


**B.S. Business Management Program Outcomes:**

What should students in your program “look like” upon graduation? What is your timeline for assessment?

<b>Year Assessed</b>	<b>ACBSP Learning Outcome</b>	<b>Program Outcome</b>
2016-2017, 2017-2018, 2018-2019 2019-2020 2020-2021 2021-2022	L.O. 2.1 Ethical Reasoning – Character Development	BUSM 1 - Students will demonstrate their abilities to identify ethical dilemmas and responsible courses of action.
2017-2018, 2018-2019 2019-2020 2020-2021 2021-2022	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.
2018-2019 2019-2020 2020-2021 2021-2022	L.O. 1.3 Professional Competence – Problem Solving  L.O. 4.1 Integrative Learning	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.
2018-2019 2019-2020 2020-2021 2021-2022	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.
2016-2017, 2017-2018, 2018-2019 2019-2020 2020-2021 2021-2022	L.O. 3.1 Communication – Written	BUSM 5 - Students will demonstrate effective written communication skills.
2016-2017, 2017-2018, 2018-2019 2020-2021 2021-2022	L.O. 3.2 Communication – Oral	BUSM 6 - Students will demonstrate effective oral communication skills.
2016-2017, 2017-2018, 2018-2019 2020-2021 2021-2022	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.
2016-2017, 2017-2018, 2018-2019 2019-2020 2020-2021 2021-2022	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.

2019-2020 2020-2021 2021-2022	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
2019-2020 2020-2021	L.O. 1.1 Professional Competence – Core Professional Content and Discipline Specific Knowledge	BUSM 10: Global Management Concentration: Demonstrate an understanding of how local, regional, and global markets interact and are impacted by economic, social, and cultural factors.
Assessed by SCLA PD	L.O. 1.1 Professional Competence – Core Professional Content and Discipline Specific Knowledge	BUSM 11: Senior Care Leadership and Administration (SCLA) Concentration: Apply leadership and administration techniques to the business of health care.
Not assessed this year	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.

Did your department make any changes to your program outcomes? **Yes** **No**

If yes, describe the changes you made and why you made them. We added a program outcome for the Data Analytics Concentration that was effective with the spring 2022 CAPS catalog.

## 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
BUSM1-Students will demonstrate their abilities to identify ethical dilemmas and responsible courses of action	#1: Average Peregrine Business Ethics score  #2 BUSN425 Ethical Dilemma Paper	D	#1 Peregrine: 60/100=Above Average  #2 The average score will be 94% or higher.	#1 Peregrine Fall 2018: n=10, 56/100=Average  #1 Peregrine Spring 2019: n=19 47.9  #1 Peregrine Fall 2019: 65.8  #1 Peregrine Spring 2020: 56  #1 Peregrine Fall 2020: 47.7  #1 Peregrine Spring 2021 n=6 68.3 #1 Peregrine 2021-2022 n=8 66.25  #2 2020-2021 n=19 96%  #2 2021-2022 n=12 95.1	#1 We are now combining scores from fall and spring into one result. Students continued to score well on the ethics portion of the Peregrine exam. No changes are planned.  #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.
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 Business Analysis Ratios and Calculations score, which is a sub-set of the accounting part of the Peregrine exam.	D	#1: Average  #2 50/100=Average	#1: Peregrine Spring 2019: 48.4=Average  #1: Peregrine Fall 2019: n=12 62.5=Above Average Peregrine  #1: Peregrine Spring 2020: 56.7  #1: Peregrine Fall 2020: 54.6	#2: We are consistently meeting this benchmark. In the future, we may consider raising the benchmark to 60=above average.  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 are 70 in fall and 30 in spring, and we are unsure why the spring 2021 students scored so poorly (although n=6). We will see how students do on this measure next year before addressing it.

Program Outcome	Measures	D/I	Benchmarks (if applicable)	Results	Actions Taken
				<p>#1: Peregrine Spring 2021:60</p> <p>#1 Peregrine 2021-2022 n=8 53.75</p> <p>#2 Fall 2020 77.1</p> <p>#2 Spring 2021 30</p> <p>#2 2021-2022 n=8</p> <p>#2 2021-2022 n=8 61.46</p>	<p>In 2021-2022 Peregrine deleted the Business Analysis Ratios and Calculations score on their exam so we chose to analyze the Journal Entries score instead. Students exceeded the benchmark.</p> <p>Faculty recommended raising the benchmark to 60/100=above average and/or looking to see what the national averages are and basing our benchmarks on national averages.</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>BUSN323: Marketing Plan</p> <p>Average Peregrine Business Integration &amp; 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>#2: Peregrine Fall 2018: n=10 , score was 55/100=Average</p> <p>Peregrine Spring 2019: n=19 61.1</p> <p>Peregrine Fall 2019: 70.8</p> <p>Peregrine Spring 2020: 63.3</p> <p>Peregrine Fall 2020: 61.5</p> <p>Peregrine Spring 2021: 68.3</p>	<p>#1: For the marketing plan, scores have increased. 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. No changes are planned. In 2021-2022 we met our benchmark.</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. While scores are decreasing, we are still consistently meeting our benchmark 60=Above Average. In Fall 2020, two students scored very poorly on the entire Peregrine exam. If we delete those two students' scores, the average score is 66.4. In spring 2021 we exceeded the benchmark. In 2021-2022 we also exceeded the benchmark.</p> <p>We could raise our benchmark to 65/100.</p>

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				Peregrine 2021-2022: n=8 72.5	
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	<p>#1 Fall 2018: n=10 and the average Final Score was 50.7=Average.</p> <p>#1 Spring 2019: n=19 53.15</p> <p>#1 Fall 2019: 63.7</p> <p>#1 Spring 2020: 56.9</p> <p>#1 Fall 2020: n=13 56.01</p> <p>#1 Spring 2021: n=6 63.2</p> <p>#1 Peregrine 2021-2022: n=8 66.25</p>	<p>We did not meet the benchmark in Fall 2020 and we know why. There were two students who performed poorly on the entire exam. If those two students' scores are deleted, the average score increases to 60.74. We met our benchmark in 2021-2022.</p> <p>In the future, we will add a second measure. Faculty discussed added a measure from the CAPSIM simulation that is in the BUSN308 strategy course.</p>
BUSM 5-Students will demonstrate effective written communication skills.	<p>#1: BUSN323 Marketing Plan</p> <p>#2: BUSN491: Project Plan</p>	D	<p>#1 BUSN323: The overall average class score will be 80%.</p> <p>#2: The average score will be 80%. 2021-2022 changed to the average score will be 36.40</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>#2: Fall 2019/Spring 2020 n=27 85%</p> <p>#2: Fall 2020/Spring 2021 n=19 93%</p> <p>#2 2021-2022 38.9</p>	<p>#1 The lowest score was 87 and the highest score was 100. The benchmark was achieved (exceeded) and no changes are planned.</p> <p>#2 The benchmark was 80% and the results are 93% so we achieved the benchmark and no changes are planned. 2021-2022 we have changed the benchmark from a percentage to a score. Students met the benchmark. Students are demonstrating effective written communication skills by the time they exit the program.</p>

Program Outcome	Measures	D/I	Benchmarks (if applicable)	Results	Actions Taken
BUSM 6-Students will demonstrate effective oral communication skills.	#1 MIST320 Presentation  #2 BUSN301 Management and Leading Change assignment	D	#1 100% of students will earn 85% on this assignment.  #2 The overall class score will be 85%.	#1 2020-2021 n=40 78%  #1 2021-2022 n=26 84%  #2 2021-2022 n= 7 99.3%	This is a new benchmark. The reason the benchmark was not achieved is because out of 40 students, 8 students did not turn the assignment in, so this lowered the average. We are going to keep the benchmark as is as we hope that the results can be attributed to the stress of the 2020-2021+ pandemic. In 2021-2022 these scores improved and are just under our benchmark. Four students did not turn in the assignment, which lowered the average.  In 2021-2022 we added a second measure and achieved the benchmark.
BUSM 7-Students will reflect on how and why to integrate a Christian faith perspective into work and life.	#1 "I believe there was growth in my Christian faith during my time in my business program."  #2 "My knowledge about the Christian faith increased during my time in my business program."	I	The benchmark for #1 and #2 is a 3.5 out of 5 on a scale of 1 = Strongly Disagree 2=Disagree 3=Neutral 4=Agree 5=Strongly Agree	#1 Spring 2020: <b>4.27</b>  Fall 2020/Spring 2021 n=19 <b>3.68</b>  <b>#1 2021-2022</b> <b>4.25</b>  #2 Spring 2020: <b>4.36</b>  #2 Fall 2020/Spring 2021 n=19 <b>3.89</b> <b>#2 2021-2022</b> <b>4.25</b>	We did not (formally) measure BUSM7 in 2019-2020. We measured it in 2020-2021 and combined fall and spring scores into one set of results, and we will continue to do this going forward.  Our current benchmark is somewhere between "neutral" and "agree". We hope to increase the benchmark to 4 in the future. We are consistently meeting our benchmark.
BUSM 8-Students will demonstrate the ability to explore issues, ideas, and/or events before accepting or formulating an opinion or conclusion.	BUSN491: Business Capstone Project Plan Needs Analysis. "Needs analysis: Define the problem or project. Restate the issues as	D	The Needs Analysis part of the Project Plan is worth 10 points. The benchmark that the average score for all students' Needs Analyses will be 7 out of 10 points.	Fall 2018: 10/10  Spring 2019: 9.6/10  Fall 2019 & Spring 2020: n=27 9.07  Fall 2020 & Spring 2021: n=19 9.47	ACBSP wants us to report data in academic year cycles, not in semesters. So, beginning with 2019-2020, and going forward, I combined the scores from the Fall and Spring sections of BUSN491 into one benchmark.  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

Program Outcome	Measures	D/I	Benchmarks (if applicable)	Results	Actions Taken
	described by your client. Define the goals of the project. “			2021-2022 n=8 9.6/10	the client project. Students are doing a great job of this, so no changes are planned.  In a future year, we plan to add a second direct measure to this PO.
PO9: Management Concentration: Apply the managerial functions of planning, organizing, leading and controlling to people and organizations	#1 Peregrine average Management score  #2 BUSN301 Management and Leading Change assignment		#1 60/100=Above Average  #2 The overall class score will be 85%.	#1 Spring 2019: 48.4 #1 Fall 2019: n=12 52.5 #1 Spring 2020: 55.3 #1 Fall 2020: n=13 53.8 #1 Spring 2021: n=6 63.3 #1 2021-2022: n=8 59.38 #2 2021-2022 n= 7 99.3%	#1 This is a new PO, added because ACBSP requires that all concentrations 12 credits or more have its own PO. While our Above Average benchmark is a stretch, we want to keep striving to achieve it. In Fall 2020, two students performed very 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. In Spring 2021, we achieved the benchmark. 2021-2022: Peregrine now breaks their “Management” score into three scores, so from now on we will report on the Organizational Behavior sub-part of the Management score. Students scored just below the benchmark.  In 2021-2022 we added a second measure and achieved the benchmark.
PO10: Global Management Concentration: Demonstrate an understanding of how local, regional, and global markets interact and are impacted by economic, social, and cultural factors.	#1: Peregrine average Global Management score		#1: 60/100=Above Average	#1: Spring 2019: 55.3  #1: Fall 2019: n=12 56.7  #1: Spring 2020: n=15 55.3  #1: Fall 2020: n=13 46.2  #1: Spring 2021: 61.7	The Global Management concentration is now sunsetted so we no longer measure this program outcome.
PO11: Senior Care Leadership and Administration (SCLA)					This is a new PO, added because ACBSP requires that all concentrations 12 credits or more have its own PO. The program

<b>Program Outcome</b>	<b>Measures</b>	<b>D/I</b>	<b>Benchmarks (if applicable)</b>	<b>Results</b>	<b>Actions Taken</b>
Concentration: Apply leadership and administration techniques to the business of health care.					director for the SCLA is responsible for measuring this PO and she is measuring it in 2020-2021.
PO12 Data Analytics concentration: Students will apply data analytics within business contexts using theory, best practices, and ethics.					The courses have not been written for this concentration yet. We will be able to assess this concentration in 2022-2023 or 2023-2024.



## **Graduation and Retention**

### **Business Management: What percentage of students graduate within 3 years?**

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

Started in 17-18: 3yr 36.1% (13 out of 36)

Started in 18-19: 3yr 47.6% (10 out of 21)

### **Business Management: What percentage of students graduate within 5 years?**

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

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

Started in 18-19: 5yr 52.4% (11 out of 21; students entering summer 2018, fall 2018 and spring 2019 have not had time to fully complete)

### **What is the two-year retention rate for Business Management? (the percentage of students who return to begin year 2)**

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

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

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

Started in 20-21: (returned 21-22) 50.0% (6 out of 12)