



AACSB-International: The Association to Advance Collegiate Schools of Business
ACEJMC: Accrediting Council on Education in Journalism and Mass Communications
SACS: Southern Association of Colleges and Schools
Undergraduate Business: Accredited Since 1976 Undergraduate JMC: Accredited Since 1987 MBA: Accredited Since 1981

Department of Management, Marketing, and Business Administration

Bylaws and Rationales of the Advisory Board for the Department of Management, Marketing, and Business Administration at Murray State University

Historical Background

The Advisory Board for the Department of Management, Marketing and Business Administration shall be interchangeably called the **Chair's Advisory Board** (CAB). The CAB for the department of Management, Marketing and Business Administration (hereinafter referred to as the **MMB Department**) was initiated in Fall 2006 under Prof Gerry N. Muuka, then Assistant Dean of the College and Interim Chair for the MMB Department.

Introduction

While the College of Business and Public Affairs is the largest College at Murray State University in total student enrollment (averaging 23% of the MSU total), the Department of Management, Marketing, and Business Administration is the largest of the six (6) departments in the College of Business and Public Affairs: in terms of both the number of faculty (17), and more importantly the number of students. In fall 2005, for instance, the department was home to 44% of all the undergraduate students in the College of Business and Public Affairs. At the graduate level, the MBA is the largest of six (6) graduate programs in the College, averaging some 192 enrolled students (or 65% of the graduate total in the College) every semester since Fall 2004. It is also the single largest graduate program at Murray State University. Although MBA courses are offered by the four business departments—Accounting; Computer Science and Information Systems; Economics and Finance; and Management, Marketing, and Business Administration—the MMB department has majority ownership of the MBA when two factors are considered, namely:

- (a) MBA Core Courses: Of the seven (7) required courses, three (3) are offered by the MMB Department
- (b) MBA Electives: Of the many MBA electives offered by the four business departments, the most popular ones in terms of student enrollment numbers are offered in our department. They include MKT 675 (E-Business), MKT 685 (Business Geographics for Managers), MKT 663 (Advanced Consumer Behavior), MGT 655 (Organizational Development), MGT 654 (Seminar in Human Resource Management), and MGT 657 (Seminar in International Management).

Bylaws

Approved: Provide this date later

Purpose

The Chair's Advisory Board (CAB) of the Department of Management, Marketing and Business Administration (MMB Department) has, as its singular purpose, the enhancement and promotion of students, faculty & staff, programs and resources in the MMB department and (by extension) the College of Business and Public Affairs generally. Members of the CAB shall use their experience, resources and networks towards this end.

Membership

The Chair's Advisory Board (CAB) shall be made up of all faculty in the MMB department and at least sixteen (16) external members drawn from both alumni and friends of the department and College. All key areas and majors of the department will be represented, that is: Management, Marketing, Business Administration, and International Business. The Chair of the MMB Department, in close consultation with faculty in the department, shall nominate the outside members of the CAB. The Chair of the department may assign staff and students to the CAB as ex-officio members.

All members of the CAB shall be expected to actively participate in the implementation and achievement of the board's goals, objectives, and ideals.

Diversity of outside Members: It shall be the deliberate policy of the CAB to have diverse representation at a minimum of four levels: diversity by gender, race, type of industry represented, and rank/position of the external members.

Term of Office

CAB members shall serve a minimum of five (5) years, for two reasons: (a) There is need to give members enough time to implement agreed-upon goals and tasks, and to realize results (b) Five years is also the planning timeframe for the strategic plans of both Murray State University and the College of Business and Public Affairs. For the period under review, both strategic plans are for 2003-2008.

Although changes are always possible and will most likely be made, *ideally*, the pioneering CAB members in 2006 will serve up to and including year 2012.

Officers

Officers of the CAB shall consist of two Co-Chairs (the Chair of the MMB Department and another Co-Chair chosen from outside Murray State University); a Secretary from outside Murray State University; and a Vice-Secretary from among faculty in the MMB department. These arrangements are meant to facilitate CAB operations, the production of minutes, and coordination and continuation of CAB activities in the absence of one of the Co-Chairs or the CAB Secretary.

Committees

It is recommended that a Committee structure be utilized in order to more effectively assign tasks, responsibilities and accountability for meeting agreed-upon goals and objectives. The following four (4) Committees will make up the CAB. Each Committee will have a chair, who will liaise with the CAB Co-Chairs towards achieving stated goals. Each committee will select its own Chair. The component committees are:

(1) **The Student Enhancement Committee:** Will be responsible for enhancement of students from the MMB department in ways that will not be limited to the following:

- Fundraising
- Student Recruitment
- Student Scholarships (including graduate assistantship support)
- * Student retention
- * Job Placement
- * Internships

(2) **The Faculty and Staff Enhancement Committee:** The faculty and staff enhancement committee will have roles and responsibilities that include:

- * Fundraising with a view to supporting:
 - Faculty research and publications generally, known as intellectual contributions
 - Faculty and Staff technology needs: computers, software, etc
 - Faculty and Staff office furniture needs
 - Faculty externships
 - Faculty development
 - Faculty intellectual contributions support.
- * Fundraising to support faculty travel to national and international seminars and conferences
- * Fundraising to support two (2) MMB Department major awards, namely:
 - The MMB Department award for the faculty member(s) with the largest peer-reviewed journal (PRJ) articles in the preceding academic year
 - The MMB Department award for the best teacher in the department during the preceding academic year.
- * Faculty externships with a view to obtaining real-world work experience and opportunities to write and publish cases to enhance teaching

(3) **Academic Programs Committee:** the academic programs committee is charged with the following tasks:

- Fundraising
- Reviewing all major undergraduate programs and the Master of Business Administration (MBA) with a view to advising the department on curriculum-related questions and issues surrounding
 - Relevance of respective programs and majors, overall, to the needs and realities of industry—both profit and non-profit
 - Relevance of core/required courses in each program and major
 - Depth and breadth of both required and elective courses in each program, and recommending specific additions or sub-tractions of courses needed to make respective programs more current and industry-relevant
 - Helping to market the department's undergraduate and graduate offerings to industry and business consortia

(4) **The Business Partnerships Committee:** the business partnerships committee has, as its major charge, the strengthening of ties and activities between the business community and the department. Specific goals and tasks include, but shall not be limited to:

- Enhancement of Alumni links, and relationships
- Resource enhancements: fundraising; technology; classroom naming; and classroom refurbishment support
- Building endowments with a view to having an **Endowed Chair** in the MMB Department by year 2010.
- Executives on campus programs

Fundraising

Because of the centrality of financial resources to enhancement of the department and its programs, fundraising shall be the common-thread and function among all sub-committees of the Chair's Advisory Board.

Meetings

The CAB shall meet once a year. The four committees will, however, meet as often as they deem appropriate to achieve stated goals and objectives.

Communications and Publicity

Communications among board members—and publicity of the CAB’s functions and achievements—will be accomplished in a number of ways, not limited to the following:

- (a) E-mail Listserv: members can communicate with the CAB Co-Chairs and all other members (except faculty) by sending an e-mail to the following address:

MMB@Murraystate.Edu

- (b) Website: there will be a web link, off of the main MMB departmental website, specifically devoted to the Chair’s Advisory Council. The board’s functions, goals and major achievements will be housed on this site.



Agenda for the first CAB Meeting scheduled for April 13, 2007 in Evansville, Indiana

0.0 Introductions

1.0 Opening Remarks: Assistant Dean and Interim MMB Department Chair

- 1.1 Department’s standing in the College and MSU Generally
- 1.2 Faculty numbers; Student enrollment numbers and graduation rates
- 1.3 Major Challenges facing the MMB Department

2.0 Question and Answer Segment

3.0 MMB Department’s Advisory Board: Rationale, Composition, Major Goals

4.0 Election of Co-Chair of the CAB

5.0 Refreshments

6.0 Committees

- 6.1 Selection of committee members and committee Chair
- 6.2 Major charges for the committee for 2006-2007

7.0 Action Agenda, Action Items, and Progress Report Timelines

8.0 Any Other Business

9.0 Sub-Committee Members meet to chart the way forward and articulate an Action Agenda

10.0 Group photo for the MMB Department’s Website.