

## Bethel University Student Achievement Public Information 2025 B.S. Business Management

### Program Outcomes:

ACBSP Learning Outcome	Bethel University 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 Outcome	Measures	D/I	Benchmarks (if applicable)	Results	Actions Taken
BUSM 1 - Students will demonstrate their abilities to identify ethical dilemmas and responsible courses of action.	#1: Average Peregrine Business Ethics score	D	#1 Peregrine: 60/100=Above Average  #2 80% of scores will be 90% or higher.	#1 Peregrine 2022-2023 n=14 54.29  #1 Peregrine 2023-2024 n=8	#1 Beginning in 2024-2025, we have updated business ethics assignments in several courses in the program (i.e. ACCT200, ECON200, ECON201, BUSN335). We are hopeful that weaving business ethics into several

Program Outcome	Measures	D/I	Benchmarks (if applicable)	Results	Actions Taken
	#2 NEW MEASURE FINA200 Financial Mismanagement at General Electric: A Study of Financial Statements and Tax Practices Integrated Case Study			53.75  #1 Peregrine 2024-2025 n=6 55  #2 2024-2025 n=21 100% of scores are 90% or higher. The average score is 98.43%	courses will allow students to connect ethics to several sub-disciplines.  #2 Beginning in 2024-2025 we changed the measure because the former measure was in BUSN425H which is a course that is no longer in the BS Business Management. The new measure asks students who take FINA200 to, "Reflect on the importance of ethical financial reporting and adherence to regulatory standard and Discuss the broader implications of financial mismanagement for corporate governance." Students exceeded the benchmark so no changes are planned.
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 2021-2022 n=8 53.75  #1 Peregrine 2022-2023 n=14 47.86 #1 Peregrine 2023-2024 n=8 67.5  #1 Peregrine 2024-2025 n=6 56.67  #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 81.25 #2 2024-2025 n=6 58.33	#1 In 2024-2025 students exceeded the benchmark. Fall 2024 was the first time the revised curriculum for ACCT200 was taught. The curriculum was revised from 5 weeks, 3 credits to 8 weeks, 4 credits. It is unknown as to whether this is the reason we exceeded the benchmark, because it is unknown whether the students took the "old" version or "revised" version of ACCT200. We are happy that our business management students are scoring well in accounting, the language of business.  #2 In 2023-2024 students exceeded the benchmark. In 2024-2025 students exceeded the benchmark.
BUSM 3 - Students will demonstrate the ability to address problems within their disciplines by	#1 BUSN323: Marketing Plan	D	Marketing Plan: 100% of students will earn 80/100	#1 2021-2022 n=3 95%  #1 2022-2023 n=8 98.4% #1 2023-2024 n=10 98.4%	#1: 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

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identifying strategies and/or tactics to answer questions or achieve goals in their discipline.	#2 Average Peregrine Business Integration & Strategic Management score		Peregrine 60/100=Above Average	<p>#1 2024-2025 the course was not offered</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>#2 Peregrine 2024-2025 n=6 73.33</p>	<p>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 great exposure to it. BUSN323 was not offered in 2024-2025 so there is no data. BUSN323 will be offered in Fall 2025 so there will be data for the 2026 POA.</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 and 2024-2025 this score was one of the highest of all categories on the Peregrine exam. No changes are planned.</p>
BUSM 4 - Students will demonstrate an understanding of functional areas of business.	<p>#1 Average Final Score on the Peregrine undergraduate exam</p> <p>#2 Average Final Score on National Investment Center for Seniors Housing &amp; Care Integrated Case Study</p>	D	<p>#1 Peregrine 60/100=Above Average</p> <p>#2 80% of students will score 90% or higher</p>	<p>#1 Peregrine 2021-2022: n=8 66.25</p> <p>#1 Peregrine 2022-2023 n=14 56.49</p> <p>#1 Peregrine 2023-2024 n=8 62.04</p> <p>#1 Peregrine 2024-2025 n=6 58.49</p> <p>#2 n=21 the average score was 90% and 86% of students scored 90% or higher</p>	<p>#1: In 2024-2025 we missed the benchmark by less than two points. We plan to keep the benchmark the same.</p> <p>#2: In 2024-2025 we added a second measure and we met the benchmark. This measure is strong because it requires students to demonstrate an understanding of functional areas of business in the following ways:</p> <ul style="list-style-type: none"> <li>-Describe how having the capability of making data-driven decisions can impact a business's financial planning and forecasting initiatives. (20 points)</li> <li>-Compare and contrast a data-driven business with a business that continually experiences surprises and conducts financial "autopsies." (15 points)</li> <li>-Describe how having the tools and resources provided by NIC (for example purposes only) can assist a business in carrying out its corporate objectives and live out its mission. (15 points)</li> <li>-Lessons Learned and Financial Management Considerations: Articulates the lessons learned from the NIC overview impact on business operations. (10 points)</li> <li>-Quality of Presentation and Writing: This case will be graded on clarity, organization, and professionalism of</li> </ul>

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					the writing, including correct spelling, grammar, punctuation, proper use of citations when ideas are not your own. (10 points)
BUSM 5 - Students will demonstrate effective written communication skills.	#1: BUSN323 Marketing Plan  #2: BUSN491: Project Plan  #3 BUSN491: Client Thank You Assignment	D	#1 BUSN323: The overall average class score will be 80%.  #2: BUSN491: The overall average class score will be 90%.  #3 BUSN491: The overall class score will be 90%.	#1 2024-2025 the course was not offered  #2 2021-2022 97.25%  #2 2022-2023 n=18 95% #2 2023-2024 n=11 87% #2 2024-2025 n=6 84%  #3 2024-2025 n=6 100%	#1: Beginning in 2024-2025 the Marketing Plan assignment in BUSN323 has changed to focus 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 great exposure to it. We did not offer BUSN323 in 2024-2025 so we do not have data. BUSN323 will next be taught in Fall 2025 so there will be data for the 2026 POA.  #2 2024-2025 One student team in Spring 2025 struggled with the Project Plan and only earned 72% which lowered the 2024-2025 overall score. The professor gave them extensive feedback on their project plan, required them to improve it and resubmit it for feedback before giving the project plan to their client. While the resubmitted project plan was substantially improved, it was not reggraded.  #3 This assignment requires students to email a sincere thank you to the client they completed a business project for during the semester. This helps reinforce business etiquette and writing skills. There is an exemplar included in the course. Students scored well on this assignment so no changes are planned.
BUSM 6 - Students will demonstrate effective oral communication skills.	#1 BUSN301 Management and Leading Change assignment  #2 BUSN301 Communication Skills Workshop	D	#1 70% of the students will earn 89% or higher.  #2 70% of the students will earn 89% or higher	#1 2021-2022 n= 7 99.3% #1 2022-2023 not measured #1 2023-2024 n=10 97.2% #1 2024-2025 n=15 11/15 of the students earned a 89% or higher (73%).	#1 Beginning in 2024-2025, in the revised BUSN301 course, we have changed the name of this assignment to Managing Change Presentation. We kept the same presentation rubric, and students will still create a 5-6 minute narrated PowerPoint presentation. The assignment is early in this eight week course.

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					#2 This measure has been added to the BUSN301 Moodle template on 6.4.2025. We will be able to use this measure in the 2026 Program Outcome Assessment.
BUSM 7 - 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 2021-2022 4.25 #1 2022-2023 4.3889 #1 2023-2024 n=8 4.25 #1 2024-2025 n=6 4.2</p> <p>#2 2021-2022 4.25 #2 2022-2023 4.1765 #2 2023-2024 n=8 4.125 #2 2024-2025 n=6 4.67</p>	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 approximately two Christian-faith integration assignments in each course. We are thrilled that our business management students are growing in their Christian faith and believe their knowledge about the Christian faith increased during their time in our business management program.
BUSM 8 - Students will demonstrate the ability to explore issues, ideas, and/or events before accepting or formulating an opinion or conclusion.	<p>#1 BUSN491: Business Capstone Project Plan Needs Analysis. "Needs analysis: Define the problem or project. Restate the issues as described by your client. Define the goals of the project. "</p> <p>#2 BUSN323 Marketing Plan</p>	D	<p>#1 The Needs Analysis part of the Project Plan is worth 10 points. The benchmark that 80% of students will earn 80%.</p> <p>#2 Average class score will be 90% or higher.</p>	<p>#1 2024-2025 100% of the students earned at least 84% so we exceeded the benchmark.</p> <p>#2 no data in 2024-2025</p>	<p>#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 project. Beginning in 2024-2025, the BUSN491 Project Plan Needs Analysis measure was changed to align with ACBSP requirements, and this is year 1 of the change.</p> <p>#2 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 great exposure to it. We did not offer BUSN323 in 2024-2025 so we do not have data. BUSN323 will next be taught in Fall 2025 so in 2025-2026 we will have data from one section of BUSN323.</p>

Program Outcome	Measures	D/I	Benchmarks (if applicable)	Results	Actions Taken
PO9: 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 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 2024-2025 n=6 72.22</p> <p>#2 2022-2023 66.07</p> <p>#2 2023-2024 n=8 50</p> <p>#2 2024-2025 n=6 56.95</p>	<p>#2 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. There is room for improvement on the Peregrine Organizational Behavior score as in both 2023-2024 and 2024-2025, we missed the benchmark. Let's see how students score in 2025-2026 before making curricular changes.</p>
PO12 Data Analytics concentration: Students will apply data analytics within business contexts using theory, best practices, and ethics.	<p>#1 MATH301 Statistics in Practice using Excel Project: Data Analysis and Visualization on A Stock's Return</p> <p>#2 NEW MEASURE BUSN315 - Capital State Game-day Magazine Sales - Case Study</p>		<p>#1 80% of the students will score 89% or higher.</p> <p>#2 80% of students will earn 90% or higher</p>	<p>#1</p> <p>2021-2022 84%</p> <p>2022-2023 83%</p> <p>2023-2024 98%</p> <p>2024-2025 n=13 11 out of 13 (85%) scored 89% or higher.</p> <p>#2</p> <p>2022-2023 course was canceled</p> <p>2023-2024 Spring 2024 n=6 85%</p> <p>2024-2025 course was not offered</p>	<p>#1 Beginning in 2024-2025, we have changed the benchmark to, "80% of the students will score 89% or higher". 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.</p> <p>#2 In 2024-2025, BUSN315 was not offered, so there is no data. BUSN315 will be offered in 2025-2026 so there will be data for the 2026 POA.</p>
PO 13 Healthcare Management concentration					<p>We were not able to begin assessment of this PO in 2023-2024 because we didn't have any students who took this concentration. There are two assignments we could use in the future to measure this PO:</p> <ol style="list-style-type: none"> <li>1. Class score average on the Jasper Gardens Lean Model</li> <li>2. Class score average on the Capstone project</li> </ol>

**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)

Started in 18-19: 3yr 47.5% (10 out of 21 completed in 3yrs); 5yr 52.4% (11 out of 21)

Started in 19-20: 3yr 29.4% (5 out of 17 completed in 3yrs); 5yr 47.1% (8 out of 17)

Started in 20-21: 3yr 41.7.4% (5 out of 12 completed in 3yrs); 4yr 47.1% (5 out of 12 in 4yrs as students haven't had enough time to complete 5yrs)

Started in 21-22: 3yr 0.00% (0 out of 5 completed in 3 yrs)

**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)

Started in 21-22: (returned 22-23) 0.00% (0 out of 5 returned 2022-23); 0.00% (0 out of 5 returned 2023-24)

Started in 22-23: (returned 23-24) 77.9% (6 out of 9 returned 2023-24); 55.6% (5 out of 9 returned 2024-25)