

Administrative and Educational Support Report*

Department of Mgmt., Mktg., & Int. Business

**Annual Action Plan
Annual Assessment Report**

June 2004 – May 2005

*Student Learning Outcomes for this department are available at
<http://ie.panam.edu/CoBALearningOutcomes.htm>



Annual Action Plan: June 1, 2004–May 31, 2005

Unit: **Department of Management, Marketing, and International Business**

UTPA Mission: The University of Texas-Pan American (UTPA) serves the higher education needs of a rapidly growing, international, multicultural population in the South Texas Region. The University preserves, transmits and creates knowledge to serve the cultural, civic, and economic advancement of the region and the state. The University provides students advanced instruction in academic programs offered through innovative delivery systems that lead to professional certification, and baccalaureate, master's and doctoral degrees. Through teaching, research, creative activity and public service, UTPA prepares students for lifelong learning and leadership roles in the state, nation and world community.

Division: **Academic Affairs**

Unit Head: **Dr. David Sturges**

Unit Mission: The Department of Management, Marketing, and International Business at the University of Texas-Pan American (MMIB) is in the business of improving the way business is done in the Rio Grande Valley. Our mission is to prepare students for effective professional careers, to create and disseminate new knowledge about professional practice in business, and to provide the MMIB's communities with outstanding service.

Unit Goal: To increase support of the research and intellectual contribution of departmental faculty.

Link to UTPA Goal(s): 1. Ensure undergraduate student access and success

Unit Objective (Action Priority: #1 is highest)	Link to UTPA Objective	Expected Outcome for Unit Objective (AA-Measurable Objective)	Strategy(ies) to Achieve Expected Outcomes	Assessment Criteria, Evaluation Methods for Expected Outcome	New Resources Needed in FY05
Increase faculty scholarship. (1)	2	Increased number of faculty involved in department IC program.	<ul style="list-style-type: none"> Promote participation in RPOD Promote grant applications 	Percentage increase in departmental IC programs.	None.

Unit Goal: Establish and maintain discipline related assessment program

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Unit Objective (Action Priority: #1 is highest)	Link to UTPA Objective	Expected Outcome for Unit Objective (AA-Measurable Objective)	Strategy(ies) to Achieve Expected Outcomes	Assessment Criteria, Evaluation Methods for Expected Outcome	New Resources Needed in FY05
Assess student learning.	2	Increased in number of	Assess capstone project	Assessment evaluation of	None.

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(2)		positive assessments of student's program performance.	performance.	capstone project performance.	

Unit Goal:

Establish and maintain professional community outreach and relationships

Link to UTPA Goal(s):

1. Ensure undergraduate student access and success

Unit Objective (Action Priority: #1 is highest)	Link to UTPA Objective	Expected Outcome for Unit Objective (AA-Measurable Objective)	Strategy(ies) to Achieve Expected Outcomes	Assessment Criteria, Evaluation Methods for Expected Outcome	New Resources Needed in FY05
Improve community involvement. (3)	1,2	Increased events of consequence and total interrelations with professional community.	<ul style="list-style-type: none"> Establish departmental speakers' bureau. Increase faculty involvement in professional environment. Expand alumni outreach. 	Percentage increase in faculty involved and in events transacted.	None.



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Unit Goal: To increase support of the research and intellectual contribution of departmental faculty.

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Unit Objective (Priority: #1 is highest)	Link to UTPA Objective	Expected Outcome	Assessment Criteria, Evaluation Methods	Assessment Results (Use actual data to describe annual performance)	Use of Results (What change was made?)
Increase faculty scholarship. (1)	2	Increased number of faculty involved in department IC program.	Percentage increase in departmental IC programs.	<ul style="list-style-type: none"> 22% increase in RJA submission. (21 to 26) 400% increase in grant submissions. (2 to 8) 	<ul style="list-style-type: none"> Added additional Brown Bags to RPOD schedule. Promoted faculty participation in university programs. Opened cooperative arrangement with engineering.

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Unit Objective (Priority: #1 is highest)	Link to UTPA Objective	Expected Outcome	Assessment Criteria, Evaluation Methods	Assessment Results (Use actual data to describe annual performance)	Use of Results (What change was made?)
Assess student learning. (2)	2	Increased number of positive assessments of student's program performance.	Assessment evaluation of capstone project performance	Outcome mixed. Some faculty achieved higher positive evaluations of student performance, while some experienced a drop. Evaluations suggest result was a function of diverse teaching styles and expectations.	<ul style="list-style-type: none"> Started program to harmonize expectations across classes. Reordering of capstone teaching assignments. Add new faculty.

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Improve community involvement. (3)	1,2	Increased events of consequence and total interrelations with professional community.	Percentage increase in faculty involved and in events transacted	<ul style="list-style-type: none"> Increased faculty participation in events by 200% (Aug. 4 to 8). Increased events targeted for participation by 200% (2 to 4). Increase of faculty participation opportunity by 2. 	<ul style="list-style-type: none"> Increased promotion of event participation. Increased promotion of events targeted for MMIB participation. Opened MMIB internet radio. Expanded MMIB online community.

Additional Resources Needed (if any) that were requested for FY06 during the budget cycle: