DIVISION
OF
MANAGEMENT,
MARKETING,
OFFICE
ADMINISTRATION,
AND
BUSINESS EDUCATION
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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<tbody>
<tr>
<td>Credit hours, undergraduate (total)</td>
<td>4125</td>
<td>4149</td>
<td>4482</td>
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<td>2559</td>
<td>2802</td>
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<tr>
<td>Marketing</td>
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<td>Number of Graduates</td>
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<td>Credit hours, graduate (total)</td>
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<td>142</td>
<td>87</td>
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<td>OAD</td>
<td></td>
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<td></td>
<td>87</td>
</tr>
<tr>
<td>MBA</td>
<td>72</td>
<td>217</td>
<td>477</td>
<td>571</td>
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- The Division showed significant growth in 1999:

<table>
<thead>
<tr>
<th>Number of Majors:</th>
<th>Spring 1999 (Undergraduate)</th>
<th>Summer 1999 (Undergraduate)</th>
<th>Fall 1999 (Undergraduate)</th>
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</thead>
<tbody>
<tr>
<td>Management</td>
<td>102</td>
<td>46</td>
<td>121</td>
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<tr>
<td>Marketing</td>
<td>67</td>
<td>28</td>
<td>75</td>
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<td>EBBA - MGT</td>
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Management majors increased from 102 in Spring, 1999 to 121 in fall of 1999.
Marketing majors increased from 67 in Spring of 1999 to 75 in fall of 1999.
EBBA majors for fall, 1999 was 33.
Overall increase of division majors rose from 169 in spring 1999 to 196 in fall, 1999.

- Off-campus credit hour production for 1999 was 189 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 developed 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 2000, 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 2000 will increase due to the new Hospitality Services Management major and course offerings in the Executive Bachelor of Business Administration degree. The Division will be responsible for five new course offerings for the BBA in the Services Management degree and 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.

Two Marketing courses have been added to the Marketing major which should resulted in additional students enrolling in the program and increased credit hour production for the Division.

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.

The Division hosted the 1999 Mid-South Marketing Conference in Long Beach, Mississippi.

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.

The Division replaced two faculty members, one Marketing and one Management faculty member. Additionally, at lease one new position is 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 169 in Spring 1998 to 196 in Fall 1998. Additionally the Division has 33 majors in the EBBA program.

Approximately 90 percent of graduating seniors in 1999 used the services offered by Career Placement. Eighty-five percent of those students found employment within six months of graduation.
All faculty members were involved in academic research, consulting, university service or community service in 1999.

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**

  Presided at three national meeting, hosted reception and facilitated professional seminar in conjunction with the Association of Career and Technical Education Conference, December 1999, Orlando, FL

  Upsilon Chapter Delegate to the Delta Pi Epsilon National Graduate Business Education Society 1999 National Council Meeting, November 1999, St. Louis, MO.
  Affiliates University of Mississippi and Virginia Polytechnic Institute and State University Chapters
  Attended Publications Committee Meeting in conjunction with the Delta Pi Epsilon, National Honorary Professional Graduate Society in Business Education meeting, November, 1999, St. Louis, MO; committee member 1996-1999; society member 1993-present
  Nominee for national secretary. Conducted national mail campaign and made presentation at DPE National Council Meeting, November 1999, St. Louis, MO.
  Nominating Committee for Southern Business Education Association 1999
  Representative to National Business Education Association Board, 1999
  Inducted into Pi Omega Pi, National Honorary Business Education Society, Delta State University Affiliate, Spring 1999
  Assisted in hosting Mississippi Business Education Association Meeting, Delta State University, September, 1999. (tasks included assuring meetings were open and equipment in place as requested, obtaining door prizes, decorating for the banquet and luncheon, and working at the registration desk)
  Member of:
  Association of Business Communication, National, Southwest, and Southeast Divisions
  Association for Career and Technical Education (formally American Vocational Association), Affiliate with Employment and Training, and Business Education Divisions
  Mississippi Association for Career and Technical Education
  National Business Education Association
  Southern Business Education Association
  Craft Committee for Computer Discovery, Eastwood Junior High School, Cleveland, MS, 1997-present (this committee has never met)
  Mississippi Reads Volunteer through Delta State Campus Link Americorps & Delta Volunteers. Met weekly with fourth grade student at Presbyterian Day School to tutor, both fall and spring semesters, 1998-present
Member, Faculty and Staff Benefit Committee, Delta State University
B.F. Smith Outstanding Entrepreneur $1,000 Scholarship Committee, Chair
selection committee, Fall 1999, awarded two scholarships
School of Business Newsletter. Contributor for the Division of Computer Information
Systems and Office Administration
FORBS Committee. (1998-present). participate as requested and scheduled to present
April 2000
Volunteer, Career Day, served as hostess in recruiter hospitality room and handled
registration table for students and faculty
Nevin R. Frantz Graduate Scholarship Finalist Selection, Iota Chapter, Omicron Tau
Theta, Virginia Polytechnic Institute and State University, Blacksburg, Virginia
Vocational Education SIG of American Educational Research Association. Reviewer of
presentation proposals for national AERA national conference
Co-Project Director with Micheal Thompson, First Step: Welfare to Workfare, $25,000.
(1999, Spring). Coleman Foundation, Inc., Entrepreneurship Awareness and
Education Grant, Chicago, IL (1 8 month duration). Completed three 9-week
workshops in Fall, 1999, Greenville, Cleveland, and Hollandale, MS. Project is ahead
of schedule.
Enterprise Council of the Delta. $25,000 matching funds with First Step: Welfare to
Awareness and Education Grant, Chicago, JIL (1 8 month duration). With Micheal
Thompson
Delta State University Professional Development Grant, $5 00, Fall 1999, National
Multimedia Presentation Design and Development Workshop sponsored by Delta Pi
Epsilon, St. Louis, MO, November 18-20, 1999. $100 also awarded by DPE
First Step: Welfare to Workfare Success Story Two, $25,000. (1999, Fall submitted and
under review). Coleman Foundation, Inc., Entrepreneurship Awareness and Education
Grant, Chicago, IL (18 month duration). With Micheal Thompson. If funded, The
Enterprise Council of the Delta will match funds
Sponsor, Rho Chi Chapter, Phi Beta Lambda, Delta State University. With Jan Cooper
1999, Spring, eight participants at MS State Leadership Conference Five winners:
1ST, Desk Top Publishing, Finance, and Human Resources Management 2nd place,
Information Management
Volunteer written test monitor for Accounting I and 11 tests 1999, Spring, PBL planned
and sponsored Third Annual Professional Day Luncheon. 275 guests from community
and university. Ovid Vickers Mississippi Humanities Society speaker; Dr. Kent
Wyatt, hosted
Summer, 1999 three PBL National Leadership Conference competition participant,
Chicago, Illinois Bryan Thomas, Finance; Heather Pikul, Human Resources
Management; and John Pigg, Information Management
Team-taught Executive Communication EMBA course, Summer, 1999
• **Jan Cooper**
  Teacher Education Council
  CIS Advisory Board
  Sponsor, Phi Beta Lambda
  Delta INTech “Preparing Teachers to Teach with Technology”
  Honored at NBEA Awards Luncheon with First Time Attendee’s
  Block Chairperson, *March of Dimes*, Cleveland, Mississippi
  Chairperson, Hospitality Tent, *Octoberfest*, Chamber of Commerce, Cleveland, Mississippi
  Advisory/Craft Committee Member, Business & Computer Technology,
  Cleveland Vocational-Technical Complex, Cleveland, Mississippi

• **Elise Dreaden Jenkins:**
  Southwest Case Research Association Nominating Committee
  Consultant for Hammons and Associates, Greenwood, MS
  Cleveland-Bolivar County Chamber of Commerce
    Board of Directors
    Finance Committee
  OCTOBERFEST Barbecue Competition Chair
  Memphis In May World Championship Barbecue Competition Steering Committee
  Consultant for the annual Leland Festival, Leland, MS
  Southern Home Ideas Expo Booth Chair
  Team Cleveland- a division of the Cleveland Chamber of Commerce
    Board of Directors
    Executive Committee
    Treasurer
    Nominating Committee
  Ruleville Chamber of Commerce
    Board of Directors
  Ruleville Centennial Celebration Committee Promotions Chair
  Cleveland liaison for Public Policy TV, Palisades, NY, on documentary of the South
  Cleveland-Bolivar County United Way - DSU Chair
  DSU Planning and Institutional Effectiveness Committee
  Task Force Co-chair for Recruiting and Alumni Relations strategic planning committee
  DSU Presidential Search Committee
  DSU Phi Kappa Phi National Honor Society President
  DSU Employees Federal Credit Union Supervisory Committee Chair
  DSU Athletic Committee
  DSU Pig Pickin Committee - Barbecue Judges Chair
  DSU Student Organizations Committee
Faculty Co-Sponsor for Marketing Advertising Club (AAF Chapter)  
DSU Marketing Curriculum Committee Chair

• **Renee Foster**  
Member of Editorial Review Board, Retail Publications Division, Fairchild  
Publications, New York City, NY  
McGraw-Hill Irwin Publications  
Memphis Clinical Laboratories, Memphis, TN  
FastTracEntrepreneurial Program  
One of 15 professors selected nationally by the Promotional Products Association International to participate in the Very Important Professors Program, Jan., 1999  
Cleveland Park Commission, Youth Soccer League, Assistant Coach of the Gators team.  
Habitat for Humanity Volunteer  
Cleveland-Bolivar County Humane Society, Volunteer  
Crosstie Arts Festival, Volunteer  
Member of Aural, Oral, and Visual History Committee  
Member of Marketing Curriculum Committee  
Member of MGT 695 Faculty Committee  
Co-Advisor of Collegiate Chapter of the American Advertising Federation

• **Robert Fleming:**  
S.A.M. Advisor  
Served on University Curriculum Committee  
Served on University Attendance Committee  
MGT/MKT Library Liaison  
MGT/MKT courtesy Fund Chairman  
Panel member for MGT 695 final presentations  
Panel member for OAD 600 presentations  
B.F. Smith Outstanding Entrepreneurial Award Committee  
Management/Marketing Search Committee  
Faculty Senate Proxy  
Management/Marketing Awards Committee

• **Frank Gaskill**  
Faculty Benefits Committee  
Staff Reclassification Committee  
Recruiting of Students: Delta Focus and Recruiting to Memphis  
Alumni relations programs: Greenville and Indianola  
Member, Bolivar County Chamber of Commerce Tourism and Park Committees  
Member, Calvary Episcopal Church
• **Cameron Montgomery**  
  Presented findings from a shopping survey done for the Chamber of Commerce in Greenville to measure why consumers in Greenville outshop. Collected 270 surveys, statistically analyzed the data, interpreted the data. The findings were presented in a Chamber meeting in February 1999.  
  School of Business scholarship committee - to select students for awards/scholarships within the College of Business  
  Faculty senate - served as member of DSU faculty senate  
    Finance Committee, Chairman  
    Member Senate Executive Committee  
    Credentials committee  
  College of Business Research Committee - planning research presentations for the College of Business  
  Chairman of the awards committee - for the Marketing and Management Division  
  Graduate council  
  Mid South Marketing - served as director/sponsor for the 1999 Mid South Marketing Conference.  
  Track Chair for the international marketing track of the Association of Business and Behavioral Sciences conference to be held in Las Vegas 2000  
  Panel Member of management 695 presentations  
  Chairman of Marketing Search Committee  
  Grader for English proficiency exams  
  Representative to Washington county DSU alumni banquet Fan 1999  
  Attended Dr. Jerry Kandies seminars on how to develop web sites  
  Proposals for two new courses the Marketing Curriculum Committee sought to add to the curricula: Internet Marketing and Sports Marketing, these were approved and are now being taught  
  Submitted proposal to State of Mississippi for $300,000 grant with Dr. Mike Thompson to measure the effectiveness of advertising campaigns against children using tobacco Products  
  Taught Executive MBA Advanced Marketing and Management class in Baku, Azerbaijan for a 7 week period at Western University as part of a partnership with Western, Delta State and University of North Alabama and the USIA (United States Information Agency)  
  Developed personal web site with all course syllabi on-line available for downloading and Printing.  
  Member First Presbyterian Church

• **Cooper Johnson**  
  Cleveland Noon Lions Club  
  Volunteér 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.
Mid south Marketing Conference, 1999: Served as Director's Sponsor
Panel member for OAD 600 presentations
Panel member of Management 695 presentations
Member: Marketing Search Committee, Management Search Committee,
Management/Marketing Awards Committee
Division advisor for DSU transfer orientation

- Paul Starkey
Mississippi Quality Award - Examiner Training – Jackson, MS
  1999 Panel of Judges
  1999 Board of Examiners
ACBSP Option B Certified Examiner
ACBSP Accreditation Site Visit Team – Cumberland University, Lebanon, TN
Premier FastTrac, Certified Instructor
Division Search Committee
Division Advisor for DSU Transfer Orientation
DSU Alumni Association, Life Member
Volunteer Faculty Speaker at local chapter meetings
Audited HIS 592 – The Delta – An interdisciplinary course
University Committees: Union Board, Athletic, Wage & Hour, Student Affairs, Appellate
Consulting: Baxter Healthcare – Communication, Creativity & Problem Solving
with Dr. Mike Thompson
FastTrac – Guest Instructor for courses in Cleveland and Greenville
Cleveland Noon Lions Club: Board of Directors, Visual Screening Committee,
Chair; Bell Elementary Visual Screening Volunteers, Calvary Episcopal
Church, Hayes Cooper Center for Math, Science & Technology Booster Club –
First Vice President
Bolivar County Habitat for Humanity Volunteer
Mike Thompson
Conducted 23 training seminars for over 2200 people throughout Mississippi: 350 at Baxters, 150 City and County clerks in conjunction with Mississippi State University.
Chair of the Mid South Educators Conference
Delta State University Committees: Athletic Committee, Chair; Diversity Committee, President’s Council, Retention Committee

TRAINING

Phyllis Bunn
Attended Art and Science of Writing Proposals series, Spring, 1999
Attended WEB, page development seminar sponsored by South-Western Publishing Company,
Attended Imaging presentation sponsored by ITS
Attended Excel workshop sponsored by ITS, Fall 1999
BPAC Phone Book. (1999 February). Two-hour seminar presented to the staff of the Bologna Performing Arts Center. Workbook developed for use by all participants.
Credible Communication. (1999, February 26). Four-hour workshop presented to the Mississippi Division International Association of Administrative Professionals, Tunica, MS. Workbook developed for use by all participants. With Jan Cooper

Jan Cooper
Southern Business Education Association, Charleston, West Virginia
Mississippi Business Education Association
Organized and hosted 2-day conference for 160 people on campus at Delta State University
How to Make Presentations with Confidence and Power, Fred Pryor Seminar, Jackson, MS
Society of Business, Industry, & Economics (SOBIE), Sheffield, Alabama
National Business Education Association, Chicago, Illinois
Excel Training Workshop, Leflore County Schools, January 2000
Microsoft Office Training Workshops—Word, Excel, PowerPoint, Access, Baxter Health Care
Using Computer Technology in a Small Business, presented to School of Nursing (Nursing Entrepreneurship graduate class), Summer 1999
Excel Training Workshops, Delta State University, Spring 1999

Robert Fleming
Fast Trac II Seminar

Elise Jenkins
FastTrac II seminar speaker
• Cooper Johnson
  The King’s Daughters Hospital
  Viking Range Corporation
  Port of Greenville
  The Fitness Club
  Small Business Development Center
  Bayou Academy
  Department of Nursing - DSU
PUBLICATIONS/CONFERENCES:

- Phyllis Bunn
  National Encyclopedia Contributions (paid) Submitted
  (1999, submitted and in process). Seven contributions:
  - Fair Packaging and labeling Act of 1966
  - Staggers Rail and Motor Carrier Acts of 1980
  - Federal Trade Commission Act of 1914
  - Food, Drub, and Cosmetic Act of 1938
  - Sherman Antitrust Act of 1890
  - Robinson-Patman Act of 1936

  Bunn, P. B., & Schmidt, B.J. (1999). Philosophy and Objectives in Review and
  Magee, B., (Ed.). Delta Pi Epsilon, Little Rock, AR.

  "e-Business can be Positive Business." (I 1999, June) Delta State University
  College of Business
  Newsletter, Vol. 1, Issue 1, p3

  President's Message. (I 1999, Spring and Fall two issues). National Omicron Tau
  Theta Newsletter, Myra Womble, Editor, Athens, GA.

Bunn, P. C. & Cooper, J An Integrated Approach to Technical Writing.- Breakout
  Sessions. MBFA Journal, Publication of the Mississippi Business Education
  Association.

  Boston: St. Martins Press.

  Business Communication Course. Presented at the Association of Career and
  Technical Education, Orlando, Fl.

  Accepted and presented at the Southwest Federation Administrative Division,
  Southwest Association of Business Communication Annual Conference, Houston, TX

  Savings Approach. Accepted and presented at the Health Care Administration track,
  American Society of Business and Behavioral Sciences, Sixth Annual Meeting, Las
  Vegas, NV. Manuscript in Proceedings

  Integrated Approach Using Breakout Sessions. Presented at the Society of Business,
  Industry and Economics Conference (Inaugural Meeting), University of North
  Alabama, Sheffield, AL

Bunn, P. C., & Thompson, M. (1999, April 24). Successful Grant Hunting for the
  Neophyte and Beyond. Accepted for presentation at the Society of Business, Industry
  and Economics Conference (Inaugural Meeting), University of North Alabama,
  Sheffield, AL
Jan Cooper

Elise Jenkins
*Small Business Directors Association Region IV Conference*, Birmingham, AL
Speaker
Developed advertising plans for *Quick Cash*, Indianola, MS, and *Mudpuddles*, Cleveland, MS
Marketing/Service Business/Non-Profit Businesses Track Chair for Southwest Case Research Association
Co-authored case, *James Police Supply*, presented at the Southwest Case Research Association meeting of the Southwestern Federation of Administrative Disciplines, Houston, TX
Economic Impact Study for Southern Home Ideas Expo
Economic Impact Study for OCTOBERFEST 1999
Downtown Shopping Pattern Study for Team Cleveland
Readership/Satisfaction Study for *The Bolivar Commercial*
Satisfaction Study for *WABG-TV*
Economic Impact Study for Mississippi Valley State University

Renee Foster
Reviewer, Southwest Case Research Association
Reviewer, Mid-Atlantic Marketing Association
Coordinating Committee of the Mid-South Marketing Educators Conference
Promotional Products Association International Annual Conference & Trade Exhibition, Dallas, TX, January, 1999
International Intercultural Communication Annual Conference, Miami, FL, Feb., 1999
Mid-South Marketing Educators Annual Conference, March, 1999
“Cultural Tourism in Jamaica: Reggae, Rum & the Decline of the Rastafarianism Movement” - presented at the Mississippi Philological Society Annual Meeting, Cleveland, MS, Jan. 1999
“From Political Protest Music To Travel Brochures: Reggae, Rastafarianism, and the Jamaican Tourist Industry” – presented at the Central and Southern Communication Annual Meeting, St. Louis, MO, Sept., 1999
“Promotional Techniques Used By Credit Card Companies to Target College
Students” – presented at the Mid-South Institute of Accountancy Annual Meeting, Jackson, MS, Dec. 1999


- **Steven Moss**
  Charles B. Wagoner and Steven E. Moss, Gaming Behavior and Monotonicity, Presented at the Southwestern Social Sciences Association Conference, 1999.

- **Robert Fleming**

- **Frank Gaskill**
  *Human Resources Role in Combating Workplace Violence*, with Dr. Cooper Johnson. American Society of Business and Behavioral Sciences Association.
  Micro-lending: Big Business in Africa, Asia, and Central and South America, Annual meeting of the Society of Business, Industry, and Economics.

- **Cameron Montgomery**
  *Consumer Outshopping revisited: A Review of the Literature and a Closer Look at a Widespread Phenomenon*, Proceedings of the Academy of Business Disciplines, Fort Myers, FL. November 1999, with Dr Mike Thompson
  *Consumer Outshopping Revisited: A Review of the Literature and a closer look at a Widespread phenomena*. The First Annual Meeting of the Society of
Business, Industry and Economics, Florence, Alabama

*An Conceptual Model of Consumer Walk Out Behavior* 6th Annual Meeting of the Society of Business and Behavioral Sciences, Las Vegas Nevada

- **Cooper Johnson**
  Mid-South Marketing Educator’s Conference Reviewer, Atlantic Marketing Association 1999 Conference
  Publications: *Human Resource’s Role in Combating Workplace Violence*, co-authored with Dr. Frank Gaskill, accepted for presentation at the Seventh annual convention of the American Society of Business and Behavioral Sciences Association. Published in the *Proceedings*.

- **Paul Starkey**

- **Micheal Thompson**
  Southwest Economics Association, San Antonio, TX.
  Association of Academic and Business Discipline, Ft. Myers, FL

New positions requested with justifications:

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

Recommend Change of Status (promotion/tenure):
Dr. Phyllis Bunn from Assistant Professor to Associate Professor. (Letter of request and portfolio forwarded to Dean Stewart).

Dr. Mike Thompson - Tenure. (Letter of request and portfolio forwarded to Dean Stewart.)

Dr. Cooper Johnson from Associate Professor to Full Professor. (Letter of request and portfolio forwarded to Dean Stewart.)

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.

Two classes in Marketing have been added to the degree program based on needs expressed by area industry. The new courses are:

MKT 345. Internet Marketing. An introduction to Marketing on the Internet, with emphasis on online promotion, retailing, distribution, gathering consumer research.

MKT 450/550. Sports Marketing. Application of Marketing principles and processes to sports products and to marketing of non-sports products through association with sports.
V. Division Goals for 1999 and 2000

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)*  

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:  
A Ph.D. in Marketing was hired to support undergraduate and graduate course requirements. Additionally, the Division is in the process of replacing a Ph.D. in Management to support all programs.

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:**
   Nine 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 1999.

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

E. **Actual Results of Evaluation:**
Enrollment for 1999 increased from 169 majors in Spring, 1999 to 196 majors in Fall, 1999. 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:**
Twelve off-campus classes were offered. The Division taught 12 weekend classes in the EMBA program and three 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 one students successfully completed the internship program in 1999. Demand by organizations for additional internship students has increased.

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:

- Mississippi Business Education Association held its fall conference on DSU campus in September 1999.
- 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 2000

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 2000

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 2000

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:

- Sixty-six percent (66%) of the graduates earned a grade of "B" or better in the senior course in Fall, 1999.

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  
Degree: BBA

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:

- Thirty six percent (36%) 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:

- Forty three percent (43%) of the graduates earned a grade of “B” or better in the senior course in Fall, 1999.

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-one students successfully completed the internship program in 1999. 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

Student Outcome 4:

- Seniors in Management and Marketing will register with career placement.

Expected Results:
- At least 90 percent graduating seniors will be registered with career placement by their final semester.

Evaluation Procedures:
- Four undergraduate courses will require students to register with career placement beginning in the Fall of 1998. These courses include MGT 488, MGT 484, MKT 321, and MKT 499, additionally this will be a requirement for one graduate course (MGT 600).

Actual Results of Evaluation:
- A total of 43 students majoring in Management and Marketing registered with the Office of Career Placement.

Use of Evaluation Results:
- Students using the services offered by the Office of Career Services have a much better chance of obtaining employment. Students are given the opportunity to interview with many different organizations allowing the students the chance to make career choices that meet individual goals and objectives. Use of the services offered by Career Services places the Division of Management and Marketing in the minds of employers which will hopefully result in greater demand for students majoring in Management and Marketing.
Major: Management and Marketing Degree: BBA

Student Outcome 5:

- 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

Degree: B.B.A.

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 and 411
- Ongoing evaluation of curriculum technological content
- Ongoing evaluation of course delivery methods

Actual Results of Evaluation:

- In 1999, 88 percent of OAD students enrolled in OAD 401 earned a grade of B or higher, with 60 percent earning a B and 28 percent earning an A.
- In 1999, 87 percent of OAD students enrolled in OAD 411 earned a grade of B or higher, with 22 percent earning a B and 65 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 1999.

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 2000.
- Although student grade goals were met, faculty observation and evaluation led to implementing the following changes for 1999:
  - OAD 401 and 411 were combined into one 6-hour course. At least 60 percent of students enrolled in OAD 401 (Office Procedures) earned a grade of B or higher.
  - Students complete 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 the ability to conduct primary research, using
the Internet and other appropriate resources, and complete a comprehensive business report.

Expected Results:

- OAD students are exposed to and provided opportunities to master report-writing skills in
many of the required courses for this program of study (OAD 200, 300, 326, and 401). Therefore,
it is anticipated that at least 60 percent of OAD students enrolled in OAD 423
(Technical Writing for Business) will earn a grade of B or higher by completing various
types of business correspondence and a research paper and presentation within their
discipline.

Evaluation Procedure(s):

- For 1999, this goal was assessed by evaluation of the student=s performance in OAD 423.

Actual Results of Evaluation:

- In 1999, 85 percent of the OAD students enrolled in OAD 423 earned a grade of B or
higher, and 39 percent earned a grade of A.

Use of Evaluation Results:

- Expected results for OAD 423 will be modified to include that at least 40 percent will earn a
grade of A.
Major: Office Administration                      Degree: B.B.A.

Student Outcome 3:

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 1999, this goal will be assessed by evaluating OAD students' performance in OAD 300 and OAD 400.

Actual Results of Evaluation:

- Sixty-five per cent of OAD majors taking OAD 300 achieved 50 words per minute at 80% accuracy.
- One hundred 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 2000.
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 1999, 88 percent of BED students enrolled in OAD 401 earned a grade of B or higher, with 60 percent earning a grade of B and 28 percent earning a grade of A.

Use of Evaluation Results:

- The use of technology to deliver course content will be continued for 2000.
- The use of technology as applied learning tools in the course will be continued for 2000.
Major: Business Education

Degree: B.S.E.

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:

- Eighty percent of the students enrolled in CUR 479 for the Fall 1999 term earned a grade of A.
- Student STAI portfolio grades in CUR 479 ranged from a low of 80 to a high of 97.
- In 1999, three students took and passed the PLT Professional Knowledge exam; two took the specialty area exam in business education, one passed, one failed.
- 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).
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 1999.
- 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).
### VI. Unit Budget Plan

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<th>Requested year 2001</th>
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Justification:

1. Travel: 
The $1,300 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 $500 is requested to provide funds for increased demand of supplies due to the combining of OAD/BED with MGT/MKT.

3. 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.

4. 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.

5. 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.

6. Long distance budget increase of $200 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.
7. The $200 requested for dues will be used to pay dues for student organizations such as the American Marketing Association and the Society for the Advancement of Management.

8. Telephone Installation: $150. Requested funds are needed for installation of phone lines in offices for new faculty.
**PROGRAM:**
0101 General Academic

**ACTIVITY:**
Activity not budgeted

**LOCATION:**
Location not budgeted

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**Justification:**