

# Special Report

## Let's Spin the Wheel

### Gut Courses and Gut Profs in the MGT & MKT Department

It's that time again -- time for CoB students to spin the wheel on the course scheduling process and see what comes up. In this report, USMNEWS.NET provides its annual look at grade distributions across courses and faculty in USM's College of Business. As always, the grades are provided to us by **pickaprof**, and, in the words of **pickaprof**, these "[g]rade histories are (painstakingly) obtained directly from university records."

We begin with Table 1 below, which contains grading histories from the MGT & MKT department.

**Table 1**  
**Gut Courses and Gut Profs in MGT & MKT, May/June 2008**

<b>Course Prof</b>	<b>#Grades</b>	<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>F</b>	<b>George Carter Rigor Ratio</b>
FM 436 Burgess, B.	53	7	22	13	7	4	0.379
MG 300 Daniel, F.	75	9	16	30	13	7	0.800
Sevier, A.	635	77	179	199	122	58	0.703
MG 325 Fennell, W.	530	86	123	144	128	49	0.847
MG 364 Vest, M.	272	16	46	109	76	25	1.629
MG 400 Carr, J.	44	10	26	6	2	0	0.056
Duhon, D.	314	64	120	124	6	0	0.033
Peyrefitte, J.	44	9	24	10	0	1	0.030
Topping, S.	36	7	18	11	0	0	0.000
Zantow, K.	71	9	40	21	0	1	0.020
MG 454 Bushardt, S.	43	14	14	9	5	1	0.214
MG 455 Sevier, A.	53	2	22	22	7	0	0.292
Zantow, K.	54	10	24	15	4	1	0.147
MG 465 Fennell, W.	67	13	23	19	11	1	0.333
MG 475 Carr, J.	94	16	60	15	2	1	0.039
MG 480 Bushardt, S.	34	9	15	9	0	1	0.042
Carr, J.	41	11	21	8	1	0	0.031
Daniel, F.	31	5	18	8	0	0	0.000

MG 482	Sequeira, J.	45	9	25	11	0	0	0.000
MG 495	Peyrefitte, J.	39	8	23	5	1	2	0.097
MK 300	Broadus, C.	99	19	37	35	4	4	0.143
	LaFleur, E.	185	46	59	50	19	11	0.286
	Loyd, D.	297	24	86	92	65	30	0.864
	Osmonbekov, T.	145	9	38	40	24	35	1.255
	Williams, A.	53	2	12	24	12	3	1.071
MK 322	Broadus, C.	35	26	7	1	0	1	0.030
	Smith, W.	102	15	54	32	1	0	0.014
MK 330	Smith, W.	116	10	28	54	21	3	0.632
MK 365	Henthorne, T.	66	0	15	40	10	1	0.733
MK 380	Williams, A.	30	3	7	18	2	0	0.200
MK 400	Osmonbekov, T.	75	5	30	27	8	5	0.371
MK 424	Smith, W.	115	6	37	50	22	0	0.512
MK 430	Williams, A.	37	1	10	25	1	0	0.091
	Wittmann, M.	40	9	27	4	0	0	0.000
MK 444	LaFleur, E.	33	6	11	9	7	0	0.412
	Loyd, D.	191	21	82	71	11	6	0.165
MK 495	Henthorne, T.	69	15	22	21	6	5	0.297
	Osmonbekov, T.	47	9	24	9	4	1	0.152

**Notes:** Only data where #Grades>19 are included above. The "George Carter Rigor Ratio" is equal to (D+F)/(A+B). The profs listed in gold frames above are departing the CoB by the end of 2008.

There are several troubling details in Table 1 above. First, the number of students being taught by MGT & MKT **instructors** is quite alarming. At the principles level, Table 1 reports 635 grades for management instructor Amy Sevier, while there are 297 grades reported for marketing instructor Dolly Loyd. But, it doesn't stop there. A number of upper division courses in MGT & MKT are being taught by instructors. These are MGT 325 (Wanda Fennell), MGT 455 (Sevier), MGT 465 (Fennell), and MKT 444 (Loyd). This is an issue the CoB has been grappling with since former CoB dean Harold Doty's arrival in 2003, and one that the CoB's AACSB Peer Review Team took note of during the 2007 Maintenance of Accreditation visit. With Interim CoB dean Alvin Williams' failure to resolve this issue, it now falls in the lap of new CoB dean Lance Nail.

Second, the number of MGT & MKT courses being covered by faculty who will be departing by the end of 2008, if not sooner, is problematic. In several cases -- MGT 364, MGT 454, MGT 475, MKT 365, MKT 380, MKT 400 and MKT 495 -- the only choice CoB students have had in the recent past (at least according to **pickaprof** grades) consists of a departing faculty. According to sources, the disastrous human resources situation in MGT & MKT will likely mean that Nail will have to rely on instructors even *more* than the CoB has been doing in the recent past. With the AACSB's next visit only 3.5 years away, this is certainly cause for concern.

Third, not only are there several gut courses and gut profs in MGT & MKT, with the retirement of management professor Mike Vest in management, and the exits of Williams and Talai Osmonbekov in marketing, both the management and marketing degrees are in jeopardy of becoming gut *programs*. Vest's MGT 364 is the only course in MGT with a "George Carter Rigor Ratio" (GCRR) above 1.0.<sup>1</sup> In fact, there are only three lines in the MGT portion of Table 1 where the GCRR is above 0.75, and one of those is Vest's. The whole array for MGT 400 -- a course that MGT faculty tout -- is laughable. The GCRRs there range from 0.000 to only 0.056, and the highest number in that range comes from associate professor Jon Carr, who is leaving the CoB by the end of 2008. On the marketing side, there are only two entries wherein the GCRR is greater than 1.0, and these belong to Williams and Osmonbekov. Outside of these, the next largest two are 0.864 and 0.632, and the larger of these two comes from Loyd, who is an instructor. Marketing principles (MKT 300) is in danger of becoming a gut course with the loss of Williams and Osmonbekov, while their departures, combined with Tony Henthorne's exit to UNLV, leave four courses -- MKT 365, MKT 380, MKT 400 and MKT 495 -- wide open for gut profs.

None of this story is good for MGT & MKT majors. And, it gets worse. Not only is MGT 400, which is partially covered by Interim CoB Dean Joseph Peyrefitte and incoming Interim MGT & MKT chair David Duhon, a gut course, both Peyrefitte and Duhon are gut profs. Peyrefitte's *largest* GCRR is only 0.097, while Duhon's MGT 400 GCRR is just 0.033. Associate professor Kenneth Zantow, of 4th Year Review *infamy*, has GCRRs ranging from 0.020 to 0.147, while assistant professor Jennifer Sequeira, a prof sources expect to soon be named the first *Alvin J. Williams Endowed Professor of Minority Entrepreneurship*, has turned MGT

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<sup>1</sup> The "George Carter Rigor Ratio" is equal to  $(D+F)/(A+B)$ . Sources say Carter first developed this ratio for use in the EFIB's spring 2007 annual evaluation, though none of the other CoB departments adopted the GCRR for annual evaluation purposes. CoB insiders have told reporters at USMNEWS.NET that Carter created the GCRR with the assistance of former EFIB economist Charles Sawyer, who is now at Texas Christian University, in an effort to develop a weapon that could potentially be used to lower the teaching ratings of so-called EFIB dissenters.

482 into a gut course. Contrast these to the GCRRs for MGT's two instructors, Sevier and Fennell. Sevier's GCRRs range from 0.292 to 0.703, while Fennell's GCRRs range from 0.333 to 0.847. These work to completely embarrass both Zantow and Sequeira, as well as outgoing management professor Stephen Bushardt, whose GCRRs range from 0.042 to 0.214. Bushardt is departing for Spring Hill College after 30-June-2008.<sup>2</sup>

Things in MKT are just as bleak. There, Michael Wittmann, the *Draughn Distinguished Professor of Healthcare Marketing*, is a gut prof who offers a gut section of MKT 430. With Williams' departure, MKT 430 looks to become an unmitigated gut course. Charles Broadus' and CoB Gulf Coaster Elizabeth LaFleur's sections of MKT 300 are laughable when compared to those of Loyd, Williams and Osmonbekov. If Loyd tightens her grading further, it would not likely be surprising to see CoB-H students begin to drive to Long Beach to take MKT 300. When it comes to MKT 444, the migration might come in the opposite direction. Finally, Charles Broadus and William Smith have worked in tandem to make sure that MKT 322 is a gut course (see Table 1 above).

Based on the data in this report, Nail has cause for concern. Doty's past expansions of the MGT & MKT areas may have to be reversed in order to maintain the MGT & MKT department as a viable enterprise.

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<sup>2</sup> One bright spot for MGT is that the 100% turnover in MGT 480 allows Nail to make an improvement there before fall 2008. At present, it is a complete gut course.