

Management and Marketing, Department of
Assessment Plan Summary

Management and Marketing, Department of

Support The Mission Of The College Of Business Administration

Goal Description:

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.

RELATED ITEMS/ELEMENTS

RELATED ITEM LEVEL 1

AACSB Categories

Performance Objective Description:

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 refereed 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.

The minimum percentages as defined by AACSB are:

$SA + PA + SP + IP \geq 90\%$

$SA + PA + SP \geq 60\%$

$SA \geq 40\%$

RELATED ITEM LEVEL 2

Departmental Breakdown of AACSB categories.

KPI Description:

$SA + PA + SP + IP \geq 90\%$

$SA + PA + SP \geq 60\%$

$SA \geq 40\%$

Results Description:

The department is well within the required AACSB categories.

Department	FTE	Head Count	SA	PA	SP	IP	Other
Management & Marketing	32	37	28	2	0	6	1
			76%	5%	0%	16%	3%

RELATED ITEM LEVEL 3

Increase in FTE's

Action Description:

In order to meet the increased demand, by students and COBA administration, for courses in various venues (main campus, online, TWC) and the increase in number of majors (MGMT, HR, MIS, MKTG, and the concentration in Supply Chain Management). Additional FTE's will be requested.

RELATED ITEM LEVEL 3

New Faculty Hires

Action Description:

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

RELATED ITEM LEVEL 1

Faculty Research

RELATED ITEM LEVEL 2

FES 3 - Faculty Research

KPI Description:

80% of the faculty will meet or exceed a 2.5 on FES 3.

2.5 on FES 3 is considered "Contributor, one or more peer-reviewed presentations."

Results Description:

Of the 23 tenure/tenure track faculty, the average FES 3 score is 3.5, up from 3.1 last year.

96% (22/23) were 2.5 or above on FES 3.

RELATED ITEM LEVEL 3

Increase in FTE's

Action Description:

In order to meet the increased demand, by students and COBA administration, for courses in various venues (main campus, online, TWC) and the increase in number of majors (MGMT, HR, MIS, MKTG, and the concentration in Supply Chain Management). Additional FTE's will be requested.

RELATED ITEM LEVEL 3

New Faculty Hires

Action Description:

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

RELATED ITEM LEVEL 3

Travel Funds for Faculty Research

Action Description:

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

RELATED ITEM LEVEL 2

Faculty Research (AACSB - SA)

KPI Description:

All tenure/tenure track faculty should be in an AACSB category (SA, PA, SP, or IP).

Results Description:

All tenure/tenure track faculty are currently classified as SA.

RELATED ITEM LEVEL 3

Increase in FTE's

Action Description:

In order to meet the increased demand, by students and COBA administration, for courses in various venues (main campus, online, TWC) and the increase in number of majors (MGMT, HR, MIS, MKTG, and the concentration in Supply Chain Management). Additional FTE's will be requested.

RELATED ITEM LEVEL 3

New Faculty Hires

Action Description:

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

RELATED ITEM LEVEL 3

Travel Funds for Faculty Research

Action Description:

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

RELATED ITEM LEVEL 1

Faculty Service

Performance Objective Description:

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

RELATED ITEM LEVEL 2

FES 4 - Service

KPI Description:

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.*"

Results Description:

The average FES 4 score is 3.8, up from 3.6 last year.

100% (23/23) were 2.5 or above.

RELATED ITEM LEVEL 3

Increase in FTE's

Action Description:

In order to meet the increased demand, by students and COBA administration, for courses in various venues (main campus, online, TWC) and the increase in number of majors (MGMT, HR, MIS, MKTG, and the concentration in Supply Chain Management). Additional FTE's will be requested.

RELATED ITEM LEVEL 3

Travel Funds for Faculty for National Organizations

Action Description:

Travel funds will continue to be used for faculty in officer roles for National Organizations. Amount is based on demand.

RELATED ITEM LEVEL 2

Support COBA Efforts in Student Engagement Activities

KPI Description:

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.

Results Description:

Student engagement activities were well attended by faculty and students.

RELATED ITEM LEVEL 3

Travel Funds for Faculty for National Organizations

Action Description:

Travel funds will continue to be used for faculty in officer roles for National Organizations. Amount is based on demand.

RELATED ITEM LEVEL 1

Faculty Teaching

Performance Objective Description:

The faculty in the Department will provide a quality education.

RELATED ITEM LEVEL 2

FES 1 - Chair's Evaluation of Faculty Member's Teaching Effectiveness

KPI Description:

80% of the faculty will exceed a 2.5 on FES 1.

2.5 on FES 1 is considered "*Average. Meets expectations, acceptable, normal.*"

Chair evaluates the faculty's teaching effectiveness. Examples of what is utilized to measure FES 1 may include:

- written comments from student evaluations
- classroom assignments
- exams
- syllabus
- student's verbal positive/negative comments

Results Description:

For the 23 tenure/tenure track faculty in the Department, the average FES 1 score was 4.0, up from 3.74 last year.

100% had a score of 2.5 or above. Currently, adjuncts are not awarded an FES 1 score.

RELATED ITEM LEVEL 3

Increase in FTE's

Action Description:

In order to meet the increased demand, by students and COBA administration, for courses in various venues (main campus, online, TWC) and the increase in number of majors (MGMT, HR, MIS, MKTG, and the concentration in Supply Chain Management). Additional FTE's will be requested.

RELATED ITEM LEVEL 3

Teaching Improvement Actions

Action Description:

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. Faculty will be encouraged to utilize resources offered by SHSU Online.

RELATED ITEM LEVEL 2

FES 2 - Student Evaluations

KPI Description:

Student evaluations are conducted using the IDEA system for measuring effective teaching.

80% of the faculty should be above an "Adjusted Discipline" score of 45.

Note: In 2016 the IDEA instrument was modified and not all disciplines had an "Adjusted Discipline" score. COBA decided to use the "Adjusted IDEA Database" score.

Results Description:

For the 33 instructors, the average IDEA score is 54.3, up from 53.4 last year.

6% (2/33) were below 45.

RELATED ITEM LEVEL 3

Increase in FTE's

Action Description:

In order to meet the increased demand, by students and COBA administration, for courses in various venues (main campus, online, TWC) and the increase in number of majors (MGMT, HR, MIS, MKTG, and the concentration in Supply Chain Management). Additional FTE's will be requested.

RELATED ITEM LEVEL 3

Teaching Improvement Actions

Action Description:

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. Faculty will be encouraged to utilize resources offered by SHSU Online.

RELATED ITEM LEVEL 2

Other teaching improvements

KPI Description:

Other ways faculty can improve on teaching may include:

- attending workshops
- attaining certifications

Results Description:

~22% of the travel budget was used for Faculty development and conducting workshops.

RELATED ITEM LEVEL 3

Teaching Improvement Actions

Action Description:

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. Faculty will be encouraged to utilize resources offered by SHSU Online.

RELATED ITEM LEVEL 1

Student Engagement

Performance Objective Description:

Provide students with extracurricular activities.

RELATED ITEM LEVEL 2

Internships

KPI Description:

Encourage students to pursue internship opportunities.

Results Description:

In 2016 the department had 5 documented internships, down from 7 the previous year.

RELATED ITEM LEVEL 2

Student Engagement Indicator

KPI Description:

Support and encourage students to join student competitions and student organizations.

Results Description:

- Faculty took students to California to compete in an APICS competition. They placed very well.
- Graduate students competed in a separate APICS competition.
- Dubai study abroad.
- New York City advertising class.
- Active AITP student organization.

RELATED ITEM LEVEL 3

Travel Funds for Faculty for National Organizations

Action Description:

Travel funds will continue to be used for faculty in officer roles for National Organizations. Amount is based on demand.

Update to Previous Cycle's Plan for Continuous Improvement

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

- 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.

All faculty in the department will contribute in these areas.

Update of Progress to the Previous Cycle's PCI:

- COBA seemingly has a Career counselor housed at Career Services. I will utilize them and look for assistance with improving the internship opportunities.
- The Department was allocated an IP position in MGMT and an IP position in MKTG.
- Travel funds were used to assist with faculty development.
- The Department was actively involved in COBA's extracurricular activities.
- The Department far exceeded the minimum standards set in the areas of Teaching, Research, and Service.

Plan for Continuous Improvement

Closing Summary:

- Continue to look for internship opportunities for students.
- Request additional FTE's
- Encourage faculty to improve the quality of their IC's
- Continue to encourage faculty and students to attend COBA's efforts to improve student engagement.
- Look for ways of improving student involvement in COBA student organizations.
- Continue to look for additional scholarship opportunities for students.
- Look into the demand for a Supply Chain Management major.
- Look for ways of communicating the importance/benefits of MIS courses.