

Departmental/Program Assessment Report

Program Outcomes:

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

Year Assessed	Program Outcome
2022-23	1. Students will integrate leadership theory, scholarship, and practice with developmental self-awareness.
2022-23	2. Students will respond to leadership dilemmas in a manner consistent with Christian ethical principles.
2022-23	3. Students will communicate effectively in a variety of leadership settings.
2022-23	4. Students will prioritize relevant internal and external factors that affect business decision-making.
2022-23	5. Students will create evidence-based solutions to business challenges and opportunities.
2022-23	6. Students will analyze the complex relationship between local business conditions and the global commercial environment.
2022-23	7. Students will apply effective leadership and collaboration strategies to virtual and culturally diverse environments.
2022-23	8a. (Management) Students will evaluate operational efficiency through an analysis of internal data.
2022-23	8b. (Finance) Students will make effective business decisions informed by a synthesis of financial data.
2022-23	8c. (Healthcare Administration) Students will apply administration techniques that support operational effectiveness and efficiency in the healthcare setting.
2022-23	8d. (Strategy & Execution) Students will adapt business strategies to account for international and cultural differences.

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

If yes, describe the changes you made and why you made them.

Program Curriculum Map

Include Your Department's Curriculum Map (Map of outcomes to courses in the major). Cut and paste it, attach, or transfer to format below.

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8a (Mgmt)	PO 8b (Fin)	PO 8c (HltAd)	PO 8d (StrExe)
LEAD611	A	X	X								
LEAD641	X	X	A								
LEAD651	A	A									
LEAD661	X	A	X								
LEAD671	X	X	A								
SLDR615/ BUSN665	X		X	X			X	X			
ECON635		X		X	A	X	X	X	X		X
HCAM600		X		X	X					X	
HCAM605		X		X	X			X		A	
HCAM610		X	X	X	X					X	
HCAM615		X		X	X					A	

BUSN641	X	X		X	X	X					A
BUSN642		X	X	X	X	X					A
BUSN643	X	X			X		X				X
BUSN615		X	X	A	X		A				
BUSN625		X		X			X	A	A		
BUSN626		X		X	X		X		A		
BUSN627		X		X	X	X	X		X		
BUSN628		X		X	X	X			X		
BUSN645		X		A	X	A	A				
BUSN660	X	X	X	X	X			A			
BUSN680		X		A	A	A	A	X			
LEAD795											

Optional Marking Systems: X = program outcome addressed in course; F=Formative/S=Summative; I = Introduced E = Emphasized R = Revisited M = Measured

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?

As we look at the larger picture, Bethel MBA students are performing incredibly well. Overall Peregrine data reveals our MBA students outperformed within the total assessment of twelve key areas of business skill in our region with ACBSP. These skills include accounting, business communication, business ethics, business finance, business integration and strategic management, business leadership, economics, global dimensions of business, human resource management, operations/production management, marketing, and quantitative research techniques and statistics. The fact that we are outperforming other schools in these key areas of business is a competitive advantage for our MBA. Bethel MBA students are outperforming the regional averages by 5-10% in most of the categories. The one area, organizational behavior, was 4% lower than the national average and has not been lower in any previous years. We will watch this outcome in 2023-2024.

As we review our specific Program Outcomes below, Bethel MBA students are performing to expectation and beyond in most outcomes. Most PO results are at 100% with a few to discuss more specifically. PO1a is showing up lower than normal; we have not seen that below 100% so we will watch this outcome in 2023-2024 as this is a new assignment we are starting to measure. PO7a is one we are focusing on in our program by reviewing creative ways we can enhance our global resources and training. This is the second year PO 8bc is revealing 98% attainment. We hired a new finance and accounting instructor who is recommending positive curriculum updates so let's watch that measure in 2023-2024. This is the first time 8ca and 8da are showing up under 100% so let's observe how those POs measure in 2023-2024. This assessment reveals our students are strong in meeting the MBA Program Outcomes.

In our MBA Exit Survey, twenty-five students qualitatively reported that program outcomes were met anywhere between 4.41 to 4.59 out of a total score of 5. One of the main outcomes our students desire out of their Bethel MBA is career advancement. Sixty-one percent of our students reported they earned a promotion while in the program, and 46% expressed their manager said they would be promoted upon graduation. Again, this creates a significant competitive advantage for Bethel's MBA since most students come into the MBA looking for career advancement.

Program Outcome	Measures	Benchmarks (if applicable)	Results	Actions Taken
1. Students will integrate leadership theory, scholarship, and practice with developmental self-awareness.	a) LEAD611 Final Paper (Week 6)	a)90% of students should score 84% or better	100%	94% of students scored 84% or better
	b) LEAD651 Personal Leadership Philosophy Presentation (Week 2)	b)90% of students should score 84% or better	94%	85% of students scored 84% or better
2. Students will respond to leadership dilemmas in a manner consistent with	a) LEAD661 Integrative Data Ethics Assignment (Week 6)	a)90% of students should score 84% or better	100%	97% of students scored 84% or better

Christian ethical principles.	b) LEAD651 Talent Development Plan Paper (Week 5) c) Peregrine Outbound Exam - Business Ethics Section	b)90% of students should score 84% or better c) Aggregate student score will be 57% or better	100% 100%	93% of students scored 84% or better Aggregate score was 67% compared to 61% with the ACBSP Great Lakes Region
3. Students will communicate effectively in a variety of leadership settings.	a) LEAD671 Persuasive Speech: Presentation (Week 4) b) LEAD671 Analysis: Communication Style (Week 6) c) LEAD641 Symbolic Analysis Presentation (Week 4)	a) 90% of students should score 84% or better b) 90% of students should score 84% or better c) 90% of students should score 84% or better	100% 100% 100%	100% of students scored 84% or better 100% of students scored 84% or better 94% of students scored 84% or better
4. Students will prioritize relevant internal and external factors that affect business decision-making.	a) BUSN680 Final Business Strategy Project (Week 6) b) BUSN615 Final Project (Week 6) c) BUSN645 Analysis of Marketing Function (Week 2)	a) 90% of students should score 84% or better b) 90% of students should score 84% or better c) 90% of students should score 84% or better	100% 100% 100%	95% of students scored 84% or better 97% of students scored 84% or better 100% of students scored 84% or better
5. Students will create evidence-based solutions to business challenges and opportunities.	a) ECON635 Case Analysis Paper (Week 5)	a) 90% of students should score 84% or better	100%	100% of students scored 84 or better

	b) BUSN680 Strategy Execution Paper (Week 5)	b) 90% of students should score 84% or better	100%	100% of students scored 84% or better
6. Students will analyze the complex relationship between local business conditions and the global commercial environment.	a) BUSN680 Strategy Execution Paper (Week 5)	a) 90% of students should score 84% or better	100%	100% of students scored 84% or better
	b) BUSN645 Personal Reflection (Week 6)	b) 90% of students should score 84% or better	100%	100% of students scored 84% or better
7. Students will apply effective leadership and collaboration strategies to virtual and culturally diverse environments.	a) Peregrine Outbound Exam – Global Dimension of Business section	a) Aggregate student score will be 57% or better	96%	Aggregate score was 55% compared to 54% for the Great Lakes Region
	b) BUSN615 Final Project (Week 6)	b) 90% of students should score 84% or better	100%	97% of students scored 84% or better
	c) BUSN680 Final Business Strategy Project (Week 6)	c) 90% of students should score 84% or better	100%	95% of students scored 84% or better
	d) BUSN645 Promotion Analysis Assignment (Week 3)	d) 90% of students should score 84% or better	100%	100% of students scored 84% or better
8.a. (Management) Students will evaluate operational efficiency through an analysis of internal data.	a) BUSN660 Week 6 Individual Paper (Course Project) (Week 6)	a) 90% of students should score 84% or better	100%	100% of students scored 84% or better
	b) Peregrine Outbound Exam – Total Aggregate Score	b) Aggregate student score will be 57% or better	100%	Aggregate score was 63% compared with 57% for the Great Lakes Region

	c) BUSN625 Final Case Study (Week 6)	c) 90% of students should score 84% or better	100%	100% of students scored 84% or better
8.b. (Finance) Students will make effective business decisions informed by a synthesis of financial data.	a) BUSN625 Final Case Study (Week 6)	a) 90% of students should score 84% or better	100%	100% of students scored 84% or better
	b) BUSN626 Diversity and its Cost to an Organization (Week 6)	b) 90% of students should score 84% or better	100%	100% of students scored 100% or better
	c) Peregrine Outbound Exam – Finance section	c) Aggregate student score will be 57% or better	98%	Aggregate score was 59% compared with 54% for the Great Lakes Region
8.c. (Healthcare Administration) Students will apply administration techniques that support operational effectiveness and efficiency in the healthcare setting.	a) HCAM605 Final Paper (Week 6)	a) 90% of students should score 84% or better	96%	100% scored 84% or better
	b) HCAM615 Business Plan (Week 6)	b) 90% of students should score 84% or better	100%	90% of students scored 84% or better
8.d. (Strategy & Execution) Students will adapt business strategies to account for international and cultural differences.	a) BUSN641 Integrative Final Paper (Week 6)	a) 90% of students should score 84% or better	85%	76% of students scored 84% or better
	b) BUSN642 Integrative Idea Presentation (Week 6)	b) 90% of students should score 84% or better	100%	100% scored 84% or better
	c) Peregrine Outbound Exam – Business Integration and Strategic Management section	c) Aggregate student score will be 57% or better	100%	Aggregate was 64% compared with 59% for the Great Lakes Region

For outcomes and measures that have remained consistent, what trends are you noticing year to year? (e.g., compare results column from last couple years with current year)?

Our MBA professionals seem to consistently perform well in meeting these outcomes, and we see it reinforced in the comparison numbers in our region with ACBSP where Bethel MBA students outperformed when compared with other graduate students. Our accounting course continues to prepare students well as we have observed improvement over the past few years. We are at the same 98% for our finance outbound exam as we were last year. We have some new faculty input in the area of finance and I am hoping to see those scores move to 100% over the coming year or two years.

Department Discussions about Student Learning:

In this academic year, the department has taken time to discuss student learning (e.g., assessment data, how students perform on critical assignments, or the quality of student writing):

Never annually **once a term** once a month more frequently

What have been some of the main revelations from these discussions?

We are continuing to learn from assessment data, Peregrine data, and student input. We are adjusting the curriculum and making program adjustments to respond to these inputs. We do continue to work on being consistent across faculty in our feedback to students as well as with our grading requirements.

Improvements seen from previous implemented actions:

If you have made curricular or program changes in the past based on assessment results, what impact have you seen due to these changes?

As mentioned above, changes to our accounting course have proven to be helpful to students. We are also making some changes and updates to our finance course and our operations course.

Comments:

My next step will be to discuss this assessment with faculty, gain their input, and brainstorm ways in which to enhance Program Outcomes 1a,7a, 8bc, 8ca and 8da.

Graduation and Retention Information

MBA: Percentage of students that graduate within 3 years

Started in 17-18: 57.8%

Started in 18-19: 65.3%

Started in 19-20: 44.4%; students entering spring 2020 have not had time to fully complete

Started in 20-21: 44.2%; students entering summer 2020, fall 2020 and spring 2021 have not had time to fully complete

MBA: Two-year retention rate for MBA

Started in 17-18: (returned 18-19) 71.9%; (returned 19-20) 65.6%

Started in 18-19: (returned 19-20) 73.5%; (returned 20-21) 71.4%

Started in 19-20: (returned 20-21) 66.7%; (returned 21-22) 58.3%

Started in 20-21: (returned 21-22) 86.0%; (returned 22-23) 58.1%