



# **Program Review Business Administration**

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Dr. Jack Kirby, Associate Dean**

**May 2009**

**PROGRAM REVIEW**  
Fairmont State Board of Governors

Date Submitted: May 2009

Program: B.S. Degree - Business Administration

**INSTITUTIONAL RECOMMENDATION**

The institution is obligated to recommend continuance or discontinuance of a program and to provide a brief rationale for its recommendation:

- 1. Continuation of the program at the current level of activity;
- 2. Continuation of the program with corrective action (for example, reducing the range of optional tracks or merging programs);
- 3. Identification of the program for further development (for example, providing additional institutional commitment);
- 4. Development of a cooperative program with another institution, or sharing courses, facilities, faculty, and the like;
- 5. Discontinuation of the Program

**Rationale for Recommendation:**

Based on current enrollment data, numbers of graduates, service courses that support numerous other programs across campus, and consistency with the institutional mission, the program should continue at its current level of activity.

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Signature of person preparing report	Date
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Signature of Dean or School Head	Date
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Signature of Provost and Vice President for Academic Affairs	Date
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Signature of President	Date
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Signature of Chair, Board of Governors	Date

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# PROGRAM REVIEW

FAIRMONT STATE UNIVERSITY OR PIERPONT COMMUNITY AND TECHNICAL COLLEGE	
Program:	Business Administration
School:	School of Business
Date:	May 2009

## Program Catalog Description:

The School of Business offers Bachelor of Science Degrees in Accounting, Information Systems and Business Administration. Concentrations within the Business Administration degree include: Business Management, Entrepreneurial Studies, Finance, General Business, Hospitality Management, Human Resource Management, Marketing and Sport Management. Students may also obtain a Bachelor of Arts in Education, specializing in Business Education-Comprehensive.

School of Business Degree recipients are not required to select a minor field of study, but are encouraged to do so. Combinations with regard to major and minor are restricted; students must consult the Catalog or an advisor when selecting a minor. A major and a minor in the same academic field are not permitted. Duplicate credit may be earned only for courses that are specifically required in both the major and minor, with the exception of Economics 2201. Economics 2202 cannot be used for Liberal Studies credit. Economics 2200 cannot be substituted for Economics 2201 in meeting the School's major or minor requirements.

Courses offered by the School of Business may be found under the headings of Accounting, Business, Business Education, Economics, Finance, Information Systems, Management and Marketing. All courses may not be offered each semester; therefore, students are urged to consult with their advisor in course scheduling. Course rotation schedules are available in the Business School office, as well as on its website.

*All students seeking a B.S. in Accounting, Information Systems and Business Administration must take the core courses described below.*

• Business Core.....	45 SEM. HRS.
ACCT 2201 PRINCIPLES OF ACCOUNTING I	3
ACCT 2202 PRINCIPLES OF ACCOUNTING II	3
BUSN 2251 CORPORATE COMMUNICATIONS	3
BUSN 3306 BUSINESS LAW I	3
BUSN 3310 BUSINESS AND ECONOMIC STATISTICS	3
BUSN 3320 INTERNATIONAL BUSINESS	3
BUSN 4415 STRATEGIC MANAGEMENT AND POLICY	3
ECON 2201 ECONOMIC PRINCIPLES & PROBLEMS I	3
ECON 2202 ECONOMIC PRINCIPLES & PROBLEMS II	3
FINC 2201 INTRODUCTION TO FINANCIAL MANAGEMENT	3
INFO 2200 FUNDAMENTALS OF INFORMATION SYSTEMS	3
INFO 2235 MICROCOMPUTER APPLICATIONS IN BUSINESS	3
MGMT 2209 PRINCIPLES OF MANAGEMENT	3
MKTG 2204 PRINCIPLES OF MARKETING	3
MATH* 1112 COLLEGE ALGEBRA (or higher math )	3

*\*Students planning to enter a graduate program in business are strongly encouraged to take Math 1190 (Calculus I) in lieu of Math 1112.*

(See **Appendix I** for details of each concentration within the Business Administration degree program.)

### **VIABILITY (§ 4.1.3.1)**

#### **Enrollments**

#### Applicants

Currently, applicants must meet general institutional admissions requirements and do not have to apply separately for admissions into the School of Business degree programs. General admissions into Fairmont State University's bachelor degree programs is restricted to graduates

of approved high schools who have a 2.0 high school grade point average (GPA) and a minimum composite score of 18 on the Enhanced American College Test (ACT) or 870 on the Scholastic Aptitude Test (SAT) or at least a 3.0 high school GPA and SAT or ACT test scores. Applicants must also satisfy the minimum high school unit requirements.

Data for the periods from Fall 2004 through Fall 2008 for full-time, first-time cohorts reflect an average high school GPA of 3.21, an average Composite score of 20.77 on the ACT, and an average SAT total score of 959.83.

**Appendix II** tables enrollment data for students majoring in the Business Administration degree program (with totals per semester and concentration subtotals per semester) for each semester from Fall 2003 through Spring 2009. Spring 2009 reflects preliminary data rather than final data. Total enrollments range from a low of 623 in the Spring 2009 to a high of 825 in the Fall 2005. The average enrollment from 2003 to the present is 746 students.

### Graduates

**Appendix III** tables graduation data for the last five years plus the December 2008 graduates for this year for the Business Administration degree program. The table also breaks out data for each concentration within the degree program. Yearly graduates have ranged from a low of 117 graduates to a high of 162 graduates. The average for the five year period is 140 graduates. The concentration with the largest number of graduates is General Business, with 214 total graduates (28.7%) for the five year period. The second highest concentration is Business Management, with 143 graduates (19.1%) for the five year period.

During the spring semester 2009, the School of Business conducted an online Graduate Follow-Up Survey. Summary data from the survey are included in **Appendix IV**. The survey resulted in 90 usable responses. As would have been expected, the largest number of responses were from students who graduated with the General Business (21.3%) and Business Management

(16.9%) concentrations. Responses were received from students who graduated from 2002 through 2008, with the response rate increasing each year from that of the previous year. Forty-three percent (43.3%) of the responses were from 2008 graduates.

When asked to rate academic standards, 48.9% gave a “Good” rating and 35.6% gave a “Very Good” rating. Fifty-one percent (51.1%) indicated a “Good” integration of current developments into their field of study and 25.6% rated this dimension as “Very Good”. The majority of respondents to the question regarding “overall program quality” rated the program as either “Good” (56.7%) or “Very Good” (28.9%). Eighty-two percent (82.2%) rated their overall education experience at the School of Business as “Satisfactory” (53.3%) or “Very Satisfactory” (28.9%).

The majority of respondents completed their core degree requirements on the main Fairmont campus (81.1%), with the Caperton Center second at ten percent.

Over half of the respondents (52.8%) indicated that they have attended graduate school or plan to pursue a graduate degree.

When asked how well their experience at the School of Business prepared them for employment, fifty-two percent (52.2%) indicated “Average” while thirty-six percent (36.7%) indicated “Very Well”. Ninety percent of the respondents were employed and 91.0% were employed full-time. Forty-eight percent (48.7%) are employed in a position directly related to their selected concentration. Their job titles are provided in the summary. The employment sectors were fairly evenly divided among retailing, banks and insurance, manufacturing, health service, government, and technology, with 47.4% indicating “Other”. The other employment sectors are identified in the summary. Initial starting salary immediately after graduation was spread from <\$15,000 to \$50,000 - \$54,999, with the mode at \$25,000 – \$29,999. Over half of the respondents had been in their current position less than one year (47.4%).

When asked if they would recommend the School of Business to prospective students, over half



(52.2%) said they would do so in their field and roughly thirty percent (31.0%) said they would do so for any business field. General comments were solicited and selected responses are included in the summary.

### Program Courses

Course enrollments for all School of Business courses are provided in **Appendix V** for the periods from 2003-2004 through 2008-2009 reflecting a total enrollment for the six year period of 40,606. As would be expected, the business core courses show the largest enrollments. Many of the economics classes show little or no enrollment since this concentration was last offered in 2002-2003. Many of the upper level economics courses are no longer being offered as a result of the elimination of this concentration.

### Service Courses

There are forty-three courses within the School of Business that support either General Studies or other majors and programs across campus. Two courses, ECON 2200 and ECON 2201, are General Studies elective courses for the Society/Human Interactions category. There are several Fairmont State University and Pierpont Community & Technical College majors and programs that either require or include School of Business elective courses. **Appendix VI** provides a list of these courses along with the majors or programs for which they provide support.

### Success Rates for Service Courses

**Appendix VII** provides service course enrollment data for the academic years 2003-2004 through 2008-2009. Of course, the 2008-2009 enrollment numbers do not include the summer term since it has not occurred yet. This data provides strong support for the viability of the School of Business curriculum to serve General Studies and other majors and programs in both Fairmont State University and Pierpont Community & Technical College.

### Extension Education & Off Campus Courses

School of Business courses are offered at numerous off campus locations including Barbour County, The Caperton Center in Clarksburg (Harrison County), Lewis County, Monongalia County, Preston County, Randolph County, and Taylor County. Courses are also offered at Correctional Centers as well, usually either the Pruntytown facility in Taylor County or the Kennedy facility in Monongalia County. The largest enrollments are at the Caperton Center where the School of Business has established a program whereby students can complete a four-year General Business degree at that location. Lewis and Monongalia Counties are also very busy locations with numerous School of Business course offerings. Additionally, the Virtual Online Campus offerings have grown considerably. There were no School of Business courses offered totally online prior to the spring semester 2005, in which case there were two courses offered. Currently there are thirteen business courses that have been offered through the Virtual Online Campus. For a complete listing of all courses offered through extension education and on off campus locations please see **Appendix VIII**.

### Cost Per Student Credit Hour

	Fairmont State University - Total Instruction	School of Business Total
Total Labor & Expenses	\$17,053,424	\$1,647,932
Number of Organized Sections (w/ Census Enrollment >=5)		303
Organized Sections for Total Faculty Credit Hours		912
FTE Faculty		38.00
Total Enrollment in Organized Sections (FSU – All Sections)	46403	7114
Total Credit Hours in Organized Sections (FSU – All Sections)	128485	21389
Number of Majors* (FSU - All UG/GR Level Students including undeclared and non-degree)	5801	1083
Credit Hours Enrolled by Majors* (FSU - Total Credit Hours taken by all UG/GR Level Students)	118699	24272
FTE Majors* (FSU - UG/GR Level FTE-s)	3956.63	809.07
Direct Cost per Instructional Credit Hour	\$132.73	\$77.05
Direct Cost per Student FTE Major	\$4,310.08	\$2,036.83

## Liberal Studies Requirements Met

Please reference **Appendix I** and **Appendix XIII** to see a listing of all Business Administration degree concentrations with all of the course and hours requirements and compliance with the Fairmont State degree definition policy. The Business Administration degree concentrations are all in compliance with the Fairmont State degree definition policy with the exception of the Hospitality Management concentrations. **Appendix XIV** presents materials to justify the degree definition exception for the Hospitality Management concentrations.

## Assessment Requirements

During the period 2007–2008 the Assessment Plan for the Business Administration degree program was revised to reflect changes in program outcomes and updated course learning outcomes along with revised and updated standards of performance and performance measures. Currently there are measurable course learning outcomes for all Business Core courses. The School of Business is in the process of assuring that all business courses have measurable learning outcomes. All course learning outcomes must meet one or more of the program outcomes and matrices of this relationship are provided in the assessment plan. **Appendix IX** provides the complete Business Administration Assessment Plan as last revised in September 2008.

There are currently five well articulated program outcomes. During the 2007-2008 academic year the School of Business assessed program outcome 1, which reads:

Upon successful completion of the BSBA program, students will be able to demonstrate a foundation of business knowledge and technical skills (that supports and facilitates an appreciation of lifelong professional development).

The results of this assessment have been reported and reviewed using TaskStream, the institutionally adopted software application for assessment. The results of this first year assessment process are included in **Appendix X**.

Program outcome 2 is being assessed during this current 2008-2009 academic year.

## Advisory Board

The School of Business has an Advisory Board that provides a critical link to various stakeholders to assure the viability of our programs as they relate to the overarching mission of the institution and the specific purpose and mission of our programs. Below is detailed the mission, role, and membership of this board.

### Mission of the Advisory Board

Comprised of executives from both traditional and emerging companies, the Advisory Board will achieve its mission through a membership of diverse individuals whose stature and accomplishments bring credit to the School and who individually and collectively: engage in, assist, and support the fundraising efforts of the School; provide advice and counsel to the Dean, faculty, and staff on strategy, important issues affecting the future of the School, curricula and programs, and external affairs; provide insights to the Dean, faculty, and staff on how the School can enhance the impact of its services on various stakeholder groups; provide valuable contacts for faculty to provide access to the business community for research purposes, to increase the impact of their work on the business community, to inform their research and teaching, and to help them further develop their research, teaching, and public service skills; provide valuable contacts for students and advice in their career selection decisions and job-seeking activities; and provide input to the Dean, faculty, and staff for assessing the progress of the school and charting future courses.

### Role of the Advisory Board

The role of the Board is advisory in nature and the scope of inquiry will be determined by the interaction of the Dean and the Members of the Board. Board Members will be kept abreast of current School of Business developments through periodic and continuous communication with the office of the Dean. Board membership will consist of representatives from Business/Industry and School of Business Alumni. The Board will meet one time each academic semester.

Generally, the dates will be the first Friday in November and the first Friday in May.

Advisory Board members may lecture in the classroom, collaborate with faculty on research projects, mentor students, and provide guidance in curriculum development.

Membership

Gary K. Bennett, CPA  
Bennett & Dobbins, PLLC

Dale Bradley  
Vice President, Pierpont Community & Technical College

John Capriotti  
Account Executive, WBOY

Michael Carr  
WV United Health System

Kim Chevront  
Vice President of Business and Operations Development  
Fairmont General Hospital

Gina Fantasia  
Capuder Fantasia, PLLC

M. E. Yancosek Gamble  
State Director, WV Small Business Development Center Network

James Gardner  
Deputy General Manager/Operations Manager  
Pratt & Whitney Engine Services, Inc.

David A. Jones  
Senior Vice President  
MVB Bank, Inc.

Kenny Martin  
Managing Director  
Resources Global Professionals

C. Brent Skidmore  
Senior Vice President, Business Development  
First Exchange Bank

## Adjunct Use

Courses taught through extension education, off campus locations, and virtual online delivery utilize the most adjunct faculty. Approximately 80 percent of the course enrollments for extension education, off campus locations, and virtual online delivery were taught by adjunct faculty.

Courses taught on Fairmont State's main campus utilized the least number of adjunct faculty. Approximately 26 percent of the course enrollments on Fairmont State's main campus were taught by adjunct faculty.

**Appendix XI** provides a table identifying all courses taught by adjunct faculty and the course enrollments for a five year plus period from the fall semester 2003 through the spring semester 2009.

## Graduation/Retention Rates

From academic year 2000 -2001 through the December graduation in the current academic year, 2008-2009, the Bachelor of Science in Business Administration degree program graduated 1,144 graduates. This is approximately 37.3% of all Bachelor of Science degrees awarded at Fairmont State, not including Engineering Technology and Nursing. When including these programs, the Business Administration degree program still graduated 32.6% of all Bachelor of Science degrees. When including both Bachelor of Science and Bachelor of Arts degree programs, the Business Administration degree program graduated 21.6% of all Bachelor degrees. The above numbers can be confirmed by reviewing "Graduate counts by Degree, Major, and Concentration, Academic Years 2000-01 to 2008-09 [interim, Dec. grads only for 08-09]" found on the Fairmont State Office of Institutional Research web page at:

<http://www.fairmontstate.edu/institutionalresearch>.

Appendix III provides graduation data for the last five academic years plus the December 2008 graduation for this current academic year, 2008-2009.

Specific data regarding student retention rates for the Business Administration degree program in the School of Business are not available. However, **Appendix XII** includes Fairmont State University retention and graduation data for first time, full time freshman from 1994 through 2008, fall semester transfer-in students from 2004 through 2008, and re-admits and other students from fall semester 2004 through 2008.

#### Previous Program Review Results

The last review was performed in 2004 with no corrective actions mandated by the Board of Governors.

### ADEQUACY (§ 4.2.4.2)

#### Program Requirements

Program requirements for each Business Administration concentration are provided in **Appendix XIII**. Justification for the exceptions to the degree definition policy for the Hospitality Management concentrations is found in **Appendix XIV**.

#### Faculty Data

Faculty data sheets for all full time faculty are provided in **Appendix XV**.

## Accreditation/National Standards

The School of Business was granted full accreditation by the Association of Collegiate Business Schools and Programs (ACBSP) on November 29, 2004. This accreditation is valid until the ten-year reaffirmation self-study, which will be due in 2015.

The School of Business was granted full accreditation by the International Assembly for Collegiate Business Education (IACBE) on December 10, 2004. This accreditation is valid until one year following the next regional accreditation site visit, which is scheduled for 2013. See **Appendix XVI** for documentation of specialized accreditation granted by the ACBSP and IACBE.

### NECESSITY (§ 4.1.3.3)

## Placement

The Fairmont State University Office of Career Services is in charge of all job placements. The Office contacts all prospective employers for all graduates and sets up on campus interviews for students. However, the School of Business is also active in building relationships with area businesses, particularly regarding internship placements that often lead to employment opportunities for our graduates.

The School of Business completed a Graduate Follow-Up Survey during the current semester, spring 2009, with ninety usable responses. This was reviewed earlier under the heading “Graduates” and the survey summary can be found in **Appendix IV**. When asked how well their experience at the School of Business prepared them for employment, fifty-two percent (52.2%) indicated “Average” while thirty-six percent (36.7%) indicated “Very Well”. Ninety percent of the respondents were employed and 91.0% of those were employed full-time. Forty-eight



percent (48.7%) are employed in a position directly related to their selected concentration.

#### Similar Programs in WV

In the north-central area of West Virginia, there are B.S. degree programs in business administration offered at West Virginia University, Salem-International University, West Virginia Wesleyan College, and Alderson Broaddus College. The latter three are private schools with significantly higher tuition than Fairmont State. Compared to West Virginia University, we offer much smaller classes, most of which are taught by full time faculty. Many students transfer from West Virginia University to Fairmont State because of the smaller classes, the campus community, and closer personal attention that they receive from the faculty at Fairmont State. Many students at Fairmont State live at home and commute to class daily. Also, many, out of necessity, have full or part time jobs in surrounding towns and communities that help offset the cost of their education. Furthermore, because of the many Fairmont State off-campus locations, students can attend classes in their home communities throughout north-central West Virginia. It would be a fair assessment to suggest that Fairmont State serves a different demographic than West Virginia University and the neighboring private institutions.

#### **CONSISTENCY WITH MISSION (§ 4.1.3.4)**

Explain how this program fits into the mission of the institution. Identify the relationship of this program to other programs at the institution, especially in terms of mutual support (e.g., shared faculty, shared facilities, shared course requirements for external program accreditation).

The Business Administration degree program is both consistent with and supportive of the mission of Fairmont State University. The program provides students with a basic background in general studies and business areas along with occupational training and expertise in selected business concentrations. In addition to the traditional day class schedule, the program offers a wide selection of evening and weekend classes in order to serve non-traditional student populations in the immediate area. To serve non-traditional students in surrounding communities, the program makes evening classes available in various off campus locations

throughout north-central West Virginia. The School of Business has established the capacity for students to complete all of the business course requirements for a business administration degree at the Caperton Center in Clarksburg, Harrison County, West Virginia, as well as on the main campus. The program is essential to the ongoing mission of the institution.

Furthermore, business administration courses support the Fairmont State general studies curriculum as well as numerous other degree programs at both Fairmont State University and Pierpont Community and Technical College. These programs include Occupational Safety (BS), Information Systems (BS), Accounting (BS), Business Education (BA), Aviation Technology (BS), Health Science (BS), Allied Health Administration (BS), Nursing (BS), National Security & Intelligence (BA), Political Science (BA), Social Studies (BA), Civil Engineering Technology, BS), and many other programs. Please reference **Appendix VI** for a complete listing of programs served by business administration courses.

# APPENDIX I

Business Administration

Concentrations

## FINANCE

The Finance curriculum is designed to prepare students for a career path in the financial services industries, as well as for careers in corporate finance functions. Students are exposed to the concepts of financial analysis and financial decision making and their application. Students completing the B.S. in Business Administration degree with a major in finance will be able to compete with graduates of most colleges and universities for positions as account managers, bankers, credit directors, equity traders, sales managers, risk managers and financial managers.

### BACHELOR OF SCIENCE IN BUSINESS

#### ADMINISTRATION: FINANCE

	128 SEM. HRS.
Business Core	39 (45) SEM. HRS.
Finance Curriculum (see below)	21 SEM. HRS.
Liberal Studies Requirements	44 SEM. HRS.
Free Electives	24 (18)SEM. HRS.

*Six (6) hours of the Business Core are duplicated in the Liberal Studies Requirements, leaving 39 hours of Core classes.*

• Finance Curriculum	21 SEM. HRS.
<i>Required Courses (21 hrs.)</i>	
BUSN 3307 BUSINESS LAW II	3
FINC 3307 PERSONAL FINANCE	3
FINC 3350 INVESTMENTS	3
FINC 3384 BANK MANAGEMENT	3
FINC 3385 ANALYZING FINANCIAL STATEMENTS	3
FINC 4410 MANAGERIAL FINANCE	3
FINC 4412 PC APPLICATIONS FOR MANAGERIAL FINANCE	3

#### MINOR IN FINANCE

\*18 SEM. HRS.

##### *Required Courses*

FINC 2201 INTRODUCTION TO FINANCIAL MANAGEMENT	3
FINC 4410 MANAGERIAL FINANCE	3
<i>Select 12 hours from the following courses:</i>	
FINC 3307 PERSONAL FINANCE	3
FINC 3350 INVESTMENTS	3
FINC 3384 BANK MANAGEMENT	3
FINC 3385 ANALYZING FINANCIAL STATEMENTS	3
FINC 4412 PC APPLICATIONS FOR MANAGERIAL FINANCE	3

*\*A non-business major must also complete ACCT 2201, Principles of Accounting I, to meet the requirements for a Finance minor.*

## **GENERAL BUSINESS AND ENTREPRENEURIAL STUDIES**

The General Business major is designed to give students a fundamental understanding of the substance and context of business in a world that is continually changing. Students are exposed to a diversified background in the various disciplines necessary for achieving success in the business arena. This major is flexible so that students may tailor their programs to particular interests. Students may select either the Entrepreneurial Studies emphasis or the General emphasis. The General emphasis is designed to give students a fundamental understanding of the substance and context of business in a highly competitive and dynamic environment. The Entrepreneurial Studies emphasis is designed to meet the needs of students who are interested in starting their own businesses. Graduates are prepared to secure positions in insurance companies, banks, retail businesses, personnel and human resource departments, government services, and/or manage their own businesses.

### **BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION: GENERAL BUSINESS**

<b>(General emphasis)</b>	128 SEM. HRS.
Business Core	39 (45)SEM. HRS.
General Curriculum (see below)	18 SEM. HRS.
Liberal Studies Requirements	44 SEM. HRS.
Free Electives	27 (21)SEM. HRS.

*Six (6) hours of the Business Core are duplicated in the Liberal Studies Requirements, leaving 39 hours of Core classes.*

- General Curriculum 18 SEM. HRS.

This emphasis is flexible so that students may tailor their programs to their particular interests. With guidance from a faculty advisor and approval by the Dean of the Business School, students will determine a program of 18 credit hours that will fulfill their needs and objectives.

**BACHELOR OF SCIENCE IN BUSINESS  
ADMINISTRATION: GENERAL BUSINESS  
(Entrepreneurial Studies emphasis)**

Business Core	128 SEM. HRS.
Entrepreneurial Studies Curriculum (see below)	39 (45)SEM. HRS.
Liberal Studies Requirements	18 SEM. HRS.
Free Electives	44 SEM. HRS.
HRS.	27 (21) SEM.

*Six (6) hours of the Business Core are duplicated in the Liberal Studies Requirements, leaving 39 hours of Core classes.*

• Entrepreneurial Studies Curriculum	18 SEM. HRS.
<i>Required Courses (18 hrs.)</i>	
ACCT 2215 MANAGERIAL ACCOUNTING	3
BUSN 2205 SMALL BUSINESS FUNDAMENTALS	3
BUSN 3300 ENTREPRENEURSHIP	3
BUSN 3340 ADVANCED BUSINESS LAW FOR MANAGERS	3
FINC 3315 VENTURE FINANCE	3
BUSN 4405 ENTREPRENEURIAL LEADERSHIP	3
-OR	
BUSN 4410 ENTERPRISE DEVELOPMENT	3

**MINOR IN GENERAL BUSINESS**

21 SEM.

HRS.

*This minor is available to NON-BUSINESS majors only.*

*Required Courses*

ACCT 2201 PRINCIPLES OF ACCOUNTING I	3
BUSN 3306 BUSINESS LAW I	3
ECON 2200 ECONOMICS	3
FINC 2201 INTRODUCTION TO FINANCIAL MANAGEMENT	3
INFO 2200 FUNDAMENTALS OF INFORMATION SYSTEMS	3
MGMT 2209 PRINCIPLES OF MANAGEMENT	3
MKTG 2204 PRINCIPLES OF MARKETING	3

## HOSPITALITY MANAGEMENT

The curriculum of the Hospitality Management program incorporates the study of fundamental business principles with practical culinary techniques. Students must complete an Associate Degree in Food Service Management-Culinary Arts Specialization, Pastry and Baking Arts Specialization or Resort and Hotel Management Specialization before being accepted into the Hospitality Management program. (See C&TC catalog description for AAS Food Service Management). The Hospitality Management program of study produces graduates who are equipped to pursue a career in management of a hospitality operation. Graduates of the Hospitality Management program are prepared for positions in management of hotels & lodging, food service, cruise ships, country clubs, resorts, and tourism.

*Students in the Hospitality Management program are NOT required to take the following Business Core courses:*

ECON 2201/02

MGMT 2209

MKTG 2204

## BACHELOR OF SCIENCE IN BUSINESS

### ADMINISTRATION: HOSPITALITY

#### MANAGEMENT/Culinary Specialization

129 SEM. HRS.

AAS Food Service Management

(Culinary Specialization)

64 SEM. HRS.

Business Core

33 SEM. HRS.

Hospitality Curriculum (see below)

6 SEM. HRS.

Liberal Studies Requirements

26 (44)SEM. HRS.

*Students complete 18 hours of Liberal Studies Requirements in the AAS Food Service Management, leaving 26 hours of Liberal Studies classes for their BS.*

• Hospitality Curriculum

6 SEM. HRS.

*Required Courses (6 hrs.)*

BUSN 4440 HOSPITALITY MANAGEMENT INTERNSHIP

3

ECON 2200 ECONOMICS

3

## BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION:

### HOSPITALITY MANAGEMENT/Pastry and

#### Baking Arts Specialization

129 SEM. HRS.

AAS Food Service Management

(Pastry and Baking Arts Specialization)

64 SEM. HRS.

Business Core

33 SEM. HRS.

Hospitality Curriculum (see below)

6 SEM. HRS.

Liberal Studies Requirements

26 (44)SEM. HRS.

*Students complete 18 hours of Liberal Studies Requirements in the AAS Food Service Management, leaving 26 hours of Liberal Studies*

*classes for their BS.*

• Hospitality Curriculum	6 SEM. HRS.
<i>Required Courses (6 hrs.)</i>	
BUSN 4440 HOSPITALITY MANAGEMENT INTERNSHIP	3
ECON 2200 ECONOMICS	3

**BACHELOR OF SCIENCE IN BUSINESS  
ADMINISTRATION: HOSPITALITY  
MANAGEMENT/Resort and Hotel Management  
Specialization**

AAS Food Service Management (Resort and Hotel Management Specialization)	128 SEM. HRS.
Business Core	65 SEM. HRS.
Hospitality Curriculum (see below)	30 SEM. HRS.
Liberal Studies Requirements	6 SEM. HRS.
Free Elective	26 (44)SEM. HRS.
	1 SEM. HR.

*Students complete 18 hours of Liberal Studies Requirements in the AAS Food Service Management, leaving 26 hours of Liberal Studies classes for their BS.*

• Hospitality Curriculum	6 SEM. HRS.
<i>Required Courses (6 hrs.)</i>	
BUSN 4440 HOSPITALITY MANAGEMENT INTERNSHIP	3
ECON 2200 ECONOMICS	3



## MANAGEMENT AND HUMAN RESOURCE MANAGEMENT

The B.S. in Business Administration management major offers students a choice of emphasis- Business Management or Human Resource Management. The Business Management emphasis fosters the notion that every organization needs a leader, who is competent and able to make effective decisions concerning organizational resources, goals, and plans. This program is intended to give students the skills necessary to design, operate, and control business systems and procedures. Coursework is geared toward building student understanding of the social, legal, environmental, technological, organizational and international context within which American businesses operate.

The Human Resource Management emphasis is designed to provide students with a comprehensive and practical foundation in the major areas needed to become a personnel generalist. The concept of “work smarter, not harder” makes the desire for optimum productivity in the workplace into a necessity. Human Resource Management is an essential function in all types of organizations. Professional positions in HRM are found in the areas of compensation and benefits, training, employee selection, information systems, and labor relations.

Graduates typically enter an organization in various capacities and eventually move up to middle and top management positions with increasing responsibility. Some of the industries which typically hire graduates with a concentration in management include agriculture, forestry, mining and construction industries, manufacturing industries, transportation, communications and utilities, wholesale and retail trade businesses, state, local and federal governmental units.

## BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION: MANAGEMENT

<b>(Business Management Emphasis)</b>	128 SEM. HRS.
Business Core	39 (45) SEM. HRS.
Business Management Curriculum (see below)	21 SEM. HRS.
Liberal Studies Requirements	44 SEM. HRS.
Free Electives	24 (18)SEM. HRS.
<i>Six (6) hours of the Business Core are duplicated in the Liberal Studies Requirements, leaving 39 hours of Core classes.</i>	
• Business Management Curriculum	21 SEM. HRS.
Required Courses (15 hrs.)	
BUSN 2205 SMALL BUSINESS FUNDAMENTALS	3
MGMT 3308 HUMAN RESOURCE MANAGEMENT	3
MGMT 3390 ORGANIZATIONAL BEHAVIOR	3
MGMT 4402 ORGANIZATIONAL CHANGE & DEVELOPMENT	3
MGMT 4405 OPERATIONS MANAGEMENT	3
-OR -	
MGMT 4409 QUANTITATIVE MANAGEMENT	3
<i>Electives (6 hrs.)</i>	
<i>Students may choose any 3300-4400 level Management courses.</i>	

*MKTG 3305 can be used as a management elective under this section.*

**BACHELOR OF SCIENCE IN BUSINESS  
ADMINISTRATION: MANAGEMENT**

<b>(Human Resource Emphasis)</b>	128 SEM. HRS.
Business Core	39 (45) SEM.
HRS.	
Human Resources Curriculum (see below)	21 SEM. HRS.
Liberal Studies Requirements	44 SEM. HRS.
Free Electives	24 (18) SEM.
HRS.	
<i>Six (6) hours of the Business Core are duplicated in the Liberal Studies Requirements, leaving 39 hours of Core classes.</i>	
• Human Resource Curriculum	21 SEM. HRS.
<i>Required Courses (12 hrs.)</i>	
BUSN 3319 EMPLOYMENT LAW	3
MGMT 3308 HUMAN RESOURCE MANAGEMENT	3
MGMT 3390 ORGANIZATIONAL BEHAVIOR	3
MGMT 4402 ORGANIZATIONAL CHANGE & DEVELOPMENT	3
<i>Electives (9 hrs.)</i>	
ECON 3305 ECONOMICS OF LABOR	3
INFO 3373 MANAGEMENT/HUMAN RESOURCES INFO. SYS	3
INTR 2280 EMPOWERING LEADERSHIP	3
MGMT 3370 COMPENSATION AND BENEFITS	3
MGMT 3371 EMPLOYER RELATIONS	3
MGMT 3372 HUMAN RESOURCES SELECTION AND EVALUATION	3

## **MARKETING**

The Marketing program is designed to develop graduates who possess a strong foundation for many career choices, by offering courses in marketing management, advertising, salesmanship, marketing research, consumer behavior, and supply chain management. The program integrates the marketing training with other relevant disciplines (accounting, management, finance, economics) to assure that students have the combination of skills that meet management requirements for today's marketing activities. Students completing the B.S. in Business Administration with a major in marketing will be able to compete with graduates of most colleges and universities for positions as account supervisors, creative directors, advertising managers or executives, circulation managers, fundraising consultants, marketing directors, executive directors, marketing program managers, sales and marketing executives and operations managers.

*NOTE: The minor in Retail Management cannot be used to fulfill a minor requirement when the major is marketing.*

### **BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION: MARKETING**

Business Core  
HRS.

128 SEM. HRS.  
39 (45) SEM.

Marketing Curriculum (see below)

18 SEM. HRS.

Liberal Studies Requirements

44 SEM. HRS.

Free Electives

27 (21) SEM.

HRS.

*Six (6) hours of the Business Core are duplicated in the Liberal Studies Requirements, leaving 39 hours of Core classes.*

#### **• Marketing Curriculum**

18 SEM. HRS.

MKTG 3340 MARKETING RESEARCH

3

MKTG 4450 MARKETING MANAGEMENT

3

MKTG 2205 SALESMANSHIP & SALES MANAGEMENT

3

MKTG 3305 SUPPLY CHAIN MANAGEMENT

3

MKTG 3310 CONSUMER BEHAVIOR

3

MKTG 3320 ADVERTISING AND SALES PROMOTION

3

## **SPORT MANAGEMENT**

The curriculum of the Sport Management program incorporates not only the principles of marketing and management but also the knowledge of all sporting activities. The curriculum focuses on the business of sports and produces graduates who understand sound business principles. Students completing the B.S. in Business Administration degree with a major in sport management will be able to compete with graduates of most colleges and universities for positions in promotion and event management, sales administration, sports marketing, health resorts, wellness centers and country clubs. The sport management major consists of a sport management core, business core and one of four sport management emphases: Sport Marketing & Promotions emphasis, Athletic Administration & Coaching emphasis, Sport Club & Fitness Management emphasis, Sport Camp & Recreation Management emphasis.

## **BACHELOR OF SCIENCE IN BUSINESS**

### **ADMINISTRATION: SPORT MANAGEMENT**

Liberal Studies Requirement	128 SEM. HRS.
Sport Management Core Requirement	42 SEM. HRS.
Business Management Core Requirement	14 SEM. HRS.
Sport Management Emphasis	33 SEM. HRS.
Free Electives	17-18 SEM. HRS.
	21-22 SEM. HRS.

• Sport Management Curriculum	14 SEM. HRS.
PHED 2201 INTRODUCTION TO SPORT MANAGEMENT	3
PHED 2210 SPORT MARKETING & PROMOTIONS	3
PHED 3327 SPORT IN SOCIETY	3
PHED 3357 SPORT & THE LAW	2
PHED 4201 SPORT FINANCE	3

• Sport Management Business Core	33 SEM. HRS.
INFO 2200 FUNDAMENTALS OF INFORMATION SYSTEMS	3
ECON 2200 ECONOMICS	3
ACCT 2201 ACCOUNTING I	3
FINC 2201 INTRODUCTION OT FINANCIAL MANAGEMENT	3
MKTG 2204 PRINCIPLES OF MARKETING	3
MGMT 2209 PRINCIPLES OF MANAGEMENT	3
INFO 2235 MICROCOMPUTER APPLICATIONS IN BUSINESS	3
BUSN 3306 BUSINESS LAW I	3
BUSN 3310 BUSINESS & ECONOMIC STATISTICS	3
BUSN 3320 INTERNATIONAL BUSINESS	3
BUSN 4415 STRATEGIC MANAGEMENT & POLICY	3

*Electives (15 hrs.)*

BUSN 2205 SMALL BUSINESS FUNDAMENTALS	3
ENGL 1109 TECHNICAL REPORT WRITING	3
-OR	
JOUR 2240 REPORTING I	3
MGMT 3308 HUMAN RESOURCE MANAGEMENT	3
MKTG 2205 SALESMANSHIP AND SALES MANAGEMENT	3
MKTG 3305 SUPPLY CHAIN MANAGEMENT	3
MKTG 3320 ADVERTISING AND SALES PROMOTION	3
MKTG 3340 MARKETING RESEARCH	3
COMM 1171 MASS COMMUNICATION	3
COMM 3337 PERSUASIVE COMMUNICATION	3

*Note: Courses required in the major that also satisfy liberal studies requirements may be counted formally as part of the liberal studies requirement.*

*Sport management majors must choose one of the following emphasis the major:*

• Sport Marketing & Promotions Emphasis	18 SEM. HRS.
COMM 1171 MASS COMMUNICATION	3
MKTG 2205 SALESMANSHIP & SALES MANAGEMENT	3
MKTG 3310 CONSUMER BEHAVIOR	3
MKTG 3320 ADVERTISING & SALES PROMOTION	3
MKTG 3340 MARKETING RESEARCH	3
PHED 3398 SPORT MANAGEMENT INTERNSHIP	3
• Athletic Administration & Coaching Emphasis.....17 SEM. HRS.	
MGMT 3308 HUMAN RESOURCE MANAGEMENT	3
PHED 3318 SPORT SOCIAL PSYCHOLOGY	2
PHED 3356 ADMINISTRATION & COACHING OF SPORT	3
PHED 3358 TECHNIQUES OF SPORT COACHING	6
PHED 3398 SPORT MANAGEMENT INTERNSHIP	3
• Sport Club & Fitness Management Emphasis	18 SEM. HRS.
PHED 1100 FITNESS & WELLNESS	2
Elective	
MKTG 2205 SALESMANSHIP & SALES MGT	3
-OR	
BUSN 2205 SMALL BUSINESS FUNDAMENTALS	3
PHED 2211 ANATOMY & PHYSIOLOGY	4
PHED 2212 PHYSIOLOGY OF EXERCISE	3
PHED 3316 FITNESS ASSESSMENT & EXERCISE PRESCRIPTION	3
PHED 3398 SPORT MANAGEMENT INTERNSHIP	3

• Sport Camp & Recreation	
Management Emphasis	17 SEM. HRS.
RECR 1141 INTRODUCTION OF RECREATION	3
RECR 1144 GROUP LEADERSHIP	3
<i>Elective</i>	
BUSN 2205 SMALL BUSINESS FUNDAMENTALS	3
OR	
BUSN 3300 ENTREPRENEURSHIP	3
PHED 2240 OUTDOOR LEISURE ACTIVITIES	2
PHED 3301 CAMP ADMINISTRATION	3
PHED 3398 SPORT MANAGEMENT INTERNSHIP	3

## **ADDITIONAL BUSINESS MINORS**

### **MINOR IN ECONOMICS**

18 SEM. HRS.

#### *Required Courses:*

ECON 2201 ECONOMIC PRINCIPLES & PROBLEMS I 3

ECON 2202 ECONOMIC PRINCIPLES & PROBLEMS II 3

#### *Select 12 hours from the following courses:*

ECON 3303 MONEY, CREDIT AND BANKING 3

ECON 3305 ECONOMICS OF LABOR 3

ECON 3308 INTERNATIONAL ECONOMICS 3

ECON 4401 MANAGERIAL ECONOMICS 3

ECON 4406 GUIDED ECONOMIC STUDY 1-3

MATH 1115 TRIGONOMETRY & ELEMENTARY FUNCTIONS 3

-OR

MATH 1190 CALCULUS I 4

### **MINOR IN INTERNATIONAL BUSINESS**

18 SEM. HRS.

#### *Select 6 hours from the following courses:*

BUSN 3320 INTERNATIONAL BUSINESS 3

ECON 3308 INTERNATIONAL ECONOMICS 3

MKTG 3330 INTERNATIONAL MARKETING 3

MGMT 3325 INTERNATIONAL MANAGEMENT 3

#### *Select 12 hours from the following:*

#### *Foreign Language (all in the same language) Maximum of 6 hrs.*

ENGL 3382 THE WORLD NOVEL 3

FREN 3314 FRENCH CIVILIZATION AND CULTURE 3

GEOG 3305 ECONOMIC GEOGRAPHY 3

GEOG 3340 GEOGRAPHY OF EUROPE 3

GEOG 3350 GEOGRAPHY OF LATIN AMERICA 3

GEOG 3360 GEOGRAPHY OF AFRICA 3

GEOG 3370 GEOGRAPHY OF ASIA 3

HIST 3310 DIPLOMATIC HISTORY OF THE U.S 3

HIST 3352 RUSSIA 3

HIST 4405 HISTORY OF AFRICA 3

HIST 4410 HISTORY OF ASIA 3

HIST 4420 HISTORY OF LATIN AMERICA 3

HIST 4431 RECENT EUROPE 3

PHIL 3350 COMPARATIVE RELIGIONS 3

POLI 3321 U.S. FOREIGN POLICY 3

POLI 3350 INTERNATIONAL LAW AND ORGANIZATION 3

POLI 3393 FUTURE GLOBAL CRISES 3

POLI 4406 INTERNATIONAL PROBLEMS 3

SPAN 3310 SPANISH CIVILIZATION & CULTURE 3

SPAN 3320 LATIN AMERICAN CIVILIZATION & CULTURE 3

**MINOR IN OFFICE ADMINISTRATION** 18 SEM. HRS.

*Required Courses*

INFO 2220 SPREADSHEET DESIGN	3
MGMT 2214 OFFICE MANAGEMENT	3
OFAD 2232 WORD PROCESSING APPLICATIONS	3
OFAD 2233 DATABASE APPLICATIONS	3
OFAD 2240 ADMINISTRATIVE OFFICE PROCEDURES	3
OFAD 2250 DESKTOP PUBLISHING	3

**MINOR IN PUBLIC ADMINISTRATION** 21 SEM. HRS.

*Required Courses (15 hrs.)*

FINC 2201 INTRODUCTION TO FINANCE	3
MGMT 2209 PRINCIPLES OF MANAGEMENT	3
MGMT 3308 HUMAN RESOURCE MANAGEMENT	3
POLI 3300 PUBLIC ADMINISTRATION	3
SOCY 3360 METHODS OF SOCIAL RESEARCH	3

*Electives (6 hrs.)*

BUSN 3310 BUSINESS AND ECONOMIC STATISTICS	3
MATH 1190 CALCULUS I	4
MGMT 3390 ORGANIZATIONAL BEHAVIOR	3
MGMT 4409 QUANTITATIVE MANAGEMENT	3
MKTG 3340 MARKETING RESEARCH	3
POLI 3302 STATE AND LOCAL GOVERNMENT	3

**MINOR IN RETAIL MANAGEMENT** 18 SEM. HRS.

*Required Courses (18 hrs.)*

BUSN 2205 SMALL BUSINESS FUNDAMENTALS	3
MGMT 3308 HUMAN RESOURCE MANAGEMENT	3
MKTG 2204 PRINCIPLES OF MARKETING	3
MKTG 2205 SALESMANSHIP AND SALES MANAGEMENT	3
MKTG 3305 SUPPLY CHAIN MANAGEMENT	3
MKTG 3320 ADVERTISING AND SALES PROMOTION	3



# APPENDIX II

## Five Year Enrollments by Concentration

Five Year Enrollments By Concentration  
Business Administration

Concentration	Fall 2003	Spring 2004	Fall 2004	Spring 2005	Fall 2005	Spring 2006	Fall 2006	Spring 2007	Fall 2007	Spring 2008	Fall 2008	Spring 2009	Total
Accounting*	149	148	141	148	143	130	111	88	50	41	22	15	1186
Economics**	2	1											3
Finance	52	57	62	59	52	61	67	74	66	63	56	65	734
General Business (General Emphasis)	174	171	188	194	220	214	224	203	216	219	239	234	2496
General Business (Entrepreneurial Studies Emphasis)				1	6	7	15	21	20	14	15	14	113
Hospitality Management				1	6	6	11	11	4	5	16	14	74
Information Systems*	114	113	111	100	93	86	74	59	35	27	14	9	835
Management (Business Management Emphasis)	142	144	168	166	158	142	139	134	125	112	98	79	1607
Management (Human Resource Emphasis)			2	6	17	25	33	35	44	49	59	63	333
Marketing	75	82	86	78	81	71	82	72	84	74	79	74	938
Office Administration**	18	17	12	11	7	7	6	5	1	1			85
Sports Management	46	39	52	40	42	39	41	44	48	45	56	56	548
Total	772	772	822	804	825	788	803	746	693	650	654	623	8952

\* Accounting and Information Systems became separate degree programs in 2006.

\*\* Economics and Office Administration were last offered as concentrations in 2002-2003.

# APPENDIX III

Graduates

Graduates  
Business Administration

Concentration	2004	2005	2006	2007	2008	2009†	Total
Accounting*	19	22	12	15	4	1	73
Economics**	1						1
Finance	12	19	15	17	17	4	84
General Business (General Emphasis)	30	31	28	53	52	20	214
General Business (Entrepreneurial Studies Emphasis)			1	2	4	1	8
Hospitality Management			1	1	1		3
Information Systems*	18	27	9		2	1	57
Management (Business Management Emphasis)	26	27	22	23	33	12	143
Management (Human Resource Emphasis)	4	5	10	8	8	2	37
Marketing	21	25	18	14	13	5	96
Office Administration**	3	2		4		1	10
Sports Management	5	4	1	2	7		19
<b>Total</b>	<b>139</b>	<b>162</b>	<b>117</b>	<b>139</b>	<b>141</b>	<b>47</b>	<b>745</b>

† 2009 only includes December 2008 graduates.

\* Accounting and Information Systems became separate degree programs in 2006.

\*\* Economics and Office Administration were last offered as concentrations in 2002-2003.

# APPENDIX IV

School of Business

Graduate Follow-Up Survey

FSU - Spring 2009 - School of Business Graduate Follow Up Survey

**Your Major/Concentration:**

Answer Options	Response Frequency	Response Count
Accounting	11.2%	10
Business Administration / Accounting	5.6%	5
Business Administration / Economics	1.1%	1
Business Administration / Entrepreneurial Studies	2.2%	2
Business Administration / Finance	10.1%	9
Business Administration / General Business	21.3%	19
Business Administration / Hospitality Management	2.2%	2
Business Administration / Human Resource Management	6.7%	6
Business Administration / Information Systems	4.5%	4
Business Administration / Management	16.9%	15
Business Administration / Marketing	10.1%	9
Business Administration / Office Administration	2.2%	2
Business Administration / Sports Management	2.2%	2
Information Systems	3.4%	3
<i>answered question</i>		<b>89</b>
<i>skipped question</i>		<b>1</b>

**When did you graduate?**

Answer Options	Response Frequency	Response Count
2002	1.1%	1
2003	2.2%	2
2004	5.6%	5
2005	8.9%	8
2006	13.3%	12
2007	25.6%	23
2008	43.3%	39
<i>answered question</i>		<b>90</b>
<i>skipped question</i>		<b>0</b>

FSU - Spring 2009 - School of Business Graduate Follow Up Survey

**Rate the following dimensions of academic quality.**

Answer Options	Very Good	Good	Fair	Poor	Very Poor	Response Count
Academic standards for my degree were	32	44	11	3	0	90
Integration of current developments in my field was	23	46	14	6	1	90
Program space and facilities were	18	43	22	6	1	90
Overall program quality was	26	51	10	3	0	90
<i>answered question</i>						<b>90</b>
<i>skipped question</i>						<b>0</b>

FSU - Spring 2009 - School of Business Graduate Follow Up Survey

**How would you rate your overall education experience at the School of Business?**

Answer Options	Response Frequency	Response Count
Very unsatisfactory	3.3%	3
Unsatisfactory	4.4%	4
Neutral	10.0%	9
Satisfactory	53.3%	48
Very satisfactory	28.9%	26
<i>answered question</i>		<b>90</b>
<i>skipped question</i>		<b>0</b>

FSU - Spring 2009 - School of Business Graduate Follow Up Survey

**Did you primarily enroll in your core degree courses:**

Answer Options	Response Frequency	Response Count
at Main Campus / Fairmont	81.1%	73
at Caperton Center	10.0%	9
through Online / Virtual	2.2%	2
at Other campus / site	6.7%	6
<i>answered question</i>		<b>90</b>
<i>skipped question</i>		<b>0</b>

FSU - Spring 2009 - School of Business Graduate Follow Up Survey		
Have you attended graduate school or do you plan to pursue a graduate degree?		
Answer Options	Response Frequency	Response Count
Yes	52.8%	47
No	47.2%	42
<i>answered question</i>		<b>89</b>
<i>skipped question</i>		<b>1</b>

FSU - Spring 2009 - School of Business Graduate Follow Up Survey		
How well did your experience at the School of Business prepare you for employment?		
Answer Options	Response Frequency	Response Count
Very well	36.7%	33
Average	52.2%	47
Not at all	11.1%	10
<i>answered question</i>		<b>90</b>
<i>skipped question</i>		<b>0</b>

FSU - Spring 2009 - School of Business Graduate Follow Up Survey						
Would you recommend the School of Business at FSU to prospective students:						
Answer Options	Definitely	Probably	Maybe	Probably not	Definitely not	Response Count
In your field?	47	19	14	6	3	89
In Any fields?	31	34	19	3	1	88
<i>answered question</i>						<b>90</b>
<i>skipped question</i>						<b>0</b>

FSU - Spring 2009 - School of Business Graduate Follow Up Survey		
Are you currently employed?		
Answer Options	Response Frequency	Response Count
Yes	90.0%	81
No	10.0%	9
<i>answered question</i>		<b>90</b>
<i>skipped question</i>		<b>0</b>



FSU - Spring 2009 - School of Business Graduate Follow Up Survey		
Your current position is:		
Answer Options	Response Frequency	Response Count
Full-time	91.0%	71
Part-time	9.0%	7
<i>answered question</i>		<b>78</b>
<i>skipped question</i>		<b>12</b>

FSU - Spring 2009 - School of Business Graduate Follow Up Survey		
Is your current position related to your major/concentration of study?		
Answer Options	Response Frequency	Response Count
Directly	48.7%	38
Indirectly	35.9%	28
Not related at all	15.4%	12
<i>answered question</i>		<b>78</b>
<i>skipped question</i>		<b>12</b>

FSU - Spring 2009 - School of Business Graduate Follow Up Survey	
What is your current position job title?	
Answer Options	Response Count
	74
<i>answered question</i>	<b>74</b>
<i>skipped question</i>	<b>16</b>
Response Text	
Operations Manager/Senior Estimator	
Administrative Assistant	
IT Specialist with the US Department of Veterans Affairs	
Administrative Secretary	
Staff at FS	
Virtual Classroom Teacher	
Software Analyst	
Teller	
System Administrator	
Staff Accountant	

Independent insurance sales consultant
Accountant
client rec rep / manage care coor.
Production Assistant-Oil and Gas
Mail carrier
Loans/Bookkeeping/Collector
School of Business Graduate Assistant / Principles of Management Instructor
Accounting/Book-keeping
Child Support Technician
sales associate
Commercial Credit Analyst
Clinical/Administrative Assistant
baker
Vice President of Operations-VJM Inc.
Accountant/Management
Career Services Officer
PeopleSoft Analyst
Teacher Counselor
Typist
Accountant
Staff Accountant
service manager
Systems Engineer
Accountant-Revenue Analyst
Consultant
Human Resources Support Assistant
Sales Rep
Intern
Administrative Secretary
Manager
Teacher/Counselor
Rental Coordinator/Inside Sales
Financial Technician
Accounting Assistant
Program Assistant I
Admissions Counselor and Recruiter
Administrative Secretary
office administrator
Waitress at Poky Dot Restaurant
Customer Service/ Cash Office Associate
Staff Accountant for a CPA firm
Claims Manager
Accounting Clerk III
Senior Staff Accountant
Legal Instruments Examiner
Sales Assocate
Staff Accountant
Service Representative

Business Associate
Front desk agent
Personal assistant
Executive Assistant
sales consultant - verizon
Accounts Manager
Portfolio Manager
Financial Adviser
Donor Recruitment Development Field Representative
Accountant
Billing/Inventory/Cost specialist
Assistant Manager
Administrative Manager
Contract Specialist
Admissions Clerk
Insurance salse agent

FSU - Spring 2009 - School of Business Graduate Follow Up Survey		
Which category best describes your sector of employment?		
Answer Options	Response Frequency	Response Count
Retailing	9.2%	7
Banks and Insurance	9.2%	7
Manufacturing	7.9%	6
Health Service	9.2%	7
Government	13.2%	10
Technology	3.9%	3
Other (please specify)	47.4%	36
<i>answered question</i>		<b>76</b>
<i>skipped question</i>		<b>14</b>
<b>Other (please specify)</b>		
Construction		
Pharmaceutical		
Higher Education		
Higher ED		
Technology Education		
mail carrier		
Higher Education		
Commodities Trading		
Food Service		
Real Estate Investments		
Dental		
Teaching and Placement of Students		

Oil and Gas
Accounting
Natural Gas
Non-profit
Telecom
Higher Education
Social Services
Business-to-Business Account Sales & Services
State- Fairmont State University
Marketing
Higher Education
business
Accounting
Pharmaceuticals
Public Accounting Firm
Education
Hospitality
service
sales
Accounting
Finance & Collections
Biomedical Services
Public Accounting
HVAC - Specialty Contractor

FSU - Spring 2009 - School of Business Graduate Follow Up Survey		
Your initial starting annual salary immediately after graduation from FSU:		
Answer Options	Response Frequency	Response Count
< \$15,000	10.7%	8
\$15,000 to \$19,999	14.7%	11
\$20,000 to \$24,999	16.0%	12
\$25,000 to \$29,999	18.7%	14
\$30,000 to \$34,999	16.0%	12
\$35,000 to \$39,999	5.3%	4
\$40,000 to \$44,999	14.7%	11
\$45,000 to \$49,999	2.7%	2
\$50,000 to \$54,999	1.3%	1
\$55,000 to \$59,999	0.0%	0
\$60,000 to \$64,999	0.0%	0
\$65,000 to \$69,999	0.0%	0
\$70,000 or greater	0.0%	0
<i>answered question</i>		<b>75</b>
<i>skipped question</i>		<b>15</b>

FSU - Spring 2009 - School of Business Graduate Follow Up Survey

**Your current annual salary in your current position:**

Answer Options	Response Frequency	Response Count
< \$15,000	5.3%	4
\$15,000 to \$19,999	14.5%	11
\$20,000 to \$24,999	11.8%	9
\$25,000 to \$29,999	11.8%	9
\$30,000 to \$34,999	14.5%	11
\$35,000 to \$39,999	10.5%	8
\$40,000 to \$44,999	14.5%	11
\$45,000 to \$49,999	6.6%	5
\$50,000 to \$54,999	5.3%	4
\$55,000 to \$59,999	1.3%	1
\$60,000 to \$64,999	0.0%	0
\$65,000 to \$69,999	0.0%	0
\$70,000 or greater	3.9%	3
<i>answered question</i>		<b>76</b>
<i>skipped question</i>		<b>14</b>

FSU - Spring 2009 - School of Business Graduate Follow Up Survey

**How long have you been employed in your current position:**

Answer Options	Response Frequency	Response Count
less than 1 year	47.4%	37
1 year	14.1%	11
2 years	15.4%	12
3 years	2.6%	2
4 years	1.3%	1
more than 4 years	19.2%	15
<i>answered question</i>		<b>78</b>
<i>skipped question</i>		<b>12</b>

FSU - Spring 2009 - School of Business Graduate Follow Up Survey

**Are there any general comments you wish to make?**

Answer Options	Response Count
	36
<i>answered question</i>	<b>36</b>
<i>skipped question</i>	<b>54</b>

Selected Responses:

Off-Campus locations were benefit in having different programs that fit the needs of the community. We need programs that can be completed in at off-campus locations in nursing, CNA, Oil and Gas Industry related areas, and some upper level (if possible). More non-traditional students would pursue a 4-year degree if classes were made available to them (close to home) -- not main campus.

Mr. Bennett who was my Accounting I and II teacher was a very good teacher and helped me prepare myself for what life after college would be like. Also Mr. Weaver helped me understand how important marketing tactics play into the business world and how I can train my cognition to think in a business manner.

I would like to state that one of the best experiences I had at Fairmont State as a student was the entrepreneurial courses. They were informative, mind expanding, and they apply to all things that we may encounter in the everyday working world. I had the opportunity to write a full Business Model with the guidance of Dr. Kirby, and that has stuck with me throughout my post-graduate career.

I really enjoyed my college experience. I feel that the accounting department had professors who really cared about their students. They took the time to help students understand the material. I really felt that the one on one interaction made for a more rewarding experience.

I feel that my education in the school of B&E prepared me for my career. I understand that there have been major changes to the faculty as compared to when I attended FSU. I was disappointed to hear of how many "part time" accounting professors had been hired as the full time professors retired. Glenn Harman and Gary Bennett brought so much to that position with their experience and commitment to the Fairmont State students. Part time professors do not have as much invested in the school or the students and personally I feel that makes them less effective than full time professors, I'm sure the program has suffered because of this. Just my opinion.

What sets the School of Business apart from other programs and other disciplines at Fairmont State University and other schools is the faculty. The instructors are fantastic. Every course was a delight because of this.

I wish that graduating students had formal workshops on resume writing, interview processes and networking abilities. I am currently a graduate student in an MBA program and I would not have had stood a chance in the job market without extensive recruitment training.

Also, faculty advisors are not very efficient. I was not pleased to be required to have my schedule "pre-prepared" for a scheduled meeting with my advisor. It was basically a one-way process. Students NEED to be advised by quality professionals as it helps clear students vision of their futures. If I had more professional advising in my early undergraduate career I would have been able to a) graduate early or b) double major and been more prepared for the job market.

24 ACCT credits need to be incorporated into all of the Business concentrations! Government employers will take someone with 24 ACCT credits over someone with a Bachelor's degree in Business. 6 credits of Business Law can be counted into that 24 credits of ACCT too

I love Fairmont State and had a great experience as a student. I now recruit students to Fairmont in hopes that they will have the same great experience. The professors in the overall Business field were very knowledgeable and personable.

I think there should be a follow up program and communication with graduates and the college to ensure more job placements.

It is really hard to find a job in West Virginia in the field of Marketing. If a student would like to move away after graduating and live in a big city, then I would recommend this major to them.

I found FSU to be exactly what I needed. The professors were excellent and all were dedicated to helping the student succeed. Mary (Dede) Burnell goes above and beyond in this endeavor. She is always willing to assist students and see to their needs and has the utmost patience along with a very kind attitude. I was working 40 hours/week and taking 12 credits and it meant more than I can say to have someone like her as my advisor and professor. FSU is an excellent educational opportunity whether one wants to begin or to continue educational pursuits.

At times staff did not seem to be too helpful. Also, office hours need to be extended to accommodate nontraditional students. Most nontraditional students work and cannot make it to campus handle their affairs without taking time off work.

Accounting faculty was great.

The faculty members at FSU are extremely honorable, intellectual, and caring. My experience with them has proven to have a positive influence on my life and career. I would recommend any prospective student to attend this school because of the faculty and their willingness to teach.

# APPENDIX V

## Course Enrollments



**Course Enrollments  
Business Administration**

Course	Course Title	2003-2004			2004-2005			2005-2006			2006-2007			2007-2008			2008-2009		Total
		Fall	Spr	Sum	Fall	Spr	Sum	Fall	Spr	Sum	Fall	Spr	Sum	Fall	Spr	Sum	Fall	Spr	
ACCT 2201	Principles of Accounting I	343	105	46	328	139	54	293	155	23	350	140	23	306	149	20	320	147	2941
ACCT 2202	Principles of Accounting II	139	194	24	73	191	24	96	164	14	84	203	12	82	199	23	75	177	1774
ACCT 3301	Intermediate Accounting I	63			61			41			30			56			44		295
ACCT 3302	Intermediate Accounting II		48			41			27			23			41			30	210
ACCT 3303	Accounting Internship	2			2	2		3	2		3	5		3	2		3		27
ACCT 3325	Intermediate Accounting III	17			38			28			20			17			29		149
ACCT 3330	Advanced Accounting I	15			28			34			28			15			29		149
ACCT 3331	Advanced Accounting II		16			26			32			27			14			25	140
ACCT 3350	Accounting Information Systems	26			30			24			36			31			39		186
ACCT 3399	Special Topics in Accounting		11			13		1	9			20		1	15			9	79
ACCT 4404	Cost Accounting		24			33			33			35			38			32	195
ACCT 4405	Auditing	16			31			18			36			15			24		140
ACCT 4406	Federal Income Tax Accounting: Individual	25			34			26			30			28			33		176
ACCT 4407	Federal Income Tax Accounting: Part. & Corp.		21			30	1		23			27			26			28	156
ACCT 4410	Case Studies in Accounting					26			15			36			19			27	123
ACCT 4998	Undergraduate Research																		
BUSN 1199	Special Topics in Business	8													19				27
BUSN 2205	Small Business Fundamentals	104	93	21	79	83		135	75	16	123	68	16	119	72	13	72	64	1153
BUSN 2251	Corporate Communications	104	94		189	188	38	217	137	22	159	181	13	157	154	13	148	144	1958
BUSN 2299	Special Topics																		
BUSN 3300	Entrepreneurship		15		11	21		17	22		15	6		14	15		13	13	162
BUSN 3306	Business Law I	177	125	14	198	128	23	181	96	8	187	107	21	135	121	12	150	118	1801
BUSN 3307	Business Law II	67	108	9	82	107	15	67	88	8	65	67	13	36	46		55	67	900
BUSN 3310	Business & Economics Statistics	119	136	44	175	110	34	131	128	42	161	134	28	119	106	38	112	79	1696
BUSN 3319	Employment Law		17			18			44			27		14	58		10	14	202
BUSN 3320	International Business	87	120	35	88	69		91	91	10	99	89	24	124	91	23	102	91	1234
BUSN 3322	Managing Business in Europe																		
BUSN 3325	Women and Work	19			21	12		14			26			14			13		119
BUSN 3330	Business Intelligence													23			12		35
BUSN 3399	Special Topics in Business	16	6		7	5	9		2	16	1	15		5	10			15	107
BUSN 4405	Entrepreneurial Leadership					14			11			10			8				43
BUSN 4408	Business & Economics Field Studies																		
BUSN 4410	Enterprise Development		1								1							1	3
BUSN 4415	Strategic Management & Policy	44	59	26	65	56		52	98	10	71	86	38	102	90	22	104	91	1014
BUSN 4420	Business & Society		6											13					19
BUSN 4431	Methods & Materials in Teaching Business Education	5			5			3	3		7			7			3		33
BUSN 4440	Hospitality Management Internship								1			1	1				1	2	6
BUSN 4450	Business & Economics Internship	3	1		3	3	2	3	5	2	4	2	1	2	4	1	5	2	43
BUSN 4998	Undergraduate Research																		
ECON 1199	Special Topics in Economics																		
ECON 2200	Economics	251	255		225	241		242	243		187	216		94	144		102	154	2354
ECON 2201	Economic Principles & Problems I	260	114	16	268	160	28	263	151	17	273	126	17	255	124	17	222	80	2391

Course	Course Title	2003-2004			2004-2005			2005-2006			2006-2007			2007-2008			2008-2009		Total
		Fall	Spr	Sum	Fall	Spr	Sum	Fall	Spr	Sum	Fall	Spr	Sum	Fall	Spr	Sum	Fall	Spr	
ECON 2202	Economic Principles & Problems II	52	133	24	69	175	33	72	164	14	64	126	35	86	116	25	99	122	1409
ECON 3301	Intermediate Economic Analysis: Microeconomics																		
ECON 3302	Intermediate Economic Analysis: Macroeconomics																		
ECON 3303	Money, Credit & Banking	17			26				28			30		18					119
ECON 3305	Economics of Labor							33			29			22					84
ECON 3308	International Economics				13						39								52
ECON 4401	Managerial Economics		22			22			20			23							87
ECON 4406	Guided Economic Study	2	4			2		1				8							17
ECON 4998	Undergraduate Research																		
FINC 2201	Introduction to Financial Management	161	172	11	159	204	23	186	179	35	140	133	10	97	119	8	113	126	1876
FINC 3307	Personal Finance	19	21		17	44		17	42	10	48	40		20	40		21	41	380
FINC 3315	Venture Finance					12						25			6			8	51
FINC 3350	Investments	42	18		35	35		56	16		25	61		25	17		31	32	393
FINC 3384	Bank Management					30			27			33						46	136
FINC 3385	Analyzing Financial Statements	15	5		21			26	19		24				37		21		168
FINC 3387	Bank Simulation																		
FINC 3392	Trusts and Estate Planning		15																15
FINC 4410	Managerial Finance	28	2		33			30			47			45			30		215
FINC 4412	PC Applications for Managerial Finance		13			15			9			25		25			20		107
FINC 4998	Undergraduate Research																		
INFO 1199	Special Topics													7			10	48	65
INFO 2200	Fundamentals of Information Systems	77	89	10	102	105	12	130	122	5	123	122	16	98	141	9	154	124	1439
INFO 2207	Windows Server Installation & Maintenance																		
INFO 2235	Microcomputer Applications in Business	140	117	16	169	187	17	179	188	10	180	161	10	165	144	10	148	233	2074
INFO 3305	Hardware and Telecommunications																		
INFO 3310	Systems Analysis and Design		26			17			18			21		13	7		13	4	119
INFO 3339	Programming, Data and File Structures	23			29			21	21		24	20		16			5	5	164
INFO 3340	Advanced Application Development		21			23			13		12	16		13	18		9	7	132
INFO 3350	Internship in Information Systems	11	8		10	15		13	4		13	15		11	7		32	14	153
INFO 3373	Management/Human Resources Information Systems		4																4
INFO 3399	Special Topics										4								4
INFO 4420	Database Design & Implementation		21			20			14			26			19		1	15	116
INFO 4430	Advanced Topics in Information Systems	10	10		16	6		11			19	5		20	11		15	10	133
INFO 4998	Undergraduate Research																	2	2
MGMT 2209	Principles of Management		218	26	206	238	41	209	175	45	221	176	13	210	170	25	275	166	2414
MGMT 3308	Human Resource Management	84	124	5	68	116		93	163		103	96	33	98	105	34	80	96	1298
MGMT 3325	International Management		1																1
MGMT 3370	Compensation & Benefits	10				25			29									39	103
MGMT 3371	Employee Relations	27			41			38			37			42			36		221
MGMT 3372	Human Resource Selection & Evaluation		15									32		40					87
MGMT 3390	Organizational Behavior	44	64	14	36	58		54	32		53	32	9	55	57		54	34	596
MGMT 3399	Special Topics		11			21			16			2							50
MGMT 4400	Organizational Theory & Design		12								12			10			15		49

Course	Course Title	2003-2004			2004-2005			2005-2006			2006-2007			2007-2008			2008-2009		Total	
		Fall	Spr	Sum	Fall	Spr	Sum	Fall	Spr	Sum	Fall	Spr	Sum	Fall	Spr	Sum	Fall	Spr		
MGMT 4402	Organization Changes & Development	20			31			47	22		25	40		21	27			54	287	
MGMT 4405	Operations Management					34													34	
MGMT 4409	Quantitative Management		23						37			26			27				30	143
MGMT 4998	Undergraduate Research																			
MKTG 2204	Principles of Marketing	157	203	14	135	187	20	164	179	19	142	208	18	188	216	8	188	208	2254	
MKTG 2205	Salesmanship & Sales Management	40	20		28			41	18		29	8		35	1		37	22	279	
MKTG 3305	Supply Chain Management		20			23													43	
MKTG 3310	Consumer Behavior	23			18			21	23			16		22				38	161	
MKTG 3320	Advertising & Sales Promotion		27			29		12	31		25	25			40			40	229	
MKTG 3330	International Marketing	43	17		42	24		33	19		41	27		34	32		48	23	383	
MKTG 3340	Marketing Research	18	21		20	15		12	21		12	17		10	24			27	197	
MKTG 3399	Special Topics	1			8			2	2	1	1	1		1				1	18	
MKTG 4450	Marketing Management	24	18		19	12		17	18		20	21		14	13		16	13	205	
MKTG 4998	Undergraduate Research																			
TOTAL																		40606		

# APPENDIX VI

Services Courses

Service Courses  
Business Administration

Course No.	Course Title	Programs Supported
ACCT 2201	Principles of Accounting I	PC&TC Accounting Paraprofessional (Skill Set) PC&TC Business Technology (AAS) PC&TC Food Service Management (AAS) PC&TC Information Systems (AAS) PC&TC Office Management and Technology (AAS) FSU Aviation Technology (BS) FSU Graphics Technology (BS) FSU Allied Health Administration (BS) FSU Information Systems (BS) FSU Business Administration (BS) FSU Business Education (BA)
ACCT 2202	Principles of Accounting II	PC&TC Accounting Paraprofessional (Skill Set) PC&TC Business Technology (AAS) PC&TC Office Management and Technology (AAS) FSU Graphics Technology (BS) FSU Information Systems (BS) FSU Business Administration (BS) FSU Business Education (BA)
ACCT 2995	Professional Internship & Portfolio Development	PC&TC Business Technology (AAS)
BUSN 2205	Small Business Fundamentals	PC&TC Applied Design (AAS) PC&TC Business Technology (AAS) PC&TC Events Management (1 yr. certificate) PC&TC Folklife Studies – Folk Arts & Crafts Apprenticeship (1 yr. certificate)
BUSN 2251	Corporate Communications	PC&TC Administrative Assistant (Skill Set) PC&TC Applied Design (AAS) PC&TC Business Technology (AAS) PC&TC Information Systems (AAS) PC&TC Office Management and Technology (AAS) PC&TC Office Technology (Skill Set) FSU Occupational Safety (BS) FSU Information Systems (BS) FSU Accounting (BS) FSU Business Education (BA)
BUSN 3306	Business Law I	PC&TC Paralegal Studies (AAS) FSU Information Systems (BS) FSU Accounting (BS) FSU Business Education (BA)
BUSN 3307	Business Law II	PC&TC Paralegal Studies (AAS) FSU Accounting (BS)
BUSN 3310	Business & Economics Statistics	FSU Minor in Public Administration FSU Aviation Technology (BS) FSU Health Science (BS) FSU Allied Health Administration (BS) FSU Nursing (BS) FSU Information Systems (BS) FSU Accounting (BS)
BUSN 3320	International Business	FSU Minor in International Studies FSU Fashion Merchandising (BS) FSU Information Systems (BS) FSU Accounting (BS)
BUSN 3325	Women and Work	FSU Minor in Women's Studies
BUSN 3330	Business Intelligence	FSU National Security & Intelligence (BA)
BUSN 4415	Strategic Management & Policy	FSU Information Systems (BS) FSU Accounting (BS)
ECON 2200	Economics	PC&TC Drafting/Design Engineering Technology (AAS) FSU General Studies FSU History (BS) FSU National Security & Intelligence (BA) FSU Political Science (BA) FSU Social Studies (BA) FSU Aviation Technology (BS) FSU Civil Engineering Technology (AS) FSU Civil Engineering Technology (BS)

<b>Course No.</b>	<b>Course Title</b>	<b>Programs Supported</b>
		FSU Electronics Engineering Technology (AS) FSU Mechanical Engineering Technology (AS) FSU Education (BA)
ECON 2201	Economic Principles and Problems I	PC&TC Business Technology (AAS) FSU General Studies FSU Education (BA) FSU Fashion Merchandising (BS) FSU Information Systems (BS) FSU Accounting (BS) FSU Business Education (BA)
ECON 2202	Economic Principles & Problems II	PC&TC Business Technology (AAS) FSU Social Studies (BA) FSU Information Systems (BS) FSU Accounting (BS) FSU Business Education (BA)
ECON 3301	Intermediate Economic Analysis: Microeconomics	FSU Social Studies (BA)
ECON 3302	Intermediate Economic Analysis: Macroeconomics	FSU National Security & Intelligence (BA) FSU Social Studies (BA)
ECON 3303	Money, Credit & Banking	FSU Social Studies (BA)
ECON 3308	International Economics	FSU Minor in International Studies
FINC 2201	Introduction to Financial Management	PC&TC Accounting Paraprofessional (Skill Set) PC&TC Business Technology (AAS) FSU Minor in Public Administration FSU Graphics Technology (BS) FSU Information Systems (BS) FSU Accounting (BS)
FINC 3307	Personal Finance	FSU Graphics Technology (BS) FSU Business Education (BA)
INFO 1199	Special Topics	FSU Business Administration (BS)
INFO 2200	Fundamentals of Information Systems	PC&TC Business Technology (AAS) PC&TC Information Systems (AAS) PC&TC Office Management and Technology (AAS) FSU Graphics Technology (BS) FSU Minor in Computer Forensics FSU Accounting (BS) FSU Business Administration (BS)
INFO 2207	Windows Server Installation & Maintenance	PC&TC Information Systems (AAS) FSU Business Administration (BS)
INFO 2235	Microcomputer Applications in Business	PC&TC Administrative Assistant (Skill Set) PC&TC Business Technology (AAS) FSU Accounting (BS) FSU Business Administration (BS)
INFO 3305	Hardware and Telecommunications	FSU Business Administration (BS)
INFO 3310	Systems Analysis and Design	FSU Minor in Computer Forensics FSU Business Administration (BS)
INFO 3339	Programming, Data and File Structures	FSU Minor in Computer Forensics FSU Business Administration (BS)
INFO 3340	Advanced Application Development	FSU Minor in Computer Forensics FSU Business Administration (BS)
INFO 3350	Internship in Information Systems	FSU Business Administration (BS)
INFO 3373	Management/Human Resources Information Systems	FSU Business Administration (BS)
INFO 3399	Special Topics	FSU Business Administration (BS)
INFO 4420	Database Design & Implementation	FSU Business Administration (BS)
INFO 4430	Advanced Topics in Information Systems	FSU Business Administration (BS)
MGMT 2209	Principles of Management	PC&TC Administrative Assistant (Skill Set) PC&TC Business Technology (AAS) PC&TC Events Management (1 yr. certificate) PC&TC Food Service Management (AAS) PC&TC Information Systems (AAS) FSU Minor in Public Administration FSU Occupational Safety (BS) FSU Graphics Technology (BS) FSU Allied Health Administration (BS) FSU Nursing (BS) FSU Information Systems (BS) FSU Accounting (BS)
MGMT 3308	Human Resource Management	FSU Minor in Public Administration

<b>Course No.</b>	<b>Course Title</b>	<b>Programs Supported</b>
		FSU Fashion Merchandising (BS) FSU Allied Health Administration (BS) FSU Nursing (BS)
MGMT 3390	Organizational Behavior	FSU Minor in Public Administration FSU Allied Health Administration (BS)
MGMT 4405	Operations Management	FSU Aviation Technology (BS)
MGMT 4409	Quantitative Management	FSU Minor in Public Administration
MKTG 2204	Principles of Marketing	PC&TC Business Technology (AAS) PC&TC Events Management (1 yr. certificate) PC&TC Food Service Management (AAS) FSU Aviation Technology (BS) FSU Graphics Technology (BS) FSU Fashion Merchandising (BS) FSU Information Systems (BS) FSU Accounting (BS) FSU Business Education (BA)
MKTG 2205	Salesmanship & Sales Management	PC&TC Business Technology (AAS) FSU Graphics Technology (BS) FSU Fashion Merchandising (BS)
MKTG 3305	Supply Chain Management	FSU Fashion Merchandising (BS)
MKTG 3320	Advertising & Sales Promotion	FSU Graphics Technology (BS) FSU Fashion Merchandising (BS)

# APPENDIX VII

Success Rates:  
Service Course Enrollments



Service Course Enrollments  
Business Administration

Course	Course Title	2003-2004			2004-2005			2005-2006			2006-2007			2007-2008			2008-2009		Total
		Fall	Spr	Sum	Fall	Spr	Sum	Fall	Spr	Sum	Fall	Spr	Sum	Fall	Spr	Sum	Fall	Spr	
ACCT 2201	Principles of Accounting I	343	105	46	328	139	54	293	155	23	350	140	23	306	149	20	320	147	2941
ACCT 2202	Principles of Accounting II	139	194	24	73	191	24	96	164	14	84	203	12	82	199	23	75	177	1774
ACCT 2995	Professional Internship & Portfolio Development																	1	1
BUSN 2205	Small Business Fundamentals	104	93	21	79	83		135	75	16	123	68	16	119	72	13	72	64	1153
BUSN 2251	Corporate Communications	104	94		189	188	38	217	137	22	159	181	13	157	154	13	148	144	1958
BUSN 3306	Business Law I	177	125	14	198	128	23	181	96	8	187	107	21	135	121	12	150	118	1801
BUSN 3307	Business Law II	67	108	9	82	107	15	67	88	8	65	67	13	36	46		55	67	900
BUSN 3310	Business & Economics Statistics	119	136	44	175	110	34	131	128	42	161	134	28	119	106	38	112	79	1696
BUSN 3320	International Business	87	120	35	88	69		91	91	10	99	89	24	124	91	23	102	91	1234
BUSN 3325	Women and Work	19			21	12		14			26			14			13		119
BUSN 3330	Business Intelligence													23			12		35
BUSN 4415	Strategic Management & Policy	44	59	26	65	56		52	98	10	71	86	38	102	90	22	104	91	1014
ECON 2200	Economics	251	255		225	241		242	243		187	216		94	144		102	154	2354
ECON 2201	Economic Principles and Problems I	260	114	16	268	160	28	263	151	17	273	126	17	255	124	17	222	80	2391
ECON 2202	Economic Principles & Problems II	52	133	24	69	175	33	72	164	14	64	126	35	86	116	25	99	122	1409
ECON 3301	Intermediate Economic Analysis: Microeconomics																		
ECON 3302	Intermediate Economic Analysis: Macroeconomics																		
ECON 3303	Money, Credit & Banking	17			26				28			30		18					119
ECON 3308	International Economics				13						39								52
FINC 2201	Introduction to Financial Management	161	172	11	159	204	23	186	179	35	140	133	10	97	119	8	113	126	1876
FINC 3307	Personal Finance	19	21		17	44		17	42	10	48	40		20	40		21	41	380
INFO 1199	Special Topics														7		10	48	65
INFO 2200	Fundamentals of Information Systems	77	89	10	102	105	12	130	122	5	123	122	16	98	141	9	154	124	1439
INFO 2207	Windows Server Installation & Maintenance																		
INFO 2235	Microcomputer Applications in Business	140	117	16	169	187	17	179	188	10	180	161	10	165	144	10	148	233	2074
INFO 3305	Hardware and Telecommunications																		
INFO 3310	Systems Analysis and Design		26			17			18			21		13	7		13	4	119
INFO 3339	Programming, Data and File Structures	23			29			21	21		24	20		16			5	5	164
INFO 3340	Advanced Application Development		21			23			13		12	16		13	18		9	7	132
INFO 3350	Internship in Information Systems	11	8		10	15		13	4		13	15		11	7		32	14	153
INFO 3373	Management/Human Resources Information Systems		4																4
INFO 3399	Special Topics										4								4
INFO 4420	Database Design & Implementation		21			20			14			26			19		1	15	116
INFO 4430	Advanced Topics in Information Systems	10	10		16	6		11			19	5		20	11		15	10	133
MGMT 2209	Principles of Management		218	26	206	238	41	209	175	45	221	176	13	210	170	25	275	166	2414
MGMT 3308	Human Resource Management	84	124	5	68	116		93	163		103	96	33	98	105	34	80	96	1298
MGMT 3390	Organizational Behavior	44	64	14	36	58		54	32		53	32	9	55	57		54	34	596
MGMT 4405	Operations Management					34													34
MGMT 4409	Quantitative Management		23						37			26			27			30	143
MKTG 2204	Principles of Marketing	157	203	14	135	187	20	164	179	19	142	208	18	188	216	8	188	208	2254
MKTG 2205	Salesmanship & Sales Management	40	20		28			41	18		29	8		35	1		37	22	279

Course	Course Title	2003-2004			2004-2005			2005-2006			2006-2007			2007-2008			2008-2009		Total	
		Fall	Spr	Sum	Fall	Spr	Sum	Fall	Spr	Sum	Fall	Spr	Sum	Fall	Spr	Sum	Fall	Spr		
MKTG 3305	Supply Chain Management	23			18			21	23			16			22			38		161
MKTG 3320	Advertising & Sales Promotion	43	17		42	24		33	19			41	27		34	32		48	23	383
TOTAL																			35172	

# APPENDIX VIII

## Extension Education/Off Campus Courses

Extension Education/Off Campus Courses  
 Course Enrollments  
 Business Administration

Campus	Course	Course Title	2003-2004			2004-2005			2005-2006			2006-2007			2007-2008			2008-2009		Total
			Fall	Spr	Sum	Fall	Spr	Sum	Fall	Spr	Sum	Fall	Spr	Sum	Fall	Spr	Sum	Fall	Spr	
Barbour County	BUSN 2251	Corporate Communications											7							7
	ECON 2200	Economics			7															7
	ECON 2201	Economic Principles and Problems I																9		9
	MGMT 2209	Principles of Management			7															7
	MKTG 2204	Principles of Marketing			8								9							17
Total for Barbour Campus																			47	
Caperton Center	ACCT 2201	Principles of Accounting I			57	22		62	36		67	40		61	47		64	42	498	
	ACCT 2202	Principles of Accounting II			18	28		25	39		27	34		26	39		27	40	303	
	ACCT 3301	Intermediate Accounting I			20			20											40	
	ACCT 3302	Intermediate Accounting II				8			6										14	
	BUSN 2205	Small Business Fundamentals				27			23			23			24			23	120	
	BUSN 2251	Corporate Communications			20	39		36	40		36	34		29	39		34	33	340	
	BUSN 3300	Entrepreneurship				21			22			6			15			13	77	
	BUSN 3306	Business Law I			48	22		51	13		56	14		38	23		41	20	326	
	BUSN 3307	Business Law II			13	33		13	21		14	16		14	15		19	19	177	
	BUSN 3310	Business & Economics Statistics			23			28			33			30			27		141	
	BUSN 3319	Employment Law							31					14			10		55	
	BUSN 3320	International Business			17			21			29			21			29		117	
	BUSN 3325	Women and Work			21			14			26			14			13		88	
	BUSN 3399	Special Topics in Business				1	9			16									26	
	BUSN 4415	Strategic Management & Policy			17				27			30	11		12			19	116	
BUSN	Business & Society												13					13		



Campus	Course	Course Title	2003-2004			2004-2005			2005-2006			2006-2007			2007-2008			2008-2009		Total
			Fall	Spr	Sum	Fall	Spr	Sum	Fall	Spr	Sum	Fall	Spr	Sum	Fall	Spr	Sum	Fall	Spr	
	INFO 2235	Microcomputer Applications in Business	13	10			22		8	20		14	7						94	
	MGMT 2209	Principles of Management		50			12				24								86	
	Total for Correctional Facilities																		484	
Lewis County	ACCT 2201	Principles of Accounting I				23			23			23			26			17	112	
	ACCT 2202	Principles of Accounting II					18			10			9		20			23	80	
	ACCT 3301	Intermediate Accounting I				8													8	
	ACCT 3302	Intermediate Accounting II					5												5	
	BUSN 2205	Small Business Fundamentals					13		18	13		19	5		13	7		11	99	
	BUSN 2251	Corporate Communications				19	16		13	8		19	8		15	7		13	16	134
	BUSN 3306	Business Law I					21												21	
	ECON 2200	Economics								19			18		7				44	
	ECON 2201	Economic Principles and Problems I					25	8		27			24		23			21	128	
	ECON 2202	Economic Principles & Problems II				17			29			18		26			18		108	
	FINC 2201	Introduction to Financial Management							22	14		23	10		9		8	16	102	
	FINC 3350	Investments					14												14	
	INFO 2200	Fundamentals of Information Systems								25			16		21		20	18	100	
	INFO 2235	Microcomputer Applications in Business				18	12		15	12		13	14		13	8		12	19	136
	MGMT 2209	Principles of Management				9	20		10	11		14	12		9	15		16	18	134
	MGMT 3308	Human Resource Management				7			17	22		5			6	10			67	
	MKTG 2204	Principles of Marketing					23			15			18		15	10		16	9	106
	MKTG 2205	Salesmanship & Sales Management							13	8			8		10			12		51
Total for Lewis County Campus																		1449		
Monongalia County	ACCT 2201	Principles of Accounting I				23			18			22			21			21	105	
	ACCT 2202	Principles of Accounting II					8			8		10		17			11	54		
	BUSN	Small Business							13					16				29		

Campus	Course	Course Title	2003-2004			2004-2005			2005-2006			2006-2007			2007-2008			2008-2009		Total	
			Fall	Spr	Sum	Fall	Spr	Sum	Fall	Spr	Sum	Fall	Spr	Sum	Fall	Spr	Sum	Fall	Spr		
	2205	Fundamentals																			
	BUSN 2251	Corporate Communications				11				18				21			19			23	92
	BUSN 3306	Business Law I								15				13			21			21	70
	BUSN 3307	Business Law II									14					6			8		28
	BUSN 3310	Business & Economics Statistics				21	23	19		22	15	20	30	9	18		13	22			212
	BUSN 3319	Employment Law																		14	14
	BUSN 3320	International Business									21			19			21			20	81
	BUSN 3325	Women and Work					12														12
	BUSN 4415	Strategic Management & Policy											19			28			18		65
	ECON 2201	Economic Principles and Problems I				20				14						17			22		73
	ECON 2202	Economic Principles & Problems II					11				11					13			14		49
	FINC 2201	Introduction to Financial Management									20					11					31
	FINC 3307	Personal Finance										10	19								29
	FINC 3350	Investments												16							16
	INFO 2200	Fundamentals of Information Systems					12														12
	INFO 2235	Microcomputer Applications in Business											12	10		8			12		42
	MGMT 2209	Principles of Management				14	20			19	17		23			20			24		137
	MGMT 3308	Human Resource Management					13														13
	MGMT 3390	Organizational Behavior					12														12
	MKTG 2204	Principles of Marketing					23				18			19		15	20		22	22	139
	MKTG 2205	Salesmanship & Sales Management														3					3
Total for Monongalia County Campus																				1318	
Preston County	BUSN 2251	Corporate Communications									8										8
	FINC 2201	Introduction to Financial Management								10											10
Total for Preston County Campus																				18	
Randolph	ACCT	Principles of Accounting I				19							19			19			9		66





Campus	Course	Course Title	2003-2004			2004-2005			2005-2006			2006-2007			2007-2008			2008-2009		Total
			Fall	Spr	Sum	Fall	Spr	Sum	Fall	Spr	Sum	Fall	Spr	Sum	Fall	Spr	Sum	Fall	Spr	
	3310	Statistics																		
	BUSN 3320	International Business	19		11															30
	BUSN 3325	Women and Work	19																	19
	ECON 2200	Economics	35	58																93
	ECON 2201	Economic Principles and Problems I	49	21																70
	ECON 2202	Economic Principles & Problems II	17	14																31
	FINC 2201	Introduction to Financial Management	46	68																114
	FINC 3307	Personal Finance	19																	19
	FINC 3350	Investments	6	18																24
	FINC 3385	Analyzing Financial Statements		5																5
	FINC 3392	Trusts and Estate Planning		15																15
	INFO 2200	Fundamentals of Information Systems	30	8																38
	INFO 2235	Microcomputer Applications in Business	45	30																75
	MGMT 2209	Principles of Management		79																79
	MGMT 3308	Human Resource Management	17	46	5															68
	MGMT 3370	Compensation & Benefits	10																	10
	MGMT 3390	Organizational Behavior	13																	13
	MGMT 4400	Organizational Theory & Design		12																12
	MKTG 2204	Principles of Marketing	45	57																102
	MKTG 2205	Salesmanship & Sales Management		20																20
	MKTG 3320	Advertising & Sales Promotion	12																	12
	Total Other (Campus Not Specified)																		1464	
Virtual Online Campus	BUSN 2251	Corporate Communications										20	60		40	25		25		170
	BUSN 3319	Employment Law														58				58
	ECON 2200	Economics													41	69		79	84	273

Campus	Course	Course Title	2003-2004			2004-2005			2005-2006			2006-2007			2007-2008			2008-2009		Total	
			Fall	Spr	Sum	Fall	Spr	Sum	Fall	Spr	Sum	Fall	Spr	Sum	Fall	Spr	Sum	Fall	Spr		
	FINC 2201	Introduction to Financial Management														46				46	
	FINC 3350	Investments										24			25					49	
	FINC 4412	PC Applications for Managerial Finance											25			25			20	70	
	INFO 2235	Microcomputer Applications in Business								20		24	21							65	
	INFO 4430	Advanced Topics in Information Systems														11				11	
	MGMT 2209	Principles of Management															25			25	
	MGMT 3308	Human Resource Management					24			21	57		31	50	33	56	81	34	80	467	
	MKTG 2204	Principles of Marketing					21			24	20		24	21		22	31		35	34	232
	MKTG 3310	Consumer Behavior											25								25
	MKTG 4450	Marketing Management											20	21							41
Total for Virtual Online Campus																			1532		
GRAND TOTAL																			12087		

# APPENDIX IX

## Assessment Plan



# **Business Administration Outcomes Assessment Plan**

**Dr. Richard Harvey, Dean  
Dr. Jack Kirby, Associate Dean**

**September 2008**



# **Business Administration Outcomes Assessment Plan**

**Dr. Richard Harvey, Dean  
Dr. Jack Kirby, Associate Dean**

**September 2008**

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**Fairmont State University**  
**School of Business**  
**Business Administration**  
**Outcomes Assessment Plan**

The purpose of outcomes assessment is to measure the effectiveness of the School of Business on a continuous basis. In essence, outcomes assessment can be considered a continuous improvement process, the results of which should strengthen our organization by providing us with an opportunity to make our degree programs better. Outcomes assessment is also an integral part of our strategic planning process since the results will help drive the planning and budgeting processes.

The 2007-2008 academic year marked broad changes in assessment methodology in the School of Business (SOB) in support of Goal 1 of the institutional strategic plan:

**Goal 1. Empower faculty and students to achieve high levels of teaching and learning.**

1. Support teaching and learning as the central focus of the institution.
2. Maximize facilities (virtual and physical) for effective teaching and learning.
3. Support learning through a fully outcomes-based curriculum.
4. Integrate the development of the following liberal education abilities across the college experience: communication, critical analysis, problem solving, decision making, social interaction, global perspective, effective citizenship, and aesthetic engagement.

Each degree program within the SOB was asked to develop comprehensive programmatic learning outcomes and to align the curricula to be consistent with these aims. The next step will be to establish appropriate measures and collect data, perform analyses, and revise programs. We started this process with assessment of our first program outcome during the 2007-2008 academic year. The results and findings have been compiled and some preliminary recommendations have been made to improve our courses and programs. The SOB faculty and department coordinators continue to meet to determine final recommendations to be implemented.

For the undergraduate curriculum, discipline-specific knowledge emphasizes understanding of the main principles within functional areas including accounting, economics, finance, information systems, management, and marketing. Student acquisition of knowledge in these

functional areas is assessed through direct measures used throughout the SOB curriculum. These measures include, but are not limited to, course quizzes, examinations, homework assignments, case studies, projects, papers, and class discussion. Currently, all business core courses have defined course outcomes, assessment measures, and standards of satisfactory performance. During the 2008-2009 academic year our goal is to define course learning outcomes in all SOB courses, along with direct assessment measures and standards of satisfactory performance.

Additionally, undergraduate multidisciplinary learning outcomes are made up of interpersonal and communication skills, analytical and critical thinking skills, ethical and social consciousness, and multicultural competence. Student learning in these areas is assessed through direct measures used throughout the SOB curriculum as well as in many other courses within the general studies requirements. Multiple direct assessment measures are incorporated into all appropriate SOB courses designed to determine the level of learning associated with these multidisciplinary learning outcomes. Fairmont State University has developed general studies outcomes. This is a recent initiative, with the final general studies outcomes approved and adopted during the spring semester 2008. The SOB is in the process of mapping our SOB course outcomes to these liberal studies outcomes. This mapping process will occur during the 2008-2009 academic year. This will allow consistent assessment of multidisciplinary learning outcomes across campus, regardless of discipline.

The MBA graduate program concentrates on the integration of advanced management skills, highlighting application, change management, and leadership. Thus, assessment efforts at the graduate level will focus on the same set of undergraduate multidisciplinary learning outcomes, along with an evaluation of students' ability to assimilate functional knowledge.

Fairmont State University has adopted a software application, Taskstream, to record all program outcomes, courses outcomes, mapping of course outcomes to program outcomes, mapping of course outcomes to general studies outcomes, and to record direct assessment measures, results and findings, as well as recommendations and reflections on the process. This software was made available across campus at the beginning of the fall semester 2008. The SOB has already entered all program outcomes, course outcomes, the direct assessment measures, along with



findings and results, recommendations and reflections for assessment of Program Outcome I, which was the chosen outcome to assess during the 2007-2008 academic year. This was completed using data and artifacts collected from all core business courses. The Taskstream software also allows the uploading of pertinent artifacts, such as copies of assessment instruments and rubrics. Several assessment instruments have already been entered into Taskstream.

Currently, another Taskstream product is being piloted on campus that would allow the institution to maintain student portfolios. This pilot will occur during the 2008-2009 academic year. If the pilot is successful, it is likely that we will have access to this portfolio software for the 2009-2010 academic year.

As indicated above, Program Outcome I was assessed during the 2007-2008 academic year, with artifacts, results, and findings collected and currently being assessed. The SOB faculty have already identified some course structure and delivery changes that they plan to implement which should enhance and improve student learning. Review of the results and findings from this first year continues by the SOB faculty and department coordinators. The plan is to assess one program outcome each academic year, such that all five program outcomes are assessed every five years.

Additionally, the SOB will administer ETS major field tests annually as an additional direct measure of student learning.

There are several indirect measures that are used as well in our outcomes assessment program:

- The Noel-Levitz Student Satisfaction Survey was conducted in April 2006. This instrument is administered by Fairmont State on a periodic basis.
- A College Learning Assessment is conducted every year all across Fairmont State University's campus, with results shared with all programs and faculty. The SOB was the largest participant in the 2007-2008 CLA assessment period. One faculty member from the SOB will be attending a CLA Workshop on December 4<sup>th</sup> & 5<sup>th</sup>, 2008.

- An Alumni Survey is conducted once every five years during our five-year Program Review.
- An Employer Survey is conducted once every five years during our five-year Program Review.

Fairmont State University and the School of Business are dedicated to the outcomes assessment process as a means of continuous improvement. Part of implementing a successful outcomes assessment program is, not simply understanding the value of the process, but learning how to implement a program that will yield meaningful results. This requires education of the participants (faculty, staff, and administrators) on how to administer the program effectively and exposing them to best practices from other successful programs. Fairmont State University and the SOB have provided such opportunities. Dr. Kirby, Associate Dean for the SOB, was a member of a faculty team that attended the Best Assessment Processes IX symposium sponsored by ABET in April 2007. Dr. Kirby and Dr. Harvey, Dean for the SOB, have been on the institutional assessment committee since its inception in August 2007. Dr. Kirby, who leads the outcomes assessment process for the SOB, is also scheduled to attend the Higher Learning Commission (HLC) Assessment conference in Chicago, Illinois on October 22-24, 2008 and the AACSB Assessment Conference in Dallas, Texas on December 4-6, 2008. An SOB faculty member will be attending the CLA (College Learning Assessment) workshop in Charleston, West Virginia on December 4-5, 2008. All conference attendees accept the responsibility of sharing what they have learned once they return to campus. Through this kind of commitment we will strengthen our organization, enhance the quality of our programs and services, and provide the best learning environment for our students.

**Fairmont State University Mission Statement**

The Mission of **Fairmont State University** is to provide opportunities for individuals to achieve their professional and personal goals and discover roles for responsible citizenship that promote the common good.

**School of Business Mission Statement**

The Mission of the School of Business is to offer programs designed to develop student core competencies in accounting, management, marketing, economics, finance, information systems, and quantitative methods. Students acquire additional competencies in their chosen major field and learn to apply concepts of teamwork, communication, creative thinking, and adaptability for careers in positions of leadership in business, education, government, and industry.

**B.S. Business Administration Program Outcomes**

Upon successful completion of this program, students will be able to:

**Outcome**

---

**B.S. Business Administration Program Outcome 1**

Upon successful completion of the BSBA program, students will be able to demonstrate a foundation of business knowledge and technical skills (that supports and facilitates an appreciation of lifelong professional development).

**B.S. Business Administration Program Outcome 2**

Upon successful completion of the BSBA program, students will be able to use critical thinking to solve complex organizational problems.

**B.S. Business Administration Program Outcome 3**

Upon successful completion of the BSBA program, students will be able to communicate effectively using oral, written, and electronic documentation skills.

**B.S. Business Administration Program Outcome 4**

Upon successful completion of the BSBA program, students will have a conceptual understanding of the overall context of international business and the ability to link theory to practice.

**B.S. Business Administration Program Outcome 5**

Upon successful completion of the BSBA program, students will be able to assess the implications of personal value, legal, ethical and social issues of individual and organizational business activities.

**B.S. Business Administration Program Outcomes  
Direct Measures & Satisfactory Performance Standards**

Program Outcomes	Direct Assessment Measure	Satisfactory Performance Standard
1) Upon successful completion of the BSBA program, students will be able to demonstrate a <b>foundation</b> of business knowledge and technical skills (that supports and facilitates an appreciation of lifelong professional development).	Course Exams/Quizzes, Case studies/Projects and other Assignments, and Class Discussions	C or better
2) Upon successful completion of the BSBA program, students will be able to use <b>critical thinking</b> to solve complex organizational problems.	Multiple assessments of student performance throughout their academic career in the School of Business will be conducted to provide useful and meaningful information that is relevant to making key decisions about how to improve student learning. These assessments will use a common Critical Thinking Rubric.	C or better
3) Upon successful completion of the BSBA program, students will be able to <b>communicate</b> effectively using oral, written, and electronic documentation skills.	Multiple assessments of student performance throughout their academic career in the School of Business will be conducted to provide useful and meaningful information that is relevant to making key decisions about how to improve student communication.	C or better
4) Upon successful completion of the BSBA program, students will have a conceptual understanding of the overall context of <b>international business</b> and the ability to link theory to practice.	Course Exams/Quizzes, Case studies/Projects and other Assignments, and Class Discussions	C or better
5) Upon successful completion of the BSBA program, students will be able to assess the implications of <b>personal value, legal, ethical</b> and <b>social issues</b> of individual and organizational business activities.	Course Exams/Quizzes, Case studies/Projects and other Assignments, and Class Discussions	C or better

## Business Courses and Learning Outcomes

### ACCT 2201

#### Principles of Accounting I

*Description:* This course covers fundamental accounting theory and procedures: organization of accounts, the accounting cycle, working papers and the preparation of financial and operating statements for proprietorships.

*Outcomes:* Students should be able to:

- state the basic accounting equation, explain the meaning of its terms and underlying concepts, and analyze the effect of business transactions on it;
- prepare a multiple-step income statement, owner's equity statement, and classified balance sheet and demonstrate an understanding of the underlying concepts of the statement of cash flows;
- demonstrate the steps in the accounting cycle for both a service enterprise and a merchandising company;
- explain accrual accounting and the underlying principles which cause adjusting entries to be made;
- identify the basic principles of accounting information systems.
- identify the principles of internal control and explain and demonstrate their application to cash receipts and disbursements;
- explain the underlying concepts of recording receivables and prepare journal entries to record their acquisition, initial and interim valuation, and disposition;
- explain the effect of both periodic and perpetual inventory accounting on sales, gross profit, and net income including their presentation in the income statement; and
- explain the underlying concepts of inventory valuation describe the inventory cost flow assumptions and demonstrate the effect of each method of cost flow on the financial statements and on income taxes.

### ACCT 2202

#### Principles of Accounting II

*Description:* The second semester of this course is a further study of the accounting process as applied to various business organizations. The two semesters of this course are designed to give students an adequate understanding of the recording, classifying and summarizing of business transactions in order to proceed with the interpretation and analysis of accounting data. This is a basic course for accounting majors, majors in other areas of business administration, and those whose major interest is in economics, political science, law or other professional areas. PR: ACCT 2201.

*Outcomes:* Students should be able to:

- record the acquisition, valuation, and disposition of plant assets, natural resources and intangible assets;
- demonstrate the accounting for payroll and other current liabilities;

- record the formation, dissolution, and liquidation of a partnership and the division of partnership net income or loss;
- record common stock transactions and the payment of cash and stock dividends;
- prepare and analyze a corporate balance sheet (especially the Stockholders Equity section) and a comprehensive corporate income statement including earnings per share;
- demonstrate the entries for recording bonds and long-term notes payable;
- prepare a statement of cash flows using the indirect method; and
- analyze financial statements using horizontal, vertical, and ratio analysis techniques.

## **BUSN 2251**

### **Corporate Communications**

*Description:* This course focuses on writing effective business correspondence including letters, memos, and e-mail messages. Interpersonal communications in the workplace are also addressed. This course also deals with the preparation and presentation of professional reports. The various forms of communication necessary for job hunting, including resumes and application letter, are also integrated into the course. PR: ENGL 1104.

*Outcomes:* Students should be able to:

- understand the foundation of communication and its magnitude in business;
- comprehend and develop the process of business writing;
- learn to communicate via letters, memorandums, and electronic communication;
- integrate real-world business communication challenges;
- render an exposure to preparing resumes and interviewing for a job;
- foster good speaking and writing skills as well as critical thinking; and
- edify the importance of group work and analyze its dynamics.

## **BUSN 3306**

### **Business Law I**

*Description:* A study of the nature and function of our legal system, courts, and procedures as they relate to business, including the law of contracts and sales.

*Outcomes:* Students will be able to:

- know and understand factual knowledge (legal terminology, classifications) related to business;
- know and understand sources of law affecting business;
- know and understand constitutional authority;
- know and understand how to apply legal concepts to personal and business affairs;
- know and understand individual rights;
- know and understand elements and terms of contracts;
- know and understand relationship of buyer/seller; and
- know and understand ethics and social responsibility.

**BUSN 3310****Business and Economic Statistics**

*Description:* The course provides students with an introductory survey of business statistics. It covers three main units: descriptive statistics and data analysis, foundations of inference and inferential statistics. PR: MATH 1112.

*Outcomes:* Students will be able to:

- understand the meaning of “statistics”;
- understand the distinction between the population and the sample;
- understand the types of statistic data;
- understand how statistical data are organized in terms of frequency of occurrence;
- understand what kinds of numerical and graphical displays are used for data;
- understand how to measure central tendency and dispersion;
- understand the basic concepts of probability and how they relate to relative frequency;
- understand how to obtain expected value and variance of the discrete data;
- understand the properties of the normal distribution and why it is so important;
- understand how the central limit theorem enables us to use the normal curve to find probabilities for future levels of the sample mean;
- understand confidence intervals for the mean and proportion and how they are used and constructed;
- understand hypothesis testing and how it may be used in decision making; and
- understand how statistics measures and expresses association between variables.

**BUSN 3320****International Business**

*Description:* This is an introductory course, designed to expose students to the nature of international business and the cultural, social, political, economic and technological forces that make up its environment. Students will study the importance of international trade and organizations, as well as the international monetary system and its impact on businesses, current international business developments, projected long-term global trends, unique opportunities, problems, ethical issues, characteristics and demands facing entrepreneurs and business personnel engaged in international business.

*Outcomes:* Students will be able to:

- express an understanding of international business, including foreign competitors and markets;
- understand how cultural, political, economic, environmental, sociological, and legal differences among nations affect the process of doing business abroad;
- understand how functional areas of international business such as marketing, management, financing, and accounting are applicable in business operating outside the United States;
- understand the changing international environment and its affect on businesses; and
- understand and develop decision-making skills in the management of international business.



## **BUSN 4415**

### **Strategic Management and Policy**

*Description:* This course allows the student to integrate the concepts and principles offered in the various disciplines of study within the School of Business. Through the process of case analysis, students will enhance their analytic and problem-solving skills by formulating the policies and strategies that are used in modern business organizations. PR: ACCT 2202, FINC 2201 and senior standing.

*Outcomes:* Students will be able to:

- identify frameworks for analyzing an industry and competitors in a variety of settings;
- analyze and evaluate a firm's performance based on an industry's structure;
- identify and collect data relevant to analysis from a variety of publicly available and primary sources;
- analyze data and report to top management in order to facilitate strategic decisions;
- get hands-on experience on applying theories and frameworks to a real firm along the lines of a professional consulting assignment; and
- utilize strategic tools and theories such as a SWOT analysis, environmental scanning, etc.

## **ECON 2201**

### **Economic Principles and Problems I**

*Description:* This course approaches the subject from the point of view of macroeconomics, studying the nature and method of economics and describing how the capitalist system functions. Further study is made of the business cycle, fiscal policy, monetary policy, gross national product, and similar concepts. Some time is devoted to the study of competing economic systems.

*Outcomes:* Students will be able to:

- define economics and explain the kinds of questions that economists try to answer;
- explain and illustrate the concepts of scarcity, opportunity cost, production efficiency, and tradeoff using the production possibility frontier;
- explain how demand and supply determine price and quantity in a market and explain the effects of changes in demand and supply;
- define Gross National Product (GDP), describe how it is measured, and distinguish between nominal GDP and real GDP;
- describe the sources and types of unemployment and their economic consequences;
- define money, describe its functions, and explain how banks create money and how Fed controls the quantity of money;
- describe the sources of inflation and how it is measured;
- describe the expansionary and contractionary fiscal policy; and
- explain and compare alternative monetary policy strategies.

## **ECON 2202**

### **Economic Principles and Problems II**

*Description:* This course is devoted to microeconomics. It follows the analysis of the firm and the decisions made by the managers of the firm, and includes the analysis of demand and supply and price and output determination. It is also concerned with the important problems in the field of economics: monopoly, agriculture, international trade, labor, economic development and similar issues. PR: ECON 2201.

*Outcomes:* Students will be able to:

- explain how demand and supply determine price and quantity in a market and explain the effects of changes in demand and supply;
- define, explain the factors that influence, and calculate the price elasticity of demand, price elasticity of supply, cross elasticity of demand, and the income elasticity of demand;
- explain marginal utility theory and use it to derive a consumer's demand curve;
- explain how economists measure a firm's cost of production and productivity in the short run and in the long run;
- describe the characteristics of the four primary market structures: perfect competition, monopolistic competition, oligopoly, and pure monopoly;
- explain how the firm determines its level of output and its profit/loss under the four primary market structures; and
- describe how labor wages are determined in the case of competition, Monopoly, and labor union.

## **FINC 2201**

### **Introduction to Financial Management**

*Description:* This course is intended to give the student a background in the field of financial management, with emphasis on cost of capital, cost of external capital, cost of retained earnings, and similar concepts. It will also cover material investment decisions and financial decisions. PR: ACCT 2201.

*Outcomes:* Students will be able to:

- describe and analyze financial statements;
- explain financial markets, comprehend the time value of money, perform security valuation, and describe the relationship between risk and return;
- properly develop working capital policy; and
- prepare a capital budget by utilizing various capital budgeting techniques.

## **INFO 2200**

### **Fundamentals of Information Systems**

*Description:* The course is an introduction to basic business information systems, including networking, systems analysis and design. PR: INFO 1100 or COMP 1100.

*Outcomes:* Students will be able to:

- identify the components of an information system;
- differentiate data from information and any other management decision-making terminology in the business environment;
- apply ethical information technology management concepts to gain a competitive advantage in business;
- apply strategic information systems and reorganization principles to achieve the goals of the organization;
- demonstrate written communications skills by writing a Major Proj Outline, dev a PPT, and writing an Exec Summary of their presentation.
- demonstrate oral communications skills in class participation, interacting within a team environment, and presenting a team Major Project Pres.; and
- demonstrate teamwork skills by developing and presenting a team major project presentation.

## **INFO 2235**

### **Microcomputer Applications in Business**

*Description:* This course will provide the opportunity to develop and use basic decision support systems. A problem-solving approach is used to introduce students to the modern business decision-making process. The emphasis is on making business decisions by using and customizing off-the-shelf software. PR: INFO 1100 or COMP 1100.

*Outcomes:* Students will be able to:

- understand the fundamental principles of Information Systems and recognize the effective use of information systems in a business environment;
- analyze a business problem or situation and determine if and/or how computer applications could be used to enhance the decision-making process; and
- construct professional-quality, computer-generated documents to support a given business scenario. The application of the computer process should provide an effective and beneficial aid to the particular circumstances.

## **MGMT 2209**

### **Principles of Management**

*Description:* The emphasis in this course is on the modern approach to the field of management. Theoretical and practical approaches are presented, along with analytical techniques that are applicable in the various management and production areas.

*Outcomes:* Students will be able to:

- successfully demonstrate to the instructor understanding of the evolution of management thought, management concepts and analytical techniques;
- successfully demonstrate to the instructor an understanding of the four basic management processes (planning, organizing, leading, and controlling);
- successfully demonstrate to the instructor an understanding of the impact of environmental factors, and organizational culture on organization and managerial successes; and
- successfully demonstrate to the instructor his/her ability to utilize problem solving, critical thinking skills, and sound ethical management practices to articulate basic management issues.

## **MKTG 2204**

### **Principles of Marketing**

*Description:* A study of those business activities that direct the flow of goods and services from producers to consumers.

*Outcomes:* Students will be able to:

- successfully demonstrate to the instructor an understanding marketing activities and theories as they relate to creating good customer relations and satisfaction;
- successfully demonstrate to the instructor an understanding of the marketing mix (product, price, distribution, and communication);
- successfully demonstrate to the instructor an understanding of basic marketing research activity to further understand consumer and business buying behavior; and
- successfully demonstrate to the instructor his/her ability to utilize problem solving, critical thinking skills, and sound ethical marketing practices to articulate basic marketing issues.

## B.S. Business Administration Course Outcomes and Measures

### ACCT 2201 (Principles of Accounting I) Course Outcomes

Upon successful completion of this course, students will be able to:

#### ACCT 2201 Course Outcome 2201.2

The students should be able to prepare a multiple-step income statement, owner's equity statement, and classified balance sheet and demonstrate and understanding of the underlying concepts of the statement of cash flows.

**Measure:** ACCT 2201 Course Outcome 2201.2  
Direct - Exam

**Details/Description:** Homework, Quizzes, Exams  
**Satisfactory Performance Standard:** C or better

#### ACCT 2201 Course Outcome 2201.3

The students should be able to demonstrate the steps in the accounting cycle for both a service enterprise and a merchandising company.

**Measure:** ACCT 2201 Course Outcome 2201.3  
Direct - Exam

**Details/Description:** Homework, Quizzes, Exams  
**Satisfactory Performance Standard:** C or better

#### ACCT 2201 Course Outcome 2201.4

The students should be able to explain accrual accounting and the underlying principles which cause adjusting entries to be made.

**Measure:** ACCT 2201 Course Outcome 2201.4  
Direct - Exam

**Details/Description:** Class Discussions, Homework, Quizzes, Exams  
**Satisfactory Performance Standard:** C or better

#### ACCT 2201 Course Outcome 2201.5

The students should be able to identify the basic principles of accounting information systems.

**Measure:** ACCT 2201 Course Outcome 2201.5  
Direct - Exam

**Details/Description:** Homework, Quizzes, Exams  
**Satisfactory Performance Standard:** C or better

**ACCT 2201 Course****Outcome 2201.6**

The students should be able to identify the principles of internal control and explain and demonstrate their application to cash receipts and disbursements.

**Measure:** ACCT 2201 Course Outcome 2201.6  
Direct - Exam

**Details/Description:** Homework, Quizzes, Exams  
**Satisfactory Performance Standard:** C or better

**ACCT 2201 Course****Outcome 2201.7**

The students should be able to explain the underlying concepts of recording receivables and prepare journal entries to record their acquisition, initial and interim valuation, and disposition.

**Measure:** ACCT 2201 Course Outcome 2201.7  
Direct - Exam

**Details/Description:** Class Discussions, Homework, Quizzes, Exams  
**Satisfactory Performance Standard:** C or better

**ACCT 2201 Course****Outcome 2201.8**

The students should be able to explain the effect of both periodic and perpetual inventory accounting on sales, gross profit, and net income including their presentation in the income statement.

**Measure:** ACCT 2201 Course Outcome 2201.8  
Direct - Exam

**Details/Description:** Class Discussions, Homework, Quizzes, Exams  
**Satisfactory Performance Standard:** C or better

**ACCT 2201 Course****Outcome 2201.9**

The students should be able to explain the underlying concepts of inventory valuation describe the inventory cost flow assumptions and demonstrate the effect of each method of cost flow on the financial statements and on income taxes.

**Measure:** ACCT 2201 Course Outcome 2201.9  
Direct - Exam

**Details/Description:** Class Discussions, Homework, Quizzes, Exams  
**Satisfactory Performance Standard:** C or better

## ACCT 2202 (Principles of Accounting II) Course Outcomes

Upon successful completion of this course, students will be able to:

### ACCT 2202 Course

#### Outcome 2202.1

Student should be able to record the acquisition, valuation, and disposition of plant assets, natural resources and intangible assets.

**Measure:** ACCT 2202 Course Outcome 2202.1

Direct - Exam

**Details/Description:** Homework, Quizzes, Exams

**Satisfactory Performance Standard:** C or better

### ACCT 2202 Course

#### Outcome 2202.2

Student should be able to demonstrate the accounting for payroll and other current liabilities.

**Measure:** ACCT 2202 Course Outcome 2202.2

Direct - Exam

**Details/Description:** Homework, Quizzes, Exams

**Satisfactory Performance Standard:** C or better

### ACCT 2202 Course

#### Outcome 2202.4

Student should be able to record common stock transactions and the payment of cash and stock dividends.

**Measure:** ACCT 2202 Course Outcome 2202.4

Direct - Exam

**Details/Description:** Homework, Quizzes, Exams

**Satisfactory Performance Standard:** C or better

**Ideal Performance Standard:**

**Implementation Plan (timeline):**

**Key/Responsible Personnel:**

### ACCT 2202 Course

#### Outcome 2202.5

Student should be able to prepare and analyze a corporate balance sheet (especially the Stockholders Equity section) and a comprehensive corporate income statement including earnings per share.

**Measure:** ACCT 2202 Course Outcome 2202.5

Direct - Exam

**Details/Description:** Homework, Quizzes, Exams

**Satisfactory Performance Standard:** C or better

**ACCT 2202 Course Outcome 2202.6**

Student should be able to demonstrate the entries for recording bonds and long-term notes payable.

**Measure:** ACCT 2202 Course Outcome 2202.6  
Direct - Exam

**Details/Description:** Homework, Quizzes, Exams  
**Satisfactory Performance Standard:** C or better

**ACCT 2202 Course Outcome 2202.7**

Student should be able to prepare a statement of cash flows using the indirect method.

**Measure:** ACCT 2202 Course Outcome 2202.7  
Direct - Exam

**Details/Description:** Homework, Quizzes, Exams  
**Satisfactory Performance Standard:** C or better

**ACCT 2202 Course Outcome 2202.8**

Student should be able to analyze financial statements using horizontal, vertical, and ratio analysis techniques.

**Measure:** ACCT 2202 Course Outcome 2202.8  
Direct - Exam

**Details/Description:** Homework, Quizzes, Exams  
**Satisfactory Performance Standard:** C or better

**BUSN 2251 (Corporate Communications) Course Outcomes**

Upon successful completion of this course, students will be able to:

**BUSN 2251 Course Outcome 2251.1**

To understand the foundation of communication and its magnitude in business.

**Measure:** BUSN 2251 Course Outcome 2251.1  
Direct - Student Artifact

**Details/Description:** Students will either write a short informational report or a short analytical report that solves a business problem  
**Satisfactory Performance Standard:** C or better

**BUSN 2251 Course Outcome 2251.2**

To comprehend and develop the process of business writing.

**Measure:** BUSN 2251 Course Outcome 2251.2  
Direct - Student Artifact

**Details/Description:** Students will discuss the three phases of the writing process in relation to formal reports and search the web for samples of formal business plan proposals.  
**Satisfactory Performance Standard:** C or better



**BUSN 2251 Course  
Outcome 2251.3**

To learn to communicate via letters, memorandums, and electronic communication.

**Measure:** BUSN 2251 Course Outcome 2251.3  
Direct - Student Artifact

**Details/Description:** Students will analyze the structure and formatting of e-mail messages and memos and demonstrate their knowledge by writing e-mail messages and memos that make requests, that respond, and that explain procedures.

**Satisfactory Performance Standard:** C or better

**BUSN 2251 Course  
Outcome 2251.4**

To integrate real-world business communication challenges.

**Measure:** BUSN 2251 Course Outcome 2251.4  
Direct - Student Artifact

**Details/Description:** Students will be able to identify techniques for improving written messages to intercultural audiences.

Students will understand the ethical goals of a business communicator and tolls for doing the right thing.

**Satisfactory Performance Standard:** C or better

**BUSN 2251 Course  
Outcome 2251.5**

To render an exposure to preparing resumes and interviewing for a job.

**Measure:** BUSN 2251 Course Outcome 2251.5  
Direct - Student Artifact

**Details/Description:** Students prepare for employment by organizing their qualifications and information into an effective resume.

**Satisfactory Performance Standard:** C or better

**BUSN 2251 Course  
Outcome 2251.6**

To foster good speaking and writing skills as well as critical thinking.

**Measure:** BUSN 2251 Course Outcome 2251.6  
Direct - Student Artifact

**Details/Description:** Students will organize team-based oral presentations and recognize communication tasks in teamwork processes.

**Satisfactory Performance Standard:** C or better

**BUSN 2251 Course  
Outcome 2251.7**

To edify the importance of

**Measure:** BUSN 2251 Course Outcome 2251.7  
Direct - Student Artifact

group work and analyze its dynamics.

**Details/Description:** Students will be able to explain the challenges of, dividends of, and techniques for capitalizing on workforce diversity including being sensitive to racial and gender issues.

Students will work on a three-member team throughout the course on many different assignments involving legal, ethical, and social issues.

**Satisfactory Performance Standard:** C or better

### BUSN 3306 (Business Law I) Course Outcomes

Upon successful completion of this course, students will be able to:

#### BUSN 3306 Course

##### Outcome 3306.1

The student will know and understand factual knowledge (legal terminology, classifications) related to business.

**Measure:** BUSN 3306 Course Outcome 3306.1

Direct - Exam

**Details/Description:** All Quizzes & All Tests, & Final Exam

**Satisfactory Performance Standard:** C or better

#### BUSN 3306 Course

##### Outcome 3306.2

The student will know and understand sources of law affecting business.

**Measure:** BUSN 3306 Course Outcome 3306.2

Direct - Exam

**Details/Description:** Quizzes 1,3,4,5,6,7, Tests 1 & 3, and Final Exam

**Satisfactory Performance Standard:** C or better

#### BUSN 3306 Course

##### Outcome 3306.3

The student will know and understand constitutional authority.

**Measure:** BUSN 3306 Course Outcome 3306.3

Direct - Exam

**Details/Description:** Quiz 2, Test 1, & Final Exam

**Satisfactory Performance Standard:** C or better

#### BUSN 3306 Course

##### Outcome 3306.4

The student will know and understand how to apply

**Measure:** BUSN 3306 Course Outcome 3306.4

Direct - Exam

**Details/Description:** All Quizzes & All Tests

legal concepts to personal and business affairs.

**Satisfactory Performance Standard:** C or better

**BUSN 3306 Course Outcome 3306.5**

The student will know and understand individual rights.

**Measure:** BUSN 3306 Course Outcome 3306.5  
Direct - Exam

**Details/Description:** All Quizzes & All Tests  
**Satisfactory Performance Standard:** C or better

**BUSN 3306 Course Outcome 3306.6**

The student will know and understand elements and terms of contracts.

**Measure:** BUSN 3306 Course Outcome 3306.6  
Direct - Exam

**Details/Description:** Quizzes 4,5,6,7,8, Test 3, 4, Final Exam  
**Satisfactory Performance Standard:** C or better

**BUSN 3306 Course Outcome 3306.7**

The student will know and understand relationship of buyer/seller.

**Measure:** BUSN 3306 Course Outcome 3306.7  
Direct - Exam

**Details/Description:** Quizzes 7, 8, & 9 and Final Exam  
**Satisfactory Performance Standard:** C or better

**BUSN 3306 Course Outcome 3306.8**

The student will know and understand ethics and social responsibility.

**Measure:** BUSN 3306 Course Outcome 3306.8  
Direct - Exam

**Details/Description:** Quiz 1 & Test 1  
**Satisfactory Performance Standard:** C or better

**BUSN 3310 (Business & Economics Statistics) Course Outcomes**

Upon successful completion of this course, students will be able to:

**BUSN 3310 Course Outcome 3310.1**

The student will be able to

**Measure:** BUSN 3310 Course Outcome 3310.1  
Direct - Exam

understand the meaning of “statistics”.

**Details/Description:** Exam 1 & Quiz 1 + Homework & Disc.  
**Satisfactory Performance Standard:** C or better

**BUSN 3310 Course Outcome 3310.2**

The student will be able to understand the distinction between the population and the sample.

**Measure:** BUSN 3310 Course Outcome 3310.2  
 Direct - Exam

**Details/Description:** Exam 1 & Quiz 2 + Homework & Disc.  
**Satisfactory Performance Standard:** C or better

**BUSN 3310 Course Outcome 3310.3**

The student will be able to understand the types of statistical data.

**Measure:** BUSN 3310 Course Outcome 3310.3  
 Direct - Exam

**Details/Description:** Exam 1, & Quiz 3 + Homework & Disc.  
**Satisfactory Performance Standard:** C or better

**BUSN 3310 Course Outcome 3310.4**

The student will be able to understand how statistical data are organized in terms of frequency of occurrence.

**Measure:** BUSN 3310 Course Outcome 3310.4  
 Direct - Exam

**Details/Description:** Exam 1 & Quiz 3 + Homework & Disc.  
**Satisfactory Performance Standard:** C or better

**BUSN 3310 Course Outcome 3310.5**

The student will be able to understand what kinds of numerical and graphical displays are used for data.

**Measure:** BUSN 3310 Course Outcome 3310.5  
 Direct - Exam

**Details/Description:** Exam 1 & Quiz 4 + Homework & Disc.  
**Satisfactory Performance Standard:** C or better

**BUSN 3310 Course Outcome 3310.6**

The student will be able to understand how to measure

**Measure:** BUSN 3310 Course Outcome 3310.6  
 Direct - Exam

**Details/Description:** Exam 1 & Quiz 4 + Homework &

central tendency and dispersion.

Disc.

**Satisfactory Performance Standard:** C or better

**BUSN 3310 Course Outcome 3310.7**

The student will be able to understand the basic concepts of probability and how they relate to relative frequency.

**Measure:** BUSN 3310 Course Outcome 3310.7

Direct - Exam

**Details/Description:** Exam 2 & Quiz 5 + Homework & Disc.

**Satisfactory Performance Standard:** C or better

**BUSN 3310 Course Outcome 3310.8**

The student will be able to understand obtain expected value and variance of the discrete data.

**Measure:** BUSN 3310 Course Outcome 3310.8

Direct - Exam

**Details/Description:** Exam 2 & Quiz 6 + Homework & Disc.

**Satisfactory Performance Standard:** C or better

**BUSN 3310 Course Outcome 3310.9**

The student will be able to understand learn about the properties of the normal distribution and why it is so important.

**Measure:** BUSN 3310 Course Outcome 3310.9

Direct - Exam

**Details/Description:** Exam 2 & Quiz 6 + Homework & Disc.

**Satisfactory Performance Standard:** C or better

**BUSN 3310 Course Outcome 3310.10**

The student will be able to understand how the central limit theorem enables us to use the normal curve to find probabilities for future levels of the sample mean.

**Measure:** BUSN 3310 Course Outcome 3310.10

Direct - Exam

**Details/Description:** Exam 2, Quiz 7, Homework, Final Exam & Disc.

**Satisfactory Performance Standard:** C or better

**BUSN 3310 Course Outcome 3310.11**

The student will be able to understand learn about

**Measure:** BUSN 3310 Course Outcome 3310.11

Direct - Exam

**Details/Description:** Quiz 8 + Homework, Final Exam &

confidence intervals for the mean and proportion and how they are used and constructed.

Disc.

**Satisfactory Performance Standard:** C or better

**BUSN 3310 Course Outcome 3310.12**

The student will be able to understand learn about hypothesis testing and how it may be used in decision making.

**Measure:** BUSN 3310 Course Outcome 3310.12  
Direct - Exam

**Details/Description:** Quiz 9, Homework, Final Exam & Disc.

**Satisfactory Performance Standard:** C or better

**BUSN 3310 Course Outcome 3310.13**

The student will be able to understand how statistics measures and expresses association between variables.

**Measure:** BUSN 3310 Course Outcome 3310.13  
Direct - Exam

**Details/Description:** Quiz 10, Homework, Final Exam & Disc.

**Satisfactory Performance Standard:** C or better

**BUSN 3320 (International Business) Course Outcomes**

Upon successful completion of this course, students will be able to:

**BUSN 3320 Course Outcome 3320.1**

Expand students knowledge of international business, including foreign competitors and markets.

**Measure:** BUSN 3320 Course Outcome 3320.1  
Direct - Exam

**Details/Description:** Group Project and Test 1, 2 and 3

**Satisfactory Performance Standard:** C or better

**BUSN 3320 Course Outcome 3320.2**

Improve students understanding of how cultural, political, economic, environmental, sociological,

**Measure:** BUSN 3320 Course Outcome 3320.2  
Direct - Exam

**Details/Description:** Group Project and Tests 1 and 2

**Satisfactory Performance Standard:** C or better

and legal differences among nations affect the process of doing business abroad.

### **BUSN 3320 Course**

#### **Outcome 3320.3**

Improve students understanding of how functional areas of international business such as marketing, management, financing, and accounting are applicable in business operating outside the United States.

**Measure:** BUSN 3320 Course Outcome 3320.3  
Direct - Exam

**Details/Description:** Group Project and Test 3  
**Satisfactory Performance Standard:** C or better

### **BUSN 3320 Course**

#### **Outcome 3320.4**

Improve students development in understanding the changing international environment and its affect on businesses.

**Measure:** BUSN 3320 Course Outcome 3320.4  
Direct - Exam

**Details/Description:** Group Project  
Class Presentation & Written Report  
**Satisfactory Performance Standard:** C or better

### **BUSN 3320 Course**

#### **Outcome 3320.5**

Improve students development in decision-making skills in the management of international business.

**Measure:** BUSN 3320 Course Outcome 3320.5  
Direct - Exam

**Details/Description:** Group Project  
**Satisfactory Performance Standard:** C or better

### **BUSN 4415 (Strategic Management & Policy) Course Outcomes**

Upon successful completion of this course, students will be able to:

### **BUSN 4415 Course**

#### **Outcome 4415.1**

Students will be able to identify frameworks for analyzing an industry and competitors in a variety of settings.

**Measure:** BUSN 4415 Course Outcome 4415.1  
Direct - Exam

**Details/Description:** First Test  
Section 5 of Case analysis  
**Satisfactory Performance Standard:** C or better

**BUSN 4415 Course Outcome 4415.2**

Students will be able to analyze and evaluate a firm's performance based on an industry's structure.

**Measure:** BUSN 4415 Course Outcome 4415.2  
Direct - Exam

**Details/Description:** First Test  
Sections 1, 2, 4, 5 and 6 of case analysis  
**Satisfactory Performance Standard:** C or better

**BUSN 4415 Course Outcome 4415.3**

Students will be able to identify and collect data relevant to analysis from a variety of publicly available and primary sources.

**Measure:** BUSN 4415 Course Outcome 4415.3  
Direct - Exam

**Details/Description:** Case Analysis  
**Satisfactory Performance Standard:** C or better

**BUSN 4415 Course Outcome 4415.4**

Students will be able to analyze data and report to top management in order to facilitate strategic decisions.

**Measure:** BUSN 4415 Course Outcome 4415.4  
Direct - Exam

**Details/Description:** Class Presentation & Written Report  
**Satisfactory Performance Standard:** C or better

**BUSN 4415 Course Outcome 4415.5**

Students will be able to get hands-on experience on applying theories and frameworks to a real firm along the lines of a professional consulting assignment.

**Measure:** BUSN 4415 Course Outcome 4415.5  
Direct - Exam

**Details/Description:** Case Analysis  
**Satisfactory Performance Standard:** C or better

**BUSN 4415 Course Outcome 4415.6**

Students will be able to utilize strategic tools and theories such as a SWOT analysis, environmental scanning, etc.

**Measure:** BUSN 4415 Course Outcome 4415.6  
Direct - Exam

**Details/Description:** Second Test  
Section 7 of the case analysis  
**Satisfactory Performance Standard:** C or better



## ECON 2201 (Economic Principles & Problems I) Course Outcomes

Upon successful completion of this course, student will be able to:

### ECON 2201 Course Outcome 2201.1

Define economics and explain the kinds of questions that economists try to answer.

**Measure:** ECON 2201 Course Outcome 2201.1  
Direct - Exam

**Details/Description:** Exams  
**Satisfactory Performance Standard:** C or better

### ECON 2201 Course Outcome 2201.2

Explain and illustrate the concepts of scarcity, opportunity cost, production efficiency, and tradeoff using the production possibility frontier.

**Measure:** ECON 2201 Course Outcome 2201.2  
Direct - Exam

**Details/Description:** Exams  
**Satisfactory Performance Standard:** C or better

### ECON 2201 Course Outcome 2201.3

Explain how demand and supply determine price and quantity in a market and explain the effects of changes in demand and supply.

**Measure:** ECON 2201 Course Outcome 2201.3  
Direct - Exam

**Details/Description:** Exams  
**Satisfactory Performance Standard:** C or better

### ECON 2201 Course Outcome 2201.4

Define Gross National Product (GDP), describe how it is measured, and distinguish between nominal GDP and real GDP.

**Measure:** ECON 2201 Course Outcome 2201.4  
Direct - Exam

**Details/Description:** Exams  
**Satisfactory Performance Standard:** C or better

### ECON 2201 Course Outcome 2201.5

Describe the sources and types of unemployment and their economic consequences.

**Measure:** ECON 2201 Course Outcome 2201.5  
Direct - Exam

**Details/Description:** Exams  
**Satisfactory Performance Standard:** C or better

**ECON 2201 Course****Outcome 2201.6**

Define money, describe its functions, and explain how banks create money and how Fed controls the quantity of money.

**Measure:** ECON 2201 Course Outcome 2201.6

Direct - Exam

**Details/Description:** Exams

**Satisfactory Performance Standard:** C or better

**ECON 2201 Course****Outcome 2201.7**

Describe the sources of inflation and how it is measured.

**Measure:** ECON 2201 Course Outcome 2201.7

Direct - Exam

**Details/Description:** Exams

**Satisfactory Performance Standard:** C or better

**ECON 2201 Course****Outcome 2201.8**

Describe the expansionary and contractionary fiscal policy.

**Measure:** ECON 2201 Course Outcome 2201.8

Direct - Exam

**Details/Description:** Exams

**Satisfactory Performance Standard:** C or better

**ECON 2201 Course****Outcome 2201.9**

Explain and compare alternative monetary policy strategies.

**Measure:** ECON 2201 Course Outcome 2201.9

Direct - Exam

**Details/Description:** Exams

**Satisfactory Performance Standard:** C or better

**ECON 2202 (Economic Prin. & Problems II) Course Outcomes**

Upon successful completion of this course, students will be able to:

**ECON 2202 Course****Outcome 2202.1**

Explain how demand and supply determine price and quantity in a market and explain the effects of changes in demand and supply.

**Measure:** ECON 2202 Course Outcome 2202.1

Direct - Exam

**Details/Description:** Exams

**Satisfactory Performance Standard:** C or better

**ECON 2202 Course****Outcome 2202.2**

Define, explain the factors that influence, and calculate the price elasticity of demand, price elasticity of supply, cross elasticity of demand, and the income elasticity of demand.

**Measure:** ECON 2202 Course Outcome 2202.2

Direct - Exam

**Details/Description:** Exams

**Satisfactory Performance Standard:** C or better

**ECON 2202 Course****Outcome 2202.3**

Explain marginal utility theory and use it to derive a consumer's demand curve.

**Measure:** ECON 2202 Course Outcome 2202.3

Direct - Exam

**Details/Description:** Exams

**Satisfactory Performance Standard:** C or better

**ECON 2202 Course****Outcome 2202.4**

Explain how economists measure a firm's cost of production and productivity in the short run and in the long run.

**Measure:** ECON 2202 Course Outcome 2202.4

Direct - Exam

**Details/Description:** Exams

**Satisfactory Performance Standard:** C or better

**ECON 2202 Course****Outcome 2202.5**

Describe the characteristics of the four primary market structures: perfect competition, monopolistic competition, oligopoly, and pure monopoly.

**Measure:** ECON 2202 Course Outcome 2202.5

Direct - Exam

**Details/Description:** Exams

**Satisfactory Performance Standard:** C or better

**ECON 2202 Course****Outcome 2202.6**

Explain how the firm determines its level of output and its profit/loss under the four primary market structures.

**Measure:** ECON 2202 Course Outcome 2202.6

Direct - Exam

**Details/Description:** Exams

**Satisfactory Performance Standard:** C or better

**ECON 2202 Course  
Outcome 2202.7**

Describe how labor wages are determined in the case of competition, Monopoly, and labor union.

**Measure:** ECON 2202 Course Outcome 2202.7  
Direct - Exam

**Details/Description:** Exams  
**Satisfactory Performance Standard:** C or better

**FINC 2201 (Intro. to Financial Management) Course Outcomes**

Upon successful completion of this course, students will be able to:

**FINC 2201 Course  
Outcome 2201.1**

Upon successful completion of the course, students will be able to describe and analyze financial statements.

**Measure:** FINC 2201 Course Outcome 2201.1  
Direct - Exam

**Details/Description:** Homework, Quizzes, Exams, Case Studies, Exam #1 (Questions 2, 3, 5, 6, 8-12, 15-32), Exam #3 (Question 8)  
**Satisfactory Performance Standard:** C or better

**FINC 2201 Course  
Outcome 2201.2**

Upon successful completion of the course, students will be able to explain financial markets, comprehend the time value of money, perform security valuation, and describe the relationship between risk and return.

**Measure:** FINC 2201 Course Outcome 2201.2  
Direct - Exam

**Details/Description:** Homework, Quizzes, Exams, Case Studies, Exam #2 (Questions 1-32), Exam #3 (Questions 1-7, 8-12, 14-24, 27-30, 32, 33, 35, 36, 38, 39, 41, 42)  
Class Discussion  
**Satisfactory Performance Standard:** C or better

**FINC 2201 Course  
Outcome 2201.3**

Upon successful completion of the course, students will be able to properly develop working capital policy.

**Measure:** FINC 2201 Course Outcome 2201.3  
Direct - Exam

**Details/Description:** Homework, Quizzes, Exams, Case Studies, Exam #4 (Questions 2, 6, 10, 29)  
**Satisfactory Performance Standard:** C or better

**FINC 2201 Course  
Outcome 2201.4**

Upon successful completion of the course, students will

**Measure:** FINC 2201 Course Outcome 2201.4  
Direct - Exam

**Details/Description:** Homework, Quizzes, Exams, Case

be able to prepare a capital budget by utilizing various capital budgeting techniques.

Studies, Exam #3 (Questions 13, 25, 26, 31, 34, 37, 40), Exam #4 (Questions 1, 3-5, 7-9, 11-28, 30-48)

**Satisfactory Performance Standard:** C or better

### INFO 2200 (Fundamentals of Info. Systems) Course Outcomes

Upon successful completion of this course, students will be able to:

#### INFO 2200 Course Outcome 2200.1

Students should be able to Identify the components of an information system.

**Measure:** INFO 2200 Course Outcome 2200.1

Direct - Exam

**Details/Description:** Weekly assignments & tests, MidTerm Exam, Final Exam

**Satisfactory Performance Standard:** C or better

#### INFO 2200 Course Outcome 2200.2

Students should be able to differentiate data from other management decision making terminology in the business environment.

**Measure:** INFO 2200 Course Outcome 2200.2

Direct - Exam

**Details/Description:** Weekly assignments & tests, MidTerm Exam, Final Exam

**Satisfactory Performance Standard:** C or better

#### INFO 2200 Course Outcome 2200.3

Students should be able to apply ethical IT management concepts to gain the competitive advantage in business.

**Measure:** INFO 2200 Course Outcome 2200.3

Direct - Exam

**Details/Description:** Weekly assignments & tests, MidTerm Exam, Final Exam

**Satisfactory Performance Standard:** C or better

#### INFO 2200 Course Outcome 2200.4

Students should be able to apply strategic information systems and reorganization principles to achieve the goals of the organization.

**Measure:** INFO 2200 Course Outcome 2200.4

Direct - Exam

**Details/Description:** Weekly assignments & tests, MidTerm Exam, Final Exam

**Satisfactory Performance Standard:** C or better

#### INFO 2200 Course Outcome 2200.5

**Measure:** INFO 2200 Course Outcome 2200.5

Students should be able to demonstrate written comm skills by writing a Major Proj Outline, dev a PPT, and writing an Exec Summary of their presentation.

Direct - Student Artifact

**Details/Description:** Email, assignments, Major Project Notebook

**Satisfactory Performance Standard:** C or better

### INFO 2200 Course

#### Outcome 2200.6

Students should be able to demonstrate oral comm skills in class participation, interacting within a team environment, and presenting a team Major Project Pres.

**Measure:** INFO 2200 Course Outcome 2200.6  
Direct - Student Artifact

**Details/Description:** Major Project Team Research & Presentation

**Satisfactory Performance Standard:** C or better

### INFO 2200 Course

#### Outcome 2200.7

Students should be able to demonstrate teamwork skills by developing and presenting a team major project presentation.

**Measure:** INFO 2200 Course Outcome 2200.7  
Direct - Student Artifact

**Details/Description:** Major Project Team Research & Presentation

**Satisfactory Performance Standard:** C or better

## INFO 2235 (Microcomputer Appl. in Business) Course Outcomes

Upon successful completion of this course, students will be able to:

### INFO 2235 Course

#### Outcome 2235.1

Students will be able to understand the fundamental principles of Information Systems and recognize the effective use of information systems in a business environment

**Measure:** INFO 2235 Course Outcome 2235.1  
Direct - Student Artifact

**Details/Description:** Daily Classwork, myitlab Simulations, Major Projects 1-3

**Satisfactory Performance Standard:** C or better

### INFO 2235 Course

#### Outcome 2235.2

Students will be able to analyze a business problem

**Measure:** INFO 2235 Course Outcome 2235.2  
Direct - Student Artifact

or situation & determine if &/or how computer applications could be used to enhance decision-making.

**Details/Description:** Daily Classwork, myitlab Simulations, Major Projects 1-4

**Satisfactory Performance Standard:** C or better

### **INFO 2235 Course**

#### **Outcome 2235.3**

Students will be able to construct professional-quality, computer-generated documents to support a given business scenario. The application of the computer process should provide an effective and beneficial aid to the particular circumstances

**Measure:** INFO 2235 Course Outcome 2235.3

Direct - Student Artifact

**Details/Description:** Daily Classwork, myitlab Simulations, Major Projects 1-5

**Satisfactory Performance Standard:** C or better

### **MGMT 2209 (Principles of Management) Course Outcomes**

Upon successful completion of this course, students will be able to:

#### **MGMT 2209 Course**

##### **Outcome 2209.1**

After completing reading assignments, participating in classroom discussions, and/or other activities the student will successfully demonstrate to the instructor understanding of the evolution of management thought, management concepts and analytical techniques.

**Measure:** MGMT 2209 Course Outcome 2209.1

Direct - Exam

**Details/Description:** Exams

**Satisfactory Performance Standard:** C or better

#### **MGMT 2209 Course**

##### **Outcome 2209.2**

After completing reading assignments, participating in classroom discussions, and/or other activities the student will successfully demonstrate to the instructor an understanding of the four

**Measure:** MGMT 2209 Course Outcome 2209.2

Direct - Exam

**Details/Description:** Exams

**Satisfactory Performance Standard:** C or better

basic management processes (planning, organizing, leading, and controlling).

### **MGMT 2209 Course**

#### **Outcome 2209.3**

After completing reading assignments, participating in classroom discussions, and/or other activities the student will successfully demonstrate to the instructor an understanding of the impact of environmental factors, and organizational culture on organization and managerial successes.

**Measure:** MGMT 2209 Course Outcome 2209.3  
Direct - Exam

**Details/Description:** Exams

**Satisfactory Performance Standard:** C or better

### **MGMT 2209 Course**

#### **Outcome 2209.4**

After completing reading assignments, participating in classroom discussions, and/or other activities the student will successfully demonstrate to the instructor his/her ability to utilize problem solving, critical thinking skills, and sound ethical management practices to articulate basic management issues.

**Measure:** MGMT 2209 Course Outcome 2209.4  
Direct - Exam

**Details/Description:** Exams

**Satisfactory Performance Standard:** C or better

### **MKTG 2204 (Principles of Marketing) Course Outcomes**

Upon successful completion of this course, students will be able to:

### **MKTG 2204 Course**

#### **Outcome 2204.1**

After completing reading assignments, participating in classroom discussions, and/or other activities the student will successfully demonstrate to the instructor an understanding marketing

**Measure:** MKTG 2204 Course Outcome 2204.1  
Direct - Exam

**Details/Description:** Exam, Homework, & Quizzes

**Satisfactory Performance Standard:** C or better



activities and theories as they relate to creating good customer relations and satisfaction.

### **MKTG 2204 Course**

#### **Outcome 2204.2**

After completing reading assignments, participating in classroom discussions, and/or other activities the student will successfully demonstrate to the instructor an understanding of the marketing mix (product, price, distribution, and communication).

**Measure:** MKTG 2204 Course Outcome 2204.2  
Direct - Exam

**Details/Description:** Exam, Homework, & Quizzes  
**Satisfactory Performance Standard:** C or better

### **MKTG 2204 Course**

#### **Outcome 2204.3**

After completing reading assignments, participating in classroom discussions, and/or other activities the student will successfully demonstrate to the instructor an understanding of basic marketing research activity to further understand consumer and business buying behavior.

**Measure:** MKTG 2204 Course Outcome 2204.3  
Direct - Exam

**Details/Description:** Exam, Homework, & Quizzes  
**Satisfactory Performance Standard:** C or better

### **MKTG 2204 Course**

#### **Outcome 2204.4**

After completing reading assignments, participating in classroom discussions, and/or other activities the student will successfully demonstrate to the instructor his/her ability to utilize problem solving, critical thinking skills, and sound ethical marketing practices

**Measure:** MKTG 2204 Course Outcome 2204.4  
Direct - Exam

**Details/Description:** Exam, Homework, & Quizzes  
**Satisfactory Performance Standard:** C or better

to articulate basic marketing issues.

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**Course Outcomes Mapped to the Program Outcomes**


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<b>Program Outcome 1:</b> Upon successful completion of the BSBA program, students will be able to demonstrate a foundation of business knowledge and technical skills that supports and facilitates lifelong professional development.			
<b>Core Courses</b>	<b>Course Outcomes</b>	<b>Direct assessment measure</b>	<b>Satisfactory performance standard</b>
ACCT 2201 Principles of Accounting I	2201.1 The students should be able to state the basic accounting equation, explain the meaning of its terms and underlying concepts, and analyze the effect of business transactions on it.	Homework Quizzes Exams	C or better
	2201.2 The students should be able to prepare a multiple-step income statement, owner's equity statement, and classified balance sheet and demonstrate and understanding of the underlying concepts of the statement of cash flows.	Homework Quizzes Exams	C or better
	2201.3 The students should be able to demonstrate the steps in the accounting cycle for both a service enterprise and a merchandising company.	Homework Quizzes Exams	C or better
	2201.4 The students should be able to explain accrual accounting and the underlying principles which cause adjusting entries to be made.	Homework Quizzes Exams	C or better

<b>Program Outcome 1:</b> Upon successful completion of the BSBA program, students will be able to demonstrate a foundation of business knowledge and technical skills that supports and facilitates lifelong professional development.			
<b>Core Courses</b>	<b>Course Outcomes</b>	<b>Direct assessment measure</b>	<b>Satisfactory performance standard</b>
	2201.5 The students should be able to identify the basic principles of accounting information systems. The students should be able to identify the basic principles of accounting information systems.	Homework Quizzes Exams	C or better
	2201.6 The students should be able to identify the principles of internal control and explain and demonstrate their application to cash receipts and disbursements.	Homework Quizzes Exams	C or better
	2201.7 The students should be able to explain the underlying concepts of recording receivables and prepare journal entries to record their acquisition, initial and interim valuation, and disposition.	Homework Quizzes Exams	C or better
	2201.8 The students should be able to explain the effect of both periodic and perpetual inventory accounting on sales, gross profit, and net income including their presentation in the income statement.	Homework Quizzes Exams	C or better

<b>Program Outcome 1:</b> Upon successful completion of the BSBA program, students will be able to demonstrate a foundation of business knowledge and technical skills that supports and facilitates lifelong professional development.			
<b>Core Courses</b>	<b>Course Outcomes</b>	<b>Direct assessment measure</b>	<b>Satisfactory performance standard</b>
	2201.9 The students should be able to explain the underlying concepts of inventory valuation describe the inventory cost flow assumptions and demonstrate the effect of each method of cost flow on the financial statements and on income taxes.	Homework Quizzes Exams	C or better
ACCT 2202 Principles of Accounting II	2202.1 Student should be able to record the acquisition, valuation, and disposition of plant assets, natural resources and intangible assets.	Homework Quizzes Exams	C or better
	2202.2 Student should be able to demonstrate the accounting for payroll and other current liabilities.	Homework Quizzes Exams	C or better
	2202.3 Student should be able to record the formation, dissolution, and liquidation of a partnership and the division of partnership net income or loss.	Homework Quizzes Exams	C or better
	2202.4 Student should be able to record common stock transactions and the payment of cash and stock dividends.	Homework Quizzes Exams	C or better

<b>Program Outcome 1:</b> Upon successful completion of the BSBA program, students will be able to demonstrate a foundation of business knowledge and technical skills that supports and facilitates lifelong professional development.			
<b>Core Courses</b>	<b>Course Outcomes</b>	<b>Direct assessment measure</b>	<b>Satisfactory performance standard</b>
	2202.5 Student should be able to prepare and analyze a corporate balance sheet (especially the Stockholders Equity section) and a comprehensive corporate income statement including earnings per share.	Homework Quizzes Exams	C or better
	2202.6 Student should be able to demonstrate the entries for recording bonds and long-term notes payable.	Homework Quizzes Exams	C or better
	2202.7 Student should be able to prepare a statement of cash flows using the indirect method.	Homework Quizzes Exams	C or better
	2202.8 Student should be able to analyze financial statements using horizontal, vertical, and ratio analysis techniques.	Homework Quizzes Exams	C or better
BUSN 2251 Corporate Communications	2251.5 To render an exposure to preparing resumes and interviewing for a job.	Students prepare for employment by organizing their qualifications and information into an effective resume.	C or better
	2251.6 To foster good speaking and writing skills as well as critical thinking.	Students will organize team-based oral presentations and recognize communication tasks in	C or better

<b>Program Outcome 1:</b> Upon successful completion of the BSBA program, students will be able to demonstrate a foundation of business knowledge and technical skills that supports and facilitates lifelong professional development.			
<b>Core Courses</b>	<b>Course Outcomes</b>	<b>Direct assessment measure</b>	<b>Satisfactory performance standard</b>
		teamwork processes.	
BUSN 3306 Business Law I	3306.1 The student will know and understand factual knowledge (legal terminology, classifications) related to business.	All Quizzes & All Tests	C or better
	3306.2 The student will know and understand sources of law affecting business.	Quiz 1, Test 1, Test 3, & Final Exam	C or better
	3306.3 The student will know and understand constitutional authority.	Quiz 2, Test 1, & Final Exam	C or better
	3306.4 The student will know and understand how to apply legal concepts to personal and business affairs.	All Quizzes & All Tests	C or better
	3306.5 The student will know and understand individual rights.	All Quizzes & All Tests	C or better
	3306.6 The student will know and understand elements and terms of contracts.	Quizzes 4,5,6,7,8, Test 3, 4, Final Exam	C or better
	3306.7 The student will know and understand relationship of buyer/seller.	Quizzes 7, 8, & Final Exam	C or better

<b>Program Outcome 1:</b> Upon successful completion of the BSBA program, students will be able to demonstrate a foundation of business knowledge and technical skills that supports and facilitates lifelong professional development.			
<b>Core Courses</b>	<b>Course Outcomes</b>	<b>Direct assessment measure</b>	<b>Satisfactory performance standard</b>
	3306.8 The student will know and understand ethics and social responsibility.	Quiz 1 & Test 1	C or better
BUSN 3310 Business and Economic Statistics	3310.1 The student will be able to understand the meaning of “statistics”.	Exam 1 & Quiz 1 + Homework	C or better
	3310.2 The student will be able to understand the distinction between the population and the sample.	Exam 1 & Quiz 2 + Homework	C or better
	3310.3 The student will be able to understand the types of statistical data.	Exam 1, & Quiz 3 + Homework	C or better
	3310.4 The student will be able to understand how statistical data are organized in terms of frequency of occurrence.	Exam 1 & Quiz 3 + Homework	C or better
	3310.5 The student will be able to understand what kinds of numerical and graphical displays are used for data.	Exam 1 & Quiz 4 + Homework	C or better
	3310.6 The student will be able to understand how to measure central tendency and dispersion.	Exam 1 & Quiz 4 + Homework	C or better



<b>Program Outcome 1:</b> Upon successful completion of the BSBA program, students will be able to demonstrate a foundation of business knowledge and technical skills that supports and facilitates lifelong professional development.			
<b>Core Courses</b>	<b>Course Outcomes</b>	<b>Direct assessment measure</b>	<b>Satisfactory performance standard</b>
	3310.7 The student will be able to understand the basic concepts of probability and how they relate to relative frequency.	Exam 2 & Quiz 5 + Homework	C or better
	3310.8 The student will be able to understand obtain expected value and variance of the discrete data.	Exam 2 & Quiz 6 + Homework	C or better
	3310.9 The student will be able to understand learn about the properties of the normal distribution and why it is so important.	Exam 2 & Quiz 6 + Homework	C or better
	3310.10 The student will be able to understand how the central limit theorem enables us to use the normal curve to find probabilities for future levels of the sample mean.	Exam 2, Quiz 7 + Homework, & Final Exam	C or better
	3310.11 The student will be able to understand learn about confidence intervals for the mean and proportion and how they are used and constructed.	Quiz 8 + Homework, & Final Exam	C or better
	3310.12 The student will be able to understand learn about hypothesis testing and how it may be used in decision making.	Quiz 9 + Homework, & Final Exam	C or better

<b>Program Outcome 1:</b> Upon successful completion of the BSBA program, students will be able to demonstrate a foundation of business knowledge and technical skills that supports and facilitates lifelong professional development.			
<b>Core Courses</b>	<b>Course Outcomes</b>	<b>Direct assessment measure</b>	<b>Satisfactory performance standard</b>
	3310.13 The student will be able to understand how statistics measures and expresses association between variables.	Quiz 10 + Homework, & Final Exam	C or better
BUSN 3320 International Business	3320.1 Expand students knowledge of international business, including foreign competitors and markets.	Group Project and Test 1, 2 and 3	C or better
	3320.2 Improve students understanding of how cultural, political, economic, environmental, sociological, and legal differences among nations affect the process of doing business abroad.	Group Project and Tests 1 and 2	C or better
	3320.3 Improve students understanding of how functional areas of international business such as marketing, management, financing, and accounting are applicable in business operating outside the United States.	Group Project and Test 3	C or better
BUSN 4415 Strategic Management and Policy	4415.1 Students will be able to identify frameworks for analyzing an industry and competitors in a variety of settings.	First Test	C or better

<b>Program Outcome 1:</b> Upon successful completion of the BSBA program, students will be able to demonstrate a foundation of business knowledge and technical skills that supports and facilitates lifelong professional development.			
<b>Core Courses</b>	<b>Course Outcomes</b>	<b>Direct assessment measure</b>	<b>Satisfactory performance standard</b>
	4415.2 Students will be able to analyze and evaluate a firm's performance based on an industry's structure.	First Test	C or better
	4415.3 Students will be able to identify and collect data relevant to analysis from a variety of publicly available and primary sources.	Case Analysis	C or better
	4415.4 Students will be able to analyze data and report to top management in order to facilitate strategic decisions.	Case Presentation	C or better
	4415.6 Students will be able to utilize strategic tools and theories such as a SWOT analysis, environmental scanning, etc.	Second Test	C or better
ECON 2201 Economic Principles and Problems I	2201.1 Define economics and explain the kinds of questions that economists try to answer.	Exams	C or better
	2201.2 Explain and illustrate the concepts of scarcity, opportunity cost, production efficiency, and tradeoff using the production possibility frontier.	Exams	C or better

<b>Program Outcome 1:</b> Upon successful completion of the BSBA program, students will be able to demonstrate a foundation of business knowledge and technical skills that supports and facilitates lifelong professional development.			
<b>Core Courses</b>	<b>Course Outcomes</b>	<b>Direct assessment measure</b>	<b>Satisfactory performance standard</b>
	2201.3 Explain how demand and supply determine price and quantity in a market and explain the effects of changes in demand and supply.	Exams	C or better
	2201.4 Define Gross National Product (GDP), describe how it is measured, and distinguish between nominal GDP and real GDP.	Exams	C or better
	2201.5 Describe the sources and types of unemployment and their economic consequences.	Exams	C or better
	2201.6 Define money, describe its functions, and explain how banks create money and how Fed controls the quantity of money.	Exams	C or better
	2201.7 Describe the sources of inflation and how it is measured.	Exams	C or better
	2201.8 Describe the expansionary and contractionary fiscal policy.	Exams	C or better
	2201.9 Explain and compare alternative monetary policy strategies.	Exams	C or better

<b>Program Outcome 1:</b> Upon successful completion of the BSBA program, students will be able to demonstrate a foundation of business knowledge and technical skills that supports and facilitates lifelong professional development.			
<b>Core Courses</b>	<b>Course Outcomes</b>	<b>Direct assessment measure</b>	<b>Satisfactory performance standard</b>
ECON 2202 Economic Principles and Problems II	2202.1 Explain how demand and supply determine price and quantity in a market and explain the effects of changes in demand and supply.	Exams	C or better
	2202.2 Define, explain the factors that influence, and calculate the price elasticity of demand, price elasticity of supply, cross elasticity of demand, and the income elasticity of demand.	Exams	C or better
	2202.3 Explain marginal utility theory and use it to derive a consumer's demand curve.	Exams	C or better
	2202.4 Explain how economists measure a firm's cost of production and productivity in the short run and in the long run.	Exams	C or better
	2202.5 Describe the characteristics of the four primary market structures: perfect competition, monopolistic competition, oligopoly, and pure monopoly.	Exams	C or better
	2202.6 Explain how the firm determines its level of output and its profit/loss under the four primary market structures.	Exams	C or better

<b>Program Outcome 1:</b> Upon successful completion of the BSBA program, students will be able to demonstrate a foundation of business knowledge and technical skills that supports and facilitates lifelong professional development.			
<b>Core Courses</b>	<b>Course Outcomes</b>	<b>Direct assessment measure</b>	<b>Satisfactory performance standard</b>
	2202.7 Describe how labor wages are determined in the case of competition, Monopoly, and labor union.	Exams	C or better
FINC 2201 Introduction to Financial Management	2201.1 Upon successful completion of the course, students will be able to describe and analyze financial statements.	Homework, Quizzes, Exams, Case Studies, Exam #1 (Questions 2, 3, 5, 6, 8-12, 15-32), Exam #3 (Question 8)	C or better
	2201.2 Upon successful completion of the course, students will be able to explain financial markets, comprehend the time value of money, perform security valuation, and describe the relationship between risk and return.	Homework, Quizzes, Exams, Case Studies, Exam #2 (Questions 1-32), Exam #3 (Questions 1-7, 8-12, 14-24, 27-30, 32, 33, 35, 36, 38, 39, 41, 42)	C or better
	2201.3 Upon successful completion of the course, students will be able to properly develop working capital policy.	Homework, Quizzes, Exams, Case Studies, Exam #4 (Questions 2, 6, 10, 29)	C or better
	2201.4 Upon successful completion of the course, students will be able to prepare a capital budget by utilizing various capital budgeting techniques.	Homework, Quizzes, Exams, Case Studies, Exam #3 (Questions 13, 25, 26, 31, 34, 37, 40), Exam #4 (Questions 1, 3-5, 7-9, 11-28, 30-48)	C or better

<b>Program Outcome 1:</b> Upon successful completion of the BSBA program, students will be able to demonstrate a foundation of business knowledge and technical skills that supports and facilitates lifelong professional development.			
<b>Core Courses</b>	<b>Course Outcomes</b>	<b>Direct assessment measure</b>	<b>Satisfactory performance standard</b>
INFO 2200 Fundamentals of Information Systems	2200.1 Students should be able to Identify the components of an information system.	Weekly assignments & tests, MidTerm Exam, Final Exam	C or better
	2200.2 Students should be able to differentiate data from other management decision making terminology in the business environment.	Weekly assignments & tests, MidTerm Exam, Final Exam	C or better
INFO 2235 Microcomputer Applications in Business	2235.1 Students will be able to understand the fundamental principles of Information Systems and recognize the effective use of information systems in a business environment	Daily Classwork, myitlab Similations, Major Projects 1-3	C or better
	2235.2 Students will be able to analyze a business problem or situation and determine if and/or how computer applications could be used to enhance the decision-making process	Daily Classwork, myitlab Similations, Major Projects 1-4	C or better
	2235.3 Students will be able to construct professional-quality, computer-generated documents to support a given business scenario. The application of the computer process should provide an effective and beneficial aid to the particular circumstances	Daily Classwork, myitlab Similations, Major Projects 1-5	C or better

<b>Program Outcome 1:</b> Upon successful completion of the BSBA program, students will be able to demonstrate a foundation of business knowledge and technical skills that supports and facilitates lifelong professional development.			
<b>Core Courses</b>	<b>Course Outcomes</b>	<b>Direct assessment measure</b>	<b>Satisfactory performance standard</b>
MGMT 2209 Principles of Management	2209.1 After completing reading assignments, participating in classroom discussions, and/or other activities the student will successfully demonstrate to the instructor understanding of the evolution of management thought, management concepts and analytical techniques.	Exams	C or better
	2209.2 After completing reading assignments, participating in classroom discussions, and/or other activities the student will successfully demonstrate to the instructor an understanding of the four basic management processes (planning, organizing, leading, and controlling).	Exams	C or better



<b>Program Outcome 1:</b> Upon successful completion of the BSBA program, students will be able to demonstrate a foundation of business knowledge and technical skills that supports and facilitates lifelong professional development.			
<b>Core Courses</b>	<b>Course Outcomes</b>	<b>Direct assessment measure</b>	<b>Satisfactory performance standard</b>
	2209.3 After completing reading assignments, participating in classroom discussions, and/or other activities the student will successfully demonstrate to the instructor an understanding of the impact of environmental factors, and organizational culture on organization and managerial successes.	Exams	C or better
	2209.4 After completing reading assignments, participating in classroom discussions, and/or other activities the student will successfully demonstrate to the instructor his/her ability to utilize problem solving, critical thinking skills, and sound ethical management practices to articulate basic management issues.	Exams	C or better

<b>Program Outcome 1:</b> Upon successful completion of the BSBA program, students will be able to demonstrate a foundation of business knowledge and technical skills that supports and facilitates lifelong professional development.			
<b>Core Courses</b>	<b>Course Outcomes</b>	<b>Direct assessment measure</b>	<b>Satisfactory performance standard</b>
MKTG 2204 Principles of Marketing	2204.1 After completing reading assignments, participating in classroom discussions, and/or other activities the student will successfully demonstrate to the instructor an understanding marketing activities and theories as they relate to creating good customer relations and satisfaction.	Exam, Homework, & Quizzes	C or better
	2204.2 After completing reading assignments, participating in classroom discussions, and/or other activities the student will successfully demonstrate to the instructor an understanding of the marketing mix (product, price, distribution, and comm.).	Exam, Homework, & Quizzes	C or better

<b>Program Outcome 1:</b> Upon successful completion of the BSBA program, students will be able to demonstrate a foundation of business knowledge and technical skills that supports and facilitates lifelong professional development.			
<b>Core Courses</b>	<b>Course Outcomes</b>	<b>Direct assessment measure</b>	<b>Satisfactory performance standard</b>
	2204.3 After completing reading assignments, participating in classroom discussions, and/or other activities the student will successfully demonstrate to the instructor an understanding of basic marketing research activity to further understand consumer and business buying behavior.	Exam, Homework, & Quizzes	C or better
	2204.4 After completing reading assignments, participating in classroom discussions, and/or other activities the student will successfully demonstrate to the instructor his/her ability to utilize problem solving, critical thinking skills, and sound ethical marketing practices to articulate basic marketing issues.	Exam, Homework, & Quizzes	C or better

<b>Program Outcome 2:</b> Upon successful completion of the BSBA program, students will be able to use <b>critical thinking</b> to solve complex organizational problems.			
<b>Core Courses</b>	<b>Course Outcomes</b>	<b>Direct assessment measure</b>	<b>Satisfactory performance standard</b>
ACCT 2201 Principles of Accounting I	2201.9 The students should be able to explain the underlying concepts of inventory valuation describe the inventory cost flow assumptions and demonstrate the effect of each method of cost flow on the financial statements and on income taxes.	Homework Quizzes Exams	C or better
ACCT 2202 Principles of Accounting II	2202.1 Student should be able to record the acquisition, valuation, and disposition of plant assets, natural resources and intangible assets.	Homework Quizzes Exams	C or better
	2202.2 Student should be able to demonstrate the accounting for payroll and other current liabilities.	Homework Quizzes Exams	C or better
	2202.3 Student should be able to record the formation, dissolution, and liquidation of a partnership and the division of partnership net income or loss.	Homework Quizzes Exams	C or better
	2202.4 Student should be able to record common stock transactions and the payment of cash and stock dividends.	Homework Quizzes Exams	C or better
	2202.5	Homework	C or better

<b>Program Outcome 2:</b> Upon successful completion of the BSBA program, students will be able to use <b>critical thinking</b> to solve complex organizational problems.			
<b>Core Courses</b>	<b>Course Outcomes</b>	<b>Direct assessment measure</b>	<b>Satisfactory performance standard</b>
	Student should be able to prepare and analyze a corporate balance sheet (especially the Stockholders Equity section) and a comprehensive corporate income statement including earnings per share.	Quizzes Exams	
	2202.6 Student should be able to demonstrate the entries for recording bonds and long-term notes payable.	Homework Quizzes Exams	C or better
	2202.7 Student should be able to prepare a statement of cash flows using the indirect method.	Homework Quizzes Exams	C or better
	2202.8 Student should be able to analyze financial statements using horizontal, vertical, and ratio analysis techniques.	Homework Quizzes Exams	C or better
BUSN 2251 Corporate Communications	2251.1 To understand the foundation of communication and its magnitude in business.	Students will either write a short informational report or a short analytical report that solves a business problem	C or better
	2251.2 To comprehend and develop the process of business writing.	Students will discuss the three phases of the writing process in relation to formal reports and search the web for samples of formal business plan proposals.	C or better
BUSN 3306	3306.1	All Quizzes & All Tests	C or better

<b>Program Outcome 2:</b> Upon successful completion of the BSBA program, students will be able to use <b>critical thinking</b> to solve complex organizational problems.			
<b>Core Courses</b>	<b>Course Outcomes</b>	<b>Direct assessment measure</b>	<b>Satisfactory performance standard</b>
Business Law I	The student will know and understand factual knowledge (legal terminology, classifications) related to business.		
	3306.2 The student will know and understand sources of law affecting business.	Quiz 1, Test 1, & Final Exam	C or better
	3306.3 The student will know and understand constitutional authority.	Quiz 2, Test 1, & Final Exam	C or better
	3306.4 The student will know and understand how to apply legal concepts to personal and business affairs.	All Quizzes & All Tests	C or better
	3306.5 The student will know and understand individual rights.	All Quizzes & All Tests	C or better
	3306.6 The student will know and understand elements and terms of contracts.	Quizzes 4,5,6,7, Tests 3,4, & Final Exam	C or better
	3306.7 The student will know and understand relationship of buyer/seller.	Quiz 7 & Final Exam	C or better
	3306.8 The student will know and understand ethics and social responsibility.	Quiz 1 & Test 1	C or better
BUSN 3310	3310.1	Exam 1 & Disc.	C or better

<b>Program Outcome 2:</b> Upon successful completion of the BSBA program, students will be able to use <b>critical thinking</b> to solve complex organizational problems.			
<b>Core Courses</b>	<b>Course Outcomes</b>	<b>Direct assessment measure</b>	<b>Satisfactory performance standard</b>
Business and Economic Statistics	The student will be able to understand the meaning of “statistics”.		
	3310.2 The student will be able to understand the distinction between the population and the sample.	Exam 1 & Disc.	C or better
	3310.3 The student will be able to understand the types of statistical data.	Exam 1 & Disc.	C or better
	3310.4 The student will be able to understand how statistical data are organized in terms of frequency of occurrence.	Exam 1 & Disc.	C or better
	3310.5 The student will be able to understand what kinds of numerical and graphical displays are used for data.	Exam 1 & Disc.	C or better
	3310.6 The student will be able to understand how to measure central tendency and dispersion.	Exam 1 & Disc.	C or better
	3310.7 The student will be able to understand the basic concepts of probability and how they relate to relative frequency.	Exam 2 & Disc.	C or better

<b>Program Outcome 2:</b> Upon successful completion of the BSBA program, students will be able to use <b>critical thinking</b> to solve complex organizational problems.			
<b>Core Courses</b>	<b>Course Outcomes</b>	<b>Direct assessment measure</b>	<b>Satisfactory performance standard</b>
	3310.8 The student will be able to understand obtain expected value and variance of the discrete data.	Exam 2 & Disc.	C or better
	3310.9 The student will be able to understand learn about the properties of the normal distribution and why it is so important.	Exam 2 & Disc.	C or better
	3310.10 The student will be able to understand how the central limit theorem enables us to use the normal curve to find probabilities for future levels of the sample mean.	Exam 2 & Disc.	C or better
	3310.11 The student will be able to understand learn about confidence intervals for the mean and proportion and how they are used and constructed.	Final Exam & Disc.	C or better
	3310.12 The student will be able to understand learn about hypothesis testing and how it may be used in decision making.	Final Exam & Disc.	C or better
	3310.13 The student will be able to understand how statistics measures and expresses association between variables.	Final Exam & Disc.	C or better



<b>Program Outcome 2:</b> Upon successful completion of the BSBA program, students will be able to use <b>critical thinking</b> to solve complex organizational problems.			
<b>Core Courses</b>	<b>Course Outcomes</b>	<b>Direct assessment measure</b>	<b>Satisfactory performance standard</b>
BUSN 3320 International Business	3320.1 Expand students knowledge of international business, including foreign competitors and markets.	Group Project	C or better
	3320.2 Improve students understanding of how cultural, political, economic, environmental, sociological, and legal differences among nations affect the process of doing business abroad.	Group Project	C or better
	3320.3 Improve students understanding of how functional areas of international business such as marketing, management, financing, and accounting are applicable in business operating outside the United States.	Group Project	C or better
	3320.4 Improve students development in understanding the changing international environment and its affect on businesses.	Group Project	C or better
	3320.5 Improve students development in decision-making skills in the management of international business.	Group Project	C or better

<b>Program Outcome 2:</b> Upon successful completion of the BSBA program, students will be able to use <b>critical thinking</b> to solve complex organizational problems.			
<b>Core Courses</b>	<b>Course Outcomes</b>	<b>Direct assessment measure</b>	<b>Satisfactory performance standard</b>
BUSN 4415 Strategic Management and Policy	4415.1 Students will be able to identify frameworks for analyzing an industry and competitors in a variety of settings.	Section 5 of Case analysis	C or better
	4415.2 Students will be able to analyze and evaluate a firm's performance based on an industry's structure.	Sections 1, 2, 4, 5 and 6 of case analysis	C or better
	4415.5 Students will be able to get hands-on experience on applying theories and frameworks to a real firm along the lines of a professional consulting assignment.	Case Analysis	C or better
	4415.6 Students will be able to utilize strategic tools and theories such as a SWOT analysis, environmental scanning, etc.	Section 7 of the case analysis	C or better
FINC 2201 Introduction to Financial Management	2201.3 Upon successful completion of the course, students will be able to properly develop working capital policy.	Homework, Quizzes, Exams, Case Studies	C or better
	2201.4 Upon successful completion of the course, students will be able to prepare a capital budget by utilizing various capital budgeting techniques.	Homework, Quizzes, Exams, Case Studies	C or better

<b>Program Outcome 2:</b> Upon successful completion of the BSBA program, students will be able to use <b>critical thinking</b> to solve complex organizational problems.			
<b>Core Courses</b>	<b>Course Outcomes</b>	<b>Direct assessment measure</b>	<b>Satisfactory performance standard</b>
INFO 2200 Fundamentals of Information Systems	2200.2 Students should be able to differentiate data from other management decision making terminology in the business environment.	Weekly assignments & tests, MidTerm Exam, Final Exam	C or better
	2200.4 Students should be able to apply strategic information systems and reorganization principles to achieve the goals of the organization.	Weekly assignments & tests, MidTerm Exam, Final Exam	C or better
INFO 2235 Microcomputer Applications in Business	2235.1 Students will be able to understand the fundamental principles of Information Systems and recognize the effective use of information systems in a business environment	Major Projects 1-3	C or better
	2235.2 Students will be able to analyze a business problem or situation and determine if and/or how computer applications could be used to enhance the decision-making process	Major Projects 1-4	C or better
	2235.3 Students will be able to construct professional-quality, computer-generated documents to support a given business scenario. The application of the computer process should provide an effective and beneficial aid to the particular circumstances	Major Projects 1-5	C or better

<b>Program Outcome 2:</b> Upon successful completion of the BSBA program, students will be able to use <b>critical thinking</b> to solve complex organizational problems.			
<b>Core Courses</b>	<b>Course Outcomes</b>	<b>Direct assessment measure</b>	<b>Satisfactory performance standard</b>
MKTG 2204 Principles of Marketing	2204.4 After completing reading assignments, participating in classroom discussions, and/or other activities the student will successfully demonstrate to the instructor his/her ability to utilize problem solving, critical thinking skills, and sound ethical marketing practices to articulate basic marketing issues.	Exam, Homework, & Quizzes	C or better

<b>Program Outcome 3:</b> Upon successful completion of the BSBA program, students will be able to <b>communicate</b> effectively using oral, written, and electronic documentation skills.			
<b>Core Courses</b>	<b>Course Outcomes</b>	<b>Direct assessment measure</b>	<b>Satisfactory performance standard</b>
ACCT 2201 Principles of Accounting I	2201.1 The students should be able to state the basic accounting equation, explain the meaning of its terms and underlying concepts, and analyze the effect of business transactions on it.	Class Discussions, Homework, Quizzes, Exams	C or better
	2201.2 The students should be able to prepare a multiple-step income statement, owner's equity statement, and classified balance sheet and demonstrate and understanding of the underlying concepts of the statement of cash flows.	Homework Quizzes Exams	C or better
	2201.3 The students should be able to demonstrate the steps in the accounting cycle for both a service enterprise and a merchandising company.	Homework Quizzes Exams	C or better
	2201.4 The students should be able to explain accrual accounting and the underlying principles which cause adjusting entries to be made.	Class Discussions, Homework, Quizzes, Exams	C or better
	2201.5 The students should be able to identify the basic principles of accounting information systems. The students should be able to identify the basic principles of accounting information systems.	Homework Quizzes Exams	C or better
	2201.6	Homework	C or better

<b>Program Outcome 3:</b> Upon successful completion of the BSBA program, students will be able to <b>communicate</b> effectively using oral, written, and electronic documentation skills.			
<b>Core Courses</b>	<b>Course Outcomes</b>	<b>Direct assessment measure</b>	<b>Satisfactory performance standard</b>
	The students should be able to identify the principles of internal control and explain and demonstrate their application to cash receipts and disbursements.	Quizzes Exams	
	2201.7 The students should be able to explain the underlying concepts of recording receivables and prepare journal entries to record their acquisition, initial and interim valuation, and disposition.	Class Discussions, Homework, Quizzes, Exams	C or better
	2201.8 The students should be able to explain the effect of both periodic and perpetual inventory accounting on sales, gross profit, and net income including their presentation in the income statement.	Class Discussions, Homework, Quizzes, Exams	C or better
	2201.9 The students should be able to explain the underlying concepts of inventory valuation describe the inventory cost flow assumptions and demonstrate the effect of each method of cost flow on the financial statements and on income taxes.	Class Discussions, Homework, Quizzes, Exams	C or better
ACCT 2202	2202.1	Homework	C or better

<b>Program Outcome 3:</b> Upon successful completion of the BSBA program, students will be able to <b>communicate</b> effectively using oral, written, and electronic documentation skills.			
<b>Core Courses</b>	<b>Course Outcomes</b>	<b>Direct assessment measure</b>	<b>Satisfactory performance standard</b>
Principles of Accounting II	Student should be able to record the acquisition, valuation, and disposition of plant assets, natural resources and intangible assets.	Quizzes Exams	
	2202.2 Student should be able to demonstrate the accounting for payroll and other current liabilities.	Homework Quizzes Exams	C or better
	2202.3 Student should be able to record the formation, dissolution, and liquidation of a partnership and the division of partnership net income or loss.	Homework Quizzes Exams	C or better
	2202.4 Student should be able to record common stock transactions and the payment of cash and stock dividends.	Homework Quizzes Exams	C or better
	2202.5 Student should be able to prepare and analyze a corporate balance sheet (especially the Stockholders Equity section) and a comprehensive corporate income statement including earnings per share.	Homework Quizzes Exams	C or better
	2202.6	Homework	C or better

<b>Program Outcome 3:</b> Upon successful completion of the BSBA program, students will be able to <b>communicate</b> effectively using oral, written, and electronic documentation skills.			
<b>Core Courses</b>	<b>Course Outcomes</b>	<b>Direct assessment measure</b>	<b>Satisfactory performance standard</b>
	Student should be able to demonstrate the entries for recording bonds and long-term notes payable.	Quizzes Exams	
	2202.7 Student should be able to prepare a statement of cash flows using the indirect method.	Homework Quizzes Exams	C or better
	2202.8 Student should be able to analyze financial statements using horizontal, vertical, and ratio analysis techniques.	Homework Quizzes Exams	C or better
BUSN 2251 Corporate Communications	2251.3 To learn to communicate via letters, memorandums, and electronic communication.	Students will analyze the structure and formatting of e-mail messages and memos and demonstrate their knowledge by writing e-mail messages and memos that make requests, that respond, and that explain procedures.	C or better
BUSN 3310 Business and Economic Statistics	3310.1 The student will be able to understand the meaning of “statistics”.	Exam 1 & Quiz 1 + Homework	C or better
	3310.2 The student will be able to understand the distinction between the population and the sample.	Exam 1 & Quiz 2 + Homework	C or better
	3310.3	Exam 1, & Quiz 3 +	C or better



<b>Program Outcome 3:</b> Upon successful completion of the BSBA program, students will be able to <b>communicate</b> effectively using oral, written, and electronic documentation skills.			
<b>Core Courses</b>	<b>Course Outcomes</b>	<b>Direct assessment measure</b>	<b>Satisfactory performance standard</b>
	The student will be able to understand the types of statistical data.	Homework	
	3310.4 The student will be able to understand how statistical data are organized in terms of frequency of occurrence.	Exam 1 & Quiz 3 + Homework	C or better
	3310.5 The student will be able to understand what kinds of numerical and graphical displays are used for data.	Exam 1 & Quiz 4 + Homework	C or better
	3310.6 The student will be able to understand how to measure central tendency and dispersion.	Exam 1 & Quiz 4 + Homework	C or better
	3310.7 The student will be able to understand the basic concepts of probability and how they relate to relative frequency.	Exam 2 & Quiz 5 + Homework	C or better
	3310.8 The student will be able to understand obtain expected value and variance of the discrete data.	Exam 2 & Quiz 6 + Homework	C or better
	3310.9 The student will be able to understand learn about the properties of the normal distribution and why it is so important.	Exam 2 & Quiz 6 + Homework	C or better
	3310.10	Exam 2, Quiz 7 +	C or better

<b>Program Outcome 3:</b> Upon successful completion of the BSBA program, students will be able to <b>communicate</b> effectively using oral, written, and electronic documentation skills.			
<b>Core Courses</b>	<b>Course Outcomes</b>	<b>Direct assessment measure</b>	<b>Satisfactory performance standard</b>
	The student will be able to understand how the central limit theorem enables us to use the normal curve to find probabilities for future levels of the sample mean.	Homework, & Final Exam	
	3310.11 The student will be able to understand learn about confidence intervals for the mean and proportion and how they are used and constructed.	Quiz 8 + Homework, & Final Exam	C or better
	3310.12 The student will be able to understand learn about hypothesis testing and how it may be used in decision making.	Quiz 9 + Homework, & Final Exam	C or better
	3310.13 The student will be able to understand how statistics measures and expresses association between variables.	Quiz 10 + Homework, & Final Exam	C or better
BUSN 3320 International Business	3320.4 Improve students development in understanding the changing international environment and its affect on businesses.	Class Presentation & Written Report	C or better
BUSN 4415 Strategic Management and Policy	4415.4 Students will be able to analyze data and report to top management in order to facilitate strategic decisions.	Class Presentation & Written Report	C or better
FINC 2201	2201.1	Homework, Quizzes,	C or better

<b>Program Outcome 3:</b> Upon successful completion of the BSBA program, students will be able to <b>communicate</b> effectively using oral, written, and electronic documentation skills.			
<b>Core Courses</b>	<b>Course Outcomes</b>	<b>Direct assessment measure</b>	<b>Satisfactory performance standard</b>
Introduction to Financial Management	Upon successful completion of the course, students will be able to describe and analyze financial statements.	Exams, Case Studies	
	2201.2 Upon successful completion of the course, students will be able to explain financial markets, comprehend the time value of money, perform security valuation, and describe the relationship between risk and return.	Class Discussion	C or better
	2201.3 Upon successful completion of the course, students will be able to properly develop working capital policy.	Homework, Quizzes, Exams, Case Studies	C or better
	2201.4 Upon successful completion of the course, students will be able to prepare a capital budget by utilizing various capital budgeting techniques.	Homework, Quizzes, Exams, Case Studies	C or better
INFO 2200 Fundamentals of Information Systems	2200.5 Students should be able to demonstrate written comm skills by writing a Major Proj Outline, dev a PPT, and writing an Exec Summary of their presentation.	Email, assignments, Major Project Notebook	C or better
	2200.6	Major Project Team	C or better

<b>Program Outcome 3:</b> Upon successful completion of the BSBA program, students will be able to <b>communicate</b> effectively using oral, written, and electronic documentation skills.			
<b>Core Courses</b>	<b>Course Outcomes</b>	<b>Direct assessment measure</b>	<b>Satisfactory performance standard</b>
	Students should be able to demonstrate oral comm skills in class participation, interacting within a team environment, and presenting a team Major Project Pres.	Research & Presentation	
INFO 2235 Microcomputer Applications in Business	2235.1 Students will be able to understand the fundamental principles of Information Systems and recognize the effective use of information systems in a business environment	Major Project 3	C or better
	2235.2 Students will be able to analyze a business problem or situation and determine if and/or how computer applications could be used to enhance the decision-making process	Major Project 4	C or better
	2235.3 Students will be able to construct professional-quality, computer-generated documents to support a given business scenario. The application of the computer process should provide an effective and beneficial aid to the particular circumstances	Major Project 5	C or better

<b>Program Outcome 4:</b> Upon successful completion of the BSBA program, students will have a conceptual understanding of the overall context of <b>international business</b> and the ability to link theory to practice.			
<b>Core Courses</b>	<b>Course Outcomes</b>	<b>Direct assessment measure</b>	<b>Satisfactory performance standard</b>
BUSN 2251 Corporate Communications	2251.4 To integrate real-world business communication challenges.	Students will be able to identify techniques for improving written messages to intercultural audiences.	C or better
	2251.7 To edify the importance of group work and analyze its dynamics.	Students will be able to explain the challenges of, dividends of, and techniques for capitalizing on workforce diversity including being sensitive to racial and gender issues.	C or better
BUSN 3306 Business Law I	3306.1 The student will know and understand factual knowledge (legal terminology, classifications) related to business.	Quiz 1 & Test 1	C or better
	3306.2 The student will know and understand sources of law affecting business.	Quiz 1, Test 1, & Final Exam	C or better
BUSN 3320 International Business	3320.1 Expand students knowledge of international business, including foreign competitors and markets.	Group Project and Test 1, 2 and 3	C or better
	3320.2	Group Project and	C or better

<b>Program Outcome 4:</b> Upon successful completion of the BSBA program, students will have a conceptual understanding of the overall context of <b>international business</b> and the ability to link theory to practice.			
<b>Core Courses</b>	<b>Course Outcomes</b>	<b>Direct assessment measure</b>	<b>Satisfactory performance standard</b>
	Improve students understanding of how cultural, political, economic, environmental, sociological, and legal differences among nations affect the process of doing business abroad.	Tests 1 and 2	
	3320.3 Improve students understanding of how functional areas of international business such as marketing, management, financing, and accounting are applicable in business operating outside the United States.	Group Project and Test 3	C or better
	3320.4 Improve students development in understanding the changing international environment and its affect on businesses.	Group Project	C or better
	3320.5 Improve students development in decision-making skills in the management of international business.	Group Project	C or better
INFO 2200 Fundamentals of Information Systems	2200.3 Students should be able to apply ethical IT management concepts to gain the competitive advantage in business.	Weekly assignments & tests, MidTerm Exam, Final Exam	C or better
	2200.4	Weekly assignments &	C or better

<b>Program Outcome 4:</b> Upon successful completion of the BSBA program, students will have a conceptual understanding of the overall context of <b>international business</b> and the ability to link theory to practice.			
<b>Core Courses</b>	<b>Course Outcomes</b>	<b>Direct assessment measure</b>	<b>Satisfactory performance standard</b>
	Students should be able to apply strategic information systems and reorganization principles to achieve the goals of the organization.	tests, MidTerm Exam, Final Exam	

<b>Program Outcome 5:</b> Upon successful completion of the BSBA program, students will be able to assess the implications of <b>personal value, legal, ethical</b> and <b>social issues</b> of individual and organizational business activities.			
<b>Core Courses</b>	<b>Course Outcomes</b>	<b>Direct assessment measure</b>	<b>Satisfactory performance standard</b>
BUSN 2251 Corporate Communications	2251.4 To integrate real-world business communication challenges.	Students will be able to identify techniques for improving written messages to intercultural audiences.	C or better
	2251.7 To edify the importance of group work and analyze its dynamics.	Students will be able to explain the challenges of, dividends of, and techniques for capitalizing on workforce diversity including being sensitive to racial and gender issues.	C or better
BUSN 3306 Business Law I	3306.1 The student will know and understand factual knowledge (legal terminology, classifications) related to business.	All Quizzes & All Tests, & Final Exam	C or better
	3306.2 The student will know and understand sources of law affecting business.	Quizzes 1,3,4,5,6,7, & Final Exam	C or better
	3306.3 The student will know and understand constitutional authority.	Quiz 2, Test 1, & Final Exam	C or better
	3306.4 The student will know and understand how to apply legal concepts to personal and business affairs.	All Quizzes & All Tests	C or better
	3306.5	All Quizzes & All	C or better



<b>Program Outcome 5:</b> Upon successful completion of the BSBA program, students will be able to assess the implications of <b>personal value, legal, ethical</b> and <b>social issues</b> of individual and organizational business activities.			
<b>Core Courses</b>	<b>Course Outcomes</b>	<b>Direct assessment measure</b>	<b>Satisfactory performance standard</b>
	The student will know and understand individual rights.	Tests	
	3306.6 The student will know and understand elements and terms of contracts.	Quizzes 4,5,6,7, Tests 3, 4, & Final Exam	C or better
	3306.7 The student will know and understand relationship of buyer/seller.	Quizzes 8,9, & Final Exam	C or better
	3306.8 The student will know and understand ethics and social responsibility.	Quiz 1 & Test 1	C or better
BUSN 3310 Business and Economic Statistics	3310.3 The student will be able to understand the types of statistical data.	Quiz 3 & Exam 1	C or better
BUSN 3320 International Business	3320.1 Expand students knowledge of international business, including foreign competitors and markets.	Group Project	C or better
	3320.2 Improve students understanding of how cultural, political, economic, environmental, sociological, and legal differences among nations affect the process of doing business abroad.	Group Project	C or better
ECON 2201	2201.1	Exams	C or better

<b>Program Outcome 5:</b> Upon successful completion of the BSBA program, students will be able to assess the implications of <b>personal value, legal, ethical</b> and <b>social issues</b> of individual and organizational business activities.			
<b>Core Courses</b>	<b>Course Outcomes</b>	<b>Direct assessment measure</b>	<b>Satisfactory performance standard</b>
Economic Principles and Problems I	Define economics and explain the kinds of questions that economists try to answer.		
	2201.2 Explain and illustrate the concepts of scarcity, opportunity cost, production efficiency, and tradeoff using the production possibility frontier.	Exams	C or better
	2201.3 Explain how demand and supply determine price and quantity in a market and explain the effects of changes in demand and supply.	Exams	C or better
	2201.4 Define Gross National Product (GDP), describe how it is measured, and distinguish between nominal GDP and real GDP.	Exams	C or better
	2201.5 Describe the sources and types of unemployment and their economic consequences.	Exams	C or better
	2201.6 Define money, describe its functions, and explain how banks create money and how Fed controls the quantity of money.	Exams	C or better
	2201.7	Exams	C or better

<b>Program Outcome 5:</b> Upon successful completion of the BSBA program, students will be able to assess the implications of <b>personal value, legal, ethical</b> and <b>social issues</b> of individual and organizational business activities.			
<b>Core Courses</b>	<b>Course Outcomes</b>	<b>Direct assessment measure</b>	<b>Satisfactory performance standard</b>
	Describe the sources of inflation and how it is measured.		
	2201.8 Describe the expansionary and contractionary fiscal policy.	Exams	C or better
	2201.9 Explain and compare alternative monetary policy strategies.	Exams	C or better
ECON 2202 Economic Principles and Problems II	2202.1 Explain how demand and supply determine price and quantity in a market and explain the effects of changes in demand and supply.	Exams	C or better
	2202.2 Define, explain the factors that influence, and calculate the price elasticity of demand, price elasticity of supply, cross elasticity of demand, and the income elasticity of demand.	Exams	C or better
	2202.3 Explain marginal utility theory and use it to derive a consumer's demand curve.	Exams	C or better
	2202.4 Explain how economists measure a firm's cost of production and productivity in the short run and in the long run.	Exams	C or better
	2202.5	Exams	C or better

<b>Program Outcome 5:</b> Upon successful completion of the BSBA program, students will be able to assess the implications of <b>personal value, legal, ethical</b> and <b>social issues</b> of individual and organizational business activities.			
<b>Core Courses</b>	<b>Course Outcomes</b>	<b>Direct assessment measure</b>	<b>Satisfactory performance standard</b>
	Describe the characteristics of the four primary market structures: perfect competition, monopolistic competition, oligopoly, and pure monopoly.		
	2202.6 Explain how the firm determines its level of output and its profit/loss under the four primary market structures.	Exams	C or better
	2202.7 Describe how labor wages are determined in the case of competition, Monopoly, and labor union.	Exams	C or better
FINC 2201 Introduction to Financial Management	2201.2 Upon successful completion of the course, students will be able to explain financial markets, comprehend the time value of money, perform security valuation, and describe the relationship between risk and return.	Class Discussion	C or better
INFO 2200 Fundamentals of Information Systems	2200.3 Students should be able to apply ethical IT management concepts to gain the competitive advantage in business.	Weekly assignments & tests, MidTerm Exam, Final Exam	C or better
MGMT 2209	2209.1	Exams	C or better

<b>Program Outcome 5:</b> Upon successful completion of the BSBA program, students will be able to assess the implications of <b>personal value, legal, ethical</b> and <b>social issues</b> of individual and organizational business activities.			
<b>Core Courses</b>	<b>Course Outcomes</b>	<b>Direct assessment measure</b>	<b>Satisfactory performance standard</b>
Principles of Management	After completing reading assignments, participating in classroom discussions, and/or other activities the student will successfully demonstrate to the instructor understanding of the evolution of management thought, management concepts and analytical techniques.		
	2209.3 After completing reading assignments, participating in classroom discussions, and/or other activities the student will successfully demonstrate to the instructor an understanding of the impact of environmental factors, and organizational culture on organization and managerial successes.	Exams	C or better
MKTG 2204 Principles of Marketing	2204.1 After completing reading assignments, participating in classroom discussions, and/or other activities the student will successfully demonstrate to the instructor an understanding marketing activities and theories as they relate to creating good customer relations and satisfaction.	Exams	C or better
	2204.4	Exams	C or better

<b>Program Outcome 5:</b> Upon successful completion of the BSBA program, students will be able to assess the implications of <b>personal value, legal, ethical</b> and <b>social issues</b> of individual and organizational business activities.			
<b>Core Courses</b>	<b>Course Outcomes</b>	<b>Direct assessment measure</b>	<b>Satisfactory performance standard</b>
	After completing reading assignments, participating in classroom discussions, and/or other activities the student will successfully demonstrate to the instructor his/her ability to utilize problem solving, critical thinking skills, and sound ethical marketing practices to articulate basic marketing issues.		







Course - BUSN 2251 - Corporate Communications							
	2251.1	2251.2	2251.3	2251.4	2251.5	2251.6	2251.7
<b>Objectives</b>	To understand the foundation of communication and its magnitude in business.	To comprehend and develop the process of business writing.	To learn to communicate via letters, memorandums, and electronic communication.	To integrate real-world business communication challenges.	To render an exposure to preparing resumes and interviewing for a job.	To foster good speaking and writing skills as well as critical thinking.	To edify the importance of group work and analyze its dynamics.
1) Upon successful completion of the BSBA program, students will be able to demonstrate a <b>foundation</b> of business knowledge and technical skills (that supports and facilitates an appreciation of lifelong professional development).					Students prepare for employment by organizing their qualifications and information into an effective resume.	Students will organize team-based oral presentations and recognize communication tasks in teamwork processes.	
2) Upon successful completion of the BSBA program, students will be able to use <b>critical thinking</b> to solve complex organizational problems.	Students will either write a short informational report or a short analytical report that solves a business problem	Students will discuss the three phases of the writing process in relation to formal reports and search the web for samples of formal business plan proposals.					
3) Upon successful completion of the BSBA program, students will be able to <b>communicate</b> effectively using oral, written, and electronic documentation skills.			Students will analyze the structure and formatting of e-mail messages and memos and demonstrate their knowledge by writing e-mail messages and memos that make requests, that respond, and that explain procedures.				
4) Upon successful completion of the BSBA program, students will have a conceptual understanding of the overall context of <b>international business</b> and the ability to link theory to practice.				Students will be able to identify techniques for improving written messages to intercultural audiences.			Students will be able to explain the challenges of, dividends of, and techniques for capitalizing on workforce diversity including being sensitive to racial and gender issues.
5) Upon successful completion of the BSBA program, students will be able to assess the implications of <b>personal value, legal, ethical</b> and <b>social issues</b> of individual and organizational business activities.				Students will understand the ethical goals of a business communicator and tools for doing the right thing.			Students will work on a three-member team throughout the course on many different assignments involving legal, ethical, and social issues.

Course - BUSN 3306 - Business Law I								
	3306.1	3306.2	3306.3	3306.4	3306.5	3306.6	3306.7	3306.8
<b>Objectives</b>	The student will know and understand factual knowledge (legal terminology, classifications) related to business.	The student will know and understand sources of law affecting business.	The student will know and understand constitutional authority.	The student will know and understand how to apply legal concepts to personal and business affairs.	The student will know and understand individual rights.	The student will know and understand elements and terms of contracts.	The student will know and understand relationship of buyer/seller.	The student will know and understand ethics and social responsibility.
1) Upon successful completion of the BSBA program, students will be able to demonstrate a <b>foundation</b> of business knowledge and technical skills (that supports and facilitates an appreciation of lifelong professional development).	All Quizzes & All Tests	Quiz 1, Test 1, Test 3, & Final Exam	Quiz 2, Test 1, & Final Exam	All Quizzes & All Tests	All Quizzes & All Tests	Quizzes 4, 5, 6, 7, 8, Test 3, 4, Final Exam	Quizzes 7, 8, & Final Exam	Quiz 1 & Test 1
2) Upon successful completion of the BSBA program, students will be able to use <b>critical thinking</b> to solve complex organizational problems.	All Quizzes & All Tests	Quiz 1, Test 1, & Final Exam	Quiz 2, Test 1, & Final Exam	All Quizzes & All Tests	All Quizzes & All Tests	Quizzes 4, 5, 6, 7, Tests 3, 4, & Final Exam	Quiz 7 & Final Exam	Quiz 1 & Test 1
3) Upon successful completion of the BSBA program, students will be able to <b>communicate</b> effectively using oral, written, and electronic documentation skills.								
4) Upon successful completion of the BSBA program, students will have a conceptual understanding of the overall context of <b>international business</b> and the ability to link theory to practice.	Quiz 1 & Test 1	Quiz 1, Test 1, & Final Exam						
5) Upon successful completion of the BSBA program, students will be able to assess the implications of <b>personal values, legal, ethical</b> and <b>social issues</b> of individual and organizational business activities.	All Quizzes & All Tests, & Final Exam	Quizzes 1, 3, 4, 5, 6, 7, & Final Exam	Quiz 2, Test 1, & Final Exam	All Quizzes & All Tests	All Quizzes & All Tests	Quizzes 4, 5, 6, 7, Tests 3, 4, & Final Exam	Quizzes 8, 9, & Final Exam	Quiz 1 & Test 1



Course - BUSN 3320 - International Business					
	3320.1	3320.2	3320.3	3320.4	3320.5
<b>Objectives</b>	Expand students knowledge of international business, including foreign competitors and markets.	Improve students understanding of how cultural, political, economic, environmental, sociological, and legal differences among nations affect the process of doing business abroad.	Improve students understanding of how functional areas of international business such as marketing, management, financing, and accounting are applicable in business operating outside the United States.	Improve students development in understanding the changing international environment and its affect on businesses.	Improve students development in decision making skills in the management of international business.
1) Upon successful completion of the BSBA program, students will be able to demonstrate a <b>foundation</b> of business knowledge and technical skills (that supports and facilitates an appreciation of lifelong professional development).	Group Project and Test 1, 2 and 3	Group Project and Tests 1 and 2	Group Project and Test 3		
2) Upon successful completion of the BSBA program, students will be able to use <b>critical thinking</b> to solve complex organizational problems.	Group Project	Group Project	Group Project	Group Project	Group Project
3) Upon successful completion of the BSBA program, students will be able to <b>communicate</b> effectively using oral, written, and electronic documentation skills.				Class Presentation & Written Report	
4) Upon successful completion of the BSBA program, students will have a conceptual understanding of the overall context of <b>international business</b> and the ability to link theory to practice.	Group Project and Test 1, 2 and 3	Group Project and Tests 1 and 2	Group Project and Test 3	Group Project	Group Project
5) Upon successful completion of the BSBA program, students will be able to assess the implications of <b>personal value, legal, ethical</b> and <b>social issues</b> of individual and organizational business activities.	Group Project	Group Project			

Course - BUSN 4415 - Strategic Management and Policy						
	4415.1	4415.2	4415.3	4415.4	4415.5	4415.6
<b>Objectives</b>	Students will be able to identify frameworks for analyzing an industry and competitors in a variety of settings.	Students will be able to analyze and evaluate a firm's performance based on an industry's structure.	Students will be able to identify and collect data relevant to analysis from a variety of publicly available and primary sources.	Students will be able to analyze data and report to top management in order to facilitate strategic decisions.	Students will be able to get hands-on experience on applying theories and frameworks to a real firm along the lines of a professional consulting assignment.	Students will be able to utilize strategic tools and theories such as a SWOT analysis, environmental scanning, etc.
1) Upon successful completion of the BSBA program, students will be able to demonstrate a <b>foundation</b> of business knowledge and technical skills (that supports and facilitates an appreciation of lifelong professional development).	First Test	First Test	Case Analysis	Case Presentation		Second Test
2) Upon successful completion of the BSBA program, students will be able to use <b>critical thinking</b> to solve complex organizational problems.	Section 5 of Case analysis	Sections 1, 2, 4, 5 and 6 of case analysis			Case Analysis	Section 7 of the case analysis
3) Upon successful completion of the BSBA program, students will be able to <b>communicate</b> effectively using oral, written, and electronic documentation skills.				Class Presentation & Written Report		
4) Upon successful completion of the BSBA program, students will have a conceptual understanding of the overall context of <b>international business</b> and the ability to link theory to practice.						
5) Upon successful completion of the BSBA program, students will be able to assess the implications of <b>personal value, legal, ethical</b> and <b>social issues</b> of individual and organizational business activities.						

Course - ECON 2201 - Economic Principles and Problems I									
	2201.1	2201.2	2201.3	2201.4	2201.5	2201.6	2201.7	2201.8	2201.9
<b>Objectives</b>	Define economics and explain the kinds of questions that economists try to answer.	Explain and illustrate the concepts of scarcity, opportunity cost, production efficiency, and tradeoff using the production possibility frontier.	Explain how demand and supply determine price and quantity in a market and explain the effects of changes in demand and supply.	Define Gross National Product (GDP), describe how it is measured, and distinguish between nominal GDP and real GDP.	Describe the sources and types of unemployment and their economic consequences.	Define money, describe its functions, and explain how banks create money and how Fed controls the quantity of money.	Describe the sources of inflation and how it is measured.	Describe the expansionary and contractionary fiscal policy.	Explain and compare alternative monetary policy strategies.
1) Upon successful completion of the BSBA program, students will be able to demonstrate a <b>foundation</b> of business knowledge and technical skills (that supports and facilitates an appreciation of lifelong professional development).	Exams	Exams	Exams	Exams	Exams	Exams	Exams	Exams	Exams
2) Upon successful completion of the BSBA program, students will be able to use <b>critical thinking</b> to solve complex organizational problems.									
3) Upon successful completion of the BSBA program, students will be able to <b>communicate</b> effectively using oral, written, and electronic documentation skills.									
4) Upon successful completion of the BSBA program, students will have a conceptual understanding of the overall context of <b>international business</b> and the ability to link theory to practice.									
5) Upon successful completion of the BSBA program, students will be able to assess the implications of <b>personal value, legal, ethical</b> and <b>social issues</b> of individual and organizational business activities.	Exams	Exams	Exams	Exams	Exams	Exams	Exams	Exams	Exams



Course - FINC 2201 - Introduction to Financial Management			
	2201.1	2201.2	2201.3
<b>Objectives</b>	Upon successful completion of the course, students will be able to describe and analyze financial statements.	Upon successful completion of the course, students will be able to explain financial markets, comprehend the time value of money, perform security valuation, and describe the relationship between risk and return.	Upon successful completion of the course, students will be able to properly develop working capital policy.
Upon successful completion of the BSBA program, students will be able to demonstrate a <b>foundation</b> of business knowledge and technical skills (that supports and facilitates an appreciation of lifelong professional development).	Homework, Quizzes, Exams, Case Studies, Exam #1 (Questions 2, 3, 5, 6, 8-12, 15-32), Exam #3 (Question 8)	Homework, Quizzes, Exams, Case Studies, Exam #2 (Questions 1-32), Exam #3 (Questions 1-7, 8-12, 14-24, 27-30, 32, 33, 35, 36, 38, 39, 41, 42)	Homework, Quizzes, Exams, Case Studies, Exam #4 (Questions 2, 6, 10, 29)
Upon successful completion of the BSBA program, students will be able to use <b>critical thinking</b> to solve complex organizational problems.			Homework, Quizzes, Exams, Case Studies
Upon successful completion of the BSBA program, students will be able to <b>communicate</b> effectively using oral, written, and electronic documentation skills.	Homework, Quizzes, Exams, Case Studies	Class Discussion	Homework, Quizzes, Exams, Case Studies
Upon successful completion of the BSBA program, students will have a conceptual understanding of the overall context of <b>international business</b> and the ability to link theory to practice.			
Upon successful completion of the BSBA program, students will be able to assess the implications of <b>personal value, legal, ethical and social issues</b> of individual and organizational business activities.		Class Discussion	
			Upon successful completion of the course, students will be able to prepare a capital budget by utilizing various capital budgeting techniques.
			Homework, Quizzes, Exams, Case Studies, Exam #3 (Questions 13, 25, 26, 31, 34, 37, 40), Exam #4 (Questions 1, 3-5, 7-9, 11-28, 30-48)
			Homework, Quizzes, Exams, Case Studies
			Homework, Quizzes, Exams, Case Studies



Course - INFO 2200 - Fundamentals of Information Systems							
	2200.1	2200.2	2200.3	2200.4	2200.5	2200.6	2200.7
<b>Objectives</b>	Students should be able to identify the components of an information system.	Students should be able to differentiate data from other management decision making terminology in the business environment.	Students should be able to apply ethical IT management concepts to gain the competitive advantage in business.	Students should be able to apply strategic information systems and reorganization principles to achieve the goals of the organization.	Students should be able to demonstrate writing comm skills by writing a Major Proj Outline, dev a PPT, and writing an Exec Summary of their presentation.	Students should be able to demonstrate oral comm skills in class participating, interacting within a team environment, and presenting a team Major Project Pres.	Students should be able to demonstrate teamwork skills by developing and presenting a team major project presentation.
1) Upon successful completion of the BSBA program, students will be able to demonstrate a <b>foundation</b> of business skills (logic and reports and facilitates an appreciation of lifelong professional development).	Weekly assignments & tests, MidTerm Exam, Final Exam	Weekly assignments & tests, MidTerm Exam, Final Exam					
2) Upon successful completion of the BSBA program, students will be able to use <b>critical thinking</b> to solve complex organizational problems.		Weekly assignments & tests, MidTerm Exam, Final Exam		Weekly assignments & tests, MidTerm Exam, Final Exam			
3) Upon successful completion of the BSBA program, students will be able to <b>communicate</b> effectively using oral, written, and electronic documentation skills.					Email, assignments, Major Project Notebook	Major Project Team Research & Presentation	
4) Upon successful completion of the BSBA program, students will have a conceptual understanding of the overall context of <b>international business</b> and the ability to link theory to practice.			Weekly assignments & tests, MidTerm Exam, Final Exam	Weekly assignments & tests, MidTerm Exam, Final Exam			
5) Upon successful completion of the BSBA program, students will be able to assess the implications of <b>personal value, legal, ethical</b> and <b>social issues</b> of individual and organizational business activities.		Weekly assignments & tests, MidTerm Exam, Final Exam					

Course - INFO 2235 - Microcomputer Applications in Business			
	2235.1	2235.2	
	2235.3		
<b>Objectives</b>	Students will be able to understand the fundamental principles of Information Systems and recognize the effective use of information systems in a business environment	Students will be able to analyze a business problem or situation and determine if and/or how computer applications could be used to enhance the decision-making process	Students will be able to construct professional-quality, computer-generated documents to support a given business scenario. The process should provide an effective and beneficial aid to the particular circumstances
1) Upon successful completion of the BSBA program, students will be able to demonstrate a <b>foundation</b> of business knowledge and technical skills (that supports and facilitates an appreciation of lifelong professional development).	Daily Classwork, myiitlab Simulations, Major Projects 1-3	Daily Classwork, myiitlab Simulations, Major Projects 1-4	Daily Classwork, myiitlab Simulations, Major Projects 1-5
2) Upon successful completion of the BSBA program, students will be able to use <b>critical thinking</b> to solve complex organizational problems.	Major Projects 1-3	Major Projects 1-4	Major Projects 1-5
3) Upon successful completion of the BSBA program, students will be able to <b>communicate</b> effectively using oral, written, and electronic documentation skills.	Major Project 3	Major Project 4	Major Project 5
4) Upon successful completion of the BSBA program, students will have a conceptual understanding of the overall context of <b>international business</b> and the ability to link theory to practice.			
5) Upon successful completion of the BSBA program, students will be able to assess the implications of <b>personal value, legal, ethical</b> and <b>social issues</b> of individual and organizational business activities.			

Course - MGMT 2209 - Principles of Management				
	2209.1	2209.2	2209.3	2209.4
<b>Objectives</b>	After completing reading assignments, participating in classroom discussions, and/or other activities the student will successfully demonstrate to the instructor an understanding of the evolution of management thought, management concepts and analytical techniques.	After completing reading assignments, participating in classroom discussions, and/or other activities the student will successfully demonstrate to the instructor an understanding of the four basic management processes (planning, organizing, leading, and controlling).	After completing reading assignments, participating in classroom discussions, and/or other activities the student will successfully demonstrate to the instructor an understanding of the impact of environmental factors, organizational culture on organizational and managerial successes.	After completing reading assignments, participating in classroom discussions, and/or other activities the student will successfully demonstrate to the instructor his/her ability to utilize problem solving, critical thinking skills, and sound ethical management practices to articulate basic management issues.
1) Upon successful completion of the BSBA program, students will be able to demonstrate a <b>foundation</b> of business knowledge and technical skills (that supports and facilitates an appreciation of lifelong professional development).	Exams	Exams	Exams	Exams
2) Upon successful completion of the BSBA program, students will be able to use <b>critical thinking</b> to solve complex organizational problems.				
3) Upon successful completion of the BSBA program, students will be able to <b>communicate</b> effectively using oral, written, and electronic documentation skills.				
4) Upon successful completion of the BSBA program, students will have a conceptual understanding of the overall context of <b>international business</b> and the ability to link theory to practice.				
5) Upon successful completion of the BSBA program, students will be able to assess the implications of <b>personal value, legal, ethical</b> and <b>social issues</b> of individual and organizational business activities.	Exams		Exams	Exams

Course - MKTG 2204 - Principles of Marketing			
	2204.1	2204.2	2204.3
	After completing reading assignments, participating in classroom discussions, and/or other activities the student will successfully demonstrate to the instructor an understanding of marketing activities and theories as they relate to creating good customer relations and satisfaction.	After completing reading assignments, participating in classroom discussions, and/or other activities the student will successfully demonstrate to the instructor an understanding of the marketing mix (product, price, distribution, and communication).	After completing reading assignments, participating in classroom discussions, and/or other activities the student will successfully demonstrate to the instructor his/her ability to utilize problem solving, critical thinking skills, and sound ethical marketing practices to articulate basic marketing issues.
<b>Objectives</b>			
1) Upon successful completion of the BSBA program, students will be able to demonstrate a <b>foundation</b> of business knowledge and technical skills (that supports and facilitates an appreciation of lifelong professional development).	Exam, Homework, & Quizzes	Exam, Homework, & Quizzes	Exam, Homework, & Quizzes
2) Upon successful completion of the BSBA program, students will be able to use <b>critical thinking</b> to solve complex organizational problems.			Exam, Homework, & Quizzes
3) Upon successful completion of the BSBA program, students will be able to <b>communicate</b> effectively using oral, written, and electronic documentation skills.			
4) Upon successful completion of the BSBA program, students will have a conceptual understanding of the overall context of <b>international business</b> and the ability to link theory to practice.			
5) Upon successful completion of the BSBA program, students will be able to assess the implications of <b>personal value, legal, ethical</b> and <b>social issues</b> of individual and organizational business activities.	Exams		Exams

## Critical Thinking Rubric

Fairmont State University School of Business

	1	3	2	1
Interpretation	Analyzes insightful questions	Asks insightful questions	Identifies some questions	Fails to question data
	Refutes bias	Detects bias	Notes some bias	Ignores bias
	Critiques content	Categorizes content	Recognizes bias content	Misses major content areas
	Examines inconsistencies	Identifies inconsistencies	States some inconsistencies	Detects no inconsistencies
	Values information	Recognizes content	Selects sources adequately	Chooses biased sources
Analysis & Evaluation	Examines conclusions	Formulates conclusions	Identifies some conclusions	Fails to draw conclusions
	Uses reasonable judgment	Recognizes arguments	Sees some arguments	Sees no arguments
	Discriminates rationally	Notices differences	Identifies some differences	Overlooks differences
	Synthesizes data	Evaluates data	Paraphrases data	Repeats data
	Views information critically	Seeks out information	Assumes information valid	Omits research
Presentation	Argues succinctly	Argues clearly	Misconstructs arguments	Omits argument
	Discusses issues thoroughly	Identifies issues	Generalizes issues	Misrepresents issues
	Shows intellectual honesty	Attributes sources naturally	Cites sources	Excludes data
	Justifies decisions	Suggests solutions	Presents few options	Draws faulty conclusions
	Assimilates information	Incorporates information	Overlooks some information	Shows intellectual dishonesty

Revised Fall 2014

## Case Study Report Rubric

Criteria	1	2	3	4	Pts
Introduction	-weak introduction of topic & subtopics - weak and lacks an arguable position	-adequate introduction that states topic and some of the subtopics - somewhat clear and arguable	-proficient introduction that states topic and all subtopics in proper order - clear and arguable statement of position	-exceptional introduction that grabs interest of reader and states topic and all subtopics in proper order - exceptionally clear, arguable, well developed, and a definitive statement	
Quality of Information / Evidence	-limited information on topic with lack of research or detail	-some aspects of paper is researched with some accurate evidence from limited sources	-paper is well researched in detail with accurate & critical evidence from a variety of sources	-paper is exceptionally researched and extremely detailed with critical evidence	
Support of Ideas / Analysis	-limited connections made between evidence, subtopics, counterarguments & topic -lack of analysis	-some connections made between evidence, subtopics, counterarguments & topic showing analysis	-consistent connections made between evidence, subtopics, counterarguments & topic showing good analysis	-exceptionally critical, relevant and consistent connections made between evidence, subtopics, counterarguments & topic showing excellent analysis	
Organization / Development of Ideas	-paper lacks clear and logical development of ideas	-somewhat clear and logical development of subtopics	-clear and logical subtopic order that supports topic	-exceptionally clear, logical, mature, and thorough development of subtopics that support topic	
Conclusion	-lack of summary of topic & subtopics with weak concluding ideas	-adequate summary of topic and some subtopics with some final concluding ideas	-good summary of topic and all subtopics with clear concluding ideas	-excellent summary of topic (with no new information) & all subtopics in proper order with concluding ideas that leave an impact on reader	
Language Conventions	- inconsistent grammar, spelling and paragraphing throughout paper	-paper has some errors in grammar, spelling and paragraphing	-paper is clear, with mostly proper grammar, spelling and paragraphing	-paper is very concise, clear, with consistently proper grammar, spelling and paragraphing	
<b>Total Score:</b>					<b>/24</b>

## Oral Presentation Rubric

### Fairmont State University School of Business

**Oral Communication:** Expressing ideas clearly when communicating orally.

<b>Levels of Achievement</b>				
<b>Criteria</b>	<b><i>Exemplary</i></b>	<b><i>Proficient</i></b>	<b><i>Marginal</i></b>	<b><i>Unacceptable</i></b>
<b>Organization</b>	1. Presentation is clear, logical and organized. 2. Listener can follow line of reasoning.	1. Presentation is generally clear and well organized. 2. A few minor points may be confusing.	1. Organization seems haphazard. 2. Listener can follow presentation with effort. Some arguments are not clear.	1. Logic of arguments is not made clear. 2. Listeners are confused.
<b>Style/Delivery</b>	1. Level of presentation is appropriate for the audience. 2. Speaker is clearly comfortable in front of the group and can be heard by all. 3. Presentation is paced for audience understanding. 4. Consults notes; none of the presentation is read	1. Level of presentation is generally appropriate. 2. The presenter seems slightly uncomfortable at times, and the audience occasionally has trouble hearing him/her. 3. Pacing is sometimes too fast or slow. 4. Minimal reading of information	1. Aspects of presentation are too elementary or too sophisticated for audience. 2. Presenter seems uncomfortable and can be heard only if listener is very attentive. 3. Pacing is too fast or too slow 4. Much of the information is read.	1. Presentation consistently is too elementary or too sophisticated for the audience. 2. Presenter is obviously anxious and cannot be heard. 3. There is no Pacing at all. 4. Information is read to audience

# APPENDIX X

Program Assessment Results

2007-2008



2007-2008 Assessment Cycle

**Program Assessment Results**

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**Finding per Measure****B.S. Business Administration Program Outcomes****B.S. Business Administration Program Outcomes**

Upon successful completion of this program, students will be able to:

**B.S. Business Administration Program Outcome 1**

Upon successful completion of the BSBA program, students will be able to demonstrate a foundation of business knowledge and technical skills (that supports and facilitates an appreciation of lifelong professional development).

▼ **Measure:** ACCT 2202 (Principles of Accounting II)  
Course level; Direct - Exam

**Details/Description:** Course Outcomes 2202.1 through 2202.8 measure Program Outcome 1 as follows:

2202.1 thru 2202.8 - Courses Exams/Quizzes, and Homework

**Satisfactory Performance Standard:** C or better

**Ideal Performance Standard:**

**Implementation Plan (timeline):**

**Key/Responsible Personnel:**

**Findings** for ACCT 2202 (Principles of Accounting II)

**Summary of Findings:** 71 students took Exam 1 with 49 students (69%) scoring 70% or better. Class average was 74.9%.

68 students took Exam 2 with 47 students (69%) scoring 70% or better. Class average was 78.2%.

70 students took Exam 3 with 42 students (60%) scoring 70% or better. Class average was 74.6%.

40 students took Exam 4 with 28 students (70%) scoring 70% or better. Class average was 78.6%.

**Results:** Satisfactory Performance Standard Achievement: Met

**Recommendations :** None

**Reflections/Notes :**

▼ **Measure:** ACCT 2201 (Principles of Accounting I)  
Course level; Direct - Exam

**Details/Description:** Course Outcomes 2201.1 through 2201.9 measure Program Outcome 1 as follows:

2201.1 thru 2201.9 - Courses Exams/Quizzes, and Homework

**Satisfactory Performance Standard:** C or better

**Ideal Performance Standard:**

**Implementation Plan (timeline):**

**Key/Responsible Personnel:**

#### **Findings** for ACCT 2201 (Principles of Accounting I)

**Summary of Findings:** 31 students took Exam 1 with 22 students (71%) scoring 70% or better. Class average was 77%.

32 students took Exam 2 with 17 students (53%) scoring 70% or better. Class average was 71.7%.

28 students took Exam 3 with 9 students (32%) scoring 70% or better. Class average was 62.9%.

24 students took Exam 4 with 13 students (54%) scoring 70% or better. Class average was 70.5%.

**Results:** Satisfactory Performance Standard Achievement: Met

**Recommendations :** The introduction to inventory generally results in declining scores for Exam 3. Additional in-class assignments may be necessary to improve scores.

**Reflections/Notes :** The lower scores on Exam 3 often cause students to pay closer attention and study harder thereafter, with the next exam usually posting higher averages.

#### ▼ **Measure:** BUSN 2251 (Corporate Communications)

Course level; Direct - Exam

**Details/Description:** Course Outcomes 2251.5 and 2251.6 measure Program Outcome 1 as follows:

2251.5 - Students prepare for employment by organizing their qualifications and information into an effective resume.

2251.6 - Students will organize team-based oral presentations and recognize communication tasks in teamwork processes.

**Satisfactory Performance Standard:** C or better

**Ideal Performance Standard:**

**Implementation Plan (timeline):**

**Key/Responsible Personnel:**

#### **Findings** for BUSN 2251 (Corporate Communications)

**Summary of Findings:** Nothing submitted.

**Recommendations :**

**Reflections/Notes :**

#### ▼ **Measure:** BUSN 3306 ( Business Law I)

Course level; Direct - Exam

**Details/Description:** Course Outcomes 3306.1 through 3306.8 measure Program Outcome 1 as follows:

3306.1 - All Quizzes & All Tests

3306.2 - Quiz 1, Test 1, Test 3, & Final Exam

3306.3 - Quiz 2, Test 1, & Final Exam  
 3306.4 - All Quizzes & All Tests  
 3306.5 - All Quizzes & All Tests  
 3306.6 - Quizzes 4,5,6,7,8, Test 3, 4, Final Exam  
 3306.7 - Quizzes 7, 8, & Final Exam  
 3306.8 - Quiz 1 & Test 1

**Satisfactory Performance Standard:** C or better  
**Ideal Performance Standard:**  
**Implementation Plan (timeline):**  
**Key/Responsible Personnel:**

#### Findings for BUSN 3306 ( Business Law I)

**Summary of Findings:** Hardcopy of the assessment instruments were submitted. Assessment results were not submitted.

**Recommendations :**

**Reflections/Notes :**

**Substantiating Evidence:**

 **BUSN 3306 assessethics.doc** (Microsoft Word)

 **BUSN 3306 Assessment Instrument.doc** (Microsoft Word)

#### ▼ **Measure:** BUSN 3310 (Business and Economic Statistics) Course level; Direct - Exam

**Details/Description:** Course Outcomes 3310.1 through 3310.13 measure Program Outcome I as follows:

3310.1 - Exam 1 & Quiz 1 + Homework  
 3310.2 - Exam 1 & Quiz 2 + Homework  
 3310.3 - Exam 1, & Quiz 3 + Homework  
 3310.4 - Exam 1 & Quiz 3 + Homework  
 3310.5 - Exam 1 & Quiz 4 + Homework  
 3310.6 - Exam 1 & Quiz 4 + Homework  
 3310.7 - Exam 2 & Quiz 5 + Homework  
 3310.8 - Exam 2 & Quiz 6 + Homework  
 3310.9 - Exam 2 & Quiz 6 + Homework  
 3310.10 - Exam 2, Quiz 7 + Homework, & Final Exam  
 3310.11 - Quiz 8 + Homework, & Final Exam  
 3310.12 - Quiz 9 + Homework, & Final Exam  
 3310.13 - Quiz 10 + Homework, & Final Exam

**Satisfactory Performance Standard:** C or better  
**Ideal Performance Standard:**  
**Implementation Plan (timeline):**  
**Key/Responsible Personnel:**

#### Findings for BUSN 3310 (Business and Economic Statistics)

**Summary of Findings:** 27 students completed Exam 1 with a class average of 77%. All students scored greater than 60%.

27 students completed Exam 2 with a class average of 72%.  
 Twenty students scored greater than 60%.

27 students completed the Final Exam with a class average of

64%. Eighteen students scored greater than 60%.

The class average for assigned homework was 65% with 70% of the students scoring greater than 60%.

**Results:** Satisfactory Performance Standard Achievement: Met  
**Recommendations :** Quiz scores were not provided and should be provided for the next assessment period.

The assessment results are currently being reviewed to determine how best to improve student performance on the Final Exam.

**Reflections/Notes :** The overall performance on Exam 1 and Exam 2 exceeded 70%. The overall homework score of 65% was slightly below expectations. However, the homework provides the opportunity for students to practice their learning prior to examination. Exam 1 and Exam 2 scores seem to indicate that the homework facilitates their learning. The overall course average was 71%, which meets satisfactory performance standards.

#### ▼ **Measure:** BUSN 3320 (International Business)

Course level; Direct - Exam

**Details/Description:** Course Outcomes 3320.1 through 3320.3 measure Program Outcome 1 as follows:

3320.1 - Group Project and Test 1, 2 and 3

3320.2 - Group Project and Tests 1 and 2

3320.3 - Group Project and Test 3

**Satisfactory Performance Standard:** C or better

**Ideal Performance Standard:**

**Implementation Plan (timeline):**

**Key/Responsible Personnel:**

#### **Findings** for BUSN 3320 (International Business)

**Summary of Findings:** Artifacts were submitted illustrating student performance on tests and group assignments. No assessment findings were submitted.

**Recommendations :**

**Reflections/Notes :**

#### ▼ **Measure:** BUSN 4415 ( Strategic Management and Policy)

Course level; Direct - Exam

**Details/Description:** Course Outcomes 4415.1 through 4415.4 and 4415.6 measure Program Outcome 1 as follows:

4415.1 - First Test

4415.2 - First Test

4415.3 - Case Analysis

4415.4 - Case Presentation

4415.6 - Second Test

**Satisfactory Performance Standard:** C or better

**Ideal Performance Standard:**

**Implementation Plan (timeline):**

**Key/Responsible Personnel:**

**Findings** for BUSN 4415 ( Strategic Management and Policy)

**Summary of Findings:** Artifacts were submitted illustrating student performance on tests and case analyses. No assessment findings were submitted.

**Recommendations :**

**Reflections/Notes :**

▼ **Measure:** ECON 2201 (Economic Principles & Problems I)  
Course level; Direct - Exam

**Details/Description:** Course Outcomes 2201.1 through 2201.9 measure Program Outcome 1 as follows:

2201.1 thru 2201.9 - Exams

**Satisfactory Performance Standard:** C or better

**Ideal Performance Standard:**

**Implementation Plan (timeline):**

**Key/Responsible Personnel:**

**Findings** for ECON 2201 (Economic Principles & Problems I)

**Summary of Findings:** 40 students completed Exam 1 with a class average of 73.2%.

35 students completed Exam 2 with a class average of 72.6%.

34 students completed Exam 3 with a class average of 73.2%.

29 students completed Exam 4 with a class average of 76.1%.

Overall class average was 73%.

**Results:** Satisfactory Performance Standard Achievement: Met

**Recommendations :** None

**Reflections/Notes :**

▼ **Measure:** ECON 2202 (Economic Principles & Problems II)  
Course level; Direct - Exam

**Details/Description:** Course Outcomes 2201.1 through 2201.7 measure Program Outcome 1 as follows:

2201.1 thru 2201.7 - Exams

**Satisfactory Performance Standard:** C or better

**Ideal Performance Standard:**

**Implementation Plan (timeline):**

**Key/Responsible Personnel:**

**Findings** for ECON 2202 (Economic Principles & Problems II)

**Summary of Findings:** Section 1:

29 students completed Exam 1 with a class average of 76.1%.

29 students completed Exam 2 with a class average of 84.8%.

27 students completed Exam 3 with a class average of 80.1%.

25 students completed Exam 4 with a class average of 69%.

Overall class average was 77.5%.

Section 2:

43 students completed Exam 1 with a class average of 72.2%.

40 students completed Exam 2 with a class average of 72.6%.

40 students completed Exam 3 with a class average of 69.5%.

39 students completed Exam 4 with a class average of 65%.

Overall class average was 69.8

Overall average for both sections was approximately 73.6%.

**Results:** Satisfactory Performance Standard Achievement: Met

**Recommendations :** None

**Reflections/Notes :**

▼ **Measure:** FINC 2201 (Introduction to Financial Management)

Course level; Direct - Exam

**Details/Description:** Course Outcomes 2201.1 through 2201.4 measure Program Outcome 1 as follows:

2201.1 - Homework, Quizzes, Exams, Case Studies

2201.2 - Class Discussion

2201.3 - Homework, Quizzes, Exams, Case Studies

2201.4 - Homework, Quizzes, Exams, Case Studies

**Satisfactory Performance Standard:** C or better

**Ideal Performance Standard:**

**Implementation Plan (timeline):**

**Key/Responsible Personnel:**

**Findings** for FINC 2201 (Introduction to Financial Management)

**Summary of Findings:** Hardcopy of the assessment instruments were submitted. Assessment results were not submitted.

**Recommendations :**

**Reflections/Notes :**

**Substantiating Evidence:**

 [FINC 2201 Capital Budgeting Quiz.doc](#) (Microsoft Word)

 [FINC 2201 Computerized Business Systems Case.doc](#)  
(Microsoft Word)

 [FINC 2201 Time Value Quiz.doc](#) (Microsoft Word)

▼ **Measure:** INFO 2200 (Fundamentals of Information Systems)

Course level; Direct - Exam

**Details/Description:** Course Outcomes 2200.1 and 2200.2 measure Program Outcome 1 as follows:

2200.1 & 2200.2 - Weekly assignments & tests, MidTerm Exam, Final Exam

**Satisfactory Performance Standard:** C or better

**Ideal Performance Standard:**

**Implementation Plan (timeline):**

**Key/Responsible Personnel:****Findings** for INFO 2200 (Fundamentals of Information Systems)

**Summary of Findings:** Submitted was a representative sample of the types of questions on tests and quizzes that relate to Program Outcome I. Also, evaluation of course materials submitted with student grade information was submitted. Eighty percent of the students scored 70% or better, with 76% of the students scoring 80% or better.

**Results:** Satisfactory Performance Standard Achievement: Met

**Recommendations :** The evaluation shows that improvement is needed to improve the understanding of the course concepts. Currently there is a fair amount of lecture and with a large project at the end of the course. This will be revised to include less lecture and more individual and group projects. With these projects students will be asked to apply the concepts of course through the application of real world problems in information systems. Care will be taken in the design of the project problems to ensure that student at all knowledge levels are given the chance to learn and expand their ability to be a lifelong learner of information systems in a business setting.

**Reflections/Notes :**

**Substantiating Evidence:**

 **INFO 2200 Roger Wilson class Spring 2008.docx** (Word Document (Open XML))

▼ **Measure:** INFO 2235 (Microcomputer Applications in Business)

Course level; Direct - Exam

**Details/Description:** Course Outcomes 2235.1 through 2235.3 measure Program Outcome 1 as follows:

2235.1 - Daily Classwork, myitlab Simulations, Major Projects 1-3

2235.2 - Daily Classwork, myitlab Simulations, Major Projects 1-4

2235.3 - Daily Classwork, myitlab Simulations, Major Projects 1-5

**Satisfactory Performance Standard:** C or better

**Ideal Performance Standard:**

**Implementation Plan (timeline):**

**Key/Responsible Personnel:**

**Findings** for INFO 2235 (Microcomputer Applications in Business)

**Summary of Findings:** Midterm and Final Exam artifacts were submitted along with an assessment of Activity 3 and Project 3.

Activity 3 Results:

Average Grade = 17.7/20

Max = 20/20

Min = 12/20

11 grades  $\geq 90\%$

2 grades  $\geq$  80%  
 2 grades  $\geq$  70%  
 1 grade  $\geq$  60%  
 0 grades  $<$  60%

Project 3 Results:

Average Grade = 114.6/120  
 Max = 120/120  
 Min = 99/120  
 13 grades  $\geq$  90%  
 1 grades  $\geq$  80%  
 0 grades  $\geq$  70%  
 0 grades  $\geq$  60%  
 0 grades  $<$  60%

**Results:** Satisfactory Performance Standard Achievement: Not Met


**Recommendations :** The course is basically being presented to teach students how to use certain features and functions of the Microsoft Applications Word, Excel, Access, and PowerPoint as opposed to presenting these as tools for the students to then determine how best to use them in solving business problems. This approach does not really support the first two course objectives that are mapped to the SOB objective. The course should be presented in a way that allows the students to demonstrate critical thinking or analysis skills rather than being told step-by-step in the instructions what to create and only being tested on the ability to use the software tools.

**Reflections/Notes :** The grades are good, but the objectives are not really being met.

**Substantiating Evidence:**

 [INFO 2235 Directions.doc](#) (Microsoft Word)

 [INFO 2235 FinalExam.doc](#) (Microsoft Word)

 [INFO 2235 Midterm.docx](#) (Word Document (Open XML))

▼ **Measure:** MGMT 2209 (Principles of Management)  
 Course level; Direct - Exam

**Details/Description:** Course Outcomes 2209.1 through 2209.4 measure Program Outcome 1 as follows:

2209.1 thru 2209.4 - Exams

**Satisfactory Performance Standard:** C or better

**Ideal Performance Standard:**

**Implementation Plan (timeline):**

**Key/Responsible Personnel:**

**Findings** for MGMT 2209 (Principles of Management)

**Summary of Findings:** Hardcopy of the assessment instruments and examples of student work were submitted. Hardcopy of the assessment instruments and examples of student work were submitted. Examples of excellent, above average, and satisfactory work were provided.

**Recommendations :** Based on these samples and the course outcomes, consideration will be given to adjusting various



instructional strategies to heighten the student's ability to improve personal outcomes, particularly in the satisfactory and above average categories. Some of the strategies being considered are:

1. Re-testing
2. Evaluating individual test questions to determine reliability and validity
3. Repetition of questions and exercises in areas of importance
4. Encouraging greater levels of class attendance and student input during class discussion.

**Reflections/Notes :**

▼ **Measure:** MKTG 2204 (Principles of Marketing)  
Course level; Direct - Exam

**Details/Description:** Course Outcomes 2204.1 through 2204.4 measure Program Outcome 1 as follows:

2204.1 thru 2204.4 - Exam, Homework, & Quizzes

**Satisfactory Performance Standard:** C or better

**Ideal Performance Standard:**

**Implementation Plan (timeline):**

**Key/Responsible Personnel:**

**Findings** for MKTG 2204 (Principles of Marketing)

**Summary of Findings:** Hardcopy of the assessment instruments and examples of student work were submitted. Examples of excellent, above average, and satisfactory work were provided.

**Recommendations :** Based on these samples and the course outcomes, consideration will be given to adjusting various instructional strategies to heighten the student's ability to improve personal outcomes, particularly in the satisfactory and above average categories. Some of the strategies being considered are:

1. Re-testing
2. Evaluating individual test questions to determine reliability and validity
3. Repetition of questions and exercises in areas of importance
4. Encouraging greater levels of class attendance and student input during class discussion.

**Reflections/Notes :**

**B.S. Business Administration Program Outcome 2**

Upon successful completion of the BSBA program, students will be able to use critical

▼ **Measure:** B.S. Business Administration Program Outcome 2 Measure 1  
Program level; Direct - Student Artifact

**Details/Description:** Multiple assessments of student performance throughout their academic career in the School of Business will be conducted to provide useful and meaningful information that is relevant to making key decisions about how to improve student learning. These assessments will use a common Critical Thinking Rubric

thinking to solve complex organizational problems.

**Satisfactory Performance Standard:** C or better  
**Ideal Performance Standard:** optional  
**Implementation Plan (timeline):**  
**Key/Responsible Personnel:**

**Findings** for B.S. Business Administration Program Outcome 2 Measure 1

*No Findings Added*

### **B.S. Business Administration Program Outcome 3**

Upon successful completion of the BSBA program, students will be able to communicate effectively using oral, written, and electronic documentation skills.

▼ **Measure:** B.S. Business Administration Program Outcome 3 Measure 1  
 Program level; Direct - Student Artifact

**Details/Description:** Multiple assessments of student performance throughout their academic career in the School of Business will be conducted to provide useful and meaningful information that is relevant to making key decisions about how to improve student communication

**Satisfactory Performance Standard:** C or better  
**Ideal Performance Standard:** optional  
**Implementation Plan (timeline):**  
**Key/Responsible Personnel:**

**Findings** for B.S. Business Administration Program Outcome 3 Measure 1

*No Findings Added*

### **B.S. Business Administration Program Outcome 4**

Upon successful completion of the BSBA program, students will have a conceptual understanding of the overall context of international business and the ability to link theory to practice.

▼ **Measure:** B.S. Business Administration Program Outcome 4 Measure 1  
 Program level; Direct - Student Artifact

**Details/Description:** Course Exams/Quizzes, Case studies/Projects and other Assignments, and Class Discussions

**Satisfactory Performance Standard:** C or better  
**Ideal Performance Standard:** optional  
**Implementation Plan (timeline):**  
**Key/Responsible Personnel:**

**Findings** for B.S. Business Administration Program Outcome 4 Measure 1

*No Findings Added*

## **B.S. Business Administration Program Outcome 5**

Upon successful completion of the BSBA program, students will be able to assess the implications of personal value, legal, ethical and social issues of individual and organizational business activities.

▼ **Measure:** B.S. Business Administration Program Outcome 5 Measure 1  
Course level; Direct - Exam

**Details/Description:** Course Exams/Quizzes, Case studies/Projects and other Assignments, and Class Discussions

**Satisfactory Performance Standard:** C or better

**Ideal Performance Standard:**

**Implementation Plan (timeline):**

**Key/Responsible Personnel:**

**Findings** for B.S. Business Administration Program Outcome 5 Measure 1

*No Findings Added*

### **Overall Recommendations**

Samples of assessment instruments and samples of student work were submitted for nearly every core business course. However, an assessment of results and findings was only submitted for some of the courses, but not all. Without elaborating, there are a variety of reasons that this occurred during this first assessment cycle. For the 2008-09 cycle it is recommended that a format be provided as a template for use by faculty that gives guidance and structure to submissions of assessment results and findings for each course that they teach.

Some of the course assessments did include recommendations for improvement. It is necessary to follow-up with implementation of the noted concerns.

### **Overall Reflection**

As the first assessment cycle, it reflects great uncertainty on how to proceed on various aspects of the process. There was an obvious learning curve in both the formal assessment process and the Taskstream software, and the next cycle should include a much more comprehensive and meaningful response.

Also, during the fall semester 2007, the faculty were tasked with mapping all courses to a preliminary list of liberal studies attributes and outcomes. The liberal studies attributes and outcomes were refined and provided to back to the faculty during the spring semester 2008. However, the faculty were not instructed or informed that the final liberal studies attributes and outcomes needed to be mapped, not simply to each course, but now had to be mapped to each course outcome. It will take some time for each faculty member to provide this mapping of each course outcome to the appropriate liberal studies attribute(s) and appropriate attribute outcomes.

## APPENDIX XI

Adjunct Use  
Course Enrollments for Courses Taught by Adjunct Faculty

Adjunct Use  
Course Enrollments for Courses Taught by Adjunct Faculty

Course	Course Title	2003-2004			2004-2005			2005-2006			2006-2007			2007-2008			2008-2009		Total	
		Fall	Spr	Sum	Fall	Spr	Sum	Fall	Spr	Sum	Fall	Spr	Sum	Fall	Spr	Sum	Fall	Spr		
ACCT 2201	Principles of Accounting I	105	26	46	122	22	9	103	36	23	131	40		127	67		142	59	1058	
ACCT 2202	Principles of Accounting II	54	48		18	53		30	57		27	61		26	90		27	74	565	
ACCT 3301	Intermediate Accounting I	8			8														16	
ACCT 3302	Intermediate Accounting II		6			5													11	
BUSN 1199	Special Topics in Business	6												19					25	
BUSN 2205	Small Business Fundamentals	16	17			40		50	36		31	28		77	31		32	23	381	
BUSN 2251	Corporate Communications	76	94		163	188	18	178	137	22	159	181	13	157	154	13	148	144	1845	
BUSN 3300	Entrepreneurship		15			21			22					15				13	86	
BUSN 3306	Business Law I	78	75		110	82	23	129	51	8	102	67	21	76	44	12	53	41	972	
BUSN 3307	Business Law II	27	45		45	51	15	30	62	8	22	32	13	20	32		40	43	485	
BUSN 3310	Business & Economics Statistics			28	59		19	28		20	33		18	30		22	27		284	
BUSN 3319	Employment Law					18			44				27			14		10	14	127
BUSN 3320	International Business	19	35																54	
BUSN 3325	Women and Work	19			21	12		14			26			14			13		119	
BUSN 3399	Special Topics in Business										1	1							2	
BUSN 4420	Business & Society		6																6	
ECON 2200	Economics	103	121		83	114		92	243		187	216		94	144		102	154	1653	
ECON 2201	Economic Principles and Problems I	226	114		180	139	8	158	103		122	76		107	74		71	30	1408	
ECON 2202	Economic Principles & Problems II	52	103	24	69	130	33	72	116	14	27	38	35	42	37	25	56	40	913	
ECON 3303	Money, Credit & Banking	17			26				28			30		18					119	
ECON 3305	Economics of Labor							33			29			22					84	
ECON 3308	International Economics				13						39								52	
ECON 4401	Managerial Economics		22			22			20			23							87	
FINC 2201	Introduction to Financial Management	72	58		55	86		126	62	35	101	133	10	58	46	8	113	126	1089	
FINC 3307	Personal Finance	19			17			17		10	48			20			21		152	
FINC 3315	Venture Finance																	8	8	
FINC 3350	Investments	6	18			35		31	16		25	61		25	17		31	32	297	
FINC 3384	Bank Management					30			27			33						46	136	
FINC 3385	Analyzing Financial Statements								19						37				56	
FINC 3392	Trusts and Estate Planning		15																15	
INFO 1199	Special Topics																	28	28	
INFO 2200	Fundamentals of Information Systems	77	34		58	58		40	68		21	56	16	37	60		66	55	646	
INFO 2235	Microcomputer Applications in Business	85	64		95	109	17	85	118	10	103	89	10	114	144	10	148	159	1360	
INFO 3310	Systems Analysis and Design								18										18	
INFO 3339	Programming, Data and File Structures				29														29	
INFO 3340	Advanced Application Development					23													23	
INFO 4420	Database Design & Implementation													19					19	
INFO 4430	Advanced Topics in Information Systems				16	6		11			19			20					72	
MGMT 2209	Principles of Management		81		59	75	12	67	43	24	111	138		110	15		95	65	895	
MGMT 3308	Human Resource Management	17	46	5	34			17	22		42			6	10				199	
MGMT 3370	Compensation & Benefits	10				25			29									39	103	

Course	Course Title	2003-2004			2004-2005			2005-2006			2006-2007			2007-2008			2008-2009		Total	
		Fall	Spr	Sum	Fall	Spr	Sum	Fall	Spr	Sum	Fall	Spr	Sum	Fall	Spr	Sum	Fall	Spr		
MGMT 3372	Human Resource Selection & Evaluation													40					40	
MGMT 3390	Organizational Behavior		23			12							32						67	
MGMT 4402	Organization Changes & Development							22				33							55	
MKTG 2204	Principles of Marketing	67	82		44	89		74	90	6	49	104		75	119	0	93	113	1005	
MKTG 2205	Salesmanship & Sales Management		20					13	18				8		13			12	22	106
MKTG 3310	Consumer Behavior		27			29		12	31				25	25			40			189
MKTG 3320	Advertising & Sales Promotion	12			16			13					18			13			16	88
MKTG 4450	Marketing Management								18			20	21		14					73
<b>TOTAL</b>																		<b>17120</b>		

# APPENDIX XII

Fairmont State University – Retention Data

# Fairmont State University- First Time, Full Time Freshman Retention and Graduation Rates 1994-2008

Revision Date: 10/29/2008

Year	Count	ACT	Year 2		Year 3				Year 4				Year 5				Year 6				Year 7				Transfers Out*									
			Fall		End of Year		Fall		End of Year		Fall		End of Year		Fall		End of Year		Fall		End of Year		Fall		End of Year		Enrolled Other		Graduated Other					
			Enroll	Grad	Grad	Grad	Enroll	Grad	Grad	Grad	Enroll	Grad	Grad	Grad	Enroll	Grad	Grad	Grad	Enroll	Grad	Grad	Grad	Enroll	Grad	Grad	Grad	Enroll	Grad	Grad	Grad	Count	Pct	Count	Pct
				Bacc	Assoc	Both		Bacc	Assoc	Both		Bacc	Assoc	Both		Bacc	Assoc	Both		Bacc	Assoc	Both		Bacc	Assoc	Both		Bacc	Assoc	Both				
1994	468	19.9	72.4%	0.0%	0.2%	0.0%	60.5%	0.9%	1.5%	0.2%	52.6%	18.6%	3.0%	0.9%	34.6%	31.6%	3.9%	1.7%	15.6%	37.2%	3.9%	2.4%	7.7%	39.7%	4.1%	2.6%								
1995	532	20.1	75.6%	0.0%	0.4%	0.0%	62.6%	0.4%	2.1%	0.0%	57.5%	11.1%	4.2%	0.2%	39.1%	26.9%	5.3%	2.1%	17.5%	36.8%	5.3%	2.6%	8.1%	40.9%	5.5%	2.6%								
1996	538	20.1	72.9%	0.0%	1.3%	0.0%	58.2%	1.3%	2.0%	0.0%	52.2%	14.3%	3.0%	0.9%	32.7%	27.9%	3.9%	1.3%	14.9%	34.0%	4.1%	1.7%	8.0%	37.9%	6.0%	3.3%								
1997	544	19.7	74.3%	0.2%	0.4%	0.0%	62.3%	0.7%	1.1%	0.0%	53.9%	10.8%	2.8%	0.0%	39.3%	30.0%	3.7%	0.9%	16.9%	36.8%	5.9%	2.0%	11.8%	39.2%	7.2%	2.4%	27	5.0%	11	2.0%				
1998	567	19.6	73.9%	0.0%	0.0%	0.0%	58.6%	0.4%	0.9%	0.0%	52.6%	13.9%	3.0%	0.7%	34.3%	29.1%	5.1%	1.9%	14.3%	36.3%	5.5%	2.1%	9.3%	38.8%	6.2%	3.2%	9	1.6%	6	1.1%				
1999	538	19.7	71.4%	0.0%	0.4%	0.0%	60.4%	1.5%	2.4%	0.0%	52.6%	13.2%	3.7%	1.9%	35.7%	28.8%	5.6%	1.7%	16.9%	36.6%	7.6%	2.6%	10.8%	39.4%	8.6%	3.0%	28	5.2%	11	2.0%				
2000	592	19.4	70.2%	0.5%	0.0%	0.0%	60.0%	0.0%	2.2%	0.0%	51.2%	13.3%	4.1%	1.2%	34.1%	29.9%	5.9%	1.9%	18.6%	36.0%	7.3%	2.9%	10.3%	39.0%	8.1%	3.5%	29	4.9%	15	2.5%				
2001	554	19.7	73.8%	0.0%	0.5%	0.0%	60.6%	0.4%	0.9%	0.0%	56.1%	10.8%	3.2%	0.4%	39.2%	26.4%	6.1%	1.4%	21.8%	35.7%	7.6%	1.8%	9.0%	38.7%	9.2%	2.5%	21	3.8%	12	2.2%				
2002	661	20.0	72.2%	0.0%	0.3%	0.0%	62.6%	0.3%	1.8%	0.0%	56.3%	11.5%	5.6%	0.6%	39.3%	29.8%	7.7%	1.5%	18.2%	39.3%	9.2%	2.9%	8.5%				22	3.3%	19	2.9%				
2003	620	19.6	72.4%	0.0%	0.5%	0.0%	61.3%	0.2%	1.6%	0.0%	55.6%	13.5%	4.7%	0.8%	37.1%	29.8%	8.2%	2.4%	15.0%								18	2.9%	3	0.5%				
2004	600	20.6	73.0%	0.0%	1.0%	0.0%	60.8%	0.2%	3.8%	0.0%	52.2%	15.0%	6.7%	1.2%	32.2%												22	3.7%	1	0.2%				
2005	694	20.7	68.9%	0.0%	1.4%	0.0%	56.9%	0.4%	3.9%	0.0%	49.4%																27	3.9%	1	0.1%				
2006	648	21.0	70.4%	0.0%	0.8%	0.0%	59.0%																				26	4.0%	0	0.0%				
2007	632	20.9	67.4%																															
2008	757	20.7																																
<b>AVERAGE</b>	<b>596.3</b>	<b>20.1</b>	<b>72.1%</b>	<b>0.1%</b>	<b>0.6%</b>	<b>0.0%</b>	<b>60.3%</b>	<b>0.6%</b>	<b>2.0%</b>	<b>0.0%</b>	<b>53.5%</b>	<b>13.3%</b>	<b>4.0%</b>	<b>0.8%</b>	<b>36.1%</b>	<b>29.0%</b>	<b>5.5%</b>	<b>1.7%</b>	<b>17.0%</b>	<b>36.5%</b>	<b>6.3%</b>	<b>2.3%</b>	<b>9.3%</b>	<b>39.2%</b>	<b>6.8%</b>	<b>2.9%</b>	<b>22.9</b>	<b>3.8%</b>	<b>7.9</b>	<b>1.3%</b>				

\* - Data from the National Student ClearingHouse



# Fairmont State University - Fall Semester Transfer-In Cohorts

Revision Date: 11/14/2008

Fall Year	Cohort Size	Year 1							Year 2							Year 3							Year 4						
		Fall Enrolled		End of Year			Percent	Fall Enrolled		End of Year			Percent	Fall Enrolled		End of Year			Percent	Fall Enrolled		End of Year			Percent				
		Level	Retention	Completed with a:			Assoc or	Level	Retention	Completed with a:			Assoc or	Level	Retention	Completed with a:			Assoc or	Level	Retention	Completed with a:			Assoc or				
CC	UG	Rate	Cert	Assoc	Bach	Bach Deg	CC	UG	Rate	Cert	Assoc	Bach	Bach Deg	CC	UG	Rate	Cert	Assoc	Bach	Bach Deg	CC	UG	Rate	Cert	Assoc	Bach	Bach Deg		
2004	251	0	251	100.0%	2	0	3	1.2%	9	161	67.7%	3	6	23	11.6%	1	118	47.4%	5	10	59	27.5%	0	75	29.9%	6	10	103	45.0%
2005	271	0	271	100.0%	5	0	4	1.5%	5	172	65.3%	10	10	18	10.3%	7	128	49.8%	12	21	55	28.0%	6	70	28.0%				
2006	236	0	236	100.0%	11	0	2	0.8%	6	144	63.6%	19	11	15	11.0%	4	105	46.2%											
2007	225	0	225	100.0%	7	3	3	2.5%	6	148	68.4%																		
2008	240	0	240	100.0%																									
<b>Average</b>	<b>244.60</b>	<b>0.00</b>	<b>245.75</b>	<b>100.0%</b>	<b>6.25</b>	<b>0.75</b>	<b>3.00</b>	<b>1.5%</b>	<b>6.50</b>	<b>156.25</b>	<b>66.3%</b>	<b>10.67</b>	<b>9.00</b>	<b>18.67</b>	<b>11.0%</b>	<b>4.00</b>	<b>117.00</b>	<b>47.8%</b>	<b>8.50</b>	<b>15.50</b>	<b>57.00</b>	<b>27.8%</b>	<b>3.00</b>	<b>72.50</b>	<b>29.0%</b>	<b>6.00</b>	<b>10.00</b>	<b>103.00</b>	<b>45.0%</b>

# Fairmont State University - Fall Semester Admission Categories: Other and Re-Admits Cohorts

Revision Date: 11/14/2008

		Year 1							Year 2							Year 3							Year 4						
Fall Year	Cohort Size	Fall Enrolled			End of Year			Percent	Fall Enrolled			End of Year			Percent	Fall Enrolled			End of Year			Percent	Fall Enrolled			End of Year			Percent
		Level	Retention		Completed with a:			Assoc or	Level	Retention		Completed with a:			Assoc or	Level	Retention		Completed with a:			Assoc or	Level	Retention		Completed with a:			Assoc or
		CC	UG	Rate	Cert	Assoc	Bach	Bach Deg	CC	UG	Rate	Cert	Assoc	Bach	Bach Deg	CC	UG	Rate	Cert	Assoc	Bach	Bach Deg	CC	UG	Rate	Cert	Assoc	Bach	Bach Deg
2004	214	0	214	100.0%	3	2	11	6.1%	2	98	46.7%	3	9	21	14.0%	3	60	29.4%	5	10	31	19.2%	4	42	21.5%	5	18	42	28.0%
2005	289	0	289	100.0%	5	2	16	6.2%	8	108	40.1%	8	10	29	13.5%	5	68	25.3%	10	18	44	21.5%	4	47	17.6%				
2006	225	0	225	100.0%	5	1	17	8.0%	1	80	36.0%	6	11	26	16.4%	4	45	21.8%											
2007	229	0	229	100.0%	1	11	17	12.2%	3	82	37.1%																		
2008	209	0	209	100.0%																									
<b>Average</b>	233.20	0.00	233.20	100.0%	3.50	4.00	15.25	8.1%	3.50	92.00	40.0%	5.67	10.00	25.33	14.7%	4.00	57.67	25.5%	7.50	14.00	37.50	20.3%	4.00	44.50	19.6%	5.00	18.00	42.00	28.0%

# APPENDIX XIII

## Program Requirements

Program Requirements  
Business Administration Concentrations

Finance Concentration			
Liberal Studies	32-42	41	ECON 2201 (Economic Principles & Problems I) [3 sem. hrs.] is counted in Business Core. MATH 1112 (College Algebra) [3 sem. hrs.] is counted in liberal studies (math requirement).
Major	32-65	63	Business Core: (39 sem. hrs.) ACCT 2201 (Principles of Accounting I) ACCT 2202 (Principles of Accounting II) BUSN 2251 (Corporate Communications) BUSN 3306 (Business Law I) BUSN 3310 (Business & Economics Statistics) BUSN 3320 (International Business) BUSN 4415 (Strategic Management & Policy) ECON 2201 (Economic Principles & Problems I) ECON 2202 (Economic Principles & Problems II) FINC 2210 (Introduction to Financial Management) INFO 2200 (Fundamentals of Information Systems) INFO 2235 (Microcomputer Applications in Business) MGMT 2209 (Principles of Management) MKTG 2204 (Principles of Marketing) Finance Curriculum: (21 sem. hrs.) BUSN 3307 (Business Law II) FINC 3307 (Personal Finance) FINC 3350 (Investments) FINC 3384 (Bank Management) FINC 3385 (Analyzing Financial Statements) FINC 4410 (Managerial Finance) FINC 4412 (PC Applications for Managerial Finance)
Electives	Min 21	24	
TOTAL	Max 128	128	
Programs not meeting the above requirements must request a continuation of their exception with a justification below:			

General Business Concentration (General Emphasis)			
Liberal Studies	32-42	41	ECON 2201 (Economic Principles & Problems I) [3 sem. hrs.] is counted in Business Core. MATH 1112 (College Algebra) [3 sem. hrs.] is counted in liberal studies (math requirement).
Major	32-65	60	<p>Business Core: (39 sem. hrs.)</p> <p>ACCT 2201 (Principles of Accounting I)  ACCT 2202 (Principles of Accounting II)  BUSN 2251 (Corporate Communications)  BUSN 3306 (Business Law I)  BUSN 3310 (Business &amp; Economics Statistics)  BUSN 3320 (International Business)  BUSN 4415 (Strategic Management &amp; Policy)  ECON 2201 (Economic Principles &amp; Problems I)  ECON 2202 (Economic Principles &amp; Problems II)  FINC 2210 (Introduction to Financial Management)  INFO 2200 (Fundamentals of Information Systems)  INFO 2235 (Microcomputer Applications in Business)  MGMT 2209 (Principles of Management)  MKTG 2204 (Principles of Marketing)</p> <p>General Curriculum: (18 sem. hrs.)</p> <p>This emphasis is flexible so that students may tailor their programs to their particular interests. With guidance from a faculty advisor and approval by the Dean of the Business School, students will determine a program of 18 credit hours that will fulfill their needs and objectives.</p>
Electives	Min 21	27	
TOTAL	Max 128	128	
Programs not meeting the above requirements must request a continuation of their exception with a justification below:			

General Business Concentration (Entrepreneurial Studies Emphasis)			
Liberal Studies	32-42	41	ECON 2201 (Economic Principles & Problems I) [3 sem. hrs.] is counted in Business Core. MATH 1112 (College Algebra) [3 sem. hrs.] is counted in liberal studies (math requirement).
Major	32-65	60	Business Core: (39 sem. hrs.) ACCT 2201 (Principles of Accounting I) ACCT 2202 (Principles of Accounting II) BUSN 2251 (Corporate Communications) BUSN 3306 (Business Law I) BUSN 3310 (Business & Economics Statistics) BUSN 3320 (International Business) BUSN 4415 (Strategic Management & Policy) ECON 2201 (Economic Principles & Problems I) ECON 2202 (Economic Principles & Problems II) FINC 2210 (Introduction to Financial Management) INFO 2200 (Fundamentals of Information Systems) INFO 2235 (Microcomputer Applications in Business) MGMT 2209 (Principles of Management) MKTG 2204 (Principles of Marketing) General Curriculum: (18 sem. hrs.) ACCT 2215 (Managerial Accounting) BUSN 2205 (Small Business Fundamentals) BUSN 3300 (Entrepreneurship) BUSN 3340 (Advanced Business Law for Managers) FINC 3315 (Venture Finance) BUSN 4405 (Entrepreneurial Leadership) -OR- BUSN 4410 (Enterprise Development)
Electives	Min 21	27	
TOTAL	Max 128	128	
Programs not meeting the above requirements must request a continuation of their exception with a justification below:			

Hospitality Management Concentration (Culinary Specialization)			
Liberal Studies	32-42	26*	
Major	32-65	103**	AAS Food Service Management (Culinary Specialization): (64 sem. hrs.) Business Core: (33 sem. hrs.) ACCT 2201 (Principles of Accounting I) ACCT 2202 (Principles of Accounting II) BUSN 2251 (Corporate Communications) BUSN 3306 (Business Law I) BUSN 3310 (Business & Economics Statistics) BUSN 3320 (International Business) BUSN 4415 (Strategic Management & Policy) FINC 2210 (Introduction to Financial Management) INFO 2200 (Fundamentals of Information Systems) INFO 2235 (Microcomputer Applications in Business) MATH 1112 (College Algebra) Hospitality Curriculum: (6 sem. hrs.) BUSN 4440 (Hospitality Management Internship) ECON 2200 (Economics)
Electives	Min 21	0**	
TOTAL	Max 128	129**	
Programs not meeting the above requirements must request a continuation of their exception with a justification below: * Students complete 18 hours of Liberal Studies Requirements in the AAS Food Service Management, leaving 26 hours of Liberal Studies classes for their BS. ** Please see Curriculum Proposal in <b>Appendix XIV</b> .			

Hospitality Management Concentration (Pastry and Baking Arts Specialization)			
Liberal Studies	32-42	26*	
Major	32-65	103**	AAS Food Service Management (Pastry and Baking Arts Specialization): (64 sem. hrs.) Business Core: (33 sem. hrs.) ACCT 2201 (Principles of Accounting I) ACCT 2202 (Principles of Accounting II) BUSN 2251 (Corporate Communications) BUSN 3306 (Business Law I) BUSN 3310 (Business & Economics Statistics) BUSN 3320 (International Business) BUSN 4415 (Strategic Management & Policy) FINC 2210 (Introduction to Financial Management) INFO 2200 (Fundamentals of Information Systems) INFO 2235 (Microcomputer Applications in Business) MATH 1112 (College Algebra) Hospitality Curriculum: (6 sem. hrs.) BUSN 4440 (Hospitality Management Internship) ECON 2200 (Economics)
Electives	Min 21	0**	
TOTAL	Max 128	129**	
Programs not meeting the above requirements must request a continuation of their exception with a justification below: * Students complete 18 hours of Liberal Studies Requirements in the AAS Food Service Management, leaving 26 hours of Liberal Studies classes for their BS. ** Please see Curriculum Proposal #06-07-08 ( <b>Appendix XIV</b> ) approved by Faculty Senate on April 15, 2007.			



Hospitality Management Concentration (Resort and Hotel Management Specialization)			
Liberal Studies	32-42	26*	
Major	32-65	101**	AAS Food Service Management (Resort and Hotel Management Specialization): (65 sem. hrs.) Business Core: (30 sem. hrs.) ACCT 2202 (Principles of Accounting II) BUSN 2251 (Corporate Communications) BUSN 3306 (Business Law I) BUSN 3310 (Business & Economics Statistics) BUSN 3320 (International Business) BUSN 4415 (Strategic Management & Policy) FINC 2210 (Introduction to Financial Management) INFO 2200 (Fundamentals of Information Systems) INFO 2235 (Microcomputer Applications in Business) MATH 1112 (College Algebra) Hospitality Curriculum: (6 sem. hrs.) BUSN 4440 (Hospitality Management Internship) ECON 2200 (Economics)
Electives	Min 21	1**	
TOTAL	Max 128	128	
Programs not meeting the above requirements must request a continuation of their exception with a justification below:			
* Students complete 18 hours of Liberal Studies Requirements in the AAS Food Service Management, leaving 26 hours of Liberal Studies classes for their BS. ** Please see Curriculum Proposal #06-07-08 ( <b>Appendix XIV</b> ) approved by Faculty Senate on April 15, 2007.			

Management Concentration (Business Management Emphasis)			
Liberal Studies	32-42	41	ECON 2201 (Economic Principles & Problems I) [3 sem. hrs.] is counted in Business Core. MATH 1112 (College Algebra) [3 sem. hrs.] is counted in liberal studies (math requirement).
Major	32-65	63	<p>Business Core: (39 sem. hrs.)</p> <p>ACCT 2201 (Principles of Accounting I)  ACCT 2202 (Principles of Accounting II)  BUSN 2251 (Corporate Communications)  BUSN 3306 (Business Law I)  BUSN 3310 (Business &amp; Economics Statistics)  BUSN 3320 (International Business)  BUSN 4415 (Strategic Management &amp; Policy)  ECON 2201 (Economic Principles &amp; Problems I)  ECON 2202 (Economic Principles &amp; Problems II)  FINC 2210 (Introduction to Financial Management)  INFO 2200 (Fundamentals of Information Systems)  INFO 2235 (Microcomputer Applications in Business)  MGMT 2209 (Principles of Management)  MKTG 2204 (Principles of Marketing)</p> <p>Business Management Curriculum: (15 sem. hrs.)  BUSN 2205 (Small Business Management)  MGMT 3308 (Human Resource Management)  MGMT 3390 (Organizational Behavior)  MGMT 4402 (Organizational Change &amp; Development)  MGMT 4405 (Operations Management)</p> <p>-OR-</p> <p>MGMT 4409 (Quantitative Management)</p> <p>Management Electives: (6 sem. hrs.)  Students may choose any 3300-4400 level Management courses. MKTG 3305 (Supply Chain Management) can be used as a management elective under this section.</p>
Electives	Min 21	24	
TOTAL	Max 128	128	
Programs not meeting the above requirements must request a continuation of their exception with a justification below:			

Management Concentration (Human Resource Emphasis)			
Liberal Studies	32-42	41	ECON 2201 (Economic Principles & Problems I) [3 sem. hrs.] is counted in Business Core. MATH 1112 (College Algebra) [3 sem. hrs.] is counted in liberal studies (math requirement).
Major	32-65	63	<p>Business Core: (39 sem. hrs.)</p> <p>ACCT 2201 (Principles of Accounting I)  ACCT 2202 (Principles of Accounting II)  BUSN 2251 (Corporate Communications)  BUSN 3306 (Business Law I)  BUSN 3310 (Business &amp; Economics Statistics)  BUSN 3320 (International Business)  BUSN 4415 (Strategic Management &amp; Policy)  ECON 2201 (Economic Principles &amp; Problems I)  ECON 2202 (Economic Principles &amp; Problems II)  FINC 2210 (Introduction to Financial Management)  INFO 2200 (Fundamentals of Information Systems)  INFO 2235 (Microcomputer Applications in Business)  MGMT 2209 (Principles of Management)  MKTG 2204 (Principles of Marketing)</p> <p>Human Resource Curriculum: (12 sem. hrs.)</p> <p>BUSN 3319 (Employment Law)  MGMT 3308 (Human Resource Management)  MGMT 3390 (Organizational Behavior)  MGMT 4402 (Organizational Change &amp; Development)</p> <p>Human Resource Electives: (9 sem. hrs.)</p> <p>ECON 3305 (Economics of Labor)  INFO 3373 (Management/Human Resources Info. Sys)  INTR 2280 (Empowering Leadership)  MGMT 3370 (Compensation &amp; Benefits)  MGMT 3371 (Employee Relations)  MGMT 3372 (Human Resources Selection &amp; Evaluation)</p>
Electives	Min 21	24	
TOTAL	Max 128	128	
Programs not meeting the above requirements must request a continuation of their exception with a justification below:			

Marketing Concentration			
Liberal Studies	32-42	41	ECON 2201 (Economic Principles & Problems I) [3 sem. hrs.] is counted in Business Core. MATH 1112 (College Algebra) [3 sem. hrs.] is counted in liberal studies (math requirement).
Major	32-65	60	Business Core: (39 sem. hrs.) ACCT 2201 (Principles of Accounting I) ACCT 2202 (Principles of Accounting II) BUSN 2251 (Corporate Communications) BUSN 3306 (Business Law I) BUSN 3310 (Business & Economics Statistics) BUSN 3320 (International Business) BUSN 4415 (Strategic Management & Policy) ECON 2201 (Economic Principles & Problems I) ECON 2202 (Economic Principles & Problems II) FINC 2210 (Introduction to Financial Management) INFO 2200 (Fundamentals of Information Systems) INFO 2235 (Microcomputer Applications in Business) MGMT 2209 (Principles of Management) MKTG 2204 (Principles of Marketing) Marketing Curriculum: (18 sem. hrs.) MKTG 3340 (Marketing Research) MKTG 4450 (Marketing Management) MKTG 2205 (Salesmanship & Sales Management) MKTG 3305 (Supply Chain Management) MKTG 3310 (Consumer Behavior) MKTG 3320 (Advertising & Sales Promotion)
Electives	Min 21	27	
TOTAL	Max 128	128	
Programs not meeting the above requirements must request a continuation of their exception with a justification below:			

Sport Management Concentration (Sport Marketing & Promotions Emphasis)			
Liberal Studies	32-42	42	
Major	32-65	65	Sport Management Core: (14 sem. hrs.) PHED 2201 (Introduction to Sport Management) PHED 2210 (Sport Marketing & Promotion) PHED 3327 (Sport in Society) PHED 3357 (Sport & the Law) PHED 4201 (Sport Finance) Sport Management Business Core: (33 sem. hrs.) INFO 2200 (Fundamentals of Information Systems) ECON 2200 (Economics) ACCT 2201 (Principles of Accounting I) FINC 2201 (Introduction to Financial Management) MKTG 2204 (Principles of Marketing) MGMT 2209 (Principles of Management) INFO 2235 (Microcomputer Applications in Business) BUSN 3306 (Business Law I) BUSN 3310 (Business & Economics Statistics) BUSN 3320 (International Business) BUSN 4415 (Strategic Management & Policy) Sport Management & Promotions Emphasis: (18 sem. hrs.) COMM 1171 (Mass Communication) MKTG 2205 (Salesmanship & Sales Management) MKTG 3310 (Consumer Behavior) MKTG 3320 (Advertising & Sales Promotion) MKTG 3340 (Marketing Research) PHED 3398 (Sport Management Internship)
Electives	Min 21	21	
TOTAL	Max 128	128	
Programs not meeting the above requirements must request a continuation of their exception with a justification below:			

Sport Management Concentration (Athletic Administration & Coaching Emphasis)			
Liberal Studies	32-42	42	
Major	32-65	64	Sport Management Core: (14 sem. hrs.) PHED 2201 (Introduction to Sport Management) PHED 2210 (Sport Marketing & Promotion) PHED 3327 (Sport in Society) PHED 3357 (Sport & the Law) PHED 4201 (Sport Finance) Sport Management Business Core: (33 sem. hrs.) INFO 2200 (Fundamentals of Information Systems) ECON 2200 (Economics) ACCT 2201 (Principles of Accounting I) FINC 2201 (Introduction to Financial Management) MKTG 2204 (Principles of Marketing) MGMT 2209 (Principles of Management) INFO 2235 (Microcomputer Applications in Business) BUSN 3306 (Business Law I) BUSN 3310 (Business & Economics Statistics) BUSN 3320 (International Business) BUSN 4415 (Strategic Management & Policy) Athletic Administration & Coaching Emphasis: (17 sem. hrs.) MGMT 3308 (Human Resource Management) PHED 3318 (Sport Social Psychology) PHED 3356 (Administration & Coaching of Sport) PHED 3358 (Techniques of Sport Coaching) PHED 3398 (Sport Management Internship)
Electives	Min 21	22	
TOTAL	Max 128	128	
Programs not meeting the above requirements must request a continuation of their exception with a justification below:			

Sport Management Concentration (Sport Club & Fitness Management Emphasis)			
Liberal Studies	32-42	42	
Major	32-65	65	Sport Management Core: (14 sem. hrs.) PHED 2201 (Introduction to Sport Management) PHED 2210 (Sport Marketing & Promotion) PHED 3327 (Sport in Society) PHED 3357 (Sport & the Law) PHED 4201 (Sport Finance) Sport Management Business Core: (33 sem. hrs.) INFO 2200 (Fundamentals of Information Systems) ECON 2200 (Economics) ACCT 2201 (Principles of Accounting I) FINC 2201 (Introduction to Financial Management) MKTG 2204 (Principles of Marketing) MGMT 2209 (Principles of Management) INFO 2235 (Microcomputer Applications in Business) BUSN 3306 (Business Law I) BUSN 3310 (Business & Economics Statistics) BUSN 3320 (International Business) BUSN 4415 (Strategic Management & Policy) Sport Club & Fitness Management Emphasis: (18 sem. hrs.) PHED 1100 (Fitness & Wellness) MKTG 2205 (Salesmanship & Sales Management) -OR- BUSN 2205 (Small Business Fundamentals) PHED 2211 (Anatomy & Physiology) PHED 2212 (Physiology of Exercise) PHED 3316 (Fitness Assessment & Exercise Prescription) PHED 3398 (Sport Management Internship)
Electives	Min 21	21	
TOTAL	Max 128	128	
Programs not meeting the above requirements must request a continuation of their exception with a justification below:			

Sport Management Concentration (Sport Camp & Recreation Management Emphasis)			
Liberal Studies	32-42	42	
Major	32-65	64	Sport Management Core: (14 sem. hrs.) PHED 2201 (Introduction to Sport Management) PHED 2210 (Sport Marketing & Promotion) PHED 3327 (Sport in Society) PHED 3357 (Sport & the Law) PHED 4201 (Sport Finance) Sport Management Business Core: (33 sem. hrs.) INFO 2200 (Fundamentals of Information Systems) ECON 2200 (Economics) ACCT 2201 (Principles of Accounting I) FINC 2201 (Introduction to Financial Management) MKTG 2204 (Principles of Marketing) MGMT 2209 (Principles of Management) INFO 2235 (Microcomputer Applications in Business) BUSN 3306 (Business Law I) BUSN 3310 (Business & Economics Statistics) BUSN 3320 (International Business) BUSN 4415 (Strategic Management & Policy) Sport Camp & Recreation Emphasis: (17 sem. hrs.) RECR 1141 (Introduction to Recreation) RECR 1144 (Group Leadership) BUSN 2205 (Small Business Fundamentals) -OR- BUSN 3300 (Entrepreneurship) PHED 2240 (Outdoor Leisure Activities) PHED 3301 (Camp Administration) PHED 3398 (Sport Management Internship)
Electives	Min 21	22	
TOTAL	Max 128	128	
Programs not meeting the above requirements must request a continuation of their exception with a justification below:			
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# APPENDIX XIV

Hospitality Management  
Justification

## **Evidence of Assessment**

### Recommendation from the Board of Advisors

The Food Service Management Board of Advisors recommended, in the October 20, 2003 meeting, the pursuit of a 4 year Hospitality Management degree for our Culinary Arts students. The Board cited the need for more extensive training of our culinary students in the areas of personnel management, basic accounting practices, business operation, financial planning, and information services to develop a foundation on which to be successful in the Hospitality Industry. The need is particularly evident in management positions and for those who may seek entrepreneurial ventures.

Gary Bennett, Assistant Chair of Business, attended the October Board meeting, and agrees that the Hospitality students would benefit from the proposed curriculum. The curriculum would offer a broad-based core knowledge of business to augment professional experience.

Chef Keith Coughenour, CEC and Chef Jay Mahoney, CEC are members of the Board of Advisors. Chef Coughenour is the Executive Chef of the Duquesne Club in Pittsburgh, and he has emphasized the importance of education for his staff, and in particular his management staff. Chef Coughenour, a former US Culinary Olympic Team member, certainly is dedicated to the fundamentals of cooking; however, he is equally concerned that students coming from collegiate training also possess business skills.

Chef Mahoney is the Executive Chef for the Morgantown Ramada Inn. Chef Mahoney has illustrated that items such as inventory control, menu pricing, and product marketing are among the most important areas of his job. Chef Mahoney states that the industry is in need of more “business chefs.”

### The Hospitality Management degree and the FSC Mission Statement

The proposed Hospitality Management degree would encapsulate the Mission Statement Fairmont State College. The proposed program would offer a quality education in a diverse and supportive learning environment that fosters individual growth, professional and career development. The Hospitality Management degree would develop a relevant learning experience.

The Hospitality Management degree would also incorporate the fundamental of Fairmont State’s Mission to strengthen intellectual development, all students pursuing a degree at Fairmont State College are engaged in a general education program, a body of coursework designed to expand their knowledge of civilization, society, scientific inquiry, and artistic expression while preparing them to think critically and communicate clearly. Through these studies, students also explore the interrelationships among disciplines and prepare for a lifetime of learning.

Particularly in the area of seamless transition, the Hospitality Management degree personifies Fairmont State’s commitment to progress from public schools, to a certificate program, to an associate degree, to a baccalaureate degree. The proposed degree literally offers a student the opportunity, after four years, to graduate with all three.

The Food Service Management programs have an established commitment to the community and its industry. The intention is to continue these ties for the Hospitality Management student so that Fairmont State College is closely identified with its community. Partnerships with business and industry, public schools, government agencies and other organizations contribute to the economic, cultural, and social development of the region. Through these community relationships and educational programs, the College fosters enlightened and productive citizenship in its immediate locale, the region, and the world.

The National Restaurant Association

- Among the 2004 highlights:
- The restaurant industry’s anticipated sales of \$440.1 billion equal 4 percent of the U.S. gross domestic product.
- Next year will mark the 13th consecutive year of real growth for the restaurant industry.
- The number of restaurant locations in the United States will grow to 878,000.
- The restaurant industry will employ 12 million people, making it the largest private-sector employer in the nation. The number of foodservice managers is projected to increase 15% from 2004 to 2014.
- Eating-and-drinking places employ more minority managers than any other The restaurant industry employs an estimated 12 million people, making it the nation's largest private-sector employer.
- The restaurant industry provides work for nearly 9% of those employed in the United States.

	<u>Establish- ments</u>	<u>Employees</u>	<u>Projected Sales</u> (thousands of dollars)	<u>Projected Growth</u> 2002-2004
West Virginia	3,936	47,200	\$1,537,492	3.6

West Virginia Bureau of Employment Programs Data

<b>West Virginia Short Term Industry Projections 2001-2003</b>			
	<b>Industry</b>	<b>2001 Base Employment</b>	<b>2003 Projected Employment</b>
5800	Eating and Drinking Places, Total	45,404	46,656
2000	Food & Kindred Products, Total	4,541	4,544
7000	Hotels & Other Lodging Places,	8,864	8,661

## West Virginia Long Term Industry Projections 2000-2010

Industry		2000 Base Employment	2010 Projected Employment
2000	Food & Kindred Products, Total	4,591	5,157
5800	Eating and Drinking Places, Total	44,439	50,252
7000	Hotels & Other Lodging Places, Total	9,756	11,180

## West Virginia Short Term Occupational Projections 2001-2003

	Occupation	Current 2001	Projected 2003	Average Annual Openings			Growth
				Growth	Replacement	Total	Rate
	Total, All Occupations	770,188	777,782	3,797	19,601	23,398	0.49%
	Food Service Managers	2,540	2,587	24	26	50	0.93%

## West Virginia Occupational Projections: 2000 to 2010

SOC	Occupation	Employment		Average Annual Openings			Growth
		Current 2000	Projected 2010	Growth	Replacement	Total	Rate
00-0000	Total, All Occupations	763,340	828,270	6,494	18,695	25,188	0.85%
11-9051	Food Service Managers	2,520	2,750	23	29	53	0.92%

## CURRICULUM PROPOSAL

(Submit two copies to the Vice President for Academic Affairs)

Proposal Number	_____
School/Department/Program	<u>FSC School of Business</u> <u>FSC&amp;TC School of</u> <u>Health &amp; Human Services</u> <u>Foodservice Management Programs</u>
Preparer/Contact Person	<u>Dr. Rebecca Schaupp, Chair</u> 4262 <u>Brian A. Floyd, Chef-Instructor</u> 4409
Date Submitted	<u>December, 2003</u>
Revision Submission Date	_____
Implementation Date Requested	<u>Fall 2004</u>

**I. PROPOSAL ABSTRACT.** Write a brief abstract, not exceeding 100 words, which describes the overall content of the proposal.

The Foodservice Management Department of FSC&TC is proposing a 2+2 agreement with the School of Business of FSC. AAS Foodservice Mgmt. graduates are in need of a stronger business background to become more marketable to industry. The proposed BS Business Administration Hospitality Management program of study would provide a substantial foundation necessary for a management career in foodservice.

**II. DESCRIPTION OF THE PROPOSAL.** Indicate which of the actions below are involved in the proposal, and describe how each is involved. Include how this proposal affects the hours needed to complete this program. Specifically, what is the net gain or loss in hours?

A. Deletion of course(s) or credit(s) from program(s).

**None**

B. Addition of Course(s) or credit(s) to program(s).

**In order to obtain admission--prerequisite required:**

**AAS Foodservice Management (Culinary Specialization) 64hrs**

**BS Business Administration- Hospitality Management 65hrs**

ACCT	2201 Principles of Accounting I	3
	2202 Principles of Accounting II	3
BUSN	2251 Corporate Communications	3
	3306 Business Law I	3
	3310 Business and Economic Statistics	3
	3320 International Business	3
	4415 Strategic Management & Policy	3
<b>BUSN</b>	<b>4440 Hospitality Internship (new course)</b>	<b>3</b>
ECON	2200 Economics	3
FINC	2201 Introduction to Financial Management	3
INFO	2200 Fundamentals of Information Systems	3
	2235 Microcomputer App. for Business	3
MATH	1112 College Algebra (or higher Math)	3
SPCH	1100 Introduction to Speech	3
ENGL	2200,2221, or 2230 and elective	6
	History, Philosophy, or Foreign Language	3
	Artistic/Creative Expression & Interdisciplinary Studies	6
	Scientific Discovery	8

C. Provision for interchangeable use of course(s) with program(s).

**Students who intend to apply for acceptance into the BS Business Administration Hospitality Management program will be strongly encouraged to take INFO 2235 as part of their 4<sup>th</sup> Semester in the AAS program.**

D. Revision of course content.

**None**

E. Other changes to existing courses such as changes to title, course number, and elective or required status.

**None**

F. Creation of new course(s).

1. Designate the course number, title, units of credit, prerequisites (if any) and specify its status as an elective or required course.

**BUSN 4440 Hospitality Management Internship**

(Proposed course #)

2. Include, as an appendix, a course description, written in complete sentences, suitable for use in the college catalog.

**This internship course is designed as a learning experience which requires the integration of foodservice and business theory with actual job experience in a hospitality management related work environment. The student must be enrolled in the four year Hospitality Management program. The employer is responsible for evaluating and reporting the development of the student. PR: Consent of Instructor with approval of School Chair. Graded Credit/ No credit.**

3. Include, as an appendix, a detailed course outline consisting of at least two levels.

N/A

- G. Attach an itemized summary of the present programs(s) affected, if any, and of the proposed change(s). Include how this proposal affects the hours needed to complete this program. Specifically, what is the net gain or loss in hours?

**None**

- H. Should this proposal affect any course or program in another school, a memo must be sent to the head of each school impacted. In addition, a copy of the memo(s) must be included with this proposal.

**None**

**III. ASSESSMENT.**

The Board of Advisors for Foodservice Management Programs recommends the pursuit of a four-year Bachelors degree for our Culinary students. The A.A.S. Culinary program

has recently achieved accreditation through the American Culinary Federation which will ensure a solid two- year foundation. However, success for graduates entering the foodservice or hospitality industries requires a background of technical skill, management training, and financial astuteness.

The opportunities are available for graduates. The National Restaurant Association reports that the restaurant industry is the nation's largest employer behind the federal government. Foodservice and lodging managers account for the largest number of managerial employees in the country (1.5 million). The National Restaurant Association also reports that the number of foodservice establishments, and in turn, employment for those facilities in West Virginia is on the rise.

However, the unfortunate reality is that many new foodservice establishments fail within the first few years of business. Therefore, it is necessary to equip our graduates with consummate skill and a keen business foundation to ensure they have the greatest chances for achievement.

#### **IV. RATIONALE FOR THE PROPOSAL.**

The BS Business Administration Hospitality Management program of study would offer a 2+2 seamless articulation for students graduating from the AAS Foodservice Management (Culinary Arts Specialization). *See Appendix A for the current AAS Culinary Arts model schedule and Appendix B for the proposed BS Business Administration Hospitality Management model schedule.*

Similar to the previously established Sport Management program of study, the Hospitality Management program would require students to achieve three components to be eligible for graduation with this degree. First, students would have to complete their AAS Foodservice Management (Culinary Arts Specialization). Second, the students would meet all of the liberal arts requirements. Third, the graduates will have to accomplish the 42 hours required in the Business Common Core plus 3 hours of a Hospitality Internship. *See Appendix C for the proposed Program of Study outline and Appendix E for the Objectives for BUSN 4440 Business Internship.*

The Foodservice Management Program estimates the enrolment for AAS (Culinary Arts Specialization) to grow 100% in the next three years. The addition of a Hospitality Management program of study will help to ensure that these students can gain the knowledge and skills that they will need to advance in a management career in foodservice. *See Appendix D for the proposed Catalog Description.*

#### **IV. ADDITIONAL COMMENTS.     None.**



**Appendix A Current AAS Program**



**Culinary Arts**

**Associate of Applied Science**

**Food Service Management – 64 Hours**



**MODEL SCHEDULE**

Course Number	Course Name	Hrs	Course Number	Course Name	Hrs
<b>Fall Semester 1</b>			<b>Spring Semester 2</b>		
<b>FOSM 1119</b>	<b>Intro Food Service Industry*</b>	3	FOSM 1140	Food Service Cost Analy&Man*	3
FOSM 1121	Food Service Facilities & Equip*	3	<b>FOSM 2202</b>	<b>Principles of Quantity Foods*</b>	3
<b>FOSM 1122</b>	<b>Sanitation and Safety*</b>	2	FOSM 2204	Prin of Quan Food Laboratory*	1
FOSM 2201	Principles of Food Selection and Prep*	3	FOSM 2209	Food Specialties Garde Manger*	3
FOSM 2203	Principles of Food Laboratory*	1	INFO 1100	Comp Concepts & Applications	3
ENGL 1104	Written English I (PR: ACT 18 or ENG 097)	3	ENGL 1108	Written English II (PR: "C" in ENG 104)	3
	Total	15		Total	16
<b>SUMMER</b>			<b>Spring Semester 4</b>		
FOSM 2229	Food Service Practicum	6	<b>FOSM 2227</b>	<b>Food &amp; Beverage Merchandising*</b>	3
	Total	6	FOSM 2229	Food Service Practicum	3
<b>Fall Semester 3</b>			<b>MKTG 2204</b>	<b>Principles of Mktg</b>	3
FOSM 1110	Nutrition	3	ELECT	Restricted Elective (see advisor)	3
<b>FOSM 1130</b>	<b>Basic Baking*</b>	3		Total	12
<b>FOSM 2224</b>	<b>Purchasing &amp; Receiving*</b>	3			
FOSM 2228	Food Service Org/Mgmt*	3			
MGMT 2209	Principles of Management	3			
	Total	15			

Completes **ProMgmt. Certificate (20 hrs)**

\* Offered only in semester listed

**Total A.A.S. Degree = 64 Hours**

**Appendix B**     *Proposed BS Business Administration  
Hospitality Management*

**AAS Foodservice Management  
Culinary Arts Specialization**

(Initial two years)

**First Year**

**Semester 1**

FOSM 1119 Introduction to FS Indsty	3
FOSM 1121 Food Service Fac & Equip	3
FOSM 1122 Sanitation & Safety	2
FOSM 2201 Princ of Food Sel & Prep	3
FOSM 2203 Princ of Food Lab	1
ENGL 1104 Written English I	3

**Total Hours**                      **15**

**Semester 2**

FOSM 1140 Food Service Cost Anlys	3
FOSM 2202 Princ of Quantity Food	3
FOSM 2204 Princ of Quantity Lab	1
FOSM 2209 Garde Manger	3
MGMT 2209 Principles of Mgmt	3
ENGL 1108 Written English II	3

**Total Hours**                      **16**

**(Summer)**

FOSM 2229 Food Service Practicum	6
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**Total Hours**                      **6**

**Second Year**

**Semester 3**

FOSM 1110 Nutrition	3
FOSM 1130 Basic Baking	3
FOSM 2224 Purchasing & Receiving	3
FOSM 2228 Food Service Org/ Mgmt	3
INFO 1100 Comp Concept & App	3

**Total Hours**                      **15**

**Semester 4**

FOSM 2227 Food & Beverage Merch	3
FOSM 2229 Food Service Practicum	3
MKTG 2204 Principles of Mktg	3
SOCIETY (LS)	3
*INFO 2235 Microcmpr App for Bus	3
*(Hosp Mgmt students should take as an elective)	

**Total Hours**                      **15**

**BS Business Administration  
Hospitality Management**

**(PR: AAS Foodservice Management- Culinary Arts Specialization)**

**Third Year**

**Semester 5**

SPCH 1100 Introduction to Speech	3
ACCT 2201 Principles of Accounting	3
BUSN 2251 Corporate Cx	3
CULTURE (HIST) (LS)	3
SCIENTIFIC DISC (LS)	4

**Total Hours**                      **16**

**Semester 6**

MATH 1112 College Algebra	3
ACCT 2202 Principles of Accounting	3
BUSN 3320 International Business	3
INFO 2200 Fundamentals of Info Sys	3
SCIENTIFIC DISC (LS)	4

**Total Hours**                      **16**

**Fourth Year****Semester 7**

BUSN 3306 Business Law	3
3310 Business & Econ Stats	3
ECON 2200 Economics	3
FINC 2201 Introduction to Fin Mgmt	3
ARTISTIC (LS)	3
CULTURE (HIST) (LS)	3

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**Total Hours**                      **18**

**Semester 8**

BUSN 4415 Strategic Mgmt & Policy	3	BUSN
CULTURE (HIST) (LS)	3	
ARTISTIC (LS)		3
BUSN 4440 Hospitality Practicum		3

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**Total Hours**                      **12**

BS Hospitality Management  
Food Service Mgmt

2+2 Bachelor of Science AAS  
Business Administration

**129 Total hours**

**Culinary Program Hours**

**46 hrs**

FOSM	1110 Nutrition	3
FOSM	1119 Introduction to FS & Hospitality	3
FOSM	1121 FS Facilities & Equipment	3
FOSM	1122 Sanitation & Safety	2
FOSM	1130 Basic Baking	3
FOSM	1140 FS Cost & Analysis	3
FOSM	2201 Principles of Food Selection and Prep	3
FOSM	2202 Principles Food Lab	1
FOSM	2203 Principles of Quantity Foods	3
FOSM	2204 Principles of Quantity Foods Lab	1
FOSM	2209 Garde Manger	3
FOSM	2224 Purchasing & Receiving	3
FOSM	2227 Food & Beverage Merchandising	3
FOSM	2228 FS Organization & Management	3
FOSM	2229 Practicum	9

**Business Core**

**45 hrs**

ACCT	2201 Principles of Accounting I	3
	2202 Principles of Accounting II	3
BUSN	2251 Corporate Communications	3
	3306 Business Law I	3
	3310 Business and Economic Statistics	3
	3320 International Business	3
	4415 Strategic Management & Policy	3
<b>BUSN</b>	<b>4440 Hospitality Internship (new course)</b>	<b>3</b>
*ECON	2200 Economics	3
FINC	2201 Introduction to Financial Management	3
INFO	2200 Fundamentals of Information Systems	3
	2235 Microcomputer App. for Business	3
MKTG	2204 Principles of Marketing	3
MGMT	2209 Principles of Management	3
*MATH	1112 College Algebra (or higher Math)	3

<b><u>Remaining Liberal Studies to complete AAS &amp; BS programs</u></b>	<b>38 hrs</b>
<b>Interactive Inquiry (Freshman Experience)</b>	
ENGL 1104	3
ENGL 1108	3
INFO 1100	3
SPCH 1100 Introduction to Speech	3
<b>Culture/Civilization</b>	
ENGL 2200,2221, or 2230 and elective	6
History, Philosophy, or Foreign Language	3
<b>Artistic/Creative Expression &amp; Interdisciplinary Studies</b>	6
<b>Scientific Discovery</b>	8
<b>Society and Human Interaction</b>	
Psych 1101 or Soc 1100	3

\*Math 1112 & Econ 2200 meets Liberal Studies Requirements

## **BS Hospitality Management**

**The curriculum of the Hospitality Management program incorporates the study of fundamental business principles with practical culinary techniques. The Hospitality Management program of study produces graduates who are equipped to pursue a career in management of a hospitality operation. The hospitality industry is one of the fastest growing industries, and graduates with the Hospitality Management degree are poised for greater potential for upward mobility.**

**Graduates of the Hospitality Management degree are prepared for positions in management of Hotels & Lodging, Foodservice, Cruise Ships, Country Clubs & Resorts, and Tourism.**

## Appendix E Objectives for BUSN 4440 Business Internship

### Course Goals/Objectives

#### Course Objective

1. Students will be required to register with Fairmont State Career Services
2. Students will be expected to produce a résumé to record work and education experience
3. Students will maintain portfolios to document their progression.
4. Students must complete the minimum number of practicum hours in approved facilities based on their respective fields.

#### Practicum Hours Required

3 Credit Hours= 240 Hours

5. Students must sign an internship agreement
6. Students will have sufficient time in specific business skill areas

i.e. Personnel mgmt, Cost analysis, Product mktg, Inventory mgmt, Customer relations

#### The American Culinary Federation Standards:

**5.12** In the case of an externship, internship, co-op, or apprenticeship training program, the relationship between the postsecondary institution and an outside food service establishment should include a written agreement which meets the objectives of the total program. Materials on file should include documented and signed training agreements, employer evaluation(s) of students, instructor evaluation(s) of students, and students' evaluations of work stations.

**5.12** Documentation is critical if the externship experience is awarded credits toward graduation. This course should be treated like every other one a student takes: a syllabus with objectives is developed; training agreements are made among the student, program, and employer; evaluations are meaningful; and the entire experience should either be a capstone experience or a supplement to the in-house training which may not include sufficient hands-on.

#### Documentation & Assessment tools:

1. Internship Training Agreement
2. Field Requirements Document
3. Facility Information Sheet

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## MEMORANDUM

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TO: Registrar  
FROM: Faculty Senate  
DATE: April 15, 2007  
SUBJECT: Curriculum Proposal #06-07-08

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The following Curriculum Proposal has been approved by the Faculty Senate on February 12, 2007.

Curriculum Proposal 06-07-08— FSU School of Business and PC&TC School of Human Services-Pastry and Baking Arts 2+2 and Resort and Hotel Management 2+2 degrees.

cc: Dan Bradley  
Blair Montgomery  
Anne Patterson  
Rich McCormick  
Chris Lavorata  
Les Boggess  
Brian Floyd  
Rick Harvey  
Beth Newcome  
Sarah Hensley



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## MEMORANDUM

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TO: Curriculum Committee

FROM: Christina Lavorata

DATE: October 27, 2006

SUBJECT: Curriculum Proposal #06-07-08

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I recommend approval of attached Curriculum Proposal #06-07-08 from the FSU School of Business and PC&TC School of Human Services. The proposal expands articulated specializations to include Pastry & Baking Arts and Resort & Hotel Management as 2+2 agreements.

cc: Dr. Patterson  
Dr. Schaupp  
Dr. Newcome  
Mr. Floyd



B. Addition of Course(s) or credit(s) to program(s).

**In order to obtain admission--prerequisite required:**

**AAS Foodservice Management  
(Pastry & Baking Arts Specialization) 64hrs**

**BS Business Administration- Hospitality Management 65hrs**

ACCT	2201 Principles of Accounting I	3
	2202 Principles of Accounting II	3
BUSN	2251 Corporate Communications	3
	3306 Business Law I	3
	3310 Business and Economic Statistics	3
	3320 International Business	3
	4415 Strategic Management & Policy	3
BUSN	4440 Hospitality Mgmt Internship	3
ECON	2200 Economics	3
FINC	2201 Introduction to Financial Management	3
INFO	2200 Fundamentals of Information Systems	3
	2235 Microcomputer App. for Business	3
MATH	1112 College Algebra (or higher Math)	3
SPCH	1100 Introduction to Speech	3
	Cultural/Civilization Exploration	9
	Artistic/Creative Expression & Interdisciplinary Studies	6
	Scientific Discovery	8

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**In order to obtain admission--prerequisite required:**

**AAS Foodservice Management  
(Resort & Hotel Management Specialization) 65hrs**

**BS Business Administration- Hospitality Management 63hrs**

ACCT	2202 Principles of Accounting II	3
BUSN	2251 Corporate Communications	3
	3306 Business Law I	3
	3310 Business and Economic Statistics	3
	3320 International Business	3
	4415 Strategic Management & Policy	3
BUSN	4440 Hospitality Mgmt Internship	3
ECON	2200 Economics	3
FINC	2201 Introduction to Financial Management	3
INFO	2200 Fundamentals of Information Systems	3
	2235 Microcomputer App. for Business	3
MATH	1112 College Algebra (or higher Math)	3
SPCH	1100 Introduction to Speech	3
	Cultural/Civilization Exploration	9

Scientific Discovery	8
Elective	1

C. Provision for interchangeable use of course(s) with program(s).

**None**

D. Revision of course content.

**None**

E. Other changes to existing courses such as changes to title, course number, and elective or required status.

**None**

F. Creation of new course(s).

1. Designate the course number, title, units of credit, prerequisites (if any) and specify its status as an elective or required course.

**None**

2. Include, as an appendix, a course description, written in complete sentences, suitable for use in the college catalog.

**N/A**

3. Include, as an appendix, a detailed course outline consisting of at least two levels.

**N/A**

G. Attach an itemized summary of the present programs(s) affected, if any, and of the proposed change(s). Include how this proposal affects the hours needed to complete this program. Specifically, what is the net gain or loss in hours?

**None**

H. Should this proposal affect any course or program in another school, a memo must be sent to the head of each school impacted. In addition, a copy of the memo(s) must be included with this proposal.

*See attached letter to Dr. Rebecca Schaupp, Dean School of Business*

## Appendix G

### III. ASSESSMENT.

*The Board of Advisors for Foodservice Management Programs recommends the pursuit of a four-year Bachelors degree for our Pastry & Baking Arts and Resort & Hotel Management students. The A.A.S. Pastry & Baking Arts program will apply for accreditation through the American Culinary Federation which will ensure a solid two- year foundation. The Resort & Hotel Management students will continue honing the introductory management skills that they have developed in their two year degree. However, success for graduates entering the foodservice or hospitality industries requires a background of technical skill, management training, and financial astuteness.*

*The opportunities are available for graduates. The National Restaurant Association reports that the restaurant industry is the nation's largest employer behind the federal government. Foodservice and lodging managers account for the largest number of managerial employees in the country (1.5 million). The National Restaurant Association also reports that the number of foodservice establishments, and in turn, employment for those facilities in West Virginia is on the rise.*

*However, the unfortunate reality is that many new foodservice establishments fail within the first few years of business. Therefore, it is necessary to equip our graduates with consummate skill and a keen business foundation to ensure they have the greatest chances for achievement.*

#### IV. RATIONALE FOR THE PROPOSAL.

The BS Business Administration Hospitality Management program of study would offer a 2+2 seamless articulation for students graduating from the AAS Foodservice Management (Pastry & Baking Arts and Resort & Hotel Management Specializations).

- *See Appendix A for the current AAS Pastry & Baking Arts model schedule.*
- *See Appendix B for the proposed Pastry & Baking Arts +BS Business Administration Hospitality Management model schedule.*
- *See Appendix C for the current AAS Resort & Hotel Management model schedule.*
- *See Appendix D for the proposed Resort & Hotel Management +BS Business Administration Hospitality Management model schedule.*

Similar to the previously established Hospitality Management articulation, the program would require students to achieve three components to be eligible for graduation with this degree. First, students would have to complete their AAS Foodservice Management (Pastry & Baking Arts or Resort & Hotel Management Specializations). Second, the students would meet all of the liberal studies requirements. Third, the graduates will have to accomplish the hours required in the Business Common Core plus 3 hours of a Hospitality Management Internship. *See Appendix E and Appendix F for the proposed Program of Study outlines.*

The Foodservice Management Program estimates the combine enrolment for AAS (Pastry & Baking Arts and Resort & Hotel Management Specialization) to grow 100% in the next three years. The addition of a Hospitality Management program of study will help to ensure that these students can gain the knowledge and skills that they will need to advance in a management career in foodservice.

#### IV. ADDITIONAL COMMENTS.     None.

Appendix A *Current AAS Program Pastry & Baking Arts*



**Pastry & Baking Arts**

Associate of Applied Science  
Food Service Management – 64 Hours

**MODEL SCHEDULE**

Course Number	Course Name	Hrs	Course Number	Course Name	Hrs
<b>Fall Semester 1</b>			<b>Spring Semester 2</b>		
<i>FOSM 1119</i>	<i>Intro Food Service Industry</i>	3	FOSM 1140	Food Service Cost Analy&Man	3
FOSM 1121	Food Service Facilities & Equip	3	<i>FOSM 2202</i>	<i>Principles of Quantity Food</i>	3
<i>FOSM 1122</i>	<i>Sanitation and Safety</i>	2	FOSM 2204	Prin of Quan Food Laboratory	1
FOSM 2201	Principles of Food Selection and Prep*	3	FOSM 2230	Advanced Baking	3
FOSM 2203	Principles of Food Laboratory*	1	INFO 1100	Comp Concepts & Applications	3
ENGL 1104	Written English I (PR: ACT 18 or ENG 097)	3	ENGL 1108	Written English II (PR: "C" in ENG 104)	3
	Total	15		Total	16
<b>SUMMER</b>			<b>Spring Semester 4</b>		
FOSM 2229	Food Service Practicum	6	<b>FOSM 2232</b>	<b><i>Pastry &amp; Confections</i></b>	3
	Total	6	FOSM 2229	Food Service Practicum	3
<b>Fall Semester 3</b>			<i>MKTG 2204</i>	<i>Principles of Mktg</i>	3
FOSM 1110	Nutrition	3	ELECT	Restricted Elective (see advisor)	3
<i>FOSM 1130</i>	<i>Basic Baking*</i>	3		Total	12
<i>FOSM 2224</i>	<i>Purchasing &amp; Receiving</i>	3			
FOSM 2228	Food Service Org/Mgmt	3			
MGMT 2209	Principles of Management	3			
	Total	15			

**Total A.A.S. Degree = 64 Hours**

**Appendix B Proposed BS Business Administration--Hospitality Management**

**AAS Foodservice Management--Pastry & Baking Arts Specialization**

**First Year**

<b>Semester 1</b>		<b>Semester 2</b>	
FOSM 1119 Introduction to FS Indsty	3	FOSM 1140 Food Service Cost Anlys	3
FOSM 1121 Food Service Fac & Equip	3	FOSM 2202 Princ of Quantity Food	3
FOSM 1122 Sanitation & Safety	2	FOSM 2204 Princ of Quantity Lab	1
FOSM 2201 Princ of Food Sel & Prep	3	FOSM 2230 Pastry & Baking	3
FOSM 2203 Princ of Food Lab	1	MGMT 2209 Principles of Mgmt	3
ENGL 1104 Written English I	3	ENGL 1108 Written English II	3
<b>Total Hours</b>	<b>15</b>	<b>Total Hours</b>	<b>16</b>
<b>(Summer)</b>			
FOSM 2229 Food Service Practicum	6		
<b>Total Hours</b>	<b>6</b>		

**Second Year**

<b>Semester 3</b>		<b>Semester 4</b>	
FOSM 1110 Nutrition	3	FOSM 2232 Pastry & Confections	3
FOSM 1130 Basic Baking	3	FOSM 2229 Food Service Practicum	3
FOSM 2224 Purchasing & Receiving	3	MKTG 2204 Principles of Mktg	3
FOSM 2228 Food Service Org/ Mgmt	3	SOCIETY (LS)	3
INFO 1100 Comp Concept & App	3	*INFO 2235 Microcmpr App for Bus	3
		*(Hosp Mgmt students should take as an elective)	
<b>Total Hours</b>	<b>15</b>	<b>Total Hours</b>	<b>15</b>

**BS Business Administration Hospitality Management  
(PR: AAS Foodservice Management- Pastry & Baking Arts Specialization)**

**Third Year**

<b>Semester 5</b>		<b>Semester 6</b>	
SPCH 1100 Introduction to Speech	3	MATH 1112 College Algebra	3
ACCT 2201 Principles of Accounting	3	ACCT 2202 Principles of Accounting	3
BUSN 2251 Corporate Cx	3	BUSN 3320 International Business	3
CULTURE (HIST) (LS)	3	INFO 2200 Fundamentals of Info Sys	3
SCIENTIFIC DISC (LS)	4	SCIENTIFIC DISC (LS)	4
<b>Total Hours</b>	<b>16</b>	<b>Total Hours</b>	<b>16</b>

**Fourth Year**

<b>Semester 7</b>		<b>Semester 8</b>	
BUSN 3306 Business Law	3	BUSN 4415 Strategic Mgmt & Policy	3
BUSN 3310 Business & Econ Stats	3	CULTURE (HIST) (LS)	3
ECON 2200 Economics	3	ARTISTIC (LS)	3
FINC 2201 Introduction to Fin Mgmt	3	BUSN 4440 Hospitality Mgmt Practcm	3
ARTISTIC (LS)	3		
CULTURE (HIST) (LS)	3		
<b>Total Hours</b>	<b>18</b>	<b>Total Hours</b>	<b>12</b>



## Appendix C

### AAS Food Service Management Resort & Hotel Management Specialization

#### Fall Semester 1

FOSM 1119	Intro to Food Service Industry	3cr
FOSM 1121	Food Service Fac. & Equipment	3cr
FOSM 1122	Sanitation & Safety	2cr
FOSM 2200	Introduction to Foods	3cr
FOSM 1110	Nutrition	3cr
ENGL 1104	Written English I	<u>3cr</u>
		17cr

#### Spring Semester 2

FOSM 1140	Food Service Cost Analy & Man	3cr
FOSM 2202	Principles of Quantity Foods**	3cr
BUSN 1102	Intro to Business	3cr
ENGL 1108	Written English II	3cr
INFO 1110	Comp Concepts & Applications	<u>3cr</u>
		15cr

#### Summer Semester 3

FOSM 2229	Food Service Practicum	6cr
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#### Fall Semester 4

FOSM 2224	Purchasing & Receiving	3cr
FOSM 2225	Resort & Hotel Management	3cr
FOSM 2228	Food Service Org/Mgmt	3cr
SOCY 1110	Introduction to Sociology	3cr
MGMT 2209	Principles of Mgmt	<u>3cr</u>
		15cr

#### Spring Semester 4

ACCT 2201	Principles of Accounting	3cr
FOSM 2227	Food & Beverage Merchandising	3cr
FOSM 2229	Food Service Practicum	3cr
MKTG 2204	Principles of Marketing	<u>3cr</u>
		12cr

Total A.A.S. Degree 65cr

\*\*Pre-requisite & Co-requisite waived

**Appendix D Proposed BS Business Administration--Hospitality Management**

**AAS Foodservice Management—Resort & Hotel Mgmt Specialization**

**First Year**

<u>Semester 1</u>		<u>Semester 2</u>	
FOSM 1119 Introduction to FS Indsty	3	FOSM 1140 Food Service Cost Anlys	3
FOSM 1121 Food Service Fac & Equip	3	FOSM 2202 Princ of Quantity Food**	3
FOSM 1122 Sanitation & Safety	2	BUSN 1102 Intro to Business	3
FOSM 2200 Introduction to Foods	3	INFO 1100 Comp Concept & App	3
FOSM 1110 Nutrition	3	ENGL 1108 Written English II	3
ENGL 1104 Written English I	3		
<b>Total Hours</b>	<b>17</b>	<b>Total Hours</b>	<b>15</b>
<b>(Summer)</b>			
FOSM 2229 Food Service Practicum	6		
<b>Total Hours</b>	<b>6</b>		

**Second Year**

<u>Semester 3</u>		<u>Semester 4</u>	
FOSM 2225 Resort & Hotel Mgmt	3	MGMT 2209 Principles of Mgmt	3
SOCY 1110 Introduction Sociology	3	FOSM 2229 Food Service Practicum	3
FOSM 2224 Purchasing & Receiving	3	MKTG 2204 Principles of Mktg	3
FOSM 2228 Food Service Org/ Mgmt	3	FOSM 2227 Food & Bev Mdsg	3
ACCT 2201 Principles of Accounting	3	ELECTIVE*	1
		*Students taking BS Hosp Mgmt	
<b>Total Hours</b>	<b>15</b>	<b>Total Hours</b>	<b>13</b>

**BS Business Administration Hospitality Management**

**(PR: AAS Foodservice Management- Resort & Hotel Management Specialization)**

**Third Year**

<u>Semester 5</u>		<u>Semester 6</u>	
SPCH 1100 Introduction to Speech	3	MATH 1112 College Algebra	3
INFO 2235 Micro App in Busn	3	ACCT 2202 Principles of Accounting	3
BUSN 2251 Corporate Cx	3	BUSN 3320 International Business	3
CULTURE (HIST) (LS)	3	INFO 2200 Fundamentals of Info Sys	3
SCIENTIFIC DISC (LS)	4	SCIENTIFIC DISC (LS)	4
<b>Total Hours</b>	<b>16</b>	<b>Total Hours</b>	<b>16</b>

**Fourth Year**

<u>Semester 7</u>		<u>Semester 8</u>	
BUSN 3306 Business Law	3	BUSN 4415 Strategic Mgmt & Policy	3
BUSN 3310 Business & Econ Stats	3	CULTURE (HIST) (LS)	3
ECON 2200 Economics	3	ARTISTIC (LS)	3
FINC 2201 Introduction to Fin Mgmt	3	BUSN 4440 Hospitality Mgmt Practcm	3
ARTISTIC (LS)	3		
CULTURE (HIST) (LS)	3		
<b>Total Hours</b>	<b>18</b>	<b>Total Hours</b>	<b>12</b>

Appendix E *Program Study outline*

## Pastry & Baking Arts

BS Hospitality Management  
AAS Food Service Mgmt

2+2 Bachelor of Science  
Business Administration

**129 Total hours**

**Pastry & Baking Program Hours**

**46 hrs**

FOSM	1110 Nutrition	3
FOSM	1119 Introduction to FS & Hospitality	3
FOSM	1121 FS Facilities & Equipment	3
FOSM	1122 Sanitation & Safety	2
FOSM	1130 Basic Baking	3
FOSM	1140 FS Cost & Analysis	3
FOSM	2201 Principles of Food Selection and Prep	3
FOSM	2203 Principles Food Lab	1
FOSM	2202 Principles of Quantity Foods	3
FOSM	2204 Principles of Quantity Foods Lab	1
FOSM	2230 Advanced Baking	3
FOSM	2224 Purchasing & Receiving	3
FOSM	2232 Pastry & Confections	3
FOSM	2228 FS Organization & Management	3
FOSM	2229 Practicum	9

**Business Core**

**39 hrs**

ACCT	2201 Principles of Accounting I	3
	2202 Principles of Accounting II	3
BUSN	2251 Corporate Communications	3
	3306 Business Law I	3
	3310 Business and Economic Statistics	3
	3320 International Business	3
	4415 Strategic Management & Policy	3
FINC	2201 Introduction to Financial Management	3
INFO	2200 Fundamentals of Information Systems	3
	2235 Microcomputer App. for Business	3
MKTG	2204 Principles of Marketing	3
MGMT	2209 Principles of Management	3
*MATH	1112 College Algebra (or higher Math)	3

**Other Business**

**6hrs**

BUSN	4440 Hospitality Management Internship	3
*ECON	2200 Economics	3

<b><u>Remaining Liberal Studies to complete AAS &amp; BS programs</u></b>		<b>38 hrs</b>
<b>Interactive Inquiry (Freshman Experience)</b>		
ENGL	1104	3
ENGL	1108	3
INFO	1100	3
SPCH	1100 Introduction to Speech	3
<b>Culture/Civilization Exploration</b>		<b>9</b>
<b>Artistic/Creative Expression &amp; Interdisciplinary Studies</b>		<b>6</b>
<b>Scientific Discovery</b>		<b>8</b>
<b>Society and Human Interaction</b>		
	Psych 1101 or Soc 1100	3

\*Math 1112 & Econ 2200 meet Liberal Studies Requirements

**Accreditation Requirements- American Culinary Federation**

<b><u>Pastry &amp; Baking Program</u></b>		<b><u>ACF Required Knowledge &amp; Competency</u></b>
FOSM	2232 Pastry & Confections	Section 1
FOSM	1130 Basic Baking	Section 2
FOSM	2230 Advanced Baking	
FOSM	1140 FS Cost & Analysis	Section 3
FOSM	2201 Principles of Food Selection and Prep	Section 4
FOSM	2203 Principles Food Lab	
FOSM	2202 Principles of Quantity Foods	
FOSM	2204 Principles of Quantity Foods Lab	
FOSM	2228 FS Organization & Management	Section 5
MGMT	2209 Principles of Management	
FOSM	1119 Introduction to FS & Hospitality	Section 6
FOSM	1110 Nutrition	Section 7
FOSM	2224 Purchasing & Receiving	Section 8
FOSM	1122 Sanitation & Safety	Section 9
FOSM	1121 FS Facilities & Equipment	

Appendix F Program Study outline

## Resort & Hotel Management

BS Hospitality Management                      2+2 Bachelor of Science  
AAS Food Service Mgmt                      Business Administration

		128 Total hours
<b><u>Resort &amp; Hotel Mgmt Program Hours</u></b>		<b>44 hrs</b>
FOSM	1110 Nutrition	3
FOSM	1119 Introduction to FS & Hospitality	3
FOSM	1121 FS Facilities & Equipment	3
FOSM	1122 Sanitation & Safety	2
FOSM	1140 FS Cost & Analysis	3
FOSM	2200 Introduction to Foods	3
FOSM	2202 Principles of Quantity Foods	3
FOSM	2224 Purchasing & Receiving	3
FOSM	2225 Resort & Hotel Management	3
FOSM	2227 Food & Beverage Merchandising	3
FOSM	2228 FS Organization & Management	3
FOSM	2229 Practicum	9
BUSN	1102 Introduction to Business	3
<b><u>Business Core</u></b>		<b>39 hrs</b>
ACCT	2201 Principles of Accounting I	3
	2202 Principles of Accounting II	3
BUSN	2251 Corporate Communications	3
	3306 Business Law I	3
	3310 Business and Economic Statistics	3
	3320 International Business	3
	4415 Strategic Management & Policy	3
FINC	2201 Introduction to Financial Management	3
INFO	2200 Fundamentals of Information Systems	3
	2235 Microcomputer App. for Business	3
MKTG	2204 Principles of Marketing	3
MGMT	2209 Principles of Management	3
*MATH	1112 College Algebra (or higher Math)	3
<b><u>Other Business</u></b>		<b>6hrs</b>
BUSN	4440 Hospitality Management Internship	3
*ECON	2200 Economics	3

<b><u>Remaining Liberal Studies to complete AAS &amp; BS programs</u></b>	<b>39 hrs</b>
<b>Interactive Inquiry (Freshman Experience)</b>	
ENGL 1104	3
ENGL 1108	3
INFO 1100	3
SPCH 1100 Introduction to Speech	3
<b>Culture/Civilization Exploration</b>	<b>9</b>
<b>Artistic/Creative Expression &amp; Interdisciplinary Studies</b>	<b>6</b>
<b>Scientific Discovery</b>	<b>8</b>
<b>Society and Human Interaction</b>	
Psych 1101 or Soc 1100	3
<b>Free Elective</b>	<b>1</b>
*Math 1112 & Econ 2200 meet Liberal Studies Requirements	

To: Dr. Rebecca Schaupp  
Dean School of Business  
From: Brian A. Floyd, CEC  
Coordinator Culinary Arts and Pastry & Baking Arts  
Subject: 2+2 Articulation Pastry & Baking Arts  
and Resort & Hotel Management  
Date: September 26, 2006

The Pierpont Community & Technical College Department of Human Service Food Service Management programs are requesting a 2+2 articulation with the Fairmont State University School of Business. The Pastry & Baking Arts and Resort & Hotel Management AAS Food Service Management degree specializations are seeking articulation exactly as our Culinary Arts program and the Business Administration degree combined to create the Hospitality Management degree.

Both of the AAS degree specializations have been approved by the Fairmont State C&TC Faculty Assembly, and have already been accepting students. The 2+2 agreement would allow the students in these two degree options to proceed seamlessly precisely as the Culinary students have into the Hospitality Management degree. No additional classes would need to be offered, and the nothing about the Hospitality Management degree would need to be altered.

As with our previous conversation, we are requesting your valuable assistance in an effort to further benefit the students of Fairmont State and Pierpont. The corresponding Curriculum Proposal should outline the intent of the 2+2 articulation; however, please be sure to contact me with additional questions.



# APPENDIX XV

Faculty Data Sheets

## Faculty Data

Name: Alshallah, Mohamed H. Rank: Associate Professor

Check One:

Full-time  \* Part-time  Adjunct  Graduate Asst.

Highest Degree Earned: MBA Date Degree Earned: 1979

Conferred by: University of Bridgeport, Conn.

Area of Specialization: Management and Industrial Relation

Professional registration/licensure: \_\_\_\_\_ Yrs. of employment at present institution: \_\_\_\_\_

Yrs. of employment in higher education: 21 Yrs. of related experience outside higher education: \_\_\_\_\_

Non-teaching experience: \_\_\_\_\_

To determine compatibility of credentials with assignment:

- (a) List courses you taught this year and those you taught last year: (If you participated in team-taught courses, indicate each of them and what percent of course you taught.) For each course include year and semester taught, course number, course title, and enrollment.

### Spring Semester 2007

Course Number	Course Title	Enrollment
Econ. 2201	Economic Principles and Problems 1	
Econ. 2202	Economic Principles and Problems 2	
Econ. 2202	Economic Principles and Problems 2	
Bus. 3310	Economics and Business Statistics	

### Summer Semester 2007

Course Number	Course Title	Enrollment

### Fall Semester 2007

Course Number	Course Title	Enrollment
Econ. 2201	Economic Principles and Problems 1	
Econ. 2201	Economic Principles and Problems 1	
Econ. 2201	Economic Principles and Problems 1	
Econ. 2202	Economic Principles and Problems 2	

### Spring Semester 2008

Course Number	Course Title	Enrollment
Econ. 2201	Economic Principles and Problems 1	
Econ. 2202	Economic Principles and Problems 2	
Econ. 2202	Economic Principles and Problems 2	
Bus. 3310	Economics and Business Statistics	

### Summer Semester 2007

Course Number	Course Title	Enrollment

**Fall Semester 2008**

<b>Course Number</b>	<b>Course Title</b>	<b>Enrollment</b>
<b>Econ. 2201</b>	<b>Economic Principles and Problems 1</b>	<b>45</b>
<b>Econ. 2201</b>	<b>Economic Principles and Problems 1</b>	<b>46</b>
<b>Econ. 2201</b>	<b>Economic Principles and Problems 1</b>	<b>49</b>
<b>Econ. 2202</b>	<b>Economic Principles and Problems 2</b>	<b>38</b>

**(b) If degree is not in area of current assignment, explain:**

After I finished my MBA, I was enrolled in the PHD program in Mineral Economics at WVU. I was not able to finish the degree. However, I finished all the requirements, but dissertation.

**(c) Identify your professional development activities during past five years.**

- 1. attending the annual workshops of FACDIS (Faculty and Course Development in International Studies)**
- 2. Stay updated with what is going on in my discipline, by reading many professional newspapers and magazines.**
- 3. Read many articles related to my discipline.**

**(d) List awards/honors (including invitations to speak in your area of expertise) or special recognition in the last five years.**

**(e) Indicate any other activities which have contributed to effective teaching.**

**(f) List professional books/papers published during the last five years.**

**(g) List externally funded research (grants and contracts) during last five years.**

**“The Impact of American Bituminous Power Plant on the Economy of Marion County and West Virginia”  
June 2005.**

### Faculty Data

Name: Joseph C. Blankenship Rank: Assistant Professor

Check One:  
 Full-time  Part-time  Adjunct  Graduate Asst.

Highest Degree Earned: D.Sc. Date Degree Earned: 05/01/2004

Conferred by: Robert Morris University

Area of Specialization: Information Systems and Communications

Professional registration/licensure: \_\_\_\_\_ Yrs. of employment at present institution: \_\_\_\_\_  
 2008

Yrs. of employment in higher education: 2004 Yrs. of related experience outside higher education: 20

Non-teaching experience: 20

To determine compatibility of credentials with assignment:

- (a) List courses you taught this year and those you taught last year: (If you participated in team-taught courses, indicate each of them and what percent of course you taught.) For each course include year and semester taught, course number, course title, and enrollment.

#### Summer Semester 2008

Course Number	Course Title	Enrollment
INFO 2200	Fundamentals of Information Systems	6

#### Fall Semester 2008

Course Number	Course Title	Enrollment
INFO 2200	Fundamentals of Information Systems	28
INFO 2200	Fundamentals of Information Systems	28
INFO 2200	Fundamentals of Information Systems	28
INFO 3310	Systems Analysis and Design	16
INFO 5200	Management Information Systems	28

- (b) If degree is not in area of current assignment, explain:

N/A

- (c) Identify your professional development activities during past five years.

Outside Reviewer – International Association of Computer Information Systems – 2008  
 International Association of Computer Information Systems – 2007  
 International Association of Computer Information Systems – 2006  
 International Association of Computer Information Systems – 2005  
 International Association of Computer Information Systems – 2004  
 Information Resources Management Association - 2005

Books Reviewed - Systems Analysis and Design, Kendall and Kendall, 6ed, Prentice Hall, 02/2006  
 MIS, Kronke, Prentice Hall, 04/2006

Instruction in the following areas:

- Web Vista-Blackboard Symposium
- Turning Point Student Response Systems Training
- FSU Library Presentation Training
- FSU Copyright Presentation Training
- FSU Grants Management
- FSU Graduate Faculty Development: Faculty Scholarship

**Summit**

**Accreditation Board for Engineering and Technology (ABET) Annual Meeting and**

**Online Course Design  
Elluminate Live Workshop  
Youngstown Universities Summer Institute  
SCT Banner Portal Training  
SCT Banner Data Team  
Accreditation Board for Engineering and Technology (ABET) Workshop  
Information Assurance II Workshop  
NSF Workshop  
Sarbanes –Oxley Act Workshop  
CISCO Security Class  
CSSIA Security Class**

- (d) List awards/honors (including invitations to speak in your area of expertise) or special recognition in the last five years.**

Presented a paper at the International Association for Computer Information Systems – “Competitive Advantage Through Business Performance” – October 2004

Spoke to an Ethics in Information Systems Class at Robert Morris University – Invitation of Dr. Robert J. Skovira - 2005

- (e) Indicate any other activities which have contributed to effective teaching.**

**Outside Reviewer – International Association of Computer Information Systems – 2008  
International Association of Computer Information Systems – 2007  
International Association of Computer Information Systems – 2006  
International Association of Computer Information Systems – 2005  
International Association of Computer Information Systems – 2004  
Information Resources Management Association - 2005**

- (f) List professional books/papers published during the last five years.**

“Competitive Advantage Through Business Performance” – Issues in Information Systems – volume V No 1, 2004

- (g) List externally funded research (grants and contracts) during last five years.**

## Faculty Data

Name: Mary A. Burnell Rank: Assistant Professor

Check One:

Full-time  Part-time  Adjunct  Graduate Asst.

Highest Degree Earned: Masters Date Degree Earned: 1987

Conferred by: West Virginia University

Area of Specialization: Accounting

Professional registration/licensure: CPA Yrs. of employment at present institution: 20

Yrs. of employment in higher education: 20 Yrs. of related experience outside higher education: 3

Non-teaching experience: 3

To determine compatibility of credentials with assignment:

- (h) List courses you taught this year and those you taught last year: (If you participated in team-taught courses, indicate each of them and what percent of course you taught.) For each course include year and semester taught, course number, course title, and enrollment.

### Spring Semester 2007

Course Number	Course Title	Enrollment
ACCT 2202	Principles of Accounting II	33
ACCT 2202	Principles of Accounting II	22
ACCT 3302	Intermediate Accounting II	23
ACCT 4410	Case Studies in Accounting	18
ACCT 4410	Case Studies in Accounting	18

### Summer Semester 2007

Course Number	Course Title	Enrollment

### Fall Semester 2007

Course Number	Course Title	Enrollment
ACCT 3330	Advanced Accounting I	15
ACCT 3350	Accounting Information Systems	31
ACCT 3301	Intermediate Accounting I	34
ACCT 3301	Intermediate Accounting I	22
ACCT 2201	Principles of Accounting I	44

### Spring Semester 2008

Course Number	Course Title	Enrollment
ACCT 3302	Intermediate Accounting II	41
ACCT 4404	Cost Accounting	38
ACCT 4410	Case Studies in Accounting	18
ACCT 3331	Advanced Accounting II	14

### Summer Semester 2007

Course Number	Course Title	Enrollment

### Fall Semester 2008

Course Number	Course Title	Enrollment
ACCT 2201	Principles of Accounting I	44

<b>ACCT 3301</b>	<b>Intermediate Accounting I</b>	<b>44</b>
<b>ACCT 3330</b>	<b>Advanced Accounting I</b>	<b>29</b>
<b>ACCT 3350</b>	<b>Accounting Information Systems</b>	<b>39</b>
<b>ACCT 3325</b>	<b>Intermediate Accounting III</b>	<b>29</b>

**(i) If degree is not in area of current assignment, explain:**

N/A

**(j) Identify your professional development activities during past five years.**

- “West Virginia Accounting Educator’s Conference,” sponsored by the West Virginia Council of Accounting Educators
- Fall 2007 – “Ethics in the Curriculum”
- Fall 2006 – “Planning and Assessing the Core Competencies in Accounting”
- Fall 2005 – “Recruiting Accounting Students” and “The Paperless Accounting System”
- Fall 2004 – “Alternative Approaches to the First Course in Accounting”
- Fall 2003 – “Introduction to the AICPA Core Competency Framework and Preparing Students for the New CPA Exam”
- “Foundations in Fraud Examination,” continuing education self-study course published by the Accountant’s Education Group (June 2007)
- “Internal Controls: Design and Documentation,” continuing education self-study course published by the American Institute of CPAs (Fall 2005)

**(k) List awards/honors (including invitations to speak in your area of expertise) or special recognition in the last five years.**

- Abelina Suarez Named Professorship Finalist, Spring 2007
- William A. Boram Outstanding Educator Award Nominee, Spring 2007
- Harold and Roselyn Straight Award for Outstanding, Innovative, or Otherwise Distinctive Teaching, Spring 2007
- William A. Boram Outstanding Educator Award Nominee, Spring 2005

**(l) Indicate any other activities which have contributed to effective teaching.**

- Completed extensive reading and developed course preparations in the following areas:
  1. Advanced topics in Intermediate Accounting including
    - a. Basic and Fully-Diluted Earnings per Share

- b. Investments and Derivatives
  - c. Revenue Recognition
- 2. Consolidations and other business combinations including those made both before and after SFAS 141r
- 3. Governmental and non-profit accounting
- 4. Partnership accounting
- 5. Advanced topics in managerial accounting
- Applied for and received an educational grant from the West Virginia Society of CPAs to be used for the purchase of CPA exam review material to be held in the library for use by students and alumni

**(m) List professional books/papers published during the last five years.**

**(n) List externally funded research (grants and contracts) during last five years.**



## Faculty Data

Name: Macgorine A. Cassell Rank: Professor of Business Administration

Check One:

Full-time  Part-time  Adjunct  Graduate Asst.

Highest Degree Earned: Ph.D. Date Degree Earned: 1988

Conferred by: Alliant International University (Formerly United States International University)

Area of Specialization: Leadership and Human Behavior with specialization in Organizational Behavior

Professional registration/licensure:        Yrs. of employment at present institution: 16

Yrs. of employment in higher education: 27 Yrs. of related experience outside higher education: 4

Non-teaching experience: —4—

To determine compatibility of credentials with assignment:

- (a) List courses you taught this year and those you taught last year: (If you participated in team-taught courses, indicate each of them and what percent of course you taught.) For each course include year and semester taught, course number, course title, and enrollment.

### Spring Semester 2007

Course Number	Course Title	Enrollment
BUSN 4415	Strategic Management & Policy	30
MGMT 2209	Principles of Management	19
MGMT 2209	Principles of Management	17
MGMT 3308	Human Resources Management	11
MGMT 4402	Organizational Change and Development	7

### Summer Semester 2007

Course Number	Course Title	Enrollment
MGMT 2209	Principles of Management	13
MKTG 2204	Principles of Marketing	9
BUSN 4415	Strategic Management and Policy	11

### Fall Semester 2007

Course Number	Course Title	Enrollment
BUSN 3320	International Business	32
MGMT 2209	Principles of Management	13
MGMT 2209	Principles of Management	27
MGMT 2209	Principles of Management	20
MGMT 3390	Organizational Behavior	20
MGMT 4400	Organizational Theory and Design	10

### Spring Semester 2008

Course Number	Course Title	Enrollment
MGMT 2209	Principles of Management	27
MGMT 2209	Principles of Management	16
MGMT 3308	Human Resources Management	14
MGMT 3390	Organizational Behavior	21
MGMT 4402	Organizational Change and Development	11
MGMT 4402	Organizational Change and Development	16

### Summer Semester 2008

Course Number	Course Title	Enrollment
MKTG 2204	Principles of Marketing	8

### Fall Semester 2008

Course Number	Course Title	Enrollment
---------------	--------------	------------

<b>BUSN 4415</b>	<b>Strategic Management and Policy</b>	<b>20</b>
<b>MGMT 4400</b>	<b>Organizational Theory &amp; Design</b>	<b>15</b>
<b>MGMT 2209</b>	<b>Principles of Management</b>	<b>25</b>
<b>MGMT 2209</b>	<b>Principles of Management</b>	<b>24</b>
<b>MGMT 3390</b>	<b>Organizational Behavior</b>	<b>16</b>
<b>BUSN 3320</b>	<b>International Business</b>	<b>28</b>

**(b) If degree is not in area of current assignment, explain:**

**(c) Identify your professional development activities during past five years.**

Authored and coauthored the following papers for presentation at professional conferences and publication:

“Bringing SMILES to the Classroom: Strategies to Create a Stimulating Learning Environment for Teacher and Student” with Timothy Oxley. Presented at the Academic Business World International Conference and published in the proceedings. Nashville, TN, May 26-28, 2008

“OECD Convention on Combating Bribery: Review of Progress, Problems, and Prospects.” Presented at The International Academy of Business and Public Administration Conference and published in the proceedings. Dallas, TX, April 24-26, 2008

“NAFTA: Promises and Deliveries” with Donatus Amaram and Rebecca Blake. Published in the International Business and Economics Research Journal. Volume 7, Number 4, April 2008

“Para-Verbal Cultural Issues in International Business Transactions” with Donatus Amaram. Presented at the Association for Global Business Annual Conference and published in the proceedings. Washington D.C., November 15-18, 2007

“Workplace Generational Conflict: Causes, Consequences and Cures.” Presented at the Southern Industrial Relations and Human Resources Conference and published in the proceedings. Louisville, Kentucky, October 18-20, 2007

“NAFTA: Promises and Deliveries,” with Donatus Amaram and Rebecca Blake. Presented at the 2007 International Business and Economics Research Conference, and published in the proceedings. Las Vegas, Nevada, October 1-4, 2007

"Outsourcing and Temporary Labor: Complexities and Dynamics for Workforce Efficiency" with Donatus Amaram. Presented at the International Academy of Business and Economics Conference, and published in the proceedings. Las Vegas, Nevada, October 15-18, 2006

Reviewed the following textbooks:

Management. 2<sup>nd</sup> Edition. Hitt, Black, and Porter. Pearson Prentice Hall, 2009.

Managing Employees for Competitive Success. David Lepak and Mary Gowan. Pearson Prentice Hall, 2009.

Organizational Behavior: Improving Performance and Commitment in the Workplace. Jason Colquitt, Jeffrey LePine, Michael Wesson. McGraw-Hill, 2009.

Global Business Today, 5<sup>th</sup> edition. Charles W. Hill. McGraw-Hill Irwin, 2007.

International Business: The Challenge Of Global Competition, 10<sup>th</sup> Edition. Donald Ball, J. Michael Geringer, Michael S. Minor, Paul L. Frantz, Wendell H. McCulloch. McGraw-Hill/Irwin, 2005.

Organizational Behavior: Basic Concepts, Critical Skills, Key Applications. Young. South-Western, 2004.

Conference paper reviewer for the following conferences:

Served as reviewer for the 2009 Organization Behavior Teaching Conference.

Served on review board for the 2008 Academic Business World International Conference.

Served as reviewer for the 2008 Organization Behavior Teaching Conference.

Conference session chair:

Served as session chair at The International Academy of Business and Public Administration Conference. Dallas, TX, April 24-26, 2008.

Served as session chair at the 2007 International Business and Economics Conference. Las Vegas, NV

Participant in several academic conference at Fairmont State.

**(d) List awards/honors (including invitations to speak in your area of expertise) or special recognition in the last five years.**

Nominated by students and recognized by the institution for effective teaching.

**(e) Indicate any other activities which have contributed to effective teaching.**

Reading books and articles on effective teaching and classroom management.

Stay abreast with current business developments that can be incorporated with my lecture to enhance student understanding of material being taught.

Visit colleagues classes here and at other institutions to observe different teaching strategies that can be implemented in my class.

**(f) List professional books/papers published during the last five years.**

Authored and coauthored the following papers for presentation at professional conferences and publication:

“Bringing SMILES to the Classroom: Strategies to Create a Stimulating Learning Environment for Teacher and Student” with Timothy Oxley. Presented at the Academic Business World International Conference and published in the proceedings. Nashville, TN, May 26-28, 2008

“OECD Convention on Combating Bribery: Review of Progress, Problems, and Prospects.” Presented at The International Academy of Business and Public Administration Conference and published in the proceedings. Dallas, TX, April 24-26, 2008

“NAFTA: Promises and Deliveries” with Donatus Amaram and Rebecca Blake. Published in the International Business and Economics Research Journal. Volume 7, Number 4, April 2008

“Para-Verbal Cultural Issues in International Business Transactions” with Donatus Amaram. Presented at the Association for Global Business Annual Conference and published in the proceedings. Washington D.C., November 15-18, 2007

“Workplace Generational Conflict: Causes, Consequences and Cures.” Presented at the Southern Industrial Relations and Human Resources Conference and published in the proceedings. Louisville, Kentucky, October 18-20, 2007

“NAFTA: Promises and Deliveries,” with Donatus Amaram and Rebecca Blake. Presented at the 2007 International Business and Economics Research Conference, and published in the proceedings. Las Vegas, Nevada, October 1-4, 2007

“Outsourcing and Temporary Labor: Complexities and Dynamics for Workforce Efficiency” with Donatus Amaram. Presented at the International Academy of Business and Economics Conference, and published in the proceedings. Las Vegas, Nevada, October 15-18, 2006

Reviewed the following textbooks:

Management, 2<sup>nd</sup> Edition. Hitt, Black, and Porter. Pearson Prentice Hall, 2009.

Managing Employees for Competitive Success. David Lepak and Mary Gowan. Pearson Prentice Hall, 2009.

Organizational Behavior: Improving Performance and Commitment in the Workplace. Jason Colquitt, Jeffrey LePine, Michael Wesson. McGraw-Hill, 2009.

Global Business Today, 5<sup>th</sup> edition. Charles W. Hill. McGraw-Hill Irwin, 2007.

International Business: The Challenge Of Global Competition, 10<sup>th</sup> Edition. Donald Ball, J. Michael Geringer, Michael S. Minor, Paul L. Frantz, Wendell H. McCulloch. McGraw-Hill/Irwin, 2005.

Organizational Behavior: Basic Concepts, Critical Skills, Key Applications. Young. South-Western, 2004.

**(g) List externally funded research (grants and contracts) during last five years.**

## Faculty Data

Name: Dr. T. Jean Engebretson Rank: Associate Professor

Check One:

Full-time  Part-time  Adjunct  Graduate Asst.

Highest Degree Earned: Doctor of Business Administration Date Degree Earned: Summer 2006

Conferred by: Cleveland State University

Area of Specialization: Accounting

Professional registration/licensure: CPA Yrs. of employment at present institution: 0 (3 months)

Yrs. of employment in higher education: 15 Yrs. of related experience outside higher education: 2

Non-teaching experience: 2

To determine compatibility of credentials with assignment:

- (o) List courses you taught this year and those you taught last year: (If you participated in team-taught courses, indicate each of them and what percent of course you taught.) For each course include year and semester taught, course number, course title, and enrollment.

### Spring Semester 2007

Course Number	Course Title	Enrollment

### Summer Semester 2007

Course Number	Course Title	Enrollment

### Fall Semester 2007

Course Number	Course Title	Enrollment

### Spring Semester 2008

Course Number	Course Title	Enrollment

### Summer Semester 2007

Course Number	Course Title	Enrollment

### Fall Semester 2008

Course Number	Course Title	Enrollment
ACCT 2201	Principles of Accounting I	40
ACCT 2202	Principles of Accounting II	25
ACCT 4405	Auditing	23
ACCT 4406	Federal Income Tax: Individual	32

**(p) If degree is not in area of current assignment, explain:**

N/A; My degree is in my area of current assignment.

**(q) Identify your professional development activities during past five years.**

1. Completed Doctor of Business Administration degree with a major in accounting and a minor in Management and Labor Relations from Cleveland State University in the Summer of 2006. My dissertation was entitled, "The Perceived Effectiveness of the Sarbanes-Oxley Act of 2002 in Improving Audit Quality: A Multiple Constituency Approach"
2. Site Coordinator of Volunteer Income Tax Assistance (VITA) site for Five Rivers Public Library, Parsons, WV. Since 2004, supervised students in over 680 hours of community service where we prepared over 1,000 federal and state income tax returns for low income and elderly taxpayers.
3. Continuing Professional Education to maintain certification:
  - "Audit Procedures", 2007
  - "Managing for Competitive Advantage", 2007
  - "Using Microsoft Excel Formulas and Functions", 2006
  - "Managing Data with Microsoft Excel", 2006
  - "Start Late, Finish Rich", 2005
  - "Mentored by a Millionaire", 2005
  - "Preventing Identity Theft in Your Business", 2005
  - "Understanding Generally Accepted Accounting Principles 2005"

**(r) List awards/honors (including invitations to speak in your area of expertise) or special recognition in the last five years.**

**(s) Indicate any other activities which have contributed to effective teaching.**

Received a grant from the West Virginia Society of CPAs Accounting Education Foundation for an Epson Projector for use in the accounting classes at Davis & Elkins College

**(t) List professional books/papers published during the last five years.**

**(u) List externally funded research (grants and contracts) during last five years.**

Received a \$2,000 grant for dissertation research from Cleveland State University Research Council under the Doctoral Dissertation Research Expense Award Program.

### Faculty Data

Name: Edward D. Gailey Rank: Assistant Professor

Check One:

Full-time  Part-time  Adjunct  Graduate Asst.

Highest Degree Earned: MBA Date Degree Earned: June 1984

Conferred by: Case Western Reserve University

Area of Specialization: Marketing and Management

Professional registration/licensure: PE Yrs. of employment at present institution: 1

Yrs. of employment in higher education: 10 Yrs. of related experience outside higher education: 30+

Non-teaching experience: —0—

To determine compatibility of credentials with assignment:

- (a) List courses you taught this year and those you taught last year: (If you participated in team-taught courses, indicate each of them and what percent of course you taught.) For each course include year and semester taught, course number, course title, and enrollment.

#### Spring Semester 2007

Course Number	Course Title	Enrollment

#### Summer Semester 2007

Course Number	Course Title	Enrollment

#### Fall Semester 2007

Course Number	Course Title	Enrollment
MGMT 2209	Principles of Management	45
MGMT 2209	Principles of Management	45
MGMT 3390	Organizational Behavior	35
MGMT 4402	Organizational Change & Development	25

#### Spring Semester 2008

Course Number	Course Title	Enrollment
MGMT 2209	Principles of Management	45
MGMT 2209	Principles of Management	45
MGMT 3390	Organizational Behavior	35
MKTG 4450	Marketing Management	15

#### Summer Semester 2007

Course Number	Course Title	Enrollment

#### Fall Semester 2008

Course Number	Course Title	Enrollment
MGMT 2209	Principles of Management	75
MGMT 2209	Principles of Management	45
MGMT 3390	Organizational Behavior	35
MKTG 4450	Marketing Management	15

**(b) If degree is not in area of current assignment, explain:**

Not applicable

**(c) Identify your professional development activities during past five years.**

Pursuit of Doctorate Degree

**(d) List awards/honors (including invitations to speak in your area of expertise) or special recognition in the last five years.**

Presented at the following conferences:

*“Dynamic Pricing and Revenue Management’s Impact on CRM”* (co-author William J. Lundstrom), Fordham Pricing Conference, Fordham University, November 2005.

*“Internet Pricing’s Impact on Firm Profitability”*, (co-authors Ashutosh Dixit and Rajshekhar Javalgi), Academy of International Business, Northeast USA Conference, Cleveland State University, October 2005.

**(e) Indicate any other activities which have contributed to effective teaching.**

Peer evaluations / student evaluations / student questionnaires

**(f) List professional books/papers published during the last five years.**

*“A Taxonomy of Information Technology-Enhanced Pricing Strategies”* (co-authors Ashutosh Dixit, Thomas W.

Whipple, and George M. Zinkhan), Journal of Business Research, 2008.

**(g) List externally funded research (grants and contracts) during last five years.**

Not applicable



## Faculty Data

Name: Rebecca J. Giorelli Rank: Assistant Professor

Check One:

Full-time  Part-time \_\_\_\_\_ Adjunct \_\_\_\_\_ Graduate Asst. \_\_\_\_\_

Highest Degree Earned: Ph.D. Date Degree Earned: May 1995

Conferred by: College of Engineering, West Virginia University

Area of Specialization: Industrial Engineering

Professional registration/licensure: \_\_\_\_\_ Yrs. of employment at present institution: 3

Yrs. of employment in higher education: 3.5 Yrs. of related experience outside higher education: 10

Non-teaching experience: -10-

To determine compatibility of credentials with assignment:

- (a) List courses you taught this year and those you taught last year: (If you participated in team-taught courses, indicate each of them and what percent of course you taught.) For each course include year and semester taught, course number, course title, and enrollment.

### Spring Semester 2007

Course Number	Course Title	Enrollment
INFO 2235	Microcomputer Applications in Business	21
INFO 3339	Programming/Data/File Structures	20
INFO 3340	Advanced Application Development	16
INFO 4430	Special Topics in Information Systems	5
INTR 1199	SPACE – Special Project	3

### Summer Semester 2007

Course Number	Course Title	Enrollment
N/A		

### Fall Semester 2007

Course Number	Course Title	Enrollment
INFO 3339-01	Programming/Data/File Structures	16
INFO 3340-01	Advanced Application Development	13
MSBA 5810-01	Project Management	10
MSBA 5810-02	Project Management	14

### Spring Semester 2008

Course Number	Course Title	Enrollment
INFO 3340-01	Advanced Application Development	18
INFO 1199	Algorithms & Quantitative Applications in IS	7
	<i>Half-time Research Release</i>	

### Summer Semester 2008

Course Number	Course Title	Enrollment
N/A		

### Fall Semester 2008

Course Number	Course Title	Enrollment
INFO 1199	Algorithms & Quantitative Applications in IS	10
INFO 3339-01	Programming/Data/File Structures	5
INFO 3340-01	Advanced Application Development	9
INFO 3350-01	Internship for Information Systems	4
INFO 4420-01	Database Design & Implementation	1
	<i>Quarter Release for IS Coordination &amp; ABET Activities</i>	

**(b) If degree is not in area of current assignment, explain:**

My degrees are in Industrial Engineering (IE). Information Systems (IS) is a relatively new area. IS involves an understanding of technology systems coupled with a business core background which is very similar to IE. My doctoral research focus and 10 years of experience in the field are in the areas of project management and best practices for software managers which are a major focus for the IS degree.

**(c) Identify your professional development activities during past five years.**

NSF Days in West Virginia Workshop, Morgantown, WV, 12/04/07; Principal Investigator/Grant's Manager Workshops with Phil Mason and Sandy Shriver, 09/07/07; Teaching for Diversity and Social Justice with Mr. Larri Mazon – 08/15/07; The ABC's of Academic Advising with Alissa Wilmoth – 08/14/07; Project Management Professional Training – July 16-17, 2007; Principal Investigator/Grant's Manager Workshops Phil Mason and Sandy Shriver, 04/13/07; The Power of Course-based Assessment with Virginia S. Lee, Ph.D. – 01/10/07; From Course-based Assessment to the Scholarship of Teaching and Learning with Virginia S. Lee, Ph.D. – 01/10/07; Integrated Course Design, General Model with L. Dee Fink, Ph.D. and Virginia S. Lee, Ph.D. – 01/08/07; Why Undergraduate Research? 8/17/06; Where Neurosciences and Pedagogy Intersect to Support Student Learning -8/15/06; Is an Attendance Requirement Necessary in Today's College Classroom? 8/15/06; Interdisciplinary Academic Learning Community (IALC) Workshop, 1/20/06; Milwaukee's Alverno College Workshop on Learning Communities, January 12 – 13, 2006; Completed Vista Academy Training – September through December 2005; Participated in Grant Writing Training Seminar with Dr. Tillie Harris – Fall 2005

**(d) List awards/honors (including invitations to speak in your area of expertise) or special recognition in the last five years.**

*Synchronizing with Industry to Revitalize the Information Systems Curriculum*, invited paper presentation, 48<sup>th</sup> Annual International Association for Computer Information Systems Conference, Savannah, Georgia, October 1–4, 2008.  
*Curriculum Decisions: Assessing and Updating IS Curriculum*, invited paper presentation, 14<sup>th</sup> Americas Conference on Information Systems (AMCIS), Toronto, Canada, August 14 – 17, 2008.  
*Algorithms for a Public Grid Infrastructure*, invited to Posters on the Hill event, sponsored by Council for Undergraduate Research (Washington, D.C., USA - April 2008).  
*A Comprehensive Program for Expanding Pathways to IT Careers*, invited paper presentation at the 8th ACM SIGITE Conference on Information Technology Education (Destin, Florida, USA - October 2007).  
*A Research Study of New Computing Algorithms for a Public Grid Infrastructure*, invited to Star Symposium sponsored by West Virginia EPSCoR program (Morgantown, WV, USA - September 2007).  
*A Web-Based Information Management System for Kappa Omicron (chapter of Delta Mu Delta, International Honor Society in Business Administration)*, Undergraduate Research Day at the Capitol (Charleston, WV, – February 2007).  
*ExPEDITE Faculty Fellowship Program Round Table Discussion*, invited panelist at the NSF Advanced Technological Education Conference (Washington, D.C., USA - October 2006).

**(e) Indicate any other activities which have contributed to effective teaching.**

Worked as a Faculty Mentor for 9 undergraduate research projects, including 2 SURE awards, 3 Undergraduate Research awards through the FSU research office and 1 NASA Space Grant Undergraduate Research award.  
Provided training for FSU faculty development in August 2006 for Microsoft Outlook Training - Using Outlook to Improve Efficiency-Simple Tools That Save Time and Mapping Information Technology/21st-Century Skills from K-12 through Higher Education.

**(f) List professional books/papers published during the last five years.**

"Synchronizing with Industry to Revitalize the Information Systems Curriculum", *Proceedings for the 48<sup>th</sup> Annual International Association for Computer Information Systems (IACIS) Conference*, Savannah, Georgia, USA, October 1 – 4, 2008.  
"Curriculum Decisions: Assessing and Updating IS Curriculum", *Proceedings for the 14<sup>th</sup> Americas Conference on Information Systems (AMCIS)*, Toronto, Canada, August 14 – 17, 2008.  
"Promoting Information Technology Disciplines: Students, Educators and Industry Professionals Working Together Toward a Common Goal", *Proceedings of the 8<sup>th</sup> Annual Hawaii International Conference on Business* (Honolulu, Hawaii, USA, May 22 – 25, 2008).  
"A comprehensive program for expanding pathways to IT careers", *Proceedings of the 8th ACM SIGITE Conference on Information Technology Education* (Destin, Florida, USA, October 18 - 20, 2007). SIGITE '07. ACM, New York, NY, pp. 195-200.  
"Handling the Effects of Complexity in Space Elevator Requirements", *Journal of the British Interplanetary Society (JBIS)*, 59(9), September 2006, pp. 319 – 323.  
"A Review of Applied Statistical Tests for Interpreting Myers-Briggs Type Data" *Association for Psychological Type XV International Conference Proceedings*, Toronto, CA, July 2004.  
"Resolving Cognitive Conflict during the Technology Development Process for the Space Elevator", *Third Annual Space Elevator Conference Proceedings*, Washington, DC, June 2004.  
"Technical note: Accuracy of a System for Measuring Three-dimensional Torso Kinematics during Manual Materials Handling", *Journal of Applied Biomechanics*, 20(2), May 2004, pp. 185-194.  
"DEVISE: A Collaborative Virtual Environment for Integrated Concurrent Engineering." *International Symposium on Collaborative Technologies and Systems Proceedings*, San Diego, CA, January 2004.

"Concept of Operations: Design Environment Using Virtual Interfaces for Smart Engineering (DEVISE) for the demonstration of Augmented Distributed Virtual Integrated Concurrent Engineering (ADVICE)" GISSTR-CONOPS-D001-UNCLASS-033103, 2003.

"Personality Type and Workers' Perceptions of Their Environment and Stress" *American Psychological Association – Work, Stress, and Health Conference Proceedings*, Toronto, Canada, March 2003.

**(g) List externally funded research (grants and contracts) during last five years.**

*ExPEDITE*, **\$192,714 National Science Foundation (NSF) award**, November 2005 – August 2009.

*ACCELERATE*, **\$149,915 NSF award**, August 2008–July 2009.

*A Web-based Collaborative Virtual Environment for NASA IV&V*, **\$15,000 NASA WVSGC Research Initiation Grant**, May 2007 – May 2008.

*Learning FAST II*, **\$72,504 WVHEPC Title II grant**, June 2007 – May 2008.

*Learning Formative Assessment Systems & Technologies (Learning FAST)*, **\$56,051 WVHEPC Title II grant**, June 2006 – May 2007.

*Team Dynamics in the IT Industry CTL Project*, **\$39,002.88 subcontract CESD, Inc.**, August 2005 – December 2005.

## Faculty Data

Name: Richard Harvey Rank: Professor

Check One:

Full-time X Part-time \_\_\_\_\_ Adjunct \_\_\_\_\_ Graduate Asst. \_\_\_\_\_

Highest Degree Earned: JD Date Degree Earned: 1996

Conferred by: West Virginia University

Area of Specialization: Corporate Law

Professional registration/licensure: Yes Yrs. of employment at present institution: 24

Yrs. of employment in higher education: 24 Yrs. of related experience outside higher education: 6

Non-teaching experience: 4

To determine compatibility of credentials with assignment:

- (v) List courses you taught this year and those you taught last year: (If you participated in team-taught courses, indicate each of them and what percent of course you taught.) For each course include year and semester taught, course number, course title, and enrollment.

### Spring Semester 2007

Course Number	Course Title	Enrollment
FINC 4412	PC Applications for Managerial Finance	24

### Summer Semester 2007

Course Number	Course Title	Enrollment
MSBA 5000	MBA Essentials	30

### Fall Semester 2007

Course Number	Course Title	Enrollment
FINC 4410	Managerial Finance	49

### Spring Semester 2008

Course Number	Course Title	Enrollment
FINC 2201	Introduction to Financial Management	43
FINC 4412	PC Applications for Managerial Finance	26
ONLR 6804	Copyright and Intellectual Property Issues for Online Educators	4

### Summer Semester 2007

Course Number	Course Title	Enrollment
MSBA 5000	MBA Essentials	25
MSBA 5550	Financial Analysis and Reporting	31

**Fall Semester 2008**

Course Number	Course Title	Enrollment
<b>FINC 4410</b>	<b>Managerial Finance</b>	<b>29</b>

(w) **If degree is not in area of current assignment, explain:**

(x) **Identify your professional development activities during past five years.**

- ◆ (2007) Participant in a *Fundraising Seminar* sponsored by the Foundation of Fairmont State University.
- ◆ (2007) Participant in the seminar *Estate, Financial, and Health Care Planning for Elderly Clients* sponsored by the National Business Institute.
- ◆ (2007) Participant in the webinar *Managing to Thrive in the Online Classroom* sponsored by the Office of Academic Affairs at Fairmont State University.
- ◆ (2006) Participant in the seminar *Estate Planning* sponsored by the West Virginia University College of Law.
- ◆ (2006) Participant in a webinar regarding the establishment of *Academic Alliances* sponsored by the Office of Academic Affairs at Fairmont State University.
- ◆ (2006) Participant in a multiple session *Issues in Academic Leadership* webcast sponsored by the Office of Academic Affairs at Fairmont State University.
- ◆ (2006) Participant in a *Grant Writing Workshop* sponsored by the Office of Research and Graduate Studies at Fairmont State University.
- ◆ (2006) Participant in the seminar *Financial and Estate Planning* sponsored by the West Virginia State Bar.
- ◆ (2005) Participant in the *New Deans Institute* sponsored by the Council of Graduate Schools.
- ◆ (2005) Participant in the *Fundamentals of Grant Writing Workshop* sponsored by the Office of Research and Graduate Studies at Fairmont State University.
- ◆ (2004) Participant in the *Commercial Law Institute* sponsored by the West Virginia University College of Law.
- ◆ (2004) Participant in the seminar *Elder Care in West Virginia: Legal and Financial Issues* sponsored by National Business Institute.

- ◆ (2003) Participant in the seminar *Medicaid Planning in West Virginia* sponsored by Professional Education Systems, Inc.
- ◆ (2003) Participant in the seminar *Sophisticated Estate Planning for the Advanced Practitioner* sponsored by Professional Education Systems, Inc.

**(y) List awards/honors (including invitations to speak in your area of expertise) or special recognition in the last five years.**

**(z) Indicate any other activities which have contributed to effective teaching.**

- ◆ 2008 Online Course Development Grant Recipient; developed online course for MBA Financial Reporting and Analysis course.
- ◆ 2007 Online Course Development Grant Recipient; developed online course structure for MBA Essentials course.
- ◆ 2006 Online Course Development Grant Recipient; developed fully online graduate course entitled Copyright Issues for Online Educators.

**(aa) List professional books/papers published during the last five years.**

**(bb) List externally funded research (grants and contracts) during last five years.**

## Faculty Data

Name: Gregory T. Hinton Rank: Professor

Check One:

Full-time  Part-time  Adjunct  Graduate Asst.

Highest Degree Earned: J.D. Date Degree Earned: May 17, 1981

Conferred by: West Virginia University College of Law

Area of Specialization: \_\_\_\_\_

Professional registration/licensure: 1739 Yrs. of employment at present institution: 20+

Yrs. of employment in higher education: 20+ Yrs. of related experience outside higher education: 28

Non-teaching experience: 40+

To determine compatibility of credentials with assignment:

(cc) List courses you taught this year and those you taught last year: (If you participated in team-taught courses, indicate each of them and what percent of course you taught.) For each course include year and semester taught, course number, course title, and enrollment.

### Spring Semester 2007

Course Number	Course Title	Enrollment
B-3307	B. Law II	13
B-3306	B. Law I	40
B-3307	B. Law II	22
INTR 2280	Empowering Leadership-Honors	16

### Summer Semester 2007

Course Number	Course Title	Enrollment

### Fall Semester 2007

Course Number	Course Title	Enrollment
B-3306	B. Law I-Honors	7
B-3306	B. Law I	12
B-3306-H	B. Law I	35
B-3307	B. Law II	14

### Spring Semester 2008

Course Number	Course Title	Enrollment
B-3306	B. Law I	34
B-3306	B. Law I	44
B-3307	B. Law II	14
INTR 2280	Empowering Leadership-Honors	18
INTR 2281	Great Ideas of Leaders	3

### Summer Semester 2007

Course Number	Course Title	Enrollment

**Fall Semester 2008**

<b>Course Number</b>	<b>Course Title</b>	<b>Enrollment</b>
<b>B-3306</b>	<b>B. Law I</b>	<b>35</b>
<b>B-3306</b>	<b>B. Law I</b>	<b>41</b>
<b>B-3306</b>	<b>B. Law I</b>	<b>19</b>
<b>B-3307</b>	<b>B. Law II</b>	<b>15</b>

(dd) If degree is not in area of current assignment, explain: n/a

(ee) Identify your professional development activities during past five years.

**Research**

**More than 50 hours of continuing Legal Education**

(ff) List awards/honors (including invitations to speak in your area of expertise) or special recognition in the last five years.

**West Virginia 2009 Civil Rights Day Honoree, February 2009**

**West Virginia Black Heritage Festival King, September 2009**

**Fairmont State University Faculty Recognition Award, 2002-2003**

**Living the Dream Award for Scholarship, WV Martin Luther King Holiday Commission, 2003**

**Black History Month Speaker, Federal Bureau of Investigation, Fingerprint Division, Clarksburg, WV, February 2007**

**FCI Gilmer, Keynote Speaker for Inmates GED, ESL, and Vocational Training Completion, September 25, 2006**

**Governor's Honors Academy, Keynote Speaker for the Great Teachers Program, July 16, 2006**

**Leadership Marion, Leadership Development, October 12, 2005**

**West Virginia State University Alumni and Friends, Keynote Speaker for the high school juniors and seniors, April 30, 2005**

**West Virginia University College of Law, February 21, 2005**

- 50<sup>th</sup> Anniversary of the Brown v. Board of Education

**Grafton High School, February 17, 2005**

- Eleventh Grade English on First Amendment
- Senior Class English on Diversity



**Keynote Speaker**, Fairmont Senior High School Girls Basketball Team Banquet, March 2004  
**West Virginia University, September 8, 2004**

- 50<sup>th</sup> Anniversary of the Brown v. Board of Education

**Mentoring as Leadership, Workshop Presenter**, Honors Program, Fairmont State University, Fairmont, WV, 2003

**Wills and Estates, Workshop Presenter**, Mt. Zion Baptist Association, Barrackville, WV, 2003

**Wills and Estates, Workshop Presenter**, Zion Baptist Church, Parkersburg, WV, 2003

**List awards/honors (including invitations to speak in your area of expertise) or special recognition in the last five years**

**Berkeley County NAACP Scholarship Banquet, Keynote Speaker**, Martinsburg, WV, 2003

**Civil Rights in West Virginia, Vista Energy Express Program in honor of Martin Luther King, Keynote Speaker**, Morgantown, WV, 2003

**(gg) Indicate any other activities which have contributed to effective teaching.**

**Continual reading and reflection.**

**(hh) List professional books/papers published during the last five years.**

**Contributor: Business Law and the Regulation of Business, 4<sup>th</sup>, 5<sup>th</sup>, 6<sup>th</sup>, 7<sup>th</sup>, 8<sup>th</sup> and 9<sup>th</sup> editions, West Publishing**

**(ii) List externally funded research (grants and contracts) during last five years.**

**n/a**

## Faculty Data

Name: Mohamad A. Khalil Rank: professor

Check One:

Full-time \*  Part-time   Adjunct   Graduate Asst.

Highest Degree Earned: ph.D Date Degree Earned: 1988

Conferred by: WVa. University

Area of Specialization: Economics, economic development, marketing

Professional registration/licensure: np Yrs. of employment at present institution: 21

Yrs. of employment in higher education: 21 Yrs. of related experience outside higher education: 5

Non-teaching experience: 5

To determine compatibility of credentials with assignment:

- (a) List courses you taught this year and those you taught last year: (If you participated in team-taught courses, indicate each of them and what percent of course you taught.) For each course include year and semester taught, course number, course title, and enrollment.

### Spring Semester 2007

Course Number	Course Title	Enrollment
Mgmt 4409	Quantitative Management	27
Mktg 3340	Marketing Research	17
Bus 3310	Statistics	43
MSBA 5300	Quantitative Analysis	30

### Summer Semester 2007

Course Number	Course Title	Enrollment
Econ 2201	Macroeconomics	17
Bus 3310	Statistics	11

### Fall Semester 2007

Course Number	Course Title	Enrollment
MSBA 5300	Managerial Economics	40
Mktg 3340	Marketing Research	10
Bus 3310-02	Statistics	34
Bus 3310-03	Statistics	38

### Spring Semester 2008

Course Number	Course Title	Enrollment
Mktg 3340	Marketing Research	24
MSBA 5700	Quantitative Analysis	20
Mgmt 4409	Quantitative Management	29
Bus 3310	Statistics	35

### Summer Semester 2008

Course Number	Course Title	Enrollment
Bus 3310	Statistics	17
Econ 2201	Macroeconomics	18

### Fall Semester 2008

Course Number	Course Title	Enrollment
Bus 3310-01	Statistics	24
Bus 3310-02	Statistics	36
Bus 3310-03	Statistics	27
MSBA 5700	Quantitative Analysis	22

**(b) If degree is not in area of current assignment, explain: My degrees fit what I teach. I have MBA degree in Marketing, MS degree in Economic Analysis, and Ph. D degree in Economics/Economic Development and marketing.**

**(c) Identify your professional development activities during past five years. I am a member in the School and University committees, participating in most school and University activities, attend conferences and workshops, read outside materials to supply the classes with real life experiences. .**

**(d) List awards/honors (including invitations to speak in your area of expertise) or special recognition in the last five years. I had several newspaper interviews in the past five years. The most recent one was at Time West Virginia and the Columns about the financial crisis. I also awarded Cyrus Vance award 2005. During the last five years I attend several conferences and workshops inside and outside the states. Also I attended several computer workshops at our University.**

**(e) Indicate any other activities which have contributed to effective teaching. My participation in conferences and workshops has helped me learn more about teachings from other faculty from all over the nation. Also I use real world cases and problems in my classes: Marketing, Statistics, and Management.**

**(f) List professional books/papers published during the last five years. I am in the process of writing two books: The new Iraqi Economy and The economic and social impacts of the terrorist activities in Iraq. I wrote several newspaper articles during this semester which are appeared in the Dominion Post of Morgantown, Charleston Gazette, and the Columns at Fairmont State University. I also wrote several research papers such as Globalization: The fifth Instance of Confrontation between the West and the people of the De-colonized Middle East, Global Competitiveness 2002. Globalization and the Middle East: The problems and promises, in international management, edited by Thomas R. Hummell, 2004. Globalization Challenges in the Middle East: Religious fundamentalism, American Society for Competitiveness, 2006. Oil Revenues Economy, under review, to the rescue of Iraqi**

**(g) List externally funded research (grants and contracts) during last five years. None**

### Faculty Data

Name: Jack R. Kirby Rank: Associate Professor

Check One:

Full-time X Part-time \_\_\_\_\_ Adjunct \_\_\_\_\_ Graduate Asst. \_\_\_\_\_

Highest Degree Earned: Ed.D. Date Degree Earned: 2005

Conferred by: West Virginia University

Area of Specialization: Educational Leadership Studies, Higher Education

Professional registration/licensure: \_\_\_\_\_ Yrs. of employment at present institution: 13

Yrs. of employment in higher education: 20 Yrs. of related experience outside higher education: 10

Non-teaching experience: 12

To determine compatibility of credentials with assignment:

- (a) List courses you taught this year and those you taught last year: (If you participated in team-taught courses, indicate each of them and what percent of course you taught.) For each course include year and semester taught, course number, course title, and enrollment.

#### Spring Semester 2007

Course Number	Course Title	Enrollment
BUSN 2205	Small Business Fundamentals	40
BUSN 4405	Entrepreneurial Leadership	10
BUSN 3315	Venture Finance	25
MGMT 3372	HR Selection & Evaluation	32
BUSN 4450	Business & Economics Internship	2

#### Summer Semester 2007

Course Number	Course Title	Enrollment
BUSN 1102	Introduction to Business	12
BUSN 2205	Small Business Fundamentals	16

#### Fall Semester 2007

Course Number	Course Title	Enrollment
BUSN 2205	Small Business Fundamentals	41
BUSN 3300	Entrepreneurship	14
MGMT 3371	Employee Relations	42
MSBA 5130	Labor Relations & Dispute Resolution	24

#### Spring Semester 2008

Course Number	Course Title	Enrollment
BUSN 2205	Small Business Fundamentals	40
BUSN 4405	Entrepreneurial Leadership	8
FINC 3315	Venture Finance	6

#### Summer Semester 2008

Course Number	Course Title	Enrollment
BUSN 2205	Small Business Fundamentals	11

**Fall Semester 2008**

Course Number	Course Title	Enrollment
<b>BUSN 2205</b>	<b>Small Business Fundamentals</b>	<b>40</b>
<b>BUSN 3300</b>	<b>Entrepreneurship</b>	<b>12</b>
<b>MGMT 3371</b>	<b>Employee Relations</b>	<b>36</b>

**(b) If degree is not in area of current assignment, explain:**

Masters in Industrial Relations (1976) plus ten (10) years experience in Human Resource Management and Labor Relations.

Director of the Fairmont State Regional Small Business Development Center (1997 – 2001).

**(c) Identify your professional development activities during past five years.**

AACSB Assessment Conference, December 2008

Higher Learning Commission Assessment Conference, October 2008

FastTrac Facilitator Training, Kauffman Foundation, July 2008

SIFE National Exposition, Chioicago, IL, May 2008

SIFE Regional Competition, Cincinnati, OH, March 2008

West Virginia Business Plan Competition, Business Coach, February 2008

West Virginia Entrepreneurship Initiative Fall Conference and Business Plan Competition, November 2007

Student In Free Enterprise Leadership Conference, October 2007

Meeting of Vision Shared, October 2007

Vista Academy, May 2007

VC Expo, West Virginia High Technology Consortium Foundation, INNOVA Commercialization Group, 2007.

ABET, Inc. BEST Assessment Processes Symposium, Rose-Hulman Institute of Technology, Terre Haute, IN, 2007

West Virginia Entrepreneurship Initiative Fall Conference and Business Plan Competition, 2006

Grants 101: Professional Grant Proposal Writing, May 2005

SIFE Regional Competition, Cleveland, OH, 2007

SIFE Regional Competition, Cincinnati, OH, 2006

SIFE Regional Competition, Cleveland, OH, 2005

SIFE Regional Competition, Cleveland, OH, 2004

**(d) List awards/honors (including invitations to speak in your area of expertise) or special recognition in the last five years.**

Nominated for the William A. Boram Award for Teaching Excellence, 2008.

Awarded a \$2,500 grant from the Coleman Foundation to host The Extreme Entrepreneurship Tour, February 2008.

Awarded three \$5,000 grants (\$15,000 total), sponsored by Students in Free Enterprise and the Marcus Foundation, to support working with “at-risk” high school students in Marion County teaching free enterprise, success skills, and entrepreneurship. Grants were awarded for the academics years of 2005-2006, 2006-2007, & 2007-2008.

Faculty Recognition Award, Fairmont State University, 2004.

Sam M. Walton Free Enterprise Fellowship to lead a SIFE Team at Fairmont State College, 2001-2002, 2002-2003 & 2003-2004, 2004-2005, 2005-2006, 2006-2007, 2007-2008.

Sam M. Walton Free Enterprise Fellow, led Fairmont State SIFE Team to SIFE

Regional Competition, Cincinnati, OH, 2008, Finalist for Entrepreneurship and Success Skills Individual Topic Competitions, and Third Place National Award for Entrepreneurship Individual Topic Competition at the SIFE National Exposition, Chicago, IL.

Sam M. Walton Free Enterprise Fellow, led Fairmont State SIFE Team to SIFE Regional Competition, Cleveland, OH, 2007, Second Runner-Up Award.

Sam M. Walton Free Enterprise Fellow, led Fairmont State SIFE Team to Regional Competition, Cincinnati, OH, 2006, First Runner-Up Award.

Sam M. Walton Free Enterprise Fellow, led Fairmont State SIFE Team to Regional Competition, Cleveland, OH, 2005, First Runner-Up Award.

Sam M. Walton Free Enterprise Fellow, led Fairmont State SIFE Team to Regional Competition, Cleveland, OH, 2004, First Runner-Up Award.

**(e) Indicate any other activities which have contributed to effective teaching.**

Chapter Review (Chapters 13 -15) and Book Overview, *Entrepreneurial Small Business*, Katz & Green, McGraw-Hill/Irwin, 2006.

Environmental Scan Foundational Task Force (Chair), Environmental Scan Research Report for Strategic Planning Council, Fairmont State University, 2005 – 2006.

Guest Speaker, “So You Want to be an Entrepreneur!” Marion County 4-H, June 2006.

Business Counselor, FastTrac Entrepreneurship and Growth Ventures Programs, West Virginia High Technology Consortium Foundation, 2004 to present.

**(f) List professional books/papers published during the last five years.**

Entrepreneurial Initiatives at Public Liberal Arts and General Baccalaureate Colleges, Dissertation, College of Human Resources and Education, West Virginia University, 2005.

**(g) List externally funded research (grants and contracts) during last five years.**

### Faculty Data

Name: Leisa Muto Rank: Visiting Temporary Assistant Professor

Check One:

Full-time  Part-time  Adjunct  Graduate Asst.

Highest Degree Earned: Master of Professional Accountancy Date Degree Earned: December 1999

Conferred by: West Virginia University

Area of Specialization: Accounting

Professional registration/licensure: CPA Yrs. of employment at present institution: 8

Yrs. of employment in higher education: 8 Yrs. of related experience outside higher education: \_\_\_\_\_

Non-teaching experience: -1½-

To determine compatibility of credentials with assignment:

- (a) List courses you taught this year and those you taught last year: (If you participated in team-taught courses, indicate each of them and what percent of course you taught.) For each course include year and semester taught, course number, course title, and enrollment.

#### Spring Semester 2007

Course Number	Course Title	Enrollment
ACCT 2201	Principles of Accounting I	20
ACCT 2202	Principles of Accounting II	33

#### Summer Semester 2007

Course Number	Course Title	Enrollment
ACCT 2201	Principles of Accounting I	18
ACCT 2202	Principles of Accounting II	10

#### Fall Semester 2007

Course Number	Course Title	Enrollment
ACCT 2201	Principles of Accounting I	87
ACCT 2202	Principles of Accounting II	54
FINC 2201	Introduction to Financial Management	39

#### Spring Semester 2008

Course Number	Course Title	Enrollment
ACCT 2201	Principles of Accounting I	40
ACCT 2201	Principles of Accounting II	81
FINC 2201	Introduction to Financial Management	27

#### Summer Semester 2008

Course Number	Course Title	Enrollment
ACCT 2201	Principles of Accounting I	20
ACCT 2202	Principles of Accounting II	23

#### Fall Semester 2008

Course Number	Course Title	Enrollment
ACCT 2201	Principles of Accounting I	91
ACCT 2202	Principles of Accounting II	19
FINC 3385	Analyzing Financial Statements	21

**(b) If degree is not in area of current assignment, explain:**

N/A

**(c) Identify your professional development activities during past five years.**

N/A

**(d) List awards/honors (including invitations to speak in your area of expertise) or special recognition in the last five years.**

N/A

**(e) Indicate any other activities which have contributed to effective teaching.**

N/A

**(f) List professional books/papers published during the last five years.**

N/A

**(g) List externally funded research (grants and contracts) during last five years.**

N/A



## Faculty Data

Name: Timothy R. Oxley Rank: Associate Professor of Business

Check One:

Full-time  Part-time  Adjunct  Graduate Asst.

Highest Degree Earned: Ed.D Date Degree Earned: December 2007

Conferred by: Marshall University

Area of Specialization: Leadership Studies

Professional registration/licensure: \_\_\_\_\_ Yrs. of employment at present institution: 7 years,  
11 mo.

Yrs. of employment in higher education: 16 Yrs. of related experience outside higher education: \_\_\_\_\_

Non-teaching experience: 16

To determine compatibility of credentials with assignment:

- (h) List courses you taught this year and those you taught last year: (If you participated in team-taught courses, indicate each of them and what percent of course you taught.) For each course include year and semester taught, course number, course title, and enrollment.

### Spring Semester 2007 (part-time)

Course Number	Course Title	Enrollment
BUSN 2210	Human Relations in Business	12
MGMT 2214	Office Management	12
BUSN 3300	Entrepreneurship	6

### Summer Semester 2007

Course Number	Course Title	Enrollment

### Fall Semester 2007 (part-time)

Course Number	Course Title	Enrollment
BUSN 4450	Business and Society	13
MSBA 5110	Leadership Workshop	21

### Spring Semester 2008 (part-time)

Course Number	Course Title	Enrollment
BUSN 2210	Human Relations in Business	12
MSBA 5110	Leadership Workshop	13
BUSN 4450	Business & Economics Internship	1

### Summer Semester 2008 (part-time)

Course Number	Course Title	Enrollment
MGMT 2209	Principles of Management – online	24

**Fall Semester 2008\***

<b>Course Number</b>	<b>Course Title</b>	<b>Enrollment</b>
<b>BUSN 2210</b>	<b>Human Relations in Business (overload)</b>	<b>9</b>
<b>BUSN 4450</b>	<b>Business &amp; Economics Internship</b>	<b>1</b>
	<b>(*) – Released from teaching load to remain as Director of the Gaston</b>	
	<b>Caperton Center until end of Fall 2008 term</b>	

**(i) If degree is not in area of current assignment, explain:**

Academically qualified faculty member may hold a doctoral degree outside of business as long as primary teaching responsibilities are within the member's primary area of academic preparation. My graduate, MS in Management, coupled with teaching experience of 52 sections in business, management and public administration meet these standards. Additionally, a minimum of fifteen hours of my post-graduate course work are directly related to general administration and leadership, with an additional nine hours in higher education administration. The interdisciplinary nature of certain theories and practices in higher education and public administration to business curricula such as management and leadership are highly correlated in the literature.

**(j) Identify your professional development activities during past five years.**

- August 2002, completed Ed.S. in Leadership Studies
- December 2007, completed Ed.D. in Leadership Studies
- Designed and facilitated training session for CRISS-CROSS, Inc. (social service nonprofit) on "Teamwork and Group Problem Solving," 2006; Caperton Center, Clarksburg; 16 participants
- Designed and facilitated a training session for CRISS-CROSS, Inc. on "Active Listening and Non-verbal Communications, 2007; Caperton Center, Clarksburg, 15 participants.
- "Branch Campuses Coming of Age," National Association of Branch Campus Administrators Annual Conference, Columbus, OH, April 23 – 25, 2008.
- "Branch Campus Finances: Resources, Reallocations, Realities," Regional and Branch Campus Administrators Leadership Conference, Long Boat Key, Florida, June 18 – 21, 2006.
- "Leadership for the 21<sup>st</sup> Century – Coping with Change," Regional and Branch Campus Administrators Leadership Conference, Long Boat Key, Florida, June 17 – 20, 2007.

**(k) List awards/honors (including invitations to speak in your area of expertise) or special recognition in the last five years.**

**(l) Indicate any other activities which have contributed to effective teaching.**

- Spring 2008 Vista Academy, Learning Technologies Center, Fairmont State University
- Summer 2007 WebCt /Vista Bootcamp, Learning Technologies Center, Fairmont State University
- Participated in Leadership Harrison, 2003

- Designed and taught MGMT 2209 – Principles of Management as online course

(m) **List professional books/papers published during the last five years.**

Cassell, M. & Oxley, T. (2008, May). *Bringing SMILES to the classroom: Strategies to create a stimulating learning environment for both teacher and student*. Paper presented at the International Conference of Academic Business World, Nashville, TN.

(n) **List externally funded research (grants and contracts) during last five years.**

### Faculty Data

Name: Sunil Surendran Rank: Professor

Check One:

Full-time Yes Part-time \_\_\_\_\_ Adjunct \_\_\_\_\_ Graduate Asst. \_\_\_\_\_

Highest Degree Earned: Ph.D Date Degree Earned: 10/29/1993

Conferred by: Kent State University

Area of Specialization: Strategic Management and Policy

Professional registration/licensure: \_\_\_\_\_ Yrs. of employment at present institution: 14

Yrs. of employment in higher education: 23 Yrs. of related experience outside higher education: 2

Non-teaching experience: 2

To determine compatibility of credentials with assignment:

- (a) List courses you taught this year and those you taught last year: (If you participated in team-taught courses, indicate each of them and what percent of course you taught.) For each course include year and semester taught, course number, course title, and enrollment.

#### Spring Semester 2007

Course Number	Course Title	Enrollment
BUSN 3320-01	International Business	35
BUSN 3320-02	International Business	35
BUSN 4415-01	Strategic Management and Policy	35
BUSN 4415-02	Strategic Management and Policy	35

#### Summer Semester 2007

Course Number	Course Title	Enrollment
BUSN 3320-01	International Business	25
BUSN 4415-01	Strategic Management and Policy	25

#### Fall Semester 2007

Course Number	Course Title	Enrollment
BUSN 4415-01	Strategic Management and Policy	35
BUSN 4415-02	Strategic Management and Policy	35
BUSN 3320-01	International Business	35
BUSN 3320-02	International Business	35

#### Spring Semester 2008

Course Number	Course Title	Enrollment
BUSN 3320-01	International Business	35
BUSN 3320-02	International Business	35
BUSN 4415-01	Strategic Management and Policy	35
BUSN 4415-02	Strategic Management and Policy	35

#### Summer Semester 2007

Course Number	Course Title	Enrollment
BUSN 3320-01	International Business	25
BUSN 4415-01	Strategic Management and Policy	21

#### Fall Semester 2008

Course Number	Course Title	Enrollment
BUSN 3320-01	International Business	35
BUSN 3320-02	International Business	35
BUSN 4415-01	Strategic Management and Policy	35
BUSN 4415-02	Strategic Management and Policy	35

- (b) **If degree is not in area of current assignment, explain:**  
(c) **Identify your professional development activities during past five years.**

2003. Vision and Blindness: The U.S. Relates to the World. Faculty and Course Development in International Studies Workshop. November 7-8. Morgantown, West Virginia.

2004. How the Media Views the World. Faculty and Course Development in International Studies Workshop. November 11-12. Morgantown, West Virginia.

2005. World Regions and the Globe. Faculty and Course Development in International Studies Workshop. November 2-4. Morgantown, West Virginia.

2006. Articulating the Value and Managing the Culture of Liberal Education. The Ninety-Second Annual Meeting of the Association of American Colleges and Universities. January 25-28. Washington D.C.

2006. Internationalizing Higher Education in West Virginia Conference, the Higher Education Policy Commission of the Department of Education, State of West Virginia, April 24-25. Charleston, West Virginia.

2006. International Business Education. IACBE International Conference. September 22-23. Paris, France.

2006. Globalization & Education: Challenges for the 21<sup>st</sup> Century Citizen. FACDIS Annual Workshop. November 2-3. Morgantown, West Virginia.

2007. Doing Well by Doing Good. The Annual International Conference of the Academy of Management. August 6-9. Philadelphia, PA.

2007. Learning from the Developing World. The Annual Meeting of FACDIS, November 1-2, Morgantown, WV.

2008. IACBE International Conference. September 26-27. Barcelona, Spain.

2008 The Impact of Global Movement, FACDIS Annual Workshop. November 13-14, Morgantown, West Virginia.

- (d) **List awards/honors (including invitations to speak in your area of expertise) or special recognition in the last five years.**

2007. Invited Presentation on “Creating a Short-term Study Abroad Program”, Presented at the 2007 Fall Faculty Development Workshop. Fairmont State University. August. Fairmont, WV.

2008. Invited Workshop on Short-term Study Abroad Program, at the EF Convention, February 14-18, Paris, France.

**(e) List professional books/papers published during the last five years.**

2004. Restructuring Conglomerates for Global Competition: An Agency Theoretic Perspective.

With Acar W, in International Management: Text and Cases. Hummel, T. R. (ed). Schriften zum Internationalen Management, Rainer Hampp Verlag, Munchen and Mering, pages 131-149.

2005. Globalization Challenges in the Middle East. A refereed paper presented and in the Proceedings of the Conference of the American Society for Competitiveness. November 10-12.

Washington D.C. With Mohamad A. Khalil.

2006. Forthcoming. Foreign Direct Investment and Terrorism. A refereed paper in the Competition Forum. With Mohamad A. Khalil.

2006. A General Competitive Framework for Small Businesses, A paper presented and in the Proceedings of the Small Business Forum, FOKANO. June 29-July 4. Orlando, Florida.

2007. Managing Business in Europe. Faculty mentor for a Poster Presentation at the 2007

Undergraduate Student Research Colloquium. April. Fairmont State University. Fairmont, West Virginia.

2008. Managing a Short-term Study Abroad Program, the Proceedings of the Annual Conference of IACBE. April 2-4. Newport Beach, California.

2008. European Markets: Challenges and Opportunities for the U.S. Firms, Faculty mentor for a Poster Presentation at the 2008 Undergraduate Student Research Colloquium. April. Fairmont State University. Fairmont, West Virginia.

2008. Strategies for Increasing International Student Enrollment. Presentation made to Presidents of Fairmont State University and Pierpont Community and Technical College, April.

**(f) List externally funded research (grants and contracts) during last five years.**

2009. Grant from the Provost, Fairmont State University. For leading the student recruiting trip to India and the UAE.

2008. Grant from the Provost, Fairmont State University. For leading the BUSN 3399 Managing Business in Europe course related student trip to Europe visiting Italy, France and the United Kingdom.

2007-08. Grant from the Higher Education Policy Commission (HEPC), West Virginia State. Member of a team awarded grant to develop a university program for increasing international student enrollment.

2006-07. Grant from the Office of Student Services. Fairmont State University. For leading the BUSN 3399 Managing Business in Europe course related student trip to Europe visiting Holland, Belgium, Germany, France and the United Kingdom.

### Faculty Data

Name: BOB WEAVER Rank: Assist. Professor

Check One:

Full-time x Part-time \_\_\_\_\_ Adjunct \_\_\_\_\_ Graduate Asst. \_\_\_\_\_

Highest Degree Earned: Masters Date Degree Earned: 1976

Conferred by: WVU

Area of Specialization: Administration

Professional registration/licensure: \_\_\_\_\_ Yrs. of employment at present institution: 20

Yrs. of employment in higher education: 30 Yrs. of related experience outside higher education: 24

Non-teaching experience: \_\_\_\_\_

To determine compatibility of credentials with assignment:

- (a) List courses you taught this year and those you taught last year: (If you participated in team-taught courses, indicate each of them and what percent of course you taught.) For each course include year and semester taught, course number, course title, and enrollment.

#### Spring Semester 2007

Course Number	Course Title	Enrollment
2204	Marketing Principles	45
2204	Marketing Principles	45
3320	Marketing – Advertising and Promotion	35
3307	Finance – Personal Finance	40

#### Summer Semester 2007

Course Number	Course Title	Enrollment

#### Fall Semester 2007

Course Number	Course Title	Enrollment
2204	Marketing Principles	45
2204	Marketing Principles	45
2205	Marketing – Sales and Sales Management	25
3320	Marketing – Advertising and Promotion	35

#### Spring Semester 2008

Course Number	Course Title	Enrollment
2204	Marketing Principles	45
2204	Marketing Principles	45
3320	Marketing – Advertising and Promotion	35
3307	Finance – Personal Finance	40

#### Summer Semester 2007

Course Number	Course Title	Enrollment

#### Fall Semester 2008

Course Number	Course Title	Enrollment
2204	Marketing Principles	45
2204	Marketing Principles	45
2205	Marketing – Sales and Sales Management	25
3320	Marketing – Advertising and Promotion	35



**(b) If degree is not in area of current assignment, explain:**

**My degree contained elements of marketing and promotion, as well as finance.**

**(c) Identify your professional development activities during past five years.**

**I have attended various seminars and workshops that have added to my expertise in the area of marketing and finance. Events such as the Wizard of Ad Academy, Improve Customer Relationships, Motivating Sales People, and Personal Financial Planning seminars, just to name a few.**

**(d) List awards/honors (including invitations to speak in your area of expertise) or special recognition in the last five years.**

**As a County Commissioner and President of the Economic Development Authority I have spoke to numerous groups concerning business growth and potential in my county and the area.**

**I have also spoken to the WV Educational Association concerning marketing and recruitment for teachers in secondary education.**

**(e) Indicate any other activities which have contributed to effective teaching.**

**I have maintained a marketing and promotional consulting business for the past twenty years.**

**I have been able to bring back into the classroom the many different , changing marketing and promotional strategies and tactics used by private and public sector businesses.**

**(f) List professional books/papers published during the last five years.**

**(g) List externally funded research (grants and contracts) during last five years.**

### Faculty Data

Name: Roger W. Wilson Rank: Assistant Professor of Information Systems

Check One:

Full-time X Part-time \_\_\_\_\_ Adjunct \_\_\_\_\_ Graduate Asst. \_\_\_\_\_

Highest Degree Earned: Ph.D. Date Degree Earned: October 31, 1994

Conferred by: The Union Institute

Area of Specialization: Education Technology with emphasis on Local Area Networks

Professional registration/licensure: \_\_\_\_\_ Yrs. of employment at present institution: 6+

Yrs. of employment in higher education: 7 Yrs. of related experience outside higher education: 22

Non-teaching experience: -18-

To determine compatibility of credentials with assignment:

- (a) List courses you taught this year and those you taught last year: (If you participated in team-taught courses, indicate each of them and what percent of course you taught.) For each course include year and semester taught, course number, course title, and enrollment.

#### Spring Semester 2007

Course Number	Course Title	Enrollment
INFO 2200	Fundamentals of Information Systems (2 sections)	51
INFO 2205	IT Hardware & Operating Systems	11
INFO 3310	Systems Analysis & Design	21
INFO 4420	Database Design & Implementation	25

#### Summer Semester 2007

Course Number	Course Title	Enrollment

#### Fall Semester 2007

Course Number	Course Title	Enrollment
BUSN 3330	Business Intelligence	23
INFO 2200	Fundamentals of Information Systems (2 sections)	59
INFO 3310	Systems Analysis & Design	13

#### Spring Semester 2008

Course Number	Course Title	Enrollment
INFO 2200	Fundamentals of Information Systems (2 sections)	50
INFO 3310	Systems Analysis & Design	6
INFO 4430/MSBA 5800	Special Topics in Information Systems / Knowledge Management - Online (cross-listed classes)	20

#### Summer Semester 2007

Course Number	Course Title	Enrollment

**Fall Semester 2008**

<b>Course Number</b>	<b>Course Title</b>	<b>Enrollment</b>
<b>BUSN 3330/INFO 4430</b>	<b>Business Intelligence / Special Topics in Information Systems (cross-listed classes)</b>	<b>24</b>
<b>MSBA 5800</b>	<b>Knowledge Management - Online</b>	<b>20</b>

(b) If degree is not in area of current assignment, explain:

(c) Identify your professional development activities during past five years.

Attended 1-week professional development workshops at FSU each semester (2002 – 2008).  
 Attended WebCT and Blackboard Vista Boot Camps and classes at FSU each semester (2002 – 2008).

(d) List awards/honors (including invitations to speak in your area of expertise) or special recognition in the last five years.

(e) Indicate any other activities which have contributed to effective teaching.

(f) List professional books/papers published during the last five years.

(g) List externally funded research (grants and contracts) during last five years.

As the FSU/NASA Director of NASA Space Grant Programs, coordinated all research grants for NASA at FSU (2004 – 2006).

As the Coordinator of the FSU Undergraduate Research Initiative (URI), applied for and distributed to undergraduate faculty research grants from NASA IV&V (2004 – 2006).

As the Primary Investigator (PI) of a grant from NASA IV&V for student NASA Space Grant Scholars, advised, trained, traveled students, and mentored students who gave oral presentations to community organizations, the state capitol, and at the NASA Board of Directors meeting (2004 – 2007).

# APPENDIX XVI

Specialized Accreditations

# Association of Collegiate Business Schools and Programs

Bringing Together Those Dedicated To Teaching Excellence

November 29, 2004

Dr. Daniel Bradley  
President  
Fairmount State University  
1201 Locust Avenue  
Fairmont, West Virginia 26554-2470

Dear President Bradley:

Congratulations! The Board of Commissioners of the Association/Graduate Degree Commission met on November 4-6, 2004, and granted Full Accreditation, with one note for your business programs.

The note placed on your programs is:

**Note on Standard 4.1 Selection and Use of Information and Data.** Describe the business school's or program's outcomes assessment program, including the selection, management, and use of fact-based information and data needed to support key processes and improve performance that is consistent with the unit's mission.

In addition, the Board of Commissioners requested the faculty credentials for Barbara Jacobowitz who was classified as professionally and should have been minimally qualified. Please send Ms. Jacobowitz's credentials for review by the Faculty Credentials Committee by January 20, 2005.

You are encouraged to work with Commissioner Dr. Ron Galloway (phone: 208-467-8404, email: rgalloway@mmu.edu) on the removal of the note.

As a result of this note, you will be required to submit a status report on only the note each year, starting in 8/1/2005, until the note is removed. Your first full Periodic Report will be due in 8/1/2007, and every three years after that. Your ten-year reaffirmation self-study will be due in 2015.

ACBSP encourages you to publicly announce that your business programs are accredited. During the Annual Conference, you will receive an updated ACBSP "Press Kit" which has examples and suggestions for publicizing your accreditation. As you prepare these materials, the following is your official ACBSP statement:

Fairmont State University  
Page 2  
November 29, 2004

Fairmont State University is nationally accredited by the Association of Collegiate Business Schools and Programs to offer the following business degrees:

- B.S. Degree in Business Administration with concentrations in Accounting, Information Systems, Finance, General Business Management, Marketing, and Sport Management.

I hope that you will plan to attend the accreditation ceremonies to receive recognition on Sunday evening, June 26, 2005, at our Accreditation Banquet. This year the Annual Conference is being held in Washington D.C., at the JW Marriott Pennsylvania Avenue.

You are encouraged to attend along with your Chief Academic Officer and Dean of the College of Business. Many institutions even invite many of the faculty to this prestigious celebration.

There is a breakfast on Sunday morning June 26, 2005, at 8:00 a.m. for those institutions that are receiving accreditation. The purpose of the breakfast is to more personally congratulate the institutional representatives and to outline the procedures that will be followed at the accreditation banquet. At least one institutional representative should attend the breakfast.

In addition to the breakfast, a professional photographer will be available at 5:30 p.m. on Sunday, June 26 to photograph all institutional representatives along with the ACBSP Director of Accreditation, Associate Director, and the Chair of the Baccalaureate/Graduate Board of Commissioners. Appropriate dress for the photo session and banquet is business professional.

If you would like additional information regarding the conference or need additional registration forms, please visit our website at [www.acbsp.org](http://www.acbsp.org). We shall appreciate your completing the form and returning it to us.

Congratulations on maintaining such a high quality business program.

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Sincerely,



Steve Parscale  
Director of Accreditation  
Enclosures

- c: Dr. Frederick Fidura, Provost/Vice President, Academic Affairs  
Dr. Rebecca Schaupp, Chair, School of Business  
Dr. Gary Bennett, Assistant Chair, School of Business  
Dr. Richard Symons



**INTERNATIONAL ASSEMBLY  
for COLLEGIATE BUSINESS EDUCATION**

December 10, 2004

Dr. Daniel Bradley  
President  
Fairmont State University  
111A Jaynes Hall  
Fairmont, WV 26554

Dear President Bradley:

The IACBE Board of Commissioners met on November 11-12, 2004 to consider accreditation requests for business and business-related degree programs, and your request was among those reviewed. I am pleased to report that the Board of Commissioners has granted accreditation with observations and a note for your business and business-related degree programs (see attached listing). This accreditation is valid until one year after your next regional accreditation site visit, which we show as 2013.

In making the review, there are usually observations and/or notes that are a part of the commissioners' actions. Observations represent suggestions of the site visit team and the commissioners which are worthy of consideration by the administration of your institution. No specific action is required of you for the observations mentioned in this letter, but we encourage you to consider these during your institutional planning process. The notes, on the other hand, require action by your institution within a three-year period. As appropriate action is taken on the notes, the actions should be addressed in the annual report that you prepare and file with the IACBE each year.

**Observations:**

**Expectation B-5, Faculty Development:**

The self-study states that the college has a budget of \$279,037 for faculty development activities, from which the School of Business is allocated \$2,095, which is less than one percent of the total budget. The School of Business generates over 16 percent of the student credit hours for the college. The faculty in the School of Business expressed a need to have additional funding for faculty development and that consideration be given

to using a portion of faculty development funds to assist faculty in earning higher academic degrees.

**Expectation C, Scholarly and Professional Activities:**

In the self-study, page 31, none of the faculty took credit for “scholarship of integration” as defined in the IACBE Accreditation Manual using the Carnegie Foundation definition of types of scholarship. It would be useful for the institution to consider having annual workshops for all faculty in the college to create a better understanding of scholarly activities content. The SIFE program is an example of integrative scholarly activities.

**Expectation D-1, Financial Recourses:**

In Table 8 of the self-study (page 36) it was observed that the School of Business generated 16.28 percent of the student credit hours and was allocated 11.25 percent of the educational and general operating budget for the institution. Consideration should be given to annually reviewing this imbalance to make certain the business program is adequately funded.

**Expectation D-4, Educational Technology and Support:**

The business students expressed an interest in having the faculty make greater use of the classroom technology that is already available in the institution.

**Expectation H, International Cooperation:**

During the site visit, it was learned that the college is doing more in the international area than was mentioned in the self-study. It would be helpful to list the number of students that are involved in the various international programs, and to provide more information about the two Japanese student transfer programs.

**Note:**

**Expectation 1, Outcomes Assessment:**

An outcomes assessment plan is on file with IACBE. There are two areas that should be added to the plan: (1) a description of the personal development of business students while in college, and (2) a description of how basic skills development is handled for business students that are lacking skills in writing, mathematics, etc. You may have already developed a rubric to evaluate the results of student projects in the capstone course. This rubric, and others you are using, should be included in your outcomes assessment plan. As the outcomes assessment plan is fully implemented, the results should be reported in your annual report to the IACBE, along with changes and improvements you are making as a result of the assessments.



**Commendation:**

One of the strengths recognized by the students in the School of Business is the commitment of the faculty to assist students in all aspects of student learning. The results can be observed through the student organizations that are successful in competitions sponsored by national organizations. The commitment of the students to the college is also a sign of the attention given them by the faculty and staff.

Specialized accreditation by the IACBE is predicated on your institution remaining in good standing with your regional accrediting body and staying in full compliance with the IACBE's expectations and policies as set forth in the by-laws and the *Accreditation Process Manual*. We encourage your academic business unit to be actively involved in the IACBE professional development programs and activities, including the annual conference, regional meetings, workshops, and site visits/peer reviews.

Should you have any questions or if I can be of assistance to you, please contact me through the IACBE headquarters office.

Sincerely,



Robert Roller, Ph.D.  
Chair, Board of Commissioners

CC: Dr. Anne Patterson, Provost/Vice President of Academic Affairs  
Dr. Rebecca Schaupp, Chair, School of Business  
Mr. Gary Bennett, Assistant Chair, School of Business