

1979

A Look Back at the CoB's AACSB Application of 30 Years Ago

USMNEWS.NET has obtained a copy of the USM College of Business Administration's AACSB Accreditation Application of 1979. Many current CoB faculty are comparing the organization today to the one of the Joe Greene era, and this document allows for a serious assessment of where USM's College of Business stands today.

This installment (#9) compares the number of faculty administrators in the CBA of 1979 to that in the 2007-08 CoB. It will also compare the teaching loads of those individuals across the two eras (1979 and 2007-08) of USM's business school. To begin, Table 1 below shows both the positions and names of the faculty administrators from the 1979 CBA and the 2007-08 CoB.

Table 1
Faculty Administrators in USM's Business College

Position	1979 CBA	2007-08 CoB
Dean	Greene, J.	Williams, A.
Associate Dean		Peyrefitte, J.
Assistant Dean	Jackson, H.	
Grad Studies Coord	Wimberly, J.	Daniel, F.
U-Grad Studies Coord		Pate, G.
Dir, Bureau of BB(E)R	Williams, D.	Gunther, W.
Dir, Center for Econ Ed		Doty, S.
Dir, Center for Fin Serv		Clark, J.
Chair, Accounting	Morgan, J.	
Director, SAIS		Jackson, S.
Chair, Economics	Black, T.	
Chair, Fin & Gen Bus	Sirmon, W.	
Chair, EFIB		Carter, G.
Chair, Management	Moore, R.	
Chair, Marketing	Ivy, T.	
Chair, Mgt & Mkt		Henthorne, T.
Chair, Tourism Mgt		Henthorne, T.

Notes: Administration information for the 1979 CBA is taken from page 114 of the 1979 CBA's AACSB Accreditation Application. Similar information for the 2007-08 CoB comes from www.usm.edu and other sources.

As Table 1 above points out, the 1979 CBA maintained nine (9) faculty administrative positions. In comparison, the 2007-08 CoB consists of 11

faculty administrative positions. Based on these figures, the 2007-08 CoB encompasses 22.2 percent more faculty administrative positions than did the 1979 CBA.

On a per faculty basis, and using the numbers employed previously for each era (i.e., 56 and 70), the 1979 CBA maintained 6.22 faculty administrative positions per faculty, while the 2007-08 CoB utilizes 6.36 faculty administrative positions per faculty. Thus, the 2007-08 CoB holds on to at least a slight lead using this metric.

Next, Table 2 below presents the teaching loads for the two sets of faculty administrators. The teaching loads for the 1979 CBA come from the fall of 1978, while those for the 2007-08 CoB come from the fall of 2007.

Table 2
Administrative Teaching Loads in USM's Business College

1979 CBA	Fall '78 Hrs	2007-08 CoB	Fall '07 Hrs
Greene, J.	6	Williams, A.	0
Jackson, H.	3	Peyrefitte, J.	3
Wimberly, J.	9	Daniel, F.	6
		Pate, G.	6
Williams, D.	3	Gunther, W.	6
		Doty, S.	6
		Clark, J.	6
Morgan, J.	6		
Black, T.	6		
Sirmon, W.	6	Jackson, S.	9 ¹
Moore, R.	6	Carter, G.	6 ²
Ivy, T.	6	Henthorne, T.	3
	Total		Total
	51		51
	Avg		Avg
	5.67		5.10
	St Dev		St Dev
	(1.8)		(2.5)

Sources: 1979 CBA data come from page 114 of the 1979 CBA's AACSB Accreditation Application. The 2007-08 CoB data come from SOAR (mid Aug-07).

¹Although SOAR reports S. Jackson as having 9 hours, it is likely that, given the late date of his selection to fill the SAIS Directorship (as Interim), his teaching load has been reduced to 6 hours.

²Carter actually teaches more than 6 hours. However, all teaching beyond 6 hours qualifies Carter for "overload" pay. See reports in USMNEWS.NET's *CoBscam* series for details of how Carter and other(s) in the EFIB appear to be using the overload pay system as a way to boost their PERS retirement packages. These overload courses bring in \$5,000 to \$6,000 each, if not more.

As Table 2 above indicates, the 1979 CBA was getting (in fall of '78) the same amount of teaching (i.e., 51 hours) out of nine faculty administrators as the 2007-08 CoB will be getting (i.e., 51 hours in fall of '07) from 10 faculty administrators. On a per-faculty administrator basis, the 1979 CBA maintained a teaching load of 5.67 hours while the 2007-08 CoB sits at 5.10 hours. If SAIS Director Steven Jackson's fall '07 schedule turns out to consist of six hours instead of nine, then the 2007-08 CoB faculty administrators' per-person count will fall to 4.80 – almost one full hour per-person below that from the 1979 CBA.

Arguably the most important difference across the two eras, however, lies in the Dean's Office. The 1979 CBA's Dean-AssistDean combo taught nine hours during the fall of '78. That comes to 4.5 hours per administrator. Thirty years later, in the fall of '07, the CoB's Dean-AssocDean combo will teach a load of only three hours, or 1.5 hours per administrator. That is, central administrators in USM's 1979 CBA taught *three times as much* as in the fall '78 as administrators in USM's 2007-08 CoB will be teaching in the fall '07!

The move toward a *central administration-as-royalty* program in USM's business school really gathered speed during the William Gunther administration of the CBA. As USMNEWS.NET has reported, the only real teaching that Gunther was doing while Dean at USM was in the executive graduate curricula at the University of Alabama (and for a substantial sum). Not only did Harold Doty maintain the "Deans don't Teach!" philosophy when he joined the CBED (CoB) as Dean in the summer of 2003, his (and Gunther's) Associate Dean Farhang Niroomand eventually succeeded in reducing his own annual teaching load by 50 percent (down to three hours).

What Gunther began in the 1990s, and Doty built upon from 2003 to 2007, has been well-guarded by the Williams-Peyrefitte administration. In fact, Williams has added his own touch to the program by knocking down \$175,000 per year while not doing any teaching. With a search for a permanent CoB Dean looming, it is difficult to project just how the *central administration-as-royalty* program in the CoB will further evolve.