faculty taskforces are working on 1) a new Finance major, 2) revision of the current Marketing major, and 3) revision of the current Entrepreneurship minor for academic year 2025-2026.
 - The COB has signed a new MOU with UVA McIntire and began a partnership to streamline the admission process for COB accounting majors wishing to pursue graduate accounting study at UVA. Preferred candidates need to have a 3.0 or higher GPA and grades of B or better in all pre-requisite coursework. The process

waives the \$85 application fee and offers a minimum guaranteed scholarship of \$10,000 to qualified candidates who apply before Jan 5th, effective July 1, 2024 through July 1, 2027.

- Accreditation
 - In an effort to address the AACSB accreditation focus area of ensuring a visible technology infrastructure and incorporating emerging technologies in curriculum, the COB faculty and leadership are working on a potential adoption of Coursera and integration of tech credentialing.
 - The focus will remain on enhancing students' technological competencies and supporting various teaching modalities. To that end, the COB will also be setting up a new Lightboard Studio this academic year to aid in online delivery synchronous or asynchronous lectures and discussions.

- Career Focused Events
 - On October 3rd, the COB will be hosting Business Career Pathways event aimed to bring our industry partners and students together in a career fair format. The event was previously called Meet the Firms and has been open to Business and Economics students. Based on the COB executive advisory board input, it has been renamed, and is now also open to students from computer science and math majors.
 - Benefits for participating organizations include engaging with students from various business disciplines, as well as economics, data science, math and computer science, showcasing company and career opportunities, finding great interns and potential employees, and inspiring the next generation of business leaders. This is a high-impact experience for fostering valuable connections that could lead to successful career and internship placements.