FY2008 DEPARTMENTAL ANNUAL REPORT OF CONTINUOUS IMPROVEMENT

Department of Management and Marketing Fort Hays State University

I. DEPARTMENTAL OVERVIEW

The Department of Management and Marketing is one of three departments in the College of Business and Leadership. The department is staffed this last year with seven full-time, three international and eight part-time (adjunct) faculty who serve approximately 461 undergraduate majors, 22 MBA students and 20 students in the Masters of Liberal Studies who are concentrating in business related curriculums.

The Department of Management and Marketing offers the Bachelor of Business Administration (B.B.A.) degree in either Management or Marketing with a concentration in Human Resource Management. Students can also minor in either of these areas. Certificates can be earned in Marketing, Management, Human Resource Management or Operations Management, E-Business for Entrepreneurs and Small Business. At the graduate level, the department staffs four courses in the new MBA-Leadership degree and offers a Human Resource concentration in the University's Masters of Liberal Studies degree program.

A. Departmental Mission and Vision Statements

Mission

Our mission is to prepare students for successful professional careers and a lifetime of ethically and socially responsible business leadership in management and marketing.

Guiding Principle

Business is highly competitive, and being good enough today is not guarantee of surviving tomorrow. In many respects, there are new rules governing business. As business changes, jobs change. As jobs change, the type of graduates needed by business change. With the rapid changes in new technology, the existence of global economies, and the approaching dominance of niche marketing, business needs people who can effectively adapt to change.

B. Departmental Goals, Objectives, and Strategic Priorities

- 1) To have 100% of the department participate in presenting or publishing in refereed proceedings. We still do not have 100% participation in scholarly efforts but this is still our goal.
- 2) A goal to continue to grow the new VBBA in Management. This effort continues to be successful with over 440 Management majors now being served by our virtual advisor...
- 3) The goal to launch a virtual BBA in Marketing is now underway with courses needed to support the new virtual BBA in Marketing being developed and offered on line. In the Fall of 2008 the first offering of the on-line marketing courses were delivered. There are now 43 students who are working on their Marketing degree on-line.
- 4) Goal to assist all faculty to move toward becoming academically qualified.
- 5) A change in the policy from the Ministry of Education in China created the opportunity for our department to develop a BBA in Management degree that would be offered with our partner schools at SIAS and SNU. The goal was to develop this offering and still meet AACSB accreditation requirements. The first classes will be offered in the Fall of 2008. Two new faculty were hired to deliver these courses.
- 6) A new major was developed in Tourism and Hospitality Management. A new faculty member was hired. The new faculty will begin teaching courses in the new major in the Fall of 2008.

II. DEPARTMENTAL HIGHLIGHTS

A. Department Productivity and Distinctive Accomplishments

- 1. The College of Business and Leadership continues to sponsor the annual fall symposium. Again, Dr. Mohamed Zainuba worked tirelessly to organize, promote and oversee this highly successful symposium. The presenters at the symposium included several of the faculty from the Management and Marketing department, colleagues from others departments from COBL and national scholars from other academic institutions. Dr. Zainuba also continued his work as the editor overseeing the publication of the of the Journal of Business and Leadership: Research, Practice and Teaching.
- 2. The Virtual BBA-Management continues to grow at rapid rate. The number of Management students who were advised on their degree totally virtually is now over 440 students.
- 3. The Management and Marketing Department will now begin to launch a virtual offering for the Marketing degree.
- 4. The hiring of a tenure track faculty member, Stacey Smith, for the new major in Tourism and Hospitality Management.

В. **Department Performance Indicators**

Key Performance Indicator	Baseline FY2004	Actual FY2005	Actual FY2006	Actual FY2007	Actual FY2008
Freshmen [END OF FALL SEMESTER, HEADCOUNT]	84	81	63	78	60
Transfer Students [END OF FALL SEMESTER, HEADCOUNT]	40	46	51	59	83
Majors Undergraduate first majors Undergraduate second majors	330 21	341 8	374 13	461 13	486 14
Graduate majors MLS students	52 N/A	40 38	40 24	22 20	2 26
Major Retention	N/A	326/180 55.21%	338/235 69.52%	370/252 68.10%	455/279 61.32%
Student Credit Hour Undergraduate Graduate	7386 855	11,033 675	11,130 541	11,565 1,081	12,675 1,206
Faculty Tenured or Tenure-track Faculty (Headcount) [FTE OCCUPIED FROM POSITION CONTROL FOR FY2008] Non Tenure-Track Faculty (Headcount) [FTE OCCUPIED FROM POSITION	5	5	5	5	5
CONTROL FOR FY2008] Other Faculty (Headcount/Sections Taught) [OTHER FACULTY UNDER CONTRACT (VIRTUAL COLLEGE PART-TIME) AT 4 SECTIONS = 1 FTE FORMULA; INCLUDE TOTAL NUMBER OF FACULTY AND SECTIONS TAUGHT]	3.50 FTE for F'03 GBUS20 4CA- Wassing er GBUS20 4 CB- Wasinge	2.50 FTE for F'04 GBUS20 4CA- Wassing er MGT30 1A- Griffith	3.00 FTE for F'05 GBUS20 4CA- Buck MGT30 1CA- Shoreiba h	3.50 FTE for F'06 GBUS20 4CA- Powell GBUS67 4-CA Zerfas MGT30	4.0 FTE for F'07 GBUS20 4CA- Powell GBUS67 4-CA Zerfas MGT30

Key Performance Indicator	Baseline FY2004	Actual FY2005	Actual FY2006	Actual FY2007	Actual FY2008
	r	MGT30	MGT40	1CA-	1CA-
	GBUS20	1CA-	7CA-	Shoreiba	Shoreiba
	4 CC-	Griffith	Lee	h	h
	Wasinge	MGT40	MGT41	MGT30	MGT30
	r	7CA-	0CA-	1CB-	1CB-
		Lee	Schnetke	Shoreiba	Shoreiba
			r	h	h
		0CA-	MGT60	MGT41	MGT41
		Christian		0CA-	0CA-
	4CA-	sen	Lee	Schnetke	Schnetke
	•	MGT61	MGT61	r	r
	MGT60	1-	1-		MGT61
	5CA-	Whitting	C		0CA-
	Davis	ton	ton		Christian
		MGT61	MGT61	sen	sen
	0CA-	1CA-	1CA-		MGT61
		Whitting	_	1-	1-
	sen	ton	ton	_	Whitting
		MGT61	MGT61		ton77
	1-	2CA-	2CA-	MGT61	MGT61 1CA-
	Whitting ton	MGT61	Whitting ton	1CA-	
		3CA-	MGT61	ton	Whitting ton
		Zerfas	3CA-	MGT61	MGT61
	Whitting		Zerfas	1CB-	1CB-
	ton	1CA-	MGT61	Whitting	Whitting
	MGT61	David.	4CA-	ton	ton
	4CA-	Davia.	Zerfas	ton	MGT61
		2.50	MKT30	MGT61	1CC-
	MKT30		1CA-		Whitting
	1CA-	S'05	David		ton
	Dye K.	Gbus403		ton	MGT61
	MGT10	CA-	3-	MGT61	2CA-
	1CA-	Caplan	Steinkuh		Whitting
		Gbus204		Zerfas	ton
	r	CA-		MGT61	MGT61
	MGT30		3.50	4CA-	3CA-
	1CA-	r	FTE for	Zerfas	Zerfas
	Maugha	MGT30	S'06	MKT30	MGT61
	n	1CA-	GBUS20	1CA-	4CA-
	MGT81	Griffith	4CA-	David	Zerfas
	0CA-	MGT30	Buck	MKT30	MGT61
	Maugha	1CB-	GBUS20	1CM-	4CB-
	n	Griffith	4CB-	Dennis	Frederic

Key Performance Indicator	Baseline FY2004	Actual FY2005	Actual FY2006	Actual FY2007	Actual FY2008
		MGT40	Christian		ks
	3.50	7CA-	sen		No.
		Lee	GBUS20	3.50	MKT30
		MGT61	4CK-	FTE for	1CA-
	Gbus403		Buck	S'07	David
	CA-	Whitting	MGT30	GBUS20	MKT30
	Caplan	ton	1CA-	4CA-	1CM-
	Gbus204	MGT61	Shoreiba	Powell	Dennis
	CA-	1CA-	h	GBUS20	
	Wasinge	Whitting		4CB-	4.0 FTE
	r	ton	1CB-	Powell	for S'07
	GBUS20		Shoreiba		GBUS20
		2CA-	h	4-CA	4CA-
	_	Whitting		Zerfas	Powell
		ton	1CI-	GBUS	GBUS20
	GBUS20		Shoreiba		4CB-
	4 CC-	3CA-	h		Powell
	Wasinge		MGT	senmgt	GBUS67
		MGT61		MGT30	4-CA
		4CA-	Schnetke		Zerfas
	1CA-	Zerfas	r MCT(1	Shoreiba	
		MKT30 1CA-	MGT61 1-	h MGT30	673 CC
	n MGT30	David	Whitting	1CB-	Christen
	1CC-	Daviu	ton	Shoreiba	senmgt
	Schwalle		MGT61	h	1CA-
	r		1CA-	MGT	Shoreiba
	MGT40		Whitting		h
	7CA-		ton	Schnetke	
	Lee		MCTC1	r	1CB-
	MGT60		2CA-	MGT61	Shoreiba
	4CA-		Whitting	1-	h
	Griffith		ton	Whitting	
	MGT60		MGT61	ton	1CA-
	5CA-		4CA-	MGT61	Frederic
	Davis		Zerfas	1CA-	ks
	MGT61		MGT30	Whitting	MGT61
	1-		1C-	ton	2CA-
	Whitting		Steinkuh		Ross
	ton		ler	2CA-	MGT61
	MGT61		MKT30	Whitting	
	1CA-		1CA-	ton	Zerfas
	Whitting		David	MGT61	MGT61
	ton		MKT40	3CA-	4CA-

Key Performance Indicator	Baseline FY2004	Actual FY2005	Actual FY2006	Actual FY2007	Actual FY2008
	MGT61 2CA- Whitting ton MGT61 3CA- Zerfas		3- Steinkuh ler	Zerfas MGT61 4CA- Zerfas MKT30 1CA- David MKT30 1CB- Dennis	Frederic ks MKT30 1CA- David MKT30 1CB- Dennis
Degrees Undergraduate degrees [TOTAL NUMBER OF UNDERGRAD DEGREES AWARDED IN FY2008]	64	36	47	78	67
Graduate degrees [TOTAL NUMBER OF GRAD DEGREES AWARDED IN FY2008, NOT MLS] MLS degrees [TOTAL NUMBER OF MLS DEGREES AWARDED IN FY2008 BASED ON 120- 4901 ADVISEES IN DEPT]	6	4	15	4	7
Scholarly Activity (See Section IV for documentation requirement) Number of books, book chapters, and refereed articles published		4	5	1	1
Percent of faculty publishing refereed books, chapters, or articles		50%	43%	22%	8%
Number of non-refereed articles and presentations		NA	2	4	5
Percent of faculty publishing non- refereed articles or presentations		NA	29%	55%	42%
Number of scholarly performances and other creative activities		1	5	5	3
Percent of faculty in scholarly performances or other creative activities		13%	43%	33%	8%

Key Performance Indicator	Baseline FY2004	Actual FY2005	Actual FY2006	Actual FY2007	Actual FY2008
Total number of external grant applications submitted/percent of faculty submitting		0	0	0	1
Total number of funded external grants/percent of faculty funded		0	0	0	0
Service Activity					
Percent of faculty meeting acceptable standard of service activity [NOTE: this percent includes faculty meeting exceptional standard of service activity.]		100%	100%	100%	100%
[PERCENT OF FACULTY MEETING MINIMAL STANDARD DURING MERIT EVALUATION] Percent of faculty meeting exceptional standard of service activity [PERCENT OF FACULTY MEETING EXCEPTIONAL STANDARD DURING MERIT EVALUATION]		100%	100%	100%	100%
Assurance of Student Learning Outcome/Indicator 1 Senior exit survey		The survey was developed this year and will be used FY 2006.	The survey was given to a small group of seniors. The data base was too small to be useful. We will be gatherin g more complete data FY 2007.	The survey was not administ er in FY2007. We are developing a better mechanism for administ ering the survey.	Again, the survey was not administ er in FY2007. We are developing a better mechanism for administ ering the survey

Key Performance Indicator	Baseline FY2004	Actual FY2005	Actual FY2006	Actual FY2007	Actual FY2008
Indirect Indicator 2 The departments mean score of student learning as reported on question 14 of the TEVAL evaluations		Fall 3.80 Spring 3.87	Fall 3.90 Spring 3.87	Fall 3.75 Spring 3.75 MKT 60 th percentil e MGT 15 th percentil	Fall 3.75 Spring 3.75 N/A N/A
Other Departmental Key Performance Indicators (up to 3 additional measures, optional) Outcome/Indicator 1 Annual success rate in placement of graduates in major related jobs or entering Graduate programs. Outcome/Indicator 2 Contact with prospective students, new freshman and transfers. Measured by on campus visits and departmental mailings.	MGT- 97% MKT- 96% 308	MGT- 92% MKT 100%	MGT- 97% MKT 95% 206	e MGT- 96% MKT 99% 641	?
Number of Faculty Visiting Foreign Campuses	XX	XX	XX	XX	3
Number of Students (majors) Participating in Study Abroad and Exchange Programming	XX	XX	XX	XX	2

C. Department Quality Initiatives and Results

The COBL continues in the process of seeking accreditation from AACSB. This process requires a strong commitment to demonstrating assurance of learning as part of your normal operating procedures. The Management and Marketing Department will be working within the framework of the college's efforts to develop assurance of learning processes. The COBL Assessment Committee has made good headway on developing the assessment goals for the COBL. Once these are determined the Management and marketing department will be able to establish assessment goals that will fit the goals of COBL.

FY2008 Quality Initiatives	Results

We will continue with the development of a curriculum map for MGT and MKT.	This will be continued as a goal for this next year. The department will be working to make sure that our mapping and any changes will be based on the outcomes from the assurance of learning data that is being gathered by the COBL.
Fine tune the new course GBUS 673 Applied Management Skills, which will be a capstone course for the management major.	The course has been fully developed. The next step is to have it approved by the Academic Affairs committee and the faculty Senate. The department will ask that this course be substituted for MGT 404 Organizational Theory and Analysis as a required course in the Management Major.
Development of a proposal for a BBA –Management to be delivered to partnership schools in China.	The BBA in Management was developed for delivery through our partnership schools in China. Two faculty have been hired for the 2008-2009 academic year as the first faculty in the program. Also two course coordinators were hired one at SIAS and the other at SNU. Two GTAs from the MBA program were selected to work with the course coordinators at each of the partnership schools.
Development of a new major in Hospitality and Tourism Management to begin offerings in the Fall of 2008.	Dr. Stacy Smith was hired as a new Ph.D. with specialization in the field of Tourism and Hospitality Management. The THM curriculum has been approved by the Academic affairs Committee, Faculty Senate and is waiting for approval from the Graduate School. The Board of Regents approved the major this spring.

FY2009 Quality Initiatives	Responsible Party, Resources, and Plan
	[RESPONSIBLE PARTY, RESOURCES REQUIRED, SPECIFIC MEASUREMENT, AND IMPLEMENTATION PLAN]
	[RESPONSIBLE PARTY, RESOURCES REQUIRED, SPECIFIC MEASUREMENT, AND IMPLEMENTATION PLAN]

Institutional Quality Results D.

FY2008 University Initiatives	Department Activities/Results
Improve undergraduate student's writing abilities	[MEASURABLE RESULTS OF THIS GOAL]
Develop mobile computing teaching and learning environment	[MEASURABLE RESULTS OF THIS GOAL]
Internationalize the campus and curriculum	The Department of Management and Marketing is a major participant with all of the international partnership schools. The department has developed the BBA in Management degree to be delivered in partnership with two Chinese Universities, SIAS and SNU. We also teach two courses that focus on international

	business: International Business and International Marketing. In many of our other courses there are international modules or chapters. More than one half of our students in the MBA program are international students.
Strategically manage new enrollment opportunities	A departmental task force that was created to review our procedures and documents that are in place for tracking and communicating with prospective students from the time they are admitted until they are registered made good progress. The task force will implement their suggestions beginning in Fall 2008.
Improve student learner outcomes in computing	[MEASURABLE RESULTS OF THIS GOAL]

III. FY2009 STRATEGY AND OPPORTUNITIES FOR IMPROVEMENT

Departmental Reflection of Strengths, Needs, Opportunities, and Threats A.

Current Strengths	Current Needs
 One of the highest producing SCH departments in the university. Strong committed faculty Excellent facilities and technology On-line BBA degree in Management HRM concentration- in MLS Strong research output On-line BBA degree in Marketing BBA-Management with a HRM concentration BBA-Management in China New Major in Tourism and Hospitality Management 	 Six new faculty for the BBA in China Eight new GTAs for the BBA in China Too many adjunct faculty instead of full time tenure track Lack of a marketing plan to attract majors Getting faculty to be PQ and AQ Faculty being stretched Promotion of the Hospitality and Tourism Management Major
Future Opportunities	Future Threats
 Growth of virtual BBA-Management Growth of virtual BBA-Marketing Student recruitment of Hispanic students Partnerships with community colleges and military programs Continuation toward AACSB accreditation New major in Hospitality and Tourism Management 	 Shortage of qualified faculty Salary compression Population decline Lack of resources for growth.

IV. SUPPORTING MATERIALS

A. Department Degree Program Affinity Diagram(s)

College of Business and Leadership Affinity Diagram for Major in Management

What are the **elements/building blocks** of the **Management Degree program** that will meet the educational needs of the perspective **Management major**?

Characteristics of Management Graduates	Expected Learning Outcomes	Curriculum	Preliminary Assessment Approach and Methods	Re
They have the theoretical and practical background that provides them with a thorough understanding of Management including: planning, organizing, leading and controlling. CRITICAL THINKING and DECISION MAKING They have competency in rational decision processes and the use of groups in decision making. ETHICAL/SOCIAL RESPONSIBILITY They understand what ethical behavior is and how ethical dilemmas complicate the workplace. They know how high ethical standards can be maintained in an organizational setting. They understand the relationship between organizations, government and society. EMBRACE DIVERSITY They understand the global economy and the forms of international business in global operations. They understand the impact of diverse cultures and global diversity in management practices. COMMUNICATION They share ideas and findings clearly in written and oral expression. TEAMWORK They work effectively as a team member and as a team leader.	GOAL To demonstrate the ability to identify a Management problem, analyze the relationship between Management variables, and develop workable solutions to Management problems. GOAL To possess an understanding of Management concepts and how Management relates to other functional areas in business. GOAL To demonstrate technical preparation (ability to use software such as spreadsheets, statistical packages, database packages in a Management context) and quantitative skills (ability to work with numerical data). GOAL To demonstrate the ability to gather information and communicate it effectively, both in oral and written form, using the language of Management, persuasive communication and technology. GOAL To possess the ability to work effectively in teams, including making contributions, collaboration, leadership, conflict management, and	BUSINESS CORE ACCT 203 Financial Accounting ACCT 204 Managerial Accounting GBUS 204 Business Law I MGT 301 Management Principles MKT 301 Marketing Principles ECFI 305 Managerial Finance MGT 402 Business Policy MGT 502 Production & Operations Mgt MANAGEMENT CORE MGT 403 Business, Society & Ethics MGT 404 Organizational Theory/Analysis MGT 405 Human Resource Management MGT 410 Organizational Behavior CIS 504 Management Information Systems MANAGEMENT ELECTIVES (15 hours required) Any upper division course (300 or higher) from within the College of Business and leadership.	1. Instructor evaluation of assignments, case studies, simulations, research papers, presentations, examinations and formal course work. 2. Successful completion of capstone course: MGT 402, Business Policy. 3. Annual survey of graduating seniors to revise curriculum and individual courses. 4. Annual survey of Management alumni to assess satisfaction with major and curriculum and measure placement rates in workplace and graduate programs.	

Characteristics of Management Graduates	Expected Learning Outcomes	Curriculum	Preliminary Assessment Approach and Methods	Res
PROFESSIONALISM They sustain a positive impression, instill confidence and have the ability to advance in a career.				

College of Business and Leadership Affinity Diagram for Major in Marketing What are the elements/building blocks of the Marketing Degree program

	eet the educational needs of the perspe		
Characteristics of Marketing Graduates	Expected Learning Outcomes	Curriculum	Preliminary Assessment Approach and Methods
KNOWLEDGEABLE They have the theoretical and practical background that provides them with a thorough understanding of marketing. CRITICAL THINKING They can interpret, analyze and use information and marketing analyses for creative problem solving. PROGRESSIVE They embrace technological and other advances, and consistently	GOAL To demonstrate the ability to identify a marketing problem, analyze the relationship between marketing variables, and develop workable solutions to marketing problems. GOAL To possess an understanding of marketing concepts and how marketing relates to other functional areas in business. GOAL To demonstrate technical preparation (ability to use software such as spreadsheets, statistical packages, database	BUSINESS CORE ACCT 203 Financial Accounting ACCT 204 Managerial Accounting GBUS 204 Business Law I MGT 301 Management Principles MKT 301 Marketing Principles ECFI 305 Managerial Finance MGT 402 Business Policy MGT 502 Production & Operations Mgt MARKETING CORE MKT 501 Consumer Behavior MKT 504 Marketing Research MKT 509 Strategic Electronic Marketing MKT 506 International Marketing MKT 506 Marketing	 Instructor evaluation of assignments, case studies, simulations, research papers, presentations, examinations and formal course work. Successful completion of capstone course: MKT 405, Marketing Management. Annual survey of graduating seniors to revise curriculum and
challenge traditional marketing theory and practice to gain new perspectives. EMBRACE DIVERSITY They are aware of the impact of culture on marketing and readily accept group variations.	packages in a marketing context) and quantitative skills (ability to work with numerical data). GOAL To demonstrate the ability to gather information and communicate it effectively, both in oral and written form, using the language of marketing, persuasive	Management MARKETING ELECTIVES (12 hours required) Area of Focus: Sales & Distribution MKT 401 Marketing Channels MKT 302 Strategic Selling MKT 403 Retail Management MKT 507 Business-to-Business	8. Annual survey of marketing alumni to assess satisfaction with major and curriculum and measure placement rates in workplace and graduate programs.
COMMUNICATION They share ideas and findings clearly in written and oral expression. TEAMWORK They work effectively as a team	GOAL To possess the ability to work effectively in teams, including making contributions, collaboration, leadership, conflict management, and negotiation and	Marketing MKT 402 Sales Management Area of Focus: Integrated Marketing Communications MKT 502 Promotion Strategy MKT 302 Strategic Selling MKT 508 Database Marketing	gradute programs.

Characteristics of Marketing Graduates	Expected Learning Outcomes	Curriculum	Preliminary Assessment Approach and Methods	
PROFESSIONALISM They sustain a positive impression, instill confidence and have the ability to advance in a career.	GOAL To demonstrate an understanding of marketing in social, cultural and historical contexts. GOAL To demonstrate an understanding of marketing from multiple perspectives (managers, consumers and citizens).	MKT 503 Services Marketing MARKETING-RELATED ELECTIVES (6 hours required) MGT 403 Business Society and Ethics COMM 508 Persuasion COMM 509 Intercultural Communications COMM 514 Business and Professional Speaking COMM 547 Advertising COMM 548 Public Relations COMM 588 Principles of Public Relations and Organizations LDRS 300 Introduction to Leadership Concepts LDRS 302 Introduction to Leadership Behavior LDRS 480 Teambuilding, Teamwork, and Team Leading LDRS 550 Principles of Organizational Leadership LDRS 570 Leadership and Personal Development		

Department Staffing Plan В.

(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)
Position Number	Projected Dept Needs	Faculty Member	Current Faculty Expertise	Assigned Instructional FTE	Current Rank (Date)	Degree	Track	Year Entered FHSU Service
110161-001	Org Behavior, Org Theory and Analysis Management Principles Behavioral Management	Micol Maughan	Org Behavior, Org Theory and Analysis Management Principles Behavioral Management	0.5 Instructional	Associate Professor (2001)	Ph.D.	Tenured	1997
110161-002	Production & Operations Management Supply Chain Mgmt	Greg Weisenborn	Production & Operations Management Supply Chain Mgmt	1.0 Instructional	Assistant Professor (2006)	Ph.D.	Tenure Track	2006
110161-003	Intro. To Business Bus, Society, & Ethics Mgt of Small Business Entrepreneurship Intro. to E- Business Mgmt	Henry Schwaller	Intro. To Business Bus, Society, & Ethics Mgt of Small Business Entrepreneurship Intro. to E-Business Mgmt	1.0 Instructional	Instructor (2000)	MBA	Non-Tenure Track	2000
110161-004	Management Principles International Business Business, Society and Ethics	Mohamed Zainuba	Management Principles International Business Business, Society and Ethics	.75 Instructional	Associate Professor (2004)	EDD	Tenured	2004
110161-005	Strategic Elec. Marketing Database Marketing Consumer Behavior Marketing Mgmt Cust. Serv. & Relationship Mgmt	Mary Martin	Strategic Elec. Marketing Database Marketing Consumer Behavior Marketing Mgmt Cust. Serv. & Relationship Mgmt	1.0 Instructional	Assistant Professor (2002)	Ph.D.	Tenured	2002
110161-006	Bus. Org & Gov. Reg. Business Law I Commercial Law	Anthony Gabel	Bus. Org & Gov. Reg. Business Law I Commercial Law	1.0 Instructional	Instructor	J.D.	Tenure Track	2007
110161-007	Strategic Management Business Policy Management Principles	Mohsen Modarres	Strategic Management Business Policy Management Principles	1.0 Instructional	Associate Professor	Ph.D.	Tenure Track	2007
119012-008	Management Principles Retail Management Strategic Selling Survey of Quality Mgmt Quality Mgmt Applications	Michael Martin	Management Principles Retail Management Strategic Selling Survey of Quality Mgmt Quality Mgmt Applications	1.0 Instructional	Instructor (2002)	MBA	Non-Tenure Track	2002
110161-008	Marketing Principles Promotion Strategy Marketing Research Marketing	Jerrold Stark	Marketing Principles Promotion Strategy Marketing Research Marketing Channels	1.0 Instructional	Professor (2000)	Ph.D.	Tenured	1990

	Channels Marketing Strategy		Marketing Strategy					
119012-005	Management Principles (International)	Philip Martin	Management Principles (International)	1.0 Instructional	Instructor	MBA	Non-tenure Track	2004
119012-005	Marketing Principles (International)	Catherine Howard	Marketing Principles (International)	1.0 Instructional	Instructor	MBA	Non-tenure Track	2005
119012-005	Business Law (International)	Harriet Caplan	Business Law (International)	1.0 Instructional	Instructor	LLB	Non-tenure Track	

C. Bibliography of Departmental Scholarly Activity

Books, book chapters, and refereed articles published:

Park, S & Modarres, M. 2008. Strategic Management Case Study, "Maginet.Com: Competition in *e*-Entertainment Services." **Journal of International Academy for Case Studies**. April Issue.

Presentation of Refereed Papers:

Young, Arthur and Martin, Phillip. *Social Security: What is the Incremental Benefit of Working One More year?* Presented to the Southwest Business Symposium, University of Central Oklahoma, Edmond, OK, (2008).

Engel, Cole; Stark, Jerrold; Meier, Robert; Rumpel, Joan. *Comparing the Adoption of Interactive Technologies by Young consumers in Australia and the United States*. Presented to the Southwest Business Symposium, University of Central Oklahoma, Edmond, OK, (2008).

Martin, Michael. *Development of a Virtual Course in Customer Service: Alignment with Face-to-Face Courses and Student Learning Styles.* Presented to the Southwest Business Symposium, University of Central Oklahoma, Edmond, OK, (2008).

Gabel, Anthony. *Delegating Authority to Make Medical Decisions: Gauging Student and Parent Awareness of HIPAA Regulations and Powers of Attorney.* Presented to the Southwest Business Symposium, University of Central Oklahoma, Edmond, OK, (2008).

Modarres, M. 2008. Reorganizing Complex Institutions. Western Academy of Management

Other Creative Activities:

Hartley, Steven; Ball, Gail; Nill, Alexander; Maughan, Micol; Lapidus, Richard S.; Pointer, Lucille. *Assurance of Learning and Assessment Issues*. Presented to Marketing Educators' Association, 2008 Conference Proceedings, Salt Lake City, Utah.

Duke, Charles R.; Cross, James; Peltier, James W.; Maughan, Micol; Ball, Gail; Pointer, Lucille. *The Use and Abuse of Students in Research Activities*. Presented to Marketing Educators' Association, 2008 Conference Proceedings, Salt Lake City, Utah.

Haley, Debra A.; Corbin, Steve B.; Maughan, Micol. *Targeting Higher Education to International Students: Taxpayer Burden or Blessing?* Presented to Marketing Educators' Association, 2008 Conference Proceedings, Salt Lake City, Utah.

- D. Department Program Assessment Results
- E. Other Departmental Information
- F. Special AQIP Report

General Parameters

- 1. No more than 20 pages, excluding appendix information.
- 2. Report submitted electronically to Dean, Assistant Provost for Quality Management, and Provost.
- 3. Note deadlines attached below.

Annual Timeline for Department Annual Report

February 15	Draft Template distributed to Deans.
April 1	Final Template and Directions distributed to Department Chairs. Selected enrollment data (fall 20 th day counts) distributed to Chairs and Deans.
June 1	Student system information (graduates, SCH) delivered to Chairs.
June 1	Final cutoff date for elements to be considered in the Department's Annual Report.
June 30	Complete Department Annual Report due to Deans, Assistant Provost for Quality Management, and Provost. Submit electronically.
August 15	Completed College/Unit Annual Report due to Assistant Provost for Quality Management and Provost.