



"Use your success to help others who come after you." – John Massey



**Southeastern Oklahoma
State University**

Continuous Improvement Report Appendices (2018-2023)

**Southeastern Oklahoma State University
John Massey School of Business**

**Dr. David Whitlock, Interim Dean
425 W. University Boulevard
Durant, OK 74701**

Submitted August 22, 2023

Peer Review Team Visit Dates: October 22-24, 2023

Addendum #1: Table of Contents

APPENDIX A: QUICK FACTS FALL 2022.....	1
APPENDIX B: JOHN MASSEY ENDOWED CHAIRS AND PROFESSORSHIPS.....	3
APPENDIX C: JMSB DISTINGUISHED ALUMS.....	7
APPENDIX D: JMSB ORGANIZATIONAL CHART	9
APPENDIX E: JMSB RISK ANALYSIS	11
APPENDIX F: AACSB COMPARABLE PEERS, ASPIRANT & COMPETITOR INSTITUTIONS.....	12
APPENDIX G: JMSB REVISED BUDGET PROCESS.....	13
APPENDIX H: MKT 3643 INTERACTIVE FIELD VISIT.....	15
APPENDIX I: JMSB ADVISORY BOARD	16
APPENDIX J: JMSB UNDERGRADUATE DEGREE PLANS.....	17
APPENDIX K: JMSB MBA DEGREE PLAN.....	23
APPENDIX L: BBA ASSESSMENT SCHEDULE AND MATRIX	24
APPENDIX M: MBA ASSESSMENT SCHEDULE AND MATRIX	25
APPENDIX N: JMSB FACULTY AWARDS	26

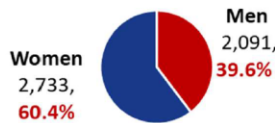
APPENDIX A: Quick Facts Fall 2022



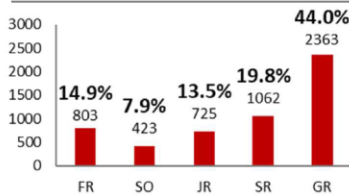
Student Quick Facts

Fall 2022 Total Enrollment: 5,376 (+0.9%)
OSHRE Preliminary Census Data

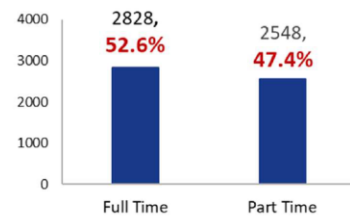
Enrollment by Gender



Enrollment by Classification



Enrollment Status



50.7% of all students indicate they are First Generation Students.

Enrollment by Ethnicity

Ethnicity is self-reported by the student at the time of admission and/or readmission.

Ethnicity	UG	GR	Total	% of Total
White	1,546	1,357	2,903	54.0%
2 or More Races	724	386	1,110	20.6%
Native American/Alaskan Native	390	168	558	10.4%
Black/African American	151	222	373	6.9%
Hispanic	134	122	256	4.8%
Asian	24	67	91	1.7%
International/Non-US Citizen	44	38	82	1.5%
Native Hawaiian/Pacific Island	0	3	3	0.1%
Grand Total	3,013	2,363	5,376	100%

44.5% of students indicate a minority ethnicity/race.

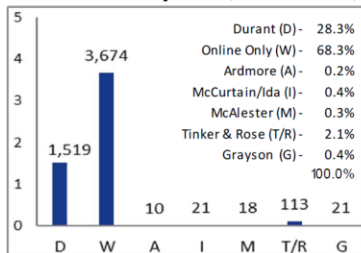
Native American Enrollment

Students may indicate NA descent but declare a different ethnicity.

Native Amer Lineage by Tribe	Count	% of NA
Choctaw Nation	636	44.0%
Cherokee Nation	293	20.2%
Chickasaw Nation	160	11.1%
Creek Nation	40	2.8%
Out of State Tribes	63	4.4%
All Other Tribes	119	8.2%
Unknown Tribe	136	9.4%
Total with NA Lineage	1,447	100%

26.9% of students indicate Native American descent.

Enrollment by Site (online or on-site)



Students are **69.1%** Online Only
6.9% On-site Only **24.0%** Both

Student Type	Unduplicate Headcount					Included in Undup HC		
	New Fresh	New Trans	New Grads	Current/Returning	HS Conc	Internat'l (F1 visas)	Athletes	Veteran (GI Bill)
Head Count	405	294	432	4081	164	34	327	204
% Chg, Prev Yr	52.8%	-12.2%	-16.9%	1.3%	-8.4%	-10.5%	-5.2%	5.2%
FA Rec'd*	PELL	179	119	863	na	na	98	48
	Ok Promise	60	12	141	na	na	9	3
	Other Aid	333	169	266	2715	34	322	164
	Stu Loans	102	100	159	1415	1	93	43

82.1% of all students receive Financial Aid
*Financial aid award status as of 12/5/22.

Enrollment by Country

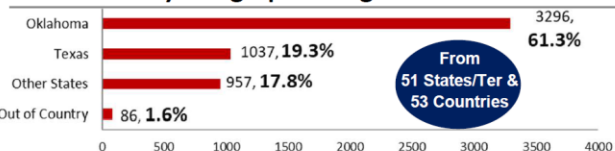
International	Count	% of Non-US
India	13	9.4%
Mexico	13	9.4%
Canada	11	7.9%
Colombia	6	4.3%
All Other Countries	96	69.1%
Total	139	100%

10-County Service Area Enrollment

10 County Service Area	UG	GR	TOTAL	% of Total
BRYAN	831	161	992	18.5%
MCCURTAIN	130	28	158	2.9%
CARTER	111	35	146	2.7%
MARSHALL	106	13	119	2.2%
ATOKA	102	15	117	2.2%
CHOCTAW	91	12	103	1.9%
PUSHMATAHA	45	10	55	1.0%
JOHNSTON	45	9	54	1.0%
LOVE	20	10	30	0.6%
LATIMER	14	2	16	0.3%
Total	1495	295	1790	33.3%

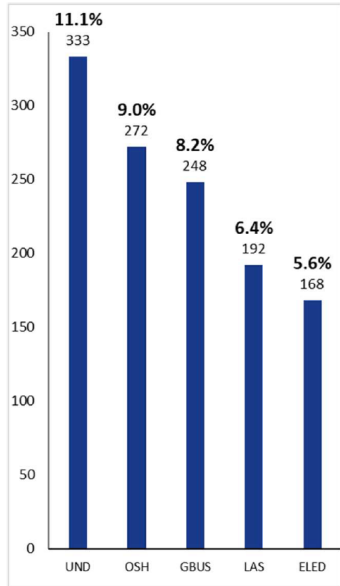
Average Age: **27.9**
 Median Age: **22**

Enrollment by Geographic Origin



5 majors represent 40.3% of students in undergraduate majors.

Top 5 Undergrad Majors



New Freshmen Top 5 Majors

405 first-time (FT & PT) new freshmen were enrolled

Major	Count	% of NF
Gen Business	31	7.7%
Psychology	28	6.9%
Aviation	21	5.2%
Biology	17	4.2%
Occ Safety & Hlth	17	4.2%

New Transfers Top 5 Majors

294 new transfers (full-time & part-time) were enrolled

Major	Count	% of NT
Gen Business	30	10.2%
Occ Safety & Hlth	29	9.9%
LAS	25	8.5%
Early Int & Child Dev	24	8.2%
Accounting	23	7.8%

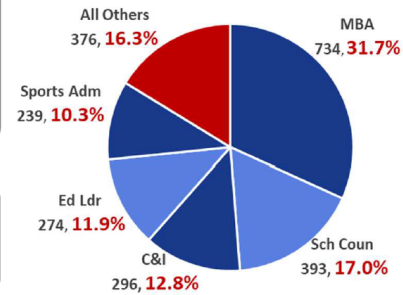
54.2% - New Freshman Fall 20 to Fall 21 Retention Rate

30.1% - 6 Year Freshman Graduation Rate

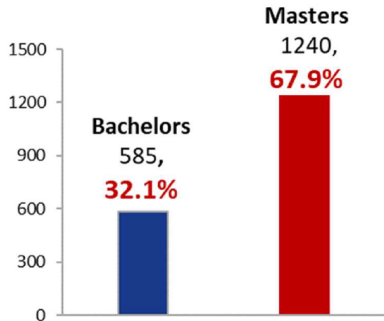
IPEDS First-Time, Full-Time Entering Freshmen Students

5 degree programs enroll 83.7% of all master's seeking students.

Master's Programs



Degrees Conferred, AY2122



Top 5 Bachelor Degrees

Top 5 Bachelor Degrees	Count	% of Bach
Liberal & Appl St (BS)	81	13.8%
Occ Sfty & Hlth (BS)	71	12.1%
Management (BBA)	46	7.9%
Hlth & Hum Perf (BS)	39	6.7%
Psychology (BA)	33	5.6%
All Others Bachelors	315	53.8%
Total	585	100.0%

Top 5 Master Degrees

Top 5 Master Degrees	Count	% of Mast
Business Admin (MBA)	370	29.8%
Educ Leadersh (MED)	220	17.7%
Sports Admin (MS)	185	14.9%
Curr & Instruct (MED)	148	11.9%
School Couns (MED)	128	10.3%
All Other Masters	189	15.2%
Total	1240	100.0%

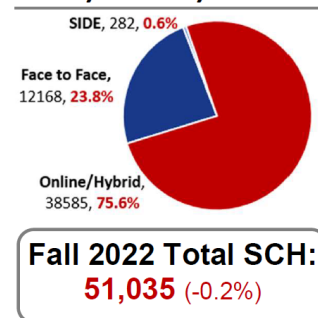
Top 5 SCH by Course Prefix

Course Prefix	Student Credit Hours	% of Total SCH
KIN	3,978	7.8%
MNGT	3,965	7.8%
COUN	3,234	6.3%
EDUC	2,700	5.3%
ENG	2,244	4.4%
All Others	34,914	68.4%
Total	51,035	100%

Top 5 SCH by Academic Department

Academic Dept	Student Credit Hours	% of Total SCH
MNGT/MKT	8,583	16.8%
BEH SCI	7,608	14.9%
EDUC INST & LDR	6,735	13.2%
KINESIOLOGY	3,978	7.8%
ART/COMM/THTR	3,662	7.2%
All Other	20,469	40.1%
Total	51,035	100%

SCH by Delivery



Fall 2022 Total SCH: 51,035 (-0.2%)

SOURCE: Student Quick Facts are based on preliminary enrollment data. Degrees conferred data represents degrees conferred during the summer, fall, and spring semesters.

Appendix B: John Massey Endowed Chairs and Professorships



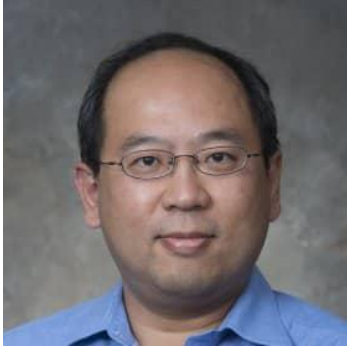
Dr. Kitty Campbell – John Massey Endowed Chair in Management

Dr. Kitty Campbell is the Massey Endowed Chair in Management in the John Massey School of Business at Southeastern Oklahoma State University, where she has been a faculty member for 31 years. She obtained a Bachelor of Science degree in Animal Science (1977) from Texas A&M University at College Station. She received her Master of Administrative Studies degree (1986) at Southeastern Oklahoma State University in Durant, and her doctorate in Higher Education: Supervision, Curriculum, and Instruction from Texas A&M University-Commerce. Dr. Campbell served as Chair of the Department of Management & Marketing for a total of 16 years and as Interim Chair of the Department of Accounting & Finance for 6 years. She has taught a variety of courses at both the graduate and undergraduate levels, including Small Business Management, Entrepreneurship, and Human Resource Management. Her research interests include academic integrity in online courses, entrepreneurship, and small business. She is a ten-time recipient of the Faculty Senate Award for Meritorious Service in the John Massey School of Business and four-time recipient of the Faculty Senate Award for Excellence in Teaching. In 2011 Dr. Campbell was the recipient of the first Professor of the Year Award and in 2018 received the Lifetime Achievement Award.



Dr. Courtney Kernek - Chickasaw Endowed Professor of Marketing

Dr. Courtney Kernek is the epitome of someone who is passionate about her work. With 15 plus years of experience in the field of marketing, she has dedicated herself to learning, teaching, and creating for the betterment of her field. As an assistant professor of marketing in the John Massey School of Business (JMSB) at Southeastern Oklahoma State University, Dr. Kernek teaches all things marketing, conducts research, advises students, serves on university and JMSB committees, and spreads the word that marketing is awesome. Additionally, she also provides marketing and management consulting services to remain current in the industry. Although she is incredibly happy to be working in higher education, the path to her love for teaching had many exciting pit stops. Along with some fellow Southeastern professionals, Dr. Kernek recently completed a marketing textbook. She was included in authoring and editing the Essentials of Marketing Research text, 4th Edition. In addition to her position at SE and being an active marketing consultant, her family owns and operates multiple businesses. Going forward, she aspires to publish a new textbook, as well as continuing to care for the students at Southeastern, their lives, and the community.



Dr. Ying-Chou Lin – John Massey Endowed Chair in Finance

Dr. Ying-Chou Lin is a professor and holds the John Massey Endowed Chair of Finance at Southeastern Oklahoma State University. He earned his Ph.D. in Business Administration with Finance and International Business concentrations from Old Dominion University, an MBA in Finance Planning from the University of Dallas, and a BBA from National Chung-Hsing University in Taiwan. Prior to joining Southeastern, he was a faculty member at the Missouri University of Science and Technology. Dr. Lin has a comprehensive teaching background, covering a range of finance courses at both the undergraduate and graduate levels. His instructional repertoire includes personal finance, investment, real estate, international finance, financial markets, financial statement analysis, corporate finance, and financial management. His primary research focuses on corporate finance, international finance, accounting information quality, emerging markets, and other novel issues. His scholarly contributions have been featured in several peer-reviewed journals, such as the *Accounting Review*, *Review of Quantitative Finance and Accounting*, *Review of Pacific Basin Financial Markets and Policies*, *Pan-Pacific Journal of Business Research*, *The Chinese Economy*, and *International Journal of Business and Finance Research*. Dr. Lin has actively participated as an ad-hoc reviewer for numerous international conferences and peer-reviewed journals. He has also served on editorial reviewer boards. Currently, he holds the editor position at the *Global Journal of Accounting and Finance*.



Dr. Luci Parmer – Massey Endowed Professor of Business

Lucinda (Luci) Parmer, Ph.D., is a dedicated and accomplished professional with nearly two decades of full-time experience in the education industry. Her journey began at the secondary level in the greater Houston, TX area, where she holds dual Texas teaching licenses. Dr. Parmer's collegiate path commenced with a full academic/athletic scholarship to Faulkner State Community College where she excelled in both softball and basketball. She obtained an Associate of Science degree in Business Administration and an Associate of Applied Arts Degree in Music and Video Business from The Art Institute of Houston. Continuing her academic pursuits, Dr. Parmer earned a Bachelor of Science in Business Administration with a major in Marketing from the University of South Alabama and an M.B.A. from the University of Mobile. Originally hailing from the Flora-Bama area on the Gulf Coast, Dr. Parmer pursued her Ph.D. in Leadership Studies from Our Lady of the Lake University's School of Business & Leadership in San Antonio, TX. Throughout her professional journey, Dr. Parmer has thrived in diverse roles as a business development manager, assistant property manager, customer sales specialist, and musicpreneur. Additionally, she excels as a business consultant for her family's commercial real estate products. Driven by a profound interest in leadership and managerial leadership, her research delves into multiple facets of these fields. Dr. Parmer's extensive expertise and dynamic background make her an exceptional educator and leader. Her unwavering passion for education fosters an environment of growth and empowerment, profoundly impacting her students' lives.



Dr. Rhonda Richards – John Massey Endowed Chair in Accounting

Dr. Rhonda J. Richards serves as Department Chair for the Accounting and Finance Department and also as the John Massey Endowed Chair of Accounting. Richards graduated with a Bachelor of Science in Accounting from Southeastern Oklahoma State University with a minor in Computer Information Systems. Upon graduation, she worked in industry as the Director of Operations for an employment company and ran her own accounting practice. In 2002, she earned her Master of Business Administration from Southwest Baptist University and began her teaching career at Southwest Baptist in the accounting and computer information systems departments. While teaching at Southwest Baptist, she passed the Certified Managerial Accountant (CMA) and the Certified Public Accounting (CPA) exams. In 2005, she joined the faculty at Southeastern Oklahoma State University. She earned her Ph.D. in Business Computer Information Systems with a minor in Accounting at the University of North Texas in 2012. From June, 2014 to December, 2016, she served as Dean of the College of Graduate and Professional Studies at Oklahoma Baptist University. Richards returned to Southeastern Oklahoma State University as Assistant Professor of Accounting in January, 2017, and was promoted to Associate Professor of Accounting in July, 2019. Richards uses her accounting practice to supplement the classroom teaching by bringing real life examples to the classroom and to her research through case studies. Richards has worked with local businesses to develop case studies in areas of cost analysis, growth strategies, financing and overall financial statement presentation. Richards has held offices in the Southwest Case Research Association and the Association of Small Business and Entrepreneurship.



Dr. Lawrence Silver – John Massey Endowed Chair in Marketing

Dr. Lawrence S. Silver received his Doctorate in Business Administration (Marketing), MBA, and M.A. (Industrial/Organizational Psychology) from Louisiana Tech University and a B.A. degree (Liberal Arts) from Tulane University. Lawrence is currently the John Massey Endowed Chair and Associate Professor of Marketing in the John Massey School of Business at Southeastern Oklahoma State University. In 2012, he won the ACBSP Region 6 teaching award. He also holds the Chartered Property/Casualty Underwriter (CPCU) and Chartered Life Underwriter (CLU) designations. Prior to joining the faculty at Southeastern, Lawrence taught at Louisiana Tech, Troy University, and Mississippi College. Prior to a career in academia, he owned and operated an independent insurance agency and served as an outside director for a community bank. His primary research interests are sales and sales management, salesperson motivation, consumer behavior, and marketing strategy. He has published 20 articles in peer reviewed journals including the Journal of Personal Selling & Sales Management, Journal of Product & Brand Management, The Journal of Applied Case Research, and the Journal for the Advancement of Marketing Education. He also published in over 30 academic conference proceedings. He is the co-author of two books: The Concise Encyclopedia of Insurance Terms and a textbook, The Essentials of Marketing Research, 3rd Edition. Lawrence serves as a reviewer for many conferences and serves on the editorial review boards of Services Marketing Quarterly and Health Marketing Quarterly.



Dr. Robert Stevens – John Massey Endowed Chair in Business Administration

Dr. Robert (Bob) Stevens is the John Massey Professor of Business Administration at Southeastern Oklahoma State University in Durant, Oklahoma. He received his Ph.D. from the University of Arkansas in Marketing and Management with a minor in Economics and Finance. During his distinguished career, Dr. Stevens has taught at the University of Arkansas, the University of Southern Mississippi, Oral Roberts University, University of Louisiana Monroe, and Hong Kong Shue Yan University. His repertoire of courses has included marketing management, business research, statistics, marketing research, and strategic management. He is the author or co-author of 35 books and well over 250 articles and cases. He has published his research findings in a number of business journals and numerous professional conference proceedings. He is co-editor of the Health Marketing Quarterly and Services Marketing Quarterly for 20 years and serves on the editorial boards of two other professional journals. Dr. Stevens has acted as a marketing consultant to local, regional, and national organizations and is the owner of two small businesses.



Dr. David Whitlock– John Massey Endowed Chair in Entrepreneurship

Dr. Whitlock earned his PhD from the University of Oklahoma, his MAS and MBA from Southeastern Oklahoma State University, and his BS in Chemistry from Southeastern. He currently serves as the John Massey Endowed Chair in Entrepreneurship and as the School's Interim Dean. Whitlock is the retired President of OBU in Shawnee, Oklahoma where he served as CEO, managed a \$79 million annual budget, 326 employees, and a campus of 226 acres. He was the third longest tenured president of OBU (2008-2019). He previously served as Dean of the College of Business and Computer Science at SBU in Bolivar, Missouri where he also served as the Assistant to the President for Strategic Planning, Dean of Adult and Off-Campus Programs, Associate Provost, and was a tenured professor of business (1999-2008). Whitlock began his faculty career in Southeastern's business school (1985-1999), where he served as Department Chair of Business Information Management (1995-1999), Interim Chair of Management and Marketing (1992-1994), and Director of the Small Business Institute (1990-1997). Whitlock serves on the Board of Directors for First United Bank, as well as their Strategic Planning Committee, and People and Culture Committee. He serves on the Oklahoma Small Business Development Centers Board of Advisors. He has authored and co-edited four books including an Introduction to Business text, Opportunity: Introducing Business and Free Enterprise. He currently serves on the Board of Governors for Maranatha College in Ghana, West Africa. He has 19 peer reviewed publications including 16 articles in peer reviewed journals, and numerous invited publications and white papers. Whitlock serves as the Interim Editor of the Journal of Applied Case Research.

Appendix C: JMSB Distinguished Alums

Regent John Massey – Chairman of the Board of Directors for First United Bank. Lifelong entrepreneur, John has been associated with more than 18 different businesses in 12 different industries. He is a member of the Oklahoma State Regents for Higher Education, a member of the Higher Education Hall of Fame, and a 1984 Distinguished Alumni of Southeastern. First United Bank is one of the nation’s premier financial institutions offering a full range of personal banking, commercial, wealth management, insurance and mortgage products and services to customers with over 85 locations throughout Oklahoma and Texas, They are recognized as one of the large’s, well-capitalized banking organizations in the Southwest regions of the United State with assets of more than \$5.5 billion, and are one of the largest privately held community banking organizations in the country.

In addition to the JMSB namesake, John Massey and his profound impact on business, banking, and higher education, the Business Division has produced many other leaders making a strong impact. For example, Gary Batton serves as Chief of the Choctaw Nation of Oklahoma, the third-largest Tribe in the United States. After graduating from the JMSB with a degree in management, Batton served the Nation as deputy director of the Housing Authority, then as executive director of Health Department. In 2007, he began serving as Assistant Chief and under his guidance, profitability for tribal businesses increased 69 percent. In 2014, following Chief Pyle’s death, Batton was named Chief, and has won every election since. He serves on a wide variety of state and national boards. He has been named Most Admired CEO, Oklahoma Creativity Ambassador, and was inducted into the Oklahoma Hall of Fame. As Chief, the Nation’s businesses and industries have grown 15% annually, greatly expanding programs, services, and opportunities for the Nation’s citizens as well as all Oklahomans.

Ms. Joy Culbreath – Choctaw Nation. Joy earned her undergraduate degree in business at Southeastern, then earned three master’s degrees serving over two decades in higher education. She then served the Choctaw Nation as executive director of the Education Department. Culbreath established a Choctaw language education and preservation department that has since allowed the language to be state certified and taught in public schools and universities. Culbreath was recognized by the Oklahoma State Board of Regents with the Champion for Student Success Award. In 2010, she was appointed by President Obama to the No Child Left Behind Negotiated Rulemaking Committee. She was inducted into the [Oklahoma Women's Hall of Fame](#) in 2011. Her service through higher education and the Choctaw Nation continues to influence the region, state, and nation.

Mike Burrage – Attorney. Mike Burrage earned his undergraduate degree in Business Administration from Southeastern, then his JD from the University of Oklahoma. Named an Outstanding Young Lawyer in Oklahoma, he served as the president of the Oklahoma Bar Association, and was presidentially appointed in 1994 as a US District Judge, the first Native American Federal Judge in history. He returned to private practice in 1993. He was named a Top Ten Oklahoma Super Lawyer by Super Lawyers Magazine. Burrage and his partner, on behalf of the state of Oklahoma, won an historic \$572 million verdict against opioid manufacturer Johnson and Johnson in 2019. Throughout his career, Burrage has been a quiet and anonymous philanthropist, providing pro bono services and legal advice and helping those in need behind the scenes.

Mick Thompson – Oklahoma State Banking Department’s Bank Commissioner. Mick Thompson was appointed in 1992 and reappointed by every Governor since then, both Democrat and Republican. A previous banking executive, Thomson also served as a state representative and majority floor leader in Oklahoma. He has served as a member of the State Liaison Committee of the Federal Financial Institutions Examinations Council (FFIEC), Washington, D.C., and is currently Chairman Emeritus of the Conference of State Bank Supervisors, Washington,

D.C. Earning his undergraduate at Southeastern, Thompson continues to shape banking policy at both a state and national level.

Scott Crain – Founder and President of Texoma Manufacturing, LLC. Scott Crain has had a major impact on his community, state, and around the world. After earning his degree in Business Administration from Southeastern, he currently owns Texoma Manufacturing, where he has also developed and patented a leak proof acid tank reducing bio-hazard chemical spills, and most recently was awarded an OCAST Grant for the production of a patented gasifier, converting waste to syngas. A serial entrepreneur, Crain also owns several other businesses from construction to outdoor advertising. He recently received an honorary Doctor of Divinity from Emmanuel Theological Seminary in Kota, India for his work in building orphanages and schools. An ordained minister, Crain founded Fusion Bible Church, Durant, and funds church plants around the world. He currently is executive producer for a motion picture currently being filmed in north Texas, “The Short Game,” set to be released in late 2024.

Rick Wells – Founder and Principal of Wells Hospitality Group LLC. A Business Administration graduate, Rick Wells, is the Founder and Principal of Wells Hospitality Group, LLC, a fine dining and hospitality group, as well as The Seeds Project Foundation, which funds educational, agricultural, and community initiatives supporting sustainability. Wells has had a profound impact on his community and north Texas, having led as president of the McKinney Chamber Magazine, president of the Foundation for Lovejoy Schools, and president of the Samaritan Inn, receiving their Good Samaritan of the Year in 2010.

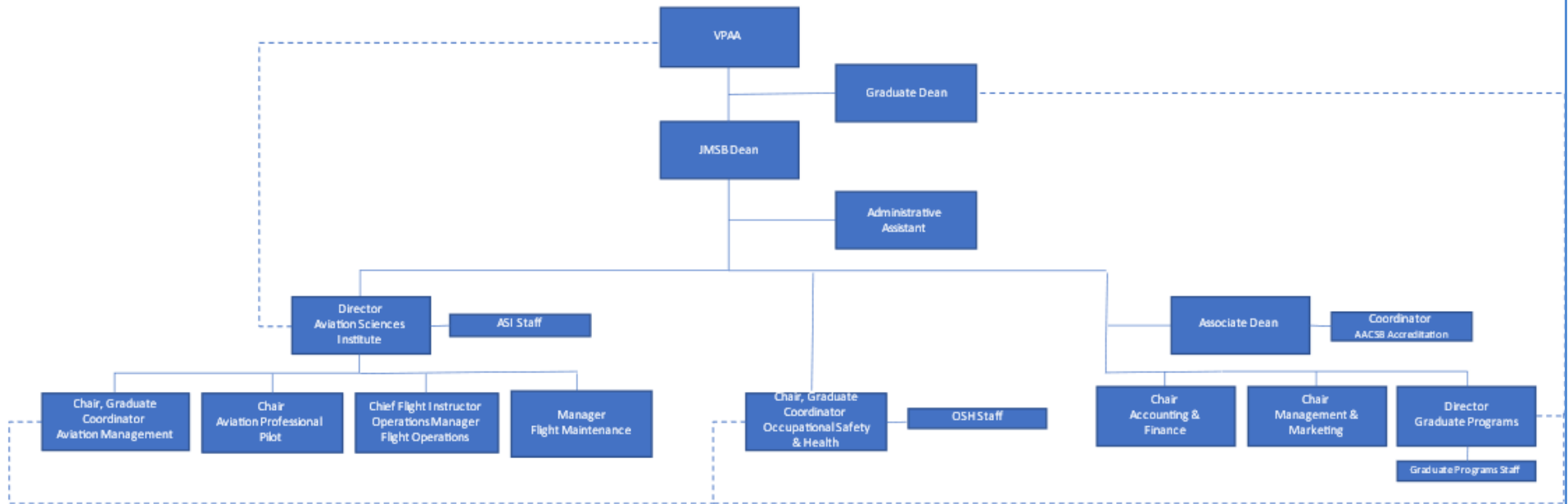
Chris Anotubby – Lieutenant Governor of the Chickasaw Nation. He earned his MBA from the JMSB and is the current Lieutenant Governor of the Chickasaw Nation. He previously served the Nation as undersecretary of the department of commerce, and as deputy secretary of the Chickasaw Nation Department of Health. Serving on numerous boards in his home city, and the state of Oklahoma, Anotubby is having great impact on the quality of life, welfare and success of the Chickasaw Nation and its citizens.

Ebong Eka – Senior Manager of Walmart U.S. Operations in Finance and Strategy. Ebong earned his MBA from the JMSB, and is Senior Manager of Walmart U.S. Operations in Finance and Strategy, having previously worked with PricewaterhouseCoopers, and Deloitte and Touche. He is a small business and motivational expert who has appeared on MSNBC, Foxe News, NBC, CNN, Fox Business Channel, China Central America, and Arise TV. He has also appeared in a role on Bravo’s “The Real Housewives of DC.” A CPA and former professional basketball player, he continues to make an impact through his television appearances, articles with Huffington Post, and through the company he founded, Ericorp Consulting, Inc., a tax and management consulting firm in Washington, DC.

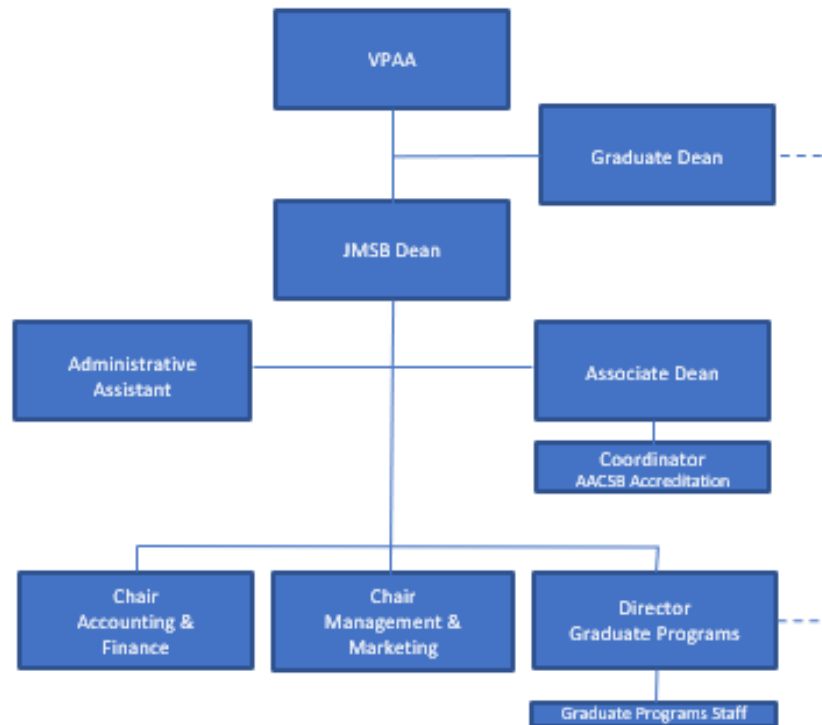
Shaya Claxton – Certified Change Practitioner. Shaya earned both her BBA and MBA in health information systems from the JMSB. She is an emerging leader in the Choctaw Nation of Oklahoma, where she serves as a Change Management Specialist. As one of our youngest and most recent graduates, she exemplifies the passion to make a difference and serve the greater good for which the JMSB strives.

APPENDIX D: JMSB Organizational Chart

The JMSB Organizational Chart, which illustrates the three main divisions, is illustrated in the figure below.



The organizational structure for the JMSB Business Division as of March 2023 is illustrated in the following figure.



Business Division Faculty and Staff

Administration	
Dean	Dr. David Whitlock
Associate Dean	Dr. Courtney Kernek
AACSB Coordinator of Accreditation	Dr. Stephanie Metts
Graduate Program Director	Dr. Kitty Campbell
Chair of Accounting and Finance	Dr. Rhonda Richards
Chair of Management and Marketing	Dr. Eric Kennedy
Administrative Assistant	Ms. Sandra Kirven

Accounting and Finance Department		Management and Marketing Department	
Full Time	Adjunct	Full Time	Adjunct
Dr. Rhonda Richards, Chair	Dr. Han-Sheng Chen	Dr. Kitty Campbell, Chair	Dr. Fernando Arellano
Dr. Cody Bogard	Dr. Anthony Miles	Dr. Eric Kennedy	Dr. Lloyd Basham
Dr. Ying-Chou Lin	Mr. J. P. Anderson	Dr. Jimmie Flores	Dr. Andrew Bomgardner
Dr. Stephanie Metts		Ms. Lauran Fuller, ABD	Dr. Ahmad El Katib
Dr. Liz Whitlow		Dr. Ashley Hampton	Dr. Jennifer Flanagan
Dr. Carol Sullivan		Dr. Kendra Ingram	Dr. Wade Graves
Dr. Arthur Tran		Dr. Eric Kennedy	Ms. Kathy Hendrick
Dr. Frank Xu		Dr. Courtney Kernek	Dr. Anthony Miles
Dr. George Collier (Emeritus)		Dr. Lucy Parmer	Dr. Skyelar Perkins
		Dr. Jeff Risher	Ms. Alisha Ridenour
		Dr. Lawrence Silver	Mr. Shawn Ridenour
		Dr. Robert Stevens	Dr. G. Vanderpal
		Dr. David Whitlock	

APPENDIX E: JMSB Risk Analysis

Business Division Risk Analysis

RISK ANALYSIS JMSB BUSINESS DIVISION					
2023-2024 (July 2023)					
Risk Description	Likelihood of Risk	Potential Impact of Risk	Severity (Based on Impact and Likelihood)	Mitigating Action(s)	Responsible Parties
Changing demographics in the region result in fewer future high school graduates and fewer entering freshmen	High	High	High	<ul style="list-style-type: none"> • Increase promotion and recruiting in north Texas and west Arkansas • Exploration of innovative academic programs and delivery options • Work with admissions implementing and managing the John Massey Leadership Scholars Program. 	Admissions, JMSB faculty, chairs, dean
Reductions in state appropriations and failure for reallocation adjustments to RUSO members based on new enrollment trends within the system.	High	Medium	Medium	<ul style="list-style-type: none"> • Continue working on meeting marketing needs for new academic programs • Explore, develop, and implement micro credentials 	VPAA, Graduate dean, JMSB dean, chairs, faculty
Failure to maintain AACSB SA status among all faculty in the Accounting and Finance Department	High	Medium	Medium	<ul style="list-style-type: none"> • Implement improvement plan for faculty not meeting standards • Annual reviews of all faculty teaching, service, and scholarly production especially PRJs • Clear communication of Tenure and Promotion Policies in JMSB 	Accounting chair, JMSB dean, associate dean, accreditation coordinator
MBA Prerequisite Course Transition to In-House Administration	Medium	High	Medium	<ul style="list-style-type: none"> • Develop leveling courses and reimbursement program for faculty • Develop and implement continuous monitoring and revisions program for courses 	Graduate program director, dean, chairs
MBA Advisor resigning end of August 2023. MBA Director retiring December 2023. New leadership needed for continuity.	Medium	High	Medium	<ul style="list-style-type: none"> • Secure appointment of a new MBA Director during the Fall 2023. • Replace the retiring MBA Advisor with a Secretary that can also serve the Chairs of Accounting/Finance, and Management/Marketing. 	VPAA, Graduate dean, JMSB dean, chairs.
State and Federal government imposition of new mandates and restrictions affecting graduate enrollment, eligibility, and requirements	Medium	Medium	Medium	<ul style="list-style-type: none"> • Continuous monitoring of proposed rules and regulations • Regular strategy meetings with Academic Partners 	President, deans, graduate director
Faculty Turnover during the next 3-5 years	Medium	Medium	Medium	<ul style="list-style-type: none"> • Develop promising internal candidates (adjunct faculty) for tenure-track or full-time Instructor positions meeting AACSB IP or SP qualifications. • Continue networking accreditation, professional, and academic conferences 	Dean, associate dean, ASI director, chairs
Disruption of marketing relationship with Academic Partners (AP) resulting in loss of graduate and online enrollment.	Low	High	Medium	<ul style="list-style-type: none"> • Regular communication with AP • Work closely with AP on online student recruitment and promotion • Continued updating of the marketing services partnership to RUSO, Faculty Senate, and other stakeholders 	VPAA, graduate dean, JMSB dean, associate dean, faculty
Loss of syllabi, course materials, and online course content and design from semester to semester.	Low	Medium	Medium	<ul style="list-style-type: none"> • Maintain backup system with copies of course materials/resources • Develop intellectual property proposal for reimbursement of online course development through overload/release time resulting in SE owning the rights to the online course 	VPAA, graduate dean, JMSB dean, associate dean, chairs, CIDT director
Failure to maintain AACSB SA status among all faculty in the Management and Marketing Department	Low	Low	Low	<ul style="list-style-type: none"> • Monitoring of all faculty members' teaching, service, and scholarly production especially regarding PRJs • Clear communication of Tenure and Promotion Policies in JMSB 	Chair, JMSB dean, associate dean, accreditation coordinator
Inability to accommodate incoming students desiring more F2F course options.	Low	Low	Low	<ul style="list-style-type: none"> • Continuous monitoring of numbers of on-site students • Continuous monitoring of educational trends. • Implement classroom improvements including investigating learning spaces (e.g., marketing lab and trading lab) • Repair and Renovation of facilities 	President, VPAA, JMSB dean, university facilities manager

APPENDIX F: AACSB Comparable Peers, Aspirant and Competitor Institutions

Comparable Peers

Henderson State University (Arkadelphia, AR)
Louisiana State University Shreveport
Southern Arkansas University (Magnolia, AR)
Texas A&M University-Texarkana
University of Texas – Permian Basin (Odessa, TX)
University of Louisiana at Monroe

Competitor Institutions

Henderson State University (Arkadelphia, AR)
Midwestern State University
Texas A&M University-Commerce
University of Central Oklahoma

Aspirant Institutions

Arkansas State University
Arkansas Tech University (Russellville, AR)
Emporia State University (Emporia, KS)

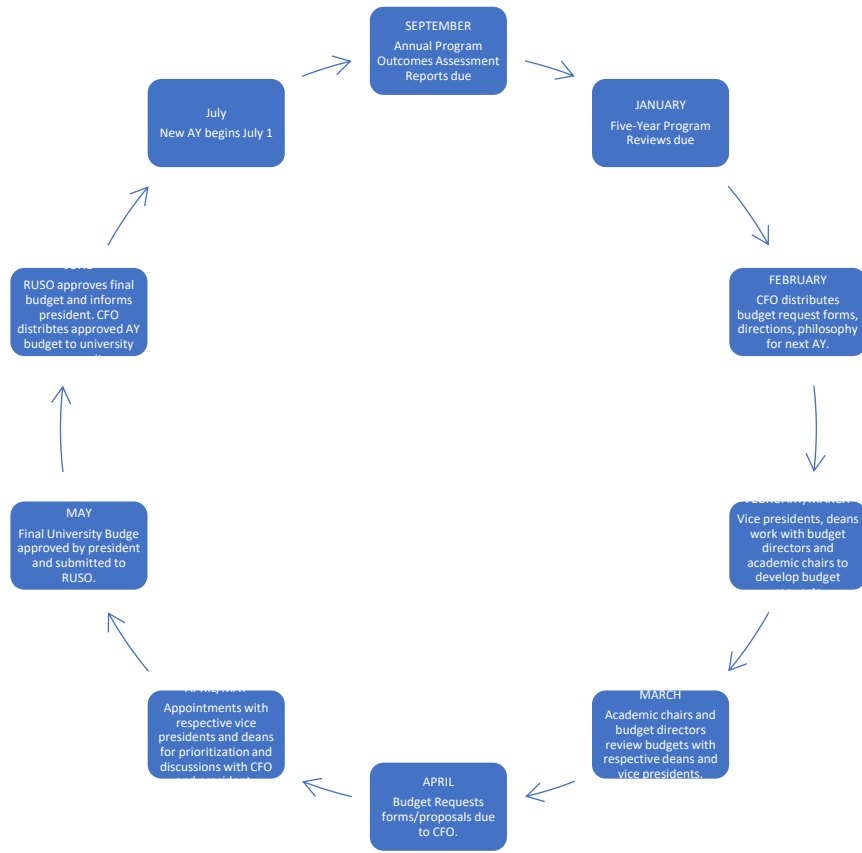
APPENDIX G: JMSB Revised Budget Process

The budget process at Southeastern follows a fairly standard format each year. During the last five years, the organizational structure consisted originally of a chair (sometimes unofficially referred to internally as a “superchair” who oversaw both academic departments (Accounting and Finance, and Management and Marketing, as well as the MBA program). Dr. Kitty Campbell served in this role. In 2022, under Dr. Campbell’s leadership, a separate chair was elected by the faculty in department of Accounting and Finance and approved by the administration. Dr. Campbell retained responsibility for the Management and Marketing Department and the MBA program, and Dr. Rhonda Richards became chair of Accounting and Finance. Budgeting responsibilities were then divided between Drs. Campbell and Richards. It is noted that during the administration of the business programs under Dr. Campbell, all approvals went directly through the VP Academic Affairs, and several advancements were made and proposals suggested for budgeting process improvements—chief among them the administration and disbursement of MBA Funds (commonly called IVY Prep Program Funds). During the 2022-2023 AY, these changes were made and are now under the purview of the business division overseen in the new organizational structure proposed by Dr. Campbell and Dr. Richards, with Dr. Courtney Kernek who was tasked with leading the AACSB accreditation reaffirmation efforts. The new organizational structure, as outlined in the Situational Analysis section on page two of the CIR report and shown in Appendix B above, operates according to the following process. Prior to the new organizational structure, Dr. Campbell served in the role of a *de facto* dean position relative to budgeting.

DATE	ACTIVITY
September	Annual Program Outcomes Assessment Reports due.
January	Five-year Program Reviews are due (rotating).
February	CFO distributes budget request forms, directions, philosophy for next AY.*
February/March	Vice presidents and deans work with respective budget directors including academic chairs to develop budget requests.
March	Academic chairs and budget directors review budgets for submission with respective deans or vice presidents.
April	FY Budget Requests forms for new items are due to CFO.
April/May	Appointments with respective vice presidents and deans for prioritization and discussions with CFO and president.
April/May	Final University Budget is approved by president and submitted to RUSO.
May	Final University Budget is approved by president and submitted to RUSO.
June	RUSO approves a final budget and informs the president. President and respective vice presidents and deans, academic chairs, and budget directors notified of the AY budget.
July	New AY.

*As an example, for AY 2023, the University’s budget philosophy was: *Our goal is to budget at least what every department started with on July 1, 2021 (contingent upon enrollment projections as well as local, state, and federal economic outlook).*

ANNUAL BUDGET CYCLE



APPENDIX H: MKT 3643 Interactive Field Visit



APPENDIX I: JMSB Advisory Board

The Advisory Board for the JMSB Business Division meets formally annually but is available for regular counsel and advice throughout the year. Feedback from the Advisory Board, including surveys taken during the meetings are used in annual decision making, evaluation of curriculum, and in determining the strategic direction for this plan. Members of the Advisory Board include:

Melissa Perrin, Vice President and Chief Culture Officer, First United Bank Corporate Office

Jeff Monroe, President Vision Bank, Durant

Scott Crain, Serial Entrepreneur, CEO, Texoma Manufacturing

Kara Byrd, Spend Life Wisely Ambassador, First United Bank, Durant

Scott Dewald, President and CEO, Rural Enterprises, Inc.

Chris Anokatubby, Lieutenant Governor, Chickasaw Nation

Emily Robinson, CEO, Western Legacy Trading Company

Verne Harnish, CEO, Scaling Up

Haley Rushing, Founder, The Purpose Institute

Tasha Bond, Serial Entrepreneur, Durant

Kyle McLemore, Regional President, Simmons Bank

Cody Maynard, Oklahoma State Representative

Tom Johnson, Serial Entrepreneur, Sherman, Texas

Thomas Newsom, Southeastern President

Teresa Golden, Southeastern VPAA

Jeremy Blackwood, Southeastern Graduate Dean

Mark Webb, Southeastern Office of Development

Stephanie Davison, Southeastern Career Services

Courtney Kernek, JMSB, *ex officio*

David Whitlock, JMSB, *ex officio*



APPENDIX J: JMSB Undergraduate Degree Plans

SOUTHEASTERN OKLAHOMA STATE UNIVERSITY Bachelor of Business Administration Accounting Major-Minor

Applicable Spring, 2023

Name _____ Advisor _____

ID # _____ Date _____

SPECIFIED GENERAL EDUCATION (12 Hours)

ECON 2113 #Principles of Macroeconomics ()
 COMM 2213 #Bus & Professional Speaking ()
 MATH 1483 Functions & Modeling -or-
 MATH 1513 College Algebra ()
 BIM 1553 Business Computer Applications ()

BUSINESS CORE (43 Hours)

ACCT 2103 Fund of Financial Accounting ()
 ACCT 2203 Fund of Managerial Accounting ()
 (Prq: ACCT 2103)
 BIM 3183 Business Information Management ()
 (Prq: BIM 1553)
 BLAW 3123 #Legal Environment of Business ()
 BUS 2633 Business Statistics or STAT 2153 ()
 BUS 3333 Business Ethics ()
 ECON 2213 #Principles of Microeconomics ()
 ENG 3903 Technical & Professional Writing ()
 FIN 3113 Business Finance: ()
 (Prq: ECON 2113 or ECON 2213; ACCT 2103, BUS 2633)
 MKT 3233 Principles of Marketing ()
 MNGT 3113 Management & Org Behavior ()
 MNGT 3243 Production & Ops Management ()
 (Prq: BUS 2633 & MNGT 3113)
 MNGT 4443 International Business ()
 (Prq: MNGT 3113, MKT 3233)
 BUS 4901 Career Development Seminar ()
 MNGT 4633 Business Policy ()
 (Prq: MNGT 3113, MKT 3233, FIN 3113, Senior)

REQUIRED ACCOUNTING COURSES (21 Hours)

ACCT 3113 Intermediate Accounting I (Fall, Spring) ..()
 (Prerequisite: ACCT 2203)
 ACCT 3213 Intermediate Accounting II (Fall, Spring). ()
 (Prerequisite: ACCT 3113)
 ACCT 3313 Individual Income Tax (Fall)()
 (Prerequisite: ACCT 2203)
 ACCT 3513 Cost Accounting (Fall 1)()
 (Prerequisite: ACCT 2203)
 ACCT 3323 Business Entity Taxation (Spring).()
 (Prerequisite: ACCT 2203)
 ACCT 4713 Accounting Information Systems (Fall 1)... ()
 (Prerequisite: ACCT 3113)
 ACCT 4813 Auditing (Spring).()
 (Minimum Concurrent/Prerequisite: ACCT 3213,
 ACCT 4713 and Senior status)

ELECTIVE COURSES: (6 Hours)

ACCT 3413 Forensic Accounting (Spring I). ()
 (Prerequisite: ACCT 3113)
 ACCT 3713 Governmental Accounting (Fall)..... ()
 (Minimum Concurrent/Prerequisite: ACCT 3113)
 ACCT 4223 Financial Analysis & Contr. (Fall).....()
 (Prerequisite: ACCT 2203 & FIN 3113)
 ACCT 4950 Internship()
 (Prerequisite: 30 hours in major including
 business core & permission of department chair)
 ACCT 4980 Seminar (Summer I)()
 (Prerequisite: ACCT 2203)

Legend:

*Satisfies university requirements for a major-minor; no additional minor is required.

#Liberal Arts and Sciences (LA&S) approved.

^ See catalog for prerequisites.

†Junior and senior level core classes require at least junior standing (60 hours).

Graduation Requirements (minimums)

Total Hours Required for Graduation	124 hours	()
3000/4000 level hours required	40 hours	()
Liberal Arts and Sciences required	40 hours	()
4-year College hours required	60 hours	()
Residence 30 weeks and 30 hours at SOSU; 15 of the final semester hours must be from SOSU		()
All college work	≥ 2.00	()
All College work completed at SOSU	≥ 2.00	()
All College Work completed in major	≥ 2.00()	

Degree requirements include a grade of "C" or better in prerequisite major courses (right-hand side) to advance in sequential accounting courses.

Students wishing to sit for a certification exam may need to meet additional criteria as determined by the appropriate residency state board or credentialing agency. Students wishing to sit for any certification exam should contact the appropriate residency state board or credentialing agency and should work with an academic advisor to plan the additional study. Design and completion of additional hours for certification exams are the responsibility of the individual

SOUTHEASTERN OKLAHOMA STATE UNIVERSITY
Bachelor of Business Administration
Finance Major-Minor

Applicable Fall 2017

Name _____

Advisor _____

ID # _____

Date _____

SPECIFIED GENERAL EDUCATION

ECON 2113 #Principles of Macroeconomics ()
 COMM 2213 #Bus & Professional Speaking ()
 MATH 1513 College Algebra ()
 BIM 1553 Business Computer Applications ()

BUSINESS CORE (43) †

ACCT 2103 Fund of Financial Accounting ()
 ACCT 2203 Fund of Managerial Accounting ()
 (Prq: ACCT 2103)
 BIM 3183 Business Information Management ()
 (Prq: BIM 1553)
 BLAW 3123 #Legal Environment of Business ()
 BUS 2633 Business Statistics ()
 BUS 3333 Business Ethics ()
 ECON 2213 #Principles of Microeconomics ()
 ENG 3903 Technical & Professional Writing ()
 FIN 3113 Business Finance: ()
 (Prq: ECON 2113 or 2213; ACCT 2103 BUS 2633)
 MKT 3233 Principles of Marketing ()
 MNGT 3113 Management & Org Behavior ()
 MNGT 3243 Production & Ops Management ()
 (Prq: BUS 2633 & MNGT 3113)
 MNGT 4443 International Business ()
 (Prq: MNGT 3113 & MKT 3233)
 BUS 4901 Career Development Seminar ()
 MNGT 4633 Business Policy ()
 (Prq: MNGT 3113, MKT 3233, FIN 3113, Senior)

REQUIRED FINANCE COURSES (15)*^

FIN 3433 Securities Investments ()
 FIN 3523 Financial Institutions and Capital Markets ()
 FIN 3313 Intermediate Corporate Finance I ()
 FIN 4443 International Financial Management ()
 (Prq: Senior)
 FIN 4813 Financial Policy and Strategy ()
 (Prq: Senior FIN 3433, FIN 3313)

ELECTIVE COURSES (9)~

FIN 3253 Real Estate Finance ()
 FIN 3633 Advanced Personal Finance ()
 FIN 4223 Financial Analysis ()
 (Prq: Senior)
 FIN 4313 Intermediate Corporate Finance II ()
 FIN 4323 Security Analysis and Portfolio Management ()
 FIN 4523 Bank Administration ()
 FIN 4633 Risk Management ()
 (Prq: Senior)
 FIN 4733 Financial Modeling ()
 FIN 4950 Internship ()
 FIN 4980 Seminar ()
 ACCT 3113 Intermediate Accounting I ()
 (Prq: ACCT 2203)
 ACCT 3213 Intermediate Accounting II ()
 ACCT 3313 Income Tax I ()
 ACCT 3513 Cost Accounting ()

~ Must take at least two FIN course as an elective
 ^ All finance courses including electives require completion of
 FIN 3113 with a grade of C or better for majors.

Legend:

*Satisfies university requirements for a major-minor; no additional minor is required.

#Liberal Arts and Sciences (LA&S) approved.

†Junior and senior level core classes require at least junior standing (60 hours).

^ Degree requirements include a grade of "C" or better in major prerequisite course to advance in finance courses.

Graduation Requirements (minimums)

Total Hours Required for Graduation 124 hours ()
 3000/4000 level hours required 40 hours ()
 Liberal Arts and Sciences required 40 hours ()
 4-year College hours required 60 hours ()
 Residence 30 weeks and 30 hours at SE; 15 of the final semester hours must be from SE ()
 All college work ≥ 2.00 ()
 All College work completed at SOSU ≥ 2.00 ()
 All College Work completed in major ≥ 2.00 ()

SOUTHEASTERN OKLAHOMA STATE UNIVERSITY
Bachelor of Business Administration
General Business Major-Minor* (67 Hours)

Applicable Fall 2023

Name _____

Advisor _____

ID # _____

Date _____

SPECIFIED GENERAL EDUCATION

- ECON 2113 #Principles of Macroeconomics ()
- COMM 2213 #Bus & Professional Speaking ()
- MATH 1483 Funct&Mdl or MATH 1513 Col Alg ()
- BIM 1553 Business Computer Applications ()

BUSINESS CORE (43 Hours) †
Must make a grade of "C" or better

- ACCT 2103 Fund of Financial Accounting ()
- ACCT 2203 Fund of Managerial Accounting ()
(Prq: ACCT 2103)
- BIM 3183 Business Information Management ()
(Prq: BIM 1553)
- BLAW 3123 #Legal Environment of Business ()
- BUS 2633 Business Statistics ()
(Prq: Math ACT 21 or higher or MATH 1513)
- BUS 3333 Business Ethics ()
- ECON 2213 #Principles of Microeconomics ()
- ENG 3903 Business & Professional Writing ()
- FIN 3113 Business Finance ()
(Prq: ACCT 2103, ECON 2113 or 2213, BUS 2633)
- MKT 3233 Principles of Marketing ()
- MNGT 3113 Management & Org Behavior ()
- MNGT 3243 Production & Ops Management ()
(Prq: BUS 2633; MNGT 3113)
- MNGT 4443 International Bus ()
(Prq: MNGT 3113 & MKT 3233)
- BUS 4901 Career Development Seminar ()
(Prq: Advisor permission; Senior)
- MNGT 4633 Business Policy ()
(Prq: MNGT 3113, MKT 3233, FIN 3113, Senior)

REQUIRED MANAGEMENT COURSES (6 Hours)

- MNGT 3343 Small Business Management (Fall) ()
(Prq: MNGT 3113)
- OR
- MNGT 4663 Entrep & New Ventures (Spring) ()
(Prq: MNGT 3113)
- BUS 4123 International Business & Law (Spring) ()
- OR
- Any other upper level international business course ()

ELECTIVE COURSES (18 Hours)

Any 6 courses from ACCT, BUS, FIN, MNGT, BLAW or MKT at the 3000+ level with no more than three from any one prefix. At least one course must be at the 4000 level. All courses must be approved by your advisor.

- _____ ()
- _____ ()
- _____ ()
- _____ ()
- _____ ()
- _____ ()
- _____ ()

Legend:

*Satisfies university requirements for a major-minor; no additional minor is required.

#Liberal Arts and Sciences (LA&S) approved.

† Junior and senior level core classes require at least junior standing (60 hours).

Graduation Requirements (minimums)

- Total Hours Required for Graduation 124 hours ()
- 3000/4000 level hours required 40 hours ()
- Liberal Arts and Sciences required 40 hours ()
- 4-year College hours required 60 hours ()
- Residence 30 weeks and 30 hours at SOSU; 15 of the final semester hours must be from SOSU ()
- All college work ≥ 2.00 ()
- All College work completed at SOSU ≥ 2.00 ()
- All College Work completed in major ≥ 2.00 ()

SOUTHEASTERN OKLAHOMA STATE UNIVERSITY
Bachelor of Business Administration
Management Major-Minor
Hospitality Management Option (67 hours)

Applicable Fall 2023

Name _____

Advisor _____

ID # _____

Date _____

SPECIFIED GENERAL EDUCATION

- ECON 2113 #Principles of Macroeconomics ()
- MATH 1483 Funct&Mdl or MATH 1513 Col Alg ()
- COMM 2213 #Bus & Professional Speaking ()
- BIM 1553 Business Computer Applications ()

BUSINESS CORE (43 Hours) †

Must make a grade of "C" or better

- ACCT 2103 Fund of Financial Accounting ()
(Prq: ACCT 2103)
- ACCT 2203 Fund of Managerial Accounting ()
(Prq: ACCT 2103)
- BIM 3183 Business Information Management ()
(Prq: BIM 1553)
- BLAW 3123 #Legal Environment of Business ()
- BUS 2633 Business Statistics ()
(Prq: Math ACT 21 or higher or MATH 1513)
- BUS 3333 Business Ethics ()
- ECON 2213 #Principles of Microeconomics ()
- ENG 3903 Business & Professional Writing ()
- FIN 3113 Business Finance ()
(Prq: ACCT 2103, ECON 2113 or 2213, BUS 2633)
- MKT 3233 Principles of Marketing ()
- MNGT 3113 Management & Org Behavior ()
- MNGT 3243 Production & Ops Management ()
(Prq: BUS 2633; MNGT 3113)
- MNGT 4443 International Business ()
(Prq: MNGT 3113 & MKT 3233)
- BUS 4901 Career Development Seminar ()
(Prq: Advisor permission; Senior)
- MNGT 4633 Business Policy ()
(Prq: MNGT 3113, MKT 3233, FIN 3113, Senior)

REQUIRED HOSPITALITY MANAGEMENT COURSES (24 HOURS)

- MNGT 3153 Hospitality Management...F()
(Prq: MNGT 3113)
- MNGT 3443 Supervisory Management...Sp.....()
(Prq: MNGT 3113)
- MNGT 3733 Native American Gaming Mngt...F.....()
(Prq: MNGT 3113)
- MNGT 3933 Restaurant Operations...Sp.....()
(Prq: MNGT 3113)
- MNGT 3943 Hotel Operations ...Sp.....()
(Prq: MNGT 3113)
- MKT 4433 Hospitality and Tourism Marketing...F.....()
(Prq: MKT 3233)
- MNGT 4533 Hospitality Human Res Mngt...Sp.....()
(Prq: MNGT 3113)
- MNGT 4953 Internship()
(Prq: Departmental Approval)

Legend:

*Satisfies university requirements for a major-minor; no additional minor is required.

#Liberal Arts and Sciences (LA&S) approved.

† Junior and senior level core classes require at least junior standing (60 hours).

Graduation Requirements (minimums)

- Total Hours Required for Graduation 124 hours ()
- 3000/4000 level hours required 40 hours ()
- Liberal Arts and Sciences required 40 hours ()
- 4-year College hours required 60 hours ()
- Residence 30 weeks and 30 hours at SOSU; 15 of the final semester hours must be from SOSU ()
- All college work ≥ 2.00 ()
- All College work completed at SOSU ≥ 2.00 ()
- All College Work completed in major ≥ 2.00 ()

Students wishing to sit for a certification exam may need to meet additional criteria as determined by the appropriate residency state board or credentialing agency.
 Students wishing to sit for any certification exam should contact the appropriate residency state board or credentialing agency and should work with an academic advisor to plan the additional study. Design and completion of additional hours for certification exams are the responsibility of the individual student.

SOUTHEASTERN OKLAHOMA STATE UNIVERSITY
Bachelor of Business Administration
Management Major-Minor* (67 Hours)

Applicable Fall 2023

Name _____

Advisor _____

ID # _____

Date _____

SPECIFIED GENERAL EDUCATION

ECON 2113 #Principles of Macroeconomics ()
 COMM 2213 #Bus & Professional Speaking ()
 MATH 1483 Funct&Modl or 1513 Coll Alg ()
 BIM 1553 Business Computer Applications ()

BUSINESS CORE (43 Hours) †
Must make a grade of "C" or better

ACCT 2103 Fund of Financial Accounting ()
 ACCT 2203 Fund of Managerial Accounting ()
 (Prq; ACCT 2103)
 BIM 3183 Business Information Management ()
 (Prq; BIM 1553)
 BLAW 3123 #Legal Environment of Business ()
 BUS 2633 Business Statistics ()
 (Prq; Math ACT 21 or higher or MATH 1513)
 BUS 3333 Business Ethics ()
 ECON 2213 #Principles of Microeconomics ()
 ENG 3903 Business & Professional Writing ()
 FIN 3113 Business Finance ()
 (Prq; ACCT 2103, ECON 2113 or 2213, BUS 2633)
 MKT 3233 Principles of Marketing ()
 MNGT 3113 Management & Org Behavior ()
 MNGT 3243 Production & Ops Management ()
 (Prq; BUS 2633, MNGT 3113)
 MNGT 4443 International Business ()
 (Prq; MNGT 3113 & MKT 3233)
 BUS 4901 Career Development Seminar ()
 (Prq; Advisor permission; Senior)
 MNGT 4633 Business Policy ()
 (Prq; MNGT 3113, MKT 3233, FIN 3113, Senior)

REQUIRED MANAGEMENT COURSES (18 Hours)

MNGT 3343 Small Business Management (Fall) ()
 (Prq; MNGT 3113)
 MNGT 3443 Supervisory Management (Spring) ()
 (Prq; MNGT 3113)
 MNGT 3533 Human Resource Management (Fall) ()
 (Prq; MNGT 3113)
 MNGT 4353 Management Science (Fall) ()
 (Prq; MNGT 3113, MNGT 3243, BUS 2633)
 MNGT 4653 Contemporary Issues in Mngt (Spring) ()
 (Prq; MNGT 3113)
 MNGT 4663 Entrep & New Ventures (Spring) ()
 (Prq; MNGT 3113)

ELECTIVE COURSES: (6 Hours)

May be selected from any upper-level ACCT, BUS, FIN, MNGT, or MKT courses approved by your advisor. At least one must be at the 4000 level.

1. _____ ()

2. _____ ()

Legend:

*Satisfies university requirements for a major-minor; no additional minor is required.

#Liberal Arts and Sciences (LA&S) approved.

†Junior and senior level core classes require at least junior standing (60 hours).

Graduation Requirements (minimums)

Total Hours Required for Graduation	124 hours	()
3000/4000 level hours required	40 hours	()
Liberal Arts and Sciences required	40 hours	()
4-year College hours required	60 hours	()
Residence 30 weeks and 30 hours at SOSU; 15 of the final semester hours must be from SOSU		()
All college work	≥ 2.00	()
All College work completed at SOSU	≥ 2.00	()
All College Work completed in major	≥ 2.00	()

SOUTHEASTERN OKLAHOMA STATE UNIVERSITY
Bachelor of Business Administration
Marketing Major-Minor* (67 Hours)

Applicable Fall 2023

Name _____

Advisor _____

ID # _____

Date _____

SPECIFIED GENERAL EDUCATION

ECON 2113 #Principles of Macroeconomics ()
 COMM 2213 #Bus & Professional Speaking ()
 MATH 1483 Funct&Modl or 1513 Coll Alg ()
 BIM 1553 Business Computer Applications ()

BUSINESS CORE (43 Hours) †

Must make a grade of "C" or better

ACCT 2103 Fund of Financial Accounting ()
 ACCT 2203 Fund of Managerial Accounting ()
 (Prq: ACCT 2103)
 BIM 3183 Business Information Management ()
 (Prq: BIM 1553)
 BLAW 3123 #Legal Environment of Business ()
 BUS 2633 Business Statistics ()
 (Prq: Math ACT 21 or higher or MATH 1513)
 BUS 3333 Business Ethics ()
 ECON 2213 #Principles of Microeconomics ()
 ENG 3903 Business & Professional Writing ()
 FIN 3113 Business Finance ()
 (Prq: ACCT 2103, ECON 2113 or 2213, BUS 2633)
 MKT 3233 Principles of Marketing ()
 MNGT 3113 Management & Org Behavior ()
 MNGT 3243 Production & Ops Management ()
 (Prq: BUS 2633, MNGT 3113)
 MNGT 4443 International Business ()
 (Prq: MNGT 3113 & MKT 3233)
 BUS 4901 Career Development Seminar ()
 (Prq: Advisor permission; Senior)
 MNGT 4633 Business Policy ()
 (Prq: MNGT 3113, MKT 3233, FIN 3113, Senior)

REQUIRED MARKETING COURSES (9 Hours)

MKT 3633 Consumer Behavior (Fall) ()
 (Prq: MKT 3233)
 MKT 4333 Marketing Research (Fall) ()
 (Prq: BUS 2633 & MKT 3233)
 MKT 4643 Marketing Management (Spring) ()
 (Prq: MKT 4333)

ELECTIVE MARKETING COURSES (9 Hours)

MKT 3433 Retailing (Fall) ()
 (Prq: MKT 3233)
 MKT 3643 Integrated Mkt Communication (Sp) ()
 (Prq: MKT 3233)
 MKT 4123 International Marketing (Fall) ()
 (Prq: MKT 3233)
 MKT 4243 Sales and Sales Mngt. (Fall) ()
 (Prq: MKT 3233)
 MKT 4443 Services Marketing (Fall) ()
 (Prq: MKT 3233)
 MKT 4653 Contemporary Issues in Mkt. (Spring) ()
 (Prq: MKT 3233)

ELECTIVE COURSES: (6 Hours)

May be selected from any upper-level ACCT, BUS, FIN, MNGT, or MKT courses approved by your advisor. At least one must be at the 4000 level.

1. _____ ()
 2. _____ ()

Legend:

*Satisfies university requirements for a major-minor; no additional minor is required.

#Liberal Arts and Sciences (LA&S) approved.

†Junior and senior level core classes require at least junior standing (60 hours).

Graduation Requirements (minimums)

Total Hours Required for Graduation	124 hours	()
3000/4000 level hours required	40 hours	()
Liberal Arts and Sciences required	40 hours	()
4-year College hours required	60 hours	()
Residence 30 weeks and 30 hours at SOSU; 15 of the final semester hours must be from SOSU		()
All college work	≥ 2.00	()
All College work completed at SOSU	≥ 2.00	()
All College Work completed in major	≥ 2.00	()

APPENDIX K: JMSB MBA Degree Plan

Southeastern Oklahoma State University Master of Business Administration Degree Plan

Name: _____ ID# _____ Email _____
Address: _____ Home#: _____ Cell #: _____

Fill in the TERM & YEAR you plan to enroll in each course required for your MBA Degree/Emphasis
L = requires leveling courses & P = required for MNGT 5603 (see MBA Resource document)

MBA Core Required Courses – 30 Credit Hrs			Term Course Is Offered:	Term Plan to Enroll	Year Plan to Enroll
MNGT	5773	Principle Centered Leadership and Ethics	Fall I&II/Spring I&II/Summer I&II	Select Term	Select Year
MNGT	5453	Contemporary Issues in Management	Fall I&II/Spring I&II/Summer I&II	Select Term	Select Year
MKT	5243	Marketing Management (P)	Fall I&II/Spring I&II/Summer I&II	Select Term	Select Year
BUS	5113	Research Methods	Fall I&II/Spring I&II/Summer I&II	Select Term	Select Year
BUS	5253	Data Analysis for Managers (L)	Fall I/Spring I/ Summer I	Select Term	Select Year
ECON	5133	Managerial Economics (L)	Fall II/Spring II/Summer II	Select Term	Select Year
Take Emphasis - see below					
ACCT	5233	Accounting for Managers (P)(L)	Fall II/Spring II/Summer II	Select Term	Select Year
Take Emphasis - see below					
FIN	5213	Financial Management (P)(L)	Fall II/Spring II/Summer II	Select Term	Select Year
MNGT	5223	Behavioral Management (P)	Fall I/Spring I/ Summer I	Select Term	Select Year
MNGT***	5603	Strategic Management- requires courses with (P)	Fall I&II/Spring I&II/Summer I&II	Select Term	Select Year

Emphasis Courses (All are 6 credit hours) *

General MBA			Term Plan to Enroll	Year Plan to Enroll
BUS	5563	Applied Business Projects	Summer I	Select Year
ENTR	5103	Entrepreneurship & New Ventures	Select Term	Select Year

Accounting			Term Plan to Enroll	Year Plan to Enroll
ACCT	5253	Auditing for Managers	Summer I	Select Year
ACCT	5263	Forensics for Managers	Select Term	Select Year

Marketing			Term Plan to Enroll	Year Plan to Enroll
MKT	5633	Consumer Behavior	Summer I	Select Year
MKT	5533	Social Media Marketing	Select Term	Select Year

Management			Term Plan to Enroll	Year Plan to Enroll
MNGT	5343	Competitive Advantages & Strategy	Summer I	Select Year
BIM	5793	Management Information Systems	Select Term	Select Year

Human Resources			Term Plan to Enroll	Year Plan to Enroll
MNGT	5153	Human Resource Management	Summer I	Select Year
MNGT	5983	Training & Development	Select Term	Select Year

Entrepreneurship			Term Plan to Enroll	Year Plan to Enroll
ENTR	5303	Marketing for New Ventures	Summer I	Select Year
ENTR	5103	Entrepreneurship & New Ventures	Select Term	Select Year

Finance			Term Plan to Enroll	Year Plan to Enroll
FIN	5433	Securities Investments	Summer I	Select Year
FIN	5543	International Financial Management	Select Term	Select Year

Strategic Communication Advising – 580-745-2552			Term Plan to Enroll	Year Plan to Enroll
COMM	5123	Crisis Communication	Summer I	Select Year
COMM	5113	Strategic Communication	Select Term	Select Year

Health Care Information Systems Advising 580-745-2444			Term Plan to Enroll	Year Plan to Enroll
HIS	5623	Electronic Health Records	Summer I	Select Year
HIS	5613	Health Information Systems	Select Term	Select Year

Aerospace Logistics Advising 580-745-3241			Term Plan to Enroll	Year Plan to Enroll
AVIA	5343	Implementing Logistics: Acquisition and Program Management	Spring I	Select Year
AVIA	5233	Logistical Strategies in Aerospace Administration	Select Term	Select Year

Safety Advising 580-745-2426			Term Plan to Enroll	Year Plan to Enroll
SFTY	5123	Crises Preparedness and Occupational Security	Summer I	Select Year
SFTY	5103	Advanced Safety Program Management	Select Term	Select Year

Native American Leadership Advising 580-745-2376			Term Plan to Enroll	Year Plan to Enroll
NAL	5013	Current Topics in Indian Country	Summer I	Select Year
NAL	5233	Tribal Sovereignty	Select Term	Select Year

New emphasis coming soon			Term Plan to Enroll	Year Plan to Enroll

Transfer Courses (up to 9 hours) – Preapproved and within 6-year MBA completion window				
Prior Course Name/Number	Institution Course was taken	Semester/Year Course taken	Grade Received	The JMSB MBA Course it is replacing

*Course offerings are subject to change due to demand/faculty sufficiency. Emphasis courses are offered in terms shown in drop-down boxes.
**All transfer courses must be preapproved and fall within the 6-year window for completion of the MBA degree
***Business Major Field Test (MFT) administered in MNGT 5603 – Strategic Management

Student Signature & Date _____

Graduate Dean Signature & Date _____

MBA Advisor Signature & Date _____

APPENDIX L: BBA Assessment Schedule and Matrix

BBA Learning Goals, Objectives, Assessment Plan and Standards							
Learning Goal	Objective (SLO)	Method of Assessment	Course	Sample	Frequency	Standard	Status
1. Communication: JMSB graduates will be effective communicators with the ability to prepare and deliver oral and written presentations using appropriate technologies.	a. Students will create well written documents on a business topic.	Direct- Written Communication Rubric	MKT 4643	Sample	Spring 2021, Spring 2022, Spring 2023	70% of students will meet or exceed expectations	Spring 2023
	b. Students will deliver an effective oral presentation on a business topic.	Direct- Oral Communication Rubric	Bus 4901	Sample	Fall 2020, Spring 2022, Fall 2022	70% of students will meet or exceed expectations	Spring 2024
2. Problem Solving: JMSB graduates can apply critical thinking skills and quantitative methods to problem solving.	a. Students will demonstrate a working knowledge of the problem solving method.	Direct- CompXM "Critical-thinking and/or Decision-making Skills"	MNGT 4633	All Students	Fall 2019, Fall 2021, Spring 2023	70% of students will meet or exceed the national mean	Spring 2023
	b. Students will demonstrate the ability to use appropriate quantitative methods to inform data driven decision-making	Direct- MFT "Quantitative Business Analysis"	MNGT 4633	All Students	Annually	70% of students will meet or exceed the national mean	Fall 2022
	c. Students will demonstrate the ability to use current technology to aid managerial decision-making.	Direct- MFT "Information Systems"	MNGT 4633	All Students	Annually	70% of students will meet or exceed the national mean	Fall 2022
3. Ethics: JMSB graduates possess the knowledge and understand the significance of making ethical business decisions.	a. Students will demonstrate an understanding of the process of making ethical decisions.	Direct- CompXM "Ethics Plug-in"	MNGT 4633	All Students	Fall 2019, Fall 2021, Spring 2023	70% of students will meet or exceed expectations	Spring 2023
4. Teamwork: JMSB graduates will possess the skills necessary to work effectively as a member of a team.	a. Students will demonstrate the ability to initiate and carry out projects in a group setting.	Direct- CompXM "Team and/or Leadership Skills"	MNGT 4633	All Students	Fall 2019, Spring 2022, Spring 2023	70% of students will meet or exceed the national mean	Spring 2023
5. Business Knowledge: JMSB graduates will have an understanding of the functional areas of business and how they relate to each other.	a. Students will demonstrate a working knowledge of each functional area of business.	Direct- MFT "All Assessment Indicators"	MNGT 4633	All Students	Annually	70% of students will meet or exceed the national mean	Fall 2022

APPENDIX M: MBA Assessment Schedule and Matrix

MBA Learning Goals, Objectives, Assessment Plan and Standards							
Learning Goal	Objective	Method of Assessment	Course	Sample	Frequency	Standard	Status
1. MBA graduates will have a command of business theory and practice.	Mastery of fundamental business concepts and an ability to integrate and apply these concepts to solve business problems.	Direct- MBA MFT Major Content Areas: Marketing, Management, Finance, Managerial Accounting	MNGT 5603	All Students	Annually	80% of students will meet or exceed the national mean	Fall 2022
2. Students graduating with an MBA degree will be effective written communicators.	Ability to construct clear, concise, and convincing written business communication.	Direct- MBA Written Communication Rubric	MKT 5243 FIN 5213	Sample	Spring 2019, Spring 2021, Spring 2023	80% of students will meet or exceed expectations	Spring 2023
3. MBA graduates will use reasoned and ethical judgment when analyzing problems and making decisions.	a. Recognition of ethical dilemmas in decision-making scenarios.	Direct- MBA Ethics Rubric	MNGT 5223	Sample	Fall 2019, Spring 2022, Spring 2023	80% of students will meet or exceed expectations	Spring 2023
	b. Ability to critically evaluate business decision-making scenarios and develop innovative and ethical solutions.	Direct- MBA Ethics Rubric	MNGT 5223	Sample	Fall 2019, Spring 2022, Spring 2023	80% of students will meet or exceed expectations	Spring 2023
4. Students graduating with an MBA degree will think critically and support decisions using analytical methods.	Ability to think critically to solve business problems.	Direct- MBA MFT Overall Scaled Score (measures critical thinking and reasoning)	MNGT 5603	All Students	Annually	80% of students will meet or exceed the national mean	Fall 2022
5. MBA graduates will effectively participate as a member of a team.	Ability to lead and/or participate in culturally and demographically diverse teams.	Direct- MBA Teamwork Evaluation Rubric	MKT 5243	Sample	Fall 2019, Spring 2022, Spring 2023	80% of students will meet or exceed expectations	Spring 2023

APPENDIX N: JMSB Faculty Awards for 2018-2023

Year	Name	Title	Type	Organization
2022-2023	Richards, Rhonda	Distinguished Paper Award	Research	Southwest Case Research Association 2023 conference
2022-2023	Sullivan, Carol	SOLD Award	Service-Professional	Southeastern Oklahoma State University
2022-2023	Sullivan, Carol	Outstanding Scholar	Research	Association of Business and Behavioral Sciences
2022-2023	Metts, Stephanie	Excellence in Teaching - Nomination, Southeastern Faculty Senate.	Teaching	Southeastern Faculty Senate
2021-2022	Richards, Rhonda	Distinguished Paper Award	Research	Southwest Case Research Association 2022 conference
2021-2022	Metts, Stephanie	Excellence in Service to University and/or Profession - Nomination	Service-University	Southeastern Faculty Senate
2021-2022	Metts, Stephanie	Excellence in Teaching - Nomination	Teaching	Southeastern Faculty Senate
2020-2021	Lin, Ying-Chou	Distinguished Paper Award	Research	IGBR International Conference
2020-2021	Richards, Rhonda	Faculty Senate Recognition Award for Meritorious Service to the University and/or Profession	Service-University	Southeastern Oklahoma State University
2020-2021	Metts, Stephanie	Excellence in Teaching Award - Recipient	Teaching	Southeastern Faculty Senate
2019-2020	Richards, Rhonda	Distinguished Paper Award	Research	Southwest Case Research Association

2019-2020	Bogard, Cody	Excellence in Teaching Award	Teaching	Southeastern Faculty Senate
2018-2019	Xu, Hanzhi (Frank)	Best Doctoral Paper in Finance Award	Research	University of North Texas
2018-2019	Richards, Rhonda	Faculty Senate Recognition Award - Excellence in Teaching	Teaching	Southeastern Oklahoma State University
2022-2023	Hampton, Ashley	Distinguished Paper Award, Federation of Business Disciplines, ASBE: Women Entrepreneurs: An Exploratory Study of the Perceived Need and Benefits of a Mentoring Program	Research	Association for Small Business and Entrepreneurship
2022-2023	Whitlock, David	Distinguished Paper Award, Federation of Business Disciplines, ASBE: Women Entrepreneurs: An Exploratory Study of the Perceived Need and Benefits of a Mentoring Program	Research	Association of Small Business and Entrepreneurship
2022-2023	Whitlock, David	Faculty Senate Recognition Award for Outstanding Research and Scholarly Activity	Research	Southeastern Oklahoma State University
2022-2023	Parmer, Lucinda	Largest Chapter Award	Service-University	Future Business Leaders of America - Collegiate
2021-2022	Silver, Lawrence	Faculty Senate Award for Outstanding Research	Research	Southeastern Oklahoma State University
2021-2022	Silver, Lawrence	Best Case Award - Celina Texas' Cajun Fest	Research	Southwest Case Research Association
2021-2022	Whitlock, David	Cajun Fest, FBD McGraw Hill Distinguished Paper Award	Research	Southwest Case Research Association
2021-2022	Parmer, Lucinda	Multiple National Student Top 10 Finalists	Service-University	Phi Beta Lambda

2021-2022	Whitlock, David	Faculty Senate Recognition Award for Excellence in Teaching	Teaching	Southeastern Oklahoma State University
2020-2021	Parmer, Lucinda	Ranked 2nd in the Nation Out of 129 Colleges/Universities at the National Leadership Conference	Service-University	Phi Beta Lambda
2020-2021	Parmer, Lucinda	Oklahoma State Adviser of the Year	Service-University	Phi Beta Lambda
2019-2020	Bressler, Martin	Faculty Senate Award for Scholarship/Research	Research	Southeastern Oklahoma State University
2019-2020	Bressler, Martin	Distinguished Research Award	Research	Institute for Global Business Research
2019-2020	Parmer, Lucinda	Best Paper in Session	Research	Academy of Business Research Conference
2019-2020	Parmer, Lucinda	Faculty Senate Recognition Award for Excellence in Scholarship	Research	Southeastern Oklahoma State University
2019-2020	Parmer, Lucinda	JMSB Excellence in Scholarship Faculty Senate Award	Research	Southeastern Oklahoma State University
2019-2020	Silver, Lawrence	Best Case Award: Waterhaven Park	Research	Southwest Case Research Association
2019-2020	Bressler, Martin	McGraw-Hill Outstanding Educator Award	Service-Professional	FBD/Southwest Case Research Association
2019-2020	Parmer, Lucinda	Certificate of Appreciation	Service-Professional	Association for Small Business and Entrepreneurship
2019-2020	Parmer, Lucinda	Faculty Senate Recognition Award for Excellence in Service	Service-University	Southeastern Oklahoma State University

2019-2020	Parmer, Lucinda	Faculty Senate Recognition Award for Excellence in Teaching	Teaching	Southeastern Oklahoma State University
2018-2019	Bressler, Martin	Best Track Paper-management, Marketing, and MIS	Research	Academic and Business Research Institute
2018-2019	Silver, Lawrence	Best Case Award: Mears Power T	Research	Southwest Case Research Association
2018-2019	Bressler, Martin	JoAnn C. Carland Distinguished Service Award	Service-Professional	Institute for Global Business Research
2018-2019	Howard, Robert	Nominated for Excellence in Service Award	Service-University	Southeastern Faculty Senate
2018-2019	Parmer, Lucinda	New Chapter Award	Service-University	Phi Beta Lambda
2018-2019	Parmer, Lucinda	JMSB Excellence in Teaching Faculty Senate Award	Teaching	Southeastern Oklahoma State University