Accountancy, Computer Information Systems and Finance

Learning Outcomes

BBA-ACC 01: LO Financial Accounting

Learning Outcome
Proficient in Financial Accounting, which is one of the five functional areas required to qualify to sit for Certified Public Accountant licensure examination.

Data Collection (Evidence)
Evaluation of the preparation & analysis of financial statements in ACC 220 & 230 Financial Accounting I & II; Evaluation through mathematical computation testing of assets, liabilities, & owners' equity problems in ACC 311 & 312 Intermediate Accounting I & II.

Results of Evaluation
Students are proficient.

Use of Evaluation Results
These proficiencies are foundational; there are no short term plans for changes.

Related Items
GE 03: Quantitative Skills

BBA-ACC 02: LO Auditing

Learning Outcome
Proficient in Auditing, which is one of the five functional areas required to qualify to sit for Certified Public Accountant licensure examination.

Data Collection (Evidence)
Evaluation of students' audit reports in ACC 475 Auditing.

Results of Evaluation
Students are proficient.

Use of Evaluation Results
These proficiencies are foundational; there are no short term plans for changes.

Related Items
There are no related items.

BBA-ACC 03: LO Taxation
   Start: 7/1/2011
   End: 6/30/2012
   Progress:
   Providing Department: Accountancy, Computer Information Systems and Finance
   Responsible Role:

   Learning Outcome
   Proficient in Taxation, which is one of the five functional areas required to qualify to sit for Certified Public Accountant licensure examination.

   Data Collection (Evidence)
   Evaluation of students' preparation of federal & state income tax returns for individuals, partnerships, corporations, estates, & trusts in ACC 451 & 452 Tax I & II.

   Results of Evaluation
   Students are proficient.

   Use of Evaluation Results
   These proficiencies are foundational; there are no short term plans for changes.

   Related Items
   GE 03: Quantitative Skills

BBA-ACC 04: LO Management or Cost Accounting

   Learning Outcome
   Proficient in Management or Cost Accounting, which is one of the five functional areas required to qualify to sit for Certified Public Accountant licensure examination.

   Data Collection (Evidence)
   Evaluation of students' decision making process as demonstrated in projects involving the cost of components of production and analysis of financial statements in ACC 320 Managerial Accounting & ACC 361 Cost Accounting; Proficiency in the use of popular accounting software packages, such as Peachtree Accounting or Quick Books.
   Results of Evaluation
   Students are proficient.

   Use of Evaluation Results
   These proficiencies are foundational; there are no short term plans for changes.

   Related Items
   GE 03: Quantitative Skills

BBA-ACC 05: LO Governmental or Not-For-Profit Accounting

Learning Outcome
Proficient in Governmental or Not-For-Profit Accounting, which is one of the five functional areas required to qualify to sit for Certified Public Accountant licensure examination.

Data Collection (Evidence)
Evaluation of students' general accounting journal entries regard fund accounting in ACC 380 Governmental Accounting.

Results of Evaluation
Students are proficient.

Use of Evaluation Results
These proficiencies are foundational; there are no short term plans for changes.

Related Items
There are no related items.

BBA-CIS 01: LO Microcomputer applications

Learning Outcome
Competent in the microcomputer applications of word processing, spreadsheet, database, and graphics software.

Data Collection (Evidence)
Grades on appropriate projects in CIS 205 Microcomputer Applications.

Results of Evaluation
Students are competent.

Use of Evaluation Results
These are core competencies; there are no short term plans for changes.

Related Items
GE 05: Self

> **Definition**
> Developing a fundamental understanding of the intricate nature of humans and the knowledge, interests, and skills to promote well-being and health

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BBA-CIS 02: LO Problem analysis

Learning Outcome
Proficient in analyzing a problem, and identifying and defining the computing

requirements appropriate to its solution.

Data Collection (Evidence)
Evaluation of problem solving projects in CIS 210 Computer Programming
Fundamentals & programming projects in CIS 311 Applications Development.

Results of Evaluation
Students are proficient.

Use of Evaluation Results
These proficiencies are foundational; there are no short term plans for changes.

Related Items
GE 04: Inquiry and Technology
    Definition
    Building the skills for the search, discovery, evaluation, and application of
    information, including an understanding of the nature and limits of appropriate
    technologies

BBA-CIS 03: LO Information system design

Learning Outcome
Proficient in information systems design & implementation, support, & evaluation to
meet desired needs.

Data Collection (Evidence)
Evaluation of analysis and design of information system for decision making in CIS
335 Decision Support Systems; Results of analysis and solutions of information
system problems in CIS 345 Information Technology Hardware & Software;
Evaluation of a team project for the design & implementation of a complete
information system in CIS 351 Project Management; Evaluation of a database
management project in CIS 455 Database Project.

Results of Evaluation
Students are proficient.

Use of Evaluation Results
These proficiencies are foundational; there are no short term plans for changes.

Related Items
GE 01: Critical and Creative Thinking
    Definition
    Developing sound analytical and reasoning skills and the ability to use them to
    think critically, solve problems, analyze logically and quantitatively, and
    effectively respond to change

GE 04: Inquiry and Technology
    Definition
    Building the skills for the search, discovery, evaluation, and application of
    information, including an understanding of the nature and limits of appropriate
    technologies

BBA-CIS 04: LO Information system security

Learning Outcome
Proficient in maintaining computer information system security.

Data Collection (Evidence)
Evaluation of the security design of an information system created in CIS 375 Principles of Information Security & Assurance.

Results of Evaluation
Students are proficient because the system did not get hacked.

Use of Evaluation Results
These proficiencies are foundational; there are no short term plans for changes.

Related Items
GE 04: Inquiry and Technology
   Definition
   Building the skills for the search, discovery, evaluation, and application of information, including an understanding of the nature and limits of appropriate technologies
   Providing Department: Academic Affairs/Provost and VPAA
   Responsible Roles:
   Progress:

BBA-FIN 01: LO Principles of financial management

Learning Outcome
Knowledgeable of the principles of financial management.

Data Collection (Evidence)
Evaluation of students' tests scores and case studies on the time value of money, capital budgeting, security valuation, analysis of risk and return, cost of capital, & working capital management in FIN 300 Business Finance & FIN 301 Intermediate Financial Management with Cases.

Results of Evaluation
Students are knowledgeable.

Use of Evaluation Results
This knowledge is foundational; there are no short term plans for changes.

Related Items
GE 02: Communication
   Definition
   Developing skills to communicate effectively through reading, writing, speaking, and listening

BBA-FIN 02: LO Principles of Investing

Learning Outcome
Knowledgeable of the principles of investing and security evaluation.

Data Collection (Evidence)
Evaluation of students' investment programs for a business with emphasis on safety & yield in FIN 450 Investments.

Results of Evaluation
Students are knowledgeable.

Use of Evaluation Results
This knowledge is foundational; there are no short term plans for changes.

Related Items
There are no related items.

BBA-IRR 01: LO Loss exposure & risk management techniques

Learning Outcome
Knowledgeable of loss exposures & risk management techniques.

Data Collection (Evidence)
Demonstration of identification and analysis of loss exposures and selection of appropriate risk management alternatives or techniques through case studies in IRR 422 Risk Management.

Results of Evaluation
Students demonstrated this knowledge.

Use of Evaluation Results
This knowledge is foundational; there are no short term plans for changes.

Related Items
GE 01: Critical and Creative Thinking
    Definition
    Developing sound analytical and reasoning skills and the ability to use them to think critically, solve problems, analyze logically and quantitatively, and effectively respond to change

BBA-IRR-FP 01: LO Personal investing

Learning Outcome
Knowledgeable of the basics of personal investing, & tax and estate planning.

Data Collection (Evidence)
Demonstration of tax & estate planning through students' preparation of comprehensive tax and estate plans in ACC 453 Personal Tax Planning, FIN 460 Personal Financial Planning, & FIN 435 Estate Planning.

Results of Evaluation
Students are knowledgeable.

Use of Evaluation Results
This knowledge is foundational; there are no short term plans for changes.

Related Items
GE 01: Critical and Creative Thinking
    Definition
    Developing sound analytical and reasoning skills and the ability to use them to think critically, solve problems, analyze logically and quantitatively, and effectively respond to change

GE 02: Communication
    Definition
    Developing skills to communicate effectively through reading, writing, speaking, and listening

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BBA-IRR-RE 01: LO Real estate financing & appraisal

Learning Outcome
Knowledgeable in the financing & appraisal of real estate.

Data Collection (Evidence)
Demonstrate knowledge of the instruments of real estate finance through testing in IRR 452 Real Estate Finance; Demonstrate knowledge of the methods of valuations of homes and commercial real estate through appraisal case studies in IRR 453 Real Estate Appraisal.

Results of Evaluation
Students are knowledgeable.

Use of Evaluation Results
This knowledge is foundational; there are no short term plans for changes.

Related Items
There are no related items.

MPAC 01: LO Auditing Standards

Learning Outcome
Proficient in auditing standards.

Data Collection (Evidence)

Evaluation of students' projects of the design & effectiveness of internal controls in a computerized environment in ACC 630 Advanced Accounting Information Systems; & Evaluation of students' internal and operational audits in ACC 676 Advanced Auditing.

Results of Evaluation
Students are proficient.

Use of Evaluation Results
These proficiencies are foundational; there are no short term plans for changes.

Related Items
There are no related items.

MPAC 02: LO Fraud detection & deterrence

Learning Outcome
Proficient in fraud detection and deterrence.

Data Collection (Evidence)
Evaluation of students' projects of establishing & implementing internal controls for the deterrence & prevention of fraud, & the use of forensic investigation in order to detect fraud in ACC 677 Fraud Examination.

Results of Evaluation
Students are proficient.

Use of Evaluation Results
These proficiencies are foundational; there are no short term plans for changes.

Related Items
There are no related items.

Program Goals

ACISF 2012_01: Pass rates

Unit Goal
Revise & update the curriculum as needed to better prepare the graduates for success in the business world.

Evaluation Procedures
Curriculum committees in each major/discipline meet at least annually to review and revise the curriculum.

Actual Results of Evaluation
A new CIS emphasis area will be offered in our MBA Program with 12 hours of graduate level courses being offered starting in the Fall 2012. These four new

courses are:

CIS 606. Enterprise Data Warehousing. Development of knowledge and skills in data warehousing and data mining technologies required for solving complex problems of data and information management, information retrieval, and knowledge discovery facing modern organizations. 3 hours.

CIS 612. Global Supply Chain Management. The conceptualization, design, and implementation of supply chains in dynamic global markets that strategically utilize information technologies to improve decision making regarding resources, logistics, procurement and supply contracting, product and process design, and revenue management, inventory and risk management. 3 hours.

CIS 618. Business Intelligence. The concepts, analysis techniques, data cubes, mining of corporate data warehouses, and manipulation of extracted information to enable effective data driven decision making for the formulation and execution of business strategies. 3 hours.

CIS 624. Enterprise Resource Planning. Introduction to enterprise resource planning (ERP) concepts, software, and practices; Data integration and redesign of processes in organizations including managing supply chains and customer relationships. 3 hours.

Use of Evaluation Results
Related Items
SP1.Ind01: Pass rates: developmental and intermediate courses
    Providing Department: Delta State
    Responsible Roles:
    Indicators

ACISF 2013_08: SAP integration which connects to SP1.Ind04 & SP3.Ind07

Unit Goal
Integrate SAP into our curriculum.

Evaluation Procedures

Actual Results of Evaluation

Use of Evaluation Results
Related Items
SP1.Ind04: Job placement
    Providing Department: Delta State
    Responsible Roles:
    Indicators

SP3.Ind07: Credentials
    Providing Department: Delta State
    Responsible Roles:

    Indicators
    Faculty credentials (all personnel categories, academic programs)

    Staff credentials (all as required by accreditation)

ACISF 2013_09: Create Major Field Tests which connects to SP3.Ind08

Unit Goal
Construct a Major Field Test for our Business Core and our majors.

Evaluation Procedures

Actual Results of Evaluation

Use of Evaluation Results

Related Items
SP3.Ind08: Evaluations
    Providing Department: Delta State
    Responsible Roles:
    Indicators
    Faculty course evaluations

    Staff evaluations

    Administrative evaluations (including IEO)

Center for Entrepreneurship in Business Technology

CEBT Mission Statement

Mission statement
The Office of Entrepreneurship in Business Technology's mission is to assist
entrepreneurs, small business owners/managers, educators, students, and people
in the Mississippi Delta, seeking to start their own business in gathering information
to reach their goals. Counseling, workshops, and training are offered to help
business owners in the Mississippi Delta in expanding their professional networks

and understanding the local environment for small businesses. Primarily, the Office offers assistance to entrepreneurs, small business owners/managers, educators, and students in the Northern Delta Counties in efforts to advance community and economic development in the Delta region.

Related Items

There are no related items.

CEBT 01: Assist public and private sector leaders and individual business owners make informed strategic decisions.

User Outcome

Assist public and private sector leaders and individual business owners make informed strategic decisions for creating greater business opportunities, and making contributions to local economic development. Services and information that will be provided include:

- Serve as the source of information for entrepreneurs, owners of existing small businesses, and economic development organizations.
- Offer workshops and training sessions that respond to the needs of entrepreneurs, small businesses, and supports regional economic development.

SP5.Ind6

SP5.Ind7

Data Collection (Evidence)

From internal records:

- Partnerships
- Conversations with Entrepreneurs lecture series
- Business counseling sessions
- Student counseling sessions
- Speaking engagements
- Workshops presented
- Workshops developed
- Unit publicity
- Web page developed
- Advisory board
- Faculty advisory council

An evaluation document was used to assess the effectiveness and satisfaction of workshops and training sessions offered by the unit. Results were used to make appropriate changes to improve services offered by the unit.

Workshops and training sessions currently are and will continue to be provided in a timely manner – normally within two weeks.

Results of Evaluation
Partnerships formed:

AY 2011-12: 62

AY 2010-11: 66

AY 2009-10: 44

Conversations with Entrepreneurs lecture series:

AY 2011-12: 1

AY 2010-11: 2

AY 2009-10: 4

Business counseling sessions:

AY 2011-12: 70

AY 2010-11: 53

AY 2009-10: 63

Student counseling sessions:

AY 2011-12: 86

AY 2010-11: 112

AY 2009-10: 47

Speaking engagements:

AY 2011-12: 18

AY 2010-11: 28

AY 2009-10: 19

Workshops presented:

AY 2011-12: 15

AY 2010-11: 22

AY 2009-10: 18

Workshops developed:

AY 2011-12: 19

AY 2010-11: 20

AY 2009-10: 20

Unit publicity:

AY 2011-12: 51

AY 2010-11: 56

AY 2009-10: 55

Web page (1)

Advisory board (1)

Faculty advisory council (1)

Data regarding the assessment of workshops and training sessions was gathered. Data measured the effectiveness of and satisfaction with the workshops and training sessions as reported by attendees.

Evaluations of workshop and training sessions were measured on a five point scale ranging from strongly agree (5) to strongly disagree (1). The average score was 4.84 indicating outstanding effectiveness and satisfaction with the workshops and training sessions.

Use of Results and Recommendations
Continue:

- Developing partnerships with stakeholders in the service region
- Business and student counseling sessions
- Speaking engagements
- Workshop development and presentations

- Unit publicity
- Maintain web page
- Maintain relationships with unit and faculty advisory boards

Assessments of the workshops and training sessions indicate outstanding effectiveness of and satisfaction with the workshops and training sessions.

It is clear that stakeholders are well satisfied with the programs being offered given the average score of 4.84 with a score of 5.00 being the highest score available.

The unit will continue to provide quality presentations and to evaluate the presentations. Changes will be made based on feedback from stakeholders.

Related Items
SP5.Ind06: Community Outreach
    Providing Department: Delta State
    Responsible Roles:
    Indicators
    Partnerships

    Centers

    Programs

SP5.Ind07: Economic Development
    Providing Department: Delta State
    Responsible Roles:
    Indicators
    Initiatives

    Impact

CEBT 02: Share knowledge of the economic and social aspects of business and entrepreneurship.

User Outcome
Share knowledge of the economic and social aspects of business and entrepreneurship with Center stakeholders through research presentations, newsletter publications, seminars, and speaking engagements.

Services and information that will be provided include:

- Serve as the source of information for entrepreneurs, owners of existing small businesses, and economic development organizations.
- Offer workshops and training sessions that respond to the needs of entrepreneurs, small businesses, and supports regional economic development.

Data Collection (Evidence)
From internal records:

- Partnerships
- Conversations with Entrepreneurs lecture series
- Business counseling sessions
- Student counseling sessions
- Speaking engagements
- Workshops presented
- Workshops developed
- Unit publicity
- Web page developed
- Advisory board
- Faculty advisory council

An evaluation document was used to assess the effectiveness and satisfaction of workshops and training sessions offered by the unit. Results were used to make appropriate changes to improve services offered by the unit.

Workshops and training sessions currently are and will continue to be provided in a timely manner – normally within two weeks.

Results of Evaluation
Partnerships formed:

AY 2011-12: 62

AY 2010-11: 66

AY 2009-10: 44

Conversations with Entrepreneurs lecture series:

AY 2011-12: 1

AY 2010-11: 2

AY 2009-10: 4

Business counseling sessions:

AY 2011-12: 70

AY 2010-11: 53

AY 2009-10: 63

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Evaluations of workshop and training sessions were measured on a five point scale ranging from strongly agree (5) to strongly disagree (1). The average score was 4.84 indicating outstanding effectiveness and satisfaction with the workshops and training sessions.

Use of Results and Recommendations
Continue:

- Developing partnerships with stakeholders in the service region
- Business and student counseling sessions
- Speaking engagements
- Workshop development and presentations
- Unit publicity
- Maintain web page
- Maintain relationships with unit and faculty advisory boards

Assessments of the workshops and training sessions indicate outstanding effectiveness of and satisfaction with the workshops and training sessions.

It is clear that stakeholders are well satisfied with the programs being offered given the average score of 4.84 with a score of 5.00 being the highest score available.

The unit will continue to provide quality presentations and to evaluate the presentations. Changes will be made based on feedback from stakeholders.

Related Items
SP5.Ind06: Community Outreach
    Providing Department: Delta State
    Responsible Roles:
    Indicators
    Partnerships

    Centers

    Programs

SP5.Ind07: Economic Development
    Providing Department: Delta State
    Responsible Roles:
    Indicators
    Initiatives

    Impact

CEBT 2012_01: Faculty and Community Participation.

Unit Goal
Increase both faculty and community participation in Unit activities.

Evaluation Procedures
Measure faculty and community participation in Unit activities and compare to previous year.

Actual Results of Evaluation
In AY 2011-12, 16 faculty members and 62 community stakeholders participated in Unit activities. This compares to 3 faculty members and 66 community stakeholders for AY 2010-11.

Use of Evaluation Results
The chair of the unit will continue to work with faculty and community stakeholders in an effort to increase participation in Unit activities.

Related Items
SP5.Ind06: Community Outreach
    Providing Department: Delta State
    Responsible Roles:
    Indicators
    Partnerships

    Centers

    Programs

SP5.Ind07: Economic Development
    Providing Department: Delta State
    Responsible Roles:
    Indicators
    Initiatives

    Impact

Commercial Aviation

CAV 01: Aviation majors will demonstrate effective oral and written communication skills.

Responsible Role:
Learning Outcome
Department of Commercial Aviation majors will demonstrate effective oral and written communication skills.

Data Collection (Evidence)
At least 80% of the departments majors will earn credit on the writing proficiency/and or CAAP exam. Examine data from Writing Proficiency Exam and the CAAP.

Results of Evaluation

Use of Evaluation Results

Related Items
GE 02: Communication
Definition
Developing skills to communicate effectively through reading, writing, speaking, and listening

Providing Department: Academic Affairs/Provost and VPAA
Responsible Roles:
Progress:

CAV_01: LO effective oral and written communication skills.

Learning Outcome
Department of Commercial Aviation majors will demonstrate effective oral and written communication skills.

Data Collection (Evidence)
At least 80% of the departments majors will earn credit on the writing proficiency/and or CAAP exam. Examine data from Writing Proficiency Exam and the CAAP.

Results of Evaluation
70% of the department majors earned credit from the WPE.

Use of Evaluation Results
Assessment goal was not met. Additional writing assignments will continue to be added to core aviation courses including an APA style term paper.

Related Items
GE 02: Communication

Definition
Developing skills to communicate effectively through reading, writing, speaking, and listening

Providing Department: Academic Affairs/Provost and VPAA
Responsible Roles:
Progress:

CAV_AVMANG_01: LO Fixed Based Operations

Learning Outcome
Aviation Management students will demonstrate knowledge of the functional areas of Fixed Base Operations and the role they play in the aviation industry.

Data Collection (Evidence)
80% of the aviation major will achieve a score of at least 80 on the course project measured by common exam administered to all majors by all instructors teaching the Aviation Management Course.

The course project will consist of a simulated operation of an airport fuel farm.

Results of Evaluation
Change in instructor due to a death.

Did not complete the fuel farm project.

Use of Evaluation Results
Assessment goal was not met.

Work to assess planned project and determine whether it is adequate for the class. Implement the project in the next semester that the class is offered.

Related Items
GE 01: Critical and Creative Thinking
 Definition
 Developing sound analytical and reasoning skills and the ability to use them to think critically, solve problems, analyze logically and quantitatively, and effectively respond to change
 Providing Department: Academic Affairs/Provost and VPAA
 Responsible Roles:
 Progress:

GE 02: Communication
 Definition
 Developing skills to communicate effectively through reading, writing, speaking, and listening

 Providing Department: Academic Affairs/Provost and VPAA
 Responsible Roles:
 Progress:

CAV_AVMANG_02: LO apply business knowledge

Learning Outcome
Aviation Management majors will demonstrate the ability to apply business knowledge to the practice of managing an airport.

Data Collection (Evidence)
The aviation major will achieve a score of at least 80 on the course project measured by common exam administered to

all majors by all instructors teaching the Airport Management Course.

Results of Evaluation
100 percent of students scored 80 or better on examinations.

Did not complete the runway project. Change in instructor due to a death.

Use of Evaluation Results
Assessment goal was met.

Will continue the examinations as data collection.

Will ensure a project is completed

Related Items
GE 01: Critical and Creative Thinking
    Definition
    Developing sound analytical and reasoning skills and the ability to use them to think critically, solve problems, analyze logically and quantitatively, and effectively respond to change
    Providing Department: Academic Affairs/Provost and VPAA
    Responsible Roles:
    Progress:

GE 02: Communication
    Definition
    Developing skills to communicate effectively through reading, writing, speaking, and listening

    Providing Department: Academic Affairs/Provost and VPAA
    Responsible Roles:
    Progress:

GE 04: Inquiry and Technology
Definition
Building the skills for the search, discovery, evaluation, and application of information, including an understanding of the nature and limits of appropriate technologies

Providing Department: Academic Affairs/Provost and VPAA
Responsible Roles:
Progress:

CAV_AVMANG_03: LO Aerospace Industry

Learning Outcome
Aviation Management majors will demonstrate a broad understanding of the aerospace industry.

Data Collection (Evidence)
The aviation major will achieve a score of at least 80 on the course project measured by common exam administered to all majors by all instructors teaching the Air Transportation Course.

The project will consist of a study of the impact the introduction of Very Light Jets will have on the national airspace system.

Results of Evaluation
100 percent of students scored 70 or better on examinations.

Did not complete the start-up VLJ project. Change in instructor due to a death.

Use of Evaluation Results
Assessment goal was met.

Bring in outside presenters to discuss daily operations and highlight decision-making processes. Goal of 100 percent of students with B or higher.

Work with to assess planned project and determine whether it is adequate for the class. Implement the project in the next semester that the class is offered

Related Items
GE 01: Critical and Creative Thinking

Definition
Developing sound analytical and reasoning skills and the ability to use them to think critically, solve problems, analyze logically and quantitatively, and effectively respond to change
Providing Department: Academic Affairs/Provost and VPAA
Responsible Roles:
Progress:

GE 04: Inquiry and Technology
Definition
Building the skills for the search, discovery, evaluation, and application of information, including an understanding of the nature and limits of appropriate technologies

Providing Department: Academic Affairs/Provost and VPAA
Responsible Roles:
Progress:

GE 09: Cross-disciplinary Appreciation
Definition
Developing an understanding of the concepts of various disciplines and their interdependence

Providing Department: Academic Affairs/Provost and VPAA
Responsible Roles:
Progress:

CAV_FLTOPS_01: LO Technical Skills and Aviation Technology

Learning Outcome
Department of Commercial Aviation majors will demonstrate the technical skills required to use and manage aviation technology.

Data Collection (Evidence)
At least 90% on FAA Instrument written examination.

Scores received from Laser grade testing center and maintained in student portfolios at DSU flight training center.

Scores are analyzed by aviation faculty and flight training staff each semester.

Results of Evaluation
90% of the students that took the FAA instrument written exam passed on the first attempt. 100% of the students that took the FAA instrument written passed on the second attempt.

Use of Evaluation Results
Assessment goal was met.

The areas that were not passed the first time on the FAA instrument written are noted and shared with the faculty and staff. The flight instructor reviews

the missed areas prior to a retake of the test.

Related Items
GE 04: Inquiry and Technology
 Definition
 Building the skills for the search, discovery, evaluation, and application of information, including an understanding of the nature and limits of appropriate technologies

 Providing Department: Academic Affairs/Provost and VPAA
 Responsible Roles:
 Progress:

CAV_FLTOPS_02: LO Commercial Pilot Roles and Skills

Learning Outcome
Flight Operation majors will demonstrate a broad understanding of the role and skills required of Commercial Pilots.

Data Collection (Evidence)
At least 90% on FAA Commercial pilot practical test standard in FAA bulletin

FAA-S-8081-12B.

Flight checks are administered

by FAA designated flight examiners independent of DSU.

Results of Evaluation
100% of the students passed the Commercial pilot practical test on the first attempt.

Use of Evaluation Results
Assessment goal was met.

Will continue on this course of action.

Related Items
GE 01: Critical and Creative Thinking
 Definition
 Developing sound analytical and reasoning skills and the ability to use them to think critically, solve problems, analyze logically and quantitatively, and effectively respond to change
 Providing Department: Academic Affairs/Provost and VPAA
 Responsible Roles:
 Progress:

GE 02: Communication
 Definition
 Developing skills to communicate effectively through reading, writing, speaking,

and listening

Providing Department: Academic Affairs/Provost and VPAA
Responsible Roles:
Progress:

GE 03: Quantitative Skills

Definition
Providing Department: Academic Affairs/Provost and VPAA
Responsible Roles:
Progress:

GE 09: Cross-disciplinary Appreciation
Definition
Developing an understanding of the concepts of various disciplines and their interdependence

Providing Department: Academic Affairs/Provost and VPAA
Responsible Roles:
Progress:

CAV_FLTOPS_03: LO Certified Flight Instructor Duties

Learning Outcome
Flight Operation majors will demonstrate the ability to reason, analyze, define and solve aviation problems, and make decisions while performing the duties of a certified flight instructor.

Data Collection (Evidence)
At least 90% on FAA Certified Flight Instructor practical test standard in FAA bulletin FAA-S-8081-6BS.

Flight checks are administered by FAA designated flight examiners independent of DSU.

Results of Evaluation
100% of the students passed the Certified Flight Instructor pilot practical test on the first attempt.

Use of Evaluation Results
Assessment goal was met.

This is outstanding given the national pass rate is 60%. Will continue on this course of action.

Related Items
GE 01: Critical and Creative Thinking
Definition
Developing sound analytical and reasoning skills and the ability to use them to think critically, solve problems, analyze logically and quantitatively, and

effectively respond to change
Providing Department: Academic Affairs/Provost and VPAA
Responsible Roles:
Progress:

GE 02: Communication
Definition
Developing skills to communicate effectively through reading, writing, speaking, and listening

Providing Department: Academic Affairs/Provost and VPAA
Responsible Roles:
Progress:

GE 03: Quantitative Skills

Definition
Providing Department: Academic Affairs/Provost and VPAA
Responsible Roles:
Progress:

GE 04: Inquiry and Technology
Definition
Building the skills for the search, discovery, evaluation, and application of information, including an understanding of the nature and limits of appropriate technologies

Providing Department: Academic Affairs/Provost and VPAA
Responsible Roles:
Progress:

GE 08: Perspectives
Definition
Gaining a knowledge and appreciation of human endeavors in all aspects of life-including artistic, scientific, historic, economic, psychological, and social

Providing Department: Academic Affairs/Provost and VPAA
Responsible Roles:
Progress:

GE 09: Cross-disciplinary Appreciation
Definition
Developing an understanding of the concepts of various disciplines and their interdependence

Providing Department: Academic Affairs/Provost and VPAA
Responsible Roles:
Progress:

Program Goals

CAV 01: To prepare for a self study that will lead to accreditation by AABI in the

future.

    Unit Goal

    Evaluation Procedures

    Actual Results of Evaluation

    Use of Evaluation Results

    Related Items
    SP1.Ind08: Curriculum and Program Review
        Providing Department: Delta State
        Responsible Roles:
        Indicators
        curriculum review

        program review

        accreditation

CAV 02: Commercial Aviation will increase the amount of credit hour production by 15% in 2 years.

    Unit Goal
    Commercial Aviation will increase the amount of credit hour production by 15% in 2 years.

    Evaluation Procedures
    Analysis of credit hour production in academic years 2008/2009, 2009/2010, and 2010/2011.

    Actual Results of Evaluation

    Use of Evaluation Results

    Related Items
    SP2.Ind01: Enrollment
        Providing Department: Delta State
        Responsible Roles:

        Indicators

CAV 2012_02: Increase Enrollment

    Unit Goal
    Increase enrollment in the Department of Commercial Aviation in five years by 20%.

    Evaluation Procedures
        Analysis of enrollment data in academic years 2009/2010;

2010/2011; 2011/2012; 2012/2013; and 2013/2014.

Actual Results of Evaluation
Will evaluate annually to note progress and continue to increase enrollment in the Department of Commercial Aviation in five years by 20%.

Current Data shows a decrease in enrollment for flight operations and the MCA but an increase in enrollment for the aviation management (UG).

- Annual Report data 2011_2012 Reported August 2012

Use of Evaluation Results
The credit hour production does not show a true picture in CAV. The weight as assigned by IHL is for a 100-200 level course is weighted 1.0, 300-400 level is weighted 1.96, and 600 level is 3.94. Commercial Aviation is highly specialized requiring FAA certification, recurrent training, equipment, and technology. The CAV courses should be weighted similarly to the Nursing Program also requiring extra training and highly skilled techniques. The weight for a Nursing course 100-200 level course is weighted 4.91, 300-400 level is weighted 5.32, and 600 level is 6.49. Currently CAV is weighted as a History or English course with no extra training or equipment. When CAV is compared with other College of Business course even Business courses are weighted higher than CAV. Specifically Business 100-200 level course is weighted 1.41, 300-400 level is weighted 1.59, and 600 level is 4.59. In conclusion, CAV courses need to be reevaluated by IHL to possibly create an additional code category and increase the weight to more accurately reflect the skill, training and equipment required to train students in Commercial Aviation.

Related Items
SP2.Ind01: Enrollment
    Providing Department: Delta State
    Responsible Roles:

    Indicators

CAV 2012_04: Diversity Compliance Initiatives and Progress

Unit Goal
Increase diversity within the faculty and staff.

Evaluation Procedures
The Department of aviation will continue to advertise for the faculty position and evaluate all applicants equally.

Actual Results of Evaluation
50% of Instructor's in aviation are African-American

25% of full-time faculty is female

Use of Evaluation Results
The field of Commercial Aviation historically is composed of Caucasian males. Efforts to recruit diverse faculty in Commercial Aviation are challenging. The Department of aviation will continue to advertise for the faculty position and evaluate all applicants equally.

Currently The Commercial Aviation adjunct faculty diversity composition is as follows:

50% of Instructor's in aviation are African-American

25% of full-time faculty is female.

Related Items
SP1.Ind05: Diversity -- access to diverse ideas/programs
    Providing Department: Delta State
    Responsible Roles:
    Indicators

SP3.Ind01: Faculty and staff hiring
    Providing Department: Delta State
    Responsible Roles:

    Indicators

CAV 2013_01: Establish an Aviation Advisory Board for the Department of Commercial Aviation

Unit Goal
An established Aviation Advisory Board actively participating as partners with the Department of Commercial Aviation.

Evaluation Procedures
Recruit an advisory board of industry leaders assisting the Department of Commercial Aviation in updating curriculum and training to meet changing industry needs.

Actual Results of Evaluation
Use of Evaluation Results
An active advisory board of industry leaders assisting the Department of Commercial Aviation in updating curriculum and training to meet changing industry needs.

Related Items
SP1.Ind04: Job placement
    Providing Department: Delta State
    Responsible Roles:
    Indicators

SP1.Ind06: Advising -- access to improved, comprehensive, and directed/targeted advising
    Providing Department: Delta State
    Responsible Roles:

    Indicators

SP1.Ind08: Curriculum and Program Review
    Providing Department: Delta State
    Responsible Roles:
    Indicators
curriculum review

program review

accreditation

SP2.Ind02: Retention
    Providing Department: Delta State
    Responsible Roles:

    Indicators

SP2.Ind03: Graduation Rate
    Providing Department: Delta State
    Responsible Roles:

    Indicators

SP3.Ind04: Technology training
    Providing Department: Delta State
    Responsible Roles:
    Indicators
Available training

Training utilized

CAV_2012_01: Prepare for Aviation Accreditation

Unit Goal

1. To prepare for a self study that will lead to accreditation by AABI in the

future.

Evaluation Procedures
　　Commercial Aviation Faculty and Staff revised all CAV curriculum, Student Learning Outcomes, Syllabi to prepare for a　self study that will lead to accreditation by AABI in the future.

Actual Results of Evaluation
Currently upgrading fleet and hiring more faculty

Use of Evaluation Results

Related Items
SP1.Ind08: Curriculum and Program Review
　　Providing Department: Delta State
　　Responsible Roles:
　　Indicators
　　curriculum review

　　program review

　　accreditation

SP3.Ind07: Credentials
　　Providing Department: Delta State
　　Responsible Roles:
　　Indicators
　　Faculty credentials (all personnel categories, academic programs)

　　Staff credentials (all as required by accreditation)

SP3.Ind08: Evaluations
　　Providing Department: Delta State
　　Responsible Roles:
　　Indicators
　　Faculty course evaluations

　　Staff evaluations

　　Administrative evaluations (including IEO)

SP3.Ind09: Professional development
　　Providing Department: Delta State
　　Responsible Roles:
　　Indicators
　　Funding available

　　Funding accessed

　　Dollars per FTE

Professional development offered (new faculty, etc.)

SP4.Ind03: External resources
   Providing Department: Delta State
   Responsible Roles:
   Indicators
   Capitol campaign

   Unit fundraising

   Alumni/Foundation reports

   Grants submitted and funded

   Bonds

   Earmarks

CAV_2012_03: Increase Diversity

Unit Goal
Seek to recruit more diverse student population in the Department of Commercial Aviation in five years by 20%.

Evaluation Procedures
Analysis of enrollment data in academic years 2009/2010; 2010/2011; 2011/2012; 2012/2013; and 2013/2014.

- Annual Report data 2011_2012 Reported August 2012

Actual Results of Evaluation
There has been an increase in enrollment of diverse students in the Department of Commercial Aviation over the last several years. However, there was a decline in total enrollment therefore a decline in enrollment of diverse students.

Use of Evaluation Results
 evaluate annually to note progress and continue to increase.

   Current data shows a trend of increasing diversity among CAV majors.

Related Items
SP1.Ind05: Diversity -- access to diverse ideas/programs
   Providing Department: Delta State
   Responsible Roles:

Indicators

Management, Marketing and Business Administration

Learning Outcomes

BBA-GEN 01: Business Concepts

Learning Outcome
General Business majors will understand the concepts in the major areas of business

Data Collection (Evidence)
At least 80% of General Business majors will earn a grade of B or better on there project in MGT 499.

Results of Evaluation

Use of Evaluation Results

Related Items
GE 06: Social Institutions
    Definition
    Understanding the major institutions of society and the contemporary world, including families, work, voluntary associations, and government
    Providing Department: Academic Affairs/Provost and VPAA
    Responsible Roles:
    Progress:

GE 09: Cross-disciplinary Appreciation
    Definition
    Developing an understanding of the concepts of various disciplines and their interdependence

    Providing Department: Academic Affairs/Provost and VPAA
    Responsible Roles:
    Progress:

BBA-GEN 01: Business Concepts

Learning Outcome
General Business majors will understand the concepts in the major areas of business

Data Collection (Evidence)
80% of all general business majors will earn a grade of B or better on their project in

MGT 499

Results of Evaluation
As the learning objective was created during AY 2011-2012, data was not collected
for this report.

Use of Evaluation Results
The data will be collected beginning AY 2012-2013.

Related Items
GE 06: Social Institutions
    Definition
    Understanding the major institutions of society and the contemporary world,
    including families, work, voluntary associations, and government
    Providing Department: Academic Affairs/Provost and VPAA
    Responsible Roles:
    Progress:

GE 09: Cross-disciplinary Appreciation
    Definition
    Developing an understanding of the concepts of various disciplines and their
    interdependence

    Providing Department: Academic Affairs/Provost and VPAA
    Responsible Roles:
    Progress:

BBA-GEN 02: Business Plan

Learning Outcome
General Business majors will understand the components of a business plan

Data Collection (Evidence)
At least 80% of General Business majors will earn a grade of B or better on their
business plane in MGT/MKT 370

Results of Evaluation

Use of Evaluation Results

Related Items
GE 01: Critical and Creative Thinking
    Definition
    Developing sound analytical and reasoning skills and the ability to use them to
    think critically, solve problems, analyze logically and quantitatively, and
    effectively respond to change
    Providing Department: Academic Affairs/Provost and VPAA
    Responsible Roles:
    Progress:

GE 02: Communication
    Definition
    Developing skills to communicate effectively through reading, writing, speaking,

and listening

Providing Department: Academic Affairs/Provost and VPAA
Responsible Roles:
Progress:

BBA-GEN 02: Business Plan

Learning Outcome
General Business majors will understand the components of a business plan.

Data Collection (Evidence)
80% of general business majors will earn a grade of B or better on their business plan in MGT/MKT 370.

Results of Evaluation
As the learning objective was created during AY 2011-2012, data was not collected for this report.

Use of Evaluation Results
Data collection will begin during AY 2012-2013

Related Items
GE 01: Critical and Creative Thinking
    Definition
    Developing sound analytical and reasoning skills and the ability to use them to think critically, solve problems, analyze logically and quantitatively, and effectively respond to change
    Providing Department: Academic Affairs/Provost and VPAA
    Responsible Roles:
    Progress:

GE 02: Communication
    Definition
    Developing skills to communicate effectively through reading, writing, speaking, and listening

    Providing Department: Academic Affairs/Provost and VPAA
    Responsible Roles:
    Progress:

BBA-GEN 03: Decision Making

Learning Outcome
General Business majors will be proficient in decision making/problem solving techniques

Data Collection (Evidence)
At least 80% of General Business majors will earn a grade of B or better on their

project in MGT 499

Results of Evaluation

Use of Evaluation Results

Related Items
GE 01: Critical and Creative Thinking
    Definition
    Developing sound analytical and reasoning skills and the ability to use them to
    think critically, solve problems, analyze logically and quantitatively, and
    effectively respond to change
    Providing Department: Academic Affairs/Provost and VPAA
    Responsible Roles:
    Progress:

GE 02: Communication
    Definition
    Developing skills to communicate effectively through reading, writing, speaking,
    and listening

    Providing Department: Academic Affairs/Provost and VPAA
    Responsible Roles:
    Progress:

BBA-GEN 03: Decision Making

Learning Outcome
General Business majors will be proficient in decision making/problem solving
techniques

Data Collection (Evidence)
80% of general business majors will earn a grade of B or better on their project in
MGT 499

Results of Evaluation
As the learning objective was created during AY 2011-2012, data was not collected
for this report.

Use of Evaluation Results
Data collection will be collected for this objective during AY 2012-2013

Related Items
GE 01: Critical and Creative Thinking
    Definition
    Developing sound analytical and reasoning skills and the ability to use them to
    think critically, solve problems, analyze logically and quantitatively, and
    effectively respond to change
    Providing Department: Academic Affairs/Provost and VPAA
    Responsible Roles:
    Progress:

GE 02: Communication

Definition
Developing skills to communicate effectively through reading, writing, speaking, and listening

Providing Department: Academic Affairs/Provost and VPAA
Responsible Roles:
Progress:

BBA-MGT 01: Functions of Management

Learning Outcome
Management majors will understand the functions of management: Planning, organizing, controlling, and leading

Data Collection (Evidence)
80% of management majors will earn a grade of B or better on their project in MGT 484 or MGT 465

Results of Evaluation
As the learning objective was created during AY 2011-2012, data was not collected for this report.

Use of Evaluation Results
Data collection for this objective will begin during AY 2012-2013

Related Items
GE 06: Social Institutions
    Definition
    Understanding the major institutions of society and the contemporary world, including families, work, voluntary associations, and government
    Providing Department: Academic Affairs/Provost and VPAA
    Responsible Roles:
    Progress:

GE 09: Cross-disciplinary Appreciation
    Definition
    Developing an understanding of the concepts of various disciplines and their interdependence

    Providing Department: Academic Affairs/Provost and VPAA
    Responsible Roles:
    Progress:

BBA-MGT 01: Management Functions

Learning Outcome
Management majors will understand the functions of management: Planning, organizing, controlling, and leading

Data Collection (Evidence)
At least 80% of Management majors will earn a grade of B or better on their project

in MGT 484 or MGT 465

Results of Evaluation

Use of Evaluation Results

Related Items
GE 06: Social Institutions
   Definition
   Understanding the major institutions of society and the contemporary world,
   including families, work, voluntary associations, and government
   Providing Department: Academic Affairs/Provost and VPAA
   Responsible Roles:
   Progress:

GE 09: Cross-disciplinary Appreciation
   Definition
   Developing an understanding of the concepts of various disciplines and their
   interdependence

   Providing Department: Academic Affairs/Provost and VPAA
   Responsible Roles:
   Progress:

BBA-MGT 02: Leadership
   Management majors will be knowledgeable of leadership styles

   Data Collection (Evidence)
   At least 80% of management majors will earn a grade of B or better on their project
   in MGT 305 or MGT 410

   Results of Evaluation

   Use of Evaluation Results

   Related Items
   GE 02: Communication
      Definition
      Developing skills to communicate effectively through reading, writing, speaking,
      and listening
      Providing Department: Academic Affairs/Provost and VPAA
      Responsible Roles:
      Progress:

   GE 05: Self
      Definition
      Developing a fundamental understanding of the intricate nature of humans and
      the knowledge, interests, and skills to promote well-being and health

      Providing Department: Academic Affairs/Provost and VPAA
      Responsible Roles:
      Progress:

BBA-MGT 02: Leadership styles

Learning Outcome
Management majors will be knowledgeable of leadership styles

Data Collection (Evidence)
80% of management majors will earn a grade of B or better on their project in MGT 305 or MGT 410

Results of Evaluation
As the learning objective was created during AY 2011-2012, data was not collected for this report.

Use of Evaluation Results
Data collection for this objective will begin during AY 2012-2013

Related Items
GE 02: Communication
   Definition
   Developing skills to communicate effectively through reading, writing, speaking, and listening
   Providing Department: Academic Affairs/Provost and VPAA
   Responsible Roles:
   Progress:

GE 05: Self
   Definition
   Developing a fundamental understanding of the intricate nature of humans and the knowledge, interests, and skills to promote well-being and health

   Providing Department: Academic Affairs/Provost and VPAA
   Responsible Roles:
   Progress:

BBA-MGT 03: Critical Thinking

Learning Outcome
Management majors will be proficient in critical/creative thinking skills

Data Collection (Evidence)
At least 80% of Management majors will earn a grade of B or better on their project in MGT 499

Results of Evaluation

Use of Evaluation Results

Related Items
GE 01: Critical and Creative Thinking
   Definition
   Developing sound analytical and reasoning skills and the ability to use them to think critically, solve problems, analyze logically and quantitatively, and

effectively respond to change

Providing Department: Academic Affairs/Provost and VPAA
Responsible Roles:
Progress:

BBA-MGT 03: Critical thinking skills

Learning Outcome
Management majors will be proficient in critical/creative thinking skills

Data Collection (Evidence)
80% of management majors will earn a grade of B or better on their project in MGT 499

Results of Evaluation
As the learning objective was created during AY 2011-2012, data was not collected for this report.

Use of Evaluation Results
Data collection for this objective will begin during AY 2012-2013

Related Items
GE 01: Critical and Creative Thinking
    Definition
    Developing sound analytical and reasoning skills and the ability to use them to think critically, solve problems, analyze logically and quantitatively, and effectively respond to change

    Providing Department: Academic Affairs/Provost and VPAA
    Responsible Roles:
    Progress:

BBA-MKT 01: Professional Selling

Learning Outcome
Marketing majors will be proficienct in professional selling techniques

Data Collection (Evidence)
80% of marketing majors will earn a grade of B or better on their sales presentations in MKT 321

Results of Evaluation
As the learning objective was created during AY 2011-2012, data was not collected for this report.

Use of Evaluation Results
Data collection for this objective will begin during AY 2012-2013

Related Items
GE 01: Critical and Creative Thinking

Definition
Developing sound analytical and reasoning skills and the ability to use them to think critically, solve problems, analyze logically and quantitatively, and effectively respond to change
Providing Department: Academic Affairs/Provost and VPAA
Responsible Roles:
Progress:

GE 02: Communication
Definition
Developing skills to communicate effectively through reading, writing, speaking, and listening

Providing Department: Academic Affairs/Provost and VPAA
Responsible Roles:
Progress:

BBA-MKT 01: Professional Selling Techniques

Learning Outcome
Marketing majors will be proficient in professional selling techniques

Data Collection (Evidence)
At least 80% of Marketing majors will earn a grade of B or better on their sales presentations in MKT 321

Results of Evaluation

Use of Evaluation Results

Related Items
GE 01: Critical and Creative Thinking
Definition
Developing sound analytical and reasoning skills and the ability to use them to think critically, solve problems, analyze logically and quantitatively, and effectively respond to change
Providing Department: Academic Affairs/Provost and VPAA
Responsible Roles:
Progress:

GE 02: Communication
Definition
Developing skills to communicate effectively through reading, writing, speaking, and listening

Providing Department: Academic Affairs/Provost and VPAA
Responsible Roles:
Progress:

BBA-MKT 02: Quantitative Research Skills

Learning Outcome
Marketing majors will be knowledgeable in quantitative research skills

Data Collection (Evidence)
At least 80% of Marketing majors will earn an average grade of B or better on their quantitative homework assignments in MKT 488

Results of Evaluation

Use of Evaluation Results

Related Items
GE 01: Critical and Creative Thinking
    Definition
    Developing sound analytical and reasoning skills and the ability to use them to think critically, solve problems, analyze logically and quantitatively, and effectively respond to change
    Providing Department: Academic Affairs/Provost and VPAA
    Responsible Roles:
    Progress:

GE 02: Communication
    Definition
    Developing skills to communicate effectively through reading, writing, speaking, and listening

    Providing Department: Academic Affairs/Provost and VPAA
    Responsible Roles:
    Progress:

GE 03: Quantitative Skills

    Definition
    Providing Department: Academic Affairs/Provost and VPAA
    Responsible Roles:
    Progress:

BBA-MKT 02: Quantitative Research Skills

Learning Outcome
Marketing majors will be knowledgeable in quantitative research skills

Data Collection (Evidence)
80% of marketing majors will earn an average grade of B or better on their quantitative homework assignments in MKT 488

Results of Evaluation
As the learning objective was created during AY 2011-2012, data was not collected for this report.

Use of Evaluation Results
Data collection for this objective will begin during AY 2012-2013

Related Items
GE 01: Critical and Creative Thinking
   Definition
   Developing sound analytical and reasoning skills and the ability to use them to
   think critically, solve problems, analyze logically and quantitatively, and
   effectively respond to change
   Providing Department: Academic Affairs/Provost and VPAA
   Responsible Roles:
   Progress:

GE 02: Communication
   Definition
   Developing skills to communicate effectively through reading, writing, speaking,
   and listening

   Providing Department: Academic Affairs/Provost and VPAA
   Responsible Roles:
   Progress:

GE 03: Quantitative Skills

   Definition
   Providing Department: Academic Affairs/Provost and VPAA
   Responsible Roles:
   Progress:

BBA-MKT 03: Marketing Plan

Learning Outcome
Marketing majors will understand the components of a marketing plan

Data Collection (Evidence)
80% of marketing majors will earn a grade of B or better on their marketing plan in
MKT 499

Results of Evaluation
As the learning objective was created during AY 2011-2012, data was not collected
for this report.

Use of Evaluation Results
Data collection for this objective will begin during AY 2012-2013

Related Items
GE 01: Critical and Creative Thinking
   Definition
   Developing sound analytical and reasoning skills and the ability to use them to
   think critically, solve problems, analyze logically and quantitatively, and
   effectively respond to change
   Providing Department: Academic Affairs/Provost and VPAA
   Responsible Roles:
   Progress:

GE 02: Communication
   Definition
   Developing skills to communicate effectively through reading, writing, speaking,
   and listening

   Providing Department: Academic Affairs/Provost and VPAA
   Responsible Roles:
   Progress:

BBA-MKT 03: Marketing Plan

Learning Outcome
Marketing majors will understand the components of a marketing plan

Data Collection (Evidence)
At least 80% of marketing majors will earn a grade of B or better on their marketing
plan in MKT 499

Results of Evaluation

Use of Evaluation Results

Related Items
GE 01: Critical and Creative Thinking
   Definition
   Developing sound analytical and reasoning skills and the ability to use them to
   think critically, solve problems, analyze logically and quantitatively, and
   effectively respond to change
   Providing Department: Academic Affairs/Provost and VPAA
   Responsible Roles:
   Progress:

GE 02: Communication
   Definition
   Developing skills to communicate effectively through reading, writing, speaking,
   and listening

   Providing Department: Academic Affairs/Provost and VPAA
   Responsible Roles:
   Progress:

BBA-MMBA 01: Team Work

Learning Outcome
All General Business, Management, Marketing, MBA and iMBA majors will
demonstrates ability to work as a team member

Data Collection (Evidence)
At least 80% of General Business, Management, and Marketing majors will earn a
grade of B or better on their group evaluation in MGT 499. At least 80% of all MBA
and iMBA majors will earn a grade of B or better on the group evaluation in MGT (or

XXX) 695.

Results of Evaluation

Use of Evaluation Results

Related Items
GE 01: Critical and Creative Thinking
    Definition
    Developing sound analytical and reasoning skills and the ability to use them to
    think critically, solve problems, analyze logically and quantitatively, and
    effectively respond to change
    Providing Department: Academic Affairs/Provost and VPAA
    Responsible Roles:
    Progress:

GE 02: Communication
    Definition
    Developing skills to communicate effectively through reading, writing, speaking,
    and listening

    Providing Department: Academic Affairs/Provost and VPAA
    Responsible Roles:
    Progress:

GE 05: Self
    Definition
    Developing a fundamental understanding of the intricate nature of humans and
    the knowledge, interests, and skills to promote well-being and health

    Providing Department: Academic Affairs/Provost and VPAA
    Responsible Roles:
    Progress:

BBA-MMBA 01: Teamwork

Learning Outcome
General Business, Management, Marketing, and MBA/iMBA majors will demonstrate
ability to work as a team member

Data Collection (Evidence)
80% of general business, management, marketing, and MBA/iMBA majors will earn
an average grade of B or better on their group evaluations in MGT 499 or MGT
(XXX) 695

Results of Evaluation
As the learning objective was created during AY 2011-2012, data was not collected
for this report.

Use of Evaluation Results
Data collection for this objective will begin during AY 2012-2013

Related Items

GE 01: Critical and Creative Thinking
Definition
Developing sound analytical and reasoning skills and the ability to use them to think critically, solve problems, analyze logically and quantitatively, and effectively respond to change
Providing Department: Academic Affairs/Provost and VPAA
Responsible Roles:
Progress:

GE 02: Communication
Definition
Developing skills to communicate effectively through reading, writing, speaking, and listening

Providing Department: Academic Affairs/Provost and VPAA
Responsible Roles:
Progress:

GE 05: Self
Definition
Developing a fundamental understanding of the intricate nature of humans and the knowledge, interests, and skills to promote well-being and health

Providing Department: Academic Affairs/Provost and VPAA
Responsible Roles:
Progress:

MBA-BA 01: Business Research Analysis

Learning Outcome
MBA and iMBA majors will demonstrate the ability to perform professional research and analysis

Data Collection (Evidence)
80% of MBA and iMBA students will earn an average grade of be or better on their research and analysis homework assignments in CIS/FIN/MGT/MKT 601

Results of Evaluation
As the learning objective was created during AY 2011-2012, data was not collected for this report.

Use of Evaluation Results
Data collection for this objective will begin during AY 2012-2013

Related Items
GE 01: Critical and Creative Thinking
Definition
Developing sound analytical and reasoning skills and the ability to use them to think critically, solve problems, analyze logically and quantitatively, and effectively respond to change
Providing Department: Academic Affairs/Provost and VPAA
Responsible Roles:
Progress:

GE 02: Communication
   Definition
   Developing skills to communicate effectively through reading, writing, speaking, and listening

   Providing Department: Academic Affairs/Provost and VPAA
   Responsible Roles:
   Progress:

MBA-BA 01: Business Research Analysis

Learning Outcome
MBA and iMBA majors will demonstrate ability to perform professional business research and analysis

Data Collection (Evidence)
At least 80% of MBA and iMBA students will earn an average grade of B or better on their research and analysis homework assignments in XXX 601

Results of Evaluation

Use of Evaluation Results

Related Items
GE 01: Critical and Creative Thinking
   Definition
   Developing sound analytical and reasoning skills and the ability to use them to think critically, solve problems, analyze logically and quantitatively, and effectively respond to change
   Providing Department: Academic Affairs/Provost and VPAA
   Responsible Roles:
   Progress:

GE 02: Communication
   Definition
   Developing skills to communicate effectively through reading, writing, speaking, and listening

   Providing Department: Academic Affairs/Provost and VPAA
   Responsible Roles:
   Progress:

GE 03: Quantitative Skills

   Definition
   Providing Department: Academic Affairs/Provost and VPAA
   Responsible Roles:
   Progress:

MBA-BA 02: Integration of Business Function Areas

Learning Outcome
MBA and iMBA majors will understand of the integration of the functional areas of business

Data Collection (Evidence)
At least 80% of all MBA and iMBA students will earn an average grade of B or better on their case study projects in MGT 695 (or XXX 695)

Results of Evaluation

Use of Evaluation Results

Related Items
GE 06: Social Institutions
    Definition
    Understanding the major institutions of society and the contemporary world, including families, work, voluntary associations, and government
    Providing Department: Academic Affairs/Provost and VPAA
    Responsible Roles:
    Progress:

GE 09: Cross-disciplinary Appreciation
    Definition
    Developing an understanding of the concepts of various disciplines and their interdependence

    Providing Department: Academic Affairs/Provost and VPAA
    Responsible Roles:
    Progress:

MBA-BA 02: Integration of Business Function Areas

Learning Outcome
MBA and iMBA students will understand the integration of the functional areas of business

Data Collection (Evidence)
80% of MBA and iMBA majors will earn an average grade of B or better on their case study analysis projects in MGT (or XXX) 695

Results of Evaluation
As the learning objective was created during AY 2011-2012, data was not collected for this report.

Use of Evaluation Results
Data collection for this objective will begin during AY 2012-2013

Related Items
GE 06: Social Institutions
    Definition
    Understanding the major institutions of society and the contemporary world, including families, work, voluntary associations, and government
    Providing Department: Academic Affairs/Provost and VPAA

Responsible Roles:
Progress:

GE 09: Cross-disciplinary Appreciation
Definition
Developing an understanding of the concepts of various disciplines and their interdependence

Providing Department: Academic Affairs/Provost and VPAA
Responsible Roles:
Progress:

Program Goals

MMBA 2012_01: Hiring Faculty

Unit Goal
The division will employ two additional faculty members to support and enhance the division's programs of study.

Evaluation Procedures
Complete the hiring process for a MGT and MKT professor for AY 2011-12.

Actual Results of Evaluation
One MGT faculty member was hired. Instead of hiring a MKT faculty member, a visiting instructor in MGT and a part-time instructor in MGT were hired for AY 2011-2012. One additional full-time faculty member resigned in AY 2011-2012. A full-time MGT instructor and full-time Health Care Management Assistant Professor were hired for AY 2012-2013.

Use of Evaluation Results
An increased number of required classes are/will be taught by a full-time faculty members. The new health care emphasis in the MBA/iMBA program will be taught by a qualified full-time faculty member.

Related Items
SP3.Ind01: Faculty and staff hiring
      Providing Department: Delta State
      Responsible Roles:

      Indicators

MMBA 2012_02: Internship participation

Unit Goal
The division will increase the number of students participating in internship classes by 5%

Evaluation Procedures

Enrollment data was examined, determining participation in internship programs

Actual Results of Evaluation
A total of 15 students participated in the internship program. Compared to the previous AY, this resulted in a 22% reduction in internship participation, well below the goal. Specifically,four students participated in the General Business internship program, two students participated in the Hospitality Management internship program, four students participated in the Management internship program, and five students participated int eh Marketing internship program.

Use of Evaluation Results
Internships provide opportunities for students to gain knowledge and work experience. Additionally, these classes provide a service to those organizations who hire students. Efforts will continue to develop internship opportunities with employers. MMBA will increase student awareness of internship opportunities during the 2012-2013 AY

Related Items
SP1.Ind05: Diversity -- access to diverse ideas/programs
    Providing Department: Delta State
    Responsible Roles:

    Indicators

MMBA 2012_03: Curricula Evaluation

Unit Goal
The division will evaluate and make changes to curricula to meet stakeholder expectations

Evaluation Procedures
Evaluate curriculum committee meeting information

Actual Results of Evaluation

Use of Evaluation Results
Related Items
SP1.Ind08: Curriculum and Program Review
    Providing Department: Delta State
    Responsible Roles:
    Indicators
curriculum review

program review

accreditation

MMBA 2012_03: Scholarship and Service

Unit Goal

100% of the faculty will engage in at least one service activity to the university, college, and division, and participatein at least one scholarly activity.

Evaluation Procedures
Faculty annual reviews provided information to determine if the goal was met.

Actual Results of Evaluation
All division faculty met this objective. By engaging service and research, faculty provided benefit to the university, college, and division, as well as the students, by staying relevant in their fields.

Use of Evaluation Results
Faculty bring current information to the classroom and share the information with stakeholders of the university.

Related Items
SP3.Ind07: Credentials
    Providing Department: Delta State
    Responsible Roles:
    Indicators
    Faculty credentials (all personnel categories, academic programs)

    Staff credentials (all as required by accreditation)

SP3.Ind09: Professional development
    Providing Department: Delta State
    Responsible Roles:
    Indicators
    Funding available

    Funding accessed

    Dollars per FTE

    Professional development offered (new faculty, etc.)

SP5.Ind06: Community Outreach
    Providing Department: Delta State
    Responsible Roles:
    Indicators
    Partnerships

    Centers

    Programs

MMBA 2012_04: Curricula Evaluation

Unit Goal
The division will evaluate and make changes to curricula to meet stakeholder expectations. Additionally, the Services Management track in the Management curriculum will be submitted to Academic Council.

Evaluation Procedures
Curriculum committees for General Business, Management, Marketing, and the MBA/iMBA programs will meet and review current curriculum. Changes will be sent to Academic Council for approval as needed.

Actual Results of Evaluation
All the curriculum committees met during AY 2011-2012. The Management curriculum committee recommended a Services Management track be included. The MBA/iMBA curriculum committee recommended the addition of emphasis areas in Human Resources Management, Health Care Management, and Computer Information Systems be included in the MBA/iMBA program. These changes were submitted to Academic Council and approved to be added to the appropriate curricula in AY 2012-2013

Use of Evaluation Results
The number of students selecting the Services Management track, the Human Resources emphasis, the Health Care emphasis, and the Computer Information Systems emphasis will be monitored

Related Items
SP1.Ind08: Curriculum and Program Review
    Providing Department: Delta State
    Responsible Roles:
    Indicators
    curriculum review

    program review

    accreditation

MMBA 2012_04: Recruitment

Unit Goal
00% of all faculty will attend at least two recruiting events. Faculty will track the potential students with whom they met to determine the choice of institution.

Evaluation Procedures
 Faculty annual reviews provided information to determine if the goal was met

Actual Results of Evaluation

Use of Evaluation Results
Related Items
SP2.Ind01: Enrollment

Providing Department: Delta State
Responsible Roles:

Indicators

MMBA 2012_05: Rotation of Course Format

Unit Goal
The division will develop a master schedule of courses to verify that all GBA, HSM, MGT, and MKT courses will be offered in various formats within a two year period.

Evaluation Procedures
A master schedule will be developed

Actual Results of Evaluation
A master schedule was developed. Classes will be offered during the day, evenings, and online within a two year period.

Use of Evaluation Results
On going tracking of course format offerings and students selection of courses will be monitored to determine future need.

Related Items
SP5.Ind01: Distance Education Offerings
   Providing Department: Delta State
   Responsible Roles:
   Indicators
   online offerings (courses, programs, enrollment)

   off-campus offerings (courses, programs, enrollment)

MMBA 2012_06: Recruitment

Unit Goal
100% of all faculty will attend at least two recruiting events. Faculty will track the potential students with whom they met to determine the choice of institution

Evaluation Procedures
Faculty annual reviews provided information to determine if the goal was met.

Actual Results of Evaluation
Three faculty members (43%) attended at least two recruiting events.

Use of Evaluation Results
Faculty will be scheduled to attend recruiting events. During the summer of AY 2011-2012, a survey was issued by the admissions office regarding why students choose to attend Delta State. Survey results will be analyzed. Based on these results, recruiting efforts may need to be re-evaluated.

Related Items

SP2.Ind01: Enrollment
  Providing Department: Delta State
  Responsible Roles:

  Indicators

MMBA 2012_07: Letter of Recognition

Unit Goal
aculty will be trained regarding the Letter of Recognition from the Provost and
Writing across the Curriculum committee.

Evaluation Procedures
Training will occur

Actual Results of Evaluation
This objective was not met during AY 2011-2012

Use of Evaluation Results
Continue this goal for AY 2012-2013

Related Items
SP3.Ind09: Professional development
  Providing Department: Delta State
  Responsible Roles:
  Indicators
  Funding available

  Funding accessed

  Dollars per FTE

  Professional development offered (new faculty, etc.)

MMBA 2013_01: Internship Participation

Unit Goal
The division will increase the number of students participating in internship classes
by 5%.

Evaluation Procedures
Enrollment data will be examined, determining participation in internship programs

Actual Results of Evaluation

Use of Evaluation Results

Related Items
SP1.Ind05: Diversity -- access to diverse ideas/programs

Providing Department: Delta State
Responsible Roles:

Indicators

MMBA 2013_02: Scholarship and Service

Unit Goal
100% of the faculty will engage in at least one service activity to the university, college, and division, and participatein at least one scholarly activity.

Evaluation Procedures
Faculty annual reviews will provide information to determine if the goal was met

Actual Results of Evaluation

Use of Evaluation Results

Related Items
SP3.Ind07: Credentials
    Providing Department: Delta State
    Responsible Roles:
    Indicators
    Faculty credentials (all personnel categories, academic programs)

    Staff credentials (all as required by accreditation)

SP3.Ind08: Evaluations
    Providing Department: Delta State
    Responsible Roles:
    Indicators
    Faculty course evaluations

    Staff evaluations

    Administrative evaluations (including IEO)

SP3.Ind09: Professional development
    Providing Department: Delta State
    Responsible Roles:
    Indicators
    Funding available

    Funding accessed

    Dollars per FTE

    Professional development offered (new faculty, etc.)

MMBA 2013_05: Letter or Recognition

Unit Goal
aculty will be trained regarding the Letter of Recognition from the Provost and
Writing across the Curriculum committee

Evaluation Procedures
Training will occur

Actual Results of Evaluation

Use of Evaluation Results

Related Items
SP3.Ind09: Professional development
    Providing Department: Delta State
    Responsible Roles:
    Indicators
    Funding available

    Funding accessed

    Dollars per FTE

    Professional development offered (new faculty, etc.)