Unit level report 2013  
Department: College of Business

Unit Missions

**ACISF Mission Statement**

Mission statement  
To prepare students for the marketplace by providing challenging educational opportunities.

Related Items  
There are no related items.

**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.

**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.

**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.

**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.
Learning Outcomes

**BBA-ACC 01: LO Financial Accounting**
Start: 7/1/2012  
End: 6/30/2013

**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)**

**Results of Evaluation**
77% of Accounting majors enrolled in ACC prepared acceptable financial statements on assigned projects.

**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

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**BBA-ACC 02: LO Auditing**
Start: 7/1/2012  
End: 6/30/2013

**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 Accounting majors enrolled in Accounting submitted acceptable audit reports in accordance with US Generally Accepted Audit Standards.

**Use of Evaluation Results**
During Fall 2013 Curriculum Committee Meetings, the Accounting Faculty will explore changing teaching methodology and additional resources to strengthen learning due to the critical role of auditing in the accounting function.

**Related Items**
There are no related items.

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**BBA-ACC 03: LO Taxation**
Start: 7/1/2012  
End: 6/30/2013

**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**
Eighty-one percent of the students enrolled in Accounting correctly prepared an income tax return.

**Use of Evaluation Results**
During AY 2013-2014 accounting curriculum meetings, the accounting faculty will consider modifying this learning outcome and discuss additional teaching and learning aids to enhance learning.

**Related Items**
GE 03: Quantitative Skills

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**BBA-ACC 04: LO Management or Cost Accounting**
Start: 7/1/2012  
End: 6/30/2013

**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 students correctly analyzed the components of a manufacturing project and assigned costs
appropriately.

**Use of Evaluation Results**
The Accounting Faculty will analyze the results and fashion appropriate manufacturing projects to test students understanding of project costing.

**Related Items**
- GE 03: Quantitative Skills

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

**Start:** 7/1/2012  
**End:** 6/30/2013

**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 on projects prepared in Accounting.

**Results of Evaluation**
Seventy-nine percent (79%) of the time students selected the correct journal entry on selected projects in Accounting.

**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. This goal is being met. Faculty will explore additional teaching techniques in order to raise the level of students demonstrating the ability to accurately enter governmental fund entries.

**Related Items**
There are no related items.

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**BBA-CIS 01: LO Microcomputer applications**

**Start:** 7/1/2012  
**End:** 6/30/2013

**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 where these basic essential computer skills are taught and used.

**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 04: Inquiry and Technology

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**BBA-CIS 03: LO Information system design**

**Start:** 7/1/2012  
**End:** 6/30/2013

**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**
70% of students demonstrated the ability to analyze, design and implement an information system to meet desired needs. Outcomes were measured by instructor grade, peer evaluation, and survey of student perceptions of their learning.

**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**
BBA-CIS 04: LO Information system security
Start: 7/1/2012
End: 6/30/2013

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: 7/1/2012
End: 6/30/2013

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
Seventy-nine percent of the students enrolled in FIN 300 demonstrated the ability to measure or formulate the time value of money on assigned projects.
Seventy-seven percent of the students demonstrated the ability to solve working capital management problems on assigned cases. One hundred percent of students enrolled in FIN 403 demonstrated understanding of short-term treasury management techniques on assigned cases.

Three-fourths of the students demonstrated the ability to explain the steps required in making a capital budgeting decision.
Three-fourths of the students demonstrated the ability to solve capital budgeting problems on assigned projects.

Use of Evaluation Results
The Faculty analyze different business scenarios and case studies to inform discussions in AY 2013-2014 curriculum meetings in considering course content changes in the FIN 300, FIN 301, & FIN 403 courses.

Related Items
GE 02: Communication

BBA-FIN 02: LO Principles of investing
Start: 7/1/2012
End: 6/30/2013

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
90% of Finance students enrolled in FIN 450 correctly evaluated securities based on yield and security in assigned projects.

Use of Evaluation Results
The faculty will consider using different stocks and bonds cases for student analysis to enhance the level of rigor involved in making decisions.

Related Items
There are no related items.

**BBA-GEN 01: Business Concepts**
Start: 7/1/2012  
End: 6/30/2013  

**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.  

**Related Items**
There are no related items.

**BBA-GEN 02: Business Plan**
Start: 7/1/2012  
End: 6/30/2013  

**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.  

**Related Items**
There are no related items.

**BBA-GEN 03: Decision Making**
Start: 7/1/2012  
End: 6/30/2013  

**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**

**BBA-IRR 01: LO Loss exposure & risk management techniques**
Start: 7/1/2012  
End: 6/30/2013  

**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 our students correctly identified potential loss exposures and selected appropriate risk management techniques in case studies.

Use of Evaluation Results
The faculty will use the results to analyze and select situations, risks, and appropriate case studies.

Related Items

- GE 01: Critical and Creative Thinking

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BBA-IRR-FP 01: LO Estate Planning

Start: 7/1/2012
End: 6/30/2013

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
All students were able to prepare a comprehensive estate plan which include tax considerations.

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

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BBA-IRR-RE 01: LO Real estate valuation/appraisal

Start: 7/1/2012
End: 6/30/2013

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.

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BBA-MGT 01: Management Functions

Start: 7/1/2012
End: 6/30/2013

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
BBA-MGT 02: Leadership
Start: 7/1/2012
End: 6/30/2013
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

BBA-MGT 03: Critical Thinking
Start: 7/1/2012
End: 6/30/2013
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
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
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

**BBA-MKT 03: Marketing Plan**

**Start:** 7/1/2012  
**End:** 6/30/2013

**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.

**Related Items**
There are no related items.

**BBA-MMBA 01: Teamwork**

**Start:** 7/1/2012  
**End:** 6/30/2013

**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.

**Related Items**
There are no related items.

**BCA-AM-01: Federal Aviation Regulations**

**Start:** 7/1/2012  
**End:** 6/30/2013

**Learning Outcome**
Aviation Management majors will have a thorough and comprehensive understanding of Federal aviation regulations.

**Data Collection (Evidence)**
1. CAV 371 Aviation Law - Final Exam; CAV 380 Air Transportation – Class Project; CAV 382 Airport Management – Class Project.
2. Exam will be graded and kept on file; Projects will be presented to a project board for evaluation and grading.
3. Exam scores will be compared to anticipated outcomes to verify whether.

**Results of Evaluation**
1. 94% of students scored 70 or higher on the prepared test in CAV 371. The Instructor will continue to add course content to
introduce more industry-specific scenarios.

2. 84% of students scored 70 or higher on examination questions. The curriculum will be updated and learning outcomes modified to better assess student learning and understanding. Specifically, a project will be added to this course.

3. Examination grades confirmed the students are learning the material on the Federal Aviation Regulations. The Instructor will continue to add course content to introduce more industry-specific scenarios.

Use of Evaluation Results
1. The Instructor will continue to add course content to introduce more industry-specific scenarios.

Related Items
There are no related items.
and a project will be added.

4. CAV 381: Curriculum will be revised and learning outcomes updated for the next term to get a clearer picture of student learning and understanding.

Examination grades confirmed the students are learning the material on the Federal Aviation Regulations. The Instructor will continue to add course content to introduce more industry-specific scenarios.

Related Items
There are no related items.
Flight Operations majors will possess the knowledge and skills necessary to fly an airplane at the commercial pilot skill level in both single and multi-engine airplanes under both VFR and IFR.

Data Collection (Evidence)
stage checks, course exams, FAA written exams, and FAA practical exams.

2. pass/fail data will be collected from CAV 355 stage checks, CAV 352 written exams, FAA Commercial Pilot written exam, and the FAA Commercial Pilot practical exam

3. A percentage pass rate of 1st attempts will be determined on stage checks, course exams, FAA written exams, and FAA practical exams.

Results of Evaluation
Data collected from stage checks, course exams, FAA written exams, and FAA practical exams.

2. pass/fail data will be collected from CAV 355 stage checks, CAV 352 written exams, FAA Commercial Pilot written exam, and the FAA Commercial Pilot practical exam.

IN CAV 352 Fall 2012 80% ff the students scored a 70 percent or higher the examination questions.

IN CAV 352 Spring 2013 75% of the students enrolled scored a 70 percent or higher the examination questions. The difference in results could be the different instructors.

3. A percentage pass rate of 1st attempts will be determined on stage checks, course exams, FAA written exams, and FAA practical exams. 100% 0f students enrolled in CAV 355 passed the stage checks, course exams, and FAA written and FAA practical Exam in the year 2012-2013.

Use of Evaluation Results
1. Have a class meeting or two at the airport incorporating a preflight and systems review using the C206 and DA42.

2. Put more emphasis on calculations using the takeoff, landing, and cruise performance charts.

3. Incorporate the use of www.faasafety.gov and its aeronautical decision making courses into the syllabus.

4. Have the students do a presentation using visual aids to describe the required flight maneuvers for the commercial pilot check ride.

Related Items
There are no related items.

BCA-FO-02: Federal Aviation Regulations
Start: 7/1/2012
End: 6/30/2013

Learning Outcome
Flight Operation majors will have a thorough and comprehensive understanding of Federal aviation regulations.

Data Collection (Evidence)
1. stage checks, course exams, FAA written exams, and FAA practical exams

2. CAV (law) written exams, CAV 352 written exams, CAV 360 written exams, CAV 356 and 360 stage checks, FAA Commercial and Flight instructor written exams

3. A percentage pass rate of 1st attempts will be determined

Results of Evaluation
Data collected from stage checks, course exams, FAA written exams, and FAA practical exams.

1. stage checks, course exams, FAA written exams, and FAA practical exams
2. CAV (law) written exams, CAV 352 written exams, CAV 360 written exams, CAV 355 and 361 stage checks, FAA Commercial and Flight instructor written exams

CAV 352 written exams, FAA Commercial Pilot written exam, and the FAA Commercial Pilot practical exam.

In CAV 352 Fall 2012 80% of the students scored a 70 percent or higher the examination questions.

In CAV 352 Spring 2013 75% of the students enrolled scored a 70 percent or higher the examination questions. The difference in results could be the different instructors.

CAV 360- 4/5 80% passed the FAA written exams.

CAV 355- 7/8 students passed the Commercial FAA Written. One student has not completed the exam to date. All students must complete to 100% to progress with their flight ratings/certificates.

CAV 361- Stage 3/3 students passed the Certified Flight Instructor stage checks. The fourth student cut out of the course with excessive absences. However, the student did complete the stage checks with 100% after re-enrolling the next Semester. Students must complete to 100% to progress with their flight ratings/certificates.

3. A percentage pass rate of 1st attempts will be determined

Use of Evaluation Results

1. Have a class meeting or two at the airport incorporating apreflight and systems review using the C206 and DA42.

2. Put more emphasis on calculations using the takeoff, landing, and cruise performance charts.

3. Incorporate the use of www.faasafety.gov and its aeronautical decision making courses into the syllabus.

4. Have the students do a presentation using visual aids to describe the required flight maneuvers for the commercial pilot check ride.

Related Items

There are no related items.

CAV 390-2/2 students passed the FAA Flight Instructor Instrument Written Exam on the first attempt. 2/2 students passed the Flight Instructor Instrument stage checks and FAA check ride the first attempt.

3. A percentage pass rate of 1st attempts will be determined on stage checks, course exams, FAA written exams, and FAA

**BCA-FO-03: Communication Skills**

**Start:** 7/1/2012

**End:** 6/30/2013

**Learning Outcome**

Flight Operation majors will possess technical communications skills.

**Data Collection (Evidence)**

- stage checks and FAA practical exams
- CAV 355 stage checks, CAV 360 stage checks, CAV 390 stage checks, FAA Commercial and CFI practical exams
- 3. A percentage pass rate of 1st attempts will be determined on stage checks, course exams, FAA written exams, and FAA

**Results of Evaluation**

- CAV 355 stage checks, CAV 361 stage checks, CAV 390 stage checks, FAA Commercial and CFI practical exams

CAV 360- 4/5 80% passed the FAA written exams.

CAV 355- 7/8 students passed the Commercial FAA Written. One student has not completed the exam to date. All students must complete to 100% to progress with their flight ratings/certificates.

CAV 361- Stage 3/3 students passed the Certified Flight Instructor stage checks. The fourth student cut out of the course with excessive absences. However, the student did complete the stage checks with 100% after re-enrolling the next Semester. Students must complete to 100% to progress with their flight ratings/certificates.

CAV 390-2/2 students passed the FAA Flight Instructor Instrument Written Exam on the first attempt. 2/2 students passed the Flight Instructor Instrument stage checks and FAA check ride the first attempt.
Use of Evaluation Results
The Flight Syllabus have been revised that should make tracking this data easier. Additional completions of flight certificates and ratings occur outside the semester the student enrolled in the course. All students must pass all FAA written exams, stage exams, and practical test to complete the certificates, ratings, and the BCA degree.

Related Items
There are no related items.

MBA-BA 01: Business Research Analysis
Start: 7/1/2012
End: 6/30/2013

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.

Related Items
There are no related items.

MBA-BA 02: Integration of Business Function Areas
Start: 7/1/2012
End: 6/30/2013

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

MCA 03: Air Cargo economics and marketing
Start: 7/1/2012
End: 6/30/2013

Learning Outcome
Articulate the role of the fixed base operator in the aviation system.

Data Collection (Evidence)
Discussion board and Chapter Reviews in CAV 650

Results of Evaluation
95% of students fully participated in 15 weeks of on-line discussions and 89% of students answered all chapter review questions.

Use of Evaluation Results
Students are penalized 5 points off their final course grade if they do not complete 50% of course requirements (including discussions and chapter review questions) prior to mid-term. This will be made more clear in the future to encourage full participation in on-line discussions and chapter review questions.

Related Items
There are no related items.
MCA 04: Human Factors
Start: 7/1/2012
End: 6/30/2013

Learning Outcome
Explain individual and group behavior and interaction in the aerospace industry.

Data Collection (Evidence)
Test questions in CAV 610

Results of Evaluation
91% of students fully participated in 15 weeks of on-line discussions and 91% of students answered all chapter review questions.

Use of Evaluation Results
Students are penalized 5 points off their final course grade if they do not complete 50% of course requirements (including discussions and chapter review questions) prior to mid-term. This will be made more clear in the future to encourage full participation in on-line discussions and chapter review questions.

Related Items
There are no related items.

MCA-01: US Laws & FAA
Start: 7/1/2012
End: 6/30/2013

Learning Outcome
Distinguish between the different kinds of laws that the United States in aviation and the distinction between the different kinds essential to understanding the FAA enforcement process.

Data Collection (Evidence)
Final Exam for CAV 630

Results of Evaluation
93% of students completed the final exam with 80% or better.

Use of Evaluation Results
The online examination will be revised with a reduced time limit to reduce the rote nature answers on the Final Exam. The exam is to use their critical thinking skills in scenario based questions.

Related Items
There are no related items.

MCA-02: Safety in the design and operations of airports
Start: 7/1/2012
End: 6/30/2013

Learning Outcome
Apply the various managerial concepts learned in class to solving real-world issues and problems encountered by safety in the design and operations of airports.

Data Collection (Evidence)
Assignments and embedded test questions in CAV 660

Results of Evaluation
93% of students enrolled completed the assignments and final exam with a with an 80% or better. Once student withdrew before the end of the semester.

Use of Evaluation Results
The embedded test questions may be revised to have less rote answers in nature and more scenario based examples to all the students to apply the real-world concepts they have learned.

Related Items
There are no related items.

MPAC 01: LO Auditing Standards
Start: 7/1/2012
End: 6/30/2013

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
In seventy-six percent of the cases students correctly identified the appropriate standards, laws and guidance relevant to the cases.

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.

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MPAC 02: LO Tax Law
Start: 7/1/2012
End: 6/30/2013

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
Ninety-two percent of the briefs contained the proper opinion of the Court, properly identified the principles involved, and stated the effects of the decisions.

Use of Evaluation Results
New cases are reviewed each year.

Related Items
There are no related items.
Gen Ed Learning Outcomes

CIS_205_GE 04: Inquiry and Technology
Start: 7/1/2012
End: 6/30/2013

Gen Ed learning outcome (competency)
Student will demonstrate skills required to search for and evaluate raw data and electronic information that illustrate an understanding of the nature and limits of computer technology.

Data Collection
Student will answer questions on literacy exams related to the use of and limits to computer information systems.

Results of Evaluation
Two-thirds of the students proved their computer literacy through tests and projects on Microsoft Word, Excel, and Access software programs.

Use of Results
Faculty will review test and project results to determine if different methods of evaluation would be more indicative of students' knowledge.

Related Items
GE 04: Inquiry and Technology

ECO_210_GE 08: Perspectives
Start: 7/1/2012
End: 6/30/2013

Gen Ed learning outcome (competency)
Student will demonstrate knowledge of and appreciation for economic, social, and political elements which influence relations in the societies and nations in their contemporary dimensions.

Data Collection
Student will complete in-class and independent assignments and interactive assignments and quizzes via the Internet.

Results of Evaluation
Two-thirds of our students demonstrated the ability to apply exchange rates and consumption as they affect national and international economic factors.

Use of Results
Faculty will review test results on these topics to determine if better methods to measure these macroeconomic factors would more accurately indicate students' knowledge.

Related Items
GE 08: Perspectives

ECO_211_GE 08: Perspectives
Start: 7/1/2012
End: 6/30/2013

Gen Ed learning outcome (competency)
Student will demonstrate knowledge of and appreciation for economic, social, and political elements which influence relations in the societies and nations in their contemporary dimensions.

Data Collection
Student will complete in-class and independent assignments and interactive assignments and quizzes via the Internet.

Results of Evaluation
Two-thirds of our students demonstrated knowledge of supply and demand, inflation, and unemployment in the quizzes they took.

Use of Results
Faculty will use the test and quiz results to evaluate alternate methods to ascertain students' knowledge of these principles of microeconomics.

Related Items
GE 08: Perspectives
User Outcomes

**CEBT 01:** Assist public and private sector leaders and individual business owners make informed strategic decisions.

*Start:* 7/1/2012  
*End:* 6/30/2013

**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.

**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 2012-13: 76
  - AY 2011-12: 62
  - AY 2010-11: 66
  - AY 2009-10: 44

- Conversations with Entrepreneurs lecture series:
  
  - AY 2012-13: Discontinued
  - AY 2011-12: 1
  - AY 2010-11: 2
  - AY 2009-10: 4

- Business counseling sessions:
  
  - AY 2012-13: 79
  - AY 2011-12: 70
  - AY 2010-11: 53
  - AY 2009-10: 63

- Student counseling sessions:
  
  - AY 2012-13: 89
  - AY 2011-12: 86
AY 2010-11: 112
AY 2009-10: 47

• Speaking engagements:
  AY 2012-13: 31
  AY 2011-12: 18
  AY 2010-11: 28
  AY 2009-10: 19

• Workshops presented:
  AY 2012-13: 13
  AY 2011-12: 15
  AY 2010-11: 22
  AY 2009-10: 18

• Workshops developed:
  AY 2012-13: 20
  AY 2011-12: 19
  AY 2010-11: 20
  AY 2009-10: 20

• Unit publicity:
  AY 2012-13: 40
  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 for:

AY 2012-13: 4.85
AY 2011-12: 4.84

The score of 4.88 for AY 2012-13 indicates continued 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: Improve the quality of life for all constituents

- SP5.Ind07: Economic Development

- SP5: Improve the quality of life for all constituents

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**CEBT 02:** Share knowledge of the economic and social aspects of business and entrepreneurship.

Start: 7/1/2012
End: 6/30/2013

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.

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 2012-13: 76
  - AY 2011-12: 62
  - AY 2010-11: 66
  - AY 2009-10: 44

- Conversations with Entrepreneurs lecture series:
  - AY 2012-13: Discontinued
  - AY 2011-12: 1
  - AY 2010-11: 2
  - AY 2009-10: 4

- Business counseling sessions:
  - AY 2012-13: 79
  - AY 2011-12: 70
  - AY 2010-11: 53
  - AY 2009-10: 63

- Student counseling sessions:
  - AY 2012-13: 89
  - AY 2011-12: 86
  - AY 2010-11: 112
  - AY 2009-10: 47

- Speaking engagements:
  - AY 2012-13: 31
  - AY 2011-12: 18
  - AY 2010-11: 28
  - AY 2009-10: 19

- Workshops presented:
  - AY 2012-13: 13
  - AY 2011-12: 15
  - AY 2010-11: 22
  - AY 2009-10: 18

- Workshops developed:
  - AY 2012-13: 20
  - AY 2011-12: 19
  - AY 2010-11: 20
  - AY 2009-10: 20

- Unit publicity:
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 for:

AY 2012-13: 4.85
AY 2011-12: 4.84

The score of 4.88 for AY 2012-13 indicates continued 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: Improve the quality of life for all constituents

SP5.Ind07: Economic Development

SP5: Improve the quality of life for all constituents
Unit Goals

**ACISF 2013_01: Update our Website**

Start: 7/1/2012  
End: 6/30/2013

Unit Goal  
Update our Websites for accuracy and relevance.

**Evaluation Procedures**  
Division website will be monitored for updates on faculty and student activities and accuracy of program information.

**Actual Results of Evaluation**  
Revisions were made to website to provide current and prospective students with program information. Division activities were also included on College of Business webpage using Flickr widget.

**Use of Evaluation Results**  
Division chair will continue to monitor the website to ensure program information, student activities, curriculum changes, and personnel changes are revised on a timely basis. The Division will also support the College of Business plans to secure funding for a staff position to be responsible this function for the entire College.

**Related Items**  
SP4.Ind07: Website

**ACISF 2013_02: Visit Community Colleges**

Start: 7/1/2012  
End: 6/30/2013

Unit Goal  
Visit Community Colleges

**Evaluation Procedures**  
The number of visits to community colleges to discuss program information with faculty, staff, and potential students.

**Actual Results of Evaluation**  
While this goal has not been realized on a division level, in AY 2012-2013, program information was included in four (4) visits the College of Business Advising Center made to area community colleges.

**Use of Evaluation Results**  
This goal will be included in the Division’s recruitment strategies for AY 2013-2014. The Division will work with the College of Business Advising Center to develop a schedule of planned visits.

**Related Items**  
SP2.Ind01: Enrollment

**ACISF 2013_03: Contact Donors**

Start: 7/1/2012  
End: 6/30/2013

Unit Goal  
Contact donors.

**Evaluation Procedures**  
The number of contacts made with existing and potential donors.

**Actual Results of Evaluation**  
The Division Chair and Dean hosted a two-day retreat on May 20 & 21 with two existing donors to the accountancy program to discuss fund raising strategies to support program development and student recruitment. This retreat was a follow-up to conversations held throughout the academic year.

**Use of Evaluation Results**  
The Division is working with donors to the Yurkow and Gibson funds to develop strategies to expand donations and further recognize the contributions of accounting faculty who in the donors' views had a significant impact on their success. The Division is planning to use this model in raising funds for other programs.

**Related Items**  
SP4.Ind03: External resources

**ACISF 2013_04: Advertise grad CIS courses**

Start: 7/1/2012  
End: 6/30/2013

Unit Goal  
Advertise new CIS emphasis in MBA Program
Evaluation Procedures
The number of students enrolled in the CIS emphasis module.

Actual Results of Evaluation
The promotion of the Computer Information Systems (CIS) emphasis in the MBA program was accomplished through the College of Business promotion of all new modules (Human Resources Management, Health Care Administration, & General Business) added to the curriculum. Fifteen students enrolled in the initial CIS emphasis module.

Use of Evaluation Results
Future promotions will be conducted through the College of Business Graduate Programs office in conjunction with all modules offered within the MBA program.

Related Items
- SP2.Ind01: Enrollment
- SP3.Ind04: Technology training

ACISF 2013_05: Blended courses
Start: 7/1/2012
End: 6/30/2013

Unit Goal
Offer Blended Courses through WIMBA.

Evaluation Procedures
The number of courses utilizing the WIMBA conferencing tool.

Actual Results of Evaluation
Two CIS faculty utilized the WIMBA conferencing tools in one of their courses. Though we changed our LMS to Canvas, we are installing cameras and preparing to start offering courses in a blended format.

Use of Evaluation Results
DSU changed its LMS to Canvas. The Division plans to use the conferencing tool included in the new LMS.

Related Items
- SP5.Ind01: Distance Education Offerings
- SP5: Improve the quality of life for all constituents

ACISF 2013_06: E-Newsletters
Start: 7/1/2012
End: 6/30/2013

Unit Goal
Send discipline-specific E-newsletters

Evaluation Procedures
The number of discipline-specific newsletters created and the favorable responses from readership.

Actual Results of Evaluation
Good and favorable responses to the Accounting E-Newsletter.

Use of Evaluation Results
All constructive criticism will be applied to the next edition of the newsletters. The Division, in conjunction with the College and DSU Foundation, will seek to expand the number of alumni receiving newsletters as mechanism to between inform former graduates and donors of program activities.

Related Items
- SP5.Ind06: Community Outreach
- SP5: Improve the quality of life for all constituents

ACISF 2013_07: Professional Certification in Business Management
Start: 7/1/2012
End: 6/30/2013

Unit Goal
Implement our new Professional Certification in Business Management.

Evaluation Procedures
The number of students enrolled in the certificate program.
Actual Results of Evaluation
Implementation of this goal has been postponed. Our sponsor requested a delay of approximately one year.

Use of Evaluation Results
The dean of the College of Business will continue to seek funding and employer sites to implement this program.

Related Items
- SP1.Ind04: Job placement
- SP2.Ind01: Enrollment
- SP3.Ind09: Professional development

ACISF 2013_08: SAP integration
Start: 7/1/2012
End: 6/30/2013

Unit Goal
Integrate SAP into our curriculum

Evaluation Procedures
Review of syllabi for inclusion of SAP topics.

Actual Results of Evaluation
SAP approved the syllabi in one course, CIS 300

Use of Evaluation Results
Push SAP into other applicable courses. The Division faculty, in conjunction with the College of Business leadership, will identify other business core courses for SAP inclusion.

Related Items
- SP1.Ind04: Job placement
- SP3.Ind07: Credentials

ACISF 2013_09: Create Major Field Tests
Start: 7/1/2012
End: 6/30/2013

Unit Goal
Construct a Major Field Test for our Business Core and our majors

Evaluation Procedures
The College of Business leadership team made the decision to use Peregrine Academic Services to accomplish this goal.

Actual Results of Evaluation
Abandoned. The College of Business leadership team made the decision to use Peregrine Academic Services to accomplish this goal.

Use of Evaluation Results
The College of Business leadership team made the decision to use Peregrine Academic Services to accomplish this goal. College of Business faculty will continue to discuss alternatives to mechanisms to measures program objectives.

Related Items
- SP3.Ind08: Evaluations

CAV 2013_01: Establish an Aviation Advisory Board for the Department of Commercial Aviation
Start: 7/1/2012
End: 6/30/2013

Unit Goal
An established Aviation Advisory Board actively participating as partners with the Department of Commercial Aviation.

Evaluation Procedures
Recruit an advisory board of industry leaders assisting the Department of Commercial Aviation in updating curriculum and training to meet changing industry needs.
Actual Results of Evaluation
The CAV Advisory Board is established and will meet twice per year to make suggestions on curriculum and update the CAV Faculty & Staff of current issues in their respective fields. Minutes and photos will document each meeting. The First Meeting is scheduled for August 23, 2013.

Use of Evaluation Results
An active advisory board of industry leaders assisting the Department of Commercial Aviation in updating curriculum and training to meet changing industry needs.

Related Items
- SP1.Ind04: Job placement
- SP1.Ind06: Advising -- access to improved, comprehensive, and directed/targeted advising
- SP1.Ind08: Curriculum Development and Revision
- SP2.Ind02: Retention
- SP2.Ind03: Graduation Rate
- SP3.Ind04: Technology training

CAV 2013_02: To prepare for a self study that will lead to accreditation by AABI in the future.
Start: 7/1/2012
End: 6/30/2013

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

Evaluation Procedures
Annual progress over the last three years with the end goal in site.

Actual Results of Evaluation
This process has been ongoing for the past three years. The curriculum was updated 2010. New Aircraft were purchased 2011. Flight Syllabus revised with the new aircraft 2012. New personnel hired 2012-2013. Institutional Commitment to proceed with the Self study secured 2013. The Self Study will start Fall 2013 with an AABI site visit proposed for Fall 2014. A University Aviation Association (UAA) program review cite visit is planned for Fall 2013. The UAA visit will help in preparation for the AABI process. AABI accreditation should be February 2015 if all goes as planned.

Use of Evaluation Results
Once accredited by AABI our students will have more opportunities for internships and bridge programs with the airline industry.

Related Items
- SP1.Ind08: Curriculum Development and Revision

CAV 2013_03: Commercial Aviation will increase the amount of credit hour production by 15% in 2 years.
Start: 7/1/2012
End: 6/30/2013

Unit Goal
Commercial Aviation will increase the amount of credit hour production by 15% in 2 years.

Evaluation Procedures

Actual Results of Evaluation
Credit production hours increased only slightly in 2012-2013 Specifically the total in 2012 was 1664 and the total in 2013 was 1677. The goal to increase credit hour production by 15% in two years was not met. This goal will be moved forward. We are actively recruiting to increase out enrollment and therefore our credit hour production.

Use of Evaluation Results
While there is a slight increase in the Credit Production hours in the Department of Commercial Aviation the 15% goal has not been met. This goal will be extended however it must be noted that 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

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**CAV 2013_04: Increase enrollment**

**Start:** 7/1/2012  
**End:** 6/30/2013

**Unit Goal**  
Increase enrollment in the Department of Commercial Aviation in five years by 20%

**Evaluation Procedures**  

**Actual Results of Evaluation**  
Enrollment was down by five total student in the undergraduate Commercial Aviation majors. Specifically, we lost 9 students from the flight program but were able to retain them as aviation management majors. The change in majors from flight to aviation management were noted as financial reasons by the students. Enrollment at the graduate level was down by a total of six students- three of which were dismissed for earning an F in a course as outlined in the Graduate Catalog. Two of the other students were deployed but hope to return to the program once state side. Lastly, we lost one student for financial reasons. That student also plans to return once they are rehired and have the money to continue their education.

**Use of Evaluation Results**  
The Department of Commercial Aviation has been actively recruiting across the Southeast. This plan is designed to Increase enrollment, Increase recruitment, outreach to our alumni for recruitment opportunities, Continue to publish CAV NEWS digitally each semester and to Continue Recruitment E-Mail Blasts monthly to high school in Mississippi, Tennessee, Alabama, Florida, Georgia, Arkansas, Missouri, Louisiana, and Texas. Additionally, we have taken out ADs in Flying magazine (National), and Invitation Oxford and Invitation Tupelo. We also have a Web AD on the FAPA website. Additionally we had a booth at the Women in Aviation Conference for the last three years.

Additional Recruiting activities:

Future and Active Pilots Association (Pilot and Student Career Fair) Orlando, FL and New Orleans, LA, and Atlanta, GA

- Recruiting visits
  
  West Jones High School, Northeast Jones High School, and South Jones High School in Laurel, MS
  
  Oak Grove High School, Sacred Heart Catholic School, Hattiesburg High School in Hattiesburg, MS
  
  Jones Junior College in Ellisville, MS
  
  Amit, Louisiana, Gulf Coast

Mississippi Airports Association Annual Meeting Natchez, MS May 2013

partnered with recruiting to attend events when invited like Memphis, Jackson, and DeSoto County.

lastly, we give tours to students from preschool age to transfers from junior college. Our efforts have been great considering how short staffed we have been in the last several. With recent hires in our area we hope to be able to expand out recruiting and retention levels.

Related Items

SP2 Ind01: Enrollment

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**CEBT 2013_01: Faculty, Staff, and Community Participation**

**Start:** 7/1/2012  
**End:** 6/30/2013

**Unit Goal**  
Increase or maintain at the current level faculty, staff, 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

<table>
<thead>
<tr>
<th></th>
<th>AY 2010-11</th>
<th>AY 2011-12</th>
<th>AY 2012-13</th>
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<tr>
<td>Faculty</td>
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</tr>
<tr>
<td>Community</td>
<td>66</td>
<td>62</td>
<td>76</td>
</tr>
</tbody>
</table>

### 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: Improve the quality of life for all constituents
- SP5.Ind07: Economic Development
  - SP5: Improve the quality of life for all constituents

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**CEBT 2013_02: Increase/Maintain Number of Partners**

- **Start:** 7/1/2012
- **End:** 6/30/2013

**Unit Goal**

Maintain/Increase the number of partners among Chair and constituents groups.

**Evaluation Procedures**

Measure partnerships established/maintained and compare to previous year.

### Actual Results of Evaluation

<table>
<thead>
<tr>
<th></th>
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<tbody>
<tr>
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</tr>
<tr>
<td>Grants</td>
<td>2</td>
<td>2</td>
<td></td>
</tr>
</tbody>
</table>

### Use of Evaluation Results

Results will be used in conjunction with other information to help improve the operations of the unit as it provides valuable information and service to those in the Mississippi Delta who are interested in entrepreneurial activities.

### Related Items

- SP5.Ind06: Community Outreach
  - SP5: Improve the quality of life for all constituents
- SP5.Ind07: Economic Development
  - SP5: Improve the quality of life for all constituents

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**CEBT 2013_03: Fundraising Activities**

- **Start:** 7/1/2012
- **End:** 6/30/2013

**Unit Goal**

Increase/Maintain 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

<table>
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<th></th>
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<th>AY 2012-13: 27</th>
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<td>11</td>
</tr>
<tr>
<td>Grants</td>
<td>2</td>
<td>2</td>
</tr>
</tbody>
</table>
Use of Evaluation Results
Increased external funding will support Unit activities and student scholarships.

Related Items
SP.4.Ind03: External resources

COB_2013_01: Assessment Efforts
Start: 7/1/2012
End: 6/30/2013

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
- Conduct Graduate/Alumni Survey during 2012-2013 AY.
- College of Business faculty members will develop Major Field Test questions for the business core and each academic major.
- Each academic unit will establish an advisory council with meetings held independently during the 2012-2013 AY, but concurrently thereafter. These councils will assist the units in assessing the relevance of our curriculum and the preparation of our graduates.
- Each academic modified unit modified student learning outcomes to ensure accurate and intentioned measurable results in conformance with established Delta State University and College of Business priorities.
- Prepared and submitted Quality Assurance Report to Accreditation Council for Business Schools and Programs (ACBSP) for academic years 2010-2011 and 2011-2012.
- In Spring 2013, posted student learning outcomes (SLOs) to the College of Business website to better inform the public of the College’s performance.

Use of Evaluation Results
Department of Commercial Aviation will partner with University Aviation Association to conduct a program review in preparation for its application and Self-Study Report for accreditation by AABI.

Changes to curriculum will be more mission and data-driven and will meet expectations of stakeholders. Faculty members will review its academic program and adjust the curriculums to reflect learning outcomes. Increased attention to assessment efforts will enhance the efficiency of assessment instruments, close the gap between actual and desired results, and enrich the educational experience of our students.

Related Items
SP.4.Ind09: Institutional review process / Accreditations/IE

COB_2013_02: Perception of Academic Programs
Start: 7/1/2012
End: 6/30/2013

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
- 5% increase in graduate & undergraduate course enrollment each year.
- 5% increase in credit hours generated each year.
- Developed and implemented the initial phases of Three-Year Strategic Plan for Recruitment and Retention for the College of Business.
- Total student enrollment increased by 4.05% in AY 2012-2013 compared to AY 2011-2012. Fall 2012 enrollment increased 2.79% when compared to Fall 2011.
- Credit hours generated increased slightly in AY 2012-2013 compared to AY 2011-2012.
- College had a 64% increase in graduate enrollment in Spring 2013 compared to Spring 2012.

Use of Evaluation Results
- COB faculty will explore 2 plus 2 agreements with community colleges across the State of Mississippi.
- College will seek funding to build a finance lab and partner with area high schools to provide a service in which DSU faculty will teach economics courses to high school students through Long Distance Learning.
- The College will also continue its efforts to equip two classrooms in Broom Hall, Baioni Conference Center, and one room in Gibson-Gunn with technology required to offer “blended” courses.
- Establish a baseline for the number of students employed in a business related field (within 6 months of graduation).
- Develop a master schedule detailing the time of deliverance of day, night, and online courses to better serve non-traditional
students seeking the BBA, BCA, MBA, and MPA degrees.
• Expand the number of on-line course offerings

Related Items

SP4.Ind14: Marketing and Publicity

COB_2013_03: Quality of Student Body Efforts
Start: 7/1/2012
End: 6/30/2013

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
• COB’s retention rate from freshmen to sophomore will reach 70% by fall 2013.
• Average test scores (ACT) of entering students will increase by 5%.
• GPA on select core courses for students entering graduate programs will increase by 5%.
• The College of Business Freshmen retention rate increased from 58% between Spring 2012 to Fall 2012 to 72% between Fall 2012 to Spring 2013. This represents a 26% increase over the 57.1% retention rate observed between Fall 2011 to Spring 2012 and an 18.4% increase over the 60.79% rate observed between Fall 2010 and Spring 2011.
• The average ACT score for first time freshmen in Fall 2012 was 20, a 1.4% decline compared to 20.28 in Fall 2011. The average ACT score for entering freshmen was 20 in Fall 2010 and 18 in Fall 2009.
• The average GPA on select courses of students entering graduate programs was in AY 2012-2013 was consistent with the results observed in AY 2011-2012.
• Established “Day at Delta State” in College of Business. Hosted students from West Bolivar (27), Shaw High School (39).
• Hosted first AITP Conference for High School Students.
• Business Student Advisory Council hosted special activities for College of Business students, e.g., student sessions, clothing drive, movie and trivia nights.
• Accounting faculty took students on field trip to St. Louis to observe accounting operations of Budweiser Corporation.
• Three College of Business students were inducted into the DSU Hall of Fame, James Bellipanni, April Mondy, and Michael Oleis.
• Developed first phase of advising software program for the College of Business.

Use of Evaluation Results
• College of Business will complete implementation of college-specific advising software.
• College will continue to encourage more student participation in the BSAC and other campus organizations.
• Establish a student support center with special emphasis on quantitative, economic, accounting, and finance courses.
• Continue to implement and enhance the College’s three-year marketing plan utilizing the University’s decision regarding out-of-state waivers for the College.
• Enhance college and division/department websites.
• College of Business continue its efforts to build closer relationships with area high schools.

Related Items

SP.Ind01: Enrollment

COB_2013_04: Faculty Quality Efforts
Start: 7/1/2012
End: 6/30/2013

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
• Increase the proportion of faculty members with terminal degrees by 5% by AY 2013-2014.
• Increase the number of refereed journal articles published each year by the faculty by 5%.
• Increase the number of academic/professional conferences presentations/attended by faculty each year by 5%.
• Increase in the number of professional designations obtained/maintained by 5%.
• Hire a terminally qualified marketing faculty member and a quantitative methods faculty member by AY 2013-2014.
• The proportion of faculty members holding terminal degrees increased to 56.5% in AY 2012-2013 from 45.4% in AY 2011-2012, a 24% increase. This goal was met.
• Minorities represent 24.5% of the College of Business faculty.
• Supported two minority faculty members in completion of doctoral programs.
• Supported six DSU faculty members to attend SAP training.
• The number of professional designations held by faculty members did not change.
• The College was successful in hiring a Ph.D. in Marketing for AY 2013-2014. The College also hired a Ph.D. in Health Care Administration. The goal of hiring a Ph.D. in quantitative methods has not been met.
• College of Business faculty published 9 articles in AY 2012-2013 compared to 8 in 2011-2012, a 12.5% increase. Faculty members gave 45 academic presentations in 2012-201 compared to 40 presentations in AY 2011-2012, a 12.5% increase.

Use of Evaluation Results
• Enhance recruiting efforts for quantitative and logistics disciplines.
• Support University’s Diversity Plan
• Seek external funding to support faculty positions, research, and teaching initiatives.

Related Items
• SP3.Ind01: Faculty and staff hiring

COB_2013_05: External Funding Efforts
Start: 7/1/2012
End: 6/30/2013

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 faculty/staff development opportunities will increase by 10%.
• The total number of competitive grant proposals, first time grant writers, & private donations will increase by 10% by AY 2013-2014.
• Faculty and staff opportunities increased by 12.97% from $36,000 in AY 2011-2012 to $40,697 in AY 2012-2013.
• Implemented $250,000 U.S.D.A. grant. This unique grant allowed for a comprehensive approach to assisting Mississippi Delta businesses. Businesses participating in the program have been very complementary of this new approach.
• Grant applications have been submitted to: U.S.D.A. – refunding of DEBTS Program, AT&T -Overcoming Place Bound and Economic Challenges Through Technology (OPECT), W.K. Kellogg Foundation-From Labors to Leaders: A Sunflower Workforce Investment Initiative (SCWII), Hearin Foundation (Pre-proposal) - Vocational/Technical Entrepreneurial Certificate Program (VTECP).
• Current grant proposals in process:
  - Delta Regional Authority – SEDAP
  - W. K. Kellogg – Social Enterprise Grant
  - W. K. Kellogg – Youth Project Grant
  - RUS Grant - USDA

Use of Evaluation Results
• Dean will meet with junior faculty to review tenure process and discuss collaboration opportunities to enhance intellectual contributions 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 raise funds for technology upgrades by attempting to match needs with the interest of local business, industry leaders, and private foundations.
• Develop and expand alumni and friends networks to increase scholarship and endowment funds.

Related Items
There are no related items.

COB_2013_06: Professional Practice Efforts
Start: 7/1/2012
End: 6/30/2013

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
• The total number of outreach efforts (collaborations between academic, service, businesses, and interdisciplinary
units/centers) will increase by 20% during AY 2013-2014.  
- The number of student internship opportunities will increase by 10% by AY 2013-2014.  
- College of Business students participated in Asset Mapping of Greenville and Indianola through a collaboration with Mississippi Delta Authority (MDA).  
- Two College of Business students, James Bellipanni and Michael Oleis completed internships with FEDEX Corporation.  
- Developed internship agreement with Dollar General Corporation.  
- Hosted Mississippi Delta Compact economic development meetings.  
- Partnered with Mississippi State University to complete Economic Impact Study for Cleveland Bolivar County Chamber of Commerce.  
- DEBTS program provided service to 14 formal clients, a 100% increase over the 7 served in AY 2011-2012.  
- College provided seventy nine (79) counseling sessions to existing entrepreneurs and potential business owners in AY 2012-2013 compared to 70 counseling sessions in AY 2011-2012, a 12.8% increase.

Use of Evaluation Results
- Faculty will conduct research through the Center for Business & Entrepreneurial Research, Center for Economic Education and Research, and Chair of Entrepreneurship in Business Technology.  
- College of Business faculty and staff will become more active in the local business and industry organizations and agencies.

Related Items
- SP1.Ind04: Job placement
- SP3.Ind08: Evaluations

**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

**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

**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
Executive Summary COB

Diversity Compliance Initiatives and Progress
The College of Business supported two (2) minority faculty in obtaining their doctoral degrees. The College also hired 2 minority staff members and contracted with four (4) minorities to assist with the implementation of the DEBTS and SBA Prime grants. Minorities represent 24.5% of the College of Business faculty.

Economic Development Initiatives and/or Impact
The College of Business conducted seventy nine (79) counseling sessions for businesses, eleven (11) economic development workshops with a total of 284 participants, and provided comprehensive individual technical assistance to 14 businesses through its DEBTS and SBA Prime programs. The Dean, faculty, and staff also continued their service on community and economic development boards.

Grants, Contracts, Partnerships
Implemented $250,000 U.S.D.A. grant. This unique grant allowed for a comprehensive approach to assisting Mississippi Delta businesses. Businesses participating in the program have been very complementary of this new approach.

The College also provided additional service to businesses through its $50,000 SBA Prime grant.

The College of Business also established and maintained 22 partnerships with local businesses, community and economic development, school districts and state agencies throughout AY 2012-2013.

Committees reporting to unit
Department: College of Business

Overview (brief description of scope)
The College of Business and its individual units are sound. The College experienced significant growth in the graduate iMBA program and a slight increase in student credit hour production. The College recognizes the challenges it continues to face in attracting more students to our undergraduate programs as the Delta population continues to decline and persistent 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. The College also recognizes the challenges associated with replacing an aging faculty who salaries are less than the level required to attract new faculty in competitive market disciplines. Toward this end, we will attempt to engage our corporate partners to raise for scholarships, professorships, etc. The College is committed to raising our level of service as an economic resource and asset to our region.
Comparative data

Related Items
There are no related items.
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
Changes made in the past year:

Recommended changes for the coming year(s):
Section VI.b

Recommended Changes for the Coming Year

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

Narrative