Delta State University
Annual Report
For the 2004-2005 Academic Year

I. College: Business
   Division: Accountancy, Computer Information Systems and Finance
   Interim Chair: John P. Quon, CPA

II. Unit Data and Information for:

   Bachelor of Business Administration - Accountancy (ACC)
   Bachelor of Business Administration - Computer Information Systems (CIS)
   Bachelor of Business Administration - Finance (FIN)
   Bachelor of Business Administration - Insurance and Real Estate (IRR)
   Master of Professional Accountancy (MPAC)

A. Enrollment by Majors

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D. Class Size

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E. Average of Grades Awarded

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F. Writing Proficiency Exam Pass Rates

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<td>46%</td>
<td>53%</td>
<td>48%</td>
<td>50%</td>
<td>43%</td>
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G. National Exam Performance

**Certified Public Accountants' Uniform Examination**

The composite pass rate for Delta State University graduates in 2004 was 31.0% compared to 30.5% for all of the candidates in the State of Mississippi. Three Delta State graduates completed their examination requirements. Commencing in April 2004, computer-based testing (CBT) was introduced, and candidates were allowed to sit for one part at a time, rather than having to take all four parts initially. The data presented for 2005 includes only the first two quarters (testing windows) of the year.

**Pass Rates of Candidates taking the Uniform Certified Public Accountants Exam in Mississippi**

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<td>State Average</td>
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<td>22.5%</td>
<td>27.1%</td>
<td>30.5%</td>
<td>33.2%</td>
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H. Follow-up of Accounting Graduates

- **Accounting Alumni Database** – The list was maintained and coordinated with the University Alumni Association office to avoid duplicate and incomplete databases. The department used this list for mailing of announcement and newsletter.

- **Accounting Alumni Meeting** – This meeting was held on homecoming morning, following the general homecoming brunch on October 16, 2004. Twenty-one alumni and participants were present. Ms. Lee Dogan Murphy, partner in the state's largest accounting firm, was named the 2003-2004 Outstanding Accounting Alumni. Plans were made to increase alumni participation as well as the recruitment of students.

I. Other activities
Student Relations

- Scholarships in excess of $28,000 were awarded to majors in the Division. The Division received over $100,000 in donations to scholarship endowments. An additional $10,000 was donated to provide immediate scholarships for the Master of Professional Accountancy program for the upcoming year. The endowment funds now exceed $725,000.

- Accounting Honor Society – recognizes outstanding academic achievement by students with an induction ceremony in the fall semester. Only students with a grade point average of 3.25 are invited to membership. Five new members were inducted on October 28, 2004.

- Achievements of accounting student:
  - An accountancy senior received the Jack Winton Gunn Award as the top academic student campus-wide. She also received the first diploma at the Spring 2005 commencement for her academic achievement.
  - The same student was selected as one of six nation-wide to serve as an internal auditing intern with Federal Express.

- Achievements of CIS students:
  - A senior CIS major served as an advisor to the national networking certification examination.
  - Three student members of Association of Information Technology Professionals (AITP) club placed second in a regional competition.
  - Four students served as interns with a local school district.

- Achievements of Finance students:
  - A senior finance major was selected to serve as a Congressional Fellow on Senator Cochran’s staff.
  - Another senior finance major received the Mississippi Young Bankers Leadership Scholarship as the top finance student in Mississippi.
  - In addition, another senior finance major was named a Mississippi Young Bankers Scholar and was a finalist for the Orrin Swayze Scholastic Scholarship. She also received one of the second diplomas which are awarded to transfer students with the highest grade point average.
  - An insurance senior received one of two available scholarships from the Mississippi Insurance Education Foundation.

- Professional student organizations – The Division sponsors three student professional organizations to provide professional experiences for students:
  - Student Accountant and Business Administrators (SABA)
  - Association of Information Technology Professionals (AITP)
  - Financial Management Association (FMA)

Each organization has a slate of student-officers who arrange for guest speakers and provide an opportunity to interact with business leaders and mentors. Average student attendance for the SABA club meetings was 40. SABA held a
raffle of a donated outdoor grill, which provided funds for meals at monthly meetings, annual picnic held in the spring, and $2,000 in scholarships.

- Faculty recruit at community colleges and high schools, as well as through University-sponsored and IHL Board sponsored events.

- The Accounting faculty conducted a recruitment conference for high school upper classmen on April 7, 2005. Invitations were sent to high schools within a hundred-mile radius from Delta State. Forty-eight prospects attended, along with their counselors. They were provided a campus tour, a perspective of the accounting profession, lunch, alumni endorsements of the accountancy program at Delta State, and a Fighting Okra t-shirt.

- Faculty worked with students to find suitable employment for them with area businesses, in the form of career placement, internships, and part-time jobs. Ten students performed six-hour internships during 2004-05.

- Division faculty served as Faculty Advisors for three student honor societies at DSU as follows:
  - Accounting Honor Society
  - Delta Mu Delta business honor society
  - Omicron Delta Kappa leadership honor society

The Division Chair was honored for his twenty years of service as Faculty Secretary of Omicron Delta Kappa.

**Professional Community Relations**

- DSU Accountancy faculty hosted a meeting of the Delta Chapter of CPAs which was attended by 115 local CPAs and staff.

- A DSU Accountancy faculty member served as Treasurer of the Delta Chapter of CPAs.

- DSU Accountancy faculty served on several committees for the Mississippi Society of CPAs.

- The Division Chair serves, by gubernatorial appointment, on the Mississippi State Board of Public Accountancy. He is the current Chairman and has held the position of Vice Chairman for the past two years.

- The Division Chair is a member of the Education Committee of the National Association of State Boards of Accountancy. This Committee makes recommendations for changes in the Uniform Accountancy Act which may affect licensure and out-of-state reciprocity of CPAs.

- DSU Accountancy faculty provided continuing professional education opportunities for area CPAs.
DSU Computer Information Systems and Insurance faculties conducted seminars/workshops for local businesses and school districts.

The Division maintains an active relationship with area accountants and computer technologists through the advisory boards. Meetings, held upon need, provide insights into the operations of the division and keep practitioners abreast of the Division’s various curriculums. These advisory boards give the business community and our alumni information as to what is happening in the division and at DSU, and provides the division with a group of professionals from whom we can seek assistance.

J. Strengths, Weaknesses, and Potential Problems

Strengths

The strength of the Division is the teaching experience of the faculty. The average service at Delta State University is 15.6 years which speaks well for stability and continuity of the programs of study. Thirty-eight percent of the faculty holds a terminal degree or is at the dissertation stage. The remaining 62 percent hold a master’s degree with at least 18 graduate hours in their respective field. All six accounting instructors hold a CPA license and three computer information systems instructors hold certification in their field.

Weaknesses

The lack of resources has hindered professional development and research. The faculty is struggling to keep abreast of innovations and developments within the academic area of the Division.

The Master of Professional Accountancy program is reinstated with the restart in the fall semester of 2005. Graduate teaching resources are inadequate. At the present, the Department has one accounting instructor with a doctorate, and one full-time and one adjunct faculty at the dissertation stage.

Financial constraints have hindered the recruitment and retention of doctoral faculty.

III. Personnel:

The Division of Accountancy, Computer Information Systems, and Finance has fifteen full-time faculty members and one administrator with a reduced teaching load. Six members hold doctorates, and the remaining members are professionally qualified.

A. Faculty activities for 2004-05:

- John P. Quon, MBA, CPA - Interim Chair, Assistant Professor of Accountancy, and John Yurkow Distinguished Professor - continues to serve as the faculty
secretary of Omicron Delta Kappa, the faculty adviser of Delta Mu Delta, and faculty advisor to the DSU Foundation Board of Directors. He also serves on the University Academic Honors and the Union Board. He chairs the Accounting Scholarship Committee. He attended three conferences and has maintained his CPA license.

- Laurie A. Barfitt, MPAC, (ABD), CPA, CMA – Assistant Professor of Accountancy – has her dissertation proposal approved by her dissertation committee. She made a presentation at the World Congress of Accounting Historians. Ms. Barfitt reviewed six chapters of an accounting textbook. She has maintained her CPA license.
  ▶ Publication and presentation:
    - "CPAs in Mississippi: Communication Skills and Software Needed by Entry-level Accountants," The Delta Pi Epsilon Journal, co-authored with Phyllis Bunn, Jan Cooper, and Lisa Sandifer
  ▶ Presentation:
    - "Account Books of John Stille, Jr., Merchant of Philadelphia," 10th World Congress of Accounting Historians
  ▶ Reviews (2):
    - Financial Accounting, Libby, Libby & Short; 2 chapters
    - Fundamentals of Financial Accounting, Phillips, Libby and Libby; 4 chapters

- Jimmie R. Blount, MPAC, CPA – Instructor in Accountancy – presented a talk of his experiences as an accountant for several not-for-profit organizations. He has maintained his CPA license.

- James O. Brown, MBA - Instructor in Insurance – serves on the University Attendance and Learning Services Committees. In addition, he is a member of both the College of Business and Finance Department Scholarship Committees.
  ▶ Presentations (2):
    - "Homeowners Insurance Policy," Professional Insurance Agents of Mississippi
    - "Commercial General Liability," Professional Insurance Agents of Mississippi

- Henri "Lynn" Byrd, MBA - Instructor in Computer Information Systems – was selected as the Technology Champion for the College of Business. She has delivered two lectures in Web Tutor Online Lecture. She is a member of the University Courtesy and Attendance Committees and a co-sponsor of God's Anointed Voices (DSU Gospel Choir). In addition, Ms. Byrd provided computer consultation for a local school and church.

- Chad H. Denson, DBA - Associate Professor of Economics & Finance - made four presentations and was a discussant at two conferences. He serves as the faculty advisor for the Financial Management Association. He chaired the College Mission Statement Committee. In addition, he serves on the Finance Curriculum Committee and is the Library Liaison for Finance.
Presentations (4):
- "Price Elasticity of Demand for Mississippi University for Women," Southern Economic Association
- "Price Elasticity of Demand for the University of Virginia," American Society of Business and Behavior Sciences
- "Business Week’s Corporate Scoreboard Highest Percentage Change in Third Quarter Return on Sales and Profits Portfolio," American Society of Business and Behavior Sciences, co-authored with V. Hinton and K.P Sridharan
- "Price Elasticity of Demand for the University of Georgia," Federation of Business Disciplines

Sharon K. Ford, Ph.D., CPA - Assistant Professor of Accountancy - serves on the University Attendance Committee and Graduate Council. She is a member of the College of Business Graduate Admissions Committee and serves as the Library Liaison for the Division. She served on the Search Committee for the Division Chair. Dr. Ford has maintained her CPA license.

Presentations (2):
- "Faculty Evaluations: How Important are Student Demographic and Curse Variables?," Academy of Business Disciplines, co-authored with Lisa Sandifer.
- "Course Syllabi: What Matters to Students?," Academy of Business Disciplines, co-authored with Lisa Sandifer

Reviews (4):
- Managerial Accounting, Reimers; 6 chapters
- Financial Accounting, Libby, Libby & Short; 2 chapters
- Managerial Accounting, Weygandt, Kieso & Kimmel; 1 chapter
- Managerial Accounting, Needles & Crosson, 3 chapters

CPA Exam: Had 18 questions accepted by AICPA

James R. Gray - EdS, CCP, CDE, Assistant Professor of Computer Information Systems - is the graduation application advisor for CIS. He serves on the Business Core Committee in the College of Business.

Orice “Darry” Hardy, Ph.D., CDE - Professor of Computer Information Systems and Coordinator of CIS - is Assessment Champion for the University. He is a co-sponsor of the student chapter of Association of Information Technology Professionals (AITP). For the community he volunteers for computer workshops for Cleveland School District and coordinates computer workshops for Entergy. Dr. Hardy serves as one of the Division’s Faculty Senator.

Walter “Val” Hinton, Ph.D. - Professor of Finance - is a board member of Tri County Workforce and the Mississippi Firefighters Memorial Burn Center. He serves on the University Athletic Committee.

Presentation:
- "Business Week’s Corporate Scoreboard Highest Percentage Change in Third Quarter Return on Sales and Profits Portfolio," American Society of
Business and Behavior Sciences, co-authored with Chad Denson and K. P. Sridharan

- Jerry T. Kandies, Ph.D., CCP - Associate Professor of Computer Information Systems - co-sponsors the student chapter of AITP. He is the Web Master for the College and Division. He serves on the University Computer Usage Committee and the Mission Statement Committee for the College.
  ▶ Presentations (2):
    - "Does Distance Matter: A Comparison of Inter-Model Differences in Instructional Methodologies," Society of Business, Industry and Economics, co-authored with Cameron Montgomery
    - "Improved Computer-Lab Classroom Management Using LANSchool," IHL Creating Futures through Technology Conference.

- Eckward N. McKnight, Jr., ME - Instructor in Computer Information Systems – is the Vice-President of the Rotary Club of Cleveland, MS. He is the President of the Bolivar County Drainage Commission.

- Lisa B. Sandifer, MBA, CPA - Instructor in Accountancy –serves as Treasurer of the University Courtesy Committee and Treasurer for the United Way of Washington County. She chaired the Division’s Accounting Recruiting Day on April 7. Ms. Sandifer has maintained her CPA license.
  ▶ Publication and Presentation:
    - "CPAs in Mississippi: Communication Skills and Software Needed by Entry-level Accountants," The Delta Pi Epsilon Journal, co-authored with Laurie Barfitt, Phyllis Bunn, and Jan Cooper
  ▶ Presentations (2):
    - "Faculty Evaluations: How Important are Student Demographic and Curse Variables?," Academy of Business Disciplines, co-authored with Sharon Ford.
    - "Course Syllabi: What Matters to Students?," Academy of Business Disciplines, co-authored with Sharon Ford
  ▶ CPA Exam: Had 14 questions accepted by AICPA

- K. P. Sridharan, Ph.D. - Professor of Economics and Finance - serves on the University Library, Attendance, and the General Education Study Committees. For the College of Business, he serves on the Graduate Core Curriculum Committee.
  ▶ Presentation:
    - "Business Week's Corporate Scoreboard Highest Percentage Change in Third Quarter Return on Sales and Profits Portfolio," American Society of Business and Behavior Sciences, co-authored with Chad Denson and Val Hinton

- Vicki N. Webster, MBA, (ABD) - Instructor in Computer Information Systems – has passed her comprehensive examinations. She serves on the University Attendance, Student Organizations, and Quality Enhancement Planning Committees. She also co-sponsored God's Anointed Voices.
• William Tony Wilson, MBA, CIA, CCA, CMA, CIA - Assistant Professor of Accountancy— is the income tax information resource person to the general public and students. He attended a conference. Mr. Wilson has maintained his CPA license along with his CMA, CIA, CFSA, CCA, and SCEA certifications. He serves as one of the Faculty Senators for the Division. He is the sponsor of the DSU Accounting Honor Society, and Secretary-Treasurer of the DSU Accounting Alumni Association. He chairs the College of Business Scholarship Committee and serves on the College of Business Outcomes Assessment Committee. In addition, he serves on the University Attendance and Student Organizations Committees.

B. New Position Requested

None at this time

C. Changes of Status

• Dr. Walter Valentine “Val” Hinton has been promoted to Professor of Finance.
• Mr. William A. Morehead has been promoted to Assistant Professor of Accountancy. Mr. Morehead serves as Vice-President for Financial Affairs for Delta State University.

IV. Degree Program Additions/Deletions

The Master of Professional Accountancy program has been reinstated after its suspension in spring 2001. Six students have applied for admission.

V. Division Goals for 2005

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

Institutional Goals: #1, #4, #6

Expected Results: Graduates will be better prepared to succeed in business.

Evaluation Procedures: Faculty, the curriculum committee, and students of the discipline will review parts of the degree program.

Actual Results: Accountancy faculty, Accountancy Curriculum Committee, and students made a recommendation for a course substitution within the degree program.
Use of Evaluation Results: Accountancy faculty, the Accountancy Curriculum Committee, and students made a recommendation to substitute CIS 235 for CIS 335 to enhance skills in PowerPoint presentations.

Goal 2: Require majors to be proficient in the use of various software applications including word processing and spreadsheets. They should be literate in accounting software with applications such as general ledger and financial statement preparation, payroll, etc.

Institutional Goals: #1, #6

Expected Results: Students must receive a "C" grade or better in computing and accounting courses.

Evaluation Procedures: Computing skills are used to complete writing and spreadsheet assignments in division courses. Homework problems utilizing computer skills are assigned on a frequent basis.

Actual Results: Students advancing to the higher levels must exhibit skills to warrant the minimum "C" grade in each course.

Use of the Evaluation Results: Computing assignments will be required in courses taught within the Division.

Goal 3: Enhance communicative and interpersonal skills of students.

Expected Results: Graduates must develop communicative and group skills. Students are expected to respond in class.

Institutional Goals: #1, #10

Evaluation Procedures: Students are required to make individual and group presentations. They are graded by fellow group members, by other students with constructive feedback, and by faculty.

Actual Results: Students earn higher grades becoming more adept with presentations.

Use of the Evaluation Results: Allow more student-student interaction.

Goal 4: Increase enrollment of quality students in the undergraduate programs.

Institutional Goals: #2, #10

Expected Results: Increased enrollment in programs offered by Division.

Evaluation Procedures: In departmental meetings, with support from professional organizations, recruitment procedures of the division are reviewed.
Actual Results: The division faculty meet with students and parents on visits within the state. Enrollment in the undergraduate program decreased due to demographics and the poor state of economy. However, the ACT score for an entering accountancy freshmen increased by nearly a point.

Use of the Evaluation Results: Recruiting efforts were increased. A database of high school counselors in the state was established.

Goal 5: Prepare students for job placement, business protocol, and community service.

Institutional Goals: #1

Expected Results: Students will be better prepared for job placement and business protocol.

Evaluation procedures: Increased hiring of students will indicate students are prepared for the workforce. Only one accountancy graduate remains unemployed.

Actual Results: The Intermediate Accounting II course requires students to attend a resume and interview workshop, prepare an online resume, and volunteer for career fair.

Use of Evaluation Results: The professional development requirement will remain as part of the Intermediate Accounting course.

VI. Educational Program Learning Outcomes

Major: Accountancy, Computer Information Systems, Finance, Insurance & Real Estate

Degree: Bachelor of Business Administration

Student Outcome #1:
The Division of Accountancy, Computer Information Systems & Finance students will be prepared for job placement and business protocol.

Expected Results:
At least 75% of Division graduates who return completed surveys will express satisfaction with the professional preparation they received at Delta State.

Evaluation Procedures:
1) Graduating Senior Exit Survey
2) Alumni Survey, Division majors will state, by assigning a ranking of 4 or higher (on scale of 1 to 5, low to high) the extent to which their degree was helpful in their current position.
Actual Results of Evaluation:
1) Upon completion of their degree, each graduating senior completes the survey.
2) Approximately two and five years after graduation, each graduate will be asked to complete the Alumni Survey.

Use of Evaluation:
Responses of survey will be analyzed, and the findings will be used to revise or enhance curriculum as appropriate.

Student Outcome #2
Graduates of the Division of ACC, CIS & FIN will meet admission requirements of graduate schools of business.

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

Evaluation Procedure:
Alumni Survey

Actual Results of Evaluation:
Approximate two and five years after graduation, each graduate will be asked to complete the Alumni Survey.

Use of Evaluation:
Responses of survey will be analyzed, and the findings will be used to revise or enhance curriculum as appropriate.

Student Outcome #3:
The Division of ACC, CIS & FIN graduates should possess the ability to integrate the various business disciplines, and should have the ability to think critically.

Expected Results:
1) 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.
2) At least 80% of all graduate students enrolled in MGT 695, the graduate capstone course for the MBA program of study, will earn a grade of “B” or better on their final comprehensive project.

Evaluation Procedures:
1) The BBA capstone course
2) The MBA capstone course

Actual Results of Evaluation
1) Under graduate majors will be required to take MGT 499.
2) Graduate MBA majors will be required to take MGT 695.
Use of Evaluation:
Existing curriculum content for MGT 499 and MGT 695 and prerequisite courses will be reviewed to identify where improvements and enhanced performance could be achieved.

Student Outcome #4:
The Division of ACC, CIS & FIN graduates must be relevant in the workplace in terms of technical competence, critical thinking, and problem solving.

Expected Results:
At least 50% of the employers who respond to the Employers Survey will express satisfaction with the basic aptitude in common business practices, thorough knowledge and understanding in their areas of specialization, and overall performance of their DSU employees.

Evaluation Procedure:
Employers Survey

Actual Results of Evaluation:
Approximately two years after graduation, the Division of ACC, CIS & FIN will mail surveys to employers of DSU graduates. Information of employers will be obtained from the Alumni Surveys.

Use of Evaluation:
Employer Surveys are at the developmental stage.

Student Outcome #5:
The Division of ACC, CIS & FIN graduates should possess strong interpersonal and communication skills.

Expected Results:
1) At least 60% of the majors from the Division will earn credit on the writing proficiency exam.
2) At least 75% of the majors from the Division enrolled in ENG 301 will earn at least a grade of "B".

Evaluation Procedures:
1) Division majors will be encouraged to register for ENG 300, the writing proficiency exam. Registration is optional because students can choose to enroll in ENG 301 and bypass ENG 300.
2) ENG 301

Actual Results:
Division majors will be encouraged to register for ENG 300, the writing proficiency exam. Registration is optional because students can choose to enroll in ENG 301 and bypass ENG 300.
For 2004-2005, 51% of the Division of ACC, CIS & FIN students earned credit on the writing proficiency exam.

Use of Evaluation:
1) Students failing the Writing Proficiency Exam will take ENG 301.
2) Students will be encouraged to continually upgrade their communication skills by becoming active in campus and community organizations. Faculty will also consider implement the Wall Street Journal or Barron in course work in addition to more classroom presentations.

Student Outcome #6:
Undergraduate and graduate students in the Division of Acc, CIS & Fin must be literate in computer applications. They should be able to use various software applications, including word processing, spreadsheets, and PowerPoint.

Expected Results:
1) At least 50% of all graduates will demonstrate adequate computer knowledge and skills as they take their course examinations and prepare the capstone course projects, as evidenced by teacher evaluations.
2) At least 80% of students enrolled in CIS 205 will earn at least a grade of "B" or better in the course.

Evaluation Procedures:
1) CIS 205
2) CIS 600
3) MGT 695

Actual Results:
1) CIS 205, the basic software computer course for all business majors
2) CIS 600 and MGT 695 instructors will record students' computer skills performance as they prepare project.

Use of Evaluation:
As technology evolves, all undergraduate and graduate courses will be reviewed and evaluated to ensure that they provide appropriate integration of curriculum and technology. Further, use of Internet for student assignments will be included in the curriculum.

Student Outcome #7:
The Division of ACC, CIS & FIN graduates should have completed an in-depth study of a major field of investigation while gaining the necessary skills required of all graduates.

Expected Results:
At least 60% of the Division students will score above the 49th percentile on the Major Field Achievement Test (MFT).

Evaluation Procedure:
MFT

Actual Results:
The MFT will be administered to students taking the MGT 499, which is the undergraduate capstone course.

Use of Evaluation:
Existing curriculum content for business core courses will be reviewed to identify where improvements and enhanced performance may be achieved.