#### SOUTHERN WEST VIRGINIA COMMUNITY AND TECHNICAL COLLEGE BOARD OF GOVERNORS MEETING OF APRIL 16, 2013

ITEM: Academic Program Review

**RECOMMENDED RESOLUTION:** RESOLVED, That the Southern West Virginia

Community and Technical College Board of Governors approve the continuance of the Business Administration, Associate in Applied Science degree program with corrective action in accordance with the provisions of the West Virginia Council for Community and Technical College Education, Title 135 Procedural Rule, Series 10, Policy Regarding Program Review.

STAFF MEMBER: Gail Hall

#### **RATIONALE FOR THE RECOMMENDATION:**

In accordance with West Virginia Code and Council Policy Series 10, *Policy Regarding Program Review*, the Department of Business conducted a program review of the Business Administration, Associate in Applied Science degree program during the 2012-2013 academic year.

Based on the program review, a continuation of the program with corrective action is recommended. A greater emphasis will be placed on program enrollees/completion rates and identifying majors within the program. Although the number of declared majors per year is acceptable, the numbers of students enrolled and graduating in Business Administration have decreased from the previous program reviews.

An undertaking to correct this situation includes the development and promotion of skill sets to provide an opportunity for those who may want to enter this occupational area; a restructuring of the curriculum with a 60-hour requirement; delivery system of curriculum to include more on-line courses; a tracking system in advising and follow up beyond graduation; and marketing.

#### **PROGRAM REVIEW**

#### Southern West Virginia Community and Technical College Board of Governors

<b>∠</b> JProg	gra	m with Special Accreditation	thout Specialized Accreditation
Program:	Bu	usiness Administration, Associate in Applied cience	February 1, 2013
		Degree and Title	Date
The institution	on i	NAL RECOMMENDATION s obligated to recommend continuance or discontinuance for its recommendation.	or each program reviewed and provide a
<u> </u>	1.	Continuation of the program at the current level of activity	without corrective action;
<b>X</b>	2.	Continuation of program with corrective action (specify recof optional tracks or other corrective action);	uired action - e.g., reducing the range
19	3.	Identification of the program for further development;	
	4.	Development of a cooperative program with another institution and/or faculty, and the like;	ution or sharing of courses, facilities,
	5.	Discontinuance of the program in accordance with provision Community and Technical College Education, Title 135, P. Designation, General Education Requirements, New Programs.	rocedural Rule, Series 11, Degree
The enrollm	ent ned	r Recommendation: s during this review period, while on the downside of the er fairly steady. The curriculum has been restructured to 60	
are being de	eve	loped into a web format for delivery options.	
Signature of	of p	erson preparing report if other than Department Chair	Date
Sail	9	Jall	2-1-2013
Signature of	of D	epartment Chair	Date
Dr.		Pamela L. aldernen	3/25/13
Signature of		. // 0	Date
May		Mejanden	03-27-13
Signature of	of ∜	ice President for Academic Affairs	Date
Signature of	of P	resident	Date
Signature	of C	hair Board of Governors	Date

#### PROGRAM REVIEW

Southern West Virginia Community and Technical College Programs <u>Without</u> Specialized Accreditation

# Summary of Findings 2012-2013

Program Title: Business Administration, Associate in Applied Science Hours Required for Graduation: 60

- Synopses of significant findings, including findings of external reviewers(s).
  - A. Adequacy
    - The program's curriculum has adequate requirements that meet the needs of businesses and industry
    - The program has established goals and objectives
    - The program maintains appropriate assessment tools
    - Students have opportunities for employment or motivation to continue education
    - Highly competent and committed faculty who are willing to move into delivering web-based courses
    - Entrance abilities for the students are within community college standards

Conclusion: Program meets minimum adequacy requirements.

#### B. Viability

- The program has sufficient enrollment
- Graduates are within the expectations for the program
- Previous history of the program indicates future students seeking the degree will steadily increase, particularly those enrolling as fulltime

Conclusion: Program meets minimum viability requirements.

#### C. Necessity

- Number of students enrolled as majors is acceptable
- The program meets business and industry demands
- Graduates find gainful employment and/or become motivated to pursue a higher educational level degree
- The number of students graduating is acceptable but is expected to grow throughout the next assessment period, particularly with the new 60-hour curriculum

Conclusion: Program meets minimum requirements for necessity.

#### D. Consistency with Mission

- The program supports the mission and vision of the institution
- The program and core courses support the compact Conclusion: The program is consistent with the mission of the college.

#### II. Plans for program improvement, including timeline.

New skill sets and restricted electives have been developed to expand offerings and keep current with student/business needs. Marketing of these will begin in 2012-13. Faculty will continue developing major courses for on-line delivery, as their "load time" permits.

With the implementation of Web registration for student use, additional concerted efforts are being made in tracking and advising students to assist with completion of courses in sequence. Along with advising student efforts, students will also be tracked beyond graduation. These are ongoing activities.

# III. Identification of weaknesses or deficiencies from the previous review and the status of improvements implemented or accomplished.

The identified weaknesses in previous review related to students being identified in the computer in the major they are actually pursuing. Too, being able to obtain appropriate student and employer feedback is still somewhat of a weakness in spite of survey efforts. Increased efforts toward eliminating both of these conditions to include - one month after original is distributed - sending a second copy (followup) survey to nonresponders. Efforts are ongoing.

#### IV. Five-year-trend data on graduates and majors enrolled.

The number of Business Administration majors has fluctuated somewhat during this review period. (This is characteristic of the cyclical nature of the business programs.) However, the number of full-time enrollees has remained fairly steady. During this review period, the degree's curriculum was reconstructed to reflect one degree being awarded even though a student may have completed more than one program emphasis area. Students had been motivated to complete more than one area to give them greater flexibility in the job market. It is expected that as Southern's enrollment increases, the program's enrollment will experience a steady proportionate increase during future review periods.

#### Summary of assessment model and how results are used for program improvement.

The assessment model contains a variety of measurements for classroom performance. The pre-test/post-test administration has produced one cohort that will be used to build upon for benchmark data. This model will be further strengthened with the addition (in 2012-13) of graduates taking the NOCTI Management exam during their final term of study. The outcomes of

assessment data are shared regularly with faculty and discussed, with changes being made accordingly. Formal curriculum changes are presented in accordance with the established institutional policy and procedures for curriculum and instruction.

#### VI. Data on student placement.

Graduates who actively seek jobs following their graduation have found employment within a relatively short time period. The limited surveys returned reveal that students were employed in the following types of business entities: Alpha Natural Resources - Management Assistant; K-Mart - Up front Lead; Charleston Convention and Visitor's Bureau - IT/Sales Assistant; Wyoming Nursing and Rehabilitation Center - Record Information/Systems Clerk; Enterprise Rent-A-Car - Management Assistant; Regional Workforce Investment Board - Services Coordinator/Administrative Support; Williamson Memorial Hospital - ER Registration Clerk. Salaries for these positions are in the range of \$15,000 - 40,000. Of the returned surveys, only one graduate indicated moving directly into a college/university without becoming employed. Three were motivated to immediately continue their higher education experience to the next level while four included this goal in their future plans.

# VII. Final Recommendation Approved by the Governing Board See the attached resolution for Board of Governors Final Recommendation and signatures.

# Program Review Southern West Virginia Community and Technical College Programs Without Specialized Accreditation 2012-2013

Program Title: Business Administration, Associate in Applied Science Date of Last Review: 2007-2008

#### I. Program Description:

The Business Administration Program meets the needs of students who wish a broad overview of business and desire not to enroll in a specialized curriculum in business. The program is designed to acquaint students with major subject areas of business, to improve student's business vocabulary, and to provide students with an understanding of influencing factors in business decision making and activities. While this program is not designed to transfer into a four-year program, there are some 2 + 2 articulation agreements in existence with several colleges/universities.

The Business Administration Program total hours required has varied during this review period from 68, 64, and back to 60 (for 2012-13 academic year). The program is available at all campus locations, with some of the program's required courses having been developed and delivered as web-based courses. Also, some of the courses are delivered via the Interactive Classroom, enhancing their availability at all of Southern's locations.

#### II. SPECIALIZED ACCREDITATION INFORMATION

This program does not have any specialized accreditation information.

# III. PROGRAM STATEMENT on Adequacy, Viability, Necessity, and Consistency with College Mission.

#### A. Adequacy:

#### Curriculum:

The curriculum for the Business Administration degree in Applied Science remains under scrutiny of the faculty/advisory committee members so that it remains current/viable. During the period of this review, the hours have fluctuated from 68 and back to 60. The curriculum currently has 18 hours identified as support courses (general education and business core), 9 hours of which are available via the web. Of the remainder (major courses), 10 of the courses are on the web. The curricular requirements are broken down over four semesters/trimesters (a two-year period) with hours per semester ranging from 15 to 18 credit hours. See Appendix I.

#### 2. Faculty:

The Business Administration faculty is in the Department of Business. The department faculty have been in the forefront of developing courses for online delivery as well as interactive classroom delivery. Some faculty travel between Logan and Williamson Campuses. The faculty at the other two campuses teach Business/Economics/ Finance/ Management/Marketing courses as well as Accounting. The Business Administration program is also staffed with qualified adjunct faculty on an asneeded basis. For information on qualifications of the faculty members, see faculty data sheets in Appendix II.

#### Students:

Entrance Policy:

The Business Administration Program is an open-admission program in accordance with the open-door admissions policy of Southern West Virginia Community and Technical College.

#### b. Exit Abilities:

Upon completion of the degree requirements, students will have acquired the necessary skills to qualify for most entry level positions in businesses that require a two-year degree. When the students leave the program, it is with the understanding that they have a need to continually upgrade their skills and further their knowledge and abilities through onthe-job training, seminars, workshops, continuing education, and advanced studies.

Specific exit abilities of Business Administration graduates include:

- exhibit an understanding of the social, political/legal, technological, and global influences in domestic business issues
- exhibit knowledge of oral and written communication, problem solving, and decision making skills
- demonstrate an integrated understanding of business administration through foundation skills in accounting, finance, economics, marketing, management, mathematics, statistics, and computer technology
- demonstrate the ability to make financial analysis using financial statements and other organizational data
- exhibit ethical, responsible, and dependable behavior
- appreciate the need for lifelong learning

#### Resources

#### Financial

The program receives an annual budget dedicated to meeting the program's needs. As noted from the budgets during this review period, resources have been minimal. Available funds have limited the updating of audio visuals as well as an update of the two business dedicated computer labs. (See Appendix III)

#### b. Facilities

The program shares a dedicated lab on both the Logan and Williamson Campuses. The labs are equipped with computers as well as a projector and screen. The program shares a comparable room at the other two campuses.

#### 5. Assessment Information

The Business Administration Program has a variety of assessment measures. In addition to the Program's pretest/post-test instrument administration (have been administering to get cohorts that will have results to enable us to establish benchmarks), traditional course examinations and web-based assignments, students participate in Southern's assessment program. The first two years of this review cycle, WORKKEYS was the test administered to Career and Technical Program enrollees. In years three and four, MAPP was administered. Year five, the ETS Proficiency Profile was administered. See Appendix IV.

Faculty have reviewed and adopted the National Occupational Competency Testing Institute's (NOCTI) Business Management test which provides both national averages and criterion-referenced cut scores for use in gauging student knowledge and determining program improvement needs. The NOCTI test will be administered to 2012-2013 graduates.

The program has limited returns on graduate follow-up surveys. Attempts are made each year to contact students by phone, email, and US mail. The feedback on employer satisfaction is also some-what limited. A majority of the students who respond prefer not to include employer or salary information. Most feedback information is informal through contact with the students and the local business employer or a call from a business who has employed a prior graduate.

Survey efforts have resulted in the following information (Column 1: Year of Graduation - with student responding; Column 2: Working six months after graduation; Column 3: Position Title; Column 4: Salary range; Column 5: If enrolled in College, where or in future plan to do so):

Year Graduated	Working	Position Title	Salary	College Enrolled
2007 - 1	seeking job			
2	30 hours	Management Ass't	\$25-39,999.	Mountain State
2008 - 1	30 hours	IT/Sales Assistant	\$15-24,999.	Future plan
2	No	None	None	WV State
3	30 hours	Deputy Clerk	<\$15,000	Future plan
4	30 hours	Equip. Operator	\$60,000>	
5	30 hours	ER Regis. Clerk	<\$15,000	Future plan
6	30 hours	Service Coord./ Adm. Support	\$25-39,999.	
7	<30 hours	Record IS Clerk	no response	
8	30 hours	IT/Sales Assistant	\$15-24,999.	Future plan
2011 - 1	30 hours	Dir., Control/ Internal Security	\$60,000>	MU
2	30 hours	Up-front Lead	\$25-39,999.	
3	30 hours	Adm. Assistant	\$40-59,999.	

#### 6. <u>Previous Program Review</u>

The last program review was conducted in 2007-2008. The program was continued at the current level of activity.

#### 7. Advisory Committee:

The Business Administration Program shares in an active advisory committee for all of the Department of Business programs. The committee consists of professionals from all facets of the business world: banking industry, CPA firms, realtors, mining, hospitals, insurance, advertising, redevelopment authorities, attorneys, and trucking firms.

The number of members attending the meetings has varied; however, 10 members took part in the last annual meeting in April 2012.

#### 8. Strengths and Weaknesses:

#### STRENGTHS:

Availability of the program
Student opportunities for employment and/or motivation to continue education
Highly competent and committed faculty
Web-based courses

#### WEAKNESSES:

Need for students to properly identify major Graduation rate Lack of marketing

#### B. Viability:

#### 1. Number of majors in the last five years:

<u>Term</u>	<b>Enrollment</b>
Spring 2012	95
Fall 2011	107
Spring 2011	113
Fall 2010	99
Spring 2010	97
Fall 2009	107
Spring 2009	123
Fall 2008	186
Spring 2008	159
Fall 2007	178

#### **Enrollment Trends for Previous Five Years:**

The enrollment in all Business programs is generally cyclical. An analysis of the Business Administration specific courses reveals a cyclical enrollment which results in varying graduation rates. While the AAS degree is terminal in nature, some students - according to the survey responses received - enter/continue in the workforce but are motivated to continue their higher education experience.

#### Number of Graduates for previous five years

According to the available data for the period of Fall 2007 to Spring 2012, the Business Administration degrees awarded were:

Year	<b>Graduates</b>
2007 - 2008	50
2008 - 2009	37
2009 - 2010	27
2010 - 2011	24
2011 - 2012	15

During the prior review period (2002-2007), the Business Administration AAS degree program was configured to provide for options/emphasis areas of General Business, Health Care Management, Marketing, Small Business Management, and Hospitality Management. Students completed multiple options/emphasis areas to enhance their marketability in the workforce. The curriculum was restructured in 2007-2008 to eliminate these program specialties.

Program graduates are finding positions in area retail/service businesses, medical entities, coal mining environments, and governmental agencies. As noted in the limited survey results, salaries vary with the positions held.

#### **Enrollment Projections**

Enrollment trends are in the fluctuating phase of the cycle. It is projected that as we begin the upward turn, enrollments will increase. Other factors that will help increase the enrollment are the 60-hour curriculum and development of the remainder of the curriculum's courses into a web format for delivery.

#### 2. Program Course Enrollment

This program offers a variety of specialized courses. Courses are open to all students (limited by having stated prerequisite); however, the majority are taken by majors only or are enrolled in another business program. For student enrollment in Business Administration courses, see Appendix V.

#### Service Courses

This program has several courses that are required in other Departmental programs - Business Accounting, Mine Management, and Office Administration. Also served are those students who are enrolled in University Transfer with the intent of pursuing a BBA degree.

#### Off-Campus/Distance Delivery Courses

During this review period, this program had 19 courses that were offered by distance delivery: Introduction to Business (BU 100), Business Mathematical Applications (BU 115), Business Software Applications (BU 120), Communications in Business (BU 205), Business Law (BU 207), Principles of Economics I and II (EC 241, 242), Personal Finance (FN 232), all Management courses: 260, 261, 262, 264, 266, 268, 272, 273, and 274, Principles of Marketing (MK 270), and Advertising and Sales Promotion (MK 271).

#### 5. Articulation Agreements (2+2, etc.)

Southern has 2 + 2 agreements in Business Administration with West Virginia State University and Franklin University. Many courses in each of these agreements are available via web.

#### C. Necessity

There is an identified need for business administration majors as employees within our service area as well as statewide. Students desiring an administrative position have the opportunity to complete a two-year degree at Southern and enter the world of work to get experience and/or continue pursuing higher education.

#### Consistency with Our Mission

The program directly meets the institution's compact and mission in a variety of areas. The recently revised major courses and support courses for the program are consistent with student needs and state requirements. For program courses and descriptions, see Appendix VI.

#### IV. Recommendations:

Based upon this program review, the continuation of the Business Administration AAS degree program at the current level of activity with corrective action is recommended.

# Appendix I

Curriculum 2007-2012

#### **Business Administration**

Associate in Applied Science 60 Credit Hours

#### Purpose

The Business Administration Program meets the needs of students who wish a broad overview of business and desire not to enroll in a specialized curriculum in business. The program is designed to acquaint students with major subject areas of business, to improve student's business vocabulary, and to provide students with an understanding of influencing factors in business decision making and activities. While this program is not designed to transfer into a four-year program, there are some 2 + 2 articulation agreements in existence with several colleges/universities.

The full Business Administration Program is available at all campus locations.

Dept/No.	Title	Credit Hours
Support Courses		•
BU 115	Business Mathematical Applications	3
10	or	
MT 123	Intermediate Algebra	
EC 241	Principles of Economics I	3
EC 242	Principles of Economics II	3
EN 101	English Composition I	3
PY 201	General Psychology	3
or	or	
SO 200	Introduction to Saclology	
or	or	
SO 215	Human Relations	
SP 103	Speech Fundamentals	. 3
Major Courses		
AC 111	Principles of Accounting I	3
AC 112	Principles of Accounting It	3
AC 265	Payroll Accounting	3
BU 100	Introduction to Business	3
BU 120	Business Software Applications	3
BU 205	Communications in Business	3
BU 207	Business Law	3
BU 230	Business Statistics	3
FN 231	Principles of Finance	3
MG 260	Principles of Management	3
MG 261	Human Resources Management	3
MK 270	Principles of Marketing	3
	Restricted Electives	6

<sup>&</sup>lt;sup>1</sup>Restricted Elective - choose 6 hours from:

Accounting, Business, Computer Science, Economics, Finance, Management, Marketing, or Office Administration.

Transfer Note: If a student wishes to continue into a four-year degree program, 2 + 2 agreements are in place with several institutions. Please discuss options with your Advisor/Counselor.

A trimester-by-trimester program course sequence is available at <a href="http://www.southernwv.edu/programs/business-administration">http://www.southernwv.edu/programs/business-administration</a>

Department Chair: 304.236.7619 Administrative Secretary: 304.236.7609

#### **Business Administration**

Associate in Applied Science Minimum 64 Credit Hours

#### Purpose

The Business Administration Program meets the needs of students who wish a broad overview of business and desire not to enroll in a specialized curriculum in business. The program is designed to acquaint students with major subject areas of business, to improve student's business vocabulary, and to provide students with an understanding of influencing factors in business decision making and activities. Additionally, this program - through its internship that provides hands-on experiences - could aid a student in recognizing a specific business field to be pursued in future studies. While this program is not design to transfer into a four-year program, there are some 2 + 2 articulation agreements in existence with several colleges/universities.

The full Business Administration Program is available at all campus locations.

Dept/No.	Title	Credit Hours
Support Courses		
AC 111 -	Principles of Accounting I	3
8U 100	Introduction to Business	3
BU 115	Business Mathematical Applications	3
OR	OR	
MT 123	Intermediate Algebra	
BU 120	Business Soliware Applications	3
BU 205	Communications in Business	3
EC 241	Principles of Economics I	3
EC 242	Principles of Economics II	3
EN 101	English Composition I	.3 1
OR 110	Introduction to College	1
PY 201	General Psychology	3
OR	OR	
SO 200	Introduction to Sociology	
OR	OR	
SO 215	Human Relations	
SP 103	Speech Fundamentals	3
Major Courses		
AC 112	Principles of Accounting II	3
AC 265	Payroll Accounting	3
BU 207	Business Law	3
BU 230	Business Statistics	3
FN 231	Principles of Finance	3
MG 260	Principles of Management	3
MG 261	Human Resource Management	3
MK 270	Principles of Marketing	3
	*Restricted Electives	. 9

<sup>\*</sup>Any course that is not used as a requirement from AC, BU, CS, EC, FN, MG, MK, or OA may be used to fulfill the Business Administration Program restricted elective.

Transfer Note: If a student wishes to continue into a four-year degree program, 2 + 2 agreements are in place with several institutions. Please discuss options with your Advisor/Counselor.

Department Chair: 304.236.7619 Administrative Secretary: 304.236.7609

A trimester-by-trimester program course sequence is available at http://www.southernvvv.edu/programs/business-administration

#### **Business Administration**

Associate in Applied Science Minimum 68 Semester Hours

#### Purpose

The Business Administration Program meets the needs of students who wish a broad overview of business and desire not to enroll in a specialized curriculum in business. The program is designed to acquaint students with major subject areas of business, to improve student's business vocabulary, and to provide students with an understanding of influencing factors in business decision making and activities. Additionally, this program - through its internship that provides hands-on experiences - could aid a student in recognizing a specific business field to be pursued in future studies. While this program is not design to transfer into a four-year program, there are some 2 + 2 articulation agreements in existence with several colleges/universities.

The full Business Administration Program is available at all campus locations.

Dept/No.	Title	Credit Hours
Support Courses		
CS 116	Ward Processing Concepts	2
CS 118	Spread Sheet Concepts	2
EC 241	Principles of Economics I	3
EC 242	Principles of Economics II	3
EN 101	English Composition I	3
EN 102	English Composition II	3
OR 11 <b>0</b>	Introduction to College	1
PY 201	General Psychology	3
OR		
SO 200	Introduction to Sociology	
SP 103	Speech Fundamentals	3
Major Courses		•
AC 111	Principles of Accounting I	3
AC 112	Principles of Accounting II	3
BU 100	Introduction to Business	3
BU 115	Business Calculations	3
OR		
MT 123	Intermediate Algebra	
BU 205	Communications in Business .	3
BU 207	Business Law	3
BU 230	Business Şlatistics	3
BU 291	Business Administration Internship	3
FN 231		3
MG 260	Principles of Management	3
MG 261		3
MK 270		3
•		9

<sup>&#</sup>x27;Any course that is not used as a requirement from AC, BU, CS, EC, FN, MG, MK, or OA may be used to fulfill the Business Administration Program restricted elective.

Transfer Note: If a student wishes to continue into a four-year degree program, 2 + 2 agreements are in place with several institutions. Please discuss options with your Artificial Section 2 agreements are in place with several institutions. Please discuss options with your

Department Chair; 304.236.7619 Administrative Secretary: 304.236.7809 a vision of greatness.....

#### **Business Administration**

#### Associate in Science

#### Minimum 68 Semester Hours

Purpose: This Business Administration degree is designed to provide understanding of the technical aspects of the Business Administration area. This degree is career-oriented and allows direct entry into the business community.

#### **Support Courses**

Dept	. Cour	se No. Title	Credit Hours
вU	205	Communications in Business	3
CS	116	Word Processing Concepts	2
CS	118	Spread Sheet Concepts	2
EC	241	Principles of Economics I	3
EC	242	Principles of Economics II	3
EN	101	English Composition I	3
EN	102	English Composition II	3
MG	261	Human Resource Management	3
OR	110	Introduction to College	1
PY	201	General Psychology OR	3
SO	200	Introduction to Sociology	· ·
SP		•••	3
	103	Speech Fundamentals	3
Maj	or Cou	rse <b>s</b>	
AC	111	Principles of Accounting I	3
AC	112	Principles of Accounting II	3
BU	100	Introduction to Business	3
BU	115	Business Calculations OR	3
MT	123	Intermediate Algebra	
BU	207	Business Law	3
BU	230	Business Statistics	. 3
BU	291	Business Administration Internship	3
FN	231	Principles of Finance	3
MG	260	Principles of Management	3
MK	270	Principles of Marketing	3
		*Restricted Electives	9

<sup>\*</sup>Note: Any course that is not used as a requirement from AC, BU, CS, EC, FN, MG, MK, or OA may be used to fulfill the Business Program restricted elective for each business program. Transfer Note: If a student wishes to continue into a four-year degree program, 2 + 2 agreements are in place with several institutions. Please discuss options with your Advisor/Counselor.

Department Chair: Dr. Gail Hall 304.236.7619

Administrative Secretary: Rhonda Collins 304.236.7609

#### BUSINESS ADMINISTRATION Associate in Applied Science 68 Semester Hours

Purpose: This Business Administration degree is designed to provide understanding of the technical aspects of the area Business Administration. This degree is career-oriented and allows direct entry into the business community.

#### Recommended Program Sequence

FIRST	r year-first	SEMESTER		
Dept.	Course No.	Title	Credit Hours	Total Hours
AC	111	Principles of Accounting I	3	
BU	100	Introduction to Business	3	
CS	116	Word Processing Concepts	2	
CS	118	Spread Sheet Concepts	2	
EN	101-	English Composition I	3	
SP	103	Speech Fundamentals	3	
OR	110	Introduction to College	j	
				17
FIRST	YEAR-SECON	ID SEMESTER		
Dept.	Course No.	Tltle	Credit Hours	Total Hours
AC	112	Principles of Accounting II	3	
BU	115	Business Calculations		
		OR		
MT	123	Intermediate Algebra	3	
BU	205	Communications in Business	3	
EN	102	English Composition II	3	
PΥ	201	General Psychology		
	•	OR		
SO	200	Introduction to Sociology	3	
				15
SECON	ND YEAR-FIRS	T SEMESTER		
Dept.	Course No.	Title	Credit Hours	Total Hours
BU	207	Business Law	3	
BU	230	Business Statistics	. 3	
EC	241	Principles of Economics I	3	
FN	231	Principles of Finance	.3	
MG	260	Principles of Management	3	
MK	270	Principles of Marketing	3	
				18
SECON	D YEAR-SECC	OND SEMESTER		
Dept.	Course No.	Title	Credit Hours	Total Hours
BŪ	291	Business Administration Internship	3	
EÇ	242	Principles of Economics II	3	
MG	261	Human Resource Management	3	
		*Restricted Elective	. 9	
				<u>18</u>
		Total Hours		68
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<sup>\*</sup>Note: Any course that is not used as a requirement from AC, BU, CS, EC, FN, MG, MK, or OA may be used to fulfill the Business Program restricted elective for each business program.

The Business Administration Associate in Applied Science Degree provides opportunities for students who may want to focus on a specific area of emphasis in Entrepreneurship, Health Care Management, Hospitality Management, or Marketing. The suggested courses (based upon the student's career objective) for each of these areas of emphasis are:

war cliffenent zuile					
Dept,	Course No.	Title	Credit Hours		
AĊ	249	Managerial Accounting	3		
MG	262	Small Business Management	3		
		*Elective			

Note: If a student wishes to continue into a four-year degree program, 2+2 agreements are in place with several institutions: Concord University (last two years

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# BUSINESS ADMINISTRATION Associate in Applied Science 68 Semester Hours

Purpose: This Business Administration degree is designed to provide understanding of the technical aspects of the area Business Administration. This degree is career-oriented and allows direct entry into the business community. A basic knowledge of the business organization and procedures (accounting, economics, finance, management, and marketing), a general education background enables employment in management, real estate, banking, sales, human resource management, and other areas of business administration.

#### Recommended Program Sequence

RIRST VEAR FIRST SEMEST	מיזוי

FIRS	T YEAR-FIRST	SEMESTER		
Dept.	Course No.	Title	Credit Hours	<b>Total Hours</b>
BU	100	Introduction to Business	3	
BU	115	Business Calculations		
		OR		
MT	123	Intermediate Algebra	3	
CS	116	Word Processing Concepts	2	
CS	118	Spread Sheet Concepts	2	
EN	101	English Composition I	3	
SP	103	Speech Fundamentals	3	
OR	110	Introduction to College	1	
				17
FIRS'	T YEAR-SECON	ND SEMESTER		
Dept.	Course No.	Title	<b>Credit Hours</b>	<b>Total Hours</b>
AC	111	Principles of Accounting I	3	
EC	241	Principles of Economics I	3	
EN	102	English Composition II	3	
MG	260	Principles of Management	3	
MK.	270	Principles of Marketing	3	
PY	201	General Psychology OR		
\$O	200	Introduction to Sociology OR		
SO	215	Human Relations	3	
				18
SECO	ND YEAR-FIRS	T SEMESTER		
Dept.	Course No.	Title	Credit Hours	Total Hours
AC	112	Principles of Accounting II	3	
BU	205	Communications in Business	3	•
BU	207	Business Law	3	
BU	230	Business Statistics	3	
EC	242	Principles of Economics II	3	
MG	261	Human Resource Management	3	
				18
SECO.	ND YEAR-SECO	OND SEMESTER	•	
Dept.	Course No.	Title	Credit Hours	<b>Total Hours</b>
<b>^</b>		- · · · · · · · · · · · · · · · · · · ·	•	

Dept. Course No.

BU 291

Business Administration Internship
FN 231

Principles of Finance
Business Program Elective

Credit Hours

3

Principles of Finance
9

<u>15</u>

Total Hours

68

Note: Any course that is not used as a requirement from AC, BU, CS, EC, FN, MG, MK, or OA may be used to fulfill the Business Program restricted elective for each business program.



The Business Administration Associate in Applied Science Degree provides opportunities for students who may want to focus on a specific area of emphasis in Entrepreneurship, Health Care Management, Hospitality Management, or Marketing. The suggested courses (based upon the student's career objective) for each of these areas of emphasis are:

#### Entrepreneurship:

Dept.	Course No.	Title	<b>Credit Hours</b>
AC	249	Managerial Accounting	3
MG	262	Small Business Management	3
		*Blective	

<sup>\*</sup>Any course that is not used as a requirement from AC, BU, EC, FN, MG, MK, or OA may be used to fulfill the Elective requirement for any Business Program Elective.

#### Health Care Management:

Dept.	Course No.	Title	<b>Credit Hours</b>
ΑH	108	Medical Terminology	2
BS	115	Human Biology	4
BU	101	Introduction to Health Care Institutions	3
BU	209	Medical Administrative Law and Ethics	3
MG	263	Health Care Supervision	3
MK	274	Services Marketing	3
OA	230	Medical Billing and Coding	3

#### Hospitality Management:

Dept.	Course No.	Title	Credit Hours
BU	102	Introduction to Hospitality	3
BU	211	Hospitality Law	3
FN	130	Food Service Risk Management	3
FΝ	200	Purchasing	3
FN	233	Cost Control/Revenue	3
MG	- 160	Operations Management	3
MG -	264	Supervision	3
MK	274	Services Marketing	3
MK	277	Hospitality Marketing	3

#### Marketing:

Dept.	Course No.	Title	<b>Credit Hours</b>
PY	201	General Psychology	
		OR	
SO	200	Introduction to Sociology	3
MK	271	Advertising and Sales Promotion	3
MK	272	Retailing	3
MK	273	Salesmanship	3
MK	274	Services Marketing	3 .

If a student wishes to continue into a four-year degree program, 2 + 2 agreements are in place with several institutions: Concord University (last two years there), Franklin University (on-line), West Virginia State University (part of last two years of courses will be taught at Southern with travel to State's campus for the remaining), and Midway. Please consult with faculty advisor for additional specific information.

Note: Any course that is not used as a requirement from AC, BU, EC., FN, MG, MK, or SE may be used to fulfill the Business Program restricted elective for each business program.

The goals of the Business Administration Program are:

- to graduate students who demonstrate an integrated understanding of business administration through foundation skills in accounting, finance, economics, marketing, management, mathematics, statistics, and computer technology
- to graduate students with a specialized area of study in business administration
- to graduate students who demonstrate effective skills in communication, problem-solving, and decision-making
- to graduate students with an understanding of the social, political/legal, technological, and global influences in domestic business issues.
- to graduate students with a sound understanding of ethical conduct and reasoning
- to address the diverse needs and foster relationships with the community by providing continuing education,
   extended campus instruction, internships, and consultative services

# Appendix II

Faculty Data Sheets

(No more than TWO pages per faculty member

Name: Patricia Ann Poole

Check one: 

□ Full-time □ Part-time □ Adjunct □ Graduate Assistant

Highest degree earned <u>Master's Degree</u> Conferred by <u>Marshall University</u>

Date degree received <u>1987</u> Area of specialization <u>Education—plus</u>, <u>32 post-graduate hours in</u>

business-related courses and Bachelor's in Business Education

Professional registration/licensure

Years of employment at present institution 28

Years of employment in higher education 28

Years of related experience outside higher education 5

Non-teaching experience Worked as an Administrative Assistant at: Cabell-Huntington Hospital,

Barboursville Insurance Agency, and United Parcel Service

To determine compatibility of credentials with assignment:

a. <u>List courses you taught this year those you taught last year: (If you participated in team-taught course, indicate each of them and what percent of courses you taught.) For each course include year and semester taught, course number, course title and enrollment.</u>

<b>b</b> .	Year/Semester	Course Number and Title		<u>Enrollment</u>
	Fall 2012	BU 120 -Business Software Applications	CRN-236	25
	Fall 2012	BU 120 -Business Software Applications	CRN-698	19
	Fall 2012	OA 103 —Document Processing I	CRN-252	14
	Fall 2012	OA 104 -Document Processing II	CRN-253	15
	Fall 2012	*OA 140 Administrative Office Procedures	CRN-255	9
	Fall 2012	*OA 143 Legal Office Procedures	CRN-256	4
	Fall 2012	*OA 145 - Medical Administrative Procedure		
		*Classes taught as one 3-hour course	4221-47	•
	Spring 2012	BU 120 -Business Software Applications	CRN-246	27
	Spring 2012	MG 261 -Human Resources Management	CRN-231	24
	Spring 2012	OA 103 -Basic Document Processing I	CRN-647	19
	Spring 2012	OA 131 -Records Management	CRN-236	23
	Spring 2012	OA 135 -Document Processing Simulation	CRN-237	8
	Spring 2012	OA 240 -Administrative Management	CRN-240	15
	Fall 2011	BU 120 -Business Software Applications	CRN-478	8
	Fall 2011	BU 120 -Business Software Applications	CRN-459	8
	Fall 2011	BU 120 -Business Software Applications	CRN-164	28
	Fall 2011	MG 261 -Human Resources Management	CRN-149	24
	Fall 2011	OA 103 -Basic Document Processing I	CRN-156	25
	Fall 2011	OA 104 -Document Processing II	CRN-157	18
	Fall 2011	*OA 140 -Office Administrative Procedures	CRN-466	10
	Fall 2011	*OA 143 -Legal Office Procedures	CRN-467	2
	Fall 2011	*OA 145 -Medical Administrative Procedures	CRN-468	10
		*Classes taught as one 3-hour course		

- If degree is not in area of current assignment, explain. ¢.
- d. Identify your professional development activities during the past five years.
  - 1. Blackboard 9.1 Training Course (via Southern WV Comm. & Tech. College) (Spring 2012)
  - 2. SP. Toolcs-Leadership-President's Future Leaders Academy -Year 1 and Year 2 (2010 and 2011)

  - Post-Graduate Class-ATE 520-Principles Cooperative Education (Summer 2011)
     Post-Graduate Class-ATE 522-Administration of Cooperative Programs (Summer 2011)
  - 5. Post-Graduate Class-ATE 549-Occupational Analysis Instructional Design (Fall 2010)
  - 6. Workshop: Developing A Systemic Sector (Targeted Industry) Strategy (via Comm. & Tech. College System) (Fall 2010)
  - 7. Certification in Microsoft Office (via New Horizons) (Summer 2009)
  - 8. Workshop: Creating a Competitive Workforce for West Virginia: Connecting Relevancy with Rigor within Community and Technical College Programs and Services (via Comm. & Tech. College System) (Fall 2008)
  - 9. Post-Graduate Class- MKT 511-Marketing and Management (Summer 2007)
  - 10. Post-Graduate Class-MGT 620-Human Resources Management (Summer 2007)
  - 11. Post-Graduate Class-ATE 651-Devloping Marketing Curriculum (Summer 2007)
  - 12. Post-Graduate Class-Cl 560-Entreprenuer Academy (Fall 2007)

  - 13. WV Business Association (WVBEA) Fall Conference (Fall 2007)
    14. Course in Medical Billing and Coding (via Southern WV Comm. & Tech. College) (Fall 2008)
  - 15. Southern Business Education Association Conference (Fail 2008)
- List awards/honors (including invitations to speak in your area of expertise) or special ė. recognitions in last five years.
  - 1. President's Award for Excellence in Teaching (2011)
  - Twice Nominated for Savas-Kostas Award for Excellence (2010 and 2006)
- f, Indicate any other activities which have contributed to effective teaching.
- List professional books/papers published during the last five years. g.
- List externally funded research (grants and contracts) during last five years. h.

(No more than TWO pages per faculty member

Name:	Gail	Hall

Check one: ⊠Full-time □Part-time □Adjunct □Graduate Assistant

Highest degree earned Ed.D Conferred by The University of Tennessee

Date degree received August 1985 Area of specialization Vocational Technical Ed – Business

Education w/cognate in Management

Professional registration/licensure West Virginia Teacher's Certificate

Years of employment at present institution 41

Years of employment in higher education 41

Years of related experience outside higher education 12

Non-teaching experience 0

To determine compatibility of credentials with assignment:

a. <u>List courses you taught this year those you taught last year: (If you participated in team-taught course, indicate each of them and what percent of courses you taught.) For each course include year and semester taught, course number, course title and enrollment.</u>

b.	Year/Semester	Course Number and	Title	<u>Enrollment</u>
	Spring 2011	BU 205	Communications in Business	13
	· •	MG 261	Human Resource Manageme	nt 10
		OA 150	Transcription Skills	4
		OA 235	Legal Research	4
	Fall 2011	BU 100	Introduction to Business	17
		BU 205	Communications in Business	8
		OA 225	Professional Image for Majors	2
	Spring 2012	BU 205 L01	Communications in Business	20
	, -	BU 205 W01	Communications in Business	10
		MK 270	Principles of Marketing	2
		OA 129	Medical Terminology	
			and Transcription	1
		OA 130	Administrative Machine Transcrip	otion 1
		OA 225	Professional Image for Majors	3
		OA 235	Legal Transcription	1
	Fall 2012	MG 261	Human Resource Managemen	nt 1

- c. If degree is not in area of current assignment, explain.
- d. <u>Identify your professional development activities during the past five years.</u>
  ~Attended the WV Vocational –Technical/Adult Technical Education conferences
  - ~Attended the WV Business Education Association conference

- List awards/honors (including invitations to speak in your area of expertise) or special e. recognitions in last five years.

  ~Williamson Appalachian Regional Hospital Local Advisory Committee, Chair

  ~Laurel Lake Wildlife Management Area Foundation, Board Chair

  - ~Mingo County/Coalfield Community Action Partnership, Vice Chair
- Indicate any other activities which have contributed to effective teaching. f.
- List professional books/papers published during the last five years. g.
- List externally funded research (grants and contracts) during last five years. h.

(No more than TWO pages per faculty member

Name:	<u>Rosa</u>	<u>Lea</u>	<u>Mcl</u>	<u> Veal</u>
-------	-------------	------------	------------	--------------

Highest degree earned Masters Conferred by Marshall University

Date degree received 1991 Area of specialization Business Education

Professional registration/licensure Real Estate Broker and Accredited Financial Counselor

Years of employment at present institution 24

Years of employment in higher education 24

Years of related experience outside higher education <u>Employed in other businesses since 1972.</u>

<u>Business owner for 26 years- Century 21 Hometown Real Estate, Inc.; employed as public accountant approximately 8 years.</u>

Non-teaching experience See above

To determine compatibility of credentials with assignment:

a. <u>List courses you taught this year those you taught last year: (If you participated in team-taught course, indicate each of them and what percent of courses you taught.) For each course include year and semester taught, course number, course title and enrollment.</u>

Ь.	Year/Semester	Course Number and	<u>Title</u>	<u>Enrollment</u>
	Spring 2011	AC 265	Payroll Accounting	11
	•	BU 100 WEB	Introduction to Business	27
		BU 205	Communications in Business	24
		BU 205 WEB	Communications in Business	24
		MG 260 WEB	Principles of Management	24
	Fall 2011	BU 100	Introduction to Business	20
		BU 100 WEB	Introduction to Business	25
		BU 205	Communications in Business	13
		BU 205 WEB	Communications in Business	25
		MG 260 WEB	Principles of Management	26
	Spring 2012	BU 100 WEB	Introduction to Business	26
		BU 205 WEB	Communications in Business	28
		FN 232 WEB	Personal Finance	22
		MG 260 WEB	Principles of Management	25
	Fall 2012	BU 100	Introduction to Business	13
		BU 100 WEB	Introduction to Business	20
		BU 205	Communications in Business	12
		BU 205 WEB	Communications in Business	25
		MG 260	Principles of Management	25

c. If degree is not in area of current assignment, explain.

- d. Identify your professional development activities during the past five years.

  Various activities sponsored here at Southern, Completed 7 hrs of continuing professional education in the field of real estate for the past 20+ years. Studied personal finance and counseling to pass the national exam to become an Accredited Financial Counselor in 2010. Have completed 15 hrs per year of CPE for this license. Completed Quality Matters training for online instruction at Fairmont State University. Completing Blackboard 9.1 this semester for online instructors.
- e. <u>List awards/honors (including invitations to speak in your area of expertise) or special recognitions in last five years.</u>
- f. Indicate any other activities which have contributed to effective teaching.

  Own and manage business with 7 agents and 1 employee. Handle all accounting functions—tax returns, financial statements, etc.; marketing and other activities.
- g. <u>List professional books/papers published during the last five years.</u>
- h. List externally funded research (grants and contracts) during last five years.

(No more than TWO pages per faculty member

Name:	Gordon Gordon	Hensi	ey	,

Check one: 
□ Full-time □ Part-time □ Adjunct □ Graduate Assistant

Highest degree earned Masters Conferred by Morehead State University

Date degree received May, 2000 Area of specialization Business Administration

Professional registration/licensure

Years of employment at present institution 10

Years of employment in higher education 10

Years of related experience outside higher education 2

Non-teaching experience Accountant, Massey Energy Co.

To determine compatibility of credentials with assignment:

a. <u>List courses you taught this year those you taught last year: (If you participated in team-taught course, indicate each of them and what percent of courses you taught.) For each course include year and semester taught, course number, course title and enrollment.</u>

b.	Year/Semester	Course Number and Title	<u>Enrollment</u>
	2011 / Fall	AC 111 Principles of Accounting I: Williamson Campus	21
	2011 / Fall	AC 111 Principles of Accounting I: Logan Campus	21
	2011 / Fall	AC 211 Intermediate Accounting I: ICR	8
	2011 / Fall	AC 248 Income Tax Accounting: ICR	7
	2011 / Fall	BU 115 Business Mathematical Applications: Logan Camp	pup 12
	2011 / Fall	BU 207 Business Law: Web	30
	2012 / Spring	AC 112 Principles of Accounting II: Williamson Campus	13
	2012 / Spring	AC 112 Principles of Accounting II: Logan Campus	11
	2012 / Spring	AC 212 Intermediate Accounting It: ICR	+7
	2012 / Spring	AC 265 Payroll Accounting: ICR	27
	2012 / Spring		28
	2012 / Fall	AC 111 Principles of Accounting I; Williamson Campus	29
	2012 / Fall	AC 111 Principles of Accounting I: Logan Campus	19
	2012 / Fall	AC 211 Intermediate Accounting I: ICR	16
	2012 / Fall	AC 248 Income Tax Accounting: ICR	19
	2012 / Fall	AC 265 Payroll Accounting: Web	28
	2012 / Fall	BU 207 Business Law: Web	34
	2013 / Spring	AC 112 Principles of Accounting II: Williamson Campus	16
		AC 112 Principles of Accounting II: Logan Campus	16
	2013 / Spring	AC 212 Intermediate Accounting II: ICR	12
	2013 / Spring	AC 265 Payroll Accounting: Web	29
	2013 / Spring	BU 207 Business Law: Logan Campus	16

- c. If degree is not in area of current assignment, explain.
- d. <u>Identify your professional development activities during the past five years.</u>
- e. <u>List awards/honors (including invitations to speak in your area of expertise) or special recognitions in last five years.</u>
  2008 Savas Kostas Award
- f. Indicate any other activities which have contributed to effective teaching.
- g. <u>List professional books/papers published during the last five years.</u>
- h. List externally funded research (grants and contracts) during last five years.

(No more than TWO pages per faculty member

Name: Michael L. Redd

Check one: 
□ Full-time □ Part-time □ Adjunct □ Graduate Assistant

Highest degree earned MBA Conferred by Marshall University

Date degree received December 1981 Area of specialization Marketing

Professional registration/licensure N/A

Years of employment at present institution 26

Years of employment in higher education 26

Years of related experience outside higher education N/A

Non-teaching experience 2 Yrs.

To determine compatibility of credentials with assignment:

a. <u>List courses you taught this year those you taught last year: (If you participated in team-taught course, indicate each of them and what percent of courses you taught.) For each course include year and semester taught, course number, course title and enrollment.</u>

b.	Year/Semester 2011/Spring	Course Number and Title  BU 205 Communications in Business EC 241 Principles of Economics I EC 242 Principles of Economics II FN 231 Principles of Finance MK 270 Principles of Marketing ICR MK 274 Services Marketing WEB	Enrollment 7 24 4 1 8 14
	2011/Fall	AC 111 Principles of Accounting I EC 241 Principles of Economics I EC 242 Principles of Economics II MG 260 Principles of Management MK 270 Principles of Marketing WEB	6 22 24 13 24
	2012/Spring	AC 112 Principles of Accounting II EC 241 Principles of Economics I EC 242 Principles of Economics II MG 261 Human Resources Management MK 271 Advertising & Sales Promotion	5 26 11 7 7
	2012/Fall	AC 111 Principles of Accounting I BU 100 Introduction to Business EC 241 Principles of Economics ICR MG 260 Principles of Management ICR MK 270 Principles of Marketing WEB	12 10 24 10 21

c. If degree is not in area of current assignment, explain.

- d. <u>Identify your professional development activities during the past five years.</u>
- e. <u>List awards/honors (including invitations to speak in your area of expertise) or special recognitions in last five years.</u>
  - October 2012 Faculty of the Month
- f. Indicate any other activities which have contributed to effective teaching.
- g. <u>List professional books/papers published during the last five years.</u>
- h. List externally funded research (grants and contracts) during last five years.

(No more than TWO pages per faculty member

Name: Thad Stupi

Check one: 
□ Full-time □ Part-time □ Adjunct □ Graduate Assistant

Highest degree earned MBA Conferred by Arizona State University

Date degree received August 1976 Area of specialization Business Administration

Professional registration/licensure

Years of employment at present institution 17 Years

Years of employment in higher education 29th Year

Years of related experience outside higher education 8 Years

Non-teaching experience Accountant and Financial Sales Representative

To determine compatibility of credentials with assignment:

a. <u>List courses you taught this year those you taught last year: (If you participated in team-taught course, indicate each of them and what percent of courses you taught.) For each course include year and semester taught, course number, course title and enrollment.</u>

b.	Year/Semester	ear/Semester Course Number and Title		<u>Enrollment</u>
	Spring 2011	AC 111	Principles of Accounting I	6
	•	AC 112	Principles of Accounting II	18
		AC 250	Computerized Accounting	2
		BU 100	Introduction to Business	8
		BU 115	Business Mathematical App.	10
		EC 242	Principles of Economics II	17
		FN 231	Principles of Finance	11
		FN 232	Personal Finance	11
		MG 261	Human Resource Mgn.	9
	Fall 2011	AC 111	Principles of Accounting I	14
		AC 112	Principles of Accounting II	4
		AC 211	Intermediate Accounting II	6
-		AC 248	Income Tax Accounting	16
		BU 100	Introduction to Business	10
		EC 241	Principles of Economics I	15
		MK 270	Principles of Marketing	7
	Spring 2012	AC 112	Principles of Accounting II	10
		AC 211	Intermediate Accounting I	1
		AC 212	Intermediate Accounting II	6
		AC 250	Computerized Accounting	6
		BU 115	Business Mathematical App	4
		EC 242	Principles of Economics II 1	6
		FN 231	Principles of Finance	9
		FN 232	Personal Finance	11
		MG 260	Principles of Management	13
	Fall 2012	AC 111	Principles of Accounting I	14

AC 211	Intermediate Accounting I	5
AC 248	Income Tax Accounting	6
AC 265	Payroll Accounting	9
BU 100	Introduction to Business	7
BU 115	Business Mathematical App.	7
EC 241	Principles of Economics I	20
FN 232	Personal Finance	10

- c. <u>If degree is not in area of current assignment, explain.</u>
  N/A
- d. <u>Identify your professional development activities during the past five years.</u>
  Western CPE Individual Tax Update (Yearly) 2004 Present
  Financial Planning
- e. <u>List awards/honors (including invitations to speak in your area of expertise) or special recognitions in last five years.</u>
- f. Indicate any other activities which have contributed to effective teaching. Have done Financial Planning and income taxes for clients.
- g. <u>List professional books/papers published during the last five years.</u>
   Helped review and edit (paid consultant) for McGraw Hill 2013 Taxation of Individuals Spilker, etal.
- h. <u>List externally funded research (grants and contracts) during last five years.</u>

(No	(No more than TWO pages per faculty member					
Name: Katherine White						
Che	eck one;	□ <u>Full-time</u>	□ <u>Part-time</u>	⊠ <u>Adjunct</u>	□Graduate Assistant	
Higl	hest degree	earned	Conferred	by		
Date	ate degree received Area of specialization					
Prof	essional i	registration/licensure	•	*ን•		
Yea	rs of emp	loyment at present ir	stitution "			
Yea	rs of emp	loyment in higher ed	ucation			
Year	Years of related experience outside higher education					
Non	-teaching	experience	_	•		
	•	compatibility of crede	entials with assignme	ent:	·	
		. ,	J			
a,	List courses you taught this year those you taught last year: (If you participated in team-taught course, indicate each of them and what percent of courses you taught.) For each course include year and semester taught, course number, course title and enrollment.					
b.	<u>Year/S</u> Spring	Semester 08	Course Number a MG 273 – Salesm		Enrollment 12	
c.	If degree is not in area of current assignment, explain.					
ď.	Identify	Identify your professional development activities during the past five years.				
ө.	List awards/honors (including invitations to speak in your area of expertise) or special recognitions in last five years.					
f.	Indicate any other activities which have contributed to effective teaching.					
g.	List professional books/papers published during the last five years.					
h.	List ext	ter <u>nally funded res</u> ea	rch (grants and cont	racts) during last five	years.	

#### APPENDIX II Faculty Data

(No	more thai	n T <b>WO</b> pages per faci	ulty member		
Nam	ne: <u>Paul I</u>	Blackburn			
Che	ck one:	□Full-time	□ <u>Part-time</u>	⊠ <u>Adjunct</u> _	]Graduate Assistant
High	est degree	earned	Conferred by		
Date	degree rec	eived	Area of specia	lization	
Profe	essional r	egistration/licensure			
Year	s of empl	oyment at present ins	titution ·		
Year	s of empl	oyment in higher educ	eation		
Year	s of relate	ed experience outside	higher education		
Non-	teaching	experience			
To de	etermine o	compatibility of creder	itials with assignment	:	
a. b.	taught course	urses you taught this v course, indicate each include year and sem emester 07	of them and what per	cent of courses yournber, course title	u taught.) For each
c.	<u>If degre</u>	e is not in area of curi	rent assignment, expla	ain.	
d.	<u>Identify</u>	your professional dev	elopment activities du	ring the past five y	ears.
e.		ards/honors (including tions in last five years.		in your area of ex	xpertise) or special
f.	Indicate	any other activities w	hich have contributed	to effective teachir	<u>ng.</u>
g.	List prof	essional books/paper	s published during the	last five years.	
h.	List ext	ernally funded researc	ch (grants and contrac	ts) during last five	<u>years.</u>

#### APPENDIX II Faculty Data

(No more than TWO pages per faculty member

Name: <u>J. Chr</u>	istopher Gray			
Check one:	□ <u>Full-time</u>	□ <u>Part-time</u>	⊠ <u>Adjunct</u>	_□Graduate Assistant
Highest degree	earned <u>Masters of Busi</u>	iness Administration C	onferred by <u>l</u>	Marshall University
Date degree rec	eived <u>May 13, 1995</u> A	rea of specialization		
Professional r	egistration/licensure			
Years of empl	oyment at present inst	itutlon <u>16</u>		
Years of employed	oyment in higher educ	ation <u>16</u>		
Years of relate	ed experience outside i	higher education $1.5$		
Non-teaching	experience			
To determine o	compatibility of creden	tials with assignment:		
				you participated in team- es you taught.) For each

b.	Year/Semester	Course	Number	and <u>Title</u>	Enro	llment
	2012/Fall	EC	241	Principles	of Economic I	15
	2011/Fall	BU	100	Introduction	n to Business	5

course include year and semester taught, course number, course title and enrollment.

- c. If degree is not in area of current assignment, explain.
- d. <u>Identify your professional development activities during the past five years.</u>
   2010-2011 President's Future Leader's Academy Year One
   2011-2012 President's Future Leader's Academy Year Two
- e. <u>List awards/honors (including invitations to speak in your area of expertise) or special recognitions in last five years.</u>
- f. Indicate any other activities which have contributed to effective teaching.
- g. <u>List professional books/papers published during the last five years.</u>
- h. List externally funded research (grants and contracts) during last five years.

#### APPENDIX II Faculty Data

☐Graduate Assistant

(No more than TWO pages per faculty member

Name: <u>Ray Ellis</u>

Check one: ☐Full-time ☐Part-time ☒Adjunct

Highest degree earned Conferred by

Date degree received Area of specialization

Professional registration/licensure

Years of employment at present institution

Years of employment in higher education

Years of related experience outside higher education

Non-teaching experience

To determine compatibility of credentials with assignment:

List courses you taught this year those you taught last year. (If you participated in team-taught course, indicate each of them and what percent of courses you taught.) For each course include year and semester taught, course number, course title and enrollment.

<b>b.</b>	Year/Semester	Course Number and Title	Enrollment
	Spring 2008	MK 270 – Principles of Marketing	15
	Fall 2010	MG 262 – Small Business Management	8
	Fall 2011	MG 262 - Small Business Management	9

- c. If degree is not in area of current assignment, explain.
- d. <u>Identify your professional development activities during the past five years.</u>
- e. <u>List awards/honors (including invitations to speak in your area of expertise) or special recognitions in last five years.</u>
- f. Indicate any other activities which have contributed to effective teaching.
- g. <u>List professional books/papers published during the last five years.</u>
- h. <u>List externally funded research (grants and contracts) during last five years.</u>

#### APPENDIX II **Faculty Data**

(No more than TWO pages per faculty member

Name	Michael Lester		<del>-</del>	
Chec	k one: □ <u>Full-time</u>	□ <u>Part-time</u>	⊠ <u>Adjunct</u>	_□ <u>Graduate Assistant</u>
Highe	st degree earned	Conferred by		
Date d	legree received	Area of speciali	zation	
Profes	ssional registration/licensure			
Years	of employment at present ins	titution		
Years	of employment in higher educ	cation		•
Years	of related experience outside	higher educatior		· <del>-</del>
Non-te	eaching experience			
To det	termine compatibility of creder	ntials with assignment:		
a.	List courses you taught this y taught course, indicate each course include year and sem	of them and what perc	ent of courses	you taught.) For each
b.	<u>Year/Semester</u> Summer 2012 Fall 2012 Spring 2013	Course Number and T AC 111 – Principles of BU 100 – Introduction AC 111 – Principles of	Accounting I to Business	Enrollment 4 16 15
С,	If degree is not in area of curr	rent assignment, explai	<u>n.</u>	
<del>1</del> .	Identify your professional dev	elopment activities dur	ing the past five	e years.

- List awards/honors (including invitations to speak in your area of expertise) or special e. recognitions in last five years.
- f. Indicate any other activities which have contributed to effective teaching.
- List professional books/papers published during the last five years. g.
- List externally funded research (grants and contracts) during last five years. h.

#### Appendix III

#### Business Administration Budgets

#### Southern WV Community & Technical Callege Budges FY 2007-2009

Name: Businass&-Fublic Administration.

Fünd Ora: 603102 310200

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And Hills		<b>*********</b>	1112.00	Viriance (	Allane.
Accou	nt in the state of	Budgets	-4.50	40%	
d, Core	Cescription	2007-2008	-Mocation 🔆 💸	Albeation	Allocason
	PERSONAL SERVICES & SERERIS	<del>-  </del>		<u> </u>	
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5:2000					
\$1\$000	Cher Health Insurance	1			
514503		<del> </del>			
\$15000 \$18000		+ +			
310500	TOTAL SALARIES & BENEFITS	50	\$0 T	\$6 }	\$1
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	OPERATING SXPENSES	<u> </u>	<del>!</del> _	<del></del>	
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523000		<del>;                                    </del>			
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527000 529000		1 1	<del></del>		
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53: 303	Pasonation Ques & Professional Mamoaiships	1 1	t		
501000	See Auto Bond, & Ciner insurance	<u> </u>	<u> </u>		
53/000	Cothing, Household, & Recreamonal Bectives	<del>                                     </del>	<u></u>	<del></del>	
535955	Psychologis Promptional Various Contains Expense	1 !	<del></del>	<del>-</del>	
<u> 535000</u> 93700	Paseersh Educational & Madical Suppres	182	102 1	192	95
533005	Rouses Wenterance Contracts/Wattanties			i i	
\$4035.	Merghandise for Resaile	1			
541000	Cativar Charges		1	<u>-</u>	
943900 840800	rosesta Transfer	<u> </u>	245	240 1	120
551050	Espeation Training (Societies) Viscadandors	<del></del>	·		
112000	Training & Cavelgoment				
5£\$C(G	-Fostal & Freight	500 1	240	245 1	120
56:000	Computer Suppues & Equipment < 55 000	2 257	- 30± !	983	151
556000 557000	Assinev Legal Sarvice Peyments	<u> </u>			·
128000	Acones Remburgoble Expenses  Assestances Economen Purchases < 55 000	<u></u>	·		
523636	Student Admittes	:		<del></del> j	
5elege	Chine & Communication Education Pagalla	·			
=====	Research, Educational, & Medical Education Recars				
551666	Builting & Household Engineer, Repairs	·	<del></del> - <u>-</u> -	<del></del>	
1830€0 1830€0	Rouses Montenance of Buildines Vence Recaus		<del>-ii</del> -	<del>i</del>	
143.CC	Roughe Mantenance of Groungs			7	
585000	Coner Repairs & Aiterations		į		
	TOTAL OPERATING EXPENSES	\$7,497	\$2,955	\$2,963	21,499
	i income			! <u></u>	
750-10	4SSETS		<del></del>		
71.2	2562 & Communication Educated > \$5,000   1 Value on Equipment > \$5,000   1			<del> </del>	——— <del>-</del>
72000	Resestion & Educational Education > 55 MG	<del></del> ;	<del></del>		
71000	maysehala dautement & Furnishipas > 55,000   1		<u> </u>		
74000	Bureing Equipment > \$5,000				
75032	Vehicles !			<del> </del>	
71000 75000	Personal Capital Engineering 35 MC		<del></del>		
eres:	Street Capital Engineers > 35,300	<u> </u>	<del></del>	<u> </u>	— <del>-</del>
	Contractor Payments for Captai Asset Protects				
2:22		4			
15,23 -3%2	Priorase of Materials & Supplies				
-9993 19103 12233	Consultent Payments for Capital Assats Proxits			<del></del>	
-2652 12100 12500 12500	Consument Payments for Capital Assats Provides Become Improvements				
12503 12503 12503 12503	Consultant Payments for Capital Pasats Proxids  Burding Improvements  Large Indicagnesis				
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19103 19103 12203 14303 14503 1923	Consultant Payments for Caedat Assas Proxets Secting Improvements Line Instruments Land Potenties				
-9002 19103 12003 14500 14500 1700 1700	Consultant Payments for Caedat Assas Proxets Become Improvements Large Transportants Large Protesses Sunday Portnesses	· · · · · · · · · · · · · · · · · · ·			
-0002 19103 19203 19203 14500 1902 1700 1700	Consultant Payments for Caedat Assas Proxets Second Improvements Ling Instruments Land Portnesses Sunding Portnesses Leasehard Improvements Lander School Improvements Lander School Improvement > 55.050 Lander School School > 55.050	· · · · · · · · · · · · · · · · · · ·			
-9002 19103 12003 14500 14500 1700 1700	Consultant Payments for Caestal Assas Proxids Busine Improvements Ling Polity Testing States Land Putchesos Surving Putchesos Surving Putchesos Lessehold Improvements Democrat Scyptenents		SD	20	\$0
-9002 19103 12003 14500 14500 1700 1700	Consultant Payments for Caestal Assets Proxids  Busing Improvements Ling Polytogenests Lang Purchases Surving Purchases Lessehad Improvements Democrat Education 1 - 55,000 Lampater Solwage > 15,000 TOTAL ASSETS	· · · · · · · · · · · · · · · · · · ·	SD	30	\$0
19703 19703 19703 19803 1980 1983 1983 1983 1983 1980 1980	Consultant Payments for Caedat Assets Proxids Second Improvements Lind Protosphents Land Purchases Survive Purchases Leasehold Improvements Landvier Solvement > 55,000 Landvier Solvement > 55,000 TOTAL ASSETS OTHER EXPENSES	\$0	SD	30	50
19/100 19/100 19/100 19/100 14/500 14/500 14/500 19/100 19/100	Consultant Payments for Caestal Assets Proxids  Busing Improvements Ling Polytogenests Lang Purchases Surving Purchases Lessehad Improvements Democrat Education 1 - 55,000 Lampater Solwage > 15,000 TOTAL ASSETS	\$0	SD	30	50
19/53 19/53 19/53 14/50 14/50 14/50 14/50 14/50 16/50 16/50 16/50 16/50 16/50 16/50 16/50 16/50 16/50 16/50 16/50 16/50 16/50	Consultant Payments for Caedat Assets Proxids Second Improvements Land Portheses Land Portheses Survive Portheses Land	\$0			50
19/100 19/100 19/100 19/100 14/500 14/500 14/500 19/100 19/100	Consultant Payments for Caestal Assets Proxids  Busing Improvements Listing Polytogeness Listing Polytogeness Listing Polytogeness Listing Polytogeness Lessehald Improvements Demoster Edymental > 55,000 Lampater Solwage > 55,000 TOTAL ASSETS  OTHER EXPENSES Lacondaistable Awards Egric Costs	\$0	SD	30	50
5-03-03 5-19-03 5-19-03 5-19-03 5-19-03 5-19-03 5-19-03 5-19-03 5-19-03 5-19-03 5-19-03 5-19-03 5-19-03	Consultant Payments for Caedat Assets Proxids Second Improvements Land Portheses Land Portheses Survive Portheses Land	\$0			

#### Southern WV Community & Technical College Budget FY 2008-2009

Name: Business Fund: 488000 Org: 310200

			7/1/2008	To be a second	1921 1.5
Account		Budgel	40%	40%	20%
Code	Description	2008-2009	Allocation.	Allocation	Allocation
	PERSONAL SERVICES & BENEFITS				
501000 504000	Personal Services	<u> </u>		·	<del></del>
505000	Adjunct	10.750	4,300	4,300	2,16
505000	Faculty Overload	10,750	4,300	4,300	2,18
507000	Over Time/Temporary				
506000 509000	Part-Tane Summer School		··		
5(1000	Social Security Matching	1,645	858	658	32
512000	Public Employees' Insurance				
513000	Other Health Insurance				
514000 515000	Worker's Compensation Unemployment Compensation				··
516000	Pension & Retirement	1,290	516	5(6	25
	TOTAL SALARIES & BENEFITS	\$24,435	\$9,774	\$9,774	\$4,867
	OPERATING EXPENSES				
\$20000	Office Expenses	\$750	\$300	\$300	\$15
521000	Printing and Binding	750	300	300	16
522000	Renial Expense				
523000	Utoties				
524000 525000	Telecommunications Contractual & Professional	·	<del></del>	····	_ <del></del> _
526000	Travel	1,500	600	600	300
527000	Computer Services				
\$29000	Vehicle Rental				
530000 531000	Rentals-Machines & Miscollaneous Association Dues & Professional Memberships				_
532000	Fire, Auto, Bond. & Other Insurance	1			
534000	Clothing, Household, & Recreational Supplies				
535000	Advertising & Promotional	750			
536000 537030	Vehicle Operating Expense Research, Educational, & Medical Supplies	750	300 192	300   192	150 96
538000	Routine Maintenance Contracts/Warrantios	100	102		
540000	Merchandise for Resale				
541000	Celular Charges				
542000 543000	Hospitality Education Transing (Stipends)		240	240	120
551000	Mecallaneous			<del></del> +	
552000	Training & Development				
553000	Postal & Freight	600	240	240	120
556000 556000	Computer Supplies & Equipment < \$5,000 Altorney Legal Service Payments	2,057	827	<del>627</del> [	413
557000	Attorney Reimbursable Expenses			- i	
\$\$8000	Miscellaneous Equipment Purchases < \$5,000				
559000 561000	Student Activities				
582000	Office & Communication Equipment Repairs Research, Educational, & Madical Equipment Repairs	<del></del>			
563000	Building & Household Equipment Repairs				
56 1000	Routine Maintenance of Buildings				
565000	Vehicle Repairs			<u> </u> .	
566000 568008	Routine Maintenance of Grounds Other Repairs & Alterations			<del></del>	
	TOTAL OPERATING EXPENSES	\$7,497	\$2,999	\$2,999	\$1,499
570000	ASSETS  Cffice & Convincation Equipment > \$5,000	<u> </u>			-
571000	Medical Equipment > \$5,000	· ·		**	
572000	Research & Educational Equipment > \$5,000	.,			
573000	Household Equipment & Furrishings > \$5,000				
574000 575000	Building Equipment > \$5,000				
577000	Books & Periodicals	<del></del>		-	
578000	Other Capital Equipment > \$5,000				
592000	Building Construction				
512000 512100	Contractor Payments for Capital Asset Projects Purchase of Meterrals & Supplies	·		— <del>}-</del>	
512200	Consultant Payments for Capital Assels Projects	<del></del>	<del></del>		
514300	Building Improvements				
514800	Land Improvements				
514900 515000	Land Purchases Building Purchases		+	<del>-</del>	
515700	Leasehold Improvements		<u>_</u>	-	
517000	Computer Equipment > \$5,000				
517100	Computer Statware > \$5,000 TOTAL ASSETS	40			
	TOTAL ASSETS	\$0	\$0	\$0	10
	OTHER EXPENSES				
83000	Scholarships, Awards				
89000	Bank Costs		<del></del>		
	Indirect Costs		————— <del>——</del> ——		
12500	TOTAL OTHER EXPENSES	1 O2	50 ]	301	192
12300	TOTAL OTHER EXPENSES  TOTAL EXPENSES	20	\$12,773	\$12,773	\$0

Name: Business Fund: 462000 Org: 310200

\$04000       \$05000       \$05000       \$05000       \$05000         \$05000       \$05000       \$05000       \$05000       \$05000       \$05000       \$1000       \$11000       \$11000       \$11000       \$11000         \$11000         \$11000         \$11000         \$11000         \$11000           \$11000           \$11000           \$11000           \$11000           \$11000             \$11000             \$11000               \$11000                 \$11000                 \$11000                   \$11000                     \$11000                       \$11000                         \$11000                         \$11000                           \$11000                           \$11000                                   \$11000	Description  PERSONAL SERVICES & BENEFITS  Personal Services Increment Adjunct Faculity Overbad Oyer Tune/Jemporery Pert-Time Summer School Social Security Matching Pubble Employees' Insurance Other Health Insurance Worker's Compensation Pension & Retirement TOTAL SALARIES & BENEFITS  OPERATING EXPENSES Office Expenses Printing and Barding Rental Expense Unities Telescommerications Contractual & Professional Insurance Insurance Unities Telescommerications Contractual & Professional Insurance	Approved Budget 2009-2010  750 750 1,600	7/1/2009 40% Allocation	10/1/2009 40% Allocation	2/1/2010 20% Allocation
Account  Code  501000   Pi 504000   Pi 504000   Pi 505000   A 505000   Pi 505000   Pi 505000   Pi 505000   Pi 513000   Pi 513000   Pi 513000   Pi 514000   Pi 5140	Description PERSONAL SERVICES & BENEFITS Personal Services Increment Adjunct Facusty Overhand Over Tune/Temporery Part-Time Summer School Social Security Matching Pubbe Employees' Insurance Other Health Insurance Worker's Componsaison Unemployment Congensaison Pension & Retirement TOTAL SALARIES & BENEFITS  OPERATING EXPENSES Office Expenses Printing and Birding Rental Expense Unities Telescommunikations Confuectual & Professional Inavel I	Budget 2009-2010	Allocation  Allocation  300 300	Allocation  Allocation  300 300	Allocation
Code  501000   P 501000   P 501000   P 501000   P 501000   P 501000   P 505000   P 507000   O 508000   P 509000   S 511000   P 51100	Description PERSONAL SERVICES & BENEFITS Personal Services Increment Adjunct Facusty Overhand Over Tune/Temporery Part-Time Summer School Social Security Matching Pubbe Employees' Insurance Other Health Insurance Worker's Componsaison Unemployment Congensaison Pension & Retirement TOTAL SALARIES & BENEFITS  OPERATING EXPENSES Office Expenses Printing and Birding Rental Expense Unities Telescommunikations Confuectual & Professional Inavel I	2009-2010 	Allocation	Allocation	Allocation
501000   File	PERSONAL SERVICES & BENEFITS  Personal Services Increment Addunct Faculty Overload Oyer Time/Temporery Part-Time Summer School Public Employees' Insurance Other Health Insurance Worker's Compensation Unemployment Corresposation Pension & Retirement TOTAL SALARIES & BENEFITS  Office Expenses Printing and Birding Rental Expense Uniques Telescammurakations Contractual & Printing Signal Inavel - Micago Retirebursement Inavel - Ledging Inavel - Ledging Inavel - Ledging Inavel - Afficase	750	300	300	160
S04000   B   S05000   B   S05000   F   S050000   F	Personal Services Increment Andring Facusiy Overland Over Tune/Temporery Part-Time Summer School Public Employees' Insurance Other Health Insurance Worker's Componssion Unemployment Corpegsation Pension & Retirement TOTAL SALARIES & BENEFITS  Office Expension OPERATING EXPENSES Office Expension Undites Undites Telecommunikations Contractual & Printessional Insuret - Micago Retirebursement Insuret - Ledging Insuret - Affices Contractual Insuret - Ledging Insuret - Affices School Insuret - Af	750	300 300	300	160
504009   10	Increment Adjunct Faculin Overhand Over Tune/Temporery Part-Time Summer School Social Security Matching Pubble Employees' Insurance Other Health Insurance Worker's Compensation Unemployment Compensation Pension & Retirement TOTAL SALARIES & BENEFITS  OPERATING EXPENSES Office Expenses Printing and Birdfing Rental Expense Unities Telecommunications Conductual & Professional Iravel Iravel - Micago Reimbursement Iravel - Ledging Iravel - Ledging Iravel - Ledging Iravel - Afferse	750	300 300	300	160
\$0,000   A	Adjunct Faculiy Overbad Oyer Ture/Femporery Part-Time Summer School Summer School Social Security Matching Public Employees' Insurance Other Health insurance Worker's Compensation Unemployment Compensation Pension & Retirement TOTAL SALARIES & BENEFITS  OPERATING EXPENSES Office Expenses Printing and Birding Rental Expense Upgins Telecommunikations Contractual & Professional Inavel In	750	300 300	300	160
S97000   O	Oyer Time/Temporery Part-Time Summer School Social Security Matching Pubble Employees' Insurance Other Health Insurance Worker's Compensation Unemployment Congensation Pension & Retirement TOTAL SALARIES & BENEFITS  OPERATING EXPENSES Office Expenses Printing and Barding Rental Expense Unities Telecommunikations Confuectual & Professional Iravel Iravel - Micago Reimbursement Iravel - Ledging Iravel - Ledging Iravel - Afferse	750	300 300	300	150
\$0,000   P	Part-Time Summer School Summer School Sondar Security Matching Public Employees' Insurance Other Health Insurance Worker's Compensation Unemployment Compensation Pension & Retirement TOTAL SALARIES & BENEFITS  OPERATING EXPENSES Office Expenses Printing and Birding Rental Expense Upgins Telecommunikations Contractual & Professional Inavel Inav	750	300 300	300	16
September   Sept	Summer School Social Security Matching Pubbe Employees' Insurance Other Health Insurance Worker's Compensation Unemployment Corpgensation Pension & Retirement TOTAL SALARIES & BENEFITS  OFFERATING EXPENSES Office Expenses Printing and Bixding Rental Expense Uniting Telecommunications Telecommunications Telecommunications Telecommunications Travel - Micago Reimbursement Travel - Ledging Travel - Travel - Ledging Travel - Afferse	750	300 300	300	16
\$11000 S \$12000 P \$13000 O \$13000 O \$13000 O \$14000 W \$15000 D \$16000 P \$16	Social Security Matching Public Employees' Insurance Other Health Insurance Worker's Compensation Unemployment Congensation Pension & Retirement TOTAL SALARIES & BENEFITS  OPERATING EXPENSES Office Expenses Printing and Barding Rental Expense Unities Telecommunikations Contractual & Professional Iravel - Micaeo Retirebursement Iravel - Ledging Iravel - Ledging Iravel - Afferse	750	300 300	300	
512000 Ps 513000 Qs 513000 Qs 514000 Ws 516000 Ps 514000 Ps 514000 Ps 515000 Ps 521000 Ps 521000 Ps 522000 Rs 522000 Rs 522000 Rs 522000 Rs 522000 Rs 525000 Rs 526000 Rs 53000 Rs	Public Employees' Insurance Other Health Insurance Worker's Compensation Unemployment Compensation Pension & Retirement TOTAL SALARIES & BENEFITS  OPERATING EXPENSES Office Expenses Printing and Birding Rental Expense Unities Telescommunikations Contractual & Professional Inavel In	750	300 300	300	
\$14000   W \$15000   P \$15000   P \$15000   P \$15000   P \$15000   P \$15000   P \$2000   Off \$22000	Worker's Compensation Unemployment Corpensation Pension & Retirement TOTAL SALARIES & BENEFITS  OPERATING EXPENSES  Office Expenses Printing and Barding Rental Expense Unities Telecommunikations Contractual & Professional Iravel - Micaco Retirebursement Iravel - Ledging Iravel - Ledging Iravel - Afferse	750	300 300	300	
\$15000 U \$15000 P \$15000 P \$21000 P \$21000 P \$21000 P \$21000 P \$21000 P \$22000 P \$22	Unempkriment Corpensation Pension & Retirement TOTAL SALARIES & BENEFITS  OPERATING EXPENSES Office Expenses Printing and Birding Rendl Expense Uniting Telescommunikations Contractual & Prinfessional Inavel Inavel - Micago Reimbursement Inavel - Ledging Inavel - Affices	750	300 300	300	16
516000 Pr  520000 Off 521000 Pr  522000 Res 522000 Res 522000 Res 524000 Tr  525000 Tr  526000 Res 531000 Co  531000 Res	Pension & Retirement  TOTAL SALARIES & BENEFITS  OPERATING EXPENSES  Office Expenses Printing and Binding Rental Expense  Unities  Telecommunications Contractual & Printings Contractual & Printings Inavel Iravel - Lodging Iravel - Lodging Iravel - Lodging Iravel - Fize	750	300 300	300	16
52000 Oli 521000 Pri 522000 Pri 525000 Co 526000 Tri 525000 Pri 525000 Pri 525000 Pri 526000 Pri 52	OPERATING EXPENSES  OPERATING EXPENSES  Office Expenses  Printing and Barding  Rental Expense  Unities  Telecommunications Contractual & Professional  Iravel - Micaco Reimbursement Iravel - Ledging Iravel - Ledging Iravel - Afferse	750	300 300	300	
521000 Pri 522000 Ros 522000 Ros 523000 Ut 524000 Tr 525000 Co 525000 Co 526000 Tr 526000 Tr 526001 Tr 526000 Ros 53000 Ros 53000 Ros 531000 Ros	Office Expenses Printing and Birding Rental Expense Unities Telecommunications Contractual & Professional Iravel Iravel - Micaco Reimbursement Iravel - Ledging Iravel - Fize	750	300	300	
\$21000 Pri \$22000 Res \$22000 Res \$22000 Res \$22000 Res \$22000 Res \$22000 Pri	Office Expenses Printing and Birding Rental Expense Unities Telecommunications Contractual & Professional Iravel Iravel - Micaco Reimbursement Iravel - Ledging Iravel - Fize	750	300	300	
521000 Pri 522000 Ros 522000 Ros 523000 Ut 524000 Tr 525000 Co 525000 Co 526000 Tr 526000 Tr 526001 Tr 526000 Ros 53000 Ros 53000 Ros 531000 Ros	Printing and Birding Rentind Expense Unitins Telescommunikations Contractual & Professional Iravel Iravel - Micago Reimbursement Iravel - Lodging Iravel - Afferse	750	300	300	
\$22000   Re- \$22000   Co- \$2200	Rental Expense Unities Unities Contractual & Professional Travel Travel - Micaco Reimbursement Travel - Codging Travel - Free				
\$24000   Te 525000   Co 525000   Co 525000   Co 525001   Tre 526001   Tre 526000   Tre 525000   Co 525000	Telecommunications Contractual & Professional Travel Travel - Micago Retmbursement Travel - Louging Travel - Afr Fare	1,600			
525000   Co. 525000   Iris 526000   Iris 526000   Iris 526000   Iris 526001   Iris 527000   Co. 539000   Iris	Contractual & Professional Fravel Travel - Micaco Retribuisement Travel - Lodging Travel - Air Fare	1,600		:	
\$26000	fravel Fravel - Micago Reimbursement Travel - Lodging Fravel - Af Fare	1,600			
\$26001   Tre 526001   Tre 526001   Tre 526002   Tre 526004   Tre 526004   Tre 526004   Tre 526004   Tre 526004   Tre 526000   Tre 5260000   Tre 526000   Tre 5260	Travel - Micago Reimbursement Travel - Lorging Travel - Air Fare	1,000	600	500	300
526002 Tre 526002 Tre 526002 Tre 526001 Tre 526001 Tre 527000 Co 525000 Vel 527000 Co 525000 Vel 531000 Ra	Travel - Loriging Travel - Air Fare	<del>                                     </del>		- 500	
526003   Tree   526003   Tree   526003   Tree   525000   Tree   527000   Co   529000   Co   539000   Co   5390000   Co   53900	fravel - Air Fare				
527000   Co- 525000   Vel- 525000   Vel- 525000   Vel- 525000   Rie- 525000   Rie- 525000   Rie- 525000   Rie- 525000   Ad- 525000   Ad- 525000   Ad- 525000   Rie- 525000	ravel - Miscellaneous				
525000   Vel.		<u> </u>			
\$50000 Re \$50000 Re \$51000 As \$51000 As \$52000 Fixe \$524000 Clo \$524000 Clo \$524000 Re \$535000 As \$535000 Re \$535000 Re \$535000 Re \$535000 Re \$536000 Re \$536000 Re \$536000 Re \$547001 Ene \$547001 As \$55200 Trai \$55200 Re \$55200 Re \$55200 Re \$55200 Re \$55200 Re \$5600 R	Computer Services	<del>                                     </del>			
\$31000   Ass \$32000   Fire \$32000   Fire \$32000   Clo \$35000   Adv \$35000   Adv \$35000   Res \$38000   Res \$38000   Res \$38000   Eds \$42000   Eds \$42000   Eds \$42000   Eds \$43000   Eds \$43000   Eds \$43000   Eds \$43000   Eds \$43000   Eds \$43000   Eds \$43000   Eds \$43000   Eds \$43000   Fire \$51000   Miss \$52000   Adv \$52000   Adv \$52000   Adv \$53000   Adv \$63000   Adv \$63000   Ros \$63000   Hos \$63000   Hos \$	Vehiclo Rental Tentals-Machines & Miscellaneous	<del>                                  </del>	<del>-</del>		
\$32000   Fize \$32000   Con \$320000   Con \$3200000   Con \$3200000   Con \$32000000000000000000000000000000000000	Association Outes & Professional Memberships	<del></del>		- 1	
\$35000 Ads   \$35000 Per    \$35000 Per   \$35000 Per    \$35000 Per	ke, Aulo, Bond, & Cther insurance		-		
336000   Vel 537000   Rei 537000   Rei 538000   Roi 538000   Roi 542000   Roi 542000   Hoi 542000   Hoi 543000   Ede 543000   Ede 543000   Ede 547001   Ene 547001   Roi 553000   Pos 553000   Alto, 553000   Ros 552000   Ros 63000   Roi 64000   Office 62000   Ros 63000   Roi 65000   Roi 66000   Roi	Cothing, Household, & Retreational Supplies				
537000   Res   538000   Rou	Advertising & PromoEonal	1 750			
\$38000   Ros \$50000   Mill \$50000   Mill \$50000   Mill \$54000   Cele \$54000   Edu \$54000   Edu \$54000   Edu \$54000   Edu \$54000   Edu \$551000   Mill \$551000   Mill \$552000   Tel \$553000   Pol \$553000   Pol \$553000   Alto \$553000   Alto \$553000   Alto \$56000   Alto \$56000   Stock \$6000   Stock \$6000   Cele \$6000   Cele \$6000   Cele \$70000   Mill \$7000	/ehlde Operating Expense Research, Educational, & Medical Supplies	750 480	300 192	300 192	150 96
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#### Southern WV Community & Technical College Budget FY 2010-2011

Name: Business Administration

Fund: Org: 458900 310202

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Pension & Refirement
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Computer Services
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#### Southern WV Community & Technical College Birdget FY 2011-2012

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531000	Association Dues & Professional Memberships		1		ļ		
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339000 lb 31200 lb	ank Costs		_			<u> </u>	
	TOTAL OTHER EXPENSES	20	_	SO	\$0		50
	TOTAL EXPENSES	\$4,480	_	\$1,792	\$1,792		5896

#### Appendix IV

#### Business Administration Assessment Data

#### Assessment Results 2007-2008

Office of the Vice President for Academic Affairs

May 27, 2008

### Summary Work Keys Summary Spring 2008 Negotiated Level: 83.30%

Program AAS	#Pass	#Taken	%Passed
Early Childhood Development	1	3	33%
Criminal Justice	0	2	0%
Radiological Technology	14	15	93%
Medical Laboratory Technology	5	13	38%
Nursing	57	57	100%
Dental Hygiene	11	11	100%
Business Administration	1		
Small Business Management	1	1	100%
General Business	12	13	92%
Health Care Management	2	4	50%
Marketing	2	2	100%
Business Accounting	15	15	100%
Office Administration	2	2	100%
Medical	2	4	50%
Administrative -	1	1	100%
Legal ·	1	2	50%
Computer Information Systems	1	2	50%
PC Support Specialist	2	4	50%
Web Design	0	1	0%
Information Technology	1	1	100%
Technical Studies-EMT	0	1	0%
Totals	130	154	84.4%

Those in gray failed to meet negotiated levels.

Students must have successfully met negotiated levels on all three parts to be considered successful.

#### Department: Business 541-AAS—Business Administration-Health Care Management

n=4

Min, AM (5) 3 -- 75% Min LI (4) 4 – 100% Min. RFI (5)

3 - 75%

All Areas-2--50%

Gender	Ethnicity	AM	LI	RFI	Met All Standards	
F	W	5	5	6	S	
F	l w	5	4	5	S	
F	W	5	4	4	U	
F	W	4	4	5	Ú	
	Sum	19	17	20		
	n≔	4	4	.4		
	Mean	4.8	4.3	5		
	Standard	5	4	5		
		0<3	0<3	0<3		
		03	03	03		
	_	14	34	14	2 – U	50% U
		35	1~-5	25	2 – S	50% S
		06_	06	16		
		07	07	07		
	Met Standard	3	4	3		

#### Department: Business 542-AAS—Business Administration-General Business

Min. AM (5)

Min LI (4) 13 – 100%

Min. RFI (5)

12 -- 92%

12 - 92%

All Areas-12--92%

Gender	Ethnicity	AM	LI	RFI	Met All Standards	
M	W	4		4		
F	W	5	4	5		
F	W	5	<del>,                                    </del>	<del></del>		
F	w	5		5	S	
F	W	5	4	5	S	
F	w	5	5	5	S	
M	W	5	5	5	S	
F	W	6	5	5	S	
М	W	6	5	5	S	
F	W	5	4	6	S	
М	W	5	4	6	S	
M	W	5	4	6	S	
М	W	5	4	6	S	
	Sum	66	56	68		
i	n=	_13	13	13		
	Mean	5.1	4.3	5.2		
	Standard	5	4	5		
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		03	03	03		
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- 1	_	105	45	85	12 – S	92% S
-		26	06	46		
		07	07	07		
	Mel Standard	12	13	12		

#### Department: Business 543-AAS—Business Administration-Marketing

n=2

Min. AM (4)

Min LI (4)

Min, RFI (5)

2 -- 100%

2-100%

2--100%

All Areas-2 -- 100%

Gender	Ethnicity	AM	LI	RFI	Met All Standards	
F	W	5	4	5	S	
F	W	6	4	7	S	
	Sum	11	8	12		
	n=	2	2	2		
	Mean	5.5	4	6		
	Standard	4	4	5		
		0<3	0<3	0<3		
		0-3	03	03		
		04	24	04	0-U	0% U
		15	05	15	2-8	100% S
		16	06	06		
		07	0-7	17		
	Met Standard	2	2	2		

#### Department: Business 543-AAS—Business Administration-Small Business Mgmt

n=1

Min. AM (5) 1 -- 100% Min LI (4) 1– 100% Min. RFI (5)

1--100%

All Areas-1 -- 100%

Gender	Ethnicity	АМ		LI		RFI		Met All Standards	
F	W	J	5		5		5	S	
[	Mean		5		5		5		
	Standard		5	}	4	]	5		
	}	0<3		0<3		0<3			
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		15	$\neg$	15		15		1-8	100% S
		06		06		06			
	-	07	ヿ	07		07	$\neg$		
	Met Standard		1		1		1		

#### 2008 Assessment Report

#### Assessment Matrix for Measuring Program Goals

#### **Business Administration**

<del></del>		Goals 1 -		<del></del>	
Evaluation Method	When Conducted	Person Responsible	Results	Audience for Results	Use of Results
Pre-test, Homework, Achievement test and Exams	Pretest - Students take the exam when enrolled in BU 100, 101, or 102, Homework - weekly. Achievement test - monthly, and Exams - Periodic	Faculty	The Pretest measures the level of knowledge as the students begins the program, Homework, achievement tests and exams measures student progress during the semester.	Pretest - Faculty, Students, Potential Employers, Homework, Achievement test and exams - Students, Instructors, and any applicable reporting agency.	The Pretest results help identify areas of deficiency. Faculty can then adjust the curriculum accordingly. Homework, Achievement test and Exams are used for course weighted average, final grades and Instructor evaluation.
Post Test	The post-test is conducted during the final semester.	Faculty	This test measures the improvement as the student completes the program.	Faculty	The results help identify area of deficiency. Faculty can then adjust the curriculum accordingly.
Work Keys	Work Keys - Annually	Faculty Representative	This test measures performance in a variety of skills that are used in the workplace.	Faculty, Students, Potential Employers.	The results help identify areas of deficiency. Faculty can then adjust the curriculum accordingly.
Internship	Internship - Final Semester of classes	Internship Supervisor	Feedback from employers with whom the student's have completed an internship.	Faculty, Students	The feedback from employers identifies student's strengths and weaknesses.

Notes:

Goal One:

The program provides students an opportunity to demonstrate an integrated understanding of business administration through foundation skills in accounting, finance, economics, marketing, management, mathematics, statistics, and computer technology.

Goal Two

The program provides students with effective skills in communication, problem-solving, and decision making.

Goal Three

The program empowers the students with an understanding of the social, political/legal, technological, and global influences in domestic business

issues.

#### 2008 Assessment Report

Goal Four Goal Five The program provides students an opportunity to demonstrate a sound understanding of ethical conduct and reasoning.

The program addresses the diverse needs and fosters relationships with the community by providing continuing education, extended campus instruction, internships, and consultative services.

#### Work Keys Results 2009

#### Institution Summary-

#### Spring 2009

#### Negotiated Level- 83.30%

Certificate Programs								
Ртодгат	# Passed	# Taken	% Passed					
EKG Health Care Technology	7	9	77.7%					
Medical Laboratory Assistant	2	11	18.2%					
Computer Information Systems (CIS)	1	1	100%					
TOTALS	10	21	47.6%					

Associate of Applied Science Degree								
Program	# Passed	# Taken	% Passed					
Surgical Technology	9	11	81.2%					
Medical Laboratory Technology	9	10	90.0%					
Paramedic Studies	0	1	_0%					
Nursing	69	74	93.2%					
Respiratory Technology	4	9	44.4%					
Salon Management / Cosmetology	6	10	60.0%					
Radiologic Technology	15	15	100.0%					
Technical Studies in Emergency Services	1	1	100.0%					
Business Accounting	8	8	100.0%					
Business Administration / Health Care Management	1	1	100.0%					
Business Administration / General Business	4	8	50.0%					
Business Administration / Small Business Management	2	2	100.0%					
Office Information Technology- Legal	0	1	0%					
Criminal Justice- Corrections	1	2	50.0%					

#### Division: Business

AAS
541- Business Administration- Health Care Management

· · ·	· · · · · · · · · · · · · · · · · · ·			<del></del>	]
Campus	Gender	Criteria: Applied Math Score	Criteria: Locating Information Score	Criteria: Reading For Information Score	Met All Three Criteria Standards
Williamson	F	5 .	4	6	S
	Summary	5	4	6	
	n=	1	1	1	
	Mean	5	4	6	
	Standard Set	5	4	5	
	Number Who Met Standard (% of Criteria)	1 (100%)	1 (100%)	1 (100%)	
Number Wh (% of Tota Crite	l for Each	0	0	0	
Number Wh (% of Each	o Scored 3	0	0	0	
Number Wh	o Scored 4	0	1 (100%)	0	
Number Wh (% of Each	o Scored 5	1 (100%)	0	0	
Number Wh (% of Each		0	0	1 (100%)	
Number Who Scored 7 (% of Each Criteria)  Number Who Met All 3  Criteria Standards  Satisfactorily (% of  Overall Total)		0	0	0	
		1 (100%)			

Number Who Met All 3	-
Criteria Standards	0
Unsatisfactorily	

#### **Division: Business**

AAS

#### 542- Business Administration- General Business

			_		]
Campus	Gender	Criteria: Applied Math Score	Criteria: Locating Information Score	Criteria: Reading For Information Score	Met All Three Criteria Standards
Boone	F	5	4	4	Ū
Boone	F	5	4	5	S
Boone	F	5	4	4	ซ
Boone	F	. 4	4	5	U
Boone	M	6	4	6	S
Boone	F	4	4	5	Ū .
Williamson	M	5	5	5	S
Вооле	M	6	5	7	S
-	Summary	40 .	34	41	
	n=	8	8	8	
	Mean	5	4.25	5.13	
	Standard	5	4	5	
	Set				
	Number Who Met Standard (% of Criteria)	6 (75%)	8 (100%)	6 (75%)	
Number Wh (% of Tota Crite	l for Each	0	0		
Number Who Scored 3 (% of Each Criteria)		0	0		
Number Wh (% of Each	o Scored 4	2 (25%)	6 (75%)	2 (25%)	
Number Wh (% of Each	o Scored 5	4 (50%)	2 (25%)	4 (50%)	
Number Wh (% of Each	o Scored 6	2 (25%)	0	1 (12.5%)	

Number Who Scored 7 (% of Each Criteria)	0	0	1 (12.5%)
Number Who Met All 3 Criteria Standards Satisfactorily (% of Overall Total)	4 (50%)		
Number Who Met All 3 Criteria Standards Unsatisfactorily (% of Overall Total)	4 (50%)		

#### Division: Business

AAS
544-Business Administration- Small Business Management

Business Administration- Small Business Management								
Campus Gender		Criteria: Applied Math Score	Criteria: Locating Information Score	Criteria: Reading For Information Score	Met All Three Criteria Standards			
Logau	F	4	4	5.	S			
Williamson	F	5	5	5	S			
	Summary	9	9	10				
	n=	2	2	2				
	Mean	4.5	4.5	5.0				
	Standard Set	- 4	4	. 5				
	Number Who Met Standard (% of Criteria)	2 (100%)	2 (100%)	2 (100%)	·			
Number Wh (% of Tota Crite	l for Each	0	0	0				
Number Wh (% of Each	1	0	0	0	•			
Number Wh (% of Each	o Scored 4	. 1	1	0				
Number Wh	o Scored 5	1	1	2				
Number Who Scored 6 (% of Each Criteria)		0	0	0				
Number Who Scored 7 (% of Each Criteria)		0 .	0	0				
Number Who Met All 3 Criteria Standards Satisfactorily (% of		2 (100%)						

Overall Total)	
Number Who Met All 3	
Criteria Standards	
Unsatisfactorily (% of	( 0
Overall Total)	

#### Bus Adm-Gen Business-AAS

Table 1

Major	Campus	Total Score	Skills Dimension Subscores				Contex	t-Based Sul	scores
			Critical Thinking	Reading	Writing_	Mathematics	Humanities	Social Sciences	Natural Sciences
542	Boone	423	107	113	110	105	110	112	108
542	Boone	427	108	115	110	108	112	110	111
542	Williamson	428	107	109	111	111	110	1,09	106
542	Logan	430	109	123	110	103	118	115	114
542	Boone	432	111	119	110	106	112	110	121
542	Logan	432	114	115	110	108	116	110	115
		2572	656	694	661	641	678	666	675
	Mean	429	109	116	110	107	113	111	113

Table 2

Мајог	Reac	ling	Critical Thinking					Mathematics		
542	N	N	N	M	N	N	М	N	N	
542	Р	M	N	М	N	N	N	- N	N	
542	Р	N	N	M	N	N	M	N	N	
542	М	N	N	М	N	N	N	N	N	
542	Р	Р	N	М	Ŋ	. N	N	N	N	
542	M	N	N	М	N	N	N	N	N	

Table 3

Major 542	Proficient	Marginal	Not Proficient
Reading Level I	50%	33%	17%
Reading Level II	17%	17%	66%
Critical Thinking			100%
Writing Level 1		100%	
Writing Level II			100%
Writing Level III			100%
Mathematics Level 1		33%	67%
Mathematics Level II			100%
Mathematics Level III			100%

#### Bus Adm-Marketing Option-AAS

Table 1

	Major	Campus	Total Score		Skills Dime	nsion Subs	cores	Context-	Based Subs	cores
	•			Critical	}				Social	Natural
_	·			Thinking	Reading	Writing	Mathematics	Humanities	Sciences	Sciences
	543	Logan	476	121	127	123	119	122	122	123

Table 2

Major	Read	ing	Critical Thinking	W	Writing		N	/athemat	ics
543	Р	P	М	P	Р	Р	Р	Р	M

Table 3

Major 543	Proficient	Marginal	Not Proficient
Reading Level I	100%		
Reading Level II	100%		
Critical Thinking		100%	
Writing Level I	100%		
Writing Level II	100%		
Writing Level III	100%		
Mathematics Level I	100%		
Mathematics Level II	100%		
Mathematics Level III		100%	

#### Business Administration-AAS

. Table 1

Мајог	Campus	Total Score		Skills Dime	nsion Subs	scores	Context	-Based Sub	scores
			Critical Thinking	Reading	Writing	Mathematics	Humanities	Social Sciences	Natural Sciences
548	Logan	421	107	103	112	108	104	106	108
548	l,ogan	423	105	111	114	103	104	113	108
548	Wyoming	424	105	111	112	105	109	110	106
548	Wyoming	424	104	108	110	111	116	100	108
548	Wyoming	425	108	108	111	108	107	106	112
548	Logan	427	114	115	110	103	1.16	113	112
548	Boone	433	108	111	114	112	112	110	106
548	Wyoming	440	111	119	112	113	121	113	112
548	Wyoming	462	122	121	115	120	122	120	119
		3879	984	1007	1010	984	1011	991	991
	Mean	431	109	112	112	109	112	110	110

Table 2

Major	Reading		Critical Thinking	_	Writing		] A	Mathematics		
548	N	N	N	M	] N	N	M	N	N	
548	M	N	N	Р	N	Ŋ	Р	N	N	
548	P	Р	M	Р	M	N	P	P	М	
548	И	N	N	P	M	N	N	]N	N	
548	M	N	N	M	N	N	N	N	N	
548	N	N	N	M	N	N	М	N	N	
548	Р	M	N	M	N	N	P	M	И	
548	P	N	N	М	N	N	N	N	И	
548	N	N	N	N	N	N	м	Ň	N	

SWVCTC Assessment Report 2009-2010 Table 3

Major 548	Proficient	Marginal	Not Proficient
Reading Level I	33%	23%	44%
Reading Level II	11%	11%	78%
Critical Thinking		11%	89%
Writing Level I	33%	56%	11%
Writing Level II		22%	78%
Writing Level III	1		100%
Mathematics Level I	33%	33%	34%
Mathematics Level II	11%	11%	78%
Mathematics Level III		11%	89%

## COMMUNITY AND TECHNICAL COLLEGE **SOUTHERN WEST VIRGINIA**

# **ASSESSMENT REPORT 2011**



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UT/Social Sciences/Addiction Counseling-AAS       50         UT/Social Sciences/Criminal Justice-Corrections-AAS       51         C&T/Tech & Engineering/Computer information Systems-AAS       53         C&T/Tech & Engineering/Mine Management-AAS       54         C&T/Tech & Engineering/Information Technology-AAS       55         C&T/Tech & Engineering/Information Technology-AAS       56         C&T/Tech & Engineering/Information Technology-AAS       56         C&T/Tech & Engineering/Information Technology-AAS       58         UT/Social Sciences/Law Enforcement-AAS       60         UT/Social Sciences/Law Enforcement-AAS       60         UT/Humantities/Early Childhood Development-AAS       61         UT-Undeclared       62         About MAPP       63         Demographic Analysis Report       5         Scores by Age       67         Scores by Major       69         Summary of Proficiency Classification       74         Scaled Score Distributions       75         Skills Sub-scores       75         Academic Area Sub-scores       77         Total       79         Math Rubric Team Scoring Report       80         Writing Scoring Committee Report       86					
UT/Social Sciences/Addiction Counseling-AAS       50         UT/Social Sciences/Criminal Justice-Corrections-AAS       51         C&T/Tech & Engineering/Computer information Systems-AAS       53         C&T/Tech & Engineering/Mine Management-AAS       54         C&T/Tech & Engineering/Information Technology-AAS       55         C&T/Tech & Engineering/Information Technology-AAS       56         C&T/Tech & Engineering/Information Technology-AAS       56         C&T/Tech & Engineering/Information Technology-AAS       58         UT/Social Sciences/Law Enforcement-AAS       60         UT/Social Sciences/Law Enforcement-AAS       60         UT/Humantities/Early Childhood Development-AAS       61         UT-Undeclared       62         About MAPP       63         Demographic Analysis Report       5         Scores by Age       67         Scores by Major       69         Summary of Proficiency Classification       74         Scaled Score Distributions       75         Skills Sub-scores       75         Academic Area Sub-scores       77         Total       79         Math Rubric Team Scoring Report       80         Writing Scoring Committee Report       86					
UT/Social Sciences/Addiction Counseling-AAS       50         UT/Social Sciences/Criminal Justice-Corrections-AAS       51         C&T/Tech & Engineering/Computer information Systems-AAS       53         C&T/Tech & Engineering/Mine Management-AAS       54         C&T/Tech & Engineering/Information Technology-AAS       55         C&T/Tech & Engineering/Information Technology-AAS       56         C&T/Tech & Engineering/Information Technology-AAS       56         C&T/Tech & Engineering/Information Technology-AAS       58         UT/Social Sciences/Law Enforcement-AAS       60         UT/Social Sciences/Law Enforcement-AAS       60         UT/Humantities/Early Childhood Development-AAS       61         UT-Undeclared       62         About MAPP       63         Demographic Analysis Report       5         Scores by Age       67         Scores by Major       69         Summary of Proficiency Classification       74         Scaled Score Distributions       75         Skills Sub-scores       75         Academic Area Sub-scores       77         Total       79         Math Rubric Team Scoring Report       80         Writing Scoring Committee Report       86					
UT/Social Sciences/Criminal Justice-Corrections-AAS       51         C&T/Tech & Engineering/Computer information Systems-AAS       53         C&T/Tech & Engineering/Information Technology-AAS       54         C&T/Tech & Engineering/Information Technology-AAS       55         C&T/Tech & Engineering/Information Technology-AAS       56         C&T/Tech & Engineering/Electrical Engineering-AAS       58         UT/Social Sciences/Law Enforcement-AAS       60         UT/Indeal Sciences/Law Enforcement-AAS       60         UT/Undealared       61         UT-Undealared       62         About MAPP       63         Demographic Analysis Report       63         Scores by Age       67         Scores by Major       69         Summary of Proficiency Classification       74         Scaled Score Distributions       75         Skills Sub-scores       75         Academic Area Sub-scores       77         Total       79         Math Rubric Team Scoring Report       80         Writing Scoring Committee Report       85					
C&T/Tech & Engineering/Computer information Systems-AAS       53         C&T/Tech & Engineering/Mine Management-AAS       54         C&T/Tech & Engineering/Information Technology-AAS       55         C&T/Business/Accounting-AAS       56         C&T/Tech & Engineering/Electrical Engineering-AAS       58         UT/Social Sciences/Law Enforcement-AAS       60         UT/Humanities/Early Childhood Development-AAS       61         UT-Undeclared       62         About MAPP       63         Jemographic Analysis Report       63         Scores by Age       67         Scores by Gender       68         Scores by Major       69         Summary of Proficiency Classification       74         Scaled Score Distributions       75         Academic Area Sub-scores       77         Total       79         Math Rubric Team Scoring Report       80         Writing Scoring Committee Report       86		·			
C&T/Tech & Engineering/Mine Management-AAS       54         C&T/Tech & Engineering/Information Technology-AAS       55         C&T/Tech & Engineering/Electrical Engineering-AAS       56         C&T/Tech & Engineering/Electrical Engineering-AAS       58         UT/Social Sciences/Law Enforcement-AAS       60         UT/Humanities/Early Childhood Development-AAS       61         UT-Undeclared       62         About MAPP       63         Demographic Analysis Report       63         Scores by Age       67         Scores by Gender       68         Scores by Major       69         Summary of Proficiency Classification       74         Scaled Score Distributions       75         Skills Sub-scores       75         Academic Area Sub-scores       77         Total       79         Math Rubric Team Scoring Report       80         Writing Scoring Committee Report       86		·			
C&T/Tech & Engineering/Information Technology-AAS       55         C&T/Business/Accounting-AAS       56         C&T/Tech & Engineering/Electrical Engineering-AAS       58         UT/Social Sciences/Law Enforcement-AAS       60         UT/Humanities/Early Childhood Development-AAS       61         UT-Undeclared       62         About MAPP       63         Demographic Analysis Report       56         Scores by Age       67         Scores by Gender       68         Scores by Major       69         Summary of Proficiency Classification       74         Scaled Score Distributions       3kills Sub-scores       75         Academic Area Sub-scores       77         Total       79         Math Rubric Team Scoring Report       80         Writing Scoring Committee Report       86					
C&T/Business/Accounting-AAS       56         C&T/Tech & Engineering/Electrical Engineering-AAS       58         UT/Social Sciences/Law Enforcement-AAS       60         UT/Humanities/Early Childhood Development-AAS       61         UT-Undeclared       62         About MAPP       63         Demographic Analysis Report       67         Scores by Age       67         Scores by Gender       68         Scores by Major       69         Summary of Proficiency Classification       74         Scaled Score Distributions       75         Academic Area Sub-scores       75         Total       79         Math Rubric Team Scoring Report       80         Writing Scoring Committee Report       86		C&T/Tech & Engineering/Mine Management-AAS54	1		
C&T/Tech & Engineering/Electrical Engineering-AAS       58         UT/Social Sciences/Law Enforcement-AAS       60         UT/Humanities/Early Childhood Development-AAS       61         UT-Undeclared       62         About MAPP       63         Demographic Analysis Report       67         Scores by Age       67         Scores by Major       69         Summary of Proficiency Classification       74         Scaled Score Distributions       75         Academic Area Şub-scores       75         Academic Area Şub-scores       77         Total       79         Math Rubric Team Scoring Report       80         Writing Scoring Committee Report       86					
UT/Social Sciences/Law Enforcement-AAS       60         UT/Humanities/Early Childhood Development-AAS       61         UT-Undeclared       62         About MAPP       63         Demographic Analysis Report       57         Scores by Age       67         Scores by Gender       68         Scores by Major       69         Summary of Proficiency Classification       74         Scaled Score Distributions       75         Academic Area Sub-scores       77         Total       79         Math Rubric Team Scoring Report       80         Writing Scoring Committee Report       86		C&T/Business/Accounting-AAS56	5		
UT/Humanities/Early Childhood Development-AAS       61         UT-Undeclared       62         About MAPP       63         Demographic Analysis Report       63         Scores by Age       67         Scores by Gender       68         Scores by Major       69         Summary of Proficiency Classification       74         Scaled Score Distributions       75         Academic Area Sub-scores       77         Total       79         Math Rubric Team Scoring Report       80         Writing Scoring Committee Report       86		C&T/Tech & Engineering/Electrical Engineering-AAS58	3		•
UT-Undeclared       62         About MAPP       63         Demographic Analysis Report       67         Scores by Age       67         Scores by Gender       68         Scores by Major       69         Summary of Proficiency Classification       74         Scaled Score Distributions       75         Academic Area Şub-scores       75         Total       79         Math Rubric Team Scoring Report       80         Writing Scoring Committee Report       86		UT/Social Sciences/Law Enforcement-AAS60	)		
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Demographic Analysis Report Scores by Age		UT-Undeclared	2 ,		
Demographic Analysis Report Scores by Age					
Scores by Age       67         Scores by Gender       68         Scores by Major       69         Summary of Proficiency Classification       .74         Scaled Score Distributions       .75         Skills Sub-scores       .75         Academic Area Sub-scores       .77         Total       .79         Math Rubric Team Scoring Report       80         Writing Scoring Committee Report       .86		About MAPP	3		
Scores by Age       67         Scores by Gender       68         Scores by Major       69         Summary of Proficiency Classification       .74         Scaled Score Distributions       .75         Skills Sub-scores       .75         Academic Area Sub-scores       .77         Total       .79         Math Rubric Team Scoring Report       80         Writing Scoring Committee Report       .86		January Communication of the C			
Scores by Gender       68         Scores by Major       69         Summary of Proficiency Classification       74         Scaled Score Distributions       75         Skills Sub-scores       75         Academic Area Sub-scores       77         Total       79         Math Rubric Team Scoring Report       80         Writing Scoring Committee Report       86		Demographic Analysis Report			
Scores by Gender       68         Scores by Major       69         Summary of Proficiency Classification       74         Scaled Score Distributions       75         Skills Sub-scores       75         Academic Area Sub-scores       77         Total       79         Math Rubric Team Scoring Report       80         Writing Scoring Committee Report       86		Scores by Age	7		
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Scaled Score Distributions Skills Sub-scores		Summary of Proficiency Classification	4		
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Academic Area Sub-scores		Scaled Score Distributions			
Academic Area Sub-scores		Skills Sub-scores	'5		
Total					
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		Writing Scoring Committee Report	36	•	
3 	-	· · · · · · · · · · · · · · · · · · ·		,	
				5	
					•

#### Career and Technical/Business-Business Accounting - AS

Table 1

	1414	Total	Critical	skilseine	nsion Suit	10/e5/25/25	Context	Saseu Subs Sociai	ores Natur
Campus	Major	Score	Thinking	Reading	Writing	Mathematics	Humanities	Sciences	Science
Boone	540	416	104	107	110	104	103	106	110
Logan	540	420	100	107	111	111	103	106	106
Logan	540	461	117	128	120	112	125	120	121
Logan	540	432	102	113	114	114	107	105	110
Williamson	540	474	119	128	116	125	127	115	124
Williamson	540	432	106	116	112	111	109	106	115
		2635	648	699	683	677	674	658	686
	MEAN	439.2	108.0	116.5	113.8	112.8	112.3	109.7	114.

Table 2

					Wini		M	athematics	
Major	Level 1	Level 2	Level 3	Level 1	Level 2	Level 3	Level 1	Level 2	Level 3
540	N <sub>.</sub>	N	N	М	N	N	N	N	N
540	P	P	М	P	M	N	Р	P	Р
540	Р	N	N	М	N	N	М	N	_N

540	N	. N	N	М	N	N	М	N <sub>.</sub>	N
540	Р	P	M	Р	Р	M	Р	N	N
540	M	N	N	Р	М	· N	P	M	N

Table 3

I able 3									
	Red						M	athematics	
	Level 1	Level 2	Level 3	Level 1	Level 2	Level 3	Level 1	Level 2	Level 3
Proficient	50.0%	33.3%	0.0%	50.0%	16.7%	0.0%	50.0%	16.7%	16.7%
Marginal	16.7%	0.0%	33.3%	50.0%	33.3%	16.7%	33.3%	16.7%	0.0%
Not Proficient	33.3%	66.7%	66.7%	0.0%	50.0%	83.3%	16.7%	66.7%	83.3%

## SOUTHERN WEST VIRGINIA COMMUNITY AND TECHNICAL COLLEGE ASSESSMENT REPORT 2012

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Demographic Analysis Report

Maria -									
Table 1				i Kils Dini	55 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6	isoles es se	and Contexts	l Ba <b>sed</b> Sul	scores
Campus	Major	Total Score	Critical Thinkin g	Readin e	Writing	Mathematics	Humanitie s	Social Science	Natura Science
Williamson	540	449	108	120	120	115	113	110	117
	1	449	108	120	120	115	113	110	117
	MEAN	449	108	120	120	115	113	110	117

Vlathematics

Major	Level 1	Level 2	Level 3	Level 1	Level 2	Level 3	Level 1	Level 2	Level 3
540	Р	М	N	Р	Р	М	Р	М	N
Proficient	1 1	0	Ō	1	1	0	1	0	0
Marginal	0	1	0	0	0	1	0	1	0
Not Proficient	0	0	1	0	0	0	0	0	1
Total	1	1	1	1	1	1	1	1	1
				} 				<del> </del>	
	1			}					
		1		1	1			Ì	
Table 3	:			}	1			1	

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	<b>.</b>	દાઃંમિક્કાર	<u> </u>		A COL	n <sub>e</sub>	N.	lathematic	S .
	Level 1	Level 2	Level 3	Level 1	Level 2	Level 3	Level 1	Level 2	Level 3
	100.00		<b>[</b>	100.00	100.00				
Proficient	%	0.00%	0.00%	%	%	0.00%	100.00%	0.00%	0.00%
		100.00	1			· , ==		100.00	
Marginal	0.00%	¦ % .	0.00%	0.00%	0.00%	100.00%	0.00%	%	0.00%
Not			100.00					}	100.00
Proficient	0.00%	0.00%	%	0.00%	0.00%	0.00%	0.00%	0.00%	%

## Appendix V

Business Administration Student Enrollment Profile

## Business Administration Program Enrollment Profile

Program	2007-08 HC			2008-09 HC					9-10 IC		2010-11 HC				2011-12 HC					
Business Administration	FA		SP		FA		SP		*FA		SP		FA		SI	9	F.	Δ.	SP	
	F	Р	F	Р	F	Р	F	Р	F	Р	F	Р	F	Р	F	Р	F	Ρ	F	Ρ
Major 541	12	3	10	1	2	1	1_	1	3		1	1	<del>-</del>	<u> </u>		- <u>-</u> -	2	-	-	1
Major 542	66	39	70	25	51	30	35	22	37		22	15	11	8	7	11	6	13	5	8
Major 543	14	5	12	5	5	3	5	1	1		1	1	-		-	1	_	1	-	1
Major 544	8	2	8	3	5	3	6	2	6		3	1	3	•	4	1	1	2	1	2
Major 545		1		1		-	-	-	<u> </u>	-	1	-	•	_ <b>-</b>	-	<u> </u>	-	-	•	-
Major 548	7	4	11	8	31	11	27	16	57		40	9	55	21	52	29	63	18	52	25
											<del>                                     </del>									
		<u> </u>			<u> </u>	<u> </u>	<u> </u>					1	_				L		L	

<sup>\*</sup>Not Available By Enrollment Breakdown

Major 541 - Business Administration - Health Care Management

Major 542 - Business Administration - General Business

Major 543 - Business Administration - Marketing

Major 544 - Business Administration - Small Business Management

Major 545 - Business Administration – Hospitality

Major 548 - Business Administration - Business Administration

In addition to the above AAS programs, Business Administration courses were provided for the following:

Major 2100 - Business Management - Gen -- CP

Major 331 - Business Administration - UP

## Business Administration Program Enrollment Profile

Major 48 – Business – Banking Major 30 – UP – Business Administration Major 46 – General Business

## Business Administration Course Enrollment Profile

Courses	200	7-08	200	8-09	200	9-10	201	0-11	2011-12		
	Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring	
BU 100 – Introduction to Business	90	49	91	42	42	34	83	35	77	38	
BU 101 – Introduction to Health Care Institutions	8										
BU 209 - Medical Administrative Law & Ethics	11						_				
BU 115 – Business Calculations	47	33	30	53	21	41	24	43	26	68	
BU 205 – Business Communications	70	81	86	57	47	80	44	32	66	64	
BU 207 – Business Law	20	73	29	56	27	61	25	68			
BU 120 – Business Software Communications									41	27	
BU 230 – Business Statistics	32	40	26	32	26	32	18	31	24	12	
BU 291 – Business Administration Internship	6	19	10	15	6	17					
BU 275 – Special Topics in Business	_					1				1	
BU 293 – Small Business Management Internship	6	8	3	8	2						
BU 294 – Internship in a Medical Facility	1	4									
EC 241 – Principles of Economics I	97	41	90	14	34	25	57	24	46	35	
EC 242 – Principles of Economics II	27	68	17	75	27	40	28	64	36	34	
FN 231 – Principles of Finance	10	24	20	22		22	10	13	12	11	
FN 232 – Personal Finance						12		11		33	
MG 260 – Principles of Management	26	24	64	31	12 _	25	36	24	39_	38	
MG 261 – Human Resource Management	17	54	18	29		32		36	24	51	
MG 262 – Small Business Management	4		41	10			8	7	16	36	
MG 264 – Supervision					21		39		35	11	
MK 270 – Principles of Marketing	15		65		31	26	22	8	31	2	
MK 271 – Principles of Marketing	34			31						7	
MK 272 – Retailing	17		<u> </u>		14	1					
MK 274 – Services Marketing	37		]	33	10		14	14			

## Appendix VI

# Business Administration Course Offering With Descriptions

#### Business

### **BU 100 Introduction to Business**

3 Credit Hours

This course surveys the field of business, emphasizing the functions and structure of private business enterprise, and the roles of management, accounting, finance, and marketing in the enterprise. Duplicate credit for BU 101 is not permitted.

## BU 115 Business Mathematical Applications

3 Credit Hours

Prerequisite: EN 090, MT 090 or minimum acceptable lest scores for placement in college-level English and math.

This course is designed for students planning a career in a business field and locuses specifically on applications in these fields. Students will develop problem-solving skills through the study and application of equations and formulas, including the concepts of ratio and proportion, financial statements, statistics of frequency distribution and graphs, all basics of depreciation, payroll, taxes and

insurance, annuities, slocks and bonds, bank reconciliation, pricing, and inventory.

#### **BU 120 Business Software Applications**

3 Credit Hours

Prerequisite: Keyboarding proficiency.

This course covers the essential software applications that an end-user would use in a typical business environment. Students will learn how to apply the use of Word, PowerPoint, Excel, and Access within a business setting. Students will create business documents with Word, presentations with PowerPoint, prepare Excel worksheets using business scenarios, and construct databases using Access. Real-world projects will be presented which will enable the student to Integrate what they have learned and use it in a meaningful way in the business world.

#### **BU 205 Communications in Business**

3 Credit Hours

Prerequisite: EN 101

This course emphasizes the principles to be applied in composing effective business correspondence, writing business reports, making oral presentations, and conducting meetings.

#### **BU 207 Business Law**

3 Credit Hours

Prerequisite: EN 090 or minimum acceptable test scores for placement in college-level reading.

This course is an introduction to common law and Uniform Commercial Code. Topics covered include contracts, sales, bailments, common carriers, personal and real property, insurance, agencies, employment, negotiable and other credit instruments, partnerships, corporations, and bankruptcy. Duplicate credit for BU 209 is not permitted.

#### **BU 230/MT 225 Business Statistics**

3 Credit Hours

Prerequisite: EN 090, MT 090, MT 095, and MT 096 or minimum acceptable test scores for placement in college-level English and

The course is designed to present statistical techniques and apply them to decisions, analysis, and forecasts. Stressed are the methods of collection, description, and summarization of the data as well as analysis and induction from the data.

#### **BU 275 Special Topics in Business**

Prerequisite: EN 090 or minimum acceptable test scores for placement in college-level reading and permission of Department Chair. This course presents classes in Business which the College expects to ofter only once or occasionally in response to specific community needs. The course may consist of seminars, specialized or individualized instruction, and/or research in an area related to Business.

## BU 291 Business Administration Internship

Students will be assigned to  $z\in z$  siness entity according to their vocational objectives in order to gain practical hands-on experience. They will be under the direction of an academic and work-site manager/supervisor who will coordinate their activities.

#### Economics

## EC 241 Principles of Economics I

3 Credit Hours

This course presents and analyzes macroeconomic principles as to their applicability to problems of public policy, Macroeconomics is concerned with aggregates or the economy as a whole. Two major divisions of the course are: the study of theories related to economic growth, income, employment and inflation and the study of monetary theory. Economics avoids value judgments while it tries to establish scientific statements about economic behavior. Effective economic policies are developed using scientific-based analysis and critical thinking. This course can stand alone or in conjunction with Principles of Economics II, Microeconomics.

#### EC.242 Principles of Economics II

This course presents and analyzes microeconomic principles as to their applicability to problems of public policy. Microeconomics is the study of the economic activities of individual consumers and producers or groups of consumers and groups of producers known as markets. The emphasis is placed on the roles played by consumers and producers in the society. Economics avoids value judgments while it tries to establish scientific statements about economic behavior. Effective economic theories are developed using scientificbased analysis and critical thinking. This course can stand alone or in conjunction with Principles of Economics I, Macroeconomics.

## EC 270 World Economics and the Energy Sector

3 Credit Hours

This course examines the global context in which the United States economy functions. Students will explore the economic growth, current domestic and international challenges resulting from a global marketplace, proliferation of information and technology, persistence of underdevelopment, different economic systems, and the interdependence of nations in energy production. This course provides an analysis of the impact on the energy sector related to demand/supply, pricing, competitive behavior, transportation, interfuel competition, international relations, technical change, and external factors in the coal, oil, natural gas, and nuclear power industry.

## EC 275 Special Topics in Economics

1-3 Credit Hours

Prerequisite: Permission of Department Chair.

This course presents classes in Economics which the College expects to offer only once or occasionally in response to specific community needs. The course may consist of seminars, specialized or Individualized instruction, and/or research in an area related to Economics.

#### Finance

#### FN 210 Finance for the Nonlinancial Manager

This course is designed to provide students who aspire to be managers and executives, in non-financial positions, with a practical understanding of tinance. Students will be empowered to effectively communicate with accounting and finance people and to better understand the financial aspects of business decisions. An understanding of budgeting and corporate financial planning, working capital management, growth, capital, and profitability considerations, discounted cash-flow and capital costs, principles of valuation and value creation, measures of performance including ROE, RONA, and EVA, cost consideration, financial ratio analysis, and key performance measures will be the focus of the courso.

#### FN 225 Real Estate I

3 Credit Hours

Prerequisite: EN 090 or minimal acceptable test scores for placement in college-level reading.

This course introduces the student to the terminology, concepts, and practices in the area of real estate law, real estate linence, real estate appreisal, and West Virginia license law.

#### FN 226 Real Estate II

3 Credit Hours

This course is a continuation of Real Estate I with emphasis in real estate law, real estate finance, real estate appraisal, West Virginia license law, and environmental issues in the real estate transaction.

#### FN 231 Principles of Finance

3 Credit Hours

Prerequisite: AC 112 and EN 090 or minimum acceptable test scores for placement in college-level reading.

This course is an introduction to financial management. The topics discussed will include cash flow analysis, financial statement analysis, time value of money, budgeting and variance analysis, financial markets, long-term financing, capital budgeting, and shortterm financial management. This course is the capstone course for the Business Administration Program,

#### FN 232 Personal Finance

3 Credit Hours

The main concern of this course is to educate and assist the student in the management of their personal finances. Topics include; Personal budgeting and tax planning, consumer credit, insuring your resources, fundamentals of personal investing, retirement, and estate planning.

### Management

#### MG 260 Principles of Management

3 Credit Hours

This course is structured around contributions of the classical, behavioral, and management science schools of management under the functions of planning, organizing, leading, and controlling. Emphasis is placed on the manager's role in creating and maintaining a work environment leading to effective and efficient operations.

#### MG 261 Human Resources Management

3 Credit Hours

This course provides the introductions to the strategic planning and implementation of human resources management functions and roles in an effective business/organization enterprise. Topics include staffing, appraisal, awards, current events, and laws affecting the management of the human factor of production.

#### MG 262 Small Business Management

3 Credit Hours

This course provides the necessary information to organize, operate, and control a small business enterprise. Students will learn the process of starting a new business venture and learn how to apply the concepts and skills to successfully maintain an existing business. Students will learn how to prepare a business plan in order to bring business ideas into fruition as a successful entrepreneur.

#### MG 264 Supervision

3 Credit Hours

This course provides skill-based information covering supervisory principles, theories, human relation techniques and decision-making skills that are required to manage a workforce to profitable results.

#### MG 266 Project Management

3 Credit Hours

This course centers on a specialized field of management that is useful for planning and managing complex work efforts. The project management process is a systematic approach that is comprised of four phases: concept, planning, implementation, and closedown. Topics include work breakdown structure, earned value, PERT/CPM/Ganti Charts, scheduling charts, scope control, cost control, change control, and resource planning.

#### MG 268 Labor Relations

3 Credit Hours

This course surveys both historical and legal frameworks of the labor movement in the United States and West Virginia and presents an analysis of traditional labor laws, NLRB law, state laws, and the impact of court decisions related to management. A historical perspective of the origins which impact union organizing, causes and goals of the labor movements, union structure and behavior, and the impact on production will be presented. Students will have an in-depth understanding of collective bargaining, strikes, labor negotiations, administration and enforcement of labor contracts, grievance process and arbitration related to managing an industry. The student will explore both labor and management approaches to solving employment disputes, avoiding grievances, and applying collective bargaining contracts in the work setting labor rules and regulations, and means to implement new standards in the work place, will be discussed. Effects of laws on individuals, employees, the industry, the community, and nation will be addressed.

#### MG 272 Industrial Leadership

3 Credit Hours

This course tocuses on leadership, human resources management and ethical decision-making in an industrial setting. Leadership styles, organizational patterns, values, and skills for empowerment of individuals as they confront organizational challenges will be discussed. A primary tocus will be on identifying emerging leaders, assuming responsibility within the organization, and empowerment to become a leader in the workplace. Students will analyze current management theories and styles including, but not limited to, Six Sigma, Total Quality Management and Steven Covey's Seven Habits of Effective Leadership. Development of leadership skills related to an in-depth understanding of regulation in the industry, ethics at the Individual and organizational level, setting objectives in the workplace, planning, influencing and motivating others, and managing for results is the expected outcome of the course.

#### MG 273 Organizational Behavior and Communication

3 Credit Hours

In relation to the behavioral sciences, students will be expected to analyze business management problems in the areas of motivation, leadership, morate, communication, control, and ethics. The focus of this course will be on the effective use of human capital through understanding of motivation and behavior patterns, conflict management and resolution, group functioning and process, decision making, and the importance of recognizing and managing change. Consideration will be given to the interaction of Individual values, attitudes, needs, abilities and traits, and motivation within teams and organizations.

#### MG 274 Project Evaluation

3 Credit Hours

This is a capstone course designed to assess the student's ability to identify, plan, implement, and evaluate projects. Students will be expected to demonstrate an understanding of methods, tools, and techniques used to plan, communicate, manage and control projects, resolve problems, and communicate results to upper level management. Assessment of the student's ability to work in teams to create and complete a major project for an actual industry is the major objective of the course.

#### MG 275 Special Topics in Management

1-3 Credit Hours

Prerequisite: Permission of the Department Chair.

This course presents classes in Management which the College expects to offer only once or occasionally in response to specific community needs. The course may consist of seminars, specialized or individualized instruction, and/or research in an area related to Management.

## Marketing

#### MK 270 Principles of Marketing

3 Credit Hours

This course examines the development of the institution, channels of distribution, functions, federal regulations and economics of marketing.

#### MK 271 Advertising and Sales Promotion

3 Credit Hours

This course presents the decision process and the variables necessary to fully implement a program for delivering information about the product offerings of the firm as well as methods of encouraging the sale of the firm's products through the channels of distribution and to the final customers.

#### MK 272 Retalling

3 Credit Hours

Prerequisite: MK 270.

This course analyzes the principles of retailing from the marketing perspective. The topics discussed will include the different types of retail businesses (including the internet), decision making (including store planning and location), personnel management, purchasing, merchandising, promotion, customer service, and more.

#### MK 273 Salesmanship

3 Credit Hours

Prerequisite: MK 270.

This course particularly involves the personal communications in the buyer-seller dyad. The course approach will closely examine the stages of the selling process: prospecting, approach, presentation, answer questions/objections, close, and follow-up.

#### MK 274 Services Marketing

3 Credit Hours

This course places special emphasis on understanding the customer from the services and nonprofit perspectives. The topics discussed will include the nature of services, with respect to pricing, distributing, promoting, and service quality.

#### MK 275 Special Topics in Marketing

3 Credit Hours

Prerequisite: Permission of the Department Chair.

This course presents classes in Marketing which the College expects to offer only once or occasionally in response to specific community needs. The course may consist of seminars, specialized or individual instruction, and/or research in an area related to Marketing.

#### MK 277 Hospitality Marketing

3 Credit Hours

Prerequisite: MK 274.

This course covers the theories and knowledge in marketing with a total emphasis on applications in hospitality management.