Online Assessment Tracking Database

Sam Houston State University (SHSU)
2014 - 2015

General Business And Finance, Department Of

Goal

Promote The Development And Maintenance Of Quality Academic Programs 🔑

In support of the University's and College's missions, the Department will develop and maintain quality academic programs.

Objective (P)

Expand Online Course Offerings 🔑

To meet student needs and demands for a variety of course options, particularly the online BBA degree in General Business Administration and the online MBA program, the department will continue to expand the number and frequency of online course offerings by departmental faculty.

KPI Performance Indicator

Expand Online Course Offerings 🔑

The department will continue to expand the number and frequency of courses offered through distance (online) education.

Result

Expand Online Course Offerings 🔑

49 unique sections of online courses were offered during the year, 39 undergraduate, 10 graduate. The 39 undergraduate sections were comprised of 13 different undergraduate courses, one of which, FINC 4345, was offered for the first time in an online format. The 10 graduate sections were comprised of 5 different graduate courses.

Action

Expanded Online Course Offerings 🔑

The department will continue to support the online BBA and MBA degrees by offering more sections of existing online courses as well as developing additonal courses.

Objective (P)

Support The Growth Of The BBA Degree In General Business Administration Day Program At The Woodlands Center 🔑

To meet student demand and assist with the College's commitment to offering the BBA degree in General Business Administration daytimes at the Woodlands Center, the department will add elective courses to its scheduling of classes at TWC.

KPI Performance Indicator

Expand Course Offerings In Support Of BBA Degree In General Business Administration Daytimes At The Woodlands 🔑

Expand number of upper-level (i.e., COBA) courses to support the BBA in General Business Administration degree offered daytimes at the Woodlands Center

Result

Course Offerings Daytimes At The Woodlands Center 🔑

Five courses (BUAD 3335, BUAD 3355, BUAD 3360, FINC 3310, and FINC 3320) were offered daytimes at TWC, the same number as the previous year.

Action	**Expanded TWC Daytime Course Offerings** 🔑
	Discussions among the College Leadership Team led to an agreement to increase the frequency with which courses required for the BBA in General Business would be offered as well as the offering of new elective courses, whenever feasible.
Objective (P)	**Conclude Formal Reviews Of Degree Programs Housed In The Department** 🔑
	The department will conclude program reviews of the BBA in Banking and Financial Institutions degree and BBA in Finance degrees.
KPI Performance Indicator	**Complete Initial Examination Of Degree Programs** 🔑
	The department will complete initial reviews of the BBA in Banking and Financial Institutions, BBA in Entrepreneurship, BBA in Finance, and BBA in General Business degree programs.
Result	**Hiring Of New Faculty** 🔑
	The department successfully filed the new position in Business Communication by hiring Dr. Ashly Smith. The department also successfully filled the new position in Finance by hiring Dr. Karen Sherrill.
Action	**Formal Review Of Degree Programs** 📎 🔑
	The formal review of the BBA in Banking and Financial Institutions and BBA in Finance degree were concluded which included several recommendations for changes to undergo immediately as well as those to be implemented in the future.

Goal	**Support The Recruitment And Retention Of A Productive, High-Quality Faculty** 🔑
	The most valuable asset for an academic department is its faculty. The faculty are responsible for the creation and delivery of quality academic programs, the creation of new knowledge as well as other intellectual contributions, and for providing service as it relates to shared governance and serving students, the academy, employers and the community. As such, it is vital that the department recruits and retains a high quality faculty.
Objective (P)	**Recruit New Highly-Qualified Faculty** 🔑
	The department will conduct national searches for new faculty members in business communications and finance.
KPI Performance Indicator	**Complete Faculty Searches** 🔑
	Following national searches, the department will hire a new tenure-track faculty member in Business Communication and in FInance.
Action	**Hiring Qualified Faculty** 🔑

The department will continue to search for qualified faculty to fill any new lines as well as when replacing existing faculty. One member is expected to retire in 2015 and another in 2016.

Objective (P)   **Expectations For Teaching, Research, And Service** 🔑

The faculty will meet or excee expectations in teaching, research, and service commensurate with the mission and goals of the College of Business Administration and Department of General Business and Finance.

KPI Performance Indicator   **Effective Teachers** 🔑

The university, college, and department utilize the IDEA System as part of its evaluation of classroom performance. The IDEA System, developed by the IDEA Center at Kansas State University, is a nationally normed, validated and reliable measure of classroom performance based on up to 12 learning objectives. The IDEA scores are a major portion of the department's Faculty Evaluation System (FES) as it relates to classroom performance. The percentage of effective teachers as defined and measured using IDEA and FES will provide data as to the quality of instruction within the Department of General Business and Finance.

1. Eighty percent (80%) of all faculty in the department will meet or surpass the departmentally-set minimum IDEA score of 45 on the Discipline Weighted Average.
2. Eighty percent (80%) of all faculty in the department will meet or surpass the departmentally-set minimum score for the average of FES 1 and 2. Consistent with the department's post-tenure review process this average score must be 2.5 or above.

Result   **Effective Teachers** 🔑

91.3% (21 of 23) of the tenured/tenure-track faculty had average IDEA scores of 45.0 or greater. In addition, all 13 of the adjunct faculty members had average scores exceeding 45.0.

91.3% (21 of 23) of the tenured/tenure-track faculty had average FES 1 and 2 scores of 2.5 or greater.

KPI Performance Indicator   **Effective Researchers** 🔑

In support of the College's accreditation by AACSB International, the Department of General Business and Finance expects sustained research output from the faculty. The department uses the Faculty Evaluation System (FES) Form 3 to document the publications and other intellectual contributions of the faculty. The percentage of effective researchers defined and measured using FES 3 will provide information about the quantity and quality of intellectual contributions provided by the department's faculty.

1. Ninety percent (90%) of all Scholarly-Academic eligible faculty, based on the College's self-defined standard for AASCB International accreditation purposes of Scholary

Academics (SA), Scholarly Practioners (SP), Practice Academics (PA), and Instructional Practioners (IP) in the department will meet or surpass the departmentally-set minimum FES 3 score of 2.5.

| Result | **Effective Researchers** 🔑 |

91.3% of all Academically Qualified faculty members received FES 3 scorses of 2.5 or higher.

| KPI Performance Indicator | **Effective Service Providers** 🔑 |

The Department of General Business and Finance uses the Faculty Evaluation System (FES) Form 4 to document the service activites of the faculty. The percentage of effective service providers defined and measured using FES 4 will provided data concerning the service activities of the faculty.

1. Eighty percent (80%) of all Participating Faculty (as defined by AACSB International standards) in the department will meet or surpass the departmentally-set minimum FES 4 score of 3.0.

| Result | **Effective Service Providers** 🔑 |

82.6% of eligible faculty received FES scores of 3.0 or higher.

| Action | **Continued Excellence In Teaching, Research, And Service** 🔑 |

Through the use of the Faculty Evaluation System, the department will maintain and enhance the overall teaching, research, and service effectiveness of its faculty.

| Objective (P) | **Maintaining SA, SP, PA, And IP Percentages** 🔑 |

Policies will be implemented to help ensure that AACSB guidelines for the percentage of classes taught by qualified faculty continue to be met. At least 40% of departmental faculty must meet the college and AACSB definitions of Scholary Academic (SA); 60% must be Scholarly Academics, Scholarly Practioners (SP) or Practice Academics (PA); and 90% must be Scholarly Academics, Scholarly Practioners, Practice Academics, or Instructional Practioners (IP).

| KPI Performance Indicator | **Maintenance Of SA/SP/PA/IP Percentages** 🔑 |

The department will ensure that the number of course sections taught by SA (scholarly academics), SP (scholarly practioners), PA (practice academics), and IP (instructional practioners) meets or exceeds AACSB guidelines.

| Result | **Maintainence Of AACSB Academic Qualifications** 🔑 |

Of 36 faculty members, 24 (66.7%) are designated as SA, 27 (75.0%) are SA + PA + SP, and 33 (91.7%) are SA + PA + SP + IP).

Action	**Maintaining AACSB Qualifications** 🔑

The percentage of courses taught by SA. SP, PA, and IP faculty exceed minimum guidelines. The department will continue to monitor course coverage to ensure that virtually all courses are taught by fully academically-qualified faculty.

Previous Cycle's "Plan for Continuous Improvement"

Continued streamlining of the department's multiple goals and objectives will be used to strenghten the overall presentation of the department's activities. This should resuilt in a stronger report of the strategic vision of the department as well as greater specificity in documenting the department's successes and failures.

Please detail the elements of your previous "Plan for Continuous Improvement" that were implemented. If elements were not implemented please explain why, along with any contextual challenges you may have faced that prevented their implementation.

Although some progress was made in presenting a more strategic vision of the department, there is still room for improvement. The move to a more user-friendly reporting system along with more direction in what should or should not be addressed in the assessment of department activities should allow for improvements in reporting on department activities.

Plan for Continuous Improvement - Please detail your plan for improvement that you have developed based on what you learned from your 2014 - 2015 Cycle Findings.

Searches for four new faculty members should help the department in meeting the demands placed upon it from continued growth in student enrollment. Greater coordination with the assessment efforts undertaken by those charged with assessing the various majors within the department is also expected to improve the overall effectiveness of the department.