



NORTHERN MICHIGAN
UNIVERSITY

The NMU College of Business

State of the College

2023-24, 2024-25, Fall 2025

Future Home of the College



AACSB Accredited

National Center of Academic Excellence for Cyber Defense (CAE)

AACSB Reaccreditation - 2026-27

CAE Reaccreditation - 2025





MISSION: Through engagement and innovation in learning, research, and service, the College of Business prepares students for professional success that benefits the Upper Peninsula, Michigan and the Midwest.

VISION: The College of Business will be recognized for providing high-quality educational programs that create adaptable and innovative professionals with an entrepreneurial spirit. The college strives to be acknowledged as one of the premier business programs among regional universities in the Midwest.



Strategic Plan

OUR PURPOSE

We foster inclusive and sustainable economic growth, employment and meaningful work for the

Upper Peninsula and beyond.

• **INSTRUCTION**

- Prepare all students to work as professionals in high demand jobs.

• **RESEARCH**

- Support research, scholarly and creative activity.

• **ENGAGEMENT**

- Engage with the Upper Peninsula business community to promote economic development.

• **SUSTAINABILITY**

- Create a sustainable business model for the College of Business.



College of Business

- Diverse Business Program offering
 - Master in Business Administration, MBA with a concentration in Accounting, MBA with a Business Analytic track
 - On Campus Programs
 - Global Campus Programs
 - Associate degree programs
 - Certificate
- 32 – credit Business Core (all Business majors except Information Assurance, Public Relations, and Sustainable Business & Enterprise Creation)
- Provide “service” to numerous programs – Medicinal Plant Chemistry, Social Media Management, Construction Management & Theatre & HHP
- General Education offerings
 - FIN 224 Personal Financial Management
 - IS 116 Cyber Defense Fundamentals
 - MGT 121 Intro. To Business
 - PR 332 Corporate Sustainability
- The College offers each Business core course at least once every semester (F-W-S)
 - Option for students to enroll in courses throughout the year (shorten time to graduation)
 - Face-to-face delivery
 - Online
- The College offers 8 different enrollment options
 - College offers “accelerated” courses
- Several years back the College eliminated “CoB Application”
 - Progression to degree is managed by course prerequisites
- Various programs modified curriculum 2024-25
 - General Education requirements for various courses changed to “recommended”
 - A few “clean-ups” still needed
 - 2025-26 work



Business Programming

- Master of Business Administration (30 credits)*
 - Business Analytics track
- Master of Business Administration with a concentration in Accounting (30 credits)*
 - Numerous peer-reviewed articles by graduate students
- *Graduate certificate in Health Informatics - Suspended*

• Bachelor Programs

- Accounting
- Bachelor of Applied Management*
- Business Analytics
- Entrepreneurship
- Financial Management
- Human Resource Management
- Information Assurance/Cyber Defense
- *Management*
- Marketing
- Public Relations
- Risk Management & Insurance
- Ski Area Management (2+2)
- Sustainable Business & Enterprise Creation



FACULTY AWARDS

Excellence in Teaching: Dr. Crum

Excellence in Part-time Teaching:

Professor Deb LaMere

Innovation and Technology Award:

Dr. Shepard

Faculty Grant: Dr. Miao

TLC Grant: Dr. N. Park



Internship hours = 6,700

Scholarly Activities

- Journal Publications = 23
- Referred Presentations = 20
- Proceedings = 8
- Grants = 2

Accomplishments

Promotion – Dr. Stacy Boyer-Davis (full)

Promotion – Dr. Brian Zinser (full)

Promotion – Dr. Corinne Bodeman (cc)

Research Incentives – 12 different faculty

Summer Research Stipends - \$35,000



Analysis of SCH per FTETF

	Fall 2022- Winter 2023	Fall 2023- Winter 2024	Fall 2024- Winter 2025	Fall 2025-
SCHs	6,963	7,270	7,774	2,799

Dept Code	FTE Teaching Faculty							
	FY17	FY18	FY19	FY20	FY21	FY22	FY23	FY24
BUS	28.01	25.57	24.52	27.97	24.60	22.61	24.42	23.33

SCH per FTETF								
FY17	FY18	FY19	FY20	FY21	FY22	FY23	F24	
606.0	618.9	605.8	569.0	639.6	651.7	634.2	369.1	



Staffing Conversation Data

Ranked Fall FTE Teaching Faculty (excludes Contingent, Adjunct, GA)					
Ranked FTE	Ranked FTE	Ranked FTE	Ranked FTE	Ranked FTE	Ranked FTE
Fall 19	Fall 20	Fall 21	Fall 22	Fall 23	Fall 24
21.3	20.7	20.9	21.2	22.7	20.4

ALL Fall FTE Teaching Faculty (includes ALL, Ranked, Contingent, Adjunct, GA)					
Real FTE	Real FTE	Real FTE	Real FTE	Real FTE	Real FTE
Fall 19	Fall 20	Fall 21	Fall 22	Fall 23	Fall 24
23.2	23.7	26.1	25.7	26.3	26.1

Fall Department Credit Hours (Fall only to create FTE:DCH Ratio)					
Fall DCH	Fall DCH	Fall DCH	Fall DCH	Fall DCH	Fall DCH
AY19-20	AY20-21	AY21-22	AY22-23	AY23-24	AY24-25
7,238	7,573	7,814	7,699	8,163	8,767

DCH per FTETF					
Fall DCH	Fall DCH	Fall DCH	Fall DCH	Fall DCH	Fall DCH
AY19-20	AY20-21	AY21-22	AY22-23	AY23-24	AY24-25
0	1	2	3	4	5
341	366	374	363	359	429

Unduplicated AY Major Counts - 10th Day (Maj1+Maj2, summer+fall+winter)					
AY Majors	AY Majors	AY Majors	AY Majors	AY Majors	AY Majors
AY19-20	AY20-21	AY21-22	AY22-23	AY23-24	AY24-25
685	652	688	715	744	762

Unduplicated AY Majors per FTETF					
AY Majors	AY Majors	AY Majors	AY Majors	AY Majors	AY Degrees
AY19-20	AY20-21	AY21-22	AY22-23	AY23-24	AY24-25
0	1	2	3	4	5
32	32	33	34	33	37

Degrees Awarded per FTETF					
AY Degrees	AY Degrees	AY Degrees	AY Degrees	AY Degrees	AY Degrees
AY19-20	AY20-21	AY21-22	AY22-23	AY23-24	AY24-25
7.9	9.6	9.1	8.9	7.6	0.0



Staffing Conversation Data

Production Value					
AY	AY	AY	AY	AY	AY
AY19-20	AY20-21	AY21-22	AY22-23	AY23-24	AY24-25
7.3%	8.0%	8.4%	8.6%	8.9%	9.3%

Replacement Ratio					
AY	AY	AY	AY	AY	AY
AY19-20	AY20-21	AY21-22	AY22-23	AY23-24	AY24-25
4.1	3.29	3.60	3.80	4.33	4.23



Northern Michigan University College of Business Degrees Awarded

Undergraduate	20-21	21-22	22-23	23-24	24-25		
Accounting	28	32	26	25	26		
Business Analytics	-	4	7	4	6		
Cyber Defense	10	15	10	20	18		
Entrepreneurship	10	10	10	9	8		
Finance	18	16	25	12	27		
Human Resources	-	-	1	3	2		
Information Systems	4	1	-	-	-		
Management	39	34	34	28	35		
Marketing	39	18	29	14	33		
Public Relations	14	17	12	8	19		
Ski Area Mgmt	1	1	-	-	-		
Sustainable Business	-	-	-	2	6		
OTHER	20-21	21-22	22-23	23-24	24-25		
General Business	19	15	12	24	29	associates	
Individual Study	-	-	1	-	1		
Climate Control Tech	1	-	-	-	-		
Total Degrees Awarded	20-21	21-22	22-23	23-24	24-25		
Undergraduate	183	163	167	149	210		
Graduate (MBA)	14	27	21	23	31		
Total Degrees Awarded	197	190	188	172	241		

Source:

<https://nmu.edu/institutionaleffectiveness/degrees-awarded-dashboard>



Undergraduate	2022-2023			2023-2024			2024-2025			5-Year Total		
	Degrees	Majors	Rate	Degrees	Majors	Rate	Degrees	Majors	Rate	Degrees	Majors	Rate
Accounting	26	90	28.9%	25	78	32.1%	26	100	26.0%	137	460	29.8%
Business Analytics	7	17	41.2%	4	11	36.4%	6	19	31.6%	21	76	27.6%
Cyber Defense	10	63	15.9%	20	68	29.4%	18	78	23.1%	73	281	26.0%
Entrepreneurship	10	44	22.7%	9	44	20.5%	8	40	20.0%	47	213	22.1%
Finance	25	75	33.3%	12	72	16.7%	27	73	37.0%	98	341	28.7%
Human Resources	1	7	14.3%	3	10	30.0%	2	14	14.3%	6	35	17.1%
Information Systems	0	1	0.0%	0	0	0.0%	0	0	0.0%	5	14	35.7%
Insurance	0	0	0.0%	0	0	0.0%	0	0	0.0%	-	5	0.0%
Management	34	88	38.6%	28	90	31.1%	35	91	38.5%	170	456	37.3%
Marketing	29	93	31.2%	14	92	15.2%	33	90	36.7%	133	438	30.4%
Public Relations	12	34	35.3%	8	38	21.1%	19	32	59.4%	70	180	38.9%
Ski Area Mgmt	0	2	0.0%	0	2	0.0%	0	5	0.0%	2	12	16.7%
Sustainable Business	0	13	0.0%	2	20	10.0%	6	17	35.3%	8	58	13.8%
Efficiency Rate	154	527	29.2%	125	525	23.8%	180	559	32.2%	770	2,569	30.0%





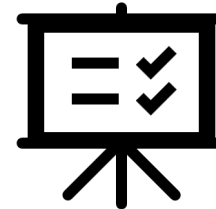
College of Business

Academic Year 2025-26



Priorities for 2025-26

- Continue College curriculum review and modify for continuous improvement.
 - HRM
 - SUSB
- Expand and enhance consulting services. Provide HIP
 - Via HUB grant
 - Working with NMU staff
 - Graves Hospitality
 - Accrisure
 - MCCF
 - Marquette Mountain
 - Other
- Work with the NMU Foundation on the following initiatives:
 - Business building funding (NMU portion)
 - Endowed Professorships
 - Endowed Student Scholarships
 - Certificate funding



Priorities for 2025-26

- Continue work toward reaccreditation (monitor and assess status)
 - AACSB
 - CAE-CD
- Stabilize/Increase enrollment
 - Add 3 outreach activities (UG) & (G)
 - Monitor and report success statistics/benchmarks
- Increase outreach activities (external & internal)
 - COB Advisory Council
 - Accounting Advisory Council
 - Social media campaign
 - Digital publication – 2x/year
 - Career event(s)
 - Semester socials
 - Graduation dinner
 - Student Professional development



Major	Freshmen	Sophomore	Junior	Senior & PB	Undergrad Total	Graduate	Total	UG	G
		1,306	1,430	1,886	6,650	736	7,386	10.35%	5.98%
Total	173	142	170	203	688	44	732	-27	-3.69%
Accounting	11	15	17	35	78		78		
Accounting (4+1)	2	1	11	10	24		24		
Business					0	44	44		
Business Analytics	2	1	3	7	13		13		
Entrepreneurship	9	6	12	9	36		36		
Financial Management	26	17	19	22	84		84		
General Business	45	24	10	1	80		80		
Human Resource Management	1	6	4	5	16		16		
Individualized Studies				1	1		1		
Info Assurance/Cyber Defense	9	22	26	33	90		90		
Insurance					0		0		
Insurance & Risk Management		1			1		1		
Management	8	7	30	38	83		83		
Marketing	18	16	19	21	74		74		
Pre-Business	38	15	3	2	58		58		
Public Relations	3	8	11	10	32		32		
Ski Area Business Management			3	2	5		5		
Sustain Busi/Enterprise Creatn	1	3	2	7	13		13		



Business Minors	BUS	ACCT	Accounting	4	1	3	300.0%
		BUSA	Business Administration	73	64	9	14.1%
		BUSF	Business Foundatns (MBA Prep)	7	9	-2	-22.2%
		CIS	Information Systems	4	4	0	0.0%
		CYBR	Info Assurance/Cyber Defense	10	7	3	42.9%
		ENTR	Entrepreneurship	5	2	3	150.0%
		IBUS	International Business	3	5	-2	-40.0%
		MGMT	Management	10	12	-2	-16.7%
		MKTG	Marketing	22	26	-4	-15.4%
		PUBR	Public Relations	6	5	1	20.0%
	BUS			144	135	9	6.7%



Faculty Profile

		2022-23	2023-24	2024-25	2025-26
Full time Faculty Members		21	23	22	22
Faculty with Ph.Ds		80.95%	73.91%	81.82%	81.82%
Faculty members by gender					
	<i>Female</i>	28.57%	30.43%	31.82%	36.36%
	<i>Male</i>	71.43%	69.57%	68.18%	63.64%
Faculty members by discipline					
	<i>Accounting</i>	21.43%	21.74%	22.73%	27.27%
	<i>Business Analytics</i>	14.29%	17.39%	13.64%	18.18%
	<i>Finance</i>	9.52%	8.70%	9.09%	9.09%
	<i>Management</i>	26.19%	26.08%	31.82%	22.73%
	<i>Marketing</i>	19.05%	17.39%	18.18%	18.18%
	<i>Public Relations</i>	9.52%	8.70%	4.55%	4.55%
Faculty members by rank					
1 CC	<i>Instructor</i>	19.05%	26.09%	18.18%	18.18%
1 CC	<i>Assistant Professor</i>	42.86%	26.09%	36.36%	36.36%
	<i>Associate Professor</i>	19.05%	30.43%	27.27%	18.18%
	<i>Professor</i>	19.05%	17.39%	18.18%	27.27%
Ethnicity of Full-time Faculty					
	<i>African</i>	4.76%	4.34%	4.55%	4.55%
	<i>Asian</i>	14.20%	17.39%	22.73%	22.73%
	<i>Canadian</i>	4.76%	4.34%	4.55%	9.09%
	<i>Middle-Eastern</i>	4.76%	4.34%	4.55%	4.55%
	<i>Non-Hispanic</i>	71.43%	69.59%	63.64%	59.09%



Analysis of SCH

	Fall 2022- Winter 2023	Fall 2023- Winter 2024	Fall 2024- Winter 2025	Fall 2025-
SCHs	6,963	7,270	7,774	2,799



Thanks for your attention.
Happy to answer any questions
you may have

