

## Unit Level Report AY 2012

Department: Management, Marketing and Business Administration

### Delta State

#### Academic Affairs/Provost and VPAA

#### College of Business

#### 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.*

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### 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**

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## **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**

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## **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**

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## **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**

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## **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**

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## **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**

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## **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**

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## **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 B 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**



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## **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**

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## **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**

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## **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**

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## **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](#)

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## **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](#)

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## **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**

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## **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**

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## **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 IV.a**

### **Brief Description**

#### **Judgment**

Meets Standards    Does Not Meet Standards    Not Applicable

#### **Narrative**

The objective 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, General Business Administration, or Hospitality Services Management. 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.

## Section IV.b

### Comparative data

Enrollment, CHP, majors, graduation rates, expenditures, trends, etc.

### Judgment

Meets Standards    Does Not Meet Standards    Not Applicable

### Narrative

**Number of Majors:** The following table displays the division's number of majors:

	2005	2006	2007	2008	2009	2010	2011	2012**
<b>GBA</b>	417	395	346	318	271	232	274	112
<b>MGT</b>	252	285	276	263	290	217	221	85
<b>MKT</b>	130	146	114	119	104	67	96	34
<b>OAD</b>	37	32	25	16	1	0	0	0
<b>BED</b>	20	25	15	6	0	0	0	0
<b>HSM</b>	5	30	49	48	36	29	21	3
<b>MBA</b>	*	*	*	*	*	111*	269	77
<b>TOTAL</b>	861	913	825	770	702	656	881	311
* Prior to Division's merger								
** Spring only								

**Credit Hour Production:** The following table displays the division's credit hour production:

Division of Management, Marketing, and Business Administration								
Credit Hour Production								
2004-2011								
	2005	2006	2007	2008+	2009+	2010*+	2011**+	2012**+
<b>GR</b>	1,359	1,284	1,023	429	1,602	447	1,721	1,311
<b>UG</b>	8,513	8,733	8,651	4,083	6,195	2,566	5,579	4,662
<b>TOTAL</b>	9,872	10,017	9,674	4,512	7,797	3,013	7,300	5,973

\* Spring semester only

\*\* Summer, Fall, and Spring semesters

+ Economics hours not included

**Number of Graduates:** The following tables display the division's number of graduates:

<b>Div. of Mgt, Mkt, &amp; Bad Graduates</b>				
	<b>2008- 09</b>	<b>2009- 10</b>	<b>2010- 11</b>	<b>2011- 12</b>
<b>GBA</b>	20	39	37	20
<b>MGT</b>	31	22	35	19
<b>MKT</b>	21	13	7	15
<b>HSM</b>	1	2	2	0
<b>MBA</b>	*	*	62	37
<b>TOTAL</b>	73	76	143	91

\* Did not report data in previous Annual Reports



## Section IV.c

### Diversity Compliance Initiatives and Progress

#### Judgment

Meets Standards    Does Not Meet Standards    Not Applicable

#### Narrative

Funds from the previous AY were used to hire additional faculty members. The division had funds to hire two full-time faculty members. One full-time faculty member was hired. This faculty member represents a minority population.

Funds from the second position were used to hire two faculty members. One faculty member was hired as a one year full-time visiting instructor and the remaining funds from this position were used to hire a part-time instructor. Both instructors represent a minority population. Potentially the diversity of the division will benefit from efforts to increase the university's ability to hire and retain minority faculty.

The division believes the fields of study offered in existing programs will attract other race students interested in the various areas of management and marketing. Fields of study are continuously monitored and changes are made to reflect demands of the business community.

A Services Management option was approved by Academic Council to be included in 2012-2013 AY. This option has the potential of attracting "other race" students and faculty.

Qualifying minority students are encouraged to apply for Community College Department Head scholarships and divisional scholarships. Effort is made to place "other race" students in internships.

## **Section IV.d**

### **Economic Development Initiatives and Progress**

#### **Judgment**

Meets Standards    Does Not Meet Standards    Not Applicable

#### **Narrative**

The division participated in numerous economic development activities. Delta area organizations were served by students in internship and marketing research courses. Interns in the division were employed by organizations as part-time employees and completed projects specific to these organizations. Faculty provided assistance to organizations through the development of management training and development programs.

The division will continue the following: to support internship classes; have faculty participate in community development programs; participate in business related workshops for the business community; and offer, when appropriate, seminars for the university and business community. Faculty members also participate in a variety of ways to ensure that business is supported by the university, such as training and development of employees and marketing research. Additionally, economic development will be enhanced through the use of on-line instruction. These classes provide additional educational opportunities for individuals in the region.

## Section IV.e

### Grants, Contracts, Partnerships, Other Accomplishments

#### Judgment

Meets Standards    Does Not Meet Standards    Not Applicable

#### Narrative

- The Division offers all of the courses online within a two year period to meet student demand. The courses in the I-MBA are offered online every year.
- The Division is responsible for 60% of the I-MBA courses.
- The Division is responsible for 67% of the Traditional MBA core courses.
- The Division is responsible for GBA 204, a special degree requirement for all business majors.
- The Division offers multiple courses for the School of Nursing for the Master's level programs. The division also offers a course for the Fashion Merchandizing majors.
- The Division has a proven history of allowing resources to be used in high demand areas.
- Encourages university faculty diversity through scholarly activities, university/community service, and teaching.
- Donation by David Abney for the International Business Symposium.
- Paid internships.
- One faculty member teaches in every module of the I-MBA to provide for student/faculty continuity.
- Recruited students to the I-MBA program.
- Led in the recruitment of students for COB graduate and undergraduate programs.
- Coordinated meetings with representatives of the Isle of Capri, Baxter, and SuperValu. Offered courses at Baxter.
- Developed and promoted Corporate Scholarship Program.
- 20 online classes on average offered each semester by the division.
- Numerous online classes offered during summer sessions.
- Two online programs offered by Division: I-MBA and International Business and Development.
- Students in all division programs are able to complete their upper-level GBA, HSM, MGT, and MKT courses online within a two year period.
- The division leads the COB in meeting demand for online classes.
- Established, built, and maintained, strong relationships with alumni.
- Established, built, and maintained, strong relationships with industry professionals.
- Established, built, and maintained strong relationships with gaming organizations.

Selected Accomplishments:

Teaching:

- Division faculty member received the College of Business Teaching Award for the year.
- Course delivery methods: traditional, on-line, and hybrid classes.
- Courses offered during the day, evenings, and on-line.
- Students granted the freedom of choice to select the course format that is conducive to attaining their educational goals.

Economic development activities by the division:

- Interns in the division were employed by Delta area organizations as part-time employees and completed projects specific to these organizations.
- Faculty provided assistance to organizations through the development of management training and development programs.
- Faculty participate in community development programs; workshops, training, and consulting for the community; and offer, when appropriate, seminars for the university and business community.



- Faculty members are active in civic, business, and community organizations.
- Faculty members participate in a variety of ways to ensure that business is supported by the university, such as training and development of employees and marketing research.
- The division will continue to build and strengthen relationships with professionals, political entities, and residents of the Delta community.

#### Additional Division Accomplishments:

- One faculty member was awarded tenure and promoted to Associate Professor.
- Efficient use of financial resources provided to the division.
- Actively participated in the Student Engagement Program.
- Actively participated in the QEP.
- Faculty members were involved in academic research, consulting, university service, community, and professional service.
- Students took advantage of internship classes.
- Students improved technology skills by using contemporary software and equipment to complete class projects.
- Increased the number of web-based classes offered by the division allowing improved access to educational opportunities.
- The division maintains a comprehensive program of student advisement to increase student retention and graduation rates.
- Improved student engagement by utilizing technology, in-class exercises, group work, and application exercises.
- Faculty served on division, college, and university committees to ensure accomplishment of the university's mission.
- Faculty assisted with recruitment of students by attending college recruitment fairs, orientation sessions, and meeting with individual students.

#### International Business Symposium

- The International Business Symposium was held bringing attention to the International Business and Development Program.
- The symposium helped to increase student interest in global business, recruit students, retain students, build community relations, and build university relations.
- The Division established relationships with the esteemed speakers in the field of international business.

#### Grants

- The division participated in the writing of two grants during the AY. The outcome of the one grant is still to be determined.
- One grant, written in conjunction with Workforce Initiative Authority, was not funded this AY, but will be resubmitted with recommended changes at the next funding opportunity.

## **Section IV.f**

### **Service Learning Data**

List of projects, number of students involved, total service learning hours, number of classes, faculty involved, accomplishments.

### **Judgment**

Meets Standards    Does Not Meet Standards    Not Applicable

### **Narrative**

Students were involved in service learning activities. For example, the students in MKT 330 (Promotional Strategy) developed Advertising Plans for local businesses and DSU functions. Data regarding the specific number of projects, service learning hours, and total number of students were not collected. This information will be collected in AY 2012-2013.

## **Section IV.g**

### **Strategic Plan Data**

Only use this section if you have strategic plan info to report that is not covered in other areas of your report

### **Judgment**

Meets Standards    Does Not Meet Standards    Not Applicable

### **Narrative**

## **Section IV.h**

### **Committees Reporting To Unit**

Each unit includes in the annual plan and report a list of the committees whose work impacts that unit or any other aspect of the university; along with the list will be a notation documenting the repository location of the committee files and records. Committee actions affecting the unit's goals may be noted in other applicable sections of the annual reports. Not required to be included in the unit's annual plan and report, but required to be maintained in the repository location, will be a committee file that includes, for each committee: Mission and by-laws, Membership, Process, Minutes.

### **Judgment**

Meets Standards    Does Not Meet Standards    Not Applicable

### **Narrative**

The only committees reporting to the unit are the curriculum committees for the degree programs. The committees' record minutes which are filed in the division office.

## Section V.a

### Faculty (Accomplishments)

Noteworthy activities and accomplishments

### Judgment

Meets Standards    Does Not Meet Standards    Not Applicable

### Narrative

Currently, the Division has 7 faculty, 6 of which are being terminally qualified.

Six faculty members engaged in scholarly activities. The one faculty member who did not was on extended leave during the AY.

Six faculty members attended conferences, seminars, workshops, and/or symposiums. The one faculty member who did not was on extended leave during the AY.

100% of faculty engaged in service to the university and the community.

100% of faculty uses the Internet for research.

100% of faculty use e-mail for teacher/student communication and student group communication.

100% of faculty requires the use of software such as Microsoft Office: Word, PowerPoint, and Excel for class assignments.

100% of faculty teaches classes online and/or hybrid classes.

100% of faculty has an online component for their classes.

Totals for the division:

Publications: 6

Presentations: 20

Professional Development: 33

Service to the University: 40

Service to the College: 24

Service to the Division: 33

Service to the Community: 19

Service to the Profession: 19



## **Section V.b**

### **Staff (Accomplishments)**

#### **Judgment**

Meets Standards    Does Not Meet Standards    Not Applicable

#### **Narrative**

- Updated all division brochures for outreach purposes
- Attended Banner training sessions to learn about changes and new procedures
- Arranged meals for the International Business Symposium speakers and guests
- Arranged meals for FORBS with other staff members in the College of Business
- Assisted other staff members with College of Business functions
- Reorganized suite and materials for faculty availability and visitor comfort

- **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**

One management faculty member was hired and began during August 2011.

One faculty member was moved from a General Business faculty position to a Management faculty position, beginning AY 2012-2013.

We were unable to hire a Marketing faculty member. The funds from this position was used to hire a Health Care Management position to meet the needs of the Health Care emphasis in the MBA/iMBA program beginning AY 2012-2013. This faculty member is scheduled to begin August 2013.

The division still needs one additional Marketing faculty member and one Quantitative faculty member (for GBA 204, MGT 200, MGT 342, MGT 601, and MGT 625). However, the division does not have funds for any additional faculty members. Therefore, a reduction in the number of sections in these courses or an increase in the use of adjuncts will occur due to lack of full-time faculty.

**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**

- Developed a Services Management track in the BBA-Management curriculum.
- Developed Health Care Management and Human Resources Management modules in the MBA/iMBA program.
- All of these curriculum changes were approved by Academic Council for inclusion in AY 2012-2013.



## **Section VI.b**

### **Recommended Changes for the Coming Year**

#### **Judgment**

Meets Standards    Does Not Meet Standards    Not Applicable

#### **Narrative**

- Investigate the need for a Workforce Development track in the BBA-General Business curriculum.
- Investigate the need for Health Care and Non Profit Management tracks in the BBA-Management curriculum.
- Develop a Non Profit management module in the MBA/iMBA program.