

# School of Business

## Academic Affairs

### Administrative Unit Assessment

FY 19 (July 2018-July 2019)

#### Department and Assessment Report Information

Prepared on:	By: Dr. Steve Morse
For which department or area are you reporting?	School of Business
What is the name and MGA email address of the person responsible for this report?	Dr. Steve Morse <a href="mailto:stephen.morse@mga.edu">stephen.morse@mga.edu</a>

#### Departmental Mission and Goals

The mission and goals of the department should be consistent over a 5 year period, although some institutional changes may necessitate and prompt a change in mission or goals for specific departments. In this section, you will report the mission statement for your department as well as the long term goals (5 year range) for the department.

<b>What is the mission statement for this department/area? Your mission should explain why the department/area exists and who it serves.</b>	“The Mission of the School of Business is to provide high quality undergraduate and graduate business programs targeted primarily to meet Central Georgia workforce needs. The School focuses on effective teaching and student learning for a diverse student population. Faculty engagement in scholarly activities, especially applied and pedagogical research, enhances classroom instruction. Faculty provide professional services to the community and their disciplines.”
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<b>What are the goals for this department? These should be the "big things" the department/area intends to accomplish within 5 years.</b>	Goal 1: Provide high quality undergraduate education to meet the workforce needs of Middle Georgia and the State of Georgia. Goal 2: Increase the availability and quality of classes to students Goal 3: Maintain an environment where students have access to the resources they need to progress and graduate in a timely manner. Goal 4: Utilize the professional expertise of the School of Business to support the middle Georgia community.
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## Objectives

Each year, every department should identify objectives the department hopes to accomplish in the next year. These should align with departmental goals and the MGA strategic plan. In the next section you will be reporting on the objectives you set and whether or not you achieved them in FY19. Later in the document you will report on objectives you hope to accomplish in the coming fiscal year, FY20.

### Objective 1

<b>Objective 1: What was this department's first objective for this fiscal year? Objectives should be specific, measurable, and achievable within one year.</b>	Decrease the student to faculty ratio and increase the percent of full time faculty with doctoral degrees to be more in-line with our sister USG AACSB accredited institutions.
<b>Objective 1: How did your department measure this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)</b>	(1) The ratio of Business students to faculty members; and (2) The number of full-time terminally degreed faculty members as a percentage of all full-time faculty members.
<b>Objective 1: What was your target outcome for this objective? (i.e. 80% participation, 5% enrollment growth, 7% change in engagement)</b>	(1) A decrease in the student/faculty ratio to a figure closer to other USG schools (2) An increase in terminally degreed full-time faculty members to 80% of the total.
<b>Objective 1: At what level did the department/area achieve on this objective? (This should be a number, i.e. 82%, 6%, 345 attendees, 75% engagement)</b>	(1) 2017-2018 AY to 2018-2019 AY: The student/faculty ratio increased from <u>53.1 to 53.3</u> (960 business majors, 18 full-time faculty members). (2) Over the same period, the percentage of full-time terminally degreed faculty members increased from 61.8% to 77.8% (i.e., 14 of 18)
<b>Objective 1: Did your department meet this objective?</b>	
<b>Objective 1: What did your department learn from working toward this objective? What changes will you make based on this effort next year?</b>	(1) More faculty lines would help lower the student/faculty ratio, and (2) Hiring full-time faculty with terminal degrees would continue to increase the percentage of terminally degreed full-time faculty.

## Objective 2

<b>Objective 2: What was this department's second objective for this fiscal year? Objectives should be specific, measurable, and achievable within one year.</b>	Reduce the number class sections taught by non-terminally degreed instructors.
<b>Objective 2: How did your department measure this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)</b>	Number of instructors teaching class sections
<b>Objective 2: What was your target outcome for this objective? (i.e. 80% participation, 5% enrollment growth, 7% change in engagement)</b>	Less than 45% of classes taught by non-terminally degreed instructors
<b>Objective 2: At what level did the department/area achieve on this objective? (This should be a number, i.e. 82%, 6%, 345 attendees, 75% engagement)</b>	The percentage of class sections taught by non-terminally degreed instructors was below 45% in both the Fall 2017 semester (49 of 118, or 41.5%) and the Spring 2018 semester (52 of 128, or 40.6%).
<b>Objective 2: Did your department meet this objective?</b>	
<b>Objective 2: What did your department learn from working toward this objective? What changes will you make based on this effort next year?</b>	The School of Business expects to replace three departing Ph.D. faculty with two Ph.D. faculty and a Master's level instructor; this may increase the percentage of class sections taught by non-terminally degreed instructors, but the figure should remain below 45%.

### Objective 3

<b>Objective 3: What was this department's third objective for this fiscal year? Objectives should be specific, measurable, and achievable within one year.</b>	Hire a terminally degreed faculty member in finance.
<b>Objective 3: How did your department measure this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)</b>	Number of terminally degreed faculty members hired
<b>Objective 3: What was your target outcome for this objective? (i.e. 80% participation, 5% enrollment growth, 7% change in engagement)</b>	Hire one faculty member with a Ph.D. in Finance
<b>Objective 3: At what level did the department/area achieve on this objective? (This should be a number, i.e. 82%, 6%, 345 attendees, 75% engagement)</b>	One faculty member with a Ph.D. in Finance was hired.
<b>Objective 3: Did your department meet this objective?</b>	The department met this objective.
<b>Objective 3: What did your department learn from working toward this objective? What changes will you make based on this effort next year?</b>	No further action is required, as the faculty member remains a full-time tenure track appointee in the School of Business.

#### Objective 4

<b>Objective 4: What was this department's fourth objective for this fiscal year? Objectives should be specific, measurable, and achievable within one year.</b>	Increase the number of fully online class sections.
<b>Objective 4: How did your department measure this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)</b>	Change in the number of fully online class sections offered
<b>Objective 4: What was your target outcome for this objective? (i.e. 80% participation, 5% enrollment growth, 7% change in engagement)</b>	Increase the number of fully online class sections by at least 10 sections.
<b>Objective 4: At what level did the department/area achieve on this objective? (This should be a number, i.e. 82%, 6%, 345 attendees, 75% engagement)</b>	The number of fully online class sections increased from 31 in Fall semester 2017 to 46 in Spring semester 2018.
<b>Objective 4: Did your department meet this objective?</b>	The department met this objective.
<b>Objective 4: What did your department learn from working toward this objective? What changes will you make based on this effort next year?</b>	Online course are becoming more acceptable (and necessary) and the School of Business will likely continue to add online courses moving forward.

## Future Plans

<p><b>Please identify at least four measurable objectives for the next fiscal year. In listing the objectives, please use the format shown in these examples.1) The Department of X will improve services levels by 5% as measured by our satisfaction survey. 2) The department to X will provide training in ABC for at least 73 MGA faculty and staff.</b></p>	<p>Objective #1 Allow business majors to take up to two General Electives (as distinct from only Business Electives) in their program of study.</p> <p>Objective #2 Create and schedule an Area B Financial Literacy course.</p> <p>Objective #3 Allow non-business majors to take upper level business courses without having to obtain special permission to do so.</p> <p>Objective #4 Offer a fully online program of study leading towards a Bachelor of Science in Business Administration with a concentration in General Business.</p>
<p><b>Based on this assessment, please share your thoughts on the current status and future direction of this department or area.</b></p>	<p>Allowing non-business majors to take business courses without having to obtain special permission should increase the number of students electing to minor in business. In addition, (1) allowing business majors to count up to two non-business courses in their program of study, and (2) offering a financial literacy course at the introductory (Area B) level should increase the visibility of the School of Business and potentially attract additional majors to the program.</p>
<p><b>Open Text Box For Assessment Comments:</b></p>	

Form run:

Tuesday, January 14, 2020