

**DIVISION OF MANAGEMENT, MARKETING AND
BUSINESS ADMINISTRATION**

**ANNUAL REPORT
2006-07**

DR. COOPER JOHNSON, CHAIR

June 1, 2007

DELTA STATE UNIVERSITY: ACADEMIC ANNUAL REPORT
Academic Year 2006-07

I. Unit Title: Management, Marketing, & Business Administration School: School or College: College of Business

Unit Administrator: Dr. Cooper Johnson

Mission Statement:

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, 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.

Management: The management major is designed for the student with a broad interest in management activities and problems.

International Business and Development: The international business and development track is designed for students interested in international business.

Marketing: The marketing major is designed to develop individual skills for use in the dynamic area of business which matches the product offerings of a firm to the needs of its customers.

Hospitality Services Management: The hospitality services management major is to prepare students for an entry-level position in the service industry.

Gaming Management: The gaming management track in the hospitality services management major address needs of the gaming industry and provides individuals with skills required to succeed and advance within the gaming industry.

General Business: The general business major is designed to give students a basic understanding of all business areas. Students can also choose the Entrepreneurship track of study which allows them to focus on the skills and knowledge needed to operate a small business.

II. Educational Program Learning Outcome Assessment Plan

Division of Management/Marketing/Business Administration

| A. Learning Outcome <i>What should a graduate in the major know, value, or be able to do at graduation and beyond?</i> | B. Data Collection and Analysis <i>1. What assessment tools and/or methods will you use to determine achievement of the learning outcome? 2. Describe how the data from these tools and/or methods will be/have been collected. 3. Explain the procedure to analyze the data.</i> | C. Results of Evaluation <i>What were the findings of the analysis?</i> | D. Use of Evaluation Results <i>1. List any specific recommendations. 2. Describe changes in curriculum, courses, or procedures that are proposed or were made/ are being made as a result of the program learning outcome assessment process.</i> |
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| <p>Division majors will demonstrate effective oral and written communication skills.</p> | <p>1) At least 50% of the Division majors will earn credit on the writing proficiency Examine data from Writing Proficiency Exam</p> <p>2) At least 90% of the Division of graduates responding to the Alumni/Graduate Survey will report that the College of Business program enhanced their presentation/writing skills.</p> <p>3) At least 75% of the employers responding to the Division's Employer Survey will report that College of Business graduates demonstrated strong one-on-one interpersonal skills, written communication skills and oral presentation skills.</p> | <p>47% of Division majors passed the Writing Proficiency Examination in 2006-07.</p> <p>59% of Division majors passed the Writing Proficiency Examination in 2005-06.</p> <p>This survey is currently in progress.</p> <p>This survey will be conducted upon the completion of the Business Graduate Survey.</p> | <p>Encourage faculty to increase written assignments in an effort to improve the basic communication skills of students.</p> <p>The feedback from this survey will be analyzed and necessary adjustments will be made to the curriculum to improve the learning process.</p> <p>The feedback from this survey will be analyzed and necessary adjustments will be made to the curriculum to improve the learning process.</p> |
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| Division majors will demonstrate the ability to use and manage business technology. | <p>1) At least 80% of the Division professors will require use of technology in their classes as evidenced by course syllabi.</p> <p>2) At least 90% of the Division graduates responding to the Alumni/Graduate Survey will report that the College of Business program enhanced their ability to use and manage business technology.</p> <p>3) At least 75% of the employers responding to the Division Employer Survey will report that College of Business graduates demonstrated the ability to apply technology.</p> | <p>83% of Division professors required the use of business technology in their classes in 2006-07.</p> <p>85% of Division professors required the use of business technology in their classes 2005-06.</p> <p>This survey is currently in progress.</p> <p>This survey will be conducted upon the completion of the Business Graduate Survey.</p> | <p>Professors will continue to be encouraged to require the use of business technology in their classes.</p> <p>The feedback from this survey will be analyzed and necessary adjustments will be made to the curriculum to improve the learning process.</p> <p>The feedback from this survey will be analyzed and necessary adjustments will be made to the curriculum to improve the learning process.</p> |
| Division majors will demonstrate a broad understanding of the functional areas of business. | <p>1). MFT testing will be annually. Students will score 50 % or greater as measured by the ETS assessment indicators. <i>The ETS Field Achievement Test in Business is the U.S. standard benchmarking measure of business core administered to business seniors.</i></p> | <p>On average, the Division majors scored near 50% as measured by the ETS assessment indicators.</p> <p>In 2006-07, management majors performed the best in the areas of Quantitative Business Analysis (42.9%), Management Core Concepts (40.8%), and Marketing Core Concepts (40.8%). Marketing majors performed the best in the areas of Quantitative Business Analysis (61.2%), Marketing Core Concepts</p> | <p>Students will be encouraged to review functional concepts. Professors will suggest resources that can be used by students to improve their understanding of the functional areas of business.</p> |

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| | | (51.4%), and Legal and Social Issues (48.4%). General business majors performed the best in the areas of Quantitative Business Analysis (42.9%), Management Core Concepts (40.8%), and Marketing Core Concepts (40.8%). | |
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Management

| <p>A. Learning Outcome <i>What should a graduate in the major know, value, or be able to do at graduation and beyond?</i></p> | <p>B. Data Collection and Analysis <i>1. What assessment tools and/or methods will you use to determine achievement of the learning outcome? 2. Describe how the data from these tools and/or methods will be/have been collected. 3.Explain the procedure to analyze the data.</i></p> | <p>C. Results of Evaluation <i>What were the findings of the analysis?</i></p> | <p>D. Use of Evaluation Results <i>1.List any specific recommendations. 2. Describe changes in curriculum, courses, or procedures that are proposed or were made/ are being made as a result of the program learning outcome assessment process.</i></p> |
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| <p>Identifies and uses management core concepts</p> | <p>MFT testing will be annually. Students will score 50 % or greater as measured by the ETS assessment indicators. <i>The ETS Field Achievement Test in Business is the U.S. standard benchmarking measure of business core administered to business seniors.</i></p> <p>Employer Survey will be conducted</p> | <p>In 2006-07, management majors performed the best in the areas of Quantitative Business Analysis (42.9%), Management Core Concepts (40.8%), and Marketing Core Concepts (40.8%). Results showed weaknesses in the areas of Finance (25.4%), Economics (32.3%), and Accounting (32.3%).</p> <p>In 2005-06, management majors performed the best in the areas of Quantitative Business Analysis (52.7%), Management Core Concepts (48.5%), and Marketing Core Concepts (45.1%). Results showed weaknesses in the areas of Finance (29.7%), Economics (33.3%), and Accounting (36.1%).</p> <p>This survey will be conducted upon</p> | <p>Changes were made in the management and general business curriculums to allow students additional exposure to management core concepts.</p> <p>Professors will be encouraged to continue offering help sessions in the MFT assessment areas. Students will be encouraged to review core concepts in each of the MFT assessment areas to improve all scores and increase knowledge in the assessment areas.</p> <p>The results will be shared with the Division of Accountancy, Finance, and Computer Information Systems for their review and action.</p> <p>The feedback from this survey will be</p> |

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| | <p>every 5 years beginning spring 2006 using a mail survey. Mailing list will be obtained from MGT graduates, career services and internship records from the past 5 years. Results of a series of questions designed specifically to rate knowledge of management core concepts will be tabulated and cross-tabulated. Comparisons will be made with results of Business Graduate Survey. Once a baseline is established, data will be compared to previous years' results. At least 75% of the employers will report that management majors demonstrate the ability to identify and use management core concepts.</p> <p>Business Graduate Survey will be conducted every 2 years beginning spring 2006 using a mail survey. Mailing list of graduates from the past 5 years will be obtained from Alumni and department records. Results of a series of questions designed specifically to rate knowledge of management core concepts will be tabulated and cross-tabulated. Comparisons will be made with results of Employer Survey. Once a baseline is established, data will be compared to previous years' results. At least 90% of management majors will report that the College of Business program enhanced their ability to identify and use management core concepts.</p> | <p>the completion of the Business Graduate Survey.</p> <p>This survey is currently in progress.</p> | <p>analyzed and necessary adjustments will be made to the curriculum to improve the learning process.</p> <p>The feedback from this survey will be analyzed and necessary adjustments will be made to the curriculum to improve the learning process.</p> |
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| <p>Demonstrates problem solving, communication, and planning skills necessary for solving management issues.</p> | <p>MFT testing will be annually. Students will score 50 % or greater as measured by the ETS assessment indicators. <i>The ETS Field Achievement Test in Business is the U.S. standard benchmarking measure of business core administered to business seniors.</i></p> <p>Employer Survey will be conducted every 5 years beginning spring 2006 using a mail survey. Mailing list will be obtained from MGT graduates, career services and internship records from the past 5 years. Results of a series of questions designed specifically to rate teamwork skills will be tabulated and cross-tabulated. Comparisons will be made with results of Business Graduate Survey. Once a baseline is established data will be compared to previous years' results. At least 75% of the employers will report that management majors demonstrate problem solving, communication, and planning skills necessary for solving management issues.</p> <p>Business Graduate Survey will be conducted every 2 years beginning</p> | <p>In 2006-07, management majors performed the best in the areas of Quantitative Business Analysis (42.9%), Management Core Concepts (40.8%), and Marketing Core Concepts (40.8%). Results showed weaknesses in the areas of Finance (25.4%), Economics (32.3%), and Accounting (32.3%).</p> <p>In 2005-06, management majors performed the best in the areas of Quantitative Business Analysis (52.7%), Management Core Concepts (48.5%), and Marketing Core Concepts (45.1%). Results showed weaknesses in the areas of Finance (29.7%), Economics (33.3%), and Accounting (36.1%).</p> <p>This survey will be conducted upon the completion of the Business Graduate Survey.</p> <p>This survey is currently in progress.</p> | <p>Changes were made in the management and general business curriculums to allow students additional exposure to management core concepts.</p> <p>Professors will be encouraged to continue offering help sessions in the MFT assessment areas. Students will be encouraged to review core concepts in each of the MFT assessment areas to improve all scores and increase knowledge in the assessment areas.</p> <p>The results will be shared with the Division of Accountancy, Finance, and Computer Information Systems for their review and action.</p> <p>The feedback from this survey will be analyzed and necessary adjustments will be made to the curriculum to improve the learning process.</p> <p>The feedback from this survey will be analyzed and necessary adjustments</p> |
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| | <p>spring 2006 using a mail survey. Mailing list of graduates from the past 5 years will be obtained from Alumni and department records. Results of a series of questions designed specifically to rate teamwork skills will be tabulated and cross-tabulated. Comparisons will be made with results of Employer Survey. Once a baseline is established data will be compared to previous years' results. At least 90% of management majors will report that the College of Business program enhanced their problem solving, communication, and planning skills necessary for solving management issues.</p> <p>At least 50% of management majors will earn credit on The Writing Proficiency Examination.</p> | <p>50% of management majors passed the Writing Proficiency Examination in 2006-07</p> <p>59% of management majors passed the Writing Proficiency Examination in 2005-06</p> | <p>will be made to the curriculum to improve the learning process.</p> <p>Encourage faculty to increase written assignments in an effort to improve the basic communication skills of students.</p> |
| <p>Demonstrates the ability to work as a team member when completing management tasks.</p> | <p>MFT testing will be annually. Students will score 50 % or greater as measured by the ETS assessment indicators. <i>The ETS Field Achievement Test in Business is the U.S. standard benchmarking measure of business core administered to business seniors.</i></p> | <p>In 2006-07, management majors performed the best in the areas of Quantitative Business Analysis (42.9%), Management Core Concepts (40.8%), and Marketing Core Concepts (40.8%). Results showed weaknesses in the areas of Finance (25.4%), Economics (32.3%), and Accounting (32.3%).</p> <p>In 2005-06, management majors performed the best in the areas of Quantitative Business Analysis (52.7%), Management Core Concepts (48.5%), and Marketing Core Concepts (45.1%). Results showed weaknesses in the areas of Finance</p> | <p>Changes were made in the management and general business curriculums to allow students additional exposure to management core concepts.</p> <p>Professors will be encouraged to continue offering help sessions in the MFT assessment areas. Students will be encouraged to review core concepts in each of the MFT assessment areas to improve all scores and increase knowledge in the assessment areas.</p> <p>The results will be shared with the Division of Accountancy, Finance,</p> |

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| | <p>Employer Survey will be conducted every 5 years beginning spring 2006 using a mail survey. Mailing list will be obtained from MKT graduates, career services and internship records from the past 5 years. Results of a series of questions designed specifically to rate teamwork skills will be tabulated and cross-tabulated. Comparisons will be made with results of Business Graduate Survey. Once a baseline is established data will be compared to previous years' results. At least 75% of the employers will report that management majors demonstrate the ability to work as a team member when completing management tasks.</p> <p>Business Graduate Survey will be conducted every 2 years beginning spring 2006 using a mail survey. Mailing list of graduates from the past 5 years will be obtained from Alumni and department records. Results of a series of questions designed specifically to rate teamwork skills will be tabulated and cross-tabulated. Comparisons will be made with results of Employer Survey. Once a baseline is established data will be compared to previous years' results. At least 90% of management majors will report that the College of Business program enhanced their ability to work as a team member when completing management tasks.</p> | <p>(29.7%), Economics (33.3%), and Accounting (36.1%).</p> <p>This survey will be conducted upon the completion of the Business Graduate Survey.</p> <p>This survey is currently in progress.</p> | <p>and Computer Information Systems for their review and action.</p> <p>The feedback from this survey will be analyzed and necessary adjustments will be made to the curriculum to improve the learning process.</p> <p>The feedback from this survey will be analyzed and necessary adjustments will be made to the curriculum to improve the learning process.</p> |
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Marketing

| <p>A. Learning Outcome <i>What should a graduate in the major know, value, or be able to do at graduation and beyond?</i></p> | <p>B. Data Collection and Analysis <i>1. What assessment tools and/or methods will you use to determine achievement of the learning outcome? 2. Describe how the data from these tools and/or methods will be/have been collected. 3.Explain the procedure to analyze the data.</i></p> | <p>C. Results of Evaluation <i>What were the findings of the analysis?</i></p> | <p>D. Use of Evaluation Results <i>1.List any specific recommendations. 2. Describe changes in curriculum, courses, or procedures that are proposed or were made/ are being made as a result of the program learning outcome assessment process.</i></p> |
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| <p>Identifies and uses marketing core concepts</p> | <p>MFT testing will be annually. Students will score 50 % or greater as measured by the ETS assessment indicators. <i>The ETS Field Achievement Test in Business is the U.S. standard benchmarking measure of business core administered to business seniors.</i></p> <p>Employer Survey will be conducted every 5 years beginning spring 2006 using a mail survey. Mailing list will be obtained from MKT graduates, career services and internship records from the past 5 years. Results of a series of questions designed specifically to rate knowledge of marketing core concepts will be tabulated and cross-tabulated.</p> | <p>In 2006-07, marketing majors performed the best in the areas of Quantitative Business Analysis (61.2%), Marketing Core Concepts (51.4%), and Legal and Social Issues (48.4%). Results showed weaknesses in the areas of Accounting (23.0%), Economics (29.0%), and International Issues (34.4%).</p> <p>In 2005-06, marketing majors performed the best in the areas of Management Core Concepts (58.7%), Legal and Social Issues (54.2%), and Marketing Core Concepts (51.2%). Results showed weaknesses in the areas of Finance (24.3%), Economics (33.3%), and Accounting (37.2%).</p> <p>This survey will be conducted upon the completion of the Business Graduate Survey.</p> | <p>Marketing curriculum will be evaluated to ensure appropriate coverage of marketing core concepts.</p> <p>Professors will be encouraged to continue offering help sessions in the MFT assessment areas. Students will be encouraged to review core concepts in each of the MFT assessment areas to improve all scores and increase knowledge in the assessment areas.</p> <p>The results will be shared with the Division of Accountancy, Finance, and Computer Information Systems for their review and action.</p> <p>The feedback from this survey will be analyzed and necessary adjustments will be made to the curriculum to improve the learning process.</p> |

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| | <p>Comparisons will be made with results of Business Graduate Survey. Once a baseline is established data will be compared to previous years' results. At least 75% of the employers will report that marketing majors demonstrate the ability to identify and use marketing core concepts.</p> <p>Business Graduate Survey will be conducted every 2 years beginning spring 2006 using a mail survey. Mailing list of graduates from the past 5 years will be obtained from Alumni and department records. Results of a series of questions designed specifically to rate knowledge of marketing core concepts will be tabulated and cross-tabulated. Comparisons will be made with results of Employer Survey. Once a baseline is established data will be compared to previous years' results. At least 90% of marketing majors will report that the College of Business program enhanced their ability to identify and use marketing core concepts.</p> <p>Pre/Post Marketing Test will be administered annually beginning in the fall 2007. This test will be administered in MKT 300 (pretest) and MKT 499 (posttest). Comparison of pre and post data will indicate level of improvement. Once a baseline is established data will be compared to previous years' results.</p> | <p>This survey is currently in progress.</p> <p>Test will be administered Fall 2007</p> | <p>The feedback from this survey will be analyzed and necessary adjustments will be made to the curriculum to improve the learning process.</p> <p>The results of this test will be analyzed and necessary adjustments will be made to the curriculum to improve the learning process.</p> |
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| <p>Demonstrates the ability to work as a team member when completing marketing tasks.</p> | <p>MFT testing will be annually. Students will score 50 % or greater as measured by the ETS assessment indicators. <i>The ETS Field Achievement Test in Business is the U.S. standard benchmarking measure of business core administered to business seniors.</i></p> <p>Employer Survey will be conducted every 5 years beginning spring 2006 using a mail survey. Mailing list will be obtained from MKT graduates, career services and internship records from the past 5 years. Results of a series of questions designed specifically to rate teamwork skills will be tabulated and cross-tabulated. Comparisons will be made with results of Business Graduate Survey. Once a baseline is established data will be compared to previous years' results. At least 75% of the employers will report that marketing majors demonstrate the ability to work as a team member when completing marketing tasks.</p> <p>Business Graduate Survey will be conducted every 2 years beginning spring 2006 using a mail survey. Mailing list of graduates from the past</p> | <p>In 2006-07, marketing majors performed the best in the areas of Quantitative Business Analysis (61.2%), Marketing Core Concepts (51.4%), and Legal and Social Issues (48.4%). Results showed weaknesses in the areas of Accounting (23.0%), Economics (29.0%), and International Issues (34.4%).</p> <p>In 2005-06, marketing majors performed the best in the areas of Management Core Concepts (58.7%), Legal and Social Issues (54.2%), and Marketing Core Concepts (51.2%). Results showed weaknesses in the areas of Finance (24.3%), Economics (33.3%), and Accounting (37.2%).</p> <p>This survey will be conducted upon the completion of the Business Graduate Survey.</p> <p>This survey is currently in progress.</p> | <p>Marketing curriculum will be evaluated to ensure appropriate coverage of marketing core concepts and team building skills.</p> <p>Professors will be encouraged to continue offering help sessions in the MFT assessment areas. Students will be encouraged to review core concepts in each of the MFT assessment areas to improve all scores and increase knowledge in the assessment areas.</p> <p>The results will be shared with the Division of Accountancy, Finance, and Computer Information Systems for their review and action.</p> <p>The feedback from this survey will be analyzed and necessary adjustments will be made to the curriculum to improve the learning process.</p> <p>The feedback from this survey will be analyzed and necessary adjustments will be made to the curriculum to improve the learning process.</p> |
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| | <p>5 years will be obtained from Alumni and department records. Results of a series of questions designed specifically to rate teamwork skills will be tabulated and cross-tabulated. Comparisons will be made with results of Employer Survey. Once a baseline is established, data will be compared to previous years' results. At least 90% of marketing majors will report that the College of Business program enhanced their ability to work as a team member when completing marketing tasks.</p> | | |
| <p>Demonstrates problem solving, communication, and planning skills necessary for developing marketing strategies and a comprehensive marketing plan.</p> | <p>MFT testing will be annually. Students will score 50 % or greater as measured by the ETS assessment indicators. <i>The ETS Field Achievement Test in Business is the U.S. standard benchmarking measure of business core administered to business seniors.</i></p> <p>Employer Survey will be conducted every 5 years beginning spring 2006 using a mail survey. Mailing list will be obtained from MKT graduates,</p> | <p>In 2006-07, marketing majors performed the best in the areas of Quantitative Business Analysis (61.2%), Marketing Core Concepts (51.4%), and Legal and Social Issues (48.4%). Results showed weaknesses in the areas of Accounting (23.0%), Economics (29.0%), and International Issues (34.4%).</p> <p>In 2005-06, marketing majors performed the best in the areas of Management Core Concepts (58.7%), Legal and Social Issues (54.2%), and Marketing Core Concepts (51.2%). Results showed weaknesses in the areas of Finance (24.3%), Economics (33.3%), and Accounting (37.2%).</p> <p>This survey is currently in progress.</p> | <p>Marketing curriculum will be evaluated to ensure appropriate coverage of marketing core concepts, problem solving, communication, and planning skills necessary for developing marketing strategies and a comprehensive marketing plan.</p> <p>Professors will be encouraged to continue offering help sessions in the MFT assessment areas. Students will be encouraged to review core concepts in each of the MFT assessment areas to improve all scores and increase knowledge in the assessment areas.</p> <p>The results will be shared with the Division of Accountancy, Finance, and Computer Information Systems for their review and action.</p> <p>The feedback from this survey will be analyzed and necessary adjustments will be made to the curriculum to improve the learning process.</p> |

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| | <p>career services and internship records from the past 5 years. Results of a series of questions designed specifically to rate problem solving, communication and planning skills will be tabulated and cross-tabulated. Comparisons will be made with results of Business Graduate Survey. At least 75% of the employers will report that marketing majors demonstrate problem solving, communication, and planning skills necessary for developing marketing strategies and a comprehensive marketing plan.</p> <p>Business Graduate Survey will be conducted every 2 years beginning spring 2006 using a mail survey. Mailing list of graduates from the past 5 years will be obtained from Alumni and department records. Results of a series of questions designed specifically to rate problem solving, communication and planning skills will be tabulated and cross-tabulated. Comparisons will be made with results of Employer Survey. At least 90% of marketing majors will report that the College of Business program enhanced their ability problem solving, communication, and planning skills necessary for developing marketing strategies and a comprehensive marketing plan.</p> <p>Students will complete a Marketing Senior Portfolio annually beginning in fall 2008.</p> | <p>This survey is currently in progress.</p> <p>This will begin in the fall 2008 semester.</p> | <p>The feedback from this survey will be analyzed and necessary adjustments will be made to the curriculum to improve the learning process.</p> <p>Full-time marketing faculty will conduct examination and assessment of portfolios as proficient, adequate or unacceptable.</p> |
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| | At least 50% of marketing majors will earn credit on The Writing Proficiency Examination. | 50% of MKT majors passed the Writing Proficiency Examination in 2006-07 30% of MKT majors passed the Writing Proficiency Examination in 2005-06. | Encourage faculty to increase written assignments in an effort to improve the basic communication skills of students. |
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General Business Administration

| <p>A. Learning Outcome <i>What should a graduate in the major know, value, or be able to do at graduation and beyond?</i></p> | <p>B. Data Collection and Analysis <i>1. What assessment tools and/or methods will you use to determine achievement of the learning outcome? 2. Describe how the data from these tools and/or methods will be/have been collected. 3. Explain the procedure to analyze the data.</i></p> | <p>C. Results of Evaluation <i>What were the findings of the analysis?</i></p> | <p>D. Use of Evaluation Results <i>1. List any specific recommendations. 2. Describe changes in curriculum, courses, or procedures that are proposed or were made/ are being made as a result of the program learning outcome assessment process.</i></p> |
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| <p>Demonstrates an understanding of economic business conditions (inflation, employment, growth) and their impact on the U.S. economy</p> | <p>MFT testing will be annually. Students will score 50 % or greater as measured by the ETS assessment indicators. <i>The ETS Field Achievement Test in Business is the U.S. standard benchmarking measure of business core administered to business seniors.</i></p> <p>Employer Survey will be conducted</p> | <p>In 2006-07, general business majors performed the best in the areas of Quantitative Business Analysis (42.9%), Management Core Concepts (40.8%), and Marketing Core Concepts (40.8%). Results showed weaknesses in the areas of Finance (25.4%), Economics (32.3%), and Accounting (32.3%).</p> <p>In 2005-06, general business majors performed the best in the areas of Quantitative Business Analysis (52.7%), Management Core Concepts (48.5%), and Marketing Core Concepts (45.1%). Results showed weaknesses in the areas of Finance (29.7%), Economics (33.3%), and Accounting (36.1%).</p> <p>This survey will be conducted upon</p> | <p>Changes were made in the management and general business curriculums to allow students additional exposure to economic business conditions and their impact on the U.S. economy.</p> <p>Professors will be encouraged to continue offering help sessions in the MFT assessment areas. Students will be encouraged to review core concepts in each of the MFT assessment areas to improve all scores and increase knowledge in the assessment areas.</p> <p>The results will be shared with the Division of Accountancy, Finance, and Computer Information Systems for their review and action.</p> <p>The feedback from this survey will be</p> |

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| | <p>every 5 years beginning spring 2006 using a mail survey. Mailing list will be obtained from GBA graduates, career services and internship records from the past 5 years. Results of a series of questions designed specifically to rate knowledge of economic business conditions will be tabulated and cross-tabulated. Comparisons will be made with results of Business Graduate Survey. Once a baseline is established data will be compared to previous years' results. At least 75% of the employers will report that general business majors demonstrate an understanding of economic business conditions (inflation, employment, growth) and their impact on the U.S. economy.</p> <p>Business Graduate Survey will be conducted every 2 years beginning spring 2006 using a mail survey. Mailing list of graduates from the past 5 years will be obtained from Alumni and department records. Results of a series of questions designed specifically to rate knowledge of economic business conditions will be tabulated and cross-tabulated. Comparisons will be made with results of Employer Survey. Once a baseline is established data will be compared to previous years' results. At least 90% of general business majors will report that the College of Business program enhanced their understanding of economic business conditions (inflation, employment, growth) and their impact on the U.S. economy.</p> | <p>the completion of the Business Graduate Survey.</p> <p>This survey is currently in progress.</p> | <p>analyzed and necessary adjustments will be made to the curriculum to improve the learning process.</p> <p>The feedback from this survey will be analyzed and necessary adjustments will be made to the curriculum to improve the learning process.</p> |
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| <p>Demonstrates problem solving, communication, and planning skills necessary for conducting business analyses and developing strategic business decisions.</p> | <p>MFT testing will be annually. Students will score 50 % or greater as measured by the ETS assessment indicators. <i>The ETS Field Achievement Test in Business is the U.S. standard benchmarking measure of business core administered to business seniors.</i></p> <p>Employer Survey will be conducted every 5 years beginning spring 2006 using a mail survey. Mailing list will be obtained from GBA graduates, career services and internship records from the past 5 years. Results of a series of questions designed specifically to rate problem solving, communication and planning skills will be tabulated and cross-tabulated. Comparisons will be made with results of Business Graduate Survey. At least 75% of the employers will report that general business majors demonstrate problem solving, communication, and planning skills</p> | <p>In 2006-07, general business majors performed the best in the areas of Quantitative Business Analysis (42.9%), Management Core Concepts (40.8%), and Marketing Core Concepts (40.8%). Results showed weaknesses in the areas of Finance (25.4%), Economics (32.3%), and Accounting (32.3%).</p> <p>In 2005-06, general business majors performed the best in the areas of Quantitative Business Analysis (52.7%), Management Core Concepts (48.5%), and Marketing Core Concepts (45.1%). Results showed weaknesses in the areas of Finance (29.7%), Economics (33.3%), and Accounting (36.1%).</p> <p>This survey will be conducted upon the completion of the Business Graduate Survey.</p> | <p>Changes were made in the management and general business curriculums to allow students additional exposure to problem solving, communication, and planning skills.</p> <p>Professors will be encouraged to continue offering help sessions in the MFT assessment areas. Students will be encouraged to review core concepts in each of the MFT assessment areas to improve all scores and increase knowledge in the assessment areas.</p> <p>The results will be shared with the Division of Accountancy, Finance, and Computer Information Systems for their review and action.</p> <p>The feedback from this survey will be analyzed and necessary adjustments will be made to the curriculum to improve the learning process.</p> |

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| | <p>necessary for conducting business analyses and developing strategic business decisions.</p> <p>Business Graduate Survey will be conducted every 2 years beginning spring 2006 using a mail survey. Mailing list of graduates from the past 5 years will be obtained from Alumni and department records. Results of a series of questions designed specifically to rate problem solving, communication and planning skills will be tabulated and cross-tabulated. Comparisons will be made with results of Employer Survey. At least 90% of general business majors will report that the College of Business program enhanced their problem solving, communication, and planning skills necessary for conducting business analyses and developing strategic business decisions.</p> <p>At least 80% of general business majors will earn credit on The Writing Proficiency Examination.</p> | <p>This survey is currently in progress.</p> <p>65% of GBA majors passed the Writing Proficiency Examination in 2006-07.</p> <p>64% of GBA majors passed the Writing Proficiency Examination in 2005-06.</p> | <p>The feedback from this survey will be analyzed and necessary adjustments will be made to the curriculum to improve the learning process.</p> <p>Encourage faculty to increase written assignments in an effort to improve the basic communication skills.</p> |
|--|---|--|--|

Hospitality Services Management

| | | | |
|---|---|--|---|
| <p>A. Learning Outcome <i>What should a graduate in the major know, value, or be able to do at graduation and beyond?</i></p> | <p>B. Data Collection and Analysis <i>1. What assessment tools and/or methods will you use to determine achievement of the learning outcome? 2. Describe how the data from these</i></p> | <p>C. Results of Evaluation <i>What were the findings of the analysis?</i></p> | <p>D. Use of Evaluation Results <i>1. List any specific recommendations. 2. Describe changes in curriculum, courses, or procedures that are proposed or were made/ are being</i></p> |
|---|---|--|---|

| | <i>tools and/or methods will be/have been collected.</i> <i>3.Explain the procedure to analyze the data.</i> | | <i>made as a result of the program learning outcome assessment process.</i> |
|--|---|---|--|
| Demonstrates knowledge of hospitality industry principles and practices. | <p>MFT testing will be annually. Students will score 50 % or greater as measured by the ETS assessment indicators. <i>The ETS Field Achievement Test in Business is the U.S. standard benchmarking measure of business core administered to business seniors.</i></p> <p>Employer Survey will be conducted every 5 years after the first HSM graduates using a mail survey. Mailing list will be obtained from HSM graduates, career services and internship records from the past 5 years. Results of a series of questions designed specifically to rate knowledge of hospitality industry will be tabulated and cross-tabulated. Comparisons will be made with results of Business Graduate Survey. Once a baseline is established data will be compared to previous years' results. At least 75% of the employers will report that hospitality services management majors demonstrates knowledge of hospitality industry principles and practices.</p> <p>Business Graduate Survey will be conducted every 2 years after the first HSM graduates using a mail survey. Mailing list of graduates from the past 5 years will be obtained from Alumni and department records. Results of a series of questions designed specifically to rate knowledge of hospitality industry will be tabulated</p> | <p>There were no results for HSM majors this year.</p> <p>This survey will be conducted upon the completion of the Business Graduate Survey.</p> <p>This survey is currently in progress.</p> | <p>Results of the test in 2007-08 will be analyzed and necessary adjustments will be made to the curriculum to improve the learning process.</p> <p>The feedback from this survey will be analyzed and necessary adjustments will be made to the curriculum to improve the learning process.</p> <p>The feedback from this survey will be analyzed and necessary adjustments will be made to the curriculum to improve the learning process.</p> |

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| | and cross-tabulated. Comparisons will be made with results of Employer Survey. Once a baseline is established data will be compared to previous years' results. At least 90% of hospitality services management majors will report that the College of Business program enhanced their knowledge of hospitality industry principles and practices. | | |
| Demonstrates the ability to work as a team member when completing hospitality management tasks. | <p>MFT testing will be annually. Students will score 50 % or greater as measured by the ETS assessment indicators. <i>The ETS Field Achievement Test in Business is the U.S. standard benchmarking measure of business core administered to business seniors.</i></p> <p>Employer Survey will be conducted every 5 years after the first HSM graduates using a mail survey. Mailing list will be obtained from HSM graduates, career services and internship records from the past 5 years. Results of a series of questions designed specifically to rate teamwork skills will be tabulated and cross-tabulated. Comparisons will be made with results of Business Graduate Survey. Once a baseline is established data will be compared to previous years' result At least 75% of the employers will report that hospitality services management majors demonstrates the ability to work as a team member when completing hospitality management tasks.</p> <p>Business Graduate Survey will be</p> | <p>There were no results for HSM majors this year.</p> <p>This survey will be conducted upon the completion of the Business Graduate Survey.</p> <p>This survey is currently in progress.</p> | <p>Results of the test in 2007-08 will be analyzed and necessary adjustments will be made to the curriculum to improve the learning process.</p> <p>The feedback from this survey will be analyzed and necessary adjustments will be made to the curriculum to improve the learning process.</p> <p>The feedback from this survey will be</p> |

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| | <p>conducted every 2 years after the first HSM graduates using a mail survey. Mailing list of graduates from the past 5 years will be obtained from Alumni and department records. Results of a series of questions designed specifically to rate teamwork skills will be tabulated and cross-tabulated. Comparisons will be made with results of Employer Survey. Once a baseline is established data will be compared to previous years' results. At least 90% of hospitality services management majors will report that the College of Business program enhanced their ability to work as a team member when completing hospitality management tasks.</p> | | <p>analyzed and necessary adjustments will be made to the curriculum to improve the learning process.</p> |
| <p>Demonstrates problem solving, communication, and planning skills necessary for solving hospitality management issues.</p> | <p>MFT testing will be annually. Students will score 50 % or greater as measured by the ETS assessment indicators. <i>The ETS Field Achievement Test in Business is the U.S. standard benchmarking measure of business core administered to business seniors.</i></p> <p>Employer Survey will be conducted every 5 years after the first HSM graduates using a mail survey. Mailing list will be obtained from HSM graduates, career services and internship records from the past 5 years. Results of a series of questions designed specifically to rate problem solving, communication and planning skills will be tabulated and cross-tabulated. Comparisons will be made with results of Business Graduate Survey. At least 75% of the employers will report that hospitality</p> | <p>There were no results for HSM majors this year.</p> <p>This survey will be conducted upon the completion of the Business Graduate Survey.</p> | <p>Results of the test in 2007-08 will be analyzed and necessary adjustments will be made to the curriculum to improve the learning process.</p> <p>The feedback from this survey will be analyzed and necessary adjustments will be made to the curriculum to improve the learning process.</p> |

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|--|---|---|---|
| | <p>services management majors demonstrates problem solving, communication, and planning skills necessary for solving hospitality management issues.</p> <p>Business Graduate Survey will be conducted every 2 years after the first HSM graduates using a mail survey. Mailing list of graduates from the past 5 years will be obtained from Alumni and department records. Results of a series of questions designed specifically to rate problem solving, communication and planning skills will be tabulated and cross-tabulated. Comparisons will be made with results of Employer Survey. At least 90% of hospitality services management majors will report that the College of Business program enhanced their problem solving, communication, and planning skills necessary for solving hospitality management issues.</p> <p>At least 50% of hospitality services management majors will earn credit on The Writing Proficiency Examination.</p> | <p>This survey is currently in progress.</p> <p>100% of HSM majors passed the Writing Proficiency Examination in 2006-07.</p> <p>No HSM majors took the Writing Proficiency Examination in 2005-06.</p> | <p>The feedback from this survey will be analyzed and necessary adjustments will be made to the curriculum to improve the learning process.</p> <p>Results will be evaluated and measures taken if improvement is needed.</p> |
|--|---|---|---|

III. Division/Department Goals for 2006-07

A. Goal # 1- The division will employ additional faculty members to support and enhance the Gaming Management track of the Hospitality Services Management major.

1. Institutional Goal(s) supported by this goal:

SP#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.

2. Evaluation Procedure:

Analyze the division's budget.

3. Actual Results of Evaluation:

A faculty member was hired in Marketing and will teach some classes in HSM.

4. Use of Evaluation Results:

It is critical that a faculty member devoted to the gaming program be hired to grow the program and provide educational opportunities to those seeking expertise in this area of study..

B. Goal # 2 – The division will offer classes in various formats in an effort to increase enrollment.

1. Institutional Goal(s) supported by this goal:

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

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

QEP#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):

Division information (syllabi, schedule of classes, etc) will be evaluated.

3. Actual Results of Evaluation:

Evaluation of division information concluded that classes were offered in the following formats: day, evening, online, and weekend.

4. Use of Evaluation Results:

Efforts will be maintained to ensure that classes are offered in appropriate formats to ensure students has access to educational opportunities.

C. Goal # 3 – Recruiting efforts for the division will be addressed.

1. Institutional Goal(s) supported by this goal:

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

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

2. Evaluation Procedure(s):

Information addressing student enrollment provided by Institutional Research will be evaluated.

3. Actual Results of Evaluation:

Enrollment for the division remained consistent.

4. Use of Evaluation Results:

Efforts will continue to increase enrollment for majors offered by the division. Recruiting days will be held each semester, recruiting trips to high school and community colleges will continue, the division's web site will be updated, and recruiting for the gaming and HS< programs will continue with the gaming industry.

D. Goal # 4 – The division will encourage students to participate in internship classes.

1. Institutional Goal(s) supported by this goal:

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

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

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

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

2. Evaluation Procedure(s):

Division information regarding internship classes will be evaluated.

3. Actual Results of Evaluation:

Students continue to take advantage of internship opportunities.

4. Use of Evaluation Results:

The division will continue to work with industry to increase the opportunities for students interested in internships. Additional students will be encouraged to participate in the internship programs. Internship programs will be used to build and maintain a close relationship with industry.

E. Goal # 5 – Faculty will engage in service, research, and other scholarly activities.

1. Institutional Goal(s) supported by this goal:

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

QEP#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):

Faculty annual reviews will provide information to determine if the goal is met.

3. Actual Results of Evaluation:

All faculty members engaged in service, research, and other scholarly activities.

4. Use of Evaluation Results:

Faculty members contribute to the community and advancement of their professions through research, service, and other scholarly activities. Faculty members bring fresh ideas and experiences to the classroom as a result of scholarly activities. Faculty members will continue their activities.

F. Goal # 6 – The division will form advisory councils comprised of business people.

1. Institutional Goal(s) supported by this goal:

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

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

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

2. Evaluation Procedure(s):

Division information related to advisory councils will be evaluated

3. Actual Results of Evaluation:

The division is currently in the process of forming an external advisory council.

4. Use of Evaluation Results:

Suggestions offered by the advisory council will be used to make changes to curriculums which will ensure appropriate courses are being offered.

G. Goal # 7 – The division will increase fund raising efforts.

1. Institutional Goal(s) supported by this goal:

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

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

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

2. Evaluation Procedure(s):

Review of the financial information related to the fund raising efforts

3. Actual Results of Evaluation:

Funds were raised this past academic year from several sources.

4. Use of Evaluation Results:

The division is currently engaged in several fund raising efforts involving alumni and organizations in the region. Plans are to work with the DSU foundation to increase external funding for division needs and scholarships.

H. Goal # 8 – The division will evaluate and make changes to curriculums to meet stakeholder expectations.

1. Institutional Goal(s) supported by this goal:

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

2. Evaluation Procedure(s):

Evaluate curriculum committee meeting information.

3. Actual Results of Evaluation:

Curriculum changes were made to the business core and to all majors offered by the division.

4. Use of Evaluation Results:

Changes to curriculums will continue to be made to meet the expectations of stakeholders. These changes will result in improvements to programs and services offered to the community.

IV. Data and information for department:

Mission Statement:

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, Office Administration, or Business Education. 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.

Number of Majors: The following table displays the division's number of majors:

| DIVISION OF MANAGEMENT/MARKETING/ BUSINESS ADMINISTRATION | | | | |
|--|----------------------|------------------------|------------------------|----------------------|
| ENROLLMENT BY MAJOR | | | | |
| MAJOR | Fall 2005 | Spring 2006 | Summer 2006 | Fall 2006 |
| BUS ED | 6 | 6 | 4 | 15 |
| BUS ADM | 109 | 106 | 63 | 80 |
| GBA | 175 | 164 | 47 | 184 |
| GMT | | | 0 | 51 |
| MGT | 112 | 121 | 52 | 112 |
| MKT | 56 | 60 | 28 | 58 |
| OAD | 13 | 11 | 4 | 17 |
| HSM | 15 | 15 | 11 | 16 |
| TOTAL | 486 | 483 | 209 | 533 |

Credit Hour Production: The following table displays the division's credit hour production:

| DIVISION OF MANAGEMENT/MARKETING/ BUSINESS ADMINISTRATION | | | | | | | | |
|--|-----------------------|-----------------|-----------------------|-----------------|-----------------------|-----------------|-----------------------|-----------------|
| CREDIT HOUR PRODUCTION | | | | | | | | |
| | Fall 2005 | | Spring 2006 | | Summer 2006 | | Fall 2006 | |
| Course name | Under-graduate | Graduate | Under-graduate | Graduate | Under-graduate | Graduate | Under-graduate | Graduate |
| ECO | 816 | 39 | 786 | 120 | 159 | 9 | 924 | 87 |
| GBA | 339 | 0 | 288 | 0 | 0 | 0 | 339 | 0 |
| MBA | 0 | 42 | 0 | 126 | 0 | 54 | 0 | 84 |
| MGT | 1710 | 279 | 1617 | 210 | 498 | 246 | 1443 | 168 |
| MKT | 777 | 177 | 717 | 9 | 129 | 9 | 666 | 111 |
| OAD | 198 | 27 | 324 | 3 | 156 | 6 | 261 | 21 |
| HSM | 81 | 0 | 126 | 0 | 0 | 0 | 120 | 0 |
| GMT | 0 | 0 | 0 | 0 | 78 | 21 | 51 | 0 |
| TOTAL | 3921 | 564 | 3861 | 465 | 1020 | 345 | 3804 | 471 |

Number of Graduates: The following table displays the division's number of graduates for 2005-06.

| DELTA STATE UNIVERSITY GRADUATES 2005-2006 | |
|---|------------|
| MAJOR | |
| OAD | 3 |
| BED | 1 |
| GBA | 28 |
| MBA | 36 |
| MGT | 40 |
| MKT | 12 |
| TOTAL | 120 |

Graduation Questionnaire Summaries

Graduates of the division responded to questions seeking information specifically related to their major. Results show that nearly all of the responses rated the division from good to excellent. The division's results were equal to or better than the results for the College of Business. The results show that the division is doing a very good job of addressing important areas for students enrolled in the division's various majors. The following table displays the average results of the questionnaire.

Spring 2006 Graduation Questionnaire Summary

| Students were asked to rate the quality of each of the following in regards to their major: | | | |
|--|-----------------|----------------------------|-----------------|
| 1 – EXCELLENT | 2 – GOOD | 3 – FAIR | 4 – POOR |
| COMMENT | DIVISION | COLLEGE OF BUSINESS | |
| Availability of my advisor | 1.6 | 1.7 | |
| Willingness of my advisor to help me | 1.5 | 1.5 | |
| Quality of courses in preparing me for employment and/or graduate school | 1.8 | 1.9 | |
| Fairness of grading in my courses | 1.8 | 1.9 | |
| Quality of instruction in courses in my major | 1.7 | 1.9 | |
| Opportunities for interaction with faculty in my major | 1.7 | 1.7 | |
| Ample number of library holdings in my major | 2.1 | 2.1 | |
| Availability of professional activities or clubs in my major | 2.2 | 2.2 | |
| Quality of courses for providing a good general education | 1.8 | 1.9 | |
| Practicum or internship experiences in my major | 2.3 | 2.4 | |
| Laboratory facilities related to my major | 2.3 | 2.3 | |
| Classroom facilities related to my major | 1.8 | 1.8 | |
| Quality of career advising in my major | 2.1 | 2.1 | |
| Opportunities for formal student evaluation of instruction | 1.8 | 1.9 | |
| Professional competence of departmental faculty in my major | 1.8 | 1.8 | |
| My initial contacts and first impression with the department | 1.9 | 1.9 | |
| Overall quality of this department | 1.8 | 1.9 | |

Fall 2006 Graduation Questionnaire Summary

| Students were asked to rate the quality of each of the following in regards to their major: | | | |
|---|----------|---------------------|----------|
| 1 – EXCELLENT | 2 – GOOD | 3 – FAIR | 4 – POOR |
| COMMENT | DIVISION | COLLEGE OF BUSINESS | |
| Availability of my advisor | 1.4 | 1.4 | |
| Willingness of my advisor to help me | 1.5 | 1.4 | |
| Quality of courses in preparing me for employment and/or graduate school | 1.5 | 1.5 | |
| Fairness of grading in my courses | 1.7 | 1.7 | |
| Quality of instruction in courses in my major | 1.8 | 1.7 | |
| Opportunities for interaction with faculty in my major | 1.7 | 1.6 | |
| Ample number of library holdings in my major | 1.9 | 1.9 | |
| Availability of professional activities or clubs in my major | 2.0 | 2.0 | |
| Quality of courses for providing a good general education | 1.6 | 1.6 | |
| Practicum or internship experiences in my major | 2.4 | 2.5 | |
| Laboratory facilities related to my major | 2.3 | 2.2 | |
| Classroom facilities related to my major | 1.7 | 1.8 | |
| Quality of career advising in my major | 1.9 | 1.9 | |
| Opportunities for formal student evaluation of instruction | 1.8 | 1.7 | |
| Professional competence of departmental faculty in my major | 1.6 | 1.6 | |
| My initial contacts and first impression with the department | 1.6 | 1.5 | |
| Overall quality of this department | 1.6 | 1.5 | |

Selected Accomplishments

Teaching

- Course delivery methods: traditional, on-line, and hybrid classes.
- Courses offered during the day, evenings, weekends, and intersession.
- 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.
- The International Business and Development program continues to grow with an average class size of thirty per class. The program has been enhanced with David and Sherry Abney's generous financial contribution.
- The division faculty have prepared a survey that will be distributed to industry and alumni in order to receive feedback that will better inform the faculty of the needs of those who are in industry and to allow for the curriculum of the majors to reflect those needs

Information about the Gaming/HSM Programs

- A Gaming Management option has been added to the Hospitality Services Management major to address the needs of the gaming profession.
 - Meetings have been held with various gaming organizations and the first class was offered summer 06. Several gaming classes have been offered and have had solid enrollment numbers.
- The Hospitality Services Management major has shown growth which is expected to continue.
 - The addition of the gaming management option to the major provides growth opportunities as the division strives to meet educational needs in the hospitality and gaming industries.

International Business Symposium

- The second annual 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.

Scholarship

- Faculty presented at state, regional, national or international conferences.
- Faculty published in journals, books, and conference proceedings.
- Several faculty members participated in DSU's Faculty Technology Institutes, which addresses the university's goal of increasing the use of technology in the classroom.

Student Recruitment

- Students granted the freedom of choice to select the course format that is conducive to attaining their educational goals.
- A Gaming Management option has been added to the Hospitality Services Management major to address the needs of the gaming profession.
 - Meetings have been held with various gaming organizations and the first class was offered summer 06.
- Student recruitment continues to be a goal of the division.
 - A marketing committee developed a marketing plan to promote the division and College of Business.
 - The division's web site provides information regarding majors, contact information for faculty, and additional information regarding the division.
- Faculty assists the admissions and recruiting office with recruitment of students.
 - The division assisted the admissions and recruiting office to sponsor College of Business recruiting days.
 - Faculty members participated in parent orientation, student orientation, Delta Focus, college fairs, and visited high schools and community colleges, and business organizations in recruiting efforts.

Community Service

- 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.

Instruction and Scholarly Activity

- Conference Presentations
- Conference Discussants
- Conference Session Chairs
- Attendance at State, Regional, and National Meetings
- Editorial Boards – Journals
- Journal Publications
- Proceedings Publications
- Books
- Consulting
- Workshop Presentations
- Training Presentations
- Memberships in Professional Organizations
- Faculty Web Pages
- On-line Courses
- Innovative Instruction
- Faculty Development
- Application Exercises
- Case Studies
- Guest Speakers
- Faculty members were actively involved in professional associations
- Grants

Economic Development

In 2006-2007, the division participated in numerous economic development activities. Delta area businesses 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 are active in civic, business, and community organizations which promote economic development. 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.

Plan of Compliance

Minority faculty members are provided resources to encourage activities that will lead to promotions. Support was in the areas of research and other scholarly activities.

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.

An International Business and Development option has been added to the management major. Additionally, a Gaming Management option has been added to the Hospitality Services Management major. These options have the potential of attracting “other race” students and faculty.

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.

Student Recruitment

- A Marketing Committee formed to address student recruitment.
- A Web Site – division web site provides information regarding all majors in the division and contact information for the faculty and staff.
- Assist Admissions – the division continues to assist the admissions and recruiting office with recruitment of students.
- Online Classes – online class offerings have been increased to recruit additional students.
- Curriculum Changes – curriculum for all majors were updated to address changes dictated by industry.
- The addition of a gaming management and international business and development program has resulted in increased interest of business students.
- Method of Delivery for all programs of study is evaluated to address the needs of students.
- Delta Focus
- Athletics - Recruitment
- Parent Orientation
- Student Orientation
- College of Business Recruitment Days
- COB Advisory Committee
- Local High Schools
- Community Colleges
- Survey – Industry and Alumni
- Internship Programs
- Student Employment
- Current Students and Alumni

Additional Division Accomplishments

- Reduced the number of on-campus adjunct instructors.
- Efficient use of financial resources provided to the division.
- Actively participated in the Student Engagement Program.
- Actively participated in the QEP.
- A majority of students continue to use the services offered by Career Placement.

- Faculty members were involved in academic research, consulting, university service, or community 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.
- Contributed to the university's reaccreditation by SACS.
- 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.

V. Personnel:

Noteworthy activities and accomplishments:

PHYLLIS BUNN

Instruction:

2007 Faculty Teaching Prize presented by the Delta State University Foundation Board
 Direct Business Communication, OAD 203 through Graduate and Continuing Education
 Attended OIT Technology Workshop January 2007 to prepare for teaching online
 Uses Thinkwave online grading so students have access to grades at all times
 Uses various technologies to prepare students for the technologically advanced office systems
 Uses case method and research projects in strategy classes

Awards:

2007 Faculty Teaching Prize presented by the Delta State University Foundation Board

Service to the University:

College of Business representative to NCATE, College of Education Accreditation Board, April, 2007
Met with University Cabinet to present the Faculty Retention Task Force Report and Recommendations, March 2007
Member, University Tenure and Promotion Committee, 2007
Served on Evaluation Team to Evaluate Dr. Hilpert, Tom Meridith, IHL Commission, Chair, February, 2007
Met with Dr. Hilpert as a group of faculty and staff to discuss “refining the salary distribution models based on merit, market, and equity and launch initiatives beyond compensation to retain faculty and staff,” February, 2007
Served on Advisory Group reporting to Dr. Hilpert regarding faculty retention, Spring 2007
University Graduate School Council, appointed by Dean Moore, 2003-2005, reappointed fall 2006
Member, Doctoral Admission and Curriculum Council, College of Education, 2006-present
Chair, University Faculty Retention Task Force, 2006-present
Proxy, Faculty Senate, representing Division of Management, Marketing, and Business Administration, 2006-present
Facilitator, Faculty Issues Session, ROMEA Conference, Delta State University, September 2006
Invited by Dean Moore to represent COB at DSU sponsored community luncheon announcing DSU’s year of health focus
Invited by Dean Moore to represent the COB at the Alumni Breakfast announcing outstanding Alumni for the year, October, 2006
University Writing Proficiency Appeals Committee, 2003 to present. Fall and spring semester, review students’ appeals to have their writing proficiency essays reconsidered.
University Graduate School Council, appointed by Dean Moore, 2003-2005 and 2006-2008
Member, University Benefits Committee, 1999-present
Member Parent Level of Green and White Fund, Athletic Department
Contributor to Delta State University Alumni Foundation, 1996-present
Participate in grant writing workshops and brown bag sessions led by Kay Stricklin and as a result, have identified sources for possible funding and developed grant proposals.
Chair, COB Spring Recruitment Day Committee, Spring 2007
Member, International Business Symposium Committee, 2005-present
Member, College of Business Graduate Programs Committee, 2003-present
Member, College of Business Grant Writing Committee, 2004-present
Member Division of Management, Marketing and Business Administration Promotion and Tenure Committee, 2005-present
Participated with other Division of Management, Marketing and Business Administration faculty at the Fall, University Recruitment Day

Service to the Community:

Participate in child abuse prevention activities sponsored by Cleveland Exchange Club as well as other community projects that include play ground maintenance, boy scout hut maintenance and other community projects, 2000-present
Attend three Fall and Spring District Exchange Club meetings and Granada and Jackson, 2006-2007

Participate in Cleveland Garden Club Habitat for Humanity project to plant trees and shrubs at Habitat Houses and also participate in maintaining the Dahomey National Wildlife Refuge Reserve.

Participate in American Association of University Women (AAUW) projects to raise scholarship money and to help preserve the environment, to present

Greeter, 2004-present; outreach person Professional Singles Sunday School ages 26 to 45, 2000-present, First Baptist Church, Cleveland, MS

Grants:

Bunn, P. C. (2006, May). Coleman Foundation Awareness and Education Grant to provide entrepreneurial education programs to artists in the Mississippi Delta. \$57,000 for two years. Received rejection letter January 2007

Publications:

Bunn, P. B. & Long Jamye. (Fall, 2006). Best Practice: Tap into Alumni Resources. The South-Western *Balance Sheet*, Brantley, C. P., & Miller, M. G., Editors of Communication Tidbits and Hot Links Eds. Publication of South-Western Publishing Company. Presented to referees for possible publication. Manuscript was rejected

Presentations:

Bunn, P. C., Dorsey, K., Foster, R., & Long, J. A Survey of the Recruiting Methods Used By SOBIE Participating Colleges of Business. Presentation presented at the Society of Business, Industry, and Economics, Orange Beach, Alabama, April 15-18, 2007

Bunn, P. C. & Long, Jamye. International Business Comes to Delta State University, Presentation presented at the Society of Business, Industry, and Economics, Orange Beach, Alabama, April 15-18, 2007

Bunn, P. C. & Long, Jamye. Best Practice: Make Use of Alumni: A Great Success Story. Presented at the Southeastern Region Annual Conference, Association for Business Communication, Nashville, Tennessee, March 22-24, 2007

Bunn, P. B. & Long, Jamye. The World Comes to Delta State University. Presentation presented to the Association of Business Communication Annual Conference, San Antonio, TX, October 25-28, 2006.

Memberships in Professional Organizations:

Member, Mississippi Business Education Association Board as College Representative September 2002 to 2005

Member, Editorial Board, 2001-2005 Journal of Career and Technical Education, Omicron Tau Theta, National Career and Technical Education Society

KIMBERLY DEAN

Instruction:

Good student evaluations

Uses creative and innovative teaching methods in her classes

Holds numerous help sessions

Awards:

Presentation Excellence Award, 2006 Academic Business World Conference, Nashville, TN.

Best Paper Award, 2006 Academic Business World Conference, Nashville, TN

Professor of the Year Award for the College of Business

Publications:

Dorsey, K.M. with Smith, J.R., Mosley, A., & Glover, G. (in press). "The Case of Licensed Funeral Directors: An Empirical Investigation of the Dimensions and Consequences of Emotional Labor." *Journal of Business and Economic Perspectives*.

Dorsey, K.M. with Long, J.E., Foster, R., & Bunn, P. (in press). "A Survey of the Recruiting Methods Used by SOBIE Participating Colleges of Businesses." Proceedings of the 9th Annual *Conference of The Society of Business, Industry, and Economics*.

Dorsey, K.M. with Long, J.E., Foster, R., & Bunn, P. (accepted for publication). "A Survey of the Recruiting Methods Used by SOBIE Participating Colleges of Businesses." *Journal of Business, Industry, and Economics*.

Dorsey, K.M. with Smith, J.R., Mosley, A.M., & Glover, G.B. (2006). "The Case of Licensed Funeral Directors: An Empirical Investigation of the Dimensions and Consequences of Emotional Labor." Proceedings of the 2006 *Academic Business World Conference*, 531-562.

Dorsey, K.M. with Smith, J.R., Mosley, A.M., & Glover, G.B. (submitted for review). "An Empirical Investigation of Licensed Funeral Directors With Respect to the Dimensions and Consequences of Emotional Labor." *Journal of Contemporary Management Research*.

Presentations:

Dorsey, Kimberly M. (April, 2007). "A Survey of the Recruiting Methods Used by SOBIE Participating Colleges of Businesses." The Society of Business, Industry, and Economics 9th Annual Conference, Orange Beach, AL.

Dorsey, Kimberly M. (February, 2007). "The Benefits of Diversity in the Workplace" Invited talk presented at the Department of Human Resource Managers Association regional meeting, Cleveland, MS.

Dorsey, Kimberly M. (May, 2006). "The Case of Licensed Funeral Directors: An Empirical Investigation of the Dimensions and Consequences of Emotional Labor." 2006 Academic Business World Conference, Nashville, TN.

Dorsey, Kimberly M. (May, 2006). "Diversity and Sensitivity Issues." Workshop presented to the staff of Delta State University, Cleveland, MS.

Dorsey, Kimberly M. (May, 2006). "Effective Supervision." Workshop presented to the staff of Delta State University, Cleveland, MS.

Service to the University:

Faculty Retention Task Force

President's Evaluation Committee (faculty)

DSU Courtesy Committee

DSU Staff Development Workshop Presenter ("Diversity & Sensitivity Issues" and "Effective Supervision")

International Business Symposium Planning Committee, Treasurer

College of Business Recruitment Day planning committee

Management Curriculum Committee

Division Webpage Design and Maintenance, Co-chair

Student Advising

Service to the Community:

Department of Human Resource Managers Association, invited workshop presenter

America Reads Mississippi Advisory Board, Marketing/Public Relations sub-committee

Business & Professional Women's Federation, District President

Service to the Profession:

Paper reviewer for 2006 Academy of Management Annual Meeting

- Organizational Behavior Division
- Operations Management Division

Paper reviewer for 2006 Annual Meeting of the Southwest Academy of Management

- Business Policy and Strategy / Public and Nonprofit Issues Track
- International Management / Organization and Management Theory / Critical Management Studies Tracks

ROBERT FLEMING

Instruction:

Used computer simulation in academic course

Upgraded to new version of Computer simulation in MGT 499

Required student group presentations in academic course

Attended FORBES faculty seminars

Attended College of Business Lecture Series

Participated in 2 faculty development workshops

Participated in International Business Symposium

Academic advisor for 2 majors

Received a mean rating of 1.40 or better on all 26 items included on the Faculty/ Course Evaluation for all courses taught. The ratings were on a scale of 1-5 with 1 being “Strongly Agree” and 5 being “Strongly Disagree.”

Scholarship:

Supervised Internships

Supervised 2 Special Topics Projects

Service to the University:

Served on 4 curriculum committees (chaired 1)

Served on 8 university, college and department committees (Chaired 3)

Library Liaison

Grader for Writing Proficiency Exams

Participated in Delta Focus

Participated in College of Business Recruitment Day

Service to the Community:

Professional Consulting

Willing to volunteer for various causes

Conferences Attended:

College of Business Annual Lecture Series

International Business Symposium

RENEE FOSTER

Instruction:

Participated in DSU Faculty Technology Institute – August, 2006

Nominated for Sherwin-Williams Distinguished Faculty Teaching Award

Implemented hybrid marketing course

Received consistently high ratings from students on course evaluations

Attended Direct Marketing Educators Conference via webcast

Attended plagiarism detection workshop

Attended ROMEA Faculty Development Conference

Participated in three webcasts sponsored by publishing companies dealing with student engagement, database marketing, and multi-channel direct marketing

Scholarship:

Co-authored paper which will be presented at a regional conference in April

Co-authored paper which will be presented at SOBIE in April

Contributed to one published article

Attended one academic conference

Reviewed submissions for tract of regional conference

Reviewed proposal for one new textbook

Reviewed two textbooks, making suggestions for revisions for new editions

Currently preparing to sit for professional certification exam

Service to the University:

Served on one university-wide committee

Served on two College of Business committees

Served on two departmental committees

Served on two scholarship committees

Assisted with recruiting activities for Gaming Program

Assisted with recruiting activities at Fall and Spring Visit Days

Served on search committees

Advised transfer students during summer orientation sessions

Graded Writing Proficiency Exams

Acted as scoring coordinator for DSU Oratorical Contest, held each semester

Faculty co-sponsor of one student organization

Service to the Community:

Conducted one training workshop
Volunteer for two community festivals in the region
Volunteer for two non-profit organizations

Conferences Attended:

Educators' Direct Marketing Symposium
Writing Across the Curriculum
College of Business Annual Lecture Series

Consulting:

Performed consulting work for new business in Cleveland, which opened in December

Memberships in Professional Organizations:

American Marketing Association
Sales & Marketing Executives International

ELISE JENKINS**Instruction:**

Supervised 4 student interns in marketing employment during Summer 2006 (one international location).

Currently constructing WebCT/Blackboard delivery for MKT 499 Marketing Internship for Summer 2007. Participation in 2 workshops on WebCT/Blackboard CE6.

Currently pursuing marketing internship opportunities which provide international exposure in a collaborative effort with the DSU Foundation. (Examples: Hilton Hotels and Peavy Electronics)

Currently developing guidelines for marketing internships in the DSU Office of University Relations, the Memphis in May International Festival, and Delta Magazine/Coopwood Communications.

MKT 499 Marketing Research: Student collaborative learning was increased through the use of student engagement/service learning activities. Students participated in meetings with community/chamber leaders in Greenville, MS and Indianola, MS, and conducted personal interviews with chamber executives in Paris, Texas, Eureka Springs, Arkansas, and Waycross, Georgia, to design and implement research studies.

Increased student engagement in MKT 321 Personal Selling through the use of required personal interviews with sales professionals and guest speakers. Chase Hughes with University Directories spoke on internship opportunities and Chip Otts with Blakeman, Brister & Putnam is scheduled to speak on prospecting techniques and strategies.

Developed (in conjunction with Rori Herbison, University Relations and Allison Melton, Art Department) the 1st annual Ad It Up Student Conference/Workshop, November 15, 2006, designed to bring the “real world of advertising” to DSU students. Conference included opportunities for students to meet one-on-one with advertising professionals such as Scott Coopwood, owner/president of Coopwood Communications, Diane Hampton, Executive Vice President of Memphis in May International Festival, and Robin Rushing, owner/president of Rushing Relations. Approximately 12 students met with professionals for portfolio critiques. Fifty (50) students attended the day-long conference.

Took 3 students (one graphics major, one marketing major, and one graphics/marketing double major) to the Capital Gains Student Conference in Jackson on February 3, 2007. Students had the opportunity to interact with advertising industry professionals from Godwin Group and MadGenius, Inc. as well as representatives from IHL (Annie Mitchell) and author/cartoonist Marshall Ramsey. Expanded the DSU Ad Fed Chapter membership to include graphics and journalism majors.

Organized field trip to Godwin Group in Jackson, MS, (April 2007) for DSU Ad Fed members where they will tour the organization and discuss career opportunities with Godwin professionals (tour organized through Yancy Cooper, DSU marketing graduate). Continue to develop a campus wide (possibly regional) AAF Student Advertising Competition in order to provide marketing/graphics/journalism students with the real-world experience of competition and judging by local professionals/experts. Attended and participated in ROMEA Faculty Development Conference 2006. As a member of the Student Engagement Champions, presented session for new faculty.

Participated in the New Faculty Service Learning Luncheon, February 28, 2007.

Participated in *Greater Expectations Institute: Campus Leadership for Student Engagement, Inclusion, and Achievement*, June 21-25, 2006, Snowbird, Utah. With other SEC members, developed a working document/draft for an Action Plan for the Student Engagement Champions for the 2006-07 academic year.

Scholarship:

Speaker for the Capital Gains Student Conference on February 3, 2007 (conference coordinated by the Mississippi Chapters of the American Advertising Federation)

Currently conducting a perception study/marketing research study for Kossmans, Inc.

Scheduled to start a marketing research study/feasibility study for Peter Woods, owner of Peter’s Pottery in Mound Bayou in Summer 2007

Currently developing an economic impact report on Cleveland Octoberfest which will be the basis for a future article to be co-authored by Dr. Garret Ross

Currently working with Dr. Paul Starkey, Dean of Graduate Studies, on a paper/presentation for SOBIE Annual Conference, April 15 – 18, 2007

Currently writing the Division of Management, Marketing & Business Administration outcomes assessment research report measuring graduates’ perceptions of the degree programs and the College of Business. (Study of employers’ perceptions is scheduled for Fall 2007)

Supervised 5 student research projects during the Fall 2006 semester

Provide marketing consulting for individuals who contact the DSU College of Business and are seeking professional marketing consulting

Service to the University:

Serving as the College of Business Student Engagement Champion, 2006-07

Serving as the National Survey of Student Engagement (NSSE) and Faculty Survey of Student Engagement (FSSE) Coordinator, 2006-07

Nominated by the Faculty Senate Executive Committee to serve on an ad hoc Merit Pay Plan Review Committee

Serving as faculty advisor to the AAF Collegiate Chapter, student chapter of the Mississippi Delta Ad Federation Chapter

Serve on the International Business Symposium Committee, College of Business

Serve on the College of Business Outcomes Assessment Committee

Serve as Chair of the Tom and Jo Beth Janoush Marketing Scholarship Committee

Facilitated selection process for the George C. Wofford Memorial Scholarship

Obtained funding and facilitated selection process for the Marketing Achievement Award and the Coopwood Communications Award

Serve as advisor for marketing majors

Serve on the DSU Student Publications Committee

Serve as President of the DSU Chapter of Phi Kappa Phi National Honor Society

Service to the Community:

Serve on the Cleveland-Bolivar County Chamber of Commerce

Serve on the Cleveland Main Street Board of Directors

Serve as the Chair of the Cleveland Octoberfest/Mississippi Delta Barbecue State Championship

Serve on the Italian Festival of Mississippi committee

Conferences Attended:

International Business Symposium

Memberships in Professional Organizations:

American Marketing Association

Member of the Mississippi Delta Ad Federation Chapter

COOPER JOHNSON

Instruction:

On-line classes via WebCT

All courses taught include WebCT component

Executive MBA and BBA classes

Case method and research projects

Uses internet technology in classes

Positive student evaluations

Uses creative and innovative teaching methods in classes

Service-Learning components in classes

Assignments to address division and management student learning outcomes

Willingly meets students at night for those who work

Uses guest speakers for classes

Conducts research with students for presentation at academic conferences

Prepares students for technologically advanced business systems

Demonstrates research techniques and conducts study sessions

Available to students by phone and encourages students to contact him at home should they need assistance

Mentor for new faculty

Global Knowledge Institute

Provides students with learning opportunities based on real organizations

Provide students with group projects to introduce them to team work

Assist students in preparing and presenting quality research projects

Attends faculty development and training seminars for application in classroom activities and lectures

Attends professional conferences for application in classroom activities and lectures

Invites qualified and professional guest speakers for discussion and introduction of students into real world applications of theories, concepts, and practices learned in the classroom

Encourage student attendance at on-campus lectures, symposiums, events, and activities that promote business

Publications:

A Proposed Study of the Role of Social Capital Theory in the Out-migration of Residents of Rural Regions Submitted for publication in the *Journal of the Society of Business, Industry, and Economics*

A Proposed Study of the Role of Social Capital Theory in the Out-migration of Residents of Rural Regions Submitted for publication in the *Proceedings of the Society of Business, Industry, and Economics*

Managing People from Different Cultures: A Successful Road to Expatriate Experiences *Proceedings of Hawaii International Conference on Business*

Presentations:

“A Proposed Study of the Role of Social Capital Theory in the Out-migration of Residents of Rural Regions” presented at the Society of Business, Industry, and Economics

“Recruiting Like Your Life Depends On It: Recruiting, Retaining, and Growing Healthcare Providers For Small and Low-income Communities” presented at the Research and Scholarship Symposium

“Managing People from Different Cultures: A Successful Road to Expatriate Experiences” to be presented at the Hawaii International Conference on Business

Works in Progress:

Researching the use of grounded theory as can be applied by Economic Developers

Researching the use of grounded theory as can be applied by Human Resource Professionals

Researching the recruitment and retention of healthcare professions in small, rural, low income regions

Researching the “The Role of Community Satisfaction and Community Attachment in the Out-migration of the Mississippi Delta”

Researching the “The Role of Community Satisfaction and Community Attachment in the Out-migration of Professionals”

Researching the use of university alumni in the teaching and learning process

Professional Meetings Attended:

Mississippi Manufacturing Association Seminar “Complying with Mississippi and Federal Employment Laws”

Mississippi Manufacturing Association Seminar “Employee Privacy in the Workplace”

Collection of Information and Building of Relationships with the University of Nevada at Reno

Delta State University meeting with Ambassador Michael Retzer, United Republic of Tanzania

Discussant, Reviewer, and Session Chair for the Society of Business, Industry, and Economics Conferences

Reaching Out to Mississippi Education in Action

Research and Scholarship Symposium

International Business Symposium

FORBS

Delta State University Third Annual Community Recognition Luncheon

First Friday

Blackboard Migration Workshop

Sexual Harassment Workshop

Plagiarism Detection Training for Faculty

University Departmental and Division Chairs Meetings with the Provost

Delta State University College of Business Hors d’oeuvre Reception and Meeting with Dr. John Hilpert, President of DSU, and Dr.

John Thornell, Provost and Vice President of Academic Affairs

Delta State University College of Business Informational Session with Guest Presenter Dr. Thomas J. Billesbach

Delta State University College of Business Graduation Application Program
Division of Management, Marketing, and Business Administration Faculty Meeting with Special Guest, Dr. Billy Moore
Annual Magellan Exchange Coordinator's Meeting
College of Business Awards Banquet
Forum with Collegis Instructional Technology Consultant, Dr. Bill Graves

Service to the University:

Delta State University meeting with Ambassador Michael Retzer, United Republic of Tanzania
Building Relationships with the 2006 International Business Symposium presenters, IBT Enterprises, Emory University, the Southern Center for International Studies
Assisted in the development of a partnership with Hollywood Casino
Collection of Information and Building of Relationships with the University of Nevada at Reno
Assisted in the development of the Integrated Master's of Business Administration (I-MBA) program
Assisted in the development of a corporate education program
Recommended outstanding faculty for the Delta State University Foundation Prizes for Excellence in Teaching, Research, and Service
Development of the Gaming Management Degree and Certificate Program
Recruited gaming employees for the Hospitality Services and Gaming Management Degree and Certificate programs
Advisement to the International Business and Development Program
College of Business High School Recruitment Day
Faculty Advisor to Kappa Delta Sorority
Guest Speaker for the Kappa Sigma Fraternity Member Recruitment Week
Supervised Management Internship, Faurecia Automotive Seating
Supervised Management Internship, Wesley Foundation
Contributed suggestions to the Faculty Retention Task Force
Assist others with the use of WebCT and Blackboard
Attended Forum with Collegis Instructional Technology Consultant, Dr. Bill Graves
University Research Committee
Institutional Review Board
Faculty Search Committee
Attendance and Appeals Committee
Serve on Division's Curriculum Committees
Division Awards Committee
Management Outcomes Assessment Committee
Member of International Business Symposium Committee
Member of Ph.D. Dissertation Committee

SACS Accreditation Committees
ACBSP Accreditation Committees
College of Business Promotion and Tenure Committee
Division Promotion and Tenure Committee
Student Newspaper Publication Committee
Improvements to Teaching Methods Used Through the Use of Technology Committee
Faculty Advisor to students

Service to the Community:

Mississippi Firefighters Memorial Burn Association, Treasurer
Cleveland-Bolivar County Chamber of Commerce
International Business Symposium
Assisted in the development of a partnership with Hollywood Casino
Building Relationships with the 2006 International Business Symposium presenters, UPS, IBT Enterprises, Emory University, the Southern Center for International Studies
Establishing Relationships with the 2007 International Business Symposium presenters: UPS, FedEx Customer Information Systems, Orange Business Services, France Telecom Group
Collection of Information and Building of Relationships with the University of Nevada at Reno
Building Alumni Relationships Focused on Student and Community Growth
Assisted in the development of a corporate education program
Supervised Management Internship, Faurecia Automotive Seating
Supervised Management Internship, Wesley Foundation
Global Knowledge Institute
Muscular Dystrophy
March of Dimes

Consulting:

Hollywood Casino
Isle of Capri
Cleveland-Bolivar County Chamber of Commerce
Northwest Mississippi Regional Medical Center
The Fitness Club, Inc.

Training:

Hollywood Casino
Cleveland-Bolivar County Chamber of Commerce
Northwest Mississippi Regional Medical Center
The Fitness Club, Inc.

Memberships in Professional Organizations:

Delta Mu Delta Honor Society
American Pulpwood Association
Society for the Advancement of Management
Mississippi Firefighters Memorial Burn Association

JAMYE LONG**Instruction:**

Service Learning component
Assignments to address student learning outcomes
Faculty Development in International Business - The University of South Carolina
Blackboard Migration Workshop
Plagiarism Detection Training for Faculty
Delta State University College of Business Graduation Application Program
Incorporated technology into the classroom and course activities
Use of WebCT with all classes taught
Attended various training seminars, faculty development seminars, and conferences
Assisted other professors in learning WebCT and Blackboard
Made study resources available to students through WebCT/Blackboard, the DSU Library, and publishers' websites
Used DSU library's electronic reserve
Assisted in the development of new courses and programs
Assisted in the expansion of existing courses and programs
Adjusted to new versions of WebCT/Blackboard as they were introduced
Taught intersession, summer, and weekend classes in addition to fall and spring semester courses
Taught online, weekend, and at satellite campuses
Presented students with case studies, current event articles, and real world business situations as learning experiences
Provided students with group assignments to expose them to team building and team work
Assisted with, attended, and encouraged student attendance at the International Business Symposium
Established and maintained contact with COB alumni

Established and maintained contact with successful professionals in the business field
Invited guest lecturers into the classroom to provide students with an insight into the business world
Encourage student attendance at on-campus lectures, symposiums, events, and activities that promote business
Provided a challenging and open learning environment for students
Advised and counseled students

Service to the University:

Completed Requirements for Doctor of Philosophy Degree
Obtained Graduate Faculty Status
Building Relationships with the 2006 International Business Symposium presenters
UPS
IBT Enterprises
Emory University
The Southern Center for International Studies
Establishing Relationships with the 2007 International Business Symposium presenters
Coordinated meeting between Delta State University's Dr. John Hilpert, Dr. Billy Moore, and Keith Fulcher and 2006 International Business Symposium presenters
Assisted in the development of a partnership with Hollywood Casino
Assisted in the development of a corporate education program
International Business and Development Program
International Business Symposium Committee, Chair
Attendance and Appeals Committee
Division Awards Committee
Division Interview and Selection Committee
Management Curriculum Committee
Hospitality Services Management Curriculum Committee
International Business Symposium
Development Committee for the Gaming Management Degree and Certificate Programs
Recruited gaming employees for the Hospitality Services and Gaming Management Degree and Certificate programs
Assisted in the development of the Hospitality Services and Gaming Management Degree and Certificate programs' curriculum for the gaming industry
Assisted in the development of the Integrated Master's of Business Administration (I-MBA) program
Contributed suggestions to the Faculty Retention Task Force
Organized College of Business Open House, Coordinator and Division Representative
Assisted with the College of Business High School Recruitment Day

Assist professors and adjunct instructors in the Division with the use of WebCT and Blackboard
Improvements to Teaching Methods Used Through the Use of Technology Committee
Create, become proficient, and administer online classes through WebCT and Blackboard
Experience teaching online, weekend, and at satellite campuses
Assist the Office of Recruitment and Admissions with recruiting efforts
Advisor to undergraduate students

Service to the Community:

Guest lecturer for Bayou Academy Economics class, 2006-Present
Assisted in the development of a partnership with Hollywood Casino
Assisted in the development of a corporate education program
Building Alumni Relationships Focused on Student and Community Growth
Delta State University Third Annual Community Recognition Luncheon
First Friday, Greenville Higher Education Center
International Business Symposium, Chair
Organized College of Business Open House, Coordinator and Division Representative
Assisted with the College of Business High School Recruitment Day
Supervised International Internship
Reaching Out to Mississippi Education in Action

Workshops, Training, and Consulting Activities:

Hollywood Casino
Isle of Capri
Faurecia Automotive Seating
Cleveland-Bolivar County Chamber of Commerce
Master Cabinetmaker, Don Legg
Northwest Mississippi Regional Medical Center

Publications:

A Proposed Study of the Role of Social Capital Theory in the Out-migration of Residents of Rural Regions
Submitted for publication in the Proceedings of the Society of Business, Industry, and Economics
A Survey of the Recruiting Methods Used by SOBIE Participating Colleges of Business
Submitted for publication in the Proceedings of the Society of Business, Industry, and Economics
A Proposed Study of the Role of Social Capital Theory in the Out-migration of Residents of Rural Regions
Submitted for publication in the Journal of the Society of Business, Industry, and Economics

A Survey of the Recruiting Methods Used by SOBIE Participating Colleges of Business

Submitted for publication in the Journal of the Society of Business, Industry, and Economics

Best Practice: Tap Into Alumni Resources

Submitted for publication in The Balance Sheet

Recruiting Like Your Life Depends On It: Recruiting, Retaining, and Growing Healthcare Providers For Small or Low-income Communities

Dissertation

2006 International Business Symposium

Business Briefs from Broom

Managing People from Different Cultures: A Successful Road to Expatriate Experiences

Proceedings of Hawaii International Conference On Business

Presentations:

International Business Comes to Delta State University

Presented at the Society of Business, Industry, and Economics

A Survey of the Recruiting Methods Used by SOBIE Participating Colleges of Business

Presented at the Society of Business, Industry, and Economics

A Proposed Study of the Role of Social Capital Theory in the Out-migration of Residents of Rural Regions

Presented at the Society of Business, Industry, and Economics

Recruiting Like Your Life Depends On It: Recruiting, Retaining, and Growing Healthcare Providers For Small and Low-income Communities

Presented at the Research and Scholarship Symposium

International Business Comes to Delta State University

Presented at the Southeast Conference of the Association for Business Communication

International Business Comes to the Delta

Presented at the Association of Business Communication

Managing People from Different Cultures: A Successful Road to Expatriate Experiences

Presented at the Hawaii International Conference on Business

Works in Progress:

Researching the use of grounded theory as can be applied by Economic Developers

Researching the use of grounded theory as can be applied by Human Resource Professionals

Researching the recruitment and retention of healthcare professions in small, rural, low income regions

Researching the marketing practices employed by southern universities and colleges

Researching the role of community satisfaction and community attachment in the out-migration of the Mississippi Delta
Researching the role of community satisfaction and community attachment in the out-migration of professionals
Researching the use of university alumni in the teaching and learning process

Professional Meetings Attended:

The Association to Advance Collegiate Schools of Business - Faculty Conference on Learning: Building Towards Success
Mississippi Manufacturing Association Seminar - Complying with Mississippi and Federal Employment Laws
Mississippi Manufacturing Association Seminar - Employee Privacy in the Workplace
Reaching Out to Mississippi Education in Action
Society of Business, Industry, and Economics
Blackboard Migration Workshop
Plagiarism Detection Training for Faculty
Delta State University College of Business Informational Session - Guest Presenter: Dr. Thomas J. Billesbach
Delta State University College of Business Graduation Application Program
FORBS
Annual Magellan Exchange Coordinator's Meeting
Delta State University Third Annual Community Recognition Luncheon
First Friday, Greenville Higher Education Center
College of Business Awards Banquet
Writing Proficiency Examination Reader's Workshop
Delta State University College of Business Hors d'oeuvre Reception and Meeting
Division of Management, Marketing, and Business Administration Faculty Meeting
Annual Magellan Exchange Coordinator's Meeting
Delta State University Third Annual Community Recognition Luncheon
First Friday, Greenville Higher Education Center
College of Business Awards Banquet
Writing Proficiency Examination Reader's Workshop
Delta State University College of Business Hors d'oeuvre Reception and Meeting
Division of Management, Marketing, and Business Administration Faculty Meeting
Received outstanding student evaluation ratings and feedback

LARRY MAGEE

Instruction:

My MBA course MGT 601, Applied Decision Science, and my Executive MBA course MGT 630, Business Modeling, are taught in Broom Hall personal computer laboratory. This allows extensive, continuous use of spreadsheet and statistical software technology such as Microsoft Excel, Statistical Package for the Social Sciences (SPSS), and Gretl open source software.

Gretl (GNU Regression, Econometric, and Time-series Library) open source software is an important addition to the courses. It provides sophisticated modeling capabilities only available otherwise in expensive SPSS add-ins. The Gretl software package can access numerous real world data sets from the Federal Reserve Bank of Saint Louis. This open source software is free to students. It can be downloaded and used free of charge from the Gretl website.

MGT 601 and MGT 630 have the added topics (1) logistic regression, (2) nonlinear models, and (3) Box-Jenkins time series analysis. The Gretl software package has made this feasible.

My MBA and Executive MBA courses MGT 625, Production/Operations Management, have the added topics (1) multiperiod aggregate planning by linear programming with Microsoft Excel Solver and (2) simulation using Microsoft Excel Scenario Manager. These are important modern topics not covered in undergraduate operations courses and rarely covered in graduate courses.

In addition to closed-book examinations, out-of-class assignments in the form of Word documents with embedded Excel spreadsheets and Gretl output are required in each of my graduate courses and my undergraduate course MGT 488, Management Science. These assignments are quite formal and directly address the department learning outcome goals of (1) problem solving, (2) written communication skills, and (3) the use of technology.

I continue to teach (1) multiperiod production and inventory problems (linear programming), (2) portfolio management problems (quadratic programming), and (3) elementary game theory problems into MGT 488, Management Science, using Microsoft Excel Solver.

Student evaluations, though given to students, were not returned to me this year, however two notable statistics from two years ago are Twenty of twenty-four students (83 percent) indicated they would “definitely or most likely take this professor again.”

High overall scores on “knowledge of subject matter” and “willingness to help.”

Publications:

“Analyzing Large-Scale Cross-Tabulated Likert Data: A Graphical Approach,” Lawrence Magee and David Peak. Research Journal of the ooiAcademy, Transactions on Applied Statistics 6(1), Spring 2006.

Presentations:

“Analyzing Large-Scale Cross-Tabulated Likert Data: A Graphical Approach,” Lawrence Magee and David Peak, The Spring 2006 Faculty Student Multidiscipline International Conference on Research and Teaching of the ooiAcademy, Ruston, Louisiana, May 2006.

“Behold, A Pale Horse: How Professors of Education Get It Wrong,” Lawrence Magee, Annual Conference of the Society of Business, Industry, and Economics, Orange Beach, Alabama, April 2007.

Conference Discussant:

Spring 2006 Faculty Student Multidiscipline International Conference of the ooi Consortium for Teaching, Research, Learning, and Development (ooiCTRLD), May 2006, Ruston, Louisiana, May 2006.

Professional Meetings Attended:

The Spring 2006 Faculty Student Multidiscipline International Conference on Research and Teaching of the ooiAcademy, Ruston, Louisiana, May 2006.

Annual Conference of the Society of Business, Industry, and Economics, Orange Beach, Alabama, April 2007.

The Spring 2007 Faculty Student Multidiscipline International Conference on Research and Teaching of the ooiAcademy, Ruston, Louisiana, May 2007.

Service:

Senator, Delta State University Faculty Senate, term running from June 2003 to May 2007

Member, Attendance and Grievance Committee of Delta State University, from June 2003 to present

Member, Library Committee of Delta State University, from June 2003 to present

Member, Institutional Research Board of Delta State University, from June 2003 to present

Member, Research and Publications Committee of the College of Business, Delta State University, October 2004 to present

Ongoing student advising

Memberships in Professional Organizations:

American Society for Quality, Milwaukee, Wisconsin

American Society for Quality, Local Section 1504, Indianola, Mississippi

Decision Sciences Institute, Atlanta, Georgia

Society of Business, Industry, and Economics, Florence, Alabama

MICHELLE MATTHEWS**Instruction:**

High credit hour production since my sections of principles classes are full.

Evaluations from students in the area of my knowledge of the material is high as is their evaluation of my enthusiasm for economics despite the fact many students grades are C's or lower.

Adopted a better textbook for my Principles class, to improve student understanding and better prepare students for tests. The new textbook has homework questions that are a better reflection of the types of questions I ask on tests.

Effectively use outside sources such as the Wall Street Journal, The Economist, and the Clarion Ledger to enliven current news discussions.

Improved feedback to students. I am assigning homework each class period, and asking for student volunteers to discuss and/or work the problems.

Improved student performance by reviewing algebra. Particularly, as it relates to their ability to work algebra or graphing components of economics problems, I am emphatically encouraging students to see me during my office hours for one-on-one assistance if algebra is still a stumbling block for them.

Taught an undergraduate Managerial Economics for the University of Mississippi. Teaching classes that I do not teach for Delta State University keeps my skills sharp. I will probably be teaching a Money and Banking class Ole Miss this summer.

Scholarship:

2007 International Business Symposium, Delta State University, March 29 and March 30, 2007.

Ole Economics Seminar presented by Dr. John Conlon titled “Two New conditions Supporting the First-Order Approach to Multi-Signal Principal-Agent Problems,” Friday, March 2, 2007.

2007 Croft Institute Spring Lecture Series, “European Identity and Public Debate: Can Media Promote Democracy in the European Union?” Presented by Barbara Pfetsch, University of Hohenheim, on Monday, March 26, 2007.

The Sixth Annual World Religions Series is sponsored by the Ole Miss Office of International Programs.

"Discovering the Ancient Maya of Belize" is the title of a talk to be given by Ole Miss Assistant Professor of Anthropology Gabriel Wrobel on Friday, March 23.

Service:

Served as a St. Jude Hero, and raised \$619 from Delta State Students who sponsored me to run the St. Jude Half Marathon on December 2, 2006. To get them to donate I told them I would run every bit of it, and I did. My time was 2 hours, 11 minutes and 49 seconds.

Serve as a Volunteer, also a Donor, to Angel Ranch, Inc. It is a licensed, residential facility in Lafayette County which shelters children who require temporary, emergency care while in the protective custody of the MS Department of Human Services with their physical and emotional safety being our foremost concern.

Runner in several 5K charity events including one for Angel Ranch, Inc. sponsored by Delta Delta Delta and the Scotland Scramble to support the Oxford High School’s theatre group trip to Scotland.

Served on the Core Curriculum Committee

Served on the General Business Curriculum Revisions Committee

Served as a member of the Lafayette County Republican Women until December, 2006

CAMERON MONTGOMERY

Instruction:

Taught consumer behavior during the summer I intersession. This was completely online course using WEB CT and had about fifteen students in the course. I taught one section of business statistics in summer session II and taught a section of sales management which was completely online using WEC CT. This section had about 15 students and enrollment was up 50%.

Taught sports marketing, consumer behavior and marketing strategy last fall. I developed my own power point presentations for marketing strategy.

Taught internet marketing online during the Christmas intersession with 17 students using WEB CT..

Teaching internet marketing, services marketing (online) and two sections of statistics this spring. The services marketing course I am teaching is completely online. I am using WEB CT and enrollment is up 100% from an average of 20 students in the course to almost 40. I have put all of my courses (100%) online although I have not taught statistics online yet and will not teach marketing strategy or sports marketing online until the fall of 2007.

Publications:

“What Students Want in Their Online Course: Build it Right and They Will Come”

With Garret Ross and Jerry Kandies accepted for publication in the proceedings of the Society of Industry, Business and Economics to be held April 15-April 18 2007, Orange Beach Alabama

“A Ten Year Analysis of Enrollment Gains at Mississippi Public Colleges and Universities: What Factors Have Contributed to Gains in Enrollment?” This paper has been accepted for publication in the proceedings of the 2007 Costa Rica Global Conference on Business and Finance to be held May 23- May 26 San Jose Costa Rica.

“Factors that Contribute to Fan Attendance; Is There a Difference Between

Football, Basketball, and Baseball fans? This paper has been submitted to the Atlantic Marketing Association Annual Conference to be held September 26-29 New Orleans La. 2007 for presentation and publication in the proceedings (has not been accepted yet).

“A Strategic Marketing Plan for the Delta State College of Business” a 100 page study submitted to Dr. Billy Moore May 2006.

Presentations:

What Students Want in Their Online Course: Build it Right and They Will Come”

With Garret Ross and Jerry Kandies will be presented at the Society of Industry, Business and Economics to be held April 15-April 18 2007, Orange Beach Alabama

“A Ten Year Analysis of Enrollment Gains at Mississippi Public Colleges and Universities: What Factors Have Contributed to Gains in Enrollment?” This paper will be presented at the 2007 Costa Rica Global Conference on Business and Finance to be held May 23-May 26 San Jose Costa Rica

“What Students Want in Their Online Course: Build it Right and They Will Come”

This will be presented at FORBES April 9th for the DSU College of Business

Conferences Attended:

Will attend the 9th annual meeting of the Society of Business, Industry and Economics
Orange Beach, Alabama April 15-18 2007.

2007 Costa Rica Global Conference on Business and Finance San Jose Costa Rica, May 23-26 2007.

Professional Meetings Attended:

Attended the International Business Symposium held at Delta State University Winter 2006.

Attended the International Business Symposium at Delta State Spring 2007

Workshops Attended:

Attended an advanced power point workshop in the Fall of 2006 given by Felix Rizvanov. The purpose of this workshop was educational in nature and useful in developing advanced power point slides for my courses.

Service to the University:

Served as chairman of the Graduate Programs Committee 2004-2007. As chairman of the MBA graduate programs committee guidelines were passed to ensure that the quality of MBA students was acceptable. All students who did not pass the GMAT were required to have a 3.0 GPA. In addition all students were required to take and pass the GMAT with an acceptable score within one semester of entering the MBA program. The committee was also responsible for evaluating the proposed CI-MBA program. The committee is also responsible for hearing appeals of students who have been dismissed from the MBA program to determine whether or not their situation allows readmission.

Served as the chairman of the departmental promotions and tenure committee. Reviewed the tenure and promotion requirements for Dr Garret Ross and Dr. Lawrence Magee and made recommendations to Dr Cooper Johnson in a timely fashion.

Attended the Blackboard CE 6 training program February 27th. This program teaches faculty how to move courses from WEB CT to Blackboard CE 6. I have moved three courses, Services Marketing, Internet Marketing, and Business Statistics to Blackboard CE 6 and will move another four courses to the new system in April.

Served on the departmental marketing curriculum committee with Rene Foster and Elise Jenkins and evaluated new course offerings and the possibility of reducing the marketing core.

Served on the University attendance and appeals committee. This committee decides whether or not a student should be readmitted to a class if they have exceeded the maximum number of cuts. It also hears grade appeals

Served on the University Research committee. This committee decides whether or not funds should be granted to faculty members when more than three hundred dollars is requested.

Served on the College of Business Research Committee. This committee promotes research and scholarship within the College of Business

Served on the college of business scholarship committee. This committee votes on recipients of various scholarships offered within the college of business.

Served as the chair of the marketing search committee. Was helpful in inviting a candidate , Rebecca Hochradel , to campus for a position . She ultimately accepted the position

Made Forbes presentation in the Spring of 2006 to the college of business.

Advised students on which courses they should enroll in and reviewed graduation requirements for students.

Service to the Community:

Member Greenville Elks Civic Club 2006

Member First Presbyterian Church

Will attend DSU Washington County Alumni Meeting March 29, 2007

GARRET ROSS

Instruction:

Uses Internet technology in classes

Uses case method and research projects

Good student evaluations

Uses creative and innovative teaching methods in classes

Exceeds the number of office hours required of the university

Service:

Participated Spring 2007 College of Business Student Recruitment Day

Special Consultant- Poppies Italian Restaurant in Menu Development, Cleveland Mississippi

Participant, International Business Symposium, Division of Management Marketing and Business Administration, March 29-30, 2007

Member, University Graduate Programs Committee, Spring 2007-present.

Member, International Programs Committee, College of Business, Fall 2005-present.

Member, Graduate Programs Committee, College of Business, Fall 2005- present.

Member, Graduate Faculty College of Business, Delta State University, Fall 2004- present

Member, College of Business, Research Publications Committee, Committee is responsible for encouragement of faculty research and publication in the College of Business. Fall 2004-present.

Chair, Hospitality Services Management Curriculum Committee, Responsible for development and introduction of courses and changes to the curriculum, Fall 2004-present.

Chair, Gaming Management Program Development Tract. August 2005 – present.

Member, Department of Management, Marketing and Business Administration Curriculum Committee, Committee is responsible for revisions to any courses within the department. Fall 2004-present.

Representative, Division of Management, Marketing and Business Administration, 2006 Delta State University, Cleveland, MS, Annual Alumni Dinner

Representative Division of Management, Marketing and Business Administration, 2006 Memphis College Fair, Memphis, TN.
Member: Education Committee, Cleveland-Bolivar Chamber of Commerce Spring 2007- present
Member: Tourism Committee, Cleveland-Bolivar Chamber of Commerce, Spring 2007 - present

Conferences Attended:

The Society of Business, Industry and Economics. Orange Beach, AL
14th Annual Conference of the American Society of Business and Behavioral Sciences. Las Vegas, NV
Southeast Council of Hotel Restaurant and Institutional Fall Conference. University Of Memphis.

Conference Presentations:

Montgomery, C, Ross, G, Kandies, J, (2007). What students wanton their online course: Build it right and they will come. 9th Annual Conference The Society of Business, Industry and Economics. Orange Beach, AL
Hochradel, R, Dondeti, V, and Ross, G, (2007). The Search for Nutrition Information: The Effect on Consumer Use. 14th Annual Conference of the American Society of Business and Behavioral Sciences. Las Vegas, NV
Hochradel, R, Ross, G.A. (2006). Nutrition Labeling: The Effect on Consumer Choice. Southeast Council of Hotel Restaurant and Institutional Fall Conference. University Of Memphis.
Ross, G.A., Hochradel, R (2006). Predicting Student Success. Southeast Council of Hotel Restaurant and Institutional Fall Conference. University Of Memphis.

CLINT WOOD

Instruction:

Good student evaluations
Uses creative and innovative teaching methods in classes
Attended legal seminars to remain current in field of instruction

Scholarship:

Retained as an Expert in Insurance in thirteen (13) different lawsuits. In these thirteen lawsuits, I
Wrote seven (7) Expert Opinions (position papers);
Testified at Trial or by Deposition in two cases.
Three cases are set for Trial before June 30, 2007.
Six cases involve insurance claims caused by Hurricane Katrina.

Service:

Serve as a Director of Statewide Federal Credit Union
Serve as the Faculty Advisor to the Student Court
Serve as a Director of the Mississippi Center for Public Policy
Serve as the Chair of the Faculty and Staff Benefits Committee
Served on the Merit Pay Guidelines Committee
Donated twenty-four (24) hours of Pro-Bono legal work

Conferences/Seminars:

Attended four (4) seminars

Memberships in professional organizations:

Mississippi Bar Association
Bolivar County Bar Association
National Alliance Research Academy

New position(s) requested, with justification:

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. The Gaming Management track supports Delta State University's Strategic Goal #1. Therefore, faculty with background in gaming management and hospitality management; is necessary for the division to offer classes in this new area of study.

Recommended change of status

Dr. Garret Ross – recommended for tenure and promotion to Associate Professor of Management
Dr. Larry Magee – recommended for tenure

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

Changes made in the past year

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. The Gaming Management track supports Delta State University's Strategic Goal #1.

The Bachelor of Business Administration in Office Administration continues to be phased out due to a lack of demand for degrees in that area of study.

Changes have been made in course offerings and requirements for majors in all areas as deemed appropriate by the division's faculty.

Recommended changes for the coming year(s)

An Integrated MBA program is being developed to replace the EBBA.

VII. Division/Department Goals for 2007-08

A. Goal # 1- The division will employ additional faculty members to support and enhance the Gaming Management track of the Hospitality Services Management major.

1. Institutional Goal(s) supported by this goal:

SP#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.

2. Expected Results:

The division will be in a position to offer classes for the HSM and Gaming Management track.

3. Evaluation Procedure(s):

Analyze the division's budget.

4. Use of Evaluation Results:

Additional faculty will allow the division to offer required classes for the International Business and Development option of the management major. The division will continue to provide educational opportunities to those seeking expertise in this area of study.

B. Goal # 2 – The division will encourage students to participate in internship classes.

1. Institutional Goal(s) supported by this goal:

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

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

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

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

2. Expected Results:

Participants will gain valuable knowledge and work experience.

3. Evaluation Procedure(s):

Employer and instructor evaluations will be examined.

4. Use of Evaluation Results:

Internships provide opportunities for students to gain knowledge and work experience. Additionally, these classes provide a service to those organizations who hire students.

C. Goal # 3 – Faculty will engage in service, research, and other scholarly activities.

1. Institutional Goal(s) supported by this goal:

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

QEP#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. Expected Results:

Faculty will remain current in their field of instruction, will contribute to the body of knowledge, and will share information with stakeholders of the university.

3. Evaluation Procedure(s):

Faculty annual reviews will provide information to determine if the goal is met.

4. Use of Evaluation Results:

Faculty will bring current information to the classroom and share the information with stakeholders of the university.

D. Goal #4 – The division will evaluate and make changes to curriculums to meet stakeholder expectations.

1. Institutional Goal(s) supported by this goal:

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

2. Expected Results:

Curriculums will be current and will meet expectations of industry and other stakeholders.

3. Evaluation Procedure(s):

Evaluate curriculum committee meeting information.

4. Use of Evaluation Results:

Changes to curriculums will be made to meet the expectations of stakeholders. These changes will result in improvement to programs and services offered to the community.

E. Goal # 5 – The division will offer classes in various formats in an effort to increase enrollment.

1. Institutional Goal(s) supported by this goal:

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

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

QEP#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. Expected Results:

Enrollment for the division and college of business will increase.

3. Evaluation Procedure(s):

Division information (syllabi, schedule of classes, etc) will be evaluated.

4. Use of Evaluation Results:

The effectiveness of course formats and delivery methods will be examined. Appropriate changes will be implemented for improvement.

F. Goal # 6 – Recruiting efforts for the division will be addressed.

1. Institutional Goal(s) supported by this goal:

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

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

2. Expected Results:

Enrollment for the division will increase.

3. Evaluation Procedure(s):

Information addressing student enrollment provided by Institutional Research will be evaluated.

4. Use of Evaluation Results:

Enrollment for the division will increase. Additionally, the effectiveness of recruiting methods will be examined. Appropriate changes will be implemented for improvement