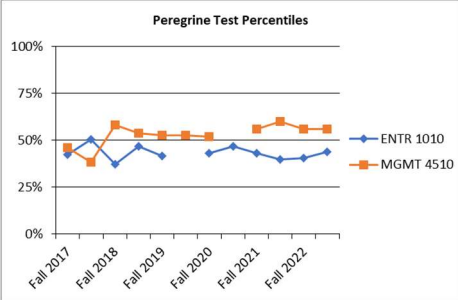
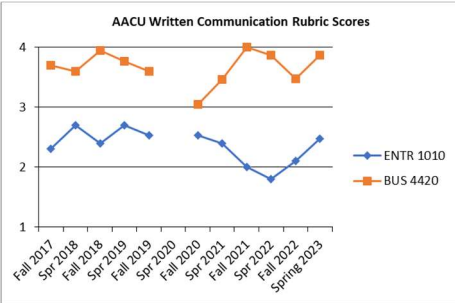
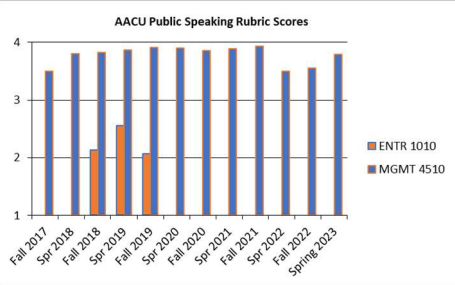
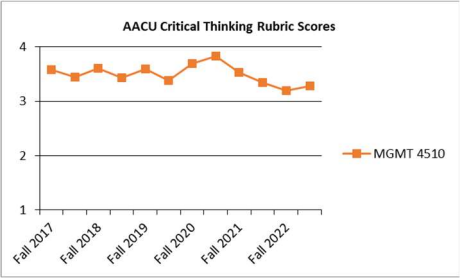
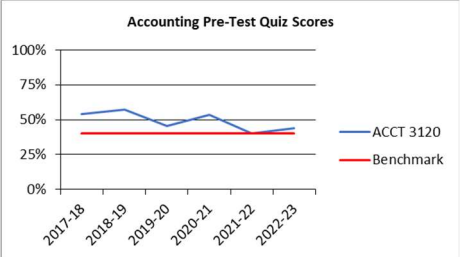
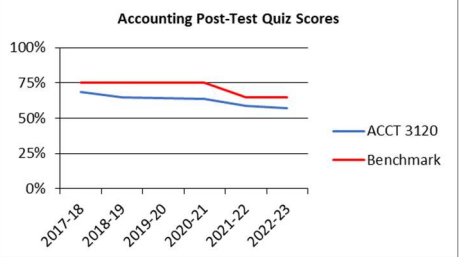


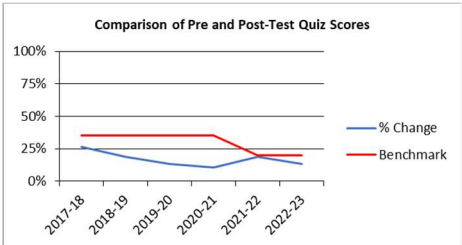
2018-2023 Accounting Assessment Plan

Program Obj.	Early & Late Course Number and Title	Means of Assessment (Canvas Assignment Title or Rubric Title)	Criteria for Success (Goal, Benchmark, Target)	Data Summary (% , avg. score, etc.)	Program Objective Analysis (How do early & late scores compare?)																																							
1	ENTR - 1010 Creative Problem Solving	Ethics and Faith Integration Rubric associated with a “Hidden Assessment”	Freshmen will average a score between 1 and 2 on a scale of 1-4.	Over six academic years, freshmen scores generally exceeded the target range of 1 to 2. From Fall 2017 to Spring 2019, scores hovered around 2.6 to 2.8. A notable dip was observed in Spring 2020 to 1.67, but subsequent scores varied, eventually reaching 2.53 by Spring 2023. These results indicate that freshmen have consistently performed above the set objective.	<table><caption>Faith Integration Rubric Scores</caption><thead><tr><th>Term</th><th>ENTR 1010</th><th>BUS 4420</th></tr></thead><tbody><tr><td>Fall 2017</td><td>2.6</td><td>3.8</td></tr><tr><td>Spr 2018</td><td>2.6</td><td>3.6</td></tr><tr><td>Fall 2018</td><td>2.6</td><td>3.8</td></tr><tr><td>Spr 2019</td><td>2.6</td><td>3.7</td></tr><tr><td>Fall 2019</td><td>2.8</td><td>3.5</td></tr><tr><td>Spr 2020</td><td>1.67</td><td>3.1</td></tr><tr><td>Fall 2020</td><td>2.3</td><td>3.4</td></tr><tr><td>Spr 2021</td><td>2.3</td><td>3.8</td></tr><tr><td>Fall 2021</td><td>1.8</td><td>3.9</td></tr><tr><td>Spr 2022</td><td>2.2</td><td>3.4</td></tr><tr><td>Fall 2022</td><td>2.5</td><td>3.8</td></tr><tr><td>Spring 2023</td><td>2.53</td><td>3.93</td></tr></tbody></table>	Term	ENTR 1010	BUS 4420	Fall 2017	2.6	3.8	Spr 2018	2.6	3.6	Fall 2018	2.6	3.8	Spr 2019	2.6	3.7	Fall 2019	2.8	3.5	Spr 2020	1.67	3.1	Fall 2020	2.3	3.4	Spr 2021	2.3	3.8	Fall 2021	1.8	3.9	Spr 2022	2.2	3.4	Fall 2022	2.5	3.8	Spring 2023	2.53	3.93
	Term	ENTR 1010	BUS 4420																																									
Fall 2017	2.6	3.8																																										
Spr 2018	2.6	3.6																																										
Fall 2018	2.6	3.8																																										
Spr 2019	2.6	3.7																																										
Fall 2019	2.8	3.5																																										
Spr 2020	1.67	3.1																																										
Fall 2020	2.3	3.4																																										
Spr 2021	2.3	3.8																																										
Fall 2021	1.8	3.9																																										
Spr 2022	2.2	3.4																																										
Fall 2022	2.5	3.8																																										
Spring 2023	2.53	3.93																																										
	BUS 4420 - Bus Ethics/Soc Responsibility	Ethics and Faith Integration Rubric associated with a “Hidden Assessment”	Seniors will average a score of 3 (proficient) on a scale of 1-4.	Over six academic years, seniors have consistently performed above the objective target. The scores ranged from a low of 3.13 to a high of 3.93. The lowest score still surpassed the objective, indicating a commendable level of proficiency among the senior class. Most of the scores hover around the upper end of the scale, suggesting not just proficiency, but a high level of mastery in the evaluated areas.																																								

2	ENTR - 1010 Creative Problem Solving	Peregrine Academic Assessment Test (beginning Fall 2017)	The mean across all business disciplines will be 25% or greater.	Upon examining the data from Fall 2017 to Spring 2023, it's evident that all semesters have consistently met and surpassed the set objective of achieving a mean of 25% or greater. The percentages ranged from a low of 37.19% in Fall 2018 to a high of 50.30% in Spring 2018. Even the semester with the lowest percentage (Fall 2018) was significantly higher than the target, indicating consistent strong performance across all business disciplines.	
	MGMT 4510 - Strategic Management	Peregrine Academic Assessment Test (beginning Fall 2017)	The mean across all business disciplines will be 50% or greater.	From Fall 2017 to Spring 2023, the goal for business disciplines was to achieve a mean of 50% or higher. Reviewing the data, the performance fluctuated around this target. While the initial year (2017-2018) showed figures slightly below or nearing the objective, in the subsequent years, the results generally met or exceeded the 50% benchmark. By and large, most of the years displayed a commendable performance, effectively meeting or surpassing the set standard, demonstrating the consistent strength and adaptability of the business programs.	
3	ENTR - 1010 Creative Problem Solving	AAC&U Written Communication Rubric associated with a "Hidden Assessment"	Freshmen will average a score between 1 and 2 on a scale of 1-4.	The data suggests that the objective has been surpassed for the majority of the observed period, indicating a higher than targeted performance level among the freshmen.	

BUS 4420 - Bus Ethics/Soc Responsibility	AAC&U Written Communication Rubric associated with a “Hidden Assessment”	Seniors will average a score of 3 (proficient) on a scale of 1-4.	From Fall 2017 to Spring 2023, seniors consistently exceeded the target average score of 3 on a scale of 1-4. Scores remained consistently above 3, ranging from 3.6 to 3.94 in the earlier years. There was a slight dip to 3.05 in Spring 2020 but surged to a peak of 4.00 by Spring 2021. In subsequent semesters, scores hovered around the high 3s. Overall, seniors largely surpassed the proficiency objective throughout the examined period.	 <p>A line graph titled "AACU Written Communication Rubric Scores" showing scores for ENTR 1010 (blue line with diamond markers) and BUS 4420 (orange line with square markers) from Fall 2017 to Spring 2023. The y-axis represents scores from 1 to 4. BUS 4420 scores are consistently above 3.5, while ENTR 1010 scores are consistently above 2.5.</p> <table border="1"><thead><tr><th>Semester</th><th>ENTR 1010</th><th>BUS 4420</th></tr></thead><tbody><tr><td>Fall 2017</td><td>2.3</td><td>3.7</td></tr><tr><td>Spr 2018</td><td>2.7</td><td>3.6</td></tr><tr><td>Fall 2018</td><td>2.4</td><td>3.9</td></tr><tr><td>Spr 2019</td><td>2.7</td><td>3.8</td></tr><tr><td>Fall 2019</td><td>2.6</td><td>3.7</td></tr><tr><td>Spr 2020</td><td>2.5</td><td>3.1</td></tr><tr><td>Fall 2020</td><td>2.5</td><td>3.5</td></tr><tr><td>Spr 2021</td><td>2.4</td><td>4.0</td></tr><tr><td>Fall 2021</td><td>2.0</td><td>3.9</td></tr><tr><td>Spr 2022</td><td>1.9</td><td>3.5</td></tr><tr><td>Fall 2022</td><td>2.1</td><td>3.8</td></tr><tr><td>Spring 2023</td><td>2.5</td><td>3.9</td></tr></tbody></table>	Semester	ENTR 1010	BUS 4420	Fall 2017	2.3	3.7	Spr 2018	2.7	3.6	Fall 2018	2.4	3.9	Spr 2019	2.7	3.8	Fall 2019	2.6	3.7	Spr 2020	2.5	3.1	Fall 2020	2.5	3.5	Spr 2021	2.4	4.0	Fall 2021	2.0	3.9	Spr 2022	1.9	3.5	Fall 2022	2.1	3.8	Spring 2023	2.5	3.9
Semester	ENTR 1010	BUS 4420																																									
Fall 2017	2.3	3.7																																									
Spr 2018	2.7	3.6																																									
Fall 2018	2.4	3.9																																									
Spr 2019	2.7	3.8																																									
Fall 2019	2.6	3.7																																									
Spr 2020	2.5	3.1																																									
Fall 2020	2.5	3.5																																									
Spr 2021	2.4	4.0																																									
Fall 2021	2.0	3.9																																									
Spr 2022	1.9	3.5																																									
Fall 2022	2.1	3.8																																									
Spring 2023	2.5	3.9																																									
ENTR - 1010 Creative Problem Solving	AAC&U Public Speaking Rubric associated with a “Hidden Assessment”	Freshmen will average a score between 1 and 2 on a scale of 1-4.	Due to the transition from the BUS 1000 course to ENTR 1010, the assignment adaptation did not include the Public Speaking assessment for Freshman students. As a result, we have not been able to collect assessment data for their public speaking performance since 2020.	 <p>A bar chart titled "AACU Public Speaking Rubric Scores" showing scores for ENTR 1010 (orange bars) and MGMT 4510 (blue bars) from Fall 2017 to Spring 2023. The y-axis represents scores from 1 to 4. MGMT 4510 scores are consistently above 3.5, while ENTR 1010 scores are consistently above 2.5.</p> <table border="1"><thead><tr><th>Semester</th><th>ENTR 1010</th><th>MGMT 4510</th></tr></thead><tbody><tr><td>Fall 2017</td><td>3.5</td><td>3.8</td></tr><tr><td>Spr 2018</td><td>3.8</td><td>3.9</td></tr><tr><td>Fall 2018</td><td>2.2</td><td>3.9</td></tr><tr><td>Spr 2019</td><td>2.6</td><td>3.9</td></tr><tr><td>Fall 2019</td><td>2.1</td><td>3.9</td></tr><tr><td>Spr 2020</td><td>3.9</td><td>3.9</td></tr><tr><td>Fall 2020</td><td>3.9</td><td>3.9</td></tr><tr><td>Spr 2021</td><td>3.9</td><td>3.9</td></tr><tr><td>Fall 2021</td><td>3.9</td><td>3.9</td></tr><tr><td>Spr 2022</td><td>3.5</td><td>3.9</td></tr><tr><td>Fall 2022</td><td>3.6</td><td>3.9</td></tr><tr><td>Spring 2023</td><td>3.8</td><td>3.9</td></tr></tbody></table>	Semester	ENTR 1010	MGMT 4510	Fall 2017	3.5	3.8	Spr 2018	3.8	3.9	Fall 2018	2.2	3.9	Spr 2019	2.6	3.9	Fall 2019	2.1	3.9	Spr 2020	3.9	3.9	Fall 2020	3.9	3.9	Spr 2021	3.9	3.9	Fall 2021	3.9	3.9	Spr 2022	3.5	3.9	Fall 2022	3.6	3.9	Spring 2023	3.8	3.9
Semester	ENTR 1010	MGMT 4510																																									
Fall 2017	3.5	3.8																																									
Spr 2018	3.8	3.9																																									
Fall 2018	2.2	3.9																																									
Spr 2019	2.6	3.9																																									
Fall 2019	2.1	3.9																																									
Spr 2020	3.9	3.9																																									
Fall 2020	3.9	3.9																																									
Spr 2021	3.9	3.9																																									
Fall 2021	3.9	3.9																																									
Spr 2022	3.5	3.9																																									
Fall 2022	3.6	3.9																																									
Spring 2023	3.8	3.9																																									
MGMT 4510 - Strategic Management	AAC&U Public Speaking Rubric associated with a “Hidden Assessment”	Seniors will average a score of 3 (proficient) on a scale of 1-4.	Over the past six years, senior scores have consistently been above the target score of 3, showing they are proficient. From Fall 2017 to Spring 2022, scores ranged from 3.5 to 3.93, with most of them leaning closer to 4, which is the highest possible score. There was a slight drop to 3.5 in Spring 2022, but by Spring 2023, it increased again to 3.79. Overall, seniors have regularly scored above the goal, indicating they're performing at a proficient level or better.																																								

4	MGMT 4510 - Strategic Management	AAC&U Critical Thinking Rubric associated with a "Hidden Assessment"	Seniors will average a score of 3 (proficient) on a scale of 1-4.	From Fall 2017 to Spring 2023, seniors consistently exceeded the target average score of 3 on a 1-4 scale. While there was a noticeable drop in scores in 2022, they still remained above the proficiency goal. Overall, despite some fluctuations, the annual trend indicates sustained high performance among the seniors.	
5	ACCT 3120 - Interm Fin Acct II	Assessment One	Beginning students will show retention of basic accounting concepts by an average score of 40% or greater.	The data from Fall 2017 to Spring 2023 shows that beginning students have consistently scored above the target of 40% on basic accounting concepts. While there have been minor fluctuations over the years, with a slight decline noticeable in 2022 and Spring 2023, the scores remain above the set benchmark. Overall, beginning students have demonstrated a strong retention of basic accounting concepts throughout the periods.	
	ACCT 3120 - Interm Fin Acct II	Assessment Two	The average grade of all students taking the post quiz will be 65% or greater.	From 2017-18 to 2022-23, students' post-quiz scores fluctuated, often falling short of the benchmarks. Initially, scores in the mid-60s missed the 75% target. When the benchmark shifted to 65% in Fall 2019, scores still struggled to meet or surpass it, declining further by 2022-23. This pattern underscores difficulties in consistently hitting targets, despite benchmark adjustments.	

			<p>A comparison of the pre and post quizzes will show improvement of 20% or greater.</p>	<p>From 2017-18 to 2022-23, the improvement between pre and post quizzes varied but consistently fell below the set benchmarks. While the benchmark was initially 35%, improvements hovered in the 10-26% range. Even after lowering the benchmark to 20% in 2021-22, the results remained close to or below this mark. Overall, the objective of a 20% or greater improvement was not consistently achieved throughout the period.</p>	<div><p>Comparison of Pre and Post-Test Quiz Scores</p><table><thead><tr><th>Year</th><th>% Change</th><th>Benchmark</th></tr></thead><tbody><tr><td>2017-18</td><td>25%</td><td>35%</td></tr><tr><td>2018-19</td><td>10%</td><td>35%</td></tr><tr><td>2019-20</td><td>15%</td><td>35%</td></tr><tr><td>2020-21</td><td>12%</td><td>35%</td></tr><tr><td>2021-22</td><td>18%</td><td>20%</td></tr><tr><td>2022-23</td><td>15%</td><td>22%</td></tr></tbody></table></div>	Year	% Change	Benchmark	2017-18	25%	35%	2018-19	10%	35%	2019-20	15%	35%	2020-21	12%	35%	2021-22	18%	20%	2022-23	15%	22%
Year	% Change	Benchmark																								
2017-18	25%	35%																								
2018-19	10%	35%																								
2019-20	15%	35%																								
2020-21	12%	35%																								
2021-22	18%	20%																								
2022-23	15%	22%																								

Accounting Program Analysis Report:

Planned Actions for 2022-23 (What changes need to take place? Include timeline for changes)

- For next year's assessment, we plan to use the Peregrine Academic exam to measure the performance of accounting students within their own discipline in addition to their average across all business disciplines.
- Beginning next year, our accounting faculty will provide more reinforcement of financial accounting concepts using homework and quizzes to improve student retention.

Planned Actions Feedback

- The Peregrine Assessment measuring the performance of accounting students within their own discipline showed that accounting students exceeded the targeted mean score in ENTR-1010 and MGMT 4510.
- Faculty continue to provide reinforcement of financial accounting concepts using homework and quizzes to improve students' retention.

Strengths (What's working well?)

- Accounting graduates continue to perform well on the CPA and CMA exams.
- Accounting majors are using technology to improve their analytical skills.

Opportunities for Improvement (What's not working?)

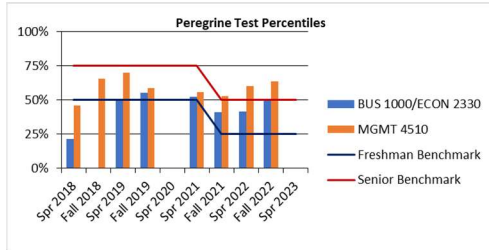
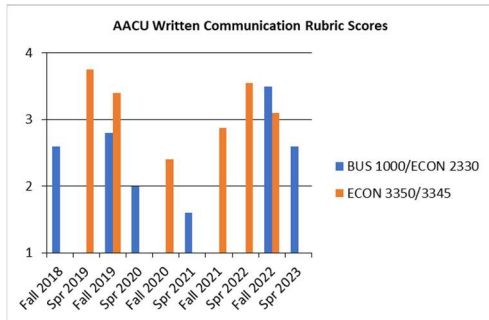
- New developments in the accounting profession may require a greater emphasis on data analytics and technology-related areas of accounting.

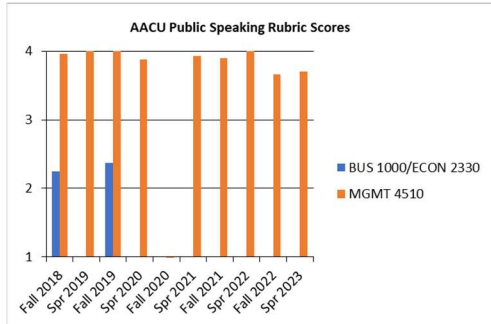
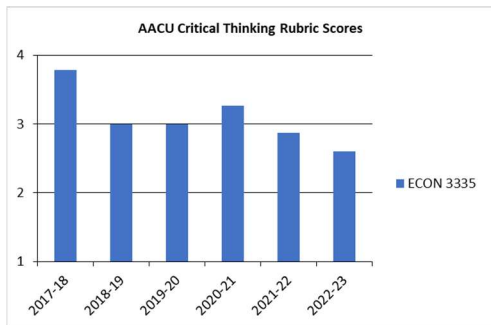
Planned Actions (What changes need to take place? Include timeline for changes)

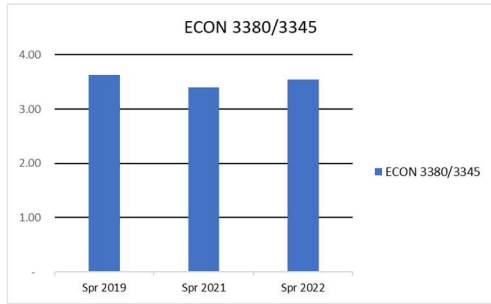
- Accounting faculty will implement use data analysis tools in accounting courses.

2018-2023 Economics Assessment Plan

Program Obj.	Early & Late Course Number and Title	Means of Assessment (Canvas Assignment Title or Rubric Title)	Criteria for Success (Goal, Benchmark, Target)	Data Summary (% , avg. score, etc.)	Program Objective Analysis (How do early & late scores compare?)																																	
1	ECON 2330 - Microeconomics	Ethics and Faith Integration Rubric associated with a “Hidden Assessment”	Freshmen will average a score between 1 and 2 on a scale of 1-4.	Over the last 6 years, freshmen scores fluctuated around the target range of 1 to 2 on a 1-4 scale. While 2019 saw scores aligning closer to the objective, the 2020-2021 academic year surpassed it, especially with a peak of 3.44 in Fall 2020. Subsequent years remained on the higher end, indicating intermittent achievement of the set target.	<table><caption>Faith Integration Rubric Scores</caption><thead><tr><th>Term</th><th>BUS 1000/ECON 2330</th><th>ECON 3350/3345</th></tr></thead><tbody><tr><td>Fall 2018</td><td>2.8</td><td>3.45</td></tr><tr><td>Spr 2019</td><td>2.6</td><td>3.4</td></tr><tr><td>Fall 2019</td><td>2.7</td><td>3.5</td></tr><tr><td>Spr 2020</td><td>2.0</td><td>3.73</td></tr><tr><td>Fall 2020</td><td>1.5</td><td>3.44</td></tr><tr><td>Spr 2021</td><td>1.5</td><td>3.4</td></tr><tr><td>Fall 2021</td><td>1.5</td><td>3.4</td></tr><tr><td>Spr 2022</td><td>3.4</td><td>3.7</td></tr><tr><td>Fall 2022</td><td>3.3</td><td>3.6</td></tr><tr><td>Spr 2023</td><td>2.6</td><td>3.3</td></tr></tbody></table>	Term	BUS 1000/ECON 2330	ECON 3350/3345	Fall 2018	2.8	3.45	Spr 2019	2.6	3.4	Fall 2019	2.7	3.5	Spr 2020	2.0	3.73	Fall 2020	1.5	3.44	Spr 2021	1.5	3.4	Fall 2021	1.5	3.4	Spr 2022	3.4	3.7	Fall 2022	3.3	3.6	Spr 2023	2.6	3.3
	Term	BUS 1000/ECON 2330	ECON 3350/3345																																			
Fall 2018	2.8	3.45																																				
Spr 2019	2.6	3.4																																				
Fall 2019	2.7	3.5																																				
Spr 2020	2.0	3.73																																				
Fall 2020	1.5	3.44																																				
Spr 2021	1.5	3.4																																				
Fall 2021	1.5	3.4																																				
Spr 2022	3.4	3.7																																				
Fall 2022	3.3	3.6																																				
Spr 2023	2.6	3.3																																				
ECON 3345 – Intermediate Macroeconomics	Ethics and Faith Integration Rubric associated with a “Hidden Assessment”	Seniors will average a score of 3 (proficient) on a scale of 1-4.	From 2018 to 2023, senior scores steadily exceeded the target of 3 on a 1-4 scale. Early scores, like 3.45 in Fall 2018, were close to the target, with a high of 3.73 in Spring 2020. By Spring 2023, the average was 3.3, maintaining the proficiency goal. The trend generally indicates consistent achievement of the set objective for seniors.																																			

2	ECON 2330 - Microeconomics	Peregrine Academic Assessment Test (beginning Fall 2017)	The mean across all business disciplines will be 25% or greater.	From 2018 to 2023, the mean scores for all business disciplines largely met the objective of 25% or greater. After starting below the target in Fall 2018 at 21.66%, scores consistently exceeded the goal from Spring 2019 onwards, with peaks like 55% in Fall 2019. Even with slight declines in 2021, the figures remained above the target, highlighting successful achievement.	
	MGMT 4510 - Strategic Management	Peregrine Academic Assessment Test (beginning Fall 2017)	The mean across all business disciplines will be 50% or greater.	From 2018 to 2023, the mean scores for business disciplines mostly exceeded the 50% objective. Despite a dip to 46.11% in Fall 2018, subsequent scores generally remained above the threshold, peaking at 70% in Fall 2019. The overall trend suggests the objective was largely met across the observed years.	
3	ECON 2330 - Microeconomics	AAC&U Written Communication Rubric associated with a “Hidden Assessment”	Freshmen will average a score between 1 and 2 on a scale of 1-4.	From Fall 2018 to Spring 2023, freshmen scores fluctuated around the target range of 1 to 2 on a 1-4 scale. While some semesters closely aligned with the objective, there were outliers such as the 3.49 score in Fall 2022. On the whole, the scores wavered both above and within the desired range, indicating an inconsistent adherence to the set goal.	

	ECON 3345 – Intermediate Macroeconomics	AAC&U Written Communication Rubric associated with a “Hidden Assessment”	Seniors will average a score of 3 (proficient) on a scale of 1-4.	From Spring 2019 to Spring 2023, senior scores on a 1-4 scale oscillated around the target of 3 (proficient). Although the scores showed proficiency in some semesters, like 3.75 in Spring 2019 and 3.55 in Spring 2022, there were periods like Fall 2020 where it dipped to 2.40. The overall trend indicates that while seniors often achieved or surpassed the proficiency mark, there were occasional deviations below the desired average.																																		
	MGMT 4510 - Strategic Management	AAC&U Public Speaking Rubric associated with a “Hidden Assessment”	Seniors will average a score of 3 (proficient) on a scale of 1-4.	From Fall 2018 to Spring 2023, seniors consistently surpassed the target mean score of 3 on a 1-4 scale. Scores often reached the maximum of 4, like in Spring 2019 and Fall 2019. The lowest score was 3.66 in Fall 2022, but it still exceeded the objective. The trend indicates a strong performance throughout the period.	 <table><caption>AACU Public Speaking Rubric Scores</caption><thead><tr><th>Semester</th><th>BUS 1000/ECON 2330</th><th>MGMT 4510</th></tr></thead><tbody><tr><td>Fall 2018</td><td>2.2</td><td>3.8</td></tr><tr><td>Spr 2019</td><td>2.3</td><td>4.0</td></tr><tr><td>Fall 2019</td><td>2.4</td><td>4.0</td></tr><tr><td>Spr 2020</td><td>2.4</td><td>3.8</td></tr><tr><td>Fall 2020</td><td>2.4</td><td>3.8</td></tr><tr><td>Spr 2021</td><td>2.4</td><td>3.8</td></tr><tr><td>Fall 2021</td><td>2.4</td><td>3.8</td></tr><tr><td>Spr 2022</td><td>2.4</td><td>3.8</td></tr><tr><td>Fall 2022</td><td>2.4</td><td>3.6</td></tr><tr><td>Spr 2023</td><td>2.4</td><td>3.8</td></tr></tbody></table>	Semester	BUS 1000/ECON 2330	MGMT 4510	Fall 2018	2.2	3.8	Spr 2019	2.3	4.0	Fall 2019	2.4	4.0	Spr 2020	2.4	3.8	Fall 2020	2.4	3.8	Spr 2021	2.4	3.8	Fall 2021	2.4	3.8	Spr 2022	2.4	3.8	Fall 2022	2.4	3.6	Spr 2023	2.4	3.8
Semester	BUS 1000/ECON 2330	MGMT 4510																																				
Fall 2018	2.2	3.8																																				
Spr 2019	2.3	4.0																																				
Fall 2019	2.4	4.0																																				
Spr 2020	2.4	3.8																																				
Fall 2020	2.4	3.8																																				
Spr 2021	2.4	3.8																																				
Fall 2021	2.4	3.8																																				
Spr 2022	2.4	3.8																																				
Fall 2022	2.4	3.6																																				
Spr 2023	2.4	3.8																																				
4	ECON 3335 - Interm Microeconomics	AAC&U Critical Thinking Rubric associated with a “Hidden Assessment”	The discipline mean will be greater than or equal to a 3 (developing) on a scale of 1 (not present) to 4 (mastery)	From 2017-18 to 2022-23, the discipline initially met the target score of 3, starting strong at 3.78 in 2017-18 and holding at 3.00 for the next two years. However, there was a decline from 2020-21, with scores dropping below the objective to 2.87 in 2021-22 and 2.60 in 2022-23, indicating a shift away from the benchmark in recent years.	 <table><caption>AACU Critical Thinking Rubric Scores</caption><thead><tr><th>Semester</th><th>ECON 3335</th></tr></thead><tbody><tr><td>2017-18</td><td>3.78</td></tr><tr><td>2018-19</td><td>3.00</td></tr><tr><td>2019-20</td><td>3.00</td></tr><tr><td>2020-21</td><td>3.00</td></tr><tr><td>2021-22</td><td>2.87</td></tr><tr><td>2022-23</td><td>2.60</td></tr></tbody></table>	Semester	ECON 3335	2017-18	3.78	2018-19	3.00	2019-20	3.00	2020-21	3.00	2021-22	2.87	2022-23	2.60																			
Semester	ECON 3335																																					
2017-18	3.78																																					
2018-19	3.00																																					
2019-20	3.00																																					
2020-21	3.00																																					
2021-22	2.87																																					
2022-23	2.60																																					

5	ECON 3380 - Econ Dev & Pol Economy	Political Economy Rubric (see separate file) associated with assignment called “Paper” in Canvas	The discipline mean will be greater than or equal to a 3 (developing) on a scale of 1 (not present) to 4 (mastery)	<p>From 2018-19 to 2022-23, the discipline consistently met the objective of a mean score greater than or equal to 3 (developing) on the 1-4 scale. The scores remained robust throughout the period, starting at 3.63 in 2018-19, slightly dropping to 3.4 in 2019-20, and then rising again to 3.54 in 2020-21. Based on the available data, the discipline has been successfully meeting the set benchmark.</p>	 <table><caption>ECON 3380/3345</caption><thead><tr><th>Semester</th><th>Mean Score</th></tr></thead><tbody><tr><td>Spr 2019</td><td>3.63</td></tr><tr><td>Spr 2021</td><td>3.4</td></tr><tr><td>Spr 2022</td><td>3.54</td></tr></tbody></table>	Semester	Mean Score	Spr 2019	3.63	Spr 2021	3.4	Spr 2022	3.54
Semester	Mean Score												
Spr 2019	3.63												
Spr 2021	3.4												
Spr 2022	3.54												

Economics Program Analysis Report:

Planned Actions for 2022-23 (What changes need to take place? Include timeline for changes)

- Shifting initial "inbound" data collection and evaluation for Objectives 1, 2, and 3 to Principles of Microeconomics (ECON 2330) should catch all incoming economics majors and provide sufficient incoming data. Moving collection of "outbound" data for program objectives 1, 2, and 3 to Comparative Economic Systems (ECON 3350) and Intermediate Macroeconomics (ECON 3345) will ensure that we can assess all exiting economics majors. These changes will be implemented for the 2022-23 academic year.
- For next year's assessment, we plan to use the Peregrine Academic exam to measure the performance of economics students within their own discipline in addition to their average across all business disciplines.
- No planned action for critical thinking, given the one-year dip in performance; we will continue the current methodology and monitor the results.
- We have substantially changed the writing assignment in Intermediate Microeconomics to help students develop writing skills earlier in their program (i.e., prior to Intermediate Macro, where writing is assessed).
- For program objective 4) utilization of technology and critical thinking skills, we will continue the current methodology and monitor the results.

Planned Actions Feedback

- Shifting inbound data: Shifting data collection to principles classes is working as we can capture everyone through that process.
- We will continue using Peregrine; data collected do not suggest a need to change currently.
- Changing the assignment methodology is necessary as the cohort is typically Fall semester sophomores and we need to assess Junior/Senior students. We will change the assignment to Public Finance which will capture our senior/junior students

- Writing assignments are working well to help the students begin thinking as economists, and we will continue that assignment.
- After more reflection, we believe that critical thinking is more effectively assessed in one of the senior classes, Econ 3390, Public Finance.

Strengths (What's working well?)

- Outstanding performance in Peregrine testing for econ students for business generally and economics specifically.
- Utilization of every other year low enrollment classes allows students to have more economic curricular choices even with relatively small enrollment.
- Public speaking for economics majors continues to be a strength of the program.

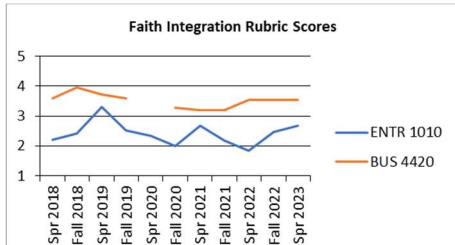
Opportunities for Improvement (What's not working?)

- Critical thinking was lower than hoped for, reflecting its assignment as a first semester sophomore class. Hence, we need to change that assignment to a later class.

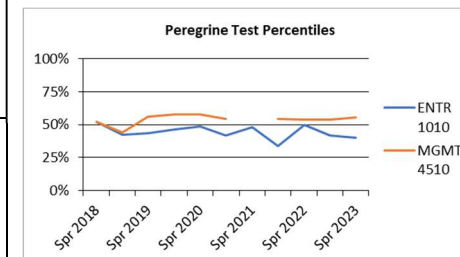
Planned Actions (What changes need to take place? Include timeline for changes)

- Assess critical thinking in Econ 3390. Our next offering will be fall '24.

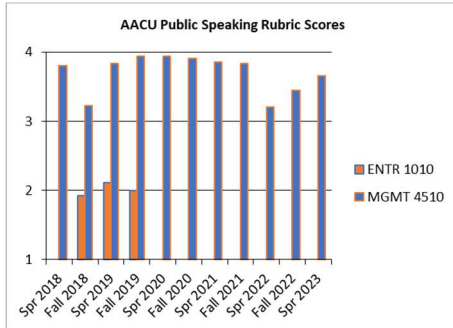
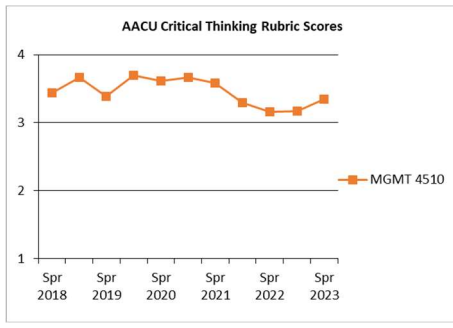
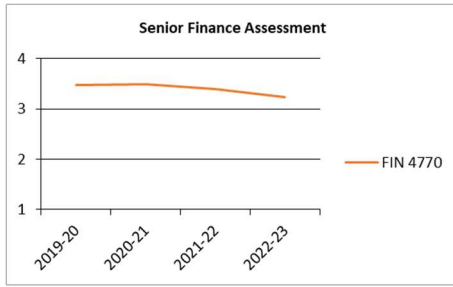
2018-2023 Finance Assessment Plan

Program Obj.	Early & Late Course Number and Title	Means of Assessment (Canvas Assignment Title or Rubric Title)	Criteria for Success (Goal, Benchmark, Target)	Data Summary (%, avg. score, etc.)	Program Objective Analysis (How do early & late scores compare?)																																				
1	ENTR - 1010 Creative Problem Solving	Ethics and Faith Integration Rubric associated with a “Hidden Assessment”	Finance freshmen will average a score between 1 and 2 on a scale of 1-4.	From Spring 2018 to Spring 2023, Finance freshmen scores often exceeded the target range of 1 to 2 on a 1-4 scale. Only a few semesters, like Spring 2022, fell within the target. Overall, scores frequently hovered around or above the upper limit of the objective, indicating a trend of surpassing the desired average.	 <table><caption>Faith Integration Rubric Scores</caption><thead><tr><th>Semester</th><th>ENTR 1010</th><th>BUS 4420</th></tr></thead><tbody><tr><td>Spr 2018</td><td>2.2</td><td>3.8</td></tr><tr><td>Fall 2018</td><td>2.5</td><td>4.0</td></tr><tr><td>Spr 2019</td><td>3.2</td><td>3.8</td></tr><tr><td>Fall 2019</td><td>2.8</td><td>3.5</td></tr><tr><td>Spr 2020</td><td>2.5</td><td>3.5</td></tr><tr><td>Fall 2020</td><td>2.2</td><td>3.5</td></tr><tr><td>Spr 2021</td><td>2.8</td><td>3.5</td></tr><tr><td>Fall 2021</td><td>2.5</td><td>3.5</td></tr><tr><td>Spr 2022</td><td>2.0</td><td>3.5</td></tr><tr><td>Fall 2022</td><td>2.5</td><td>3.5</td></tr><tr><td>Spr 2023</td><td>2.8</td><td>3.5</td></tr></tbody></table>	Semester	ENTR 1010	BUS 4420	Spr 2018	2.2	3.8	Fall 2018	2.5	4.0	Spr 2019	3.2	3.8	Fall 2019	2.8	3.5	Spr 2020	2.5	3.5	Fall 2020	2.2	3.5	Spr 2021	2.8	3.5	Fall 2021	2.5	3.5	Spr 2022	2.0	3.5	Fall 2022	2.5	3.5	Spr 2023	2.8	3.5
	Semester	ENTR 1010	BUS 4420																																						
Spr 2018	2.2	3.8																																							
Fall 2018	2.5	4.0																																							
Spr 2019	3.2	3.8																																							
Fall 2019	2.8	3.5																																							
Spr 2020	2.5	3.5																																							
Fall 2020	2.2	3.5																																							
Spr 2021	2.8	3.5																																							
Fall 2021	2.5	3.5																																							
Spr 2022	2.0	3.5																																							
Fall 2022	2.5	3.5																																							
Spr 2023	2.8	3.5																																							
	BUS 4420 - Bus Ethics/Soc Responsibility	Ethics and Faith Integration Rubric associated with a “Hidden Assessment”	Finance seniors will average a score of 3 (proficient) on a scale of 1-4.	From Spring 2018 to Spring 2023, Finance seniors consistently met or surpassed the target score of 3 (proficient) on a 1-4 scale. The scores started strong at 3.6 in Spring 2018 and peaked at 3.96 in Fall 2018. The lowest observed score was 3.20, seen in multiple semesters, yet it still met the objective. Across the entire period, the trend showcases a commendable performance, with seniors consistently achieving or exceeding the proficiency benchmark.																																					

2	ENTR - 1010 Creative Problem Solving	Peregrine Academic Assessment Test (beginning Fall 2017)	The mean across all business disciplines will be 25% or greater.	From Spring 2018 to Spring 2023, the mean scores for all business disciplines consistently exceeded the 25% objective. The scores fluctuated within a range, with a peak of 51.90% in Spring 2018 and a low of 33.61% in Fall 2021. However, even at its lowest, the scores were above the set threshold. The overall trend indicates that the objective was consistently met across the observed years.
	MGMT 4510 - Strategic Management	Peregrine Academic Assessment Test (beginning Fall 2017)	The mean across all business disciplines will be 50% or greater.	From Spring 2018 to Spring 2023, the mean scores across all business disciplines mostly met the objective of 50% or greater. Most semesters achieved or surpassed the target, with a peak of 58.09% in Spring 2020. The only deviation was Fall 2018, which recorded 44.16%. The consistent performance around or above the 50% mark demonstrates that the business disciplines predominantly met the set benchmark throughout the period.



3	ENTR - 1010 Creative Problem Solving	AAC&U Written Communication Rubric associated with a "Hidden Assessment"	Freshmen will average a score between 1 and 2 on a scale of 1-4.	From Spring 2018 to Spring 2023, Freshmen scores consistently exceeded the target range of 1 to 2 on a 1-4 scale, indicating commendable performance. Only in Fall 2021 and Spring 2022 did the scores align closely with the upper limit of the target range, recording 1.68 and 2.04 respectively. The peak was observed in Spring 2019 with a score of 3.1. Overall, the freshmen demonstrated strong performance, consistently scoring above the desired range.	
	BUS 4420 - Bus Ethics/Soc Responsibility	AAC&U Written Communication Rubric associated with a "Hidden Assessment"	Seniors will average a score of 3 (proficient) on a scale of 1-4.	From Spring 2018 to Spring 2023, senior scores consistently met or exceeded the target score of 3 on a 1-4 scale. While there was a slight dip around Spring 2020 to Spring 2021, the scores recovered and remained above the proficiency mark. Overall, seniors consistently demonstrated proficiency or better throughout the period.	
	ENTR - 1010 Creative Problem Solving	AAC&U Public Speaking Rubric associated with a "Hidden Assessment"	Freshman will average a score between 1 and 2 on a scale of 1-4.	Due to the transition from the BUS 1000 course to ENTR 1010, the assignment adaptation did not include the Public Speaking assessment for Freshman students. As a result, we have not been able to collect assessment data for their public speaking performance since 2020.	

	MGMT 4510 - Strategic Management	AAC&U Public Speaking Rubric associated with a "Hidden Assessment"	Seniors will average a score of 3 (proficient) on a scale of 1-4.	From Spring 2018 to Spring 2023, senior scores consistently met or surpassed the target score of 3. Although there were slight fluctuations, such as the dip to 3.22 in Fall 2018 and 3.2 in Spring 2022, the majority of the scores remained robustly above the proficiency benchmark. Overall, seniors consistently achieved or exceeded the desired proficiency level throughout the period.	 <table><caption>AACU Public Speaking Rubric Scores</caption><thead><tr><th>Term</th><th>ENTR 1010</th><th>MGMT 4510</th></tr></thead><tbody><tr><td>Spr 2018</td><td>3.8</td><td>3.8</td></tr><tr><td>Fall 2018</td><td>3.2</td><td>3.2</td></tr><tr><td>Spr 2019</td><td>3.8</td><td>3.8</td></tr><tr><td>Fall 2019</td><td>3.8</td><td>3.8</td></tr><tr><td>Spr 2020</td><td>3.8</td><td>3.8</td></tr><tr><td>Fall 2020</td><td>3.8</td><td>3.8</td></tr><tr><td>Spr 2021</td><td>3.8</td><td>3.8</td></tr><tr><td>Fall 2021</td><td>3.8</td><td>3.8</td></tr><tr><td>Spr 2022</td><td>3.2</td><td>3.2</td></tr><tr><td>Fall 2022</td><td>3.4</td><td>3.4</td></tr><tr><td>Spr 2023</td><td>3.6</td><td>3.6</td></tr></tbody></table>	Term	ENTR 1010	MGMT 4510	Spr 2018	3.8	3.8	Fall 2018	3.2	3.2	Spr 2019	3.8	3.8	Fall 2019	3.8	3.8	Spr 2020	3.8	3.8	Fall 2020	3.8	3.8	Spr 2021	3.8	3.8	Fall 2021	3.8	3.8	Spr 2022	3.2	3.2	Fall 2022	3.4	3.4	Spr 2023	3.6	3.6
Term	ENTR 1010	MGMT 4510																																							
Spr 2018	3.8	3.8																																							
Fall 2018	3.2	3.2																																							
Spr 2019	3.8	3.8																																							
Fall 2019	3.8	3.8																																							
Spr 2020	3.8	3.8																																							
Fall 2020	3.8	3.8																																							
Spr 2021	3.8	3.8																																							
Fall 2021	3.8	3.8																																							
Spr 2022	3.2	3.2																																							
Fall 2022	3.4	3.4																																							
Spr 2023	3.6	3.6																																							
4	MGMT 4510 - Strategic Management	AAC&U Critical Thinking Rubric associated with a "Hidden Assessment"	Seniors will average a score of 3 (proficient) on a scale of 1-4.	From Spring 2018 to Spring 2023, the average scores of seniors mostly remained near or above the proficiency target of 3. While slight decline was observed in Spring 2022 and Fall 2022, they consistently met or exceeded this benchmark in earlier terms. Nonetheless, the scores indicate that seniors have maintained proficiency throughout this duration.	 <table><caption>AACU Critical Thinking Rubric Scores</caption><thead><tr><th>Term</th><th>MGMT 4510</th></tr></thead><tbody><tr><td>Spr 2018</td><td>3.4</td></tr><tr><td>Fall 2018</td><td>3.6</td></tr><tr><td>Spr 2019</td><td>3.4</td></tr><tr><td>Fall 2019</td><td>3.6</td></tr><tr><td>Spr 2020</td><td>3.6</td></tr><tr><td>Fall 2020</td><td>3.6</td></tr><tr><td>Spr 2021</td><td>3.6</td></tr><tr><td>Fall 2021</td><td>3.4</td></tr><tr><td>Spr 2022</td><td>3.2</td></tr><tr><td>Fall 2022</td><td>3.2</td></tr><tr><td>Spr 2023</td><td>3.4</td></tr></tbody></table>	Term	MGMT 4510	Spr 2018	3.4	Fall 2018	3.6	Spr 2019	3.4	Fall 2019	3.6	Spr 2020	3.6	Fall 2020	3.6	Spr 2021	3.6	Fall 2021	3.4	Spr 2022	3.2	Fall 2022	3.2	Spr 2023	3.4												
Term	MGMT 4510																																								
Spr 2018	3.4																																								
Fall 2018	3.6																																								
Spr 2019	3.4																																								
Fall 2019	3.6																																								
Spr 2020	3.6																																								
Fall 2020	3.6																																								
Spr 2021	3.6																																								
Fall 2021	3.4																																								
Spr 2022	3.2																																								
Fall 2022	3.2																																								
Spr 2023	3.4																																								
5	FIN 4770 - Adv Financial Mgmt	CVP – Written Report	The finance student will average greater than or equal to a 3 (developing) on a scale of 1 (not present) to 4 (mastery)	Over the span of six academic years from 2017-18 to 2022-23, finance students have consistently met or surpassed the benchmark score of 3, denoting a developing proficiency level. Even though there has been a modest downward trend in scores over the years, the averages for each year remain above the target, underscoring a sustained level of understanding and capability in finance.	 <table><caption>Senior Finance Assessment</caption><thead><tr><th>Year</th><th>FIN 4770</th></tr></thead><tbody><tr><td>2019-20</td><td>3.4</td></tr><tr><td>2020-21</td><td>3.4</td></tr><tr><td>2021-22</td><td>3.3</td></tr><tr><td>2022-23</td><td>3.2</td></tr></tbody></table>	Year	FIN 4770	2019-20	3.4	2020-21	3.4	2021-22	3.3	2022-23	3.2																										
Year	FIN 4770																																								
2019-20	3.4																																								
2020-21	3.4																																								
2021-22	3.3																																								
2022-23	3.2																																								

Finance Program Analysis Report:

Planned Actions for 2022-23 (What changes need to take place? Include timeline for changes)

- Look for increased opportunities within our finance courses to review and apply accounting and statistical concepts
- For next year's assessment, we plan to use the Peregrine Academic exam to measure the performance of finance students within their own discipline and the discipline of accounting, in addition to their average across all business disciplines.

Planned Actions Feedback

- The data from the Peregrine Academic exam for the graduating students suggests that our students majoring in Finance improved. We will continue this practice of looking for opportunities to review in order to assure that the test was not an outlier and that the students are indeed retaining and improving on the material.

Strengths (What's working well?)

- Students majoring in Finance appear to integrate and apply biblical principles and values well .
- Students majoring in Finance appear to communicate and present effectively in written format.
- Students majoring in Finance appear to recall and apply core financial concepts in various contexts well.

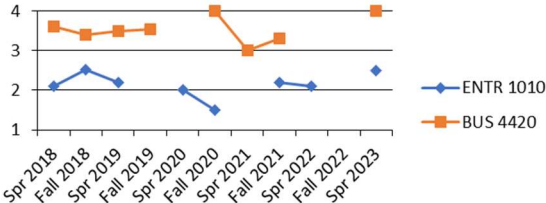
Opportunities for Improvement (What's not working?)

- While students majoring in Finance appear to recall and apply core financial concepts above the target, the graph suggests that the trend is downward sloping.

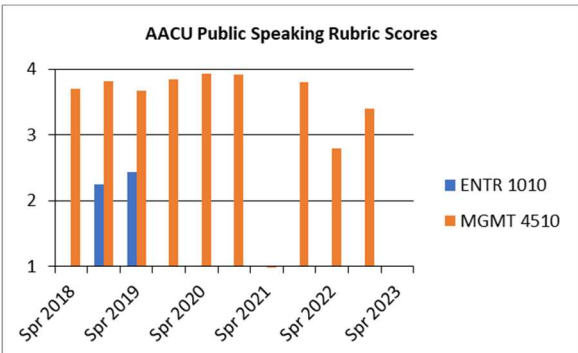
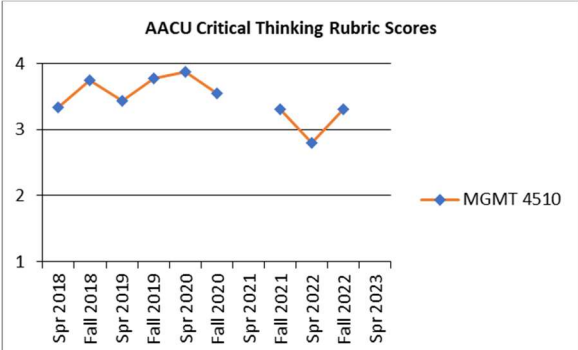
Planned Actions (What changes need to take place? Include timeline for changes)

- Look for increased opportunities within our finance classes to review and apply core financial principles. We plan to use next year's assessment in Adv. Financial Management to see if the trend can bend upward.

2018-2023 Global Business Assessment Plan

Program Obj.	Early & Late Course Number and Title	Means of Assessment (Canvas Assignment Title or Rubric Title)	Criteria for Success (Goal, Benchmark, Target)	Data Summary (% , avg. score, etc.)	Program Objective Analysis (How do early & late scores compare?)																																				
1	ENTR - 1010 Creative Problem Solving	Ethics and Faith Integration Rubric associated with a “Hidden Assessment”	Freshmen will average a score between 1 and 2 on a scale of 1-4.	From Spring 2018 to Spring 2023, freshmen scores have consistently exceeded the target range of 1 to 2 on a scale of 1-4. Only in Spring 2020 did the score fall within the range at 1.5. In all other semesters, the average was above 2, indicating that freshmen are performing at a higher level than initially aimed for.	<div><p>Faith Integration Rubric Scores</p><table><thead><tr><th>Semester</th><th>ENTR 1010</th><th>BUS 4420</th></tr></thead><tbody><tr><td>Spr 2018</td><td>2.0</td><td>3.5</td></tr><tr><td>Fall 2018</td><td>2.5</td><td>3.3</td></tr><tr><td>Spr 2019</td><td>2.2</td><td>3.4</td></tr><tr><td>Fall 2019</td><td>2.0</td><td>3.4</td></tr><tr><td>Spr 2020</td><td>1.5</td><td>4.0</td></tr><tr><td>Fall 2020</td><td>2.2</td><td>3.0</td></tr><tr><td>Spr 2021</td><td>2.0</td><td>3.3</td></tr><tr><td>Fall 2021</td><td>2.0</td><td>3.0</td></tr><tr><td>Spr 2022</td><td>2.5</td><td>4.0</td></tr><tr><td>Fall 2022</td><td>2.5</td><td>4.0</td></tr><tr><td>Spr 2023</td><td>2.5</td><td>4.0</td></tr></tbody></table></div>	Semester	ENTR 1010	BUS 4420	Spr 2018	2.0	3.5	Fall 2018	2.5	3.3	Spr 2019	2.2	3.4	Fall 2019	2.0	3.4	Spr 2020	1.5	4.0	Fall 2020	2.2	3.0	Spr 2021	2.0	3.3	Fall 2021	2.0	3.0	Spr 2022	2.5	4.0	Fall 2022	2.5	4.0	Spr 2023	2.5	4.0
	Semester	ENTR 1010	BUS 4420																																						
Spr 2018	2.0	3.5																																							
Fall 2018	2.5	3.3																																							
Spr 2019	2.2	3.4																																							
Fall 2019	2.0	3.4																																							
Spr 2020	1.5	4.0																																							
Fall 2020	2.2	3.0																																							
Spr 2021	2.0	3.3																																							
Fall 2021	2.0	3.0																																							
Spr 2022	2.5	4.0																																							
Fall 2022	2.5	4.0																																							
Spr 2023	2.5	4.0																																							
BUS 4420 - Bus Ethics/Soc Responsibility	Ethics and Faith Integration Rubric associated with a “Hidden Assessment”	Seniors will average a score of 3 (proficient) on a scale of 1-4.	Between Spring 2018 and Spring 2023, seniors consistently scored around or above the target score of 3, denoting "proficient" on a scale of 1-4. Notably, in Fall 2020 and Spring 2023, they achieved a perfect score of 4. The only instance when the average dipped to the objective was in Spring 2021 with a score of 3.00. Overall, seniors have predominantly met or surpassed the proficiency target throughout these years.																																						

2	ENTR - 1010 Creative Problem Solving	Peregrine Academic Assessment Test (beginning Fall 2017)	The discipline mean will be 25% or greater.	From Spring 2018 to Spring 2023, the discipline consistently maintained a mean percentage above the set objective of 25%. The percentages fluctuated over the years but never dipped below the 25% benchmark. While most semesters hovered around the 40% mark, the lowest recorded mean was in Spring 2022 with 30.00%. Overall, the discipline consistently achieved its target throughout the reported period.	
	MGMT 4510 - Strategic Management	Peregrine Academic Assessment Test (beginning Fall 2017)	The discipline mean will be 50% or greater.	From Spring 2018 to Spring 2023, the discipline mean occasionally dipped below 50% (notably in Spring 2018, Spring 2019, and Fall 2021). However, it often met or exceeded the 50% target, with a peak of 70.83% in Fall 2022.	
3	ENTR - 1010 Creative Problem Solving	AAC&U Written Communication Rubric associated with a "Hidden Assessment"	Freshmen will average a score between 1 and 2 on a scale of 1-4.	From Spring 2018 to Spring 2023, freshmen scores frequently hovered around the upper limit of the 1-2 target, occasionally dipping below 2 (notably in Spring 2018, Fall 2020). The scores were consistently within the target range.	
	BUS 4420 - Bus Ethics/Soc Responsibility	AAC&U Written Communication Rubric associated with a "Hidden Assessment"	Seniors will average a score of 3 (proficient) on a scale of 1-4.	From Spring 2018 to Spring 2023, seniors consistently scored at or above the target of 3, indicating proficiency. Notably, Spring 2021 score dipped slightly below the target, but all other terms met or exceeded the desired average.	

	ENTR - 1010 Creative Problem Solving	AAC&U Public Speaking Rubric associated with a "Hidden Assessment"	Freshman will average a score between 1 and 2 on a scale of 1-4.	Due to the transition from the BUS 1000 course to ENTR 1010, the assignment adaptation did not include the Public Speaking assessment for Freshman students. As a result, we have not been able to collect assessment data for their public speaking performance since 2020.	 <table><caption>AACU Public Speaking Rubric Scores</caption><thead><tr><th>Term</th><th>ENTR 1010</th><th>MGMT 4510</th></tr></thead><tbody><tr><td>Spr 2018</td><td></td><td>3.7</td></tr><tr><td>Fall 2018</td><td></td><td>3.8</td></tr><tr><td>Spr 2019</td><td>2.3</td><td>3.6</td></tr><tr><td>Fall 2019</td><td></td><td>3.7</td></tr><tr><td>Spr 2020</td><td></td><td>3.8</td></tr><tr><td>Fall 2020</td><td></td><td>3.9</td></tr><tr><td>Spr 2021</td><td></td><td>3.9</td></tr><tr><td>Fall 2021</td><td></td><td>3.8</td></tr><tr><td>Spr 2022</td><td></td><td>2.8</td></tr><tr><td>Fall 2022</td><td></td><td>3.4</td></tr><tr><td>Spr 2023</td><td></td><td>3.4</td></tr></tbody></table>	Term	ENTR 1010	MGMT 4510	Spr 2018		3.7	Fall 2018		3.8	Spr 2019	2.3	3.6	Fall 2019		3.7	Spr 2020		3.8	Fall 2020		3.9	Spr 2021		3.9	Fall 2021		3.8	Spr 2022		2.8	Fall 2022		3.4	Spr 2023		3.4
Term	ENTR 1010	MGMT 4510																																							
Spr 2018		3.7																																							
Fall 2018		3.8																																							
Spr 2019	2.3	3.6																																							
Fall 2019		3.7																																							
Spr 2020		3.8																																							
Fall 2020		3.9																																							
Spr 2021		3.9																																							
Fall 2021		3.8																																							
Spr 2022		2.8																																							
Fall 2022		3.4																																							
Spr 2023		3.4																																							
	MGMT 4510 - Strategic Management	AAC&U Public Speaking Rubric associated with a "Hidden Assessment"	Seniors will average a score of 3 (proficient) on a scale of 1-4.	Over the given years, seniors predominantly achieved scores around or above the target of 3, indicating proficiency. There was a notable dip in Spring 2022, but most other terms met or surpassed the objective.																																					
4	MGMT 4510 - Strategic Management	AAC&U Critical Thinking Rubric associated with a "Hidden Assessment"	Seniors will average a score of 3 (proficient) on a scale of 1-4.	In the majority of terms from Spring 2018 to Fall 2022, seniors have consistently scored around or above the target score of 3, showcasing their proficiency. However, there was a dip in Spring 2022 with a score of 2.8, but it rebounded in Fall 2022. The overall trend indicates that the objective is predominantly met.	 <table><caption>AACU Critical Thinking Rubric Scores</caption><thead><tr><th>Term</th><th>MGMT 4510</th></tr></thead><tbody><tr><td>Spr 2018</td><td>3.3</td></tr><tr><td>Fall 2018</td><td>3.7</td></tr><tr><td>Spr 2019</td><td>3.4</td></tr><tr><td>Fall 2019</td><td>3.7</td></tr><tr><td>Spr 2020</td><td>3.8</td></tr><tr><td>Fall 2020</td><td>3.5</td></tr><tr><td>Spr 2021</td><td>3.3</td></tr><tr><td>Fall 2021</td><td>2.8</td></tr><tr><td>Spr 2022</td><td>2.8</td></tr><tr><td>Fall 2022</td><td>3.3</td></tr><tr><td>Spr 2023</td><td></td></tr></tbody></table>	Term	MGMT 4510	Spr 2018	3.3	Fall 2018	3.7	Spr 2019	3.4	Fall 2019	3.7	Spr 2020	3.8	Fall 2020	3.5	Spr 2021	3.3	Fall 2021	2.8	Spr 2022	2.8	Fall 2022	3.3	Spr 2023													
Term	MGMT 4510																																								
Spr 2018	3.3																																								
Fall 2018	3.7																																								
Spr 2019	3.4																																								
Fall 2019	3.7																																								
Spr 2020	3.8																																								
Fall 2020	3.5																																								
Spr 2021	3.3																																								
Fall 2021	2.8																																								
Spr 2022	2.8																																								
Fall 2022	3.3																																								
Spr 2023																																									
5	ENTR - 1010 Creative Problem Solving	Cultural Quotient (CQ) Assessment test	The discipline mean will be at or above the 50th percentile	Across the years where testing occurred, the discipline consistently scored above the 50th percentile, with scores ranging between 63.75% and 69.60%. However, there were multiple instances (2020-21, 2021-22, and 2022-23) where testing did not take place, or no one participated. The objective was met in the years when data was available.																																					

	BUS 3910 - International Business	Cultural Quotient (CQ) Assessment test	The discipline mean will be at or above the 75th percentile	<p>For the years when testing occurred (2017-20), the discipline scores were generally above the 75th percentile, with scores of 85.10% in 2017-18, 80.89% in 2018-19, and 73.50% in 2019-20. However, testing did not take place or had no participants from 2020-21 onwards. In the years with available data, the objective was mostly met.</p>	<div><p>Cultural Quotient Percentiles</p><table><thead><tr><th>Year</th><th>Inbound (%)</th><th>BUS 3910 (%)</th></tr></thead><tbody><tr><td>2017-18</td><td>68.10</td><td>85.10</td></tr><tr><td>2018-19</td><td>68.89</td><td>80.89</td></tr><tr><td>2019-20</td><td>63.50</td><td>73.50</td></tr><tr><td>2020-21</td><td>68.50</td><td>-</td></tr></tbody></table></div>	Year	Inbound (%)	BUS 3910 (%)	2017-18	68.10	85.10	2018-19	68.89	80.89	2019-20	63.50	73.50	2020-21	68.50	-
Year	Inbound (%)	BUS 3910 (%)																		
2017-18	68.10	85.10																		
2018-19	68.89	80.89																		
2019-20	63.50	73.50																		
2020-21	68.50	-																		

Global Business Program Analysis Report:

Planned Actions for 2022-23 (What changes need to take place? Include timeline for changes)

- Submit Level III changes for the global business major this Spring 2023
- Meet with the Study Abroad leaders – Anna Porter and Dr. Andrew Wiseman – to discuss narrowing choices

Planned Actions Feedback

- These planned actions did not happen last year but remain valid for this school year. Of highest importance are the changes to the catalog for Global Business.

Strengths (What's working well?)

- This major attracts students who have a desire for a more liberal arts approach to business.
- Study Abroad with the required language acquisition.
- Multi-cultural viewpoint enhanced.

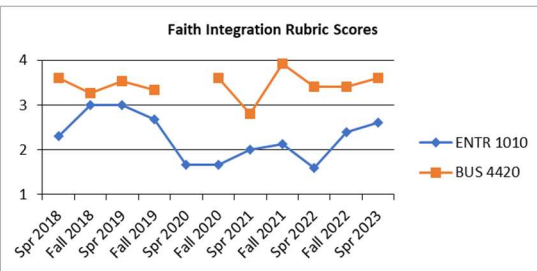
Opportunities for Improvement (What's not working?)

- Very small number of students select this major because it does not lead to a specific career or job.
- There is no esprit de corps within those that choose this major because of low numbers, but also no single course aggregates this major and no unique experience (for instance they choose to study abroad in multiple locations)
- Reduce the number of choices in regions, languages, and business concentrations

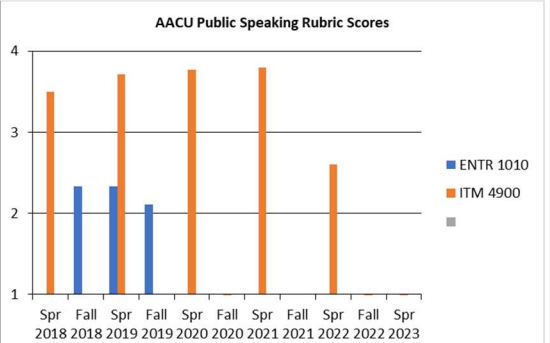
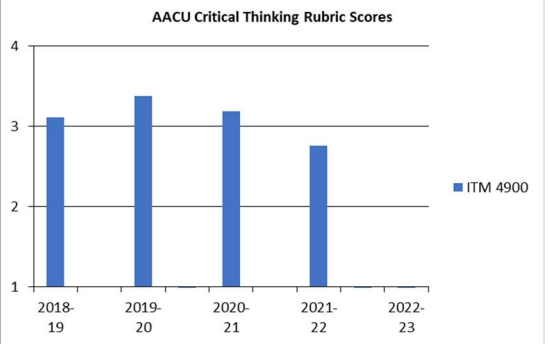
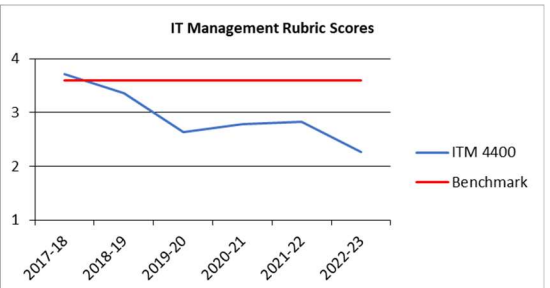
Planned Actions (What changes need to take place? Include timeline for changes)

- Submit Level III changes for the global business major this Spring 2024
- Meet with the Study Abroad leaders – to discuss narrowing choices to certain partners and sustainable, repeatable experiences
- Complete the review and presentation to the Major Review Committee of the University for Fall 2023
- Review any suggestions they may have along with the School of Business recommendations for the future of this major.

2018-2023 Information Technology Management Assessment Plan

Program Obj.	Early & Late Course Number and Title	Means of Assessment (Canvas Assignment Title or Rubric Title)	Criteria for Success (Goal, Benchmark, Target)	Data Summary (% , avg. score, etc.)	Program Objective Analysis (How do early & late scores compare?)																																				
1	ENTR - 1010 Creative Problem Solving	Ethics and Faith Integration Rubric associated with a “Hidden Assessment”	Freshmen will average a score between 1 and 2 on a scale of 1-4.	From Spring 2018 to Spring 2023, freshmen scores ranged between 1.6 and 3 on a scale of 1-4. While some semesters met the objective with scores between 1 and 2, other semesters exceeded the upper target demonstrating that freshmen performed at a higher level than the set objective.	 <table><caption>Faith Integration Rubric Scores</caption><thead><tr><th>Semester</th><th>ENTR 1010</th><th>BUS 4420</th></tr></thead><tbody><tr><td>Spr 2018</td><td>2.3</td><td>3.5</td></tr><tr><td>Fall 2018</td><td>3.0</td><td>3.2</td></tr><tr><td>Spr 2019</td><td>3.0</td><td>3.5</td></tr><tr><td>Fall 2019</td><td>2.7</td><td>3.3</td></tr><tr><td>Spr 2020</td><td>1.7</td><td>3.0</td></tr><tr><td>Fall 2020</td><td>1.7</td><td>3.5</td></tr><tr><td>Spr 2021</td><td>2.0</td><td>2.8</td></tr><tr><td>Fall 2021</td><td>2.1</td><td>3.8</td></tr><tr><td>Spr 2022</td><td>1.6</td><td>3.3</td></tr><tr><td>Fall 2022</td><td>2.4</td><td>3.3</td></tr><tr><td>Spr 2023</td><td>2.6</td><td>3.5</td></tr></tbody></table>	Semester	ENTR 1010	BUS 4420	Spr 2018	2.3	3.5	Fall 2018	3.0	3.2	Spr 2019	3.0	3.5	Fall 2019	2.7	3.3	Spr 2020	1.7	3.0	Fall 2020	1.7	3.5	Spr 2021	2.0	2.8	Fall 2021	2.1	3.8	Spr 2022	1.6	3.3	Fall 2022	2.4	3.3	Spr 2023	2.6	3.5
	Semester	ENTR 1010	BUS 4420																																						
Spr 2018	2.3	3.5																																							
Fall 2018	3.0	3.2																																							
Spr 2019	3.0	3.5																																							
Fall 2019	2.7	3.3																																							
Spr 2020	1.7	3.0																																							
Fall 2020	1.7	3.5																																							
Spr 2021	2.0	2.8																																							
Fall 2021	2.1	3.8																																							
Spr 2022	1.6	3.3																																							
Fall 2022	2.4	3.3																																							
Spr 2023	2.6	3.5																																							
	BUS 4420 - Bus Ethics/Soc Responsibility	Ethics and Faith Integration Rubric associated with a “Hidden Assessment”	Seniors will average a score of 3 (proficient) on a scale of 1-4.	Over the past five years, seniors have generally performed well in achieving the target score of 3 on a scale of 1-4. There has been consistency in their performance, with averages hovering around the 3.4 to 3.6 range, suggesting sustained accomplishment. The only notable dip occurred in Spring 2021, where the average fell to 2.80. Overall, it's evident that seniors have predominantly met and often surpassed the set benchmark over these years.																																					
2	ENTR - 1010 Creative Problem Solving	Peregrine Academic Assessment Test (beginning Fall 2017)	The mean across all business disciplines will be 25% or greater.	Over the evaluated period, the mean performance across business disciplines consistently exceeded the 25% target. The percentages showed steady growth from 35.47% in Spring 2019 to 50.30% in Spring 2023.																																					

	ITM 4900 - IT Strategy	Peregrine Academic Assessment Test (beginning Fall 2017)	The mean across all business disciplines will be 50% or greater.	Over the years assessed, the mean performance across business disciplines consistently neared or surpassed the 50% target. Starting at 46.40% in 2017-18 and reaching 57.71% in 2021-22, this upward trend reflects effective strategies and student dedication to excellence.	<p>Peregrine Test Results</p> <table border="1"><thead><tr><th>Term</th><th>ITM 4900 (%)</th><th>ENTR 1010 (%)</th></tr></thead><tbody><tr><td>Spr 2018</td><td>46.40</td><td>40.00</td></tr><tr><td>Fall 2018</td><td>50.00</td><td>45.00</td></tr><tr><td>Spr 2019</td><td>50.00</td><td>40.00</td></tr><tr><td>Fall 2019</td><td>50.00</td><td>45.00</td></tr><tr><td>Spr 2020</td><td>55.00</td><td>45.00</td></tr><tr><td>Fall 2020</td><td>50.00</td><td>45.00</td></tr><tr><td>Spr 2021</td><td>50.00</td><td>45.00</td></tr><tr><td>Fall 2021</td><td>50.00</td><td>40.00</td></tr><tr><td>Spr 2022</td><td>57.71</td><td>45.00</td></tr><tr><td>Fall 2022</td><td>50.00</td><td>50.00</td></tr><tr><td>Spr 2023</td><td>40.00</td><td>40.00</td></tr></tbody></table>	Term	ITM 4900 (%)	ENTR 1010 (%)	Spr 2018	46.40	40.00	Fall 2018	50.00	45.00	Spr 2019	50.00	40.00	Fall 2019	50.00	45.00	Spr 2020	55.00	45.00	Fall 2020	50.00	45.00	Spr 2021	50.00	45.00	Fall 2021	50.00	40.00	Spr 2022	57.71	45.00	Fall 2022	50.00	50.00	Spr 2023	40.00	40.00
Term	ITM 4900 (%)	ENTR 1010 (%)																																							
Spr 2018	46.40	40.00																																							
Fall 2018	50.00	45.00																																							
Spr 2019	50.00	40.00																																							
Fall 2019	50.00	45.00																																							
Spr 2020	55.00	45.00																																							
Fall 2020	50.00	45.00																																							
Spr 2021	50.00	45.00																																							
Fall 2021	50.00	40.00																																							
Spr 2022	57.71	45.00																																							
Fall 2022	50.00	50.00																																							
Spr 2023	40.00	40.00																																							
3	ENTR - 1010 Creative Problem Solving	AAC&U Written Communication Rubric associated with a "Hidden Assessment"	Freshmen will average a score between 1 and 2 on a scale of 1-4.	Throughout the evaluated period, freshmen consistently maintained their performance within the targeted range of 1 to 2 on a 1-4 scale. Despite slight fluctuations, their scores indicate a steady adherence to the intended proficiency level.																																					
	BUS 4420 - Bus Ethics/Soc Responsibility	AAC&U Written Communication Rubric associated with a "Hidden Assessment"	Seniors will average a score of 3 (proficient) on a scale of 1-4.	Over the assessed years, seniors consistently aimed for and often reached the goal score of 3 on a 1-4 scale, denoting proficiency. Despite minor fluctuations, the overall trend aligns with the objective. Notably strong performances were seen in Fall 2021 and Spring 2023 with scores of 3.87 and 3.7, respectively.	<p>AACU Written Communication Rubric Scores</p> <table border="1"><thead><tr><th>Term</th><th>ENTR 1010</th><th>BUS 4420</th></tr></thead><tbody><tr><td>Spr 2018</td><td>2.5</td><td>3.3</td></tr><tr><td>Fall 2018</td><td>3.0</td><td>3.0</td></tr><tr><td>Spr 2019</td><td>3.0</td><td>3.7</td></tr><tr><td>Fall 2019</td><td>2.5</td><td>3.3</td></tr><tr><td>Spr 2020</td><td>2.6</td><td>3.3</td></tr><tr><td>Fall 2020</td><td>2.3</td><td>2.5</td></tr><tr><td>Spr 2021</td><td>2.0</td><td>2.5</td></tr><tr><td>Fall 2021</td><td>2.0</td><td>3.87</td></tr><tr><td>Spr 2022</td><td>1.7</td><td>3.7</td></tr><tr><td>Fall 2022</td><td>2.3</td><td>3.3</td></tr><tr><td>Spr 2023</td><td>2.4</td><td>3.7</td></tr></tbody></table>	Term	ENTR 1010	BUS 4420	Spr 2018	2.5	3.3	Fall 2018	3.0	3.0	Spr 2019	3.0	3.7	Fall 2019	2.5	3.3	Spr 2020	2.6	3.3	Fall 2020	2.3	2.5	Spr 2021	2.0	2.5	Fall 2021	2.0	3.87	Spr 2022	1.7	3.7	Fall 2022	2.3	3.3	Spr 2023	2.4	3.7
	Term	ENTR 1010	BUS 4420																																						
Spr 2018	2.5	3.3																																							
Fall 2018	3.0	3.0																																							
Spr 2019	3.0	3.7																																							
Fall 2019	2.5	3.3																																							
Spr 2020	2.6	3.3																																							
Fall 2020	2.3	2.5																																							
Spr 2021	2.0	2.5																																							
Fall 2021	2.0	3.87																																							
Spr 2022	1.7	3.7																																							
Fall 2022	2.3	3.3																																							
Spr 2023	2.4	3.7																																							
ENTR - 1010 Creative Problem Solving	AAC&U Public Speaking Rubric associated with a "Hidden Assessment"	Freshman will average a score between 1 and 2 on a scale of 1-4.	Due to the transition from the BUS 1000 course to ENTR 1010, the assignment adaptation did not include the Public Speaking assessment for Freshman students. As a result, we have not been able to collect assessment data for their public speaking performance since 2020.																																						

	ITM 4900 - IT Strategy	AAC&U Public Speaking Rubric associated with a "Hidden Assessment"	Seniors will average a score of 3 (proficient) on a scale of 1-4.	In the evaluated periods, seniors generally approached or met the target score of 3 on a 1-4 scale, indicating proficiency. Notable scores include Spring 2020 and Spring 2021 with 3.77 and 3.8, respectively.	 <p>AACU Public Speaking Rubric Scores</p> <table><thead><tr><th>Semester</th><th>ENTR 1010</th><th>ITM 4900</th></tr></thead><tbody><tr><td>Spr 2018</td><td>2.3</td><td>3.5</td></tr><tr><td>Fall 2018</td><td>2.3</td><td>3.7</td></tr><tr><td>Spr 2019</td><td>2.3</td><td>3.7</td></tr><tr><td>Fall 2019</td><td>2.1</td><td>3.8</td></tr><tr><td>Spr 2020</td><td>2.1</td><td>3.8</td></tr><tr><td>Fall 2020</td><td>2.1</td><td>3.8</td></tr><tr><td>Spr 2021</td><td>2.1</td><td>3.8</td></tr><tr><td>Fall 2021</td><td>2.1</td><td>3.8</td></tr><tr><td>Spr 2022</td><td>2.1</td><td>3.8</td></tr><tr><td>Fall 2022</td><td>2.1</td><td>3.8</td></tr><tr><td>Spr 2023</td><td>2.1</td><td>3.8</td></tr></tbody></table>	Semester	ENTR 1010	ITM 4900	Spr 2018	2.3	3.5	Fall 2018	2.3	3.7	Spr 2019	2.3	3.7	Fall 2019	2.1	3.8	Spr 2020	2.1	3.8	Fall 2020	2.1	3.8	Spr 2021	2.1	3.8	Fall 2021	2.1	3.8	Spr 2022	2.1	3.8	Fall 2022	2.1	3.8	Spr 2023	2.1	3.8
Semester	ENTR 1010	ITM 4900																																							
Spr 2018	2.3	3.5																																							
Fall 2018	2.3	3.7																																							
Spr 2019	2.3	3.7																																							
Fall 2019	2.1	3.8																																							
Spr 2020	2.1	3.8																																							
Fall 2020	2.1	3.8																																							
Spr 2021	2.1	3.8																																							
Fall 2021	2.1	3.8																																							
Spr 2022	2.1	3.8																																							
Fall 2022	2.1	3.8																																							
Spr 2023	2.1	3.8																																							
4	ITM 4900 - IT Strategy	AAC&U Critical Thinking Rubric associated with a "Hidden Assessment"	Seniors will average a score of 3 (proficient) on a scale of 1-4.	Over the assessed semesters, seniors aimed for an average score of 3 on a 1-4 scale, indicating proficiency. Notable performances include Spring 2020 (3.38) and Spring 2021 (3.19). However, limited data and a score of 2.76 in Fall 2021 underscore the need for further analysis to ensure consistent objective achievement.	 <p>AACU Critical Thinking Rubric Scores</p> <table><thead><tr><th>Semester</th><th>ITM 4900</th></tr></thead><tbody><tr><td>Spr 2018</td><td>3.1</td></tr><tr><td>Fall 2018</td><td>3.1</td></tr><tr><td>Spr 2019</td><td>3.1</td></tr><tr><td>Fall 2019</td><td>3.1</td></tr><tr><td>Spr 2020</td><td>3.1</td></tr><tr><td>Fall 2020</td><td>3.1</td></tr><tr><td>Spr 2021</td><td>3.1</td></tr><tr><td>Fall 2021</td><td>2.8</td></tr><tr><td>Spr 2022</td><td>3.1</td></tr><tr><td>Fall 2022</td><td>3.1</td></tr><tr><td>Spr 2023</td><td>3.1</td></tr></tbody></table>	Semester	ITM 4900	Spr 2018	3.1	Fall 2018	3.1	Spr 2019	3.1	Fall 2019	3.1	Spr 2020	3.1	Fall 2020	3.1	Spr 2021	3.1	Fall 2021	2.8	Spr 2022	3.1	Fall 2022	3.1	Spr 2023	3.1												
Semester	ITM 4900																																								
Spr 2018	3.1																																								
Fall 2018	3.1																																								
Spr 2019	3.1																																								
Fall 2019	3.1																																								
Spr 2020	3.1																																								
Fall 2020	3.1																																								
Spr 2021	3.1																																								
Fall 2021	2.8																																								
Spr 2022	3.1																																								
Fall 2022	3.1																																								
Spr 2023	3.1																																								
5	ITM 4400 - Systems Analysis & Design	Final Project	Students will score 90% or higher (3.6 out of 4.0) on average.	Over the specified years, the objective of students achieving an average score of 90% or higher (equivalent to 3.6 out of 4.0) displayed varying outcomes. While the average score of 3.36 in 2017-18 approached the target, subsequent years saw a decline, with 2.27 in 2021-22. This suggests a need for analysis and potential adjustments to strategies to ensure consistent attainment of the proficiency objective in the future.	 <p>IT Management Rubric Scores</p> <table><thead><tr><th>Year</th><th>ITM 4400</th><th>Benchmark</th></tr></thead><tbody><tr><td>2017-18</td><td>3.36</td><td>3.6</td></tr><tr><td>2018-19</td><td>3.36</td><td>3.6</td></tr><tr><td>2019-20</td><td>2.27</td><td>3.6</td></tr><tr><td>2020-21</td><td>2.27</td><td>3.6</td></tr><tr><td>2021-22</td><td>2.27</td><td>3.6</td></tr><tr><td>2022-23</td><td>2.27</td><td>3.6</td></tr></tbody></table>	Year	ITM 4400	Benchmark	2017-18	3.36	3.6	2018-19	3.36	3.6	2019-20	2.27	3.6	2020-21	2.27	3.6	2021-22	2.27	3.6	2022-23	2.27	3.6															
Year	ITM 4400	Benchmark																																							
2017-18	3.36	3.6																																							
2018-19	3.36	3.6																																							
2019-20	2.27	3.6																																							
2020-21	2.27	3.6																																							
2021-22	2.27	3.6																																							
2022-23	2.27	3.6																																							

Information Technology Management Program Analysis Report:

Planned Actions for 2022-23 (What changes need to take place? Include timeline for changes)

- For next academic year, IT Management faculty will map out how many courses within the School of Business Administration require IT Management students to make presentations. The goal will be to evaluate the rubrics used to assess student performance in public speaking to better understand where coverage is lacking.
- For next academic year, IT Management faculty will discuss how the IT Management curriculum can be adjusted to increase exposure to learning materials and learning activities that call for integration and holistic judgment from multiple angles.
- For next year's assessment, we plan to use the Peregrine Academic exam to measure the performance of IT Management students within their own discipline, in addition to their average across all business disciplines.

Planned Actions Feedback

- We did not evaluate which courses used public speaking, as we had hoped to do last year. This should continue as a planned action for 2023-24
- The ITM faculty spent considerable time this past year discussing potential changes to the curriculum to increase the level of integration. We hope to continue these discussions in this next academic year, with the goal of having a proposed curriculum change by the end of the academic year.
- We updated this year's program assessment to include the discipline specific measure of performance.

Strengths (What's working well?)

The data available to us suggests that:

- ITM students met objective #1; students exceeded the requirements for Integrating and applying biblical principles and values to business.
- ITM students partially met objective #3; students exceeded the requirements for communicating effectively in written communication.

Opportunities for Improvement (What's not working?)

The data available to us suggests that:

- ITM students need to improve in solving business-oriented problems through identification, analysis, implementation, and monitoring of innovative IT management solutions (i.e., objective #5). This area, which is assessed by students' project deliverables in ITM-4400, is a challenge for several reasons, such as academic fatigue, identification of relevant scenarios for meaningful student projects, judgment forming that may appear subjective, project management, and difficulty in memory recall. For example, by the time students take ITM-4400, they have already forgotten modeling techniques (e.g., entity relationship diagrams, process diagrams) covered in prior coursework

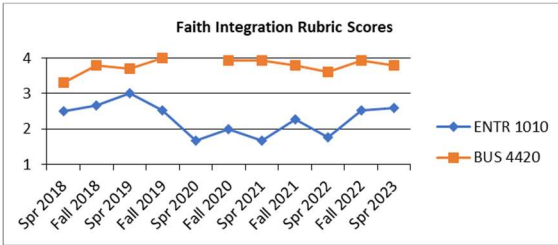
(e.g., ITM-2100, ITM-3600). Similarly, students already learned the techniques of project management in ITM-1900, but the tendency to procrastinate was evident in how the project output was produced in ITM-4400.

- The data capturing for assessing objective #2 and #4 also has room for improvement. We used to capture data in ITM-4900. This course was not offered in SP 2023.

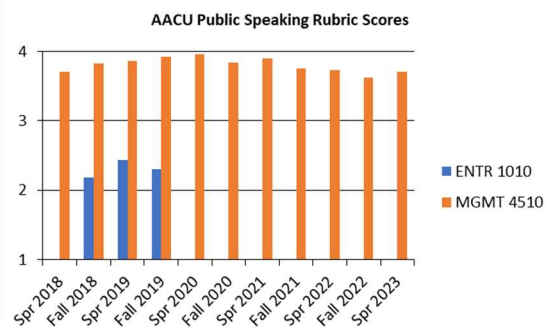
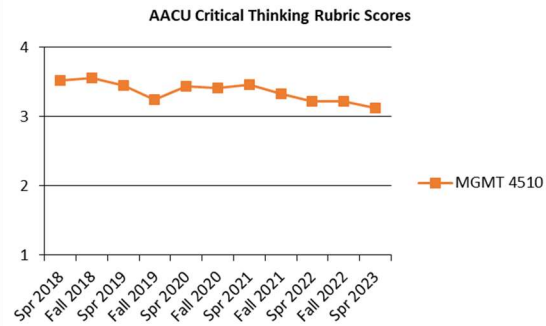
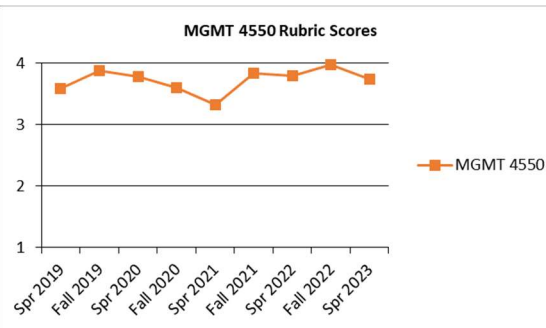
Planned Actions (What changes need to take place? Include timeline for changes)

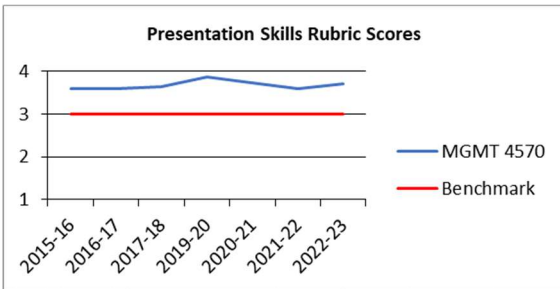
- For objective #5, we will investigate how to reinforce various techniques before students enter ITM-4400. During this academic year, the Program Lead will ask all full-time and adjunct instructors to map out which course is a candidate for reinforcing which technique(s). The information will then form a matrix of ITM courses and techniques.
- For data capturing, we will gather data on integrative problem-solving (object #2), verbal communication (objective #3), and critical thinking (objective #4) from another course that ITM students take during their senior year (e.g., ITM-4400).

2018-2023 Management Assessment Plan

Program Obj.	Early & Late Course Number and Title	Means of Assessment (Canvas Assignment Title or Rubric Title)	Criteria for Success (Goal, Benchmark, Target)	Data Summary (% , avg. score, etc.)	Program Objective Analysis (How do early & late scores compare?)																																				
1	ENTR - 1010 Creative Problem Solving	Ethics and Faith Integration Rubric associated with a “Hidden Assessment”	Freshmen will average a score between 1 and 2 on a scale of 1-4.	From Spring 2018 to Spring 2023, freshmen scores frequently exceeded the target average of 1-2 on a 1-4 scale. Except for 2020 and 2021, scores were consistently above 2. This suggests that freshmen are outperforming initial expectations.	 <table><caption>Faith Integration Rubric Scores</caption><thead><tr><th>Semester</th><th>ENTR 1010</th><th>BUS 4420</th></tr></thead><tbody><tr><td>Spr 2018</td><td>2.5</td><td>3.3</td></tr><tr><td>Fall 2018</td><td>2.7</td><td>3.8</td></tr><tr><td>Spr 2019</td><td>3.0</td><td>3.7</td></tr><tr><td>Fall 2019</td><td>2.5</td><td>4.0</td></tr><tr><td>Spr 2020</td><td>1.7</td><td>3.9</td></tr><tr><td>Fall 2020</td><td>2.0</td><td>4.0</td></tr><tr><td>Spr 2021</td><td>1.7</td><td>3.9</td></tr><tr><td>Fall 2021</td><td>2.3</td><td>3.8</td></tr><tr><td>Spr 2022</td><td>1.8</td><td>3.6</td></tr><tr><td>Fall 2022</td><td>2.5</td><td>3.9</td></tr><tr><td>Spr 2023</td><td>2.6</td><td>3.8</td></tr></tbody></table>	Semester	ENTR 1010	BUS 4420	Spr 2018	2.5	3.3	Fall 2018	2.7	3.8	Spr 2019	3.0	3.7	Fall 2019	2.5	4.0	Spr 2020	1.7	3.9	Fall 2020	2.0	4.0	Spr 2021	1.7	3.9	Fall 2021	2.3	3.8	Spr 2022	1.8	3.6	Fall 2022	2.5	3.9	Spr 2023	2.6	3.8
	Semester	ENTR 1010	BUS 4420																																						
Spr 2018	2.5	3.3																																							
Fall 2018	2.7	3.8																																							
Spr 2019	3.0	3.7																																							
Fall 2019	2.5	4.0																																							
Spr 2020	1.7	3.9																																							
Fall 2020	2.0	4.0																																							
Spr 2021	1.7	3.9																																							
Fall 2021	2.3	3.8																																							
Spr 2022	1.8	3.6																																							
Fall 2022	2.5	3.9																																							
Spr 2023	2.6	3.8																																							
	BUS 4420 - Bus Ethics/Soc Responsibility	Ethics and Faith Integration Rubric associated with a “Hidden Assessment”	Seniors will average a score of 3 (proficient) on a scale of 1-4.	Analyzing the data from Spring 2018 to Spring 2023, seniors have consistently achieved or exceeded the target score in all documented semesters. Notably, they achieved a perfect score of 4 in Fall 2019. The data reveals that not only have seniors met the proficiency goal, but they have frequently surpassed it, emphasizing their commendable performance during this time frame.																																					
2	ENTR - 1010 Creative Problem Solving	Peregrine Academic Assessment Test (beginning Fall 2017)	The mean across all business disciplines will be 25% or greater.	Upon examining the data from Spring 2018 to Spring 2023, it's clear that the objective has been consistently achieved. The scores have remained well above the 25% threshold throughout these years.																																					

	MGMT 4510 - Strategic Management	Peregrine Academic Assessment Test (beginning Fall 2017)	The mean across all business disciplines will be 50% or greater.	The target is for the average score across all business disciplines to be 50% or higher. From Spring 2018 to Spring 2023, scores fluctuated around this benchmark, occasionally surpassing it, such as the 54.63% in Spring 2022. Despite some dips below 50%, the overall trend shows a commitment to achieving the set objective.	<table><caption>Peregrine Test Percentiles</caption><thead><tr><th>Term</th><th>ENTR 1010 (%)</th><th>MGMT 4510 (%)</th></tr></thead><tbody><tr><td>Spr 2018</td><td>40</td><td>45</td></tr><tr><td>Fall 2018</td><td>40</td><td>50</td></tr><tr><td>Spr 2019</td><td>40</td><td>45</td></tr><tr><td>Fall 2019</td><td>40</td><td>45</td></tr><tr><td>Spr 2020</td><td>40</td><td>45</td></tr><tr><td>Fall 2020</td><td>40</td><td>45</td></tr><tr><td>Spr 2021</td><td>40</td><td>45</td></tr><tr><td>Fall 2021</td><td>40</td><td>45</td></tr><tr><td>Spr 2022</td><td>40</td><td>55</td></tr><tr><td>Fall 2022</td><td>40</td><td>50</td></tr><tr><td>Spr 2023</td><td>40</td><td>50</td></tr></tbody></table>	Term	ENTR 1010 (%)	MGMT 4510 (%)	Spr 2018	40	45	Fall 2018	40	50	Spr 2019	40	45	Fall 2019	40	45	Spr 2020	40	45	Fall 2020	40	45	Spr 2021	40	45	Fall 2021	40	45	Spr 2022	40	55	Fall 2022	40	50	Spr 2023	40	50
Term	ENTR 1010 (%)	MGMT 4510 (%)																																							
Spr 2018	40	45																																							
Fall 2018	40	50																																							
Spr 2019	40	45																																							
Fall 2019	40	45																																							
Spr 2020	40	45																																							
Fall 2020	40	45																																							
Spr 2021	40	45																																							
Fall 2021	40	45																																							
Spr 2022	40	55																																							
Fall 2022	40	50																																							
Spr 2023	40	50																																							
3	ENTR - 1010 Creative Problem Solving	AAC&U Written Communication Rubric associated with a "Hidden Assessment"	Freshmen will average a score between 1 and 2 on a scale of 1-4.	Reviewing the data, there are periods, such as Spring 2019 with a score of 3.07, where freshmen exceeded this target. While scores like 1.53 in Spring 2020 align with the goal, the consistent exceeding in other terms suggests strong freshman performance.	<table><caption>AACU Written Communication Rubric Scores</caption><thead><tr><th>Term</th><th>ENTR 1010</th><th>BUS 4420</th></tr></thead><tbody><tr><td>Spr 2018</td><td>2.6</td><td>3.5</td></tr><tr><td>Fall 2018</td><td>2.8</td><td>3.9</td></tr><tr><td>Spr 2019</td><td>3.1</td><td>3.7</td></tr><tr><td>Fall 2019</td><td>2.7</td><td>4.0</td></tr><tr><td>Spr 2020</td><td>1.5</td><td>3.6</td></tr><tr><td>Fall 2020</td><td>2.6</td><td>4.0</td></tr><tr><td>Spr 2021</td><td>1.8</td><td>3.7</td></tr><tr><td>Fall 2021</td><td>2.1</td><td>3.6</td></tr><tr><td>Spr 2022</td><td>1.8</td><td>3.6</td></tr><tr><td>Fall 2022</td><td>2.5</td><td>4.0</td></tr><tr><td>Spr 2023</td><td>2.4</td><td>3.7</td></tr></tbody></table>	Term	ENTR 1010	BUS 4420	Spr 2018	2.6	3.5	Fall 2018	2.8	3.9	Spr 2019	3.1	3.7	Fall 2019	2.7	4.0	Spr 2020	1.5	3.6	Fall 2020	2.6	4.0	Spr 2021	1.8	3.7	Fall 2021	2.1	3.6	Spr 2022	1.8	3.6	Fall 2022	2.5	4.0	Spr 2023	2.4	3.7
	Term	ENTR 1010	BUS 4420																																						
	Spr 2018	2.6	3.5																																						
Fall 2018	2.8	3.9																																							
Spr 2019	3.1	3.7																																							
Fall 2019	2.7	4.0																																							
Spr 2020	1.5	3.6																																							
Fall 2020	2.6	4.0																																							
Spr 2021	1.8	3.7																																							
Fall 2021	2.1	3.6																																							
Spr 2022	1.8	3.6																																							
Fall 2022	2.5	4.0																																							
Spr 2023	2.4	3.7																																							
BUS 4420 - Bus Ethics/Soc Responsibility	AAC&U Written Communication Rubric associated with a "Hidden Assessment"	Seniors will average a score of 3 (proficient) on a scale of 1-4.	Over the years, the senior class has largely surpassed this objective. For instance, in Fall 2018, they scored 3.92, and in Fall 2019, they achieved a perfect 4. With scores consistently hovering around or above the target, the senior batches have demonstrated commendable proficiency in their respective disciplines.																																						
	ENTR - 1010 Creative Problem Solving	AAC&U Public Speaking Rubric associated with a "Hidden Assessment"	Freshman will average a score between 1 and 2 on a scale of 1-4.	Due to the transition from the BUS 1000 course to ENTR 1010, the assignment adaptation did not include the Public Speaking assessment for Freshman students. As a result, we have not been able to collect assessment data for their public speaking performance since 2020.																																					

	MGMT 4510 - Strategic Management	AAC&U Public Speaking Rubric associated with a "Hidden Assessment"	Seniors will average a score of 3 (proficient) on a scale of 1-4.	Seniors consistently surpassed the target across all terms. With scores ranging from 3.62 to 3.96, their performance remained commendably above the proficiency threshold. This underscores the consistent excellence of the senior class.	 <p>AACU Public Speaking Rubric Scores</p> <table><thead><tr><th>Term</th><th>ENTR 1010</th><th>MGMT 4510</th></tr></thead><tbody><tr><td>Spr 2018</td><td>2.2</td><td>3.8</td></tr><tr><td>Fall 2018</td><td>2.2</td><td>3.8</td></tr><tr><td>Spr 2019</td><td>2.5</td><td>3.8</td></tr><tr><td>Fall 2019</td><td>2.3</td><td>3.9</td></tr><tr><td>Spr 2020</td><td>2.3</td><td>3.9</td></tr><tr><td>Fall 2020</td><td>2.3</td><td>3.9</td></tr><tr><td>Spr 2021</td><td>2.3</td><td>3.9</td></tr><tr><td>Fall 2021</td><td>2.3</td><td>3.9</td></tr><tr><td>Spr 2022</td><td>2.3</td><td>3.9</td></tr><tr><td>Fall 2022</td><td>2.3</td><td>3.9</td></tr><tr><td>Spr 2023</td><td>2.3</td><td>3.9</td></tr></tbody></table>	Term	ENTR 1010	MGMT 4510	Spr 2018	2.2	3.8	Fall 2018	2.2	3.8	Spr 2019	2.5	3.8	Fall 2019	2.3	3.9	Spr 2020	2.3	3.9	Fall 2020	2.3	3.9	Spr 2021	2.3	3.9	Fall 2021	2.3	3.9	Spr 2022	2.3	3.9	Fall 2022	2.3	3.9	Spr 2023	2.3	3.9
Term	ENTR 1010	MGMT 4510																																							
Spr 2018	2.2	3.8																																							
Fall 2018	2.2	3.8																																							
Spr 2019	2.5	3.8																																							
Fall 2019	2.3	3.9																																							
Spr 2020	2.3	3.9																																							
Fall 2020	2.3	3.9																																							
Spr 2021	2.3	3.9																																							
Fall 2021	2.3	3.9																																							
Spr 2022	2.3	3.9																																							
Fall 2022	2.3	3.9																																							
Spr 2023	2.3	3.9																																							
4	MGMT 4510 - Strategic Management	AAC&U Critical Thinking Rubric associated with a "Hidden Assessment"	Seniors will average a score of 3 (proficient) on a scale of 1-4.	Over the last 5 years, seniors consistently stayed near the desired proficiency level across different terms. Their scores fluctuated between 3.13 and 3.56, showing steady performance with minor differences over the years.	 <p>AACU Critical Thinking Rubric Scores</p> <table><thead><tr><th>Term</th><th>MGMT 4510</th></tr></thead><tbody><tr><td>Spr 2018</td><td>3.5</td></tr><tr><td>Fall 2018</td><td>3.5</td></tr><tr><td>Spr 2019</td><td>3.5</td></tr><tr><td>Fall 2019</td><td>3.5</td></tr><tr><td>Spr 2020</td><td>3.5</td></tr><tr><td>Fall 2020</td><td>3.5</td></tr><tr><td>Spr 2021</td><td>3.5</td></tr><tr><td>Fall 2021</td><td>3.5</td></tr><tr><td>Spr 2022</td><td>3.5</td></tr><tr><td>Fall 2022</td><td>3.5</td></tr><tr><td>Spr 2023</td><td>3.5</td></tr></tbody></table>	Term	MGMT 4510	Spr 2018	3.5	Fall 2018	3.5	Spr 2019	3.5	Fall 2019	3.5	Spr 2020	3.5	Fall 2020	3.5	Spr 2021	3.5	Fall 2021	3.5	Spr 2022	3.5	Fall 2022	3.5	Spr 2023	3.5												
Term	MGMT 4510																																								
Spr 2018	3.5																																								
Fall 2018	3.5																																								
Spr 2019	3.5																																								
Fall 2019	3.5																																								
Spr 2020	3.5																																								
Fall 2020	3.5																																								
Spr 2021	3.5																																								
Fall 2021	3.5																																								
Spr 2022	3.5																																								
Fall 2022	3.5																																								
Spr 2023	3.5																																								
5	MGMT 4550 - Applied Leadership	Leadership Project Paper	Management students will average a score of 3 (Good) on a scale of 1-4 (poor to excellent).	Management students consistently surpassed the target score across the academic terms, with scores ranging from 3.32 to 3.97. This indicates that the students have consistently maintained a performance level above the desired benchmark, highlighting the effectiveness of the program in guiding them towards academic excellence.	 <p>MGMT 4550 Rubric Scores</p> <table><thead><tr><th>Term</th><th>MGMT 4550</th></tr></thead><tbody><tr><td>Spr 2019</td><td>3.5</td></tr><tr><td>Fall 2019</td><td>3.5</td></tr><tr><td>Spr 2020</td><td>3.5</td></tr><tr><td>Fall 2020</td><td>3.5</td></tr><tr><td>Spr 2021</td><td>3.5</td></tr><tr><td>Fall 2021</td><td>3.5</td></tr><tr><td>Spr 2022</td><td>3.5</td></tr><tr><td>Fall 2022</td><td>3.5</td></tr><tr><td>Spr 2023</td><td>3.5</td></tr></tbody></table>	Term	MGMT 4550	Spr 2019	3.5	Fall 2019	3.5	Spr 2020	3.5	Fall 2020	3.5	Spr 2021	3.5	Fall 2021	3.5	Spr 2022	3.5	Fall 2022	3.5	Spr 2023	3.5																
Term	MGMT 4550																																								
Spr 2019	3.5																																								
Fall 2019	3.5																																								
Spr 2020	3.5																																								
Fall 2020	3.5																																								
Spr 2021	3.5																																								
Fall 2021	3.5																																								
Spr 2022	3.5																																								
Fall 2022	3.5																																								
Spr 2023	3.5																																								

6	MGMT 4570 - Lean Operations Mgmt	Final Project	Students will average a score of 3 (Good) on a scale of 1-4 (poor to excellent).	<p>Over the six-year period from 2017-18 to 2022-23, students consistently achieved an average score above the objective of 3. The scores fluctuated marginally, with the highest average of 3.88 recorded in 2018-19 and the lowest of 3.6 in 2020-21. Nevertheless, the figures remained comfortably above the target throughout the years, showcasing the consistent achievement of the desired standard.</p>	<div><p>Presentation Skills Rubric Scores</p><table><thead><tr><th>Year</th><th>MGMT 4570</th><th>Benchmark</th></tr></thead><tbody><tr><td>2015-16</td><td>3.6</td><td>3.0</td></tr><tr><td>2016-17</td><td>3.7</td><td>3.0</td></tr><tr><td>2017-18</td><td>3.7</td><td>3.0</td></tr><tr><td>2018-19</td><td>3.88</td><td>3.0</td></tr><tr><td>2019-20</td><td>3.8</td><td>3.0</td></tr><tr><td>2020-21</td><td>3.6</td><td>3.0</td></tr><tr><td>2021-22</td><td>3.7</td><td>3.0</td></tr><tr><td>2022-23</td><td>3.8</td><td>3.0</td></tr></tbody></table></div>	Year	MGMT 4570	Benchmark	2015-16	3.6	3.0	2016-17	3.7	3.0	2017-18	3.7	3.0	2018-19	3.88	3.0	2019-20	3.8	3.0	2020-21	3.6	3.0	2021-22	3.7	3.0	2022-23	3.8	3.0
Year	MGMT 4570	Benchmark																														
2015-16	3.6	3.0																														
2016-17	3.7	3.0																														
2017-18	3.7	3.0																														
2018-19	3.88	3.0																														
2019-20	3.8	3.0																														
2020-21	3.6	3.0																														
2021-22	3.7	3.0																														
2022-23	3.8	3.0																														

Management Program Analysis Report:

Planned Actions for 2022-23 (What changes need to take place? Include timeline for changes)

- Promote the hiring of additional faculty as soon as possible, which should help with the increased growth and advising loads.
- In the 2022-23 academic year, management faculty will implement a pre-semester meeting with fulltime management professors and the assistant dean regarding management adjunct professors and coordination of their classes. The goal will be to determine the correct data to begin tracking to determine if/what changes are needed to implement in those courses that would affect the assessment outcomes. The meeting will also look for ways to further integration between the adjunct and full-time management faculty.
- For next year's assessment, we plan to use the Peregrine Academic exam to measure the performance of management students within their own discipline, in addition to their average across all business disciplines.

Planned Actions Feedback

- We have hired one new faculty member in MGMT.
- We have begun to use the Peregrine Academic exam but will need a more in-depth and multi-year analysis to identify areas of concern or needed adjustments.
- Like the point above, it was discovered that more information and analysis within the data is needed to determine the necessary changes to courses regarding adjunct professors.

Strengths (What's working well?)

- The adjusted sequencing for classes/offerings is going well. Students are receiving additional knowledge and skills due to the mandatory HR course and the newly combined Service and Production Operations class. This change and addition did not increase the required credit hours for the degree.
- The minor in Construction Management is continuing to gain traction and is now the second largest declared minor in the Plaster School of Business.
- Camaraderie amongst Management faculty.
- Collaboration between Management faculty and other departments.

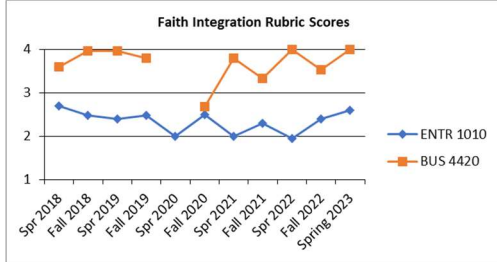
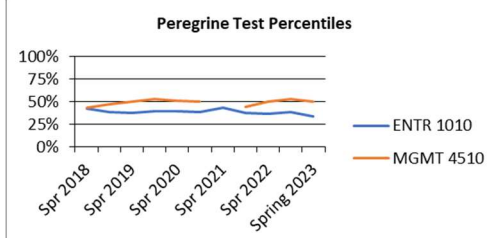
Opportunities for Improvement (What's not working?)

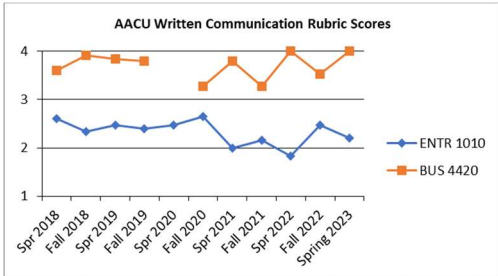
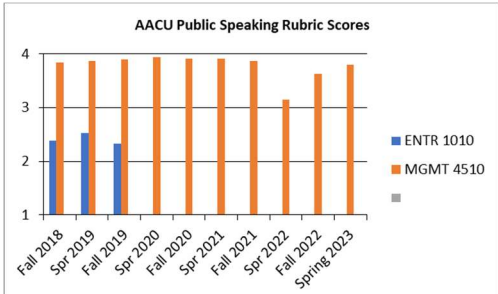
- Additional faculty needed to handle growth effectively based on trajectory of current trends and forthcoming retirements.
- Advising support for large influx of new students based on trajectory of current trends.
- After more information and analysis of the data from the Peregrine, there will need to be more structure/integration of adjunct professors with full-time faculty as some are teaching courses directly tied to the assessment objectives and data in the report.

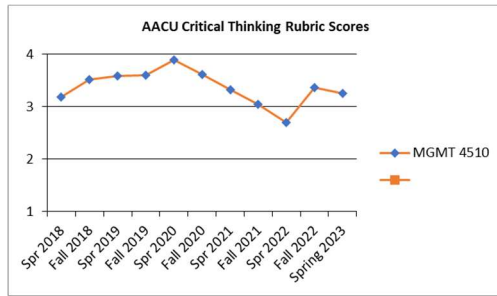
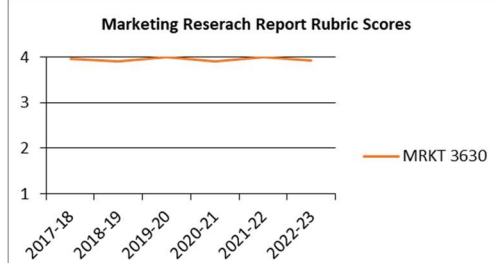
Planned Actions (What changes need to take place? Include timeline for changes)

- Synergy of biblical integration with the reduction of redundancies within MGMT courses.
- Prepare for transition into our new building by exploring collaboration with COM faculty.
- Continue searching for potential new MGMT faculty candidates to support long term growth projections.

2018-2023 Marketing Assessment Plan

Program Obj.	Early & Late Course Number and Title	Means of Assessment (Canvas Assignment Title or Rubric Title)	Criteria for Success (Goal, Benchmark, Target)	Data Summary (% , avg. score, etc.)	Program Objective Analysis (How do early & late scores compare?)																																				
1	ENTR - 1010 Creative Problem Solving	Ethics and Faith Integration Rubric associated with a “Hidden Assessment”	Freshmen will average a score between 1 and 2 on a scale of 1-4.	From Spring 2018 to Spring 2023, freshmen consistently exceeded the target range of 1 to 2 on a 1-4 scale. While only in Spring 2020 and Spring 2022 did scores fall within the objective, at 2.00 and 1.95 respectively, the overall trend showcases the freshmen's commendable performance	 <table><caption>Faith Integration Rubric Scores</caption><thead><tr><th>Term</th><th>ENTR 1010</th><th>BUS 4420</th></tr></thead><tbody><tr><td>Spr 2018</td><td>2.7</td><td>3.6</td></tr><tr><td>Fall 2018</td><td>2.5</td><td>4.0</td></tr><tr><td>Spr 2019</td><td>2.4</td><td>4.0</td></tr><tr><td>Fall 2019</td><td>2.5</td><td>3.9</td></tr><tr><td>Spr 2020</td><td>2.0</td><td>2.7</td></tr><tr><td>Fall 2020</td><td>2.2</td><td>3.8</td></tr><tr><td>Spr 2021</td><td>2.3</td><td>3.3</td></tr><tr><td>Fall 2021</td><td>2.0</td><td>4.0</td></tr><tr><td>Spr 2022</td><td>1.95</td><td>3.6</td></tr><tr><td>Fall 2022</td><td>2.4</td><td>3.9</td></tr><tr><td>Spring 2023</td><td>2.6</td><td>4.0</td></tr></tbody></table>	Term	ENTR 1010	BUS 4420	Spr 2018	2.7	3.6	Fall 2018	2.5	4.0	Spr 2019	2.4	4.0	Fall 2019	2.5	3.9	Spr 2020	2.0	2.7	Fall 2020	2.2	3.8	Spr 2021	2.3	3.3	Fall 2021	2.0	4.0	Spr 2022	1.95	3.6	Fall 2022	2.4	3.9	Spring 2023	2.6	4.0
	Term	ENTR 1010	BUS 4420																																						
Spr 2018	2.7	3.6																																							
Fall 2018	2.5	4.0																																							
Spr 2019	2.4	4.0																																							
Fall 2019	2.5	3.9																																							
Spr 2020	2.0	2.7																																							
Fall 2020	2.2	3.8																																							
Spr 2021	2.3	3.3																																							
Fall 2021	2.0	4.0																																							
Spr 2022	1.95	3.6																																							
Fall 2022	2.4	3.9																																							
Spring 2023	2.6	4.0																																							
BUS 4420 - Bus Ethics/Soc Responsibility	Ethics and Faith Integration Rubric associated with a “Hidden Assessment”	Seniors will average a score of 3 (proficient) on a scale of 1-4.	From Spring 2018 to Spring 2023, seniors predominantly performed above the target score of 3 (proficient) on a 1-4 scale. Their scores often trended towards the higher end with scores ranging from 3.6 to 4. However, there were occasional dips below the target, most notably in Fall 2020 with a score of 2.67. Overall, seniors demonstrated a strong performance, frequently surpassing the proficiency objective.																																						
2	ENTR - 1010 Creative Problem Solving	Peregrine Academic Assessment Test (beginning Fall 2017)	The mean across all business disciplines will be 25% or greater.	From Spring 2018 to Spring 2023, the mean across all business disciplines consistently exceeded the target of 25%. The figures remained well above the objective, with percentages ranging from a low of 33.29% in Spring 2023 to a high of 43.58% in Spring 2021.	 <table><caption>Peregrine Test Percentiles</caption><thead><tr><th>Term</th><th>ENTR 1010</th><th>MGMT 4510</th></tr></thead><tbody><tr><td>Spr 2018</td><td>40%</td><td>45%</td></tr><tr><td>Spr 2019</td><td>45%</td><td>50%</td></tr><tr><td>Spr 2020</td><td>40%</td><td>45%</td></tr><tr><td>Spr 2021</td><td>45%</td><td>50%</td></tr><tr><td>Spr 2022</td><td>40%</td><td>45%</td></tr><tr><td>Spring 2023</td><td>33.29%</td><td>40%</td></tr></tbody></table>	Term	ENTR 1010	MGMT 4510	Spr 2018	40%	45%	Spr 2019	45%	50%	Spr 2020	40%	45%	Spr 2021	45%	50%	Spr 2022	40%	45%	Spring 2023	33.29%	40%															
Term	ENTR 1010	MGMT 4510																																							
Spr 2018	40%	45%																																							
Spr 2019	45%	50%																																							
Spr 2020	40%	45%																																							
Spr 2021	45%	50%																																							
Spr 2022	40%	45%																																							
Spring 2023	33.29%	40%																																							

	MGMT 4510 - Strategic Management	Peregrine Academic Assessment Test (beginning Fall 2017)	The mean across all business disciplines will be 50% or greater.	From 2018 to 2023, the annual mean across all business disciplines hovered around the objective of 50%. While the years 2019 and 2020 witnessed averages that met or exceeded this target, 2018 and 2021 fell slightly below. The performance in 2022 and 2023 rebounded, achieving above the 50% mark.																																					
3	ENTR - 1010 Creative Problem Solving	AAC&U Written Communication Rubric associated with a "Hidden Assessment"	Freshmen will average a score between 1 and 2 on a scale of 1-4.	Based on the data from Spring 2018 to Spring 2023, freshmen have consistently scored above the maximum target score of 2 with scores ranging from 1.83 to 2.65.	 <table border="1"><caption>AACU Written Communication Rubric Scores</caption><thead><tr><th>Term</th><th>ENTR 1010</th><th>BUS 4420</th></tr></thead><tbody><tr><td>Spr 2018</td><td>2.65</td><td>3.8</td></tr><tr><td>Fall 2018</td><td>2.4</td><td>4.0</td></tr><tr><td>Spr 2019</td><td>2.5</td><td>3.9</td></tr><tr><td>Fall 2019</td><td>2.4</td><td>3.9</td></tr><tr><td>Spr 2020</td><td>2.5</td><td>3.9</td></tr><tr><td>Fall 2020</td><td>2.7</td><td>3.3</td></tr><tr><td>Spr 2021</td><td>2.0</td><td>3.9</td></tr><tr><td>Fall 2021</td><td>2.2</td><td>3.3</td></tr><tr><td>Spr 2022</td><td>1.83</td><td>4.0</td></tr><tr><td>Fall 2022</td><td>2.5</td><td>3.6</td></tr><tr><td>Spring 2023</td><td>2.2</td><td>4.0</td></tr></tbody></table>	Term	ENTR 1010	BUS 4420	Spr 2018	2.65	3.8	Fall 2018	2.4	4.0	Spr 2019	2.5	3.9	Fall 2019	2.4	3.9	Spr 2020	2.5	3.9	Fall 2020	2.7	3.3	Spr 2021	2.0	3.9	Fall 2021	2.2	3.3	Spr 2022	1.83	4.0	Fall 2022	2.5	3.6	Spring 2023	2.2	4.0
	Term	ENTR 1010	BUS 4420																																						
	Spr 2018	2.65	3.8																																						
	Fall 2018	2.4	4.0																																						
Spr 2019	2.5	3.9																																							
Fall 2019	2.4	3.9																																							
Spr 2020	2.5	3.9																																							
Fall 2020	2.7	3.3																																							
Spr 2021	2.0	3.9																																							
Fall 2021	2.2	3.3																																							
Spr 2022	1.83	4.0																																							
Fall 2022	2.5	3.6																																							
Spring 2023	2.2	4.0																																							
BUS 4420 - Bus Ethics/Soc Responsibility	AAC&U Written Communication Rubric associated with a "Hidden Assessment"	Seniors will average a score of 3 (proficient) on a scale of 1-4.	Analyzing the data from Spring 2018 to Fall 2022, it's evident that seniors have consistently performed around the set benchmark. Their scores fluctuated between 3.27 and 4, surpassing the proficient level.																																						
ENTR - 1010 Creative Problem Solving	AAC&U Public Speaking Rubric associated with a "Hidden Assessment"	Freshmen will average a score between 1 and 2 on a scale of 1-4.	Due to the transition from the BUS 1000 course to ENTR 1010, the assignment adaptation did not include the Public Speaking assessment for Freshman students. As a result, we have not been able to collect assessment data for their public speaking performance since 2020.	 <table border="1"><caption>AACU Public Speaking Rubric Scores</caption><thead><tr><th>Term</th><th>ENTR 1010</th><th>MGMT 4510</th></tr></thead><tbody><tr><td>Fall 2018</td><td>2.4</td><td>3.9</td></tr><tr><td>Spr 2019</td><td>2.5</td><td>3.9</td></tr><tr><td>Fall 2019</td><td>2.4</td><td>3.9</td></tr><tr><td>Spr 2020</td><td>2.4</td><td>3.9</td></tr><tr><td>Fall 2020</td><td>2.4</td><td>3.9</td></tr><tr><td>Spr 2021</td><td>2.4</td><td>3.9</td></tr><tr><td>Fall 2021</td><td>2.4</td><td>3.9</td></tr><tr><td>Spr 2022</td><td>2.4</td><td>3.1</td></tr><tr><td>Fall 2022</td><td>2.4</td><td>3.6</td></tr><tr><td>Spring 2023</td><td>2.4</td><td>3.9</td></tr></tbody></table>	Term	ENTR 1010	MGMT 4510	Fall 2018	2.4	3.9	Spr 2019	2.5	3.9	Fall 2019	2.4	3.9	Spr 2020	2.4	3.9	Fall 2020	2.4	3.9	Spr 2021	2.4	3.9	Fall 2021	2.4	3.9	Spr 2022	2.4	3.1	Fall 2022	2.4	3.6	Spring 2023	2.4	3.9				
Term	ENTR 1010	MGMT 4510																																							
Fall 2018	2.4	3.9																																							
Spr 2019	2.5	3.9																																							
Fall 2019	2.4	3.9																																							
Spr 2020	2.4	3.9																																							
Fall 2020	2.4	3.9																																							
Spr 2021	2.4	3.9																																							
Fall 2021	2.4	3.9																																							
Spr 2022	2.4	3.1																																							
Fall 2022	2.4	3.6																																							
Spring 2023	2.4	3.9																																							
MGMT 4510 - Strategic Management	AAC&U Public Speaking Rubric associated with a "Hidden Assessment"	Seniors will average a score of 3 (proficient) on a scale of 1-4.	From 2018 to 2023, seniors consistently surpassed the target score of 3 on a 1-4 scale, reflecting a steady level of proficiency. Their performance predominantly hovered in the higher range, underscoring their commendable academic achievements.																																						

4	MGMT 4510 - Strategic Management	AAC&U Critical Thinking Rubric associated with a “Hidden Assessment”	Seniors will average a score of 3 (proficient) on a scale of 1-4.	Throughout the period from Spring 2018 to Spring 2023, seniors maintained a consistent effort to attain an average score of 3 (proficient) on a 1-4 scale. The data indicates variability in their achieved scores, ranging from a low of 2.7 in Spring 2022 to a high of 3.89 in Spring 2020. Despite occasional deviations from the target, the seniors' overall performance reflects their ongoing commitment to strive for proficiency over the observed duration.	 <table><caption>AACU Critical Thinking Rubric Scores</caption><thead><tr><th>Semester</th><th>Score</th></tr></thead><tbody><tr><td>Spr 2018</td><td>3.2</td></tr><tr><td>Fall 2018</td><td>3.5</td></tr><tr><td>Spr 2019</td><td>3.6</td></tr><tr><td>Fall 2019</td><td>3.6</td></tr><tr><td>Spr 2020</td><td>3.89</td></tr><tr><td>Fall 2020</td><td>3.5</td></tr><tr><td>Spr 2021</td><td>3.3</td></tr><tr><td>Fall 2021</td><td>3.0</td></tr><tr><td>Spr 2022</td><td>2.7</td></tr><tr><td>Fall 2022</td><td>3.3</td></tr><tr><td>Spring 2023</td><td>3.2</td></tr></tbody></table>	Semester	Score	Spr 2018	3.2	Fall 2018	3.5	Spr 2019	3.6	Fall 2019	3.6	Spr 2020	3.89	Fall 2020	3.5	Spr 2021	3.3	Fall 2021	3.0	Spr 2022	2.7	Fall 2022	3.3	Spring 2023	3.2
Semester	Score																												
Spr 2018	3.2																												
Fall 2018	3.5																												
Spr 2019	3.6																												
Fall 2019	3.6																												
Spr 2020	3.89																												
Fall 2020	3.5																												
Spr 2021	3.3																												
Fall 2021	3.0																												
Spr 2022	2.7																												
Fall 2022	3.3																												
Spring 2023	3.2																												
5	MRKT 3630 - Market Research	Marketing Research Report	Marketing students will average at least 3 out of 4 on an assessment rubric	Across the academic years 2017-18 to 2022-23, Marketing students consistently surpassed the set benchmark of at least 3 out of 4 on the assessment rubric. Their performance remained consistently strong, with scores ranging from 3.9 to a perfect 4.	 <table><caption>Marketing Research Report Rubric Scores</caption><thead><tr><th>Academic Year</th><th>Score</th></tr></thead><tbody><tr><td>2017-18</td><td>3.9</td></tr><tr><td>2018-19</td><td>4.0</td></tr><tr><td>2019-20</td><td>4.0</td></tr><tr><td>2020-21</td><td>4.0</td></tr><tr><td>2021-22</td><td>4.0</td></tr><tr><td>2022-23</td><td>4.0</td></tr></tbody></table>	Academic Year	Score	2017-18	3.9	2018-19	4.0	2019-20	4.0	2020-21	4.0	2021-22	4.0	2022-23	4.0										
Academic Year	Score																												
2017-18	3.9																												
2018-19	4.0																												
2019-20	4.0																												
2020-21	4.0																												
2021-22	4.0																												
2022-23	4.0																												

Marketing Program Analysis Report:

Planned Actions for 2022-23 (What changes need to take place? Include timeline for changes)

- While the areas in which scores dropped among freshman are ones we cannot remedy in their early stages at CU, there is clearly a need to monitor these areas to identify what additional efforts might be required to help students reach target levels by their senior year.
- The relatively low scores in general marketing knowledge among marketing majors may be due to the Peregrine Exam focusing on traditional marketing concepts and approaches that are heavily emphasized in Principles of Marketing courses while the marketing program has been pivoting to a much stronger emphasis on modern digital marketing concepts and methods. If the Peregrine Exam were focusing on the latter, students in other majors would not likely be scoring at relatively high levels because they would have had little exposure in their Principles of Marketing course. We should investigate/validate the focus of marketing questions on the Peregrine Exam. If indeed it emphasizes traditional marketing as suspected, then we should consider augmenting our assessment of marketing knowledge with another measurement instrument that focuses more on digital marketing. Given we have not fully achieved our aspirations of making digital marketing a major emphasis in the curriculum, it would be very helpful to have a strong method by which to assess our progress as we move forward.

- For next year's assessment, we plan to use the Peregrine Academic exam to measure the performance of marketing students within their own discipline, in addition to their average across all business disciplines.
- The Dean of the SBA and several SBA faculty members have been discussing the need to strengthen the early (and overall) stages of the business program in several areas including giving business-oriented pitches and developing critical thinking skills. The assessment data suggest this is indeed a needed area of improvement. Investigating what other programs are doing in these areas and partnering with other programs/departments at CU (such as Communication) to explore making changes/improvements in general education courses that can help hone these skills. However, it is likely these skills will need to be incorporated directly in the Business curriculum as well. Gathering information about these topic areas and how to better orient students toward focusing more on their general business education as well as their specific chosen discipline would seem to be an essential part of the process.

Planned Actions Feedback

- No data were provided from the Peregrine Exam regarding performance in specific business disciplines. Accordingly, we are unable to respond to the second and third points above.
- While no programmatic changes have yet occurred in the areas listed in point four above, discussions have continued. These issues are being reviewed from a broader perspective now that the Communications disciplines have been blended in with Business. Specifically, we are studying synergies across areas with an eye toward achieving our goals for overall program improvement in the highlighted areas.

Strengths (What's working well?)

- These comments focus on overall performance for the academic year as compared to the prior academic year. We do not address changes from one semester to the next within the year because that really is not a particularly meaningful metric. There is really nothing that can be done to address between semester variances.
- It is encouraging to see seniors continue to perform well, and at a slightly higher level, in the area of Ethics and Faith Integration. There was significant improvement in seniors' performance on the Peregrine Exam of general business knowledge. Seniors continued to perform well in terms of written communication – performing at a slightly higher level this year. Seniors again performed at a very high level in public speaking. In terms of Critical Thinking, Seniors performed at a significantly higher level in this year's assessment as compared to last year. Finally, students have continued to perform well in all of the assessed areas of marketing research.

Opportunities for Improvement (What's not working?)

- Once again, freshman scores in general were not encouraging. However, they represent initial baseline scores resulting primarily from preparation prior to coming to CU and are indeed areas of opportunity for us to help them develop.
- All senior scores exceeded target parameters. Nonetheless, there is room for improvement in each of the assessed areas. Critical Thinking stands out as an area in which improvement efforts should be targeted.

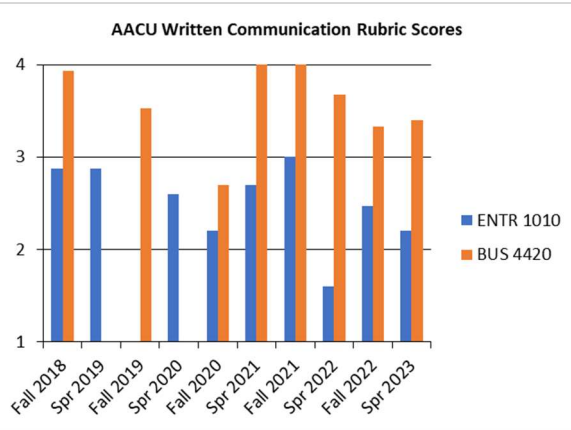
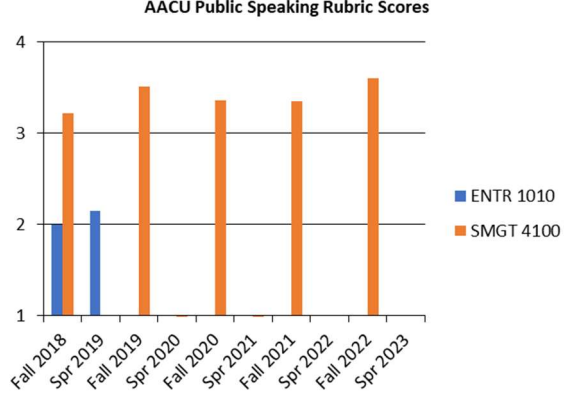
Planned Actions (What changes need to take place? Include timeline for changes)

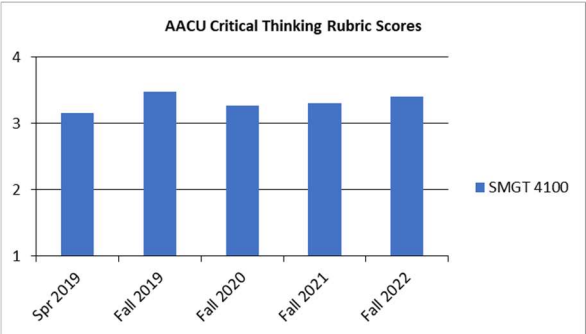
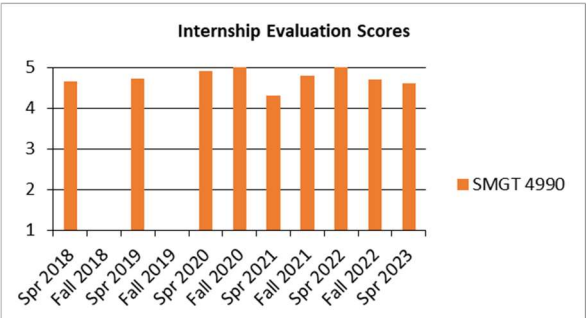
- Freshman scores are not really something we can remedy in their early stages at CU, but there is clearly a need to monitor these areas to identify what additional efforts might be required to help students reach target levels by their senior year.
- The Dean of the PSB and several PSB faculty members, including those who have joined us from the Department of Communication, will be continuing to discuss the need to strengthen the early (and overall) stages of the business program in several areas including giving business-oriented pitches and developing critical thinking skills. Now that the Communication faculty are direct partners it will be easier to work with them to develop innovative solutions in some of these areas.
- The marketing curriculum will undergo a major revision this year with the participation of Communication faculty, the new Berry Chair for Entrepreneurship, Kary Oberbrunner, who is now teaching some marketing courses, and some guidance from outside marketing professionals. The goal is to transform the program to meet the needs of graduates as they enter the rapidly changing challenges of contemporary marketing.
- We are working hard to fill a vacant marketing faculty position this year. The position has been open for over 5 years, and once filled, the marketing program will be much better postured to meet the educational needs of marketing majors and minors.

2018-2023 Sport Business Management Assessment Plan

Program Obj.	Early & Late Course Number and Title	Means of Assessment (Canvas Assignment Title or Rubric Title)	Criteria for Success (Goal, Benchmark, Target)	Data Summary (% , avg. score, etc.)	Program Objective Analysis (How do early & late scores compare?)																														
1	ENTR - 1010 Creative Problem Solving	Ethics and Faith Integration Rubric associated with a “Hidden Assessment”	Freshmen will average a score between 1 and 2 on a scale of 1-4.	From Fall 2018 to Spring 2023, freshmen consistently achieved scores that align with the objective of averaging between 1 and 2 on a 1-4 scale. The recorded values for each semester, ranging from 1.67 to 3.00, indicate that they generally fell within the desired range.	<div><p>Faith Integration Rubric Scores</p><table><thead><tr><th>Semester</th><th>ENTR 1010</th><th>BUS 4420</th></tr></thead><tbody><tr><td>Fall 2018</td><td>3.00</td><td>3.90</td></tr><tr><td>Spring 2019</td><td>2.80</td><td>3.80</td></tr><tr><td>Fall 2019</td><td>2.00</td><td>3.70</td></tr><tr><td>Spring 2020</td><td>1.67</td><td>2.70</td></tr><tr><td>Fall 2020</td><td>2.00</td><td>3.90</td></tr><tr><td>Spring 2021</td><td>2.80</td><td>4.00</td></tr><tr><td>Fall 2021</td><td>2.00</td><td>3.80</td></tr><tr><td>Spring 2022</td><td>2.50</td><td>3.70</td></tr><tr><td>Fall 2022</td><td>2.70</td><td>3.60</td></tr></tbody></table></div>	Semester	ENTR 1010	BUS 4420	Fall 2018	3.00	3.90	Spring 2019	2.80	3.80	Fall 2019	2.00	3.70	Spring 2020	1.67	2.70	Fall 2020	2.00	3.90	Spring 2021	2.80	4.00	Fall 2021	2.00	3.80	Spring 2022	2.50	3.70	Fall 2022	2.70	3.60
	Semester	ENTR 1010	BUS 4420																																
Fall 2018	3.00	3.90																																	
Spring 2019	2.80	3.80																																	
Fall 2019	2.00	3.70																																	
Spring 2020	1.67	2.70																																	
Fall 2020	2.00	3.90																																	
Spring 2021	2.80	4.00																																	
Fall 2021	2.00	3.80																																	
Spring 2022	2.50	3.70																																	
Fall 2022	2.70	3.60																																	
BUS 4420 - Bus Ethics/Soc Responsibility	Ethics and Faith Integration Rubric associated with a “Hidden Assessment”	Seniors will average a score of 3 (proficient) on a scale of 1-4.	From Fall 2018 to Spring 2023, seniors strived to attain an average score of 3 (proficient) on a 1-4 scale. The scores recorded for each semester, ranging from 2.7 to 4.00, indicate fluctuations in their performance. Notably, they achieved the target in several instances, with a peak of 4.00 in Spring 2021 and Fall 2021. While there were variations, the seniors consistently demonstrated their dedication to achieving proficiency.																																

2	ENTR - 1010 Creative Problem Solving	Peregrine Academic Assessment Test (beginning Fall 2017)	The mean across all business disciplines will be 25% or greater.	Analyzing the data from Spring 2018 to Spring 2023, it is evident that the mean has generally surpassed the set target. Recorded percentages have ranged from 26.60% to 47.00%, with only a couple of instances slightly below 25%.	<table><caption>Peregrine Test Percentiles</caption><thead><tr><th>Term</th><th>ENTR 1010 (%)</th><th>SMGT 4990 (%)</th></tr></thead><tbody><tr><td>Fall 2018</td><td>30</td><td></td></tr><tr><td>Spr 2019</td><td>35</td><td>40</td></tr><tr><td>Fall 2019</td><td>45</td><td></td></tr><tr><td>Spr 2020</td><td>35</td><td></td></tr><tr><td>Fall 2020</td><td>30</td><td></td></tr><tr><td>Spr 2021</td><td>40</td><td></td></tr><tr><td>Fall 2021</td><td>45</td><td></td></tr><tr><td>Spr 2022</td><td>40</td><td>45</td></tr><tr><td>Fall 2022</td><td>25</td><td>30</td></tr><tr><td>Spr 2023</td><td>30</td><td>50</td></tr></tbody></table>	Term	ENTR 1010 (%)	SMGT 4990 (%)	Fall 2018	30		Spr 2019	35	40	Fall 2019	45		Spr 2020	35		Fall 2020	30		Spr 2021	40		Fall 2021	45		Spr 2022	40	45	Fall 2022	25	30	Spr 2023	30	50
	Term	ENTR 1010 (%)	SMGT 4990 (%)																																			
Fall 2018	30																																					
Spr 2019	35	40																																				
Fall 2019	45																																					
Spr 2020	35																																					
Fall 2020	30																																					
Spr 2021	40																																					
Fall 2021	45																																					
Spr 2022	40	45																																				
Fall 2022	25	30																																				
Spr 2023	30	50																																				
SMGT 4990 - Internship in Sport Bus Mgmt	Peregrine Academic Assessment Test (beginning Fall 2017)	The mean across all business disciplines will be 50% or greater.	Examining the provided data from Spring 2019 through Spring 2023, it is clear that while there were instances of incomplete data, there has been a consistent trend of achieving or exceeding the set goal. The recorded percentages range from 39% to 55%, indicating a strong performance in maintaining the mean within the desired range.																																			
3	ENTR - 1010 Creative Problem Solving	AAC&U Written Communication Rubric associated with a “Hidden Assessment”	Freshmen will average a score between 1 and 2 on a scale of 1-4.	From Fall 2018 to Spring 2023, freshmen scores have frequently met or exceeded the targeted average of between 1 and 2 on a 1-4 scale.																																		

BUS 4420 - Bus Ethics/Soc Responsibility	AAC&U Written Communication Rubric associated with a "Hidden Assessment"	Seniors will average a score of 3 (proficient) on a scale of 1-4.	From Fall 2018 to Spring 2023, senior scores predominantly met or exceeded the target average of 3 (proficient) on a 1-4 scale. However, there was a notable dip in Spring 2020. Most semesters saw scores above the objective, suggesting that seniors typically achieve or surpass proficiency, despite occasional inconsistencies.	<p>AACU Written Communication Rubric Scores</p>  <table><thead><tr><th>Semester</th><th>ENTR 1010</th><th>BUS 4420</th></tr></thead><tbody><tr><td>Fall 2018</td><td>2.8</td><td>3.8</td></tr><tr><td>Spr 2019</td><td>2.8</td><td>2.8</td></tr><tr><td>Fall 2019</td><td>2.6</td><td>3.5</td></tr><tr><td>Spr 2020</td><td>2.2</td><td>2.7</td></tr><tr><td>Fall 2020</td><td>2.7</td><td>4.0</td></tr><tr><td>Spr 2021</td><td>3.0</td><td>4.0</td></tr><tr><td>Fall 2021</td><td>1.6</td><td>3.6</td></tr><tr><td>Spr 2022</td><td>2.5</td><td>3.3</td></tr><tr><td>Fall 2022</td><td>2.2</td><td>3.4</td></tr><tr><td>Spr 2023</td><td>2.2</td><td>3.4</td></tr></tbody></table>	Semester	ENTR 1010	BUS 4420	Fall 2018	2.8	3.8	Spr 2019	2.8	2.8	Fall 2019	2.6	3.5	Spr 2020	2.2	2.7	Fall 2020	2.7	4.0	Spr 2021	3.0	4.0	Fall 2021	1.6	3.6	Spr 2022	2.5	3.3	Fall 2022	2.2	3.4	Spr 2023	2.2	3.4
Semester	ENTR 1010	BUS 4420																																			
Fall 2018	2.8	3.8																																			
Spr 2019	2.8	2.8																																			
Fall 2019	2.6	3.5																																			
Spr 2020	2.2	2.7																																			
Fall 2020	2.7	4.0																																			
Spr 2021	3.0	4.0																																			
Fall 2021	1.6	3.6																																			
Spr 2022	2.5	3.3																																			
Fall 2022	2.2	3.4																																			
Spr 2023	2.2	3.4																																			
ENTR - 1010 Creative Problem Solving	AAC&U Public Speaking Rubric associated with a "Hidden Assessment"	Freshmen will average a score between 1 and 2 on a scale of 1-4.	Due to the transition from the BUS 1000 course to ENTR 1010, the assignment adaptation did not include the Public Speaking assessment for Freshman students. As a result, we have not been able to collect assessment data for their public speaking performance since 2020.																																		
SMGT 4100 - Sponsorship/Prmtnt Sprt Indust	AAC&U Public Speaking Rubric associated with a "Hidden Assessment"	Seniors will average a score of 3 (proficient) on a scale of 1-4.	From the academic years 2017-18 to 2022-23, senior scores consistently met or exceeded the target average of 3 (proficient) on a 1-4 scale. The scores gradually increased from 3.22 in 2017-18 to a peak of 3.6 in 2021-22. This trend suggests that seniors have been maintaining a level of proficiency throughout these years, with a slight improvement over time.	<p>AACU Public Speaking Rubric Scores</p>  <table><thead><tr><th>Semester</th><th>ENTR 1010</th><th>SMGT 4100</th></tr></thead><tbody><tr><td>Fall 2018</td><td>2.0</td><td>3.2</td></tr><tr><td>Spr 2019</td><td>2.1</td><td>3.5</td></tr><tr><td>Fall 2019</td><td>2.1</td><td>3.3</td></tr><tr><td>Spr 2020</td><td>2.1</td><td>3.3</td></tr><tr><td>Fall 2020</td><td>2.1</td><td>3.3</td></tr><tr><td>Spr 2021</td><td>2.1</td><td>3.6</td></tr><tr><td>Fall 2021</td><td>2.1</td><td>3.6</td></tr><tr><td>Spr 2022</td><td>2.1</td><td>3.6</td></tr><tr><td>Fall 2022</td><td>2.1</td><td>3.6</td></tr><tr><td>Spr 2023</td><td>2.1</td><td>3.6</td></tr></tbody></table>	Semester	ENTR 1010	SMGT 4100	Fall 2018	2.0	3.2	Spr 2019	2.1	3.5	Fall 2019	2.1	3.3	Spr 2020	2.1	3.3	Fall 2020	2.1	3.3	Spr 2021	2.1	3.6	Fall 2021	2.1	3.6	Spr 2022	2.1	3.6	Fall 2022	2.1	3.6	Spr 2023	2.1	3.6
Semester	ENTR 1010	SMGT 4100																																			
Fall 2018	2.0	3.2																																			
Spr 2019	2.1	3.5																																			
Fall 2019	2.1	3.3																																			
Spr 2020	2.1	3.3																																			
Fall 2020	2.1	3.3																																			
Spr 2021	2.1	3.6																																			
Fall 2021	2.1	3.6																																			
Spr 2022	2.1	3.6																																			
Fall 2022	2.1	3.6																																			
Spr 2023	2.1	3.6																																			

4	SMGT 4100 - Sponsorship/Prmtn Sprrt Indust	AAC&U Critical Thinking Rubric associated with a "Hidden Assessment"	Seniors will average a score of 3 (proficient) on a scale of 1-4.	From 2018-19 to 2022-23, senior scores consistently met or exceeded the objective of averaging a score of 3 (proficient) on a 1-4 scale. The scores show a slight upward trend over the years, starting from 3.15 in 2018-19 and rising to 3.4 in 2022-23. This indicates a gradual improvement in proficiency among seniors during this period.	 <table><caption>AACU Critical Thinking Rubric Scores</caption><thead><tr><th>Term</th><th>Score</th></tr></thead><tbody><tr><td>Spr 2019</td><td>3.15</td></tr><tr><td>Fall 2019</td><td>3.4</td></tr><tr><td>Fall 2020</td><td>3.25</td></tr><tr><td>Fall 2021</td><td>3.3</td></tr><tr><td>Fall 2022</td><td>3.4</td></tr></tbody></table>	Term	Score	Spr 2019	3.15	Fall 2019	3.4	Fall 2020	3.25	Fall 2021	3.3	Fall 2022	3.4												
Term	Score																												
Spr 2019	3.15																												
Fall 2019	3.4																												
Fall 2020	3.25																												
Fall 2021	3.3																												
Fall 2022	3.4																												
5	SMGT 4990 - Internship in Sport Bus Mgmt	Internship	Students will average a minimum of 3.0 (average) out of 5 on their internship review.	From Spring 2018 to Spring 2023, students' internship review scores consistently exceeded the objective of averaging a minimum score of 3.0 out of 5. The scores ranged from a low of 4.3 in Spring 2020 to a perfect 5 in Fall 2020 and Spring 2022. This impressive performance indicates that students have not only met but substantially surpassed the set benchmark throughout the observed period, showcasing a commendable standard of achievement in their internships.	 <table><caption>Internship Evaluation Scores</caption><thead><tr><th>Term</th><th>Score</th></tr></thead><tbody><tr><td>Spr 2018</td><td>4.7</td></tr><tr><td>Fall 2018</td><td>4.7</td></tr><tr><td>Spr 2019</td><td>4.8</td></tr><tr><td>Fall 2019</td><td>4.8</td></tr><tr><td>Spr 2020</td><td>4.3</td></tr><tr><td>Fall 2020</td><td>4.7</td></tr><tr><td>Spr 2021</td><td>4.7</td></tr><tr><td>Fall 2021</td><td>4.7</td></tr><tr><td>Spr 2022</td><td>4.7</td></tr><tr><td>Fall 2022</td><td>4.7</td></tr><tr><td>Spr 2023</td><td>4.6</td></tr></tbody></table>	Term	Score	Spr 2018	4.7	Fall 2018	4.7	Spr 2019	4.8	Fall 2019	4.8	Spr 2020	4.3	Fall 2020	4.7	Spr 2021	4.7	Fall 2021	4.7	Spr 2022	4.7	Fall 2022	4.7	Spr 2023	4.6
Term	Score																												
Spr 2018	4.7																												
Fall 2018	4.7																												
Spr 2019	4.8																												
Fall 2019	4.8																												
Spr 2020	4.3																												
Fall 2020	4.7																												
Spr 2021	4.7																												
Fall 2021	4.7																												
Spr 2022	4.7																												
Fall 2022	4.7																												
Spr 2023	4.6																												

6	SMGT 4100 - Sponsorship/Prmtn Sprt Indust	Leadership Project	85% of students will earn 4 of 5 possible points.	<p>From the academic years 2017-18 to 2022-23, students' performance in most years either surpassed or approached the objective of 85% earning 4 out of 5 possible points. The peak was reached in 2017-18 with 100%. However, the performance in 2021-22 and 2022-23 dropped below the target to 75% and 78%, respectively. Despite these dips, the majority of the years saw achievements meeting or exceeding the objective, showcasing a generally high level of student performance.</p>	<div><p>Percent of Students Earning 4 or More</p><table><thead><tr><th>Year</th><th>SMGT 4100</th><th>Benchmark</th></tr></thead><tbody><tr><td>2017-18</td><td>100%</td><td>85%</td></tr><tr><td>2018-19</td><td>90%</td><td>85%</td></tr><tr><td>2019-20</td><td>88%</td><td>85%</td></tr><tr><td>2020-21</td><td>95%</td><td>85%</td></tr><tr><td>2021-22</td><td>75%</td><td>85%</td></tr><tr><td>2022-23</td><td>78%</td><td>85%</td></tr></tbody></table></div>	Year	SMGT 4100	Benchmark	2017-18	100%	85%	2018-19	90%	85%	2019-20	88%	85%	2020-21	95%	85%	2021-22	75%	85%	2022-23	78%	85%
Year	SMGT 4100	Benchmark																								
2017-18	100%	85%																								
2018-19	90%	85%																								
2019-20	88%	85%																								
2020-21	95%	85%																								
2021-22	75%	85%																								
2022-23	78%	85%																								

Sport Business Management Program Analysis Report:

Planned Actions for 2022-23 (What changes need to take place? Include timeline for changes)

- For next year's assessment, we plan to use the Peregrine Academic exam to measure the performance of sport business management students within their own discipline, in addition to their average across all business disciplines.
- Sport business management faculty will use the 2022-23 academic year to examine whether the currently required Applied Leadership course could provide a more appropriate assessment instrument for program objective 6.

Planned Actions Feedback

- The move to wrap the leadership objectives into the Applied leadership course is a positive step for our assessment

Strengths (What's working well?)

- The use of feedback from internship supervisors to provide an interpretation of performance to students in the workplace
- The use of presentations to actual organizations through the SMGT 4100 course

- The integration of traditional business school courses in the assessment process and within the peregrine exam

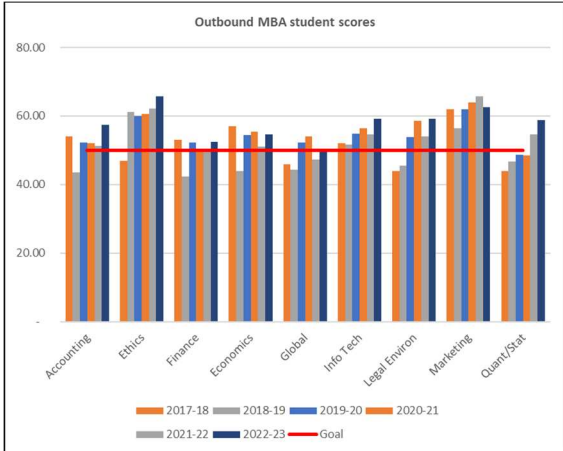
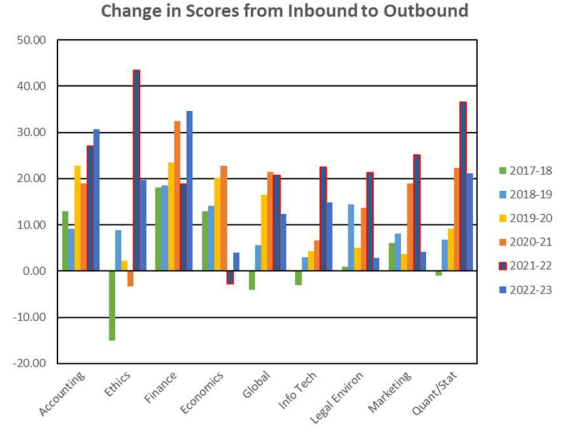
Opportunities for Improvement (What's not working?)

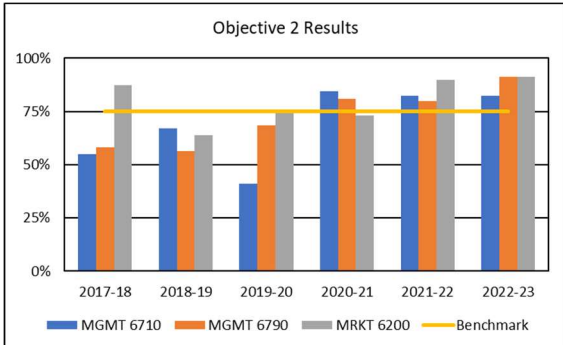
- Addressing the leadership assessment, as discussed, is important
- We plan to move the senior Peregrine assessment to the SMGT 4200 course in 2024 instead of wrapping it into the Internship requirements. This will help ensure a more focused effort in completing that assessment item

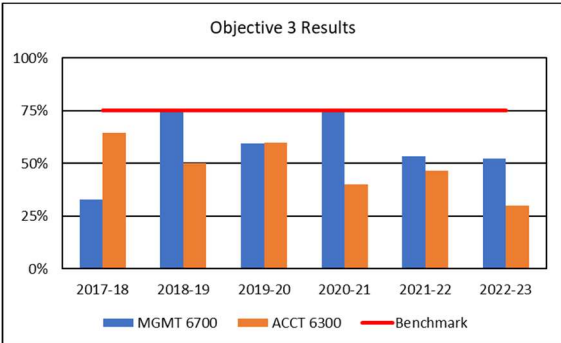
Planned Actions (What changes need to take place? Include timeline for changes)

- Move the leadership assessment as soon as this semester. Management majors are already assessed in this course and sport business management majors will be assessed the same.
- We plan to move the senior Peregrine assessment to the SMGT 4200 course in 2024 instead of wrapping it into the Internship requirements. This will help ensure a more focused effort in completing that assessment item

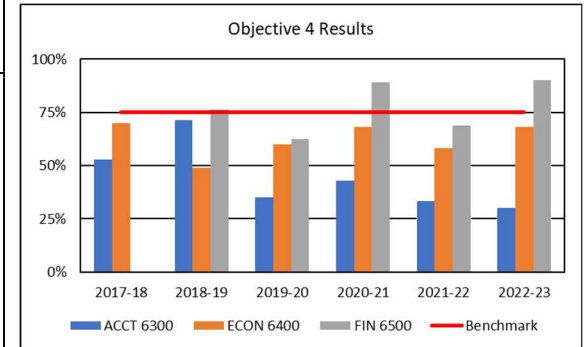
2018-2023 M.B.A. Assessment Plan

Program Obj.	Early & Late Course Number and Title	Means of Assessment (Canvas Assignment Title or Rubric Title)	Criteria for Success (Goal, Benchmark, Target)	Data Summary (% , avg. score, etc.)	Program Objective Analysis (How do early & late scores compare?)
1	MBA Onboarding Course	Peregrine Academic Assessment Test (beginning Fall 2017)	MBA student scores on outbound test will average >50th percentile for each subject covered	From 2017-18 to 2022-23, MBA scores met the objective of averaging above the 50th percentile. Accounting ranged from 43.6 in 2018-19 to 57.5 in 2022-23. Ethics moved from 47 to 65.83. Finance recovered from 42.4 to 52.5. Economics fluctuated between 44 and 57, settling at 54.6. Global varied around 50. Information Technology increased from 52 to 59.2, and Legal Environment went from 44 to 59.2. Marketing maintained scores around 62.5, and Quantitative/Statistics improved from 44 to 58.8. Most subjects align with educational objectives.	 <p>Outbound MBA student scores</p>
	MGMT 6790 – Org Mgmt Strategy	Peregrine Academic Assessment Test (beginning Fall 2018)	Student knowledge of each discipline will improve ≥ 20% from pre to post test	Accounting and Finance consistently met the goal, peaking at 30.68% and 34.62% respectively in 2022-23. Ethics recovered from -15% in 2017-18 to 19.7% in 2022-23. Economics fell short with 3.97% in 2022-23, despite reaching 22.83% in 2020-21. Global improved from -4% to 12.36%, and Information Technology moved from -3% to 14.89%. Legal Environment declined from 21.24% to 2.9%. Marketing dropped to 4.17% in 2022-23, while Quantitative/Statistics met the objective at 21.13% in 2022-23.	 <p>Change in Scores from Inbound to Outbound</p>

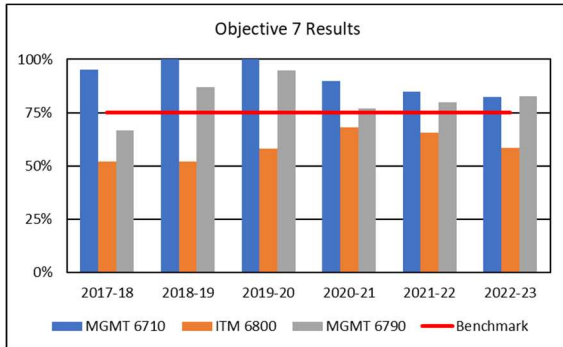
2	MGMT 6710 - Mgmt/Ldrshp of Organizations	Average grade of the following assignments mapped to a 1 to 4 scale: Learning Paper Topic 11; Crossword Puzzle Case Study; New Truck Dilemma Role Play; Clandestine Coffee Break Case Study; New Computer at Fourth National Bank; Administrative Decision Making; Supra Oil Company	75% of MBA students will receive an assessment of “4 = Mastery” in a course assignment.	The objective was not met in the earlier years, with the lowest percentage being 41% in 2019-20. However, there has been a noticeable improvement in recent years. Specifically, the percentages exceeded the 75% target in 2020-21, 2021-22, and 2022-23, with rates of 84.62%, 82.5%, and 82.4% respectively. These latest figures suggest that the program is currently aligning well with its educational objectives for student mastery.	 <table><caption>Objective 2 Results</caption><thead><tr><th>Year</th><th>MGMT 6710 (%)</th><th>MGMT 6790 (%)</th><th>MRKT 6200 (%)</th></tr></thead><tbody><tr><td>2017-18</td><td>58.3</td><td>56.5</td><td>68.42</td></tr><tr><td>2018-19</td><td>68.42</td><td>80.77</td><td>80</td></tr><tr><td>2019-20</td><td>84.62</td><td>82.5</td><td>82.4</td></tr><tr><td>2020-21</td><td>84.62</td><td>82.5</td><td>82.4</td></tr><tr><td>2021-22</td><td>84.62</td><td>82.5</td><td>82.4</td></tr><tr><td>2022-23</td><td>84.62</td><td>82.5</td><td>82.4</td></tr></tbody></table>	Year	MGMT 6710 (%)	MGMT 6790 (%)	MRKT 6200 (%)	2017-18	58.3	56.5	68.42	2018-19	68.42	80.77	80	2019-20	84.62	82.5	82.4	2020-21	84.62	82.5	82.4	2021-22	84.62	82.5	82.4	2022-23	84.62	82.5	82.4
	Year	MGMT 6710 (%)	MGMT 6790 (%)	MRKT 6200 (%)																													
2017-18	58.3	56.5	68.42																														
2018-19	68.42	80.77	80																														
2019-20	84.62	82.5	82.4																														
2020-21	84.62	82.5	82.4																														
2021-22	84.62	82.5	82.4																														
2022-23	84.62	82.5	82.4																														
MGMT 6790 - Org Mgmt Strategy	Average grade of the following assignments mapped to a 1 to 4 scale: Deliverables 1 through 4 and Final CASE Presentation PPT	75% of MBA students will receive an assessment of “4 = Mastery” in a course assignment.	The program fell short of the 75% objective in the earlier years, recording 58.3% in 2017-18, 56.5% in 2018-19, and 68.42% in 2019-20. However, starting from 2020-21, the objective was met and even exceeded, with percentages of 80.77%, 80%, and 91.3% for the years 2020-21, 2021-22, and 2022-23, respectively.																														

	MRKT 6200 - Strategic Marketing Planning	Grade of the following assignment mapped to a 1 to 4 scale: Reflection Paper	75% of MBA students will receive an assessment of "4 = Mastery" in a course assignment.	The program exceeded the target in the years 2017-18, 2019-20, 2021-22, and 2022-23 with percentages of 87.5%, 75%, 89.74%, and 91.3%, respectively. It fell slightly short of the objective in 2020-21 with 73.08% and more noticeably in 2018-19 with 63.89%. Overall, the program appears successful in meeting its educational objectives for student mastery, despite some fluctuations.																													
3	MGMT 6700 - Legal and Ethical Env of Bus	Grade of the following assignment mapped to a 1 to 4 scale: Final Paper	75% of MBA students will receive an assessment of "4 = Mastery" in a course assignment.	The objective was met in 2018-19 and 2020-21 with exactly 75% but fell short in other years. Specifically, the rates were well below target in 2017-18 with 33%, 2019-20 with 59.38%, 2021-22 with 53.33%, and 2022-23 with 52.4%.	 <table><caption>Objective 3 Results</caption><thead><tr><th>Year</th><th>MGMT 6700 (%)</th><th>ACCT 6300 (%)</th><th>Benchmark (%)</th></tr></thead><tbody><tr><td>2017-18</td><td>33.00</td><td>64.71</td><td>75.00</td></tr><tr><td>2018-19</td><td>75.00</td><td>50.00</td><td>75.00</td></tr><tr><td>2019-20</td><td>59.38</td><td>59.38</td><td>75.00</td></tr><tr><td>2020-21</td><td>75.00</td><td>40.00</td><td>75.00</td></tr><tr><td>2021-22</td><td>53.33</td><td>46.67</td><td>75.00</td></tr><tr><td>2022-23</td><td>52.40</td><td>27.27</td><td>75.00</td></tr></tbody></table>	Year	MGMT 6700 (%)	ACCT 6300 (%)	Benchmark (%)	2017-18	33.00	64.71	75.00	2018-19	75.00	50.00	75.00	2019-20	59.38	59.38	75.00	2020-21	75.00	40.00	75.00	2021-22	53.33	46.67	75.00	2022-23	52.40	27.27	75.00
	Year	MGMT 6700 (%)	ACCT 6300 (%)	Benchmark (%)																													
2017-18	33.00	64.71	75.00																														
2018-19	75.00	50.00	75.00																														
2019-20	59.38	59.38	75.00																														
2020-21	75.00	40.00	75.00																														
2021-22	53.33	46.67	75.00																														
2022-23	52.40	27.27	75.00																														
	ACCT 6300 - Acct for Bus Executives	Grade of the following assignment mapped to a 1 to 4 scale: Submission of Scandalous Behavior Ethics Paper	75% of MBA students will receive an assessment of "4 = Mastery" in a course assignment.	The data indicates that the program has not met its objective of 75% of MBA students receiving an assessment of "4 = Mastery" in a course assignment in any of the years from 2017-18 to 2022-23. The closest it came to meeting the objective was in 2017-18 with 64.71%. The performance declined in the subsequent years, with only 30% of students achieving "4 = Mastery" in 2022-23																													

4	ACCT 6300 - Acct for Bus Executives	Grade of the following assignment mapped to a 1 to 4 scale: Knowledge Assessment 2	75% of MBA students will receive an assessment of "4 = Mastery" in a course assignment.	The data reveals that the program has not been successful in achieving its objective of 75% of MBA students receiving an assessment of "4 = Mastery" in a course assignment from 2017-18 through 2022-23. The closest the program came to meeting this goal was in 2018-19 with 71.43%. However, the figures have shown a downward trend in subsequent years, with a 30% in 2022-23.
	ECON 6400 - Managerial Economics	Average grade of the following assignments mapped to a 1 to 4 scale: Problem Sets 5 and 6	75% of MBA students will receive an assessment of "4 = Mastery" in a course assignment.	The data shows that the program has not met its objective of 75% of MBA students receiving an assessment of "4 = Mastery" in a course assignment for any year between 2017-18 and 2022-23. While it came closest in 2017-18 and 2020-21 with 70% and 68%, respectively, it fell short in other years like 2018-19 with 49%.
	FIN 6500 - Exec Financial Management	Average grade of the following assignments mapped to a 1 to 4 scale: All Reading quizzes.	75% of MBA students will receive an assessment of "4 = Mastery" in a course assignment.	The objective was successfully met in 2018-19 with 76.20% and exceeded in 2020-21 and 2022-23 with 89.28% and 90.1%, respectively. However, it fell short in 2019-20 with 63% and 2021-22 with 68.97%.



5	MGMT 6790 - Org Mgmt Strategy	Cultural Intelligence Test given pre and post measures cultural Drive, Knowledge, Strategy, and Action	MBA students will score in the 50 th percentile or higher of worldwide norms in each of the areas of Cultural Intelligence.	All four components - Drive, Knowledge, Strategy, and Action - have consistently scored above the 50th percentile. Drive ranged from a low of 69.75 in 2017-18 to a high of 80.75 in 2020-21. Knowledge showed scores ranging from 56 in 2018-19 to 63.75 in 2022-23. Strategy had the highest consistent scores, staying between 73.74 in 2019-20 and 76.83 in 2020-21. Action had the narrowest range of scores, with a low of 61.7 in 2021-22 and a high of 67.05 in 2019-20.	<table><caption>Objective 5 Results</caption><thead><tr><th>Component</th><th>2019-20</th><th>2020-21</th><th>2021-22</th><th>2022-23</th></tr></thead><tbody><tr><td>Drive</td><td>75</td><td>75</td><td>75</td><td>75</td></tr><tr><td>Knowledge</td><td>60</td><td>60</td><td>60</td><td>60</td></tr><tr><td>Strategy</td><td>75</td><td>75</td><td>75</td><td>75</td></tr><tr><td>Action</td><td>65</td><td>65</td><td>65</td><td>65</td></tr></tbody></table>	Component	2019-20	2020-21	2021-22	2022-23	Drive	75	75	75	75	Knowledge	60	60	60	60	Strategy	75	75	75	75	Action	65	65	65	65			
Component	2019-20	2020-21	2021-22	2022-23																													
Drive	75	75	75	75																													
Knowledge	60	60	60	60																													
Strategy	75	75	75	75																													
Action	65	65	65	65																													
6	BUS 6100 - Managerial Data Analysis	Final Project (2 measures - Final Project-Preliminary Analysis and Final Project-Final Analysis)	75% of MBA students will receive an assessment of “4 = Mastery” in a course assignment.	The data reveals that the MBA program has not met its 75% "4 = Mastery" target in any year from 2017 to 2023. The closest it came was 60.87% in 2020-21, with the lowest at 30% in 2017-18. Recent data for 2022-23 shows a decline to 35.71%	<table><caption>Objective 6 Results</caption><thead><tr><th>Year</th><th>BUS 6100</th><th>ECON 6400</th><th>Benchmark</th></tr></thead><tbody><tr><td>2017-18</td><td>30%</td><td>75%</td><td>75%</td></tr><tr><td>2018-19</td><td>55%</td><td>60%</td><td>75%</td></tr><tr><td>2019-20</td><td>50%</td><td>60%</td><td>75%</td></tr><tr><td>2020-21</td><td>61%</td><td>47%</td><td>75%</td></tr><tr><td>2021-22</td><td>40%</td><td>65%</td><td>75%</td></tr><tr><td>2022-23</td><td>36%</td><td>60%</td><td>75%</td></tr></tbody></table>	Year	BUS 6100	ECON 6400	Benchmark	2017-18	30%	75%	75%	2018-19	55%	60%	75%	2019-20	50%	60%	75%	2020-21	61%	47%	75%	2021-22	40%	65%	75%	2022-23	36%	60%	75%
	Year	BUS 6100	ECON 6400	Benchmark																													
2017-18	30%	75%	75%																														
2018-19	55%	60%	75%																														
2019-20	50%	60%	75%																														
2020-21	61%	47%	75%																														
2021-22	40%	65%	75%																														
2022-23	36%	60%	75%																														
ECON 6400 - Managerial Economics	Problem Set #4	75% of MBA students will receive an assessment of “4 = Mastery” in a course assignment.	The MBA program fluctuated in meeting its 75% "4 = Mastery" target from 2017 to 2023. It met the goal in 2017-18 with 80% but fell short in subsequent years, dipping to 47% in 2020-21. The 2022-23 figure stands at 60%.																														
7	MGMT 6710 - Mgmt/Ldrshp of Organizations	Learning Paper Topics #2, 4, 11	75% of MBA students will receive an assessment of “4 = Mastery” in a course assignment.	The MBA program has generally exceeded its 75% "4 = Mastery" objective from 2017 to 2023. It peaked at 100% in 2018-19 and 2019-20. The lowest score was 82.4% in 2022-23, which is still above the target.																													

	ITM 6800 - IT for Competitive Advantage	Discussions / Consultation Report (Final Paper) (Assess the strategic value of information technology within an organization.)	75% of MBA students will receive an assessment of "4 = Mastery" in a course assignment.	The MBA program has not met its objective of 75% "4 = Mastery" assessments from 2017 to 2023. The closest it came to the target was 68% in 2020-21. The most recent figure for 2022-23 is 58%.	 <p>The chart displays the percentage of students achieving a "4 = Mastery" assessment for three courses: MGMT 6710 (blue), ITM 6800 (orange), and MGMT 6790 (grey). A red horizontal line at 75% represents the benchmark. Data is shown for six academic years from 2017-18 to 2022-23. MGMT 6710 consistently meets or exceeds the benchmark, while ITM 6800 and MGMT 6790 generally fall below it, with ITM 6800 showing a significant improvement in 2022-23.</p> <table><thead><tr><th>Year</th><th>MGMT 6710</th><th>ITM 6800</th><th>MGMT 6790</th></tr></thead><tbody><tr><td>2017-18</td><td>95%</td><td>50%</td><td>65%</td></tr><tr><td>2018-19</td><td>100%</td><td>50%</td><td>85%</td></tr><tr><td>2019-20</td><td>100%</td><td>55%</td><td>90%</td></tr><tr><td>2020-21</td><td>85%</td><td>68%</td><td>70%</td></tr><tr><td>2021-22</td><td>80%</td><td>60%</td><td>75%</td></tr><tr><td>2022-23</td><td>80%</td><td>58%</td><td>83%</td></tr></tbody></table>	Year	MGMT 6710	ITM 6800	MGMT 6790	2017-18	95%	50%	65%	2018-19	100%	50%	85%	2019-20	100%	55%	90%	2020-21	85%	68%	70%	2021-22	80%	60%	75%	2022-23	80%	58%	83%
Year	MGMT 6710	ITM 6800	MGMT 6790																														
2017-18	95%	50%	65%																														
2018-19	100%	50%	85%																														
2019-20	100%	55%	90%																														
2020-21	85%	68%	70%																														
2021-22	80%	60%	75%																														
2022-23	80%	58%	83%																														
MGMT 6790 - Org Mgmt Strategy	Case summary on final case	75% of MBA students will receive an assessment of "4 = Mastery" in a course assignment.	The MBA program generally surpassed its target of having 75% of students achieve a "4 = Mastery" assessment from 2018 to 2023. The only year it fell below the goal was 2017-18, with a rate of 66.67%. The most recent data for 2022-23 shows an 83% rate, indicating the program is currently aligned with its educational objectives.																														

Master of Business Administration Program Analysis Report:

Planned Actions for 2021-22 (What changes need to take place? Include timeline for changes)

- In anticipation of the results for program objectives 3 and 4, the Subject Matter Expert recently completed a course revision of the ACCT 6300 course, which should help to improve student performance in these areas. We will monitor the results in the coming year to evaluate how successful these changes were at helping students meet these program objectives.
- During the 2022-23 academic year, the M.B.A. Director will evaluate the MGMT 6700 course and work with the Subject Matter Expert of the course to determine if any changes are needed to help students improve performance in program objective 3.

Planned Actions Feedback

- Student performance in the ACCT 6300 course continues to be below our benchmark even after course revisions were made. We suspect that student prerequisite knowledge is weak and that we will consider incorporating that knowledge into the course, as outlined in the planned action below.
- The M.B.A. Director reviewed the course evaluation feedback and will continue to work with the Subject Matter Expert to make improvements to the course.

Strengths (What's working well?)

- MGMT 6710, MGMT 6790, MRKT 6200, and FIN 6500
- The knowledge assessment appears to be above the benchmark in all subject areas

Opportunities for Improvement (What's not working?)

- The results of ECON 6400, ACCT 6300, and BUS 6100

Planned Actions 2022-23 (What changes need to take place? Include timeline for changes)

- We plan to investigate the possibility of converting ACCT 6300, BUS 6100, FIN 6500, ECON 6400 to 14-week courses, incorporating the prerequisite material into the first portion of those courses and eliminating the required prerequisites for the program.
- During the 2023-24 academic year the M.B.A. Director will evaluate the ECON 6400, ACCT 6300, and BUS 6100 courses and work with Subject Matter Experts of the courses to determine if any changes are needed to help students improve performance in program objectives 3, 6, and 7.