

# **Administrative and Educational Support Report\***

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

**Annual Action Plan  
Annual Assessment Report**

**June 2005 – May 2006**

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



**Annual Action Plan: June 1, 2005–May 31, 2006**

**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:** Furat Firat

**Unit Mission:** The Department of Management, Marketing, and International Business (MMIB) at the University of Texas-Pan American 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:** Provide quality management, marketing, and international business courses that cultivate active learning, critical thinking, and interdisciplinary perspectives.

**Link to UTPA Goal(s):**  
 1. Ensure undergraduate student access and success  
 2. Enhance graduate education and research

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 FY06
Student learning outcomes assessment (SLO). (1)	2, 4	In line with the rest of the College of Business Administration, MMIB Department will assess student learning outcomes based on the ETS test results in order to plan improvements for the next academic year.	<ul style="list-style-type: none"> <li>Implement a student learning improvement plan (SLIP)</li> <li>Integrate the results achieved from implementing the SLIP in the 2005-06 annual assessment</li> </ul>	The department will assess the effectiveness of student learning based on improvements in ETS test scores.	None

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 FY06
			report.		

<b>Unit Goal:</b>	Provide an effective student recruitment, development, retention, and placement program designed to promote and serve a diverse student population.
<b>Link to UTPA Goal(s):</b>	1. Ensure undergraduate student access and success 2. Enhance graduate education and research

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 FY06
Time-to-graduation. (2)	2, 4	In fall 2005, the department (contingent on data from the Office of Institutional Research and Effectiveness (OIRE)) will conduct an assessment of time-to-graduation.	<ul style="list-style-type: none"> <li>Receive instructions from Dean/Provost for assessing time-to-graduation.</li> <li>Conduct the assessment.</li> </ul>	In January 2006, submit to the Dean/Provost a report detailing the time-to-graduation baseline for this program.	None
Student success. (3)	2, 4	The department will review the official list of factors (provided by the Provost) that contribute to student success and prepare an integrated plan for measuring student success in its programs beginning in September 2006.	<ul style="list-style-type: none"> <li>Receive guidelines for the integrated plan.</li> <li>Work with other departments/programs on integrated college plan for measuring student success.</li> </ul>	Submit to the Dean/Provost the integrated college plan for measuring student success.	None

<b>Unit Goal:</b>	Facilitate excellence in scholarship, research, and/or creative activities for the enhancement of knowledge that can be shared with the public through presentation, publication, or performance.
<b>Link to UTPA Goal(s):</b>	1. Ensure undergraduate student access and success 2. Enhance graduate education and research

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 FY06
Research productivity. (4)	2, 5	Using data for AY05, the MMIB department will establish the baseline for the level of scholarly productivity.	Submit to Dean/Provost 2004-05 data for the department for review and preparation of master research productivity spreadsheet.	In January 2006, submit to the Dean a report detailing the establishment of a scholarly productivity baseline for the department.	None



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**Division:** Academic Affairs      **Unit Head:** Dr. A. Fuat Firat

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**Unit Goal:** Provide quality management, marketing, and international business courses that cultivate active learning, critical thinking, and interdisciplinary perspectives.

**Link to UTPA Goal(s):**  
 1. Ensure Undergraduate Student Access and Success  
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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?)
Student learning outcomes assessment (SLO). (1)	2, 4	In line with the rest of the College of Business Administration, MMIB Department will assess student learning outcomes based on the ETS test results in order to plan improvements for the next academic year.	The department will assess the effectiveness of student learning based on improvements in ETS test scores.	ETS test results from the capstone course at the Coll. of Bus. Adm. indicate that management, marketing and international business majors have performed at or slightly better than the national averages.	No change made

<b>Unit Goal:</b>	Provide an effective student recruitment, development, retention, and placement program designed to promote and serve a diverse student population.
<b>Link to UTPA Goal(s):</b>	1. Ensure undergraduate student access and success 2. Enhance graduate education and research

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?)
Time-to-graduation. (2)	2, 4	In fall 2005, the department (contingent on data from the Office of Institutional Research and Effectiveness (OIRE)) will conduct an assessment of time-to-graduation.	In January 2006, submit to the Dean/Provost a report detailing the time-to-graduation baseline for this program.	Assessment not yet conducted except the following figures:  Four-year graduation rate (2001 Cohort): 10.6% Five-year graduation rate (2000 Cohort): 29.7% Six-year graduation rate (1999 Cohort): 32.9%	No change made
Student success. (3)	2, 4	The department will review the official list of factors (provided by the Provost) that contribute to student success and prepare an integrated plan for measuring student success in its programs beginning in September 2006.	Submit to the Dean/Provost the integrated college plan for measuring student success.	Graduation rate increase: AY 2001 – 184 AY 2005 – 212 Increase – 57%  Fall 2004 to Fall 2005 retention rate: 69.6%  Retention rate increase: Fall 2001 – 61.7% Fall 2005 – 71.8% Increase – 10.1%  Overall performance of students in capstone	No change made

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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?)
				course as assessed by their professors (scale of 1 --- 5): Oral comm. skills: 3 Written comm. skills: 3 Bus topics knowledge: 4 Knowledge of current bus events: 2 People skills: 3 Classroom performance: 4	

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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?)
Research productivity. (4)	2, 5	Using data for AY05, the MMIB department will establish the baseline for the level of scholarly productivity.	In January 2006, submit to the Dean a report detailing the establishment of a scholarly productivity baseline for the department.	Faculty productivity (based on partial response from faculty):  Refereed journal articles: 22 Proceedings: 19 Book chapters: 2 Academic presentations: 19 Editorships: 3 Academic Reports: 1 Academic videos: 3	No change made

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<b>Unit Objective (Priority: #1 is highest)</b>	<b>Link to UTPA Objective</b>	<b>Expected Outcome</b>	<b>Assessment Criteria, Evaluation Methods</b>	<b>Assessment Results (Use actual data to describe annual performance)</b>	<b>Use of Results (What change was made?)</b>