



B.S. Business Management Program Outcomes:

Year Assessed	ACBSP Learning Outcome	Program Outcome
2016-2017, 2017-2018, 2018-2019 2019-2020 2020-2021 2021-2022 2022-2023	L.O. 2.1 Ethical Reasoning – Character Development	BUSM 1 - Students will demonstrate their abilities to identify ethical dilemmas and responsible courses of action.
2017-2018, 2018-2019 2019-2020 2020-2021 2021-2022 2022-2023	L.O. 1.2 Professional Competence – Analysis	BUSM 2 - Students will demonstrate the ability to analyze and interpret quantitative and/or qualitative information in their discipline.
2018-2019 2019-2020 2020-2021 2021-2022 2022-2023	L.O. 1.3 Professional Competence – Problem Solving L.O. 4.1 Integrative Learning	BUSM 3 - Students will demonstrate the ability to address problems within their disciplines by identifying strategies and/or tactics to answer questions or achieve goals in their discipline.
2018-2019 2019-2020 2020-2021 2021-2022 2022-2023	L.O. 1.1 Professional Competence – Core Professional Content and Discipline Specific Knowledge	BUSM 4 - Students will demonstrate an understanding of functional areas of business.
2016-2017, 2017-2018, 2018-2019 2019-2020 2020-2021 2021-2022	L.O. 3.1 Communication – Written	BUSM 5 - Students will demonstrate effective written communication skills.

2016-2017, 2017-2018, 2018-2019 2020-2021 2021-2022	L.O. 3.2 Communication – Oral	BUSM 6 - Students will demonstrate effective oral communication skills.
2016-2017, 2017-2018, 2018-2019 2020-2021 2021-2022 2022-2023	L.O. 4.1 Integrative Learning	BUSM 7 - Students will reflect on how and why to integrate a Christian faith perspective into work and life.
2016-2017, 2017-2018, 2018-2019 2019-2020 2020-2021 2021-2022 2022-2023	L.O. 1.4 Professional Competence – Critical Thinking	BUSM 8 - Students will demonstrate the ability to explore issues, ideas, and/or events before accepting or formulating an opinion or conclusion.
2019-2020 2020-2021 2021-2022 2022-2023	L.O. 1.1 Professional Competence – Core Professional Content and Discipline Specific Knowledge	BUSM 9: Management Concentration: Apply the managerial functions of planning, organizing, leading and controlling to people and organizations
Not assessed this year	L.O. 1.1 Professional Competence – Core Professional Content and Discipline Specific Knowledge	BUSM12: Data Analytics Concentration: Students will apply data analytics within business contexts using theory, best practices, and ethics.
Not assessed this year-will begin assessing in 2023-2024	L.O. 1.1 Professional Competence – Core Professional Content and Discipline Specific Knowledge	Healthcare Management Concentration: Students will be able to demonstrate operational, financial, technical, and leadership skills that provide a foundation for effective management in healthcare systems.

Evaluation of Results:

Program Outcome	Measures	D/I	Benchmarks (if applicable)	Results	Actions Taken
BUSM 1 - Students will demonstrate their abilities to identify ethical dilemmas and responsible courses of action.	#1: Average Peregrine Business Ethics score #2 BUSN425 Ethical Dilemma Paper	D	#1 Peregrine: 60/100=Above Average #2 The average score will be 94% or higher.	#1 Peregrine Fall 2019: 65.8 #1 Peregrine Spring 2020: 56 #1 Peregrine Fall 2020: 47.7 #1 Peregrine Spring 2021 n=6 68.3 #1 Peregrine 2021-2022 n=8 66.25 #1 Peregrine 2022-2023 n=14 54.29 #2 2020-2021 n=19 96% #2 2021-2022 n=12 95.1 # 2022-2023 n=15 91.2%	#1 We are now combining scores from fall and spring into one result. Students continued to score well on the ethics portion of the Peregrine exam. No changes are planned. #2 In 2020-2021, we added a second measure. We met the benchmark. In 2021-2022 students' scores ranged from 85-100 and we met our benchmark. In 2022-2023 we did not meet our benchmark. The instructor reports that he has raised his expectations on this assignment and believes this may be why overall scores went down. He is looking for a clear statement of the dilemma that is well-defined and gives a proposed course of action.
BUSM 2 - Students will demonstrate the ability to analyze and interpret quantitative and/or qualitative information in their discipline.	#1: Peregrine Accounting score #2 Peregrine Journal Entries score	D	#1: Average #2 50/100=Average	#1: Peregrine Spring 2019: 48.4=Average #1: Peregrine Fall 2020: 54.6 #1: Peregrine Spring 2021:60	#2: We are consistently meeting this benchmark. In the future, we may consider raising the benchmark to 60=above average. In 2022-2023 we did not meet the benchmark. Students' scores overall (for all parts of the Peregrine exam) were lower than the previous years' scores. No changes are planned right now and we will not raise the benchmark to 60.

Program Outcome	Measures	D/I	Benchmarks (if applicable)	Results	Actions Taken
				<p>#1 Peregrine 2021-2022 n=8 53.75</p> <p>#1 Peregrine 2022-2023 n=14 47.86</p> <p>#2 Fall 2020 77.1</p> <p>#2 Spring 2021 30</p> <p>#2 2021-2022 n=8 61.46</p> <p>#2 2022-2023 33.33</p>	<p>In 2020-2021 we changed measures. We deleted the ACCT400 statement of cash flows analysis and added the Peregrine Business Analysis Ratios and Calculations score, which is a sub-set of the accounting part of the Peregrine exam. The results are 70 in fall and 30 in spring, and we are unsure why the spring 2021 students scored so poorly (although n=6). We will see how students do on this measure next year before addressing it.</p> <p>In 2021-2022 Peregrine deleted the Business Analysis Ratios and Calculations score on their exam so we chose to analyze the Journal Entries score instead. Students exceeded the benchmark.</p> <p>In 2022-2023 students did not meet the benchmark. Students scored lower on most categories on the Peregrine exam than they have in previous years.</p>
<p>BUSM 3 - Students will demonstrate the ability to address problems within their disciplines by identifying strategies and/or tactics to answer questions or achieve goals in their discipline.</p>	<p>BUSN323: Marketing Plan</p> <p>Average Peregrine Business Integration & Strategic Management score</p>	<p>D</p>	<p>Marketing Plan: 100% of students will earn 80/100</p> <p>Peregrine 60/100=Above Average</p>	<p>#1 Fall 2019/Spring 2020: 76.4</p> <p>#1 Fall 2020/Spring 2021: n=14 95%</p> <p>#1 2021-2022 n=3 95%</p> <p>#1 2022-2023 n=8 98.4%</p> <p>#2 Peregrine Fall 2019: 70.8</p> <p>#2 Peregrine Spring 2020: 63.3</p>	<p>#1: For the marketing plan, scores have increased. We believe it is because we are using a more specific rubric for the marketing plan, which allows students to know what their expectations are and allows instructors to give more specific feedback. No changes are planned. In 2021-2022 we met our benchmark. In 2022-2023 we met our benchmark.</p> <p>#2: This Peregrine exam score measures business level strategy, competition, corporate mission, corporate strategies, corporate structure, diversification, stakeholders, strategic planning and decision making. While scores are decreasing, we are still consistently meeting our benchmark 60=Above Average. In Fall 2020, two students scored very poorly on the entire Peregrine exam. If we delete those two students' scores, the average score is 66.4. In spring 2021 we exceeded the benchmark. In 2021-2022 we also exceeded the benchmark.</p>

Program Outcome	Measures	D/I	Benchmarks (if applicable)	Results	Actions Taken
				<p>#2 Peregrine Fall 2020: 61.5</p> <p>#2 Peregrine Spring 2021: 68.3</p> <p>#2 Peregrine 2021-2022: n=8 72.5</p> <p>#2 Peregrine 2022-2023 n=14 61.43</p>	In 2022-2023 we also exceeded the benchmark, and this score was one of the highest of all categories on the Peregrine exam.
BUSM 4 - Students will demonstrate an understanding of functional areas of business.	#1 Average Final Score on the Peregrine undergraduate exam	D	#1 Peregrine 60/100=Above Average	<p>#1 Fall 2020: n=13 56.01</p> <p>#1 Spring 2021: n=6 63.2</p> <p>#1 Peregrine 2021-2022: n=8 66.25</p> <p>#1 Peregrine 2022-2023 n=14 56.49</p>	<p>We met our benchmark in 2021-2022. In 2022-2023 we missed the benchmark by four points.</p> <p>In the future, we will add a second measure. Faculty discussed adding a measure from the CAPSIM simulation that is in the BUSN308 strategy course.</p>
BUSM 5 - Students will demonstrate effective written communication skills.	<p>#1: BUSN323 Marketing Plan</p> <p>#2: BUSN491: Project Plan</p>	D	<p>#1 BUSN323: The overall average class score will be 80%.</p> <p>#2: The average score will be 80%. 2021-2022 changed to the average score will be 36 out of 40 points</p>	<p>#1 Fall 2019/Spring 2020: 76.4</p> <p>#1 Fall 2020/Spring 2021: n=14 95%</p> <p>#1 2021-2022 n=3 95%</p> <p>#1 2022-2023 n=8 98.4%</p>	<p>#1 The benchmark was achieved (exceeded) and no changes are planned.</p> <p>#2 The benchmark was 80% and the results are 93% so we achieved the benchmark and no changes are planned. 2021-2022 we have changed the benchmark from a percentage to a score. Students met the benchmark. Students are demonstrating effective written communication skills by the time they exit the program. However, writing skills are sometimes poor during the earlier courses, such as BUSN323, so we need to keep</p>

Program Outcome	Measures	D/I	Benchmarks (if applicable)	Results	Actions Taken
				<p>#2: Fall 2019/Spring 2020 n=27 85%</p> <p>#2: Fall 2020/Spring 2021 n=19 93%</p> <p>#2 2021-2022 38.9</p> <p>#2 2022-2023 n=18 38/40</p>	<p>adding exercises and assignments that will strengthen writing skills along the way. For example, in spring 2023 we added some writing exercises to BUSN323. When we redesign curriculum, we will add more to other courses.</p>
BUSM 6 - Students will demonstrate effective oral communication skills.	<p>#1 MIST320 Presentation</p> <p>#2 BUSN301 Management and Leading Change assignment</p>	D	<p>#1 100% of students will earn 85% on this assignment.</p> <p>#2 The overall class score will be 85%.</p>	<p>#1 2020-2021 n=40 78%</p> <p>#1 2021-2022 n=26 84%</p> <p>#2 2021-2022 n= 7 99.3%</p> <p>#2 2022-2023</p>	<p>This is a new benchmark. The reason the benchmark was not achieved is because out of 40 students, 8 students did not turn the assignment in, so this lowered the average. We are going to keep the benchmark as is as we hope that the results can be attributed to the stress of the 2020-2021+ pandemic. In 2021-2022 these scores improved and are just under our benchmark. Four students did not turn in the assignment, which lowered the average.</p> <p>In 2021-2022 we added a second measure and achieved the benchmark.</p> <p>In 2022-2023 we did not measure this program outcome.</p>
BUSM 7 - Students will reflect on how and why to integrate a Christian faith perspective into work and life.	<p>#1 "I believe there was growth in my Christian faith during my time in my business program."</p> <p>#2 "My knowledge about the Christian faith increased during my time in</p>	I	<p>The benchmark for #1 and #2 is a 3.5 out of 5 on a scale of 1 = Strongly Disagree 2=Disagree 3=Neutral 4=Agree 5=Strongly Agree</p>	<p>#1 Spring 2020: 4.27</p> <p>Fall 2020/Spring 2021 n=19 3.68</p> <p>#1 2021-2022 4.25</p> <p>#1 2022-2023</p>	<p>We did not (formally) measure BUSM7 in 2019-2020. We measured it in 2020-2021 and combined fall and spring scores into one set of results, and we will continue to do this going forward.</p> <p>Our current benchmark is somewhere between "neutral" and "agree". We hope to increase the benchmark to 4 in the future. We are consistently meeting our benchmark.</p>

Program Outcome	Measures	D/I	Benchmarks (if applicable)	Results	Actions Taken
	my business program.”			4.3889 #2 Spring 2020: 4.36 #2 Fall 2020/Spring 2021 n=19 3.89 #2 2021-2022 4.25 #2 2022-2023 4.1765	
BUSM 8 - Students will demonstrate the ability to explore issues, ideas, and/or events before accepting or formulating an opinion or conclusion.	#1 BUSN491: Business Capstone Project Plan Needs Analysis. “Needs analysis: Define the problem or project. Restate the issues as described by your client. Define the goals of the project. “ #2 BUSN323 Marketing Plan	D	#1 The Needs Analysis part of the Project Plan is worth 10 points. The benchmark that the average score for all students’ Needs Analyses will be 7 out of 10 points. #2 Average class score will be 90% or higher.	#1 Fall 2020 & Spring 2021: n=19 9.47 #1 2021-2022 n=8 9.6/10 #1 2022-2023 n= 18 10/10 #2 2022-2023 n=8 98.4%	ACBSP prefers that we report data in academic year cycles, not in semesters. So, beginning with 2019-2020, and going forward, I combined the scores from the Fall and Spring sections of BUSN491 into one benchmark. The needs analysis asks students to define a client problem, describe the history, mission, major goals, major products/services, and challenges of the client, and define the goals of the client project. Students are doing a great job of this, so no changes are planned. In 2023 we added a second measure (marketing plan). The benchmark was met.
PO9: Management Concentration: Apply the managerial functions of planning, organizing, leading and controlling to people and organizations	#1 Peregrine average Management score #2 Peregrine Organizational Behavior score		#1 60/100=Above Average #2 60/100=Above Average	#1 Spring 2019: 48.4 #1 Fall 2019: n=12 52.5 #1 Spring 2020: 55.3 #1 Fall 2020: n=13 53.8 #1 Spring 2021: n=6	#1 This is a new PO, added because ACBSP requires that all concentrations 12 credits or more have its own PO. While our Above Average benchmark is a stretch, we want to keep striving to achieve it. In Fall 2020, two students performed very poorly on the Peregrine exam. If we would have deleted their scores, we would have scored 59.1, which would

Program Outcome	Measures	D/I	Benchmarks (if applicable)	Results	Actions Taken
				63.3 #1 2021-2022: n=8 59.38 #1 2022-2023 n=14 58.57 #2 66.07	have almost achieved the benchmark. In Spring 2021, we achieved the benchmark. In 2022-2023 we changed the second benchmark from an assignment to a Peregrine score. Students scored well on this portion of the Peregrine exam.
PO12 Data Analytics concentration: Students will apply data analytics within business contexts using theory, best practices, and ethics.	#1 BUSN315 Four Corners with Excel Case Problem (Module 5) BUSN426 #2 Regression Case Study: Predicting Boston Housing Prices (Module 4)		#1 The class average will be 90% or higher #2 The class average will be 90% or higher		2022-2023 We canceled BUSN315 due to low enrollment so I do not have data. BUSN426 has not run yet so I do not have that data either.
Healthcare Management Concentration: Students will be able to demonstrate operational, financial, technical, and leadership skills that provide a foundation for effective management in healthcare systems.					Will begin assessment in 23-24. There are at least two assignments we can use to assess in 23-24: <ol style="list-style-type: none"> 1. Class score average on the Jasper Gardens Lean Model OR 2. Class score average on the Capstone project