

College of Business
The University of West Florida

Annual Report
2004-2005

F. Edward Ranelli, Dean
July, 2005

Annual Report, 2004-2005

Department/Division: Academic Affairs

College (if applicable): Business

Part I-SP, Summary Report on Status of Strategic Planning Goals/Objectives

Strategic Goal/Objective ^a	Status of Goal			Comments ^b	Assessment Information ^c (if applicable)
	Met	Not met	In progress		
Promote a learning environment that encourages the development of individual potential in students, faculty and staff.			Ongoing	Continued growth in programs Recruited new/replacement faculty Continued growth in MBA Enrolled 17 in German MBA cohort Launched online business core Completed Summer Semester in Japan Obtain approval for BA in economics	
Attract and inspire a diverse and talented study body committed to uncompromising academic excellence.			Ongoing	Awarded scholarships Worked with community colleges Held Professor for a Day Held Meet the Firms Night	
Provide solutions to educational, cultural, economic and environmental concerns.			Ongoing	SBDC aided local businesses Haas Center supplied research info Supported Pensacola Venture Forum Partnered with Listener Group Awarded ethics award with Rotary	
Manage growth responsibly through focus on continuous improvement of programs and processes.			Ongoing	Reviewed and updated mission Ensured faculty qualifications Raised private funds Focused on continuous improvement	

^aFrom unit's 2004-2005 strategic plan. Add lines as necessary. ^bFor example, planned modification of goal/objective. ^cData/information used to determine goal/objective status.

Annual Report, 2004-2005

Department/Division: Accounting

College: Business

Part I-ALC, Summary Report on Academic Learning Compacts (ALC)

Program Title^a: _____ Degree^b M.Acc CIP Code: 52.0301

Student Learning Outcome ^c	Method of Assessment ^d	Assessment Results ^e	Use of Assessment Results to Improve Program ^f	Comments ^g
Demonstrate conceptual understanding of current and emerging issues facing accounting profession	Presentations, exams, research papers			
Demonstrate analytical, communication and presentation skills	Presentations and research papers			
Conduct descriptive research	Presentations and research papers			

^aPrepare separate summary table for each degree program. ^bFor example, BA, BSBA, MEd. ^cFrom approved ALC. ^dFrom ALC Assessment Plan. ^eSummary of data.

^fBrief description of use of assessment information in decision making about program. ^gOptional.

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Department/Division: MBA

College: Business

Part I-ALC, Summary Report on Academic Learning Compacts (ALC)

Program Title^a: _____ Degree^b MBA CIP Code: 52.0201

Student Learning Outcome ^c	Method of Assessment ^d	Assessment Results ^e	Use of Assessment Results to Improve Program ^f	Comments ^g
Content Demonstrate an understanding of the functional areas of business and their strategic integration within a single industry.	Review of MBA Portfolio for successful completion of a single industry analysis from the perspective of at least three different functional areas. Exit interviews with students regarding the learning effectiveness of portfolio projects.	100% of graduates meet the requirement. 100% of graduates participate in exit interviews describing their learning experiences and offering suggestions for improvement.	Alterations made in the clarity of assignments for portfolio projects. Portfolio project assignments distributed earlier in the semester for certain courses.	
Communications Demonstrate knowledge and application of effective oral				

<p>presentation skills</p> <p>Demonstrate effective written communication skills.</p>	<p>100% of students scoring above 75% in three areas of evaluation (content, writing, resources/referencing) on an initial industry analysis paper.</p>	<p>86% of students met the criteria during the period summer 2004-spring 2005.</p>	<p>Developed and delivered experimental remedial directed studies to improve the written communication skills of students not meeting the minimum.</p>	<p>The lack of success on this outcome occurred largely in the fall 2004 term (success rate of only 74%) when classes and lives interrupted by Ivan.</p>
<p>Business Technical Skills (Critical Thinking and Project Management)</p> <p>Demonstrate problem identification, analysis, and solution skills in a simulated business environment.</p> <p>Id ethical dilemma</p>	<p>Successful completion of capstone simulation.</p>	<p>Not sufficiently measurable at the individual student level given the present organization of the simulation.</p>	<p>Look for individual measures of achievement related to the simulation experience.</p>	<p>New external products are becoming available that may assist in assessing individual achievement in a simulated business experience.</p>
<p>Values and Ethics</p> <p>Identify an ethical dilemma in a simulated business environment.</p> <p>Identify ethical issues within an industry.</p>	<p>Embedded assessment in a case study in Marketing Management.</p> <p>100% of students address an ethical issue within their Portfolio industry in at least one of the four or five portfolio projects they complete during the program.</p>			

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^fBrief description of use of assessment information in decision making about program. ^gOptional.

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Department/Division: Academic Affairs

College: Business

Part I-ALC, Summary Report on Academic Learning Compacts (ALC)

Program Title^a: _____ Degree^b BSBA CIP Code: 52.0201

Student Learning Outcome ^c	Method of Assessment ^d	Assessment Results ^e	Use of Assessment Results to Improve Program ^f	Comments ^g
General business knowledge: Develop facility in the use of terminology and concepts in the major areas of business	Case study in capstone course	Unacceptable: 3% Acceptable: 64% Exemplary: 33%	Discussed weaknesses with chairs for appropriate intervention in balance sheet ratios Recommended greater time allocation for discussing critical success factors	
General business knowledge: Demonstrate knowledge of business disciplines	ETS Major Field Test in Business			Beginning Fall 2005
Critical thinking skills: Demonstrate ability to integrate knowledge across business disciplines	Case study in capstone course	Unacceptable: 10% Acceptable: 62% Exemplary: 28%	Instructors of capstone course will allocate more effort to helping students distinguish strategies from operational issues/tactics Instructors of capstone course will develop course objectives	

			for holistic analysis compatible with institutional/instructor resources and student capabilities	
Communication skills: Develop effective written presentations	Case study	Unacceptable: 13% Acceptable: 30% Exemplary: 57%	Chair discussed grammar deficiencies with English Department and GEB3212 instructors	
Character development skills: Recognize ethical issues in business and evaluate the alternative courses of action and the implications for business	Embedded assessment			Beginning Fall 2005
Project Management skills: Demonstrate ability to manage projects effectively	To be determined			

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^fBrief description of use of assessment information in decision making about program. ^gOptional.

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Part II-A, Major Unit Accomplishments and Changes in Programs and Services

If the unit's Notable Accomplishments report has already been posted to UPIC, it is not necessary to complete this section.

List major department/division accomplishments and changes in programs and services for 2004-2005. (Add lines as needed.)

1. Enrolled new cohort of 17 German students in German MBA
2. Successfully launched 100% online business core courses for MBS
3. Completed Semester Study Program in Japan
4. Obtained BOR approval for BA in Economics
5. Raised private and public funds for scholarships, faculty development and program enhancements.

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Part II-B, Distinguished Individual (Faculty, Staff, and Student) Accomplishments

List college/departmental distinctions earned by faculty, staff, and students during 2004-2005. (University- and Academic Affairs-level recognitions—such as promotion, tenure, Distinguished Teaching Award—need not be listed. This information is already available in the Provost's Office.)

A. Faculty

B. Staff

C. Students

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College (if applicable): College of Business

Part III-A, Strategic Planning Goals/Objectives for 2005-2006

List strategic plan goals/objectives for 2005-2006 and planned method of assessment (if applicable).

Strategic Goal/Objective ^a	Method of Assessment ^b
Prepare for AACSB Maintenance of Accreditation	
Refine assurance/assessment of learning activities	
Ensure faculty development	
Enhance staff development program	
Recruit new faculty and monitor faculty sufficiency	
Ensure continuous quality improvement through strategic management	
Review COB By-Laws and develop faculty policy manual	

^aAdd lines as needed. ^bIf applicable.

