

COLLEGE OF BUSINESS  
ANNUAL REPORT, 2002-2003  
SUMMARY

This has been an exciting year for the College of Business. Enrollment continues to grow as reported in figures for the three year period (1999-2002) with a percentage change of 20.75 for undergraduate and 17.75 for graduate. However, for the report year enrollment in the two masters degree programs has decreased slightly. The drop in the MBA enrollment is most probably related to deployment of military personnel to the Middle East.

Four faculty searches were conducted during the year resulting in the hiring of three new faculty members who will begin their duties in August, 2003. Dr. Harriett Bettis-Outland will join the Department of Marketing and Economics as an Assistant Professor of Marketing. Dr. June Wei and Dr. Randall Reid have been hired as faculty members in the Department of Management/MIS. Both are Assistant Professors of Management Information Systems. In addition, Dr. Dubos Masson will join the Department of Accounting and Finance as a Visiting Professor.

We again relied heavily on the services of seven visiting professors. Dr. Jim Potts and Dr. Donald Roark in the Department of Accounting and Finance; Mr. Chuck Buckley, Mr. Ken Juul, and Dr. George Maiberger in the Department of Management/MIS, and Ms. Julie Westendorf and Mr. Tim Bryan in the Department of Marketing and Economics. Most of these visiting faculty members teach four courses each. We were very fortunate to have them on our staff this past year and we appreciate the very valuable service to the College and to our students that they provide. It is anticipated that most will return as visiting faculty or as adjuncts during the upcoming year.

Dr. Warren Beatty, Department of Management/MIS, has been on leave following an accident that occurred last July. Mr. John Crumpler of the Department of Accounting and Finance completes the DROP program and will retire on June 30.

The College is pleased to report the promotion of the following faculty: Richard Constand, Chula King, and Murry Wade, Department of Accounting and Finance, were promoted to Professor. Dr. Richard Platt, Department of Management/MIS, was promoted to Associate Professor. Dr. Richard Constand also was awarded tenure.

Again, a primary focus in the College has been the enhanced growth, access and quality of the MBA program. Budgetary and faculty resources were committed to the delivery of Accelerated MBA Foundation modules in Pensacola and in Fort Walton Beach. Web-enhanced versions of Accelerated MBA Foundation courses are completely operational at both locations. The Finish in 5 program continued to attract new students. Director O'Keefe also reports a 50 point improvement in GMAT scores over the preceding year. Other initiatives in the MBA program included the signing of the final dual-degree program with Nyenrode University with the Provost, Dean, and MBA Director traveling to The Netherlands in December for the signature ceremony. This agreement allows UWF students to earn the UWF MBA and the Nyenrode MSc in Management jointly while paying in-state Florida tuition rates. Two UWF students completed the Master of Science in Financial Management at Nyenrode in December 2002 and one Nyenrode student is currently enrolled in the UWF MBA program with scheduled degree completion in August 2003.

Dr. Marcia Howard, Associate Dean, and Dr. Tim O'Keefe, MBA Director, prepared and submitted the Portfolio MBA Five Year Interim Report to AACSB International in order to affirm clear accreditation for the program. A positive affirmation letter from AACSB was received in March 2003, authorizing accreditation of the MBA program until the next AACSB review scheduled for 2007-2008. In addition a successful Prospectus for Substantive Change: Proposal to Offer the University of West Florida Master of Business Administration Degree in Germany received approval from SACS in February, 2003. This resulted in a signed agreement with Universities of Applied Sciences at Lufwigshafen and Worms to deliver

the UWF MBA to a cohort of German business people. The program format is mixed-mode with 25% on-line instruction and 75% face-to-face instruction. A fall 2003 start date is anticipated.

Curriculum was a primary focus of the Department of Accounting and Finance during the past year with several changes being made in the Accounting and the Finance degree programs. The creation of an interdisciplinary minor in Forensic Accounting, available to both accounting and non-accounting students was instituted following discussions with individuals in the Department of Legal Studies/Criminal Justice who wanted their students to have more exposure to accounting.

The Department of Marketing and Economics launched nine Specialization areas within the BSBA degrees. The Global Marketing and Global Economics specializations, both of which require a semester of study abroad, proved more popular than anticipated with 39 students declared in the first year of the program. The Department also hosts the Digital enterprise track of the IIT degree program. This track, along with the Computer Technology track, are the two most popular options in the IIT program. Additionally, department faculty have joined with The Listener Group, Inc., a Gulf Breeze firm that conducts market research and telephone-based customer contact programs, to form the UWF/Listener Group Household Research Panel. An area panel will be developed that will provide data on various local issues quickly and efficiently. The panel will be used to collect information on topics such as how our residents feel about issues important to the local economy, schools, and the environment.

The faculty of the Department of Management/MIS spent the greater part of the year involved in the interviewing and hiring of two new MIS faculty members as reported above. A review of the MIS curriculum has been completed and, with the addition of two new faculty in the fall, the revised curriculum which takes into account the IS 2002 recommendations should move forward.

College faculty continued their participation in governance and scholarly activities. An in-depth review of these activities may be found in the departmental Annual Reports.

The Haas Center has as its primary mission the collection, analysis and dissemination of information on the Northwest Florida business environment. Overall, the year was quite successful, marked by continued substantial grant and contract funding, a greatly increased scope of work, and a substantially increased presence and visibility in our key markets. The Haas Center achieved record total revenue of over \$1.6 million, received increased state funding of \$130,000 and received over \$75,000 in donations. The Center added a database manager, GIS web coordinator, and tourism research coordinator to the staff, continued community outreach efforts, and provided student employment and internship opportunities. Major accomplishments for the Center in FY 2002/2003 include obtaining grants for the Virtual Business Accelerator (\$1,000,000), the Defense Industry Economic Impact in the State of Florida (\$233,000) and the Pensacola Bay Area Labor Market Study (\$75,000); creation of the Venture Capital Forum; and expansion of data request and digital media services. Major changes were also experienced with the return of the Center's director to a teaching assignment, resignation of the forecasting program director and senior research analyst and the installation of a new interim director and appointment of an assistant director. Further changes are anticipated in the coming year with the merging of the Whitman Center into the Haas Center and the resulting expansion of the Center's mission.

The University of West Florida Small Business Development Center has continued to provide entrepreneurs in Escambia, Santa Rosa, Okaloosa and Walton counties with high quality consulting, training and research. This Center represents one of the most pervasive, high impact economic development entities the University has to offer the communities it serves by producing tangible outcomes in the areas of business incubation, retention and expansion. In 2002, the UWF SBDC served over 6500 community businesses and residents, provided 9157 hours of counseling to 1390 clients (exceeding the SBA annual goal of 750 clients by 85%). The SBDC provided 130 workshops compared to a goal of 72 (181% of goal) and the SBDC helped 53 clients to obtain over \$8.1 million in financing in 2002.

There are no changes to report in USPS staff during the report year. A new A&P position, Coordinator in the MBA Office, was filled in July 2002 with the hiring of Mrs. Melissa Padden. The College's Administrative Assistant, Mrs. Lurleyne Terry, will retire on June 30 of this year. Mrs. Mary Holladay,

former Office Manager in the MBA Office, has been selected to assume the position of Business Manager for the College.

Dean Ranelli continues his commitment to external fund raising to support the activities of the College of Business. The College of Business Campaign now has a total of gifts and pledges in excess of \$2.85M.

The College continues to invite and support the involvement of the Business Advisory Council. New members joining the Council during this past year include Mr. Tom Bonfield, City Manager; Mr. Evon Emerson, Chamber of Commerce; Mr. Don Gaetz, Okaloosa County School District; Mr. Albert Graf, National Standard Parts Associates; Mr. Thomas Owens, SouthTrust Bank; and Mr. Michael Tarwater, Carolinas Health Care System.