

2015-2016

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## Annual Report

School of Business and Management  
Dedicated to Student Success

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## **Introduction**

The School of Business and Management has proven to be an academic environment that engages students in quality education and develops highly skilled workers for the future. We have been blessed with new faculty and we cherish the memories of those who have moved on. We mourn the passing of our dear faculty. We miss the smiling face of Dr. Eddie W. Hand who made the Department of Business and Administration his last employment on Earth. Dr. Hand was an Associate Professor of Marketing, and Assistant Interim Dean in the School of Business and Management. Dr. Hand was a great professor of Marketing, student advisor, leader and excellent educator who will be missed by the entire school and University of Arkansas at Pine Bluff community.

The academic year 2015-2016 witnessed a continuous administrative changes. These changes include the promotion of Dr. Mirza Shahjahan to Interim Assistant Dean in the School of Business and Management. Dr. Shahjahan served as the chair of the Department of Business Administration for many years. Subsequently, Dr. Peter Wui was promoted on July 1, 2016 as the Interim Chair, Department of Business Administration.

### **Common Professional Component (CPC) Assessment:**

The SBM replaced its old (Major Field Test-MFT) assessment program for the newly expanded data-driven multifaceted plan CPC test for graduating senior assessment of student learning in May 2016. The new student assessment plan includes major based assessment of programs, courses, and student learning outcomes. The CPC result scores for 2016 fall and spring semesters are reported on page 6 of the data sheet. The report shows improvement in students' scores from a mean of 55.23 in fall 2016 to 60.84 for spring 2016, the standard deviation were 13.98 and 16.92 respectively. The CPC assessment, which is proctored by Peregrine Academic Services

allows for formal and informal opportunities to dialog among faculty and staff regarding assessment and programmatic changes. Presently, faculty are in the process of analyzing the results of the spring 2016 CPC exams in their area of instructions in order to identify the challenges students are battling with in their courses and to make suggestions for review of the school's curricula. The test report analyses will be on a course by course basis and it will enable us to review and update our curricula for better student performance in future CPC exams. Peregrine Academic Services provides online programmatic assessment exam services for the Business Administration, Accounting and Finance academic degree programs to determine initial knowledge levels and to assess retained student knowledge. It allows academic officials to benchmark student performance against other business school students regionally and globally. The online exam (CPC) service is designed to satisfy the ACBSP Business accreditation requirements related to learning outcomes assessment, quality assurance, and external academic benchmarking.

### **Curricula Review**

This segment is an account of the academic activities pursued by the School's faculty members during the academic year. SBM curriculum committee was very active in the reporting period. We noticed that our existing curricula need to be connected with core competencies in business education to enhance the capabilities and skills of our students. We added new courses in the Finance and Management concentrations, and in accounting degree program. The curriculum for Business Technology Education (BTE) concentration in the Department of Business Administration was totally overhauled. By so doing, our school sought and received approval for our BTE from the Arkansas Department of Education, with this approval, we are proud to say that students enrolled in the Bachelor of Science in Business Administration-Business

Technology Education Concentration program may be recommended for the Business Technology 4-12 license upon completion of the prescribed program of study and the required licensure assessments.

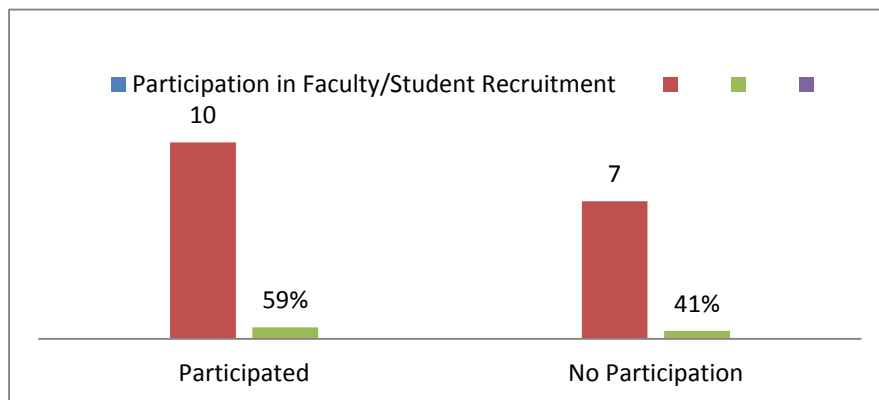
### **ACBSP Quality/Assurance Report**

SBM has submitted the mandatory biannual assurance report for continuing accreditation of our school's programs by ACBSP. The report that was due on September 15, 2016 was submitted ahead of schedule on July 25<sup>th</sup> 2016. A copy of this assurance report is posted on the SBM website and available for public viewing.

### **Recruitment/ Enrollment Rate**

Student recruitment in SBM was active during the period in review. Our faculty and staff joined others from other university divisions on bus tours to various high schools and churches to recruit high school students into our programs. We went on recruitment trips to Mississippi, Louisiana, Tennessee and to many schools in Arkansas.

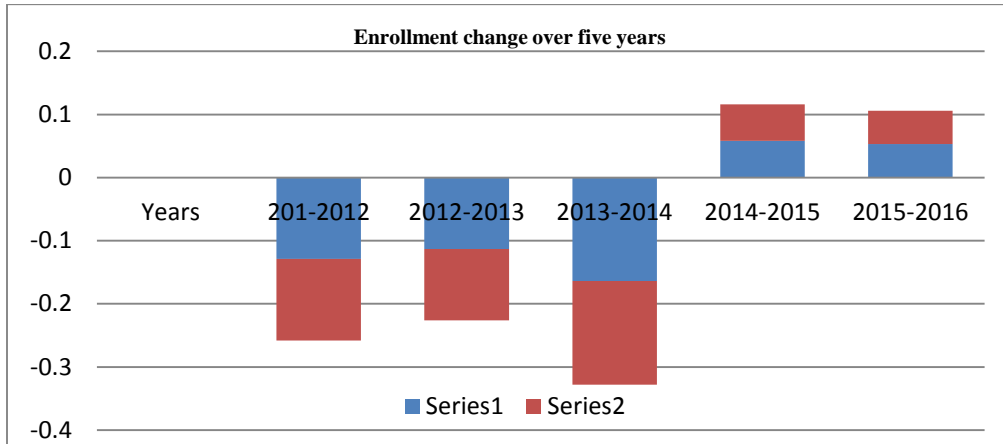
Fig:1



As clearly depicted in figure 1, 59% of our full-time faculty and staff actively participated in the recruitment of faculty and students during the past academic year.

Our recruitment efforts lead to the enrollment of an additional 33 students in 2015/2016 over the previous year's data (5.3%).

Fig: 2

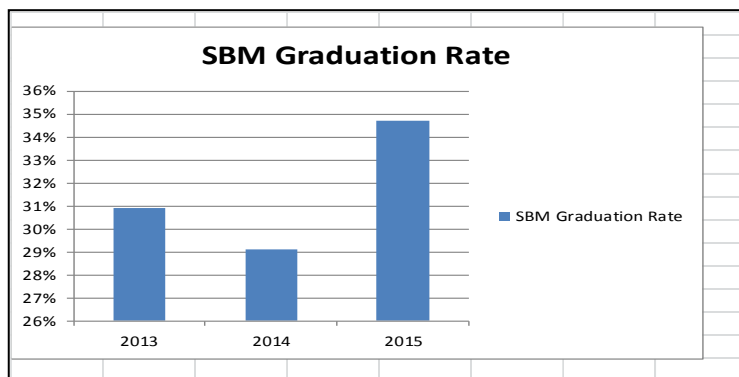


Since the academic year 2014-2015 the student enrollment has been on the increase.

### Graduation Rate

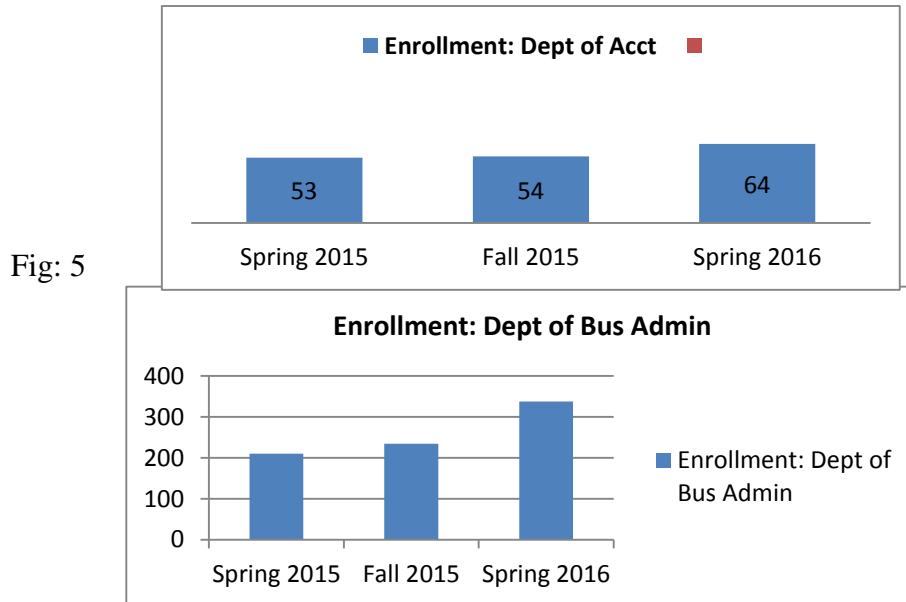
Our retention efforts to graduate more students showed favorably in the commencement of spring 2016 when SBM graduated 31 students, which was 63% higher than the number graduated in spring 2014 commencement. Student graduation is displayed in figure 3.

Fig: 3



## Enrollments in Departments

Student enrollment in the department of accounting has increased since spring 2015 as evidenced in figure 4 below:



The enrollment challenge for the Business Administration program is in the areas of Economics, Finance, Business Technology and Marketing concentrations. These concentrations have reported consistently low student enrollment. As a result of the low enrollment in the mentioned concentration and to grow enrollment in the school, the leadership of the school has appointed a recruitment coordinator with the objective of increasing the enrollment of students to our programs/school.

## Student Organizations

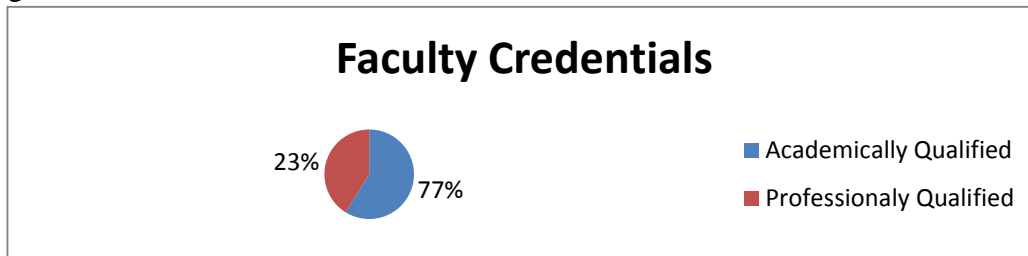
In addition to our academic programs, SBM invests time in nurturing students by engaging them with student organizations such as, Accounting Club, Investment Club and ENtrepreneurial ACtion for others creates a better world for US all (ENACTUS). Our student clubs provide opportunities for students to enhance their social and professional skills. Also, SBM has a

chapter of Delta Mu Delta. Delta Mu Delta is a business honor society that recognizes and encourages the academic excellence of students at qualifying colleges and universities.

### **Academic Research**

School of Business and Management has a complement of 13 full time instructors. Ten (77%) of our instructors are classified as academically qualified, while three (23%) are professionally qualified. Figure 6 is a display of the full time faculty in the school of business and management showing their general qualifications.

Fig: 6



### **Quality of Syllabi:**

SBM faculty course syllabi represent the quality of the course deliverables and the completeness of necessary resources for both the faculty and student. Our entire faculty has attended annual faculty retreats where the standard format of course syllabus was presented for discussion and critical review. Examination of SBM's previous syllabi revealed that 35% of our course syllabi are rated excellent, while 65% are good. The curriculum committee has approved a common syllabus for courses with more than one section and different instructors.

### **Assignment of grades**

A faculty meeting was devoted to faculty's grade assignments, and faculty awarded grades for academic year 2014-2015 was critically discussed and all grey areas concerning grade assignments were ironed out.

### **Faculty Research/creative activity**

The School of Business and Management is challenged with paucity of academic research among its faculty. That notwithstanding, two research papers have been accepted for publication in the school. One was a collaborative study on working capital interest from the Department of Accounting and the second is on international trade from the Department of Business Administration.

### **Mentoring**

Mentoring is intended to be a useful way of helping new faculty members adjust to their new environment. The department chair set the tone for how many in the unit –senior and junior-will view the issue of career mentoring. However, if the chair does not appear to truly value the practice, or merely gives it lip service, it will be clear to all concerned that it is not a valued activity in the unit. Needless to say we are deficient in delivering this highly valued service to our newly hired faculty. Without a doubt, our school lacks the availability of a structured mentorship program. This could be because of UAPB hiring restrictions a few years ago. By the time the restrictions were lifted no one felt the importance of mentoring in the school. Assistance from a well-respected mentor can be an invaluable supplement to the guidance and assistance that a Department Chair provides during the early years of a new faculty. Our programs' success in the School of Business will depend on the new faculty member, the mentor, the department chair, and the dean taking an active role in the acclimation process. In recent months our school has been hiring new faculty and we are identifying strategies to support mentee confidentiality when measuring satisfaction and outcomes with the mentoring process.

### **School/Departmental Committees and Initiatives**



All SBM faculty and staff are mandatorily appointed to a school/department's committee at the beginning of each fall semester. The School of Business has identified a number of committees that include student grievance, research, curriculum and recruitment that will benefit the growth and development of our programs and school.

### **Student evaluation of faculty**

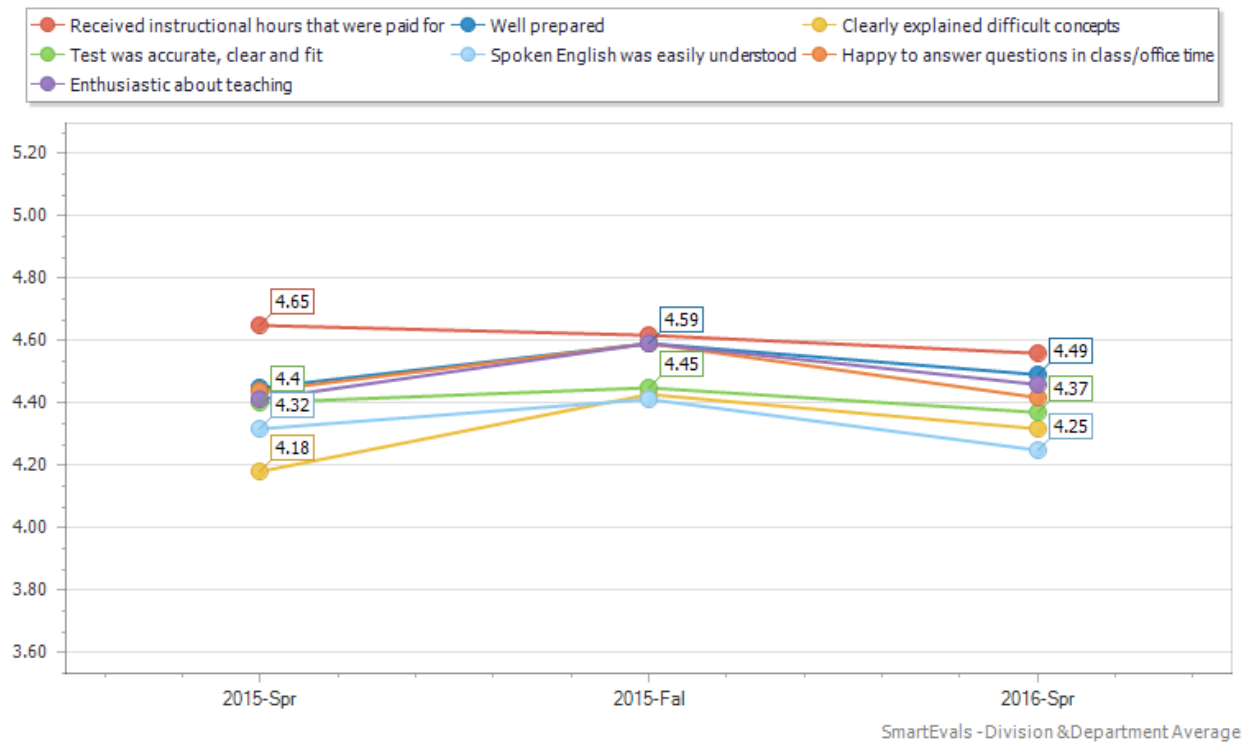
During fall and spring of each academic year, our students engage in the activity of evaluating their courses. Each student is given the freedom of assessing the course instructions, the course instructor, the adequacy of the curriculum and opportunities for course improvements. The student evaluation of instructors is an important resource to alert course instructors on methods they are using that are working, and what could be helpful to make them better instructors. The student evaluations serve as a material to evaluate in the department chair's evaluation of faculty, and if needed, subsequent leadership appointments in the school. The benchmark for an aggregate student's evaluation score is three out of five points. The reporting period has recorded very good ratings of our faculty in all areas, except one course where the instructor scored below 4 points. The chair of Business Administration is working with the instructor.

### **Students Aggregate Satisfaction**

Our school's aggregate scores in the spring of 2015 had only 25% response rate compared to 70% of later surveys. The poor response rate at this time could be the effect of transition from the use of paper to web based student evaluation method. The fall of 2015 and spring of 2016 responses can be more trusted in this analysis, even though some implications still could be derived from the spring of 2015. Most of the scores are almost flat at around 4.4 out of 5 scores, which mean the school attained 88% satisfaction level from students surveyed. There was a slight reduction in student satisfaction in 2016 spring semester, and the same trend was found in the spring semester of 2015. Further investigation of the data reveals that spoken understandable

English was a challenge, especially among newly hired faculty. This risk is being addressed by letting faculty know of the comments from our students on their student evaluations, and the chairs and dean having a one-on-one conversation with faculty on the noted deficiencies. Also, we have modified strategies on course scheduling, room scheduling, and faculty load. With better class arrangements, the school is looking forward to a better future aggregate score from student evaluations. Another challenge on students' satisfaction was found in the instructor's office hours. Starting from the fall of 2016, SBM leadership will enforce the 10 mandatory office hours per faculty in more strict ways. We hope this measure would enhance student satisfaction in the division.

Department Scores in the School of Business Division



Student response to faculty evaluation has been great. In the Department of Accounting, 117 out of 171 surveys were recorded and the group overall rating was 4.31 out of 5 points. The Department of Business Administration faculty was scored at an average rating of 4.45 points, with 69.5% participation in students' faculty evaluations. Figures 7, 8, and 9 relate to student response rates in the evaluation exercise for 2015/2016 academic year. Fig 7 shows that student's participation of faculty evaluation cut across all our program majors. In figures 8 and 9, more than 70% of accounting and business administration students responded to faculty evaluation, while, less than 30% did not complete the surveys.

Fig: 7

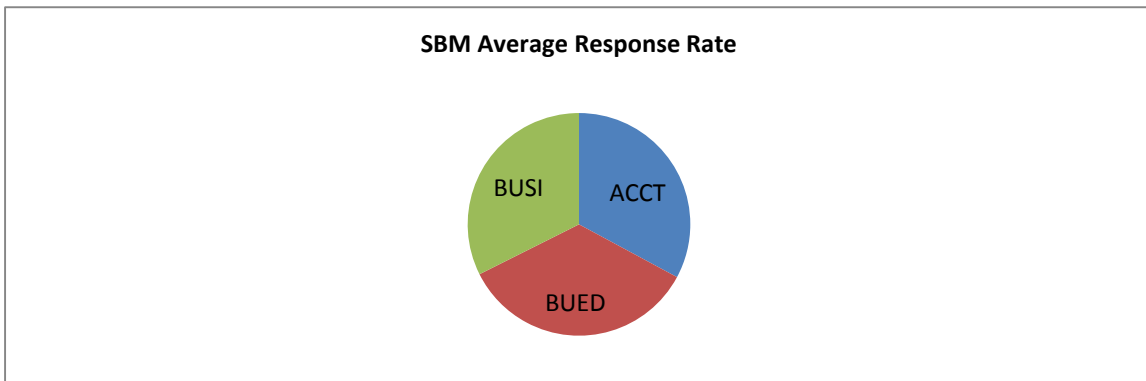


Fig:8

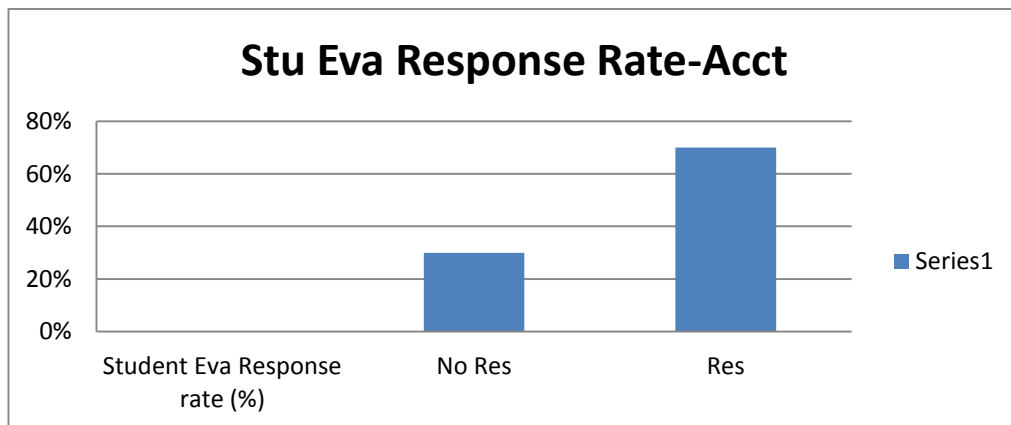
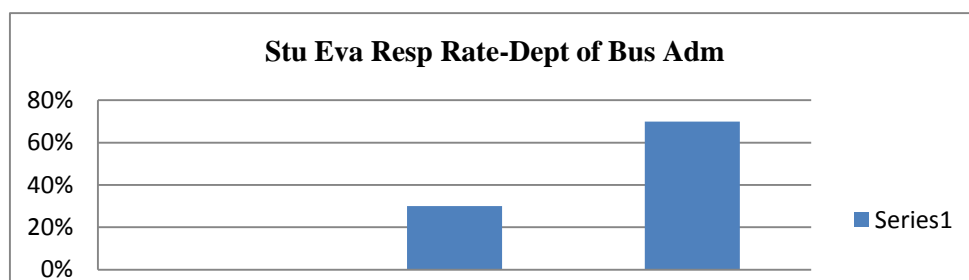


Fig: 9



## **New Faculty**

The Department of Business Administration welcomes Dr. Jose Castillo as Assistant Professor of International Business and Mr. Theodis Davis, Instructor of Marketing to UAPB and SBM for the academic year 2015/2016. Prior to joining the Business administration Department, Dr. Castillo previously taught international business, organizational behavior, Project Management and Management Information System at Truman State University, and the University of Texas – Permian Basin, Odessa, TX.

Mr. Theodis Davis is an Instructor of Marketing. He has a Master of Science degree from Indiana University. He has served as an adjunct instructor in the Department of Business Administration for eight years before joining the school. Earlier in his professional career he was a corporate executive with Gerber Products subsidiary, Hanksraft Motors and Director Business

**University of Arkansas at Pine Bluff**

**ANNUAL ACADEMIC REPORT**

School of     **BUSINESS AND MANAGEMENT**    

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**OUTLINE**

**I. Basic Statistical Data by Departments**

- a. Number of Administrators     **1**
- b. Number of Faculty     **16**
- c. Number of Staff     **5**
- d. Enrollment: Fall 2015     **343**     Spring 2016     307
- e. Percent growth in enrollment over 2014-2015 Academic Year  
#     **33**     and %     **5.3%**     of Enrollment Growth
- f. Enrollment change over the past five years

2011-2012		2012-2013		2013-2014		2014-2015		2015-2016	
#	%	#	%	#	%	#	%	#	%
<b>-116</b>	<b>-12.9</b>	<b>-89</b>	<b>-11.3</b>	<b>-114</b>	<b>-16.4</b>	<b>34</b>	<b>5.8</b>	<b>33</b>	<b>5.3%</b>

# and % change of admissions (where applicable)

**II. Faculty Data by Departments**

Name of Faculty	Highest Degree Held	Teaching Load/Semester Credit Hours	
		Fall 2015	Spring 2016
Lawrence Awopetu	Ph.D.	6	3
Richard Carr	Ph.D.	12	12
Peter Wui	Ph.D.	12	12
Joon Park	Ph.D.	12	12
Jose Castillo	Ph.D.	0	12

Mirza Shahjahan	Ph.D.	3	3
Clincy Trammel	MBA	9	6
Theodis Davis	MBA	12	15
Syed Qadir	MBA	12	15
Shenaye Johns	MBA	3	0
Jules King	Ph.D.	12	12
John Kearney	J.D.	6	6
Geraldine Buckingham	Ph.D.	9	9
Arthur Karlin	Ph.D.	12	12
Kriste Flowers	Ed.D	12	9
Albert Hammons	MBA, CPA	12	12
Dalia Chaudhuri	MBA, CPA	3	6

### III. Quality and Completeness of Syllabi

Name of Faculty	Ratings		
	Excellent	Good	Unacceptable
Clincy Trammel		*	
Richard Carr		*	
Peter Wui		*	
Joon Park	*		
Jose Castillo		*	
Mirza Shahjahan		*	
Theodis Davis		*	
Syed Qadir	*		
Shenaye Johns		*	
Jules King		*	
John Kearney		*	
Lawrence Awopetu	*		
Arthur Karlin		*	
Kristie Flowers	*		
Albert Hammons		*	
Dalia Chaudhuri	*		




**IV. Mentoring**

Name of Faculty	Type of Participation		Explanation Special Assistance
	Advice ment Load	Special Assistan ce	
Richard Carr	50		Student Evaluations, Creating Schedules
Joon Park	50		Student Evaluations, Creating Schedules
Peter Wui	50		Student Evaluations, Creating Schedules
Lawrence Awopetu	50+	25	Mentor to all new faculty, and resource for old faculty, Student Evaluations, Creating Schedules, Course Substitutions, 120 Opts, Change of Major
Arthur Karlin	50		Mentor to all new faculty, Student Evaluations, Creating Schedules

**V. Faculty Participation in Student Recruitment Activities**

Name of Faculty	Type of Participation
Eddie Hand	Extensive Road Trips
Syed Qadir	Sit in recruitment
Joon Park	Extensive Road Trips



Ted Davis	Lion Fever, Career Fair
Serena Brenneman	Sit in recruitment
Jules King	Career Fair
Mirza Shahjahan	Career Fair
Lawrence Awopetu	Chairs, Recruitment Committee Meetings, Extensive Road Trips, Career Fair
Kriste Flowers	Sit in Recruitment
Geraldine Buckingham	Career Fair

**VI. Faculty Participation in Departmental Committees and Initiatives**

<b>Name of Faculty</b>	<b>Type of Participation</b>
Jules King	Investment/Finance Club
Lawrence Awopetu	Marketing Club
Peter Wui	Economic Club Advisor
Lawrence Awopetu	Programs/Concentration/Courses, Accounting Advisor
Arthur Karlin	Programs/Concentration/Courses, Accounting Advisor
Kriste Flowers	Programs/Concentration/Courses, Accounting Advisor
Albert Hammons	Programs/Concentration/Courses, Accounting Advisor
Richard Carr	Recruitment Retention, Search Committee
Joon Park	Recruitment, Retention, Search Committee
Syed Qadir	Recruitment, Retention, Search Committee
Geraldine Buckingham	Retention, Recruitment

**Faculty Participation in School Committees and Initiatives**

<b>Name of Faculty</b>	<b>Type of Participation</b>
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Syed Qadir	Curriculum, Undergrad, SBM Alumni, Student Activities
Jules King	Curriculum Committee
Eddie Hand	Curriculum, Undergrad, MBA, Inter. Bus., Recruitment, Research
Geraldine Buckingham	Delta Mu Delta Committee, Curriculum Committee
Mirza Shahjahan	MBA Committee, Curriculum Committee, ACBSP Accreditation
Joon Park	Curriculum, Undergrad Chair, MBA Chair, Recruitment, Research
Peter Wui	Undergrad, MBA, International Bus., Research
Richard Carr	Curriculum, MBA, SBM Alumni
Theodis Davis	Recruitment
Lawrence Awopetu	Curriculum Committee, Recruitment Committee
Arthur Karlin	Curriculum Committee, Recruitment Committee, Faculty/Staff Benevolence Committee
Kriste Flowers	Curriculum Committee, Recruitment Committee

**VII. Faculty Participation in University Committees and Initiatives**

<b>Name of Faculty</b>	<b>Type of Participation</b>
Kriste Flowers	Faculty Senate, Quality initiative, Grievance Committee, Faculty Marshall
Lawrence Awopetu	Chancellor's Committee on University Development, Academic Affairs and Educational Policies Committee, University of Arkansas System Retirement and Benefits Committee
	New Faculty
Albert Hammons	Faculty Appeals Committee, Founders Day Committee, Retirement Committee
Dalia Chaudhuri	New Adjunct Faculty
Geraldine Buckingham	Curriculum Committee, Alumni Committee, Retirement Committee

## Evaluation Results

Name of Faculty	Avg. Students' Evaluation Score	Response Rate	Avg. Peer Evaluation Score	Chair's Score
Richard Carr	4.47	59%	4.5	4.3
Peter "Yong" Wui	4.51	39%	4.5	4.4
Joon Park	4.65	45%	4.5	4.4
Jose Castillo (spring 2016)	3.60	71%	4.5	4.3
Mirza Shahjahan	4.35	52%	4.5	4
Geraldine Buckingham	4.45	40%	4.5	3.8
Theodis Davis	4.70	61%	4.5	4.5
Syed Qadir	4.53	43%	4.5	3.9
Shenaye Johns	4.97	42%	-	-
Jules King	4.48	48%	4.5	4.1
Kriste Flowers	3.97	54%	4	4.5
John Kearny	4.70	46%	-	-
Lawrence Awopetu	4.75	64%	-	-
Arthur Karlin	4.50	51%	4	4.5
Albert Hammons	4.2	38%	3.75	4.3

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Evaluation results were based on 2015 (spring and fall) data, except for Castillo.

May-16	Dec-16
<b>51</b>	
	44
<b>39</b>	
<b>78</b>	
<b>53</b>	
<b>58</b>	
<b>63</b>	
<b>72</b>	
<b>35</b>	
	62
<b>68</b>	
	30
	73
	77
<b>52</b>	
<b>54</b>	
<b>65</b>	
<b>50</b>	
<b>45.71</b>	
<b>44</b>	
	<b>49</b>
	<b>81</b>
<b>54</b>	
<b>63</b>	
<b>29</b>	
<b>45</b>	
<b>78</b>	
<b>37</b>	
<b>38</b>	
	<b>73</b>
	<b>76</b>
	<b>59</b>
<b>83</b>	
<b>52</b>	
<b>68</b>	
	<b>78</b>
	<b>39.28</b>
	<b>45</b>

CPC Final

	<b>80</b>
<b>39.33</b>	<b>36.66</b>
<b>55.33</b>	<b>66</b>
<b>43.33</b>	<b>65.33</b>
<b>70.66</b>	
<b>68.66</b>	
<b>60</b>	
<b>55.23</b>	60.84
13.977	16.922

Scores

## School of Business and Management

December 6, 2016

### *Accomplishments:*

- The School adopts “Common Professional Component” (CPC) examinations to assess the graduation readiness of our majors. The CPC exams serve as our senior comprehensive examination.
- Curricula Review: to enhance student skills, professional trends, add new courses and delete mundane and irrelevant courses:
  - Newly added program:
    - International Business Concentration: All approvals has been received, Instructions will start by fall 2017.
  - Reviewed program with ADE approval:
    - Business Technology Education.
  - Newly added courses include
    - Accounting Information System (AIS)
    - Accounting Issues
    - Introduction to International Business
- Working hard to create

#### Accreditation with the ACBSP:

- The school submitted its QA report for continuing accreditation of its programs.

#### Recruitment, Enrollment, and Graduation:

- The school achieved a 16% growth in student enrollment from fall 2015 to fall 2016.
- 59% of faculty and staff took active participation in student’s recruitment.
- Graduation grew at the rate 15%

#### Student Organizations:

- Delta Mu Delta – New
- ENACTUS – Renewed (formally SIFE)

#### Awarded Grants:

- 1) “USA Plant Protection and Quarantine System” Korea Rural Economic Institute, Korea, \$2,000. 09-10/2016.
- 2) HBCU/DRA Entrepreneurial Ecosystem Initiative (\$24,000)

Research:

Publications:

- 1) Castillo, J. & Smith, S. (2016). “Teaching an Inverted ‘Ricardian’ Argument to Help Students Solve Comparative Advantage Problems”. *Business Education Innovation Journal*. (Vol. 8 No. 2, December 2016)
- Tiwari, et al: A co-authored research paper published in *New England Journal of Entrepreneurship* - "Examining the Age – Performance Relationship for Entrepreneurs: Does the Innovativeness of a Venture Make a Difference"2016

Presentations:

- 1) Best Paper Award to *International Review of Business Research Papers*, Lawrence Awopetu, Peter Wui, and Jong Park “Working Capital Investing Policy under Economic Recession: Focusing on small-medium size companies”, 36th International BRC held in Toronto, Canada, July 2016.
- 2) P. Wui. “An Empirical Analysis of Master Settlement Agreement Impacts on Cigarette Consumption in the USA.” Presented at the Arkansas College Teachers of Economics and Business Annual Meeting Conway, AR. (September 30, 2016).
- 3) Castillo, J. “On the Incalculable Influence of Friedrich August Von Hayek on Management and the Firm”. Presented at the Academy of Management Conference, Anaheim, CA. (August 5, 2016).
- 4) Castillo, J. “On the Excesses of Consumerism: Does the World Need an iPhone in Every Hand?” Presented at the Arkansas College Teachers of Economics and Business Annual Meeting Conway, AR. (September 30, 2016).
- 5) Castillo, J. “An Exploration of Business Student Morality: Are We Really Teaching the Right Stuff?” Under review at the Federation of Business Disciplines Conference, Little Rock, AR. (March 8, 2017).

***Influence actions and decisions during the current school year:***

- Continuous review of syllabus and curriculum to meet current trending in Business Education, and Corporate America.
- Regular faculty meeting on advising, recruiting, retention and graduation
- Constituted SBM research Committee
- Technology: more efforts are on faculty training and the use of blackboard.
- Assessment: Faculty participated in live text reporting during the current semester.

