DELTA STATE UNIVERSITY: ANNUAL REPORT
Executive Summary
Fall 2003, Spring 2004, and Summer I 2004
August 30, 2004

I. Unit Title: Management, Marketing, & Business Administration  School: College of Business
   Unit Administrator: Cooper Johnson

II. Data and information prepared by division:

   Mission Statement:

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

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

   • There was an average of 351 majors in the division.

   • The division continues to offer an education program for Viking Range Corporation of Greenwood, MS.

   • A majority of students used the services offered by Career Placement.

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

   • Students continued to take advantage of internship classes.

III. Personnel

   Noteworthy activities and accomplishments
   All faculty members were involved in academic research, consulting, university service, or community service. Two additional faculty members, Dr. Garrett Ross and Ms. Kimberly Dean, were employed by the division. Faculty members served on university, college and division committees. Faculty members were actively involved in professional associations. Many faculty members engaged in community activities. Several faculty members provided training programs to the local community.
New positions requested with justifications:

One position is requested.
One additional faculty member is needed to support EMBA, MBA, EBBA, and BBA programs.

Recommend Change of Status (promotion/tenure): No recommendations.

IV. Degree Program Addition/Deletions:

Division of Management, Marketing, and Business Administration 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 2003 and 2004

Goal 1:
A. To employ one additional faculty member to support and enhance the EMBA, MBA, BBA, and EBBA programs.

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 one faculty member.

F. Use of Evaluation Results:
This position will allow the Division to offer all required classes for the various degree programs without having to employ as many adjunct instructors.
Goal 2:
Improve computer skills for Division students.

A. 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)*

B. Expected Results:
Significant increase in computer requirements in curriculum.

C. Assessment Procedures:
Analysis of departmental syllabi for all courses.

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

E. 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.

Goal 3:
To develop a recruiting plan to increase the numbers of traditional students, non-traditional students, and off-campus students.

A. 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)*

B. Expected Results:
Increase enrollment in each academic area.

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

D. Actual Results of Evaluation:
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.
E. 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.

Goal 4:
To make classes available to non-traditional students by offering evening classes, correspondence courses, off-campus classes, and weekend classes.

A. 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)

B. 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.

C. Evaluation Procedure: Analysis of the Division majors.

D. Actual Results of Evaluation:
Several off-campus classes were offered. The Division taught numerous weekend classes in the EMBA program and several classes for employees at Viking Range, Greenwood, MS.

E. 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.

Goal 5:
The Division will encourage all majors to participate in internship classes.

A. 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)

B. Expected Results:
Students will successfully complete all requirements of the internship program. Establishing and maintaining successful internship programs will be difficult because of downsizing by organizations.
C. Evaluation Procedure:
Student performance in internship program. Monitor the number of students who enroll in the program.

D. Actual Results of Evaluation:
Several students successfully completed the internship program. Demand by organizations for additional internship students is increasing.

E. Use of Evaluation Results:
The Division will continue to work with industry to increase the opportunities for students interested in internships. 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.

Goal 6:
Faculty is encouraged to engage and/or participate in service, research, and other scholarly activities.

A. Institutional 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)

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

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

D. Actual Results of Evaluation:
All faculty were engaged and/or participated in service, research, and other scholarly activities.

E. Use of Evaluation Results:
Faculty contributes to the community and advancement of their professions 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 7:
Ensure that all instructors incorporate appropriate use of technology and communication skills.

A. Institutional Goal(s): University Goals 1 and 6
B. Expected Results:
   1. All division classrooms will be equipped with a computer, Internet access, a
      computer projection device, and other audio-visual equipment as
      needed.
   2. All division classes will use the technology provided as appropriate.

C. Evaluation Procedure(s):
   1. Evaluating technology use documented in syllabi.
   2. Evaluating both formal and informal feedback from students.

Goal 8:
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.

A. Institutional Goal(s): University Goal 10

B. Expected Results:
   1. A file documenting advisement will be maintained for each student.
   2. "Advisement hints" will be revised each semester.
   3. Chair will ensure completion of computerized applications for degree
      beginning in the students' junior year.

C. Evaluation Procedure(s):
   1. Analyzing problems which result in untimely graduation.
   2. 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 all areas of business.

Expected Results:
A majority of students 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:
A high percentage of students earned a grade of "B" or better in the senior course.

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.

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:
A majority 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 course.

Actual Results of Evaluation:
A lower percentage of students than expected earned a grade of "B" or better in the capstone course.

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.
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:
Several students successfully completed the internship program in 2004.

Use of Evaluation Results:
The Division will continue to work with industry to increase the opportunities for students interested in internships. Additional students will be encouraged to participate in the internship programs. Internship programs will be used to build and maintain a close relationship with industry.

Student Outcome 4:
Graduates will find employment in their field.

Expected Results:
Many 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.
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:
1. At least half of students enrolled in OAD 401 (Office Procedures) and 411 (Practicum) will earn a grade of B or higher.
2. 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:
1. All OAD students enrolled in OAD 401 earned a grade of B or higher.

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

Use of Evaluation Results:
1. 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.

2. Students completed several projects and an office simulation project in which they demonstrated the ability to complete various office documents, including letters, memos, brochures, reports, flyers, and accounting records.

Student Outcome 2:
Each graduate majoring in OAD will demonstrate proficiency in preparing a variety of formats for business documents.

Expected Results:
1. For students enrolled in OAD 300, fifty words per minute will be achieved at 80 percent accuracy by 60 percent of OAD majors.

2. Seventy-five percent of the students who enroll in OAD 400 will make a B or higher.
Evaluation Procedure(s):
This goal will be assessed by evaluating OAD students' performance in OAD 300 and OAD 400.

Actual Results of Evaluation:
1. Due to schedule changes, no OAD 300 was offered during the calendar year.

2. Seventy eight 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.
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:
1. 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.
2. Students are expected to exhibit varying levels of technological expertise.
3. Students are expected to be more interested and involved in the learning process.
4. 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):
1. Evaluation of the students' performance in OAD 401 (Office Procedures), one of the BED capstone courses
2. Teacher observation of students' in- and out-of-class course-related activities

Actual Results of Evaluation:
All BED students enrolled in OAD 401 earned a grade of B or higher.

Use of Evaluation Results:
1. The use of technology to deliver course content will be continued.
2. The use of technology as applied learning tools in the course will be continued.

Student Outcome 2:
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:
1. The employment rate for BED graduates was 100 percent.
2. 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:

1. The BED/OAD Curriculum Committee will continue with meta-evaluation efforts to ensure program quality and relevance, as well as marketable graduates.

2. 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).

Summary:

1. The division offered ten on-line classes.

2. Faculty continue to be engaged in scholarly activities and community service.

3. Educational opportunities for all students improved by offering on-line classes.

QEP Goals for 2004-2005:

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