

General Business and Finance, Department of
Assessment Plan Summary

General Business and Finance, Department of

Promote The Development And Maintenance Of Quality Academic Programs

Goal Description:

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

RELATED ITEMS/ELEMENTS

RELATED ITEM LEVEL 1

Conclude Formal Reviews Of Degree Programs Housed In The Department

Performance Objective Description:

The department will conclude program reviews of the BBA in Banking and Financial Institutions degree and BBA in Finance degrees.

RELATED ITEM LEVEL 2

Complete Initial Examination Of Degree Programs

KPI Description:

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.

Results Description:

The department successfully completed a thorough review of the BBA in Finance and BBA in Banking and Financial Institutions degrees. The review resulted in a new requirement to fulfill the upper-level economics elective (choice limited to either ECON 4373 or ECON 4362) and a new course (BUAD 3357 Financial Compliance and Regulations) that can be substituted for BUAD 3355 Business Law in both degree plans. A new course, FINC 3330 (Financial Spreadsheet Modeling), was developed as a new elective for both programs, with the likelihood of the course later becoming a requirement for the Finance degree program.

The program review for the degree in Entrepreneurship is ongoing with a final report expected during the Fall 2016 semester.

Given a variety of unforeseen circumstances, a formal review of the General Business Administration BA degree program was not instituted. Nonetheless, degree program changes were instituted to direct more of the "free" electives toward specific business courses.

RELATED ITEM LEVEL 3

Program Reviews Action

Action Description:

The new requirement to fulfill the upper-level economics elective for both BAFI and FINC majors (choice limited to either ECON 4373 or ECON 4362) was made effective with the 2016-17 catalog. Creating the new BUAD 3357 course (and allowing it to substitute for BUAD 3355 for both BAFI and FINC majors) was also made effective with the new catalog. FINC 3330 was created and available, beginning with the 2016-17 catalog.

The program review for the degree in Entrepreneurship was expanded during the summer with a final report expected during the Fall 2016 semester.

New requirements limiting the use of many of the "free" electives for the General Business Administration BA degree program was made effective with the new catalog.

RELATED ITEM LEVEL 1

Expand Online Course Offerings

Performance Objective Description:

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.

RELATED ITEM LEVEL 2

Expand Online Course Offerings

KPI Description:

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

Results Description:

66 unique sections of online courses were offered during the year, 56 undergraduate, 10 graduate. This was increase from the previous year when 49 courses were offered (39 undergraduate, 10 graduate).

The 39 undergraduate sections were comprised of 13 different undergraduate courses, one of which, FINC 4335, was offered for the first time in an online format. The 10 graduate sections were comprised of 7 different graduate courses, one of which, FINC 5345, was offered for the first time in an online format.

RELATED ITEM LEVEL 3

Expand Online Course Offerings Action

Action Description:

17 additional sections of online courses were offered during the year, including one new undergraduate course and graduate course. Further growth in online course offerings is anticipated, given sufficient resources are made available.

RELATED ITEM LEVEL 1

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

Performance Objective Description:

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.

RELATED ITEM LEVEL 2

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

KPI Description:

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

Results Description:

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

RELATED ITEM LEVEL 3

Expanding TWC Daytime Courses Action

Action Description:

One additional section per academic year of BUAD 3335, BUAD 3355, FINC 3310, and FINC 3320 are planned to be offered beginning with the 2015-16 academic year.

Support The Recruitment And Retention Of A Productive, High-Quality Faculty

Goal Description:

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.

RELATED ITEMS/ELEMENTS -----

RELATED ITEM LEVEL 1

Expectations For Teaching, Research, And Service

Performance Objective Description:

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.

RELATED ITEM LEVEL 2

Effective Researchers

KPI Description:

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 Scholarly 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.

Results Description:

91.3% (21 of 23) of all Scholarly Active (SA) faculty members received FES 3 scores of 2.5 or higher. The average across the department was 3.34.

RELATED ITEM LEVEL 3

Effective Researchers Action

Action Description:

The department continues to exceed expectations. The research activities of the faculty will continue to be monitored to ensure continued compliance with research expectations.

RELATED ITEM LEVEL 2

Effective Service Providers

KPI Description:

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.

Results Description:

86.4% (19 of 22) of eligible faculty members received FES 4 scores of 3.0 or greater. The average across the department was 3.70.

RELATED ITEM LEVEL 3

Effective Service Providers Action

Action Description:

The department continues to exceed expectations. The service activities of the faculty will continue to be monitored to ensure continued compliance with service expectations.

RELATED ITEM LEVEL 2

Effective Teachers

KPI Description:

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.

Results Description:

91.3% (20 of 22) of the tenured/tenure-track faculty had average IDEA scores of 45.0 or greater. The average across the department was 54.9.

In addition, all 10 of the adjunct faculty members had average scores exceeding 45.0.

90.9% (20 of 22) of the tenured/tenure-track faculty had average FES 1 and 2 scores of 2.5 or greater.

RELATED ITEM LEVEL 3

Effective Teachers Action

Action Description:

The department continues to exceed expectations. The teaching activities of the faculty will continue to be monitored to ensure continued compliance with teaching expectations.

RELATED ITEM LEVEL 1

Maintaining SA, SP, PA, And IP Percentages

Performance Objective Description:

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 Scholarly 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).

RELATED ITEM LEVEL 2

Maintenance Of SA/SP/PA/IP Percentages

KPI Description:

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.

Results Description:

Of 33 faculty members, 23 (69.7%) are designated as SA, 26 (78.8%) are SA + PA + SP, and 32 (97.0%) are SA + PA + SP + IP.

RELATED ITEM LEVEL 3

Maintaining AACSB Credentials Action

Action Description:

The department continues to exceed minimum requirements. Maintaining appropriate credentials will continue to be monitored to ensure compliance with AACSB requirements.

RELATED ITEM LEVEL 1

Recruit New Highly-Qualified Faculty

Performance Objective Description:

The department will conduct national searches for new faculty members in business communications and finance.

RELATED ITEM LEVEL 2

Complete Faculty Searches

KPI Description:

Following national searches, the department will hire a new tenure-track faculty member in Business Communication and one in Finance. We will also hire a tenure-track faculty member to fill a faculty line that became available upon a retirement.

Results Description:

The department completed a successful search for a new assistant professor of Business Communication, Dr. Danica Schieber. The department was unsuccessful in filling its new line in finance. The department was unsuccessful in filling the open business law position.

RELATED ITEM LEVEL 3

Faculty Searches Action

Action Description:

The department has reopened the search for a new Finance faculty member with an anticipated start date of 9/1/17. The department has redoubled its efforts to fill the open business law position with an anticipated start date of 1/1/17. but at the latest, 9/1/17.

Update to Previous Cycle's Plan for Continuous Improvement

Previous Cycle's Plan For Continuous Improvement (Do Not Modify) :

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.

Update of Progress to the Previous Cycle's PCI:

Minimal progress was made in presenting a more strategic vision of the department. With the hiring of a new department chair, further changes are anticipated. The new chair will work with the former chair to ensure a smooth transition.

Continuous Improvement of Department of General Business and Finance

Closing Summary:

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 userfriendly

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.

RELATED ITEMS
