DELTA STATE UNIVERSITY: ACADEMIC ANNUAL REPORT  
ACADEMIC YEAR 2004-05

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

Unit Administrator: Cooper Johnson, Ph.D.

II. 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 for 2004-05.

<table>
<thead>
<tr>
<th>MAJOR</th>
<th># OF STUDENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Education</td>
<td>9</td>
</tr>
<tr>
<td>General Business</td>
<td>172</td>
</tr>
<tr>
<td>Master of Business Administration</td>
<td>124</td>
</tr>
<tr>
<td>Management</td>
<td>82</td>
</tr>
<tr>
<td>Marketing</td>
<td>54</td>
</tr>
<tr>
<td>Office Administration</td>
<td>16</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>457</strong></td>
</tr>
</tbody>
</table>
Credit Hour Production: The following table displays the division’s credit hour production for 2004-05:

```
<table>
<thead>
<tr>
<th>Course Name</th>
<th>Undergraduate</th>
<th>Graduate</th>
<th>Course Name</th>
<th>Undergraduate</th>
<th>Graduate</th>
<th>Course Name</th>
<th>Undergraduate</th>
<th>Graduate</th>
<th>Course Name</th>
<th>Undergraduate</th>
<th>Graduate</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>FALL 2004</td>
<td></td>
<td></td>
<td>SPRING 2005</td>
<td></td>
<td></td>
<td>TOTAL</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>BED</td>
<td>5</td>
<td>0</td>
<td>BED</td>
<td>3</td>
<td>0</td>
<td>8</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ECO</td>
<td>978</td>
<td>57</td>
<td>ECO</td>
<td>813</td>
<td>129</td>
<td>1977</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>GBA</td>
<td>375</td>
<td>0</td>
<td>GBA</td>
<td>255</td>
<td>0</td>
<td>630</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MBA</td>
<td>0</td>
<td>87</td>
<td>MBA</td>
<td>0</td>
<td>54</td>
<td>141</td>
<td></td>
<td></td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MGT</td>
<td>1734</td>
<td>294</td>
<td>MGT</td>
<td>1734</td>
<td>273</td>
<td>4035</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MKT</td>
<td>723</td>
<td>159</td>
<td>MKT</td>
<td>668</td>
<td>12</td>
<td>1562</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>OAD</td>
<td>273</td>
<td>45</td>
<td>OAD</td>
<td>336</td>
<td>0</td>
<td>654</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TOTAL</td>
<td>4088</td>
<td>642</td>
<td>HSM</td>
<td>3</td>
<td>0</td>
<td>3</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>TOTAL</td>
<td>3812</td>
<td>468</td>
<td>9013</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
```

Number of Graduates: The following table displays the division’s number of graduates for 2004-05:

```
<table>
<thead>
<tr>
<th>MAJOR</th>
<th>DECEMBER 2004</th>
<th>MAY 2005</th>
<th>TOTAL GRADUATES</th>
</tr>
</thead>
<tbody>
<tr>
<td>BBA</td>
<td>2</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>BED</td>
<td>5</td>
<td>5</td>
<td>10</td>
</tr>
<tr>
<td>GBA</td>
<td>11</td>
<td>13</td>
<td>24</td>
</tr>
<tr>
<td>MBA</td>
<td>36</td>
<td>22</td>
<td>58</td>
</tr>
<tr>
<td>MGT</td>
<td>21</td>
<td>17</td>
<td>38</td>
</tr>
<tr>
<td>MKT</td>
<td>11</td>
<td>13</td>
<td>24</td>
</tr>
<tr>
<td>TOTAL</td>
<td>86</td>
<td>71</td>
<td>157</td>
</tr>
</tbody>
</table>
```
Fall 2004 Graduation Questionnaire Summary

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.

<table>
<thead>
<tr>
<th>COMMENT</th>
<th>DIVISION</th>
<th>COLLEGE OF BUSINESS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Availability of my advisor</td>
<td>1.5</td>
<td>1.5</td>
</tr>
<tr>
<td>Willingness of my advisor to help me</td>
<td>1.5</td>
<td>1.5</td>
</tr>
<tr>
<td>Quality of courses in preparing me for employment and/or graduate school</td>
<td>1.6</td>
<td>1.6</td>
</tr>
<tr>
<td>Fairness of grading in my courses</td>
<td>1.7</td>
<td>1.7</td>
</tr>
<tr>
<td>Quality of instruction in courses in my major</td>
<td>1.6</td>
<td>1.7</td>
</tr>
<tr>
<td>Opportunities for interaction with faculty in my major</td>
<td>1.7</td>
<td>1.6</td>
</tr>
<tr>
<td>Ample number of library holdings in my major</td>
<td>1.8</td>
<td>1.9</td>
</tr>
<tr>
<td>Availability of professional activities or clubs in my major</td>
<td>2.1</td>
<td>2.0</td>
</tr>
<tr>
<td>Quality of courses for providing a good general education</td>
<td>1.7</td>
<td>1.7</td>
</tr>
<tr>
<td>Practicum or internship experiences in my major</td>
<td>1.7</td>
<td>1.9</td>
</tr>
<tr>
<td>Laboratory facilities related to my major</td>
<td>1.8</td>
<td>1.8</td>
</tr>
<tr>
<td>Classroom facilities related to my major</td>
<td>1.8</td>
<td>1.8</td>
</tr>
<tr>
<td>Quality of career advising in my major</td>
<td>1.9</td>
<td>1.9</td>
</tr>
<tr>
<td>Opportunities for formal student evaluation of instruction</td>
<td>1.7</td>
<td>1.8</td>
</tr>
<tr>
<td>Professional competence of departmental faculty in my major</td>
<td>1.6</td>
<td>1.6</td>
</tr>
<tr>
<td>My initial contacts and first impression with the department</td>
<td>1.5</td>
<td>1.5</td>
</tr>
<tr>
<td>Overall quality of this department</td>
<td>1.5</td>
<td>1.5</td>
</tr>
</tbody>
</table>
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
- Include Students in Faculty Research
- Faculty members were actively involved in professional associations
- Grants

Grants
A grant proposal was sent to the Robert Hearin Foundation for economic development projects in the Delta. This was, unfortunately, not funded.

A grant application is pending with DRA for work with the hospitality industry.

There is a grant application with Mississippi Development Authority (MDA) for cluster development analysis.

In a letter sent to NSF, the College of Business announced its intent to seek grant funding and requested an RFP on business sustainability and formation. In particular, the grant would focus on young adults (18-25) and involve training and potential loan assistance to young entrepreneurs.

Economic Development
In 2004-2005, the division participated in numerous economic development activities. Delta area businesses were served by students in internship and advertising courses. Advertising classes developed advertising campaigns for businesses. 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 and other consulting activities.
Faculty members again participated in the GST program designed to ease entering students into the demands of college life. Faculty were involved in community development activities. These activities helped improve businesses in Mississippi and to help these businesses become more competitive in the markets they serve.

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. The faculty are active in civic, business, and community organizations which promote economic development. The faculty 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**

The division advertised for one faculty position for the 2005-2006 school year. One “other race” applicant responded, but did not meet the minimum requirements for the position.

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 feels the major 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.

Specifically, an International Business and Development option has been added to the management major. This program has 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 Marketing Plan – will be developed to market the division and College of Business.
- A Web Site – Division web site will provide information regarding all majors in the division and contact information for the faculty and staff.
- Assist Admissions – the division will continue to assist the admissions and recruiting office with recruitment of students.
- Online Classes – online class offerings will be increased to recruit additional students.
- Curriculum Changes – curriculum for all majors were updated to address changes dictated by industry. Specifically, an International Business and Development option has been added to the management major.
- Method of Delivery for all programs of study are being evaluated to address the needs of students. Specifically, formats for the EMBA and EBBA programs are being examined.
- Delta Focus
- IHL Career Fair
- Athletics - Recruitment
- Parent Orientation
• Student Orientation
• 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 from ten to one for Fall 2005.

• Efficient use of financial resources provided to the division.

• Actively participated in the Student Engagement Program.

• Actively participated in the QEP.

• The division continues to offer an education program for Viking Range Corporation of Greenwood, MS.

• A majority of students continue to use the services offered by Career Placement.

• All 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.

• Developed a recruiting plan to increase the number of traditional, non-traditional, and off-campus students was developed.

• Increased the number of web-based classes offered by the division increased 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.

• Contributed to the College of Business’ reaccreditation process by ACBSP.
• 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.

III. Personnel:

Noteworthy activities and accomplishments:

PHYLLIS BUNN

Instruction:
Recipient of the H.E.A.D.W.A.E. Academic Excellence Award
BellSouth Outstanding Faculty Teaching Award
Uses various technologies to prepare students for the technologically advanced office systems that are currently used in business settings
Exceeds the number of office hours required of the university
Available to students over the phone and encourages her students to contact her at home
Uses case method and research projects in strategy classes
Uses guest speakers for classes
Uses case method and research projects in graduate classes

Service to the University:
Served on a task force for the DSU Faculty Senate
Advises all students in the field of Office Administration
Serves as Chair of the division’s OAD curriculum committee
Represents division at college fairs and other recruitment events
Benefits Committee
Student Evaluation Committee
Writing Proficiency Appeals Committee
One Card Task Force Committee
College of Business Graduate Programs Committee

Service to the Community:
Serves as a volunteer at Bayou Academy Elementary School
Member, Exchange Club
Facilitator, Working Professionals Singles, First Baptist Church

Scholarship:
Editorial board of Delta Pi Epsilon Journal
Editorial board of the Journal of Career and Technical Education
Articles submitted for publication consideration
Reviewed textbooks and manuscripts
Attended several conferences
Presenter of papers at conferences
Publications:
One publication in the DPE Journal
One publication in Balance Sheet

Conferences Attended:
College of Business Annual Lecture Series
DPE Conference
Writing Across the Curriculum

Memberships in Professional Organizations:
Mississippi Business Education Association
Delta Pi Epsilon
Omicron Tau Theta

JAN COOPER

Instruction:
Excellence in Teaching Award
Uses creative and innovative teaching methods in classes
Easily exceeds the number of office hours required of the university
Spends numerous hours traveling to evaluate student teachers in the Business Education Program

Scholarship:
Attended conferences and presented papers
Conducted numerous training programs

Service to the University:
Advises all students in the field Business Education
Serves on the division’s curriculum committee
CIS Advisory Board
Sponsor, Phi Beta Lambda
Delta INTech “Preparing Teachers to Teach with Technology”
Sponsor, Pi Omega Pi
Teacher Education Council
Served as Student Engagement Champion

Service to the Community:
Chairperson, Hospitality Tent, Octoberfest, Chamber of Commerce, Cleveland, Mississippi
Advisory/Craft Committee Member, Business & Computer Technology, Cleveland Vocational-Technical Complex, Cleveland, Ms
Delta Kappa Gamma Honor Society of Women Educators
National Business Education Association
Mississippi Business Education Association
Delta Pi Epsilon Business Education Graduate Society
Conferences Attended:
College of Business Annual Lecture Series
Writing Across the Curriculum

KIMBERLY DEAN

Instruction:
Good student evaluations
Uses creative and innovative teaching methods in his classes
Holds numerous help sessions

Scholarship:
Completed Ph.D.
Research in Progress

Service to the University:
Relieved of duties to allow additional time to work on the dissertation

Service to the Community:
Relieved of duties to allow additional time to work on the dissertation

Conferences Attended:
College of Business Annual Lecture Series
Writing Across the Curriculum

ROBERT FLEMING

Instruction:
Uses Internet technology in classes
Uses course specific software to prepare students for business world
Uses case method and research projects in strategy classes
Uses creative and innovative teaching methods in classes

Service to the University:
S.A.M. Advisor
University Curriculum Committee
Division Faculty Search Committee
University Attendance Committee
Division Library Liaison
Division Courtesy Fund Chairman
Management Search Committee
Faculty Senate Proxy
Faculty Senate
Awards Committee
Brief prospective students for Admissions and Recruitment Office
Brief prospective students for Athletic Department
Division advisor for DSU transfer orientation

Service to the Community:
Professional Consulting
Willing to volunteer for various causes

Conferences Attended:
College of Business Annual Lecture Series
Writing Across the Curriculum

RENEE FOSTER

Instruction:
Exceeds the number of office hours required of the university
Uses creative and innovative teaching methods in classes
Uses guest speakers for classes
Advises students for advertising competition

Scholarship:
Member of Editorial Review Board of Fairchild Publications
Supervised numerous student projects

Service to the University:
Student Publications Committee
Writing Proficiency Exam Committee
Faculty sponsor of the DSU Collegiate Chapter of the American Advertising Federation
DSU Marketing Curriculum Committee
Division Faculty Search Committee

Service to the Community:
Private consulting to various business organizations
Volunteer Work for various organizations
Conferences Attended:
Educators’ Direct Marketing Symposium
Mississippi Leadership Conference for Women
Writing Across the Curriculum
College of Business Annual Lecture Series

Consulting:
Memphis Clinical Laboratory
Memberships in Professional Organizations:
American Marketing Association
Sales & Marketing Executives International

ELISE JENKINS

Instruction:
Uses case approach in numerous classes
Provides students with “real world” experience in research class
Advises students for advertising competition
Uses guest speakers for classes
Uses creative and innovative teaching methods in classes
Teaches large classes
Good student evaluations
Uses appropriate technology in research and selling classes
Available to students for special appointments
Coordinator for Marketing Internship Program

Scholarship:
Faculty Co-sponsor of the DSU Collegiate Chapter of the American Advertising Federation
Consultant for area businesses
Supervised numerous student projects
Constantly updating classroom teaching methods
Coordinator for Marketing Internship Program

Service to the University:
Honors Day Committee
Student Engagement Champion
DSU Planning and Institutional Effectiveness Committee
DSU Phi Kappa Phi Honor Society – DSU Chapter President
DSU Pig Pickin Committee – Barbecue Judges Chair
DSU Student Organizations Committee
Faculty Co-Sponsor – DSU Marketing Advertising Club
DSU Marketing Curriculum Committee – Chair
DSU Marketing Management Committee
DSU Technology Assessment Committee
Division Faculty Search Committee
Service to the Community:
Cleveland-Bolivar County Chamber of Commerce – two committees
Team Cleveland – Board of Directors, Executive Committee
Southern Home Ideas Expo Co-chair
Ruleville Chamber of Commerce – President
Ruleville Annual Harvest Festival Organizer
Personal Consulting
Cleveland-Bolivar County United Way – DSU Chair

Conferences Attended:
College of Business Annual Lecture Series
Writing Across the Curriculum

Memberships in Professional Organizations:
American Marketing Association

COOPER JOHNSON

Instruction:
On-line classes via WebCT
Executive MBA and BBA classes
Case method of instruction
Uses internet technology in classes
Good student evaluations
Uses creative and innovative teaching methods in classes
Willingly meets students at night for those who work
Uses statistical software to prepare students for business world
Uses guest speakers for classes
Conducts research with students for presentation at academic conferences
Team-teaches some of his classes
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

Service to the University:
Chair – Division of Management, Marketing, and Business Administration
Student Newspaper Publication Committee
SACS Accreditation Committees
ACBSP Accreditation Committees
College of Business Promotion and Tenure Committee
Division Promotion and Tenure Committee
Institutional Review Board
Division Curriculum Committees
Division Faculty Search Committee
Faculty Advisor to Kappa Delta Sorority
Computer Usage Committee
Evaluator – Writing Proficiency Exam
Assists the Admissions and Recruiting Office with recruiting efforts
Attendance and Academic Appeals Committee
Faculty advisor to management internship students
Correspondence courses - Division of Graduate and Continuing Education
Advisor to approximately 75 students

Service to the Community:
Mississippi Firefighters Memorial Burn Association
United Way Campaign
Muscular Dystrophy
Presented numerous lectures to area high school students

Conferences Attended:
College of Business Annual Lecture Series
Society of Business, Industry, and Economics Conference
Annual ACBSP Conference, Phoenix
Writing Across the Curriculum

Conference Presentations:
"The Recruitment, Attraction and Retention of Franchising Professionals to an Underdeveloped Region” accepted for presentation at the XIX Annual Conference of the International Society of Franchising, London, England, May 2005


Conference Discussant:
Discussant at the 2005 SOBIE conference in Hot Springs, Arkansas

Session Chair
Session Chair at the SOBIE conference in Hot Springs, Arkansas

Publications:
"The Recruitment, Attraction and Retention of Franchising Professionals to an Underdeveloped Region” for publication in the XIX Annual Conference of the International Society of Franchising proceedings, June 2005

“Role of Theory in the Research Process” for publication in the Society of Business, Industry, and Economics (SOBIE) proceedings, April 2005

“An Assessment of Workplace Violence and the Use of Technology as a Deterrent to Violent Behavior” submitted for publication in the Texas Business Education Journal, January 2005
Consulting:
The Fitness Club, Inc., Vicksburg, MS

Training:
The Fitness Club, Inc., Vicksburg, MS

Memberships in Professional Organizations:
Delta Mu Delta Honor Society
American Pulpwood Association
Society for the Advancement of Management
Mississippi Firefighters Memorial Burn Association

LARRY MAGEE

Instruction:
Willing to meet students at night for those who work
Uses statistical software to prepare students for business world
Uses case method and research projects in graduate classes
Uses creative and innovative teaching methods in his classes
Team-teaches some classes
Prepares students for the technologically advanced systems that are currently used in business settings
Exceeds the number of office hours required of the university

Service to the University:
Division Representative for Outcomes Assessment
Attendance Committee
Research Committee
Briefs prospective students for the Admissions and Recruiting Office
Briefs prospective students for Athletic Department
Management Search Committee
DSU Management Curriculum Committee
Management/Marketing Awards Committee
Faculty Senate
Division Faculty Search Committee

Service to the Community:
Willing to volunteer for various organizations and causes
Contributions to Poetry Night

Conferences Attended:
College of Business Annual Lecture Series
Society of Business, Industry, and Economics Conference
Multidiscipline International Conference of the ooi Consortium for Teaching, Research, Learning, and Development
Writing Across the Curriculum
Conference Presentations:

“Hospital Service Quality: Patient Satisfaction Survey Audit,” 2005 Faculty Student Multidiscipline International Conference of the ooi Consortium for Teaching, Research, Learning, and Development (ooiCTRLD), May 2005, Deadwood, South Dakota.

Conference Discussant:
Spring 2005 Faculty Student Multidiscipline International Conference of the ooi Consortium for Teaching, Research, Learning, and Development (ooiCTRLD), May 2005, Deadwood, South Dakota.

Journal Publication:

Memberships in Professional Organizations:
American Society for Quality (ASQ), Milwaukee, Wisconsin.
Decision Sciences Institute (DSI), Atlanta, Georgia.
ooi Consortium for Teaching, Research, Learning, and Development (ooiCTRLD), Ruston, Louisiana.

MICHIELLE MATTHEWS

Instruction:
Uses Internet technology in classes
Good student evaluations
Uses creative and innovative teaching methods in classes
Hold numerous help sessions

Service to the University:
Division curriculum committee
Division search committee
Division outcomes assessment committee

Service to the Community:
Willing to volunteer for various organizations and causes

Conferences Attended:
College of Business Annual Lecture Series
Writing Across the Curriculum
CAMERON MONTGOMERY

**Instruction:**
Uses Internet technology in classes
Uses statistical software to prepare students for business world
Uses case method and research projects in graduate classes
Good student evaluations
Prepares students for technologically advanced business systems

**Service to the University:**
Member of the attendance committee
Member of the research committee
University tenure and promotions committee
Member of the credentials committee
Serves as chairman of the awards committee for the division
Evaluates English Proficiency exams
Briefs prospective students for the Admissions and Recruiting Office
Briefs prospective students for Athletic Department
Marketing Search Committee
DSU Marketing Curriculum Committee
Management/Marketing Awards Committee
Division advisor for DSU transfer orientation
Reviewer for SOBIE
Faculty Senate
Division Faculty Search Committee

**Service to the Community:**
Representative of Delta State Faculty to Washington County Alumni Banquet
Volunteer for various organizations and causes
Member First Presbyterian Church

**Conferences Attended:**
Annual Meeting of the Society of Business and Behavioral Sciences
Annual Conference of the Society of Business, Industry and Economics
College of Business Annual Lecture Series
Writing Across the Curriculum

**Conference Presentations:**
“The Golden Carrot: Online Recognition and Award Systems” Annual Meeting of the Society of Business and Behavioral Sciences February 2005 Las Vegas

“Does Distance Matter: A comparison of Inter-Model Differences in Instructional Methodologies” Annual Conference of the Society of Business, Industry and Economics
Hot Springs Arkansas March 2005

Conference Discussant:
Discussant at the ASBBS conference in Las Vegas
Discussant at the SOBIE conference in Hot Springs

Session Chair
Session Chair at the SOBIE conference in Hot Springs, Arkansas

Publications:


GARRET ROSS

Instruction:
Uses Internet technology in classes
Employees 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 to the University:
Serves on awards committee for the division
Briefs prospective students for the Admissions and Recruiting Office
Briefs prospective students for Athletic Department
Attended several recruitment fairs
Management Search Committee
Hospitality Services Management Curriculum Committee
DSU Marketing Curriculum Committee
Management/Marketing Awards Committee
Division advisor for DSU transfer orientation

Service to the Community:
Professional Consulting
Willing to volunteer for various organizations and causes
Church

Conferences Attended:
College of Business Annual Lecture Series
The International Society of Franchising
Writing Across the Curriculum

Conference Presentations:
"The Recruitment, Attraction, and Retention of Franchising Professionals to an Underdeveloped Region”
Presented at the International Society of Franchising, London, UK
Publications:
"Institutional Foodservice Management: A Variety of Options" Hosteur, Spring/Fall 2004

“The Recruitment, Attraction, and Retention of Franchising Professionals to an Underdeveloped Regions”
Proceedings of the International Society of Franchising Annual Conference

Books: Contributing Author, Introduction to Hospitality Management,
Alliance of Historically Black Colleges and University Hospitality Programs.

Membership in Professional Organizations:
International Society of Franchising
International Council of Hotel Restaurant and Institutional Educators
American Culinary Foundation

MIKE THOMPSON

Instruction:
Uses Internet technology in classes
Employees case method and research projects in graduate classes
Good student evaluations
Uses creative and innovative teaching methods in classes
Available to students over the phone and encourages students to contact him at home should they need assistance

Service to the University:
Briefs prospective students for the Admissions and Recruitment Office
Briefs prospective students for Athletic Department
Marketing Search Committee
DSU Marketing Curriculum Committee
Management/Marketing Awards Committee
Division advisor for DSU transfer orientation
Athletic Committee
Division Faculty Search Committee

Service to the Community:
Professional Consulting
Representative of Delta State Faculty to various business organizations
Volunteer for various organizations and causes

Conferences Attended:
College of Business Annual Lecture Series
Writing Across the Curriculum
Workshops:
Meridian, MS – Mississippi State University "Don't Mind Me, I'm Just the Customer"
Carthage, MS - SBDC "Don't Mind Me, I'm Just the Customer"
Philadelphia, MS - SBDC "Don't Mind Me, I'm Just the Customer"
ECCC SBDC "Don't Mind Me, I'm Just the Customer"
ECCC Faculty workshop "Don't Mind Me, I'm Just the Customer"
Gulfport, MS - Mississippi Administrators conference "Don't Mind Me, I'm Just the Customer"
Presented training programs to athletic department
Business research – resulted in product being offered internationally

CHARLES WAGONER

Instruction:
Uses Internet technology in classes
Good student evaluations
Uses creative and innovative teaching methods in classes
Created CDs with class related information for students
Course information posted on the internet for student access

Scholarship:
Presented Articles
Research work in progress
Continued to maintain web page for students
Prepared several grant proposals

Service to the University:
Attendance Committee
Briefs prospective students for the Admissions and Recruiting Office
Division Curriculum Committee
Honors Committee
Grant Proposals
Division Curriculum Committee
Division Search Committee

Service to the Community:
Served on Governor’s Economic Advisory Panel
Assisted Bolivar County Friends of the Library fund raising event
Presented numerous lectures to area high school students

Conferences attended:
College of Business Annual Lecture Series
Writing Across the Curriculum

Memberships in professional organizations:
Southwestern Economics Association
CLINT WOOD

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

Service to the University:
Faculty Senate
Briefs prospective students for the Admissions and Recruitment Office
Division Curriculum Committee
Honors Committee
Awards banquet committee
Division Faculty Search Committee

Service to the Community:
Volunteer for various organizations and causes
Professional Consulting
Save-A-Life of Cleveland

Conferences/Seminars:
2 seminars on Insurance
1 seminar on Election Law
1 seminar on Writing Across the Curriculum
Writing Across the Curriculum

Consulting:
Four civil trials as an expert witness on insurance (clients were individuals and insurance companies)

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 International Business and Development option of the management major.

An International Business and Development Option has been added to the Management major to address the demands of industry for individuals trained in that area. Additionally, SACS and ASBSP encourage an international component in the College of Business curriculum. Therefore, faculty with background in international business and development is necessary for the division to offer classes in this new area of study.
Recommended change of status

Dr. Cameron Montgomery – Promotion to Professor of Marketing & Tims Distinguished Professor of Free Enterprise

Dr. Phyllis Bunn – Promotion to Professor of Business Education and Office Administration

Dr. Kimberly Dean – Promotion to Assistant Professor of Management

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

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

An International Business and Development Option has been added to the management major to address the demands of industry for individuals trained in that area. Additionally, SACS and ASBSP encourage an international component in the College of Business curriculum.

The addition of a faculty member for the area of Hospitality Services Management will allow that major to come on-line.

The Bachelor of Science in Business Education will be phased out over the next two-three years due to a lack of demand for degrees in that area of study.
V. Division/Department Goals for 2004-05

A. Goal #1

To employ an additional faculty member to support and enhance the International Business and Development option of the management major.

B. Institutional Goal which was supported by this goal:

Attract and retain qualified and diverse students, faculty, and staff. (Institutional Goal #2)

Provide sufficient faculty in all disciplines to maintain a student-teacher ratio that ensures opportunities for meaningful intellectual interaction between students and faculty. (Institutional Goal #4)

C. Expected Results:

A faculty member will be employed to support and enhance the International Business and Development option of the management major.

D. Evaluation Procedure(s):

Analyze the division’s budget.

Receive authorization to employ the faculty member.

E. Actual Results of Evaluation:

The faculty member was employed.

F. Use of Evaluation Results:

This position 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.
A. Goal # 2

Improve computer skills for division students.

B. Institutional Goal which was supported by this goal:

Improve computer literacy for students by making computer services available and by facilitating the use of appropriate software packages in courses throughout the curriculum. (Institutional Goal #6)

C. Expected Results:

There will be a significant increase in computer requirements in curriculum.

D. Evaluation Procedure(s):

Analysis of division syllabi for all courses.

E. Actual Results of Evaluation:

Many classes (undergraduate and graduate) require the use of specific software packages. Classes require written reports and/or research papers that must use word processing software and the Internet to conduct appropriate research.

F. Use of Evaluation Results:

Additional emphasis will be placed on the use of computers and software packages. Faculty will be encouraged to use computers in class assignments when appropriate.
A. **Goal # 3**

To develop a recruiting plan to increase the numbers of traditional students, non-traditional students, and off-campus students.

B. **Institutional Goal which was supported by this goal:**

Recruit students who can meet performance standards and contribute to the academic excellence of the University. *(Institutional Goal #2)*

C. **Expected Results:**

Increase enrollment in each academic area.

D. **Evaluation Procedure:**

Analysis of the division's undergraduate majors.

E. **Actual Results of Evaluation:**

To continue this interest the division developed brochures outlining career opportunities for graduates, course requirements for various majors, and listing faculty phone numbers of each faculty member. Brochures will be evaluated on a continuous basis. Plans were developed to work in conjunction with the Admissions and Recruiting Office and other departments on campus to recruit additional students.

F. **Use of Evaluation Results:**

Continued evaluation of division programs to ensure appropriate offerings resulting in attracting additional majors. Review times were determined to help in the continued development of recruiting efforts for the division.
A. **Goal #4:**

To make classes available to non-traditional students by offering evening classes, correspondence courses, off-campus classes, and weekend classes.

B. **Institutional Goal which was supported by this goal:**

Recruit students who can meet performance standards and contribute to the academic excellence of the university. *(Institutional Goal #5)*

C. **Expected Results:**

The division will offer night and on-line classes on campus and off-campus to students. Correspondence courses will be made available to students. Weekend classes will be offered at off-campus locations.

D. **Evaluation Procedure:**

Analysis of the division majors.

E. **Actual Results of Evaluation:**

Several off-campus classes were offered. The division taught numerous weekend classes in the EMBA program and several classes for employees at Viking Range Corp., Greenwood, MS.

F. **Use of Evaluation Results:**

The division will continue to offer evening, off-campus, weekend, correspondence courses and on-line classes. Efforts will be made to increase the number of classes offered in each category.
A. Goal # 5

The Division will encourage all majors to participate in internship classes.

B. Institutional Goal which was supported by this goal:

Enhance educational experiences at all levels by providing student internships and other career development opportunities and by encouraging student research and other creative work. (Institutional Goal #1)

C. Expected Results:

Students will successfully complete requirements of the internship programs. Establishing and maintaining successful internship programs will be difficult because of downsizing by organizations.

D. Evaluation Procedure:

Student performance in internship programs. Monitor the number of students who enroll in the programs.

E. Actual Results of Evaluation:

Several students successfully completed the internship programs. Demand by organizations for additional internship students is increasing.

F. 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.
A. Goal # 6

Faculty is encouraged to engage and/or participate in service, research, and other scholarly activities.

B. Institution Goal, which was supported by this goal:

Attract and maintain highly qualified and creative faculty skilled in teaching, service, research and other scholarly activities. (Institutional Goal #2 & 3)

C. Expected Results:

Ninety percent (90%) of faculty will engage in service, research, and other scholarly activities.

D. Evaluation Procedure:

Analysis of division reports regarding service, research, and other scholarly activities.

E. Actual Results of Evaluation:

All faculty were engaged and/or participated in service, research, and other scholarly activities.

F. Use of Evaluation Results:

Faculty contributes to the community and advancement of their professions through research, service, and other scholarly activities. Faculty brought fresh ideas and experiences to the classroom as a result of scholarly activities. Skills were maintained and their activities allowed faculty to remain current in their fields of instruction.
A. Goal # 7:

Ensure that all instructors incorporate appropriate use of technology and communication skills.

B. Institutional Goal(s): Institutional Goals 1 and 6

C. Expected Results:

1. Division classrooms will be equipped with a computer, Internet access, a computer projection device, and other audio-visual equipment as needed.

2. Division classes will use the technology provided as appropriate.

D. Evaluation Procedure(s):

1. Evaluating technology use documented in syllabi.

2. Evaluating both formal and informal feedback from students.

E. Actual Results of Evaluation:

Each instructor incorporated technology and communication techniques in their classes.

F. Use of Evaluation Results:

Instructors will be encouraged to continue use of appropriate technology and communication techniques in classes.
A. Goal # 8

Maintain a comprehensive program of student advisement to increase student retention and graduation rates, including issuing up-to-date "advisement hints" to advisors and students and providing orientation for new advisors.

B. Institutional Goal(s): Institutional Goal 10

C. Expected Results:

1. A file documenting advisement will be maintained for each student.
2. "Advisement hints" will be revised each semester.
3. Chair will encourage completion of computerized applications for degree beginning in the students' junior year.

D. Evaluation Procedure(s):

1. Analyzing problems which result in untimely graduation.
2. Analyzing feedback from students.

E. Actual Results of Evaluation:

Advisement program is in place and is evaluated on a regular basis.

F. Use of Evaluation Results:

Advisement program will continue to be evaluated and used to accomplish stated goal.

QEP Goals for 2004-05:

<table>
<thead>
<tr>
<th>Unit Goal</th>
<th>Specific Learning Outcome to be Measured</th>
<th>Specific Means of Measuring the Outcome</th>
<th>Associated QEP Goal(s)</th>
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<tr>
<td>Increase student utilization of technology in courses</td>
<td>Require students to use PowerPoint and other software for classroom presentations</td>
<td>Monitor the number of classes that require student use of technology</td>
<td>Increase use of technology in classroom</td>
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<tr>
<td>Increase student-on-</td>
<td>Require students to engage in in-class group exercises and</td>
<td>Monitor the number of classes that require use of in-class and group</td>
<td>Increase student-to-</td>
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<tr>
<td>student interaction</td>
<td>discussions</td>
<td>exercises</td>
<td>student interaction</td>
</tr>
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</table>
VI. Educational Program Learning Outcome Assessment Plan

Major: MGT, MKT, OAD, GBA, BED
Degree: BBA

A. Learning Outcome #1:
Students will be prepared for job placement and business protocol.

B. Assessment Tools and Methods
Measure: At least 75% of graduates who return completed surveys will express satisfaction with the professional preparation they received at Delta State.

C. Data Collection and Analysis
Data Collection Procedure: Graduating Senior Exit Survey and Alumni Survey
Analysis Procedure: Survey results will be evaluated to determine the level of student satisfaction.

D. Results of Evaluation
Findings: Upon completion of their degree, each graduating senior completes the Graduating Senior Exit Survey and results will be evaluated. Approximately two years and five years after graduation, each graduate will be asked to complete the Alumni survey.

Recommendation 1: Evaluate curriculum and revise as necessary.

Recommendation 2: Evaluate recommendations for changes in student activities or requirements identified as a result of the surveys.

E. Use of Evaluation Results
Response: Survey responses will be analyzed and findings will be used to enhance/revise curriculum as appropriate.

F. Assessment Team Members
Members: Division Faculty
A. Learning Outcome # 2:

Graduates will meet admission requirements of graduate schools of business.

B. Assessment Tools and Methods

Measure: At least 50% of the responding graduates who have applied for admission to a graduate school will report they were successful in gaining admission.

C. Data Collection and Analysis

Data Collection Procedure: Alumni Survey

Analysis Procedure: Survey results will be evaluated to determine the level of student success in this area.

D. Results of Evaluation

Findings: Approximately two years and five years after graduation, each graduate will be asked to complete the Alumni survey.

Recommendation 1: Evaluate curriculum and revise as necessary.

Recommendation 2: Evaluate recommendations for changes in student activities or requirements identified as a result of the surveys.

E. Use of Evaluation Results

Response: Survey responses will be analyzed and findings will be used to enhance/revise curriculum as appropriate.

F. Assessment Team Members

Members: Division Faculty
Major: MGT, MKT, OAD, GBA, BED         Degree: BBA

A. Learning Outcome # 3:

Graduates should possess the ability to integrate the various business disciplines, and should have the ability to think critically.

B. Assessment Tools and Methods

Measure One: At least 70% of all undergraduate students taking MGT 499, the capstone course for undergraduate business majors will earn a grade of B or better on simulation projects and assigned presentations.

Measure Two: At least 80% of all graduate students enrolled in MGT 695, the graduate capstone course will earn a B or better on their final comprehensive project.

C. Data Collection and Analysis

Data Collection Procedure: The BBA and MBA capstone courses

Analysis Procedure: Student records will be evaluated.

D. Results of Evaluation

Findings: For 2004-05, 92% of MGT 695 students earned a grade of B or better; 78% of the students enrolled in the MGT 499 classes earned a grade of B or better.

Recommendation 1: Existing curriculum content for MGT 499 and prerequisite courses should be reviewed to identify where improvements can be achieved.

Recommendation 2: Existing curriculum content for MGT 695 and prerequisite courses will be reviewed to identify where improvements can be achieved.

E. Use of Evaluation Results

Response: Existing curriculum content for the courses and prerequisite courses will be reviewed to identify where improvements can be achieved.

F. Assessment Team Members

Members: Division Faculty
Major: MGT, MKT, OAD, GBA, BED

Degree: BBA

A. Learning Outcome # 4:

Graduates must be relevant in the workplace in terms of technical competence, critical thinking, and problem solving.

B. Assessment Tools and Methods

Measure: At least 60% of the employers who respond to the Employers Survey will express satisfaction with the basic aptitude in common business practices and thorough knowledge and understanding in their areas of specialization, and overall performance of their DSU employees.

C. Data Collection and Analysis

Data Collection Procedure: Employers’ Survey

Analysis Procedure: Survey results will be evaluated to determine the level of student success in this area.

D. Results of Evaluation

Findings: Approximately two years after graduation surveys will be mailed to employers of DSU graduates. (This information will be obtained from the alumni surveys.)

Recommendation 1: Evaluate curriculum and revise as necessary.

Recommendation 2: Evaluate recommendations for changes in student activities or requirements identified as a result of the surveys.

E. Use of Evaluation Results

Response: Survey responses will be analyzed and findings will be used to enhance/revise curriculum as appropriate.

F. Assessment Team Members

Members: Division Faculty
Major: MGT, MKT, OAD, GBA, BED Degree: BBA

A. Learning Outcome # 5:

Graduates should possess strong interpersonal and communication skills.

B. Assessment Tools and Methods

Measure One: At least 60% of students will earn credit on the writing proficiency exam.

Measure Two: At least 50% of students enrolled in OAD 203 will earn a B or better

C. Data Collection and Analysis

Data Collection Procedure: Writing Proficiency exam results and final grades for OAD 203 were obtained for analysis.

Analysis Procedure: Results of writing proficiency exam and OAD classes were evaluated.

D. Results of Evaluation

Findings: For 2004-05, 42% of division students earned credit on the writing proficiency exam. 25% of students earned a B or better in OAD 203.

Recommendation 1: Faculty will be encouraged to require additional written assignments.

Recommendation 2: Faculty will be encouraged to require additional presentations.

E. Use of Evaluation Results

Response: Students will be encouraged to continually upgrade their communication skills by becoming active in campus and community activities. Faculty will be encouraged to require additional classroom presentations.

F. Assessment Team Members

Members: Division Faculty
A. Learning Outcome # 6:

Students must be literate in computer applications. They should be able to use various software applications, including word processing and spreadsheets.

B. Assessment Tools and Methods

Measure: At least 50% of all graduates will demonstrate adequate computer knowledge and skills as they take their course examinations and prepare their capstone course projects as evidenced by teacher evaluation.

C. Data Collection and Analysis

Data Collection Procedure: Student performance records in MGT 499 and MGT 695.

Analysis Procedure: Student records will be evaluated.

D. Results of Evaluation

Findings: For 2004-05, 92% of MGT 695 students earned a grade of B or better. 78% of the students enrolled in the MGT 499 classes earned a grade of B or better. These results indicate adequate computer knowledge.

Recommendation 1: Existing curriculum content for MGT 499 and prerequisite courses should be reviewed to identify where improvements can be achieved.

Recommendation 2: Existing curriculum content for MGT 695 and prerequisite courses will be reviewed to identify where improvements can be achieved.

E. Use of Evaluation Results

Response: As technology evolves, courses will be reviewed and evaluated to ensure they provide appropriate integration of curriculum and technology. Further, use of Internet for student assignments will be included in the curriculum and appropriate courses will be offered through on-line delivery.

F. Assessment Team Members

Members: Division Faculty
A. Learning Outcome #7:
Increase student utilization and knowledge of technology that can be applied to business practices.

B. Assessment Tools and Methods

Measure One: Students will use PowerPoint and other software for classroom presentations.
Measure Two: Determine the number of classes requiring use of technology.

C. Data Collection and Analysis

Data Collection Procedure: Evaluation of course syllabi to determine technology usage requirements. Faculty will be surveyed to determine usage of technology in classes.

Analysis Procedure: Analysis of course syllabi will provide the percentage of courses requiring the use of appropriate technology. Additionally, faculty survey results will assist in determining the use of technology.

D. Results of Evaluation

Findings: Many classes required the use of technology resulting in students gaining exposure to technology employed in the business setting.

Recommendation 1: Faculty should be encouraged to continue requiring the use of technology in classes.

Recommendation 2: Students should be asked to suggest additional ways to use technology which can be used to increase their competence with appropriate technology.

Recommendation 3: Recommended that employers be surveyed to determine desired technological skills.

E. Use of Evaluation Results

Response: Courses are being evaluated to determine changes that can be made to assist in achieving the desired goal.

F. Assessment Team Members

Members: Division Faculty
A. Learning Outcome # 8:

Increase student-on-student interaction.

B. Assessment Tools and Methods

Measure One: Students will engage in in-class group exercises and discussions.

Measure Two: Determine the number of classes requiring group exercises and discussions.

C. Data Collection and Analysis

Data Collection Procedure: Evaluation of course syllabi to determine the amount of group exercises and discussions usage requirements. Faculty will be surveyed to determine usage of group exercises and discussions.

Analysis Procedure: Analysis of course syllabi will provide the percentage of courses requiring the use of appropriate technology. Additionally, faculty survey results will assist in determining these techniques.

D. Results of Evaluation

Findings: Many classes used group exercises and discussions that will benefit students in the business setting.

Recommendation 1: Faculty should be encouraged to continue requiring the use of these techniques in classes.

Recommendation 2: Students should be asked to suggest additional ways to encourage the techniques in classes.

E. Use of Evaluation Results

Response: Courses are being evaluated to determine changes that can be made to assist in achieving the desired goal.

F. Assessment Team Members

Members: Division Faculty