DIVISION OF
MANAGEMENT/MARKETING/OAD/BED

ANNUAL REPORT
2001

DR. COOPER JOHNSON,
DIVISION CHAIR

APRIL 22, 2002
DELTA STATE UNIVERSITY: ANNUAL REPORT
for the Calendar Year 2001
and Budget Report 2003

I. Unit Title: Management, Marketing, OAD & BED
School: Business

Unit Administrator: Cooper Johnson

II. Data and information prepared by division:

<table>
<thead>
<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>Credit hours, undergraduate (total)</td>
<td>4482</td>
<td>5010</td>
<td>7167</td>
<td>7162</td>
<td>6609</td>
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<tr>
<td>Management</td>
<td>2559</td>
<td>2802</td>
<td>3264</td>
<td>3103</td>
<td>3696</td>
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<tr>
<td>Marketing</td>
<td>1362</td>
<td>1566</td>
<td>1551</td>
<td>1920</td>
<td>1854</td>
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<td>642</td>
<td>672</td>
<td>600</td>
<td>-0-</td>
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<tr>
<td>Office Administration (OAD)</td>
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<td></td>
<td></td>
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<td>1536</td>
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<td>33</td>
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<td>Number of Graduates</td>
<td>50</td>
<td>40</td>
<td>50</td>
<td>86</td>
<td>67</td>
</tr>
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</table>

| Credit hours, graduate (total) | 596  | 832  | 954  | 672  | 732  |
| Management                   | 237  | 268  | 399  | 345  | 468  |
| Marketing                    | 126  | 142  | 87   | 225  | 195  |
| OAD                          |      |      |      | 99   | 69   |
| BED                          |      |      |      | 3    | -0-  |
| MBA                          | 72   | 217  | 477  | 372  | 78   |

The Executive Bachelor of Business Administration program produced 270 credit hours for the year 2001.

The Executive Masters of Business Administration program produced 249 credit hours for the year 2001.

- The Division showed significant growth in 2001:

<table>
<thead>
<tr>
<th>Number of Majors:</th>
<th>Spring 2001 (Undergraduate)</th>
<th>Summer 2001 (Undergraduate)</th>
<th>Fall 2001 (Undergraduate)</th>
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<tr>
<td>Management</td>
<td>74</td>
<td>105</td>
<td>127</td>
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<tr>
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<td>31</td>
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<td>Office Administration</td>
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<tr>
<td>EBBA - MGT</td>
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<td>0</td>
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Management majors increased from 74 in Spring, 2001 to 125 in fall of 2001.
Marketing majors increased from 30 in Spring of 2001 to 65 in fall of 2001.
OAD majors increased from 19 in Spring 2001 to 34 in Fall 2001.
EBBA majors for fall, 2001 was 12, with 6 graduating in 2001.
EMBA majors for fall, 2001 was 29, with 11 graduating in 2001.
Overall increase of division majors rose from 123 in spring 2001 to 226 in fall, 2001.
• Off-campus credit hour production for 2001 was **156** hours.

• Off-campus credit hour production is expected to increase due to increased course offerings in Greenville Center, Clarksdale, Grenada, Tunica, and other Delta communities.

• The division continues to offer an education program for Viking Range Corporation of Greenwood, MS. This program provides educational opportunities for Viking's employees who otherwise would not have those opportunities. The Division believes that development of these types of programs is dictated by the goals and objectives of the university. Additional programs with other businesses are planned for the future.

• In the calendar year 2002, the Division's graduate and undergraduate credit hour production will increase due to new course offerings and anticipated increased enrollment in the MBA, EMBA, MCA, MPA, and EBBA programs, as well as increased off-campus course offerings.

• Credit hour production for 2002 will increase due to the course offerings in the Executive Bachelor of Business Administration degree. The Division will be responsible for ten of the courses in the EBBA program. Additionally, credit hour production is expected to increase since ten of the 18 courses in the EMBA are taught by Division faculty. Twenty one courses in the MBA program are taught by Division faculty.

• The Division continues to work with the School of Nursing to develop graduate Management courses for students in graduate programs offered by the School of Nursing.

• New computers have been provided to several instructors in the Division, replacing out-of-date computers. ITS has plans to provide remaining faculty with computers over the next year.

• At least two new positions are needed to ensure that all courses can be taught.

• The Division is responsible for a significant number of classes in all programs offered by the School of Business. Enrollment in all programs has risen over the past year. Specifically, the number of students majoring in Management and Marketing increased from **103** in Spring 2001 to **192** in Fall 2001. Additionally the Division has 12 majors in the EBBA program.

• Approximately 85 percent of graduating seniors in 2001 used the services offered by Career Placement.

• All faculty members were involved in academic research, consulting, university service or community service in 2001.
III. Personnel

The primary strength of the Division is its faculty and staff and their commitment to providing an education that is second to none for students. The faculty’s teaching experience ranges from five to fifteen years. The division also employs highly qualified adjuncts who are well respected in the business community as support to our regular faculty in providing a quality education to our students. These additional personnel allow the division to consistently offer off-campus classes in surrounding cities which allows students who would normally not attend college the opportunity to continue their education.

Sixty-seven percent of the faculty holds a terminal degree in their respective fields. The remaining faculty hold a master’s degree plus a minimum of 18 graduate hours in their teaching field. Faculty are continuously improving their skills by attending conferences, seminars, engaging in academic research and taking additional classes.

A final strength of our faculty is the practical work experience which they interject with the technical knowledge in their fields of instruction. The faculty average several years of practical non-academic experience which allows them to demonstrate how the knowledge provided in class is actually used in industry.

Potential Problems:

The limited amount of funding for faculty development, research, and conference presentations is a problem. The lack of appropriate funding is detrimental to faculty involvement in academic research which is vital to remaining up-to-date in their respective fields. The lack of funding may result in the loss of qualified faculty and could jeopardize the accreditation of the School of Business since research is a critical component of accreditation. Funding also plays a major part in the recruitment and retention of terminally qualified faculty. Inadequate funding for faculty salaries could present a problem in the recruitment and retention of terminally qualified faculty.
ACTIVITIES AND ACCOMPLISHMENTS:

- PHYLLIS BUNN
  Elected to the Future Business Leaders, Phi Beta Lambda Foundation Board.

  Member, Editorial Board 2001-2004, *Journal of Career and Technical Education*, Omicron Tau Theta, National Vocational Education Society; Chair, National Nominating Committee and Past President, 1999-2000; national awards and recognition committee

  Member, Master of Arts in Liberal Studies Degree Committee, 2000-2001.

  Chair, Office Administration Curriculum Committee, Delta State University, 1998-present.


  Nevin R. Frantz Graduate Scholarship Finalist Selection Committee, Iota Chapter, Omicron Tau Theta, Virginia Polytechnic Institute and State University, Blacksburg, Virginia, 1998-present.

  Volunteer, Bayou Academy Elementary School, read weekly to Mrs. Lance’s second grade class.

  Contributed to study of Donald English, Head Department of Business Administration and Management Information Systems, Texas A & M University, Commerce, Texas

  Sponsor, Rho Chi Chapter, Phi Beta Lambda, Delta State University

  Member, Exchange Club, Cleveland Chapter

  Facilitator, Working Professional Singles, First Baptist Church, Cleveland

  Represented College of Business at the Mississippi High School Recruitment Fair in Jackson, MS

  Member, Publications Committee, Delta Pi Epsilon; reviewed 26 best practices; contributed to publication of *DPE Best Practices in Business Education Monograph*, reviewed introduction and four chapters for *DPE workplace Skills Monograph*
DSU Activities:
Benefits Committee
Writing Committee, appointed by faculty senate president
Innovative Technology in Teaching Focus group, invited by faculty senate president
Task force on evaluation to develop a policy, procedures and assessment instruments for a consistent evaluation of administrators and teachers across campus; invited by faculty senate president
Participated in inducting four students into Phi Omega Phi
National business Education Honorary Society

Undergraduate Courses Taken: Desktop Publishing
Multimedia support Technology
Work Processing II

- JAN COOPER:
  Campus Activities
  CIS Advisory Board
  Co-sponsor, Phi Beta Lambda
  Delta INTech “Preparing Teachers to Teach with Technology”
  Sponsor, Pi Omega Pi
  Teacher Education Council
  Broom 132 Renovation Committee

  Community Activities:
  Chairperson, Hospitality Tent, Octoberfest, Chamber of Commerce, Cleveland, Mississippi

  Advisory/Craft Committee Member, Business & Computer Technology, Cleveland Vocational-Technical Complex, Cleveland, MS

  Delta Kappa Gamma Honor Society of Women Educators

  National Business Education Association

  Mississippi Business Education Association

  Delta Pi Epsilon Business Education Graduate Society

- ELISE JENKINS:
  Consultant for Hammons and Associates, Greenwood, MS
  Cleveland-Bolivar County Chamber of Commerce:
    City Beautification Committee
Tourism Committee
Team Cleveland - a division of the Cleveland Chamber of Commerce:
Board of Directors
Executive Committee
Southern Home Ideas Expo Co-chair
OCTOBERFEST Barbecue Competition Steering Committee
Ruleville Chamber of Commerce:
President
Annual Harvest Festival Organizer

Personal Consulting: Consumer perception study (questionnaire design) for Double Quick, Indianola, MS

Cleveland-Bolivar County United Way - DSU Chair
DSU Planning and Institutional Effectiveness Committee
DSU Phi Kappa Phi Honor Society - DSU Chapter 139 President
DSU Delta Mu Delta Honor Society
DSU Omicron Delta Kappa
DSU Pig Pickin Committee - Barbecue Judges Chair
DSU Student Organizations Committee
DSU Marketing/Advertising Club (AAF Chapter) - Faculty Co-Sponsor
DSU Marketing Curriculum Committee Chair
DSU Marketing Management Committee
DSU Technology Assessment Committee

RENEE FOSTER:
DSU Committees: Marketing Curriculum Committee
Student Publications Committee
Attendance Committee
Writing Proficiency Exam Committee

Faculty Co-sponsor of the DSU Collegiate Chapter of the American Advertising Federation

Private Consulting

attended publishing seminar sponsored by the University Press of Mississippi (Fall, 2001)

ROBERT FLEMING:
Campus
S.A.M. Advisor
Served on University Curriculum Committee
Served on University Attendance Committee
CAMERON MONTGOMERY

Served as a reviewer for the Journal of the Academy of Business Disciplines.

Served as a reviewer for the Journal of the Society of Business Industry and Economics (SOBIE)

Served as a discussant at the 3rd annual meeting for SOBIE

Member of the attendance Committee
Member of the research committee

Elected to university tenure and promotions committee; will be chair of university tenure and promotions committee Fall 2002

Member of the credentials committee

FORBS coordinator Fall 2001-Spring 2002 (forum on research in the Business School), responsible for lining up presentations and speakers and refreshments.

Representative of Delta State Faculty to Washington County Alumni Banquet

Served as chairman of the awards committee for the Management and Marketing Division

Program Chair for the Association of Business and Behavioral Sciences annual meeting held in Las Vegas (February 2002). This involved reviewing over 300 papers, editing these papers, making corrections, corresponding with authors.

Panel member of Management 695 presentations

Approved graduate surveys for Management 695

Graded English Proficiency exams

Member First Presbyterian Church
Member of Marketing Design Team for DSU one card proposal.

**COOPER JOHNSON**
Cleveland Noon Lions Club  
Volunteer Teacher - Bayou Academy  
Consulting - Viking Range Corporation, The King's Daughters Hospital,  
Greenville Port Commission, Duo-Fast Corporation, The Fitness Club, Inc.  
Parents’ Orientation  
Union Board Member  
Division Faculty Search Committee  
DSU Attendance Committee  
Faculty Advisor to Kappa Delta Sorority  
Brief Prospective Students for Recruitment Office  
Brief prospective students for Athletic Department  
Visit area businesses to inform them of new programs offered by DSU  
Development of Distance Learning Program for Viking Range Corporation  
Graduate Curriculum Committee - College of Business  
Assisted with the development of off-campus programs for the College of Business.  
Panel member of Management 695 presentations

Member: Marketing Search Committee, Management Search Committee,  
Management/Marketing Awards Committee  
Division advisor for DSU transfer orientation  
Reviewer for SOBIE

**LARRY MAGEE**
Member, American Society for Quality  
Member, Decision Sciences Institute  
Member, Society for Business, Industry, and Education  
Member: Attendance Committee, DSU  
Member, Library Committee, DSU  
Member, Research Committee, DSU

Contributions to Poetry Night, monthly poetry readings in Cleveland, MS.

Poem published in “Best of Poetry Night, 2001”, magazine; Carolyn Elkins, editor, DSU

**PAUL STARKEY**
Baku, Azerbaijan: Taught class  
Paper accepted to SOBIE  
Accepted new position with Continuing Education  
Judge for Mississippi Quality Award  
Attended SOBIE  
Search Committee for Priest position, Calvary Episcopal Church
Search Committee for Priest position, Calvary Episcopal Church
Cleveland Lion's Club
DSU: General Education Curriculum Management Task Force
Enrollment Committee
Athletic Committee
Union Board

TRAINING:

■ **PHYLLIS BUNN:**

  Attended Web Page Design Training sponsored by ITS, DSU
  Attended Pipeline Training sponsored by ITS, DSU.
  Attended Faculty Development Workshops I and II on Service Learning

■ **JAN COOPER**

  *Access Training Workshops*, College of Education, Delta State University

  Access Training Workshop (two day), Mississippi Department of Education
  Microsoft Word Training workshop, Mississippi Delta Community College
  *Microsoft Excel Training Workshop*, Mississippi Delta Community College

  *Creating Gradebooks Using Excel*, College of Education, Delta State University

  *Tips on Using a Lesson Plan Template Training Workshops*, College of Education, Delta State
  University

  *Praxis speciality Exam Workshops for Business Education Students*, Delta State
  University

  Society of Business, Industry, & Economics (SOBIE); Natchez, MS.

  Mississippi Business Education Association (MBEA); Fulton, Mississippi

■ **RENEE FOSTER**

  Attended web training seminar sponsored by Irwin-McGraw/Hill Publication, Chicago,
  May 2001

■ **COOPER JOHNSON**

  Viking Range Corporation
  Port of Greenville
  The Fitness Club
  Small Business Development Center
  Bayou Academy
LARRY MAGEE
Pipeline training through ITS Department, DSU
PUBLICATIONS:

**PHYLLIS BUNN:**
*Office of the Future;* presentation at the Faculty of Business Seminars, Delta State University, Cleveland, MS


Books Reviewed:
*Business and Administrative Communication.* McGraw-Hill Publishing Companies


Manuscripts Reviewed:
*Communication in Latin America: An Analysis of Guatemalan Business Letters,* Reviewed for possible inclusion in the *Association of Business Communication, Southwest United States Proceedings*

*Apply a Strategic Communication Model to Interviewing--From Both Sides of the Table.* Reviewed for possible inclusion in the *Association of Business Communication, Southwest United States Proceedings.*

Reviewed two manuscripts for the *Journal of Career and Technical Education* during the 2001-2002 school year. M. Womble editor


CONFERENCES:

Phi Beta Lambda State Leadership competition facilitator and proctor, 1996-present

Phi Beta Lambda National Leadership Conference competition facilitator and proctor

Rho Chi Chapter, Phi Beta Lambda, DSU, sponsor, National Leadership Conference, Long Beach, CA
PRESENTATIONS:
Office of the Future, Bunn, P.C. and Cooper, J. Presentation at the Faculty of Business Seminars, Delta State University, Cleveland, MS.

- JAN COOPER:
Conferences/Presentations:
Phi Beta Lambda State Leadership Conference (PBL); Tupelo, MS

Tips for New and Beginning Business Teachers, presented at Mississippi Business Education Association (MBEA), Fulton, MS.

The Office of the Future, presented at the Society of Business, Industry, and Economics (SOBIE) Conference, Natchez, MS

- ELISE JENKINS
Supervised student projects:
  - Multimedia advertising plan for Mid-Lift Mobility, Inc., Calhoun City, MS
  - Consumer perception study for Kirk Toyota, Grenada, MS
  - Tourism shopping study or the Cleveland-Bolivar County Chamber of Commerce
  - National Student Advertising Competition, Daimler Chrysler Case Study, Baton Rouge, LA

- RENEE FOSTER:

Member of Editorial Review Board of Fairchild Publications


- LARRY MAGEE:
Observations on the Question of Capability Indices Versus Natural Parameterization in Normal Processes, Annual SOBIE Conference

- CAMERON MONTGOMERY:

Assessment of Loan Needs of Minority Small Businesses in the Mississippi Delta, Third Annual Conference of the Society of Business, Industry and Economics, Alcorn State University, Natchez, Mississippi; accepted for presentation, February 2001. With Dr.
Jerry Robinson.


- **COOPER JOHNSON**
  Mid-South Marketing Educator’s Conference Reviewer, Atlantic Marketing Association 2000 Conference

  SOBIE 2001 Conference Discussant and Reviewer

- **PAUL STARKEY**
  Presented paper at SOBIE
New positions requested with justifications:

Two positions are requested. Additional faculty are needed to support EMBA, MBA, MCA, EBBA, and BBA in Services Management. The Division presently has seven filled positions and four unfilled posts. Approval for one additional position is needed to cover classes associated with EMBA, MBA, MCA, EBBA, BBA, and Services Management degrees.

**Recommend Change of Status (promotion/tenure):** Paul Starkey resigned from the Division of Management/Marketing/OAD/BED to become the Director of Continuing Education.

IV. **Degree Program Addition/Deletions:**

Division of Management and Marketing continues to be extensively involved with course offerings for the Executive Bachelor of Business Administration program.

Changes have been made in course offerings and requirements for majors in all areas as deemed appropriate by the Division’s faculty.
V. Division Goals for 2002 and 2003

A. Goal 1:
Add line items to budget for computing equipment and software to allow faculty to upgrade instructional skills and computer usage in classes.

B. Institutional Goal which was supported by this goal:
Strengthen the faculty in their pursuit of scholarship in teaching, service and research through a comprehensive program of faculty development and renewal, including appropriate support services, resources, and personnel. (Institutional Goal #6)

C. Expected Results:
A funded line item added to budget for equipment and software.

D. Evaluation Procedures:
Analysis of the Division budget.

E. Actual Results of Evaluation:
University provided Division with some new computers. Plans are to have new computers for all faculty. Line items to budget are still needed for laptops, and software.

F. Use of Evaluation Results:
Use of technology is increasing and rapidly changing in the business environment. In order to meet the student and business needs, the faculty must be proficient users of technology and have appropriate computer equipment and software available for use.
A. **Goal 2:**
   To employ two additional faculty members to support and enhance the EMBA, MBA, BBA, and EBBA in Management and Marketing curriculum.

B. **Institutional Goal which was supported by this goal:**
   Attract and maintain highly qualified and creative faculty skilled in teaching, service, research, and other scholarly activity. *(Institutional Goal #2)*

   Maintain a strong graduate program which provides opportunities for advanced study and research in selected fields. *(Institutional Goal #4)*

   Provide a curriculum that ensures majors are properly prepared in their chosen fields to complete licensure requirements, enter the work force, and continue advanced study in graduate or professional school. *(Institutional Goal #1)*

C. **Expected Results:**
   Competitive salary support and computing equipment support for this position.

D. **Evaluation Procedures:**
   Analysis of the Department budget.

E. **Actual Results of Evaluation:**
   The Division is currently attempting to hire the two faculty members.

F. **Use of Evaluation Results:**
   These positions will allow the Division to offer all required classes for the various degree programs without having to employ as many adjunct instructors.
A. **Goal 3:**
Improve computer skills for Division students.

B. **Institutional Goal which was supported by this goal:**
Improve computer literacy for all students by making computer services available and by facilitating the use of appropriate software packages in courses throughout the curriculum. **(Institutional Goal #6)**

C. **Expected Results:**
Significant increase in computer requirements in curriculum.

D. **Assessment Procedures:**
Analysis of departmental syllabi for all courses.

E. **Actual Results of Evaluation:**
Eight classes (undergraduate and graduate) require the use of specific software packages. All classes require written reports and/or research papers that must use word processing software and the Internet to conduct appropriate research.

F. **Use of Evaluation Results:**
Additional emphasis will be placed on the use of computers and software packages. Faculty will be encouraged to use computers in class assignments when appropriate.
A. **Goal 4:**
To develop a recruiting plan to increase the numbers of traditional students, non-traditional students, and off-campus students.

B. **Institutional Goal which was supported by this goal:**
Recruit students who can meet performance standards and contribute to the academic excellence of the University. *(Institutional Goal #2)*

C. **Expected Results:**
Increase enrollment in each of the areas in 2002.

D. **Evaluation Procedure:**
Analysis of the Division's undergraduate majors.

E. **Actual Results of Evaluation:**
Enrollment for 2001 increased from 123 majors in Spring, 2001 to 226 majors in Fall, 2001. To continue this interest the Division developed brochures outlining career opportunities for graduates, course requirements for various majors, and listing faculty phone numbers of each faculty member. Brochures will be evaluated on a continuous basis. Plans were developed to work in conjunction with Recruitment and other departments on campus to recruit additional students to DSU.

F. **Use of Evaluation Results:**
Continued evaluation of Division programs to ensure appropriate offerings resulting in attracting additional majors. Review times were determined to help in the continued development of recruiting efforts for the Division.
A. **Goal 5:**
To make classes available to non-traditional students by offering evening classes, correspondence courses, off-campus classes, and weekend classes.

B. **Institutional Goal which was supported by this goal:**
Recruit students who can meet performance standards and contribute to the academic excellence of the university. *(Institutional Goal #5)*

C. **Expected Results:**
The Division will offer night classes on campus and off-campus to students. Correspondence courses will be made available to students. Weekend classes will be offered on campus.

D. **Evaluation Procedure:**
Analysis of the Division majors

E. **Actual Results of Evaluation:**
Six off-campus classes were offered. The Division taught seven weekend classes in the EMBA program and eight classes for employees at Viking Range, Greenwood, MS. The Division offered approximately 50% of all graduate classes at night. The Division offered seven undergraduate classes in the evening. The Division offered six courses through correspondence.

F. **Use of Evaluation Results:**
The Division will continue to offer evening, off-campus, and weekend, and correspondence courses. Efforts will be made to increase the number of classes offered in each category.
A. **Goal 6:**
The Division will encourage all majors to participate in internship classes.

B. **Institutional Goal which was supported by this goal:**
Enhance educational experiences at all levels by providing student internships and other career development opportunities and by encouraging student research and other creative work. *(Institutional Goal #1)*

C. **Expected Results:**
Management and Marketing students will successfully complete all requirements of the internship program. Establishing and maintaining successful internship programs will be difficult because of downsizing by organizations.

D. **Evaluation Procedure:**
Student performance in internship program. Number of students who enroll in the program.

E. **Actual Results of Evaluation:**
Twenty six students successfully completed the internship program in 2001. Demand by organizations for additional internship students slightly decreased from 21 students to 17 students.

F. **Use of Evaluation Results:**
The Division will continue to work with industry to increase the opportunities for students interested in internship. Additional students will be encouraged to participate in the internship program. Internship programs will be used to build and maintain a close relationship with industry.
A. **Goal 7:**
Faculty are encouraged to engage and/or participate in service, research, and other scholarly activities.

B. **Institution Goal which was supported by this goal:**
Attract and maintain highly qualified and creative faculty skilled in teaching, service, research and other scholarly activities. *(Institutional Goal #2 & 3)*

C. **Expected Results:**
Ninety percent (90%) of faculty will engage in service, research, and other scholarly activities.

D. **Evaluation Procedure:**
Analysis of Division reports regarding service, research, and other scholarly activities.

E. **Actual Results of Evaluation:**
One hundred percent (100%) of faculty were engaged and/or participated in service, research, and other scholarly activities.

F. **Use of Evaluation Results:**
Faculty contribute to the community and advancement of their profession through research, service, and other scholarly activities. Faculty brought fresh ideas and experiences to the classroom as a result of scholarly activities. Skills were maintained and their activities allowed faculty to remain current in their fields of instruction.
Goal 8:

OAD/BED faculty will demonstrate professionalism in their field.

Institutional Goal(s): University Goals 2 and 3

Expected Results:

- Faculty members will join and actively participate in a discipline-related professional organization(s).
- Faculty members will attend state and national conferences.

Evaluation Procedure(s):

- Faculty members will submit a copy of the conference program and a summary of workshops attended.
- Faculty members will propose organization meetings on campus in order to gain exposure for Delta State University.

Actual Results of Evaluation:

- OAD faculty are current members of one or more discipline-related professional organization.
- OAD faculty attended one or more state or national conference.

Use of Evaluation Results:

- The department will continue to encourage active participation and membership in related professional organizations. More funds for travel have been requested in next year’s budget to support this goal.
Goal 9  NEW GOAL FOR 2003

Provide a sufficient number of qualified faculty members to adequately support maintenance of program accreditations and to provide appropriate curricula for OAD/BED students.

Institutional Goal(s): University Goals 1 and 4

Expected Results:

- OAD, and BED faculty members will have appropriate degrees, certifications, and licenses in sufficient percentages to meet accreditation standards.
- There will be enough faculty members with appropriate expertise to meet the changing demands of information technology.

Evaluation Procedure(s):

- Evaluating degrees, certifications, and licenses attained
- Assessing demand for new faculty or new expertise based upon analysis of information technology developments.
Goal 10  NEW GOAL FOR 2003

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

Institutional Goal(s): University Goals 1 and 6

Expected Results:

- All division classrooms will continue to be equipped with a computer, Internet access, a computer projection device, and other audio-visual equipment as needed.
- All division classes will use the technology provided as appropriate.

Evaluation Procedure(s):

- Evaluating technology use documented in syllabi
- Evaluating classroom observations conducted by chair
- Evaluating both formal and informal feedback from students
Goal 11  NEW GOAL FOR 2003

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

Institutional Goal(s): University Goal 10

Expected Results:

- A file documenting advisement will be maintained for each student.
- “Advisement hints” will be revised and re-published each semester.
- Chair will ensure completion of computerized applications for degree beginning in the students’ junior year.

Evaluation Procedure(s):

- Analyzing problems which result in untimely graduation
- Analyzing feedback from students
VI. Student Outcomes

Major: Management and Marketing  
Degree: BBA

Student Outcome 1:

- By using a simulation the Management majors will demonstrate proficiency in integrating knowledge from Accounting, Economics, Finance, Management, Marketing, and CIS.

Expected Results:

- Sixty percent (60%) of the graduates will make a "B" or better in the senior capstone course, "Strategic Management".

Evaluation Procedures:

- Analysis of the grade distribution in the senior capstone course.

Actual Results of Evaluation:

- Seventy one percent (71%) of the graduates earned a grade of "B" or better in the senior course for the year 2001.

Use of Evaluation Results:

- Changes have been made in the curriculum to improve the students' understanding of capital structure. This has been the area of greatest weakness. Additional time will be devoted to the discussion of capital structure. Additionally, classes will have guest speakers from the Division of Economics & Finance.
Major: Management and Marketing

Student Outcome 2:

- Using a case oriented class, Marketing majors will demonstrate proficiency in integrating knowledge from all areas of marketing along with knowledge from Accounting, Economics, Finance, Management, and CIS.

Expected Results:

- Fifty percent (50%) of Marketing majors will make a “B” or better in the senior Marketing capstone course, “Marketing Management”.

Evaluation Procedures:

- Analysis of the grade distribution in the senior marketing capstone courses.

Actual Results of Evaluation:

- Fifty Five and one-half percent (55.5%) of the graduates earned a grade of “B” or better in the senior course for the year 2001.

Use of Evaluation Results:

- Changes have been made in the curriculum to improve the students’ ability to integrate accounting procedures. This has been the greatest weakness. Additional time will be devoted to the discussion of basic accounting procedures. Guest speakers from the Department of Accounting and CIS will be used to address this weakness.
Major: Management and Marketing

Student Outcome 3:

- Management and Marketing majors will be encouraged to participate in internship classes.

Expected Results:

- Management and Marketing students will successfully complete all requirements of the internship program. Establishing and maintaining successful internship programs will be difficult because of downsizing by organizations.

Evaluation Procedure:

- Student performance in internship program. Number of students who enroll in the program.

Actual Results of Evaluation:

- Twenty six students successfully completed the internship program in 2001. Demand by organizations for additional internship students has increased.

Use of Evaluation Results:

- The Division will continue to work with industry to increase the opportunities for students interested in internship. Additional students will be encouraged to participate in the internship program. Internship programs will be used to build and maintain a close relationship with industry.
Major: Management and Marketing

Degree: BBA

Student Outcome 4:

- Graduates will find employment in their field.

Expected Results:

- At least 90 percent of the graduates will have found employment in the field within six months of graduation.

Evaluation Procedures:

- Recent graduates survey questionnaire either by mail or phone.

Actual Results of Evaluation:

- Funds were not available to survey students. Goal could not be assessed.

Use of Evaluation Results:

- Results of this type of survey would provide critical information to instructors and Career Placement as to the skills employers are seeking in graduates. Also, the Division would be aware of which region of the country DSU students are finding employment. This information could assist with future placement efforts by the Division and Career Placement. The Division will conduct the survey if funds are made available.
Major: Office Administration

Student Outcome 1:

Each graduate majoring in OAD will demonstrate proficiency in managing and using office information systems (including intranets and the Internet) by completing an office simulation project.

Expected Results:

- At least half of students enrolled in OAD 401 (Office Procedures) and 411 (Practicum) will earn a grade of B or higher.
- Technology changes will expect to generate continued need for revision of both curriculum and delivery methods.

Evaluation Procedure(s):

- Evaluation of the students' performance in OAD 401
- Ongoing evaluation of curriculum technological content
- Ongoing evaluation of course delivery methods

Actual Results of Evaluation:

- In 2001, 89 percent of OAD students enrolled in OAD 401 earned a grade of B or higher, with 44 percent earning a B and 56 percent earning an A.

- In an effort to maintain pace with office technology, inclusion of multimedia and Internet technology instruction into both curriculum and instructional delivery was continued during 2001.

Use of Evaluation Results:

- Because of observed student enthusiasm, as well as the necessity to keep pace with business needs, multimedia and Internet technology instruction and practical application will continue to be part of the curriculum and delivery methods for 2002.
- Students completed several projects and an office simulation project in which they will demonstrate the ability to complete various office documents, including letters, memos, brochures, reports, flyers, and accounting records.
Major: Office Administration

Degree: B.B.A.

Student Outcome 2:

Each graduate majoring in OAD will demonstrate proficiency in preparing a variety of formats for business documents.

Expected Results:

- For students enrolled in OAD 300, fifty words per minute will be achieved at 80 percent accuracy by 60 percent of OAD majors.
- Seventy-five percent of the students who enroll in OAD 400 will make a B or higher.

Evaluation Procedure(s):

- For 2001, this goal will be assessed by evaluating OAD students’ performance in OAD 300 and OAD 400.

Actual Results of Evaluation:

- Fifty percent of OAD majors taking OAD 300 achieved 50 words per minute or better at 80% accuracy.
- Eighty-two percent of students enrolled in OAD 400 made a B or better.

Use of Evaluation Results:

- Expected results for OAD 300 and OAD 400 will remain constant or improve in 2002.
Major: Business Education

Degree: B.S.E.

Student Outcome 1:

Each graduate majoring in BED will demonstrate proficiency in managing and using office information systems by completing an office simulation project.

Expected Results:

- It is anticipated that students will gain an understanding of the value of incorporating state-of-the-art technology into curriculum content delivery as well as applied learning tools in the classroom.
- Students are expected to exhibit varying levels of technological expertise.
- Students are expected to be more interested and involved in the learning process.
- It is anticipated that 75 percent of BED students enrolled in OAD 401 (Office Procedures) will earn a grade of B or higher with 50 percent earning a grade of A.

Evaluation Procedure(s):

- Evaluation of the students’ performance in OAD 401 (Office Procedures), one of the BED capstone courses
- Teacher observation of students’ in- and out-of-class course-related activities

Actual Results of Evaluation:

- In 2001, 100 percent of BED students enrolled in OAD 401 earned a grade of B or higher, and 52 percent earning a grade of A.

Use of Evaluation Results:

- The use of technology to deliver course content will be continued for 2002.
- The use of technology as applied learning tools in the course will be continued for 2002.
Major: Business Education

Student Outcome 2:

Each graduate majoring in BED will demonstrate the ability to use various methods in teaching secondary business subjects and demonstrate knowledge of professional and general education.

Expected Results:

- It is expected that all BED students enrolled in CUR 479 (Business Methods) will meet all criteria included in the STAI, which addresses various constructs related to teaching secondary business subjects, by earning a grade of B or higher on their STAI 10-day portfolios.
- It is expected that 75 percent of BED students enrolled in CUR 479 will earn a grade of B or higher for the course.
- Because of the intensive professional development component included in CUR 479, BED students are expected to have the knowledge, skills, and interpersonal capabilities to successfully perform in a classroom setting.

Evaluation Procedure(s):

- Evaluation of the students' performance in CUR 479 (Business Methods)
- Evaluation of student-prepared STAI portfolios, ensuring that they conform to Student Teacher Assessment Instrument (STAI) guidelines, as part of CUR 479
- Assessment of the students' scores on national standardized tests
- Students' performance during student teaching field experience, as evaluated by the sponsoring teacher, the Director of Field Experiences, and two other education faculty members

Actual Results of Evaluation:

- Sixty seven per cent of the students enrolled in CUR 479 for the Fall 2001 term earned a grade of A.
- Student STAI portfolio grades in CUR 479 ranged from a low of 78 to a high of 96.
- Students must be accepted to the Teacher Education program before student teaching. Though our numbers have been low, we have enjoyed a 100 percent pass rate and outstanding ratings for our student teachers (in addition to 100 percent employment after graduation).
- In 2001, four students took and passed the PLT Professional Knowledge exam; three took and passed the Specialty Area exam in Business Education.

Use of Evaluation Results:

- New courses will be added to maintain conformity with standards and guidelines mandated by Delta State University, Mississippi State Department of Education, and accrediting entities.
- Curriculum will monitor course content to ensure adequate coverage of appropriate material.
Major: Business Education

Degree: B.S.E.

Student Outcome 3:

BED graduates will find employment in their field of study.

Expected Results:

- It is anticipated that at least 85 percent of the BED graduates will have found employment in the field within six months of graduation.

Evaluation Procedure(s):

- The Division conducted informal surveys of BED students, graduates, and employers to determine their perceptions of the program quality and content, as well as to determine the employment rate for BED graduates.

Actual Results of Evaluation:

- The employment rate for BED graduates was 100 percent for 2001.
- Informal communication with BED students and graduates revealed an expressed need for preparing our teachers to be highly technologically literate, given Mississippi State Department of Education’s focus on including Tech Prep as an integral component of its educational initiative.

Use of Evaluation Results:

- The BED/OAD Curriculum Committee will continue with meta-evaluation efforts to ensure program quality and relevance, as well as marketable graduates.
- The BED/OAD Curriculum Committee will explore possible expansion of the program to offer endorsements in areas relevant to the tech prep initiative (i.e., marketing education, vocational education), as well as the traditional office procedures endorsement.
- The quality of instruction and the curriculum in this program will be continually assessed and refined to ensure conformity with guidelines and standards mandated by Mississippi State Department of Education, DSU School of Education, and accrediting entities (NCATE, SACS).
### Unit Budget Plan

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Four faculty positions have remained untitled for the past three years. It is critical that those positions be filled to ensure quality course offerings and degree programs, especially with the Division’s responsibility for so many courses in the executive program. Additionally, the unfilled positions may well become an accreditation issue.
Justification:

1. Travel: The $1,500 increase in travel funds is necessary to the division’s member of faculty increase due to the combining of OAD/BED with MGT/MKT to support the increased number of faculty presentations at meetings and conferences. The number of faculty involved in research, as well as conference presentations is expected to increase over the next academic year. Faculty research and presentations allow our faculty to remain up to date in their fields of instruction. Additionally, the accrediting body for the school of business requires research and presentations to retain the accreditation.

2. An additional $1,050 is requested to provide funds for increased demand of supplies due to the combining of OAD/BED with MGT/MKT. Additionally the division is responsible for the majority of classes offered in the EMBA and EBBA program. Additional funding for commodities is needed to adequately support the programs.

3. Long distance budget increase of $400 is requested for several reasons. First, the Division has additional faculty members due to combining of OAD/BED with MGT/MKT. Second, the addition of the EBBA program and the increases in the EMBA program require additional long distance telephone contact with non-traditional students. Third, the Division continues to increase the number of off-campus class offerings (Viking Range) which will increase the use of long distance telephone calls. Finally, the Division anticipates additional long distance usage by faculty in support of research and for recruitment of additional faculty members.

4. An additional $150 is needed for postage to conduct surveys of graduates and employers for outcomes assessment that are required by the School of Business' accrediting body to maintain accreditation. The Division has not had funds to accomplish this critical requirement for continued accreditation.

5. Telephone Installation: $150. Requested funds are needed for installation of phone lines in offices for new faculty.

6. LitePro projector: $5,000. This equipment is used in conjunction with a lap top computer by faculty in the classroom to present material requiring special computer software. The equipment will also be used by students for individual and group presentations. This equipment is used in multiple classes and is critical in providing students skills needed in the business world.

7. The $1,500 request for software is vital to the Division's support of faculty and students. Most all of the Division’s undergraduate and graduate classes have computer usage requirements. Many of the classes require particular software usage to prepare students for the requirements of industry. Software is critical in the support of graduate and undergraduate programs.