

Unit level report 2013

Department: Management, Marketing and Business Administration

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.

Related Items

There are no related items.

Mission Statement

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Related Items

There are no related items.

Learning Outcomes

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-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**

 **GE 05: Self**

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.

 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

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

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**

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

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

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.

Judgment

Meets Standards Does Not Meet Standards Not Applicable

Narrative

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](#)

Sources

-  [MGT Trend Data 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

Judgment

Meets Standards Does Not Meet Standards Not Applicable

Narrative

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

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

Section IV.e

Grants, Contracts, Partnerships, Other Accomplishments

Judgment

Meets Standards Does Not Meet Standards Not Applicable

Narrative

- The Division offers all of the courses online within a two year period to meet student demand. The courses in the I-MBA are offered online every year.
- The Division is responsible for 60% of the I-MBA courses.
- The Division is responsible for 67% of the Traditional MBA core courses.
- The Division is responsible for 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.
- 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.

Section IV.f

Service Learning Data

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

Judgment

Meets Standards Does Not Meet Standards Not Applicable

Narrative

Students were involved in service learning activities. For example, the students in MKT 330 (Promotional Strategy) developed Advertising Plans for local businesses and DSU functions.

Section IV.g

Strategic Plan Data

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

Judgment

Meets Standards Does Not Meet Standards Not Applicable

Narrative

Section IV.h

Committees Reporting To Unit

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

Judgment

Meets Standards Does Not Meet Standards Not Applicable

Narrative

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

Section V.a

Faculty (Accomplishments)

Noteworthy activities and accomplishments

Judgment

Meets Standards Does Not Meet Standards Not Applicable

Narrative

Currently, the Division has 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

Section V.b

Staff (Accomplishments)

Judgment

Meets Standards Does Not Meet Standards Not Applicable

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

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