

## **Unit Missions**

### **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.

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### **Mission Statement**

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*Delta State University FY2013 Unit Level Report*  
*Department: Management, Marketing and Business Administration*  
**Learning Outcomes**

**≡BBA-GEN 01: Business Concepts**

**Start:** 7/1/2012

**End:** 6/30/2013

**Providing Department:** Management, Marketing and Business Administration

**Learning Outcome**

General Business majors will understand the concepts in the major areas of business

**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**

100% (26/26) of the General Business majors taking MGT 499 earned a B or better in projects that indicated they understood the concepts in the major areas of business.

**Use of Evaluation Results**

Continue this learning outcome for AY 2013-2014. Have curriculum committee evaluate the baseline level indicating proficiency.

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**≡BBA-GEN 02: Business Plan**

**Start:** 7/1/2012

**End:** 6/30/2013

**Providing Department:** Management, Marketing and Business Administration

**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**

74% (14 out of 19) General Business majors taking MGT 370 earned a B or better in their business plan project, indicating they understood the components of a business plan.

**Use of Evaluation Results**

Continue this learning outcome during AY 2013-2014.

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**BBA-GEN 03: Decision Making**

**Start:** 7/1/2012

**End:** 6/30/2013

**Providing Department:** Management, Marketing and Business Administration

**Learning Outcome**

General Business majors will be proficient in decision making/problem solving techniques

**Data Collection (Evidence)**

At least 80% of General Business majors will earn a grade of B or better on their project in MGT 499

**Results of Evaluation**

96% (25/26) of the General Business majors taking MGT 499 earned a B or better in projects that indicated they understood the concepts of problem solving/decision techniques.

**Use of Evaluation Results**

Continue this learning outcome for AY 2013-2014. Have curriculum committee evaluate the baseline level indicating proficiency.

**Related Items**



**GE 01: Critical and Creative Thinking**



**GE 02: Communication**

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**BBA-MGT 01: Management Functions**

**Start:** 7/1/2012

**End:** 6/30/2013

**Providing Department:** Management, Marketing and Business Administration

**Learning Outcome**

Management majors will understand the functions of management: Planning, organizing, controlling, and leading

**Data Collection (Evidence)**

At least 80% of Management majors will earn a grade of B or better on their project in MGT 484 or MGT 465

**Results of Evaluation**

100% (17/17) of the Management majors taking MGT 465 and/or MGT 484 earned a B or better in projects that indicated they understood the functions of management: Planning, organizing, controlling, and leading.

**Use of Evaluation Results**

Continue this learning outcome for AY 2013-2014. Have curriculum committee evaluate the baseline level indicating proficiency.

**Related Items**

 **GE 06: Social Institutions**

 **GE 09: Cross-disciplinary Appreciation**

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## **BBA-MGT 02: Leadership**

**Start:** 7/1/2012

**End:** 6/30/2013

**Providing Department:** Management, Marketing and Business Administration

### **Learning Outcome**

Management majors will be knowledgeable of leadership styles

### **Data Collection (Evidence)**

At least 80% of management majors will earn a grade of B or better on their project in MGT 305 or MGT 410

### **Results of Evaluation**

100% (10/10) of the Management majors taking MGT 305 or MGT 410 earned a B or better in projects that indicated they are knowledgeable of leadership styles.

### **Use of Evaluation Results**

Continue this learning outcome for AY 2013-2014. Have curriculum committee evaluate the baseline level indicating proficiency.

### **Related Items**

 **GE 02: Communication**

 **GE 05: Self**

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** BBA-MGT 03: Critical Thinking**

**Start:** 7/1/2012

**End:** 6/30/2013

**Providing Department:** Management, Marketing and Business Administration

**Learning Outcome**

Management majors will be proficient in critical/creative thinking skills

**Data Collection (Evidence)**

At least 80% of Management majors will earn a grade of B or better on their project in MGT 499

**Results of Evaluation**

100% (11/11) of the Management majors taking MGT 499 earned a B or better in projects that indicated they are proficient in critical/creative thinking skills.

**Use of Evaluation Results**

Continue this learning outcome for AY 2013-2014. Have curriculum committee evaluate the baseline level indicating proficiency.

**Related Items**



**GE 01: Critical and Creative Thinking**

** BBA-MKT 01: Professional Selling Techniques**

**Start:** 7/1/2012

**End:** 6/30/2013

**Providing Department:** Management, Marketing and Business Administration

**Learning Outcome**

Marketing majors will be proficient in professional selling techniques

**Data Collection (Evidence)**

At least 80% of Marketing majors will earn a grade of B or better on their sales presentations in MKT 321

**Results of Evaluation**

100% (3/3) of the Marketing majors taking MKT 321 earned a B or better in projects that indicated they are proficient in professional selling techniques.

**Use of Evaluation Results**

Continue this learning outcome for AY 2013-2014. Have curriculum committee evaluate the baseline level indicating proficiency.

**Related Items**



**GE 01: Critical and Creative Thinking**



**GE 02: Communication**

** BBA-MKT 02: Quantitative Research Skills**

**Start:** 7/1/2012

**End:** 6/30/2013

**Providing Department:** Management, Marketing and Business Administration

**Learning Outcome**

Marketing majors will be knowledgeable in quantitative research skills

**Data Collection (Evidence)**

At least 80% of Marketing majors will earn an average grade of B or better on their quantitative homework assignments in MKT 488

**Results of Evaluation**

100% (3/3) of the Marketing majors taking MKT 488 earned a B or better in projects that indicated they are proficient in quantitative research skills.

**Use of Evaluation Results**

Continue this learning outcome for AY 2013-2014. Have curriculum committee evaluate the baseline level indicating proficiency.

**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:** 7/1/2012

**End:** 6/30/2013

**Providing Department:** Management, Marketing and Business Administration

**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**

100% (6/6) of the Marketing majors taking MKT 499 earned a B or better in projects that indicated they understand the components of a marketing plan.

**Use of Evaluation Results**

Continue this learning outcome for AY 2013-2014. Have curriculum committee evaluate the baseline level indicating proficiency.

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**≡ BBA-MMBA 01: Teamwork**

**Start:** 7/1/2012

**End:** 6/30/2013

**Providing Department:** Management, Marketing and Business Administration

**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 695

**Results of Evaluation**

96% (89/93) of general business, management, marketing, and MBA/iMBA majors earned an average grade of B or better on their group evaluations in MGT 499 or MGT 695 demonstrating the ability to work as a team member.

**Use of Evaluation Results**

Continue this learning outcome for AY 2013-2014. Have curriculum committees evaluate the baseline level indicating proficiency.

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**≡ MBA-BA 01: Business Research Analysis**

**Start:** 7/1/2012

**End:** 6/30/2013

**Providing Department:** Management, Marketing and Business Administration

**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**

63% (35/56) MBA and iMBA majors earned an average grade of B or better on their homework assignments, demonstrating the ability to perform professional research and analysis.

**Use of Evaluation Results**

Continue this learning outcome for AY 2013-2014. Investigate the resources available to help students understand research and analysis and provide these resources to the students.

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**MBA-BA 02: Integration of Business Function Areas**

**Start:** 7/1/2012

**End:** 6/30/2013

**Providing Department:** Management, Marketing and Business Administration

**Learning Outcome**

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

**Data Collection (Evidence)**

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

**Results of Evaluation**

81% (42/52) MBA and iMBA majors earned an average grade of B or better on their analysis projects indicating they understand the integration of the functional areas of business.

**Use of Evaluation Results**

Continue this learning outcome for AY 2013-2014. Have curriculum committee evaluate the baseline level indicating proficiency.

**Related Items**



**GE 06: Social Institutions**



**GE 09: Cross-disciplinary Appreciation**



## **Unit Goals**

### **MMBA 2012\_03: Curricula Evaluation**

**Start:** 7/1/2012

**End:** 6/30/2013

#### **Unit Goal**

The division will evaluate and make changes to curricula to meet stakeholder expectations

#### **Evaluation Procedures**

Evaluate curriculum committee meeting information

#### **Actual Results of Evaluation**

No changes were made to the unit's curricula during AY 2012-2013.

#### **Use of Evaluation Results**

This goal will continue for AY 2013-2014.

#### **Related Items**

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

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### **MMBA 2012\_04: Recruitment**

**Start:** 7/1/2012

**End:** 6/30/2013

#### **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**

100% of faculty attended at least two recruiting events. No formal tracking occurred.

#### **Use of Evaluation Results**

A formal tracking/follow-up mechanism needs to be developed and implemented. This goal will continue for AY 2013-2014.

#### **Related Items**

 **SP2.Ind01: Enrollment**

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 **MMBA 2013\_01: Internship Participation**

**Start:** 7/1/2012

**End:** 6/30/2013

**Unit Goal**

The division will increase the number of students participating in internship classes by 5%.

**Evaluation Procedures**

Enrollment data will be examined, determining participation in internship programs

**Actual Results of Evaluation**

During AY 2012-2013, there was a 16% decrease in the number of students participating in an internship program from the previous AY.

**Use of Evaluation Results**

The division needs to establish more defined internship programs and a structured process to receive internship credit in order for more students to participate in internships. The curriculum committees should evaluate the inclusion of internship credit as part of the requirements for the majors.

**Related Items**

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

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 **MMBA 2013\_02: Scholarship and Service**

**Start:** 7/1/2012

**End:** 6/30/2013

**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 will provide information to determine if the goal was met

**Actual Results of Evaluation**

100% of the division faculty participated in at least one service activity. Eight out of nine (89%) of the faculty participated in at least one scholarly activity.

**Use of Evaluation Results**

Work with faculty to meet the goal for the next AY.

**Related Items**

  **SP3.Ind07: Credentials**

  **SP3.Ind08: Evaluations**

  **SP3.Ind09: Professional development**

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 **MMBA 2013\_05: Letter or Recognition**

**Start:** 7/1/2012

**End:** 6/30/2013

**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**

Training did not occur.

**Use of Evaluation Results**

Continue this goal to AY 2013-2014.

**Related Items**

 **SP3.Ind09: Professional development**

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**Section IV.a**

**Brief Description**

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, or General Business Administration. 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**

[Trend data for MGT, MKT, and Business Admin for 2009-2013](#)

**Section IV.c**

**Diversity Compliance Initiatives and Progress**

**Judgment**

Meets Standards     Does Not Meet Standards     Not Applicable

**Narrative**

Two full-time faculty member were hired. One faculty member represents a minority population.

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.

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**

**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.

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**Section IV.e**

**Grants, Contracts, Partnerships, Other Accomplishments**

**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 69% of the emphasis classes in the I-MBA and traditional MBA courses.
- The Division is responsible for GBA 204, a special degree requirement for all business majors.
- The Division 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, 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.

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- 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:**

- 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 grants during the AY.

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**Section IV.f**

**Service Learning Data**

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

**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.

**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.

**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

**Narrative**

Currently, the Division has 9 faculty, 8 of which are being terminally qualified.

100% of faculty members engaged in scholarly activities.

100% of faculty members attended conferences, seminars, workshops, and/or symposiums.

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: 12

Professional Development: 27

Service to the University: 38

Service to the College: 19

Service to the Division: 35

Service to the Community: 21

Service to the Profession: 22

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**Section V.b**

**Staff (Accomplishments)**

**Narrative**

Updated all curriculum sheets for division majors

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



Credit Hour Production							
	Summer		Fall		Spring		Total
	UG	GR	UG	GR	UG	GR	
<b>GBA</b>							
AY 2013	48	3	453	0	495	3	1,002
AY 2012	57	0	564	0	483	0	1,104
AY 2011	42	0	684	0	555	0	1,281
AY 2010	180	0	738	0	534	0	1,452
AY 2009	162	0	678	0	630	0	1,470
<b>GMT</b>							
AY 2013	0	0	0	0	0	0	0
AY 2012	0	0	0	0	0	0	0
AY 2011	0	0	0	0	0	0	0
AY 2010	0	0	0	0	0	0	0
AY 2009	0	0	0	0	0	0	0
<b>HSM</b>							
AY 2013	6	0	0	0	0	0	6
AY 2012	0	0	6	0	6	0	12
AY 2011	0	0	84	0	54	0	138
AY 2010	6	0	30	0	78	0	114
AY 2009	9	0	159	0	99	0	267
<b>MBA</b>							
AY 2013	0	90	0	207	0	147	444
AY 2012	0	90	0	186	0	105	381
AY 2011	0	51	0	123	0	177	351
AY 2010	0	48	0	132	0	168	348
AY 2009	0	39	0	195	0	81	315
<b>MGT</b>							
AY 2013	279	324	1,111	246	1,039	441	3,440
AY 2012	306	306	1,173	141	1,051	189	3,166
AY 2011	324	423	1,371	332	1,343	348	4,141
AY 2010	258	396	1,317	273	1,456	231	3,931
AY 2009	372	426	1,416	306	1,608	360	4,488
<b>MKT</b>							
AY 2013	141	21	387	172	342	171	1,234
AY 2012	147	27	493	171	376	96	1,310
AY 2011	228	0	393	216	501	51	1,389
AY 2010	225	18	492	195	498	48	1,476
AY 2009	210	9	703	237	612	18	1,789
<b>AY Totals</b>							
AY 2013	48	3	453	0	495	3	1,002
AY 2012	57	0	564	0	483	0	1,104
AY 2011	42	0	684	0	555	0	1,281
AY 2010	180	0	738	0	534	0	1,452
AY 2009	162	0	678	0	630	0	1,470

<b>Enrollment by Major</b>						
	<i>Summer</i>		<i>Fall</i>		<i>Spring</i>	
	<i>UG</i>	<i>GR</i>	<i>UG</i>	<i>GR</i>	<i>UG</i>	<i>GR</i>
<b><i>Business Administration</i></b>						
<b>AY 2013</b>	0	65	0	129	0	129
<b>AY 2012</b>	0	64	0	93	0	77
<b>AY 2011</b>	0	81	0	111	0	112
<b>AY 2010</b>	0	68	0	116	0	113
<b>AY 2009</b>	0	75	0	116	0	95
<b><i>General Business</i></b>						
<b>AY 2013</b>	32	0	128	0	112	0
<b>AY 2012</b>	39	0	130	0	112	0
<b>AY 2011</b>	51	0	127	0	105	0
<b>AY 2010</b>	37	0	123	0	105	0
<b>AY 2009</b>	34	0	154	0	111	0
<b><i>Hospitality Services Management</i></b>						
<b>AY 2013</b>	1	0	4	0	1	0
<b>AY 2012</b>	3	0	4	0	3	0
<b>AY 2011</b>	6	0	19	0	14	0
<b>AY 2010</b>	6	0	14	0	10	0
<b>AY 2009</b>	6	0	22	0	16	0
<b><i>Management</i></b>						
<b>AY 2013</b>	30	0	82	0	67	0
<b>AY 2012</b>	33	0	106	0	85	0
<b>AY 2011</b>	43	0	106	0	82	0
<b>AY 2010</b>	51	0	129	0	111	0
<b>AY 2009</b>	37	0	122	0	110	0
<b><i>Marketing</i></b>						
<b>AY 2013</b>	10	0	23	0	20	0
<b>AY 2012</b>	21	0	39	0	34	0
<b>AY 2011</b>	12	0	35	0	36	0
<b>AY 2010</b>	14	0	43	0	32	0
<b>AY 2009</b>	19	0	50	0	47	0

<b>Graduates</b>						
	<i>Bus Admin</i>	<i>Gen Bus</i>	<i>Hosp Mgmt</i>	<i>Mgmt</i>	<i>Mktg</i>	<i>Total</i>
	<i>MBA</i>	<i>BBA</i>	<i>BBA</i>	<i>BBA</i>	<i>BBA</i>	
<b>AY 2013</b>	44	24	1	18	4	91
<b>AY 2012</b>	37	20	0	19	15	91
<b>AY 2011</b>	62	37	2	35	7	143
<b>AY 2010</b>	43	39	2	22	13	119
<b>AY 2009</b>	62	20	1	31	21	135