Online Assessment Tracking Database

Sam Houston State University (SHSU)
2014 - 2015

Management And Marketing, Department Of

Goal	**Support The Mission Of The College Of Business Administration** 🔑
	The Department of Management and Marketing will utilize the resources allocated in order to support the mission of the College of Business Administration (COBA).
	The Mission of the College of Business Administration (COBA) is to prepare students for careers through a quality education. COBA provides a student-focused learning environment that actively engages students, faculty, and the business community in the promotion of knowledge and skills relevant for professional success. The educational environment is complemented by encouraging quality faculty scholarship in applied, pedagogical, and discipline-based research.

Objective (P)	**Faculty Teaching** 🔑
	The faculty in the Department will provide a quality education.

KPI Performance Indicator	**FES 1 - Chairs Evaluation Of Faculty Member's Teaching Effectiveness** DRAFT 🔑
	80% of the faculty will exceed a 2.5 on FES 1.
	2.5 on FES 1 is considered "Average. Meets expectations, acceptabe, normal."
Result	**FES 1 - Average** 🔑
	100% (19/19) faculty met or exceeded 2.5. The overall departmental average is 3.9, which is between the categories of "Engaging instructor" and "Very Good"

KPI Performance Indicator	**FES 2 - Student Evaluations** 🔑
	Student evaluations are conducted using The IDEA system in measuring effective teaching. 80% of the faculty should be above an "Adjusted Discipline" score of 45.
Result	**FES 2 - Average** 🔑
	84% (16/19) of the faculty met or exceeded the minimum Adjusted Discipline IDEA Score of 45. The overall departmental average is 52, which is in the 58percentile range.

KPI Performance Indicator	**PMP Certifications** 🔑
	In the area of Supply Chain Management, the department will look to increase the number of faculty that are PMP Certified. There are currently two. The department will look to add two faculty to the PMP Certified list.

KPI Performance Indicator	**Increase Course Offerings Away From The SHSU Campus.** 🔑
	The department will maintain or increase the number of daytime TWC classes as well as the number of online

classes.

Result	**Increase Course Offerings Away From The SHSU Campus** 🔑
	The department went from 4 daytime TWC classes in 201480 to 5 in 201580 and from 71 online classes in 201480 to 81 online classes in 201580.
Action	**Teaching Improvement Actions** 🔑
	Faculty in the department will continue to look for ways of improving their teaching. They will attend COBA's Learning Retreat along with numerous other workshops offered around SHSU. Many of the faculty also utilize the resources offered by the DELTA Center.
Action	**PMP Certifications** 🔑
	Provide resources to faculty to pursue PMP Certification.
Action	**Increase In FTE's** 🔑
	In order to meet the increased demand for courses in various venues (main campus, online, TWC) and the increase in number of majors (MGMT, HRMG, MIS, MKTG) additional FTE's will be requested.
Objective (P)	**Faculty Research** 🔑
	The Department will maintain an acceptable mix of faculty qualifications as outlined by AACSB.
	Scholarly Academics (SA) sustain currency and relevance through scholarship and related activities. Normally, SA status is granted to newly hired faculty members who earned their research doctorates within the last five years prior to the review dates. Subsequent to hiring, SA status is sustained with a minimum of 2 refreed journal articles and 3 publication/proceedings in a 5 year period.
	Practice Academics (PA) sustain currency and relevance through professional engagement, interaction, and relevant activities. Normally, PA status applies to faculty members who augment their initial preparation as academic scholars with development and engagement activities that involve substantive linkages to practice, consulting, other forms of professional engagement, etc., based on the faculty members' earlier work as an SA faculty member.
	Scholarly Practitioners (SP) sustain currency and relevance through continued professional experience, engagement, or interaction and scholarship related to their professional background and experience. Normally, SP status applies to practitioner faculty members who augment their experience with development and engagement activities involving substantive scholarly activities in their fields of teaching.
	Instructional Practitioners (IP) sustain currency and relevance through continued professional experience and engagement related to their professional backgrounds and experience.

FES 3 - Faculty Research 🔑

KPI Performance Indicator	
	80% of the faculty will meet or exceed a 2.5 on FES 3.
	2.5 on FES 3 is considered "Contibutor, one or more peer-reveiwed presentations."

Result

FES 3 - Average 🔑

95% (18/19) of the faculty met or exceeded the minimum 2.5 score.

KPI Performance Indicator

Faculty Engagement (AACSB) 🔑

The minimum percentages as defined by AACSB are:
SA + PA + SP + IP ≥ 90%
SA + PA + SP ≥ 60%
SA ≥ 40%

Result

Faculty Engagement Results (AACSB) 🔑

Based on Fall 2015 faculty, the results are all above the minumum requirements set by AACSB.

Discipline Results:
MGMT
SA (13.5), PA (0.5), IP (0.75), Other (1.0)

MIS
SA (3), IP (1.25)

MKTG
SA (5.13), PA (1.0), IP (1.0)

Action

New Faculty Hires 🔑

The AACSB classifications will be strictly followed for any new hires in the Department.

Action

Travel Funds For Faculty Research 🔑

The department will continue providing resources for faculty travel to conferences to present and receive feedback on their research.

Objective (P)

Faculty Service 🔑

Faculty will be active in the area of service to the following group (s): department, college, university, community, professional organizations.

KPI Performance Indicator

FES 4 - Service 🔑

80% of the Faculty will meet or exceed a 2.5 on FES 4.

2.5 on FES 4 is considered "Average. Meets expectations, acceptable, normal. Attends but rarely leads or becomes heavily involved. contributes towards meeting the college's initiatives in a minimal manner."

Result	**FES 4 - Average** 🔑
	100% (19/19) of the faculty met or exceeded the minimum 2.5 score. The overall departmental average is 3.8, which is between the categories of "Engaged" and "Very Good"
KPI Performance Indicator	**Support COBA Efforts In Student Engagement Activities** 🔑
	Encourage faculty to participate in COBA's efforts to engage students. Examples are: COBA Career Fair, COBA Alumni Discussion Panels, COBA Courtyard Cookouts, COBA tailgates, Executive in Residence, etc.
Action	**Travel Funds For Faculty For National Organizations** 🔑
	Travel funds will continue to be used for faculty in officer roles for National Organizations. Amount is based on demand.

Previous Cycle's "Plan for Continuous Improvement"

Build the internship opportunities for students by encouraging them to take advantage of COBA offerings.

Actively pursue additional scholarship opportunities for the students by meeting with outside constituants.

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.

There has been a noticable increase in the number of internships that studeints majoring in MGMT and MKTG have received this past year. The exact numbers are not readily available. The number will be easier to track in the future with the new 4389 course number for internships.

There has been an increase in scholarship opportunities for MGMT and MIS majors. This is due to the Project Management Institute's (PMI) support.

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.

- Continue to look for internship opportunities for students. This task is becoming evermore time consuming. Will check on the feasibility of getting a COBA Director for Career/Internships.
- Request additional FTEs to meet demand of students.
- Continue to encourage faculty to take advantage of various teaching improvement workshops.
- Continue to encourage faculty to participate in COBA's efforts to engage it's students. Such as COBA Career Fair, COBA Alumni Discussion Panels, COBA Courtyard Cookout, COBA tailgates, Executive in Residence, etc.
- Continue to look for additional scholarship opportunities for students.
- Continue to improve the documentation of the Assessment Process.