COLLEGE OF BUSINESS
Executive Summary
Annual Report

for the

Academic Year
2004-2005
DELTA STATE UNIVERSITY: ANNUAL REPORT
for the Academic Year 2004-2005

I. Unit Title: College of Business
   College: Business
   Unit Administrator: Billy C. Moore

II. Data and Information for Department:

   Vision Statement: To produce business professionals for a life to service to their and
   contribution to their organizations and society as a whole.

   Mission Statement: The College of Business prepares students for the marketplace by
   providing challenging educational opportunities.

   Credit Hour Production: The following table displays academic year credit hour production for
   undergraduate and graduate programs.

   | Undergraduate | 20,367 | 19,208 |
   | Graduate      | 2,874  | 2,934  |

   Number of Graduates: The following table provides data on the number of graduates for the

<table>
<thead>
<tr>
<th>Program</th>
<th>2000</th>
<th>2001</th>
<th>2002</th>
<th>2003</th>
<th>2004</th>
</tr>
</thead>
<tbody>
<tr>
<td>BBA</td>
<td>178</td>
<td>162</td>
<td>170</td>
<td>188</td>
<td>163</td>
</tr>
<tr>
<td>BCA</td>
<td>22</td>
<td>22</td>
<td>12</td>
<td>26</td>
<td>24</td>
</tr>
<tr>
<td>BSE</td>
<td>2</td>
<td>5</td>
<td>3</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>EBBA</td>
<td>0</td>
<td>6</td>
<td>4</td>
<td>1</td>
<td>24</td>
</tr>
<tr>
<td>MBA</td>
<td>27</td>
<td>38</td>
<td>43</td>
<td>38</td>
<td>37</td>
</tr>
<tr>
<td>MCA</td>
<td>6</td>
<td>4</td>
<td>10</td>
<td>11</td>
<td>12</td>
</tr>
<tr>
<td>EMBA</td>
<td>23</td>
<td>11</td>
<td>8</td>
<td>14</td>
<td>21</td>
</tr>
</tbody>
</table>
Number of Majors: Average number of College of Business majors is provided in the following illustrations:

**Undergraduate Majors**

![Undergraduate Majors Chart]

**Graduate Programs in Business**

![Graduate Programs in Business Chart]
III. Significant Accomplishments

- College of Business was reaccredited by Association of Collegiate Business Schools and Programs (ACBSP).
- Dr. Moore published one article and renewed Certified Financial Planner (CFP) and Certified Treasury Professional (CTP) designations.
- Kimberly Dean received Doctor of Philosophy in Management degree.
- Increased racial and gender diversity of faculty and staff.
- Administered ETS Business II (MFT) to undergraduate & graduate students.
- Faculty members published 13 articles, presented 40 articles, reviewed 6 textbooks, served as contributing author for 2 textbooks, submitted 3 grant applications, and participated in 16 workshops and consulting arrangements.
- Dr. Julie Clark and Dr. Tommy Sledge were awarded tenure.
- Dr. Phyllis Bunn and Dr. Cameron Montgomery were promoted to the rank of professor.
- Ms. Natalie Feaster, senior accounting major, received the Jack Winton Gunn Award, the number one academic honor awarded at Delta State University.
- Mr. Danny Abraham, senior Management major, received the First Diploma at the spring 2005 commencement exercises.
- Ms. Sue Ellen Pinnix, graduate student in EMBA, received the Second Diploma at spring 2005 commencement exercises.
- Increase in the number of graduate credit hours.
- DSU Flight Team won Top Pilot at the regional flight competition.
- Strengthened ties with local community groups – partnered with Bolivar Community Action Agency and Center for Community & Economic Development to provide year-long training programs to minority entrepreneurs.
- Submitted largest number of grant proposals.
- Dr. Julie Clark, Associate Professor of Commercial Aviation, served as Chair of the Faculty Senate for 2004-2005 academic year.
- Dr. William Poole, president of St. Louis Federal Reserve, served as guest speaker for the College of Business Lecture Series.
- The Accounting and Commercial Aviation faculty conducted recruitment conferences for high school upper classmen. Approximately 120 prospects attended the one-day events.
- Ten students performed six-hour internships.
- Dr. Phyllis Bunn was the recipient of the H.E.A.D.W.A.E. Academic Excellence Award and the BellSouth Outstanding Faculty Teaching Award.
- Ms. Jan Cooper received the University’s Excellence in Teaching Award.
➤ International Business and Development Option has been added to the Management major to address the demands of industry for individuals trained in that area.

➤ Accounting graduate passed CPA on first attempt with the highest score in the State. Student received the Gold Medal Award at the Mississippi Society of CPA’s Annual Convention.

➤ On average 40 students attended the Student Accountant and Business Administrators (SABA) meeting. The organizations raised funds for meals at the monthly meetings, annual spring picnic, and $2,000 in scholarships.

➤ Awarded $28,000 in student scholarships.

➤ Received $100,000 in donations for scholarship endowments. The endowment funds currently exceed $725,000.

➤ Received $10,000 in donations to provide immediate scholarships for the Master of Professional Accountancy program scheduled for reimplementation beginning in fall 2005.

➤ Small Business Development Center had a $9 million economic impact on the MS Delta.
IV. Goals – 2005/2006 Academic Year:

- Continued functioning of the Delta State University College of Business Advisory Council, to assist in areas of curriculum development, student recruitment, job placement, business protocol, and graduate faculty development.

- Increase enrollment and diversity in the College of Business programs, faculty, and staff.

- Increase exposure of business faculty and staff to in local communities, high schools, community colleges, and business organizations.

- Provide faculty and staff development opportunities.

- Increase faculty scholarly activities/contributions.

- Strengthen relationship with alumni.

- Strengthen relationship with business and industry.

- Increase in external and grant funds.

- Upgrade technology equipment in the Broom Hall, Keener, and Gibson-Gunn Halls.
## Learning Outcomes

<table>
<thead>
<tr>
<th>Learning Outcome</th>
<th>Assessment Tools &amp; Methods</th>
<th>Data Collection &amp; Analysis</th>
<th>Results of Evaluation</th>
<th>Use of Evaluation of Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. College of Business students will be prepared for job placement and business protocol.</td>
<td>1) At least 75% of business graduates who return completed surveys will express satisfaction with the professional preparation they received at Delta State.</td>
<td>1) Graduating Senior Exit Survey. 2) Alumni Survey (on a scale of 1 to 5, low to high), business majors will state, by assigning a ranking of 4 or higher, the extent to which their degree was helpful in their current position. Approximately two years and five years after graduation, each graduate will be asked to complete the Alumni survey.</td>
<td>1) 76% of graduates completing the fall 2004 &amp; spring 2005 Survey of Graduate survey stated that there current or new jobs were at least somewhat related to their major. 2) On a scale of 1 to 4 (Excellent to Poor), graduates completing Survey of graduates assigned rating of 1.6. 3) Alumni Survey will be distributed in fall 2005.</td>
<td>1) Survey responses will be analyzed, and findings will be used to enhance/revise curriculum as appropriate. 2) The EMBA program will be reinvented and new teaching methodologies introduced. 3) A new format for evening classes will be introduced.</td>
</tr>
<tr>
<td>2. College of Business graduates will meet admission requirements of graduate schools of business.</td>
<td>At least 50% of the responding graduates who have applied for admission to a graduate school will report they were successful in gaining admission</td>
<td>Alumni Survey. Approximately two years and five years after graduation, each graduate will be asked to complete the Alumni survey.</td>
<td>Alumni Survey will be distributed in fall 2005.</td>
<td>1) Survey responses will be analyzed, and findings will be used to enhance/revise curriculum as appropriate.</td>
</tr>
<tr>
<td>3. College of Business graduates should possess the ability to integrate the various business disciplines; and should have the ability to think critically.</td>
<td>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 this program of study, will earn a grade of B or better on their final comprehensive project.</td>
<td>1) The BBA Capstone course. Undergraduate majors will be required to take MGT 499, the capstone course for undergraduate business majors. 2) The MBA Capstone course. Graduate majors will be required to take MGT 695, the graduate capstone course for the MBA program of study.</td>
<td>1) For 2004-2005, 93% of MGT 695 students earned a grade of B or better. 2) For 2004-2005, 77 percent of the students enrolled in the MGT 499 earned a grade of B or better.</td>
<td>1) Existing curriculum content for MGT 499, MGT 695 and prerequisite courses will be reviewed to identify where improvements and enhanced performance could be achieved.</td>
</tr>
<tr>
<td>4. College of Business graduates must be relevant in the workplace in terms of technical competence, critical thinking, and problem solving.</td>
<td>At least 60% of the employers who respond to the Employers Survey will express satisfaction with the basic aptitude in common business practices and thorough knowledge and understanding in their areas of specialization, and overall performance of their DSU employees</td>
<td>Employers Survey. Approximately two years after graduation department/division, chairs will mail surveys to employers of DSU graduates. (This information will be obtained from the Alumni Surveys.)</td>
<td>1) Employer surveys will be distributed during the fall 2005 semester.</td>
<td>1) Employer Surveys - Developmental Stage</td>
</tr>
</tbody>
</table>
| Learning Outcomes | College of Business Graduates should possess strong interpersonal and communication skills. | 1) At least 60% of the business majors will earn credit on the writing proficiency exam.  
2) At least 75% of the College of Business majors enrolled in ENG 301 will earn at least a grade of "B." | 1) Business 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.  
2) ENG 301 | 1) For 2004-2005, 47% of the College of Business students earned credit on the writing proficiency exam. This represented a 1% increase over the 2003-2004 results.  
2) For 2004-2005, 59% of the students enrolled in ENG 301 earned at least a grade of B. Thirty-five percent of the students earning at least a grade of B were College of Business majors. | 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 implementing the Wall Street Journal in course work in addition to more classroom presentations. |

| 6. College of Business graduate and undergraduate students must be literate in computer applications. They should be able to use various software applications, including word processing and spreadsheets. | 1) At least 50% of all graduates will demonstrate adequate computer knowledge and skills as they take their course examinations and prepare their capstone course projects, as evidenced by teacher evaluations.  
2) At least 80% of students enrolled in CIS 205 will earn at least a grade of "B" or better in the course. | 1) CIS 600  
2) MGT 695  
CIS 600 and MGT 695 instructors will record students' computer skills performance as they prepare projects,  
2) CIS 205. CIS 205 is the basic software computer course for business majors. | 1) For 2003-2004, 87% of students enrolled in CIS 600 earned a grade of B or better.  
2) For 2004-2005, 67% of students enrolled in CIS 205 earned at least a grade of B or better. | 1) All undergraduate and graduate courses will be reviewed and evaluated to ensure they provide appropriate integration of technology. Further, use of Internet for student assignments will be included in the curriculum and appropriate courses will be offered through online delivery.  
2) Smart Technology will be permanently installed 8 classrooms in Broom, Kenner and Gibson-Gunn Halls. Each division will also have a Smart Cart. |

| 7. College of Business graduates should have completed an in-depth study of a major field of investigation while gaining the necessary skills required of all graduates. | At least 50% of the College of Business will score in the 50th percentile on the Major Field Achievement Test (MFT). | 1) MFT  
The MFT will be administered to students taking the MGT 499 and MGT 695, the undergraduate and graduate capstone courses. | 1) In Spring 05, MGT 499 students scored in 40th percentile on the ETS Major Field Achievement Test.  
2) In Spring 2005, MGT 695 students scored in the 20th percentile on the ETS Major Field Achievement Test. | 1) Existing curriculum content for business core courses will be reviewed to identify where improvements and enhanced performance may be achieved.  
2) Students will complete a study guide as part of a special project in MGT 499 & MGT 695. |
VI. QEP Objectives – 2005-2006

COLLEGE OF BUSINESS

QEP GOALS FOR 2005-2006

Division of Management, Marketing, and Business Administration

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

Department of Commercial Aviation

<table>
<thead>
<tr>
<th>Unit Goal</th>
<th>Specific Learning Outcome to be Measured</th>
<th>Specific Means of Measuring the Outcome</th>
<th>Associated QEP Goal(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase student use of technology in their courses</td>
<td>Require CFI students to use PowerPoint presentations in their lesson presentations.</td>
<td>Monitor the grade given for presentation.</td>
<td>Increase use of technology in classroom</td>
</tr>
<tr>
<td>Increase student-to-student interaction</td>
<td>Use flight team and AHP members to tutor freshmen flight students.</td>
<td>Monitor grades in private ground class.</td>
<td>Increase student-to-student interaction</td>
</tr>
<tr>
<td>Unit Goal</td>
<td>Specific Learning Outcome to be Measured</td>
<td>Specific Means of Measuring the Outcome</td>
<td>Associated QEP Goal(s)</td>
</tr>
<tr>
<td>-------------------------------------------------------------------------</td>
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<td>--------------------------------------------------------------------------------------------------------</td>
<td>----------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>All students graduating will have basic problem solving and analytical</td>
<td>Enhancing critical thinking skills and group communication skills.</td>
<td>Students work in groups on cases and projects and give class presentations. In addition, the peers in</td>
<td>Student to student interaction is increased and student communication skills are</td>
</tr>
<tr>
<td>skills.</td>
<td></td>
<td>the class are asked to evaluate the presentation.</td>
<td>reinforced.</td>
</tr>
<tr>
<td>All students graduating have basic computer skills.</td>
<td>Increase students’ ability to use technology.</td>
<td>Students complete projects on the computer using a variety of computer software (Excel, Access,</td>
<td>Use of technology in classroom activities and assignments.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Word, PowerPoint, Great Plains, general ledger software, TurboTax).</td>
<td></td>
</tr>
<tr>
<td>All students graduating have opportunities to participate in three</td>
<td>Increase students’ group interpersonal and communication skills.</td>
<td>Students participate in leadership roles and committee assignments.</td>
<td>Student to student interaction is increased and student communication skills are</td>
</tr>
<tr>
<td>student professional organizations and two honor societies.</td>
<td></td>
<td></td>
<td>reinforced.</td>
</tr>
</tbody>
</table>