Annual Report
Of Institutional Progress

Richards College of Business
May 15, 2003

Prepared by
Dr. Jack E. Johnson, Dean
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Introduction

The growth pattern in student credit-hour production and student enrollments that began in 1995 was continued during the 2002-2003 academic year, with an increase from the previous year of over 11 percent in credit hours and headcount.

With few exceptions, computer resources for students and faculty use are at a very adequate level—most computers are not older than two years old. A total of 32 new computers were purchased for lab and faculty use during this academic year.

There is a critical need for additional faculty resources in the RCOB. There is an immediate need for additional full-time faculty in BIS, Economics, and Marketing; in addition, increased student enrollments in the RCOB justify additional resources in the business core areas where a backlog is developing from our inability to offer enough sections in freshman and sophomore level courses such as economics and accounting.

All departmental reports can be found on their respective departmental web sites as follows:

- Department of Accounting & Finance: http://www.westga.edu/~accfin/ANNUAL03.pdf
- Department of Economics: http://www.westga.edu/~econ/annualreport0203.pdf
- Department of Marketing & Real Estate: http://www.westga.edu/~mktreal/Annreport.htm

The annual reports reflect (1) University, RCOB, and Departmental mission statements; (2) unit goals, assessment of unit goals, and assessment results; and (3) student and curriculum learning outcomes. Learning outcomes are tied to the University “Bread-and-Butter Goals” and “Visionary Goals.”
This annual report is presented in the following sections:

- Student Accomplishments
- Faculty Accomplishments
- College Profile
- MBA Program
- Other Major Accomishments
- Small Business Development Center
- Strategic Issues

**Student Accomplishments.**

- Twenty-seven students received scholarships and awards in 2002-2003.
- Students taking the CPA exam have a better than average pass rate (above 20% for first-time takers; above 40% for second-time takers).
- Eighty-five percent of all accounting graduates are employed at graduation; 100 percent are employed after three months following graduation.
- West Georgia accounting students have received the IMA student award four out of the past five years. Eight of these awards are given each year in AACSB-I in competition with 400 other schools.
- Won the Association of Government Accountants Scholarship for the State of Georgia for the last ten out of eleven years in competition with all 16 Georgia universities.
- 100 percent of all graduates of the business education program received their teaching credentials, 12 percent of management majors reported that they passed professional certification exams, and 15 percent of BIS majors passed their exams.

**Faculty Accomplishments.** Thirty-five faculty contributed 64 peer-reviewed publications. The faculty accumulated a total of 1,577 hours of development activities, for an average of 41 hours per faculty member. All RCOB faculty utilize multimedia technology in teaching their classes (i.e., computers, projection systems, PowerPoint, VCR, etc.). In service to the university, college, and department, faculty participated as chairs or members of 200 committees.

**College Profile.** The RCOB has continued its growth in terms of overall academic measures, with increases in student credit hours and student enrollments. Student credit hour production has increased at a consistent rate since 1997, as shown in Chart 1, p. 3. SCHs in 2002-2003 reached 37,061. Student credit hours since the 1997-1998 academic year have grown from 21,154 hours to 37,061 hours, for an increase of 15,907 student credit hours—a 75 percent increase.
As revealed above, the growth in student credit hours has been dramatic since 1997. During this past year, the RCOB student credit hour growth increased by 11.7 percent, from 33,172 to 37,061. [See Chart 2 below]
Since the 1997-98 academic year, student enrollments have increased from 6,509 to 12,413, representing a growth of 5,904 student enrollments, or 91 percent [See Chart 3 below].

**Chart 3**

**RCOB Headcount, 1997-2003**

During this past year, student enrollments increased by 11.8 percent, from 11,106 to 12,413 [See Chart 4 below].

**Chart 4**

**RCOB Headcount, 2002-2003**
**MBA Program.** The WebMBA, a graduate on-line program with representatives from West Georgia, Georgia Southern, Kennesaw State, Valdosta State, and Georgia College and State University, started its third cohort during the Fall 2002 semester. At the end of the Summer 2002 semester, students from the first WebMBA cohort were graduated. Overall MBA enrollments have remained consistent over the past six years. Enrollments have been slightly restricted in the past three years because of downsizing of several local companies in the West Georgia region., thereby reducing middle and upper management positions.

**Other Major Accomplishments.**

- The Richards College of Business developed its 2003-2008 Strategic Plan [See Appendix 1].
- The Departments of Accounting/Finance and Economics again co-sponsored the New York/London Summer Study abroad program with over 20 students participating in the program, which is in its 15th year of existence.
- The Department of Economics hosted the Economic Forecast Breakfast, with over 300 representatives from business and industry attending.
- *B-Quest*, the electronic journal of economics and business, is in its ninth year of operation with Dr Carole Scott continuing her editorial duties as a retired West Georgia faculty member. This year, 16 articles were published in *B-Quest*.

**Small Business Development Center.** The SBDC continued its active calendar of outreach activities during the 2002-2003 year. The following activities were completed during the 2002 calendar year. In terms of clients served, consultant hours logged, and number of C.E. courses conducted, the SBDC performed at 100 percent or higher of anticipated activities.

A total of 230 clients were served, accumulating 1,476 consulting hours. In addition to their contractual obligations, the SBDC provides considerable service to the community in terms of continuing education programs, business support services, public relations, and economic development. A summary of this activity for 2002 is revealed in Chart 7, page 6.
Chart 7
SBDC Service Activities

<table>
<thead>
<tr>
<th>Activity</th>
<th>Hours of Activity</th>
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<tbody>
<tr>
<td>Continuing Education</td>
<td>522</td>
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<tr>
<td>Professional Development</td>
<td>431</td>
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<tr>
<td>Number of Clients</td>
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<tr>
<td>Consultant Hours</td>
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<tr>
<td>C.E. Courses</td>
<td>51</td>
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<tr>
<td>C.E. Attendees</td>
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