

Bethel University MBA Public Information 2024-2025 including concentrations in Finance, Healthcare Administration, Management, and Strategy & Execution

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
2024-25	1. Students will integrate leadership theory, scholarship, and practice with developmental self-awareness.
2024-25	2. Students will respond to leadership dilemmas in a manner consistent with Christian ethical principles.
2024-25	3. Students will communicate effectively in a variety of leadership settings.
2024-25	4. Students will prioritize relevant internal and external factors that affect business decision-making.
2024-25	5. Students will create evidence-based solutions to business challenges and opportunities.
2024-25	6. Students will analyze the complex relationship between local business conditions and the global commercial environment.
2024-25	7. Students will apply effective leadership and collaboration strategies to virtual and culturally diverse environments.
2024-25	8a. (Management) Students will evaluate operational efficiency through an analysis of internal data.
2024-25	8b. (Finance) Students will make effective business decisions informed by a synthesis of financial data.
2024-25	8c. (Healthcare Administration) Students will apply administration techniques that support operational effectiveness and efficiency in the healthcare setting.
2024-25	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 and even outperforming ACBSP national averages. Bethel MBA professionals consistently outperform other US ACBSP schools in meeting 16 business outcomes. Bethel MBA professionals outpace other US ACBSP schools by 2% in the 16 areas of business assessed. Bethel MBAs are at 65% while the averages of US ACBSP schools are at 63%, proving the exceptional performance of Bethel MBA graduates.

Overall Peregrine data reveals our MBA students outperformed within the total assessment of 16 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, macroeconomics, microeconomics, global dimensions of business, management, human resource management, operations/production management: organizational behavior, 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. Averaged out, Bethel MBA's outperform all other ACBSP US schools by 2%.

In our MBA Exit Survey, 34 students qualitatively reported that program outcomes were met anywhere between 4.4 to 4.57 out of a total score of 5. One of the main outcomes our students desire out of their Bethel MBA is career advancement. Seventy-five percent of our students reported either they earned a promotion while in the program or 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%	100% scored 84% or better (moved up from 90%)
	b) LEAD651 Personal Leadership Philosophy Presentation (Week 2)	b)90% of students should score 84% or better	100%	97% scored 84% or better (moved up from 91%)
2. Students will respond to leadership dilemmas in a manner consistent with Christian ethical principles.	a) LEAD661 Integrative Data Ethics Assignment (Week 6)	a)90% of students should score 84% or better	100%	93% scored 84% or better (moved down from 100%)
	b) LEAD651 Talent Development Plan Paper (Week 5)	b)90% of students should score 84% or better	100%	98% scored 84% or better (moved up from

	c) Peregrine Outbound Exam - Business Ethics Section	c) Aggregate student score will be 57% or better	100%	96% success at 93% scoring 84% or better) Aggregate score was 65.48% compared to 65.05% with the ACBSP Great Lakes Region
3. Students will communicate effectively in a variety of leadership settings.	a) LEAD671 Persuasive Speech: Presentation (Week 4)	a) 90% of students should score 84% or better	100%	90% scored 84% or better (this was the first year this was assessed)
	b) LEAD671 Analysis: Communication Style (Week 6)	b) 90% of students should score 84% or better	100%	100% scored 84% or better (moved up from 98%)
	c) LEAD641 Symbolic Analysis Presentation (Week 4)	c) 90% of students should score 84% or better	100%	94% scored 84% or better (moved up from 92%)
4. Students will prioritize relevant internal and external factors that affect business decision-making.	a) BUSN680 Final Business Strategy Project (Week 6)	a) 90% of students should score 84% or better	100%	100% scored 84% or better (moved up from 97%)
	b) BUSN615 Final Project (Week 6)	b) 90% of students should score 84% or better	100%	97% scored 84% or better (moved up from 56%)
	c) BUSN645 Analysis of Marketing Function (Week 2)	c) 90% of students should score 84% or better	100%	100% 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% scored 84 or better
	b) BUSN680 Strategy Execution Paper (Week 5)	b) 90% of students should score 84% or better	100%	100% 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% scored 84% or better
	b) BUSN645 Personal Reflection (Week 6)	b) 90% of students should score 84% or better	100%	100% 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	98%	Aggregate score was 55.81% compared to 57.63% for the Great Lakes Region
	b) BUSN615 Final Project (Week 6)	b) 90% of students should score 84% or better	100%	97% scored 84% or better (moved up from 56%)
	c) BUSN680 Final Business Strategy Project (Week 6)	c) 90% of students should score 84% or better	100%	100% scored 84% or better (moved up from 97%)
	d) BUSN645 Promotion Analysis Assignment (Week 3)	d) 90% of students should score 84% or better	100%	100% scored 84% or better (this was the first year this was assessed)
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% scored 84% or better
	b) Peregrine Outbound Exam – Total Aggregate Score	b) Aggregate student score will be 57% or better	100%	Aggregate score was 65.19% compared with 60.81% for the Great Lakes Region
	c) BUSN625 Final Case Study (Week 6)	c) 90% of students should score 84% or better	100%	100% scored 84% or better (moved up from 90%)

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% scored 84% or better (moved up from 90%)
	b) BUSN626 Diversity and its Cost to an Organization (Week 6)	b) 90% of students should score 84% or better	100%	100% scored 84% or better
	c) Peregrine Outbound Exam – Finance section	c) Aggregate student score will be 57% or better	100%	Aggregate score was 66% compared with 55% 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	100%	100% scored 84% or better
	b) HCAM615 Business Plan (Week 6)	b) 90% of students should score 84% or better	100%	100% 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	100%	100% 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 66.77% compared with 63.17% 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)?

Bethel MBA professionals consistently outperform other US ACBSP schools in meeting 16 business outcomes. Bethel MBA professionals outpace other US ACBSP schools by 2% in the 16 areas of business assessed. Bethel MBAs are at 65% while the averages of US ACBSP schools are at 63%, proving the exceptional performance of Bethel MBA graduates.

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?

Our desire is to learn from assessment data, Peregrine data, and student input. We continue adjusting the curriculum and making program adjustments to respond to these inputs. We continue to take our courses to the next level due to this input, with specific attention to a program revision in the coming year with an eye on advancing ethical AI in each discipline and utilizing certificates as possible. We strive to integrate AI into our curriculum while we hold to the value of developing the critical thinking of our professionals.

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:

Specific comments related to the 2024-2025 program year are as follows:

From our assessment evaluation, the one area of assessment the performed under 100% (98%) was the Peregrine Global Dimensions of Business assessment. On the Peregrine Outbound assessment, graduating MBAs performed approximately 3% under the US averages in Global Dimensions of Business. This same dynamic took place (approximately 3% below US averages) with the Economics Peregrine assessment as well. Business Ethics and Business Finance assessments were very close to the US averages with approximately 1% under the US averages. As we prepare for our program revision in 2026, we will take these results into account and adjust our content and instruction accordingly. We value this key information and desire to continue to learn and grow from it!

Thank you to our faculty, staff and students for supporting us in these excellent results which speak highly of earning an MBA from Bethel University!

Dr. Jeanine Parolini

Graduation and Retention Information

MBA: Percentage of students that graduate within 3 years

Started in 18-19: 65.3% (32 out of 49)

Started in 19-20: 44.4% (16 out of 36)

Started in 20-21: 72.1% (31 out of 43)

Started in 21-22: 66.7% (20 out of 30)

MBA: Two-year retention rate for MBA

Started in 18-19: (returned 19-20) 73.5% (36 out of 49); (returned 20-21) 71.4% (35 out of 49)

Started in 19-20: (returned 20-21) 66.7% (24 out of 36); (returned 21-22) 58.3% (21 out of 36)

Started in 20-21: (returned 21-22) 86.0% (37 out of 43); (returned 22-23) 86.0% (37 out of 43)

Started in 21-22: (returned 22-23) 83.3% (25 out of 30); (returned 23-24) 83.3% (25 out of 30)