

## 2007 MASTER PLAN/PROGRESS REPORT

**Educational Support Unit:** Department of Management, Marketing and General Business

**Person Responsible:** Mitchell Adrian

**Date Submitted:** 6/11/2007

**Mission:** The mission of the College of Business is to provide quality business education that will enhance the opportunities for a diverse undergraduate and graduate student population to achieve success in a changing technological, global, and ethical environment. Through academic excellence and linkages with the business community, the College is committed to being a resource for economic development in southwest Louisiana.

**Institutional Mission Reference:** In congruence with the University mission, the mission of the College of Business is to provide programs distinguished by academic excellence. Fundamental to this primary function is the faculty commitment to excellence in teaching, research, and creative scholarly activity. This commitment is the foundation for the quality business education provided by the College. The primary emphasis of the College of Business is teaching. Effective teaching is essential to providing a quality business education so that students maximize intellectual growth by combining conceptual reasoning, and analytical insights, critical thinking, problem-solving skills, and a sense of continual learning.

Secondarily, research and creative scholarly activity keep faculty members abreast of changes in their respective disciplines and support the College's ability to provide a quality business education. Applied scholarship and instructional development productivity are emphasized but basic scholarship is also encouraged.

Service is integral to academic excellence and has two components. Academic service is intended to enhance faculty intellectual engagement and to contribute to the College's ability to provide a quality business education. Professional service recognized the College's responsibility to be a resource for economic development in Southwest Louisiana.

### Assessment Methods Utilized:

- Student Opinion Survey (SOS)
- National Survey of Student Engagement (NSSE)
- Internally-developed Survey
- Faculty Roster
- Annual Performance Review (APR)
- Community Involvement
- Exit Survey/Interview/Exam
- Grant Activity
- Number of Publications
- Participation in MSU Committees/Organizations
- Participation in Professional Committees/Organizations
- Student Evaluation of Instruction (SEI)
- Unit Audit
- Data collection via Excel spreadsheet
- Data collection via Access database

### Data Repository Location:

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- Dean's Office / Departmental Office
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**Educational (Support Unit) Performance Objective 1:** Engage in collaborative ventures and campus and community activities which enhance economic development and cultural growth.

<u>Expected Level of Achievement</u>	<u>Actual Data From Assessment</u>	<u>Actions/Decisions</u>
<p>100% of faculty members will engage in service to the University and/or community through participation in community activities, university committees, and/or departmental committees.</p> <p>Have at least 1 faculty member from the department serve as an “expert” in their field to one or more community organizations.</p> <p>Have at least 1 faculty member perform research or consulting activities for one or more community organizations.</p>	<p>100% of faculty members were engaged in service to the University and/or community through participation in community activities, university committees, and/or departmental committees</p> <p>No faculty members from the department were called upon to serve as experts in their field.</p> <p>1 faculty member from the department performed research/consulting for one or more community organizations.</p>	<p><b>Develop</b></p> <ul style="list-style-type: none"><li>• Better advertise faculty capabilities and expertise to the general community.</li></ul> <p><b>Maintain</b></p> <ul style="list-style-type: none"><li>• Continue to support 100% faculty engagement to the University and/or community.</li></ul>

**Educational (Support Unit) Performance Objective 2:** Demonstrate excellence in teaching in order to enhance student recruitment, retention, and graduation.

<u>Expected Level of Achievement</u>	<u>Actual Data From Assessment</u>	<u>Actions/Decisions</u>
<p>75% of individual faculty members' SEI percentage scores will be <math>\geq 85\%</math>.</p> <p>The combined departmental faculty will achieve <math>\geq 4.0</math> overall student mean response on university SEI's (all courses combined).</p> <p>One faculty member will be selected to attend the Master Teacher training program.</p> <p>At least one faculty member from the department will be recognized with a "teaching award" given by the College of Business.</p>	<p>90% of faculty SEI percentage scores were <math>\geq 85\%</math>.</p> <p>The combined departmental faculty achieved a 4.55 overall student mean response on university SEI's (all courses combined).</p> <p>One faculty member (Dr. Guru-Gharana) attended the Master Teacher training program.</p> <p>Two faculty members from the department were recognized with a "teaching award" given by the College of Business.</p>	<p><b>Revise</b></p> <ul style="list-style-type: none"> <li>• Faculty assessment of teaching will include a greater emphasis from observation by the Department Head and Dean.</li> <li>• Faculty assessment of teaching will include a greater emphasis on the creation and attainment of "teaching goals" for the year.</li> </ul> <p><b>Develop</b></p> <ul style="list-style-type: none"> <li>• Provide significant input into the developing Freshmen Foundations program.</li> </ul> <p><b>Maintain</b></p> <ul style="list-style-type: none"> <li>• Continue to nominate faculty for the Master Teaching training program.</li> <li>• Faculty members falling below an 85 percent teaching score will work with the Department Head and Dean to develop strategies for improving teaching scores.</li> <li>• Visiting Lecturers scoring below 85 percent for two consecutive Spring-Fall years will not be rehired.</li> </ul>

**Educational (Support Unit) Performance Objective 3:** Demonstrate commitment to research and creative and scholarly activity.

<u>Expected Level of Achievement</u>	<u>Actual Data From Assessment</u>	<u>Actions/Decisions</u>
<p>At least 90% of departmental faculty will be Academically Qualified (AQ) or Professionally Qualified (PQ) as per the College of Business Procedures Manual</p> <p>At least 50% of departmental faculty will be Academically Qualified (AQ) as per the College of Business Procedures Manual</p> <p>At least 4 departmental faculty will score <math>\geq 80</math> points (as per the College of Business Procedures Manual) to receive awards for intellectual contributions in the calendar year</p> <p>All newly hired faculty must meet AQ/PQ standards</p>	<p>87% of departmental faculty are considered AQ/PQ as per the College of Business Procedures Manual.</p> <p>73% of departmental faculty are considered AQ as per the College of Business Procedures Manual.</p> <p>8 departmental faculty scored 80 points or more and received awards for intellectual contributions in the calendar year</p> <p>No new faculty were added in the department.</p>	<p><b>Develop</b></p> <ul style="list-style-type: none"> <li>• All faculty members not presently AQ/PQ shall meet with the Department Head and Dean to identify opportunities for research and publications necessary to attain such status by December 2007. Their progress will be closely monitored.</li> </ul> <p><b>Maintain</b></p> <ul style="list-style-type: none"> <li>• Continue to use our current standards of scholarly activity.</li> <li>• Continue to interview and hire only faculty who already meet our AQ/PQ standards.</li> <li>• Continue to encourage faculty to attain research awards.</li> <li>• Mentoring and cooperation in the area of academic research will be encouraged among the faculty through COB seminars and attendance at regional academic meetings.</li> <li>• The merit instrument will continue to require scholarly activity as a significant contributor to the overall performance evaluation.</li> </ul>

**Educational (Support Unit) Performance Objective 4:** Utilize resources efficiently and effectively to support the university mission.

<u>Expected Level of Achievement</u>	<u>Actual Data From Assessment</u>	<u>Actions/Decisions</u>
<p>Faculty meeting AQ/PQ standards will be distributed across the areas of study. Each area of study will have <math>\geq 90\%</math> of the faculty meeting AQ/PQ standards.</p> <p>Faculty meeting AQ standards will be distributed across the areas of study. Each area of study will have <math>\geq 50\%</math> of the faculty meeting AQ standards.</p>	<p>2 of our 3 areas of study have <math>\geq 90\%</math> of the faculty meeting AQ/PQ standards.</p> <p>100% of each area of study have <math>\geq 50\%</math> of the faculty meeting AQ standards.</p>	<p><b>Develop</b></p> <ul style="list-style-type: none"><li>• Reallocate faculty teaching assignments for a better distribution of faculty who meet AQ/PQ standards.</li><li>• Add one new faculty line in Marketing to the College of Business.</li><li>• We will hire two tenure track faculty to fill positions currently available in Marketing and Management.</li><li>• We will request an additional faculty position to teach BADM 218.</li></ul> <p><b>Maintain</b></p> <ul style="list-style-type: none"><li>• We will maintain current standards for AQ/PQ.</li></ul>

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**Resources Allocated:****Personnel**

- The teaching load for Mary Kay Eason will be moved from mostly MANG and BADM courses to mostly Internships and Freshmen Foundations.
  - Corrective action will be taken for non-AQ/PQ faculty.
  - We will search for new faculty in Marketing and Management to replace outgoing faculty.
  - We will request one new faculty line to cover the growing enrollment in BADM 218 (International Business).
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