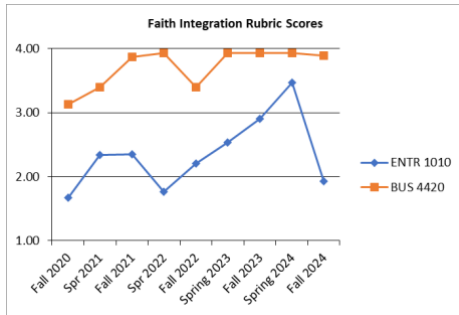
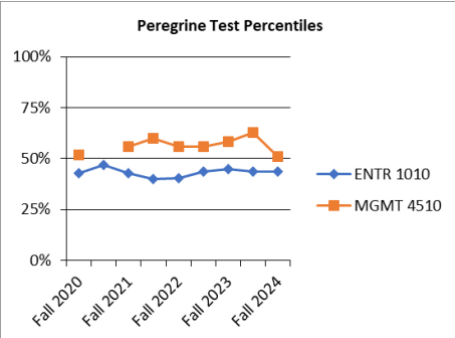
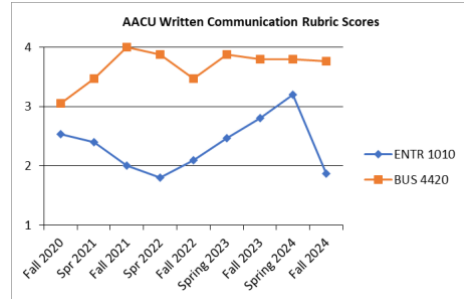
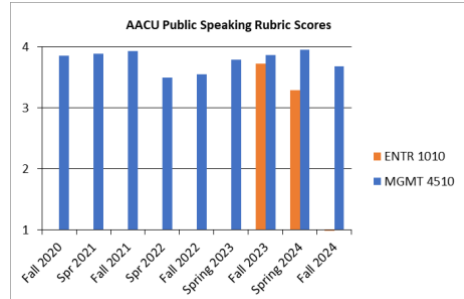
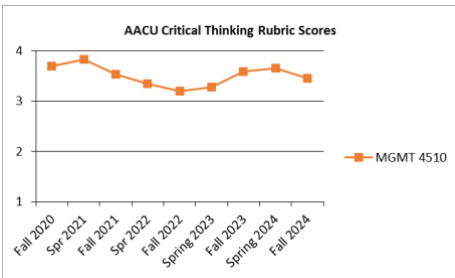
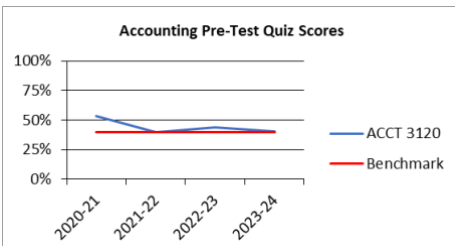
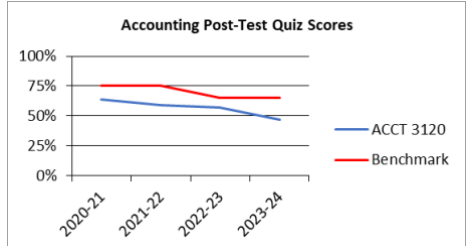
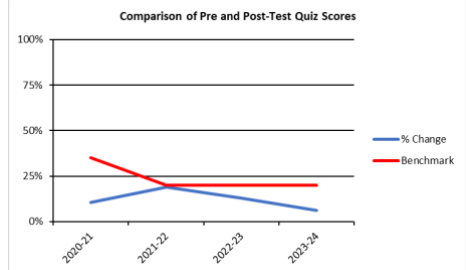


Program Obj.	Early & Late Course Number and Title	Means of Assessment (Canvas Assignment Title or Rubric Title)	Criteria for Success (Goal, Benchmark, Target)	Data Summary (%, avg. score, etc.)	Program Objective Analysis (How do early & late scores compare?)
1	ENTR - 1010 Creative Problem Solving	Ethics and Faith Integration Rubric associated with a "Hidden Assessment"	Freshmen will average a score between 1 and 2 on a scale of 1-4.	For the period in question, freshmen scores frequently exceeded the target, with an average hovering between 2.6 and 2.8. A sharp decline was observed in Spring 2020 when the score dropped to 1.67, but it recovered to 2.53 by Spring 2023 with a high in Spring 2024 of 3.47. These results indicate that freshmen have consistently performed above the set objective.	
	BUS 4420 - Bus Ethics/Soc Responsibility	Ethics and Faith Integration Rubric associated with a "Hidden Assessment"	Seniors will average a score of 3 (proficient) on a scale of 1-4.	The data indicates seniors consistently performed above the benchmark, with scores ranging from 3.13 to 3.93. The lowest dip occurred around 2019-2020 but remained above the target. Most of the scores hover around the upper end of the scale, suggesting not just proficiency, but a high level of mastery in the evaluated areas.	

2	ENTR - 1010 Creative Problem Solving	Peregrine Academic Assessment Test (beginning Fall 2017)	The mean across all business disciplines will be 25% or greater.	Upon examining the data from Fall 2020 to Fall 2024, it's evident that all semesters have consistently met and surpassed the set objective of achieving a mean of 25% or greater. The percentages ranged from a low of 39.88% in Spring 2022 to a high of 46.76% in Spring 2021. Even the semester with the lowest percentage (Spring 2022) was significantly higher than the target, indicating consistent strong performance across all business disciplines.	 <p>Peregrine Test Percentiles</p> <table><thead><tr><th>Semester</th><th>ENTR 1010 (%)</th><th>MGMT 4510 (%)</th></tr></thead><tbody><tr><td>Fall 2020</td><td>40</td><td>50</td></tr><tr><td>Spring 2021</td><td>45</td><td>55</td></tr><tr><td>Fall 2021</td><td>42</td><td>52</td></tr><tr><td>Spring 2022</td><td>39.88</td><td>50</td></tr><tr><td>Fall 2022</td><td>43</td><td>55</td></tr><tr><td>Spring 2023</td><td>45</td><td>58</td></tr><tr><td>Fall 2023</td><td>44</td><td>55</td></tr><tr><td>Spring 2024</td><td>46.76</td><td>62.88</td></tr></tbody></table>	Semester	ENTR 1010 (%)	MGMT 4510 (%)	Fall 2020	40	50	Spring 2021	45	55	Fall 2021	42	52	Spring 2022	39.88	50	Fall 2022	43	55	Spring 2023	45	58	Fall 2023	44	55	Spring 2024	46.76	62.88
	Semester	ENTR 1010 (%)	MGMT 4510 (%)																													
Fall 2020	40	50																														
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Fall 2022	43	55																														
Spring 2023	45	58																														
Fall 2023	44	55																														
Spring 2024	46.76	62.88																														
MGMT 4510 - Strategic Management	Peregrine Academic Assessment Test (beginning Fall 2017)	The mean across all business disciplines will be 50% or greater.	From Fall 2020 to Fall 2024, the goal for business disciplines was to achieve a mean of 50% or higher. Reviewing the data, all years exceeded this target with a high of 62.88% in Spring 2024. This displays a commendable performance, effectively meeting or surpassing the set standard, demonstrating the consistent strength and adaptability of the business programs.																													
3	ENTR - 1010 Creative Problem Solving	AAC&U Written Communication Rubric associated with a "Hidden Assessment"	Freshmen will average a score between 1 and 2 on a scale of 1-4.	The data suggests that the objective has been surpassed for the majority of the observed period, indicating a higher than targeted performance level among the freshmen.																												

	BUS 4420 - Bus Ethics/Soc Responsibility	AAC&U Written Communication Rubric associated with a "Hidden Assessment"	Seniors will average a score of 3 (proficient) on a scale of 1-4.	From Fall 2020 to Fall 2024, seniors consistently exceeded the target average score of 3 on a scale of 1-4. There was a slight dip to 3.05 in Fall 2020 but surged to a peak of 4.00 by Spring 2021. In subsequent semesters, scores hovered around the high 3s. Overall, seniors largely surpassed the proficiency objective throughout the examined period.	 <p>AACU Written Communication Rubric Scores</p> <table><thead><tr><th>Semester</th><th>ENTR 1010</th><th>BUS 4420</th></tr></thead><tbody><tr><td>Fall 2020</td><td>2.5</td><td>3.0</td></tr><tr><td>Spr 2021</td><td>2.4</td><td>3.5</td></tr><tr><td>Fall 2021</td><td>2.0</td><td>4.0</td></tr><tr><td>Spr 2022</td><td>1.8</td><td>3.8</td></tr><tr><td>Fall 2022</td><td>2.1</td><td>3.5</td></tr><tr><td>Spring 2023</td><td>2.5</td><td>3.8</td></tr><tr><td>Fall 2023</td><td>2.8</td><td>3.7</td></tr><tr><td>Spring 2024</td><td>3.2</td><td>3.7</td></tr><tr><td>Fall 2024</td><td>1.8</td><td>3.7</td></tr></tbody></table>	Semester	ENTR 1010	BUS 4420	Fall 2020	2.5	3.0	Spr 2021	2.4	3.5	Fall 2021	2.0	4.0	Spr 2022	1.8	3.8	Fall 2022	2.1	3.5	Spring 2023	2.5	3.8	Fall 2023	2.8	3.7	Spring 2024	3.2	3.7	Fall 2024	1.8	3.7
Semester	ENTR 1010	BUS 4420																																	
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Fall 2021	2.0	4.0																																	
Spr 2022	1.8	3.8																																	
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Spring 2024	3.2	3.7																																	
Fall 2024	1.8	3.7																																	
ENTR - 1010 Creative Problem Solving	AAC&U Public Speaking Rubric associated with a "Hidden Assessment"	Freshmen will average a score between 1 and 2 on a scale of 1-4.	Due to the transition from the BUS 1000 course to ENTR 1010, the assignment adaptation did not include the Public Speaking assessment for Freshman students. As a result, we have not been able to collect assessment data for their public speaking performance since 2020. However, we transitioned to assessing it in COM-1100 in the 2023-24 academic year and will continue doing so.	 <p>AACU Public Speaking Rubric Scores</p> <table><thead><tr><th>Semester</th><th>ENTR 1010</th><th>MGMT 4510</th></tr></thead><tbody><tr><td>Fall 2020</td><td></td><td>3.8</td></tr><tr><td>Spr 2021</td><td></td><td>3.8</td></tr><tr><td>Fall 2021</td><td></td><td>3.9</td></tr><tr><td>Spr 2022</td><td></td><td>3.5</td></tr><tr><td>Fall 2022</td><td></td><td>3.5</td></tr><tr><td>Spring 2023</td><td></td><td>3.8</td></tr><tr><td>Fall 2023</td><td>3.7</td><td>3.8</td></tr><tr><td>Spring 2024</td><td>3.3</td><td>3.8</td></tr><tr><td>Fall 2024</td><td></td><td>3.7</td></tr></tbody></table>	Semester	ENTR 1010	MGMT 4510	Fall 2020		3.8	Spr 2021		3.8	Fall 2021		3.9	Spr 2022		3.5	Fall 2022		3.5	Spring 2023		3.8	Fall 2023	3.7	3.8	Spring 2024	3.3	3.8	Fall 2024		3.7	
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Fall 2024		3.7																																	

	MGMT 4510 - Strategic Management	AAC&U Public Speaking Rubric associated with a "Hidden Assessment"	Seniors will average a score of 3 (proficient) on a scale of 1-4.	Over the period in question, senior scores have consistently been above the target score of 3, showing they are proficient. From Fall 2020 to Fall 2024, scores ranged from 3.5 to 3.95, with most of them leaning closer to 4. There was a slight drop to 3.5 in Spring 2022, but by Spring 2023, it increased again to 3.79. Overall, seniors have regularly scored above the goal, indicating they're performing at a proficient level or better.																					
4	MGMT 4510 - Strategic Management	AAC&U Critical Thinking Rubric associated with a "Hidden Assessment"	Seniors will average a score of 3 (proficient) on a scale of 1-4.	From Fall 2020 to Fall 2024, seniors consistently exceeded the target average score of 3 on a 1-4 scale. While there was a noticeable drop in scores in 2022, they still remained above the proficiency goal. Overall, despite some fluctuations, the annual trend indicates sustained high performance among the seniors.	 <table border="1"><caption>AACU Critical Thinking Rubric Scores</caption><thead><tr><th>Term</th><th>Score</th></tr></thead><tbody><tr><td>Fall 2020</td><td>3.7</td></tr><tr><td>Spr 2021</td><td>3.8</td></tr><tr><td>Fall 2021</td><td>3.6</td></tr><tr><td>Spr 2022</td><td>3.5</td></tr><tr><td>Fall 2022</td><td>3.2</td></tr><tr><td>Spring 2023</td><td>3.3</td></tr><tr><td>Fall 2023</td><td>3.6</td></tr><tr><td>Spring 2024</td><td>3.8</td></tr><tr><td>Fall 2024</td><td>3.5</td></tr></tbody></table>	Term	Score	Fall 2020	3.7	Spr 2021	3.8	Fall 2021	3.6	Spr 2022	3.5	Fall 2022	3.2	Spring 2023	3.3	Fall 2023	3.6	Spring 2024	3.8	Fall 2024	3.5
Term	Score																								
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Spring 2024	3.8																								
Fall 2024	3.5																								
5	ACCT 3120 - Interm Fin Acct II	Assessment One	Beginning students will show retention of basic accounting concepts by an average score of 40% or greater.	The data from 2020-21 to 2023-24 shows that beginning students have consistently scored above the target of 40% on basic accounting concepts. While some periods do not exceed the benchmark by much, all periods do hit the benchmark. Overall, beginning students have demonstrated a strong retention of basic accounting concepts throughout the periods.	 <table border="1"><caption>Accounting Pre-Test Quiz Scores</caption><thead><tr><th>Period</th><th>ACCT 3120 Score (%)</th><th>Benchmark (%)</th></tr></thead><tbody><tr><td>2020-21</td><td>50</td><td>40</td></tr><tr><td>2021-22</td><td>45</td><td>40</td></tr><tr><td>2022-23</td><td>45</td><td>40</td></tr><tr><td>2023-24</td><td>45</td><td>40</td></tr></tbody></table>	Period	ACCT 3120 Score (%)	Benchmark (%)	2020-21	50	40	2021-22	45	40	2022-23	45	40	2023-24	45	40					
Period	ACCT 3120 Score (%)	Benchmark (%)																							
2020-21	50	40																							
2021-22	45	40																							
2022-23	45	40																							
2023-24	45	40																							

	ACCT 3120 - Interm Fin Acct II	Assessment Two	The average grade of all students taking the post quiz will be 65% or greater.	From 2020-21 to 2023-24, students' post-quiz scores declined, falling short of the benchmarks. Initially, scores in the low 60s missed the 75% target. When the benchmark shifted to 65% in Spring 2023, scores still struggled to meet or surpass it, declining further by 2023-24. This pattern underscores difficulties in consistently hitting targets, despite benchmark adjustments.	
			A comparison of the pre and post quizzes will show improvement of 20% or greater.	From 2020-21 to 2023-24, the improvement between pre and post quizzes varied but consistently fell below the set benchmarks. Even after lowering the benchmark from 35% to 20% in 2021-22, the results remained close to or below this mark. Overall, the objective of a 20% or greater improvement was not consistently achieved throughout the period.	

Accounting Program Analysis Report:

Planned Actions for 2023-24 (What changes need to take place? Include timeline for changes)

- Accounting faculty will implement use data analysis tools in accounting courses.

Planned Actions Feedback

- For next year's assessment, we plan to use the Peregrine Academic exam to measure the performance of accounting students within their own discipline in addition to their average across all business disciplines.
- Accounting students are learning a variety of skills throughout their classes, but fail to carryover learned skills from semester to semester. Plan to establish more times of review through classroom discussions and quizzes.

Strengths (What's working well?)

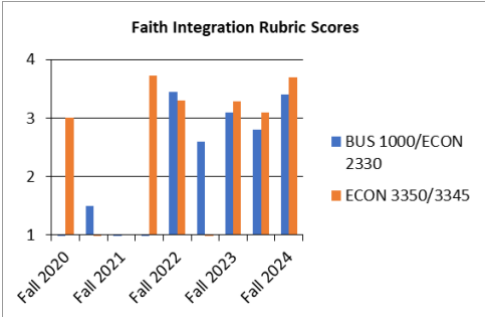
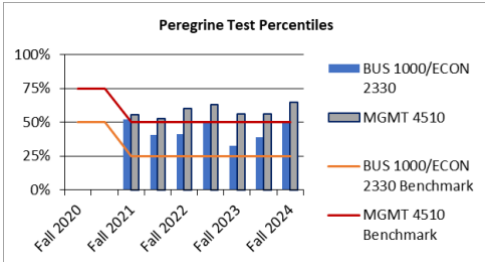
- Accounting students continually perform well on CPA and CMA exams.
- Accounting students learn hands on skills that equip them to start their careers with advanced knowledge.

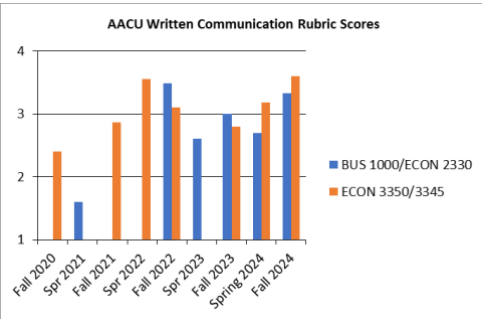
Opportunities for Improvement (What's not working?)

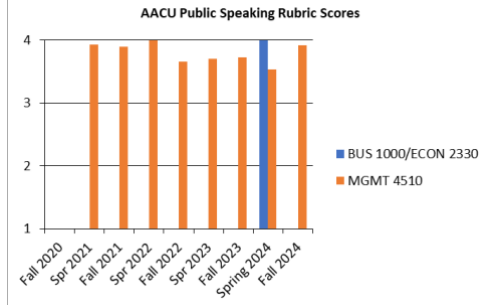
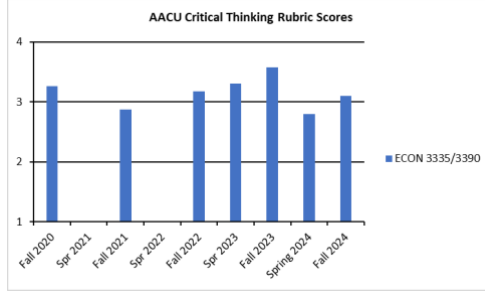
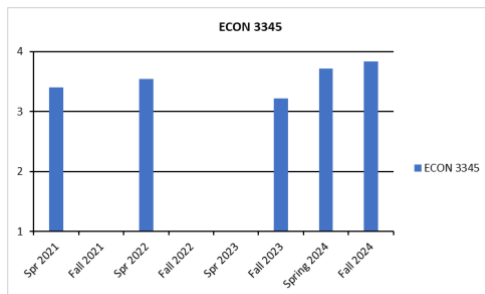
- Changes within accounting careers require students to approach tasks from an analytical perspective.

Planned Actions for 2024-25 (What changes need to take place? Include timeline for changes)

- Encourage students to take analytical classes to supplement their accounting skills.
- Bring in professionals within the accounting industry to expose students to different areas of accounting and to help encourage students to obtain a variety of accounting and analytical skills while studying at Cedarville University.

Program Obj.	Early & Late Course Number and Title	Means of Assessment (Canvas Assignment Title or Rubric Title)	Criteria for Success (Goal, Benchmark, Target)	Data Summary (%, avg. score, etc.)	Program Objective Analysis (How do early & late scores compare?)																		
1	ECON 2330 - Microeconomics	Ethics and Faith Integration Rubric associated with a “Hidden Assessment”	Freshmen will average a score between 1 and 2 on a scale of 1-4.	Over the last 4 years, freshmen scores have predominantly exceeded the target range of 1 to 2 on a 1-4 scale. Fall 2020 demonstrates the high with a 3.44. Subsequent years remained on the higher end, indicating intermittent achievement of the set target.	 <p>Faith Integration Rubric Scores</p> <p>This bar chart displays scores for two programs, BUS 1000/ECON 2330 (blue bars) and ECON 3350/3345 (orange bars), from Fall 2020 to Fall 2024. The y-axis represents scores from 1 to 4. A horizontal line at 3.0 indicates the target. Data points are as follows:</p> <table><thead><tr><th>Year</th><th>BUS 1000/ECON 2330</th><th>ECON 3350/3345</th></tr></thead><tbody><tr><td>Fall 2020</td><td>1.5</td><td>3.0</td></tr><tr><td>Fall 2021</td><td>1.5</td><td>3.44</td></tr><tr><td>Fall 2022</td><td>3.0</td><td>3.2</td></tr><tr><td>Fall 2023</td><td>2.5</td><td>3.0</td></tr><tr><td>Fall 2024</td><td>3.0</td><td>3.5</td></tr></tbody></table>	Year	BUS 1000/ECON 2330	ECON 3350/3345	Fall 2020	1.5	3.0	Fall 2021	1.5	3.44	Fall 2022	3.0	3.2	Fall 2023	2.5	3.0	Fall 2024	3.0	3.5
	Year	BUS 1000/ECON 2330	ECON 3350/3345																				
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Fall 2023	2.5	3.0																					
Fall 2024	3.0	3.5																					
ECON 3345 – Intermediate Macroeconomics	Ethics and Faith Integration Rubric associated with a “Hidden Assessment”	Seniors will average a score of 3 (proficient) on a scale of 1-4.	From 2020 to 2024, senior scores steadily exceeded the target of 3 on a 1-4 scale. Spring 2022 holds the high of 3.73, with all successive periods exceeding the target. The trend indicates consistent achievement of the set objective for seniors.																				
2	ECON 2330 - Microeconomics	Peregrine Academic Assessment Test (beginning Fall 2017)	The mean across all business disciplines will be 25% or greater.	From 2020 to 2024, the mean scores for all business disciplines met the objective of 25% or greater. Scores consistently exceeded the goal from, with peaks like 52% in Fall 2021. Even with a slight decline in Fall 2023, the figures remained above the target.	 <p>Peregrine Test Percentiles</p> <p>This bar chart shows the percentage of students meeting the benchmark for two programs, BUS 1000/ECON 2330 (blue bars) and MGMT 4510 (grey bars), from Fall 2020 to Fall 2024. The y-axis represents percentages from 0% to 100%. A horizontal line at 25% indicates the benchmark. Data points are as follows:</p> <table><thead><tr><th>Year</th><th>BUS 1000/ECON 2330</th><th>MGMT 4510</th></tr></thead><tbody><tr><td>Fall 2020</td><td>50%</td><td>50%</td></tr><tr><td>Fall 2021</td><td>52%</td><td>50%</td></tr><tr><td>Fall 2022</td><td>50%</td><td>50%</td></tr><tr><td>Fall 2023</td><td>48%</td><td>50%</td></tr><tr><td>Fall 2024</td><td>50%</td><td>50%</td></tr></tbody></table>	Year	BUS 1000/ECON 2330	MGMT 4510	Fall 2020	50%	50%	Fall 2021	52%	50%	Fall 2022	50%	50%	Fall 2023	48%	50%	Fall 2024	50%	50%
Year	BUS 1000/ECON 2330	MGMT 4510																					
Fall 2020	50%	50%																					
Fall 2021	52%	50%																					
Fall 2022	50%	50%																					
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Fall 2024	50%	50%																					

	MGMT 4510 - Strategic Management	Peregrine Academic Assessment Test (beginning Fall 2017)	The mean across all business disciplines will be 50% or greater.	For the period in question, the mean scores for business disciplines exceeded the 50% objective. Ranging from a low of 53% in Spring 2022 to a high of 65% in Fall 2024, the overall trend suggests the objective was met across the observed years.																															
3	ECON 2330 - Microeconomics	AAC&U Written Communication Rubric associated with a "Hidden Assessment"	Freshmen will average a score between 1 and 2 on a scale of 1-4.	From Fall 2020 to Fall 2024, freshmen scores mostly met the target range of 1 to 2 on a 1-4 scale. While some semesters closely aligned with the objective, there were outliers such as the 3.49 score in Fall 2022. On the whole, the scores wavered both above and within the desired range, indicating an inconsistent adherence to the set goal.	 <table border="1"><caption>AACU Written Communication Rubric Scores</caption><thead><tr><th>Semester</th><th>BUS 1000/ECON 2330</th><th>ECON 3350/3345</th></tr></thead><tbody><tr><td>Fall 2020</td><td>1.40</td><td>2.40</td></tr><tr><td>Spr 2021</td><td>1.60</td><td>2.80</td></tr><tr><td>Fall 2021</td><td>1.80</td><td>3.00</td></tr><tr><td>Spr 2022</td><td>2.00</td><td>3.20</td></tr><tr><td>Fall 2022</td><td>2.20</td><td>3.49</td></tr><tr><td>Spr 2023</td><td>2.40</td><td>2.80</td></tr><tr><td>Fall 2023</td><td>2.60</td><td>3.00</td></tr><tr><td>Spring 2024</td><td>2.80</td><td>3.20</td></tr><tr><td>Fall 2024</td><td>3.00</td><td>3.40</td></tr></tbody></table>	Semester	BUS 1000/ECON 2330	ECON 3350/3345	Fall 2020	1.40	2.40	Spr 2021	1.60	2.80	Fall 2021	1.80	3.00	Spr 2022	2.00	3.20	Fall 2022	2.20	3.49	Spr 2023	2.40	2.80	Fall 2023	2.60	3.00	Spring 2024	2.80	3.20	Fall 2024	3.00	3.40
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Fall 2024	3.00	3.40																																	
	ECON 3345 – Intermediate Macroeconomics	AAC&U Written Communication Rubric associated with a "Hidden Assessment"	Seniors will average a score of 3 (proficient) on a scale of 1-4.	From Fall 2020 to Fall 2024, senior scores on a 1-4 scale oscillated around the target of 3 (proficient). Although the scores showed proficiency in some semesters, like 3.55 in Spring 2022 and 3.6 in Fall 2024, there were periods like Fall 2020 where it dipped to 2.40. The overall trend indicates that while seniors often achieved or surpassed the proficiency mark, there were occasional deviations below the desired average.																															

	MGMT 4510 - Strategic Management	AAC&U Public Speaking Rubric associated with a “Hidden Assessment”	Seniors will average a score of 3 (proficient) on a scale of 1-4.	From Fall 2020 to Fall 2024, seniors consistently surpassed the target mean score of 3 on a 1-4 scale. The lowest score was 3.53 in Spring 2024, but it still exceeded the objective. The trend indicates a strong performance throughout the period.	 <p>AACU Public Speaking Rubric Scores</p> <table><thead><tr><th>Semester</th><th>BUS 1000/ECON 2330</th><th>MGMT 4510</th></tr></thead><tbody><tr><td>Fall 2020</td><td></td><td>3.9</td></tr><tr><td>Spr 2021</td><td></td><td>3.9</td></tr><tr><td>Fall 2021</td><td></td><td>3.9</td></tr><tr><td>Spr 2022</td><td></td><td>3.7</td></tr><tr><td>Fall 2022</td><td></td><td>3.7</td></tr><tr><td>Spr 2023</td><td></td><td>3.7</td></tr><tr><td>Fall 2023</td><td></td><td>3.53</td></tr><tr><td>Spring 2024</td><td>4.0</td><td>3.53</td></tr><tr><td>Fall 2024</td><td></td><td>3.9</td></tr></tbody></table>	Semester	BUS 1000/ECON 2330	MGMT 4510	Fall 2020		3.9	Spr 2021		3.9	Fall 2021		3.9	Spr 2022		3.7	Fall 2022		3.7	Spr 2023		3.7	Fall 2023		3.53	Spring 2024	4.0	3.53	Fall 2024		3.9
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Spring 2024	4.0	3.53																																	
Fall 2024		3.9																																	
4	ECON 3335 - Interim Microeconomics	AAC&U Critical Thinking Rubric associated with a “Hidden Assessment”	The discipline mean will be greater than or equal to a 3 (developing) on a scale of 1 (not present) to 4 (mastery)	For the period in question, the average score was mostly above the target of 3, however there were a few semesters that dipped below the target, such as Fall 2021 at 2.87 and Spring 2024 at 2.8. Despite this, the most recent data shows that scores have bounced back, and taking the data as a whole, students generally met the objective.	 <p>AACU Critical Thinking Rubric Scores</p> <table><thead><tr><th>Semester</th><th>ECON 3335/3390</th></tr></thead><tbody><tr><td>Fall 2020</td><td>3.2</td></tr><tr><td>Spr 2021</td><td>2.87</td></tr><tr><td>Fall 2021</td><td>2.87</td></tr><tr><td>Spr 2022</td><td>3.1</td></tr><tr><td>Fall 2022</td><td>3.2</td></tr><tr><td>Spr 2023</td><td>3.3</td></tr><tr><td>Fall 2023</td><td>3.5</td></tr><tr><td>Spring 2024</td><td>2.8</td></tr><tr><td>Fall 2024</td><td>3.1</td></tr></tbody></table>	Semester	ECON 3335/3390	Fall 2020	3.2	Spr 2021	2.87	Fall 2021	2.87	Spr 2022	3.1	Fall 2022	3.2	Spr 2023	3.3	Fall 2023	3.5	Spring 2024	2.8	Fall 2024	3.1										
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Fall 2024	3.1																																		
5	ECON 3380 - Econ Dev & Pol Economy	Political Economy Rubric (see separate file) associated with assignment called “Paper” in Canvas	The discipline mean will be greater than or equal to a 3 (developing) on a scale of 1 (not present) to 4 (mastery)	From Spring 2021 to Fall 2024, the discipline consistently met the objective of a mean score greater than or equal to 3 (developing) on the 1-4 scale. The scores remained robust throughout the period, peaking at 3.83 in Fall 2024. Based on the available data, the discipline has been successfully meeting the set benchmark.	 <p>ECON 3345</p> <table><thead><tr><th>Semester</th><th>ECON 3345</th></tr></thead><tbody><tr><td>Spr 2021</td><td>3.4</td></tr><tr><td>Fall 2021</td><td>3.4</td></tr><tr><td>Spr 2022</td><td>3.5</td></tr><tr><td>Fall 2022</td><td>3.5</td></tr><tr><td>Spr 2023</td><td>3.2</td></tr><tr><td>Fall 2023</td><td>3.7</td></tr><tr><td>Spring 2024</td><td>3.8</td></tr><tr><td>Fall 2024</td><td>3.83</td></tr></tbody></table>	Semester	ECON 3345	Spr 2021	3.4	Fall 2021	3.4	Spr 2022	3.5	Fall 2022	3.5	Spr 2023	3.2	Fall 2023	3.7	Spring 2024	3.8	Fall 2024	3.83												
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Fall 2024	3.83																																		

Economics Program Analysis Report:

Planned Actions for 2023-24 (What changes need to take place? Include timeline for changes)

- Assess critical thinking in Econ 3390. Our next offering will be fall '24.

Planned Actions Feedback

- Put into action the critical thinking assessment in Econ 3390, in line with the above recommendation.
- Reasoning for change: the typical student in Econ 3335 is in their third semester (i.e., first semester of their 2nd year) whereas students in Econ 3390 are either juniors or seniors. It is rare for students to score a 4 (mastery) in a sophomore level class when the expectation is that they are developing

Strengths (What's working well?)

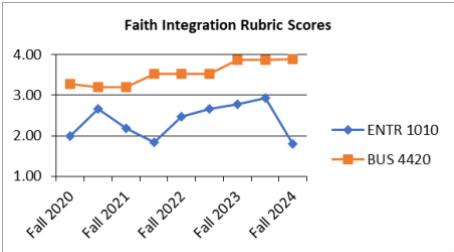
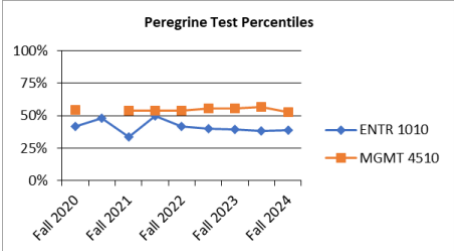
- The every other year offering cycle for upper division economics classes, while not desirable for student choice, has allowed us to offer this major with smaller enrollment than other PSB majors.
- Partnership with grant agencies has allowed the economics major students to get exposed to renowned speakers external to Cedarville University to come and share with our students. In 2023-2024 we were able to host Peter Schweitzer among others.
- The Peregrine data for the Econ majors showed improvement from inbound to outbound students for most areas
- The increase in assessment scores from the Peregrine data mirror the changes of the ACBSP sample data

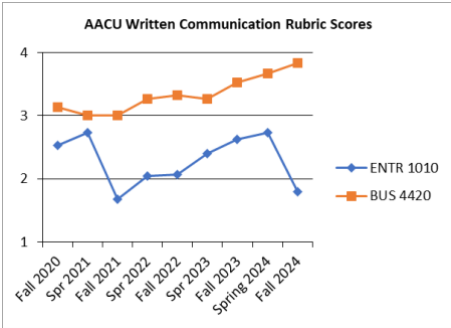
Opportunities for Improvement (What's not working?)

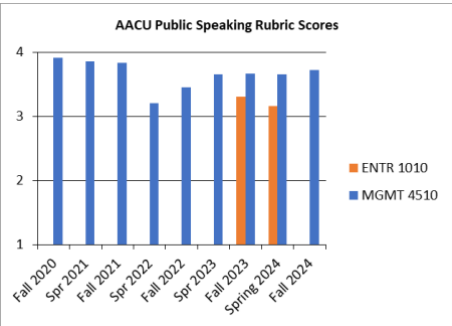
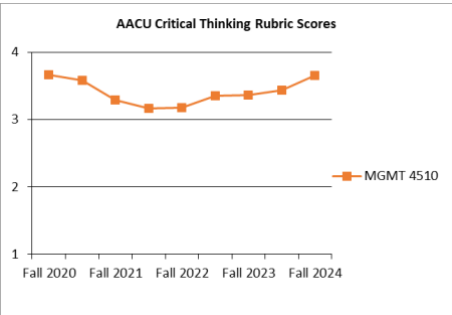
- The major could offer additional special topics classes to meet emerging economic issues of interest.
- The Peregrine data for the Econ majors shows some weakness from inbound to outbound students in some areas. Instructors should provide additional stress on these areas

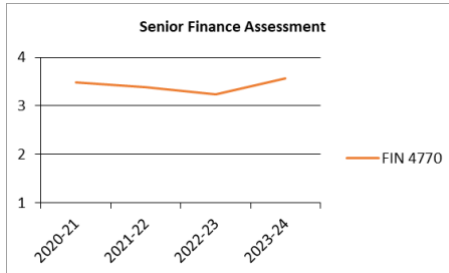
Planned Actions for 2024-25 (What changes need to take place? Include timeline for changes)

- Think through how to incorporate a senior capstone for Econ majors that provides a more wholistic assessment

Program Obj.	Early & Late Course Number and Title	Means of Assessment (Canvas Assignment Title or Rubric Title)	Criteria for Success (Goal, Benchmark, Target)	Data Summary (%, avg. score, etc.)	Program Objective Analysis (How do early & late scores compare?)																		
1	ENTR - 1010 Creative Problem Solving	Ethics and Faith Integration Rubric associated with a “Hidden Assessment”	Finance freshmen will average a score between 1 and 2 on a scale of 1-4.	From Fall 2020 to Fall 2024, the data indicates that scores fluctuated over time, with a low of 1.8 in Fall 2024 and a peak of 2.93 in Spring 2024, suggesting. Overall, scores either met or exceeded the target for the period in question.	 <table border="1"><caption>Faith Integration Rubric Scores</caption><thead><tr><th>Term</th><th>ENTR 1010</th><th>BUS 4420</th></tr></thead><tbody><tr><td>Fall 2020</td><td>2.00</td><td>3.25</td></tr><tr><td>Fall 2021</td><td>2.50</td><td>3.25</td></tr><tr><td>Fall 2022</td><td>2.00</td><td>3.50</td></tr><tr><td>Fall 2023</td><td>2.50</td><td>3.75</td></tr><tr><td>Fall 2024</td><td>1.80</td><td>3.80</td></tr></tbody></table>	Term	ENTR 1010	BUS 4420	Fall 2020	2.00	3.25	Fall 2021	2.50	3.25	Fall 2022	2.00	3.50	Fall 2023	2.50	3.75	Fall 2024	1.80	3.80
	Term	ENTR 1010	BUS 4420																				
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Fall 2024	1.80	3.80																					
BUS 4420 - Bus Ethics/Soc Responsibility	Ethics and Faith Integration Rubric associated with a “Hidden Assessment”	Finance seniors will average a score of 3 (proficient) on a scale of 1-4.	From Fall 2020 to Fall 2024, the data shows consistent performance above the benchmark, with a peak of 3.89 in Fall 2024. This demonstrates the strong performance of the program in this respect.																				
2	ENTR - 1010 Creative Problem Solving	Peregrine Academic Assessment Test (beginning Fall 2017)	The mean across all business disciplines will be 25% or greater.	Data for the period in question shows scores ranging from 33.61% in Fall 2021 to 41.72% in Fall 2020 with most scores steady between those values. This shows consistent outperformance of the target.	 <table border="1"><caption>Peregrine Test Percentiles</caption><thead><tr><th>Term</th><th>ENTR 1010</th><th>MGMT 4510</th></tr></thead><tbody><tr><td>Fall 2020</td><td>41.72%</td><td>55.00%</td></tr><tr><td>Fall 2021</td><td>33.61%</td><td>55.00%</td></tr><tr><td>Fall 2022</td><td>40.00%</td><td>55.00%</td></tr><tr><td>Fall 2023</td><td>38.00%</td><td>55.00%</td></tr><tr><td>Fall 2024</td><td>38.00%</td><td>55.00%</td></tr></tbody></table>	Term	ENTR 1010	MGMT 4510	Fall 2020	41.72%	55.00%	Fall 2021	33.61%	55.00%	Fall 2022	40.00%	55.00%	Fall 2023	38.00%	55.00%	Fall 2024	38.00%	55.00%
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	MGMT 4510 - Strategic Management	Peregrine Academic Assessment Test (beginning Fall 2017)	The mean across all business disciplines will be 50% or greater.	The data for the period in question reveals performance near or slightly above the threshold, with 54.61% in Fall 2020 and 52.90% in Fall 2024. These results indicate that finance students are just slightly exceeding the benchmark, but overall, the program is effective in accomplishing this goal.																															
3	ENTR - 1010 Creative Problem Solving	AAC&U Written Communication Rubric associated with a "Hidden Assessment"	Freshmen will average a score between 1 and 2 on a scale of 1-4.	From Fall 2020 to 2024, freshmen students mostly scored above the target. There is much variability in this data, with a high of 2.73 in both Spring 2021 and Spring 2024 as well as a low of 1.68 in Fall 2022. Overall, this data displays a strong performance of the freshmen students in this category.	 <table><caption>AACU Written Communication Rubric Scores</caption><thead><tr><th>Term</th><th>ENTR 1010</th><th>BUS 4420</th></tr></thead><tbody><tr><td>Fall 2020</td><td>2.50</td><td>3.10</td></tr><tr><td>Spr 2021</td><td>2.73</td><td>3.00</td></tr><tr><td>Fall 2021</td><td>1.68</td><td>3.00</td></tr><tr><td>Spr 2022</td><td>2.00</td><td>3.20</td></tr><tr><td>Fall 2022</td><td>2.00</td><td>3.20</td></tr><tr><td>Spr 2023</td><td>2.40</td><td>3.20</td></tr><tr><td>Fall 2023</td><td>2.60</td><td>3.50</td></tr><tr><td>Spring 2024</td><td>2.73</td><td>3.60</td></tr><tr><td>Fall 2024</td><td>1.80</td><td>3.80</td></tr></tbody></table>	Term	ENTR 1010	BUS 4420	Fall 2020	2.50	3.10	Spr 2021	2.73	3.00	Fall 2021	1.68	3.00	Spr 2022	2.00	3.20	Fall 2022	2.00	3.20	Spr 2023	2.40	3.20	Fall 2023	2.60	3.50	Spring 2024	2.73	3.60	Fall 2024	1.80	3.80
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BUS 4420 - Bus Ethics/Soc Responsibility	AAC&U Written Communication Rubric associated with a "Hidden Assessment"	Seniors will average a score of 3 (proficient) on a scale of 1-4.	Likewise, seniors have also scored consistently above the targeted benchmark over the 4.5 years. The trend in the data shows seniors scoring an exact 3 in 2021, with that score gradually increasing to 3.84 in Fall 2024. This shows the effectiveness of the program in this metric.																																

	ENTR - 1010 Creative Problem Solving	AAC&U Public Speaking Rubric associated with a "Hidden Assessment"	Freshman will average a score between 1 and 2 on a scale of 1-4.	Due to the transition from the BUS 1000 course to ENTR 1010, the assignment adaptation did not include the Public Speaking assessment for Freshman students. As a result, we have not been able to collect assessment data for their public speaking performance since 2020. However, we transitioned to assessing it in COM-1100 in the 2023-24 academic year and will continue doing so.	 <table border="1"><caption>AACU Public Speaking Rubric Scores</caption><thead><tr><th>Term</th><th>ENTR 1010</th><th>MGMT 4510</th></tr></thead><tbody><tr><td>Fall 2020</td><td></td><td>3.9</td></tr><tr><td>Spr 2021</td><td></td><td>3.9</td></tr><tr><td>Fall 2021</td><td></td><td>3.9</td></tr><tr><td>Spr 2022</td><td></td><td>3.2</td></tr><tr><td>Fall 2022</td><td></td><td>3.5</td></tr><tr><td>Spr 2023</td><td></td><td>3.7</td></tr><tr><td>Fall 2023</td><td>3.3</td><td>3.7</td></tr><tr><td>Spring 2024</td><td>3.2</td><td>3.7</td></tr><tr><td>Fall 2024</td><td></td><td>3.7</td></tr></tbody></table>	Term	ENTR 1010	MGMT 4510	Fall 2020		3.9	Spr 2021		3.9	Fall 2021		3.9	Spr 2022		3.2	Fall 2022		3.5	Spr 2023		3.7	Fall 2023	3.3	3.7	Spring 2024	3.2	3.7	Fall 2024		3.7
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	MGMT 4510 - Strategic Management	AAC&U Public Speaking Rubric associated with a "Hidden Assessment"	Seniors will average a score of 3 (proficient) on a scale of 1-4.	From Fall 2020 to Fall 2024, senior scores consistently met or surpassed the target score of 3. Although there were slight fluctuations, such as the dip to 3.2 in Spring 2022, the majority of the scores remained robustly above the proficiency benchmark. Overall, seniors consistently achieved or exceeded the desired proficiency level throughout the period.																															
4	MGMT 4510 - Strategic Management	AAC&U Critical Thinking Rubric associated with a "Hidden Assessment"	Seniors will average a score of 3 (proficient) on a scale of 1-4.	From Fall 2020 to Fall 2024, the average scores of seniors mostly remained near or above the proficiency target of 3. While slight decline was observed in Spring 2022 and Fall 2022, they consistently met or exceeded this benchmark in earlier terms. Nonetheless, the scores indicate that seniors have maintained proficiency throughout this duration.	 <table border="1"><caption>AACU Critical Thinking Rubric Scores</caption><thead><tr><th>Term</th><th>MGMT 4510</th></tr></thead><tbody><tr><td>Fall 2020</td><td>3.7</td></tr><tr><td>Spr 2021</td><td>3.6</td></tr><tr><td>Fall 2021</td><td>3.3</td></tr><tr><td>Spr 2022</td><td>3.2</td></tr><tr><td>Fall 2022</td><td>3.2</td></tr><tr><td>Spr 2023</td><td>3.4</td></tr><tr><td>Fall 2023</td><td>3.4</td></tr><tr><td>Spr 2024</td><td>3.5</td></tr><tr><td>Fall 2024</td><td>3.7</td></tr></tbody></table>	Term	MGMT 4510	Fall 2020	3.7	Spr 2021	3.6	Fall 2021	3.3	Spr 2022	3.2	Fall 2022	3.2	Spr 2023	3.4	Fall 2023	3.4	Spr 2024	3.5	Fall 2024	3.7										
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5	FIN 4770 - Adv Financial Mgmt	CVP – Written Report	The finance student will average greater than or equal to a 3 (developing) on a scale of 1 (not present) to 4 (mastery)	Over the span of six academic years from 2020-21 to 2023-24, finance students have consistently met or surpassed the benchmark score of 3, denoting a developing proficiency level. Even though there has been a modest downward trend in scores over the years, this trend is beginning to rebound, underscoring a sustained level of understanding and capability in finance.	<div>Senior Finance Assessment</div>  <table><thead><tr><th>Academic Year</th><th>Score (FIN 4770)</th></tr></thead><tbody><tr><td>2020-21</td><td>3.5</td></tr><tr><td>2021-22</td><td>3.2</td></tr><tr><td>2022-23</td><td>3.0</td></tr><tr><td>2023-24</td><td>3.5</td></tr></tbody></table>	Academic Year	Score (FIN 4770)	2020-21	3.5	2021-22	3.2	2022-23	3.0	2023-24	3.5
Academic Year	Score (FIN 4770)														
2020-21	3.5														
2021-22	3.2														
2022-23	3.0														
2023-24	3.5														

Finance Program Analysis Report:

Planned Actions for 2023-24 (What changes need to take place? Include timeline for changes)

- Look for increased opportunities within our finance classes to review and apply core financial principles. We plan to use next year's assessment in Adv. Financial Management to see if the trend can bend upward.

Planned Actions Feedback

- We were pleased to see that the scores ticked upwards, suggesting that our efforts were successful. However, we will continue this emphasis again this year to confirm and ensure continued growth.

Strengths (What's working well?)

- Our program continues to grow with a larger number of students choosing the major.
- We have three full-time faculty in the program, all who have terminal degrees. This is unparalleled in our competitor programs.
- We emphasize Biblical financial principles through the Financial program.

Opportunities for Improvement (What's not working?)

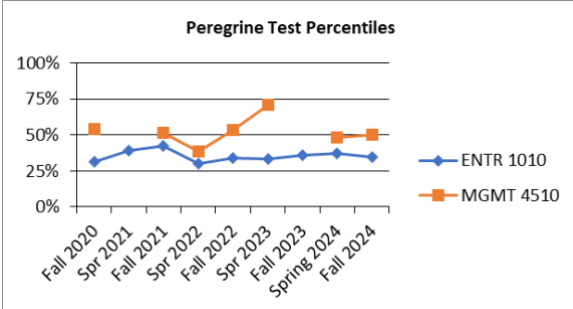
- We may need to consider adding a Personal Financial Planning Major.

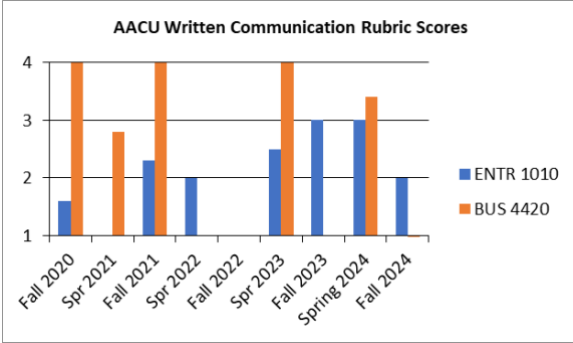
- Our Venture Capital class has extremely low enrollment. We need to decide if this is a class that we want to market differently to our students, or if it is a class that falls outside of our expertise and we need to quit offering it.

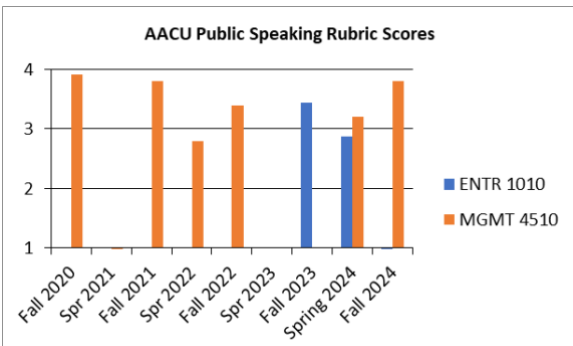
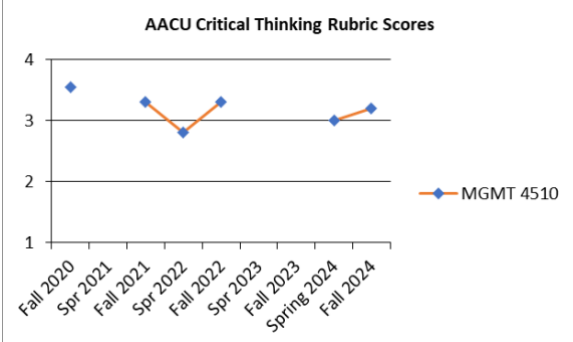
Planned Actions (What changes need to take place? Include timeline for changes)

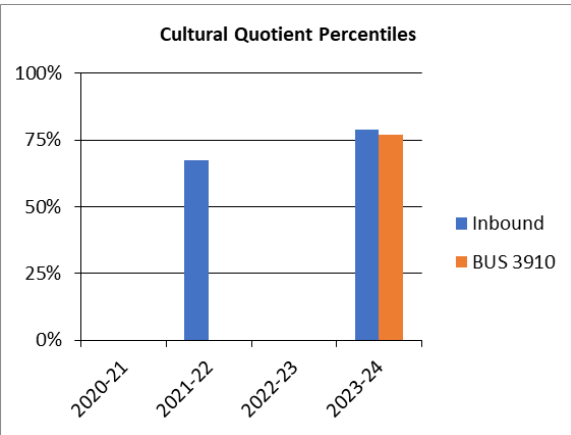
- We are beginning a new program this year in Financial Planning. We need to consider current faculty load for managing these courses, as well as how often they need to be offered based on student interest and load. We may need to offer them more often than originally planned. We will evaluate and make a decision at the conclusion of the SP 25 semester.
- We plan to evaluate a relationship with the CFA Institute and its potential benefits for our students / graduates. We will gauge interest over the school year and make a decision by the end of SP 25.

Program Obj.	Early & Late Course Number and Title	Means of Assessment (Canvas Assignment Title or Rubric Title)	Criteria for Success (Goal, Benchmark, Target)	Data Summary (% , avg. score, etc.)	Program Objective Analysis (How do early & late scores compare?)																											
1	ENTR - 1010 Creative Problem Solving	Ethics and Faith Integration Rubric associated with a “Hidden Assessment”	Freshmen will average a score between 1 and 2 on a scale of 1-4.	From Fall 2020 to Fall 2024, freshmen scores have consistently scored in or exceeded the target range of 1 to 2 on a scale of 1-4. Only in Fall 2020 did the score fall within the range at 1.5. In all other semesters, the average was above 2, indicating that freshmen are performing at a higher level than initially aimed for.	<div><p>Faith Integration Rubric Scores</p><table><thead><tr><th>Semester</th><th>ENTR 1010</th><th>BUS 4420</th></tr></thead><tbody><tr><td>Fall 2020</td><td>1.5</td><td>4.0</td></tr><tr><td>Spr 2021</td><td>2.2</td><td>3.0</td></tr><tr><td>Fall 2021</td><td>2.1</td><td>3.3</td></tr><tr><td>Spr 2022</td><td>2.5</td><td>4.0</td></tr><tr><td>Fall 2022</td><td>3.1</td><td>4.0</td></tr><tr><td>Spr 2023</td><td>3.2</td><td>3.5</td></tr><tr><td>Fall 2023</td><td>3.2</td><td>3.5</td></tr><tr><td>Spring 2024</td><td>2.0</td><td>3.5</td></tr></tbody></table></div>	Semester	ENTR 1010	BUS 4420	Fall 2020	1.5	4.0	Spr 2021	2.2	3.0	Fall 2021	2.1	3.3	Spr 2022	2.5	4.0	Fall 2022	3.1	4.0	Spr 2023	3.2	3.5	Fall 2023	3.2	3.5	Spring 2024	2.0	3.5
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BUS 4420 - Bus Ethics/Soc Responsibility	Ethics and Faith Integration Rubric associated with a “Hidden Assessment”	Seniors will average a score of 3 (proficient) on a scale of 1-4.	Between Fall 2020 and Fall 2024, seniors consistently scored around or above the target score of 3, denoting "proficient" on a scale of 1-4. Notably, in Fall 2020 and Spring 2023, they achieved a perfect score of 4. The only instance when the average dipped to the objective was in Spring 2021 with a score of 3.00. Overall, seniors have predominantly met or surpassed the proficiency target throughout these years.																													

2	ENTR - 1010 Creative Problem Solving	Peregrine Academic Assessment Test (beginning Fall 2017)	The discipline mean will be 25% or greater.	For the period in question, the discipline consistently maintained a mean percentage above the set objective of 25%. The percentages fluctuated over the years but never dipped below the 25% benchmark. While most semesters hovered around the 40% mark, the lowest recorded mean was in Spring 2022 with 30.00%. Overall, the discipline consistently achieved its target throughout the reported period.	 <table border="1"><caption>Peregrine Test Percentiles</caption><thead><tr><th>Semester</th><th>ENTR 1010 (%)</th><th>MGMT 4510 (%)</th></tr></thead><tbody><tr><td>Fall 2020</td><td>30.00</td><td>55.00</td></tr><tr><td>Spr 2021</td><td>35.00</td><td>50.00</td></tr><tr><td>Fall 2021</td><td>40.00</td><td>50.00</td></tr><tr><td>Spr 2022</td><td>30.00</td><td>40.00</td></tr><tr><td>Fall 2022</td><td>35.00</td><td>70.83</td></tr><tr><td>Spr 2023</td><td>30.00</td><td>55.00</td></tr><tr><td>Fall 2023</td><td>35.00</td><td>50.00</td></tr><tr><td>Spring 2024</td><td>35.00</td><td>50.00</td></tr><tr><td>Fall 2024</td><td>30.00</td><td>50.00</td></tr></tbody></table>	Semester	ENTR 1010 (%)	MGMT 4510 (%)	Fall 2020	30.00	55.00	Spr 2021	35.00	50.00	Fall 2021	40.00	50.00	Spr 2022	30.00	40.00	Fall 2022	35.00	70.83	Spr 2023	30.00	55.00	Fall 2023	35.00	50.00	Spring 2024	35.00	50.00	Fall 2024	30.00	50.00
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Spr 2022	30.00	40.00																																	
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Fall 2024	30.00	50.00																																	
MGMT 4510 - Strategic Management	Peregrine Academic Assessment Test (beginning Fall 2017)	The discipline mean will be 50% or greater.	For the period in question, the discipline mean occasionally dipped below 50% (notably in Spring 2022 and Spring 2024). However, it often met or exceeded the 50% target, with a peak of 70.83% in Fall 2022.																																

3	ENTR - 1010 Creative Problem Solving	AAC&U Written Communication Rubric associated with a "Hidden Assessment"	Freshmen will average a score between 1 and 2 on a scale of 1-4.	From Fall 2020 to Fall 2024, freshmen scores frequently hovered around the upper limit of the 1-2 target, only dipping below 2 in Fall 2020. The scores were consistently within the target range.	 <table border="1"><caption>AACU Written Communication Rubric Scores</caption><thead><tr><th>Semester</th><th>ENTR 1010 (Score)</th><th>BUS 4420 (Score)</th></tr></thead><tbody><tr><td>Fall 2020</td><td>1.5</td><td>4.0</td></tr><tr><td>Spr 2021</td><td>2.5</td><td>2.8</td></tr><tr><td>Fall 2021</td><td>2.5</td><td>4.0</td></tr><tr><td>Spr 2022</td><td>2.0</td><td>2.8</td></tr><tr><td>Fall 2022</td><td>2.5</td><td>4.0</td></tr><tr><td>Spr 2023</td><td>2.5</td><td>4.0</td></tr><tr><td>Fall 2023</td><td>3.0</td><td>4.0</td></tr><tr><td>Spring 2024</td><td>3.0</td><td>3.5</td></tr><tr><td>Fall 2024</td><td>2.0</td><td>4.0</td></tr></tbody></table>	Semester	ENTR 1010 (Score)	BUS 4420 (Score)	Fall 2020	1.5	4.0	Spr 2021	2.5	2.8	Fall 2021	2.5	4.0	Spr 2022	2.0	2.8	Fall 2022	2.5	4.0	Spr 2023	2.5	4.0	Fall 2023	3.0	4.0	Spring 2024	3.0	3.5	Fall 2024	2.0	4.0
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Fall 2024	2.0	4.0																																	
BUS 4420 - Bus Ethics/Soc Responsibility	AAC&U Written Communication Rubric associated with a "Hidden Assessment"	Seniors will average a score of 3 (proficient) on a scale of 1-4.	From Fall 2020 to Fall 2024, seniors consistently scored at or above the target of 3, indicating proficiency. Notably, Spring 2021 score dipped slightly below the target at 2.8, but all other terms met or exceeded the desired average.																																

	ENTR - 1010 Creative Problem Solving	AAC&U Public Speaking Rubric associated with a "Hidden Assessment"	Freshman will average a score between 1 and 2 on a scale of 1-4.	Due to the transition from the BUS 1000 course to ENTR 1010, the assignment adaptation did not include the Public Speaking assessment for Freshman students. As a result, we have not been able to collect assessment data for their public speaking performance since 2020. However, we transitioned to assessing it in COM-1100 in the 2023-24 academic year and will continue doing so.	 <p>AACU Public Speaking Rubric Scores</p> <table><thead><tr><th>Term</th><th>ENTR 1010</th><th>MGMT 4510</th></tr></thead><tbody><tr><td>Fall 2020</td><td></td><td>3.8</td></tr><tr><td>Spr 2021</td><td></td><td>1.0</td></tr><tr><td>Fall 2021</td><td></td><td>3.8</td></tr><tr><td>Spr 2022</td><td></td><td>2.8</td></tr><tr><td>Fall 2022</td><td></td><td>3.4</td></tr><tr><td>Spr 2023</td><td></td><td>3.4</td></tr><tr><td>Fall 2023</td><td>3.4</td><td></td></tr><tr><td>Spring 2024</td><td>2.8</td><td>3.2</td></tr><tr><td>Fall 2024</td><td></td><td>3.8</td></tr></tbody></table>	Term	ENTR 1010	MGMT 4510	Fall 2020		3.8	Spr 2021		1.0	Fall 2021		3.8	Spr 2022		2.8	Fall 2022		3.4	Spr 2023		3.4	Fall 2023	3.4		Spring 2024	2.8	3.2	Fall 2024		3.8
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	MGMT 4510 - Strategic Management	AAC&U Public Speaking Rubric associated with a "Hidden Assessment"	Seniors will average a score of 3 (proficient) on a scale of 1-4.	Over the given years, seniors predominantly achieved scores around or above the target of 3, indicating proficiency. There was a notable dip in Spring 2022 at 2.8, but most other terms met or surpassed the objective.																															
4	MGMT 4510 - Strategic Management	AAC&U Critical Thinking Rubric associated with a "Hidden Assessment"	Seniors will average a score of 3 (proficient) on a scale of 1-4.	In the majority of terms from Fall 2020 to Fall 2024, seniors have consistently scored around or above the target score of 3, showcasing their proficiency. However, there was a dip in Spring 2022 with a score of 2.8, but it rebounded in Fall 2022. The overall trend indicates that the objective is predominantly met.	 <p>AACU Critical Thinking Rubric Scores</p> <table><thead><tr><th>Term</th><th>MGMT 4510</th></tr></thead><tbody><tr><td>Fall 2020</td><td>3.5</td></tr><tr><td>Spr 2021</td><td>3.2</td></tr><tr><td>Fall 2021</td><td>3.2</td></tr><tr><td>Spr 2022</td><td>2.8</td></tr><tr><td>Fall 2022</td><td>3.2</td></tr><tr><td>Spr 2023</td><td>3.2</td></tr><tr><td>Fall 2023</td><td>3.0</td></tr><tr><td>Spring 2024</td><td>3.0</td></tr><tr><td>Fall 2024</td><td>3.2</td></tr></tbody></table>	Term	MGMT 4510	Fall 2020	3.5	Spr 2021	3.2	Fall 2021	3.2	Spr 2022	2.8	Fall 2022	3.2	Spr 2023	3.2	Fall 2023	3.0	Spring 2024	3.0	Fall 2024	3.2										
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5	ENTR - 1010 Creative Problem Solving	Cultural Quotient (CQ) Assessment test	The discipline mean will be at or above the 50th percentile	Across the years where testing occurred, the discipline consistently scored well above the 50th percentile, with scores ranging between 67.38% and 78.75%. However, in 2020-21 and 2022-23 testing did not take place or no one participated. The objective was met in the years when data was available.	
	BUS 3910 - International Business	Cultural Quotient (CQ) Assessment test	The discipline mean will be at or above the 75th percentile	Testing only occurred in the 2023-24 academic year, with seniors' average scoring at 76.75% for that year. This is above the target, showing proficiency in this metric.	

Global Business Program Analysis Report:

Planned Actions for 2023-24 (What changes need to take place? Include timeline for changes)

- Submit Level III changes for the global business major this Spring 2024
- Meet with the Study Abroad leaders – to discuss narrowing choices to certain partners and sustainable, repeatable experiences
- Complete the review and presentation to the Major Review Committee of the University for Fall 2023
- Review any suggestions they may have along with the School of Business recommendations for the future of this major.

Planned Actions Feedback

This major has very few students in each school level which means that the scores vary considerably based on just a few students that are measured in the designated courses that assess their progress.

Strengths (What's working well?)

The major still attracts those who do not desire to follow traditional business careers. However these students often select the International Studies major. Business students with this same desire will be directed to a Management major with a concentration in Global Business and/or select the Global Business minor.

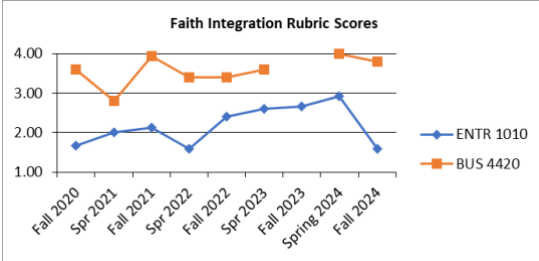
Opportunities for Improvement (What's not working?)

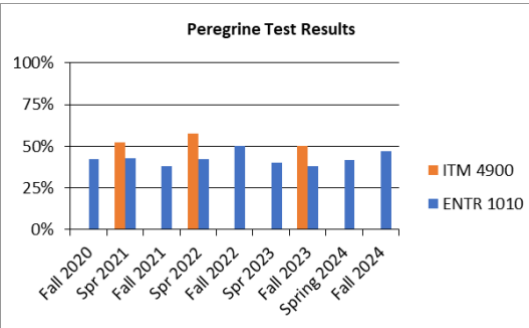
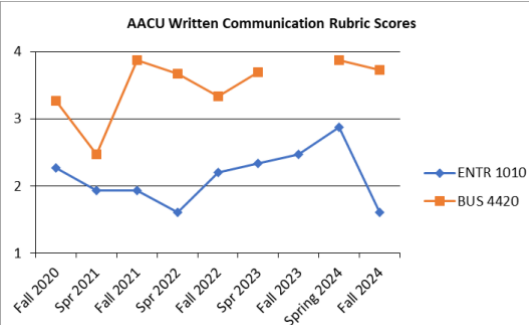
Planned Actions for 2024-25 (What changes need to take place? Include timeline for changes)

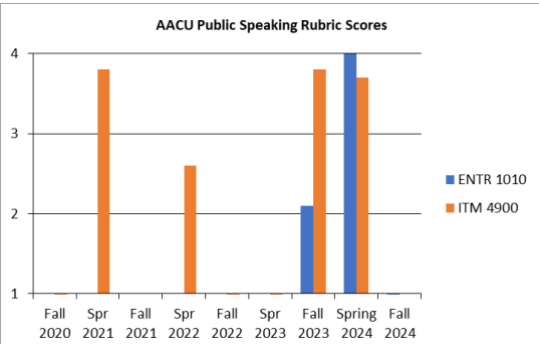
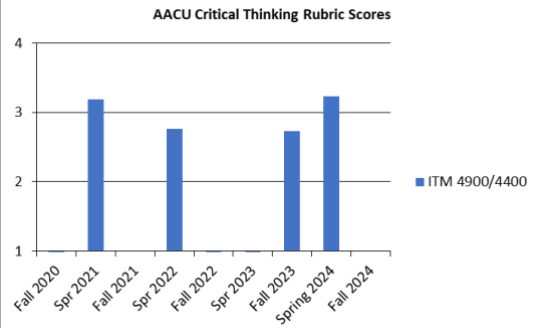
Submit Level III changes Fall 2024 to discontinue the global business major effective 2025-2026 school year. Current students remaining in the major will be supported both in advising and study abroad as well as all courses to be completed.

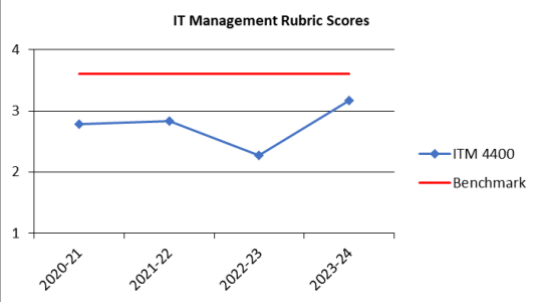
We will be keeping the International Business minor (changing name to Global Business minor) but are changing some of the required and elective courses.



Program Obj.	Early & Late Course Number and Title	Means of Assessment (Canvas Assignment Title or Rubric Title)	Criteria for Success (Goal, Benchmark, Target)	Data Summary (% , avg. score, etc.)	Program Objective Analysis (How do early & late scores compare?)																														
1	ENTR - 1010 Creative Problem Solving	Ethics and Faith Integration Rubric associated with a “Hidden Assessment”	Freshmen will average a score between 1 and 2 on a scale of 1-4.	From Fall 2020 to Fall 2024, freshmen scores ranged between 1.6 and 2.93 on a scale of 1-4. While some semesters met the objective with scores between 1 and 2, other semesters exceeded the upper target demonstrating that freshmen performed at a higher level than the set objective.	 <table><caption>Faith Integration Rubric Scores</caption><thead><tr><th>Semester</th><th>ENTR 1010</th><th>BUS 4420</th></tr></thead><tbody><tr><td>Fall 2020</td><td>1.6</td><td>3.5</td></tr><tr><td>Spr 2021</td><td>2.0</td><td>2.8</td></tr><tr><td>Fall 2021</td><td>2.1</td><td>3.9</td></tr><tr><td>Spr 2022</td><td>1.6</td><td>3.4</td></tr><tr><td>Fall 2022</td><td>2.4</td><td>3.4</td></tr><tr><td>Spr 2023</td><td>2.6</td><td>3.6</td></tr><tr><td>Fall 2023</td><td>2.7</td><td>3.9</td></tr><tr><td>Spring 2024</td><td>2.9</td><td>4.0</td></tr><tr><td>Fall 2024</td><td>1.6</td><td>3.8</td></tr></tbody></table>	Semester	ENTR 1010	BUS 4420	Fall 2020	1.6	3.5	Spr 2021	2.0	2.8	Fall 2021	2.1	3.9	Spr 2022	1.6	3.4	Fall 2022	2.4	3.4	Spr 2023	2.6	3.6	Fall 2023	2.7	3.9	Spring 2024	2.9	4.0	Fall 2024	1.6	3.8
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	BUS 4420 - Bus Ethics/Soc Responsibility	Ethics and Faith Integration Rubric associated with a “Hidden Assessment”	Seniors will average a score of 3 (proficient) on a scale of 1-4.	Over the past 4.5 years, seniors have generally performed well in achieving the target score of 3 on a scale of 1-4. There has been consistency in their performance, with averages hovering around the 3.4 to 3.6 range, suggesting sustained accomplishment. The only notable dip occurred in Spring 2021, where the average fell to 2.80. However, by Spring 2024 this had rebounded all the way to a 4. Overall, it's evident that seniors have predominantly met and often surpassed the set benchmark over these years.																															
2	ENTR - 1010 Creative	Peregrine Academic	The mean across all business	Over the evaluated period, the mean performance across business																															

	Problem Solving	Assessment Test (beginning Fall 2017)	disciplines will be 25% or greater.	disciplines consistently exceeded the 25% target. The percentages showed variable growth from 42.22% in Fall 2020 to 47.07% in Fall 2024.	
	ITM 4900 - IT Strategy	Peregrine Academic Assessment Test (beginning Fall 2017)	The mean across all business disciplines will be 50% or greater.	Over the years assessed, the mean performance across business disciplines consistently surpassed the 50% target. Growing from 52.33% in Spring 2021 to 57.71% in Spring 2022, this upward movement reflects effective strategies and student dedication to excellence.	
3	ENTR - 1010 Creative Problem Solving	AAC&U Written Communication Rubric associated with a "Hidden Assessment"	Freshmen will average a score between 1 and 2 on a scale of 1-4.	Throughout the evaluated period, freshmen consistently maintained their performance within the targeted range of 1 to 2 on a 1-4 scale. Despite slight fluctuations, their scores, notably reaching 2.87 in Spring 2024, indicate a steady adherence to the intended proficiency level.	
	BUS 4420 - Bus Ethics/Soc Responsibility	AAC&U Written Communication Rubric associated with a "Hidden Assessment"	Seniors will average a score of 3 (proficient) on a scale of 1-4.	Over the assessed years, seniors consistently aimed for and often reached the goal score of 3 on a 1-4 scale, denoting proficiency. Despite a dip in Spring 2021 to 2.47, the overall trend aligns with the objective. Notably strong performances were seen in Fall 2021 and Spring 2023 with scores of 3.87 and 3.7, respectively.	
	ENTR - 1010 Creative	AAC&U Public Speaking Rubric	Freshman will average a score	Due to the transition from the BUS 1000 course to ENTR 1010, the	

	Problem Solving	associated with a “Hidden Assessment”	between 1 and 2 on a scale of 1-4.	assignment adaptation did not include the Public Speaking assessment for Freshman students. As a result, we have not been able to collect assessment data for their public speaking performance since 2020. However, we transitioned to assessing it in COM-1100 in the 2023-24 academic year and will continue doing so.	 <p>AACU Public Speaking Rubric Scores</p> <table><thead><tr><th>Semester</th><th>ENTR 1010</th><th>ITM 4900</th></tr></thead><tbody><tr><td>Fall 2020</td><td></td><td></td></tr><tr><td>Spr 2021</td><td></td><td>3.8</td></tr><tr><td>Fall 2021</td><td></td><td></td></tr><tr><td>Spr 2022</td><td></td><td>2.6</td></tr><tr><td>Fall 2022</td><td></td><td></td></tr><tr><td>Spr 2023</td><td></td><td></td></tr><tr><td>Fall 2023</td><td>2.1</td><td>3.8</td></tr><tr><td>Spring 2024</td><td>4.0</td><td>3.7</td></tr><tr><td>Fall 2024</td><td></td><td></td></tr></tbody></table>	Semester	ENTR 1010	ITM 4900	Fall 2020			Spr 2021		3.8	Fall 2021			Spr 2022		2.6	Fall 2022			Spr 2023			Fall 2023	2.1	3.8	Spring 2024	4.0	3.7	Fall 2024		
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	ITM 4900 - IT Strategy	AAC&U Public Speaking Rubric associated with a “Hidden Assessment”	Seniors will average a score of 3 (proficient) on a scale of 1-4.	In the evaluated periods, seniors generally approached or met the target score of 3 on a 1-4 scale, indicating proficiency. Despite the low in Spring 2022 to 2.6, all other tested periods surpassed the target demonstrating overall proficiency in public speaking.																															
4	ITM 4900 - IT Strategy	AAC&U Critical Thinking Rubric associated with a “Hidden Assessment”	Seniors will average a score of 3 (proficient) on a scale of 1-4.	Over the assessed semesters, seniors aimed for an average score of 3 on a 1-4 scale, indicating proficiency. Notable performances include Spring 2021 at 3.19 and Spring 2024 at 3.23. However, limited data points to the need for further analysis to ensure consistent objective achievement.	 <p>AACU Critical Thinking Rubric Scores</p> <table><thead><tr><th>Semester</th><th>ITM 4900/4400</th></tr></thead><tbody><tr><td>Fall 2020</td><td></td></tr><tr><td>Spr 2021</td><td>3.19</td></tr><tr><td>Fall 2021</td><td></td></tr><tr><td>Spr 2022</td><td>2.7</td></tr><tr><td>Fall 2022</td><td></td></tr><tr><td>Spr 2023</td><td></td></tr><tr><td>Fall 2023</td><td>2.7</td></tr><tr><td>Spring 2024</td><td>3.23</td></tr><tr><td>Fall 2024</td><td></td></tr></tbody></table>	Semester	ITM 4900/4400	Fall 2020		Spr 2021	3.19	Fall 2021		Spr 2022	2.7	Fall 2022		Spr 2023		Fall 2023	2.7	Spring 2024	3.23	Fall 2024											
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5	ITM 4400 - Systems Analysis & Design	Final Project	Students will score 90% or higher (3.6 out of 4.0) on average.	<p>Over the specified years, the objective of students achieving an average score of 90% or higher (equivalent to 3.6 out of 4.0) displayed varying outcomes. While the average score of 3.17 in 2023-24 approached the target, prior years saw a decline, with 2.27 in 2022-23. This suggests a need for analysis and potential adjustments to strategies to ensure consistent attainment of the proficiency objective in the future.</p>	<div><p>IT Management Rubric Scores</p><table><thead><tr><th>Year</th><th>ITM 4400 Score</th><th>Benchmark</th></tr></thead><tbody><tr><td>2020-21</td><td>2.8</td><td>3.6</td></tr><tr><td>2021-22</td><td>2.9</td><td>3.6</td></tr><tr><td>2022-23</td><td>2.3</td><td>3.6</td></tr><tr><td>2023-24</td><td>3.2</td><td>3.6</td></tr></tbody></table></div>	Year	ITM 4400 Score	Benchmark	2020-21	2.8	3.6	2021-22	2.9	3.6	2022-23	2.3	3.6	2023-24	3.2	3.6
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2023-24	3.2	3.6																		

Information Technology Management Program Analysis Report:

Planned Actions for 2023-24 (What changes need to take place? Include timeline for changes)

- For objective #5, we will investigate how to reinforce various techniques before students enter ITM-4400. During this academic year, the Program Lead will ask all full-time and adjunct instructors to map out which course is a candidate for reinforcing which technique(s). The information will then form a matrix of ITM courses and techniques.
- For data capturing, we will gather data on integrative problem-solving (object #2), verbal communication (objective #3), and critical thinking (objective #4) from another course that ITM students take during their senior year (e.g., ITM-4400).

Planned Actions Feedback

- The following list of techniques/skills were identified along with the corresponding course where the technique/skill could be reinforced:

Technique/Skill	Description	Course Number(s)	Comments
Writing SQL Queries	Proficiency in crafting SELECT, JOIN, INSERT, and UPDATE queries	ITM 2100	Already covering

Building Data Models	Skill in designing relational databases, normalizing tables, and constructing entity-relationship diagrams.	ITM 2100	Already covering
Analyzing Data with Excel	Using VLOOKUP, and advanced Excel functions for data analysis.	ITM 1510, ITM 3410 (Advanced Spreadsheets)	Already covering
Basic Programming	Proficiency in a programming language such as C#, Python or Java for automation and scripting.	ITM 2300	Already covering
Network Configuration	Setting up IP addresses, subnet masks, and understanding basic routing.	ITM 3400	Already covering
Project Scheduling with PM tool	Using project management software to track tasks and timelines.	ITM 1900, ITM 4400	Already covering
Using Version Control Systems (e.g., Git)	Managing code repositories, branching, merging, and handling conflicts.	ITM 2300, ITM 3550	Already covering
Developing Wireframes for UI/UX	Skill in tools like Figma or Adobe XD to create visual prototypes.	ITM 4400	Already covering
Building Pivot Tables in Excel	Skillfully summarizing and analyzing data using pivot tables.	ITM 1510, ITM 3410 (Advanced Spreadsheets)	Already covering
Configuring a Firewall	Setting up basic firewall rules to control traffic to and from a network.		Not currently covering

Troubleshooting Network Issues	Diagnosing connectivity problems using tools like ping, tracert, and Wireshark.	ITM 3400	Already covering
Running Virtual Machines	Creating and managing virtual environments using tools like VMware or VirtualBox.		Not currently covering
Writing Business Reports	Drafting clear and concise reports summarizing IT-related findings and recommendations.		Not currently covering
Creating Dashboards in Power BI/Tableau	Developing interactive dashboards to visualize business metrics.	BUS 2170, ITM 4150	Courses not required of all ITM majors
Developing RESTful APIs	Building and consuming APIs to connect different systems.	ITM 3550	Already covering
Configuring Cloud Services (e.g., AWS, Azure)	Setting up virtual machines, storage solutions, and databases on cloud platforms.		Not currently covering
Implementing Basic Security Protocols	Setting up encryption, authentication, and authorization for systems.		Not currently covering
Deploying Websites on a Server	Using tools like Azure to host and manage websites.	ITM 3500	Partially covering; course not required for all ITM majors
Writing and Managing Scripts	Creating Bash, PowerShell, or Python scripts to automate IT tasks.		Not currently covering
Conducting SWOT Analysis	Assessing IT strategies or projects using SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis.	ITM 4400	Already covering

Creating ER Diagrams	Skill in using tools to visually map out databases (e.g., MySQL Workbench).	ITM 2100	Already covering
Troubleshooting Hardware Issues	Diagnosing and resolving common hardware problems like memory or hard drive failures.		Not currently covering
Documenting Systems and Processes	Writing technical documentation for processes and system configurations.		Not currently covering
Analyzing Network Traffic	Using packet analyzers like Wireshark to monitor and analyze traffic patterns.	ITM 3400	Already covering
Understanding Software Testing	Applying basic testing methods such as unit tests and integration tests to ensure software quality.	ITM 3550	Already covering

- We decided to begin collecting data on integrative problem-solving (object #2), verbal communication (objective #3), and critical thinking (objective #4) from MGMT 4510, which we will plan to replace ITM 4900 in our program.

Strengths (What's working well?)

- Consistent improvement in ethics and faith integration: Student scores in both early (ENTR-1010) and late (BUS 4420) courses consistently met or exceeded proficiency standards, with notable increases from Fall 2022 to Spring 2024.
- Strong performance in written and oral communication: Seniors consistently surpassed the proficiency benchmark for written communication and public speaking in BUS 4420 and ITM 4900, with scores improving across semesters.
- Above-target performance in Information Technology Management discipline: Scores in the ITM-specific Peregrine Academic Assessment consistently met the goal of 25% or greater, with results stabilizing around 50%, showing a strong grasp of key concepts.
- Marked improvement in critical thinking: Senior scores in the AAC&U Critical Thinking rubric improved significantly, exceeding the proficiency standard in Spring 2024.

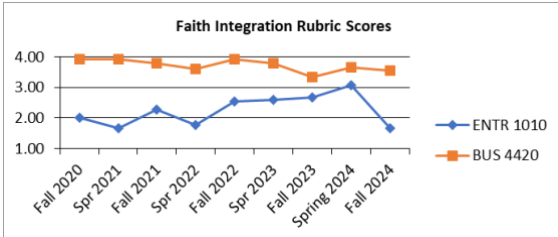
Opportunities for Improvement (What's not working?)

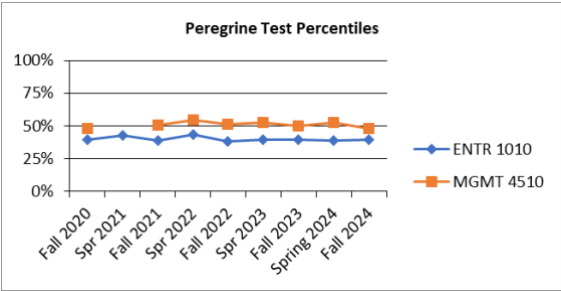
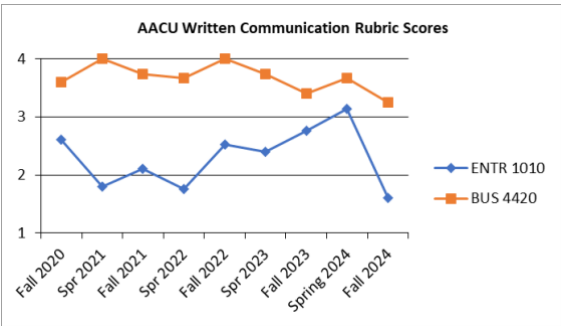
- Inconsistent critical thinking performance in ITM 4400: While there was improvement in senior scores by Spring 2024, earlier assessments showed variability, suggesting a need for more consistent reinforcement of critical thinking skills throughout the curriculum.
- Lower than expected scores in the final project for ITM 4400: Despite recent improvements, the average score of 3.17 still falls short of the target benchmark of 3.6, indicating that additional support and preparation may be needed before students tackle the final project.
- Declining performance in the Peregrine Academic Assessment: Scores within the Information Technology Management discipline decreased from 60% in Fall 2022 to 49.99% in Fall 2023, suggesting a need to revisit certain content areas or teaching strategies to ensure students meet proficiency targets.
- Lack of data for several assessments: Some courses, such as ITM 4900 and BUS 4420, were not assessed consistently across semesters, leading to gaps in data and limiting the ability to fully evaluate student progress.

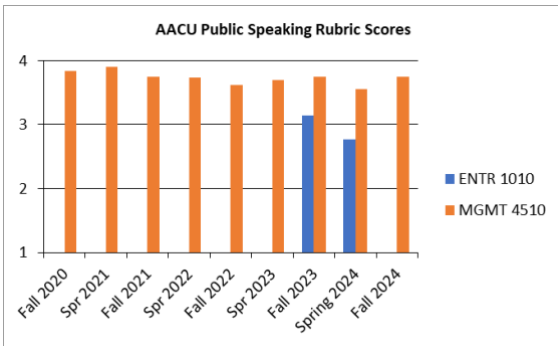
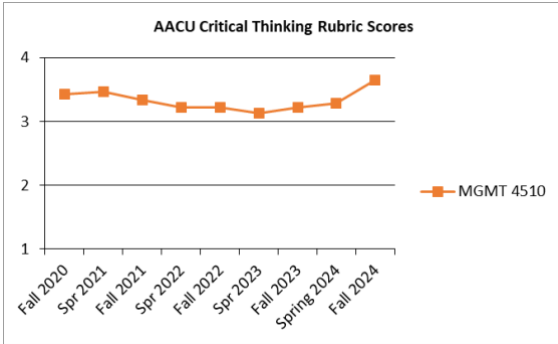
Planned Actions (What changes need to take place? Include timeline for changes)

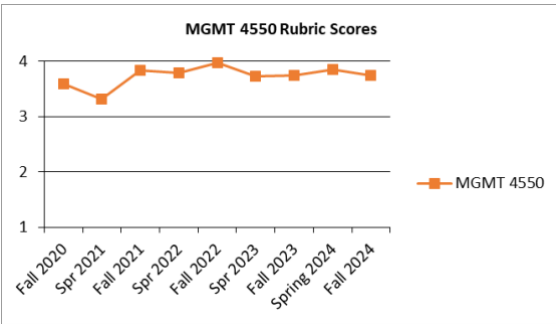
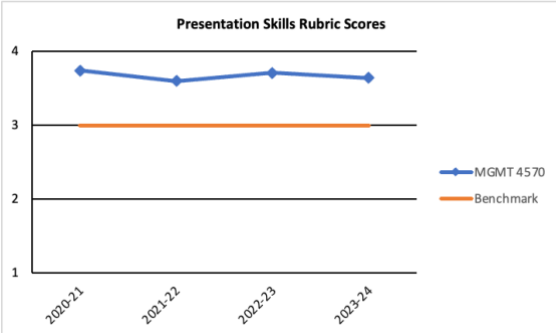
- Review the matrix of skills and courses: Finalize the matrix mapping skills to courses and identify one or two key courses where additional reinforcement of critical thinking and project management can be incorporated. The next step will be to assess the effectiveness of this reinforcement in the upcoming assessment cycle. This will be completed during the 2024-25 academic year.
- Gather feedback from instructors on reinforcing skills: Survey instructors from early and mid-level ITM courses to gather feedback on how they are currently reinforcing key skills (e.g., critical thinking, project management) and identify small, manageable adjustments that can be made in their existing course materials. This feedback will help guide future curriculum decisions. This will be completed during the 2024-25 academic year.



Program Obj.	Early & Late Course Number and Title	Means of Assessment (Canvas Assignment Title or Rubric Title)	Criteria for Success (Goal, Benchmark, Target)	Data Summary (% , avg. score, etc.)	Program Objective Analysis (How do early & late scores compare?)																														
1	ENTR - 1010 Creative Problem Solving	Ethics and Faith Integration Rubric associated with a “Hidden Assessment”	Freshmen will average a score between 1 and 2 on a scale of 1-4.	From Fall 2020 to Fall 2024, freshmen scores frequently exceeded the target average of 1-2 on a 1-4 scale. Except for 2020 and 2021, scores were consistently above 2. This suggests that freshmen are outperforming initial expectations.	 <table><caption>Faith Integration Rubric Scores</caption><thead><tr><th>Semester</th><th>ENTR 1010</th><th>BUS 4420</th></tr></thead><tbody><tr><td>Fall 2020</td><td>2.00</td><td>3.93</td></tr><tr><td>Spr 2021</td><td>1.75</td><td>3.93</td></tr><tr><td>Fall 2021</td><td>2.25</td><td>3.83</td></tr><tr><td>Spr 2022</td><td>1.75</td><td>3.67</td></tr><tr><td>Fall 2022</td><td>2.50</td><td>3.93</td></tr><tr><td>Spr 2023</td><td>2.50</td><td>3.83</td></tr><tr><td>Fall 2023</td><td>2.75</td><td>3.33</td></tr><tr><td>Spring 2024</td><td>3.00</td><td>3.67</td></tr><tr><td>Fall 2024</td><td>1.75</td><td>3.50</td></tr></tbody></table>	Semester	ENTR 1010	BUS 4420	Fall 2020	2.00	3.93	Spr 2021	1.75	3.93	Fall 2021	2.25	3.83	Spr 2022	1.75	3.67	Fall 2022	2.50	3.93	Spr 2023	2.50	3.83	Fall 2023	2.75	3.33	Spring 2024	3.00	3.67	Fall 2024	1.75	3.50
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	BUS 4420 - Bus Ethics/Soc Responsibility	Ethics and Faith Integration Rubric associated with a “Hidden Assessment”	Seniors will average a score of 3 (proficient) on a scale of 1-4.	Analyzing the data from Fall 2020 to Fall 2024, seniors have consistently achieved or exceeded the target score in all documented semesters. The data reveals that not only have seniors met the proficiency goal, but they have frequently surpassed it, such as in Fall 2020, Spring 2021, and Fall 2022 all with scores of 3.93, emphasizing their commendable performance during this time frame.																															
2	ENTR - 1010 Creative Problem Solving	Peregrine Academic Assessment Test (beginning Fall 2017)	The mean across all business disciplines will be 25% or greater.	Upon examining the data from Fall 2020 to Fall 2024, it's clear that the objective has been consistently achieved. The scores have remained well above the 25% threshold throughout these years,																															

				demonstrating decent proficiency among freshmen in these topics.	
	MGMT 4510 - Strategic Management	Peregrine Academic Assessment Test (beginning Fall 2017)	The mean across all business disciplines will be 50% or greater.	The target is for the average score across all business disciplines to be 50% or higher. From Fall 2020 to Fall 2024, scores fluctuated right around this benchmark, most of the time surpassing it with a few dips below it such as in Fall 2020 and Fall 2023. Despite these dips, the overall trend shows a commitment to achieving the set objective.	 <p>Peregrine Test Percentiles</p> <p>This line graph shows the performance of two courses, ENTR 1010 (blue line with diamond markers) and MGMT 4510 (orange line with square markers), from Fall 2020 to Fall 2024. The y-axis represents percentiles from 0% to 100% in 25% increments. The x-axis lists the semesters: Fall 2020, Spr 2021, Fall 2021, Spr 2022, Fall 2022, Spr 2023, Fall 2023, Spring 2024, and Fall 2024. Both courses generally maintain scores between 40% and 60%, with MGMT 4510 consistently performing slightly better than ENTR 1010.</p>
3	ENTR - 1010 Creative Problem Solving	AAC&U Written Communication Rubric associated with a "Hidden Assessment"	Freshmen will average a score between 1 and 2 on a scale of 1-4.	Reviewing the data, there are periods, such as Spring 2024 with a score of 3.13, where freshmen far exceeded this target. While scores like 1.53 in Spring 2020 align with the goal, the consistent exceeding in other terms suggests strong freshman performance.	
	BUS 4420 - Bus Ethics/Soc Responsibility	AAC&U Written Communication Rubric associated with a "Hidden Assessment"	Seniors will average a score of 3 (proficient) on a scale of 1-4.	Over the years, the senior class has largely surpassed this objective. With perfect scores in Spring 2021 and Fall 2022, and all other scores above the benchmark, the senior batches have demonstrated commendable proficiency in their respective disciplines.	 <p>AACU Written Communication Rubric Scores</p> <p>This line graph displays the scores for ENTR 1010 (blue line with diamond markers) and BUS 4420 (orange line with square markers) from Fall 2020 to Fall 2024. The y-axis shows scores from 1 to 4. The x-axis lists the semesters: Fall 2020, Spr 2021, Fall 2021, Spr 2022, Fall 2022, Spr 2023, Fall 2023, Spring 2024, and Fall 2024. BUS 4420 consistently scores between 3.5 and 4.0, while ENTR 1010 scores fluctuate between 1.5 and 3.0, with a notable peak in Spring 2024.</p>
	ENTR - 1010 Creative	AAC&U Public Speaking Rubric	Freshman will average a score	Due to the transition from the BUS 1000 course to ENTR 1010, the	

	Problem Solving	associated with a "Hidden Assessment"	between 1 and 2 on a scale of 1-4.	assignment adaptation did not include the Public Speaking assessment for Freshman students. As a result, we have not been able to collect assessment data for their public speaking performance since 2020. However, we transitioned to assessing it in COM-1100 in the 2023-24 academic year and will continue doing so.	 <p>AACU Public Speaking Rubric Scores</p> <p>This bar chart displays scores for ENTR 1010 (blue) and MGMT 4510 (orange) from Fall 2020 to Fall 2024. The y-axis represents scores from 1 to 4. MGMT 4510 scores are consistently high, mostly between 3.5 and 4.0. ENTR 1010 data is only present for Fall 2023 (approx. 3.2) and Spring 2024 (approx. 2.8).</p> <table><tr><th>Term</th><th>ENTR 1010</th><th>MGMT 4510</th></tr><tr><td>Fall 2020</td><td></td><td>3.8</td></tr><tr><td>Spr 2021</td><td></td><td>3.9</td></tr><tr><td>Fall 2021</td><td></td><td>3.7</td></tr><tr><td>Spr 2022</td><td></td><td>3.7</td></tr><tr><td>Fall 2022</td><td></td><td>3.6</td></tr><tr><td>Spr 2023</td><td></td><td>3.7</td></tr><tr><td>Fall 2023</td><td>3.2</td><td>3.8</td></tr><tr><td>Spring 2024</td><td>2.8</td><td>3.6</td></tr><tr><td>Fall 2024</td><td></td><td>3.8</td></tr></table>	Term	ENTR 1010	MGMT 4510	Fall 2020		3.8	Spr 2021		3.9	Fall 2021		3.7	Spr 2022		3.7	Fall 2022		3.6	Spr 2023		3.7	Fall 2023	3.2	3.8	Spring 2024	2.8	3.6	Fall 2024		3.8
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	MGMT 4510 - Strategic Management	AAC&U Public Speaking Rubric associated with a "Hidden Assessment"	Seniors will average a score of 3 (proficient) on a scale of 1-4.	Seniors consistently surpassed the target across all terms. With scores ranging from 3.56 to 3.9, their performance remained commendably above the proficiency threshold. This underscores the consistent excellence of the senior class.																															
4	MGMT 4510 - Strategic Management	AAC&U Critical Thinking Rubric associated with a "Hidden Assessment"	Seniors will average a score of 3 (proficient) on a scale of 1-4.	Over the last 4.5 years, seniors consistently stayed above the desired proficiency level across different terms. Their scores fluctuated between 3.13 and 3.65, showing steady performance with minor differences over the years.	 <p>AACU Critical Thinking Rubric Scores</p> <p>This line chart shows MGMT 4510 scores (orange line with square markers) from Fall 2020 to Fall 2024. The y-axis represents scores from 1 to 4. Scores are consistently above 3, ranging from approximately 3.13 to 3.65.</p> <table><tr><th>Term</th><th>MGMT 4510</th></tr><tr><td>Fall 2020</td><td>3.45</td></tr><tr><td>Spr 2021</td><td>3.50</td></tr><tr><td>Fall 2021</td><td>3.35</td></tr><tr><td>Spr 2022</td><td>3.25</td></tr><tr><td>Fall 2022</td><td>3.20</td></tr><tr><td>Spr 2023</td><td>3.13</td></tr><tr><td>Fall 2023</td><td>3.25</td></tr><tr><td>Spring 2024</td><td>3.30</td></tr><tr><td>Fall 2024</td><td>3.65</td></tr></table>	Term	MGMT 4510	Fall 2020	3.45	Spr 2021	3.50	Fall 2021	3.35	Spr 2022	3.25	Fall 2022	3.20	Spr 2023	3.13	Fall 2023	3.25	Spring 2024	3.30	Fall 2024	3.65										
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5	MGMT 4550 - Applied Leadership	Leadership Project Paper	Management students will average a score of 3 (Good) on a scale of 1-4 (poor to excellent).	Management students consistently surpassed the target score across the academic terms, with scores ranging from 3.32 to 3.97. This indicates that the students have consistently maintained a performance level above the desired benchmark, highlighting the effectiveness of the program in guiding them towards academic excellence.	 <table border="1"><caption>MGMT 4550 Rubric Scores</caption><thead><tr><th>Term</th><th>Score</th></tr></thead><tbody><tr><td>Fall 2020</td><td>3.5</td></tr><tr><td>Spr 2021</td><td>3.32</td></tr><tr><td>Fall 2021</td><td>3.8</td></tr><tr><td>Spr 2022</td><td>3.7</td></tr><tr><td>Fall 2022</td><td>3.97</td></tr><tr><td>Spr 2023</td><td>3.7</td></tr><tr><td>Fall 2023</td><td>3.8</td></tr><tr><td>Spring 2024</td><td>3.8</td></tr><tr><td>Fall 2024</td><td>3.7</td></tr></tbody></table>	Term	Score	Fall 2020	3.5	Spr 2021	3.32	Fall 2021	3.8	Spr 2022	3.7	Fall 2022	3.97	Spr 2023	3.7	Fall 2023	3.8	Spring 2024	3.8	Fall 2024	3.7
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6	MGMT 4570 - Lean Operations Mgmt	Final Project	Students will average a score of 3 (Good) on a scale of 1-4 (poor to excellent).	Over the 4 year period from 2020-21 to 2023-24, students consistently achieved an average score above the objective of 3. The scores fluctuated marginally, with the highest average of 3.74 recorded in 2020-21 and the lowest of 3.6 in 2021-22. Nevertheless, the figures remained comfortably above the target throughout the years, showcasing the consistent achievement of the desired standard.	 <table border="1"><caption>Presentation Skills Rubric Scores</caption><thead><tr><th>Year</th><th>MGMT 4570 Score</th><th>Benchmark</th></tr></thead><tbody><tr><td>2020-21</td><td>3.74</td><td>3.0</td></tr><tr><td>2021-22</td><td>3.6</td><td>3.0</td></tr><tr><td>2022-23</td><td>3.7</td><td>3.0</td></tr><tr><td>2023-24</td><td>3.65</td><td>3.0</td></tr></tbody></table>	Year	MGMT 4570 Score	Benchmark	2020-21	3.74	3.0	2021-22	3.6	3.0	2022-23	3.7	3.0	2023-24	3.65	3.0					
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2023-24	3.65	3.0																							

Management Program Analysis Report:

Planned Actions for 2023-24 (What changes need to take place? Include timeline for changes)

- Synergy of biblical integration with the reduction of redundancies within MGMT courses.
- Prepare for transition into our new building by exploring collaboration with COM faculty.
- Continue searching for potential new MGMT faculty candidates to support long term growth projections.

Planned Actions Feedback

- We have discussed the synergies but only identified a need to work on a way to formalize and track these in a more detailed manner to perform any analysis.
- We have moved and settled into our new location and began to use our new resources here in the building.
- We have hired more adjunct faculty members in MGMT to cover needs, but with the continued growth of the department it requires ongoing full-time faculty searches.
-

Strengths (What's working well?)

- The adjusted sequencing for classes/offerings continues to go well. Students are receiving additional knowledge and skills due to the mandatory HR course and the newly combined Service and Production Operations class. This change and addition did not increase the required credit hours for the degree and there seems to be a possible correlation in the Peregrine scores in this area (will need to continue to monitor).
- The minor in Construction Management continues to grow with 20+ declared at the start of Fall 24 Semester.
- Camaraderie amongst Management faculty.
- Collaboration between Management faculty and other departments.
- Growth in student numbers remains trending and MGMT remains the largest in the Plaster School of Business

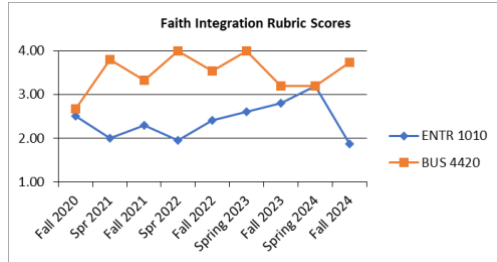
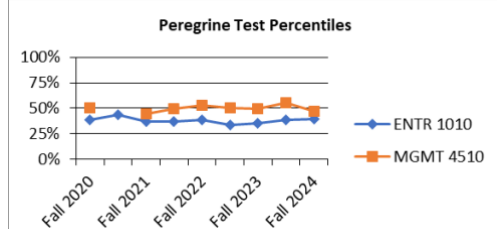
Opportunities for Improvement (What's not working?)

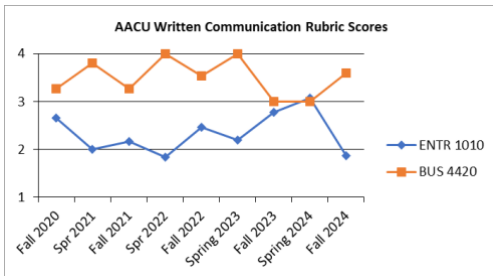
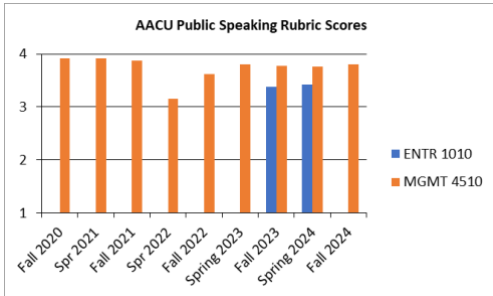
- Additional faculty needed to handle growth effectively based on trajectory of current trends and forthcoming retirements.
- Advising support for large influx of new students based on trajectory of current trends and to make up for the previous gap in advising loads.
- Addressing the integration and accountability of adjunct professors with full-time faculty. Some continue teaching courses directly tied to the assessment objectives. With our continued growth, we sometimes lean on more adjuncts. This requires additional oversight and accountability.

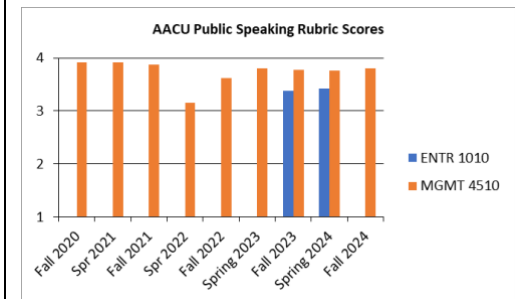
Planned Actions for 2024-25 (What changes need to take place? Include timeline for changes)

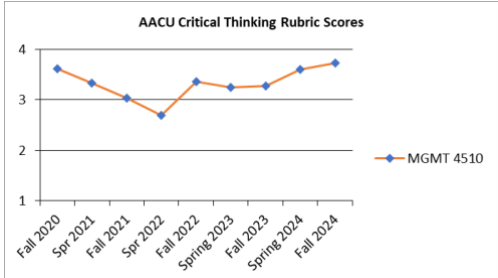
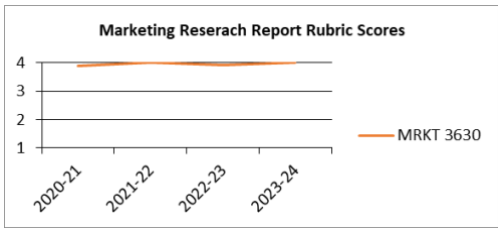
- Acclimate into the new building for this first year with its changes (moved in this summer).

- Begin to develop a way to formalize and track biblical integration synergies.
- Discuss any potential collaboration efforts with the COM faculty now that we are one department and share a building.
- Continue searching for potential new MGMT faculty candidates to support current numbers in addition to long term growth projections and trends.

Program Obj.	Early & Late Course Number and Title	Means of Assessment (Canvas Assignment Title or Rubric Title)	Criteria for Success (Goal, Benchmark, Target)	Data Summary (% , avg. score, etc.)	Program Objective Analysis (How do early & late scores compare?)																														
1	ENTR - 1010 Creative Problem Solving	Ethics and Faith Integration Rubric associated with a “Hidden Assessment”	Freshmen will average a score between 1 and 2 on a scale of 1-4.	From Fall 2020 to Fall 2024, freshmen consistently exceeded the target range of 1 to 2 on a 1-4 scale. Despite the large dip in Fall 2024 from 3.2 to 1.87, the overall trend is moving above the targeted benchmark, showing strong performance in incoming freshmen.	 <table><caption>Faith Integration Rubric Scores</caption><thead><tr><th>Term</th><th>ENTR 1010</th><th>BUS 4420</th></tr></thead><tbody><tr><td>Fall 2020</td><td>2.67</td><td>2.75</td></tr><tr><td>Spr 2021</td><td>2.00</td><td>3.80</td></tr><tr><td>Fall 2021</td><td>2.30</td><td>3.30</td></tr><tr><td>Spr 2022</td><td>2.00</td><td>4.00</td></tr><tr><td>Fall 2022</td><td>2.40</td><td>3.50</td></tr><tr><td>Spring 2023</td><td>2.60</td><td>4.00</td></tr><tr><td>Fall 2023</td><td>2.80</td><td>3.20</td></tr><tr><td>Spring 2024</td><td>3.20</td><td>3.20</td></tr><tr><td>Fall 2024</td><td>1.87</td><td>3.70</td></tr></tbody></table>	Term	ENTR 1010	BUS 4420	Fall 2020	2.67	2.75	Spr 2021	2.00	3.80	Fall 2021	2.30	3.30	Spr 2022	2.00	4.00	Fall 2022	2.40	3.50	Spring 2023	2.60	4.00	Fall 2023	2.80	3.20	Spring 2024	3.20	3.20	Fall 2024	1.87	3.70
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BUS 4420 - Bus Ethics/Soc Responsibility	Ethics and Faith Integration Rubric associated with a “Hidden Assessment”	Seniors will average a score of 3 (proficient) on a scale of 1-4.	From Fall 2020 to Fall 2024, seniors predominantly performed above the target score of 3 (proficient) on a 1-4 scale. Their scores often trended towards the higher end with scores ranging from 3.6 to 4. However, there were occasional dips below the target, most notably in Fall 2020 with a score of 2.67. Overall, seniors demonstrated a strong performance, frequently surpassing the proficiency objective.																																
2	ENTR - 1010 Creative Problem Solving	Peregrine Academic Assessment Test (beginning Fall 2017)	The mean across all business disciplines will be 25% or greater.	For the period in question, the mean across all business disciplines consistently exceeded the target of 25%. The figures remained well above the objective, with percentages ranging from a low of 33.29% in Spring 2023 to a high of 43.58% in Spring 2021.	 <table><caption>Peregrine Test Percentiles</caption><thead><tr><th>Term</th><th>ENTR 1010</th><th>MGMT 4510</th></tr></thead><tbody><tr><td>Fall 2020</td><td>43.58</td><td>50.00</td></tr><tr><td>Fall 2021</td><td>40.00</td><td>45.00</td></tr><tr><td>Fall 2022</td><td>33.29</td><td>50.00</td></tr><tr><td>Fall 2023</td><td>35.00</td><td>50.00</td></tr><tr><td>Fall 2024</td><td>40.00</td><td>50.00</td></tr></tbody></table>	Term	ENTR 1010	MGMT 4510	Fall 2020	43.58	50.00	Fall 2021	40.00	45.00	Fall 2022	33.29	50.00	Fall 2023	35.00	50.00	Fall 2024	40.00	50.00												
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	MGMT 4510 - Strategic Management	Peregrine Academic Assessment Test (beginning Fall 2017)	The mean across all business disciplines will be 50% or greater.	Over the years, the annual mean across all business disciplines hovered around the objective of 50%. The data ranges from a low of 44.3% in Fall 2021 to a high of 55.39% in Spring 2024. These scores may require some extra attention to boost them over the 50% mark consistently.																															
3	ENTR - 1010 Creative Problem Solving	AAC&U Written Communication Rubric associated with a "Hidden Assessment"	Freshmen will average a score between 1 and 2 on a scale of 1-4.	Based on the data, freshmen have consistently scored above the maximum target score of 2 with scores ranging from 1.83 to 3.07. This shows higher than expected performance from the freshmen class.	 <table border="1"><caption>AACU Written Communication Rubric Scores</caption><thead><tr><th>Term</th><th>ENTR 1010</th><th>BUS 4420</th></tr></thead><tbody><tr><td>Fall 2020</td><td>2.6</td><td>3.2</td></tr><tr><td>Spr 2021</td><td>2.0</td><td>3.8</td></tr><tr><td>Fall 2021</td><td>2.1</td><td>3.2</td></tr><tr><td>Spr 2022</td><td>1.8</td><td>4.0</td></tr><tr><td>Fall 2022</td><td>2.4</td><td>3.5</td></tr><tr><td>Spring 2023</td><td>2.2</td><td>4.0</td></tr><tr><td>Fall 2023</td><td>2.8</td><td>3.0</td></tr><tr><td>Spring 2024</td><td>3.0</td><td>3.0</td></tr><tr><td>Fall 2024</td><td>1.8</td><td>3.5</td></tr></tbody></table>	Term	ENTR 1010	BUS 4420	Fall 2020	2.6	3.2	Spr 2021	2.0	3.8	Fall 2021	2.1	3.2	Spr 2022	1.8	4.0	Fall 2022	2.4	3.5	Spring 2023	2.2	4.0	Fall 2023	2.8	3.0	Spring 2024	3.0	3.0	Fall 2024	1.8	3.5
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Fall 2024	1.8	3.5																																	
BUS 4420 - Bus Ethics/Soc Responsibility	AAC&U Written Communication Rubric associated with a "Hidden Assessment"	Seniors will average a score of 3 (proficient) on a scale of 1-4.	Analyzing the data from Fall 2020 to Fall 2024, it is evident that seniors have consistently performed around the set benchmark. Their scores fluctuated relatively evenly between 3 and 4, surpassing the proficient level.																																
	ENTR - 1010 Creative Problem Solving	AAC&U Public Speaking Rubric associated with a "Hidden Assessment"	Freshmen will average a score between 1 and 2 on a scale of 1-4.	Due to the transition from the BUS 1000 course to ENTR 1010, the assignment adaptation did not include the Public Speaking assessment for Freshman students. As a result, we have not been able to collect assessment data for their public speaking performance since 2020. However, we transitioned to assessing it in COM-1100 in the 2023-24 academic year and will continue doing so.	 <table border="1"><caption>AACU Public Speaking Rubric Scores</caption><thead><tr><th>Term</th><th>ENTR 1010</th><th>MGMT 4510</th></tr></thead><tbody><tr><td>Fall 2020</td><td></td><td>3.8</td></tr><tr><td>Spr 2021</td><td></td><td>3.8</td></tr><tr><td>Fall 2021</td><td></td><td>3.8</td></tr><tr><td>Spr 2022</td><td></td><td>3.1</td></tr><tr><td>Fall 2022</td><td></td><td>3.6</td></tr><tr><td>Spring 2023</td><td></td><td>3.7</td></tr><tr><td>Fall 2023</td><td>3.4</td><td>3.7</td></tr><tr><td>Spring 2024</td><td>3.4</td><td>3.7</td></tr><tr><td>Fall 2024</td><td></td><td>3.7</td></tr></tbody></table>	Term	ENTR 1010	MGMT 4510	Fall 2020		3.8	Spr 2021		3.8	Fall 2021		3.8	Spr 2022		3.1	Fall 2022		3.6	Spring 2023		3.7	Fall 2023	3.4	3.7	Spring 2024	3.4	3.7	Fall 2024		3.7
Term	ENTR 1010	MGMT 4510																																	
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Fall 2024		3.7																																	



	MGMT 4510 - Strategic Management	AAC&U Public Speaking Rubric associated with a "Hidden Assessment"	Seniors will average a score of 3 (proficient) on a scale of 1-4.	For the years in question, seniors consistently surpassed the target score of 3 on a 1-4 scale, reflecting a steady level of proficiency. Their performance predominantly hovered in the higher range, underscoring their commendable academic achievements.	
4	MGMT 4510 - Strategic Management	AAC&U Critical Thinking Rubric associated with a "Hidden Assessment"	Seniors will average a score of 3 (proficient) on a scale of 1-4.	Throughout the period from, seniors maintained a consistent effort to attain an average score of 3 (proficient) on a 1-4 scale. The data indicates variability in their achieved scores, ranging from a low of 2.7 in Spring 2022 to a high of 3.73 in Fall 2024. Despite occasional deviations from the target, the seniors' overall performance reflects their ongoing commitment to strive for proficiency over the observed duration.	 <p>AACU Critical Thinking Rubric Scores</p> <p>MGMT 4510</p>
5	MRKT 3630 - Market Research	Marketing Research Report	Marketing students will average at least 3 out of 4 on an assessment rubric	Across the academic years 2020-21 to 2023-24, Marketing students consistently surpassed the set benchmark of at least 3 out of 4 on the assessment rubric. Their performance remained consistently strong, with scores ranging from 3.9 to a perfect 4.	 <p>Marketing Research Report Rubric Scores</p> <p>MRKT 3630</p>

Marketing Program Analysis Report:

Planned Actions for 2023-24 (What changes need to take place? Include timeline for changes)

- Freshman scores are not really something we can remedy in their early stages at CU, but there is clearly a need to monitor these areas to identify what additional efforts might be required to help students reach target levels by their senior year.
- The Dean of the PSB and several PSB faculty members, including those who have joined us from the Department of Communication, will be continuing to discuss the need to strengthen the early (and overall) stages of the business program in several areas including giving

business-oriented pitches and developing critical thinking skills. Now that the Communication faculty are direct partners it will be easier to work with them to develop innovative solutions in some of these areas.

- The marketing program began last year and will complete this year a major revision of its curriculum. Participants include Communication faculty, the new Berry Chair for Entrepreneurship, Kary Oberbrunner, who is now teaching some marketing courses, as well as outside marketing professionals. The goal is to transform the program to meet the needs of graduates as they enter the rapidly changing challenges of contemporary marketing.
- We are continuing to work hard to fill a vacant marketing faculty position. The position has been open for 6 years, and once filled, the marketing program will be much better postured to meet the educational needs of marketing majors and minors.

Planned Actions Feedback

- While no programmatic changes have yet officially occurred in the areas listed in points three and four above, major curricular revisions have been outlined. Because communication is such a large part of marketing, and the Communication program has been blended with business organizationally at CU, several marketing program tracks have been outlined that contain large communication components. Specifically, we are studying synergies across areas with an eye toward achieving our goals for overall program improvement by leveraging existing areas of expertise.

Strengths (What's working well?)

- These comments focus on overall performance for the academic year as compared to the prior academic year. We do not address changes from one semester to the next within the year because that really is not a particularly meaningful metric. There is really nothing that can be done to address between-semester variances.
- It is encouraging to see seniors continue to perform well, and at a slightly higher level, on the Peregrine Exam of general business knowledge. Seniors again performed at a very high level in public speaking and improved meaningfully in the area of Critical Thinking – an area targeted for improvement in last year's assessment. Finally, students have continued to perform very well in all assessed areas of marketing research.

Opportunities for Improvement (What's not working?)

- All senior scores exceeded target parameters. Nonetheless, performance levels did decline in the areas of Faith Integration and Written Communication and these areas stand out as ones in which improvement efforts should be targeted.

Planned Actions for 2024-25 (What changes need to take place? Include timeline for changes)

- The Dean of the PSB and several PSB faculty members, including those who have joined us from the Department of Communication, will be continuing to discuss the need to strengthen the early (and overall) stages of the business program in several areas including giving business-oriented pitches, business writing, and further developing critical thinking skills. Now that the Communication faculty are direct partners it will be easier to work with them to develop innovative solutions in some of these areas.
- The marketing curriculum will be completed this year with the participation of Communication faculty, the new Berry Chair for Entrepreneurship, Kary Oberbrunner, who is now teaching some marketing courses, and some guidance from outside marketing professionals. The goal is to transform the program to meet the needs of graduates as they enter the rapidly changing challenges of contemporary marketing. Several new marketing tracks are being developed to help marketing majors pursue a variety of career directions.
- As stated above, we are working hard to fill a vacant marketing faculty position this year. The position has been open for 6 years, and once filled, the marketing program will be much better postured to meet the educational needs of marketing majors and minors.

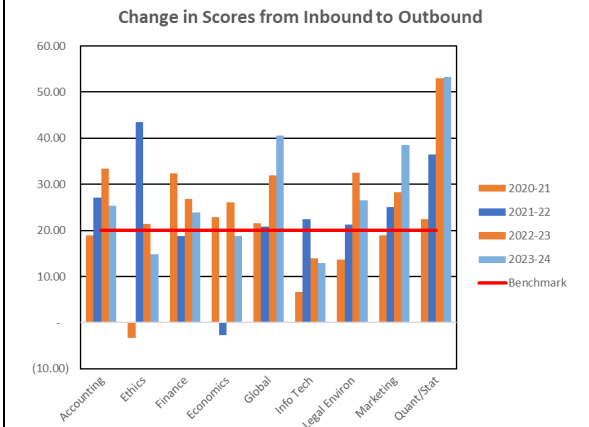
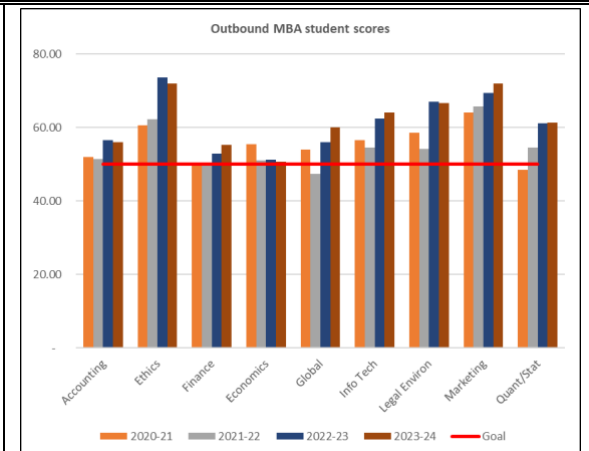
Program Obj.	Early & Late Course Number and Title	Means of Assessment (Canvas Assignment Title or Rubric Title)	Criteria for Success (Goal, Benchmark, Target)	Data Summary (% , avg. score, etc.)	Program Objective Analysis (How do early & late scores compare?)
1	MBA Onboarding Course	Peregrine Academic Assessment Test (beginning Fall 2017)	MBA student scores on outbound test will average >50th percentile for each subject covered	From 2020-21 to 2023-24, MBA scores met the objective of averaging above the 50th percentile. Accounting ranged from 52 in 2020-21 to 56 in 2023-24. Ethics moved from 60.5 to 72. Finance ranged from 50.5 to 55.33. Economics declined from 55.5 and 50.67. Global had a low of 47.3 and a high of 60. Information Technology increased from 56.5 to 64, and Legal Environment went from 58.5 to 66.67. Marketing moved gradually from 64 to 72, and Quantitative/Statistics recovered from 48.5 to 61.33. All subjects align with educational objectives for the vast majority of the data.	

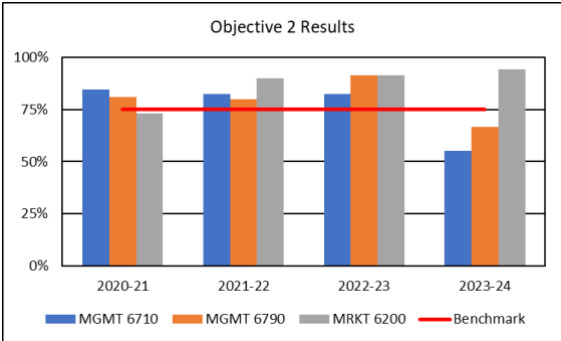
MGMT 6790
– Org Mgmt
Strategy

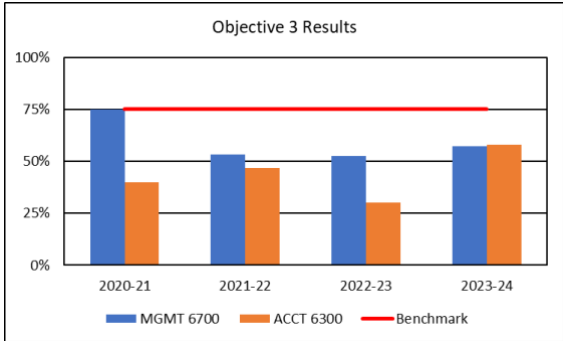
Peregrine
Academic
Assessment Test
(beginning Fall
2018)

Student
knowledge of
each discipline
will improve \geq
20% from pre to
post test

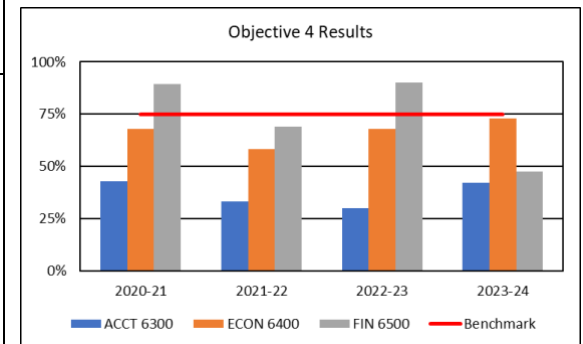
Accounting mostly hit the target, dipping below in 2020-21 at 18.98%, but rebounding to 33.34% by 2022-23. **Ethics** recovered from –3.34% in 2020-21 to 43.45% in 2023-22. **Finance** mostly hit the goal with 2021-22 dipping below to 18.81% in 2021-22 but rebounding to 26.77% in 2022-23. **Economics** had a major drop in 2021-22 to –2.7%, bouncing back to 26.09% in 2022-23, but struggling to stay above the target in 2023-24. **Global** hit the target all 4 years with a high of 40.61% in 2023-24. **Information Technology** struggled over the 4 year, only hitting the target in 2021-22 at 22.46%. **Legal Environment** grew from 13.63% in 2020-21 to 26.58% by 2023-24. **Marketing** jumped from 19.95% in 2020-21 to 38.46% in 2023-24. **Quantitative/Statistics** met the objective all 4 years with a high of 53.33% in 2023-24.



2	MGMT 6710 - Mgmt/Ldrshp of Organizations	Average grade of the following assignments mapped to a 1 to 4 scale: Learning Paper Topic 11; Crossword Puzzle Case Study; New Truck Dilemma Role Play; Clandestine Coffee Break Case Study; New Computer at Fourth National Bank; Administrative Decision Making; Supra Oil Company	75% of MBA students will receive an assessment of “4 = Mastery” in a course assignment.	The objective was met from 2020-21 to 2022-23, however the data dipped below the target in 2023-24 to 55.32%. This data point seems to be more of an outlier given the strong performance in the prior 3 years, which points to the overall strength of the program to hit this target through this class.	 <table border="1"><caption>Objective 2 Results</caption><thead><tr><th>Year</th><th>MGMT 6710</th><th>MGMT 6790</th><th>MRKT 6200</th><th>Benchmark</th></tr></thead><tbody><tr><td>2020-21</td><td>85.32%</td><td>80.00%</td><td>72.73%</td><td>75.00%</td></tr><tr><td>2021-22</td><td>85.32%</td><td>80.00%</td><td>90.91%</td><td>75.00%</td></tr><tr><td>2022-23</td><td>85.32%</td><td>90.91%</td><td>90.91%</td><td>75.00%</td></tr><tr><td>2023-24</td><td>55.32%</td><td>66.67%</td><td>90.91%</td><td>75.00%</td></tr></tbody></table>	Year	MGMT 6710	MGMT 6790	MRKT 6200	Benchmark	2020-21	85.32%	80.00%	72.73%	75.00%	2021-22	85.32%	80.00%	90.91%	75.00%	2022-23	85.32%	90.91%	90.91%	75.00%	2023-24	55.32%	66.67%	90.91%	75.00%
	Year	MGMT 6710	MGMT 6790	MRKT 6200		Benchmark																								
2020-21	85.32%	80.00%	72.73%	75.00%																										
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2023-24	55.32%	66.67%	90.91%	75.00%																										
MGMT 6790 - Org Mgmt Strategy	Average grade of the following assignments mapped to a 1 to 4 scale: Deliverables 1 through 4 and Final CASE Presentation PPT	75% of MBA students will receive an assessment of “4 = Mastery” in a course assignment.	This program also met the objective almost every years except for 2023-24 with a value of 66.7%. Once again, this demonstrates overall success of the program with some fluctuation.																											

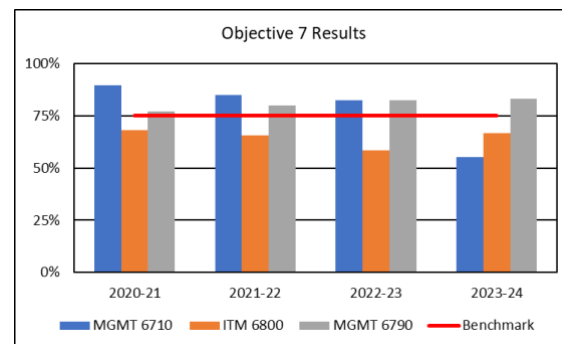
	MRKT 6200 - Strategic Marketing Planning	Grade of the following assignment mapped to a 1 to 4 scale: Reflection Paper	75% of MBA students will receive an assessment of "4 = Mastery" in a course assignment.	The program started with a score just under the target in 2020-21 at 73.08%. This score grew to 94.1% by 2023-24. Overall, the program appears successful in meeting its educational objectives for student mastery, despite some fluctuations.																					
3	MGMT 6700 - Legal and Ethical Env of Bus	Grade of the following assignment mapped to a 1 to 4 scale: Final Paper	75% of MBA students will receive an assessment of "4 = Mastery" in a course assignment.	The objective was only met in 2020-21 with a score of 75%. All other years, the data fluctuates right above 50%. This seems to indicate an area of improvement for the program.	 <table border="1"><caption>Objective 3 Results</caption><thead><tr><th>Year</th><th>MGMT 6700</th><th>ACCT 6300</th><th>Benchmark</th></tr></thead><tbody><tr><td>2020-21</td><td>75%</td><td>40%</td><td>75%</td></tr><tr><td>2021-22</td><td>52%</td><td>48%</td><td>75%</td></tr><tr><td>2022-23</td><td>51%</td><td>30%</td><td>75%</td></tr><tr><td>2023-24</td><td>58%</td><td>58%</td><td>75%</td></tr></tbody></table>	Year	MGMT 6700	ACCT 6300	Benchmark	2020-21	75%	40%	75%	2021-22	52%	48%	75%	2022-23	51%	30%	75%	2023-24	58%	58%	75%
	Year	MGMT 6700	ACCT 6300	Benchmark																					
2020-21	75%	40%	75%																						
2021-22	52%	48%	75%																						
2022-23	51%	30%	75%																						
2023-24	58%	58%	75%																						
	ACCT 6300 - Acct for Bus Executives	Grade of the following assignment mapped to a 1 to 4 scale: Submission of Scandalous Behavior Ethics Paper	75% of MBA students will receive an assessment of "4 = Mastery" in a course assignment.	The data indicates that the program has not met its objective of 75% of MBA students receiving an assessment of "4 = Mastery" in a course assignment in any of the years from 2020-21 to 2023-24. The closest it came to meeting the objective was in 2023-24 with 58%. The performance low occurred in the prior year, with only 30% of students achieving "4 = Mastery" in 2022-23.																					

4	ACCT 6300 - Acct for Bus Executives	Grade of the following assignment mapped to a 1 to 4 scale: Knowledge Assessment 2	75% of MBA students will receive an assessment of "4 = Mastery" in a course assignment.	The data reveals that the program has not been successful in achieving its objective of 75% of MBA students receiving an assessment of "4 = Mastery" in a course assignment from 2020-21 through 2023-24. The closest the program came to meeting this goal was in 2020-21 with 43%. After downward movement, the data does increase in 2023-24, but still under the target.
	ECON 6400 - Managerial Economics	Average grade of the following assignments mapped to a 1 to 4 scale: Problem Sets 5 and 6	75% of MBA students will receive an assessment of "4 = Mastery" in a course assignment.	The data shows that the program has not met its objective of 75% of MBA students receiving an assessment of "4 = Mastery" in a course assignment for any year between 2020-21 and 2023-24. While it came closest in 2023-24 at 73%, it fluctuated between 58% and 68% in the other years.
	FIN 6500 - Exec Financial Management	Average grade of the following assignments mapped to a 1 to 4 scale: All Reading quizzes.	75% of MBA students will receive an assessment of "4 = Mastery" in a course assignment.	The objective was successfully met in 2020-21 with 89.28% and again in 2022-23 at 90.1%. However, it fell short in 2021-22 with 68.97% and 2023-24 with 47.47%.



5	MGMT 6790 - Org Mgmt Strategy	Cultural Intelligence Test given pre and post measures cultural Drive, Knowledge, Strategy, and Action	MBA students will score in the 50 th percentile or higher of worldwide norms in each of the areas of Cultural Intelligence.	All four components - Drive, Knowledge, Strategy, and Action - have consistently scored above the 50th percentile. Drive ranged from a low of 60.4 in 2023-24 to a high of 80.75 in 2020-21. Knowledge showed declining scores ranging from 63.04 in 2020-21 to 51.5 in 2023-24. Strategy declined from 76.83 in 2020-21 to 55.7 in 2023-24. Action had the narrowest range of scores, with a low of 55.8 in 2023-24 and a high of 64.7 in 2020-21.	<table border="1"><caption>Objective 5 Results</caption><thead><tr><th>Component</th><th>2020-21</th><th>2021-22</th><th>2022-23</th><th>2023-24</th><th>World (50%)</th><th>World (75%)</th></tr></thead><tbody><tr><td>Drive</td><td>80.75</td><td>75.00</td><td>70.00</td><td>60.40</td><td>75.00</td><td>80.75</td></tr><tr><td>Knowledge</td><td>63.04</td><td>60.00</td><td>55.00</td><td>51.50</td><td>50.00</td><td>63.04</td></tr><tr><td>Strategy</td><td>76.83</td><td>75.00</td><td>70.00</td><td>55.70</td><td>50.00</td><td>76.83</td></tr><tr><td>Action</td><td>64.70</td><td>60.00</td><td>55.00</td><td>55.80</td><td>50.00</td><td>64.70</td></tr></tbody></table>	Component	2020-21	2021-22	2022-23	2023-24	World (50%)	World (75%)	Drive	80.75	75.00	70.00	60.40	75.00	80.75	Knowledge	63.04	60.00	55.00	51.50	50.00	63.04	Strategy	76.83	75.00	70.00	55.70	50.00	76.83	Action	64.70	60.00	55.00	55.80	50.00	64.70
Component	2020-21	2021-22	2022-23	2023-24	World (50%)	World (75%)																																		
Drive	80.75	75.00	70.00	60.40	75.00	80.75																																		
Knowledge	63.04	60.00	55.00	51.50	50.00	63.04																																		
Strategy	76.83	75.00	70.00	55.70	50.00	76.83																																		
Action	64.70	60.00	55.00	55.80	50.00	64.70																																		
6	BUS 6100 - Managerial Data Analysis	Final Project (2 measures - Final Project-Preliminary Analysis and Final Project-Final Analysis)	75% of MBA students will receive an assessment of "4 = Mastery" in a course assignment.	The data reveals that the MBA program has not met its 75% "4 = Mastery" target in any year from 2020-21 to 2023-24. The closest it came was 60.87% in 2020-21. Recent data for 2023-24 shows a decline to 27.27%.	<table border="1"><caption>Objective 6 Results</caption><thead><tr><th>Year</th><th>BUS 6100 (%)</th><th>ECON 6400 (%)</th><th>Benchmark (%)</th></tr></thead><tbody><tr><td>2020-21</td><td>60.87</td><td>45.00</td><td>75.00</td></tr><tr><td>2021-22</td><td>45.00</td><td>65.00</td><td>75.00</td></tr><tr><td>2022-23</td><td>35.00</td><td>60.00</td><td>75.00</td></tr><tr><td>2023-24</td><td>27.27</td><td>80.00</td><td>75.00</td></tr></tbody></table>	Year	BUS 6100 (%)	ECON 6400 (%)	Benchmark (%)	2020-21	60.87	45.00	75.00	2021-22	45.00	65.00	75.00	2022-23	35.00	60.00	75.00	2023-24	27.27	80.00	75.00															
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ECON 6400 - Managerial Economics	Problem Set #4	75% of MBA students will receive an assessment of "4 = Mastery" in a course assignment.	The MBA program only met its 75% "4 = Mastery" target from in 2023-24 at 80%. All other years fell short, however, the general increase in scores shows that the program has improved in meeting its target over the years.																																					

7	MGMT 6710 - Mgmt/Ldrshp of Organizations	Learning Paper Topics #2, 4, 11	75% of MBA students will receive an assessment of "4 = Mastery" in a course assignment.	The MBA program has generally exceeded its 75% "4 = Mastery" objective from 2020-21 to 2023-24. It peaked at 89.74% in 2020-21, but dipped below the goal in 2023-24 at 55.23%.
	ITM 6800 - IT for Competitive Advantage	Discussions / Consultation Report (Final Paper) (Assess the strategic value of information technology within an organization.)	75% of MBA students will receive an assessment of "4 = Mastery" in a course assignment.	The MBA program has not met its objective of 75% "4 = Mastery" assessments from 2017 to 2023. The closest it came to the target was 68% in 2020-21, with all other scores lower than that for the subsequent years.
	MGMT 6790 - Org Mgmt Strategy	Case summary on final case	75% of MBA students will receive an assessment of "4 = Mastery" in a course assignment.	The MBA program surpassed its target of having 75% of students achieve a "4 = Mastery" assessment from 2020-21 to 2023-24. The data shows a gradual increase from 77% in 2020-21 to 83% in 2023-24, indicating the program is currently aligned with its educational objectives.



Master of Business Administration Program Analysis Report:

Planned Actions 2023-2024 (What changes need to take place? Include timeline for changes)

- We plan to investigate the possibility of converting ACCT 6300, BUS 6100, FIN 6500, ECON 6400 to 14-week courses, incorporating the prerequisite material into the first portion of those courses and eliminating the required prerequisites for the program.
- During the 2023-24 academic year the M.B.A. Director will evaluate the ECON 6400, ACCT 6300, and BUS 6100 courses and work with Subject Matter Experts of the courses to determine if any changes are needed to help students improve performance in program objectives 3, 6, and 7.

Feedback on Planned Actions

1. **Convert Courses to 14 Weeks:** After further analysis, we decided against converting the courses to 14 weeks. Instead, we initiated a pilot test, granting applicants with a higher GPA a waiver for the prerequisites to see how well they could complete the courses. Early data from this pilot will be analyzed during the next assessment cycle.
2. **Review of ACCT 6300, BUS 6100, and ECON 6400:** The program director reviewed the ACCT 6300 and BUS 6100 courses, making a few adjustments to course assignments to better align with program objectives. However, the ECON 6400 course was not reviewed this year. We will focus on ECON 6400 in the upcoming academic year to ensure its alignment with the broader program goals.

Strengths (What's working well?)

- **High-Quality Student Outcomes:** Several subject areas, particularly in ethics and marketing, have shown impressive knowledge levels, exceeding our set benchmarks.
- **Significant Improvement in Quantitative and Statistical Reasoning:** Last year saw a notable improvement in the quantitative/statistical reasoning scores in the Peregrine assessment. This demonstrates the program's effectiveness in strengthening students' analytical and data-driven decision-making capabilities, which are essential for business leaders. The improvement suggests that recent curricular adjustments and added focus on these areas have been effective.

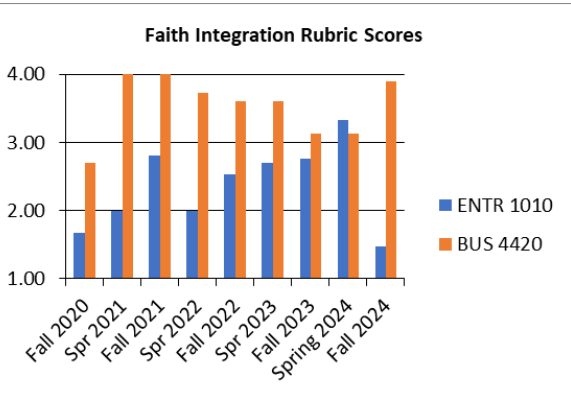
Opportunities for Improvement (What's not working?)

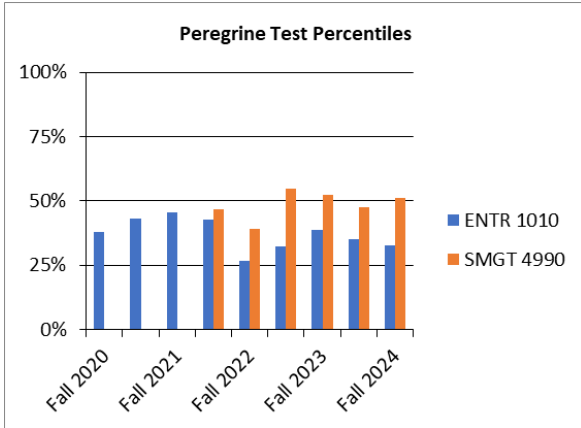
- **Prerequisite Challenges:** While the pilot test for the prerequisite waiver is promising, we need to closely monitor the performance of students who bypassed these requirements to ensure they meet program objectives.
- **Mastery in Quantitative Courses:** Performance in quantitative-heavy courses like FIN 6500 and BUS 6100 remains below expectations, with mastery rates consistently falling short of the 75% benchmark. This suggests that either the course structure or the students' preparation for these courses needs further investigation.
- **Underperformance in Ethical and Legal Topics:** While students perform above average in Ethics and Legal topics, as demonstrated by strong Peregrine scores, there is still room to further enhance the integration of practical and contextual examples within courses such as MGMT 6700 and ACCT 6300. By incorporating more real-world case studies, we can ensure that students continue to excel in applying ethical principles to complex business challenges.

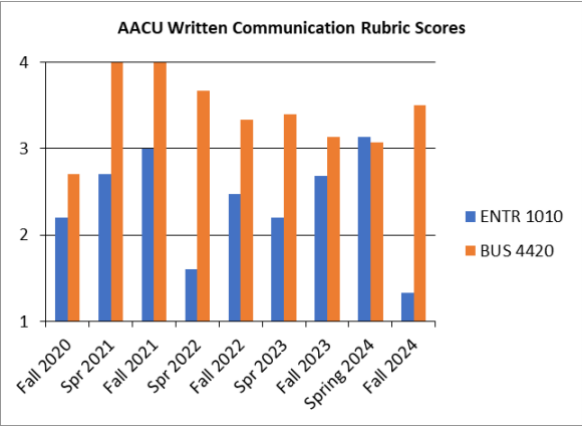
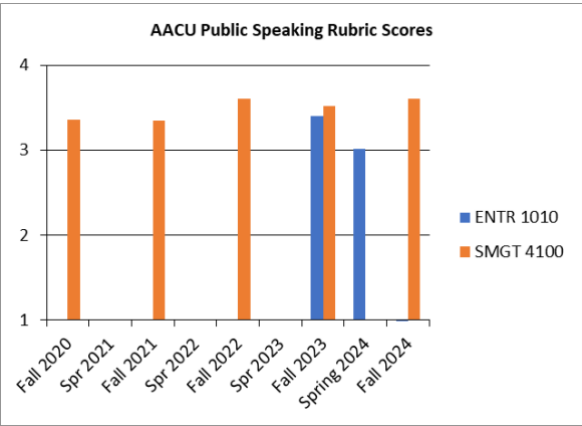
Planned Actions for 2024-25 (What changes need to take place? Include timeline for changes)

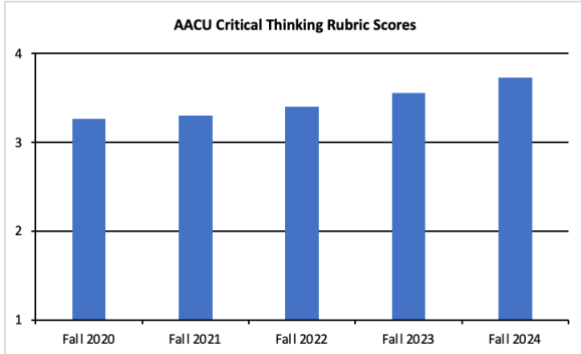
- **Prerequisite Pilot Evaluation:** We will conduct a thorough analysis of the pilot test for prerequisite waivers during the upcoming academic year. Based on student outcomes, we will determine whether this policy should be expanded or adjusted.
- **ECON 6400 Course Review:** As ECON 6400 was not reviewed this past year, we plan to prioritize this course in the 2024-25 academic year. A thorough review will be conducted to ensure that its learning objectives and assignments are fully aligned with program goals.

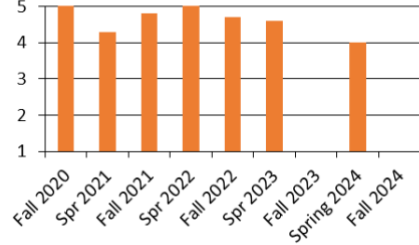
- **Additional Support for Quantitative Courses:** For courses like FIN 6500 and BUS 6100, we plan to implement optional review sessions or provide additional resources aimed at strengthening students' quantitative skills. These measures will be introduced by Fall 2024.
- **Ethics and Legal Course Enhancements:** In MGMT 6700 and ACCT 6300, we will investigate updating the curriculum to include more case-based learning that reflects current ethical dilemmas in business.

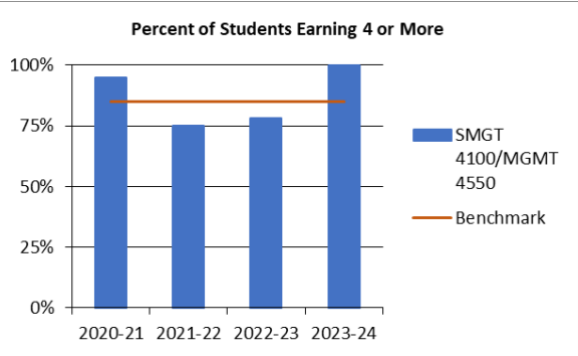
Program Obj.	Early & Late Course Number and Title	Means of Assessment (Canvas Assignment Title or Rubric Title)	Criteria for Success (Goal, Benchmark, Target)	Data Summary (% , avg. score, etc.)	Program Objective Analysis (How do early & late scores compare?)																														
1	ENTR - 1010 Creative Problem Solving	Ethics and Faith Integration Rubric associated with a “Hidden Assessment”	Freshmen will average a score between 1 and 2 on a scale of 1-4.	From Fall 2020 to Fall 2024, freshmen consistently achieved scores that align with the objective of averaging between 1 and 2 on a 1-4 scale. The recorded values for each semester, ranging from 1.47 to 3.33, indicate that they generally exceeded the desired range.	<div><p>Faith Integration Rubric Scores</p><table><thead><tr><th>Semester</th><th>ENTR 1010</th><th>BUS 4420</th></tr></thead><tbody><tr><td>Fall 2020</td><td>1.47</td><td>2.70</td></tr><tr><td>Spr 2021</td><td>2.80</td><td>4.00</td></tr><tr><td>Fall 2021</td><td>2.80</td><td>4.00</td></tr><tr><td>Spr 2022</td><td>2.00</td><td>3.70</td></tr><tr><td>Fall 2022</td><td>2.50</td><td>3.50</td></tr><tr><td>Spr 2023</td><td>2.70</td><td>3.50</td></tr><tr><td>Fall 2023</td><td>2.80</td><td>3.10</td></tr><tr><td>Spring 2024</td><td>3.33</td><td>3.10</td></tr><tr><td>Fall 2024</td><td>1.47</td><td>3.80</td></tr></tbody></table></div>	Semester	ENTR 1010	BUS 4420	Fall 2020	1.47	2.70	Spr 2021	2.80	4.00	Fall 2021	2.80	4.00	Spr 2022	2.00	3.70	Fall 2022	2.50	3.50	Spr 2023	2.70	3.50	Fall 2023	2.80	3.10	Spring 2024	3.33	3.10	Fall 2024	1.47	3.80
	Semester	ENTR 1010	BUS 4420																																
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BUS 4420 - Bus Ethics/Soc Responsibility	Ethics and Faith Integration Rubric associated with a “Hidden Assessment”	Seniors will average a score of 3 (proficient) on a scale of 1-4.	From Fall 2020 to Fall 2024, seniors strived to attain an average score of 3 (proficient) on a 1-4 scale. The scores recorded for each semester, ranging from 2.7 to 4.00, indicate fluctuations in their performance. Notably, they achieved the target in several instances, with a peak of 4.00 in Spring 2021 and Fall 2021. While there were variations, the seniors consistently demonstrated their dedication to achieving proficiency.																																

2	ENTR - 1010 Creative Problem Solving	Peregrine Academic Assessment Test (beginning Fall 2017)	The mean across all business disciplines will be 25% or greater.	Analyzing the data from Fall 2020 to Fall 2024, it is evident that the mean has generally surpassed the set target. Recorded percentages have ranged from 26.60% to 45.33% demonstrating strong performance from the freshmen classes.	 <table><caption>Peregrine Test Percentiles</caption><thead><tr><th>Year</th><th>ENTR 1010 (%)</th><th>SMGT 4990 (%)</th></tr></thead><tbody><tr><td>Fall 2020</td><td>39.00</td><td>26.60</td></tr><tr><td>Fall 2021</td><td>45.33</td><td>45.33</td></tr><tr><td>Fall 2022</td><td>45.33</td><td>45.33</td></tr><tr><td>Fall 2023</td><td>45.33</td><td>45.33</td></tr><tr><td>Fall 2024</td><td>45.33</td><td>45.33</td></tr></tbody></table>	Year	ENTR 1010 (%)	SMGT 4990 (%)	Fall 2020	39.00	26.60	Fall 2021	45.33	45.33	Fall 2022	45.33	45.33	Fall 2023	45.33	45.33	Fall 2024	45.33	45.33
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SMGT 4990 - Internship in Sport Bus Mgmt	Peregrine Academic Assessment Test (beginning Fall 2017)	The mean across all business disciplines will be 50% or greater.	Examining the provided data from, seniors only exceeded the target a few times. The recorded percentages range from 39% to 55%, and while this is not a worrisome performance, some extra attention may need to be devoted here.																				
3	ENTR - 1010 Creative Problem Solving	AAC&U Written Communication Rubric associated with a “Hidden Assessment”	Freshmen will average a score between 1 and 2 on a scale of 1-4.	From Fall 2020 to Fall 2024, freshmen scores have frequently met or exceeded the targeted average of between 1 and 2 on a 1-4 scale.																			

	BUS 4420 - Bus Ethics/Soc Responsibility	AAC&U Written Communication Rubric associated with a “Hidden Assessment”	Seniors will average a score of 3 (proficient) on a scale of 1-4.	From Fall 2020 to Fall 2024, senior scores predominantly met or exceeded the target average of 3 (proficient) on a 1-4 scale. However, there was a notable dip in Fall 2020 to 2.7. However, scores quickly rebounded to a perfect 4 for the two subsequent semesters, and most other semesters saw scores above the objective, suggesting that seniors typically achieve or surpass proficiency, despite occasional inconsistencies.	 <p>AACU Written Communication Rubric Scores</p> <table><thead><tr><th>Semester</th><th>ENTR 1010</th><th>BUS 4420</th></tr></thead><tbody><tr><td>Fall 2020</td><td>2.2</td><td>2.7</td></tr><tr><td>Spr 2021</td><td>2.7</td><td>4.0</td></tr><tr><td>Fall 2021</td><td>3.0</td><td>4.0</td></tr><tr><td>Spr 2022</td><td>1.6</td><td>3.7</td></tr><tr><td>Fall 2022</td><td>2.5</td><td>3.3</td></tr><tr><td>Spr 2023</td><td>2.2</td><td>3.4</td></tr><tr><td>Fall 2023</td><td>2.7</td><td>3.1</td></tr><tr><td>Spring 2024</td><td>3.1</td><td>3.1</td></tr><tr><td>Fall 2024</td><td>1.4</td><td>3.5</td></tr></tbody></table>	Semester	ENTR 1010	BUS 4420	Fall 2020	2.2	2.7	Spr 2021	2.7	4.0	Fall 2021	3.0	4.0	Spr 2022	1.6	3.7	Fall 2022	2.5	3.3	Spr 2023	2.2	3.4	Fall 2023	2.7	3.1	Spring 2024	3.1	3.1	Fall 2024	1.4	3.5
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	ENTR - 1010 Creative Problem Solving	AAC&U Public Speaking Rubric associated with a “Hidden Assessment”	Freshmen will average a score between 1 and 2 on a scale of 1-4.	Due to the transition from the BUS 1000 course to ENTR 1010, the assignment adaptation did not include the Public Speaking assessment for Freshman students. As a result, we have not been able to collect assessment data for their public speaking performance since 2020. However, we transitioned to assessing it in COM-1100 in the 2023-24 academic year and will continue doing so.	 <p>AACU Public Speaking Rubric Scores</p> <table><thead><tr><th>Semester</th><th>ENTR 1010</th><th>SMGT 4100</th></tr></thead><tbody><tr><td>Fall 2020</td><td></td><td>3.3</td></tr><tr><td>Spr 2021</td><td></td><td>3.3</td></tr><tr><td>Fall 2021</td><td></td><td>3.6</td></tr><tr><td>Spr 2022</td><td></td><td>3.6</td></tr><tr><td>Fall 2022</td><td></td><td>3.6</td></tr><tr><td>Spr 2023</td><td></td><td>3.6</td></tr><tr><td>Fall 2023</td><td>3.4</td><td>3.4</td></tr><tr><td>Spring 2024</td><td>3.0</td><td>3.0</td></tr><tr><td>Fall 2024</td><td></td><td>3.6</td></tr></tbody></table>	Semester	ENTR 1010	SMGT 4100	Fall 2020		3.3	Spr 2021		3.3	Fall 2021		3.6	Spr 2022		3.6	Fall 2022		3.6	Spr 2023		3.6	Fall 2023	3.4	3.4	Spring 2024	3.0	3.0	Fall 2024		3.6
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	SMGT 4100 - Sponsorship/Prmtn Sprt Indust	AAC&U Public Speaking Rubric associated with a “Hidden Assessment”	Seniors will average a score of 3 (proficient) on a scale of 1-4.	For the period in question, senior scores consistently met or exceeded the target average of 3 (proficient) on a 1-4 scale. The scores gradually increased from 3.35 in Fall 2021 to a peak of 3.6 in Fall 2022 and 2024. This trend suggests that seniors have been maintaining a level of proficiency throughout these years, with a slight improvement over time.													
4	SMGT 4100 - Sponsorship/Prmtn Sprt Indust	AAC&U Critical Thinking Rubric associated with a “Hidden Assessment”	Seniors will average a score of 3 (proficient) on a scale of 1-4.	From 2020 to 2024, senior scores consistently met or exceeded the objective of averaging a score of 3 (proficient) on a 1-4 scale. The scores show a slight upward trend over the years, starting from 3.27 in 2020 and rising to 3.73 in 2024. This indicates a gradual improvement in proficiency among seniors during this period.	<div><p>AACU Critical Thinking Rubric Scores</p><table><thead><tr><th>Year</th><th>Score</th></tr></thead><tbody><tr><td>Fall 2020</td><td>3.27</td></tr><tr><td>Fall 2021</td><td>3.33</td></tr><tr><td>Fall 2022</td><td>3.40</td></tr><tr><td>Fall 2023</td><td>3.50</td></tr><tr><td>Fall 2024</td><td>3.73</td></tr></tbody></table></div>	Year	Score	Fall 2020	3.27	Fall 2021	3.33	Fall 2022	3.40	Fall 2023	3.50	Fall 2024	3.73
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5	SMGT 4990 - Internship in Sport Bus Mgmt	Internship	Students will average a minimum of 3.0 (average) out of 5 on their internship review.	<p>From Fall 2020 to Spring 2024, students' internship review scores consistently exceeded the objective of averaging a minimum score of 3.0 out of 5. The scores ranged from a low of 4 in Spring 2024 to a perfect 5 in Fall 2020 and Spring 2022. This impressive performance indicates that students have not only met but substantially surpassed the set benchmark throughout the observed period, showcasing a commendable standard of achievement in their internships.</p>	<div><p>Internship Evaluation Scores</p><table><thead><tr><th>Semester</th><th>Score</th></tr></thead><tbody><tr><td>Fall 2020</td><td>5</td></tr><tr><td>Spr 2021</td><td>4</td></tr><tr><td>Fall 2021</td><td>5</td></tr><tr><td>Spr 2022</td><td>5</td></tr><tr><td>Fall 2022</td><td>4</td></tr><tr><td>Spr 2023</td><td>4</td></tr><tr><td>Fall 2023</td><td>4</td></tr><tr><td>Spring 2024</td><td>4</td></tr><tr><td>Fall 2024</td><td>4</td></tr></tbody></table><p>■ SMGT 4990</p></div>	Semester	Score	Fall 2020	5	Spr 2021	4	Fall 2021	5	Spr 2022	5	Fall 2022	4	Spr 2023	4	Fall 2023	4	Spring 2024	4	Fall 2024	4
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6	SMGT 4100 - Sponsorship/Prmtn Sprt Indust	Leadership Project	85% of students will earn 4 of 5 possible points.	<p>From the academic years 2020-21 to 2023-24, students' performance in most years either surpassed or approached the objective of 85% earning 4 out of 5 possible points. The peak was reached in 2023-24 with 100%. However, the performance in 2021-22 and 2022-23 dipped below the target to 75% and 78%, respectively. Despite these dips, the other years saw achievements meeting or exceeding the objective, showcasing a generally high level of student performance.</p>	<div><p>Percent of Students Earning 4 or More</p><table><thead><tr><th>Academic Year</th><th>Percent of Students Earning 4 or More</th></tr></thead><tbody><tr><td>2020-21</td><td>95%</td></tr><tr><td>2021-22</td><td>75%</td></tr><tr><td>2022-23</td><td>78%</td></tr><tr><td>2023-24</td><td>100%</td></tr><tr><td>Benchmark</td><td>85%</td></tr></tbody></table></div>	Academic Year	Percent of Students Earning 4 or More	2020-21	95%	2021-22	75%	2022-23	78%	2023-24	100%	Benchmark	85%
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Sport Business Management Program Analysis Report:

Planned Actions for 2023-24 (What changes need to take place? Include timeline for changes)

- The Peregrine Exam portion of the assessment will move to the SMGT 4200 course, as opposed to being a part of the internship.

Planned Actions Feedback

- The move to wrap the leadership objectives into the Applied leadership course is a positive step for our assessment

Strengths (What's working well?)

- The use of feedback from internship supervisors to provide an interpretation of performance to students in the workplace
- The use of presentations to actual organizations through the SMGT 4100 course
- The integration of traditional business school courses in the assessment process and within the peregrine exam continues to offer the ability to assess SMGT students alongside other Bus students

Opportunities for Improvement (What's not working?)

- Addressing the leadership assessment, as discussed, is important

Planned Actions for 2024-25 (What changes need to take place? Include timeline for changes)

- The use of the oral presentation during SMGT 4100 is an effective tool. However, as the class grows, it limits the opportunity for each student to be meaningfully assessed. This could be an opportunity for improvement. The earliest this would happen is the Fall of 2025.