

Unit Missions

MMBA Mission Statement

Mission statement

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

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Learning Outcomes

≡ BBA-GEN 01: Business Concepts

Start: 7/1/2014

End: 6/30/2015

Providing Department: Management, Marketing and Business Administration

Learning Outcome

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

Data Collection (Evidence)

80% of general business majors will earn a grade of B or better on their project in MGT 499

Results of Evaluation

100% of the General Business majors earned a B or better in projects that indicated they understood the concepts in the major areas of business.

Use of Evaluation Results

The data are used to determine whether students actually understand the major areas of business. Also, data are used so that students can take theoretical concepts and apply them to real life situations.

≡ BBA-GEN 02: Business Plan

Start: 7/1/2014

End: 6/30/2015

Providing Department: Management, Marketing and Business Administration

Learning Outcome

General Business majors will understand the components of a business plan.

Data Collection (Evidence)

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

Results of Evaluation

80% of the General Business majors taking MGT/MKT 370 earned a B or better in their business plan project, indicating they understood the components of a business plan.

Use of Evaluation Results

The data are used to determine whether students actually understand the components of a business plan. Also, data are used so that students can take theoretical concepts and apply them to real life situations.

☞ BBA-GEN 03: Decision Making

Start: 7/1/2014

End: 6/30/2015

Providing Department: Management, Marketing and Business Administration

Learning Outcome

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

Data Collection (Evidence)

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

Results of Evaluation

100% 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

The data are used to determine whether students actually understand the concepts of problem solving/decision techniques. Also, data are used so that students can take theoretical concepts and apply them to real life situations.

☞ BBA-MGT 01: Management Functions

Start: 7/1/2014

End: 6/30/2015

Providing Department: Management, Marketing and Business Administration

Learning Outcome

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

Data Collection (Evidence)

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

Results of Evaluation

93% of the Management majors taking MGT 465 and/or MGT 484 will earned a B or better in projects that indicated they understood the functions of management: planning, organizing, controlling, and leading.

Use of Evaluation Results

The data are used to determine whether students actually understand the main functions of management. Also, data are used so that students can take theoretical concepts and apply them to real life situations.

BBA-MGT 02: Leadership

Start: 7/1/2014

End: 6/30/2015

Providing Department: Management, Marketing and Business Administration

Learning Outcome

Management majors will be knowledgeable of leadership styles

Data Collection (Evidence)

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

Results of Evaluation

81% 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

The data are used to determine whether students actually are knowledgeable of leadership styles. Also, data are used so that students can take theoretical concepts and apply them to real life situations.

BBA-MGT 03: Critical Thinking

Start: 7/1/2014

End: 6/30/2015

Providing Department: Management, Marketing and Business Administration

Learning Outcome

Management majors will be proficient in critical/creative thinking skills

Data Collection (Evidence)

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

Results of Evaluation

100% 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

The data are used to determine whether students are proficient in critical/creative thinking skills . Also, data are used so that students can take theoretical concepts and apply them to real life situations.

BBA-MKT 01: Professional Selling Techniques

Start: 7/1/2014

End: 6/30/2015

Providing Department: Management, Marketing and Business Administration

Learning Outcome

Marketing majors will be proficient in professional selling techniques

Data Collection (Evidence)

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

Results of Evaluation

82% 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

The data are used to revise the project and associated assignments to create checkpoints every three weeks to keep students focused and on task. Also, data are used so that students can take theoretical concepts and apply them to real life situations.

BBA-MKT 02: Quantitative Research Skills

Start: 7/1/2014

End: 6/30/2015

Providing Department: Management, Marketing and Business Administration

Learning Outcome

Marketing majors will be knowledgeable in quantitative research skills

Data Collection (Evidence)

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

Results of Evaluation

100% 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

The results indicate that students are able to run correlations, interpret them correctly, and perform either a t-test or build a multiple regression model and explain it. The results indicate that it may be prudent to either introduce students to some more advanced statistical means of data analysis or ask students to work with a local business to solve a research problem for that business using the statistical techniques for which they are familiar.

BBA-MKT 03: Marketing Plan

Start: 7/1/2014

End: 6/30/2015

Providing Department: Management, Marketing and Business Administration

Learning Outcome

Marketing majors will understand the components of a marketing plan

Data Collection (Evidence)

80% of marketing majors will earn a grade of B or better on their marketing plan in MKT 499

Results of Evaluation

100% 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

Since 100% of the students seem to indicate that they understand the components of a marketing plan correctly, future students should also work with a local business to develop a marketing plan for that business. This would indicate that students know how to apply what they have learned and understand.

BBA-MMBA 01: Teamwork

Start: 7/1/2014

End: 6/30/2015

Providing Department: Management, Marketing and Business Administration

Learning Outcome

General Business, Management, Marketing, and MBA/iMBA majors will demonstrate ability to work as a team member

Data Collection (Evidence)

80% of general business, management, marketing, and MBA/iMBA majors will earn an average grade of B or better on their group evaluations in MGT 499 or MGT 695

Results of Evaluation

90% of the 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

The data indicates that students actually understand the theoretical concept of teamwork and actually participate as a team member at a level that is acceptable to other team members.

MBA-BA 01: Business Research Analysis

Start: 7/1/2014

End: 6/30/2015

Providing Department: Management, Marketing and Business Administration

Learning Outcome

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

Data Collection (Evidence)

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

Results of Evaluation

83% of the 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

The data indicates that students are able to provide examples of the proper way to analyze articles and provide additional resources to acquire peer reviewed journal articles. Future homework assignments should provide students with an increased analysis process exposing them to more advanced research procedures.

MBA-BA 02: Integration of Business Function Areas

Start: 7/1/2014

End: 6/30/2015

Providing Department: Management, Marketing and Business Administration

Learning Outcome

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

Data Collection (Evidence)

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

Results of Evaluation

84% of the 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

The data indicates that students understand the integration of the functional areas of business. Future projects should be expanded to allow students to work with a local business to increase student exposure to more advanced integration techniques within the functional areas of business.

Section IV.a

Brief Description

Narrative

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

Section IV.c

Diversity Compliance Initiatives and Progress

Narrative

One non-minority full-time faculty member was hired. One visiting minority full-time faculty member was hired. The faculty in the division is diverse with the following representation: 50% male, 50% female; 60% white, 30% African American, and 10% Asian.

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.

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

Section IV.d

Economic Development Initiatives and Progress

Narrative

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

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

Section IV.e

Grants, Contracts, Partnerships, Other Accomplishments

Narrative

- The Division offers all of the courses online within a two year period to meet student demand. The courses in the I-MBA are offered online every year.
- The Division is responsible for 60% of the I-MBA courses.
- The Division is responsible for 67% of the Traditional MBA core courses.
- The Division is responsible for 69% of the emphasis classes in the I-MBA and traditional MBA courses.

Delta State University FY2015 Unit Level Report

Department: Management, Marketing and Business Administration

- 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.
- 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.
- 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.

Section IV.f

Service Learning Data

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

Narrative

Students were involved in service learning activities. For example, the students in MKT 330 (Promotional Strategy) developed Advertising Plans for local area businesses and organizations. The student in the Operations Strategy Module developed marketing plans for state and local nonprofit organizations.

Section IV.h

Committees Reporting To Unit

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

Narrative

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

Section V.a

Faculty (Accomplishments)

Noteworthy activities and accomplishments

Narrative

During AY 2014-2015, the Division had 8 full-time, terminally qualified faculty

The Division conducted interviews and made an offer of employment for one full-time, terminally qualified faculty member to begin in AY 2015-2016.

The Division had 88% 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.

One faculty member was awarded the HEADWAE award (the Higher Education Appreciation Day, Working for Excellence award established by the MS Legislature to honor the faculty members of Mississippi's higher education institutions who have made outstanding contributions in promoting academic excellence)

One faculty member was awarded the S. E. Kossman Faculty award (the award given to one faculty member to recognize exceptional performances by professors at Delta State University).

Totals for the division:

Publications: 4

Presentations: 29

Professional Development: 18

Service to the University: 26

Service to the College: 13

Service to the Division: 24

Service to the Community: 23

Service to the Profession: 21

Section V.b

Staff (Accomplishments)

Narrative

Updated all curriculum sheets for division majors

Attended Banner training sessions to learn about changes and new procedures

Arranged meals for the International Business Symposium speakers and guests

Arranged meals for FORBS with other staff members in the College of Business

Assisted other staff members with College of Business functions

Reorganized suite and materials for faculty availability and visitor comfort

Section V.d

Position(s) requested/replaced with justification

Narrative

One faculty member passed away during AY 2013-2014. This faculty member teaches the quantitative courses for the division, including GBA 204, Quantitative Methods for Business; MGT 200, Statistics; MGT 342, Productions/Operations Management; MGT 488, Management Science; MGT 601 Applied Decision Science; and MGT 625 Production/Operations Management. We were unable to replace this person during AY 2014-2015, but have selected a faculty member to begin during AY 2015-2016.

To: Dr. Rebecca Hochradel, Chair; Division of Management, Marketing and Business Admin.

From: Office Institutional Research & Planning

Date: July 24, 2015, updated August 12, 2015

Subject: Academic Year Report Information for the Division of MGT, Marketing and Business Admin.

The following information contains Summer 2014, Fall 2014, and Spring 2015 credit hours produced, enrollment, and graduates for academic year 2014/15. If you need additional information, or have any questions regarding this information, please contact IRP at x4052.

CREDIT HOUR PRODUCTION						
	Summer 2014		Fall 2014		Spring 2015	
	UG	GR	UG	GR	UG	GR
GBA	87	0	483	0	543	0
GMT	0	0	0	0	0	0
MBA	0	108	0	201	0	141
MGT	480	228	1332	330	1305	666
MKT	144	153	423	18	447	63
Total	711	489	2238	549	2295	870

ENROLLMENT BY MAJOR*						
	Summer 2014		Fall 2014		Spring 2015	
	UG	GR	UG	GR	UG	GR
Masters of Business Administration	0	33	0	61	0	53
Integrated Masters of Business Administration	0	54	0	75	0	66
General Business	46	0	138	0	120	0
Management	21	0	75	0	82	0
Marketing	12	0	32	0	35	0
Total	79	87	245	136	237	119

*Note 2 additional students were enrolled in Masters of Business Administration as a second major from Summer 14 through Spring 15. 1 additional student was enrolled in General Business Administration in Fall 14 and 2 additional students were enrolled in General Business Administration in Spring 15. 2 additional students were enrolled in Management as second majors from Fall 14 through Spring 15. 1 additional student was enrolled in Marketing as a second major from Fall 14 through Spring 15.

2014/15 Graduates**	
Business Administration	
MBA	36
iMBA	40
General Business	
BBA	31
Management	
BBA	20
Marketing	
BBA	6

**Note 1 additional student graduated with a second major in General Business and 2 additional students graduated with a second major in Management.

Credit Hour Production							
	Summer		Fall		Spring		Total
	UG	GR	UG	GR	UG	GR	
	GBA						
AY 2015	87	0	483	0	543	0	1113
AY 2014	69	0	495	0	429	0	993
AY 2013	48	3	453	0	495	3	1,002
AY 2012	57	0	564	0	483	0	1,104
AY 2011	42	0	684	0	555	0	1,281
GMT							
AY 2015	0	0	0	0	0	0	0
AY 2014	0	0	0	0	0	0	0
AY 2013	0	0	0	0	0	0	0
AY 2012	0	0	0	0	0	0	0
AY 2011	0	0	0	0	0	0	0
HSM							
AY 2015	0	0	0	0	0	0	0
AY 2014	0	0	0	0	0	0	0
AY 2013	6	0	0	0	0	0	6
AY 2012	0	0	6	0	6	0	12
AY 2011	0	0	84	0	54	0	138
MBA							
AY 2015	0	108	0	201	0	141	450
AY 2014	0	180	15	225	0	342	762
AY 2013	0	90	0	207	0	147	444
AY 2012	0	90	0	186	0	105	381
AY 2011	0	51	0	123	0	177	351
MGT							
AY 2015	480	228	1332	330	1305	666	4341
AY 2014	297	738	973	396	1053	576	4,033
AY 2013	279	324	1,111	246	1,039	441	3,440
AY 2012	306	306	1,173	141	1,051	189	3,166
AY 2011	324	423	1,371	332	1,343	348	4,141
MKT							
AY 2015	144	153	423	18	447	63	1248
AY 2014	126	87	378	3	327	240	1,161
AY 2013	141	21	387	172	342	171	1,234
AY 2012	147	27	493	171	376	96	1,310
AY 2011	228	0	393	216	501	51	1,389
AY Totals							
AY 2015	711	489	2238	549	2295	870	7152
AY 2014	492	1005	1861	624	1809	1158	6949
AY 2013	48	3	453	0	495	3	1,002
AY 2012	57	0	564	0	483	0	1,104
AY 2011	42	0	684	0	555	0	1,281

	Graduates					Total
	Bus Admin	Gen Bus	Hosp Mgmt	Mgmt	Mktg	
	MBA	BBA	BBA	BBA	BBA	
AY 2015	76	31	0	20	6	133
AY 2014	98	21	0	15	8	142
AY 2013	44	24	1	18	4	91
AY 2012	37	20	0	19	15	91
AY 2011	62	37	2	35	7	143

	Enrollment by Major					
	Summer		Fall		Spring	
	UG	GR	UG	GR	UG	GR
Business Administration						
AY 2015	0	87	0	136	0	119
AY 2014	0	124	0	143	0	132
AY 2013	0	65	0	129	0	129
AY 2012	0	64	0	93	0	77
AY 2011	0	81	0	111	0	112
General Business						
AY 2015	46	0	138	0	120	0
AY 2014	36	0	125	0	123	0
AY 2013	32	0	128	0	112	0
AY 2012	39	0	130	0	112	0
AY 2011	51	0	127	0	105	0
Hospitality Services Management						
AY 2015	0	0	0	0	0	0
AY 2014	0	0	0	0	0	0
AY 2013	1	0	4	0	1	0
AY 2012	3	0	4	0	3	0
AY 2011	6	0	19	0	14	0
Management						
AY 2015	21	0	75	0	82	0
AY 2014	23	0	66	0	65	0
AY 2013	30	0	82	0	67	0
AY 2012	33	0	106	0	85	0
AY 2011	43	0	106	0	82	0
Marketing						
AY 2015	12	0	32	0	35	0
AY 2014	8	0	24	0	25	0
AY 2013	10	0	23	0	20	0
AY 2012	21	0	39	0	34	0
AY 2011	12	0	35	0	36	0
AY Totals						
AY 2015	79	87	245	136	237	119
AY 2014	67	124	215	143	213	132
AY 2013	73	65	237	129	200	129
AY 2012	96	64	279	93	234	77
AY 2011	112	81	287	111	237	112