Annual Report
Of Institutional Progress
Richards College of Business
April 30, 2004

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Introduction

The growth pattern in student credit-hour production and student enrollments that began in 1995 is clearly visible when 2003 - 2004 academic year statistics are examined. Credit hours produced show 77 percent increase since 1997 (see Chart 1).

With few exceptions, computer resources for students and faculty use are at a very adequate level—most computers are two years old. A total of 2 servers and 46 new computers were purchased for lab and faculty use during this academic year.

The critical need for additional faculty resources in the RCOB has been met to a large extent with the addition of 4 lecturer positions in Economics, Marketing, Management and Legal Environment. In addition, increased student enrollments in the RCOB justify additional resources in infrastructure and service areas, where bottlenecks are developing due to our inability to hire staff for pre-major advising and technical support.

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

- **Department of Accounting & Finance:** http://www.westga.edu/~accfin/ANNUAL04.pdf
- **Department of Economics:** http://www.westga.edu/~econ/annualreport0304.pdf
- **Department of Management & Business Systems:**
- **Department of Marketing & Real Estate:**
  http://www.westga.edu/~mktrel/Annualreport2004htm

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 Growth in SCHs
- MBA Program
- Other Major Accomplishments
- Small Business Development Center
- Strategic Issues

**Student Accomplishments.**

- Twenty-six students received scholarships and awards in 2003-2004. Another nine received notable (non-cash) awards.
- Undergraduate students taking the CPA exam have a better than national average pass rate (above 20% for first-time takers; above 50% for second-time takers). For graduate students, the rates are 40% and 75%, respectively.
- 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 six 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 twelve 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.
- Melanie Hildebrandt (George) presented at the National Collegiate Honors Council.

**Faculty Accomplishments.**

Thirty-seven faculty contributed 37 peer-reviewed publications. The faculty accumulated a total of 3319 hours of development activities, for an average of 90 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 (36) or members (202) in 238 committees. Finally, the RCOB faculty and staff received $81,000 in grants and other income.

- Dr. Leland Gustafson received a Teaching Fellow award from the Academy of Economics and Finance.
- Dr. David Boldt was selected as the second Vice President of the Academy of Economics and Finance.
- Dr. McIntyre and Dr. Pearce developed a London program in Management and Marketing with an initial cohort of 18 UWG students.
- Dr. McIntyre’s article won the best paper award at the 2004 Southern Marketing Association meeting.
- Dr. Burton received the National Excellence in Leadership Award.
- Two Real Estate students sponsored by Dr. Burton were finalists for Big Night competition.
- Research results published by Dr. Hodges were cited in several national and international magazines and newspapers.
- Drs. Colley and Volkan’s paper presented at the IBER conference received the best paper award.
- Dr. North received the GBEA Teacher of the Year award.

**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 2003-2004 reached 37,361. Student credit hours since the 1997-1998 academic year have grown from 21,154 hours to 37,361 hours, for an increase of 16,207 student credit hours—a 77 percent increase.

**Chart 1**

**RCOB Credit Hours, 1998 - 2004**

![Chart 1](image)
The WebMBA is a graduate, on-line program with representatives from West Georgia, Georgia Southern, Kennesaw State, Valdosta State, and Georgia College and State University. Starting with 2004 – 2005, cohorts will double to two a year. 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 implemented its 2003-2008 Strategic Plan and instituted by faculty vote a Statement of Ethical Expectations and a Statement of Vision.
- The Departments of Accounting/Finance and Economics again co-sponsored the New York/London Summer Study abroad program with 15 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 tenth year of operation with Dr Carole Scott continuing her editorial duties as a retired West Georgia faculty member. This year, 18 articles were published in *B-Quest*.
- Four new lecturers and a secretary were hired.
- The Economics Department initiated a speaker series, with Dr. Penelope Prime, Director of China Research Center at KSU, as the first speaker.
- The RCOB inaugurated its second London program, this one in Management and Marketing.
- Five AACSB-I committees were constituted, with the Learning Assurance Committee reviewing and revising the BBA, MBA, and MPAcc program learning goals. In addition, all BBA major-specific BBA learning goals were received by the appropriate departments.
- Key leadership positions were created and staffed in Management and Business Education. In addition, a half-time Associate Dean position was created to support assessment and international business programs.

**Small Business Development Center.**

The SBDC continued its active calendar of outreach activities during the 2003. The following activities that were completed during the 2003 calendar year in terms of clients served, consultant hours logged, and number of C.E. courses conducted are shown in Chart 2. The SBDC performed close to 100 percent or higher of anticipated activities.

**Strategic Issues.**

- The RCOB dean/leadership.
- Splitting Management and Business Information System / Business Education.
- The Accounting and Finance department leadership.
- The Marketing and Real Estate department leadership.
- Replacement of a lecturer position in Marketing with a Ph.D.
- Infrastructure Support:
  - Pre-major advisors (2).
  - Assistant to the Director of Technical Support
  - Increased funding for travel, equipment, and supplies.
- Continued activities in Atlanta to enhance reputation.
- Implementation of and support for learning assurance and offer assessment activities, processes, and procedures.
- Preserving "participating" status and "academic and/or professional" qualifications of faculty.
- Continuing Strategic Management (Diversity, Ethics, Financial, and Faculty Sufficiency) activities in support of AACSB-I accreditation maintenance.

**Chart 2**

**SBDC Service Activities**

The RCOB IT input

*Describe how your unit has used technology to enhance academic services. Identify the benefits accrued by the use of technology for instruction, learning, the delivery of research materials, or other services.*
Most faculty in RCOB use WebCT in some way in their courses. Some use it to provide information to the students about their grades and to distribute course materials. Some use it for on-line discussions. Some use it to deliver course content. The students benefit by having better access to the instructor, and by having more flexibility (in the case of on-line courses) in when they can do their course work.

For the Information Systems students, we have developed a “hands on” network lab where the students can gain experience in various aspects of telecommunication without the danger of damaging the other computer equipment and networks of the College and University. This allows the students to be exposed to a greater range of educational activities than would otherwise be the case.

We are using technology to deliver several of our courses on a totally on-line basis. This allows our basic computer literacy course to be delivered more efficiently than before. It also allows some of our Business Education graduate courses to be made available to a wider audience.

*Are the technology based services you provide robust, secure, and reliable? Are they ubiquitous and routinely provided to all users?*

By using WebCT (or Simnet, in some cases) to deliver the on-line courses, we have a very robust, secure and reliable environment. The courses are available to anyone having access to the Internet.

*How has your unit used IT to establish or maintain a customer focused relationship with student, faculty and staff? Describe how you identify and understand your customer needs and maintain high quality services and support.*

We make extensive use of e-mail to maintain communication throughout the College. WebCT also offers a good communication system for class related matters. We have simply assumed that good communication is consistent with high quality services and support, and strive to make our communication processes as effective as possible.

*Describe how you anticipate and plan for information and instructional technology needs. How do you ensure the greatest benefit to your customers, and that resources are used to their maximum potential.*

We have periodic program reviews for all of our programs, and technology is always a subject of interest. We also participate in campus wide activities involving technology, including the Vista Migration Team, the On-Line Steering Committee, and the Tech Fee Committee.