

**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**

☒ Program with Special Accreditation

☒ Program without Specialized Accreditation

**Program:** Business Administration, Associate in Applied Science  
Degree and Title

February 1, 2013  
Date

**INSTITUTIONAL RECOMMENDATION**

The institution is obligated to recommend continuance or discontinuance for each program reviewed and provide a brief rationale for its recommendation.

- \_\_\_\_\_ 1. Continuation of the program at the current level of activity without corrective action;
- x   2. Continuation of program with corrective action (specify required action - e.g., reducing the range of optional tracks or other corrective action);
- \_\_\_\_\_ 3. Identification of the program for further development;
- \_\_\_\_\_ 4. Development of a cooperative program with another institution or sharing of courses, facilities, and/or faculty, and the like;
- \_\_\_\_\_ 5. Discontinuance of the program in accordance with provisions of the West Virginia Council for Community and Technical College Education, Title 135, Procedural Rule, Series 11, *Degree Designation, General Education Requirements, New Program Approval, and Discontinuance of Existing Programs*.

**Rationale for Recommendation:**

The enrollments during this review period, while on the downside of the enrollment cycle reflected by past history, have remained fairly steady. The curriculum has been restructured to 60 hours and more of the required courses are being developed into a web format for delivery options.

_____ Signature of person preparing report if other than Department Chair	_____ Date
<u>Shil Hall</u>	<u>2-1-2013</u>
_____ Signature of Department Chair	_____ Date
<u>Dr. Pamela L. Alderman</u>	<u>3/25/13</u>
_____ Signature of Dean	_____ Date
<u>Harry McLaughlin</u>	<u>03-27-13</u>
_____ Signature of Vice President for Academic Affairs	_____ Date
_____ Signature of President	_____ Date
_____ Signature of Chair, Board of Governors	_____ Date

**PROGRAM REVIEW**  
Southern West Virginia Community and Technical College  
Programs Without Specialized Accreditation

**Summary of Findings**  
**2012-2013**

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

**I. 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 full-time

**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.

**V. 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:**

**1. 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 as-needed basis. For information on qualifications of the faculty members, see faculty data sheets in Appendix II.

3. Students:

a. 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 on-the-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



4. Resources

a. 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 pre-test/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. Previous Program Review

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>	<u>Enrollment</u>
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:

<u>Year</u>	<u>Graduates</u>
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.

#### 3. 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.

4. 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.

D. 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. Support Courses	Title	Credit Hours
BU 115	Business Mathematical Applications	3
or	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 Sociology	
or	or	
SO 215	Human Relations	
SP 103	Speech Fundamentals	3
<b>Major Courses</b>		
AC 111	Principles of Accounting I	3
AC 112	Principles of Accounting II	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
	<sup>1</sup> Restricted Electives	6

<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 <http://www.southernwv.edu/programs/business-administration>

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 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
<b>Support Courses</b>		
AC 111	Principles of Accounting I	3
BU 100	Introduction to Business	3
BU 115	Business Mathematical Applications	3
OR	OR	
MT 123	Intermediate Algebra	
BU 120	Business Software 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
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
<b>Major Courses</b>		
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

\*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.southernwv.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
<b>Support Courses</b>		
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
OR 110	Introduction to College	1
PY 201	General Psychology	3
OR		
SO 200	Introduction to Sociology	
SP 103	Speech Fundamentals	3
<b>Major Courses</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	3
OR		
MT 123	Intermediate Algebra	
BU 205	Communications in Business	3
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
MG 261	Human Resource Management	3
MK 270	Principles of Marketing	3
	*Restricted Electives	9

\*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: 304.236.7618  
Administrative Secretary: 304.236.7609

**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.	Course No.	Title	Credit Hours
BU	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 <b>OR</b>	3
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 <b>OR</b>	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
		<b>*Restricted Electives</b>	<b>9</b>

\*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



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

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**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 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	1	
				<b>17</b>

**FIRST YEAR-SECOND SEMESTER**

Dept.	Course No.	Title	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	
PY	201	General Psychology		
		OR		
SO	200	Introduction to Sociology	3	
				<b>15</b>

**SECOND YEAR-FIRST 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	
				<b>18</b>

**SECOND YEAR-SECOND SEMESTER**

Dept.	Course No.	Title	Credit Hours	Total Hours
BU	291	Business Administration Internship	3	
EC	242	Principles of Economics II	3	
MG	261	Human Resource Management	3	
		*Restricted Elective	9	
				<b>18</b>
				<b>68</b>

\*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	Credit Hours
AC	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)

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.

**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**

**FIRST YEAR-FIRST SEMESTER**

Dept.	Course No.	Title	Credit Hours	Total Hours
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

**FIRST YEAR-SECOND SEMESTER**

Dept.	Course No.	Title	Credit Hours	Total Hours
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		
SO	200	Introduction to Sociology		
		OR		
SO	215	Human Relations	3	
				18

**SECOND YEAR-FIRST 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

**SECOND YEAR-SECOND SEMESTER**

Dept.	Course No.	Title	Credit Hours	Total Hours
BU	291	Business Administration Internship	3	
FN	231	Principles of Finance	3	
		Business Program Elective	9	
				15

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	Credit Hours
AC	249	Managerial Accounting	3
MG	262	Small Business Management	3
		*Elective	

\*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	Credit Hours
AH	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
FN	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	Credit Hours
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

## APPENDIX II Faculty Data

(No more than TWO pages per faculty member)

Name: Patricia Ann Poole

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

Highest degree earned Master's Degree Conferred by Marshall University

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

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.    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.	Year/Semester	Course Number and Title	Enrollment
	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 Procedures   CRN-257	7
		*Classes taught as one 3-hour course	
	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	

c. 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. Topics-Leadership-President's Future Leaders Academy –Year 1 and Year 2 (2010 and 2011)
3. Post-Graduate Class-ATE 520-Principles Cooperative Education (Summer 2011)
4. 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-Developing Marketing Curriculum (Summer 2007)
12. Post-Graduate Class-CI 660-Entrepreneur 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 (Fall 2008)

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

1. President's Award for Excellence in Teaching (2011)
2. Twice Nominated for Savas-Kostas Award for Excellence (2010 and 2006)

f. Indicate any other activities which have contributed to effective teaching.

g. List professional books/papers published during the last five years.

h. List externally funded research (grants and contracts) during last five years.



## APPENDIX II

### Faculty Data

(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 41Years of related experience outside higher education 12Non-teaching experience 0

**To determine compatibility of credentials with assignment:**

- 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.	Year/Semester	Course Number and Title	Enrollment
	Spring 2011	BU 205 Communications in Business	13
		MG 261 Human Resource Management	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 Transcription	1
		OA 225 Professional Image for Majors	3
		OA 235 Legal Transcription	1
	Fall 2012	MG 261 Human Resource Management	1

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

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

## APPENDIX II Faculty Data

(No more than TWO pages per faculty member)

Name: Rosa Lea McNeal

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

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 Employed in other businesses since 1972.  
Business owner for 26 years- Century 21 Hometown Real Estate, Inc.; employed as public  
accountant approximately 8 years.

Non-teaching experience See above

To determine compatibility of credentials with assignment:

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



## APPENDIX II Faculty Data

(No more than TWO pages per faculty member)

Name: Gordon Hensley

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.    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.	Year/Semester	Course Number and Title	Enrollment
	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 Campus	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 II: ICR	+7
	2012 / Spring	AC 265 Payroll Accounting: ICR	27
	2012 / Spring	BU 207 Business Law: Web	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
	2013 / Spring	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. Identify your professional development activities during the past five years.
- e. List awards/honors (including invitations to speak in your area of expertise) or special recognitions in last five years.  
2008 Savas Kostas Award
- f. Indicate any other activities which have contributed to effective teaching.
- g. List professional books/papers published during the last five years.
- h. List externally funded research (grants and contracts) during last five years.

## APPENDIX II Faculty Data

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

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

- d. Identify your professional development activities during the past five years.
- e. List awards/honors (including invitations to speak in your area of expertise) or special recognitions in last five years.

October 2012 Faculty of the Month

- f. Indicate any other activities which have contributed to effective teaching.
- g. List professional books/papers published during the last five years.
- h. List externally funded research (grants and contracts) during last five years.



## APPENDIX II Faculty Data

(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.    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/Semester</u>	<u>Course Number and Title</u>	<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	16
		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. If degree is not in area of current assignment, explain.  
N/A
- d. Identify your professional development activities during the past five years.  
Western CPE Individual Tax Update (Yearly) 2004 – Present  
Financial Planning
- e. 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.  
Have done Financial Planning and income taxes for clients.
- g. List professional books/papers published during the last five years.  
Helped review and edit (paid consultant) for McGraw Hill 2013 Taxation of Individuals – Spilker, etal.
- h. List externally funded research (grants and contracts) during last five years.

APPENDIX II  
Faculty Data

(No more than TWO pages per faculty member)

Name: Katherine White

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

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:

- 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.

<u>Year/Semester</u>	<u>Course Number and Title</u>	<u>Enrollment</u>
Spring 08	MG 273 – Salesmanship	12

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

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

- e. 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 externally funded research (grants and contracts) during last five years.

**APPENDIX II  
Faculty Data**

(No more than TWO pages per faculty member)

Name: Paul Blackburn

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

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:

- 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.

<u>Year/Semester</u>	<u>Course Number and Title</u>	<u>Enrollment</u>
Spring 07	BU 115 – Business Calculations	15

- c.    If degree is not in area of current assignment, explain.
- d.    Identify your professional development activities during the past five years.
- e.    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 externally funded research (grants and contracts) during last five years.

APPENDIX II  
Faculty Data

(No more than TWO pages per faculty member)

Name: J. Christopher Gray

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

Highest degree earned Masters of Business Administration Conferred by Marshall University

Date degree received May 13, 1995 Area of specialization

Professional registration/licensure

Years of employment at present institution 16

Years of employment in higher education 16

Years of related experience outside higher education 1.5

Non-teaching experience

To determine compatibility of credentials with assignment:

- 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/Semester</u>	<u>Course Number and Title</u>	<u>Enrollment</u>
	2012/Fall	EC    241            Principles of Economic I	15
	2011/Fall	BU    100            Introduction to Business	5

- c.    If degree is not in area of current assignment, explain.
- d.    Identify your professional development activities during the past five years.  
2010-2011    President's Future Leader's Academy – Year One  
2011-2012    President's Future Leader's Academy – Year Two
- e.    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 externally funded research (grants and contracts) during last five years.

**APPENDIX II  
Faculty Data**

(No more than TWO pages per faculty member)

Name: Ray Ellis

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

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:

- 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.

<u>Year/Semester</u>	<u>Course Number and Title</u>	<u>Enrollment</u>
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.    Identify your professional development activities during the past five years.
- e.    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 externally funded research (grants and contracts) during last five years.

**APPENDIX II  
Faculty Data**

(No more than TWO pages per faculty member)

Name: Michael Lester

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

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:

- 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/Semester</u>	<u>Course Number and Title</u>	<u>Enrollment</u>
Summer 2012	AC 111 – Principles of Accounting I	4
Fall 2012	BU 100 – Introduction to Business	16
Spring 2013	AC 111 – Principles of Accounting I	15
- c. If degree is not in area of current assignment, explain.
- d. Identify your professional development activities during the past five years.
- e. 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 externally funded research (grants and contracts) during last five years.



# Appendix III

## Business Administration Budgets

Southern WV Community & Technical College  
Budget FY 2007-2008

Name: Business & Public Administration

Fund: 603102  
Org: 310200

Banner	Account	Description	Approved Budget 2007-2008	7/1/2007 Allocation	6/1/2007 Allocation	2/1/2008 Allocation
		<b>PERSONAL SERVICES &amp; BENEFITS</b>				
501000		Personal Services				
504000		Incentives				
505000		Adviser				
506000		Faculty Overload				
507000		Over time/Temporary				
508000		Part-Time				
509000		Summer School				
510000		Social Security Matching				
511000		Public Employees' Insurance				
512000		Other Health Insurance				
514000		Worker's Compensation				
515000		Unemployment Compensation				
518000		Pension & Retirement				
		<b>TOTAL SALARIES &amp; BENEFITS</b>	\$0	\$0	\$0	\$0
		<b>OPERATING EXPENSES</b>				
520000		Office Expenses	\$1,050	\$400	\$400	\$200
521000		Printing and Binding				
522000		Rental Expense				
523000		Utilities				
524000		Telecommunications				
525000		Contractual & Professional				
526000		Travel	2,500	1,024	1,024	\$12
527000		Computer Services				
528000		Vehicle Rental				
529000		Repairs, Machines & Miscellaneous				
530000		Association Dues & Professional Memberships				
531000		Life, Auto, Bond, & Other Insurance				
532000		Clothing, Household, & Recreational Supplies				
533000		Advertising & Promotional				
534000		Vehicle Operating Expense				
535000		Research, Educational & Medical Supplies	400	192	192	95
536000		Routine Maintenance, Contracts/Warranties				
537000		Maintenance for Resale				
538000		Other Charges				
539000		Postage	500	240	240	120
540000		Education Training (Depend)				
541000		Miscellaneous				
542000		Travel & Conferences				
543000		Postage & Freight	500	240	240	120
544000		Computer Supplies & Equipment < \$5,000	2,257	903	903	451
545000		Printing & Legal Service Payments				
546000		Attorney Remburseable Expenses				
547000		Miscellaneous Equipment Purchases < \$5,000				
548000		Student Activities				
549000		Office & Communication Equipment Repairs				
550000		Research, Educational, & Medical Equipment Repairs				
551000		Building & Household Equipment Repairs				
552000		Routine Maintenance of Buildings				
553000		Vehicle Repairs				
554000		Routine Maintenance of Grounds				
555000		Other Repairs & Alterations				
		<b>TOTAL OPERATING EXPENSES</b>	\$7,487	\$2,959	\$2,959	\$1,499
		<b>ASSETS</b>				
560000		Office & Communication Equipment > \$5,000				
561000		Medical Equipment > \$5,000				
562000		Research & Educational Equipment > \$5,000				
563000		Household Equipment & Furnishings > \$5,000				
564000		Building Equipment > \$5,000				
565000		Vehicles				
566000		Books & Periodicals				
567000		Other Capital Equipment > \$5,000				
568000		Building Construction				
569000		Contractor Payments for Capital Asset Projects				
570000		Purchase of Materials & Supplies				
571000		Consultant Payments for Capital Asset Projects				
572000		Building Improvements				
573000		Land Improvements				
574000		Land Purchases				
575000		Building Purchases				
576000		Household Improvements				
577000		Computer Equipment > \$5,000				
578000		Computer Software > \$5,000				
		<b>TOTAL ASSETS</b>	\$0	\$0	\$0	\$0
		<b>OTHER EXPENSES</b>				
580000		Recognition of Awards				
581000		Bank Costs				
582000		Interest Costs				
		<b>TOTAL OTHER EXPENSES</b>	\$0	\$0	\$0	\$0
		<b>TOTAL EXPENSES</b>	\$7,487	\$2,959	\$2,959	\$1,499

Southern WV Community & Technical College  
Budget FY 2008-2009

Name: Business

Fund: 488000  
Org: 310200

Banner	Account	Description	Approved Budget 2008-2009	7/1/2008 40% Allocation	10/1/2008 40% Allocation	2/1/2009 28% Allocation
		<b>PERSONAL SERVICES &amp; BENEFITS</b>				
	501000	Personal Services				
	504000	Increment				
	505000	Adjunct	10,750	4,300	4,300	2,150
	506000	Faculty Overload	10,750	4,300	4,300	2,150
	507000	Over Time/Temporary				
	508000	Part-Time				
	509000	Summer School				
	511000	Social Security Matching	1,645	658	658	329
	512000	Public Employees' Insurance				
	513000	Other Health Insurance				
	514000	Worker's Compensation				
	515000	Unemployment Compensation				
	516000	Pension & Retirement	1,290	516	516	258
		<b>TOTAL SALARIES &amp; BENEFITS</b>	<b>\$24,435</b>	<b>\$9,774</b>	<b>\$9,774</b>	<b>\$4,887</b>
		<b>OPERATING EXPENSES</b>				
	520000	Office Expenses	750	300	300	150
	521000	Printing and Binding	750	300	300	150
	522000	Rental Expense				
	523000	Utilities				
	524000	Telecommunications				
	525000	Contractual & Professional				
	526000	Travel	1,500	600	600	300
	527000	Computer Services				
	528000	Vehicle Rental				
	530000	Rentals-Machines & Miscellaneous				
	531000	Association Dues & Professional Memberships				
	532000	Fire, Auto, Bond, & Other Insurance				
	534000	Clothing, Household, & Recreational Supplies				
	535000	Advertising & Promotional				
	536000	Vehicle Operating Expense	750	300	300	150
	537000	Research, Educational, & Medical Supplies	480	192	192	96
	538000	Routine Maintenance Contracts/Warranties				
	540000	Merchandise for Resale				
	541000	Cashier Charges				
	542000	Hospitality	600	240	240	120
	543000	Education Training (Stipends)				
	551000	Miscellaneous				
	552000	Training & Development				
	553000	Postal & Freight	600	240	240	120
	554000	Computer Supplies & Equipment < \$5,000	2,067	827	827	413
	556000	Attorney Legal Service Payments				
	557000	Attorney Reimbursable Expenses				
	558000	Miscellaneous Equipment Purchases < \$5,000				
	559000	Student Activities				
	561000	Office & Communication Equipment Repairs				
	562000	Research, Educational, & Medical Equipment Repairs				
	563000	Building & Household Equipment Repairs				
	564000	Routine Maintenance of Buildings				
	565000	Vehicle Repairs				
	566000	Routine Maintenance of Grounds				
	568000	Other Repairs & Alterations				
		<b>TOTAL OPERATING EXPENSES</b>	<b>\$7,497</b>	<b>\$2,999</b>	<b>\$2,999</b>	<b>\$1,499</b>
		<b>ASSETS</b>				
	570000	Office & Communication Equipment > \$5,000				
	571000	Medical Equipment > \$5,000				
	572000	Research & Educational Equipment > \$5,000				
	573000	Household Equipment & Furnishings > \$5,000				
	574000	Building Equipment > \$5,000				
	575000	Vehicles				
	577000	Books & Periodicals				
	578000	Other Capital Equipment > \$5,000				
	592000	Building Construction				
	512000	Contractor Payments for Capital Asset Projects				
	512100	Purchase of Materials & Supplies				
	512200	Consultant Payments for Capital Assets Projects				
	514300	Building Improvements				
	514800	Land Improvements				
	514900	Land Purchases				
	515000	Building Purchases				
	515700	Leasehold Improvements				
	517000	Computer Equipment > \$5,000				
	517100	Computer Software > \$5,000				
		<b>TOTAL ASSETS</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>
		<b>OTHER EXPENSES</b>				
	583000	Scholarships, Awards				
	589000	Dark Costs				
	512500	Indirect Costs				
		<b>TOTAL OTHER EXPENSES</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>
		<b>TOTAL EXPENSES</b>	<b>\$31,932</b>	<b>\$12,773</b>	<b>\$12,773</b>	<b>\$6,386</b>

**Southwest Community & Technical College**  
**Budget FY 2009-2010**

Name: Business

Fund: 468000  
 Org: 340200

Banner	Account	Description	Approved Budget 2009-2010	7/1/2009 40% Allocation	10/1/2009 40% Allocation	2/1/2010 20% Allocation
		<b>PERSONAL SERVICES &amp; BENEFITS</b>				
	501000	Personal Services		-	-	-
	504000	Incremental		-	-	-
	505000	Adjunct		-	-	-
	506000	Faculty Overload		-	-	-
	507000	Over Time/Temporary		-	-	-
	508000	Part-Time		-	-	-
	509000	Summer School		-	-	-
	511000	Social Security Matching		-	-	-
	512000	Public Employees' Insurance		-	-	-
	513000	Other Health Insurance		-	-	-
	514000	Worker's Compensation		-	-	-
	515000	Unemployment Compensation		-	-	-
	516000	Pension & Retirement		-	-	-
		<b>TOTAL SALARIES &amp; BENEFITS</b>		-	-	-
		<b>OPERATING EXPENSES</b>				
	520000	Office Expenses	750	300	300	150
	521000	Printing and Binding	750	300	300	150
	522000	Rental Expense		-	-	-
	523000	Utilities		-	-	-
	524000	Telecommunications		-	-	-
	525000	Contractual & Professional		-	-	-
	526000	Travel	1,600	600	600	300
	526001	Travel - Mileage Reimbursement		-	-	-
	526002	Travel - Lodging		-	-	-
	526003	Travel - Air Fare		-	-	-
	526004	Travel - Miscellaneous		-	-	-
	527000	Computer Services		-	-	-
	529000	Vehicle Rental		-	-	-
	530000	Rentals-Machines & Miscellaneous		-	-	-
	531000	Association Dues & Professional Memberships		-	-	-
	532000	Fire, Auto, Bond, & Other Insurance		-	-	-
	534000	Clothing, Household, & Recreational Supplies		-	-	-
	535000	Advertising & Promotional		-	-	-
	536000	Vehicle Operating Expense	750	300	300	150
	537000	Research, Educational, & Medical Supplies	480	192	192	96
	538000	Routine Maintenance Contracts/Arrangements		-	-	-
	540000	Merchandise for Resale		-	-	-
	541000	Cellular Charges		-	-	-
	542000	Hospitality	600	240	240	120
	543000	Education Training (Stipends)		-	-	-
	544001	Energy Expense Motor Vehicles/Aircraft -Gasoline		-	-	-
	547001	Energy Expense Utilities -Electric		-	-	-
	547002	Energy Expense Utilities -Natural Gas		-	-	-
	551000	Miscellaneous		-	-	-
	552000	Training & Development		-	-	-
	553000	Postal & Freight	600	240	240	120
	554000	Computer Supplies & Equipment <\$5,000	2,067	827	827	413
	556000	Attorney Legal Service Payments		-	-	-
	557000	Attorney Reimbursement Expenses		-	-	-
	558000	Miscellaneous Equipment Purchases < \$5,000		-	-	-
	559000	Student Activities		-	-	-
	561000	Office & Communication Equipment Repairs		-	-	-
	562000	Research, Educational, & Medical Equipment Repairs		-	-	-
	563000	Building & Household Equipment Repairs		-	-	-
	564000	Routine Maintenance of Buildings		-	-	-
	565000	Vehicle Repairs		-	-	-
	565000	Routine Maintenance of Grounds		-	-	-
	566000	Other Repairs & Alterations		-	-	-
		<b>TOTAL OPERATING EXPENSES</b>	<b>7,497</b>	<b>2,999</b>	<b>2,999</b>	<b>1,499</b>
		<b>ASSETS</b>				
	570000	Office & Communication Equipment > \$5,000		-	-	-
	571000	Medical Equipment > \$5,000		-	-	-
	572000	Research & Educational Equipment > \$5,000		-	-	-
	573000	Household Equipment & Furnishings > \$5,000		-	-	-
	574000	Other Equipment > \$5,000		-	-	-
	575000	Vehicles		-	-	-
	576000	Books & Periodicals		-	-	-
	576000	Other Capital Equipment > \$5,000		-	-	-
	592000	Building Construction		-	-	-
	512000	Contractor Payments for Capital Asset Projects		-	-	-
	512100	Purchase of Materials & Supplies		-	-	-
	512200	Consultant Payments for Capital Assets Projects		-	-	-
	514000	Building Improvements		-	-	-
	514500	Land Improvements		-	-	-
	514900	Land Purchases		-	-	-
	515000	Building Purchases		-	-	-
	515700	Research Improvements		-	-	-
	517000	Computer Equipment > \$5,000		-	-	-
	517100	Computer Software > \$5,000		-	-	-
		<b>TOTAL ASSETS</b>		-	-	-
		<b>OTHER EXPENSES</b>				
	583000	Scholarships, Awards		-	-	-
	503000	Bank Costs		-	-	-
	612500	Indirect Costs		-	-	-
		<b>TOTAL OTHER EXPENSES</b>		-	-	-
		<b>TOTAL EXPENSES</b>	<b>7,497</b>	<b>2,999</b>	<b>2,999</b>	<b>1,499</b>

Southern WV Community & Technical College  
Budget FY 2010-2011

Name: Business Administration

Fund: 458000  
Org: 310202

Account	Description	Budget	07/01/2010	10/01/2010	02/01/2011
Code		FY2011	40%	40%	20%
			Allocation	Allocation	Allocation
<b>PERSONAL SERVICES &amp; BENEFITS</b>					
501000	Personal Services				
504000	Increment				
505000	Adjunct				
506000	Faculty Overload				
507000	Over Time/Temporary				
508000	Part-Time				
509000	Summer School				
511000	Social Security Matching				
512000	Public Employees' Insurance				
513000	Other Health Insurance				
514000	Worker's Compensation				
515000	Unemployment Compensation				
516000	Pension & Retirement				
518300	WV OPEB Remaining Contribution				
	<b>TOTAL SALARIES &amp; BENEFITS</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>
<b>OPERATING EXPENSES</b>					
520000	Office Expenses	1300	1120	1120	160
521000	Printing and Binding	300	120	120	60
522000	Rental Expense				
523000	Utilities				
523003	Utilities-Water & Sewage				
523004	Utilities-Garbage Disposal				
524000	Telecommunications				
525000	Contractual & Professional				
526000	Travel	1,000	400	400	200
526001	Travel-Mileage				
526002	Travel-Lodging				
526003	Travel-Air Fare				
526004	Travel-Miscellaneous				
526005	Travel-Food				
527000	Computer Services				
529000	Vehicle Rental				
530000	Rentals-Machines & Miscellaneous				
530001	Rentals-Copiers				
531000	Association Dues & Professional Memberships				
532000	Firm, Auto, Bond, & Other Insurance				
534000	Clothing, Household, & Recreational Supplies				
535000	Advertising & Promotional				
536000	Vehicle Operating Expense				
537000	Research, Educational, & Medical Supplies	200	80	80	40
538000	Routine Maintenance Contracts/Warranties				
540000	Merchandise for Resale				
541000	Cellular Charges				
542000	Hospitality	300	120	120	60
543000	Education Training (Stipends)				
544000	Energy Expense Motor Vehicle/Aircraft				
544001	Energy Expense Motor Vehicle/Aircraft Gasoline	0	0	0	0
544002	Energy Expense Motor Vehicle/Aircraft Diesel				
547000	Energy Expense Utilities				
547001	Energy Expense Utilities-Electric				
547002	Energy Expense Utilities-Gas				
551000	Miscellaneous				
552000	Training & Development				
553000	Postal & Freight	250	100	100	50
554000	Computer Supplies	900	360	360	180
564001	Computer Equipment < \$5,000				
568000	Attorney Legal Service Payments				
567600	Attorney Reimbursable Expenses				
568000	Miscellaneous Equipment Purchases < \$5,000				
569000	Student Activities				
581000	Office & Communication Equipment Repairs				
582000	Research, Educational, & Medical Equipment Repairs				
583000	Building & Household Equipment Repairs				
584000	Routine Maintenance of Buildings				
585000	Vehicle Repairs				
586000	Routine Maintenance of Grounds				
588000	Other Repairs & Alterations				
	<b>TOTAL OPERATING EXPENSES</b>	<b>\$3,250</b>	<b>\$1,300</b>	<b>\$1,300</b>	<b>\$650</b>
<b>ASSETS</b>					
570000	Office & Communication Equipment > \$5,000				
571000	Medical Equipment > \$5,000				
572000	Research & Educational Equipment > \$5,000				
573000	Household Equipment & Furnishings > \$5,000				
574000	Building Equipment > \$5,000				
575000	Vehicles				
577000	Books & Periodicals				
578000	Other Capital Equipment > \$5,000				
582000	Building Construction				
512000	Contractor Payments for Capital Asset Projects				
512100	Purchase of Materials & Supplies				
512200	Contractor Payments for Capital Assets Projects				
514300	Building Improvements				
514800	Land Improvements				
514900	Land Purchases				
515000	Building Purchases				
515700	Leasehold Improvements				
517000	Computer Equipment > \$5,000				
517100	Computer Software > \$5,000				
	<b>TOTAL ASSETS</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>
<b>OTHER EXPENSES</b>					
589000	Scholarships, Awards				
589900	Bank Costs				
512500	Indirect Costs				
	<b>TOTAL OTHER EXPENSES</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>
	<b>TOTAL EXPENSES</b>	<b>\$3,250</b>	<b>\$1,300</b>	<b>\$1,300</b>	<b>\$650</b>

**Southern WV Community & Technical College  
Budget FY 2011-2012**

Name: Business Administration

Fund: 468000  
Org: 310202

Banner	Account	Description	Approved Budget FY2012	07/01/2011 40% Allocation	10/01/2011 40% Allocation	02/01/2012 20% Allocation
		<b>PERSONAL SERVICES &amp; BENEFITS</b>				
	501000	Personal Services				
	504000	Increment				
	505000	Adjunct				
	506000	Faculty Overload				
	507000	Over Time/Temporary				
	508000	Part-Time				
	509000	Summer School				
	511000	Social Security Matching				
	512000	Public Employees Insurance				
	513000	Other Health Insurance				
	514000	Worker's Compensation				
	515000	Unemployment Compensation				
	516000	Pension & Retirement				
	518000	WW OPEB Remaining Contribution				
		<b>TOTAL SALARIES &amp; BENEFITS</b>	\$0	\$0	\$0	\$0
		<b>OPERATING EXPENSES</b>				
	520000	Office Expenses	\$300	\$120	\$120	\$60
	521000	Printing and Binding	0	0	0	0
	522000	Rental Expense				
	523000	Utilities				
	523003	Utilities-Water & Sewage				
	523004	Utilities-Garbage Disposal				
	524000	Telecommunications				
	525000	Contractual & Professional	575	230	230	116
	526000	Travel	1000	400	400	200
	526001	Travel-Mileage	100	40	40	20
	526002	Travel-Lodging	300	120	120	60
	526003	Travel-Air Fare				
	526004	Travel-Miscellaneous				
	526005	Travel-Food				
	527000	Computer Services				
	528000	Vehicle Rental				
	530000	Reprints-Machines & Miscellaneous				
	530001	Reprints-Copiers				
	531000	Association Dues & Professional Memberships				
	532000	Fire, Auto, Bond & Other Insurance				
	533000	Campus, Household & Recreational Supplies				
	535000	Advertising & Promotional				
	536000	Vehicle Operating Expense				
	537000	Research, Educational & Medical Supplies	200	80	80	40
	538000	Routine Maintenance Contracts/Warranties				
	540000	Merchandise for Resale				
	541000	Celular Charges				
	542000	Recruiting	125	50	50	25
	543000	Education Training (Students)				
	544000	Energy Expense Motor Vehicle/Aircraft				
	544001	Energy Expense Motor Vehicle/Aircraft-Gasoline	0	0	0	0
	544002	Energy Expense Motor Vehicle/Aircraft-Diesel				
	547000	Energy Expense Utilities				
	547001	Energy Expense Utilities-Electric				
	547002	Energy Expense Utilities-Gas				
	551000	Miscellaneous				
	552000	Training & Development	125	60	60	25
	553000	Postal & Freight	90	36	36	18
	554000	Computer Supplies	75	30	30	15
	554001	Computer Equipment < \$5,000				
	556000	Attorney Legal Service Payments				
	557000	Attorney Reimbursable Expenses				
	558000	Miscellaneous Equipment Purchases < \$5,000	1,590	636	636	318
	559000	Student Activities				
	561000	Office & Communication Equipment Repairs				
	562000	Research, Educational & Medical Equipment Repairs				
	563000	Building & Household Equipment Repairs				
	564000	Routine Maintenance of Buildings				
	565000	Vehicle Repairs				
	566000	Routine Maintenance of Grounds				
	568000	Other Repairs & Alterations				
		<b>TOTAL OPERATING EXPENSES</b>	\$4,480	\$1,792	\$1,792	\$896
		<b>ASSETS</b>				
	570000	Office & Communication Equipment > \$5,000				
	571000	Medical Equipment > \$5,000				
	572000	Research & Educational Equipment > \$5,000				
	573000	Household Equipment & Furnishings > \$5,000				
	574000	Building Equipment > \$5,000				
	575000	Vehicles				
	577000	Books & Periodicals				
	578000	Other Capital Equipment > \$5,000				
	581000	Building Construction				
	612000	Contractor Payments for Capital Asset Projects				
	512000	Purchase of Materials & Supplies				
	512000	Consultant Payments for Capital Assets Projects				
	514000	Building Improvements				
	515000	Land Improvements				
	516000	Land Purchases				
	517000	Building Purchases				
	518000	Leasehold Improvements				
	517000	Computer Equipment > \$5,000				
	517100	Computer Software > \$5,000				
		<b>TOTAL ASSETS</b>	\$0	\$0	\$0	\$0
		<b>OTHER EXPENSES</b>				
	563000	Scholarships/Awards				
	569000	Travel Costs				
	511000	Contract Costs				
		<b>TOTAL OTHER EXPENSES</b>	\$0	\$0	\$0	\$0
		<b>TOTAL EXPENSES</b>	\$4,480	\$1,792	\$1,792	\$896

# Appendix IV

## Business Administration Assessment Data



2008 Assessment Report

Assessment Results  
2007-2008

Office of the Vice President for Academic Affairs

May 27, 2008

2008 Assessment Report

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			
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.

2008 Assessment Report

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

n=4

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

All Areas—2--50%

Gender	Ethnicity	AM	LI	RFI	Met All Standards	
F	W	5	5	6	S	
F	W	5	4	5	S	
F	W	5	4	4	U	
F	W	4	4	5	U	
	Sum	19	17	20		
	n=	4	4	4		
	Mean	4.8	4.3	5		
	Standard	5	4	5		
		0--<3	0--<3	0--<3		
		0--3	0--3	0--3		
		1--4	3--4	1--4	2 -- U	50% U
		3--5	1--5	2--5	2 -- S	50% S
		0--6	0--6	1--6		
		0--7	0--7	0--7		
	Met Standard	3	4	3		

2008 Assessment Report

Department: Business  
**542-AAS—Business Administration-General Business**  
 n=13  
 Min. AM (5)    Min LI (4)    Min. RFI (5)  
 12 -- 92%       13 -- 100%    12 -- 92%  
 All Areas—12--92%

Gender	Ethnicity	AM	LI	RFI	Met All Standards	
M	W	4	4	4	U	
F	W	5	4	5	S	
F	W	5	4	5	S	
F	W	5	4	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	
M	W	6	5	5	S	
F	W	5	4	6	S	
M	W	5	4	6	S	
M	W	5	4	6	S	
M	W	5	4	6	S	
	Sum	66	56	68		
	n=	13	13	13		
	Mean	5.1	4.3	5.2		
	Standard	5	4	5		
		0--<3	0--<3	0--<3		
		0--3	0--3	0--3		
		1--4	9--4	1--4	1--U	8% U
		10--5	4--5	8--5	12--S	92% S
		2--6	0--6	4--6		
		0--7	0--7	0--7		
	Met Standard	12	13	12		

2008 Assessment Report

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	0--3	0--3		
		0--4	2--4	0--4	0 - U	0% U
		1--5	0--5	1--5	2 - S	100% S
		1--6	0--6	0--6		
		0--7	0--7	1--7		
	Met Standard	2	2	2		

2008 Assessment Report

Department: Business  
**543-AAS—Business Administration-Small Business Mgmt**  
 n=1  
 Min. AM (5)    Min LI (4)    Min. RFI (5)  
 1 -- 100%       1-- 100%       1--100%  
 All Areas—1 -- 100%

Gender	Ethnicity	AM	LI	RFI	Met All Standards	
F	W	5	5	5	S	
	Mean	5	5	5		
	Standard	5	4	5		
		0--<3	0--<3	0--<3		
		0--3	0--3	0--3		
		0--4	0--4	0--4	0 - U	0% U
		1--5	1--5	1--5	1 - S	100% S
		0--6	0--6	0--6		
		0--7	0--7	0--7		
	Met Standard	1	1	1		

## 2008 Assessment Report

Assessment Matrix for Measuring Program Goals  
Business Administration

Goals 1 - 5					
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

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

Goal Five

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%

<i>Certificate Programs</i>			
Program	# 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%

<i>Associate of Applied Science Degree</i>			
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%

Assessment Report 2009

**Division: Business**

**AAS**

***541- Business Administration- Health Care Management***

<b>Campus</b>	<b>Gender</b>	<b>Criteria: Applied Math Score</b>	<b>Criteria: Locating Information Score</b>	<b>Criteria: Reading For Information Score</b>	<b>Met All Three Criteria Standards</b>
<b>Williamson</b>	<b>F</b>	<b>5</b>	<b>4</b>	<b>6</b>	<b>S</b>
	<b>Summary</b>	<b>5</b>	<b>4</b>	<b>6</b>	
	<b>n=</b>	<b>1</b>	<b>1</b>	<b>1</b>	
	<b>Mean</b>	<b>5</b>	<b>4</b>	<b>6</b>	
	<b>Standard Set</b>	<b>5</b>	<b>4</b>	<b>5</b>	
	<b>Number Who Met Standard (% of Criteria)</b>	<b>1 (100%)</b>	<b>1 (100%)</b>	<b>1 (100%)</b>	
<b>Number Who Scored &lt;3 (% of Total for Each Criteria)</b>		<b>0</b>	<b>0</b>	<b>0</b>	
<b>Number Who Scored 3 (% of Each Criteria)</b>		<b>0</b>	<b>0</b>	<b>0</b>	
<b>Number Who Scored 4 (% of Each Criteria)</b>		<b>0</b>	<b>1 (100%)</b>	<b>0</b>	
<b>Number Who Scored 5 (% of Each Criteria)</b>		<b>1 (100%)</b>	<b>0</b>	<b>0</b>	
<b>Number Who Scored 6 (% of Each Criteria)</b>		<b>0</b>	<b>0</b>	<b>1 (100%)</b>	
<b>Number Who Scored 7 (% of Each Criteria)</b>		<b>0</b>	<b>0</b>	<b>0</b>	
<b>Number Who Met All 3 Criteria Standards Satisfactorily (% of Overall Total)</b>		<b>1 (100%)</b>			

Number Who Met All 3 Criteria Standards Unsatisfactorily	0
--	---

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	U
Boone	F	5	4	5	S
Boone	F	5	4	4	U
Boone	F	4	4	5	U
Boone	M	6	4	6	S
Boone	F	4	4	5	U
Williamson	M	5	5	5	S
Boone	M	6	5	7	S
	Summary	40	34	41	
	n=	8	8	8	
	Mean	5	4.25	5.13	
	Standard Set	5	4	5	
	Number Who Met Standard (% of Criteria)	6 (75%)	8 (100%)	6 (75%)	
Number Who Scored <3 (% of Total for Each Criteria)		0	0		
Number Who Scored 3 (% of Each Criteria)		0	0		
Number Who Scored 4 (% of Each Criteria)		2 (25%)	6 (75%)	2 (25%)	
Number Who Scored 5 (% of Each Criteria)		4 (50%)	2 (25%)	4 (50%)	
Number Who Scored 6 (% of Each Criteria)		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*

<b>Business Administration- Small Business Management</b>					
<b>Campus</b>	<b>Gender</b>	<b>Criteria: Applied Math Score</b>	<b>Criteria: Locating Information Score</b>	<b>Criteria: Reading For Information Score</b>	<b>Met All Three Criteria Standards</b>
Logan	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 Who Scored <3 (% of Total for Each Criteria)		0	0	0	
Number Who Scored 3 (% of Each Criteria)		0	0	0	
Number Who Scored 4 (% of Each Criteria)		1	1	0	
Number Who Scored 5 (% of Each Criteria)		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 Overall Total)	0

# Bus Adm-Gen Business-AAS

Table 1

Major	Campus	Total Score	Skills Dimension Subscores				Context-Based Subscores		
			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	109	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

Major	Reading		Critical Thinking	Writing			Mathematics		
	N	N		M	N	N	M	N	N
542	P	M	N	M	N	N	N	N	N
542	P	N	N	M	N	N	M	N	N
542	M	N	N	M	N	N	N	N	N
542	P	P	N	M	N	N	N	N	N
542	M	N	N	M	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 I		100%	
Writing Level II			100%
Writing Level III			100%
Mathematics Level I		33%	67%
Mathematics Level II			100%
Mathematics Level III			100%

# Bus Adm-Marketing Option-AAS

Table 1

Major	Campus	Total Score	Skills Dimension Subscores				Context-Based Subscores		
			Critical Thinking	Reading	Writing	Mathematics	Humanities	Social Sciences	Natural Sciences
543	Logan	476	121	127	123	119	122	122	123

Table 2

Major	Reading		Critical Thinking	Writing			Mathematics		
543	P	P	M	P	P	P	P	P	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%	

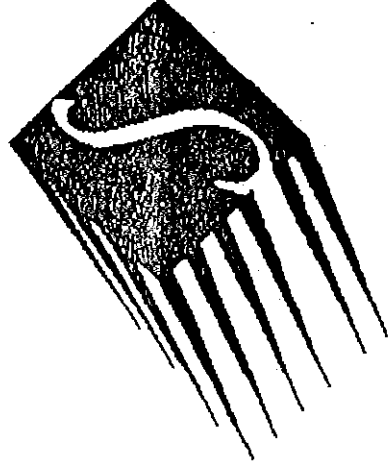


SWVCTC Assessment Report 2009-2010

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			100%
Mathematics Level I	33%	33%	34%
Mathematics Level II	11%	11%	78%
Mathematics Level III		11%	89%

**SOUTHERN WEST VIRGINIA  
COMMUNITY AND TECHNICAL COLLEGE  
ASSESSMENT REPORT 2011**



# Table of Contents

---

Executive Summary.....	4
Raw Data.....	7
Results by Major.....	13
C&T/AH/Medical Lab Asst.-Cert.....	14
UT/Social Science/Criminal Justice-AS.....	15
UT-AA.....	16
UT/Social Science/Criminal Justice-AA.....	20
UT/Humanities/Elem Ed-AA.....	21
UT/General Studies-AA.....	23
UT-AS.....	25
UT/Pre-Allied Health-AS.....	27
C&T/AH/Surgical Tech-AAS.....	29
C&T/AH/Medical Lab Tech-AAs.....	31
C&T/AH/Nursing-AAS.....	33
C&T/AH/Dental Hygiene-AAS.....	35
C&T/AH/Respiratory Tech-AAS.....	37
C&T/AH/Health Care Professional-AS.....	38
C&T/AH/Cosmetology-AAS.....	40
C&T/AH/Radiologic Technology-AS.....	41
C&T/Business/Business Accounting-AS.....	43
C&T/Business/General Business-AAS.....	45
C&T/Business/Business Administration-AAS.....	46

C&T/Business/Office Administration-AAS.....	48
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/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	
Scores by Age .....	67
Scores by Gender .....	68
Scores by Major.....	69
Summary of Proficiency Classification .....	74
Scaled Score Distributions	
Skills Sub-scores .....	75
Academic Area Sub-scores .....	77
Total .....	79
Math Rybric Team Scoring Report .....	80
Writing Scoring Committee Report.....	86



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

Table 1

Student Data			Skill Dimension Subscores				Context-Based Subscores		
Campus	Major	Total Score	Critical Thinking	Reading	Writing	Mathematics	Humanities	Social Sciences	Natural Sciences
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	114.3

Table 2

Major	Reading			Writing			Mathematics		
	Level 1	Level 2	Level 3	Level 1	Level 2	Level 3	Level 1	Level 2	Level 3
540	N	N	N	M	N	N	N	N	N
540	P	P	M	P	M	N	P	P	P
540	P	N	N	M	N	N	M	N	N

540	N	N	N	M	N	N	M	N	N
540	P	P	M	P	P	M	P	N	N
540	M	N	N	P	M	N	P	M	N

Table 3

	Reading			Writing			Mathematics		
	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**

## **Table of Contents**

Administrative Assessment Summary 2012	4
2012-13 Program Review Schedule	10
Academic Assessment Summary 2012	11
2010-2012 Comparison	14
Raw Data	15

Results by Major	19
University Transfer/Undeclared Major	20
Allied Health/EKG – Certificate	22
Allied Health/Medical Lab Assistant – Certificate	24
University Transfer/Criminal Justice – Certificate	26
University Transfer – AA	28
University Transfer/General Studies – AA	31
University Transfer – AS	33
Allied Health/Surgical Technician – AAS	35
Allied Health/Medical Lab Technology – AAS	37
Allied Health/Nursing – AAS	39
Allied Health/Health Care Professional – AAS	42
Allied Health/Radiologic Technology – AAS	45
Career and Technical/Business /Accounting – AAS	47
Career and Technical/Business/General Business – AAS	49
Career and Technical/Business/Business Administration – AAS	51
University Transfer/Social Sciences/Addiction Counseling – AAS	53
University Transfer/Criminal Justice/Law Enforcement – AAS	55
Career and Technical/Engineering/Electrical Engineering – AAS	57
Career and Technical/Mine Management – AAS	59
Career and Technology/Information Technology – AAS	61
University Transfer/Criminal Justice/Forensic Psychology and Investigation – AAS	63
University Transfer/Humanities/Early Childhood Development – AAS	65
About ETS Proficiency Profile	67
Demographic Analysis Report	

## Career and Technical /Business – Accounting – AAS

Table 1

Student Data			Skills Dimension Subscores				Context-Based Subscores		
Campus	Major	Total Score	Critical Thinkin g	Readin g	Writing	Mathematics	Humanitie s	Social Science s	Natural Science s
Williamson	540	449	108	120	120	115	113	110	117
		449	108	120	120	115	113	110	117
	MEAN	449	108	120	120	115	113	110	117
Table 2			Critical Thinkin g	Reading	Writing	Mathematics			

Major	Level 1	Level 2	Level 3	Level 1	Level 2	Level 3	Level 1	Level 2	Level 3
540	P	M	N	P	P	M	P	M	N
Proficient	1	0	0	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

Table 3

	Reading			Writing			Mathematics		
	Level 1	Level 2	Level 3	Level 1	Level 2	Level 3	Level 1	Level 2	Level 3
Proficient	100.00 %	0.00%	0.00%	100.00 %	100.00 %	0.00%	100.00%	0.00%	0.00%
Marginal	0.00%	100.00 %	0.00%	0.00%	0.00%	100.00%	0.00%	100.00 %	0.00%
Not Proficient	0.00%	0.00%	100.00 %	0.00%	0.00%	0.00%	0.00%	0.00%	100.00 %

# Appendix V

## Business Administration Student Enrollment Profile

## Business Administration Program Enrollment Profile

Program	2007-08 HC				2008-09 HC				2009-10 HC				2010-11 HC				2011-12 HC			
Business Administration	FA		SP		FA		SP		*FA		SP		FA		SP		FA		SP	
	F	P	F	P	F	P	F	P	F	P	F	P	F	P	F	P	F	P	F	P
Major 541	12	3	10	1	2	1	1	1	3		1	1	-	-	-	-	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	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Major 548	7	4	11	8	31	11	27	16	57		40	9	55	21	52	29	63	18	52	25

\*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	2007-08		2008-09		2009-10		2010-11		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				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 test scores for placement in college-level English and math.

This course is designed for students planning a career in a business field and focuses 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, stocks 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 math.

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**

**1-3 Credit Hours**

**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 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 Business.

### **BU 291 Business Administration Internship**

**3 Credit Hours**

Students will be assigned to a business 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 of 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**

**3 Credit Hours**

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 scientific-based 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, inter-fuel 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 Nonfinancial Manager**

**3 Credit Hours**

This course is designed to provide students who aspire to be managers and executives, in non-financial positions, with a practical understanding of finance. 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 course.

### **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 finance, real estate appraisal, 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 short-term 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/Gantt 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 focuses 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 focus 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, morale, 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 Retailing****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.