



BETHEL
UNIVERSITY

Bethel University B.S. Business Management

Student Achievement Public Information 2020-2024

Program Outcomes:

ACBSP Learning Outcome	Bethel University Business Management Program Outcome
L.O. 2.1 Ethical Reasoning – Character Development	BUSM 1 - Students will demonstrate their abilities to identify ethical dilemmas and responsible courses of action.
L.O. 1.2 Professional Competence – Analysis	BUSM 2 - Students will demonstrate the ability to analyze and interpret quantitative and/or qualitative information in their discipline.
L.O. 1.3 Professional Competence – Problem Solving	BUSM 3 - Students will demonstrate the ability to address problems within their disciplines by identifying strategies and/or tactics to answer questions or achieve goals in their discipline.
L.O. 4.1 Integrative Learning	
L.O. 1.1 Professional Competence – Core Professional Content and Discipline Specific Knowledge	BUSM 4 - Students will demonstrate an understanding of functional areas of business.
L.O. 3.1 Communication – Written	BUSM 5 - Students will demonstrate effective written communication skills.
L.O. 3.2 Communication – Oral	BUSM 6 - Students will demonstrate effective oral communication skills.
L.O. 4.1 Integrative Learning	BUSM 7 - Students will reflect on how and why to integrate a Christian faith perspective into work and life.
L.O. 1.4 Professional Competence – Critical Thinking	BUSM 8 - Students will demonstrate the ability to explore issues, ideas, and/or events before accepting or formulating an opinion or conclusion.
L.O. 1.1 Professional Competence – Core Professional Content and Discipline Specific Knowledge	BUSM 9: Management Concentration: Apply the managerial functions of planning, organizing, leading and controlling to people and organizations
L.O. 1.1 Professional Competence – Core Professional Content and Discipline Specific Knowledge	BUSM12: Data Analytics Concentration: Students will apply data analytics within business contexts using theory, best practices, and ethics.
L.O. 1.1 Professional Competence – Core Professional Content and Discipline Specific Knowledge	BUSM13: Healthcare Management Concentration: Students will be able to demonstrate operational, financial, technical, and leadership skills that provide a foundation for effective management in healthcare systems.

Program Outcomes Assessment: Bethel University's B.S. Business Management

Evaluation of Results: Evaluate the assessment results. How are your students doing on each of the outcomes? What are the strengths and weaknesses that have been revealed by the assessment data?

Program Outcome	Measures	D/I	Benchmarks (if applicable)	Results	Actions taken and faculty discussions about student learning
<p>BUSM1 – Students will demonstrate their abilities to identify ethical dilemmas and responsible courses of action.</p>	<p>#1: Average Peregrine Business Ethics score</p> <p>#2 BUSN425 Ethical Dilemma Paper</p>	<p>D</p>	<p>#1 Peregrine: 60/100=Above Average</p> <p>#2 The average score will be 94% or higher.</p>	<p>#1 Peregrine n=19 2020-2021 54.21</p> <p>#1 Peregrine 2021-2022 n=8 66.25</p> <p>#1 Peregrine 2022-2023 n=14 54.29</p> <p>#1 Peregrine 2023-2024 n=8 53.75</p> <p>#2 2020-2021 n=19 96%</p> <p>#2 2021-2022 n=12 95.1</p> <p># 2022-2023 n=15 91.2%</p> <p>#2 2023-2024 n=11 97%</p>	<p>#1 Results are inconsistent with students meeting the benchmark (above average) in 2021-2022 but not meeting the benchmark in other years. We will keep the benchmark at 60 because we want to have high expectations for our students' knowledge of business ethics. Beginning in 2024-2025, we have updated business ethics assignments in several courses in the program. We are hopeful that weaving business ethics into several courses will allow students to connect ethics to several business sub-disciplines.</p> <p>#2 In 2020-2021, we added a second measure. We met the benchmark. In 2021-2022 students' scores ranged from 85-100 and we met our benchmark. In 2022-2023 we did not meet our benchmark. The instructor reports that he has raised his expectations on this assignment and believes this may be why overall scores went down. He is looking for a clear statement of the dilemma that is well-defined and gives a proposed course of action. For 2024-2025 this course has been moved to the 200-level, and changed from a 3-credit, 5-week course to a 2-credit, 4-week course. All new curriculum has been written for the</p>

Program Outcome	Measures	D/I	Benchmarks (if applicable)	Results	Actions taken and faculty discussions about student learning
					course and its new title is BUSN225H: Business Ethics.
BUSM 2 – Students will demonstrate the ability to analyze and interpret quantitative and/or qualitative information in their discipline.	#1: Peregrine Accounting score #2 Peregrine Journal Entries score	D	#1: 50=Average #2: 50=Average	#1 Peregrine 2020-2021 n=19 56.32 #1 Peregrine 2021-2022 n=8 53.75 #1 Peregrine 2022-2023 n=14 47.86 #1 Peregrine 2023-2024 n=8 67.5 #2 Fall 2020 77.1 #2 Spring 2021 30 #2 2021-2022 n=8 #2 2021-2022 n=8 61.46 #2 2022-2023 33.33 #2 2023-2024 n=8	#2: We are consistently meeting this benchmark but in 2022-2023 we did not meet the benchmark. In that year, there were two students who scored very low. In 2023-2024, we exceeded the benchmark. No changes are planned right now and we will not raise the benchmark to 60. #2 In 2020-2021 we changed measures. We deleted the ACCT400 statement of cash flows analysis and added the Peregrine Business Analysis Ratios and Calculations score, which is a sub-set of the accounting part of the Peregrine exam. The results were high in the fall and low in the spring and we are unsure why the spring 2021 students scored poorly. In 2021-2022 Peregrine deleted the Business Analysis Ratios and Calculations score on their exam so in consultation with our accounting instructors, we chose to analyze the Journal Entries score instead. Students exceeded the benchmark. In 2022-2023 students did not meet the benchmark. Students scored lower on most categories on the Peregrine exam than they have in previous years.

Program Outcome	Measures	D/I	Benchmarks (if applicable)	Results	Actions taken and faculty discussions about student learning
				81.25	In 2023-2024 students exceeded the benchmark.
<p>BUSM 3 – Students will demonstrate the ability to address problems within their disciplines by identifying strategies and/or tactics to answer questions or achieve goals in their discipline.</p>	<p>#1 BUSN323: Marketing Plan</p> <p>#2 Average Peregrine Business Integration & Strategic Management score</p>	D	<p>Marketing Plan: 100% of students will earn 80/100</p> <p>Peregrine 60/100=Above Average</p>	<p>#1 Fall 2019/Spring 2020: 76.4</p> <p>#1 Fall 2020/Spring 2021: n=14 95%</p> <p>#1 2021-2022 n=3 95%</p> <p>#1 2022-2023 n=8 98.4%</p> <p>#1 2023-2024 n=10 98.4%</p> <p>#2 2020-2021 n=19 63.68</p> <p>#2 Peregrine 2021-2022: n=8 72.5</p> <p>#2 Peregrine 2022-2023 n=14 61.43</p> <p>#2 Peregrine 2023-2024 n=8 65</p>	<p>#1: Scores have increased, and we believe it is because we are using a more specific rubric for the marketing plan, which allows students to know what their expectations are and allows instructors to give more specific feedback. In 2021-2022 we met our benchmark. In 2022-2023 we met our benchmark. In 2023-2024 we met our benchmark. Beginning in 2024-2025 the Marketing Plan assignment in BUSN323 has changed to focusing on writing a marketing plan for a new product or service that has a sustainability focus, and we have added a few new components, such as buyer personas. We believe this will strengthen the marketing plan deliverable and since sustainability is a hot business topic, it will give our business management students good exposure to it.</p> <p>#2: This Peregrine exam score measures business level strategy, competition, corporate mission, corporate strategies, corporate structure, diversification, stakeholders, strategic planning and decision making. We are consistently meeting the benchmark and in fact, in 2022-2023 and 2023-2024 this score was one of the highest of all categories on the Peregrine exam. No changes are planned.</p>

Program Outcome	Measures	D/I	Benchmarks (if applicable)	Results	Actions taken and faculty discussions about student learning
BUSM 4 – Students will demonstrate an understanding of functional areas of business.	#1 Average Final Score on the Peregrine undergraduate exam	D	#1 Peregrine 60/100=Above Average	#1 n=19 58.28 #1 Peregrine 2021-2022: n=8 66.25 #1 Peregrine 2022-2023 n=14 56.49 #1 Peregrine 2023-2024 n=8 62.04	Scores are hovering around the benchmark. We exceeded our benchmark in 2021-2022. In 2022-2023 we missed the benchmark by four points. In 2023-2024, we exceeded the benchmark by two points. In the future, we will add a second measure. Faculty discussed adding a measure from the CAPSIM simulation that is in the BUSN308 strategy course.
BUSM 5 - Students will demonstrate effective written communication skills.	#1: BUSN323 Marketing Plan #2: BUSN491: Project Plan	D	#1 BUSN323: The overall average class score will be 80%. #2: BUSN491: The overall average class score will be 90%.	#1 Fall 2019/Spring 2020: 76.4 #1 Fall 2020/Spring 2021: n=14 95% #1 2021-2022 n=3 95% #1 2022-2023 n=8 98.4% #1 2023-2024 n=10 98.4% #2: Fall 2019/Spring	#1: Faculty discussions on students' writing skills are that writing skills are not where we would like them to be, especially in earlier courses such as BUSN323. One improvement we made was that in spring 2023 we added some new writing exercises to BUSN323. In 2023-24 we exceeded the benchmark. Beginning in 2024-2025 the Marketing Plan assignment in BUSN323 has changed to focusing on writing a marketing plan for a new product or service that has a sustainability focus, and we have added a few new components, such as buyer personas. We believe this will strengthen the marketing plan deliverable and since sustainability is a hot business topic, it will give our business management students some exposure to it.

Program Outcome	Measures	D/I	Benchmarks (if applicable)	Results	Actions taken and faculty discussions about student learning
				2020 n=27 85% #2: Fall 2020/Spring 2021 n=19 93% #2 2021-2022 97.25% #2 2022-2023 n=18 95% #2 2023-2024 n=11 87%	#2 Students consistently meet the benchmark. In 2023-2024, one student team in Fall 2023 struggled and only earned 80% which lowered the 2023-2024 overall score. The professor gave them extensive feedback on their project plan and required them to improve and resubmit it for feedback. While the resubmitted project plan was substantially improved, it was not regraded.
BUSM 6 - Students will demonstrate effective oral communication skills.	#2 BUSN301 Management and Leading Change assignment	D	#2 The overall class score will be 85%.	2021-2022 n=7 99.3% 2022-2023 #2 2023-2024 n=10 97.2%	#2 In 2021-2022 we added a second measure and achieved the benchmark. In 2022-2023 we did not measure this program outcome. In 2023-2024, we exceeded our benchmark. The professor reports that this is the third presentation students do in BUSN301 so their presentation skills (such as style of delivery, organizing their thoughts in a presentation, making sure the audio can be heard) are more polished by the time they get to this presentation. Beginning in 2024-2025, in the revised BUSN301 course, we have changed the name of this assignment to Managing Change Presentation Forum. We kept the same presentation rubric, and students will still create a 5-6 minute narrated PowerPoint presentation.

Program Outcome	Measures	D/I	Benchmarks (if applicable)	Results	Actions taken and faculty discussions about student learning
BUSM7 – Students will reflect on how and why to integrate a Christian faith perspective into work and life.	<p>#1 “I believe there was growth in my Christian faith during my time in my business program.”</p> <p>#2 “My knowledge about the Christian faith increased during my time in my business program.”</p>	I	<p>The benchmark for #1 and #2 is a 3.5 out of 5 on a scale of</p> <p>1 = Strongly Disagree 2=Disagree 3=Neutral 4=Agree 5=Strongly Agree</p>	<p>#1 Spring 2020: 4.27</p> <p>#1 2020-2021 n=19 3.68</p> <p>#1 2021-2022 4.25</p> <p>#1 2022-2023 4.3889</p> <p>#1 2023-2024 n=8 4.25</p> <p>#2 Spring 2020: 4.36</p> <p>#2 2020-2021n=19 3.89</p> <p>#2 2021-2022 4.25</p> <p>#2 2022-2023 4.1765</p> <p>#2 2023-2024 n=8 4.125</p>	<p>Prior to 2023-2024 our benchmark was 3.5 which is somewhere between “neutral” and “agree”. In 2023-2024 we raised the benchmark to 4 which is “agree”. We are meeting our benchmark. We will keep this program outcome in the business management program so that we can measure these results. As we are revising curriculum, we will continue to make sure that there are Christian-faith integration assignments in each course..</p>
BUSM8 – Students will demonstrate the ability to explore issues, ideas, and/or events before accepting or	#1 BUSN491: Business Capstone Project Plan Needs Analysis. “Needs analysis: Define the problem or	D	#1 The Needs Analysis part of the Project Plan is worth 10 points. The benchmark that the average score for all	#1 Fall 2020 & Spring 2021: n=19 9.47	#1 The needs analysis asks students to define a client problem, describe the history, mission, major goals, major products/services, and challenges of the client, and define the goals of the client

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formulating an opinion or conclusion.	<p>project. Restate the issues as described by your client. Define the goals of the project. "</p> <p>#2 BUSN323 Marketing Plan</p>		<p>students' Needs Analyses will be 7 out of 10 points.</p> <p>#2 Average class score will be 90% or higher.</p>	<p>#1 2021-2022 n=8 9.6/10</p> <p>#1 2022-2023 n= 18 10/10</p> <p>#1 2023-2024 n=11 10/10</p> <p>#2 2022-2023 n=8 98.4%</p> <p>#2 2023-2024 n=10 98.4</p>	<p>project. Students are doing a great job of this, so no changes are planned. We believe students are scoring well on the needs analysis part of the Project Plan because there are specific grading checklist criteria that tell them exactly what is expected and there are three exemplars provided from prior courses that help them understand what is expected.</p> <p>#2 In 2022-2023 we added a second measure (marketing plan) and the benchmark was met. In 2023-2024 the benchmark was also met. Beginning in 2024-2025 the Marketing Plan assignment in BUSN323 has changed to focusing on writing a marketing plan for a new product or service that has a sustainability focus, and we have added a few new components, such as buyer personas. We believe this will strengthen the marketing plan deliverable and since sustainability is a hot business topic, it will give our business management students exposure to it.</p>
BUSM9 – Management Concentration: Apply the managerial functions of planning, organizing, leading and controlling to people and organizations	<p>#1 Peregrine average Management score</p> <p>#2 Peregrine Organizational Behavior score</p>		<p>#1 60/100=Above Average</p> <p>#2 60/100=Above Average</p>	<p>#1 2020-2021 n=19 56.84</p> <p>#1 2021-2022: n=8 59.38</p> <p>#1 2022-2023 n=14 58.57</p> <p>#1 2023-2024 n=8 60</p>	<p>#1 While our above-average benchmark is a stretch, we want to keep striving to achieve it. In Fall 2020, two students performed poorly on the Peregrine exam. If we would have deleted their scores, we would have scored 59.1, which would have almost achieved the benchmark. We are hovering around an average and above average score in all years.</p>

Program Outcome	Measures	D/I	Benchmarks (if applicable)	Results	Actions taken and faculty discussions about student learning
				#2 2022-2023 66.07 #2 2023-2024 n=8 50	#2 In 2022-2023 we changed the second benchmark from an assignment to a Peregrine score. Students scored well on this portion of the Peregrine exam in 2022-2023 and 2023-2024. Beginning in Fall 2024, the BUSN301 Foundations of Business Management course has been revised, with three new modules added: (DEI, Emotional Intelligence, and Managerial Communication). In addition to other changes, we also added the Business Management Essentials (MBEC) Certification, which would make a good measure in the future if we want a third measure.
BUSM12 – Data Analytics Concentration: Students will apply data analytics within business contexts using theory, best practices, and ethics	#1 MATH301 Statistics in Practice using Excel Project: Data Analysis and Visualization on A Stock’s Return #2 BUSN315 Four Corners with Excel Case Problem (Module 5)		#1 The class average will be 89% or higher #2 The class average will be 90% or higher	#1 2020-201 83% 2021- 202284% 2022-2023 83% 2023-2024 98% #2 2023-2024 Spring 2024 n=6 85%	#1 This measure is in MATH301: Business Mathematics and Statistics that all Business Management students take. The instructor reports that the assignment is a challenging project because 1) it is the first project of the class, 2) students need to conceptually understand the essentials of descriptive statistics, meanwhile, practically navigating the basic Excel skills (computation and visualization) to complete the project. A discussion forum corresponding to this project enables students to report their progress, ask questions, and get replies from the instructor and peers. Students like that they get to choose which stock they analyze, and the instructor does not plan to make changes to this project. #2 We ran one section of BUSN315 in spring 2024 and did not meet the

Program Outcome	Measures	D/I	Benchmarks (if applicable)	Results	Actions taken and faculty discussions about student learning
					benchmark. The BUSN315 course developer is going to make changes to BUSN315 when she revises it in 2024. If we keep the Four Corners with Excel Case Problem assignment, it needs a more suitable rubric.
BUSM13: Healthcare Management Concentration: Students will be able to demonstrate operational, financial, technical, and leadership skills that provide a foundation for effective management in healthcare systems.					When we are able to assess this outcome, there are two possible scores: <ol style="list-style-type: none"> 1. Class score average on the Jasper Gardens Lean Model 2. Class score average on the Capstone project

Graduation and Retention Information

What percentage of business management students graduate within 3 years or 5 years?

Started in 16-17: 3yr 54.5% (12 out of 22); 5yr 63.6% (14 out of 22)

Started in 17-18: 3yr 36.1% (13 out of 36); 5yr 44.4% (16 out of 36; students entering spring 2018 have not had time to fully complete 5yrs)

Started in 18-19: 3 yr 47.5% (10 out of 21 completed in 3yrs); 52.4% (11 out of 21 completed in 4yrs)

Started in 19-20: 3 yr 29.4% (5 out of 17 completed in 3yrs); 29.4% (5 out of 17 completed in 3yrs, but spring starts have not had time to complete their degree)

What is the two-year retention rate for business management students?

Started in 17-18: (returned 18-19) 52.8% (19 out of 36); (returned 19-20) 52.8% (19 out of 36)

Started in 18-19: (returned 19-20) 66.7% (14 out of 21); (returned 20-21) 66.7% (11 out of 21)

Started in 19-20: (returned 20-21) 52.9% (9 out of 17); (returned 21-22) 52.9% (9 out of 17)

Started in 20-21: (returned 21-22) 50.0% (6 out of 12 returned 2021-22); 41.7% (5 out of 12 returned 2022-23)