

CURRICULUM VITAE

Charles D. Little, Ph.D., MBA, BS

Teaching Overview

I am an energetic teaching professional with over 16 years experience teaching in full time and adjunct capacities. I am in constant pursuit of quality teaching methods to enhance the overall learning experience of students. Teaching is enhanced by 31 years in government, of which 21 were in management and leadership, and significant interaction with private sector organizations in the government investigative and contracting community. My learner-focused approach and best practice teaching methods enable students to gain a real-world understanding of theory and practice. Teaching effectiveness is further enhanced by my student-friendly social skills that foster a comfortable and approachable learning environment in the classroom.

Teaching Experience

Traditional:

MGT 6307-Business Strategy and Policy

Strategic planning issues including environmental scanning, goal formulation, strategic implementation, control and evaluation in successful organizations.

MANA 6323-Human Resources Management

The practical aspects of managing the personnel and labor relations. The processes of manpower planning, recruitment, evaluation, training, compensation, occupation safety and health, equal employment opportunity, and affirmative action.

MANA 6321-Organizational Behavior

Human problems of adjustment in organizations, and performance in various organizational structures. Topics include interpersonal behavior, leadership styles, staffing and organizing, motivation, communications, problem solving and decision making and the integrative role of management.

MANA 6316-High Performance Work Teams

The examination of high performance work teams as an alternative to traditional management styles and organizational structures. Study will include the interrelationship of organizational support, empowerment,

leadership, communication and information, training and development, conflict and conflict resolution, decision making, total quality management, team dynamic, team building, and team facilitation.

MGT 527. Strategic Management. A study of administrative processes and policy determination at the general management level through the use of case analysis. Course open to business majors only.

MANA 5336-Strategic Management Integration of the MBA curriculum into a cohesive whole. Treats the elements of business administration by use of business policy cases and decision simulation methods.

MANA5312 - MANAGEMENT Basic exploration of organizations in their environments. The elementary tools of management, which include: organizational objectives, social responsibility and ethics, policies, plans, and decision making; the design of organizations and jobs; the production and technology aspects of organization; the elements of leadership, behavior, and communication; and the elements of control and performance evaluation.

BUA 6306-Applied Research and Project (Business Research Methods) Application of research to business problems from a managerial perspective. Course covers problem definition, sources of business information, dealing with research suppliers, evaluating research methodologies, and interpreting research reports.

MKT 6401-Consumer Behavior

A study of the theory and research in consumer behavior derived from psychology, sociology, and anthropology. Emphasis is placed on marketing strategies for products, advertising, sales, in-store environment, and pricing.

MRKT 6301-Creative Problem Solving for Marketing (Marketing Research)

Course explores the relationship between the creative process and marketing decisions. Students will learn effective methods of divergent and convergent thinking as tools to solve problems, meet goals, and approach challenges and opportunities in a marketing environment.

MRKT 51.521-Marketing Concepts

An overview of marketing and the marketing discipline. Topics covered in this course include marketing strategy, environmental forces, buyer behavior, market analysis, product strategy, channels of distribution, promotional strategy, and pricing strategy.

MKT 4301-Retail Management and Merchandising

Concepts and principles of the retail operation, organizational structure, merchandising, store location, store policy, personnel, buying, selling, inventory control, budgeting, and the impact of the Internet on retailing.

MKT 3331-Sales Management

A study of professional sales principles and selected management topics, such as an organization, training, and motivating a productive sales force.

Extended Learning (online):

MGT 567-Managing Groups and Teams

Techniques for managing groups and work teams in a team centered culture are discussed. Specific attention will be given to problems in communications, counseling, team skills, cross functional activity, process interdependence, and organizational development. Team building, the roles and responsibilities of supervision in a team environment, and the roles and responsibilities of teams will be presented. Nature and use of teams in various forms and activities are emphasized.

MGT 501-Operations in Organizations

Study includes the examination of operational procedures and processes for production and delivery of products and services in an organization. Such operational aspects include procurement, materials handling, materials requirements planning (MRP), inventory, quality control, and distribution.

MKT 521-Marketing Management

Application of analytical techniques for strategic decision making and planning in marketing. Course covers the manipulation of the marketing mix for optimum performance and success in the market place.

Scholarly Pursuit and Intellectual Contributions

***Professional Management Training – Classes:**

Conflict Management

Leadership in Public Organizations

Leading Teams

*I do professional management and leadership training for Strategic Government Resources of Keller, TX

Course development:

PSAA 567- Marketing in Nonprofit Organizations.

This course overviews and examines the underlying fundamental principles, concepts, and methods of strategic marketing as it is associated with the nonprofit sector. The course will introduce students to marketing as a pervasive societal activity that goes beyond the selling of commercial products and services but emphasizes the skill and techniques necessary to communicate the mission and purpose of nonprofit organizations. Texas A&M University; The George Bush School of Government and Public Service, 2008/2009.

MGT 567-Managing Groups and Teams (online)

Techniques for managing groups and work teams in a team centered culture are discussed. Specific attention will be given to problems in communications, counseling, team skills, cross functional activity, process interdependence, and organizational development. Team building, the roles and responsibilities of supervision in a team environment, and the roles and responsibilities of teams will be presented. Nature and use of teams in various forms and activities are emphasized. Texas A&M-Commerce University, 2008.

MANA 6316-High Performance Work Teams in conjunction with the Master of Arts in Organizational Development degree at Dallas Baptist University, 1997.

Educational Service

**University Grievance and Benefits Committee
Texas Wesleyan University
2007/2008 School Year**

**University Graduate Committee, Chair
Texas Wesleyan University**

**School of Business Graduate Committee, Chair
Texas Wesleyan University**

**School of Business Administration and Professional Programs
2007/2008**

**Degree Development
Master of Management (M.i.M)
Texas Wesleyan University
2006**

**Degree Development
BBA in Fire Management
Texas Wesleyan University
2004**

**Degree Development (committee member)
Masters of Organizational Management
Dallas Baptist University
1997**

Public Service

**Fort Worth Lighthouse for the Blind
Board Member
2006-present**

**Fort Worth Football Officials Association
Board Member
1979-present**

Formal Education

**Ph.D. in Organizational Policy and Strategy; Marketing; Public Admin.
University of North Texas
1985**

**M.B.A. in Logistics Management
University of Tennessee
1974**

**B.S. in Management
University of Tennessee
1972**

Articles and Scholarly Presentations

Little, Charles D. "Texas Wesleyan Trains Future Leaders!" Fort Worth Business Press, October 2007.

Little, Charles D. "The Timing is Right-The Future is Now." Fort Worth Business Press, October 2006.

Little, Charles D. "Conflict Resolution." Texas Association of Respiratory Therapists annual meeting, San Antonio, TX, June 2006.

Little, Charles D. "Ethics in Organizations." Texas Association of Respiratory Therapists annual meeting, San Antonio, TX, June 2006.

Little, Charles D. "Managing Change." City of Fort Worth Administrative Staff Conference. Fort Worth, TX, April 2006.

Little, Charles D. "Team Building." Sundek Corp. annual meeting. Dallas, TX, February 2006.

Little, Charles D. "Wesleyan Addresses Growing Trend with '2 plus 2'." Fort Worth Business Press, September 2005.

Little, Charles D. "Leadership Development." Texas Association of Respiratory Therapists annual meeting, South Padre Island, TX, June 2005.

Little, Charles D. "High Performance Work Teams." Texas Association of Respiratory Therapists annual meeting, South Padre Island, TX, June 2005.

Little, Charles D. "Leadership Development." Cross Timbers Professional Association meeting, Fort Worth, TX, May 2005.

Awards and Honors

Delta Mu Delta (Academic Honor Society). March 2008

United States Association of Small Business Entrepreneurs (USASBE)
New Member Scholarship for short article "Small Business Entrepreneurship." January, 2006.

Sigma Beta Delta (Academic Honor Society). May 2005.

**Partnership in Excellence Award from National Industries for the Blind.
February 2005.**

**Award for Outstanding Contributions from National Industries for the Blind.
February 2005.**

**Award for Outstanding Service from General Services Administration.
July 2004.**

**Regional Pride Leadership Award from General Services Administration.
July 2002.**

**Commendable Service Award from General Services Administration. July
2002.**