

**COLLEGE OF BUSINESS**  
**Executive Summary**  
**Annual Report**

**for the**

**Academic Year**  
**2006-2007**

**DELTA STATE UNIVERSITY: ANNUAL REPORT  
for the Academic Year 2006-2007**

**I. Unit Title: College of Business**  
**College: Business**  
**Unit Administrator: Billy C. Moore**

## II. Educational Program Learning Outcome Assessment Plan

Learning Outcome	Data Collection & Analysis	Results of Evaluation	Use of Evaluation of Results
<p>1. College of Business students will demonstrate effective oral and written communication skills.</p>	<p>1) At least 80% of business majors will earn credit on the writing proficiency and/or CAAP exam. Exam data from Writing Proficiency Exam and CAAP.</p> <p>2) At least 90% of the College of Business graduates responding to the Alumni/Graduate Survey will report that the College of Business programs enhanced their presentation/writing skills.</p> <p>3) At least 75% of the employers responding to College of Business programs employer surveys will report that College of Business graduates demonstrated strong one-on-one interpersonal skills, written communication skills and oral presentation skills.</p>	<p><b>1) 41 percent of College of Business majors earned credit on the Writing Proficiency Exam during the 2006-2007 academic year compared to 63% credit rate during the 2005-2006 academic school year.</b></p> <p><b>2) Survey is currently in progress.</b></p> <p><b>3) Employer Survey will be distributed in Fall 2007 semester.</b></p>	<p><i>1) Faculty members will increase the number of written assignments and include more essay questions on exams.</i></p> <p><i>2) Survey responses will be analyzed, and findings will be used to guide curriculum discussions during the 2007 fall semester.</i></p> <p><i>3) Survey responses will be analyzed, and findings will be used to guide curriculum discussions during the Spring 2008 semester.</i></p>
<p>2. College of Business majors will demonstrate the ability to use and manage business and industry technology.</p>	<p>1) At least 80% of College of Business majors will demonstrate proficiency on special projects/exams requiring the use of technology.</p> <p>2) ) At least 90% of the College of Business graduates responding to the Alumni/Graduate Survey will report that the College of Business programs enhanced their ability to use and manage business technology.</p> <p>3) At least 75% of the employers responding to College of Business programs Employer Surveys will report that College of Business graduates demonstrated the ability to apply technology.</p>	<p><b>1) 86 percent of College of Business faculty members require the use of business technology in courses. 81 percent of Commercial Aviation majors passed the FAA Private Pilot Written Exam on the first attempt compared to 82% during the 2005-2006 academic year. This exceeds the national pass by 11%.</b></p> <p><b>2) Survey is currently in progress.</b></p> <p><b>3) Employer Survey will be distributed in Fall 2007 semester.</b></p>	<p><i>1) Faculty will increase the number of technology-related assignments. Also, the University and College of Business established a Computing Across the Curriculum lab in Broom Hall during the Fall 2006. The lab provided assistance to students in completing computer and technology assignment.</i></p> <p><i>2) Survey responses will be analyzed, and findings will be used to guide curriculum discussions during the 2007 fall semester.</i></p> <p><i>3) Survey responses will be analyzed, and findings will be used to guide curriculum discussions during the Spring 2008 semester.</i></p>

<p>3. College of Business majors will demonstrate a broad understanding of the functional areas of business.</p>	<p>1) College of Business students will score in the 50<sup>th</sup> percentile on the Major Field Achievement Test (MFT). <i>The ETS Field Achievement Test in Business is the U. S. Standard benchmarking measure of business core administered to business seniors.</i> DSU's College of Business has administered the exam to graduating seniors and graduate students twice since 2003.</p> <p>2) At least 80% of all undergraduate and graduate students enrolled in MGT 495 &amp; MGT 695, the undergraduate and graduate capstone courses respectively, will earn a grade of B or better on their final comprehensive project.</p>	<p><b>1) On average, College of Business undergraduate majors scored in the 25<sup>th</sup> percentile on the ETS exam administered in Spring 2007, an improvement over the 10<sup>th</sup> percentile placement during Spring 2006. Graduate students scored in the 20<sup>th</sup> percentile, the same percentile resulted recorded during the 2005-2006 academic year.</b></p> <p><b>2) For 2006-07, MGT 695 students earned a grade of B or better, compared to 93% in 2005-06. For 2006-07, 76 percent of the students enrolled in the MGT 499 earned a grade of B or better, compared to 77% in 2005-06.</b></p>	<p><i>1) Faculty members added International Business and Managerial Accounting courses to the business core. Curriculums for all majors were reviewed and modified.</i></p> <p><i>2) Faculty members reviewed and modified curriculums for all majors.</i></p> <p><i>3) Changes were made in faculty members assigned to teach in some of the graduate core courses.</i></p>
<p>4. College of Business majors will demonstrate the ability to reason, analyze, define, and solve problems, and make decisions.</p>	<p>College of Business students will score in the 50<sup>th</sup> percentile on the Quantitative Business Analysis area Major Field Achievement Test (MFT). DSU's College of Business has administered the exam to graduating seniors and graduate students twice since 2003.</p> <p>2) ) At least 90% of the College of Business graduates responding to the Alumni/Graduate Survey will report that the College of Business programs enhanced their ability to think critically and make decisions.</p> <p>3) At least 75% of the employers responding to College of Business programs Employer Surveys will report that College of Business graduates demonstrated the ability to define problems and to apply a systematic approach to solving business/industry problems.</p>	<p><b>1) On average, College of Business undergraduate majors scored in the 75<sup>th</sup> percentile in the Quantitative Business Analysis area of the ETS compared to 51% on the MFT in 2005-2006 academic year. Graduate students scored in 30<sup>th</sup> percentile on the Strategic Integration area of the ETS.</b></p> <p><b>2) Survey is currently in progress.</b></p> <p><b>3) Employer Survey will be distributed in Fall 2007 semester.</b></p>	<p><i>1) Faculty will continue to increase the number of problem-solving assignments in the MGT 200, FIN 300, MGT 342 MGT /FIN/ACC/MKT 601 and ECO 612 courses as this strategy resulted in significant gains on the ETS exam during the 2006-2007 academic year.</i></p> <p><i>2) Faculty members are considering changing textbooks and number of quantitative cases required during in quantitative graduate courses.</i></p> <p><i>3) Changes were made in faculty members assigned to teach in some of the graduate core courses.</i></p>

### **III. College of Business Goals – 2006/2007 Academic Year:**

**A. Goal # 1: *Continued functioning of the Delta State University College of Business Advisory Council, to assist in areas of curriculum development, student recruitment, job placement, business protocol, and graduate faculty development.***

#### **1. Institutional Goal which supported this goal:**

SP Goal # 1: Enhanced academic programs will ensure that graduates are well prepared for successful careers and ready to contribute to the civic life of their communities.

SP Goal # 5: The citizens of the region will benefit from increases in university outreach, service, and partnership initiatives.

#### **2. Evaluation Procedure (s):**

The College will analyze and seek to implement where appropriate recommendations of advisory council members.

#### **3. Actual Results of Evaluation:**

The College of Business Advisory Council met during the Spring 2007 semester. The Council recommended that the College enhance its marketing and recruitment efforts, add an introductory entrepreneurship course to the business core, increase the number of internship opportunities for its students, and consider adding foreign language recruitment to its curriculum. The Council also endorsed curriculum changes proposed by the faculty during the Fall 2006 semester.

#### **4. Use of Evaluation Results:**

Faculty will consider adding entrepreneurship course and foreign language requirements to the business core during its Fall 2007 curriculum meeting.

**B. Goal # 2: *Increase enrollment and diversity in the College of Business programs, faculty, and staff.***

#### **1. Institutional Goal which supported this goal:**

SP Goal # 1: Enhanced academic programs will ensure that graduates are well prepared for successful careers and ready to contribute to the civic life of their communities.

SP Goal # 2: Students will enroll in greater numbers and a larger and a larger percentage will persist to graduation.

SP Goal # 5: The citizens of the region will benefit from increases in university outreach, service, and partnership initiatives.

QEP Goal # 1: Delta State University will enhance student engagement through increased student-student interaction and faculty-student interaction.

QEP Goal # 4: Student engagement in free-flowing, multi-directional communication with faculty and other students will increase.

#### **2. Evaluation Procedure (s):**

The College will analyze the composition of its faculty, staff, and student body and the professional development opportunities of its faculty and staff.

#### **3. Actual Results of Evaluation:**

The College of Business has hired two additional minority faculty members beginning the Fall 2007 semester. The College also increased the number of minority adjunct faculty members and hired one minority staff member during the Spring 2007 semester. The Council supported two minority faculty members in their pursuit of terminal degrees. The College also supported one minority faculty member in recertification of his CFP and CTP degrees. The College had an 8% increase in the number of undergraduate majors.

**4. Use of Evaluation Results:**

The College will enhance its efforts to attract minority faculty and staff members.

**C. Goal # 3: *Increase exposure of business faculty and staff in local communities, high schools, community colleges, and business organizations.***

**1. Institutional Goal which supported this goal:**

SP Goal # 4: Friends of Delta State University, along with the general public, will become more aware and more supportive of the institution.

SP Goal # 5: The citizens of the region will benefit from increases in university outreach, service, and partnership initiatives.

**2. Evaluation Procedure (s):**

The College will analyze the scholarship and service activities of its faculty.

**3. Actual Results of Evaluation:**

The College of Business faculty served on business and community boards, supported civic organizations by supplying expertise in the areas of marketing research, participated in fund raising activities, conducted employee training and development workshops for businesses, and presented seminars to business, community and civic organizations.

**4. Use of Evaluation Results:**

The College will continue to explore and seek additional opportunities to fulfill its service mission of being a resource to its region.

**D. Goal # 4: *Provide faculty and staff development opportunities.***

**1. Institutional Goal which supported this goal:**

SP Goal # 3: The university community will benefit from better communication, effective operational and administrative systems, an optimal work environment, and a performance-responsive reward system.

QEP Goal # 3: Delta State University students will grow in the knowledge and practice of a variety of communication skills by having these skills reinforced in all courses.

**2. Evaluation Procedure (s):**

The College will analyze the number of professional development opportunities available to its faculty and staff.

**3. Actual Results of Evaluation:**

The Council supported two faculty members in completing doctoral programs and continued its support of two minority faculty members in their pursuit of terminal degrees. The College assisted faculty members in making presentations at national and regional conferences. The College also assisted a minority administrator in maintaining his certifications.

**4. Use of Evaluation Results:**

The College will seek additional external funding to enhance its travel and professional development opportunities of its faculty and staff.

**E. Goal # 5: *Increase faculty scholarly activities/contributions.***

**1. Institutional Goal which supported this goal:**

SP Goal # 3: The university community will benefit from better communication, effective operational and administrative systems, an optimal work environment, and a performance-responsive reward system.

**2. Evaluation Procedure (s):**

The College will analyze the number of faculty scholarly activities and contributions.

**3. Actual Results of Evaluation:**

College of Business faculty members published 42 articles in 2006-07 compared to 24 articles in 2005-06, a 75% increase. College of Business made 86 presentations at professional conferences/meetings in 2006-07 compared to 51 in 2005-06, a 68% increase. Faculty members also reviewed 3 textbooks and served as expert witnesses in 4 cases.

**4. Use of Evaluation Results:**

The College will seek additional external funding to enhance its support of travel and scholarly pursuits of its faculty and staff.

**F. Goal # 6: *Strengthen relationships with alumni.***

**1. Institutional Goal which supported this goal:**

SP Goal # 4: Friends of Delta State University, along with the general public, will become more aware and more supportive of the institution.

**2. Evaluation Procedure (s):**

The College will analyze the participation of its alumni on advisory councils, the number of times its alumni return to campus to serve as guest speakers, etc., and the financial support received from its alumni.

**3. Actual Results of Evaluation:**

Mr. David Abney continued his sponsorship of the International Business Symposium. The number of alumni participating on the College of Business Advisory Council increased 75%. Mr. Ned Mitchell was named the College of Business Outstanding Alumnus of the Year.

**4. Use of Evaluation Results:**

The College will engage its alumni in more fund raising opportunities.

**G. Goal # 7: *Strengthen relationships with business and industry.***

**1. Institutional Goal which supported this goal:**

SP Goal # 4: Friends of Delta State University, along with the general public, will become more aware and more supportive of the institution.

**2. Evaluation Procedure (s):**

The College will analyze the participation of business and industry leaders serving on advisory councils, the number of times these leaders come to campus to serve as guest speakers, etc. and the financial support received from business and industry organizations.

**3. Actual Results of Evaluation:**

The College experienced a significance increase in the number of endowed scholarships received from business and industry leaders. The size of the endowed scholarships now exceeds \$900,000.

#### **4. Use of Evaluation Results:**

The College will engage business and industry leaders in providing additional internship opportunities for our students and fundraising efforts to support faculty and staff development.

### **H. Goal # 8: *Increase in external and grant funds.***

#### **1. Institutional Goal which supported this goal:**

SP Goal # 1: Enhanced academic programs will ensure that graduates are well prepared for successful careers and ready to contribute to the civic life of their communities.

SP Goal # 4: Friends of Delta State University, along with the general public, will become more aware and more supportive of the institution.

#### **2. Evaluation Procedure (s):**

The College will evaluate the amount of scholarship and grant funds obtained.

#### **3. Actual Results of Evaluation:**

The College experienced a significance increase in scholarship funds but a decline in grant funds. The College received \$577,000 in grants and contract funding, a decline from \$632,000 in 2005-06. The College also received \$100,000 in scholarships.

#### **4. Use of Evaluation Results:**

The College will engage alumni and business and industry leaders in providing support in its fund raising efforts.

### **I. Goal # 8: *Upgrade Technology in Broom Hall, Keener, and Gibson-Gunn Hall.***

#### **1. Institutional Goal which supported this goal:**

SP Goal # 1: Enhanced academic programs will ensure that graduates are well prepared for successful careers and ready to contribute to the civic life of their communities.

SP Goal # 4: Friends of Delta State University, along with the general public, will become more aware and more supportive of the institution.

QEP Goal # 2: Delta State University will enhance student engagement through increased use of technology and web-based communication in classroom activities and assignments.

#### **2. Evaluation Procedure (s):**

The College will evaluate the technology available to support academic programs.

#### **3. Actual Results of Evaluation:**

The Commercial Aviation department was allocated \$85,000 for the purchase of one Aerosim G100 Advanced Flight Training Device. The Baioni Conference Center will go online during the Fall 2007 semester.

#### **4. Use of Evaluation Results:**

The College will continue to seek external funding to upgrade technology in all its classrooms. The showcase 72-seat Baioni Conference Center will provide high-tech presentation space for special events, including executive speaker presentations, and business conferences.

#### IV. Data and Information for Department:

*Vision Statement: To produce business professionals for lives of service to their communities and contributions to their organizations and to society as a whole.*

*Mission Statement: The College of Business prepares students for the marketplace by providing challenging educational opportunities.*

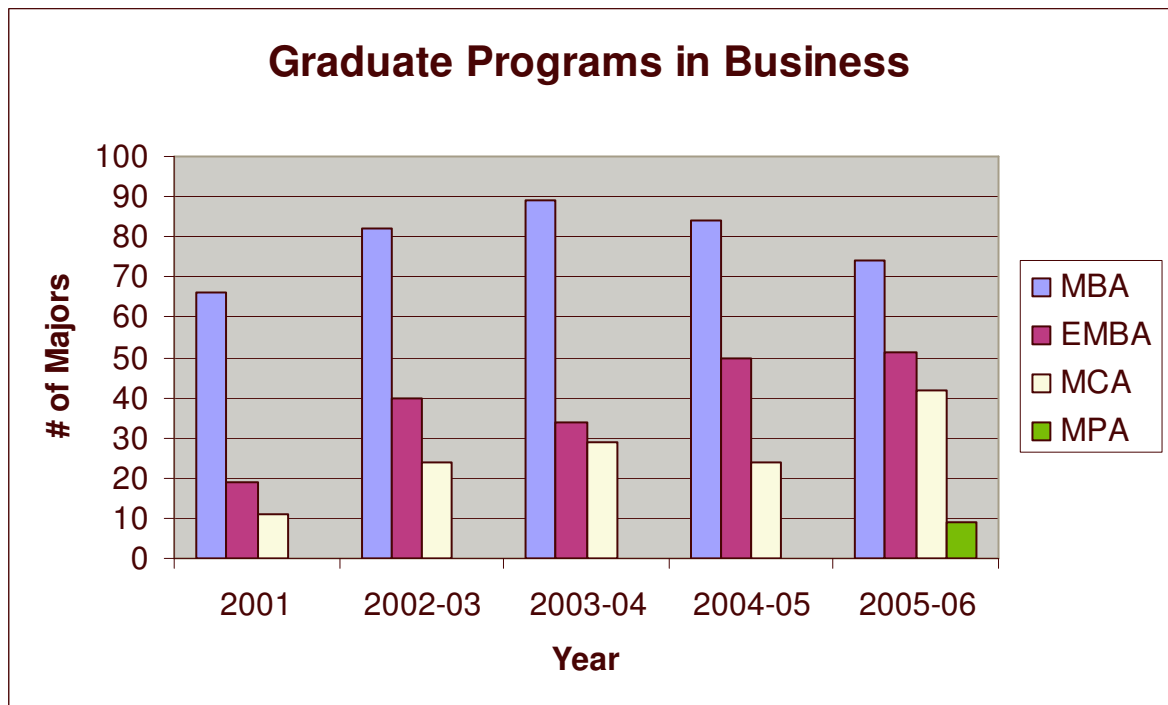
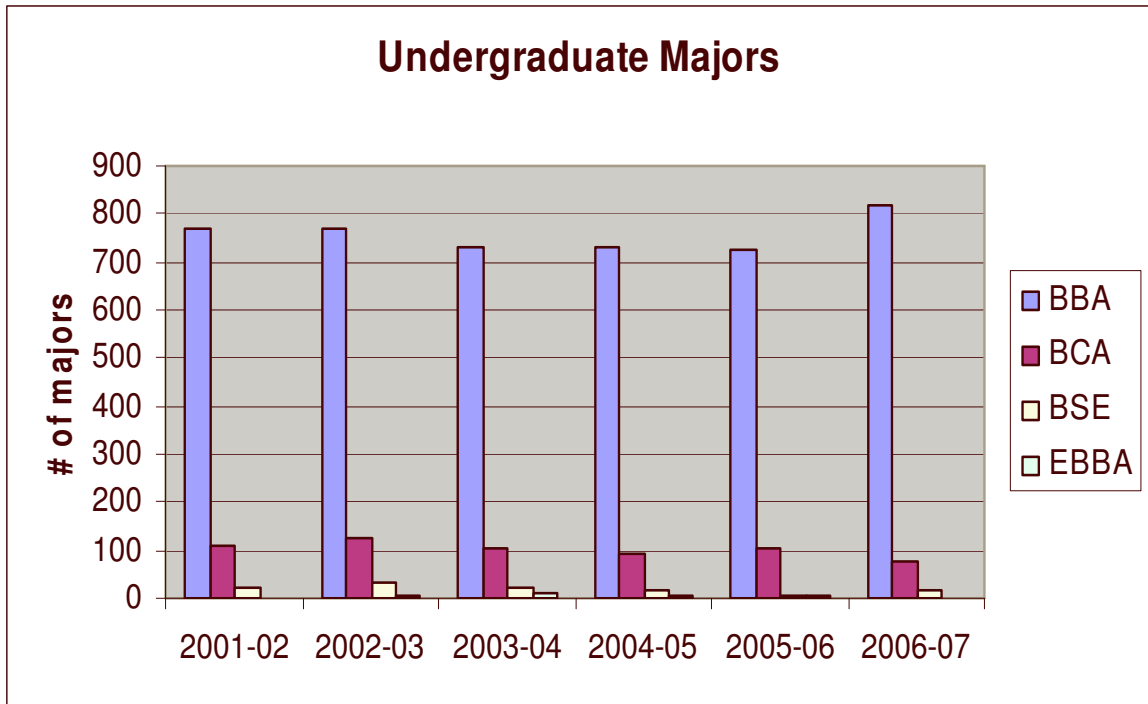
**Credit Hour Production:** The following table displays academic year credit hour production for undergraduate and graduate programs.

<i>Program Area</i>	<i>2005-2006</i>	<i>2006-2007</i>
<b>Undergraduate</b>	<b>18,657</b>	<b>TBD</b>
<b>Graduate</b>	<b>2,631</b>	<b>2,007</b>
<b>Total Credit Hours</b>	<b>21,288</b>	

**Number of Graduates:** The following table provides data on the number of graduates for the academic years 2002-03 to 2006-07.

<i>Number of Graduates</i>					
<i>Program</i>	<i>2002-03</i>	<i>2003-04</i>	<i>2005-06</i>	<i>2005-06</i>	<i>2006-07</i>
<b>BBA</b>	<b>170</b>	<b>188</b>	<b>163</b>	<b>140</b>	<b>155</b>
<b>BCA</b>	<b>12</b>	<b>26</b>	<b>24</b>	<b>19</b>	<b>14</b>
<b>BSE</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>1</b>	<b>1</b>
<b>EBBA</b>	<b>4</b>	<b>1</b>	<b>24</b>	<b>1</b>	<b>0</b>
<b>MBA</b>	<b>43</b>	<b>38</b>	<b>37</b>	<b>34</b>	<b>29</b>
<b>MCA</b>	<b>10</b>	<b>11</b>	<b>12</b>	<b>6</b>	<b>15</b>
<b>EMBA</b>	<b>8</b>	<b>14</b>	<b>21</b>	<b>2</b>	<b>19</b>
<b>MPA</b>	<b>na</b>	<b>na</b>	<b>na</b>	<b>na</b>	<b>6</b>
<b>Number of Graduates</b>	<b>250</b>	<b>250</b>	<b>284</b>	<b>203</b>	<b>239</b>

**Number of Majors:** Average number of College of Business majors is provided in the following illustrations:



## V. Personnel:

- Dr. Phyllis Bunn was the recipient of the 2007 Faculty Teaching Prize presented by the Delta State University Foundation Board.
- Dr. Kimberly Dorsey received the Presentation Excellence Award and Best Paper Award at the 2006 Academic Business World Conference
- Dr. Kimberly Dorsey was named Outstanding College of Business Faculty Member of the Year.
- Mr. William Morehead was awarded the Chapter Educator Award by the Washington, D.C. Chapter of the Association of Government Accountants and the National Educator Award by the Association of Government Accountants.
- Increased racial and gender diversity of faculty and staff.
- Faculty members published 42 articles, presented 86 articles, reviewed 2 textbooks, served as contributing author for 2 textbooks, and submitted 3 grant applications.
- Dr. Garrett Ross and Dr. Larry McGee were awarded tenure.
- Dr. Larry Magee was promoted to the rank of Associate Professor of Management.
- Dr. Tommy Sledge was promoted to the rank of Professor of Commercial Aviation.
- The second annual International Business Symposium was held to bring attention to the International Business and Development Program.
- The College of Business Awarded over \$40,000 in student scholarships.
- Erin Meador – ACC Senior- was named MSCPA Hamp King winner for the highest overall scholarship in accounting in the state.
- Leslie Michelle Griffin, Finance major, was the recipient of the 2<sup>nd</sup> Diploma during the Fall Commencement.
- Erin Meador, Accounting major, was named to the DSU Student Hall of Fame.
- Mary K. Kinnison, Marketing major, was named to the DSU Student Hall of Fame.
- Cathy Conico, General Business Administration major, was the recipient of the First Diploma during the Fall Commencement.
- Awarded \$40,000 in student scholarships.
- Received \$100,000 in donations for scholarship endowments. The endowment funds currently exceed \$825,000.
- Small Business Development Center had a \$1.5 million economic impact on the MS Delta.

### **New position(s) requested, with justification:**

- 1) An additional faculty member is requested to support and enhance the new Gaming Management Tract of the Hospitality Services Management Major.

A Gaming Management tract has been added to the Hospitality Services Management major to address the demands of industry for individuals trained in Gaming Management.

2) An additional faculty member is requested to support the Commercial Aviation program. This will reduce the need for overload teaching on the part of current faculty.

## **VI. Degree Program Addition/Deletions and/or Major Curriculum Changes:**

### **Changes made in the past year:**

Commercial Aviation: CAV 387 was changed to include a section on Glass Cockpit Technology utilizing the Garmin G1000 Flight Training Device.

Management, Marketing, and Business Administration:

Gaming Management Tract was added to the Hospitality Services Management major.

The BBA in Office Administration was phased out.

### **Recommended changes for the coming year(s).**

Commercial Aviation: MAT 104, MATH 203, and CAV 420 will be required for all Commercial Aviation Majors.

ACC 320 was added to the College of Business Core.

## **VII. College of Business Goals – 2007/2008 Academic Year:**

**A. Goal # 1: *Continued functioning of the Delta State University College of Business Advisory Council, to assist in areas of curriculum development, student recruitment, job placement, business protocol, and graduate faculty development.***

### **1. Institutional Goal which supported this goal:**

SP Goal # 1: Enhanced academic programs will ensure that graduates are well prepared for successful careers and ready to contribute to the civic life of their communities.

SP Goal # 5: The citizens of the region will benefit from increases in university outreach, service, and partnership initiatives.

### **2. Expected Results:**

The College will realize increased partnerships that will enhance student internships, scholarships, and interaction opportunities with alumni and business leaders. The College will also experience an increase in external funding for scholarships and faculty development.

### **3. Evaluation Procedure(s):**

The College will analyze the number of external stakeholders participating on advisory councils, speaking to student classes, offering internship, and supporting fundraising activities.

### **4. Use of Evaluation Results:**

Changes in fund raising methods and curriculum requirements will be mission-driven and meet the expectations of stakeholders.

**B. Goal # 2: *Increase efforts to recruit and retain high-quality students.***

**1. Institutional Goal which supported this goal:**

SP Goal # 2: Students will enroll in greater numbers and a larger and a larger percentage will persist to graduation.

QEP Goal # 1: Delta State University will enhance student engagement through increased student-student interaction and faculty-student interaction.

QEP Goal # 4: Student engagement in free-flowing, multi-directional communication with faculty and other students will increase.

**2. Expected results:**

Delta State University will realize an increase in the level of preparation of students enrolling in the University, an enhancement in the assessment processes, and higher level of performance of Delta State University students on national exams.

**3. Evaluation Procedure(s):**

ACT and SAT scores of enrolling students, passing rates of students on licensure examinations, and student graduation rates.

**4. Use of Evaluation Results:**

The College will modify its recruitment and retention processes.

**C. Goal # 3: *Increase assessment efforts***

**1. Institutional Goal which supported this goal:**

SP Goal # 2: Students will enroll in greater numbers and a larger and a larger percentage will persist to graduation.

**2. Expected Results:**

Increased attention to assessment efforts will enhanced the efficiency of assessment instruments, close the gap between actual and desired results, and enrich the educational experience of our students.

**3. Evaluation Procedure (s):**

The assessment instruments used by each department/division will be evaluated for effectiveness and efficiency.

**4. Use of Evaluation Results:**

Changes to curriculum will be more mission-driven and will meet expectation of stakeholders.

**D. Goal # 4: *Enhance faculty and staff development opportunities.***

**1. Institutional Goal which supported this goal:**

SP Goal # 3: The university community will benefit from better communication, effective operational and administrative systems, an optimal work environment, and a performance-responsive reward system.

**2. Expected Results:**

Faculty and staff will gain additional expertise and insights that will enrich the educational experience of our students and an increase in productivity of our faculty and staff.

**3. Evaluation Procedure (s):**

The College will analyze the number of professional development opportunities available to its faculty and staff, evaluate faculty and staff productivity and student evaluations.

**4. Use of Evaluation Results:**

Faculty and staff will share additional expertise with colleagues, students, and other university stakeholders.

**E. Goal # 5: *Develop a performance appraisal instrument that reflects what we value in the COB and which awards faculty and staff for performance aligned with those values.***

**1. Institutional Goal which supported this goal:**

SP Goal # 3: The university community will benefit from better communication, effective operational and administrative systems, an optimal work environment, and a performance-responsive reward system.

**2. Expected Results:**

The College will observe an increase in productivity and morale among College of Business faculty and staff members.

**3. Evaluation Procedure (s):**

The College will analyze the number of faculty scholarly activities and contributions and the productivity of its staff.

**4. Use of Evaluation Results:**

College of Business administrators and faculty and staff will develop shared values that will enhance the development and implementation of the College's strategic plans.

**F. Goal # 6: *Increase in external funds.***

**1. Institutional Goal which supported this goal:**

SP Goal # 4: Friends of Delta State University, along with the general public, will become more aware and more supportive of the institution.

**2. Expected Results:**

The College will receive additional funds to support faculty and student research, faculty travel, and professional development opportunities for faculty and staff.

**3. Evaluation Procedure(s):**

The College will analyze financial support received from its alumni, philanthropic organizations, and private donors.

**4. Use of Evaluation Results:**

The College will lessen its dependence on state allocations.

**G. Goal # 7: *Seek AACSB accreditation of the College of Business programs and AABI accreditation of the Commercial Aviation programs.***

**1. Institutional Goal which supported this goal:**

SP Goal # 1: Enhanced academic programs will ensure that graduates are well prepared for successful careers and ready to contribute to the civic life of their communities.

SP Goal # 5: The citizens of the region will benefit from increases in university outreach, service, and partnership initiatives.

**2. Expected Results:**

The College of Business will move toward AACSB accreditation for its business programs and will obtain AABI accreditation for the Commercial Aviation program.

**3. Evaluation Procedure(s):**

The College will monitor its progress toward accreditation of these programs.

**4. Use of Evaluation Results:**

The College will enhance the quality of education provided to its students.