

*Institutional Effectiveness Report
Academic Year 2007-2008
School of Business and Computer Science*

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Mission and Goals

Vision Statement

The School of Business at Francis Marion University strives to provide the highest quality baccalaureate and master's degree business programs offered at a small, comprehensive university in the southeastern United States.

Mission Statement

Accredited at both the graduate and undergraduate levels, the School of Business at Francis Marion University has a mission of teaching, research, and service. Nearly our entire faculty holds a doctorate in the area in which they teach. Our small classroom environment promotes interaction among students and faculty. We teach students to think logically, communicate effectively, develop an understanding and appreciation of the global business environment, and be guided by high ethical standards. Our students develop conceptual and analytical skills needed to be successful leaders in both private and public institutions. Our internship program and placement efforts actively assist students in finding meaningful jobs. Our faculty conducts research and service activities that enhance the region's economic and industrial development. Most of our undergraduate students major in Management, Marketing, Accounting, Finance, Business Economics, Management Information Systems, or General Business and earn a Bachelor of Business Administration degree. Other School of Business students major in Economics or Computer Science and receive a Bachelor of Arts or Bachelor of Science degree. Our graduate students receive a Master of Business Administration degree and may become certified in Health Management. The School of Business seeks students locally and globally of all ages and ethnic backgrounds and serves them in a friendly, considerate manner.

Objectives

1. Obtain and maintain a critical mass of terminally qualified faculty members in each of the six business disciplines in which we offer majors.
2. Establish an endowment fund for the School of Business.
3. Increase enrollment, majors, credit hours, and graduates from the School of Business.
4. Increase the opportunity for Business students to have work experience during their college career and improve placement activities provided for Business students.
5. Increase the opportunity for Business students to have international educational experience during their college career.
6. Maintain an up-to-date curriculum that prepares students for careers in Business.

Assessment Activities

The ETS Major Field Exams have been given since before the 2004-2008 period for undergraduate business programs and since 2005 for the graduate (MBA) program to assess curriculum changes. In addition, the School of Business Exit Survey was expanded in spring 2007 to include demographic analyses, job placement, and to improve assessment of class requirements on student's understanding and abilities. Also, rubrics assessing individual learning goals were developed in 2005-2006 and are currently being used.

Student Knowledge, Skills, Attitudes, and Opinions for 2004, 2005, 2006, 2007, and 2008 for the School of Business and Computer Science

Using data from previous institutional effectiveness studies the school made a over 50 changes in curriculum since the 2002-2003 year. The ETS Major Field Exams were begun in 2004 to assess the changed curriculum. In the 2007-2008 year significant changes were made in the Management and MIS curriculums based on assessment activities, feedback from graduates, the business community and trends within the discipline. Future assessment efforts will be used to evaluate the effectiveness of these changes and suggest areas for continued improvement.

Business Undergraduate Results based on the 2004-2008 ETS Major Field Exams.

	2004	2004	2005	2005	2006	2006	2007*	2007*	2008*
	FMU	National	FMU	National	FMU	National	FMU	National	FMU
Accounting	43.9	44.6	44.2	44.6	45.1	44.4	51	50.3	46
Economics	39.9	43.2	41.3	42.8	40.2	42.7	49	47.6	43
Management	57.1	57.6	53.8	57.1	59.1	57.1	53	55.2	46
Quantitative Business Analysis	54.9	56.7	54.7	56.6	57.5	56.4	42	46.5	44
Finance	34.9	36.6	33.2	36.4	37.3	36.1	56	55.6	49
Marketing	49.9	47.3	45.4	46.8	48.5	46.8	55	52.6	47
Legal and Social Environment	48.6	49.8	45.9	49.8	51.0	49.8	45	46.1	38
International Issues	42	44.6	43.1	44.3	46.9	44.4	52	54.3	45
Information Systems	n/a	n/a	n/a	n/a	n/a	n/a	57	58.5	53

- *The ETS undergraduate major field exam in business underwent a major revision in the fall of 2006. This resulted in significant differences for both the national and FMU senior averages on the major field test. Most areas saw a significant drop compared to the national average. The source of the change in relative performance will require additional corroboration and results going forward will represent a new baseline for our focus on continuous improvement.

Results on the 2005 - 2007 ETS Major Field Exam for MBA students.

	2005	2005	2006	2006	2007	2007
	FMU	National	FMU	National	FMU	National
Marketing	64.2	56.2	62	55.7	61	55.9
Management	61.8	57.6	65	57.2	60	57.5
Finance	50.9	45.7	56	45	51	45.2
Managerial Accounting	60.3	51.4	61	50.7	61	51.0
Strategic Integration	60.6	53.4	61	52.3	59	52.7

- In fall 2005, FMU administered the MBA Major Field Exam for the first time. For the third year, FMU students performed better than the national average in all five categories tested.
- In 2005-2006 rubrics were developed to assess learning goals and were administered to a sampling of students. In 2006-2007, the individual rubrics were revised and the sample expanded. Based on the early evaluations, the administered 2007-2008 rubrics are ready to be evaluated and should provide an additional valuable assessment tool. The 2007-2008 rubrics will be evaluated by faculty this summer and the results provided to faculty at the first fall school of business faculty meeting.
- Results from the School of Business Exit Interview found responses for evaluation of School of Business, Business Faculty and FMU to remain highly favorable with ratings from 81% to 97% range.
- There continues to be concern about the availability of computer facilities by 29% of the students taking the exit survey and 19% of the students expressed that we could improve the use of technology in business courses.
- Responses to the questions concerning students' overall impression of their major within the School of Business indicate a concern for a greater variety of courses within the major.
- Responses to the questions concerning students' overall impression of the faculty within the School of Business indicate students are very positive towards the faculty. Less than 10% of the students express negative opinions. There exists a greater division of opinion regarding grading.
- The exit survey also indicated that we have significantly improved student's perceptions of the availability of faculty outside of class from 72% approval to 90% approval. Last year's student impression of faculty concern for students (67%-75% range) has significantly improved to 92%. These two areas were of particular concern and received significant attention by school of business faculty in the 2007-2008 year.

Primary Issues Identified During 2003-2004 or Later with a Review of Actions Taken During 2004-2008 for the School of Business and Computer Science

Issues of Major Concern 2004-2008	Actions Taken
Maintain qualified faculty in Business.	<ul style="list-style-type: none"> • Dr. Hari Rajagopalan, Dr. Hubert Setzler, Beth Vegara were hired in 2006, 2007, and 2008, respectively. These hires replace two positions and add one new position in management with a particular expertise in production and operations management and logistics. • In 2008, Dr. Johnathan Munn (new PhD in Economics), was hired to fill the position vacated by Dr. Bezmen. • The position of Assistant to the Dean for Accreditation Support was created in 2008 and the individual hired is expected to have teaching responsibilities and academic credentials appropriate to teach in the area of Management. • A search is currently underway (2008) for the newly created position of Director for the Center of Entrepreneurship with undergraduate and graduate teaching responsibilities in the area of entrepreneurship. • The School of Business plans to hire a PhD in International Marketing for the 2009-2010 year. This will bring this high demand area to three terminally qualified faculty members.
Obtain funding for School of Business initiatives.	<ul style="list-style-type: none"> • The Kelley Small Business Institute was established in 2005 with recurring legislative funding of \$400,000 annually and a mission of serving the Pee Dee Region's small and minority owned businesses through business assistance and education. The Institute participates annually in the NFTE Teacher Training, NFTE Biz Camps, and provides business planning and technical assistance to area businesses. In addition, over 115 businesses have received assistance with developing business plans, and over 50 students have worked in internships. • The Suwannee Kruikit International education fund was established prior to 2004 but has provided over 15 scholarships for international students to study business at FMU during 2004-2008. • In 2008, the Coker-Harrington Student Recruitment Scholarship fund was established for the purpose of providing assistance for the recruitment and retention of out-of-state students with demonstrated academic achievement.

	<ul style="list-style-type: none"> • The Nellie Cooke Sparrow Chair in Business was awarded in 2005. • The John L. Kassab Chair in Business was awarded in 2006. • In 2008 the Henry Booker Sparrow Chair in Economics was established.
<p>Monitor changes in enrollment, majors, credit hours and graduates.</p>	<ul style="list-style-type: none"> • Following the 2001-2002 collapse of the dot com bubble, the number of majors in CS and MIS continues to decline. However the number of individual majors appears to have stabilized and many of these majors have moved into Accounting and Finance. Current action: continue to monitor and offer alternatives for tech-savvy students. (See addendum for a summary of the numbers of majors, credit hours, and graduates)
<p>Increase the opportunity for Business students to have work experience during their college career.</p>	<ul style="list-style-type: none"> • Development of internship program. Fifty-five students in management have participated in internships since 2005 and the marketing internship program now incorporates 5-8 internships per term. • Maintain current number and improve quality of internships in Management and Marketing. • Internships in accounting finance and MIS are under development. • Accounting students continue to provide supervised free tax return services to Greater Florence community through the VITA program. Ms. Betty David and Dr. Brad Johnson head up the VITA program. • Through the Kelly Small Business Institute, 117 business school students have developed business plans for local area businesses since 2005. • Development of “Connections to Success” event to bring together FMU students with local business community.
<p>Increase the opportunity for Business students to have international educational experience during their college career.</p>	<ul style="list-style-type: none"> • Development of formal participation in the International Exchange program; over 50 students have taken advantage of the program for foreign travel and study. • Students have studied in Germany, Mexico, and Australia. • International faculty: Dr. Hari Rajagopalan (Operations Management) and Dr. Hrishikesh Goradia (Computer Science) from India were hired to increase international experiences of students at FMU. In addition, faculty presented papers and visited exchange programs in Europe and Asia to increase awareness of travel abroad opportunities and bring those experiences back to FMU

	<p>students.</p> <ul style="list-style-type: none"> • Beginning in 2008, the University has provided scholarships for students studying abroad to defray some of the cost of travel.
<p>Maintain an up to date curriculum that prepares students for careers in Business.</p>	<ul style="list-style-type: none"> • 2007-2008, business core quantitative methods sequence reorganized to be more consistent with other business schools and the production operations management content was increased in the management curriculum. • In 2007-2008, Management Information Systems (MIS) curriculum revised to increase the quantitative content of course offerings and increase the subject-content ties and cross-discipline offerings with Management. This is consistent with current trends in business programs and is expected to improve student understanding of real-world business problems.
<p>Maintenance and Improvement of performance on area exams</p>	<ul style="list-style-type: none"> • Fall 2005, began administering MBA Major Field Exam. FMU students perform better than the national average in all five categories tested. Continue and monitor. • The 2006-2007 changes in the undergraduate ETS exam and for the second year, the relative performance of FMU students compared to national averages is a concern that will be studied in the coming year.
<p>Funding for Assessment activities and Maintenance of Accreditation (new in 2007).</p>	<ul style="list-style-type: none"> • The Dean and Associate Dean attend the SBAA summer retreat annually and the Dean attends the AACSB annual meeting to remain up to date on changes in AACSB accreditation requirements. • Dr. Kay Lawrimore-Belanger was named the Assurance of Learning Coordinator for the School of Business in spring 2007 and since has attended; a two-day conference concerning AACSB assessment in 2007, a one-day Assessment workshop in Rock Hill, summer 2007, a one-day workshop at FMU for QEP and a two-day AACSB Assessment seminar in November 2007. • The Associate Dean attended the AACSB seminar on Maintenance of Accreditation in summer 2008. • The University has provided an additional \$2500 in recurring funds to support the School of Business's assessment activities. • The position of Assistant to the Dean for Accreditation Support was created for 2008-2009.

Move Computer Science department to the College of Liberal Arts and create independent Department	<ul style="list-style-type: none"> Fall 2007, CS faculty and the School of Business Faculty voted for Computer Science to become an independent department in the College of Liberal Arts starting in Fall 2008. Both votes were unanimous. Due to budget restraints, both the hiring of a Chair and the move have been delayed. It is expected the move will take place for 2009-2010 along with the appointment of a Department Chair.
Increase PhD faculty teaching Computer Science courses to greater than 25%	<ul style="list-style-type: none"> In 2008-2009 the Computer Science made two critical hires, Ken Araujo and Hrishikesh Goradia, both PhDs in Computer Science. The hires in CS are the only PhDs in Computer Science department and will teach more than 25% of the upper division computer science curriculum for the 2008-2009 year. A department chair, also expected to hold the PhD in CS is expected to be hired for 2009-2010.
Provide students with more experience in problem solving	<ul style="list-style-type: none"> In 2007-2008 CS students participated in two Extreme Programming Competitions.
CS computer networking lab	<ul style="list-style-type: none"> Plan developed by CS faculty including cost and space requirements proposed to the Provost in 2008. Plan on hold pending space.

Addendum

Table 1. Number of students majoring in School of Business disciplines – 2004 – 2008.

Students Majoring in School of Business Disciplines					
Major	2004	2005	2006	2007	2008
Accounting	98	103	117	137	144
Business Economics	13	11	15	9	11
Computer Science	115	92	79	70	62
Economics	12	16	21	12	8
Finance	45	52	47	57	56
General Business	235	226	245	254	210
Management	109	106	101	96	100
Management Inf. Sys.	102	93	69	47	49
Marketing	113	105	106	108	102
Total Undergraduate	842	804	800	790	742
MBA	47	52	38	34	37

Table 2. Credit hours taught by School of Business faculty Fall & Spring 2003– 2008.

Credit Hours by Discipline					
Discipline	Academic Year				
Computer Science	03-04	04-05	05-06	06-07	07-08
Lower Undergraduate	2439	2820	2409	2316	2232
Upper Undergraduate	580	443	528	345	321
<i>Total Undergraduate</i>	<i>3019</i>	<i>3263</i>	<i>2937</i>	<i>2661</i>	<i>2553</i>
Total	3,019	3,263	2,937	2,661	2553
Business and Management					
Lower Undergraduate	3420	3684	3156	3208	3960
Upper Undergraduate	6102	6096	6054	5559	5511
<i>Total Undergraduate</i>	<i>9522</i>	<i>9780</i>	<i>9210</i>	<i>8767</i>	<i>9471</i>
Graduate	549	600	549	525	522
Total	10,071	10,380	9,759	9292	9993

Table 3. Number of graduates by major – 2003 – 2008.

Number of Graduates by Major					
Major	03-04	04-05	05-06	06-07	07-08
<i>Undergraduate:</i>					
Accounting	14	20	16	15	17
Business Economics	1	2	3	5	2
Computer Science	14	7	13	12	4
Economics	1	2	7	5	6
Finance	14	14	12	14	14
General Business Administration	16	20	25	25	18
Management	23	30	36	31	23
Management Information Systems	25	33	11	10	13
Marketing	28	33	30	36	31
Total Undergraduate	136	161	153	153	128
<i>Graduate:</i>					
MBA	20	11	18	17	15
Total	156	172	171	170	143