

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

I. Unit Title: Graduate Programs
College: Business
Unit Administrator: Carla A. Johnson

II. Educational Program Learning Outcomes Assessment Plan

Learning Outcome	Data Collection & Analysis	Results of Evaluation	Use of Evaluation of Results
<p>1. MBA and EMBA graduate students should be able to perform library research; should possess good writing skills; and should have the ability to think critically.</p>	<p>1. 85% of students completing MGT 695, the capstone course for this program of study, will earn a grade of B or better on their final comprehensive project.</p> <p>2) At least 90% of the Graduate Business Programs 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 Survey will report that College of Business graduates demonstrated strong interpersonal skills, written communication skills and oral presentation skills.</p>	<p>1) For 2005-2006, 92% of MGT 695 students earned a grade of B or better. This represented a 1% decline from 2004-2005 and 2003-2005 in which 93% of MGT 695 students earned a grade of B or better on the comprehensive project.</p> <p>2) Survey is currently in progress.</p> <p>3) Survey is currently in progress.</p>	<p>1) Faculty members will increase the number of written assignments and include more essay questions on exams.</p> <p>2) Survey responses will be analyzed, and findings will be used to guide curriculum discussions during the 2006 fall semester.</p> <p>3) Survey responses will be analyzed, and findings will be used to guide curriculum discussions during the Spring 2007 semester.</p>
<p>2. College of Business majors will demonstrate the ability to use and manage business and industry technology.</p>	<p>1) At least 80% of students completing CIS 600 course will earn a grade of B or better on their portfolio of special projects requiring the use of technology. Students are required to prepare portfolios of chapter and application projects.</p> <p>2)) At least 90% of the Graduate Business programs graduates responding to the Alumni/Graduate Survey will report that the College of Business Graduate programs enhanced their ability to use and manage business technology.</p> <p>3) At least 75% of the employers responding to Graduate Business programs Employer Surveys will report that College of Business graduates demonstrated the ability to apply technology.</p>	<p>1) For 2005-2006, 91 percent of CIS 600 students earned grade of B or better on their portfolios of special projects. This represented a 4% increase from 87% in 2004-2005 and an 8% increase over the 83% earning a grade of B or better on special projects in 2003-2004.</p> <p>2) Survey is currently in progress.</p> <p>3) Survey is currently in progress.</p>	<p>2</p> <p>1) Faculty will continue to 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.</p> <p>2) Survey responses will be analyzed, and findings will be used to guide curriculum discussions during the 2006-2007 academic year.</p> <p>3) Survey responses will be analyzed, and findings will be used to guide curriculum discussions during the 2006-2007 academic year.</p>

<p>3. College of Business Graduate Programs students will demonstrate a broad understanding of the functional areas of business.</p>	<p>1) College of Business Graduate programs students will score in the 50th percentile on the Major Field Achievement Test (MFT). <i>The ETS Field Achievement Test in Business (MBA) is the U. S. Standard benchmarking measure of mastery of concepts, principles, and knowledge at the end of study within the MBA program. The test is given in the capstone course (MGT 695).</i> DSU's College of Business has administered the exam to graduate students twice since 2003.</p> <p>2) At least 80% of all graduate students enrolled in MGT 695, the graduate capstone course will earn a grade of B or better on their final comprehensive project.</p>	<p>1) On average, College of Business Graduate students scored in the 20th percentile on the ETS exam administered in Spring 2006. This was consistent with score earned in 2004-2005.</p> <p>2) For 2005-2006, 92% of MGT 695 students earned a grade of B or better. This represented a 1% decline from 2004-2005 and 2003-2005 in which 93% of MGT 695 students earned a grade of B or better on the comprehensive project..</p>	<p><i>1) Existing curriculum content for MGT 695 and prerequisite courses were reviewed to identify where improvements and enhanced performance could be achieved. Faculty will also assign more case work in the FIN 600 course.</i></p> <p><i>2) New faculty members have assigned to teach the graduate economics, accounting, and finance 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 50th percentile on the Quantitative Business Analysis area Major Field Achievement Test (MFT). DSU's College of Business has administered the exam to graduate students twice since 2003.</p> <p>2) At least 90% of the College of Business graduates responding to the Alumni/Graduate Survey will report that the College of Business programs enhanced their ability to think critically and make decisions.</p> <p>3) At least 75% of the employers responding to College of Business programs Employer Surveys will report that College of Business graduates demonstrated the ability to define problems and to apply a systematic approach to solving business/industry problems.</p>	<p>1) For 2005-2006, on average, College of Business Graduate students scored in 30th percentile on the Strategic Integration area of the ETS Major Field Test. This is consistent with the results observed in previous exams.</p> <p>2) Survey is currently in progress.</p> <p>3) Survey is currently in progress.</p>	<p><i>1) Faculty will increase the number of problem-solving assignments in the MGT /FIN/ACC/MKT 601 and ECO 612 courses.</i></p> <p><i>2) New faculty members have been assigned to teach in the ACC 600 and ECO 612 graduate core courses.</i></p>

II. Division/Department Goals 2005-2006:

In an effort to fulfill their missions, the University and the College of Business have developed specific goals. The office of Graduate Programs in Business supports all of these goals but places primary emphases on the areas enumerated below as unit goals.

Unit Goal #1

- A. **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.**
- B. **Institutional Goal which was supported by this goal:**
University Goal 7: Strengthen the cooperative relationships with business and industry, service organizations, and other institutions.
University Goal 14: Expand the pursuit of external funding for instruction, public service, research, student financial assistance, and other needs.
- C. **Expected Results:** The College of Business Advisory Council held its annual meeting during Fall 2005. The College of Business Administrative Leadership Team (COBALT) will seek input on ways in which the College of Business can better meet the needs of local businesses, increase high-quality enrollment, and increase external funding for graduate scholarships.
- D. **Evaluation Procedure(s):** The College of Business Advisory Council will meet during 2005, and suggestions for curriculum enhancement and avenues to achieve external funding for programs will be addressed. The proposed agenda and supporting curriculum materials were distributed to board members six weeks in advance of the meeting.
- E. **Actual Results of Evaluation:** Admission requirements and appeal processes were revised during Spring 2005. These changes were evaluated and reviewed by the Advisory Council in the Fall 2005 meeting. The council was in agreement with the changes and encouraged the coordinator to enforce the standards. The council also agreed that the College could enhance its visibility in the business community by selecting an Outstanding Business Person of the Year.
- F. **Use of Evaluation Results:** *The Graduate Programs Committee and the program coordinator work together to enforce the revised admission standards. During the fall 2005 semester, Mr. Ed Kossman was the recipient of the first annual Delta State University College of Business Outstanding Business of Person of the Year Award.*

Unit Goal #2

- A. **Increase enrollment in the Graduate Business Programs.**
- B. **Institutional Goal which was supported by this goal:**
University Goal 2: Attract and retain qualified and diverse students, faculty, and staff.
University Goal 7: Strengthen the cooperative relationships with business, industry, community groups, government, and other educational institutions.

- C. **Expected Results:** To recruit new graduate students, the Coordinator will participate in at least two career fairs and/or graduate fairs. MBA majors will increase by 20% by the end of 2008.
- D. **Evaluation Procedure(s):** The Coordinator and faculty of various departments/divisions will participate in career fairs and graduate fairs at institutions not having graduate programs, as well as prepare and distribute promotional materials (brochures, etc.). The increased visibility should result in additional MBA majors, as evidenced by reports generated through Institutional Research and the Graduate Programs office.
- E. **Actual Results of Evaluation:** *The Coordinator participated in two career fairs during the Fall 2005 term and one during the Spring 2006 term. For the 2005-06 academic year there has been an increase 11.4 percent achieved. This represents an 83.3 percent increase from 2000 (176 majors).*
- F. **Use of Evaluation Results:** The coordinator and faculty will use the evaluation results as a motivational tool to continue recruitment efforts to continue an increase in enrollment.

Unit Goal #3:

- A. **Evaluate the effectiveness of the Graduate Business programs by surveys of graduates and their employers.**
- B. **Institutional Goal which was supported by this goal:**
University Goal 1: Review and update undergraduate and graduate programs to adequately address basic skills, knowledge, and competencies necessary for students to be properly prepared in their chosen fields, to complete licensure requirements, enter the work force, and/or continue advanced study in graduate or professional school.
- C. **Expected Results:** Survey responses of program graduates (75%) and employers (25%) will affirm effectiveness of graduate business programs effectiveness, as well as provide necessary feedback for curriculum enhancement and/or revision.
- D. **Evaluation Procedure(s):** Program Evaluation survey instruments will be developed and distributed to graduate business program's graduates and their employers. Survey responses will be analyzed, and findings will be used to enhance/revise programs' curriculum as appropriate. In addition, the ETS Business II MBA Exam (MFT) was administered to the MGT 695 (capstone course) during the Spring 2006 semester. This exam is designed to test students who have completed their MBA coursework and determine their level of proficiency.
- E. **Actual Results of Evaluation:** While the survey instrument was developed, due to budget constraints, the surveys were not conducted. However, information provided by members of the College of Business Advisory Council was helpful in identifying areas of curriculum enhancement and/or change. The ETS Business II MBA Exam also provided valuable information. In particular, the exam revealed that students were weak in quantitative analysis and problem solving.
- F. **Use of Evaluation Results:** Because the surveys were not conducted, no results were available; however, it is anticipated that the surveys may be conducted during 2006-2007 if funding is available. The ETS Business II Exam results will be used to revise the curriculum and course delivery mechanisms as determined.

Unit Goal #4:

- A. Prepare students for job placement and business protocol.**
- B. Institutional Goal which was supported by this goal:**
University Goal 1: Review and update undergraduate and graduate programs to adequately address basic skills, knowledge, and competencies necessary for students to be properly prepared in their chosen fields, to complete licensure requirements, enter the work force, and/or continue advanced study in graduate or professional school.
University Goal 10: Increase student retention and graduation rates by providing a support program which includes, but is not limited to, the following attributes: a comprehensive support program of advising and other services to enhance student development; increased financial support to students through scholarships, assistantships, grants, and loans; a developmental studies program for under prepared students; and opportunities to meet or communicate with prospective employers or admission personnel from graduate or professional schools.
- C. Expected Results:** At least 75% of business graduates who return completed surveys will express satisfaction with the professional preparation they receive at Delta State.
- D. Evaluation Procedure(s):** On a scale of 1 to 4 (high to low), students completing the Graduating Exit Survey, will state, by assigning an average value between 1 to 2, that the extent to which degree prepared them for their chosen professional endeavors. Approximately two years and five years after graduation, each graduate will be asked to complete the Alumni Survey. On a scale of 1 to 5 (high to low), MBA, MCA, and EMBA graduates will state, by assigning a ranking of 4 or higher, the extent to which their degree was helpful in their current situation.
- E. Actual Results of Evaluation:** *Graduating Exit Exam: College of Business graduate assigned a value of 1.6 (1 to 4, high to low) when asked the extent to which their degree prepared them for business protocol. These results were consistent with 2004-2005 ratings. Alumni surveys will be conducted during the 2006-2007 academic year.*
- F. Use of Evaluation Results:** The attainment of this goal indicates that the standards currently in place are adequate. However, the Coordinator will continue to evaluate and make recommendations for additions or revisions to the curriculum necessary to stimulate students to excel. Additionally, the Coordinator will continue to work with Placement and College of Business divisions/departments in initiating and maintaining business/industry contacts to ensure maximum placement of MBA, as well as EMBA graduates.

Unit Goal #5

- A. MBA, MCA, and EMBA graduates will meet admission requirements of doctoral schools of business.**
- B. Institutional Goal which was supported by this goal:**
University Goal 1: Review and update undergraduate and graduate programs to adequately address basic skills, knowledge, and competencies necessary for students to be properly prepared in their chosen fields, to complete licensure requirements, enter the work force, and/or continue advanced study in graduate or professional school.
- C. Expected Results:** At least 50% of the responding graduates who have applied for admission to a doctoral program will report that they were successful in gaining admission.

- D. **Evaluation Procedure(s):** Approximately two years and five years after graduation, each graduate will be asked to complete the Alumni Survey.
- E. **Actual Results of Evaluation:** *While Alumni Surveys will be distributed during the 2006-2007 academic year. Antidotal data suggest that this goal is being met. Between 2003-2005, all graduates that requested letters of reference for acceptance into doctoral programs later reported that they were accepted.*
- F. **Use of Evaluation Results:** Survey responses will be analyzed, and findings will be used to enhance/revise curriculum as appropriate.

III. Data and Information for Department:

Mission Statement: *The purpose of the graduate programs is to provide the student with a broad understanding of business concepts and operation.*

Credit Hour Production: The following table displays credit hour production specifically for graduate and nontraditional programs (MBA, MCA, EMBA, and MPA):

College of Business Graduate Programs Credit Hours Produced					
Program Area	2001	*2002-03	2003-04	**2004-05	2005-06
MBA	1314	1623	1662	1569	1287
MCA	0	438	411	387	561
EMBA	699	717	636	408	699
MPA					84
Total Graduate Credit Hours	2013	2778	2709	2364	2631

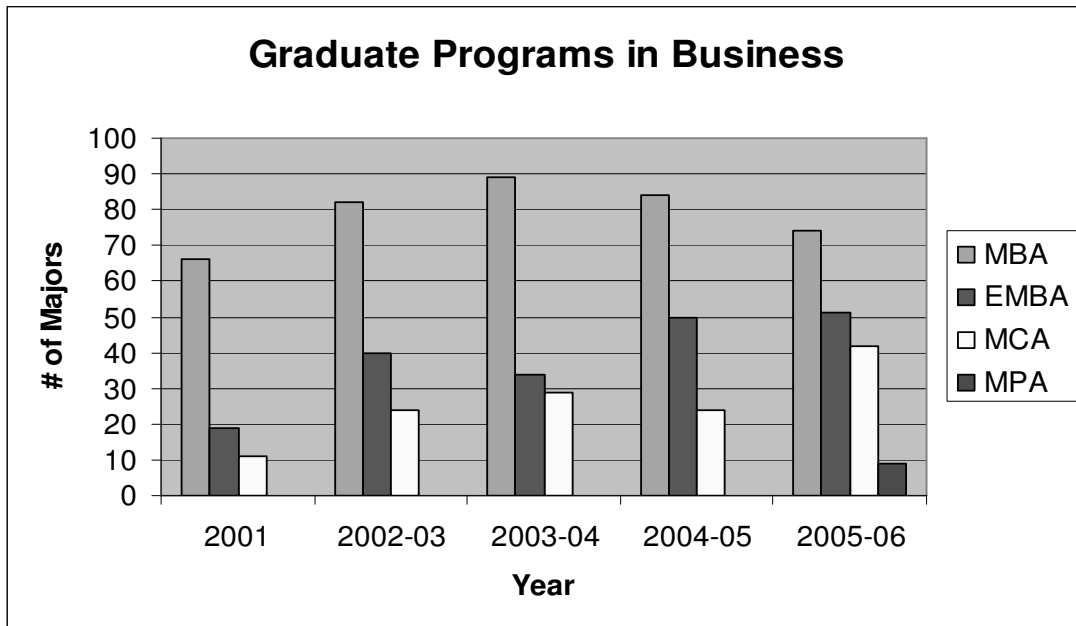
- *Data is listed on an academic year basis beginning in 2002.
- **In review of the 2004-05 credit hour production report an error was found in the MBA credit hour production. Changes have been made to correct the error in the chart above.
- There was a modest decline in MBA credit hours (18%) and a significant increase in the EMBA (45%). The MCA also had a remarkable increase in credit hours (71.3%). This is the first academic year since the reinstatement of the MPA program but we anticipate growth in this program in future years to come. (Credit hours were computed for the Spring 06 and Summer I 06 terms only.)
- It should be noted that traditional MBA and EMBA degree seekers are not differentiated in the IHL student file; therefore, EMBA credit hour production is included as part of each discipline's credit-hour production report.

Number of Graduates: The following table provides data on the number of MBA, MCA, and EMBA, graduates for the academic years 2001-02 thru 2006-06.

<i>College of Business Graduate Programs</i>					
<i>Number of Graduates</i>					
<i>Program Area</i>	<i>2001-02</i>	<i>*2002-03</i>	<i>2003-04</i>	<i>2004-05</i>	<i>2005-06</i>
MBA	28	35	37	37	34
MCA	4	7	11	11	6
EMBA	11	8	14	21	2
MPA					
Total Number of Graduates	43	50	62	69	42

- There was a 39.1 percent decrease in the number of graduates in 2005-06 academic year from 2004-05.
- The MBA graduates decreased 8.1 percent from 2004-05.
- The MCA took a 45.5 percent decrease in graduates from 2004-05.
- The EMBA graduates decreased 90.5 percent from 2004-05; however the program is anticipating 13 graduates summer 2006.

Number of Majors: Average number of Graduate Program majors is provided in the following illustration:



- **Note:** *Data is listed on an academic year basis beginning in 2002.
- There has been an 83.3 percent increase in the number of students enrolled in graduate business programs from 2001 to 2005-06 (academic year). This follows a 22.5 percent increase from 2000 to 2003-04.

- There was an 11.4 percent increase from 2004-05.
- The traditional MBA enrollment saw a modest 11.9 percent decline in enrollment this academic year following the reevaluation of admission standards.
- The EMBA program saw a 2 percent increase following a 47.1 percent increase last year.
- The College of Business Graduate Program committee is still exploring different delivery methods for courses offered in both the EMBA and the traditional MBA programs.
- The MCA program experienced an outstanding 75 percent increase in enrollment this year.

IV. Personnel

Noteworthy activities and accomplishments

- Information about faculty members' accomplishments can be found in each Departments' or Divisions' Annual Report.
- The Graduate Business Student Association was reinstated. The organization participated in several community service projects. Just to name a few:
 - Teamed up with Phi Mu Sorority in a Christmas tree decoration contest, in collaboration with the Year of Cleveland. The organizations won first place and donated the winnings to the local animal shelter as charity.
 - The association went Christmas caroling at the local nursing homes, the Bolivar Medical Hospital and to the homes of the DSU administrators. Greeting cards and candy canes were given to the individuals visited.
 - The group participated in the OKRA's Chili Cook-off and won second place.
- Werner Forster, newly appointed Plant Manager for Faurecia Automotive Seating came in to speak with the Graduate Business students about his company and to give the students tips for employment in management.
- Veronika Federouchchenko, an MBA student was awarded one of the B.F. Smith Scholarships.
- Student records have continued to be established and maintained on all students. Required *Admission Status, Programs of Study, evaluations, test scores, and transcripts* were updated.

New positions requested with justifications

None

Recommended change of status (promotion/tenure/change in responsibilities)

None

V. Degree Program Additions/Deletions and/or Major Curriculum Changes

- The Master of Professional Accountancy was approved to start taking applications again for the Fall 2005 semester. A total of 9 students are currently enrolled in the program.

VI. Division/Department Goals for 2006-2007

Goal # 1: Revise and update the curriculum as needed to better prepare the graduates for success in the business world.

1. Institutional Goal which was supported by this goal:

SP#1, QEP#1, QEP#4

2. Expected results:

A more well-rounded professional education will be attained through another course in its place. Thus, improvements in Division students' score on the (MBA) Major Field Achievement Test should result.

3. Evaluation Procedure(s):

Faculty, the Graduate Program committee, and student of the discipline will review parts of the degree program.

4. Use of Evaluation Results:

Revise requirements to include more interaction with the business community.

Goal # 2: Increase enrollment of quality students in the undergraduate programs.

1. Institutional Goal which was supported by this goal:

SP#2, QEP#4

2. Expected Results:

Increase in average GMAT scores, cumulative and upper-level grade point average of entering graduate students.

3. Evaluation Procedure(s):

In Graduate Program committee meetings, with support from professional organizations and campus recruiting, recruitment procedures of the division are reviewed.

4. Use of Evaluation Results:

Recruiting efforts were increased. The coordinator and graduate assistant are committed to attend more career and graduate school fairs for 2006-2007 academic year.

Goal #4: Expand communicative and group skills.

1. Institutional Goal which was supported by this goal:

SP#1, SP#3, QEP#1, QEP#3

2. Expected Results:

Students learn to communicate more effectively and to work in teams.

3. Evaluation Procedure(s):

Students are evaluated on oral presentations and group work.

4. Use of Evaluation Results:

Review courses to include presentation and group work.

Goal #4: Prepare students for job placement, business promotion and community service.

1. Institutional Goal which was supported by this goal:

SP#1, SP#4, QEP#2, QEP#3, QEP#4

2. Expected Results:

Increase hiring of students.

3. Evaluation Procedure(s):

Alumni/Graduate Survey will show employment information.

4. Use of Evaluation Results:

Revise requirements to include preparation activities for employment.

Goal #5 – The division will increase fund raising efforts.

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

SP#1, SP#3, SP#4, SP#5

2. Expected Results:

Funds to support division activities will be generated.

3. Evaluation Procedure(s):

Review of the financial information related to the fund raising efforts

4. Use of Evaluation Results:

Funds will be used to support faculty development, scholarly activities, travel, and program improvements.