

2014-2015

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## Annual Report

School of Business and Management  
Dedicated to Student Success

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## Dean's Summary

During the academic year of 2014-2015, several changes occurred within the administration of the UAPB School of Business and Management. These changes include the following:

- The promotion of Dean Carla Martin to Interim Vice Chancellor of Finance Administration and the subsequent promotion of Assistant Dean Barbara Grayson to the position of Interim Dean of the School of Business. Dr. Grayson served in this role throughout the fall semester of 2014, at the end of which, she began her retirement from the University.
- At that time, Dr. Lawrence Awopetu, Chair of Accounting Department, assumed additional duties as Interim Dean for the School of Business and Management. At the same time, Dr. Eddie Hand, Associate Professor of Marketing, was promoted into the position of Interim Assistant Dean for the School of Business and Management (SBM).
- The new administration initiated a review of the SBM curriculum and submitted requests for numerous new courses and the modification of current courses to the UAPB Academic Affairs and Educational Policies Committee (AAEPC) for approval.
- The new courses to be introduced by the spring of 2016 are International Accounting, Accounting Issues, Introduction to International Business, Global Management Strategies and Operations Management. A revision of the concentrations of Economics and Finance is in progress.
- A task force, under the direction of Dr. Joon Park, has been appointed to design a Master's Degree in Business Administration, planned for introduction during academic year 2017-2018.
- As a component to the increased rigor of courses within the School of Business and Management, Adjunct Instructors are being evaluated on a case-by-case basis and courses are increasingly being reassigned to full-time faculty. Pursuant to this program, The Department of Business Administration has successfully recruited Dr. Jose Castillo for the position of Assistant Professor of Management. Dr. Castillo will begin instruction in the Spring 2016 semester.
- A multi-year study of the effectiveness of business courses, being taught in an online format, is currently underway. Adjunct instructors are currently assigned to these courses with mixed results. If we are to continue to offer advanced courses in this format, it will be necessary to either better train and supervise our adjunct faculty, or restrict online courses to full-time faculty.
- A key platform of the new School leadership is the increased involvement of full-time faculty in decisions and programs that directly affect them. This process of "decentralization" is not always effective, but is a necessary process to ensure that we

have qualified and experienced faculty that can be increasingly empowered to make effective and timely decisions concerning our students.

- An area that will require increased effort in the future is the ongoing training and supervision of faculty as they advise students, in order that students receive the same high level of service that they expect and deserve. This will require the initiation of an ongoing series of training seminars for our faculty in order to ensure that they are more professional in their job performance.

The information on the following pages will discuss ways in which the School of Business and Management has endeavored to ensure the academic success of our students.

## **The Departments of Accounting, Business Administration and Economics**

### **Faculty Data by Departments**

Enrollment in the School of Business and Management has improved in the period under review. A 5.8% growth in the enrollment rate was recorded during the 2014/2015 academic year over the previous school year. To improve on existing enrollment, SBM's management and staff have traveled with the University's recruitment team in support on recruitment trips both within Arkansas and outside the state. Other SBM staff members have given their contributions by via-email, letters and phone calls to prospective students to assist them in successfully completing their admissions process at UAPB. With the outstanding efforts of our faculty and staff, we expect a significant increase in SBM enrollment.

### **SBM Faculty/Staff Recruitment Team**



### **Department of Accounting**

The Department of Accounting organized a "Meet and Greet Reception" for new and returning accounting students. The reception was organized to facilitate networking among students and to provide freshmen the opportunity to meet faculty and staff members in the Department of Accounting. During the reception, Dr. Lawrence Awopetu, chair of Accounting, discussed the various career paths within the accounting profession. He also encouraged participation in the Accounting Club. The Department of Accounting is adequately staffed to meet current needs of existing accounting students as well as any significant increase in the immediate future. All faculty members carried required teaching loads during the last academic year.

However, additional training will be necessary during the upcoming academic year in order to improve the effectiveness of student advisement and retention. The department is also reviewing program curricula on a continuing basis. During the 2014/2015 academic year, the Accounting Department introduced a course in Accounting Information Systems (AIS). This course replaced a previous course that is no longer critical to accounting student success. This new required course will play a valuable role in better preparing our students for success in a constantly changing market environment.

The AIS course will provide new accounting students with the tools and skills necessary to bridge the gap between accounting records and procedures and the type of information required by senior management in order to make financially and economically optimal managerial decisions. The course will guide students through the skill acquisition process by providing them the ability to design, implement and utilize accounting databases in order to develop a spreadsheet analysis relevant to managerial analysis. Upon successful completion of the course, students will be able to evaluate internal operations of the organization, manage the accounting information system databases, provide important insights concerning organizational operations and be able to present the data, analysis, results and accounting recommendations in a format familiar to senior management.

A new computer lab equipped with 35 state-of-the-art computers and Cengage software has been dedicated to the Accounting Information System course. It is expected that additional software will be installed in the near future as faculty determine their software needs as they continue to review course offerings and content.

The Department of Accounting plans to introduce new courses in order to strengthen the skills of accounting students and to enable them to be more current and involved in the profession of accounting during the 2015-16 academic year.

### **Business Administration and Economics**

The Department of Business Administration and Economics combines multiple business disciplines to nurture a diverse and supportive learning community. The Department is the training ground for individuals who desire to pursue professional programs such as Masters of Business Administration, Law or plan a career in the fields of Finance, Economics, Marketing, or Management. Business faculty members are experienced and dynamic in their course delivery methods. They assist students in the development of critical thinking skills and enhancing student potential, leadership and organizational skills.

Few faculty members had teaching overloads (12 hours per semester). A review of the class schedule, before the beginning of the fall and spring semesters, minimizes any discrepancies in faculty teaching loads.

### **Quality and Completeness of Syllabi**

The results of reviewing the SBM instructor syllabi found to be rated good and at an acceptable level. Currently course syllabi prepared by each instructor are filed in the departmental chairs office. In the future course syllabi will include rubrics to establish standards for assignments and to inform students of how they will be graded. Syllabi will conform with established HLC (Higher Learning Commission) standards.

### **Assignment of Grades**

Highly skewed final grades were obvious in the data report. Most troubling was the excessive use of grades in the categories of "A", "F", and "I". Faculty will be reminded of University policies in the use of an "I" grade.

## **New Faculty: Opportunities in Resources to Ensure Academic Success**



**Dr. Flowers**



**Mrs. Chaudhuri**

The Department of Accounting welcomes Dr. Kristie Flowers as Assistant Professor of Accounting and Mrs. Dalia Chaudhuri, Adjunct Instructor to UAPB and SBM for the academic year 2014/2015.

Prior to joining the Accounting Department, Dr. Flowers served in corporate America as an auditor. She recently taught accounting at Philander Smith College.

Mrs. Chaudhuri is a Certified Public Accountant (CPA) and works in an accounting firm in Pine Bluff. The Department continues to enhance itself with highly qualified faculty that have teaching and professional experience. Our faculty is either Professionally Qualified (PQ) or Academically Qualified (AQ).

The faculty submit yearly development plans in which they identify suitable training opportunities which are in the form of academic conferences, workshops or research forums.

### **Mentoring**

Mentoring in the School of Business and Management is focused on new faculty, as well as students. New faculty are introduced to the culture and policies of the University and that of the School of Business and Management.

Copies of the Faculty/Staff Handbook are provided to new employees to familiarize them with University Regulations and Procedures. The Student Handbook (ROAR) is revised annually and provided to students by the Office of Student Services. Any grey areas of University or SBM policies is normally clarified by the Department Chairs or Dr. Eddie Hand, Interim Assistant Dean.

### **Advising**

It has been noted that many of our faculty face challenges in advising students appropriately. Many require additional training in order to be more effective in their role as academic advisors, as well as to remain in compliance with the revised procedures for student advisement. Dr. Hand will conduct the necessary training on an “as needed” basis to perform the role of advisory council. We expect this will eliminate any future instances of misadvisement by SBM faculty.

### **Departmental Committees and Initiatives**

Faculty participation in Departmental Committees and Initiatives have improved. More standing committees were established in the SBM during this academic period. With the advent of improved enrollment, any new SBM faculty are expected to take a more active role in advisement of their assigned club and to bring new ideas to school committee meetings.

### **The Evaluation Results**

The SBM data on evaluation results were incomplete in the Business Administration Department. Concerted efforts will be made to ensure completeness in the future.

### **Internship**

The Department of Accounting is very proud of the internship experiences of our students. During the 2014/2015 fiscal year, accounting students completed internships with many corporations such as Walmart Corporate (Bentonville), Evergreen Packaging (Pine Bluff), and STANT Manufacturing (Pine Bluff).

Additional internships were completed by several students within the Department of Business Administration with the National Golf Tour (among others). Internship prospects for the future include: Murphy Oil (El Dorado), Sam's Club (Bentonville), Federal Reserve Banks (Kansas City, St. Louis, Little Rock). As a member on the Internship Advisory Committee, Dr. Hand will continue to identify, as well as obtain internships for students within SBM.

### **Opportunities in Research to Ensure Academic Success**

Faculty members in the School of Business and Management take great pride in working with other units across the University in order to assist them with research needs. Our faculty collaborates within and outside our school, as well as working closely with our students to expose them to research-based writing in the classroom. In the Accounting Department, all faculty are encouraged to conduct research and participate in grant writing. During the academic period, only one faculty member submitted a research paper for publication. Efforts will be made to increase the number of faculty to attend at least one academic conference in 2014/2015. The Department of Business Administration had two faculty actively engaged in research activities. Opportunities are being explored to improve in this area.

### **Opportunities in Service to Ensure Academic Success**

The Department of Accounting, (which sponsors the Accounting Club) was very active during the past academic year. A series of meetings were held by members of the Club and useful information on scholarships, internships, job opportunities and graduate school admissions were presented to our students. It should be noted that the Accounting Club held a bake sale in October of 2014. A substantial profit was realized from this endeavor, assisting the Club in the ability to finance its programs in the future. Also, in the period under review, two accounting students received scholarships awarded by the National Association of Black Accountants (NABA), Northwest Arkansas chapter.





## SPOTLIGHT ON ACCOUNTING ALUMNI



Ms. Cecilia Nuby graduated with the class of 2012 with a B.S. in Accounting. While attending UAPB, she served as Vice President of the Accounting Club and won two national championships with the UAPB Debate Team. After graduation she attended Washburn University School of Law, where she competed on the trial team and Moot Court. She was able to complete a three year Doctorate in only two years. Cecilia is now an attorney specializing in employment law in Kansas City, Mo.