

**UFC Report**  
**October 2024**  
**College of Business (COB)**  
**University of Mary Washington (UMW)**

- New Majors, Minors, and Streamlining Current Programs
  - The College Council approved the new Finance major (collaboratively developed with Economics faculty).
  - The College Council approved the new Marketing Analytics minor. (collaboratively developed with Data Science faculty).
  - The College Council approved the revised Entrepreneurship minor and four new Entrepreneurship courses. Elective courses from College of Arts and Sciences were included to make the minor more accessible to students outside of COB.
- Digital Credentialing
  - The COB faculty and leadership made progress on adoption of *Coursera Career Academy* and integration of tech credentialing into the College's student success initiatives.
  - [https://www.coursera.org/campus?utm\\_content=corp-to-landing-for-campus&utm\\_campaign=website&utm\\_medium=coursera&utm\\_source=header&utm\\_term=b-in](https://www.coursera.org/campus?utm_content=corp-to-landing-for-campus&utm_campaign=website&utm_medium=coursera&utm_source=header&utm_term=b-in)
  - A new cross-disciplinary Coursera Implementation task force was set up with faculty members and deans from College of Arts and Sciences, College of Business, College of Education, and members from Digital Knowledge Center, Center for Career and Professional Development, and Center for Teaching. The task force will evaluate the feasibility of credentialing for all UMW students across campus.
- Center for Economic Development (CED) Audit
  - UMW Director of Internal Audit completed an audit for CED and a corrective action plan was created in collaboration with COB leadership, Small Business Development Center Director, and UMW Director of Finance. We submitted to the Director of Internal Audit target completion dates and responsible parties for each corrective item in the action plan spanning a 12 month period.
- COB Executive Advisory Board
  - The Board had its first meeting of the year on September 12<sup>th</sup>. A new Board President was elected: Megan Shepherd '94. Topics discussed were the creation of a new scholarship "Distance Travelled", and the COB Alumni Awards event planning, including sponsorship options, ticketing, and student participation. Students from the dean's Student Advisory Board were present at the meeting; students participated by sharing their experiences on internships and mentorship opportunities provided by the college.
- COB Student Advisory Board
  - The Board had its first meeting on September 10<sup>th</sup>. Co-presidents (Annabella Nonamaker and Grace Corriveau) and a Vice President (Jay Hooker) were elected. Students and the dean expressed their thoughts on expanding the board and decided on opening up a "forms" document seeking nominations. Over 80 nominations have been made so far; nominations have now been closed and the dean will be meeting with student leadership to create a set of criteria to narrow down the list.