

Unit Missions

MMBA Mission Statement

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The mission of the Division of Management, Marketing and Business Administration is to provide students degree programs which afford a broad range of career opportunities for individuals who desire to specialize in Management, Marketing, Hospitality Services Management, or General Business. In addition to a well-balanced background in general education, the curriculum includes core courses in accounting, economics, data processing, finance, and communication in order to establish a strong common body of knowledge in business administration.

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Learning Outcomes

≡ BBA-GEN 01: Business Concepts

Start: 7/1/2013

End: 6/30/2014

Providing Department: Management, Marketing and Business Administration

Learning Outcome

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

Data Collection (Evidence)

80% of general business majors will earn a grade of B or better on their project in MGT 499

Use of Evaluation Results

Continue this learning outcome for AY 2014-2015. Have curriculum committee evaluate the baseline level indicating proficiency.

≡ BBA-GEN 02: Business Plan

Start: 7/1/2013

End: 6/30/2014

Providing Department: Management, Marketing and Business Administration

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

96% of the General Business majors taking MGT/MKT 370 earned a B or better in their business plan project, indicating they understood the components of a business plan.

Use of Evaluation Results

Continue this learning outcome for AY 2014-2015. Have curriculum committee evaluate the baseline level indicating proficiency.

BBA-GEN 03: Decision Making

Start: 7/1/2013

End: 6/30/2014

Providing Department: Management, Marketing and Business Administration

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

96% of the General Business majors taking MGT 499 earned a B or better in projects that indicated they understood the concepts of problem solving/decision techniques.

Use of Evaluation Results

Continue this learning outcome for AY 2014-2015. Have curriculum committee evaluate the baseline level indicating proficiency.

BBA-MGT 01: Management Functions

Start: 7/1/2013

End: 6/30/2014

Providing Department: Management, Marketing and Business Administration

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

90% of the Management majors taking MGT 465 and/or MGT 484 earned a B or better in projects that indicated they understood the functions of management: Planning, organizing, controlling, and leading.

Use of Evaluation Results

Continue this learning outcome for AY 2014-2015. Have curriculum committee evaluate the baseline level indicating proficiency.

BBA-MGT 02: Leadership

Start: 7/1/2013

End: 6/30/2014

Providing Department: Management, Marketing and Business Administration

Learning Outcome

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

83% of the Management majors taking MGT 305 or MGT 410 earned a B or better in projects that indicated they are knowledgeable of leadership styles.

Use of Evaluation Results

Continue this learning outcome for AY 2014-2015. Have curriculum committee evaluate the baseline level indicating proficiency.

BBA-MGT 03: Critical Thinking

Start: 7/1/2013

End: 6/30/2014

Providing Department: Management, Marketing and Business Administration

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

87% of the Management majors taking MGT 499 earned a B or better in projects that indicated they are proficient in critical/creative thinking skills.

Use of Evaluation Results

Continue this learning outcome for AY 2014-2015. Have curriculum committee evaluate the baseline level indicating proficiency.

BBA-MKT 01: Professional Selling Techniques

Start: 7/1/2013

End: 6/30/2014

Providing Department: Management, Marketing and Business Administration

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

100% of the Marketing majors taking MKT 321 earned a B or better in projects that indicated they are proficient in professional selling techniques

Use of Evaluation Results

Continue this learning outcome for AY 2014-2015. Have curriculum committee evaluate the baseline level indicating proficiency.

BBA-MKT 02: Quantitative Research Skills

Start: 7/1/2013

End: 6/30/2014

Providing Department: Management, Marketing and Business Administration

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 or MGT 488

Results of Evaluation

87% of the Marketing majors taking MKT 488 or MGT 488 earned a B or better in projects that indicated they are proficient in quantitative research skills.

Use of Evaluation Results

Continue this learning outcome for AY 2014-2015. Have curriculum committee evaluate the baseline level indicating proficiency.

BBA-MKT 03: Marketing Plan

Start: 7/1/2013

End: 6/30/2014

Providing Department: Management, Marketing and Business Administration

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

100% of the Marketing majors taking MKT 499 earned a B or better in projects that indicated they understand the components of a marketing plan

Use of Evaluation Results

Continue this learning outcome for AY 2014-2015. Have curriculum committee evaluate the baseline level indicating proficiency.

BBA-MMBA 01: Teamwork

Start: 7/1/2013

End: 6/30/2014

Providing Department: Management, Marketing and Business Administration

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 695

Results of Evaluation

92% of the general business, management, marketing, and MBA/iMBA majors earned an average grade of B or better on their group evaluations in MGT 499 or MGT 695 demonstrating the ability to work as a team member.

Use of Evaluation Results

Continue this learning outcome for AY 2014-2015. Have curriculum committee evaluate the baseline level indicating proficiency.

MBA-BA 01: Business Research Analysis

Start: 7/1/2013

End: 6/30/2014

Providing Department: Management, Marketing and Business Administration

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 B or better on their research and analysis homework assignments in CIS/FIN/MGT/MKT 601

Results of Evaluation

67% of the MBA and iMBA majors earned an average grade of B or better on their homework assignments, demonstrating the ability to perform professional research and analysis.

Use of Evaluation Results

Continue this learning outcome for AY 2014-2015. Have curriculum committee evaluate the baseline level indicating proficiency.

MBA-BA 02: Integration of Business Function Areas

Start: 7/1/2013

End: 6/30/2014

Providing Department: Management, Marketing and Business Administration

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

91% of the MBA and iMBA majors earned an average grade of B or better on their analysis projects indicating they understand the integration of the functional areas of business.

Use of Evaluation Results

Continue this learning outcome for AY 2014-2015. Have curriculum committee evaluate the baseline level indicating proficiency.

Unit Goals

MMBA 2014_01: Internship Participation

Start: 7/1/2013

End: 6/30/2014

Unit Goal

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

Actual Results of Evaluation

During AY 2013-2014, there was 100% increase in the number of students participating in the internship program compared to the previous AY.

Use of Evaluation Results

The division needs to establish more defined internship program and a structured process to receive internship credit in order for more student to participate in internships.

Related Items

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

MMBA 2014_02: Scholarship and Service

Start: 7/1/2013

End: 6/30/2014

Unit Goal

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

Evaluation Procedures

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

Actual Results of Evaluation

100% of the division faculty participated in at least one service activity. Seven out of eight (88%) of the faculty participated in at least one scholarly activity.

Use of Evaluation Results

Faculty will be encouraged to partner with other faculty with similar research interested to increase participation in scholarly activity.

Related Items

  **SP3.Ind07: Credentials**

  **SP3.Ind08: Evaluations**

  **SP3.Ind09: Professional development**

MMBA 2014_03: Curricula Evaluation

Start: 7/1/2013

End: 6/30/2014

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

All curricula committees met during AY 2013-2014. Several changes to the curricula were discussed but the decision was made to wait until the possible changes in the general education curricula were finalized. No changes were made to the unit's curricula during AY 2013-2014.

Use of Evaluation Results

Recommendations to change the curricula will be sent to Academic Council during AY 2014-2015.

Related Items

 **SP1.Ind08: Curriculum Development and Revision**

MMBA 2014_04: Recruitment

Start: 7/1/2013

End: 6/30/2014

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

100% of faculty attended at least two recruiting events. No formal tracking occurred.

Use of Evaluation Results

Assign a faculty member to develop a formal tracking/follow-up mechanism. Implement formal tracking mechanism and report at the end of fiscal year. This goal will continue for AY 2014-2015.

Related Items

 **SP2.Ind02: Retention**

Credit Hour Production							
	Summer		Fall		Spring		Total
	UG	GR	UG	GR	UG	GR	
	GBA						
AY 2014	69	0	495	0	429	0	993
AY 2013	48	3	453	0	495	3	1,002
AY 2012	57	0	564	0	483	0	1,104
AY 2011	42	0	684	0	555	0	1,281
AY 2010	180	0	738	0	534	0	1,452
GMT							
AY 2014	0	0	0	0	0	0	0
AY 2013	0	0	0	0	0	0	0
AY 2012	0	0	0	0	0	0	0
AY 2011	0	0	0	0	0	0	0
AY 2010	0	0	0	0	0	0	0
HSM							
AY 2014	0	0	0	0	0	0	0
AY 2013	6	0	0	0	0	0	6
AY 2012	0	0	6	0	6	0	12
AY 2011	0	0	84	0	54	0	138
AY 2010	6	0	30	0	78	0	114
MBA							
AY 2014	0	180	15	225	0	342	762
AY 2013	0	90	0	207	0	147	444
AY 2012	0	90	0	186	0	105	381
AY 2011	0	51	0	123	0	177	351
AY 2010	0	48	0	132	0	168	348
MGT							
AY 2014	297	738	973	396	1053	576	4,033
AY 2013	279	324	1,111	246	1,039	441	3,440
AY 2012	306	306	1,173	141	1,051	189	3,166
AY 2011	324	423	1,371	332	1,343	348	4,141
AY 2010	258	396	1,317	273	1,456	231	3,931
MKT							
AY 2014	126	87	378	3	327	240	1,161
AY 2013	141	21	387	172	342	171	1,234
AY 2012	147	27	493	171	376	96	1,310
AY 2011	228	0	393	216	501	51	1,389
AY 2010	225	18	492	195	498	48	1,476
AY Totals							
AY 2014	492	1005	1861	624	1809	1158	6949
AY 2013	48	3	453	0	495	3	1,002
AY 2012	57	0	564	0	483	0	1,104
AY 2011	42	0	684	0	555	0	1,281
AY 2010	180	0	738	0	534	0	1,452

Graduates						
	Bus Admin	Gen Bus	Hosp Mgmt	Mgmt	Mktg	Total
	MBA	BBA	BBA	BBA	BBA	
AY 2014	98	21	0	15	8	142
AY 2013	44	24	1	18	4	91
AY 2012	37	20	0	19	15	91
AY 2011	62	37	2	35	7	143
AY 2010	43	39	2	22	13	119

	Enrollment by Major					
	Summer		Fall		Spring	
	UG	GR	UG	GR	UG	GR
Business Administration						
AY 2014	0	124	0	143	0	132
AY 2013	0	65	0	129	0	129
AY 2012	0	64	0	93	0	77
AY 2011	0	81	0	111	0	112
AY 2010	0	68	0	116	0	113
General Business						
AY 2014	36	0	125	0	123	0
AY 2013	32	0	128	0	112	0
AY 2012	39	0	130	0	112	0
AY 2011	51	0	127	0	105	0
AY 2010	37	0	123	0	105	0
Hospitality Services Management						
AY 2014	0	0	0	0	0	0
AY 2013	1	0	4	0	1	0
AY 2012	3	0	4	0	3	0
AY 2011	6	0	19	0	14	0
AY 2010	6	0	14	0	10	0
Management						
AY 2014	23	0	66	0	65	0
AY 2013	30	0	82	0	67	0
AY 2012	33	0	106	0	85	0
AY 2011	43	0	106	0	82	0
AY 2010	51	0	129	0	111	0
Marketing						
AY 2014	8	0	24	0	25	0
AY 2013	10	0	23	0	20	0
AY 2012	21	0	39	0	34	0
AY 2011	12	0	35	0	36	0
AY 2010	14	0	43	0	32	0
AY Totals						
AY 2014	67	124	215	143	213	132
AY 2013	73	65	237	129	200	129
AY 2012	96	64	279	93	234	77
AY 2011	112	81	287	111	237	112
AY 2010	108	68	309	116	258	113

