

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

**for the**

**Academic Year**  
**2005-2006**

**DELTA STATE UNIVERSITY: ANNUAL REPORT  
for the Academic Year 2005-2006**

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

**II. Educational Program Learning Outcome Assessment Plan**

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

	<p>report that the College of Business programs enhanced their ability to use and manage business technology.</p> <p>3) At least 75% of the employers responding to College of Business programs Employer Surveys will report that College of Business graduates demonstrated the ability to apply technology.</p>	<p><b>3) Employer Survey will be distributed in Fall 2006 semester.</b></p>	<p><i>fall semester.</i></p> <p><i>3) Survey responses will be analyzed, and findings will be used to guide curriculum discussions during the Spring 2007 semester.</i></p>
<p>3. College of Business majors will demonstrate a broad understanding of the functional areas of business.</p>	<p>1) College of Business students will score in the 50<sup>th</sup> percentile on the Major Field Achievement Test (MFT). <i>The ETS Field Achievement Test in Business is the U. S. Standard benchmarking measure of business core administered to business seniors.</i> DSU's College of Business has administered the exam to graduating seniors and graduate students twice since 2003.</p> <p>2) At least 80% of all undergraduate and graduate students enrolled in MGT 499 &amp; MGT 695, the undergraduate and graduate capstone courses respectively, will earn a grade of B or better on their final comprehensive project.</p>	<p><b>1) On average, College of Business undergraduate majors scored in the 10<sup>th</sup> percentile on the ETS exam administered in Spring 2006. Graduate students scored in the 20<sup>th</sup> percentile.</b></p> <p><b>2) For 2005-2006, 93% of MGT 695 students earned a grade of B or better. For 2005-2006, 77 percent of the students enrolled in the MGT 499 earned a grade of B or better.</b></p>	<p><i>1) Existing curriculum content for MGT 499, MGT 695 and prerequisite courses were reviewed to identify where improvements and enhanced performance could be achieved.</i></p> <p><i>2) Faculty members are considering adding an International Business and Managerial Accounting courses to the business core.</i></p> <p><i>3) Changes were made in faculty members assigned to teach in some of the graduate core courses.</i></p>
<p>4. College of Business majors will demonstrate the ability to reason, analyze, define, and solve problems, and make decisions.</p>	<p>College of Business students will score in the 50<sup>th</sup> percentile on the Quantitative Business Analysis area Major Field Achievement Test (MFT). DSU's College of Business has administered the exam to graduating seniors and graduate students twice since 2003.</p> <p>2) ) At least 90% of the College of Business graduates responding to the Alumni/Graduate Survey will report that the College of Business programs enhanced their ability to think critically and make decisions.</p> <p>3) At least 75% of the</p>	<p><b>1) On average, College of Business undergraduate majors scored in the 51% on the MFT. Graduate students scored in 30<sup>th</sup> percentile on the Strategic Integration area of the ETS.</b></p> <p><b>2) Survey is currently in progress.</b></p> <p><b>3) Employer Survey will be</b></p>	<p><i>1) Faculty will increase the number of problem-solving assignments in the MGT 200, FIN 300, MGT 342 MGT /FIN/ACC/MKT 601 and ECO 612 courses.</i></p> <p><i>2) Faculty members are considering adding an International Business and Managerial Accounting courses to the business core.</i></p> <p><i>3) Changes were made in faculty members assigned to</i></p>

	employers responding to College of Business programs Employer Surveys will report that College of Business graduates demonstrated the ability to define problems and to apply a systematic approach to solving business/industry problems.	<b>distributed in Fall 2006 semester.</b>	<i>teach in some of f the graduate core courses.</i>
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**III. Goals – 2006/2007 Academic Year:**

- Continued functioning of the Delta State University College of Business Advisory Council, to assist in areas of curriculum development, student recruitment, job placement, business protocol, and graduate faculty development.
- Increase enrollment and diversity in the College of Business programs, faculty, and staff.
- Increase exposure of business faculty and staff to in local communities, high schools, community colleges, and business organizations.
- Provide faculty and staff development opportunities.
- Increase faculty scholarly activities/contributions.
- Strengthen relationship with alumni.
- Strengthen relationship with business and industry.
- Increase in external and grant funds.
- Upgrade technology equipment in the Broom Hall, Keener, and Gibson-Gunn Halls.

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

*Vision Statement: To produce business professionals for a life to service to their and contribution to their organizations and society as a whole.*

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

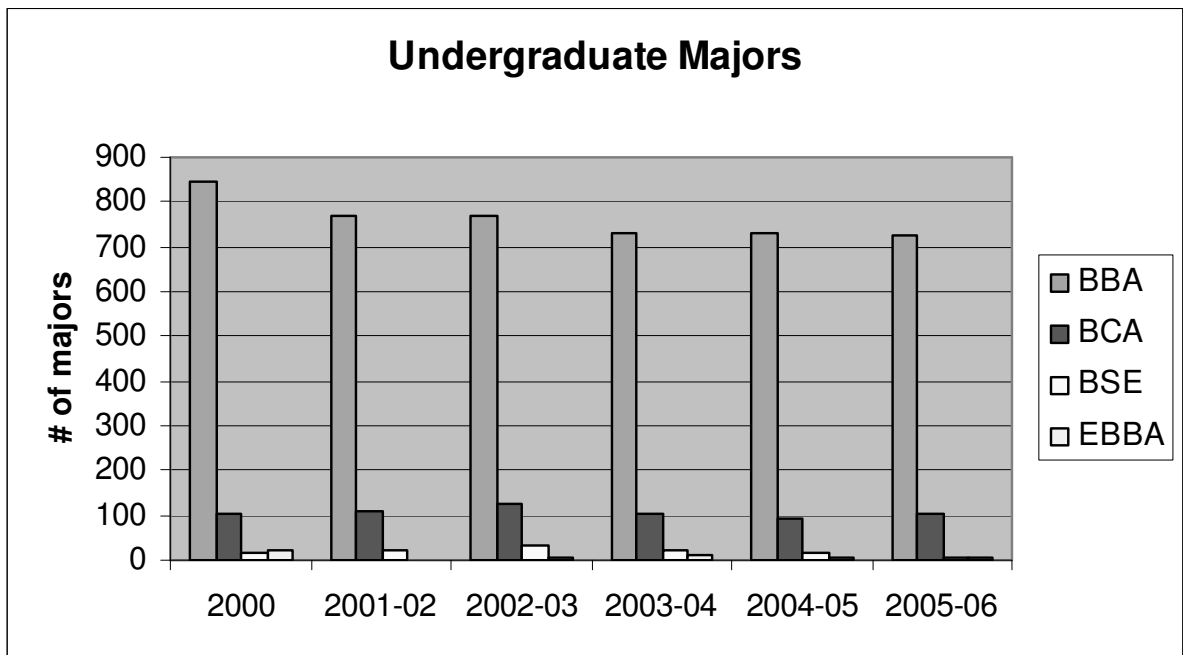
**Credit Hour Production:** The following table displays academic year credit hour production for undergraduate and graduate programs.

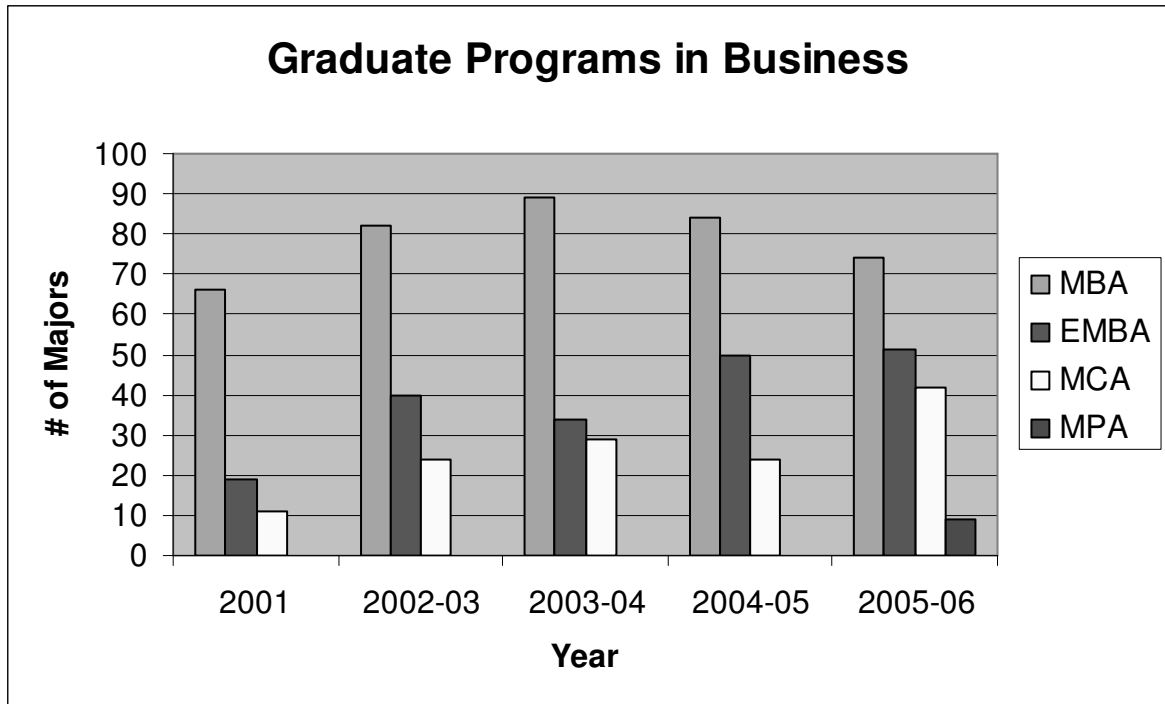
<i>Program Area</i>	<i>*2004-2005</i>	<i>2005-2006</i>
<b>Undergraduate</b>	<b>19,208</b>	<b>18,657</b>
<b>Graduate</b>	<b>2,364</b>	<b>2,631</b>
<b>Total Credit Hours</b>	<b>21,572</b>	<b>21,288</b>

**Number of Graduates:** The following table provides data on the number of graduates for the academic years 2001-02 to 2005-06.

<i>Number of Graduates</i>					
<i>Program</i>	2001-02	2002-03	2003-04	2004-05	2005-06
<b>BBA</b>	162	170	188	163	140
<b>BCA</b>	22	12	26	24	19
<b>BSE</b>	5	3	3	3	1
<b>EBBA</b>	6	4	1	24	1
<b>MBA</b>	38	43	38	37	34
<b>MCA</b>	4	10	11	12	6
<b>EMBA</b>	11	8	14	21	2
<i>Number of Graduates</i>	248	250	281	284	203

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





#### V. Significant Accomplishments

- College of Business received \$632,279 in grants and contract funding.
- Gaming Management option was added to the Hospitality Services Management major to address the needs of the gaming profession.
- Increased racial and gender diversity of faculty and staff.
- Administered ETS Business II (MFT) to undergraduate & graduate students.
- Faculty members published 24 articles, presented 51 articles, reviewed 6 textbooks, served as contributing author for 2 textbooks, submitted 8 grant applications, and participated in 15 workshops and consulting arrangements.
- Dr. Sharon Ford and Dr. Jerry Kandies were awarded tenure.
- Dr. Sharon Ford, Dr. Jerry Kandies and Dr. Paul Starkey were promoted to the rank of professor.
- The first annual International Business Symposium was held bring attention to the International Business and Development Program.
- Center for Business & Entrepreneurial Research and Small Business Development Center conducted a Mississippi Delta Workforce Development Training program. This intensive 12-week program was designed to prepare displaced workers to start their own businesses.
- Tripp Davis-ACC senior-was named NCAA Academic All-American for the third time.
- Gene Merlin-CIS senior-placed first in the student computer programming competition at

the national convention of Association of Information Technology Professionals (AITP). This is considered the top honor among all other events. He competed against students from Louisiana State University, Penn State University, and Purdue University.

- DSU Flight Team competed in the National Intercollegiate Flying Association (NIFA) competition. The group won 3<sup>rd</sup> place at the regional flight competition.
- Submitted largest number of grant proposals.
- Glenn Lamb-MGT major- was inducted into the Delta State University Student Hall of Fame.
- Mr. David Abney , president of U. P. S. International, served as guest speaker for the College of Business Lecture Series.
- The College of Business and Commercial Aviation faculty conducted recruitment conferences for high school upper classmen.
- Ms. Renee Foster was the recipient of the BellSouth Outstanding Faculty Teaching Award.
- Ms. Lynn Byrd served as Technology Champion for the College of Business and as a facilitator for 2 Faculty Technology Institutes (FTI).
- Awarded \$40,000 in student scholarships.
- Received \$100,000 in donations for scholarship endowments. The endowment funds currently exceed \$825,000.
- Small Business Development Center had a \$3.5 million economic impact on the MS Delta.

## VI. Objectives – 2006-2007

### COLLEGE OF BUSINESS

#### QEP GOALS FOR 2006-2007

##### Division of Management, Marketing, and Business Administration

Unit Goal	Specific Learning Outcome to be Measured	Specific Means of Measuring the Outcome	Associated QEP Goal(s)
Increase student utilization of technology in courses	Require students to use PowerPoint and other software for classroom presentations	Monitor the number of classes that require student use of technology	Increase use of technology in classroom
Increase student-on-student interaction	Require students to engage in in-class group exercises and discussions	Monitor the number of classes that require use of in-class and group exercises	Increase student-to-student interaction

**Department of Commercial Aviation**

<b>Unit Goal</b>	<b>Specific Learning Outcome to be Measured</b>	<b>Specific Means of Measuring the Outcome</b>	<b>Associated QEP Goal(s)</b>
Increase student use of technology in their courses	Require CFI students to use PowerPoint presentations in their lesson presentations.	Monitor the grade given for presentation.	Increase use of technology in classroom
Increase student-to-student interaction	Use flight team and AHP members to tutor freshmen flight students.	Monitor grades in private ground class.	Increase student-to-student interaction

**Division of Accountancy, Computer Information Systems and Finance**

<b>Unit Goal</b>	<b>Specific Learning Outcome to be Measured</b>	<b>Specific Means of Measuring the Outcome</b>	<b>Associated QEP Goal(s)</b>
All students graduating will have basic problem solving and analytical skills.	Enhancing critical thinking skills and group communication skills.	Students work in groups on cases and projects and give class presentations. In addition, the peers in the class are asked to evaluate the presentation.	Student to student interaction is increased and student communication skills are reinforced.
All students graduating have basic computer skills.	Increase students' ability to use technology.	Students complete projects on the computer using a variety of computer software (Excel, Access, Word, PowerPoint, Great Plains, general ledger software, TurboTax).	Use of technology in classroom activities and assignments.
All students graduating have opportunities to participate in three student professional organizations and two honor societies.	Increase students' group interpersonal and communication skills.	Students participate in leadership roles and committee assignments.	Student to student interaction is increased and student communication skills are reinforced.