

**University of West Georgia
Richards College of Business
Department of Management**

2011/2012 Annual Report

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May 31, 2012**

I: Departmental Mission/Vision Statement

The Department of Management provides for high quality student learning in a personal environment in the areas of management and management information systems, and for the development and maintenance of faculty who are professionally accomplished in their areas of expertise. The professional development activities of the faculty lead to excellence in student learning because they are the primary means by which instructors can develop, enhance and update the content of their courses. Professional development is also essential to enhance the status of the institution among AACSB member schools and potential employers.

Service to the institution and professional community helps to support and maintain the environment necessary for learning and professional development. Involvement in academic and professional organizations and University and Departmental committees supports the design of a superior academic program, placement of graduates, acquisition of new ideas for professional development and student learning, and the provision of external funding for departmental activities.

Through excellence in teaching, professional development and service activities, the department faculty members strive to achieve:

1. the best possible undergraduate and graduate learning experiences to our students.
2. an excellent reputation among employers.
3. excellent relations between the Department and stakeholder groups.
4. attraction and retention of quality students and faculty.

The Department administration will strive to provide adequate rewards and support for student learning, scholarship, service and professional development activities.

The efforts described above will lead to the following outcomes:

- A. Our graduates will be placed in professional jobs with average starting salaries or in graduate programs.
- B. AACSB accreditation standards will be maintained for all programs.

II: Departmental Statement of Goals, Process to Assess These Goals, and Assessment Results

A. Department Goals:

1. Attract high quality high school and junior college graduates to our programs.
2. Maintain and enhance the personal environment for student learning, advising and mentoring.
3. Maintain a current and relevant curriculum.
4. Bring innovative student learning methods into the classroom.
5. Maintain AACSB accreditation standards for all programs.
6. Achieve an active research agenda for all faculty to include article submissions, presentations at academic/professional meetings, and publications in proceedings and academic professional journals.
7. Maintain current library and reference holdings.
8. Maintain a current technology infrastructure.
9. Provide sufficient coverage of support course requirements.

B. Processes to achieve the goals:

Goal 1:

1. Maintain informative and attractive promotional materials for all programs.
2. Actively support University visitation/orientation activities.
3. Build a reputation for our programs through participation in professional, academic and community organizations.

Goal 2:

1. Provide adequate rewards and recognition for quality teaching.
2. Provide flexible course delivery using a variety of media, including distance and on-line learning.
3. Provide user-friendly class schedules.
4. Support co-op and internship opportunities
5. Provide scholarship opportunities.
6. Establish office hours to provide assistance and advice to students
7. Support programs that provide opportunities and recognition for student academic achievement.
8. Review student evaluations on a regular basis.

Goal 3:

1. Regularly review curriculum structure and content for currency and relevance.
2. Encourage faculty to pursue research relevant to their courses.
3. Survey graduates on a regular basis.
4. Seek input from the College of Business Board of Visitors.

Goal 4:

1. Encourage and reward faculty for innovation in the classroom.
2. Provide technology and training in support of the use of modern classroom media and distance/on-line learning methods.

Goal 5:

1. Rigorously enforce course pre-requisites and upper division admission policy.
2. Ensure that appropriate curriculum learning outcomes, processes to assess these outcomes and assessment results exist for each degree program.
3. Insure syllabi for all courses contain course objectives that support degree program learning goals.

Goal 6:

1. Encourage all faculty to pursue an appropriate research agenda.
2. Reward faculty for their efforts in research.
3. Provide financial support for research, and professional association membership and meeting attendance.

Goal 7:

1. Seek inputs from faculty annually for desired library purchases.
2. Provide financial support for the purchase of reference material and instructional aides to be used.

Goal 8:

1. Seek out the resources necessary to provide state of the art technological support for teaching and research.
2. Provide the training and assistance needed by the faculty to acquire and maintain expertise in the use of current technology.

Goal 9:

1. Coordinate support course offerings with those of other departments.
2. Provide adequate sections and class sizes to insure that students can complete their requirements.

C. Departmental outcome assessment results for the previous fiscal year.

Goal 1

1. We have up-to-date brochures for both our Management and MIS programs. These brochures are available on display tables outside of our department. We also distribute the brochures at various recruiting functions on campus. Additionally, we continue to work on our department website to make it informative and user-friendly for prospective students. Our webpage provides information on both the Management and MIS majors, travel abroad opportunities, and various student organizations (e.g., Management Club, MIS Club, and SIFE).
2. We had two department representatives at each of the three UWG Preview Days and we had representation at the Mardi Gras Festival of Majors. We also participated in several academic orientation sessions for residential and commuter students over the summer.

3. Our faculty members actively participate in a number of professional and civic organizations including: the Mason's Lodge, the American Legion, the Carroll County Kiwanis Young Professionals, the Agape Hospice Pet Therapy Program, the Carroll County Parks and Recreation Advisory Board, and the West Georgia Trial Lawyers Association.

Goal 2

1. The RCOB provides annual awards for excellent teaching and, during the past year, Mr. Jeff Rooks, Dr. Leanne DeFoor, and Dr. Mary-Kathryn Zachary received the RCOB Teaching Award. Additionally, Dr. Zachary received the Beta Gamma Sigma Faculty Member of the Year Award.

2. We continue to provide flexible course delivery. For instance, over the past year, the Management Department offered 17 "D" classes (about 15% of our courses) and 27 "N" classes (about 23% of our courses). Additionally, all Core Area F courses and Business Core courses provided by the Management Department have now been offered on-line.

3. To make certain that our department provides "user-friendly" class schedules, we offer many courses on-line. Also, we try to offer each major course at least once per year during evening hours or on-line to accommodate non-traditional students. Sixty-six percent of graduating seniors noted that they had no problem with the availability of classes. A common complaint is that the classes for the most popular times/professors filled up quickly. We do have a formal course override system to handle requests for classes that are full.

4. In addition to their regular teaching load, faculty also supervise independent studies and internships. Over the past year, Management Department faculty supervised 12 internships and 4 independent studies. .

5. Sixteen general business scholarships are provided to RCOB students each year. Within our department, Craig Allen Brannon received the Annual Frank R. Hunsicker Award (\$1,100). Additionally, Lauren Lee was awarded the Henry M. Cameron Scholarship Fund (\$400).

6. All faculty members have a minimum of 10 office hours each week. One hundred percent of graduating seniors noted that faculty were "Frequently" or "Regularly" available outside of the classroom.

7. The Management Department provides opportunities for student academic achievement. For example, over the past year, Dr. Bergiel and Dr. Zachary lead a group of 24 students in a study abroad trip to Barcelona, Spain. Also, our faculty supervised 30 Honors projects. Further, our faculty serve as advisors for the Management Club, the MIS Club, and Students in Free Enterprise (SIFE).

8. The department chair reviews all student evaluations each semester. The chair then provides feedback to each faculty member. Summaries of the chair evaluations are included in the annual merit evaluation.

Goal 3

1. Faculty members regularly review their course content to make certain that it is current and relevant. Changes in curriculum, new course developments, redesign of courses, and innovations in the classroom are formally reported by faculty each year in their annual evaluations. Additionally, the department chair meets periodically with both MIS and Management to examine the curriculum in both majors. During Spring 2012, the department chair met with the MIS faculty to review currently initiatives in the MIS area and discuss possible changes in the curriculum (e.g., certification exams in CISM 2201).

2. Each faculty member's research is reviewed annually during the evaluation process. Results of this year's evaluations indicate that faculty members are pursuing a research agenda that is consistent and appropriate for their teaching area.

3. Graduating seniors in both the Management and MIS areas are surveyed each semester. Ninety-three graduating seniors responded to our Spring, Summer, and Fall 2010 senior exit surveys. A sample of the responses follows:

- 99% were "Very Satisfied" or "Satisfied" with their decision to earn a B.B.A. degree in our department
- 97% rated the quality of instruction in our department as "Excellent" or "Good"
- 99% reported that it was "Very Likely" or "Likely" they would recommend our program to a friend
- 96% stated that they were "Very Satisfied" or "Satisfied" with their major advisor
- 100% noted that faculty were "Frequently" or "Regularly" available outside of the classroom
- 58% reported that they had visited UWG Career Services

- 44% reported that they had participated in on-campus job fairs

4. Input from the RCOB Board of Visitors and other stakeholders is often considered in making changes to our courses. For example, during one of our meetings with the CIO Director at Southwire, she suggested that our MIS students needed more experience with computer security than we were currently providing. Thus, to make certain that our students are receiving the knowledge and skills valued by employers, we will now add more material on security in our CISM 4390 course.

Goal 4

1. Faculty are encouraged and rewarded for innovations in the classroom in several different ways. First, e-Tuition funds have been used to purchase computer-related devices so that faculty can integrate new technologies into the classroom. Second, RCOB awards are given annually to faculty who demonstrate excellent performance in the classroom. Third, innovations in the classroom are a key element in the annual merit evaluation process.

2. The department is well-equipped with state-of-the-art technology. For instance, over the past year, e-Tuition funds were made available to upgrade the iPads and MiFi systems for department faculty. Faculty now have the ability to access their on-line materials remotely. Additionally, by using this new technology, our faculty are better able to relate to our students who use this technology on a regular basis and are able to integrate this technology into their classes.

Goal 5

1. Working with the RCOB Academic Advisors, we continue to enforce course pre-requisites and admission policies during advising and pre-registration. The department chair approves any deviations from established policies on a case-by-case basis.

2. Learning goals and assessment results for the Management and MIS major are available on the department website.

3. All syllabi are reviewed each semester by the Office Coordinator to ensure consistency in the learning objectives across different sections of the core courses offered in our department.

Goal 6

1. Each faculty member's research is reviewed annually during the merit evaluation process. Results of this year's evaluations indicate that faculty members are pursuing a research agenda that is consistent and appropriate for their teaching area. Overall, the Management Department faculty published 22 peer-reviewed articles, made 22 paper presentations, and wrote two book chapters.

2. Both recognition awards and grants are provided to faculty in the RCOB. For example, over the past year, Dr. Mary-Kathryn Zachary was recognized with the RCOB Research Scholar Award (\$5,000) and the RCOB Faculty Development Award (\$1,000). Additionally, Dr. Kim Green received the RCOB Stone Grant for Entrepreneurial Research (\$1,000).

3. During the past year, we provided a "travel budget" to all faculty members meeting the criteria outlined the Department Policy for the Allocation of Travel Funds.

Goal 7

1. Input from faculty on library purchases is solicited. Typically, two e-mail requests are sent to faculty each year to ask them for input on how library funds allocated for our department should be used.

2. Faculty members are given funds each year that can be used to purchase reference material and instructional aides.

Goal 8

1. Our technology infrastructure remains excellent. All faculty computers are replaced about every three years and state-of-the-art equipment is available in all classrooms. Additionally, significant funds continue to be invested in the MIS Lab.

2. Faculty members are given travel awards each year. These funds can be used for technology training and workshops. Additionally, many training sessions, on a variety of technology topics, are offered during the year by both ITS and Distanced Education.

Goal 9

1. Department Chairs and the Assistant Dean meet to discuss each schedule before submitting it for publication. The purpose of this meeting to resolve as many scheduling conflicts as possible and ensure that we offer students reasonable alternatives.
2. Multiple sections of each core course (BUSA 2106, CISM 2201, CISM 3330, MGNT 3600, MGNT 3615 and MGNT 4660) are offered each semester. Classes are set at limits which attempt to include as many students as possible, while still preserving our mission to provide “educational excellence in a personal environment.” Once classes reach a pre-established limit, students complete course override forms for these “full” classes and then a limited number of students are allowed into the courses based on their needs. Every effort is made to ensure that students get the courses they need or that we offer alternatives to students (that they may not have considered) that will allow them to get a full schedule and graduate in a timely manner.

III: Departmental Statement of Curriculum Learning Outcomes, Processes to Assess These Outcomes, and Assessment Results for each Degree Program.

A. BBA Learning Goals (These goals are common to all B.B.A. degree majors in the Richards College of Business)

The B.B.A. Learning Goals and Assessment Reports are available at:

<http://www.westga.edu/rcob>

B. Management Information Systems Learning Goals

1. MIS majors will demonstrate the ability to recognize and understand emerging MIS-related technology.
2. MIS majors will demonstrate the ability to use their skills to complete a comprehensive project related to their discipline.

Processes to assess the outcomes applicable to Management

1. Learning Goal #1 will be assessed through a research project in CISM 3350 (Information Systems Research).
2. Learning Goal #2 will be assessed through the senior project in CISM 4390 (Information Systems Topics).

Results of assessment process

Assessments results are available at:

<http://www.westga.edu/mgmtbus>

C. Management Learning Goals

1. Management majors will demonstrate the ability to research and comprehend employment data in areas such as staffing, training and development, and compensation
2. Management majors will demonstrate the ability to apply management-related theories to practical applications.

Processes to assess the outcomes applicable to Management

1. Learning Goal #1 will be assessed through an O*NET assignment in MGNT 4620 (Human Resource Management).
2. Learning Goal #2 will be assessed in an exercise in MGNT 3605 (Organizational Behavior).

Results of assessment process

Assessments results are available at:

<http://www.westga.edu/mgmtbus>

IV: Department Progress towards UWG Strategic Goals

(Goal i) Every undergraduate academic program will demonstrate a distinctive blending of liberal arts education, professional competencies, and experiential learning, preparing students to be ethically responsible and civically engaged professionals in the global economy of the 21st century.

The Management Department offered a study abroad trip to Barcelona, Spain. Additionally, department faculty supervised 12 internships and 4 independent studies.

(Goal ii) Every undergraduate student will be advised to take advantage of one of multiple available learning communities. Learning communities that are available to students will include communities organized by living arrangement, by year in program, by other co-curricular associations - Honors Program, Advanced Academy, Band, Athletics, Debate, or program in the major.

Department faculty supervised 30 honors projects.

(Goal iii) The University will endeavor to increase enrollment in and graduation from graduate programs, including doctoral programs, that have as their mark a practical professional purpose, experiential learning opportunities, and an intellectual program informed by a foundation of liberal education.

The MBA program is promoted by faculty when speaking with students about their future plans. In fact, on senior exit surveys, 15 individuals in the Management or MIS program noted that they planned to pursue an MBA upon graduation.

(Goal iv) The University will maintain an environment that is safe and conducive to learning.

The department strives to follow all safety regulations and complete annual training (e.g., Right-to-Know training). Additionally, faculty establish classroom rules to facilitate an environment that is conducive to learning.

(Goal v) The University community will provide a balanced variety of cultural, recreational, leisure, and informal education programming opportunities for faculty, staff, and students that enhance the quality of campus life.

Within the Management Department, we offer students the opportunity to join student organizations such as the Management Club, the MIS Club, and Students in Free Enterprise (SIFE). As a member of these organizations, students often visit organizations, network with professionals, and host guest speakers.

(Goal vi) All units will strive to improve the compensation and working environment of faculty and staff in order to recruit and retain the best individuals.

Funds generated through e-Tuition fees are used to provide faculty with an annual budget that they can use for travel, training, and/or research. However, with no raise for the past four years, current compensation levels are quickly falling behind market wage expectations.

(Goal vii) The University will endeavor to increase our overall enrollment to 14,500 by the year 2015.

The department actively participates in opportunities to meet with potential new students by attending UWG Preview Days and the Mardi Gras Festival of Majors. Additionally, this past year, RCOB Chairs met with Justin Barlow, Interim Director of Admissions, to share some ideas that we believed with help increase enrollment. At this point, it appears our efforts are working. Within the department, our pre-majors and majors increased by 8.6% over the past year.

(Goal viii) With our enrollment growth, West Georgia will remain committed to the following targets of academic quality: student to faculty of 18 to 1; average class size of 29; full-time to part-time faculty ratio of 4.4 to 1.

We strive to keep average class sizes at a manageable level. However, with current student demand and faculty resources, we are unable to maintain an average class size of 29. In fact, during the Fall 2011 semester, our average class size was 38.4 students.

(Goal ix) West Georgia will develop several new facilities to improve quality along with meeting capacity demands due to enrollment growth.

We continue to equip our MIS Lab with the latest technology. The lab is being used regularly by our MIS majors and is attracting new students. In fact, the number of majors and pre-majors in MIS increased by 20% over the past year.

(Goal x) Capital Campaign: The Development Office will prepare for a capital campaign to assist in meeting the long-term needs of the University of West Georgia.

Not applicable.

(Goal xi) Communication and Marketing: The Office of University Communications and Marketing (UCM) will internally and externally promote the missions and goals of the strategic plan. This will be achieved by aligning the institution's integrated marketing plan (advertising, visual identity standards, web presence, media relations, etc.) with the strategic plan.

Not applicable.

(Goal xii) Community Relations: The University will engage the local community educationally, culturally and recreationally.

Our faculty members actively participate in a number of local community organizations including: the Mason's Lodge, the American Legion, the Carroll County Kiwanis Young Professionals, the Agape Hospice Pet Therapy Program, the Carroll County Parks and Recreation Advisory Board, and the West Georgia Trial Lawyers Association.

V: Faculty Tables

Faculty Teaching

	New Course Developments	Independent Studies	Internships	Honors Courses
Management Faculty				
Erich Bergiel (1/2 year – Military Leave)	0	0	4	1
Leanne DeFoor	0	1	0	1
Samantha Dukes	1	0	0	3
Tom Gainey (Chair)	1	2	3	2
Kim Green	2	0	0	2
Dave Hovey (1/2 year – PT)	0	0	0	1
Famarz Parsa	0	0	0	3
Monica Smith	1	0	2	2
John Upson	1	1	3	3
Susana Velez-Castrillon	2	0	0	0
Mary-Kathryn Zachary	1	0	0	2
MIS Faculty				
Mike Borsodi	3	0	0	1
Joan Deng	0	0	0	1
Bill Lankford (1/2 year – PT)	0	0	0	1
Brad Prince	0	0	0	1
Jeff Rooks	0	0	0	6
Doug Turner	0	0	0	0
TOTALS	12	4	12	30

Faculty Research

	Total Book Chapters	Total Peer Review Articles	Total Other Shorter Works	Total Paper Presentations	Total Other Presentations	Total Positions Held in Journal Editing/ Review	Total Faculty Involved in Notable Cont. Ed. Efforts	Total Faculty Traveling Abroad for Research Purposes
Management Faculty								
Jon Anderson (Deputy VPAA)	0	1	0	0	0	0	0	0
Leanne DeFoor	0	0	0	1	0	1	3	0
Samantha Dukes	0	0	0	2	0	1	4	0
Tom Gainey (Chair)	0	1	0	2	0	3	0	0
Kim Green	0	0	0	1	0	2	2	0
Faramarz Parsa	0	3	0	1	0	0	0	0
Monica Smith	0	0	0	0	0	0	3	0
John Upson	0	1	0	4	0	5	0	1
Susana Velez-Castrillon	0	1	0	1	0	4	2	0
Mary-Kathryn Zachary	0	12	0	2	0	3	2	1
MIS Faculty								
Michael Borsodi	0	0	0	0	0	0	1	0
Joan Deng	0	2	0	3	0	6	0	0
Brad Prince	2	1	0	3	0	0	0	0
Jeff Rooks	0	1	0	0	0	0	4	0
Doug Turner (Associate Dean)	0	0	0	0	0	0	0	0
TOTALS	2	22	0	20	0	25	21	2

Faculty Service

	Advisors of Student Organizations	Department	College	University	System
Management Faculty					
Jon Anderson (Deputy VPAA)	0	0	0	5	2
Leanne DeFoor	2	0	1	7	0
Samantha Dukes	1	0	3	0	0
Tom Gainey (Chair)	0	1	2	5	0
Kim Green	1	0	0	0	0
Famarz Parsa	0	2	0	1	0
Monica Smith	1	0	2	0	0
John Upson	1	0	4	2	0
Susana Velez-Castrillon	0	1	0	0	0
Mary-Kathryn Zachary	0	3	3	5	0
MIS Faculty					
Michael Borsodi	0	0	0	0	0
Joan Deng	1	2	2	4	0
Brad Prince	0	1	2	1	1
Jeff Rooks	0	1	1	2	1
Doug Turner (Associate Dean)	0	0	1	3	0
TOTALS	7	11	21	35	4