Unit Level Report AY 2012
Department: College of Business

Delta State

Academic Affairs/Provost and VPAA

College of Business

COB Mission Statement
Mission statement
The mission of the College of Business is to prepare students for the marketplace by providing challenging educational opportunities.
Related Items
There are no related items.

COB 2012_01: Assessment Efforts
Start: 7/1/2011
End: 6/30/2012
Unit Goal
Increase assessment efforts and improve gathering and reporting methods.
Evaluation Procedures
Annual assurance of learning measures and reports will meet data quality standards acceptable for use in making programs' enhancement decisions (internal) & satisfaction of accreditation requirements.
Actual Results of Evaluation

- *Conducted Graduate Survey during spring 2012 semester to determine whether graduates are currently working in their discipline and their level of income.*
- *Prepared application report for accreditation of the Master of Professional Accountancy with the Accreditation Council for Business Schools and Programs (ACBSP). Program was accredited in April 2012.*
- *Partnered with DSU's Institutional Research and Planning to present assurance of learning workshop for College of Business faculty designed to enhance faculty involvement in the assessment process and to ensure current assessment items are appropriate to measure their intended outcomes.*
- *Each academic unit developed closer relationships with industries specific to their disciplines.*

Use of Evaluation Results
The College will use results to guide curriculum and course changes.
Related Items
There are no related items.

COB_2012_02: Perception of Academic Programs

Start: 7/1/2011
End: 6/30/2012
Unit Goal
Increase the perception of quality of our academic programs to potential students, alumni, and employers.
Evaluation Procedures
ACT and SAT scores of enrolling students, passing rates of students on licensure examinations, the number of transfer students, and the freshmen to sophomore retention rate.
Actual Results of Evaluation

- *College of Business online graduate business program was ranked 16th nationally in student engagement and accreditation by U.S. News & World Report.*
- *College modified websites for graduate and undergraduate programs.*
- *College partnered with MasterStudies.Com to promote graduate programs to international students.*
- *Dean participated in alumni gatherings and served as the principal speaker at seven (7) community wide events for educational institutions.*
- *18 business firms participated in the College of Business Career Fair in Fall 2011, while 22 employers participated in Spring 2012.*
- *Initiated a survey to give students the opportunity to state their preference of times for taking night courses.*
- *College of Business developed a relationship with Mississippi state office of Future Business Leaders of America (FBLA) and Distributive Education (DECA). The College of Business advising staff gave a presentation at the Future Business Leaders of America (FBLA) and Distributive Education Clubs of America's (DECA 2012 Annual Conference and participated in the conference as judges of student competitions.*
- *Expanded the number of on-line course offerings from 84 (summer 09, fall 09, spring 10) to 97 (summer 10, fall 10, spring 11 to 121 (summer 11, fall 11, spring 12). This result represents a 24.7% increase over the 2010-2011 academic year and a 44% increase over the 2009-2010 academic year.*
- *The College joined the SAP University Alliance. SAP is the market leader in Enterprise Resource Planning (ERP) platforms. College identified courses to offer with SAP content beginning in fall 2012. Student completing three courses consisting of at least 30% SAP content will qualify for the SAP Associate Certificate.*
- *Obtained approval to offer a human resources management, health care administration, and information systems emphasis area in the MBA program beginning fall 2012.*
- *Revised and synchronized admissions and degree requirements for the traditional MBA and iMBA programs.*
- *Revised prerequisites courses and content required for entrance into the MBA program.*
- *In fall 2011, the College saw a 25% increase in the number of businesses (25) participating in the College of Business Career Fair over fall 2010 (20). Eighteen (18) businesses participated in the Spring 2012 compared to 24 in Spring 2011.*
- *Initiated a process to give students the option of taking every course in a face-to-face (daytime), face-to-face (nighttime), and online within a two year period.*

- *The College continued its efforts to integrate the SAP content into the business curriculum beginning fall 2012. During the spring 2012 semester, two (2) division chairs and two (2) faculty members attended SAP training in San Antonio, TX. Plans are to send additional faculty members for training during Summer 2012. Students successfully completing 3 courses with 30% SAP content will earn a certificate.*
- *Department   of Commercial Aviation partnered with Pinnacle Airlines Corporation to implement Direct Hire Program. Unfortunately, internal challenges, unrelated to DSU, led Pinnacle Airlines to discontinue the program.*

Use of Evaluation Results

- College will explore 2 plus 2 partnerships with community colleges throughout the State.
- Develop a 4-year evening schedule for students interested in obtaining BBA in non-traditional format
- Expand the number of on-line course offerings

Related Items
There are no related items.

COB_2012_03: Quality of Student Body Efforts
Start: 7/1/2011
End: 6/30/2012
Unit Goal
Increase the quality of the student body
Evaluation Procedures
ACT and SAT scores of enrolling students, passing rates of students on licensure examinations, the number of transfer students, and the freshmen to sophomore retention rate.
Actual Results of Evaluation

- *The overall retention rate for the College of Business from fall 2011 to spring 2012 was 57.10%. Results varied by academic majors. Goal was exceeded among aviation management, flight operations, and finance majors. The College is making progress towards its goal of a 70% retention rate by fall 2012. The retention rate among first-time, full-time freshmen was 88.1% between fall 2011 and spring 2012. The retention rate for first-time, full-time freshmen was 60.79% between fall 2010 and fall 2011.*
- *Average ACT scores increased 1.4% from 20 in fall 2010 to 20.28 in fall 2011. This represents a 12.67% increase from fall 2009 (18 Average ACT).*
- *College of Business Advising Center staff participated in more than 12 career fairs/recruitment events during the 2011-12 AY.*
- *The College is in the process of developing and implementing a comprehensive marketing plan to target Delta residents enrolled in online programs at for-profit institutions.*
- *Revised the graduate and undergraduate websites for the College.*
- *Launched a College of Business Facebook page.*
- *The College joined the SAP University Alliance. SAP is the market leader in Enterprise Resource Planning (ERP) platforms. College identified courses to*

offer with SAP content beginning in fall 2012. Student completing three courses consisting of at least 30% SAP content will qualify for the SAP Associate Certificate.
- *Continued increase in the number of business students participating in study abroad programs. Recently College of business students have stated in the Netherlands, Germany, Belgium, Luxembourg, France, England, and Spain.*
- *Renewed registration of the financial planning program with the CFP Board of Standards. Modified the FIN 460 course for compliance with the new standards.*
- *The Chair of Entrepreneurship in Business Technology offered eighty six (86) entrepreneurial counseling sessions to students during the 2012 academic year.*

Use of Evaluation Results

- College of Business will expand the scope of the College of Business Advising Center.
- College will continue to encourage more student participation in the BSAC and other campus organizations.
- Develop a marketing plan targeting area students enrolled in for-profit institutions.
- Enhance college and division/department websites

Related Items
There are no related items.

COB_2012_04: Faculty Quality Efforts
Start: 7/1/2011
End: 6/30/2012
Unit Goal
Increase the quality of the faculty.
Evaluation Procedures
The percentage of minority faculty and staff will be analyzed. Faculty scholarship (e.g., journal articles and presentations) and the number of scholarly activities (e.g., conferences & attended) will be cataloged.
Actual Results of Evaluation

- *Mr. James "Jim" Brown, Instructor in Insurance, received the S.E. Kossman Outstanding Teaching Award (DSU's top faculty award).*
- *Dr. Julie Speakes, professor and department chair of Commercial Aviation, was awarded the prestigious William A. Wheatley Award for 2011, from the University Aviation Association (UAA) at the UAA Fall Education Conference Awards Banquet in Indianapolis, Indiana.*
- *Dr. Vicki Webster, assistant professor of Computer Information Systems, was honored by the Mississippi Board of Trustees of the State Institutions of Higher Learning for her impact in advancing diversity and encouraging understanding and respect.*
- *Dr. Michelle Matthews, Associate Professor of Economics, received the College of Business Outstanding Faculty Teaching Award sponsored by AT&T.*
- *Continued increase in the number of new faculty participating in summer 2012 Study Abroad Program.*
- *Four faculty members participated in the SAP training program in San Antonio, Texas.*

- *The College of Business hired four (5) minority faculty members, two full time, one visiting, one part-time and one adjunct, during the 2011-12 AY.*
- *The College supported two minority faculty members in successfully completing their doctoral program. Dr. Guozhen Zhoa (Rutgers University) and Dr. Glendscene Williams (Jackson State University) earned their Ph.D.s during the 2011-12 AY.*
- *The College of Business has a 29.4% minority faculty rate. This rate exceeds the university's goal of 21%.*

Use of Evaluation Results

- Enhanced recruiting efforts for all underrepresented faculty positions
- College will seek to involve more faculty in Magellan Exchange Program.

Related Items
There are no related items.

COB_2012_05: External Funding Efforts

Start: 7/1/2011
End: 6/30/2012
Unit Goal
Increase external funding for faculty and student support.

Evaluation Procedures
The College will evaluate the amount of private donations, scholarship and grant funds obtained.
Actual Results of Evaluation

- *College of Business submitted grant proposals to USDA RBEG, SBA Prime, Department of Commerce (DOC) University Center Economic Development Program, Global UGrad Program, Rural Jobs and Accelerator Innovator Grant, and Workforce Innovation Fund (Partnered with South Delta Planning Development District).*
- *Grants funded: Debts Education for Business Transformation and Sustainability (DEBTS)- USDA RBEG ($250,000).*
- *College of Business submitted funding request to the following corporations/foundations: Monsanto, Bolivar Medical Center, Delta banks. Also developed funding proposal for AT&T.*
- *Awarded the first Glen and Mary Ellen Stafford Holloway Endowed Scholarship.*
- *Awarded the first Rock River Foundation Scholarships ($15,000) to twenty five (25) junior and senior business majors. The average grade point average of the recipients was 3.20.*
- *The Chair of Entrepreneurship in Business Technology established and maintained fifty five (55) partnerships during FY 2012.*

Use of Evaluation Results

- *A faculty research team will be developed to assist junior faculty with intellectual contributions and enhance collaboration among COB faculty and other academic disciplines.*

- *Continue to support a team of proposal writers within COB drawing on the strength of each team member to develop budget, conduct research, write the proposal, establish and identify partnerships, collect letters of support, and edit, etc.*
- *The College will develop a list of needs and make every effort to fit the needs with a local business interest. For example, local banks will be asked to support an electronic investment/trade room.*
- *Develop and expand alumni and friends networks to increase scholarship and endowment funds.*

Related Items
There are no related items.

COB_2012_06: Professional Practice Efforts

Start: 7/1/2011
End: 6/30/2012
Unit Goal
Increase the number of professional practice opportunities for students and faculty.

Evaluation Procedures
The College will evaluate the number of collaborative efforts among college of business & interdisciplinary centers.
Actual Results of Evaluation

- *College provided seventy (70) counseling sessions to existing entrepreneurs and potential business owners.*
- *The DEBTS program assisted 7 businesses during the 2011-2012 fiscal year. Approximately 10 Training sessions were held on topics such as enhancing business planning, marketing, management, understanding credit and debt management, inventory management, accounts receivable management, accounts payable management, and cash flow analysis. 10 one-on-one sessions were facilitated by staff to enforce concepts learned in the training sessions. Program participants ranged from existing businesses to those who are in the early stages of building their business.*
- *The DBIH program administered 216 health screenings to employees at 10 worksites in Bolivar and Sunflower counties. The DBIH program facilitated a total of 36 workshops at the worksites with approximately 172 in attendance. These workshops covered Disease Management and Prevention, Getting Active and Healthy Eating.*
- *The Center for Economic Education and Research (CEER) partnered with the Mississippi Council of Economic Education (MCEE) to present a Economics workshop for elementary and secondary Delta students on our campus.*
- *The College continued its efforts to integrate the SAP content into the business curriculum beginning fall 2012. During the spring 2012 semester, two (2) division chairs and two (2) faculty members attended SAP training in San Antonio, TX. Plans are to send additional faculty members for training during summer 2012. Students successfully completing 3 courses with 30% SAP content will earn a certificate.*

- *Continued increase in the number of business students participating in study abroad programs. Recently College of business students have stated in the Netherlands, Germany, Belgium, Luxembourg, France, England, and Spain.*
- *Two (2) DSU College of Business students, James Bellipanni and Dustin Henry, served as for FedEx Corporation.*
- *Two (2) faculty members, Dr. Jennifer Ziegelmayer and Dr. Michelle Matthews, attended the Magellan Conference.*
- *College of Business Center for Economic Education and Research partnered with Mississippi State University faculty and hosted a successful Lean Management Seminar.*
- *Steve Azar, award-winning songwriter and performer, opened the Fall 2012 "Conversation with Entrepreneurs" lecture series.*
- *2012 International Business Symposium with our sponsor David (Sherri) Abney, COO of UPS, and our special guest lecturers, Lisa Hamilton, VP of External Affairs at The Annie E. Casey Foundation, Dr. Ron Chance, Executive VP and Chief of Engineering at Algenol Biofuels and Professor at Georgia Institute of Technology, and Rick Post, private investor, who previously served as President and CEO of Autobytel, Inc., was a huge success. This year's theme is "Invest in Your Future".*

Use of Evaluation Results

- Faculty will conduct research through the Center for Business & Entrepreneurial Research.
- College of Business faculty and staff will become more active in the local Chamber of Commerce.
- College of Business will partner with local entities to acquire software to be used in local business research.
- College will partner with the Mississippi Council on Economic Education (MCEE) to establish a Center for Economic Education and Research (CEER) on the DSU campus.
- Establish a baseline measure of internship opportunities for students.

Related Items
There are no related items.

Executive Summary COB
Overview (brief description of scope)
The College of Business and its individual units are sound. The College recognizes the challenges it faces in attracting more students to our programs as the Delta population and meeting the competition from for-profit and online institutions offering business programs. Toward that end, the College is committed to continued efforts to define our market (the set of individuals we seek to attract) and providing a *compelling story* that would allow our college to rise above our competition in the minds of prospective students. Toward this end, we will attempt to engage our corporate partners to raise for scholarships, professorships, etc.   The College will also continue to serve as an economic resource for the region.
Comparative data
Diversity Compliance Initiatives and Progress

- *The College of Business hired four (5) minority faculty members, two full time, one visiting, one part-time and one adjunct, during the 2011-12 AY.*

- *The College supported two minority faculty members in successfully completing their doctoral program. Dr. Guozhen Zhoa (Rutgers University) and Dr. Glendscene Williams (Jackson State University) earned their Ph.D.s during the 2011-12 AY.*
- *The College of Business has a 29.4% minority faculty rate. This rate exceeds the university's goal of 21%.*

Economic Development Initiatives and/or Impact

- *College provided seventy (70) counseling sessions to existing entrepreneurs and potential business owners.*
- *The DEBTS program assisted 7 businesses during the 2011-2012 fiscal year. Approximately 10 Training sessions were held on topics such as enhancing business planning, marketing, management, understanding credit and debt management, inventory management, accounts receivable management, accounts payable management, and cash flow analysis. 10 one-on-one sessions were facilitated by staff to enforce concepts learned in the training sessions. Program participants ranged from existing businesses to those who are in the early stages of building their business.*
- *The DBIH program administered 216 health screenings to employees at 10 worksites in Bolivar and Sunflower counties. The DBIH program facilitated a total of 36 workshops at the worksites with approximately 172 in attendance. These workshops covered Disease Management and Prevention, Getting Active and Healthy Eating.*
- *The Center for Economic Education and Research (CEER) partnered with the Mississippi Council of Economic Education (MCEE) to present a Economics workshop for elementary and secondary Delta students on our campus.*

Grants, Contracts, Partnerships

- *College of Business submitted grant proposals to USDA RBEG, SBA Prime, Department of Commerce (DOC) University Center Economic Development Program, Global UGrad Program, Rural Jobs and Accelerator Innovator Grant, and Workforce Innovation Fund (Partnered with South Delta Planning Development District).*
- *Grants funded: Debts Education for Business Transformation and Sustainability (DEBTS)- USDA RBEG ($250,000).*

Committees reporting to unit
Related Items
There are no related items.

SWOT COB

Providing Department: College of Business

Strengths

1. New additions to administration, faculty, and staff
2. Growing diversity in faculty and staff populations
3. Program development: Emphasis areas added to iMBA, Corporate Education Program (certificate programs).
4. Physical facilities – technology in classrooms; office F&E; Upgrade in fleet –Aviation Program
5. Student-centered faculty, committed to providing students with education relevant for today's & tomorrow's world of business and aviation

Weaknesses

1. Lack of coordination and participation in recruitment & retention of students
2. Perception of student body
3. Lack of regional jet FTD/Simulator for Aviation program
4. Limited ability to attend professional conferences to discover more readily & explore with colleagues changes in business and aviation (financial constraints)
5. Assessment data collection, review, and integration into decision making

Opportunities

1. Enhancement International programs (Exchange program; recruitment of international students) **SP Goal #1 & #2**
2. Enhanced economic development resource for the Delta Region through collaboration with business, community, & university constituents **SP Goal #5**
3. Growing number of online/blended courses **SP Goal #1 & #2**
4. Increased corporate relationships & private funding - (naming opportunities, endowed professorships, etc.) **SP Goal #4**
5. Continued upgrade of aviation fleet Establishing more corporate Strategically reinvent ourselves –evaluation of existing programs and possible new ways of doing things (course redesign) **SP Goal #3**

Threats

1. Funding cuts
2. Demographics/Socio economic factors; Geographic constraints
3. Rapid rise in fuel costs/parts (increased operating expenses) aviation
4. Number of faculty who are retirement eligible
5. Competition from online universities

Related Items
There are no related items.

Accountancy, Computer Information Systems and Finance

ACISF Mission Statement
Mission statement
To prepare students for the marketplace by providing challenging educational opportunities.
Related Items
There are no related items.

BBA-ACC 01: LO Financial Accounting
Start: 7/1/2011
End: 6/30/2012
Learning Outcome
Two-thirds of Accounting majors will demonstrate the ability to prepare financial statements in accordance with United States Generally Accepted Accounting Principles (USGAAP)
Data Collection (Evidence)
Evaluation of financial statement preparation in appropriate accounting classes
Results of Evaluation
Two-thirds of Accounting majors prepared acceptable financial statements
Use of Evaluation Results
The faculty consider other courses in which financial statement preparation and analysis may be incorporated
Related Items

 GE 03: Quantitative Skills

BBA-ACC 02: LO Auditing
Start: 7/1/2011
End: 6/30/2012
Learning Outcome
Three-fourths of Accounting majors will demonstrate the ability to perform an audit in accordance with United States Generally Accepted Audit Standards
Data Collection (Evidence)
Evaluation of students' audit reports

Results of Evaluation
Three-fourths of our majors submitted acceptable audit reports
Use of Evaluation Results
The faculty contemplate teaching methodology and additional resources to strengthen learning because auditing is a critical accounting function
Related Items
There are no related items.

BBA-ACC 03: LO Taxation

Start: 7/1/2011
End: 6/30/2012
Learning Outcome
Two-thirds of Accounting majors will demonstrate the ability to prepare a federal income tax return
Data Collection (Evidence)
Evaluation of students' preparation of federal income tax returns for individuals, partnerships, and corporations
Results of Evaluation
Two-thirds of Accounting majors prepared acceptable federal income tax returns
Use of Evaluation Results
The faculty consider additional teaching and learning aids to assist learning

Related Items

GE 03: Quantitative Skills

BBA-ACC 04: LO Management or Cost Accounting

Start: 7/1/2011
End: 6/30/2012
Learning Outcome
Two-thirds of Accounting majors will demonstrate the ability to account for project costing
Data Collection (Evidence)
Evaluation of students' decision making process as demonstrated in projects involving the cost of components of production

Results of Evaluation
Two-thirds of Accounting majors correctly accounted for project costing
Use of Evaluation Results
The faculty teach various types of jobs to illustrate project costing
Related Items

GE 03: Quantitative Skills

BBA-ACC 05: LO Governmental or Not-For-Profit Accounting

Start: 7/1/2011
End: 6/30/2012
Learning Outcome
Two-thirds of Accounting majors will demonstrate the ability to perform transactional accounting in order to determine that governmental funds were used appropriately
Data Collection (Evidence)
Evaluation of students' general accounting journal entries involving governmental funds
Results of Evaluation

Two-thirds of Accounting majors correctly recorded journal entries that involved governmental funds
Use of Evaluation Results
U.S. Generally Accepted Accounting Principles (USGAAP) are regularly reviewed to insure accurate instruction regarding the accounting of this type of funds
Related Items
There are no related items.

BBA-CIS 01: LO Microcomputer applications

Start: 7/1/2011
End: 6/30/2012
Learning Outcome
One-half of Computer Information Systems majors will be able to create and edit accurately word processed documents, spreadsheets, simple databases, and presentations using productivity software applications
Data Collection (Evidence)
Pre-test and post-test administered in CIS 205 Microcomputer Applications
Results of Evaluation
One-half of CIS majors can accurately create and edit word processed documents, spreadsheets, simple databases, and presentations using productivity software applications
Use of Evaluation Results
Faculty are constantly analyzing these basic essential computer skills and adjusting projects and exercises to enable students to gain these competencies
Related Items

GE 05: Self

BBA-CIS 03: LO Information system design

Start: 7/1/2011
End: 6/30/2012
Learning Outcome
Two-thirds of Computer Information Systems majors will demonstrate the ability to analyze, design and implement an information system to meet desired needs
Data Collection (Evidence)
Evaluation of the analysis performed and the solutions recommended to particular information system problems; Evaluation of a team project for the design & implementation of a complete information system
Results of Evaluation
Two-thirds of CIS students are able to analyze, design and implement an information system to meet desired needs
Use of Evaluation Results
Faculty are constantly analyzing the information system needs of businesses and adjusting problems and projects to reflect this rapidly changing environment
Related Items

GE 01: Critical and Creative Thinking

GE 04: Inquiry and Technology

BBA-CIS 04: LO Information system security

Start: 7/1/2011
End: 6/30/2012
Learning Outcome
Two-thirds of Computer Information Systems majors will demonstrate the ability to maintain computer information system security
Data Collection (Evidence)
Evaluation of the security design of an information system
Results of Evaluation
Two-thirds of CIS students are capable because the system did not get hacked
Use of Evaluation Results
Faculty are constantly analyzing the security needs of information system needs and adjusting problems and projects to reflect this rapidly changing environment
Related Items

GE 04: Inquiry and Technology

BBA-FIN 01: LO Principles of financial management

Start: 7/1/2011
End: 6/30/2012
Learning Outcome
Two-thirds of Finance majors will be able to measure or formulate the time value of money, capital budgeting, risk and return, and working capital management
Data Collection (Evidence)
Evaluation of students' tests scores and case studies on the time value of money, capital budgeting, risk and return, and working capital management
Results of Evaluation
Two-thirds of Finance students are capable of measuring or formulating these financial concepts
Use of Evaluation Results
The Faculty analyze different business scenarios and case studies to teach these concepts
Related Items

GE 02: Communication

BBA-FIN 02: LO Principles of investing

Start: 7/1/2011
End: 6/30/2012

Learning Outcome
Three-fourths of Finance majors will be able to evaluate investments (stocks and bonds)
Data Collection (Evidence)
Evaluation of students' investment programs
Results of Evaluation
Three-fourths of Finance students are correctly evaluated securities based on yield and security
Use of Evaluation Results
The Faculty consider different stocks and bonds for student analysis
Related Items
There are no related items.

BBA-IRR 01: LO Loss exposure & risk management techniques
Start: 7/1/2011
End: 6/30/2012
Learning Outcome
Two-thirds of Insurance majors will be able to evaluate and compare loss exposures & risk management techniques
Data Collection (Evidence)
Demonstration of identification and analysis of loss exposures and selection of appropriate risk management alternatives or techniques through case studies
Results of Evaluation
Two-thirds of Insurance students demonstrated this knowledge
Use of Evaluation Results
The Faculty consider different scenarios to teach and test students on their ability to evaluate and compare these techniques
Related Items

GE 01: Critical and Creative Thinking

BBA-IRR-FP 01: LO Estate Planning
Start: 7/1/2011
End: 6/30/2012
Learning Outcome
Two-thirds of Insurance majors will be able to prepare an estate plan
Data Collection (Evidence)
Demonstration of tax & estate planning through students' preparation of comprehensive tax and estate plans
Results of Evaluation
Two-thirds of Insurance students correctly prepared an estate plan
Use of Evaluation Results
The Faculty consider various scenarios and situations to explain important tax and estate planning concepts
Related Items

GE 01: Critical and Creative Thinking

GE 02: Communication

BBA-IRR-RE 01: LO Real estate valuation/ appraisal
Start: 7/1/2011
End: 6/30/2012
Learning Outcome
Three-fourths of Real Estate majors will be able to estimate the value of real estate
Data Collection (Evidence)
Demonstrate the methods of valuations of homes and commercial real estate through appraisal case studies
Results of Evaluation
Three-fourths of Real Estate students are able to estimate these values
Use of Evaluation Results
The Faculty consider various parcels of real estate to teach the fundamentals of valuation
Related Items
There are no related items.

MPAC 01: LO Auditing Standards
Start: 7/1/2011
End: 6/30/2012
Learning Outcome
Three-fourths of Graduate Accounting students will demonstrate the ability to apply appropriate audit procedures
Data Collection (Evidence)
Evaluation of graduate students' audit practice
Results of Evaluation
Three-fourths of Graduate Accounting majors applied appropriate audit procedures
Use of Evaluation Results
The graduate faculty consider other teaching methodology to keep students current with this essential accounting function
Related Items
There are no related items.

MPAC 02: LO Tax Law
Start: 7/1/2011
End: 6/30/2012
Learning Outcome
Three-fourths of Graduate Accounting students will compose accurate briefs of case law regarding tax situations
Data Collection (Evidence)
Evaluation of accounting graduate students' written case briefs

Results of Evaluation

Three-fourths of Graduate Accounting students composed accurate case law briefs
Use of Evaluation Results
New cases are reviewed each year
Related Items
There are no related items.

ACISF 2012_01: Pass rates

Start: 7/1/2011
End: 6/30/2012
Unit Goal
Revise & update the curriculum as needed to better prepare the graduates for success in the business world.

Evaluation Procedures
Curriculum committees in each major/discipline meet at least annually to review and revise the curriculum.
Actual Results of Evaluation
A new CIS emphasis area will be offered in our MBA Program with 12 hours of graduate level courses being offered starting in the Fall 2012. These four new courses are:

CIS 606. Enterprise Data Warehousing. Development of knowledge and skills in data warehousing and data mining technologies required for solving complex problems of data and information management, information retrieval, and knowledge discovery facing modern organizations. 3 hours.

CIS 612. Global Supply Chain Management. The conceptualization, design, and implementation of supply chains in dynamic global markets that strategically utilize information technologies to improve decision making regarding resources, logistics, procurement and supply contracting, product and process design, and revenue management, inventory and risk management. 3 hours.

CIS 618. Business Intelligence. The concepts, analysis techniques, data cubes, mining of corporate data warehouses, and manipulation of extracted information to enable effective data driven decision making for the formulation and execution of business strategies. 3 hours.

CIS 624. Enterprise Resource Planning. Introduction to enterprise resource planning (ERP) concepts, software, and practices; Data integration and redesign of processes in organizations including managing supply chains and customer relationships. 3 hours.
Use of Evaluation Results
Related Items

　📊**SP1.Ind01: Pass rates: developmental and intermediate courses**

ACISF 2012_02: Pass rates and development

Start: 7/1/2011
End: 6/30/2012
Unit Goal

Require majors to be proficient in the use of various software applications including word processing and spreadsheets.
Evaluation Procedures
This is required in a number of courses.
Actual Results of Evaluation
Use of Evaluation Results
Related Items

🔸📊**SP1.Ind01: Pass rates: developmental and intermediate courses**

ACISF 2012_03: Pass rates and academic support
Start: 7/1/2011
End: 6/30/2012
Unit Goal
Expand communicative and group skills.
Evaluation Procedures
A number of courses require communication and group skills.
Actual Results of Evaluation
Use of Evaluation Results
Related Items

🔸📊**SP1.Ind01: Pass rates: developmental and intermediate courses**

🔸📊**SP1.Ind03: Academic and support services**

ACISF 2012_04: National and standardized test scores
Start: 7/1/2011
End: 6/30/2012
Unit Goal
Increase enrollment of quality students in the undergraduate programs.
Evaluation Procedures
Every student is a quality student.

Actual Results of Evaluation
We participate in Freshmen and Transfer Student Orientation to solicit and register students in College of Business majors.

We participate in the annual Majors Fair to solicit present DSU students to major in College of Business disciplines.
Use of Evaluation Results
Related Items

🔸📊**SP1.Ind02: National / Standardized Test Scores**

ACISF 2012_05: Pass rates and job placement
Start: 7/1/2011

End: 6/30/2012
Unit Goal
Prepare students for job placement, business promotion, and community service.
Evaluation Procedures
This is what we do every day in every class.
Actual Results of Evaluation
Use of Evaluation Results
Related Items

SP1.Ind01: Pass rates: developmental and intermediate courses

SP1.Ind04: Job placement

Center for Entrepreneurship in Business Technology

CEBT Mission Statement
Mission statement
The Office of Entrepreneurship in Business Technology's mission is to assist entrepreneurs, small business owners/managers, educators, students, and people in the Mississippi Delta, seeking to start their own business in gathering information to reach their goals. Counseling, workshops, and training are offered to help business owners in the Mississippi Delta in expanding their professional networks and understanding the local environment for small businesses. Primarily, the Office offers assistance to entrepreneurs, small business owners/managers, educators, and students in the Northern Delta Counties in efforts to advance community and economic development in the Delta region.
Related Items
There are no related items.

CEBT 01: Assist public and private sector leaders and individual business owners make informed strategic decisions.
Start: 7/1/2011
End: 6/30/2012
User Outcome
Assist public and private sector leaders and individual business owners make informed strategic decisions for creating greater business opportunities, and making contributions to local economic development. Services and information that will be provided include:

- Serve as the source of information for entrepreneurs, owners of existing small businesses, and economic development organizations.
- Offer workshops and training sessions that respond to the needs of entrepreneurs, small businesses, and supports regional economic development.

SP5.Ind6
SP5.Ind7
Data Collection (Evidence)
From internal records:

- Partnerships
- Conversations with Entrepreneurs lecture series
- Business counseling sessions
- Student counseling sessions
- Speaking engagements
- Workshops presented
- Workshops developed
- Unit publicity
- Web page developed
- Advisory board
- Faculty advisory council

An evaluation document was used to assess the effectiveness and satisfaction of workshops and training sessions offered by the unit. Results were used to make appropriate changes to improve services offered by the unit.

Workshops and training sessions currently are and will continue to be provided in a timely manner – normally within two weeks.

Results of Evaluation
Partnerships formed:
AY 2011-12: 62
AY 2010-11: 66
AY 2009-10: 44

Conversations with Entrepreneurs lecture series:
AY 2011-12: 1
AY 2010-11: 2
AY 2009-10: 4

Business counseling sessions:
AY 2011-12: 70
AY 2010-11: 53
AY 2009-10: 63

Student counseling sessions:
AY 2011-12: 86
AY 2010-11: 112
AY 2009-10: 47

Speaking engagements:
AY 2011-12: 18
AY 2010-11: 28
AY 2009-10: 19

Workshops presented:
AY 2011-12: 15
AY 2010-11: 22
AY 2009-10: 18

Workshops developed:
AY 2011-12: 19
AY 2010-11: 20
AY 2009-10: 20

Unit publicity:
AY 2011-12: 51
AY 2010-11: 56
AY 2009-10: 55

Web page (1)

Advisory board (1)

Faculty advisory council (1)

Data regarding the assessment of workshops and training sessions was gathered. Data measured the effectiveness of and satisfaction with the workshops and training sessions as reported by attendees.

Evaluations of workshop and training sessions were measured on a five point scale ranging from strongly agree (5) to strongly disagree (1). The average score was 4.84 indicating outstanding effectiveness and satisfaction with the workshops and training sessions.
Use of Results and Recommendations
Continue:

- Developing partnerships with stakeholders in the service region
- Business and student counseling sessions
- Speaking engagements
- Workshop development and presentations
- Unit publicity
- Maintain web page
- Maintain relationships with unit and faculty advisory boards

Assessments of the workshops and training sessions indicate outstanding effectiveness of and satisfaction with the workshops and training sessions.

It is clear that stakeholders are well satisfied with the programs being offered given the average score of 4.84 with a score of 5.00 being the highest score available.
The unit will continue to provide quality presentations and to evaluate the presentations. Changes will be made based on feedback from stakeholders.
Related Items

SP5.Ind06: Community Outreach

SP5.Ind07: Economic Development

CEBT 02: Share knowledge of the economic and social aspects of business and entrepreneurship.
Start: 7/1/2011
End: 6/30/2012
User Outcome
Share knowledge of the economic and social aspects of business and entrepreneurship with Center stakeholders through research presentations, newsletter publications, seminars, and speaking engagements.
Services and information that will be provided include:

- Serve as the source of information for entrepreneurs, owners of existing small businesses, and economic development organizations.
- Offer workshops and training sessions that respond to the needs of entrepreneurs, small businesses, and supports regional economic development.

SP5.Ind6
SP5.Ind7
Data Collection (Evidence)
From internal records:

- Partnerships
- Conversations with Entrepreneurs lecture series
- Business counseling sessions
- Student counseling sessions
- Speaking engagements
- Workshops presented
- Workshops developed
- Unit publicity
- Web page developed
- Advisory board
- Faculty advisory council

An evaluation document was used to assess the effectiveness and satisfaction of workshops and training sessions offered by the unit. Results were used to make appropriate changes to improve services offered by the unit.

Workshops and training sessions currently are and will continue to be provided in a timely manner – normally within two weeks.

Results of Evaluation
Partnerships formed:
AY 2011-12: 62
AY 2010-11: 66
AY 2009-10: 44

Conversations with Entrepreneurs lecture series:
AY 2011-12: 1
AY 2010-11: 2
AY 2009-10: 4

Business counseling sessions:
AY 2011-12: 70
AY 2010-11: 53
AY 2009-10: 63

Student counseling sessions:
AY 2011-12: 86
AY 2010-11: 112
AY 2009-10: 47

Speaking engagements:

AY 2011-12: 18
AY 2010-11: 28
AY 2009-10: 19

Workshops presented:
AY 2011-12: 15
AY 2010-11: 22
AY 2009-10: 18

Workshops developed:
AY 2011-12: 19
AY 2010-11: 20
AY 2009-10: 20

Unit publicity:
AY 2011-12: 51
AY 2010-11: 56
AY 2009-10: 55

Web page (1)

Advisory board (1)

Faculty advisory council (1)

Data regarding the assessment of workshops and training sessions was gathered. Data measured the effectiveness of and satisfaction with the workshops and training sessions as reported by attendees.

Evaluations of workshop and training sessions were measured on a five point scale ranging from strongly agree (5) to strongly disagree (1). The average score was 4.84 indicating outstanding effectiveness and satisfaction with the workshops and training sessions.

Use of Results and Recommendations
Continue:

- Developing partnerships with stakeholders in the service region
- Business and student counseling sessions
- Speaking engagements
- Workshop development and presentations
- Unit publicity
- Maintain web page
- Maintain relationships with unit and faculty advisory boards

Assessments of the workshops and training sessions indicate outstanding effectiveness of and satisfaction with the workshops and training sessions.

It is clear that stakeholders are well satisfied with the programs being offered given the average score of 4.84 with a score of 5.00 being the highest score available.

The unit will continue to provide quality presentations and to evaluate the presentations. Changes will be made based on feedback from stakeholders.

Related Items

SP5.Ind06: Community Outreach

        SP5.Ind07: Economic Development

CEBT 2012_01: Faculty and Community Participation.

Start: 7/1/2011
End: 6/30/2012
Unit Goal
Increase both faculty and community participation in Unit activities.
Evaluation Procedures
Measure faculty and community participation in Unit activities and compare to previous year.
Actual Results of Evaluation
In AY 2011-12, 16 faculty members and 62 community stakeholders participated in Unit activities. This compares to 3 faculty members and 66 community stakeholders for AY 2010-11.
Use of Evaluation Results
The chair of the unit will continue to work with faculty and community stakeholders in an effort to increase participation in Unit activities.
Related Items

        SP5.Ind06: Community Outreach

        SP5.Ind07: Economic Development

CEBT 2012_02: Collaborate with faculty and students for research

Start: 7/1/2011
End: 6/30/2012
Unit Goal
Collaborate with faculty and students to increase research, publication, and presentation opportunities for faculty and students.
Evaluation Procedures
Review of internal office documents.
Actual Results of Evaluation
In AY 2011-12 10 faculty members worked with 90 students to provide research, publication, and presentation opportunities.
Use of Evaluation Results
Faculty members and students will have the opportunity to present research findings via various outlets. Students experienced practical application of material learned in the classroom.
Related Items

SP5.Ind06: Community Outreach

SP5.Ind07: Economic Development

CEBT 2012_03: Fundraising Activities

Start: 7/1/2011
End: 6/30/2012
Unit Goal
Increase the number of fundraising activities to support Unit activities and student scholarships.
Evaluation Procedures
Review of internal office documents to determine the number fundraising activities.
Actual Results of Evaluation
Grant Proposals: Kings Daughters and Sons, University Center, McNair Post baccalaureate Achievement Program, and USDA. External Funding: Rock River Foundation - $15,000 for student scholarships, Retzer Resources Inc. - $2,500 for student scholarships, Wealthview Capital - $500, and SBA Prime Grant - $60,300.
Use of Evaluation Results
Funding supported Unit activities with assisting Assist public and private sector leaders and individual business owners in making informed strategic decisions for creating greater business opportunities, and making contributions to local economic development. Funding also assisted Unit in sharing knowledge of the economic and social aspects of business and entrepreneurship with Center stakeholders.
Related Items

SP4.Ind03: External resources

Commercial Aviation

Mission Statement

Mission statement

The Department of Commercial Aviation is to prepare students for a variety of opportunities in the aviation industry: the airlines, aircraft manufacturing, airport management, air traffic control, and military aviation. Graduates of this program would serve as members of flight crews, air traffic control specialists, and executives with supervisory and managerial responsibilities at all levels.

Related Items

There are no related items.

CAV_01: LO effective oral and written communication skills.

Start: 7/1/2011
End: 6/30/2012
Learning Outcome
Department of Commercial Aviation majors will demonstrate effective oral and written communication skills.
Data Collection (Evidence)
At least 80% of the departments majors will earn credit on the writing proficiency/and or CAAP exam. Examine data from Writing Proficiency Exam and the CAAP.
Results of Evaluation
70% of the department majors earned credit from the WPE.
Use of Evaluation Results
Assessment goal was not met. Additional writing assignments will continue to be added to core aviation courses including an APA style term paper.
Related Items

 GE 02: Communication

CAV_AVMANG_01: LO Fixed Based Operations

Start: 7/1/2011
End: 6/30/2012
Learning Outcome
Aviation Management students will demonstrate knowledge of the functional areas of Fixed Base Operations and the role they play in the aviation industry.

Data Collection (Evidence)
80% of the aviation major will achieve a score of at least 80 on the course project measured by common exam administered to all majors by all instructors teaching the Aviation Management Course.
The course project will consist of a simulated operation of an airport fuel farm.
Results of Evaluation
Change in instructor due to a death.

Did not complete the fuel farm project.
Use of Evaluation Results
Assessment goal was not met.

Work to assess planned project and determine whether it is adequate for the
class. Implement the project in the next semester that the class is offered.
Related Items

GE 01: Critical and Creative Thinking

GE 02: Communication

CAV_AVMANG_02: LO apply business knowledge
Start: 7/1/2011
End: 6/30/2012
Learning Outcome
Aviation Management majors will demonstrate the ability to apply business knowledge to the
practice of managing an airport.

Data Collection (Evidence)
The aviation major will achieve a score of at least 80 on the course project measured by
common exam administered to
all majors by all instructors teaching the Airport Management Course.
Results of Evaluation
100 percent of students scored 80 or better on examinations.

Did not complete the runway project. Change in instructor due to a death.
Use of Evaluation Results
Assessment goal was met.

Will continue the examinations as data collection.

Will ensure a project is completed
Related Items

GE 01: Critical and Creative Thinking

GE 02: Communication

GE 04: Inquiry and Technology

CAV_AVMANG_03: LO Aerospace Industry

Start: 7/1/2011
End: 6/30/2012
Learning Outcome
Aviation Management majors will demonstrate a broad understanding of the aerospace industry.
Data Collection (Evidence)
The aviation major will achieve a score of at least 80 on the course project measured by common exam administered to all majors by all instructors teaching the Air Transportation Course.
The project will consist of a study of the impact the introduction of Very Light Jets will have on the national airspace system.
Results of Evaluation
100 percent of students scored 70 or better on examinations.

Did not complete the start-up VLJ project. Change in instructor due to a death.
Use of Evaluation Results
Assessment goal was met.

Bring in outside presenters to discuss daily operations and highlight decision-making processes. Goal of 100 percent of students with B or higher.

Work with to assess planned project and determine whether it is adequate for the class. Implement the project in the next semester that the class is offered

Related Items

GE 01: Critical and Creative Thinking

GE 04: Inquiry and Technology

GE 09: Cross-disciplinary Appreciation

CAV_FLTOPS_01: LO Technical Skills and Aviation Technology

Start: 7/1/2011
End: 6/30/2012
Learning Outcome
Department of Commercial Aviation majors will demonstrate the technical skills required to use and manage aviation technology.

Data Collection (Evidence)
At least 90% on FAA Instrument written examination.
Scores received from Laser grade testing center and maintained in student portfolios at DSU flight training center.
Scores are analyzed by aviation faculty and flight training staff each semester.
Results of Evaluation
90% of the students that took the FAA instrument written exam passed on the first attempt.
100% of the students that took the FAA instrument written passed on the second attempt.
Use of Evaluation Results
Assessment goal was met.

The areas that were not passed the first time on the FAA instrument written are noted and shared with the faculty and staff. The flight instructor reviews the missed areas prior to a retake of the test.
Related Items

GE 04: Inquiry and Technology

CAV_FLTOPS_02: LO Commercial Pilot Roles and Skills
Start: 7/1/2011
End: 6/30/2012
Learning Outcome
Flight Operation majors will demonstrate a broad understanding of the role and skills required of Commercial Pilots.

Data Collection (Evidence)
At least 90% on FAA Commercial pilot practical test standard in FAA bulletin
FAA-S-8081-12B.
Flight checks are administered
by FAA designated flight examiners independent of DSU.
Results of Evaluation
100% of the students passed the Commercial pilot practical test on the first attempt.
Use of Evaluation Results
Assessment goal was met.

Will continue on this course of action.
Related Items

GE 01: Critical and Creative Thinking

GE 02: Communication

GE 03: Quantitative Skills

GE 09: Cross-disciplinary Appreciation

CAV_FLTOPS_03: LO Certified Flight Instructor Duties

Start: 7/1/2011
End: 6/30/2012
Learning Outcome
Flight Operation majors will demonstrate the ability to reason, analyze, define and solve aviation problems, and make decisions while performing the duties of a certified flight instructor.
Data Collection (Evidence)
At least 90% on FAA Certified Flight Instructor practical test standard in FAA bulletin FAA-S-8081-6BS.
Flight checks are administered by FAA designated flight examiners independent of DSU.

Results of Evaluation
100% of the students passed the Certified Flight Instructor pilot practical test on the first attempt.
Use of Evaluation Results
Assessment goal was met.

This is outstanding given the national pass rate is 60%. Will continue on this course of action.
Related Items

GE 01: Critical and Creative Thinking

GE 02: Communication

GE 03: Quantitative Skills

GE 04: Inquiry and Technology

GE 08: Perspectives

GE 09: Cross-disciplinary Appreciation

CAV_2012_01: Prepare for Aviation Accreditation
Start: 7/1/2011
End: 6/30/2012
Unit Goal

1. To prepare for a self-study that will lead to accreditation by AABI in the future.

Evaluation Procedures
Commercial Aviation Faculty and Staff revised all CAV curriculum, Student Learning
Outcomes, Syllabi to prepare for a self-study that will lead to accreditation by AABI in the
future.
Actual Results of Evaluation
Currently upgrading fleet and hiring more faculty
Use of Evaluation Results
Related Items

SP1.Ind08: Curriculum Development and Revision

SP3.Ind07: Credentials

SP3.Ind08: Evaluations

SP3.Ind09: Professional development

SP4.Ind03: External resources

CAV_2012_02: Increase Enrollment
Start: 7/1/2011
End: 6/30/2012
Unit Goal
Increase enrollment in the Department of Commercial Aviation in five years by 20%.
Evaluation Procedures
Analysis of enrollment data in academic years 2009/2010; 2010/2011; 2011/2012; 2012/2013;
and 2013/2014.

Actual Results of Evaluation

Will evaluate annually to note progress and continue to increase enrollment in the Department of Commercial Aviation in five years by 20%. Current Data shows a decrease in enrollment for flight operations and the MCA but an increase in enrollment for the aviation management (UG).

- 📄Annual Report data 2011_2012 Reported August 2012

Use of Evaluation Results
The credit hour production does not show a true picture in CAV. The weight as assigned by IHL is for a 100-200 level course is weighted 1.0, 300-400 level is weighted 1.96, and 600 level is 3.94. Commercial Aviation is highly specialized requiring FAA certification, recurrent training, equipment, and technology. The CAV courses should be weighted similarly to the Nursing Program also requiring extra training and highly skilled techniques. The weight for a Nursing course 100-200 level course is weighted 4.91, 300-400 level is weighted 5.32, and 600 level is 6.49. Currently CAV is weighted as a History or English course with no extra training or equipment. When CAV is compared with other College of Business course even Business courses are weighted higher than CAV. Specifically Business 100-200 level course is weighted 1.41, 300-400 level is weighted 1.59, and 600 level is 4.59. In conclusion, CAV courses need to be reevaluated by IHL to possibly create an additional code category and increase the weight to more accurately reflect the skill, training and equipment required to train students in Commercial Aviation.
Related Items

🔖📊**SP2.Ind01: Enrollment**

CAV_2012_03: Increase Diversity

Start: 7/1/2011
End: 6/30/2012
Unit Goal
Seek to recruit more diverse student population in the Department of Commercial Aviation in five years by 20%.
Evaluation Procedures
Analysis of enrollment data in academic years 2009/2010; 2010/2011; 2011/2012; 2012/2013; and 2013/2014.

- 📄Annual Report data 2011_ 2012 Reported August 2012

Actual Results of Evaluation
There has been an increase in enrollment of diverse students in the Department of Commercial Aviation over the last several years. However, there was a decline in total enrollment therefore a decline in enrollment of diverse students.
Use of Evaluation Results
ll evaluate annually to note progress and continue to increase.
       Current data shows a trend of increasing diversity among CAV majors.

Related Items

🔖📊**SP1.Ind05: Diversity -- access to diverse ideas/programs**

CAV_2012_04: Diversity Compliance Initiatives and Progress

Start: 7/1/2011
End: 6/30/2012
Unit Goal
Increase diversity within the faculty and staff.
Evaluation Procedures
The Department of aviation will continue to advertise for the faculty position and evaluate all applicants equally.
Actual Results of Evaluation
50% of Instructor's in aviation are African-American
25% of full-time faculty is female
Use of Evaluation Results
The field of Commercial Aviation historically is composed of Caucasian males. Efforts to recruit diverse faculty in Commercial Aviation are challenging. The Department of aviation will continue to advertise for the faculty position and evaluate all applicants equally.
Currently The Commercial Aviation adjunct faculty diversity composition is as follows:
50% of Instructor's in aviation are African-American
25% of full-time faculty is female.

Related Items

SP1.Ind05: Diversity -- access to diverse ideas/programs

SP3.Ind01: Faculty and staff hiring

Management, Marketing and Business Administration

MMBA Mission Statement

Mission statement

The mission of the Division of Management, Marketing and Business Administration is to provide students degree programs which afford a broad range of career opportunities for individuals who desire to specialize in Management, Marketing, Hospitality Services Management, or General Business. In addition to a well-balanced background in general education, the curriculum includes core courses in accounting, economics, data processing, finance, and communication in order to establish a strong common body of knowledge in business administration.

Related Items

There are no related items.

BBA-GEN 01: Business Concepts

Start: 7/1/2011
End: 6/30/2012
Learning Outcome
General Business majors will understand the concepts in the major areas of business
Data Collection (Evidence)
80% of all general business majors will earn a grade of B or better on their project in MGT 499
Results of Evaluation
As the learning objective was created during AY 2011-2012, data was not collected for this report.
Use of Evaluation Results
The data will be collected beginning AY 2012-2013.
Related Items

🧭 **GE 06: Social Institutions**

🧭 **GE 09: Cross-disciplinary Appreciation**

BBA-GEN 02: Business Plan

Start: 7/1/2011
End: 6/30/2012
Learning Outcome
General Business majors will understand the components of a business plan.

Data Collection (Evidence)
80% of general business majors will earn a grade of B or better on their business plan in MGT/MKT 370.

Results of Evaluation
As the learning objective was created during AY 2011-2012, data was not collected for this report.
Use of Evaluation Results
Data collection will begin during AY 2012-2013
Related Items

GE 01: Critical and Creative Thinking

GE 02: Communication

BBA-GEN 03: Decision Making
Start: 7/1/2011
End: 6/30/2012
Learning Outcome
General Business majors will be proficient in decision making/problem solving techniques
Data Collection (Evidence)
80% of general business majors will earn a grade of B or better on their project in MGT 499
Results of Evaluation
As the learning objective was created during AY 2011-2012, data was not collected for this report.
Use of Evaluation Results
Data collection will be collected for this objective during AY 2012-2013
Related Items

GE 01: Critical and Creative Thinking

GE 02: Communication

BBA-MGT 01: Functions of Management
Start: 7/1/2011
End: 6/30/2012
Learning Outcome
Management majors will understand the functions of management: Planning, organizing, controlling, and leading
Data Collection (Evidence)
80% of management majors will earn a grade of B or better on their project in MGT 484 or MGT 465
Results of Evaluation
As the learning objective was created during AY 2011-2012, data was not collected for this report.
Use of Evaluation Results
Data collection for this objective will begin during AY 2012-2013

Related Items

    GE 06: Social Institutions

    GE 09: Cross-disciplinary Appreciation

BBA-MGT 02: Leadership styles

Start: 7/1/2011
End: 6/30/2012
Learning Outcome
Management majors will be knowledgeable of leadership styles
Data Collection (Evidence)
80% of management majors will earn a grade of B or better on their project in MGT 305 or MGT 410
Results of Evaluation
As the learning objective was created during AY 2011-2012, data was not collected for this report.
Use of Evaluation Results
Data collection for this objective will begin during AY 2012-2013
Related Items

    GE 02: Communication

    GE 05: Self

BBA-MGT 03: Critical thinking skills

Start: 7/1/2011
End: 6/30/2012
Learning Outcome
Management majors will be proficient in critical/creative thinking skills
Data Collection (Evidence)
80% of management majors will earn a grade of B or better on their project in MGT 499

Results of Evaluation
As the learning objective was created during AY 2011-2012, data was not collected for this report.
Use of Evaluation Results
Data collection for this objective will begin during AY 2012-2013
Related Items

    GE 01: Critical and Creative Thinking

BBA-MKT 01: Professional Selling

Start: 7/1/2011
End: 6/30/2012
Learning Outcome
Marketing majors will be proficient in professional selling techniques
Data Collection (Evidence)
80% of marketing majors will earn a grade of B or better on their sales presentations in MKT 321
Results of Evaluation
As the learning objective was created during AY 2011-2012, data was not collected for this report.
Use of Evaluation Results
Data collection for this objective will begin during AY 2012-2013
Related Items

GE 01: Critical and Creative Thinking

GE 02: Communication

BBA-MKT 02: Quantitative Research Skills

Start: 7/1/2011
End: 6/30/2012
Learning Outcome
Marketing majors will be knowledgeable in quantitative research skills
Data Collection (Evidence)
80% of marketing majors will earn an average grade of B or better on their quantitative homework assignments in MKT 488
Results of Evaluation
As the learning objective was created during AY 2011-2012, data was not collected for this report.

Use of Evaluation Results
Data collection for this objective will begin during AY 2012-2013
Related Items

GE 01: Critical and Creative Thinking

GE 02: Communication

GE 03: Quantitative Skills

BBA-MKT 03: Marketing Plan

Start: 7/1/2011
End: 6/30/2012
Learning Outcome
Marketing majors will understand the components of a marketing plan
Data Collection (Evidence)
80% of marketing majors will earn a grade of B or better on their marketing plan in MKT 499
Results of Evaluation
As the learning objective was created during AY 2011-2012, data was not collected for this report.
Use of Evaluation Results
Data collection for this objective will begin during AY 2012-2013
Related Items

GE 01: Critical and Creative Thinking

GE 02: Communication

BBA-MMBA 01: Teamwork

Start: 7/1/2011
End: 6/30/2012
Learning Outcome
General Business, Management, Marketing, and MBA/iMBA majors will demonstrate ability to work as a team member
Data Collection (Evidence)
80% of general business, management, marketing, and MBA/iMBA majors will earn an average grade of B or better on their group evaluations in MGT 499 or MGT (XXX) 695
Results of Evaluation
As the learning objective was created during AY 2011-2012, data was not collected for this report.
Use of Evaluation Results
Data collection for this objective will begin during AY 2012-2013

Related Items

GE 01: Critical and Creative Thinking

GE 02: Communication

GE 05: Self

MBA-BA 01: Business Research Analysis

Start: 7/1/2011

End: 6/30/2012

Learning Outcome

MBA and iMBA majors will demonstrate the ability to perform professional research and analysis

Data Collection (Evidence)

80% of MBA and iMBA students will earn an average grade of be or better on their research and analysis homework assignments in CIS/FIN/MGT/MKT 601

Results of Evaluation

As the learning objective was created during AY 2011-2012, data was not collected for this report.

Use of Evaluation Results

Data collection for this objective will begin during AY 2012-2013

Related Items

GE 01: Critical and Creative Thinking

GE 02: Communication

MBA-BA 02: Integration of Business Function Areas

Start: 7/1/2011

End: 6/30/2012

Learning Outcome

MBA and iMBA students will understand the integration of the functional areas of business

Data Collection (Evidence)

80% of MBA and iMBA majors will earn an average grade of B or better on their case study analysis projects in MGT (or XXX) 695

Results of Evaluation

As the learning objective was created during AY 2011-2012, data was not collected for this report.

Use of Evaluation Results

Data collection for this objective will begin during AY 2012-2013

Related Items

GE 06: Social Institutions

GE 09: Cross-disciplinary Appreciation

MMBA 2012_01: Hiring Faculty

Start: 7/1/2011
End: 6/30/2012
Unit Goal
The division will employ two additional faculty members to support and enhance the division's programs of study.
Evaluation Procedures
Complete the hiring process for a MGT and MKT professor for AY 2011-12.

Actual Results of Evaluation
One MGT faculty member was hired. Instead of hiring a MKT faculty member, a visiting instructor in MGT and a part-time instructor in MGT were hired for AY 2011-2012. One additional full-time faculty member resigned in AY 2011-2012. A full-time MGT instructor and full-time Health Care Management Assistant Professor were hired for AY 2012-2013.
Use of Evaluation Results
An increased number of required classes are/will be taught by a full-time faculty members. The new health care emphasis in the MBA/iMBA program will be taught by a qualified full-time faculty member.
Related Items

⮱📊**SP3.Ind01: Faculty and staff hiring**

MMBA 2012_02: Internship participation

Start: 7/1/2011
End: 6/30/2012
Unit Goal
The division will increase the number of students participating in internship classes by 5%
Evaluation Procedures
Enrollment data was examined, determining participation in internship programs
Actual Results of Evaluation
A total of 15 students participated in the internship program. Compared to the previous AY, this resulted in a 22% reduction in internship participation, well below the goal. Specifically, four students participated in the General Business internship program, two students participated in the Hospitality Management internship program, four students participated in the Management internship program, and five students participated in the Marketing internship program.

Use of Evaluation Results
Internships provide opportunities for students to gain knowledge and work experience. Additionally, these classes provide a service to those organizations who hire students. Efforts will continue to develop internship opportunities with employers. MMBA will increase student awareness of internship opportunities during the 2012-2013 AY
Related Items

    SP1.Ind05: Diversity -- access to diverse ideas/programs

MMBA 2012_03: Scholarship and Service

Start: 7/1/2011
End: 6/30/2012
Unit Goal
100% of the faculty will engage in at least one service activity to the university, college, and division, and participate in at least one scholarly activity.
Evaluation Procedures
Faculty annual reviews provided information to determine if the goal was met.

Actual Results of Evaluation
All division faculty met this objective. By engaging service and research, faculty provided benefit to the university, college, and division, as well as the students, by staying relevant in their fields.
Use of Evaluation Results
Faculty bring current information to the classroom and share the information with stakeholders of the university.
Related Items

    SP3.Ind07: Credentials

    SP3.Ind09: Professional development

    SP5.Ind06: Community Outreach

MMBA 2012_04: Curricula Evaluation

Start: 7/1/2011
End: 6/30/2012
Unit Goal
The division will evaluate and make changes to curricula to meet stakeholder expectations. Additionally, the Services Management track in the Management curriculum will be submitted to Academic Council.

Evaluation Procedures
Curriculum committees for General Business, Management, Marketing, and the MBA/iMBA programs will meet and review current curriculum. Changes will be sent to Academic Council for approval as needed.
Actual Results of Evaluation
All the curriculum committees met during AY 2011-2012. The Management curriculum committee recommended a Services Management track be

included. The MBA/iMBA curriculum committee recommended the addition of emphasis areas in Human Resources Management, Health Care Management, and Computer Information Systems be included in the MBA/iMBA program. These changes were submitted to Academic Council and approved to be added to the appropriate curricula in AY 2012-2013

Use of Evaluation Results

The number of students selecting the Services Management track, the Human Resources emphasis, the Health Care emphasis, and the Computer Information Systems emphasis will be monitored

Related Items

　📊**SP1.Ind08: Curriculum Development and Revision**

MMBA 2012_05: Rotation of Course Format

Start: 7/1/2011

End: 6/30/2012

Unit Goal

The division will develop a master schedule of courses to verify that all GBA, HSM, MGT, and MKT courses will be offered in various formats within a two year period.

Evaluation Procedures

A master schedule will be developed

Actual Results of Evaluation

A master schedule was developed. Classes will be offered during the day, evenings, and online within a two year period.

Use of Evaluation Results

Ongoing tracking of course format offerings and students selection of courses will be monitored to determine future need.

Related Items

　📊**SP5.Ind01: Distance Education Offerings**

MMBA 2012_06: Recruitment

Start: 7/1/2011

End: 6/30/2012

Unit Goal

100% of all faculty will attend at least two recruiting events. Faculty will track the potential students with whom they met to determine the choice of institution

Evaluation Procedures

Faculty annual reviews provided information to determine if the goal was met.

Actual Results of Evaluation

Three faculty members (43%) attended at least two recruiting events.

Use of Evaluation Results

Faculty will be scheduled to attend recruiting events. During the summer of AY 2011-2012, a survey was issued by the admissions office regarding why students choose to attend Delta State. Survey results will be analyzed. Based on these results, recruiting efforts may need to be re-evaluated.

Related Items

🦶📊**SP2.Ind01: Enrollment**

MMBA 2012_07: Letter of Recognition

Start: 7/1/2011
End: 6/30/2012
Unit Goal
Faculty will be trained regarding the Letter of Recognition from the Provost and Writing across the Curriculum committee.
Evaluation Procedures
Training will occur
Actual Results of Evaluation
This objective was not met during AY 2011-2012
Use of Evaluation Results
Continue this goal for AY 2012-2013

Related Items

🦶📊**SP3.Ind09: Professional development**

Section V.a

Faculty (Accomplishments)
Noteworthy activities and accomplishments

Judgment
☐ Meets Standards   ☐ Does Not Meet Standards   ☐ Not Applicable

Narrative

Section V.b

Staff (Accomplishments)

Judgment
☐ Meets Standards ☐ Does Not Meet Standards ☐ Not Applicable

Narrative

Section V.c

Administrators (accomplishments)

Judgment
☐ Meets Standards   ☐ Does Not Meet Standards   ☐ Not Applicable

Narrative

Section V.d

Position(s) requested/replaced with justification

Judgment
☐ Meets Standards   ☐ Does Not Meet Standards   ☐ Not Applicable

Narrative

Section V.e

Recommended Change(s) of Status

Judgment
☐ Meets Standards ☐ Does Not Meet Standards ☐ Not Applicable

Narrative

Section VI.a

Changes Made in the Past Year

Judgment

☐ Meets Standards   ☐ Does Not Meet Standards   ☐ Not Applicable

Narrative

Section VI.b

Recommended Changes for the Coming Year

Judgment
☐ Meets Standards   ☐ Does Not Meet Standards   ☐ Not Applicable

Narrative