
Wayne E. Ballentine

Lecturer

College of Business
Instructor - Management & Marketing
Date of Hire: 2004
weballentine@pvamu.edu

Professional Interests

Research: Andragogy, Problem-Based Learning, Entrepreneurship and Distance Education

Teaching: Reality-based Business Learning, Entrepreneurship, Evidence-based Management

Academic Background

M.S. University of Houston, Houston, Texas, Instructional Technology, 1997

B.S. Ohio University, Athens, Ohio, Journalism, 1976

Ph.D. Capella University -- Doctoral Learner, Minneapolis, MN, USA, Business and Technology

Memberships

Academy of Management

United States Association of Small Business and Entrepreneurship

Computer Skills

Mac and PC installation, repair and maintenance

Work Experience

Non-Academic Experience

Owner, Bayou City Graphics & Printing Co. (1983 - Present). Bayou City Graphics & Printing Co. (BCGP) was the first commercial desktop publishing company in Houston, opening in August 1983. I served as customer service liaison, production supervisor, quality control, outside salesman and boss. I conducted production meetings with my 15 employees, weekly, to schedule jobs through graphic design, typesetting and layout, darkroom and printing. We created a backup plans in case a job got put on hold for any reason. I also worked with customers to insure that they got what they needed. The majority of my time, during working hours, was spent selling, consulting and visiting customers. After hours, I ordered supplies, did equipment maintenance and insured the shop was ready for the next day's operations. As the owner, I wrote and maintained the Policies and Procedures Manual, recruited, hired, trained, evaluated and terminated employees. I insured that the company

was in compliance with all industry, TEC, EEOC, ADA and OSHA requirements. I also served on the Board of Directors for the Printing Industries of the Gulf Coast and participated as a committee member for industry compliance issues.

Director of Sales Training, Texas Instruments, Inc. (1979 - 1982). Developed, designed and implemented the curriculum for field sales personnel. Evaluated, critiqued and reported to managers based on classroom performance, selling skills, successful negotiation, business contracts and product knowledge. Also conducted management training, office development skills and related subjects and conducted new product training for VARs and other channels as required.

Consulting

1986: Small Business Development Center - Houston, Marketing Consultant to clients of SBDC. Designed, developed and implemented marketing programs for various size businesses and services that sought marketing assistance through the SBDC.

Paid Service

2005: Prentice Hall Publishing Company, Rewrote, edited and produced textbook materials, web content and student study materials for Capron's 7e of Computers in Your Future.

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2001: Consultant - Purchasing Conversion Specialist, Hired by Premier Printing Co. to convert manual estimating system to computer-based system. This entailed reviewing the whole company's operation, highlighting deficiencies and implementing corrective policies and procedures while inputting all materials and operational data into the existing computer system without disrupting output.

Courses Taught

Business Communication
Entrepreneurship
Human Resource Management
Introduction to Business
Negotiation
Organizational Behavior
Principles of Advertising
Principles of Management
Principles of Marketing
Sales Management
Salesmanship
Senior-level Advertising

Other Teaching Activities

Course (Existing) - Compensated Redesign

2008 - This class is an in-house internship that is developing a marketing campaign for the FBI. Students are required to conduct a pre-survey, analyze the responses, develop a marketing proposal for the client. Upon approval, students implement and conduct the

campaign, necessary events and evaluate the success through a post-campaign survey. The resulting data is presented to the client for consumption, analysis by their personnel and recommendations for future consideration.

2008 - Working class as an inhouse internship developing a targeted marketing campaign for the United States Navy focused on recruiting enlisted personnel from a local community college. Students have to design the advertising, public relations and collateral materials as well as conduct seminars to inform targeted audience about U.S. Navy opportunities. Additionally, students conduct a pre-campaign survey and a post-event survey to analyze the change in awareness from executing the campaign.

2006 - MGMT 1013 - Introduction to Business -- Basic principles of business, its environment, its functions within the economy, its financial responsibilities and its viability.

2005 - Mgmt 3301 - Management of Organizations -- This course examines the macro and micro topics of organizational behavior including motivation, personality, group and inter-group dynamics, decision making, communications, politics and ethics, organizational design, change management and international issues.

2004 - CIS 1301 - Introduction to Computers -- This is an entry-level course that introduces students to computers, networks, operating system and application software. It is presented in a hands-on classroom environment.

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2003 - Mgmt 3306 - Wage and Salary Administration -- An examination of the general structure of an organization and the rewards employees seek in exchange for their efforts and contributions.

2003 - CIS 1301 - Introduction to Computers -- This is an entry-level course that introduces students to computers, networks, operating system and application software. It is presented in a hands-on classroom environment.

2002 - BA 3305 - Entrepreneurship -- This class develops the tools and techniques needed to start and grow a business. It also examines the mindset of the entrepreneur including being opportunity-focused and creative. It encourages the student body to become risk takers by developing appropriate analytical skills to measure the risks taken.

2002 - Mgmt 3301 - Management of Organizations -- This course examines the macro and micro topics of organizational behavior including motivation, personality, group and inter-group dynamics, decision making, communications, politics and ethics, organizational design, change management and international issues.

2001 - Mgmt 3302 - Human Resource Management -- This is an introductory course which examines the need for establishing policies and procedures within an organization. It also teaches the strategies required to set up hiring, firing, evaluating and training individual within the corporate or business structure of such a company. Other critical factors that are explored include: recruitment, job analysis, performance appraisals and creating appropriate compensation systems.

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2001 - Mgmt 3306 - Wage and Salary Administration -- An examination of the general structure of an organization and the rewards employees seek in exchange for their efforts and contributions.

2000 - CIS 3304 - Microcomputer Applications for Business -- This course emphasized the advanced features of MS Office 2K. It also included the basics of HTML and beginning web page design. It also explored the use of internet classrooms as a vehicle to enhance learning.

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1999 - BA 1301 - Introduction to Business -- This entry-level course examines the cost of entering a market, what is needed to compete within that market and the hundreds of decisions business owners make each day. It also covered the forms of business, rules and laws governing business, issues related to employment and forming and working within a team environment as one has to do in business.

1999 - CIS 2304 - Intermediate Business Applications Programming -- Students were required to write business application programs using C++ language. Students learned simple control structures and function definitions. As they acquired skills, they wrote more complex programs. By the end of class, they were working with destructors, templates and inheritance.

1998 - CIS 3304 - Microcomputer Applications for Business -- This course emphasized the advanced features of MS Office '97. It also included the basics of HTML and beginning web page design. It also explored the use of internet classrooms as a vehicle to enhance learning.

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1998 - CIS 1301 - Introduction to Computers -- This is an entry-level course that introduces students to computers, networks, operating system and application software. It is presented in a hands-on classroom environment.

1998 - ADSM 4301 - Business Communications -- Senior-level class that analyzes the communication process in conducting business. It looked at written communication whether in e-mail, letter form, memo form or graphic presentation. It also reviewed listening skills, critiqued written and oral communication; and, required a major research project to be conducted, documented and presented.

1997 - ADSM 4301 - Business Communications -- Senior-level class that analyzes the communication process in conducting business. It looked at written communication whether in e-mail, letter form, memo form or graphic presentation. It also reviewed listening skills, critiqued written and oral communication; and, required a major research project to be conducted, documented and presented.

Course (New) - Creation/Delivery: Conventional

2007 - Developed the capstone course for the Entrepreneurship Minor at the university. This course requires students to put together a comprehensive business plan with all appropriate

data, analysis and assumptions documented to prove the viability of their proposed business.

2006 - Developed, implemented and will present the first new course in the Entrepreneurship program at the university.

2005 - Mgmt 1031-003, 004, 007 - Introduction to Business -- Working with the SBDC, students are building business plans for small businesses in the Prairie View community.

2005 - Mgmt 3303 - Negotiation -- This was a course where students were asked to negotiate as individuals, in teams, and as third parties. The class looked at everything from buying a car to serving as union representatives negotiating new contracts. They were exposed to various styles and strategies. Students even conducted negotiations over the telephone to anonymous third persons. attempts were made to make it as practical as possible.

Course (New) - Creation/Delivery: Online

2006 - Created the first online Introduction to Business course at Prairie View A&M University.

Innovations in Course Content / Presentation

2007 - Served on the steering committee that created an Entrepreneurship Certificate program for the university. Once approved, the organization has moved on to create a business minor in Entrepreneurship with the ultimate goal of having an Entrepreneurship major within the college.

Intellectual Contributions:

Presentation of Refereed Papers

National

Ballentine, W. E., Rice, R., & Stevens, M. (2006, May). *Applied Andragogy: Problem-based Intergenerational Learning in Today's Classrooms*. Accepted for Computers and Writing Symposium, Lubbock, Texas.

Regional

Ballentine, W. E. (2006, May). *From Community to Classroom - Real-World Introduction to Business*. Accepted for National Institute for Staff and Organizational Development, Austin, Texas.

Ballentine, W. E. (2006, March). *Language of Learning*. Accepted for Southwestern Business Administration Teaching Conference , Oklahoma City, Oklahoma.

Service:

Service to the University

Department assignments:

Faculty Sponsor:

2001-2002: Independent Study: BA 3399 - Directed Study in Business Administration -- Guided a student's intensive study of the business environment for a startup company in the restaurant business.

College assignments:

Member:

2006-2007: Entrepreneurship Certification Committee: Served on the committee to develop a Certificate for Entrepreneurship for non-business majors under the direction of the Dean of the College of Business

2006-2007: Curriculum and Instruction: Serve as a member ascertaining if the instruction fits the college curriculum; and if, it complies with university and Board of Regents standards.

2006-2007 through 2008-2009: Curriculum Content and Evaluation

2005-2006 through 2008-2009: Assessment Committee

2005-2006 through 2007-2008: College of Business Faculty

2004-2005 through 2005-2006: Instructional Resources and Responsibilities

Other Institutional Service Activities:

2003-2004 through 2004-2005: Faculty and Administrative Trainer: Assisted faculty and administration in placing materials into WebCT and Nicenet to enhance classroom activities and facilitate understanding of their usage as educational tools.

1998-1999: Faculty and Administrative Training: Taught faculty and administrators how to create internet classrooms using WebCT and Nicenet.

1997-1998: Faculty and Administrative Trainer: Taught faculty and administrators how to use Nicenet to create internet classrooms and interactive classes using the worldwide web.

University assignments:***Faculty Advisor:***

2006-2007 through 2008-2009: AMA Student Chapter: Contacted and involved the student chapter with the Houston Minority Business Council and the Houston Minority Enterprise Center which provides exposure for the students and makes the community aware of potential new hires and interns.

2005-2006: AMA Student Chapter: Serve as advisor, guide and administrator for the American Marketing Association Chapter at the university.

State-wide assignments:***Other Institutional Service Activities:***

2005-2006: Grant Writing Workshop: Conducted a hands-on Grant Writing Workshop at Texas Tech University to assist faculty and staff learn of opportunities and methods for improving chances of success when applying for grants.

Service to the Profession**Board of Directors: Substantial Involvement**

1990-1992: Printing Industries of the Gulf Coast, I insured that companies were in compliance with all industry, TEC, EEOC, ADA and OSHA requirements. I also served on the Board of Directors for the Printing Industries of the Gulf Coast and participated as a committee member for industry ADA compliance issues., Houston, Texas (Regional).

Service to the Community**Chair of a Committee**

1985-1988: Tomball Regional Arts Council, Brought national talent to the Northwest Houston Community to perform for civic audiences. Artistis included: Tokoyo String Quartet,

Javier Calderon, Vienna Boys Choir, and other such notables. My committee did all the publicity, printed and sold tickets and did our best to assure a good turnout.

Member of a Committee

2006: Grant Writing Workshop, Three persons presented an afternoon workshop on Grant Writing and Research Funding at C&W2006 to a national audience. We covered the writing of grants, how to research potential funders and how to estimate potential financial requirements for specific projects.

Speech / Presentation at a Community Meeting

2005: Business on a Shoestring, Present seminars to local businesses on how to market their respective organizations to potential clients.

Honors-Awards-Grants

Honors:

1996: Elected to the society because of my GPA., Delta Pi Epsilon - National Graduate Business Communications Honor Society.

1996: Honored at South Central Rotary Youth Exchange (SCRYE) for contributions to the International Youth Exchange Handbook with explains, defines and dictates how Rotary Clubs are to conduct their individual youth exchange programs. It was adopted in 1995 by all of Rotary International as the official handbook., Rotary International.

1992: Chairman of Texas Gulf Coast Youth Exchange Program, Rotary International - District 5890.

Awards:

2007: Conducted the first State of Minority Business in Houston survey and analyzed the results. The data was reported to the Houston Minority Business Community at its annual luncheon in July., Houston Minority Business Development Center.

2006: Presented with the Service Learning Project of the Year Award for the university. The award reflects both a university and a community component which benefits our students., Prairie View A & M University.

1994: Presented an American flag flown over the U.S. Capitol in my honor by Congressman Jack Fields for 10 years of service to the Tomball community., City of Tomball.

1994: Texas Gulf Coast Rotary Club of the Year , Rotary International - District 5890.

1994: Texas Gulf Coast President of the Year, Rotary International - District 5890.

1988: Awarded a Paul Harris Fellowship for my contributions to the Tomball Community, Rotary International.

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