JOHN E. SIMON SCHOOL OF BUSINESS

Program Assessment Results

Academic Year 2021 - 2022

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Undergraduate Learning Assessment Results
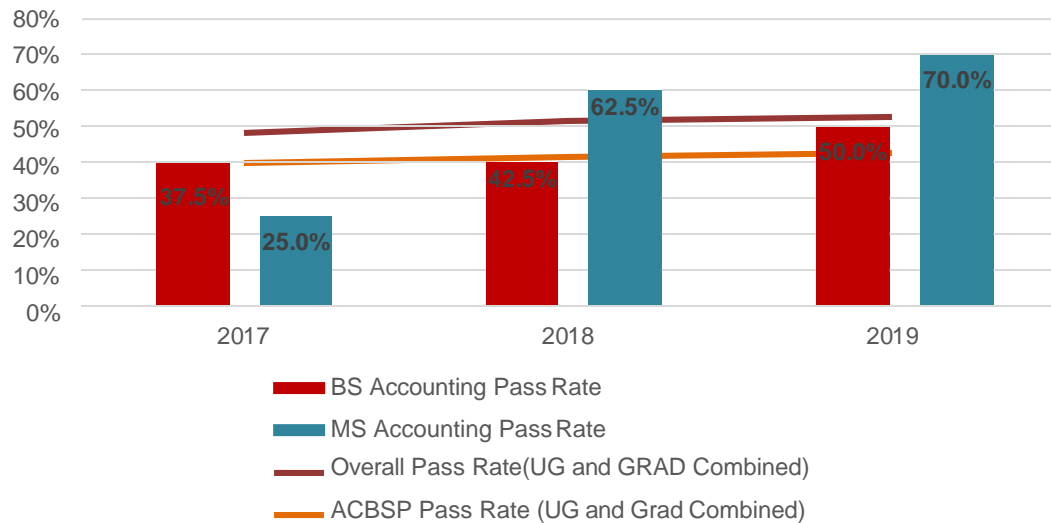
BS Accounting

Assessment Results

BS Accounting PLO 1 Assessment Results

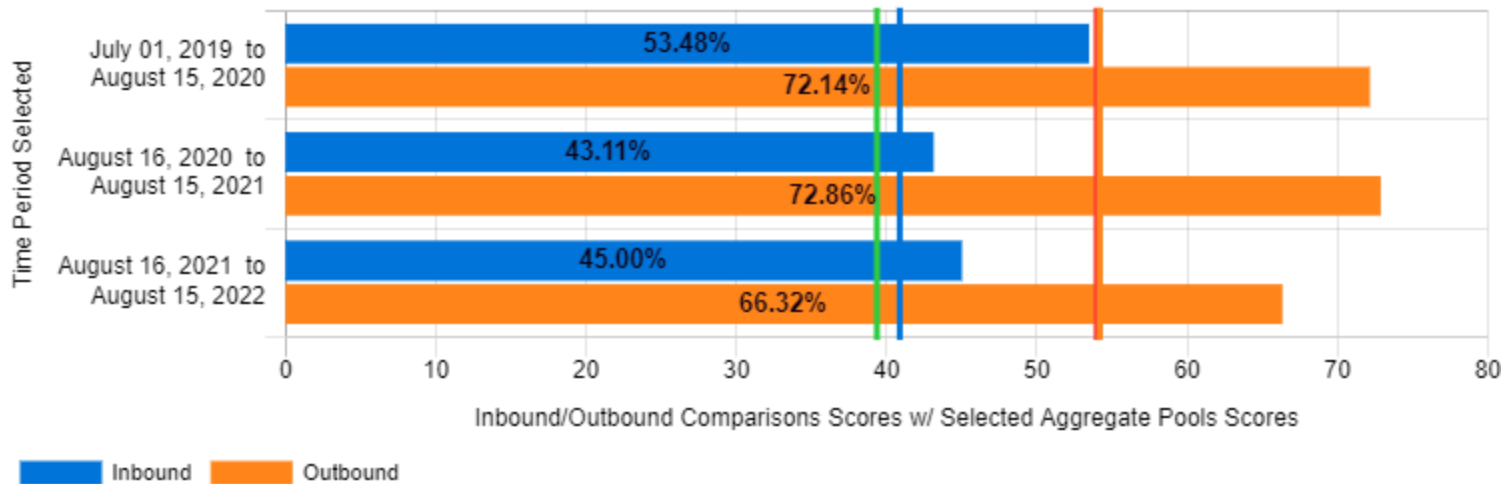**PLO 1: Identify concepts, processes, and regulations of the major areas of accounting.**

Goal(s)	Process/Measurement instrument	Current Results	Analysis of Results	Action Taken
Goal 1: Meet or exceed ACBSP Pass Rate on the CPA Exam. •Goal 2: Increase in overall scores from Inbound to Outbound by at least 40% on the Accounting Peregrine exam	CPA examination Direct, External, summative, comparative Peregrine Assessment tools for inbound and outbound students, taken in Exam in Bus 150 and BUS 491 Direct, External, summative, comparative	Met Goal 1: Maryville pass rate of 50% which exceeds the ACBSP pass rate of 43% Met Goal 2: Aggregate scores 47.37% change from inbound to outbound scores.	Maryville's BS in Accounting program has been increasingly successful on the CPA exam. Our undergraduate pass rates have climbed to 50% in 2019 – the last time NASBA published the results. We have a pass rate that i s higher than ACBSP. We believe this is the result of our comprehensive coursework as a part of our curriculum and active learning ecosystem (ALE). This ensures that each student cannot just learn but engage with the material allowing deeper understanding of the concepts, processes, and regulations of the major areas of accounting. Additionally, the results of the Peregrine test allow us to capture all our students who complete the curriculum, including those who choose to go into managerial accounting or other fields. The Peregrine results show that our Bachelor's program does strengthen our students' accounting knowledge. Understanding the high level of knowledge our students walk into the program with – higher than HLC or ACBSP students in general, our end results are impressive.	Centered on active and engaged learning, our faculty has increased the number of case studies, application assignments and real-world engagement events over the past year as Covid has subsided. We goal is to deepen the knowledge so that students have a chance to extrapolate on the knowledge they learn in the classroom setting.

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BS Accounting PLO 1 Assessment Results

CPA Pass Rates

- BS Accounting Pass Rate
- MS Accounting Pass Rate
- Overall Pass Rate (UG and GRAD Combined)
- ACBSP Pass Rate (UG and Grad Combined)

Accounting

Inbound/Outbound Comparisons Scores w/ Selected Aggregate Pools Scores
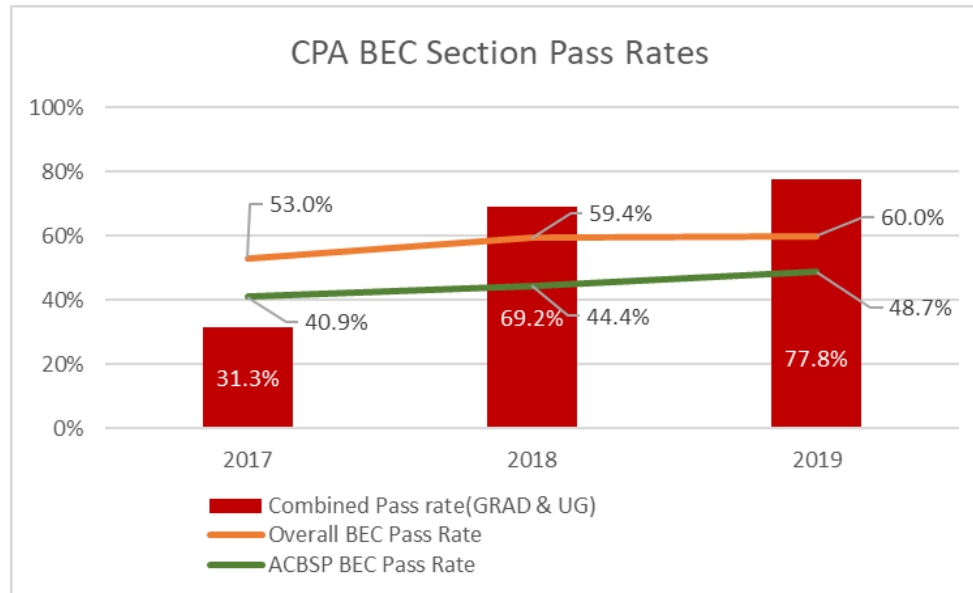
- Inbound
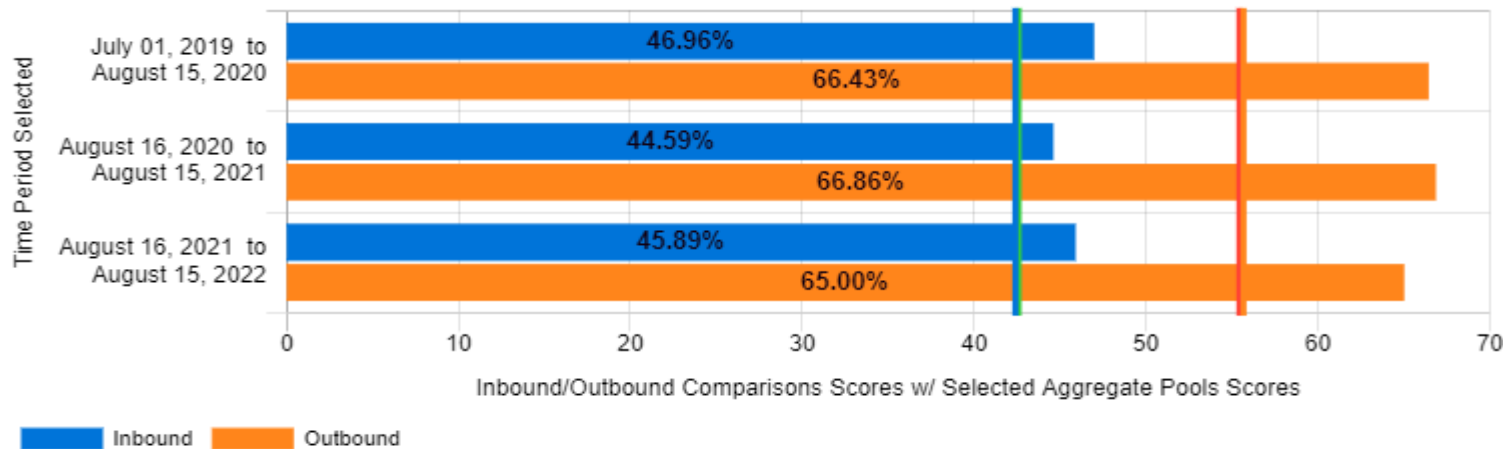- Outbound

BS Accounting PLO 2 Assessment Results

PLO 2: Articulate the breadth and responsibility of the accounting profession in a global society and its interrelationship with other business functions.

Goal(s)	Process/Measurement instrument	Current Results	Analysis of Results	Action Taken
Goal 1: Meet or exceed ACBSP Pass Rate on the CPA BEC Exam. •Goal 2: Increase in overall scores from Inbound to Outbound by at least 40% on the Global Business Peregrine exam	CPA examination Direct, External, summative, comparative Peregrine Assessment tools for inbound and outbound students, taken in Exam in Bus 150 and BUS 491 Direct, External, summative, comparative	Met Goal 1: Maryville pass rate of 50% which exceeds the ACBSP pass rate of 43% Met Goal 2: Aggregate scores 41.63% change from inbound to outbound scores.	The BEC section of the CPA exam is designed to test the disciplines that interact with accounting (mainly finance, economics and management roles). Our increasing pass rate lends support to our approach and the strength of our Business Core Curriculum. The Peregrine results show that we give our students a global view of business. The improvement between the inbound and outbound students is consistently meeting our goals and are substantially better than the average ACBSP result.	The SSOB has been on a review cycle of the Business Core and Accounting was able to map its needs and assumed learning objectives to each of the courses. This process assured the department that all necessary skills were being scaffolded correctly, giving accounting students a clear picture of their relationship with other parts of a business.

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BS Accounting PLO 2 Assessment Results

CPA BEC Section Pass Rates

- Combined Pass rate(GRAD & UG): 31.3% (2017), 69.2% (2018), 77.8% (2019)
- Overall BEC Pass Rate: 53.0% (2017), 59.4% (2018), 60.0% (2019)
- ACBSP BEC Pass Rate: 40.9% (2017), 44.4% (2018), 48.7% (2019)

Global Dimensions of Busine ▼

Inbound/Outbound Comparisons Scores w/ Selected Aggregate Pools Scores

Time Period Selected:
- July 01, 2019 to August 15, 2020: Inbound 46.96%, Outbound 66.43%
- August 16, 2020 to August 15, 2021: Inbound 44.59%, Outbound 66.86%
- August 16, 2021 to August 15, 2022: Inbound 45.89%, Outbound 65.00%

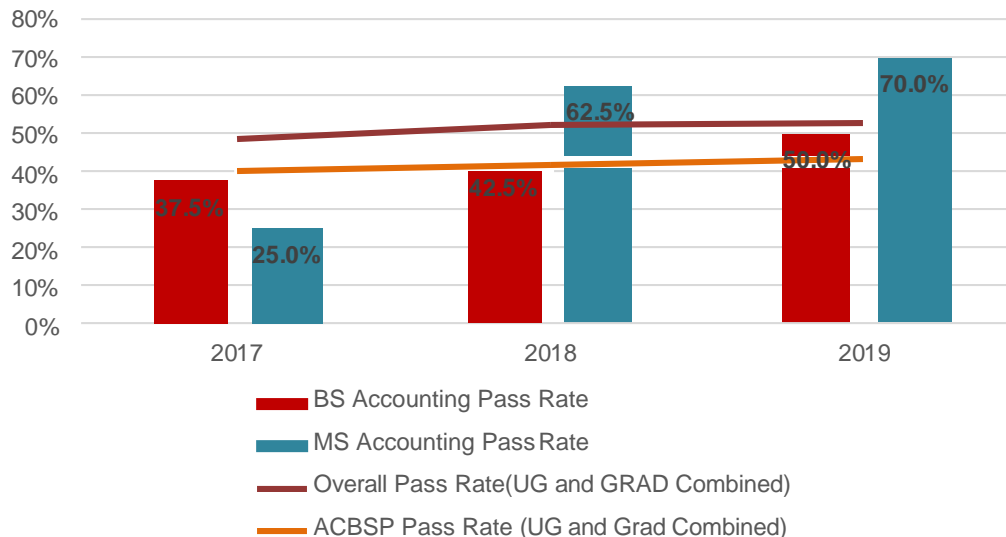■ Inbound ■ Outbound

MARYVILLE UNIVERSITY

BS Accounting PLO 3 Assessment Results

PLO 3: Use decision modeling skills with appropriate technology to resolve accounting issues in an ethically responsible manner.

Goal(s)	Process/Measurement instrument	Current Results	Analysis of Results	Action Taken
Goal: Meet or exceed ACBSP Pass Rate on the CPA Exam.	CPA examination Direct, External, summative, comparative	Met Goal 1: Maryville pass rate of 62.5% which exceeds the ACBSP pass rate of 52.5%	The various parts of the CPA test ethics, auditing procedures and tax procedures necessary to determine vulnerabilities and how to resolve them within the AICPA Standards of Practice (an ethically responsible manner). The significant improvement in our pass rates, from underperforming to exceeding the ACSBP average shows that our curriculum has achieved this goal.	Accounting issues are constantly evolving, consequently, a re-design of ACCT 310 forensic accounting was greenlighted for AY 2022-2023 to keep students up to date on technological methods and decision-making models.

CPA Pass Rates

Legend:
- BS Accounting Pass Rate
- MS Accounting Pass Rate
- Overall Pass Rate (UG and GRAD Combined)
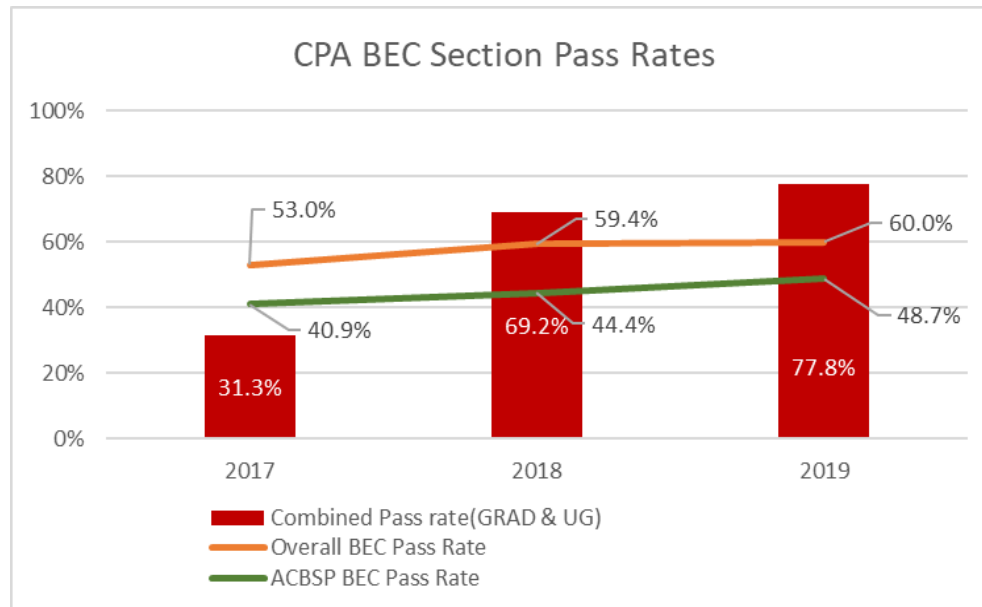- ACBSP Pass Rate (UG and Grad Combined)
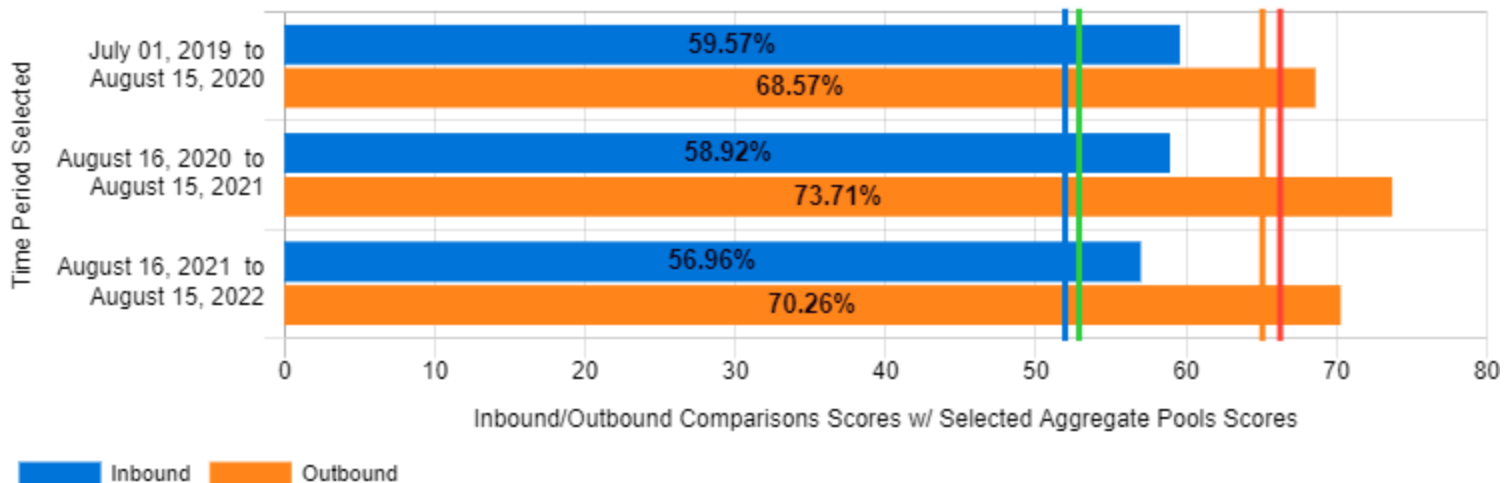
BS Accounting PLO 4 Assessment Results

PLO 4: Professionally communicate financial information, accounting positions, and research at a level appropriate to the recipient, both orally and in writing.

Goal(s)	Process/Measurement instrument	Current Results	Analysis of Results	Action Taken
Goal 1: Meet or exceed ACBSP Pass Rate on the CPA Exam. Goal 2: Increase in overall scores from Inbound to Outbound by at least 40% on the Business Communication Peregrine exam	CPA examination Direct, External, summative, comparative Peregrine Assessment tools for inbound and outbound students, taken in Exam in Bus 150 and BUS 491 Direct, External, summative, comparative	Met Goal 1: Maryville pass rate of 50% which exceeds the ACBSP pass rate of 43% Did Not Meet Goal 2: Aggregate scores 23.35% change from inbound to outbound scores.	The BEC section of the CPA exam specifically tests the ability to write a coherent memo about a complex accounting problem. The significant increase in our performance supports the work done in ACCT 310. Our Peregrine results suggest that our students begin in a strong position when it comes to business communication. This may be a measurement issue, as students are taking the exam halfway through a business communications course, giving them active knowledge of the content. Our outbound numbers suggest learning does not end there and that the rest of our curriculum continues to strengthen these skills despite not meeting our goal.	Constant reinforcement creates strong writers. Despite the CPA's plan to remove the writing portion of the exam on January 1, 2024, our curriculum will remain in place.

BS Accounting PLO 4 Assessment Results

CPA BEC Section Pass Rates

- Combined Pass rate(GRAD & UG)
- Overall BEC Pass Rate
- ACBSP BEC Pass Rate

Business Communications

Inbound/Outbound Comparisons Scores w/ Selected Aggregate Pools Scores
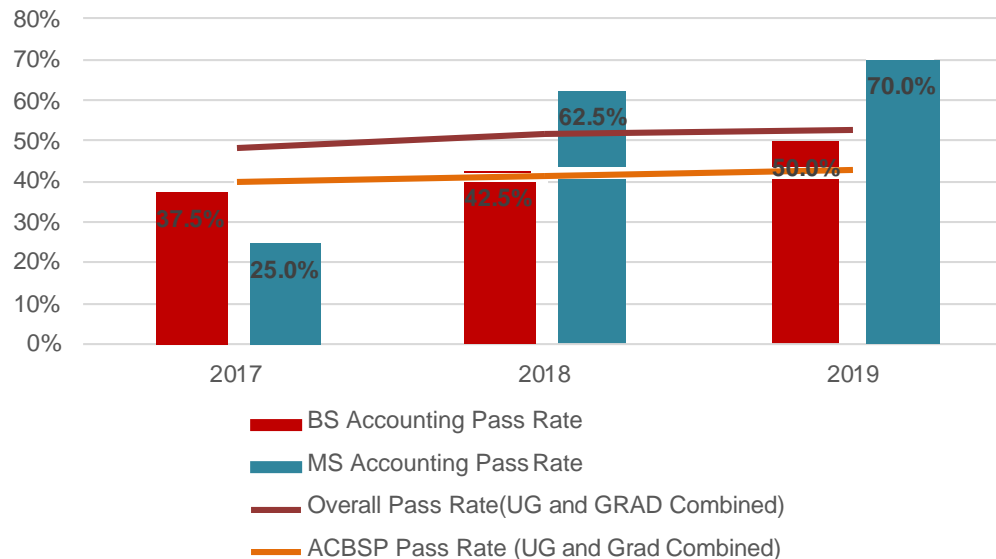
- Inbound
- Outbound

BS Accounting PLO 5 Assessment Results

PLO 5: Discuss implications of emerging issues and adaptations to changing technology in accounting.

Goal(s)	Process/Measurement instrument	Current Results	Analysis of Results	Action Taken
Goal 1: Meet or exceed ACBSP Pass Rate on the CPA Exam.	CPA examination Direct, External, summative, comparative	Met Goal 1: Maryville pass rate of 50% which exceeds the ACBSP pass rate of 43%	The CPA exam evolves every year along with accounting standards to appropriately analyze and report new data with new technologies. Our improvement in the CPA pass rate from 37.5% to 50% shows that our program is continually updating to meet these new standards and teach our students how to appropriately analyze unfamiliar problems and use new technology. Further improvement is possible and we will strive to do it.	A plan for a continual update of our curriculum process is currently underway. In 2022-2023 eight of our master's courses were updated with new textbooks to keep up with emerging issues and a new online course was approved for development – Financial Data Analytics – to help students engage with more advanced methods to analyze issues.

CPA Pass Rates

Legend:
- BS Accounting Pass Rate
- MS Accounting Pass Rate
- Overall Pass Rate (UG and GRAD Combined)
- ACBSP Pass Rate (UG and Grad Combined)

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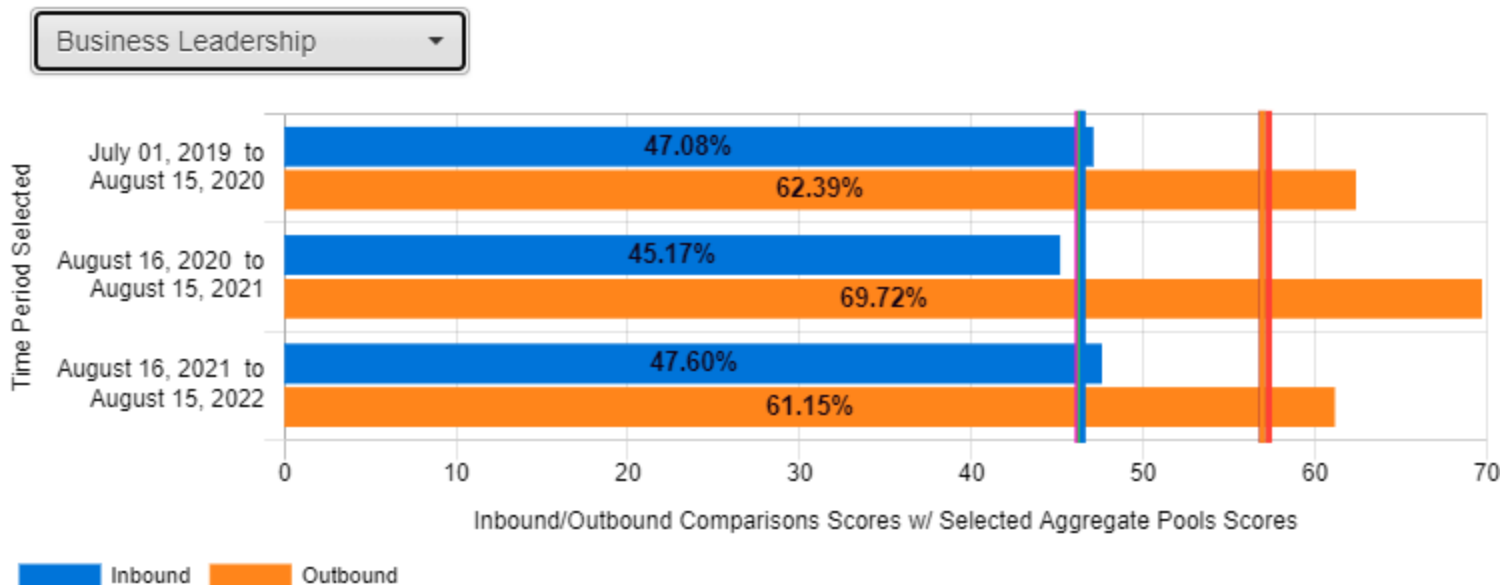# BS Business Administration

Assessment Results

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BS BA PLO 1 Assessment Results

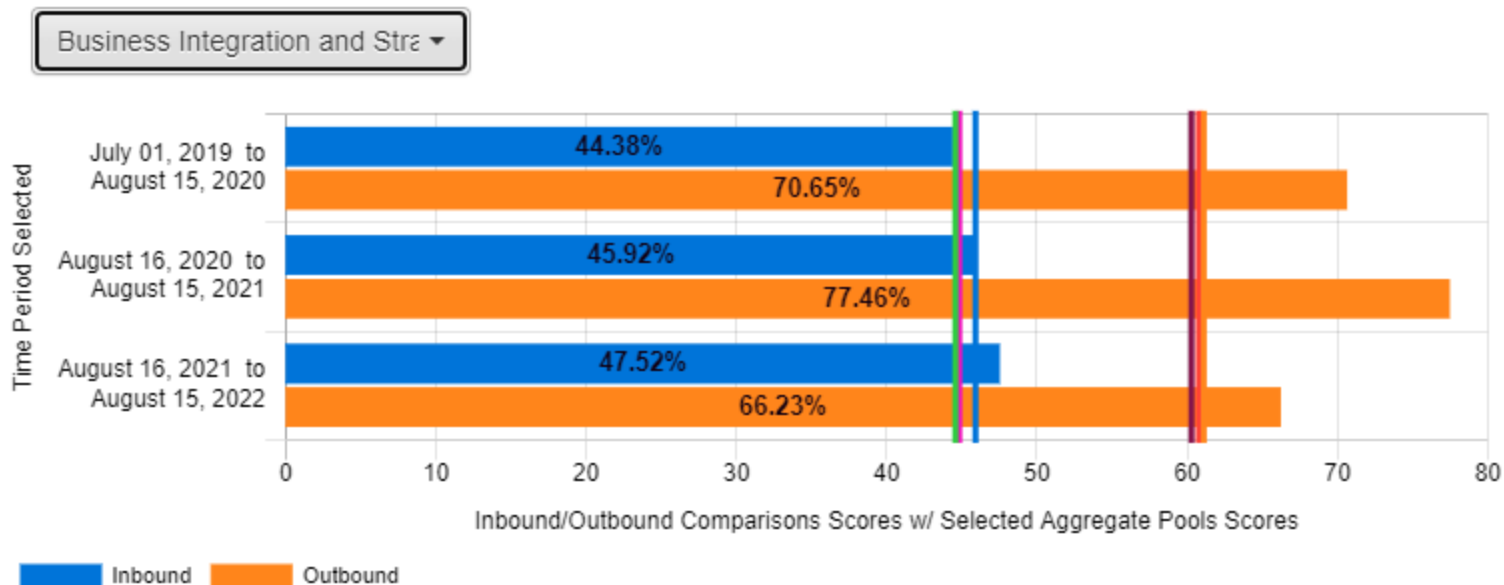**PLO 1: Identify appropriate leadership competencies to address or resolve complex management challenges.**

Goal(s)	Process/Measurement instrument	Current Results	Analysis of Results	Action Taken
Increase in aggregate scores from Inbound to Outbound on the Peregrine Business Leadership Exam by at least 15%.	Peregrine Assessment tools for inbound and outbound students, taken in Exam in BSBA Bus 150 and BUS 491 Direct, External, summative, comparative	Met Goal: Aggregate scores increase by 13.45 percentage points from inbound to outbound in AY 21-22.	Competitors are raising student scores an avg. of 11%, while our gains averaged 14% over the past 3 years. The past two years have had a delta of 16% each year. We cannot say with 100% certainty, but we attribute the performance on active learning methods, smaller class sizes and attracting a larger proportion of high school students that are especially achievement oriented.	No action at this time. We will continue to monitor data.

Business Leadership

Inbound/Outbound Comparisons Scores w/ Selected Aggregate Pools Scores

- July 01, 2019 to August 15, 2020: Inbound 47.08%, Outbound 62.39%
- August 16, 2020 to August 15, 2021: Inbound 45.17%, Outbound 69.72%
- August 16, 2021 to August 15, 2022: Inbound 47.60%, Outbound 61.15%

Time Period Selected

Inbound | Outbound

BS BA PLO 2 Assessment Results

PLO 2: Describe strategies to steer organizational change and explain factors that impact organizational performance.
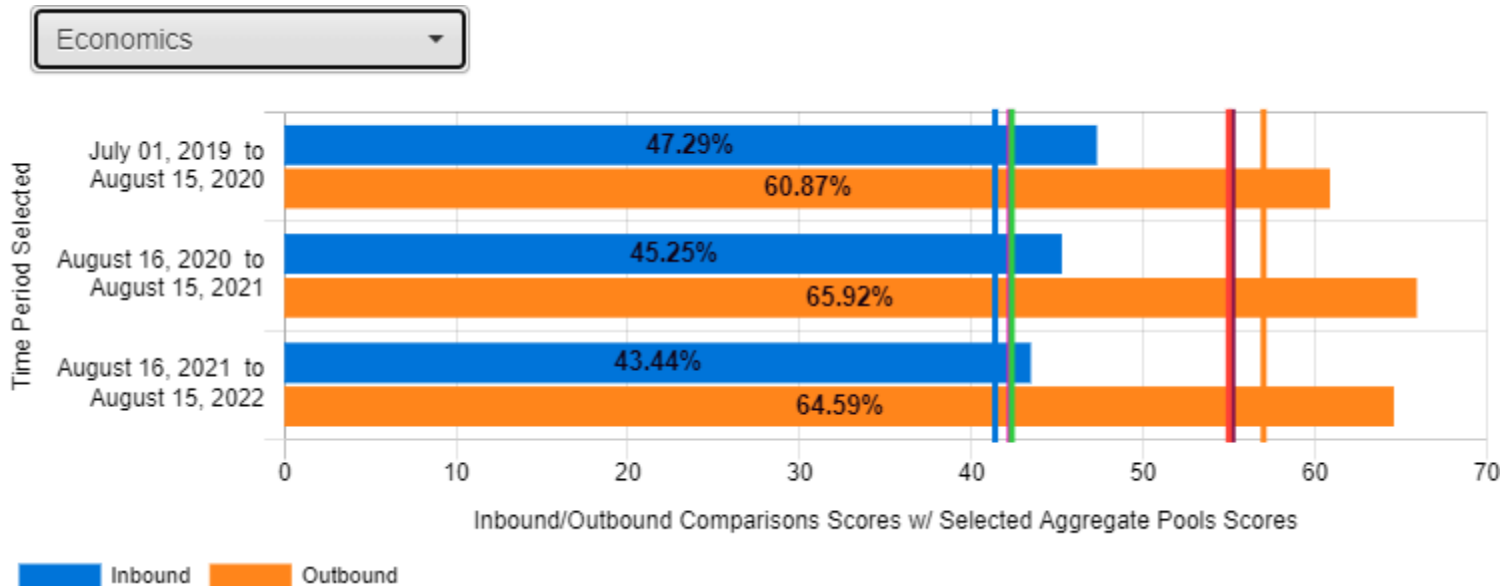
Goal	Process/Measurement instrument	Current Results	Analysis of Results	Action Taken
Increase in aggregate scores from Inbound to Outbound by at least 25% on the Business Integration and Strategic Management Exam	Peregrine Assessment tools for inbound and outbound students, taken in Exam in Bus 150 and BUS 491 Direct, External, summative, comparative	Met Goal: Aggregate scores increased by 20.31 percentage points from inbound to outbound in AY 21-22.	Competitors are raising student scores an avg. of about 14%, while our student gain averaged about 20% over the past 3 years. Though our students' entry scores are similar to competitors, their outbound scores are typically higher. We cannot say with 100% certainty, but we attribute the performance on active learning methods, smaller class sizes and attracting a larger proportion of high school students that are especially achievement oriented.	No action at this time. We will continue to monitor data.

Business Integration and Stra ▾

Inbound/Outbound Comparisons Scores w/ Selected Aggregate Pools Scores

Time Period Selected:
- July 01, 2019 to August 15, 2020: Inbound 44.38%, Outbound 70.65%
- August 16, 2020 to August 15, 2021: Inbound 45.92%, Outbound 77.46%
- August 16, 2021 to August 15, 2022: Inbound 47.52%, Outbound 66.23%

Legend: Inbound, Outbound

BS BA PLO 3 Assessment Results

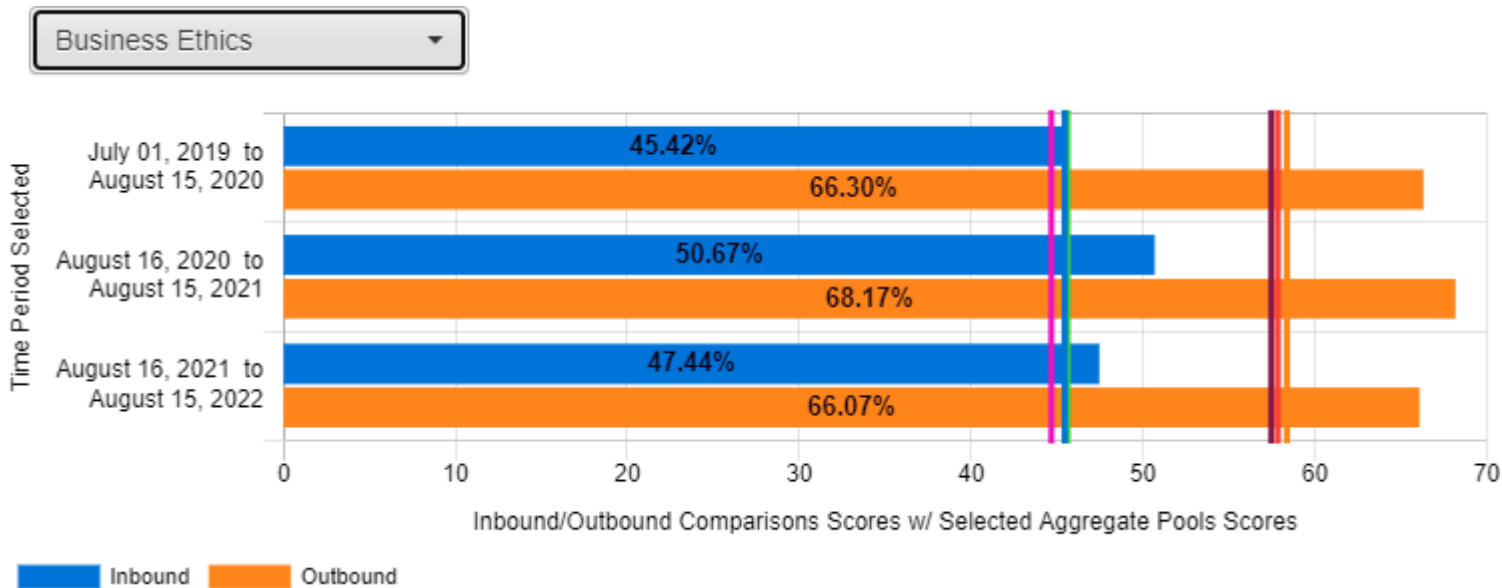## PLO 3: Explain how competitive forces and the macro environment impact business operations and decision-making.

Goal	Process/Measurement instrument	Current Results	Analysis of Results	Action Taken
Increase in overall scores from Inbound to Outbound by at least 20% on the Economics exam	Peregrine Assessment tools for inbound and outbound students, taken in Exam in Bus 150 and BUS 491 Direct, External, summative, comparative	Met Goal: Aggregate scores increased by 23.93 for AY 21-22.	Competitors are raising student scores an avg. of about 14%, while our student gain averaged about 20% over the past 3 years. Though our students' entry scores are similar to competitors, their outbound scores are typically higher. We cannot say with 100% certainty, but we attribute the performance on active learning methods, smaller class sizes and attracting a larger proportion of high school students that are especially achievement oriented.	No action at this time. We will continue to monitor data.

Economics

Inbound/Outbound Comparisons Scores w/ Selected Aggregate Pools Scores

Time Period Selected	Inbound	Outbound
July 01, 2019 to August 15, 2020	47.29%	60.87%
August 16, 2020 to August 15, 2021	45.25%	65.92%
August 16, 2021 to August 15, 2022	43.44%	64.59%

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BS BA PLO 4 Assessment Results

PLO 4:   Discuss implications of ethics and sustainability in business operations and decision-making.

Goal	Process/Measurement instrument	Current Results	Analysis of Results	Action Taken
Increase in overall scores from Inbound to Outbound by at least 22% on the Business Ethics exam	Peregrine Assessment tools for inbound and outbound students, taken in Exam in Bus 150 and BUS 491 Direct, External, summative, comparative	Did Not Meet Goal: Aggregate scores increase by 18.63 percentage points from inbound to outbound in AY 21-22.	Competitors are raising student scores an avg. of about 14%, while our student gain averaged about 20% over the past 3 years. Though our students' entry scores are similar to competitors, their outbound scores are typically higher. We cannot say with 100% certainty, but we attribute the performance on active learning methods, smaller class sizes and attracting a larger proportion of high school students that are especially achievement oriented.	No action at this time. We will continue to monitor data.

Business Ethics ▾

Inbound/Outbound Comparisons Scores w/ Selected Aggregate Pools Scores
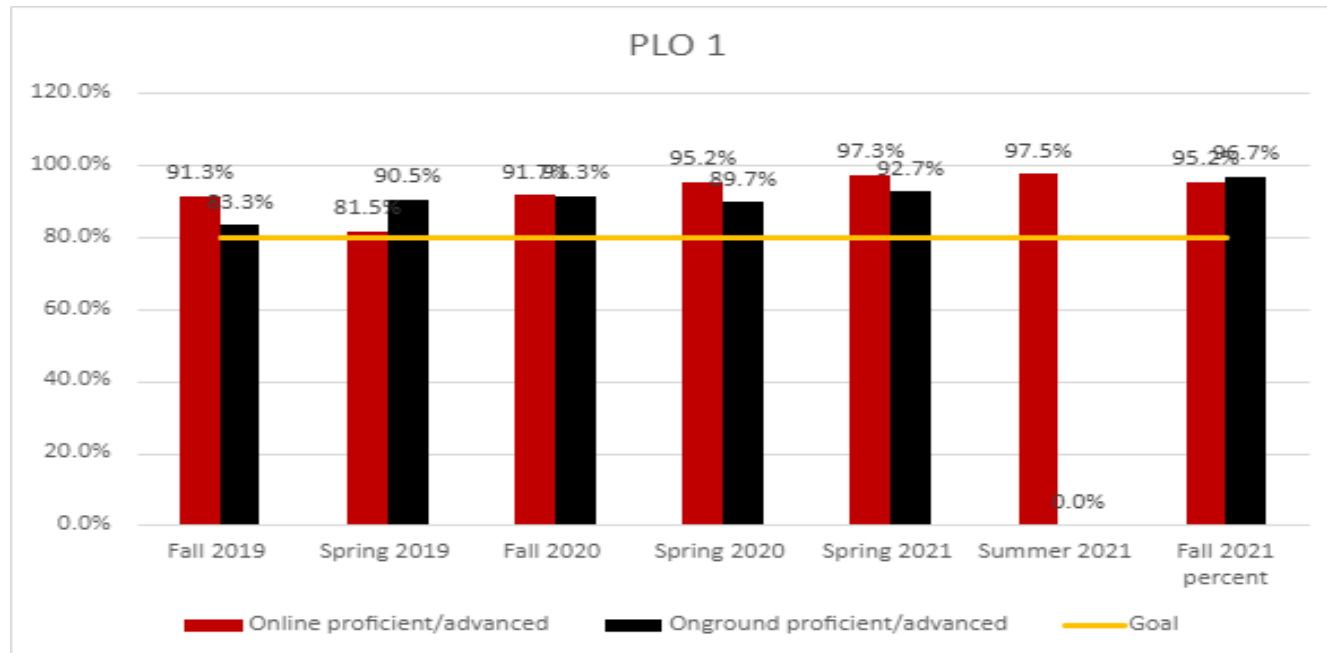
- Inbound
- Outbound

BS Cybersecurity

Assessment Results

BS Cybersecurity PLO 1 Assessment Results

PLO 1: Apply industry-standard project management tools and methodologies in the development of technological solutions to solve real-world organizational problems.
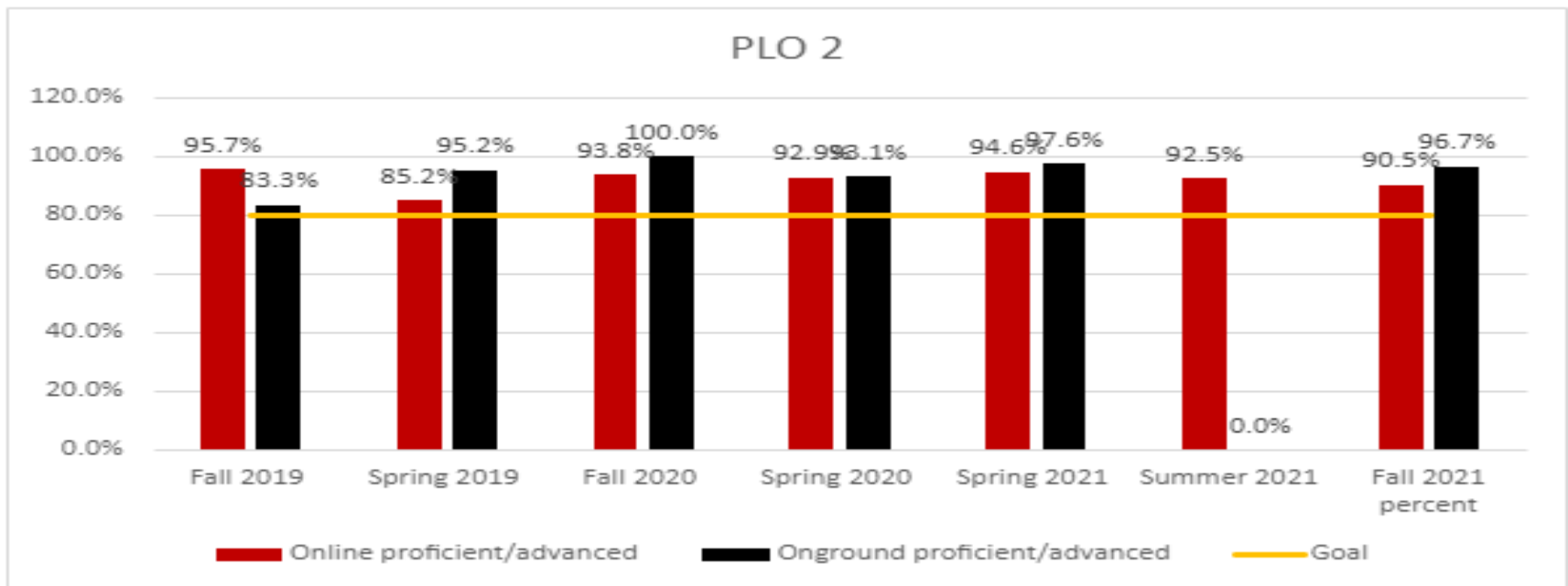
Goal(s)	Process/Measurement instrument	Current Results	Analysis of Results	Action Taken
80% of students assessed will achieve a score of proficient or advanced.	White Paper report on Critical Security Controls ISYS 280 Direct, Internal, formative, comparative	Met Goal: more than 80% of students, both online and onground have exceeded the 80% goal for all cycles measured.	Students have consistently met the goal at a very high rate for the last several years. This seems to indicate that the measure and goals need to increase in order to ensure students are meeting professional expectations.	Creating a stronger integrative experience with a new capstone, ISYS 491, which will include a new, summative assessment point.

BS Cybersecurity PLO 2 Assessment Results

PLO 2: Articulate the connection between technology, business, and communication in order to lead an organization in its digital transformation.

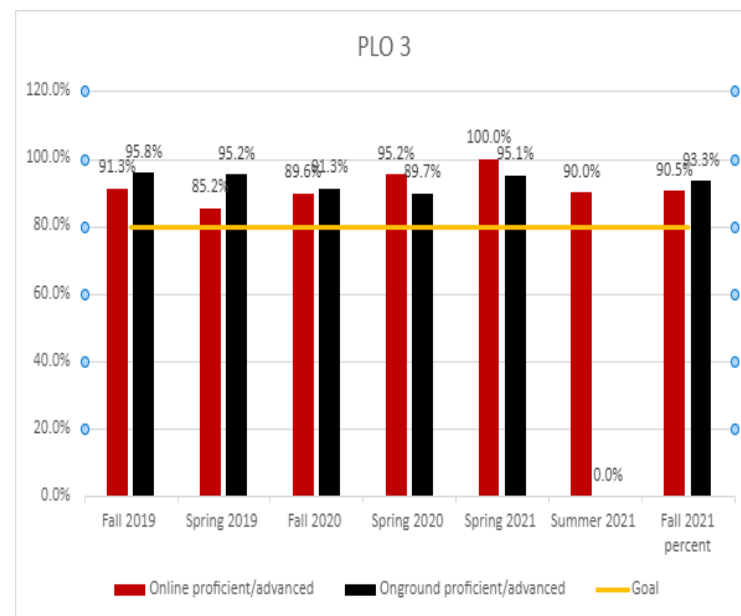| Goal	Process/Measurement instrument	Current Results	Analysis of Results	Action Taken
80% of students assessed will achieve a score of proficient or advanced.	White Paper report on Critical Security Controls ISYS 280 Direct, Internal, formative, comparative	Met Goal: more than 80% of students, both online and onground have exceeded the 80% goal for all cycles measured.	Students have consistently met the goal at a very high rate for the last several years. This seems to indicate that the measure and goals need to increase in order to ensure students are meeting professional expectations.	Creating a stronger integrative experience with a new capstone, ISYS 491, which will include a new, summative assessment point.

BS Cybersecurity PLO 3 Assessment Results

PLO 3: Evaluate the information systems development life cycle.

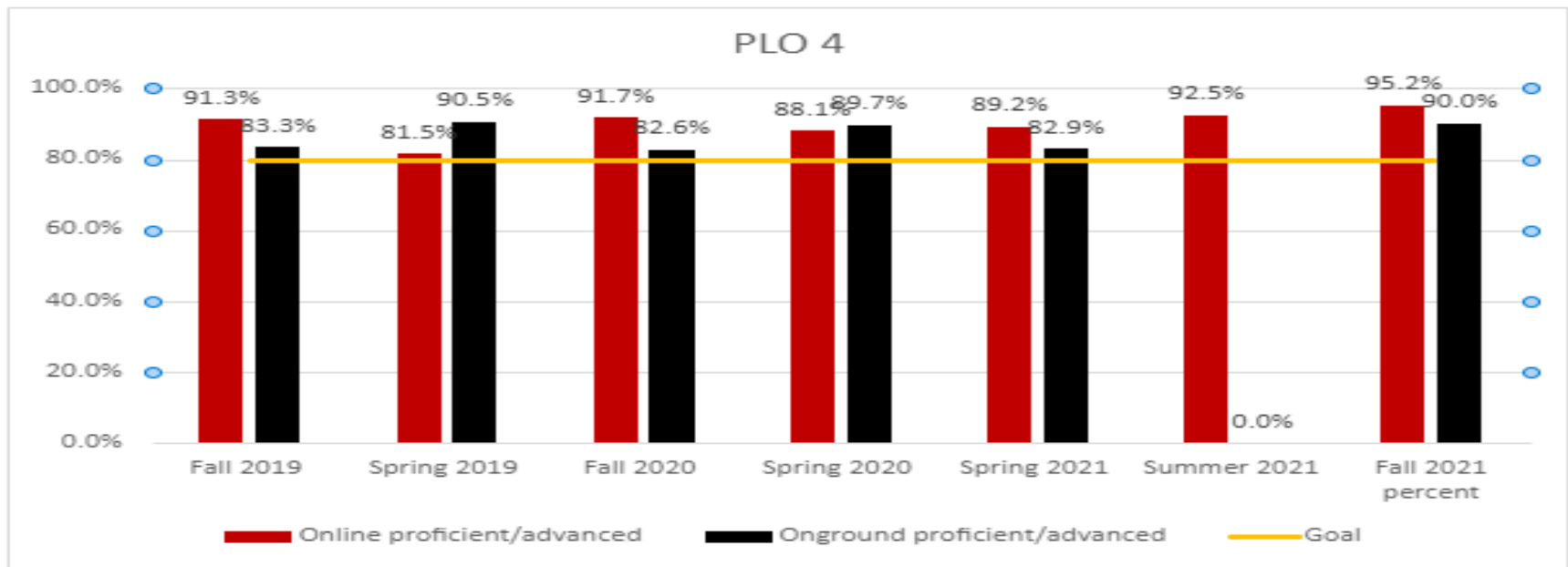| Goal	Process/Measurement instrument	Current Results	Analysis of Results	Action Taken
80% of students assessed will achieve a score of proficient or advanced.	Peregrine Assessment tools for inbound and outbound students, taken in Exam in Bus 150 and BUS 491 Direct, External, summative, comparative	Met Goal: more than 80% of students, both online and onground have exceeded the 80% goal for all cycles measured.		Adding a new, summative assessment point in ISYS 491

PLO 3	Fa 2019	Spr 2019	Fa 2020	Spr 2020	Spr 2021 I	Sum 2021	Fa 2021
Online proficient/ advanced	21	23	43	40	37	36	38
Onground proficient/ advanced	23	20	21	26	39	Online only	28
Online Total	23	27	48	42	37	40	42
Onground Total	24	21	23	29	41	Online only	30
Total Students Assess	47	48	71	71	78	40	72

PLO 3 — Bar chart showing Online proficient/advanced, Onground proficient/advanced, and Goal across Fall 2019, Spring 2019, Fall 2020, Spring 2020, Spring 2021, Summer 2021, Fall 2021 percent.

BS Cybersecurity PLO 4 Assessment Results

PLO 4: Identify and predict emerging technology trends that can be implemented and scaled in a global organization

Goal	Process/Measurement instrument	Current Results	Analysis of Results	Action Taken
80% of students assessed will achieve a score of proficient or advanced.	White Paper report on Critical Security Controls ISYS 280 Direct, Internal, formative, comparative	Met Goal: more than 80% of students, both online and onground have exceeded the 80% goal for all cycles measured.	Students have consistently met the goal at a very high rate for the last several years. This seems to indicate that the measure and goals need to increase in order to ensure students are meeting professional expectations.	Creating a stronger integrative experience with a new capstone, ISYS 491, which will include a new, summative assessment point.

PLO 4 bar chart showing Online proficient/advanced (red), Onground proficient/advanced (black), and Goal (yellow line at 80.0%).

- Fall 2019: 91.3%, 83.3%
- Spring 2019: 81.5%, 90.5%
- Fall 2020: 91.7%, 82.6%
- Spring 2020: 88.1%, 89.7%
- Spring 2021: 89.2%, 82.9%
- Summer 2021: 92.5%, 0.0%
- Fall 2021 percent: 95.2%, 90.0%
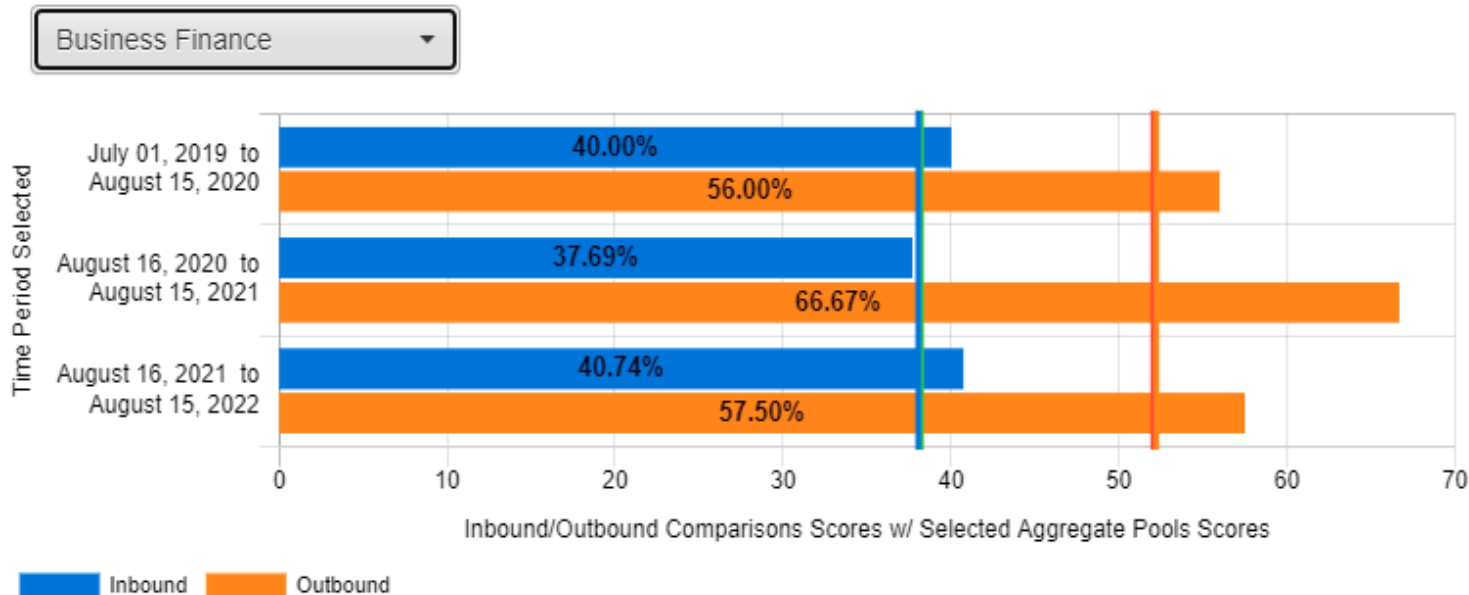
BS Finance

Assessment Results

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BS Finance PLO 1 Assessment Results

PLO 1: Appropriately apply financial principles, such as the time value of money, modern portfolio theory and risk/reward tradeoffs in corporate and personal financial settings.
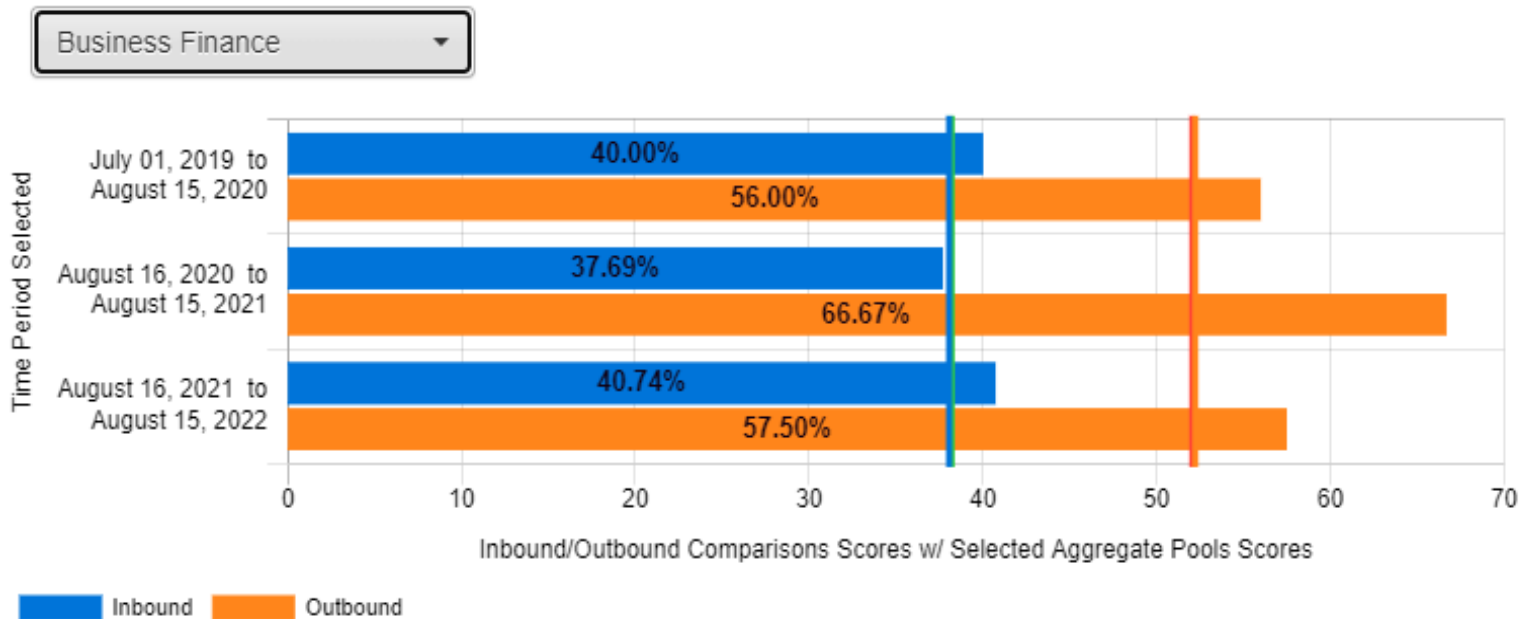
Goal(s)	Process/Measurement instrument	Current Results	Analysis of Results	Action Taken
Increase in overall scores from Inbound to Outbound by at least 40% on the Business Finance Peregrine exam	Peregrine Assessment tools for inbound and outbound students, taken in Exam in Bus 150 and BUS 491 Direct, External, summative, comparative	Met Goal: Aggregate scores increased 41.14% from inbound to outbound.	We are unable to determine why the fluctuations occurred from year to year, but overall, we have met our goal of improving the student's ability to apply financial principles. The results show a strong result above the ACBSP average. This supports our current curriculum, but suggests that more work could be done.	The basic financial principles are taught in FIN 312. A new, more engaging approach to our online curriculum was undertaken for Fall 2023.

Business Finance

Time Period Selected	Inbound	Outbound
July 01, 2019 to August 15, 2020	40.00%	56.00%
August 16, 2020 to August 15, 2021	37.69%	66.67%
August 16, 2021 to August 15, 2022	40.74%	57.50%

Inbound/Outbound Comparisons Scores w/ Selected Aggregate Pools Scores

■ Inbound   ■ Outbound

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BS Finance PLO 2 Assessment Results

PLO 2: Explain the strengths and weaknesses of common and emerging financial instruments for the use of funding at a corporation and as an investment for an individual in order to recommend an optimal balance of risk.
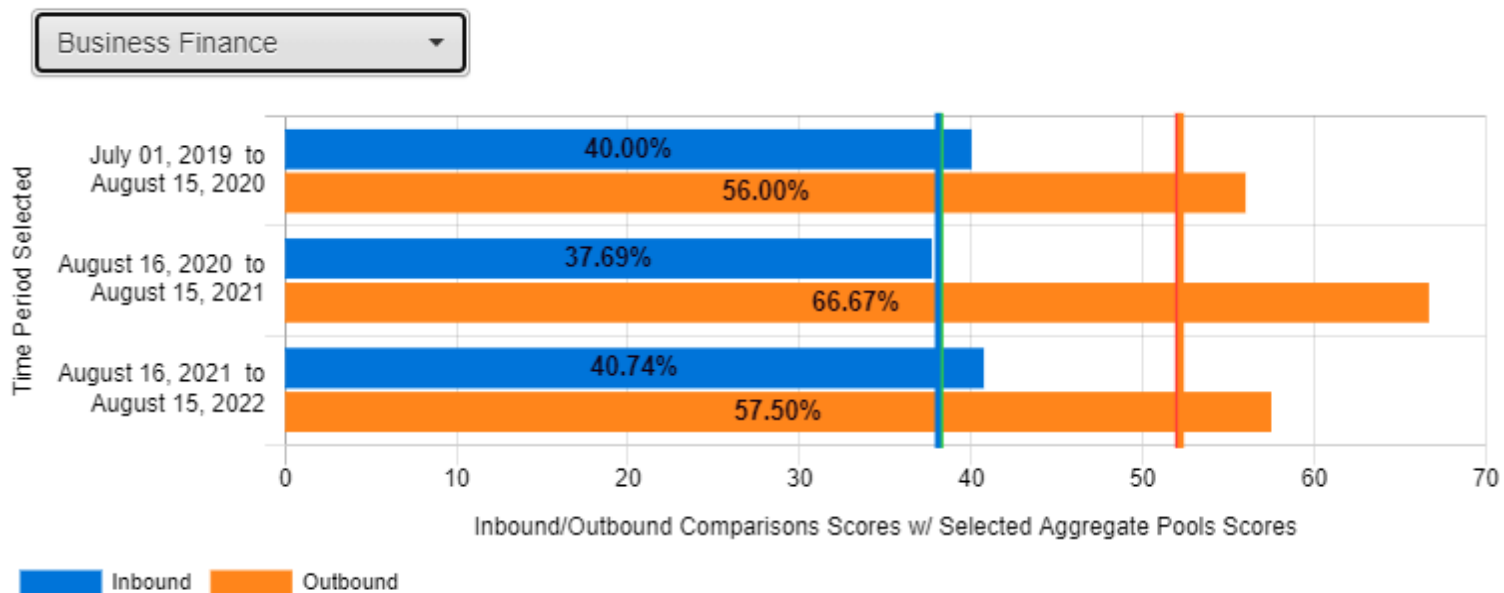
Goal(s)	Process/Measurement instrument	Current Results	Analysis of Results	Action Taken
Increase in overall scores from Inbound to Outbound by at least 40% on the Business Finance Peregrine exam	Peregrine Assessment tools for inbound and outbound students, taken in Exam in Bus 150 and BUS 491 Direct, External, summative, comparative	Met Goal: Aggregate scores increased 41.14% from inbound to outbound.	We are unable to determine why the fluctuations occurred from year to year, but overall, we have met our goal of improving the student's ability to apply financial principles. The results show a strong result above the ACBSP average. This supports our current curriculum, but suggests that more work could be done.	The Finance Curriculum may deal too much in the economics and personal finance services side of overall Business Finance, meeting the PLO, but in a more narrow way than could otherwise be achieved. As a result, we are undertaking a systematic review of the finance curriculum to determine if changes should be made.

BS Finance PLO 3 Assessment Results

PLO 3: Compare and contrast the domestic and international financial markets and institutions and evaluate their performance.

Goal(s)	Process/Measurement instrument	Current Results	Analysis of Results	Action Taken
Increase in overall scores from Inbound to Outbound by at least 40% on the Business Finance Peregrine exam	Peregrine Assessment tools for inbound and outbound students, taken in Exam in Bus 150 and BUS 491 Direct, External, summative, comparative	Met Goal: Aggregate scores increased 41.14% from inbound to outbound.	We are unable to determine why the fluctuations occurred from year to year, but overall, we have met our goal of improving the student's ability to apply financial principles. The results show a strong result above the ACBSP average. This supports our current curriculum, but suggests that more work could be done.	The Finance Curriculum may deal too much in the economics and personal finance services side of overall Business Finance, meeting the PLO, but in a more narrow way than could otherwise be achieved. As a result, we are undertaking a systematic review of the finance curriculum to determine if changes should be made.

BS Finance PLO 4 Assessment Results

PLO 4: Use of the language of finance in both oral and written form appropriately and illustrate knowledge of current events in finance, including ethical behaviors in finance.

Goal(s)	Process/Measurement instrument	Current Results	Analysis of Results	Action Taken
Increase in overall scores from Inbound to Outbound by at least 40% on the Business Ethics Peregrine exam	Peregrine Assessment tools for inbound and outbound students, taken in Exam in Bus 150 and BUS 491 Direct, External, summative, comparative	Did not meet Goal: Aggregate scores increased 36.61% from inbound to outbound.	We did not meet our goal in 2022. This is partially the result of inbound students coming into the program more ethically away (note the increase in inbound results from 2019 is the difference from meeting to not meeting our goal). The program needs to do more to make students aware of ethical issues in finance.	The FIN 312 overhaul included an entire week dedicated to the ethical issues within finance – this is a major upgrade from prior iterations of the course and should strengthen our results.
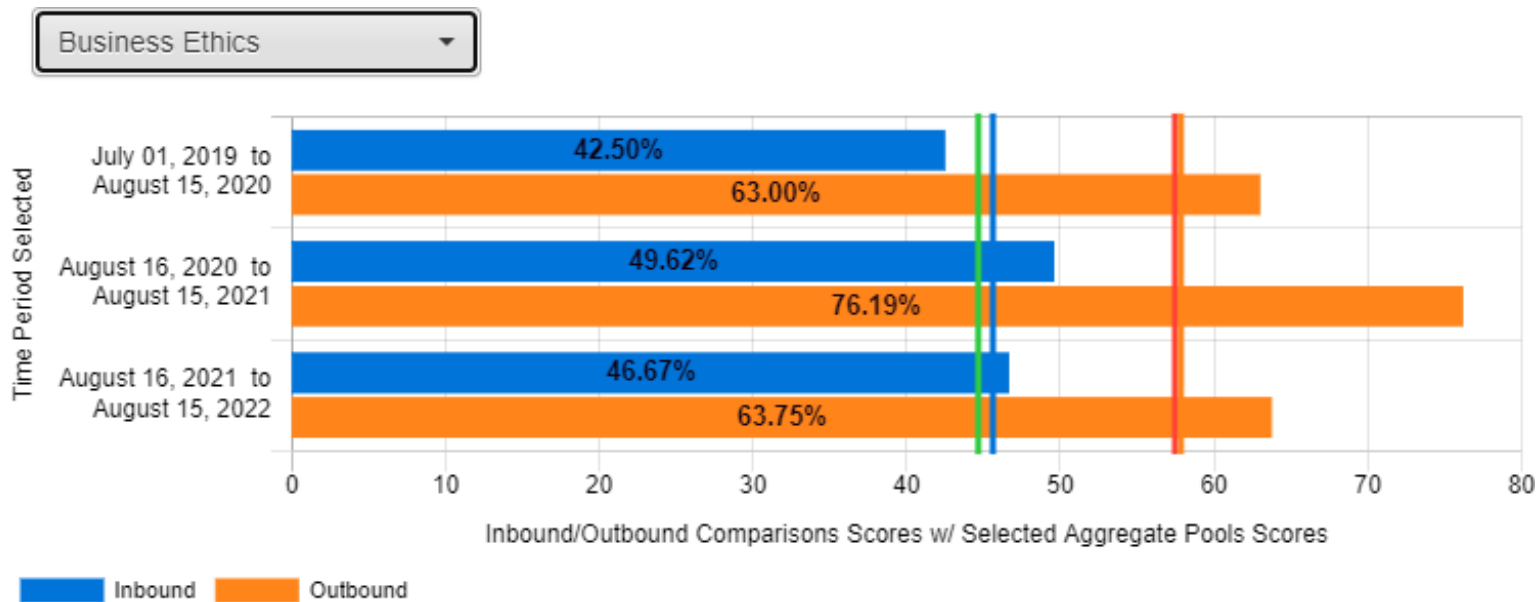
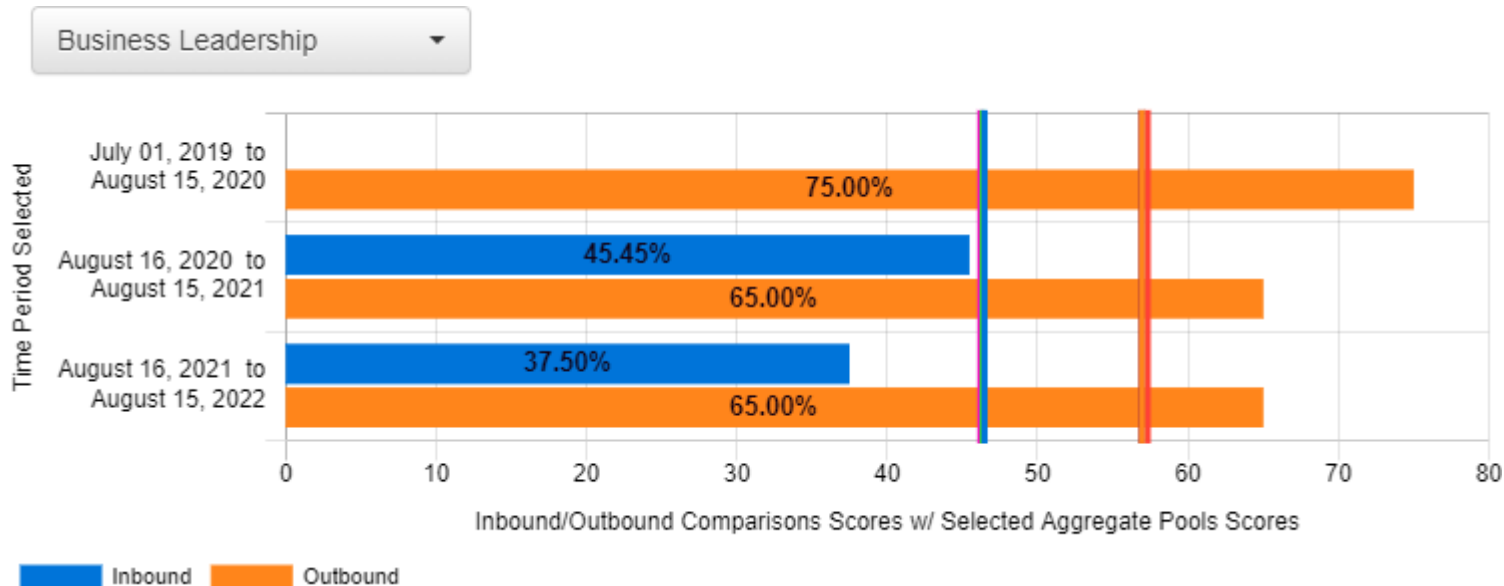# BS Management and Leadership Assessment Results

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BS Management PLO 1 Assessment Results

PLO 1: Identify appropriate leadership competencies to address or resolve complex management challenges in a diverse, technologically adept, global environment.
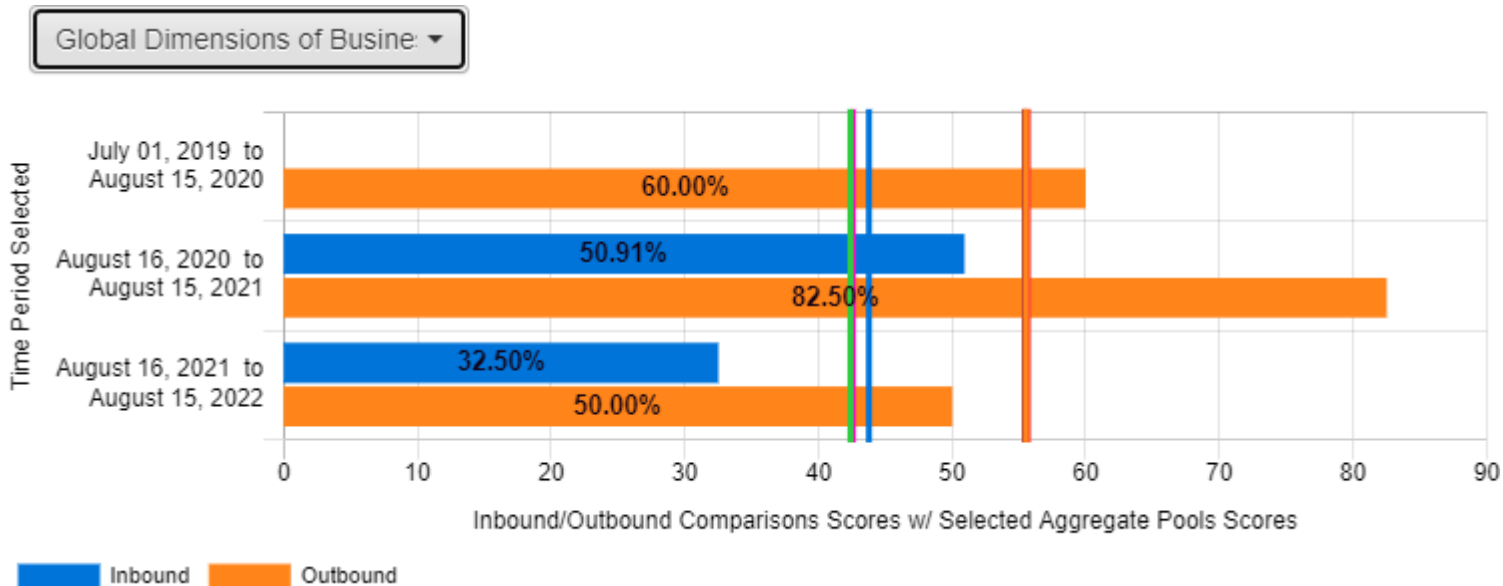
Goal(s)	Process/Measurement instrument	Current Results	Analysis of Results	Action Taken
Goal 1: Increase overall scores from Inbound to Outbound on the Peregrine Leadership Exam 25 percentage points	Peregrine Assessment tools for inbound and outbound students, taken in BUS 150 and BUS 491 Direct, External, summative, comparative	Met Goal 1: Aggregate scores indicate an increase of 27.5 percentage points.	Competitors are raising student scores on leadership by an avg. of about 10%, while our student gain averages about 23.5% over the past 3 years. Though our students' entry scores are similar to competitors, their outbound scores are typically higher. We cannot say with 100% certainty, but we attribute the performance on active learning methods, smaller class sizes and attracting a larger proportion of high school students that are especially achievement oriented.	No action at this time, due to small datasets. We will continue to monitor.

Business Leadership

BS Management PLO 1 Assessment Results

PLO 1: Identify appropriate leadership competencies to address or resolve complex management challenges in a diverse, technologically adept, global environment.
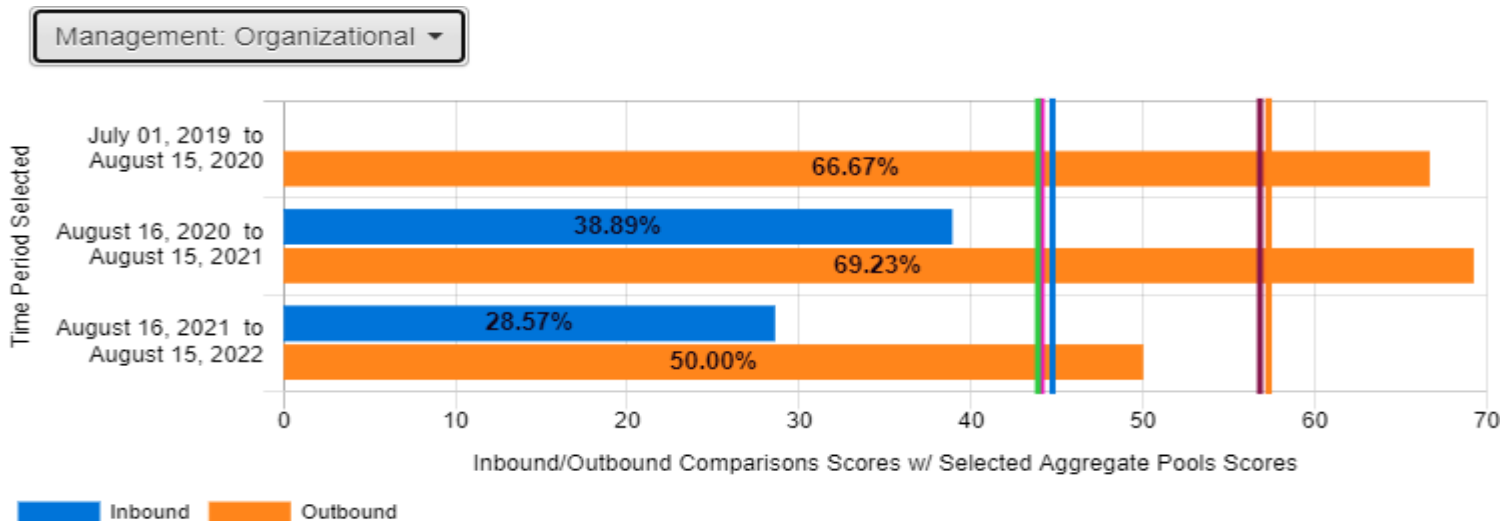
Goal(s)	Process/Measurement instrument	Current Results	Analysis of Results	Action Taken
Goal 2: Increase overall scores from Inbound to Outbound on the Peregrine Leadership Exam 25 percentage points	Peregrine Assessment tools for inbound and outbound students, taken in BUS 150 and BUS 491 Direct, External, summative, comparative	Did Not Meet Goal 2: Aggregate scores indicate an increase of 17.5 percentage points.	Competitors are raising student scores on global dimensions of business on avg. of 12%, while our gains averaged 24.6% over the past 3 years. Though our students' entry scores are similar to competitors, their outbound scores are typically higher. We cannot say with 100% certainty, but we attribute the performance on active learning methods, smaller class sizes and attracting a larger proportion of high school students that are especially achievement oriented.	No action at this time, due to small datasets. We will continue to monitor.

Global Dimensions of Busines ▼

Inbound/Outbound Comparisons Scores w/ Selected Aggregate Pools Scores

Time Period Selected:
- July 01, 2019 to August 15, 2020 — Outbound 60.00%
- August 16, 2020 to August 15, 2021 — Inbound 50.91%, Outbound 82.50%
- August 16, 2021 to August 15, 2022 — Inbound 32.50%, Outbound 50.00%

Legend: Inbound, Outbound

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BS Management PLO 2 Assessment Results

PLO 2: Describe strategies to steer organizational change and explain factors that impact organizational performance.
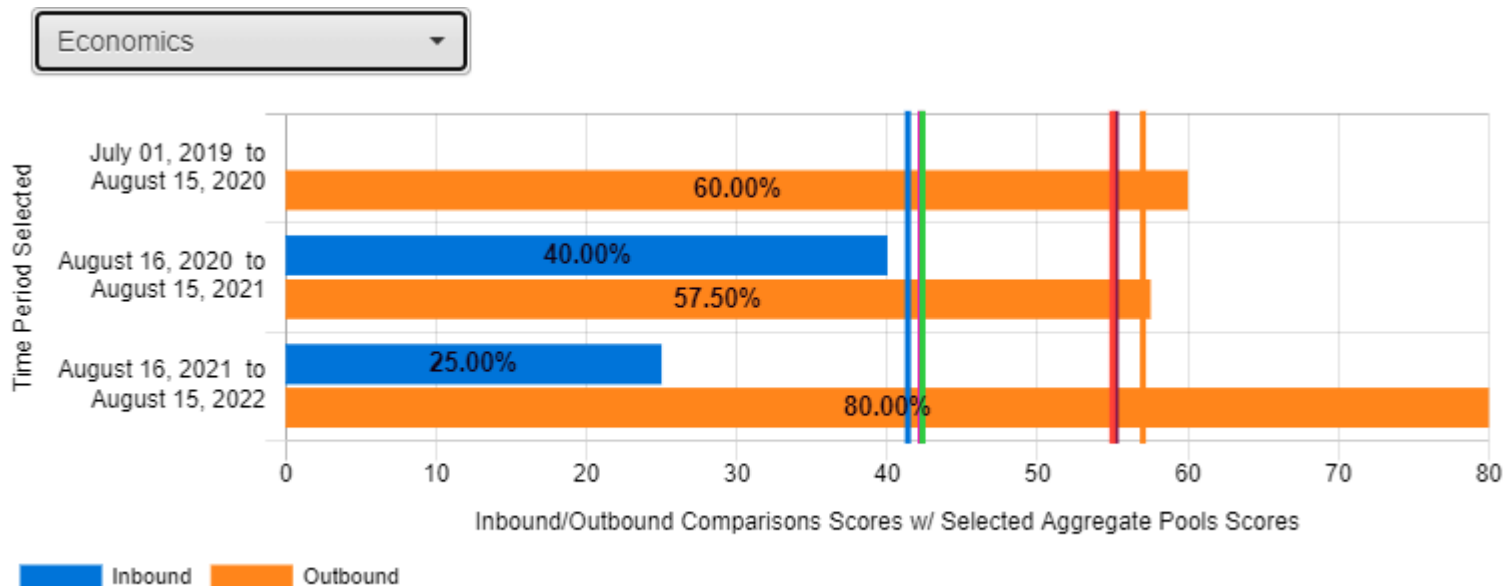
Goal	Process/Measurement instrument	Current Results	Analysis of Results	Action Taken
Goal: Increase overall scores from Inbound to Outbound on the Peregrine Organizational Behavior Exam by 25 percentage points	Peregrine Assessment tools for inbound and outbound students, taken in BUS 150 and BUS 491 Direct, External, summative, comparative	Did Not Meet Goal: Aggregate scores increased by 21.43 percentage points in AY 2021-2022.	Competitors are raising student scores an avg. of 13%, while our gains averaged 26% over the past 3 years. Though our students' entry scores are similar to competitors, their outbound scores are typically higher. We cannot say with 100% certainty, but we attribute the performance on active learning methods, smaller class sizes and attracting a larger proportion of high school students that are especially achievement oriented.	No action at this time, due to small datasets. We will continue to monitor

BS Management PLO 3 Assessment Results

PLO 3: Explain how competitive forces and the macro environment impact business operations and decision-making.
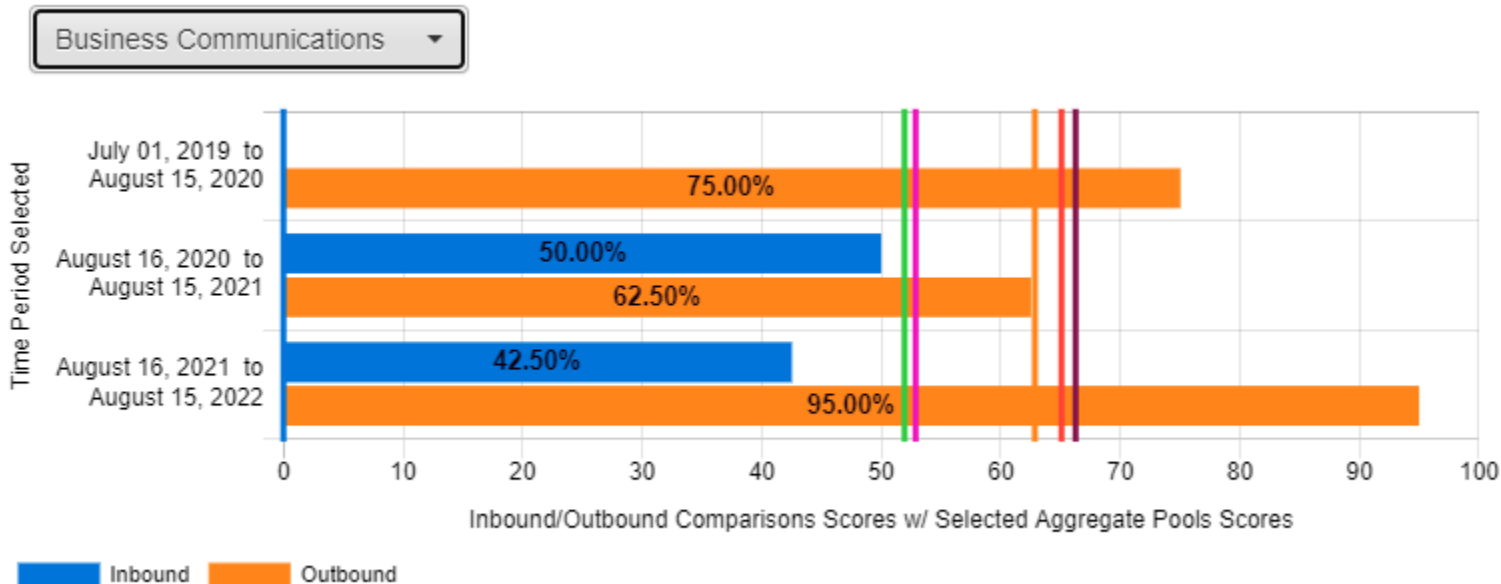
Goal	Process/Measurement instrument	Current Results	Analysis of Results	Action Taken
Goal: Increase overall scores from Inbound to Outbound on the Peregrine Economics Exam by 30 percentage points	Peregrine Assessment tools for inbound and outbound students, taken in BUS 150 and BUS 491 Direct, External, summative, comparative	Met Goal: Aggregate scores increased by 55 percentage points in AY 2021-2022.	Competitors are raising student scores an avg. 14%, while our gains averaged at least 17% over the past 3 years. Though our students' entry scores are similar to competitors, their outbound scores are typically higher. We cannot say with 100% certainty, but we attribute the performance on active learning methods, smaller class sizes and attracting a larger proportion of high school students that are especially achievement oriented.	No action at this time, due to small datasets. We will continue to monitor.

Economics

Time Period Selected	
July 01, 2019 to August 15, 2020	60.00%
August 16, 2020 to August 15, 2021	40.00% / 57.50%
August 16, 2021 to August 15, 2022	25.00% / 80.00%

Inbound/Outbound Comparisons Scores w/ Selected Aggregate Pools Scores

Inbound ▮ Outbound

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BS Management PLO 4 Assessment Results

PLO 4: Articulate, orally and in writing, the unique value contributed by ethical management to organizational performance.
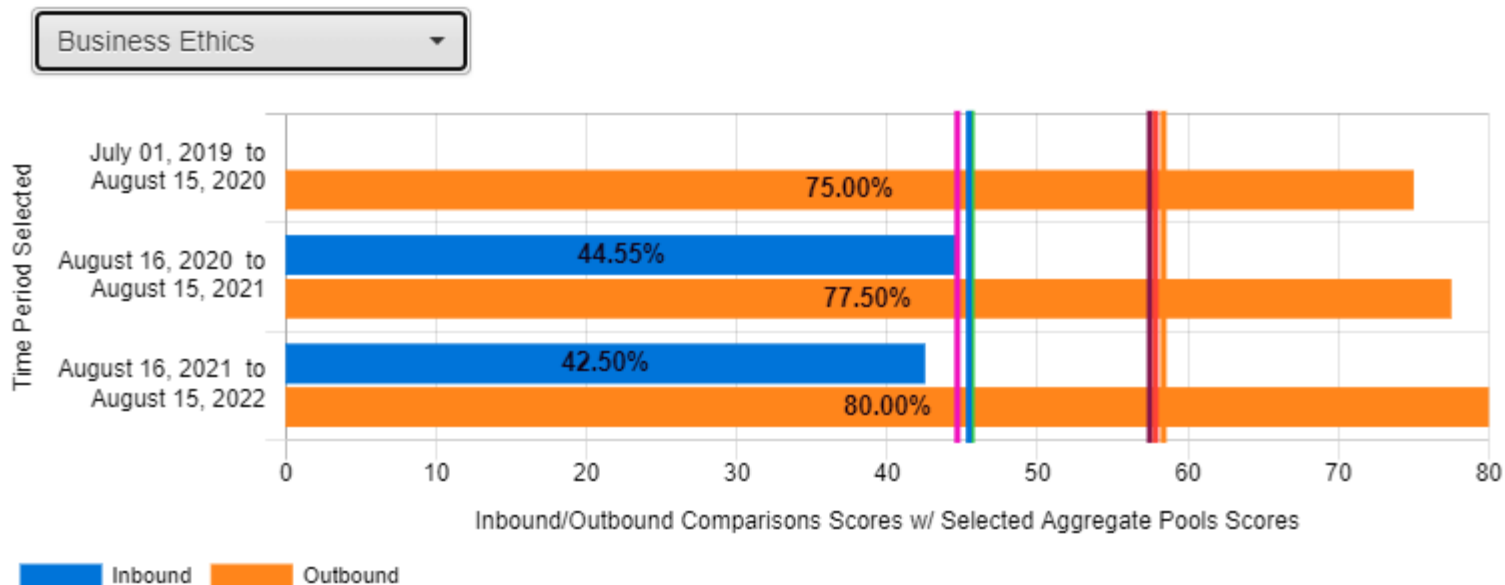
Goal	Process/Measurement instrument	Current Results	Analysis of Results	Action Taken
Goal 1: Increase overall scores from Inbound to Outbound on the Peregrine Business Communication Exam by 30 percentage points.	Peregrine Assessment tools for inbound and outbound students, taken in BUS 150 and BUS 491 Direct, External, summative, comparative	Met Goal 1: Aggregate scores increased by 52.5 percentage points in AY 2021-2022.	Competitors are raising student scores on Business Communication an avg. of about 13%, while our student gain averaged about 32% over the past 2 years. Though our students' entry scores are similar to competitors, their outbound scores are typically higher. We cannot say with 100% certainty, but we attribute the performance on active learning methods, smaller class sizes and attracting a larger proportion of high school students that are especially achievement oriented	No action at this time, due to small datasets. We will continue to monitor.

Business Communications

Inbound/Outbound Comparisons Scores w/ Selected Aggregate Pools Scores

- ■ Inbound
- ■ Outbound

BS Management PLO 4 Assessment Results

PLO 4: Articulate, orally and in writing, the unique value contributed by ethical management to organizational performance.

Goal	Process/Measurement instrument	Current Results	Analysis of Results	Action Taken
Goal 2: Increase overall scores from Inbound to Outbound on the Peregrine Business Ethics Exam by 30 percentage points	Peregrine Assessment tools for inbound and outbound students, taken in BUS 150 and BUS 491 Direct, External, summative, comparative	Met Goal 2: Aggregate scores increased by 42.5 percentage points in AY 2021-2022.	Competitors are raising student scores on Business Ethics by an avg. of 13%, while our gains averaged 35% over the past 2 years.\n\nThough our students' entry scores are similar to competitors, their outbound scores are typically higher. We cannot say with 100% certainty, but we attribute the performance on active learning methods, smaller class sizes and attracting a larger proportion of high school students that are especially achievement oriented.	No action at this time, due to small datasets. We will continue to monitor.

Business Ethics ▾

Time Period Selected

July 01, 2019 to August 15, 2020 — Outbound 75.00%

August 16, 2020 to August 15, 2021 — Inbound 44.55%, Outbound 77.50%

August 16, 2021 to August 15, 2022 — Inbound 42.50%, Outbound 80.00%

Inbound/Outbound Comparisons Scores w/ Selected Aggregate Pools Scores

Inbound   Outbound

BS Management Information Systems
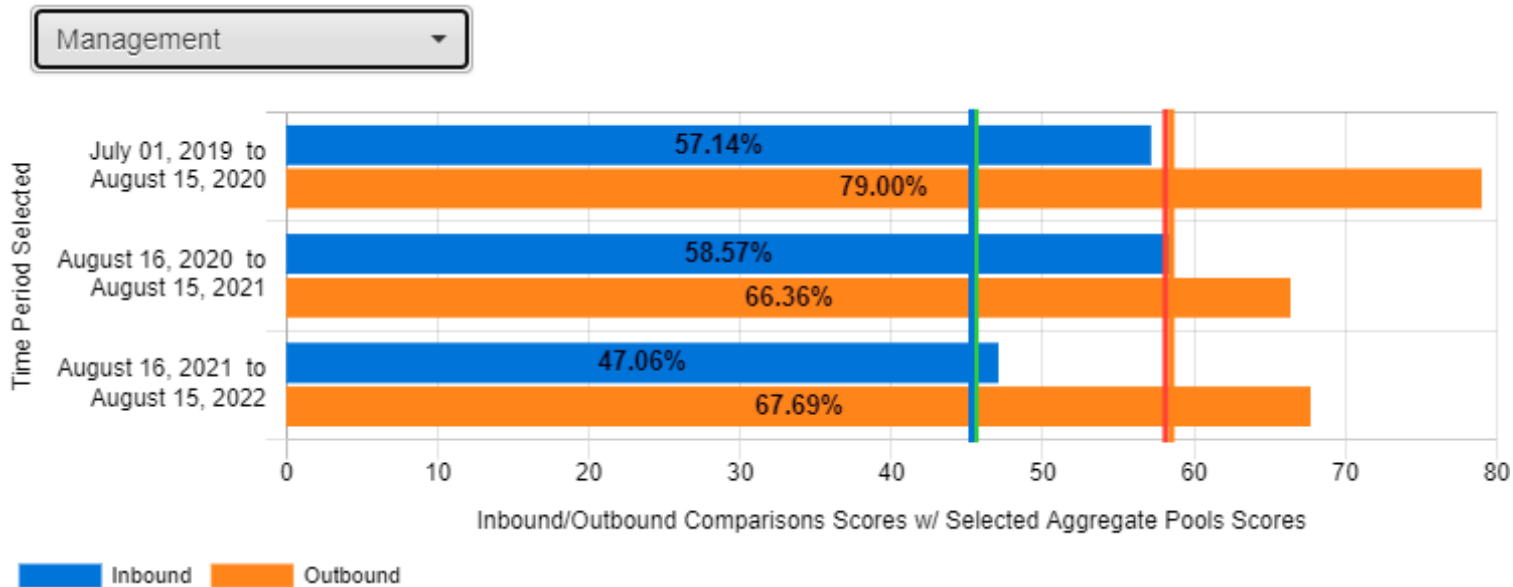
Assessment Results

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BS MIS PLO 1 Assessment Results

PLO 1: Apply industry-standard project management tools and methodologies in the development of technological solutions to solve real-world organizational problems.

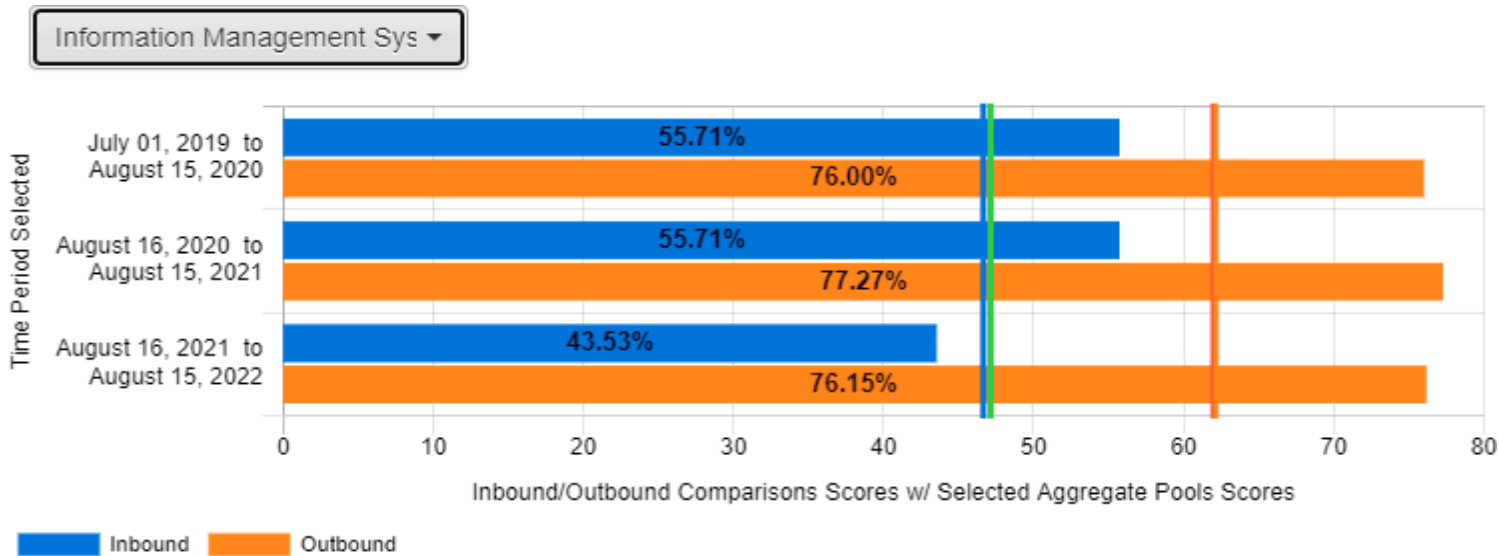| Goal(s)	Process/Measurement instrument	Current Results	Analysis of Results	Action Taken
Increase in overall scores from Inbound to Outbound on the Peregrine Management Exam by at least 40%.	Peregrine Assessment tools for inbound and outbound students, taken in Exam in BSBA BUS 150 and BUS 491 Direct, External, summative, comparative	Met Goal: Aggregate scores indicate a 43.85% change from inbound to outbound scores.	Students are performing extremely well on this exam. All Simon School of Business students take the Business Core, which includes substantial management and business foundation principles that are likely reflected in this exam.	The program curriculum is undergoing a revision for AY 2022-2023. As part of the update, a new assessment instrument will be identified.

AY 2021-2022
Inbound N = 17
Outbound N = 13

BS MIS PLO 2 Assessment Results

PLO 2:   Articulate the connection between technology, business, and communication in order to lead an organization in its digital transformation.

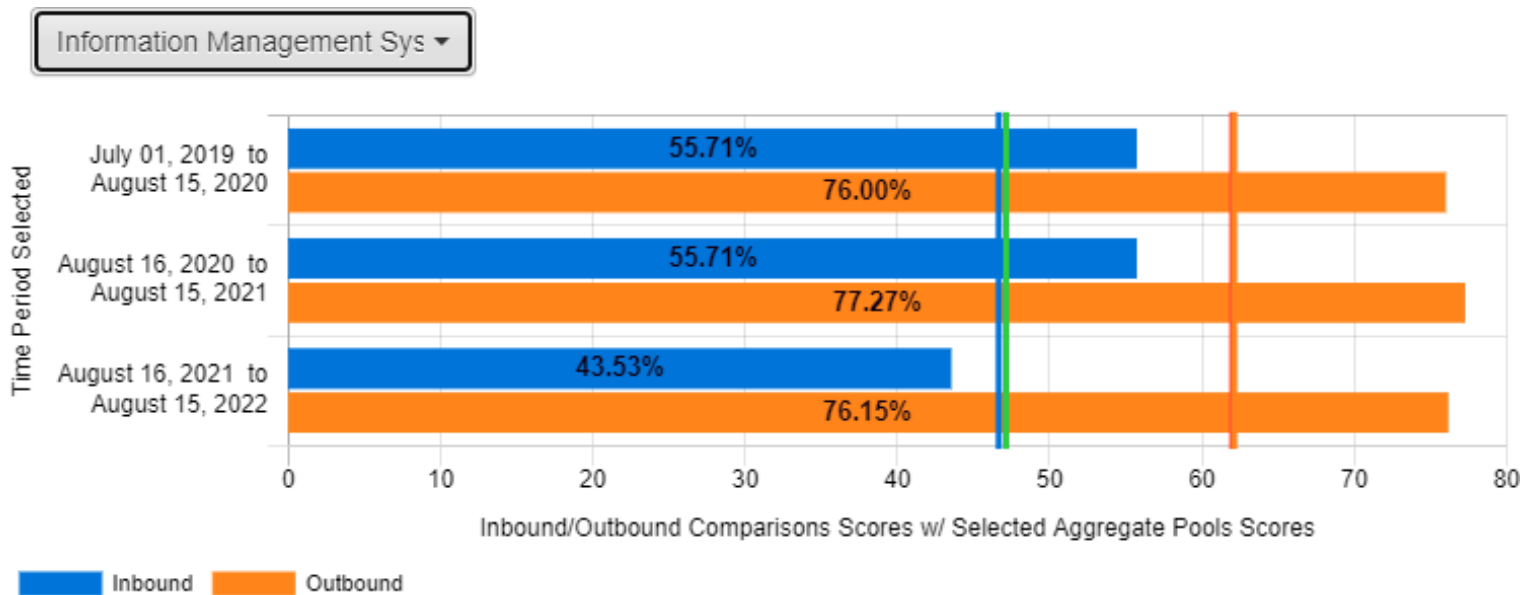| Goal	Process/Measurement instrument	Current Results	Analysis of Results	Action Taken
Increase in overall scores from Inbound to Outbound by at least 40% on the Information Management Systems Exam	Peregrine Assessment tools for inbound and outbound students, taken in Exam in BUS 150 and BUS 491 Direct, External, summative, comparative	Met Goal: Aggregate scores increased by 74.95%.	Students are performing extremely well on this exam. All Simon School of Business students take the Business Core, which includes substantial management and business foundation principles that are likely reflected in this exam.	The program curriculum is undergoing a revision for AY 2022-2023. As part of the update, a new assessment instrument will be identified.

AY 2021-2022
Inbound N = 17
Outbound N = 13

BS MIS PLO 3 Assessment Results

PLO 3: Evaluate the information systems development life cycle.

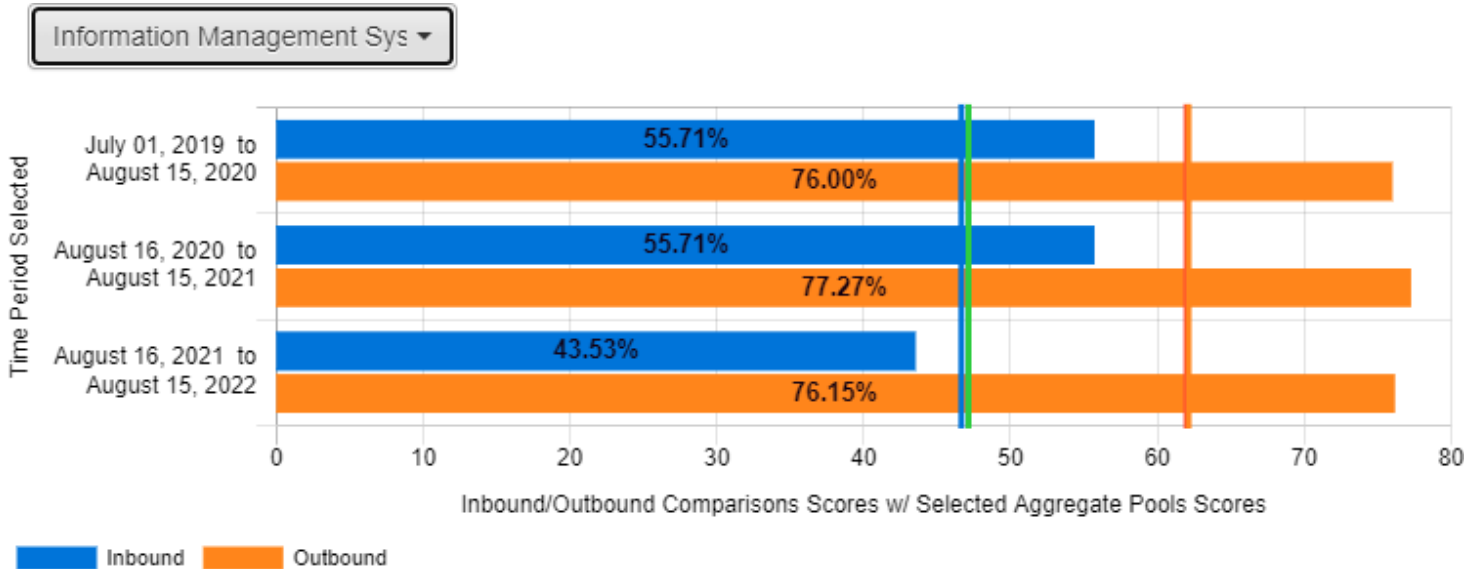| Goal	Process/Measurement instrument	Current Results	Analysis of Results	Action Taken
Increase in overall scores from Inbound to Outbound by at least 40% on the Information Management Systems Exam	Peregrine Assessment tools for inbound and outbound students, taken in Exam in BUS 150 and BUS 491 Direct, External, summative, comparative	Met Goal: Aggregate scores increased by 74.95%.	Students are performing extremely well on this exam. The program is very small, which is reflected in the data set. This may also not be the best learning outcome measure for this learning outcome.	The program curriculum is undergoing a revision for AY 2022-2023. As part of the update, a new assessment instrument will be identified.

AY 2021-2022
Inbound N = 17
Outbound N = 13

BS MIS PLO 4 Assessment Results

PLO 4: Identify and predict emerging technology trends that can be implemented and scaled in a global organization

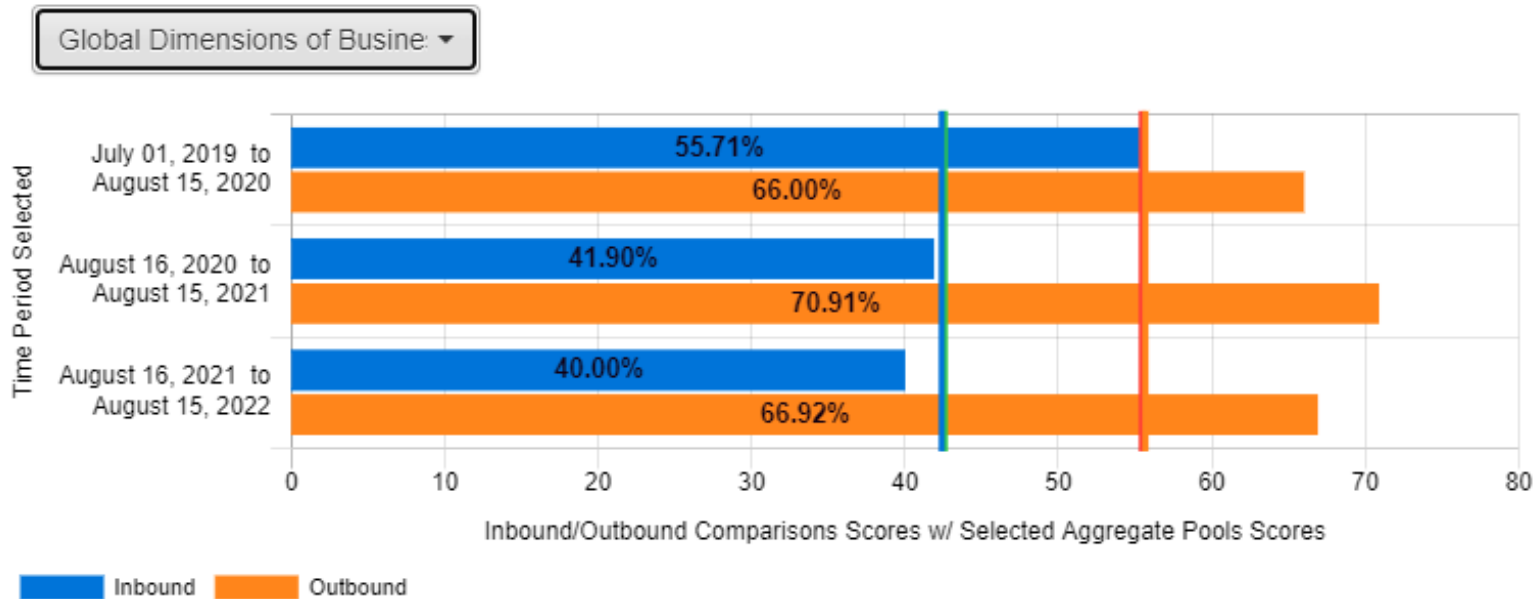| Goal	Process/Measurement instrument	Current Results	Analysis of Results	Action Taken
Goal 1: Increase in overall scores from Inbound to Outbound by at least 40% on the Information Management Systems Exam	Peregrine Assessment tools for inbound and outbound students, taken in Exam in BUS 150 and BUS 491 Direct, External, summative, comparative	Met Goal 1: Aggregate scores increased by 74.95%.	Students are performing extremely well on this exam. The program is very small, which is reflected in the data set. This may also not be the best learning outcome measure for this learning outcome. Students do receive a broad business foundation, which is likely reflected in the Global Dimensions results.	The program curriculum is undergoing a revision for AY 2022-2023. As part of the update, a new assessment instrument will be identified.

Information Management Sys ▼

AY 2021-2022
Inbound N = 17
Outbound N = 13

BS MIS PLO 4 Assessment Results

PLO 4: Identify and predict emerging technology trends that can be implemented and scaled in a global organization

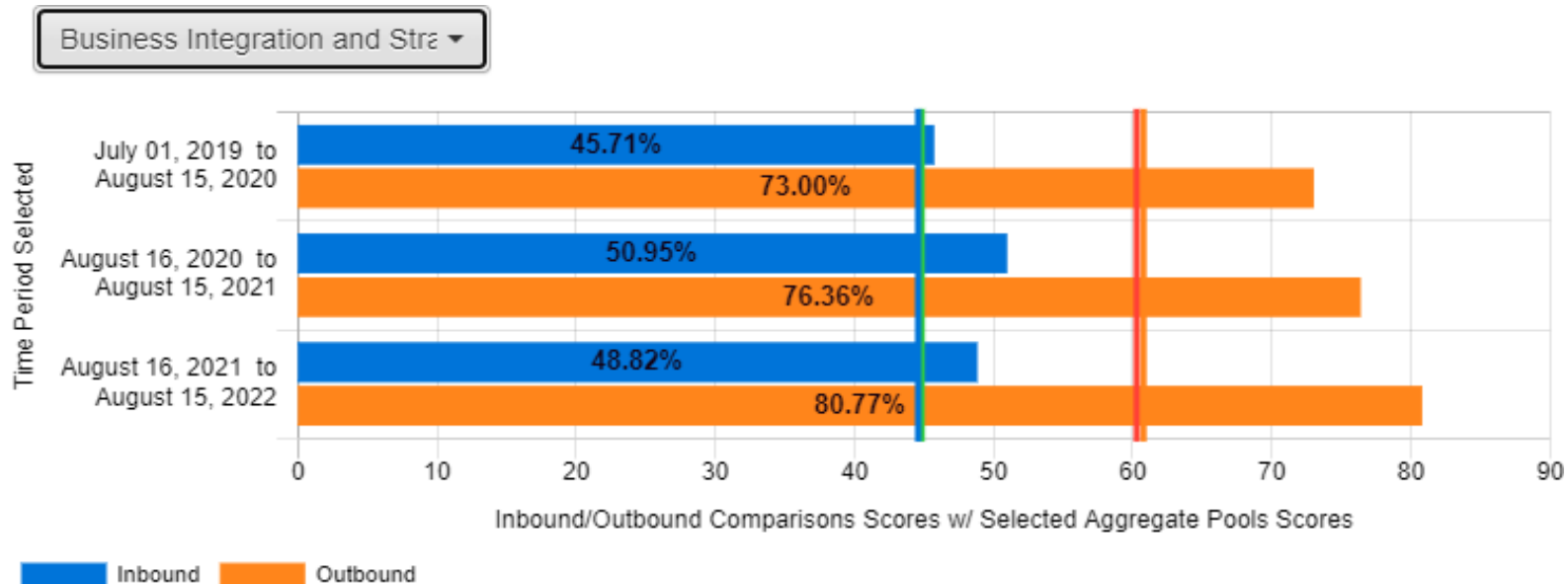| Goal	Process/Measurement instrument	Current Results	Analysis of Results	Action Taken
Goal 2: Increase in overall scores from Inbound to Outbound by at least 40% on the Global Dimensions of Business Exam	Peregrine Assessment tools for inbound and outbound students, taken in Exam in BUS 150 and BUS 491 Direct, External, summative, comparative	Met Goal 2: Aggregate scores increased by 67.31%.	Students are performing extremely well on this exam. The program is very small, which is reflected in the data set. This may also not be the best learning outcome measure for this learning outcome. Students do receive a broad business foundation, which is likely reflected in the Global Dimensions results.	The program curriculum is undergoing a revision for AY 2022-2023. As part of the update, a new assessment instrument will be identified.

AY 2021-2022
Inbound N = 17
Outbound N = 13

BS MIS PLO 5 Assessment Results

PLO 5: Integrate data and business intelligence to support decisions at the product and organizational level.

Goal	Process/Measurement instrument	Current Results	Analysis of Results	Action Taken
Increase in overall scores from Inbound to Outbound by at least 40% on the Business Integration and Strategic Management exam	Peregrine Assessment tools for inbound and outbound students, taken in Exam in BUS 150 and BUS 491

Direct, External, summative, comparative | Met Goal: Aggregate scores increased by 65.43% | Students are performing extremely well on this exam. The program is very small, which is reflected in the data set. This may also not be the best learning outcome measure for this learning outcome.
Students do receive a broad business foundation, which is likely reflected in the Global Dimensions results. | The program curriculum is undergoing a revision for AY 2022-2023. As part of the update, a new assessment instrument will be identified. |
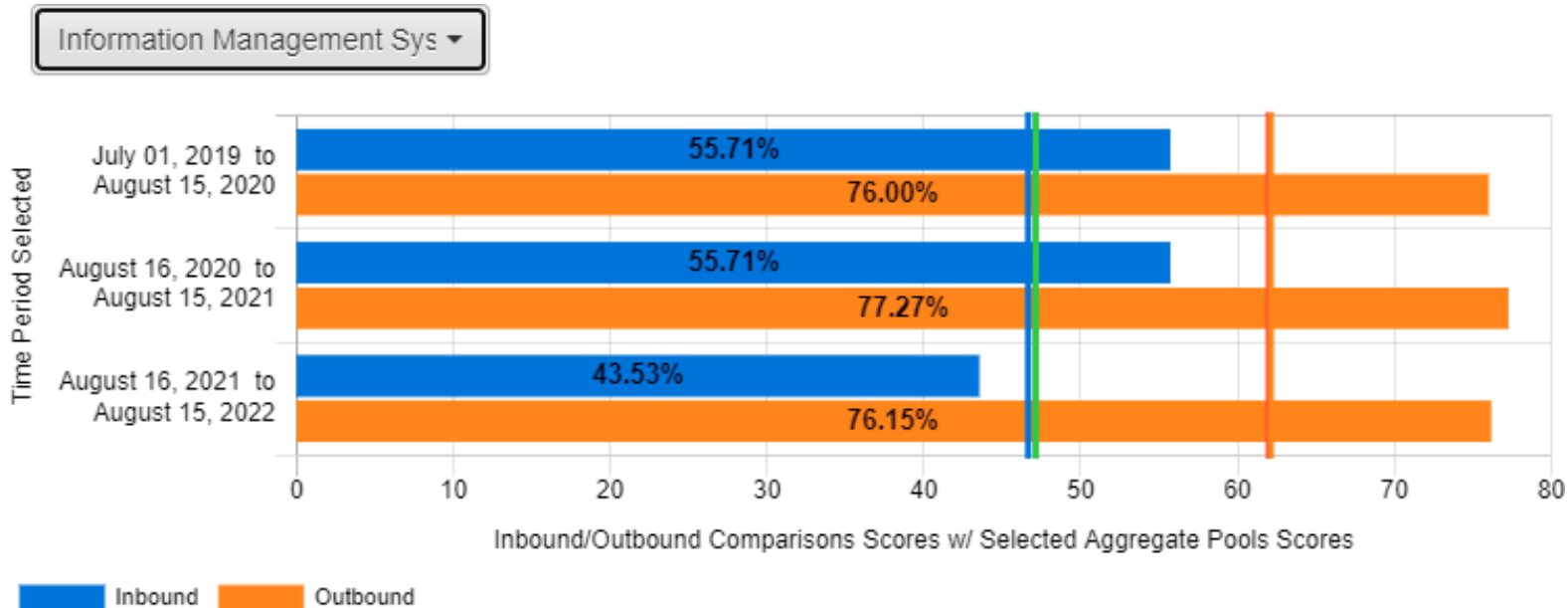

AY 2021-2022
Inbound N = 17
Outbound N = 13

BS MIS PLO 6 Assessment Results

PLO 6: Conceptualize and implement networking technologies and software systems.

Goal	Process/Measurement instrument	Current Results	Analysis of Results	Action Taken
Increase in overall scores from Inbound to Outbound by at least 40% on the Information Management Systems Exam	Peregrine Assessment tools for inbound and outbound students, taken in Exam in BUS 150 and BUS 491 Direct, External, summative, comparative	Met Goal: Aggregate scores increased by 74.95%.	Students are performing extremely well on this exam. The program is very small, which is reflected in the data set. This may also not be the best learning outcome measure for this learning outcome.	The program curriculum is undergoing a revision for AY 2022-2023. As part of the update, a new assessment instrument will be identified.

AY 2021-2022
Inbound N = 17
Outbound N = 13
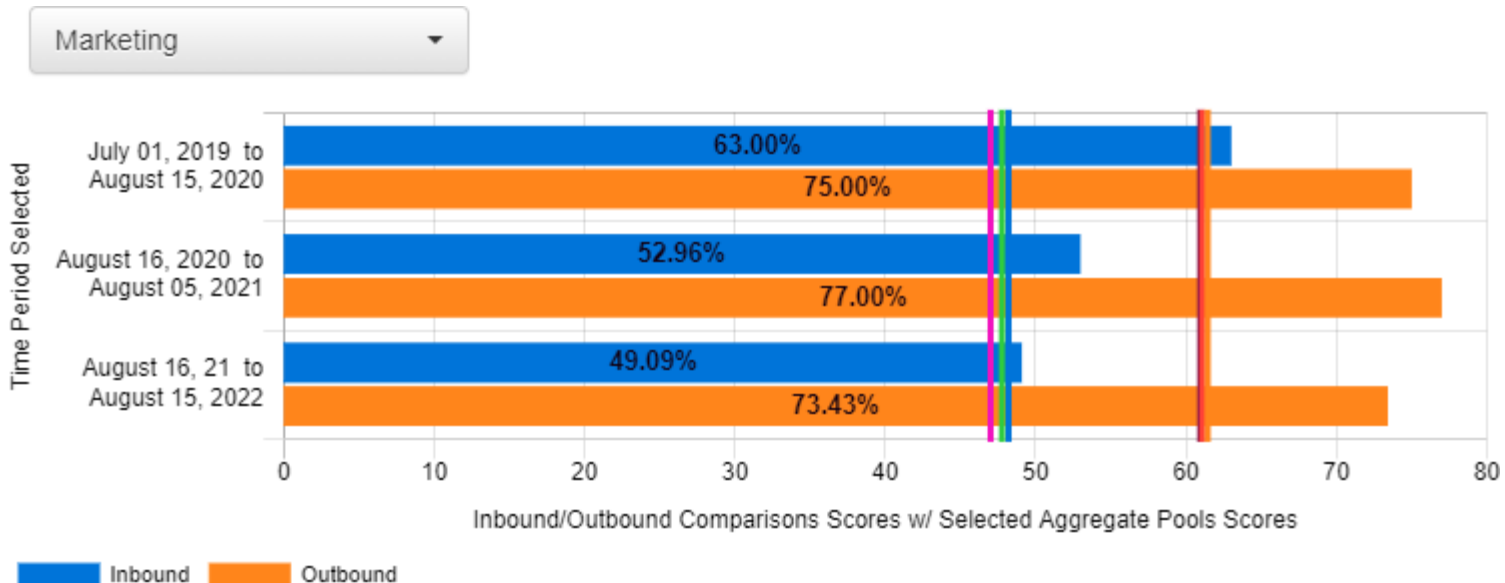
BS Marketing

Assessment Results

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BS Marketing PLO 1 Assessment Results

PLO 1: Synthesize core business knowledge with various marketing practices in a diverse, technologically adept, global environment.
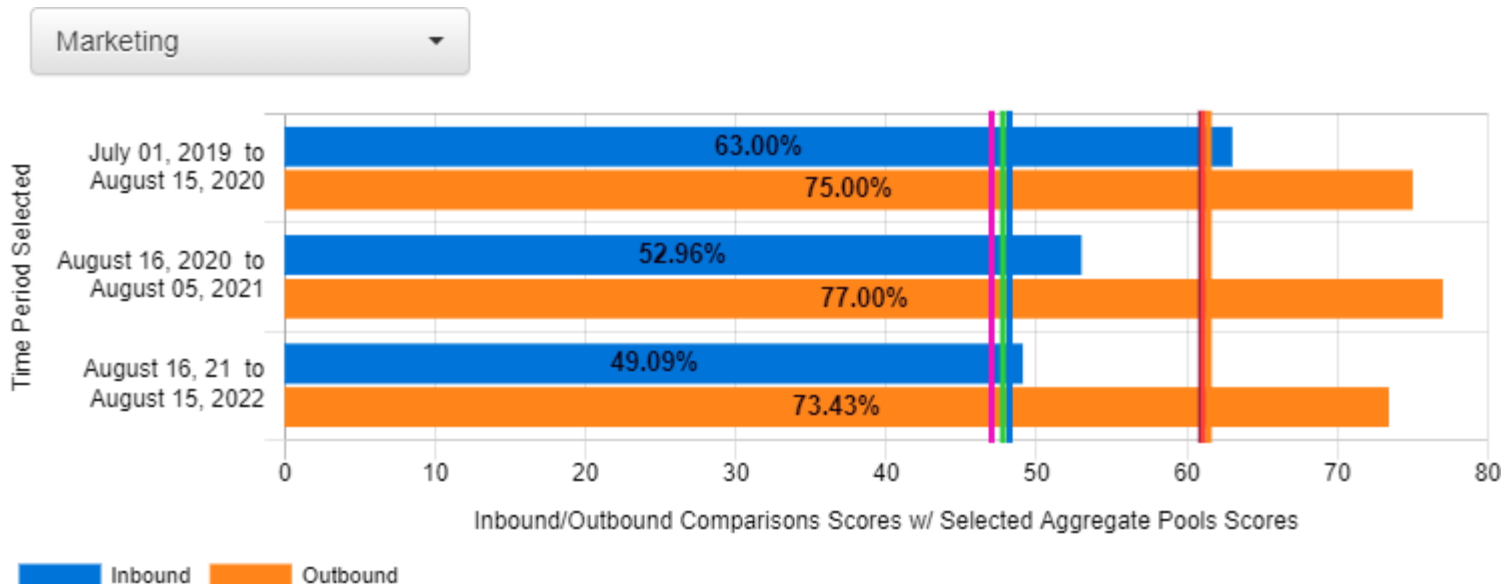
Goal(s)	Process/Measurement instrument	Current Results	Analysis of Results	Action Taken
Increase aggregate scores from Inbound to Outbound on the Peregrine Marketing Exam by 30 percentage points.	Peregrine Assessment tools for inbound and outbound students, taken BUS 150 and BUS 491 Direct, External, summative, comparative	Did Not Meet Goal: Aggregate scores increase by 24.34 percentage points from inbound to outbound in AY 21-22.	Competitors are raising student scores an avg. of 14%, while our gains averaged 20% over the past 3 years. The past two years have had a delta of 24% each year. Though our students' entry scores are similar to competitors, their outbound scores are typically higher. We cannot say with 100% certainty, but we attribute the performance on active learning methods, smaller class sizes and attracting a larger proportion of high school students that are especially achievement oriented.	The Marketing program is undergoing substantial comprehensive revisions.

Marketing

Time Period Selected	Inbound	Outbound
July 01, 2019 to August 15, 2020	63.00%	75.00%
August 16, 2020 to August 05, 2021	52.96%	77.00%
August 16, 21 to August 15, 2022	49.09%	73.43%

Inbound/Outbound Comparisons Scores w/ Selected Aggregate Pools Scores

Legend: Inbound (blue), Outbound (orange)

BS Marketing PLO 2 Assessment Results

PLO 2: Assess the financial impact of various marketing initiatives and identify those returning the greatest return on investment.
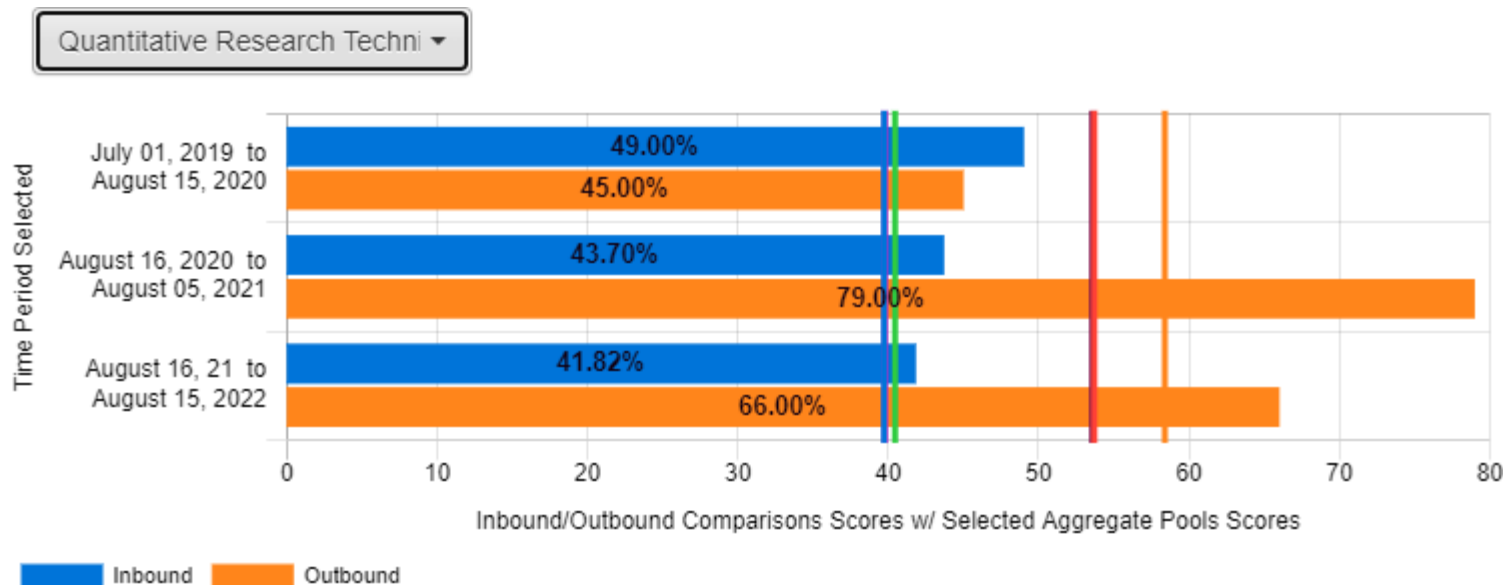
Goal	Process/Measurement instrument	Current Results	Analysis of Results	Action Taken
Increase aggregate scores from Inbound to Outbound on the Peregrine Marketing Exam by 30 percentage points.	Peregrine Assessment tools for inbound and outbound students, taken in Exam in BUS 150 and BUS 491 Direct, External, summative, comparative	Did Not Meet Goal: Aggregate scores increase by 24.34 percentage points from inbound to outbound in AY 21-22.	Competitors are raising student scores an avg. of 14%, while our gains averaged 20% over the past 3 years. The past two years have had a delta of 24% each year. Though our students' entry scores are similar to competitors, their outbound scores are typically higher. We cannot say with 100% certainty, but we attribute the performance on active learning methods, smaller class sizes and attracting a larger proportion of high school students that are especially achievement oriented.	The Marketing program is undergoing substantial comprehensive revisions.

Inbound/Outbound Comparisons Scores w/ Selected Aggregate Pools Scores

BS Marketing PLO 3 Assessment Results

PLO 3: Analyze market research to inform marketing campaigns and refine understanding of the market to optimize firm revenue.
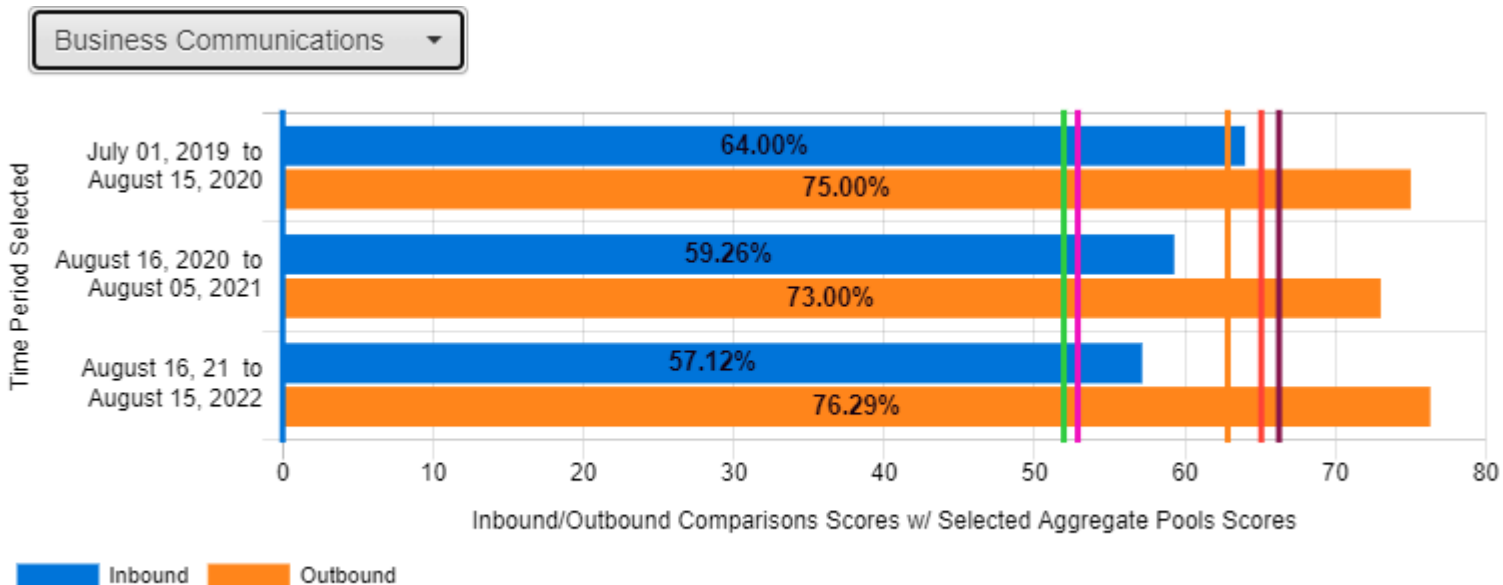
Goal	Process/Measurement instrument	Current Results	Analysis of Results	Action Taken
Increase aggregate scores from Inbound to Outbound on the Peregrine Quantitative Research Techniques and Statistics Exam by 30 percentage points.	Peregrine Assessment tools for inbound and outbound students, taken in Exam in BUS 150 and BUS 491 Direct, External, summative, comparative	Did Not Meet Goal: Aggregate scores increase by 24.18 percentage points from inbound to outbound in AY 21-22.	Competitors are raising student scores an avg. of 14%, while our gains averaged 20% over the past 3 years. The past two years have had an average of 29.5% each year. Though our students' entry scores are similar to competitors, their outbound scores are typically higher. We cannot say with 100% certainty, but we attribute the performance on active learning methods, smaller class sizes and attracting a larger proportion of high school students that are especially achievement oriented.	The Marketing program is undergoing substantial comprehensive revisions.

Quantitative Research Techni ▾

Chart — Inbound/Outbound Comparisons Scores w/ Selected Aggregate Pools Scores:
- July 01, 2019 to August 15, 2020: Inbound 49.00%, Outbound 45.00%
- August 16, 2020 to August 05, 2021: Inbound 43.70%, Outbound 79.00%
- August 16, 21 to August 15, 2022: Inbound 41.82%, Outbound 66.00%

Legend: Inbound, Outbound

BS Marketing PLO 4 Assessment Results

PLO 4: Demonstrate the ability to articulate, orally and in writing, the unique value contributed by various areas of marketing to organizational performance.

Goal	Process/Measurement instrument	Current Results	Analysis of Results	Action Taken
Increase in overall scores from Inbound to Outbound on the Peregrine Business Communication Exam by at least 15%.	Peregrine Assessment tools for inbound and outbound students, taken in Exam in BSBA Bus 150 and BUS 491 Direct, External, summative, comparative	Did Not Meet Goal: Aggregate scores indicate a 19% change from inbound to outbound scores.	Competitors are raising student scores an avg. of about 14%, while our gains averaged 15% over the past 3 years.	Program data review shows students' opinion of courses is significantly impacted by instructor quality. We believe a mix of adjunct instructor engagement, review of student course/instructor feedback, and pedagogical/ALE audits and improvements to courses are the pathway for further gains. Based on positive benchmark performance, no direct action planned for test scores, plan is to control for current performance and improve other program areas.

Business Communications

Inbound/Outbound Comparisons Scores w/ Selected Aggregate Pools Scores

Time Period Selected	Inbound	Outbound
July 01, 2019 to August 15, 2020	64.00%	75.00%
August 16, 2020 to August 05, 2021	59.26%	73.00%
August 16, 21 to August 15, 2022	57.12%	76.29%

BS Rawlings Sport Business Management
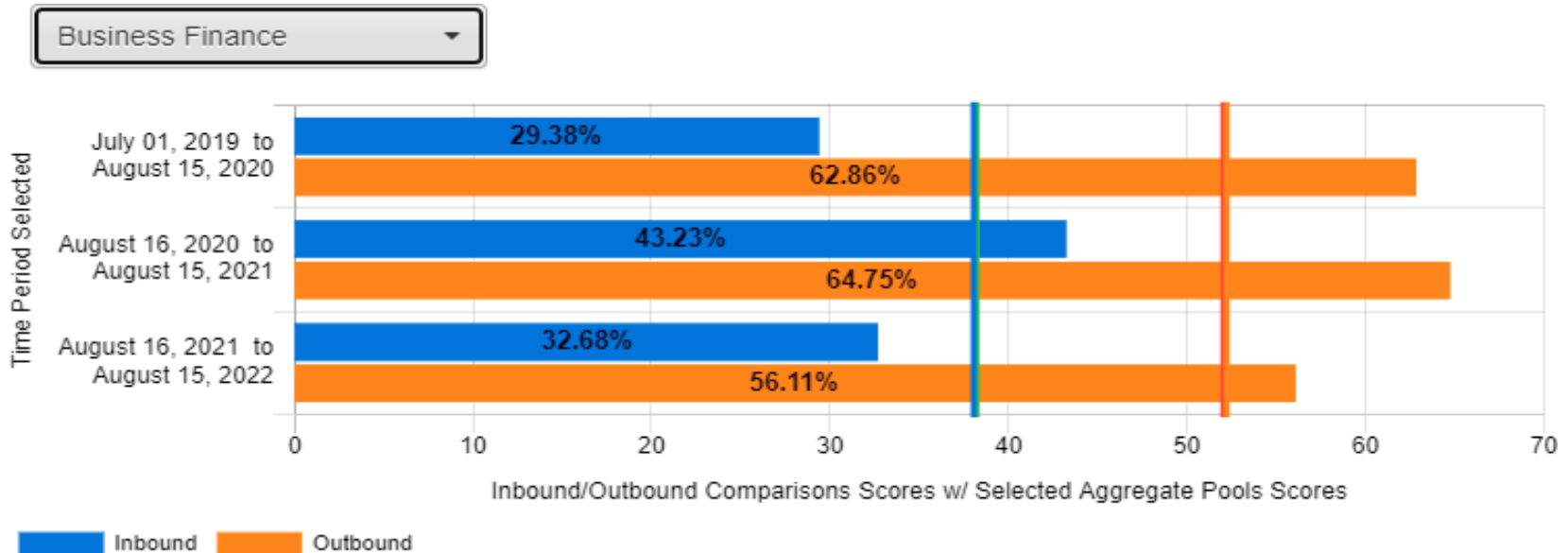
Assessment Results

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BS RSBM PLO 1 Assessment Results

PLO 1: Identify and explain sport business revenue streams.

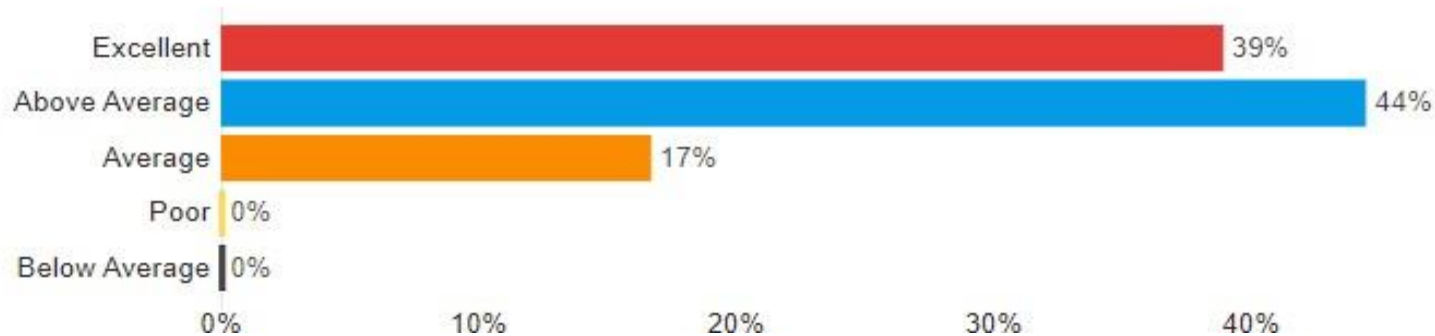| Goal(s)	Process/Measurement instrument	Current Results	Analysis of Results	Action Taken
Goal 1: Increase overall scores from Inbound to Outbound on the Peregrine Business Finance Exam by at least 40%.	Peregrine Assessment tools for inbound and outbound students, taken in BUS 150 and BUS 491	Met Goal 1: Aggregate scores indicate increased 71.68% from inbound to outbound.	Goal 1 – Nearly 72% growth from inbound to outbound as it relates to the Peregrine Finance exam is significant and noteworthy.	Continuously demonstrate to students how revenue generation connects to more career opportunities within the sport business industry.

Business Finance

Inbound/Outbound Comparisons Scores w/ Selected Aggregate Pools Scores

BS RSBM PLO 1 Assessment Results

PLO 1: Identify and explain sport business revenue streams.

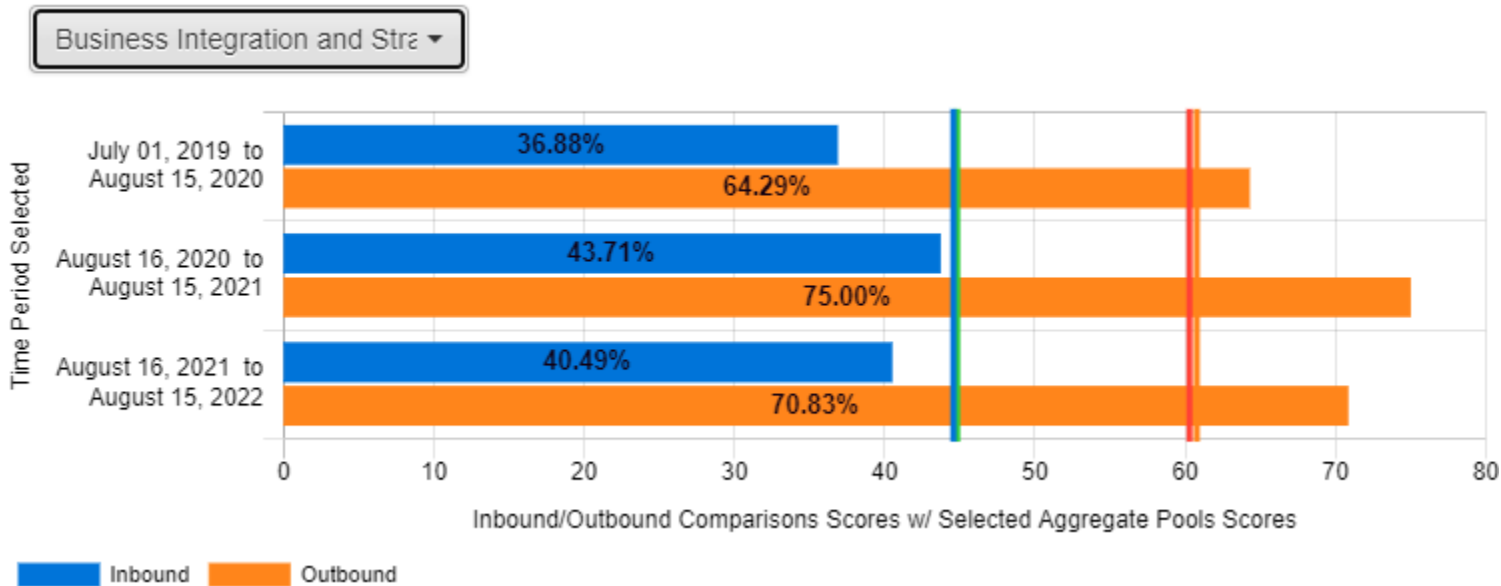| Goal(s)	Process/Measurement instrument	Current Results	Analysis of Results	Action Taken
Goal 2: 90% of students score Above Average or Excellent on Internship Supervisor Evaluation.	Internship Supervisor Evaluation in SPTM 440	Did not Meet Goal 2: 83% of students achieved an Above Average or Excellent rating.	Goal 2 – Our students are not always motivated to have a career that is directly correlated to revenue generation so the motivation may not be as strong to truly grasp that concept.	Continuously demonstrate to students how revenue generation connects to more career opportunities within the sport business industry.

The student identifies sport business revenue streams and explains how individuals and organizations can create positive financial impact.

Rating	Percentage
Excellent	39%
Above Average	44%
Average	17%
Poor	0%
Below Average	0%

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BS RSBM PLO 2 Assessment Results

PLO 2: Interpret strategies from Marketing, Sponsorship, Promotions, Legal, Finance, Operations, Analytics and Sales to recommend solutions to real sport business industry projects.
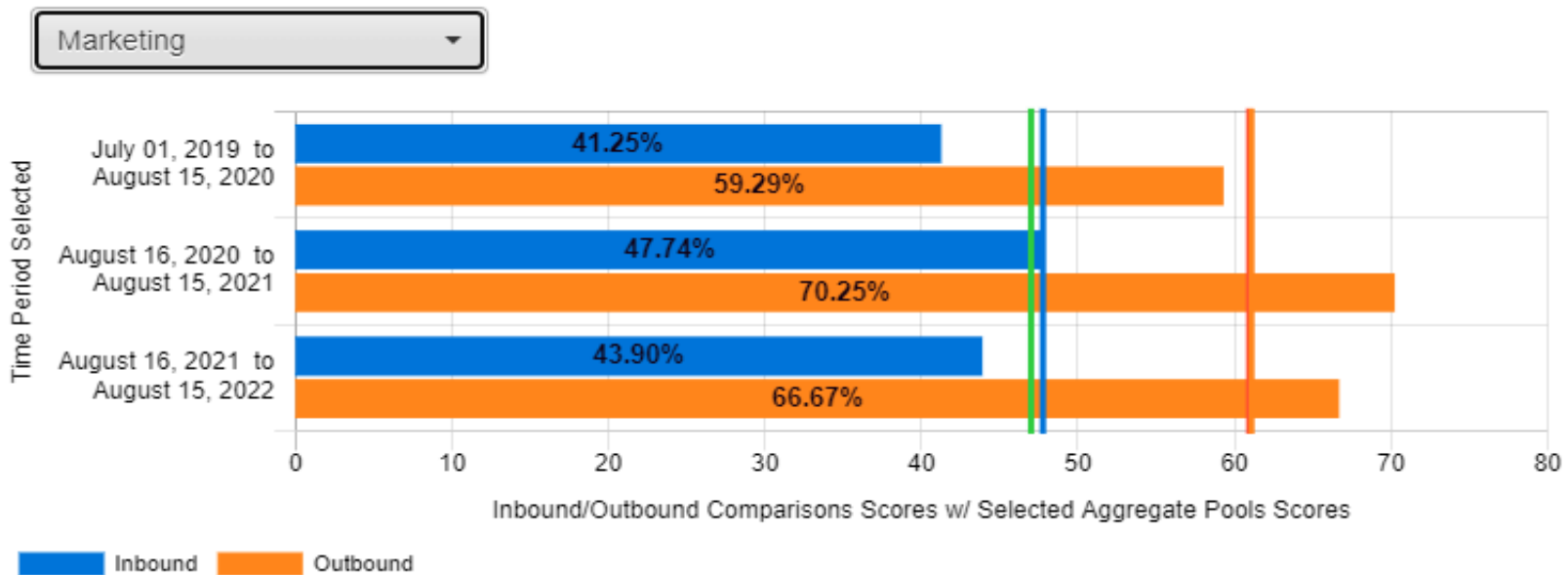
Goal	Process/Measurement instrument	Current Results	Analysis of Results	Action Taken
Goal 1: Increase overall scores from Inbound to Outbound on the Peregrine Business Integration and Strategic Management Exam by at least 40%.	Peregrine Assessment tools for inbound and outbound students, taken in BUS 150 and BUS 491	Met Goal 1: Aggregate scores increased 74.95% from inbound to outbound.	Analysis of results is ongoing.	no action at this time due to the small sample size.

BS RSBM PLO 2 Assessment Results

PLO 2: Interpret strategies from Marketing, Sponsorship, Promotions, Legal, Finance, Operations, Analytics and Sales to recommend solutions to real sport business industry projects.

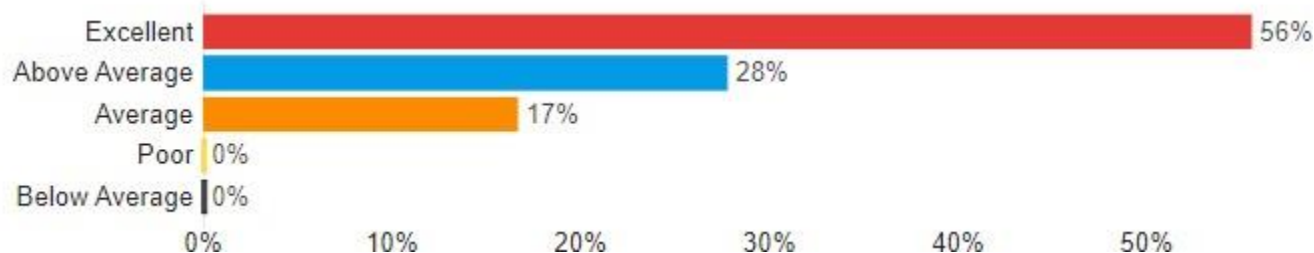| Goal	Process/Measurement instrument	Current Results	Analysis of Results	Action Taken
Goal 2: Increase overall scores from Inbound to Outbound on the Peregrine Marketing Exam by at least 40%.	Peregrine Assessment tools for inbound and outbound students, taken in BUS 150 and BUS 491	Met Goal 2: Aggregate scores increased 51.85% from inbound to outbound.	Analysis of results is ongoing.	no action at this time due to the small sample size.

BS RSBM PLO 2 Assessment Results

PLO 2: Interpret strategies from Marketing, Sponsorship, Promotions, Legal, Finance, Operations, Analytics and Sales to recommend solutions to real sport business industry projects.

Goal	Process/Measurement instrument	Current Results	Analysis of Results	Action Taken
Goal 3: 90% of students score Above Average or Excellent on Internship Supervisor Evaluation.	Internship Supervisor Evaluation in SPTM 440	Did not Meet Goal 3: 84% of students achieved an Above Average or Excellent rating.	Analysis of results is ongoing.	no action at this time due to the small sample size.

The student interprets strategies from Marketing, Sponsorship, Promotions, Legal, Finance, Operations, Analytics and Sales to recommend solutions to sport business industry problems.
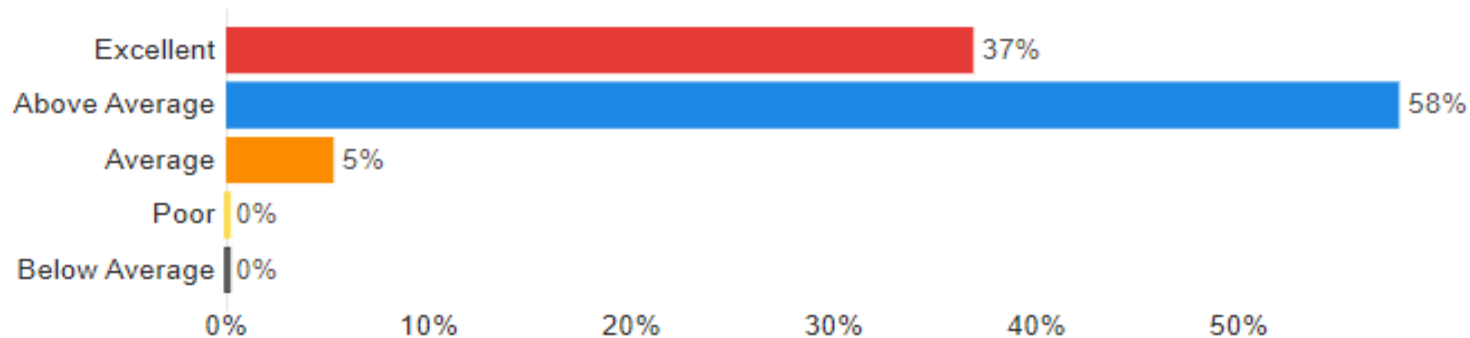
Rating	Percentage
Excellent	56%
Above Average	28%
Average	17%
Poor	0%
Below Average	0%

BS RSBM PLO 3 Assessment Results

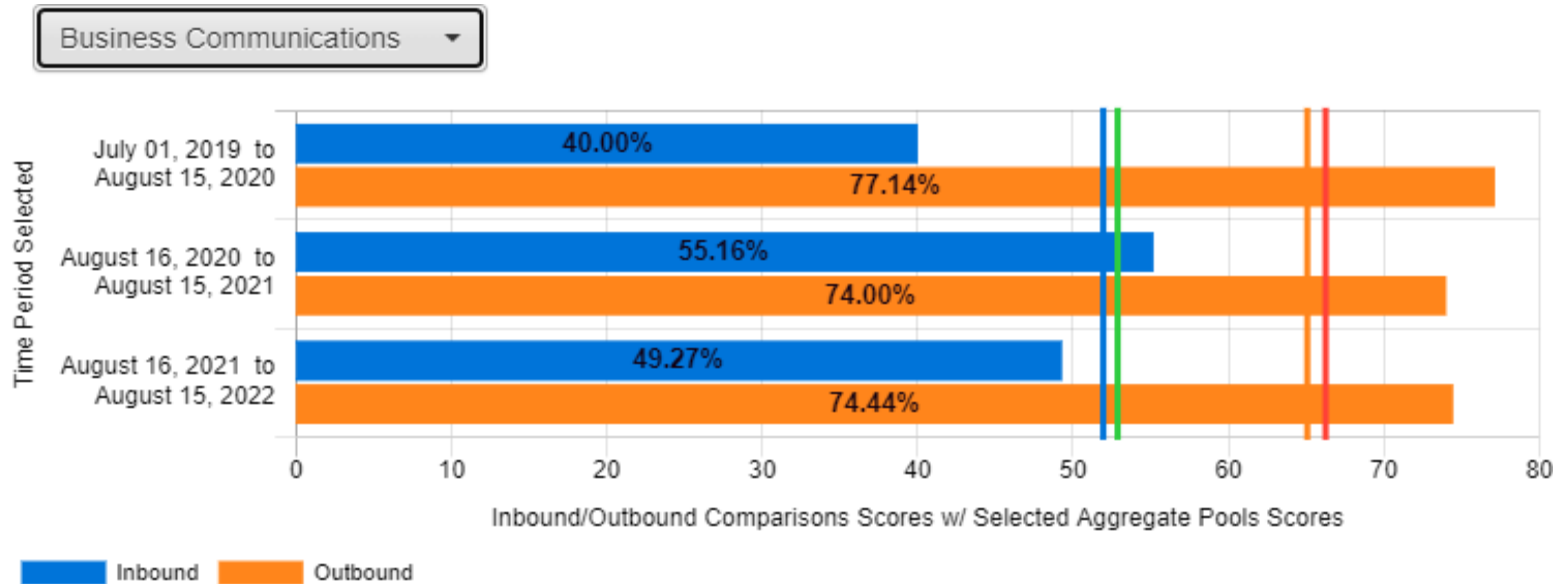|				
PLO 3: Apply critical thinking skills and reasoning abilities to solve sport business challenges.				
Goal	Process/Measurement instrument	Current Results	Analysis of Results	Action Taken
Goal: 90% of students score Above Average or Excellent on Internship Supervisor Evaluation.	Internship Supervisor Evaluation in SPTM 440	Met Goal: 95% of students achieved an Above Average or Excellent rating.	Students are performing at a high rate in this category.	No action taken at this time. We will continue to analyze the results as they come in.

2

The student applies critical thinking skills and reasoning abilities to solve sport business problems.

BS RSBM PLO 4 Assessment Results

PLO 4: Integrate sports industry knowledge with communication skills to create professional-quality presentations.

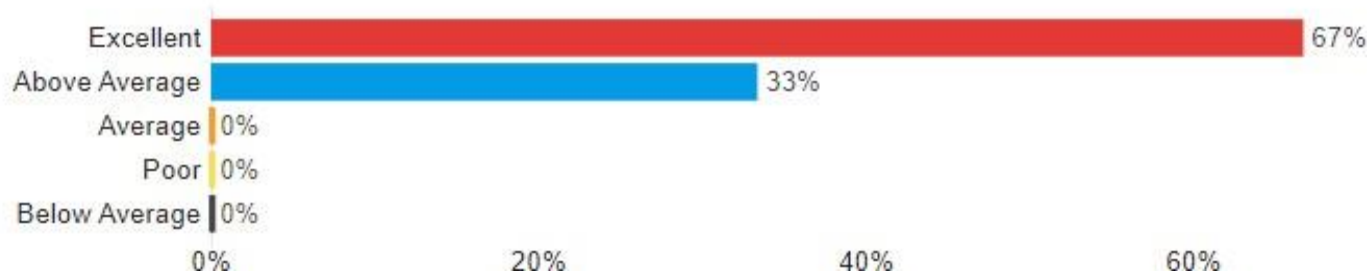| Goal	Process/Measurement instrument	Current Results	Analysis of Results	Action Taken
Goal 1: Increase overall scores from Inbound to Outbound on the Peregrine Business Communication Exam by at least 40%.	Peregrine Assessment tools for inbound and outbound students, taken in BUS 150 and BUS 491	Met Goal 1: Aggregate scores increased 51.10% from inbound to outbound.	Students are performing at a high rate in this category.	No action taken at this time. We will continue to analyze the results as they come in.

BS RSBM PLO 4 Assessment Results

PLO 4: Integrate sports industry knowledge with communication skills to create professional-quality presentations.

Goal	Process/Measurement instrument	Current Results	Analysis of Results	Action Taken
Goal 2: 90% of students score Above Average or Excellent on Internship Supervisor Evaluation.	Internship Supervisor Evaluation in SPTM 440	Met Goal 2: 100% of students achieved an Above Average or Excellent rating.	Students are performing at a high rate in this category.	No action taken at this time. We will continue to analyze the results as they come in.

The student integrates sport industry knowledge and communication skills into effective professional presentations, reports, & interpersonal interactions.
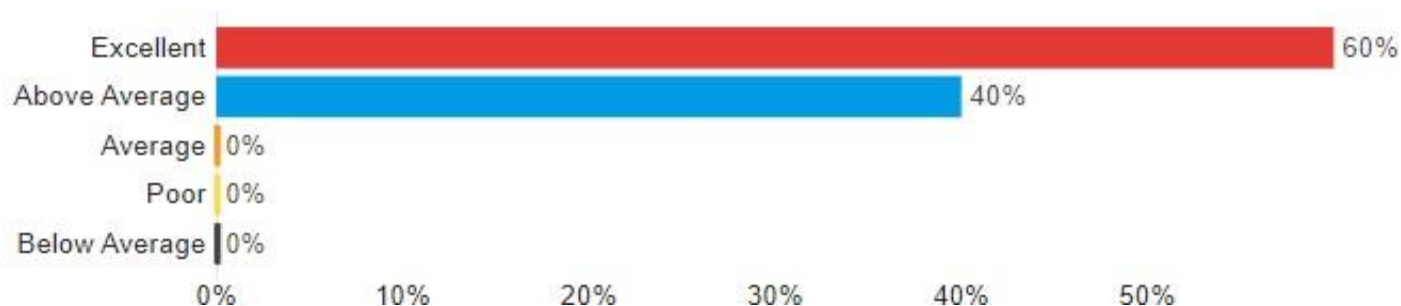
Excellent	67%
Above Average	33%
Average	0%
Poor	0%
Below Average	0%

BS RSBM PLO 5 Assessment Results

PLO 5: Demonstrate the ability to put theory into practice through industry-relevant projects

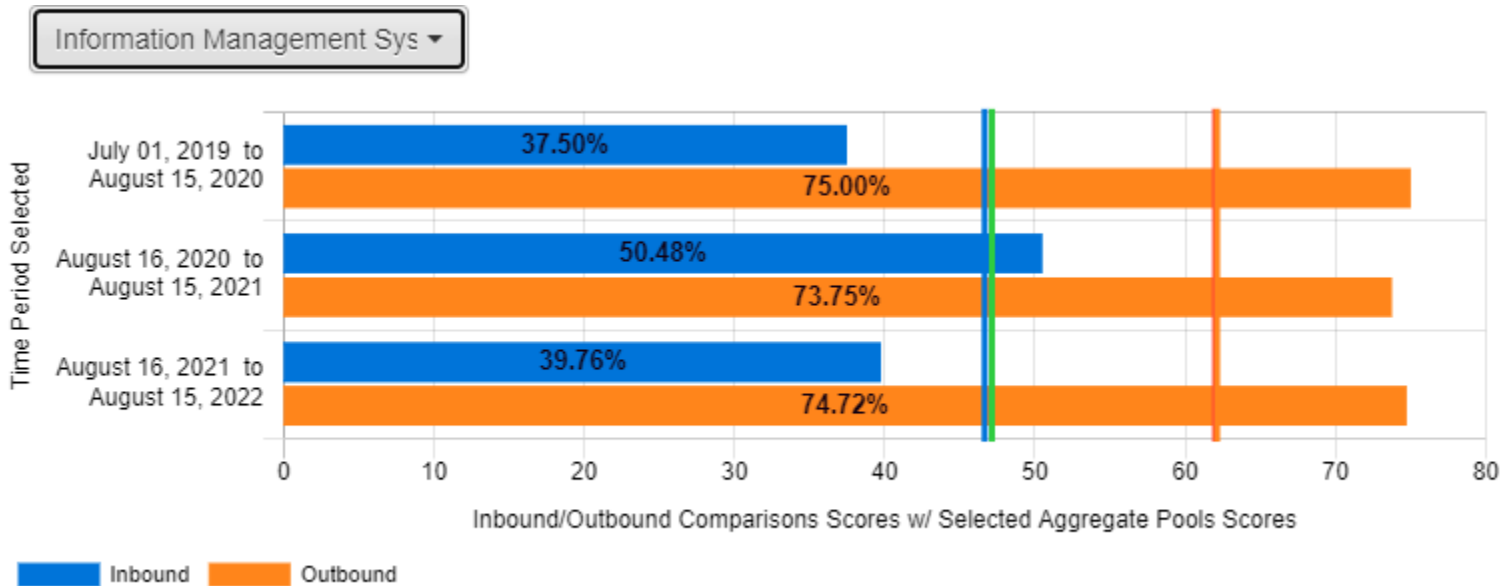| Goal	Process/Measurement instrument	Current Results	Analysis of Results	Action Taken
Goal: 90% of students score Above Average or Excellent on Internship Supervisor Evaluation.	Internship Supervisor Evaluation in SPTM 440	Met Goal: 100% of students achieved an Above Average or Excellent rating.	Students are performing at a high rate in this category.	No action taken at this time. We will continue to analyze the results as they come in.

The student can put theory into practice through industry-relevant projects.

Rating	Percentage
Excellent	60%
Above Average	40%
Average	0%
Poor	0%
Below Average	0%

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BS RSBM PLO 6 Assessment Results

PLO 6: Select and apply appropriate technology to solve sport business problems and complete assigned tasks

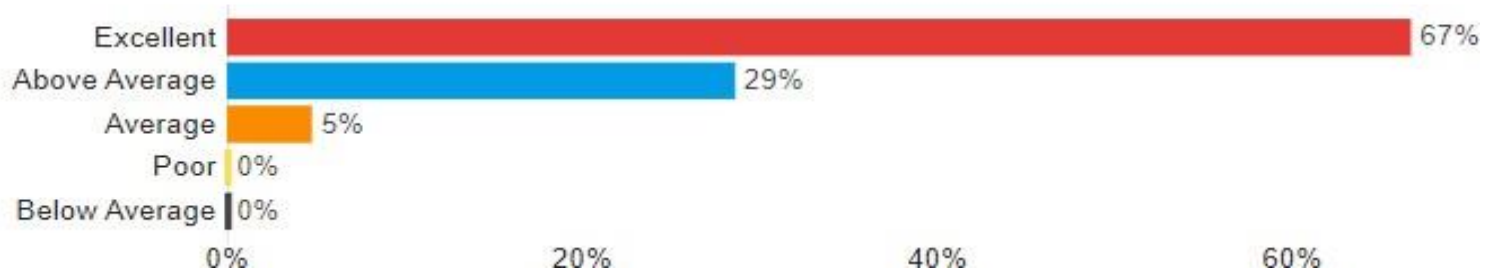| Goal	Process/Measurement instrument	Current Results	Analysis of Results	Action Taken
Goal 1: Increase overall scores from Inbound to Outbound on the Peregrine Information Management Systems Exam by at least 40%.	Peregrine Assessment tools for inbound and outbound students, taken in BUS 150 and BUS 491	Met Goal 1: Aggregate scores increased 51.85% from inbound to outbound.	Students are performing at a high rate in this category.	No action taken at this time. We will continue to analyze the results as they come in.

Information Management Sys ▾

Time Period Selected

July 01, 2019 to August 15, 2020 — Inbound 37.50% — Outbound 75.00%

August 16, 2020 to August 15, 2021 — Inbound 50.48% — Outbound 73.75%

August 16, 2021 to August 15, 2022 — Inbound 39.76% — Outbound 74.72%

Inbound/Outbound Comparisons Scores w/ Selected Aggregate Pools Scores

Inbound (blue) Outbound (orange)

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BS RSBM PLO 6 Assessment Results

PLO 6: Select and apply appropriate technology to solve sport business problems and complete assigned tasks				
Goal	Process/Measurement instrument	Current Results	Analysis of Results	Action Taken
Goal 2: 90% of students score Above Average or Excellent on Internship Supervisor Evaluation.	Internship Supervisor Evaluation in SPTM 440	Met Goal 2: 96% of students achieved an Above Average or Excellent rating	Students are performing at a high rate in this category.	No action taken at this time. We will continue to analyze the results as they come in.

The student selects and applies appropriate technology to solve problems and complete assigned tasks.

Rating	Percentage
Excellent	67%
Above Average	29%
Average	5%
Poor	0%
Below Average	0%

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BS RSBM PLO 7 Assessment Results

PLO 7: Display confidence in presenting themselves as a sport industry professional.

Goal	Process/Measurement instrument	Current Results	Analysis of Results	Action Taken
Goal: 90% of students score Above Average or Excellent on Internship Supervisor Evaluation.	Internship Supervisor Evaluation in SPTM 440	Met Goal 2: 90% of students achieved an Above Average or Excellent rating scores.	Goal was met as well as supported by techniques and skills developed through course work and projects.	No action taken at this time.

The student displays confidence in presenting themselves as a sport industry professional.

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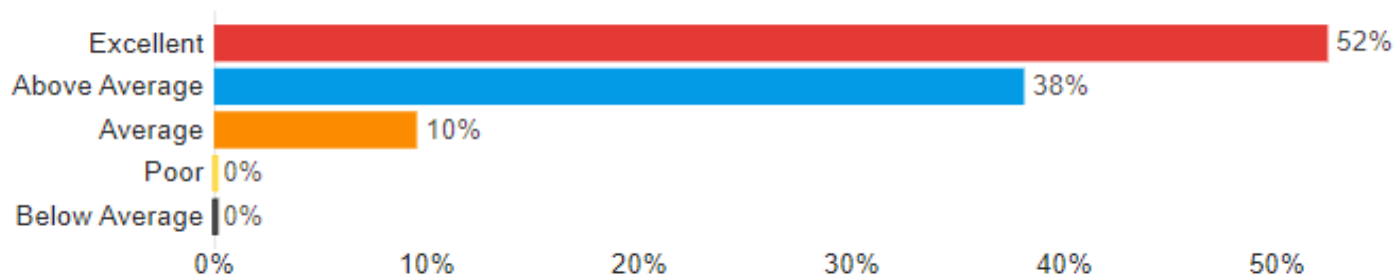
Graduate Assessment Results

MS Accounting
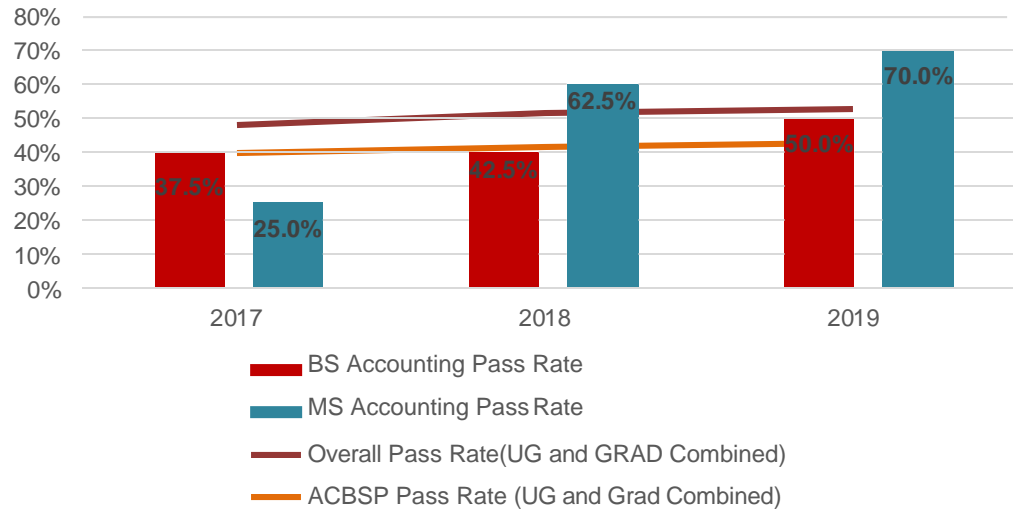
Assessment Results

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MS Accounting PLO 1 Assessment Results

PLO 1: Explain the concepts, processes, and regulations of the major areas of financial, managerial, and tax accounting.
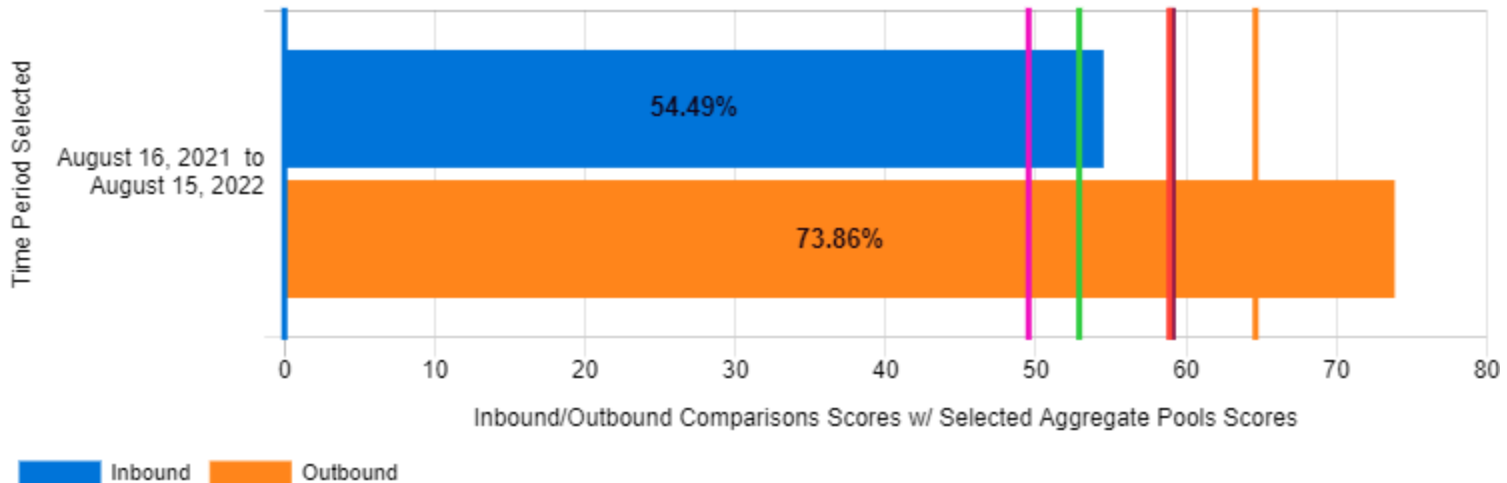
Goal(s)	Process/Measurement instrument	Current Results	Analysis of Results	Action Taken
Goal 1: Exceed ACBSP Pass Rate by 10 percentage points on the CPA Exam. Goal 2: Increase in overall scores from Inbound to Outbound by at least 40% on the Total results from the Peregrine Accounting exam	CPA examination Direct, External, summative, comparative Peregrine Assessment tools for inbound and outbound students, taken in Exam in Bus 500 and ACCT 672 Direct, External, summative, comparative	Met Goal 1: Maryville pass rate of 70% which exceeds the ACBSP pass rate of 52.8% Did Not Meet Goal 2: Aggregate scores 35.56% change from inbound to outbound scores.	Maryville's Masters in Accounting program has been highly successful on the CPA exam. Our graduate pass rates have climbed to 70% in 2019 – the last time NASBA published the results. We have a pass rate that is higher than ACBSP. We believe this is the result of our comprehensive course work and the inclusion of the Becker review courses as a part of our curriculum. This ensures that each student can review the material, and sit for mock exams, before taking the actual test. The strongly supports that our graduates can explain and apply the concepts, processes, and regulations of the major areas of accounting. Additionally, the results of the Peregrine test allow us to capture all our students who complete the curriculum. The CPA requires self-identification, so there are some students who have not yet completed their degree when applying that may list another school (their undergraduate) rather than their graduate degree at Maryville. The Peregrine results show that our master's program does strengthen our students' accounting knowledge. Understanding the high level of knowledge our students walk into the program with – higher than HLC or ACBSP students in general, our end results are impressive, even if they failed to meet our goal.	The results of our CPA exam pass rate reinforce the usefulness of our curriculum. However, in pursuit of additional work, we have attempted to move away from having students take all four Becker courses as their last four classes and instead spread them out a bit more. This will allow a student to do review course – test – review course – test – review course – test – review course – test... rather than course, course, course, course, test, test, test, test.... Also, know the exam and accounting regulations (especially in tax) change every year, we updated our curriculum to be as fresh as possible – reflecting the latest Accounting Standards.

MS Accounting PLO 1 Assessment Results

CPA Pass Rates

- BS Accounting Pass Rate
- MS Accounting Pass Rate
- Overall Pass Rate(UG and GRAD Combined)
- ACBSP Pass Rate (UG and Grad Combined)

Total

Inbound/Outbound Comparisons Scores w/ Selected Aggregate Pools Scores
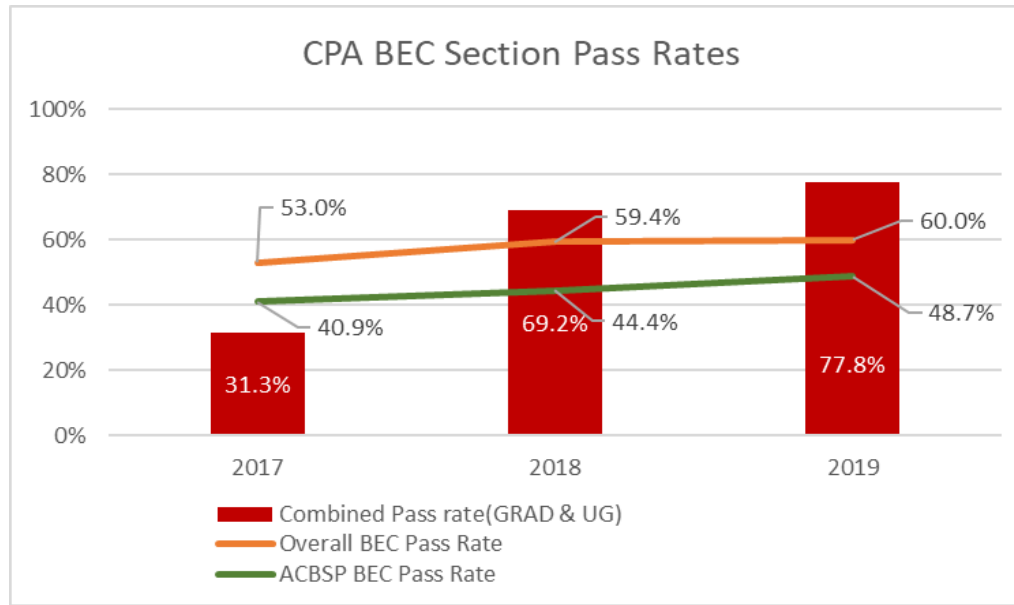
- Inbound
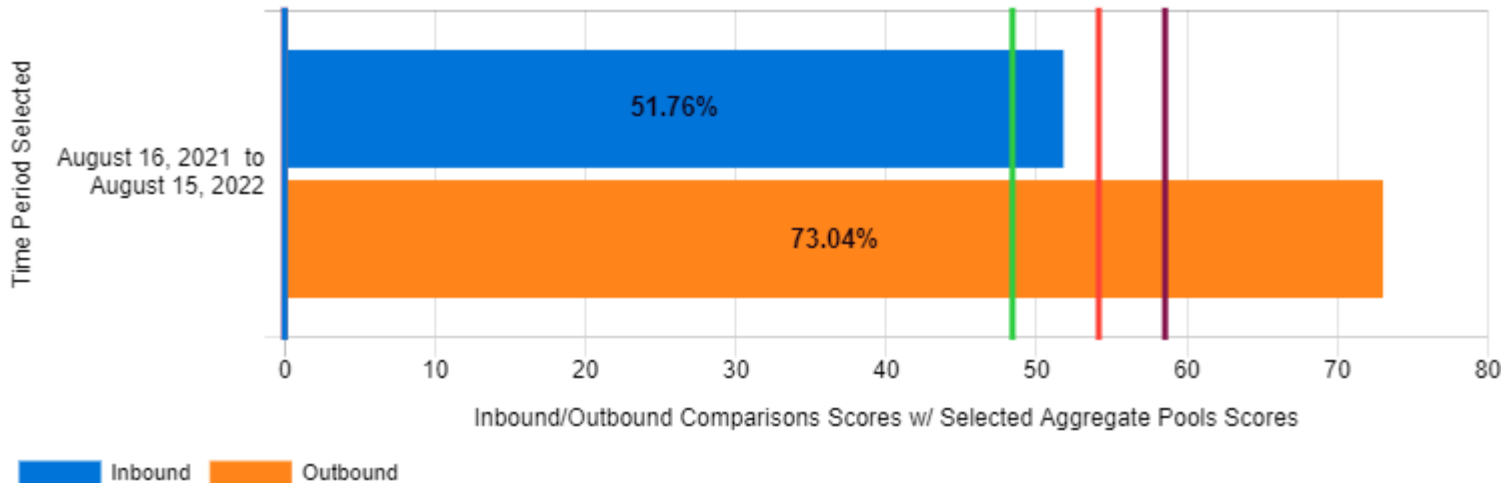- Outbound

MS Accounting PLO 2 Assessment Results

PLO 2: Validate the breadth and responsibility of the accounting profession in a global society and explain its interrelationship with other business functions.

Goal	Process/Measurement instrument	Current Results	Analysis of Results	Action Taken
Goal 1: Exceed ACBSP Pass Rate by 10 percentage points on the CPA BEC Portion of the Exam. Goal 2: Increase in overall scores from Inbound to Outbound by at least 40% on the Peregrine Global Dimensions of Business Accounting exam	CPA examination Direct, External, summative, comparative Peregrine Assessment tools for inbound and outbound students, taken in Exam in Bus 500 and ACCT 672 Direct, External, summative, comparative	Met Goal 1: Maryville pass rate of 70% which exceeds the ACBSP pass rate of 52.8% Met Goal 2: Aggregate scores 41.11% change from inbound to outbound scores.	The BEC section of the CPA exam is designed to test the disciplines that interact with accounting (mainly finance, economics and management roles). Our increasing pass rate lends support that our students are understanding other business functions and the accountant's relationship to them. The Peregrine results show that we give our students a global view of business. The improvement between the inbound and outbound students is consistently meeting our goals and are substantially better than the average ACBSP result.	No action taken. The fact that the BEC exam will go away on January 1, 2024 is not changing our approach to this important Learning Outcome.

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MS Accounting PLO 2 Assessment Results

CPA BEC Section Pass Rates

- 53.0% (2017)
- 59.4% (2018)
- 60.0% (2019)
- 40.9%
- 69.2% / 44.4%
- 48.7%
- 31.3% (2017)
- 77.8% (2019)

Legend:
- Combined Pass rate(GRAD & UG)
- Overall BEC Pass Rate
- ACBSP BEC Pass Rate

Global Dimensions of Business

Time Period Selected

August 16, 2021 to August 15, 2022
- Inbound: 51.76%
- Outbound: 73.04%

Inbound/Outbound Comparisons Scores w/ Selected Aggregate Pools Scores

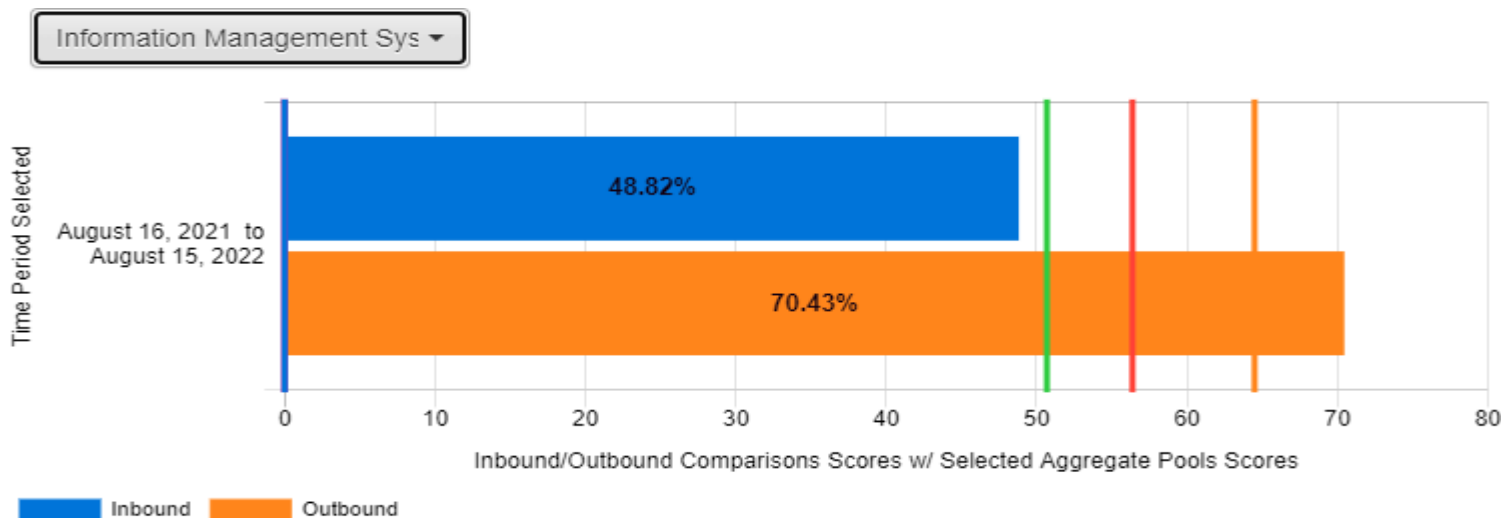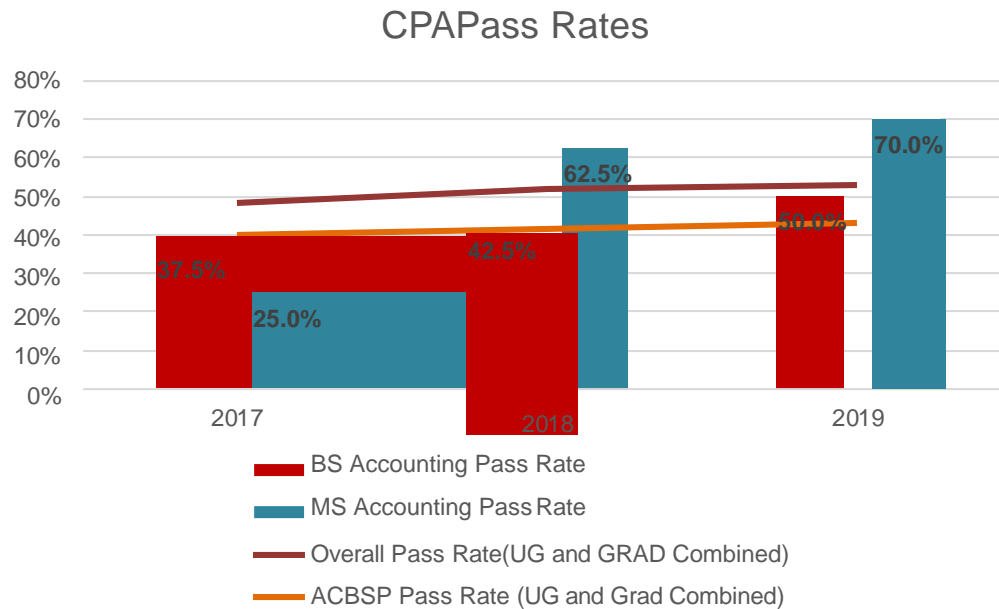Legend:
- Inbound
- Outbound

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MS Accounting PLO 3 Assessment Results

PLO 3: Using appropriate technology and resolve its vulnerabilities in order to develop decision making models to resolve accounting issues in an ethically responsible manner.

Goal	Process/Measurement instrument	Current Results	Analysis of Results	Action Taken
Goal 1: Exceed ACBSP Pass Rate by 10 percentage points on the CPA Exam. Goal 2: Increase in overall scores from Inbound to Outbound by at least 40% on the Peregrine Information Management Systems exam	CPA examination Direct, External, summative, comparative Peregrine Assessment tools for inbound and outbound students, taken in Exam in Bus 500 and ACCT 672 Direct, External, summative, comparative	Met Goal 1: Maryville pass rate of 70% which exceeds the ACBSP pass rate of 52.8% Met Goal 2: Aggregate scores 44.26% change from inbound to outbound scores.	The various parts of the CPA test ethics, auditing procedures and tax procedures necessary to determine vulnerabilities and how to resolve them within the AICPA Standards of Practice (an ethically responsible manner). The significant improvement in our pass rates, from underperforming to exceeding the ACSBP average shows that our curriculum has achieved this goal. Further improvement from a 70% pass rate may be difficult. Our accounting graduates significantly improve their technological skills during the program – with our Peregrine results increasing from 48.82% to 70.43%. This significant improvement demonstrates the knowledge gained in our data analysis and accounting review curriculum.	Results of the CPA exam pass rates were shared with all accounting faculty and used as a benchmark for the redevelopment of the Masters in Accounting to align with the new CPA exam. The Peregrine performance reinforced the need for Data Analytics in the Accounting curriculum and encouraged us to step up our course work to include an advanced data analytics course that will specifically cover more ethical situations in using data.

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MS Accounting PLO 3 Assessment Results

CPA Pass Rates

Legend:
- BS Accounting Pass Rate
- MS Accounting Pass Rate
- Overall Pass Rate (UG and GRAD Combined)
- ACBSP Pass Rate (UG and Grad Combined)

Chart values: 2017: 37.5%, 25.0%; 2018: 42.5%, 62.5%; 2019: 50.0%, 70.0%

Information Management Sys ▾

Time Period Selected: August 16, 2021 to August 15, 2022

Inbound: 48.82%
Outbound: 70.43%

Inbound/Outbound Comparisons Scores w/ Selected Aggregate Pools Scores

Legend: Inbound, Outbound
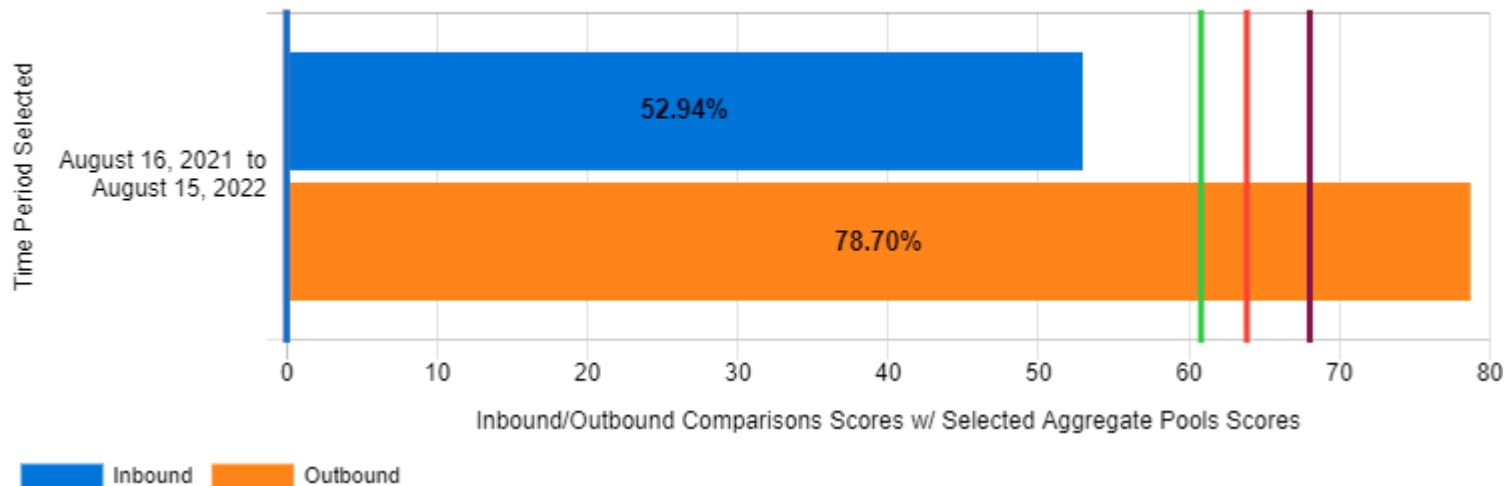
MS Accounting PLO 4 Assessment Results

PLO 4: Professionally communicate complex financial information, accounting positions, and research to the correct stakeholders at a level appropriate to the recipient, both orally and in writing.

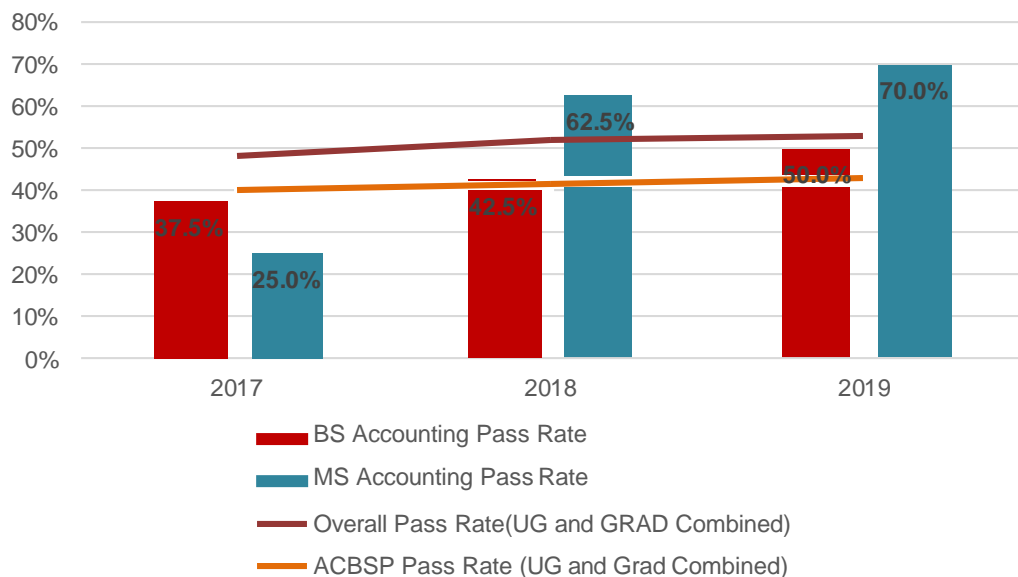| Goal	Process/Measurement instrument	Current Results	Analysis of Results	Action Taken
Goal 1: Exceed ACBSP Pass Rate by 10 percentage points on the CPA BEC Exam. Goal 2: Increase in overall scores from Inbound to Outbound by at least 40% on the Peregrine Business Communication exam	CPA examination Direct, External, summative, comparative Peregrine Assessment tools for inbound and outbound students, taken in Exam in Bus 500 and ACCT 672 Direct, External, summative, comparative	Met Goal 1: Maryville pass rate of 70% which exceeds the ACBSP pass rate of 52.8% Met Goal 2: Aggregate scores 48.65% change from inbound to outbound scores.	The BEC section of the CPA exam specifically tests the ability to write a coherent memo about a complex accounting problem. The significant increase in our performance supports the work done in ACCT 650. Our Peregrine results support that our graduate program improves our students ability to communicate with proper business etiquette, in a well understood manner. The 78.7% exit exam results show our strong emphasis on communication skills.	Despite the upcoming removal of the writing portion of the exam starting January 1, 2024 our program determined that ACCT 650 – Accounting Research and Communication should remain a central part of our Master's curriculum.

MS Accounting PLO 3 Assessment Results
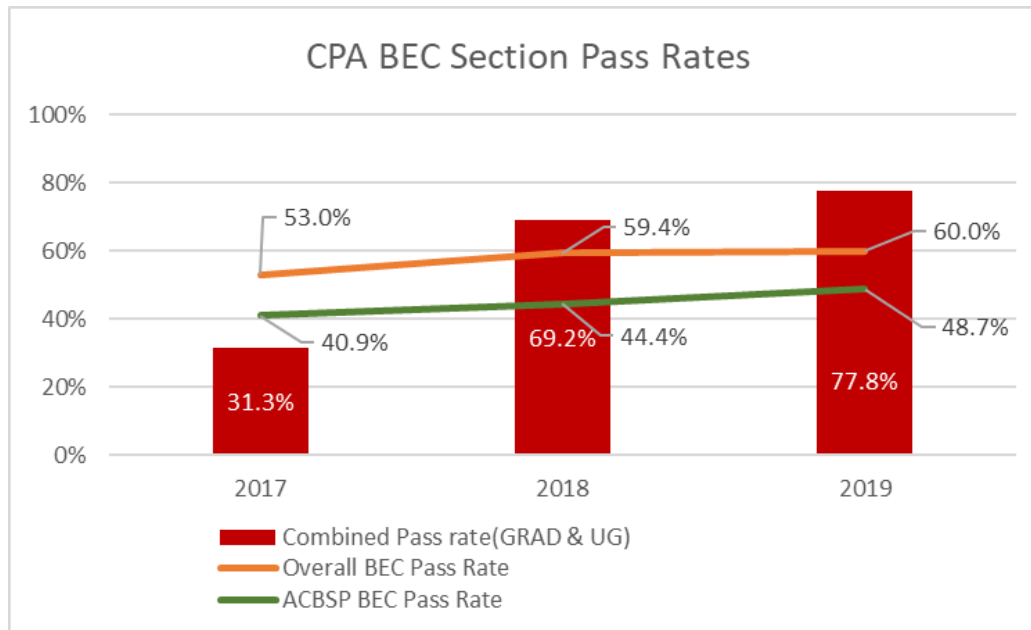
MS Accounting PLO 5 Assessment Results

| PLO 5:	Engage with appropriate resources and analyze emerging issues and new technologies in accounting.				
Goal	**Process/Measurement instrument**	**Current Results**	**Analysis of Results**	**Action Taken**	
Goal: Exceed ACBSP Pass Rate by 10 percentage points on the CPA Exam.	CPA examination Direct, External, summative, comparative	Met Goal: Maryville pass rate of 70% which exceeds the ACBSP pass rate of 52.8%	The CPA exam evolves every year along with accounting standards to appropriately analyze and report new data with new technologies. Our improvement in the CPA pass rate from 25% to 70% shows that our program is continually updating to meet these new standards and teach our students how to appropriately analyze unfamiliar problems and use new technology. Further improvement from a 70% pass rate may be difficult.	A plan for a continual update of our curriculum process is currently underway. In 2022-2023 four of our master's courses were updated with new textbooks to keep up with emerging issues and a new course was approved for development – Advanced Data Analytics – to help students engage with more advanced methods to analyze issues.	

CPA Pass Rates

MS Accounting PLO 5 Assessment Results

PLO 6: Employ Data Analytics to explain, validate, justify accounting and business decision in an ethically responsible method.

Goal	Process/Measurement instrument	Current Results	Analysis of Results	Action Taken
Goal 1: Increase in overall scores from Inbound to Outbound by at least 40% on the Peregrine Quantitative Techniques, Statistics, and Research exam	Peregrine Assessment tools for inbound and outbound students, taken in Exam in Bus 500 and ACCT 672 Direct, External, summative, comparative	Did Not Meet Goal: Aggregate scores 39.13% change from inbound to outbound scores.	We were close but failed to meet our goals. The strong in bound score suggests that our students have a slightly higher than average grasp on quantitative methods and statistics. We bring this up with our ACCT 660 Data Analytics course. There is improvement in the results but is suggests that we need to do more.	We are introducing a new data analytics course in Spring 2023 to help improve this score – Advanced Data Analytics. We are also imposing a pre-req for the Masters program of one data analytics course prior to matriculation, which should raise the inbound score and may make meeting our goal a little harder. We are also requiring all Masters students to take our Accounting Ethics course going forward.
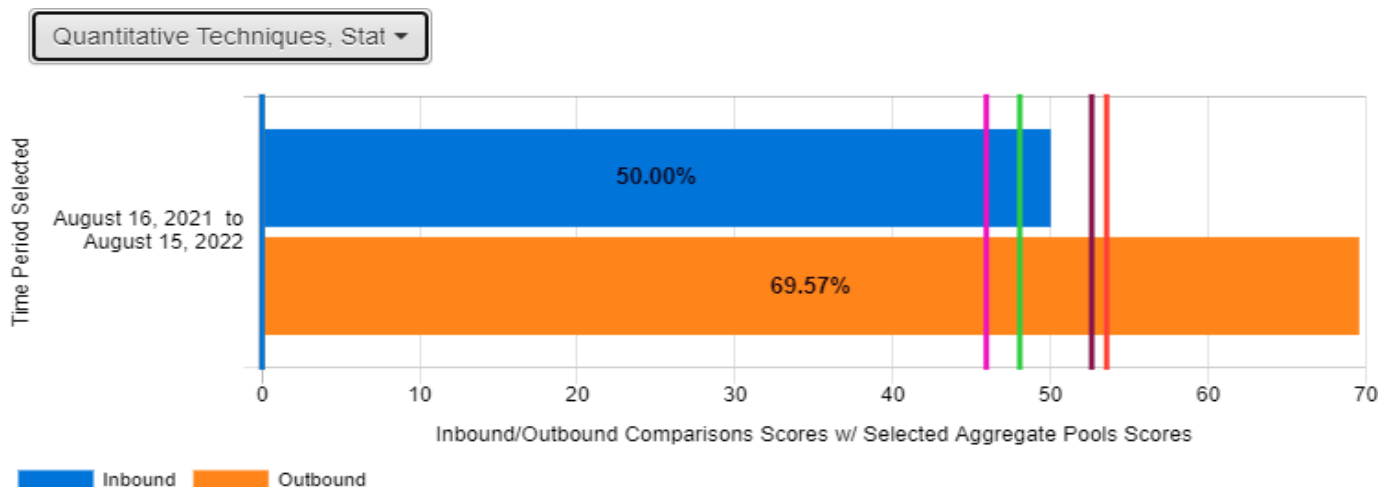
MBA

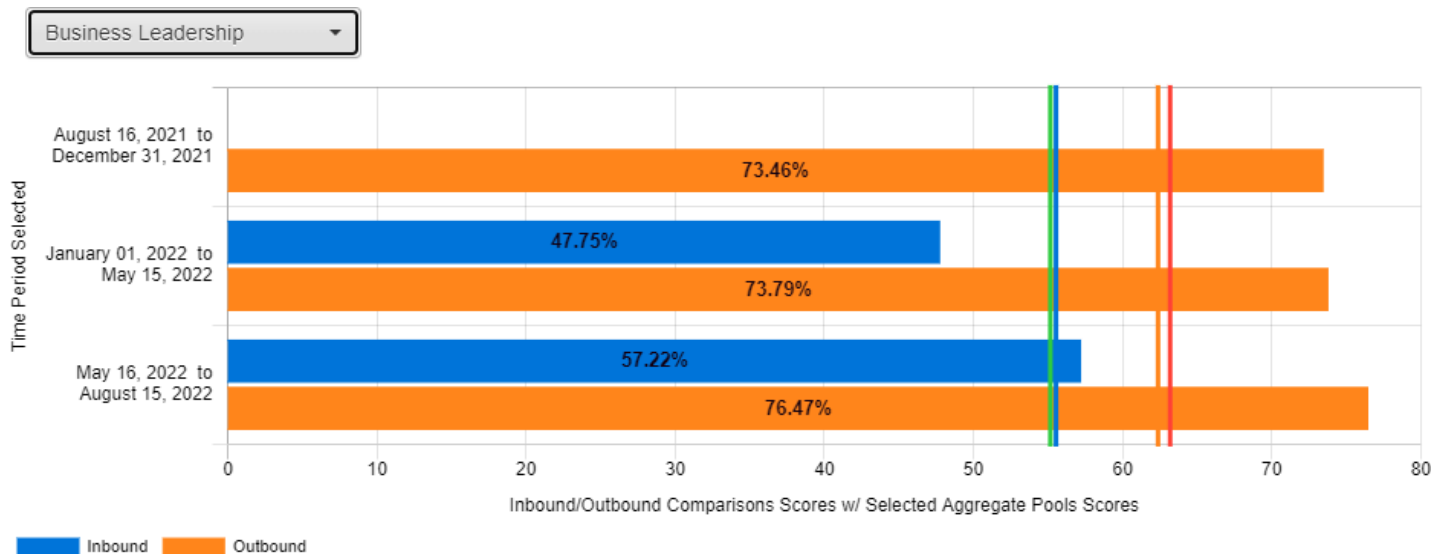# Business Administration

Assessment Results

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MBA PLO 1 Assessment Results

PLO 1: Explain the skills that steer organizational change as well as those that foster the human element driving organizational performance.

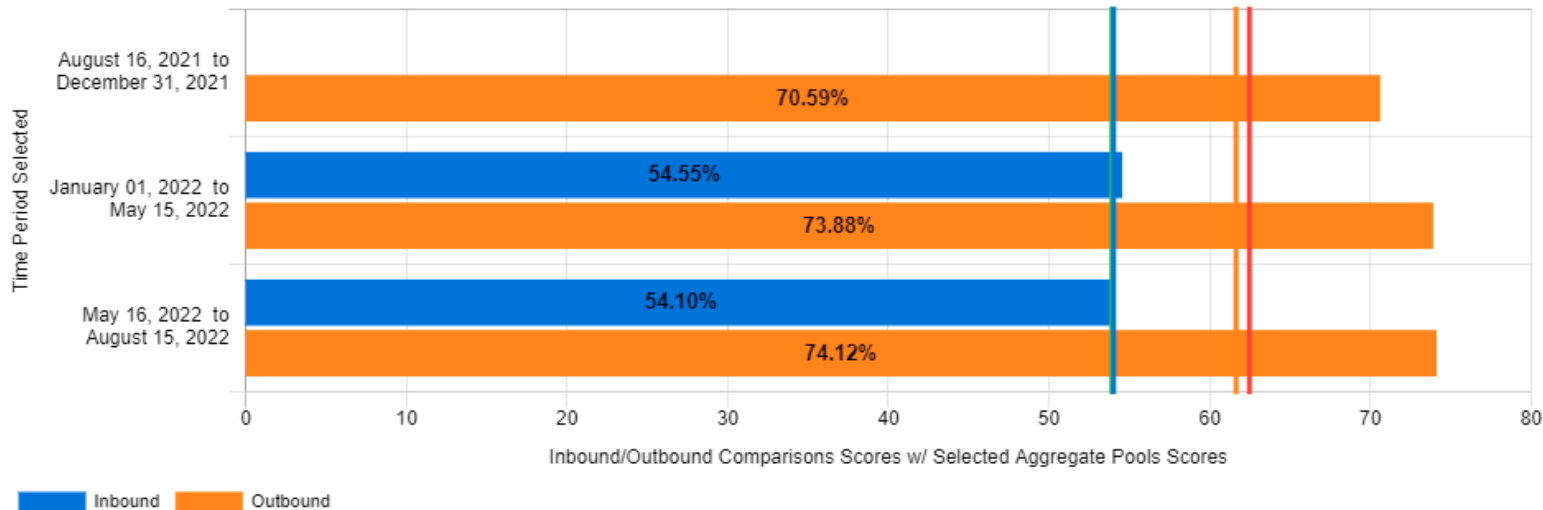| Goal(s)	Process/Measurement instrument	Current Results	Analysis of Results	Action Taken
Goal 1: Exceed Outbound ACBSP benchmark achievement by 10 percentage points on the Business Leadership Exam.	Peregrine Assessment tools for inbound and outbound students, taken in in Bus 500 and BUS 691 Direct, External, summative, comparative	Met Goal 1: All outbound scores exceed the ACBSP score of 62.38% by at least 10 points.	With solid sample sizes for the program, results show a significant gain in student performance over inbound scores for both 2022 outbound tests. Particularly noteworthy is that the SSOB inbound scores were well below the average of competitors, but students on program completion were scoring well above competitors.	Comprehensive Program review and updates planned for AY 2023-2024.

MBA PLO 1 Assessment Results

PLO 1: Explain the skills that steer organizational change as well as those that foster the human element driving organizational performance.

Goal(s)	Process/Measurement instrument	Current Results	Analysis of Results	Action Taken
Goal 2: Exceed Outbound ACBSP benchmark achievement by 10 percentage points on the Peregrine Management: Organizational Behavior exam	Peregrine Assessment tools for inbound and outbound students, taken in in Bus 500 and BUS 691 Direct, External, summative, comparative	Partially Met Goal 2: Two sets of outbound scores exceed the ACBSP score of 61.64% by at least 10 points.	With solid sample sizes for the program, results show a significant gain in student performance over inbound scores for both 2022 outbound tests. Particularly noteworthy is that the SSOB inbound scores were well below the average of competitors, but students on program completion were scoring well above competitors.	Comprehensive Program review and updates planned for AY 2023-2024.

Management: Organizational ▾

Chart — Time Period Selected (y-axis) vs Inbound/Outbound Comparisons Scores w/ Selected Aggregate Pools Scores (x-axis, 0–80):

- August 16, 2021 to December 31, 2021: Outbound 70.59%
- January 01, 2022 to May 15, 2022: Inbound 54.55%, Outbound 73.88%
- May 16, 2022 to August 15, 2022: Inbound 54.10%, Outbound 74.12%

Legend: Inbound, Outbound

MBA PLO 2 Assessment Results

PLO 2: Demonstrate practical analysis and desktop data visualization skills required of modern-day business professionals.

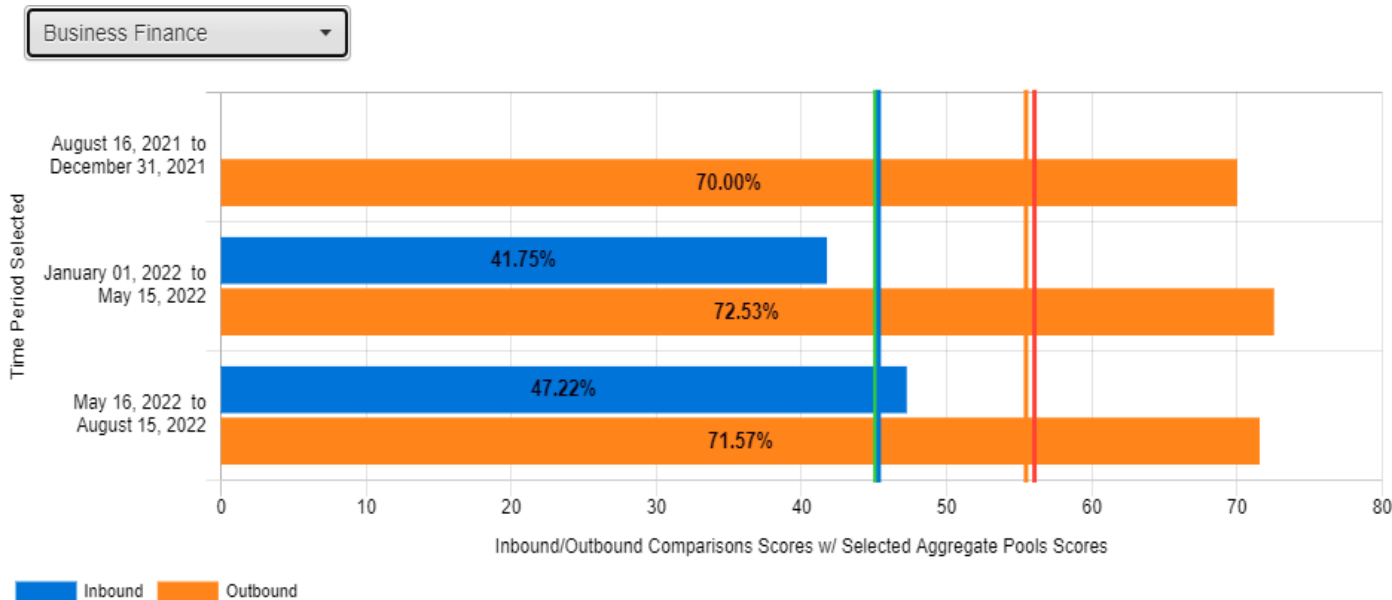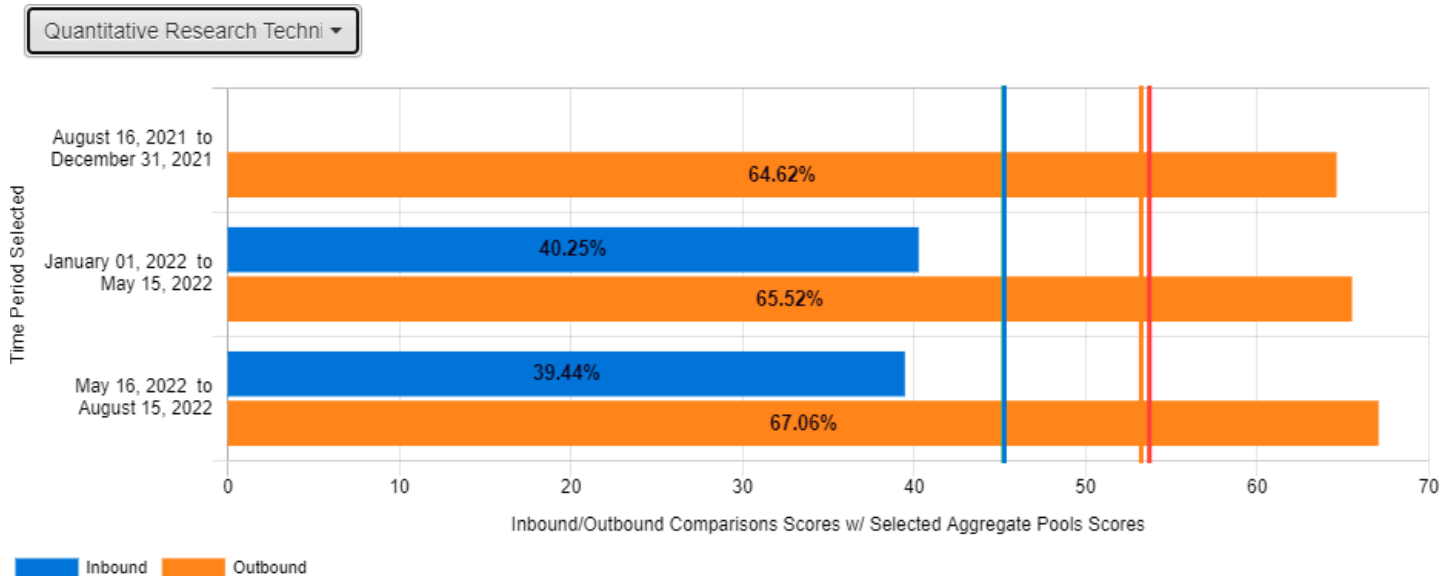| Goal	Process/Measurement instrument	Current Results	Analysis of Results	Action Taken
Goal 1: Exceed Outbound ACBSP benchmark achievement by 10 percentage points on the Business Finance Exam.	Peregrine Assessment tools for inbound and outbound students, taken in in Bus 500 and BUS 691 Direct, External, summative, comparative	Met Goal 1: All outbound scores exceed the ACBSP score of 55.47% by at least 10 points.	With solid sample sizes for the program, results show a significant gain in student performance over inbound scores for both 2022 outbound tests. Particularly noteworthy is that the SSOB inbound scores were well below the average of competitors, but students on program completion were scoring well above competitors.	Comprehensive Program review and updates planned for AY 2023-2024

Business Finance

Inbound/Outbound Comparisons Scores w/ Selected Aggregate Pools Scores

- August 16, 2021 to December 31, 2021: Outbound 70.00%
- January 01, 2022 to May 15, 2022: Inbound 41.75%, Outbound 72.53%
- May 16, 2022 to August 15, 2022: Inbound 47.22%, Outbound 71.57%

Time Period Selected

Inbound / Outbound

MBA PLO 2 Assessment Results

PLO 2: Demonstrate practical analysis and desktop data visualization skills required of modern-day business professionals.
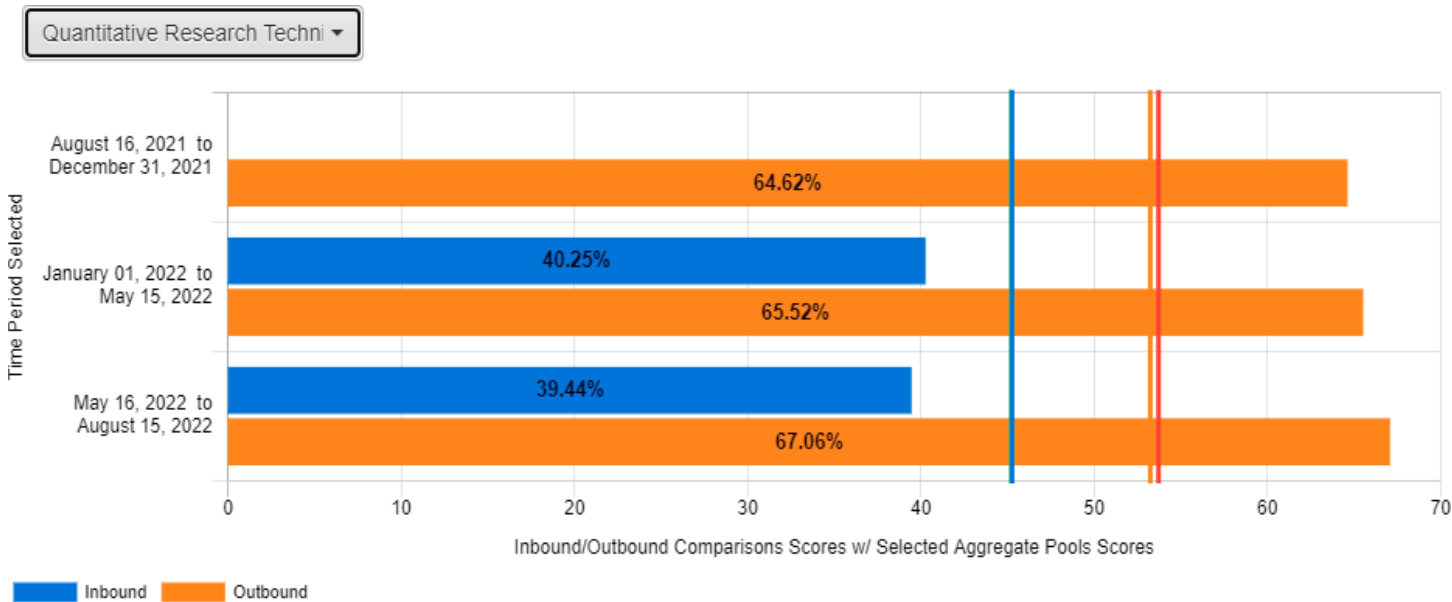
Goal	Process/Measurement instrument	Current Results	Analysis of Results	Action Taken
Goal 2: Exceed Outbound ACBSP benchmark achievement by 10 percentage points on the Peregrine Quantitative Analysis & Statistics exam	Peregrine Assessment tools for inbound and outbound students, taken in in Bus 500 and BUS 691 Direct, External, summative, comparative	Met Goal 2: All outbound scores exceed the ACBSP score of 53.24% by at least 10 points.	With solid sample sizes for the program, results show a significant gain in student performance over inbound scores for both 2022 outbound tests. Particularly noteworthy is that the SSOB inbound scores were well below the average of competitors, but students on program completion were scoring well above competitors.	Comprehensive Program review and updates planned for AY 2023-2024

MBA PLO 3 Assessment Results

PLO 3: Develop viable solutions for real-world business problems based on data-driven analysis applicable to multiple domains.

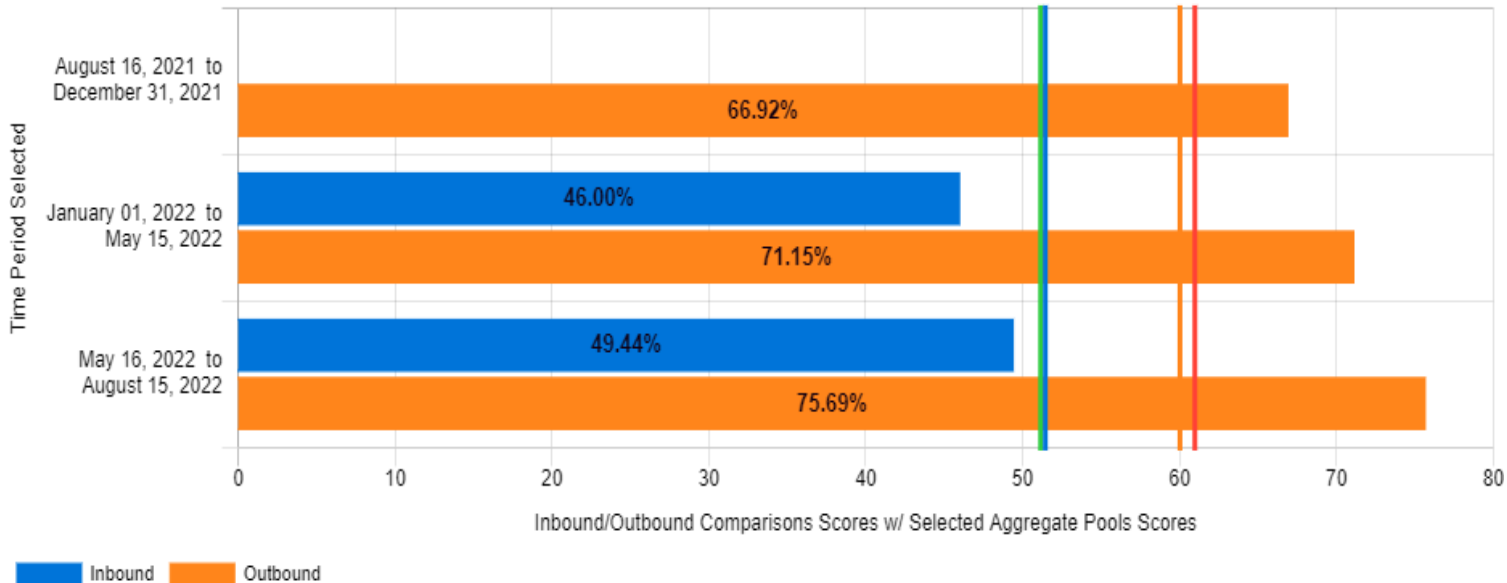| Goal	Process/Measurement instrument	Current Results	Analysis of Results	Action Taken
Goal: Exceed Outbound ACBSP benchmark achievement by 10 percentage points on the Quantitative Analysis & Statistics exam	Peregrine Assessment tools for inbound and outbound students, taken in in Bus 500 and BUS 691 Direct, External, summative, comparative	Met Goal: All outbound scores exceed the ACBSP score of 53.24% by at least 10 points.	With solid sample sizes for the program, results show a significant gain in student performance over inbound scores for both 2022 outbound tests. Particularly noteworthy is that the SSOB inbound scores were well below the average of competitors, but students on program completion were scoring well above competitors.	Comprehensive Program review and updates planned for AY 2023-2024

MBA PLO 4 Assessment Results

PLO 4: Analyze the impact of legal and ethical principles in business activities.

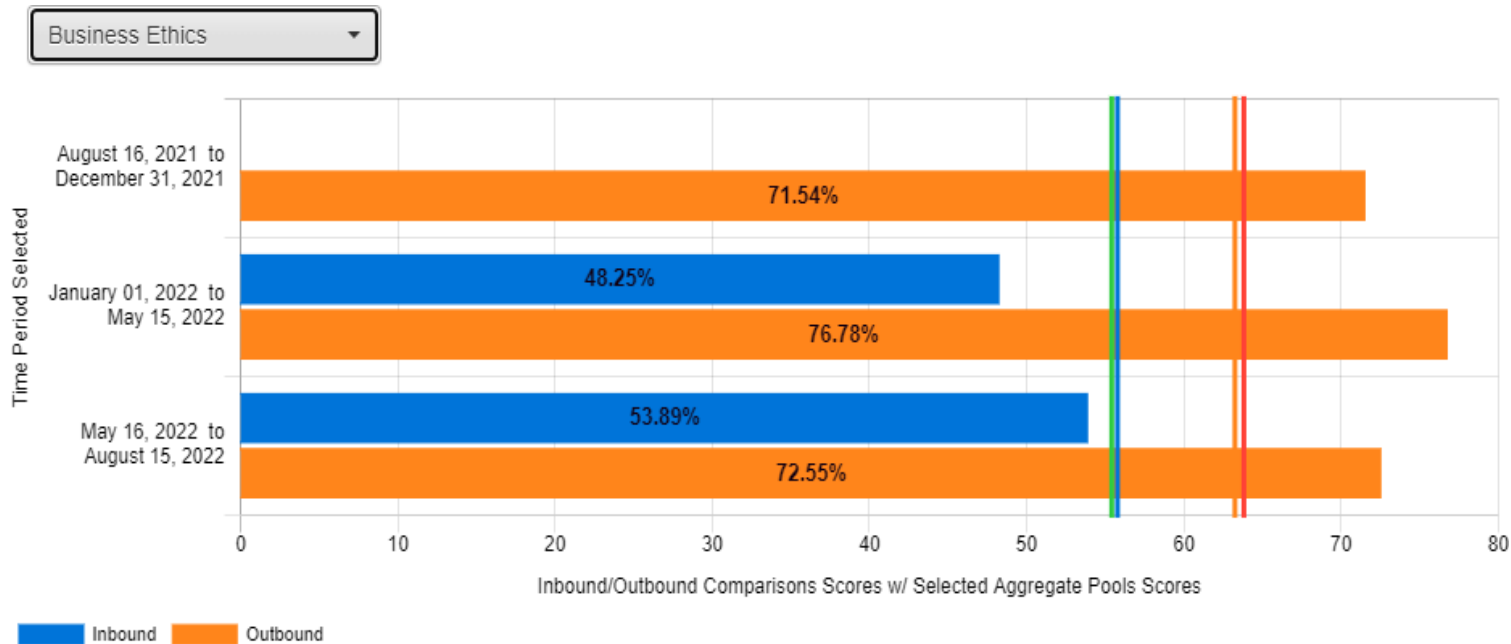| Goal	Process/Measurement instrument	Current Results	Analysis of Results	Action Taken
Goal 1: Exceed Outbound ACBSP benchmark achievement by 10 percentage points on the Legal Environment of Business Exam.	Peregrine Assessment tools for inbound and outbound students, taken in in Bus 500 and BUS 691 Direct, External, summative, comparative	Partially Met Goal 1: Two sets of outbound scores exceed the ACBSP score of 60.03% by at least 10 points.	With solid sample sizes for the program, results show a significant gain in student performance over inbound scores for both 2022 outbound tests. Particularly noteworthy is that the SSOB inbound scores were well below the average of competitors, but students on program completion were scoring well above competitors.	Comprehensive Program review and updates planned for AY 2023-2024

MBA PLO 4 Assessment Results

PLO 4: Analyze the impact of legal and ethical principles in business activities.

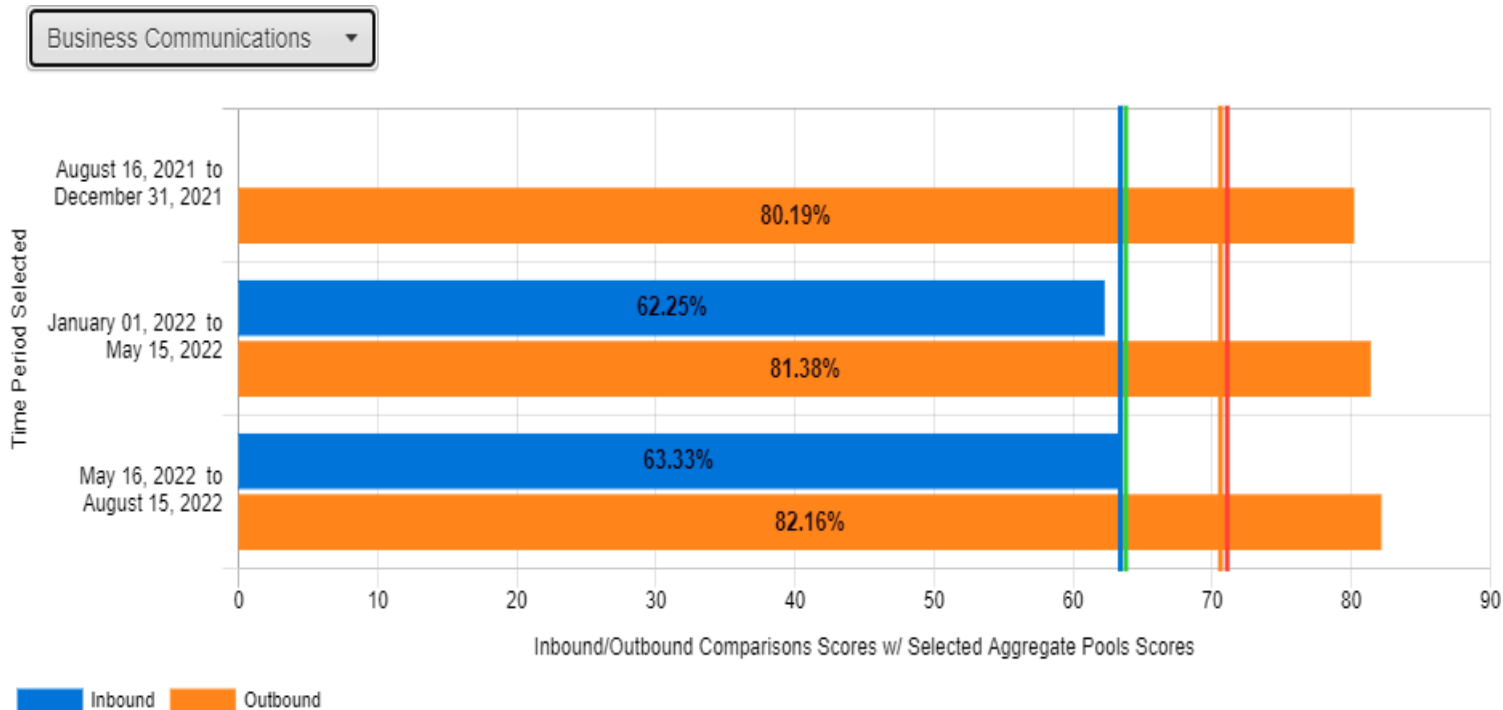| Goal	Process/Measurement instrument	Current Results	Analysis of Results	Action Taken
Goal 2: Exceed Outbound ACBSP benchmark achievement by 10 percentage points on the Peregrine Business Ethics exam	Peregrine Assessment tools for inbound and outbound students, taken in in Bus 500 and BUS 691 Direct, External, summative, comparative	Partially Met Goal 2: Two sets of outbound scores exceed the ACBSP score of 63.25% by at least 10 points.	With solid sample sizes for the program, results show a significant gain in student performance over inbound scores for both 2022 outbound tests. Particularly noteworthy is that the SSOB inbound scores were well below the average of competitors, but students on program completion were scoring well above competitors.	Comprehensive Program review and updates planned for AY 2023-2024

MBA PLO 5 Assessment Results

PLO 5: Articulate, orally and in writing, the unique value contributed by various business functional areas to organizational performance and achievement of strategic outcomes.

Goal	Process/Measurement instrument	Current Results	Analysis of Results	Action Taken
Goal 1: Exceed Outbound ACBSP benchmark achievement by 10 percentage points on the Business Communication Exam	Peregrine Assessment tools for inbound and outbound students, taken in in Bus 500 and BUS 691 Direct, External, summative, comparative	Met Goal: All outbound scores exceed the ACBSP score of 70.60% by at least 10 points.	With solid sample sizes for the program, results show a significant gain in student performance over inbound scores for both 2022 outbound tests.	Comprehensive Program review and updates planned for AY 2023-2024

Business Communications

Inbound/Outbound Comparisons Scores w/ Selected Aggregate Pools Scores

- Inbound
- Outbound

MBA PLO 5 Assessment Results

PLO 5:   Articulate, orally and in writing, the unique value contributed by various business functional areas to organizational performance and achievement of strategic outcomes.
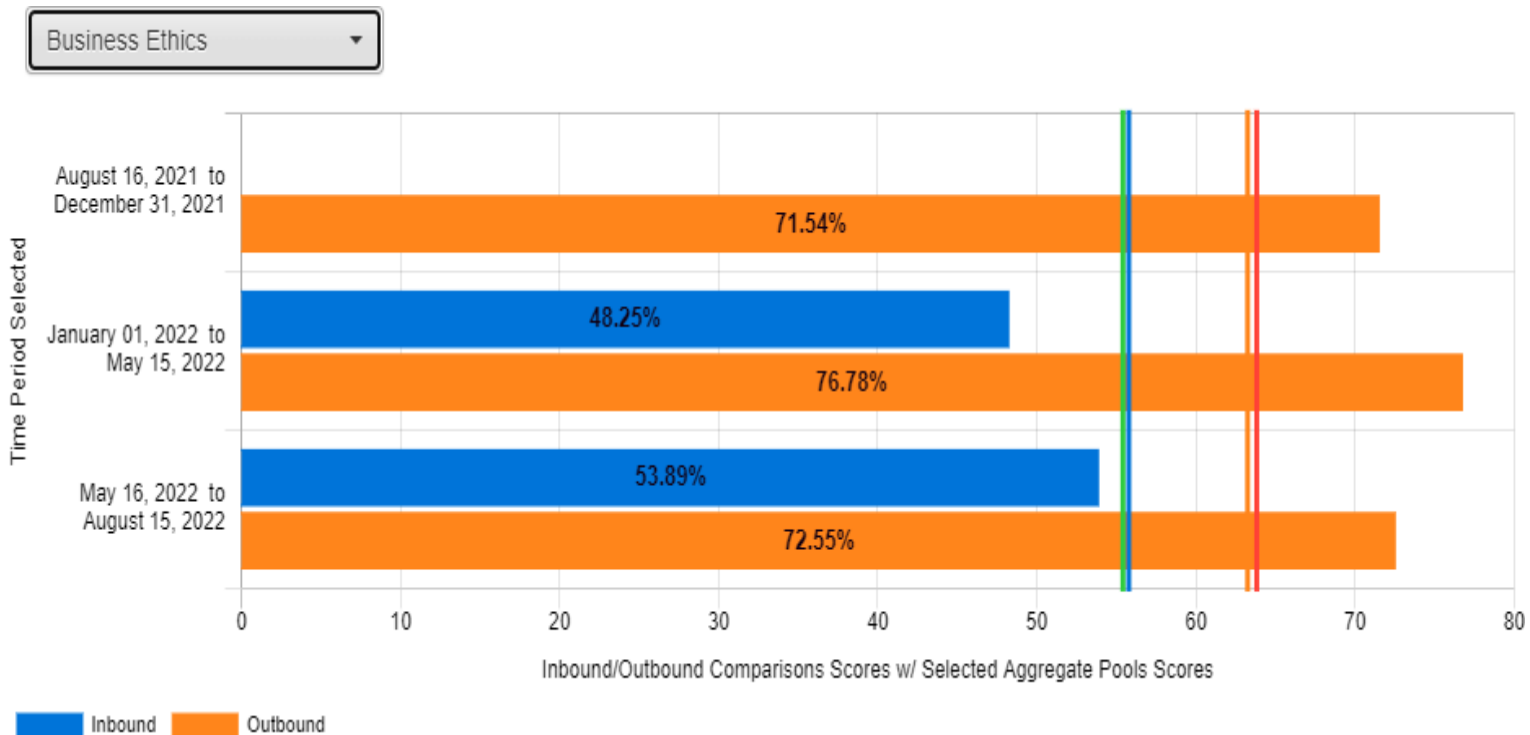
Goal	Process/Measurement instrument	Current Results	Analysis of Results	Action Taken
Goal 2: Exceed Outbound ACBSP benchmark achievement by 10 percentage points on the Peregrine Business Ethics exam	Peregrine Assessment tools for inbound and outbound students, taken in in Bus 500 and BUS 691 Direct, External, summative, comparative	Partially Met Goal 2: One set of outbound scores exceeds the ACBSP score of 63.25% by at least 10 points.	With solid sample sizes for the program, results show a significant gain in student performance over inbound scores for both 2022 outbound tests.	Comprehensive Program review and updates planned for AY 2023-2024

Business Ethics

Inbound/Outbound Comparisons Scores w/ Selected Aggregate Pools Scores

Inbound   Outbound
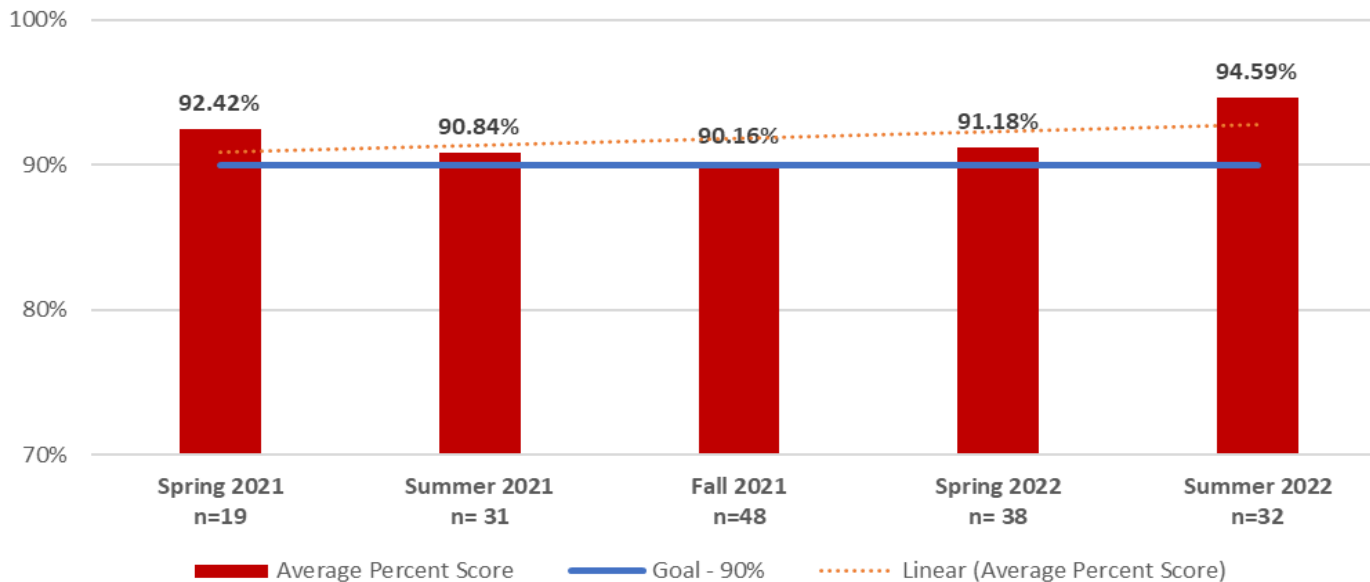
MS Cybersecurity

Assessment Results

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MS Cybersecurity PLO 1 Assessment Results

PLO 1: Discuss fundamental cybersecurity principles and threats.

Goal(s)	Process/Measurement instrument	Current Results	Analysis of Results	Action Taken
Average score for all students is equal to or greater than 90% on PLO target questions.	Comprehensive Quiz in ISYS 686 Internal, Direct, Formative	Scores have consistently met or exceeded the goal for the last 5 semesters.	The course is currently exceeding the learning objective. Related to cybersecurity principles and threats.. Although the passing bar is 80% we are internally striving for a 90% + score for our students. The scores are continuing to improve to a higher level.	This course was updated in the past 18 months to relevant course content related to fundamental cybersecurity principles and assignments that are relevant to the work that a cybersecurity student will be performing after graduation. We will continue to monitor the course to ensure that it aligns with current cybersecurity principles and threats as they surface.

Average Percent Scores by Semester
ISYS 686 Exam 2

Semester	Average Percent Score
Spring 2021, n=19	92.42%
Summer 2021, n=31	90.84%
Fall 2021, n=48	90.16%
Spring 2022, n=38	91.18%
Summer 2022, n=32	94.59%

Legend: ■ Average Percent Score — Goal - 90% .... Linear (Average Percent Score)
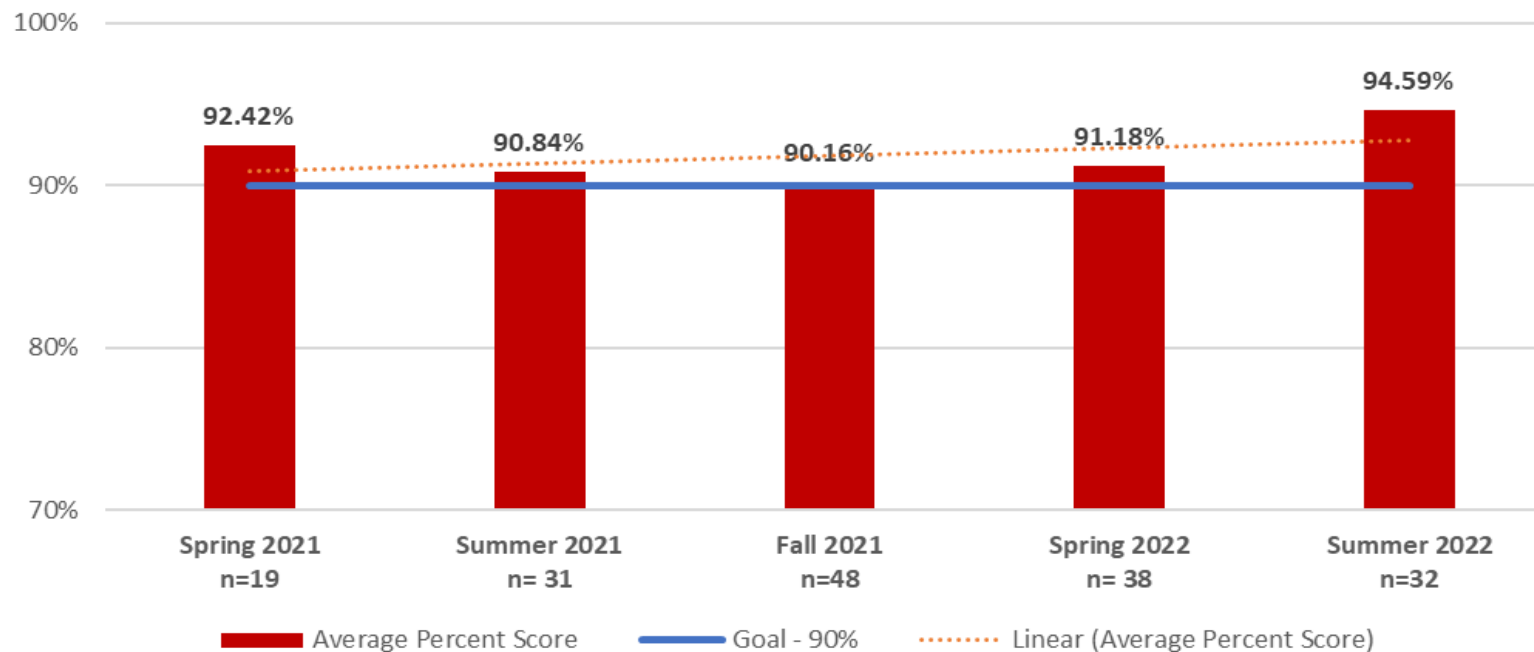
MARYVILLE UNIVERSITY

MS Cybersecurity PLO 2 Assessment Results

PLO 2: Detect, analyze, and resolve security issues related to threats and vulnerabilities in cyber infrastructures.

Goal	Process/Measurement instrument	Current Results	Analysis of Results	Action Taken
Average score for all students is equal to or greater than 90% on PLO target questions.	Comprehensive Quiz in ISYS 686 Internal, Direct, Formative	Scores have consistently met or exceeded the goal for the last 5 semesters.	The course is currently exceeding the learning objectives.... Although the passing bar is 80% we are internally striving for a 90% score	This course was updated in the past 18 months to relevant course content and assignments that are relevant to the work that a cybersecurity student will be performing after graduation relevant to detect threats and vulnerabilities in cybersecurity infrastructures.

Average Percent Scores by Semester
ISYS 686 Exam 2

	Spring 2021 n=19	Summer 2021 n=31	Fall 2021 n=48	Spring 2022 n=38	Summer 2022 n=32
Average Percent Score	92.42%	90.84%	90.16%	91.18%	94.59%

Legend: Average Percent Score — Goal - 90% — Linear (Average Percent Score)
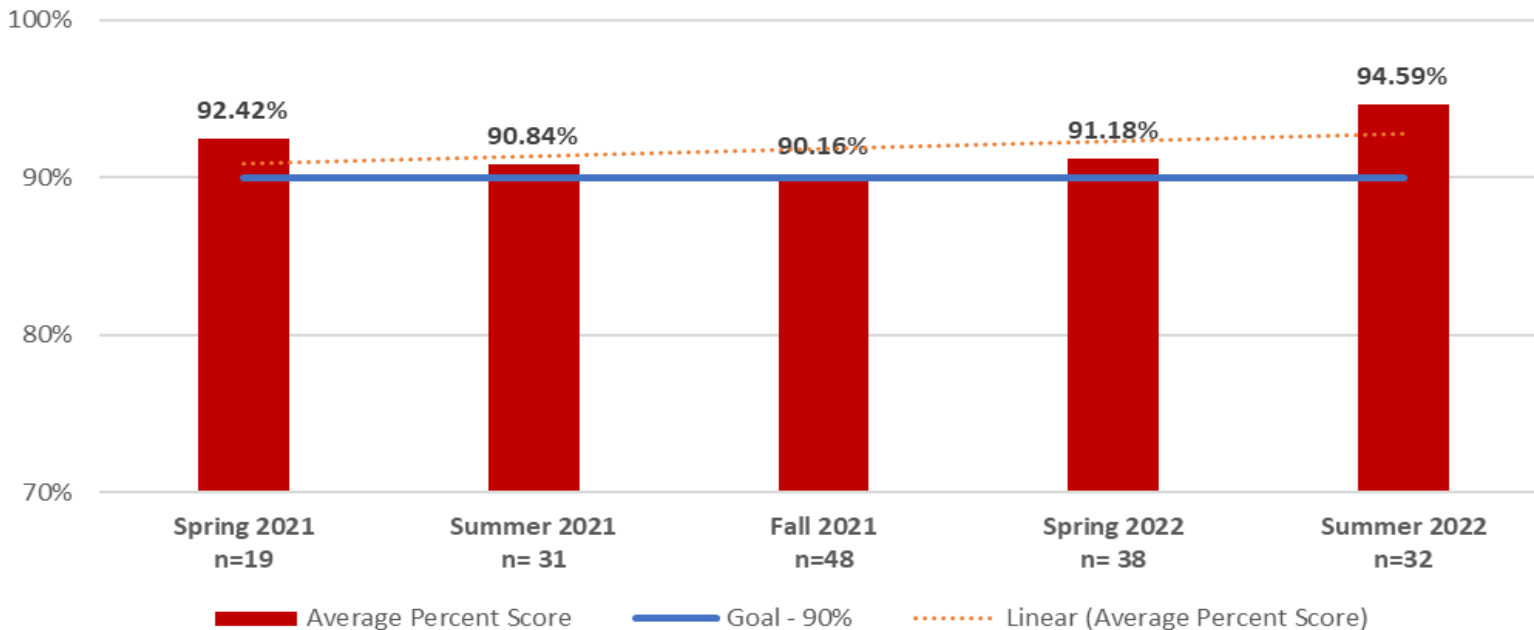
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MS Cybersecurity PLO 3 Assessment Results

PLO 3: Implement strategies and apply software tools to mitigate cyber risks and vulnerabilities.

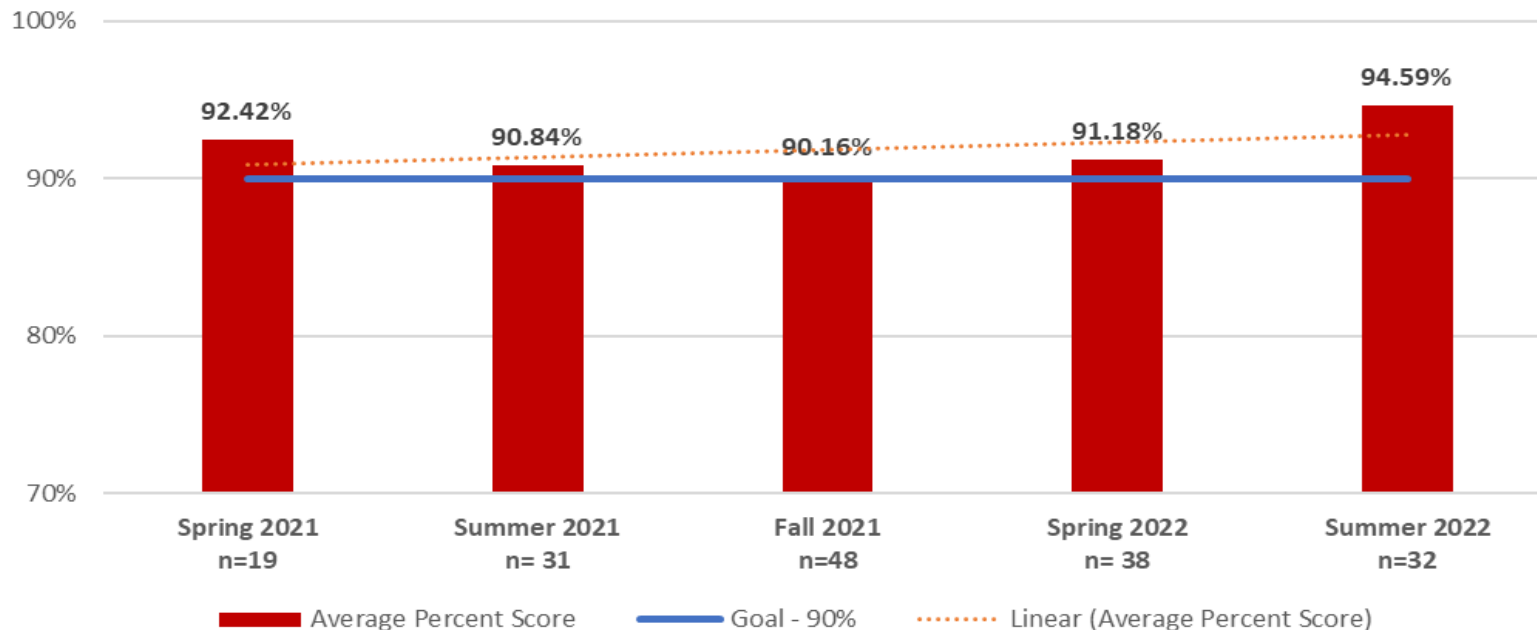| Goal	Process/Measurement instrument	Current Results	Analysis of Results	Action Taken
Average score for all students is equal to or greater than 90% on PLO target questions.	Comprehensive Quiz in ISYS 686 Internal, Direct, Formative	Scores have consistently met or exceeded the goal for the last 5 semesters.	Based on the examination scores, the course is currently exceeding the learning objectives related to mitigating cyber risks and vulnerabilities. Although the passing bar is 80% we are internally striving for a 90% score.	We will continue to monitor the results – to ensure that we are preparing our students in the area of cyber risks and vulnerabilities.

Average Percent Scores by Semester
ISYS 686 Exam 2

- Spring 2021 n=19: 92.42%
- Summer 2021 n=31: 90.84%
- Fall 2021 n=48: 90.16%
- Spring 2022 n=38: 91.18%
- Summer 2022 n=32: 94.59%

Legend: Average Percent Score — Goal - 90% — Linear (Average Percent Score)

MS Cybersecurity PLO 4 Assessment Results

PLO 4: Apply cybersecurity policies, regulations, ethical practice to effectively and professionally.

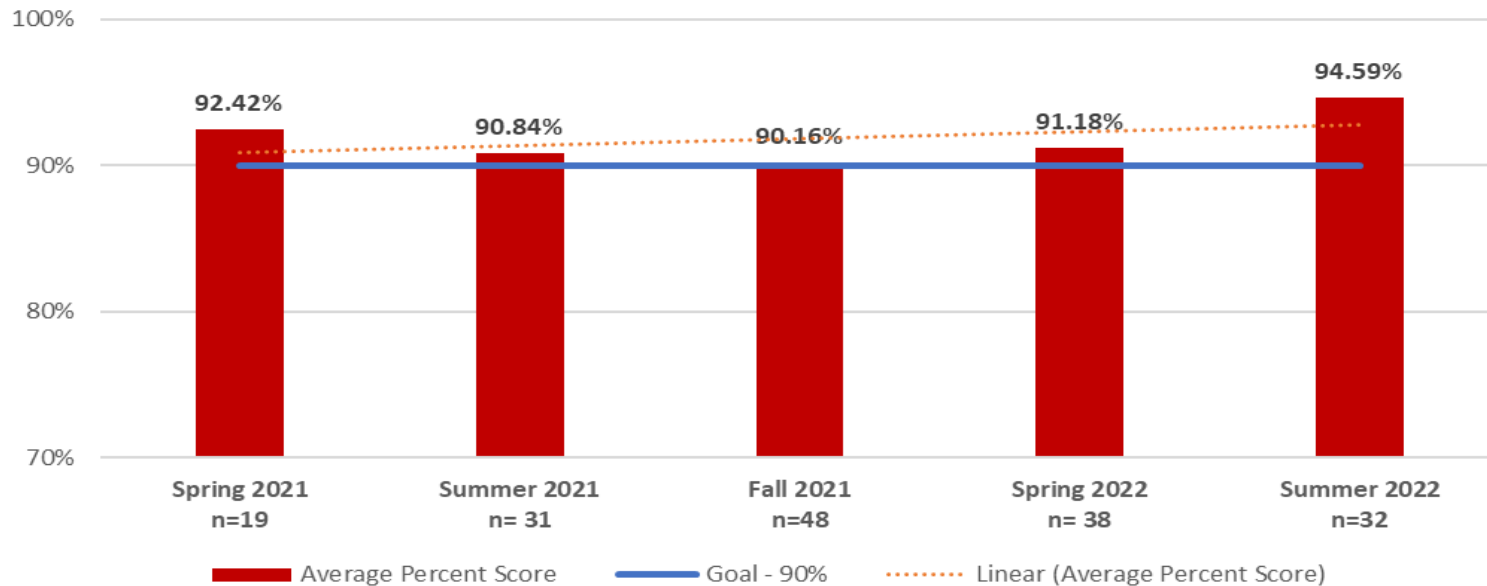| Goal	Process/Measurement instrument	Current Results	Analysis of Results	Action Taken
Average score for all students is equal to or greater than 90% on PLO target questions.	Comprehensive Quiz in ISYS 686 Internal, Direct, Formative	Scores have consistently met or exceeded the goal for the last 5 semesters.	The upward trend of scores reflect the positive updates to the class and student performance as it relates to cybersecurity policies, regulations and ethical practices.	This course was updated in the past 18 months to make it more relevant to the current issues in cybersecurity policies, regulations and ethical practices.

Average Percent Scores by Semester
ISYS 686 Exam 2

- Spring 2021 n=19: 92.42%
- Summer 2021 n=31: 90.84%
- Fall 2021 n=48: 90.16%
- Spring 2022 n=38: 91.18%
- Summer 2022 n=32: 94.59%

Legend: Average Percent Score — Goal - 90% — Linear (Average Percent Score)

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MS Cybersecurity PLO 5 Assessment Results

PLO 5: Analyze or develop crypto algorithms for encryption of data over wired or wireless communications or stored media.

Goal	Process/Measurement instrument	Current Results	Analysis of Results	Action Taken
Average score for all students is equal to or greater than 90% on PLO target questions.	Comprehensive Quiz in ISYS 686 Internal, Direct, Formative	Scores have consistently met or exceeded the goal for the last 5 semesters.	The results indicate that we are properly preparing our students with the relevant skills in cybersecurity – and the importance of encryption of data over wired and wireless to ensure that data is secure.	We updated the course recently and will continue to update and revise the course materials to ensure they are compliant and aligned to business needs for securing communications and stored media.

Average Percent Scores by Semester
ISYS 686 Exam 2

	Spring 2021 n=19	Summer 2021 n= 31	Fall 2021 n=48	Spring 2022 n= 38	Summer 2022 n=32
Average Percent Score	92.42%	90.84%	90.16%	91.18%	94.59%

Legend: Average Percent Score | Goal - 90% | Linear (Average Percent Score)
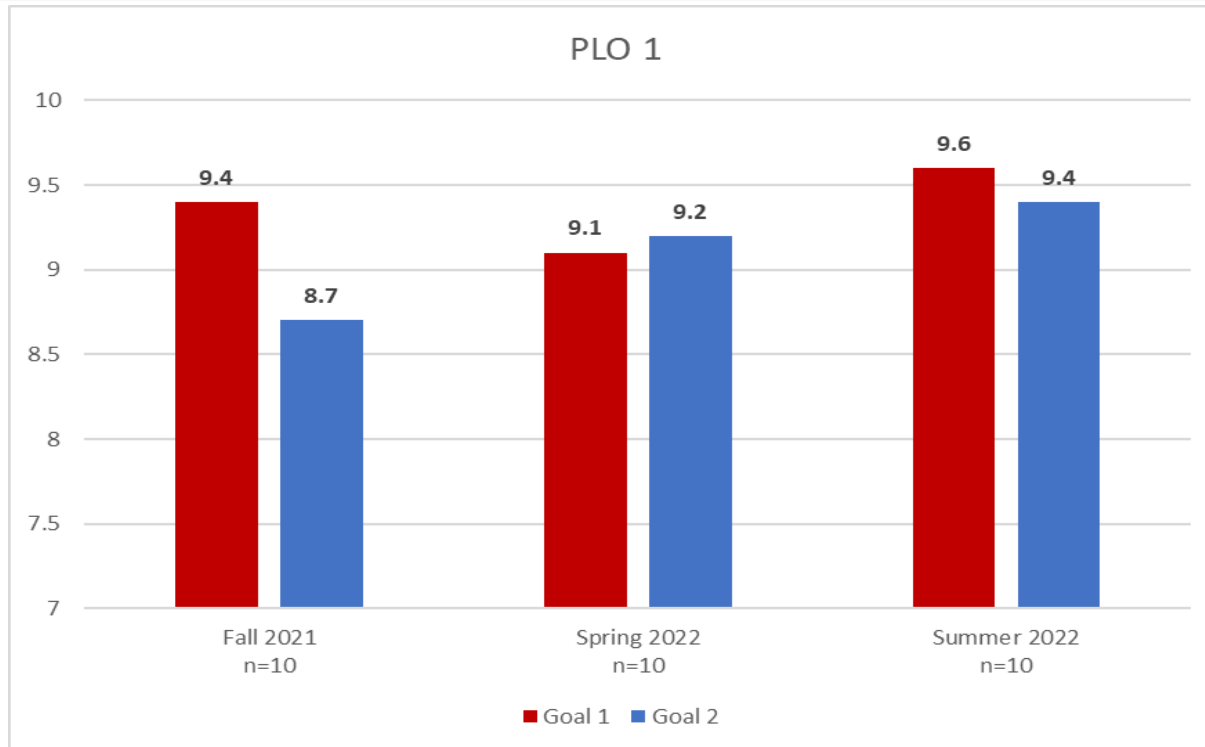
MS Data Analytics PLO 1 Assessment Results

PLO 1: Build and enhance business intelligence capabilities by adapting the appropriate technology and software solutions.
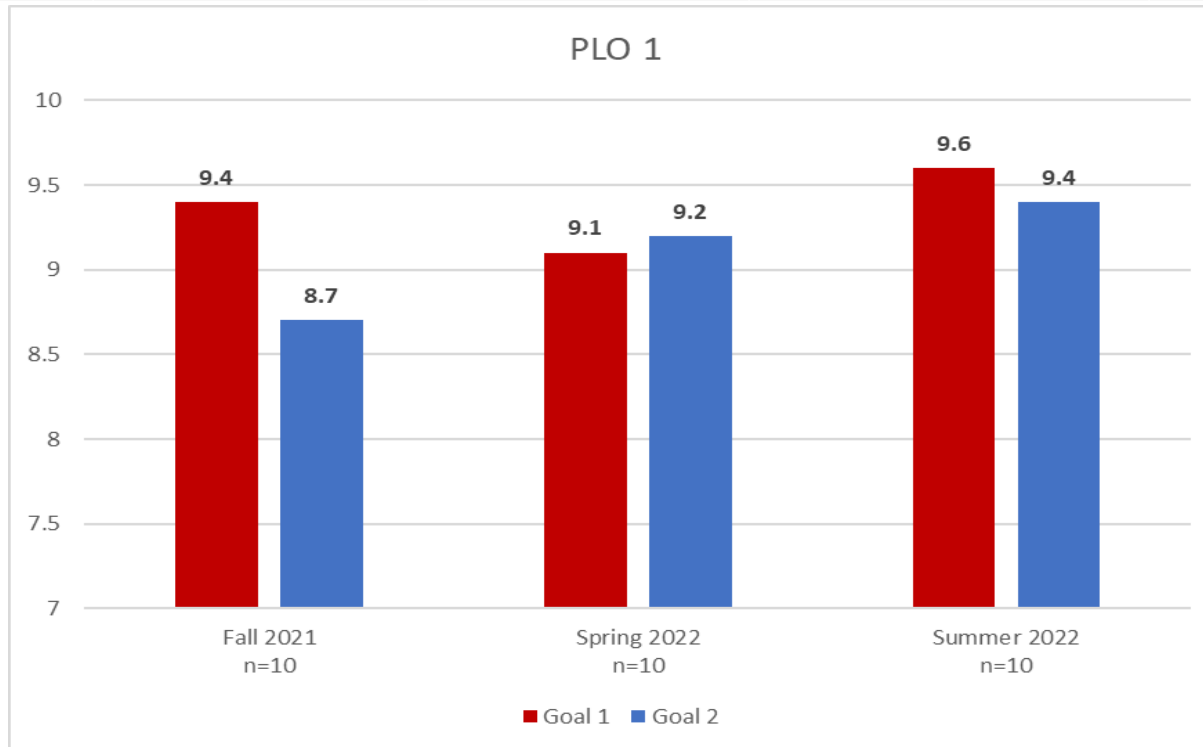
Goal(s)	Process/Measurement instrument	Current Results	Analysis of Results	Action Taken
Goal 1: Average scores for all students is equal to or greater than 8 on a 10 point scale.	Capstone Project – Data Decision-Making Direct, Internal, summative, comparative, random sample selection	Met Goal 1: Students achieved an average of over 9 in last 3 semesters.	The results are as expected since the program uses project-based learning extensively. Within the projects, students are expected to employ technology and software to address real-world business situations and make recommendations.	Continue to review technology and software throughout the program to ensure it is the industry standard. The redesigned program will also focus heavily on project-based learning since it has a positive impact.

PLO 1

Fall 2021 n=10: Goal 1 = 9.4, Goal 2 = 8.7
Spring 2022 n=10: Goal 1 = 9.1, Goal 2 = 9.2
Summer 2022 n=10: Goal 1 = 9.6, Goal 2 = 9.4

Legend: Goal 1, Goal 2

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MS Data Analytics PLO 1 Assessment Results

PLO 1: Build and enhance business intelligence capabilities by adapting the appropriate technology and software solutions.
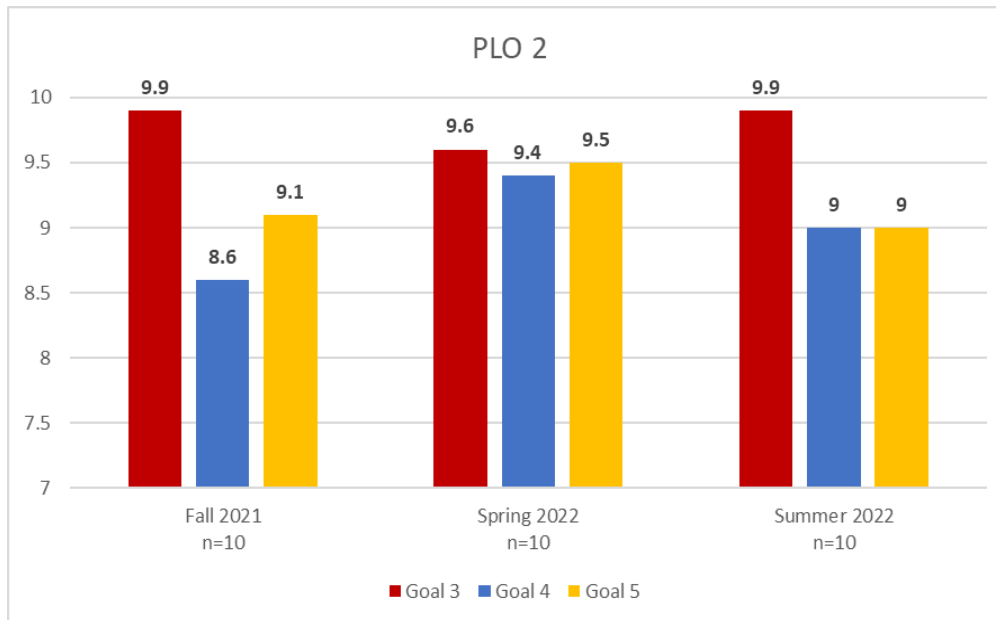
Goal(s)	Process/Measurement instrument	Current Results	Analysis of Results	Action Taken
Goal 2: Average scores for all students is equal to or greater than 8 on a 10 point scale.	Capstone Project – Data Relationships Direct, Internal, summative, comparative, random sample selection	Met Goal 2: Students achieved at least an average of 8.7 over the last 3 semesters.	The results are as expected since the program uses project-based learning extensively. Within the projects, students are expected to employ technology and software to address real-world business situations and make recommendations.	Continue to review technology and software throughout the program to ensure it is the industry standard. The redesigned program will also focus heavily on project-based learning since it has a positive impact.

PLO 1 bar chart showing Goal 1 (red) and Goal 2 (blue) scores:
- Fall 2021 (n=10): Goal 1 = 9.4, Goal 2 = 8.7
- Spring 2022 (n=10): Goal 1 = 9.1, Goal 2 = 9.2
- Summer 2022 (n=10): Goal 1 = 9.6, Goal 2 = 9.4

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MS Data Analytics PLO 2 Assessment Results

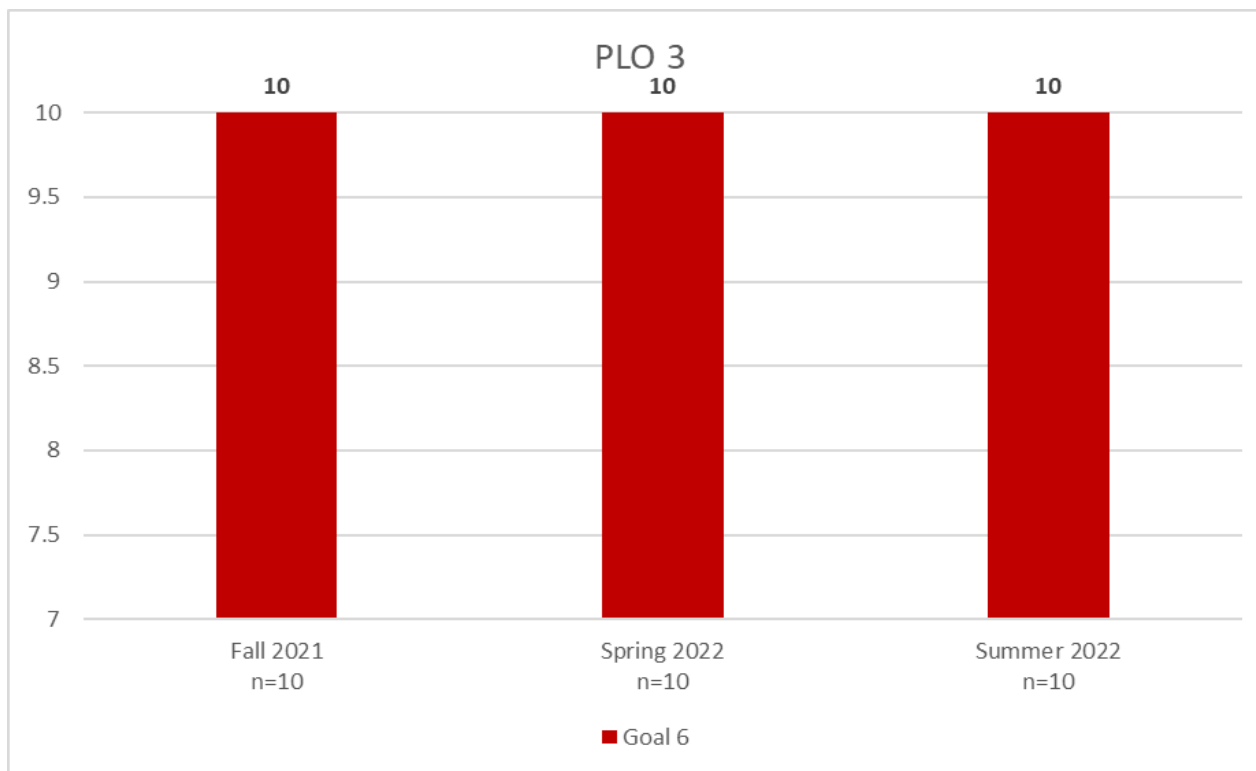**PLO 2: Design and test effective advanced analytics models and simulations for decision making.**

Goal	Process/Measurement instrument	Current Results	Analysis of Results	Action Taken
Goal 1: Average scores for all students is equal to or greater than 8 on a 10 point scale.

Goal 2: Average scores for all students is equal to or greater than 8 on a 10 point scale.

Goal 3: Average scores for all students is equal to or greater than 8 on a 10 point scale. | Capstone Project – Data Evaluation Direct, Internal, summative, comparative, random sample selection

Capstone Project – Exploratory Analytics Direct, Internal, summative, comparative, random sample selection

Capstone Project – Mathematical Models Direct, Internal, summative, comparative, random sample selection | Met Goal 3: Students achieved an average of over 9 in last 3 semesters.

Met Goal 4: Students achieved at least an average of 8.6 over the last 3 semesters.

Met Goal 5: Students achieved at least an average of 8.6 over the last 3 semesters. | The focus of all semester projects is on using data for effective decision making. Students are regularly expected to analyze a model and then make recommendations based on their analysis. | The capstone project will be redesigned with the updated curriculum to enable students to utilize their own data. This will help students better understand the original data set and draw appropriate conclusions and recommendations for their industry (e.g., healthcare, IT, human resources). |

MS Data Analytics PLO 3 Assessment Results

PLO 3: Communicate effectively in a variety of modes and contexts.

| Goal	Process/Measurement instrument	Current Results	Analysis of Results	Action Taken
Goal: Average scores for all students is equal to or greater than 8 on a 10-point scale.	Capstone Project – Data Evaluation Direct, Internal, summative, comparative, random sample selection	Met Goal: Students achieved an average of 10 in last 3 semesters.	The assignments throughout the program require students to communicate in writing and through verbal presentations. Since this is a critical skill in data analytics, it is a key focus of the assignments.	The assignments will continue to focus on various forms of communication. Most of the assignments require written communication. The redesigned program will include recorded verbal presentations for the final project presentations.

PLO 3

	Fall 2021 n=10	Spring 2022 n=10	Summer 2022 n=10
	10	10	10

■ Goal 6

MS Data Analytics PLO 4 Assessment Results

PLO 4: Analyze ethical principles applied to contexts and environments of data analytics and decision making.

Goal	Process/Measurement instrument	Current Results	Analysis of Results	Action Taken
Goal: Average scores for all students is equal to or greater than 8 on a 10 point scale.	Capstone Project – Data Evaluation Direct, Internal, summative, comparative, random sample selection	Met Goal: Students achieved at least an average of 8.2 in last 3 semesters.	Most of the data analytics courses cover the ethical implications in data analytics, particularly in a discussion assignment. Therefore, students are regularly exposed to the importance of ethics in their decision making.	The capstone course specifically asks for students to consider ethics in their decision making. The redesigned curriculum will add ethical considerations to all semester project

PLO 4 bar chart: Fall 2021 n=10: 9; Spring 2022 n=10: 8.2; Summer 2022 n=10: 8.4. Goal 7.
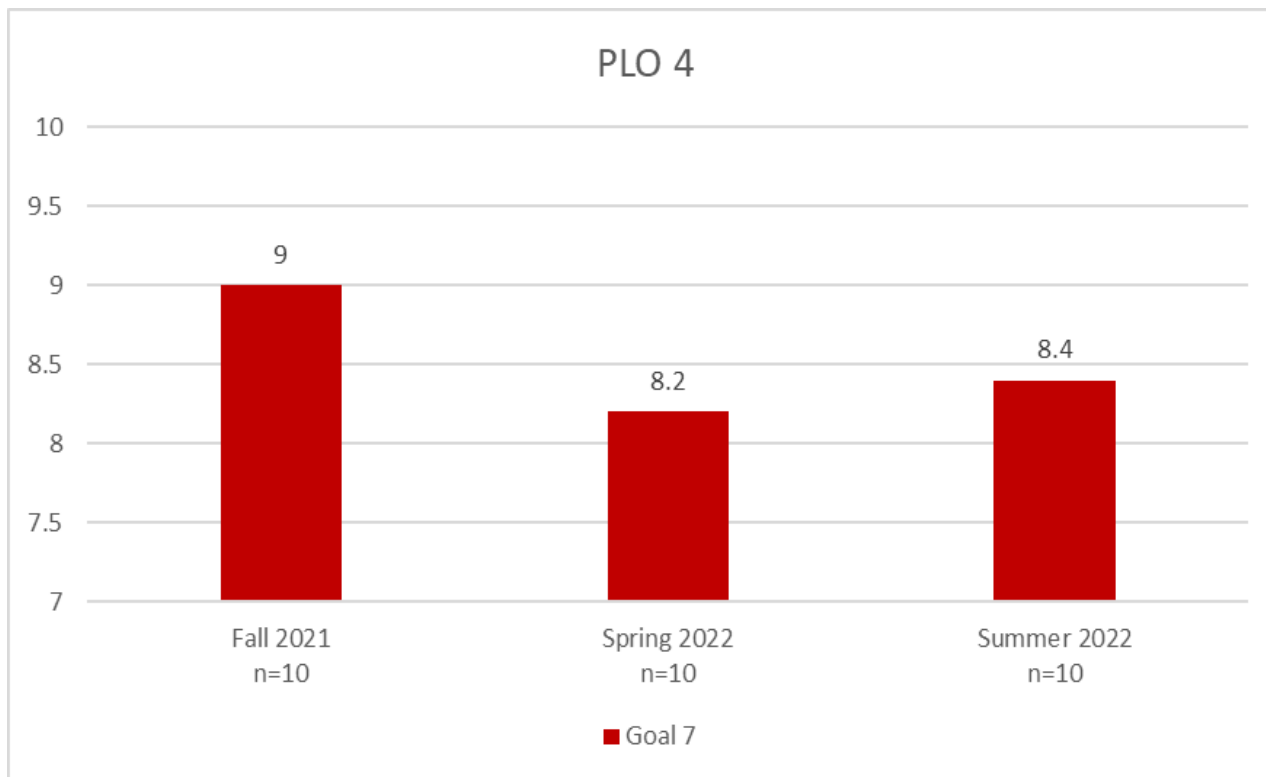
MA Management & Leadership Assessment Results
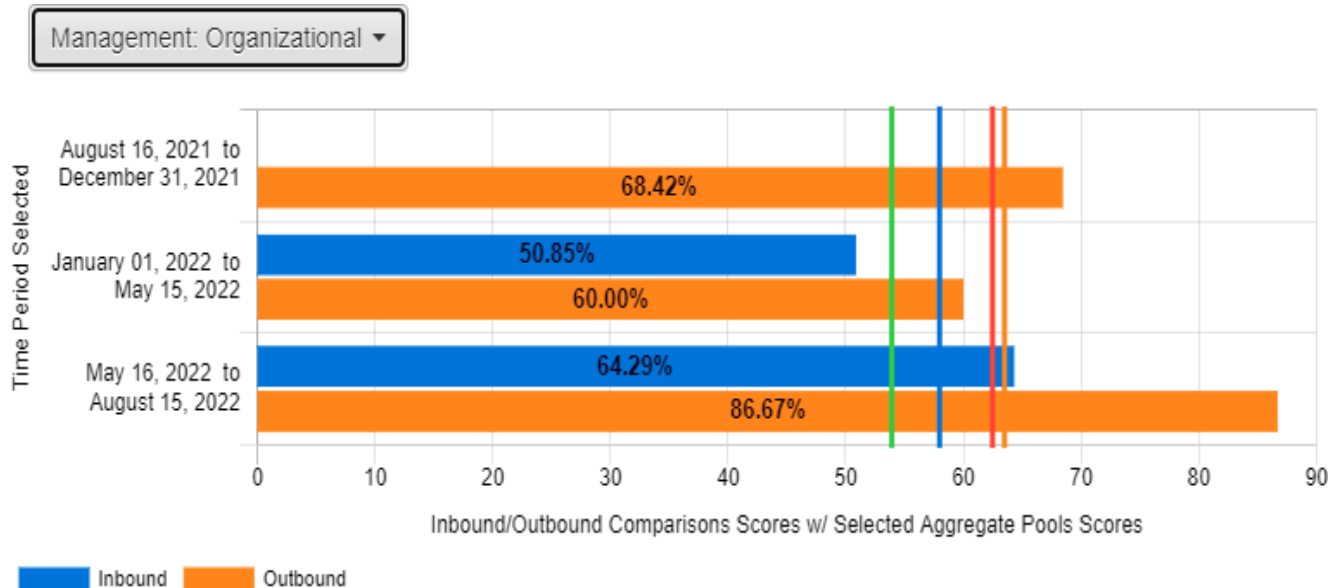
MA M&L PLO 1 Assessment Results

PLO 1: Explain the skills that steer organizational change as well as those that foster the human element driving organizational performance.
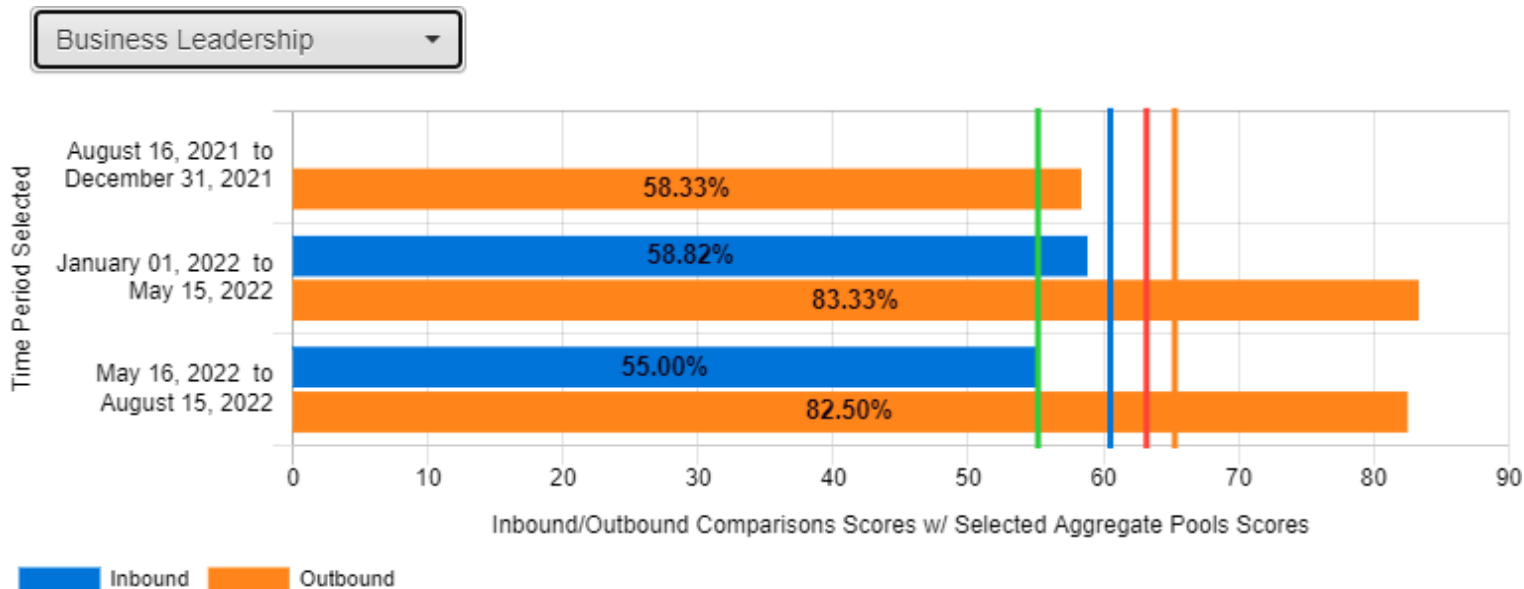
Goal(s)	Process/Measurement instrument	Current Results	Analysis of Results	Action Taken
Goal: Exceed Outbound ACBSP benchmark achievement by 10 percentage points on the Management: Organizational Behavior Exam.	Peregrine Assessment tools for inbound and outbound students, taken in in Bus 500 and MGMT 691 Direct, External, summative, comparative	Partially Met Goal: Most recent outbound scores exceed the ACBSP score of 63.49% by at least 10 points, but previous scores did not.	The most recent results are difficult to draw programmatic conclusions from. This is based on sample size and the fact that no curriculum changes were made to students tested across the two samples. Note the sample size was 9 outbound tests in May 2022 and just 4 outbound tests in Aug 2022. The lower score of 60% for the May test group is closer to the Dec 2021 score of 68% than the Aug 2022 score of 86%. For the time being, we will assume the more recent 86% score is an anomaly and compared to next year's data (2023), again with the same curriculum in place.	Revise Goals with more data to focus on growth across program. For the time being, we will assume the more recent 86% score is an anomaly and compare it to next year's data.

MA M&L PLO 2 Assessment Results

PLO 2:   Describe 21st century leadership competencies that increase stakeholder engagement factoring in a mix of complicating situational factors.

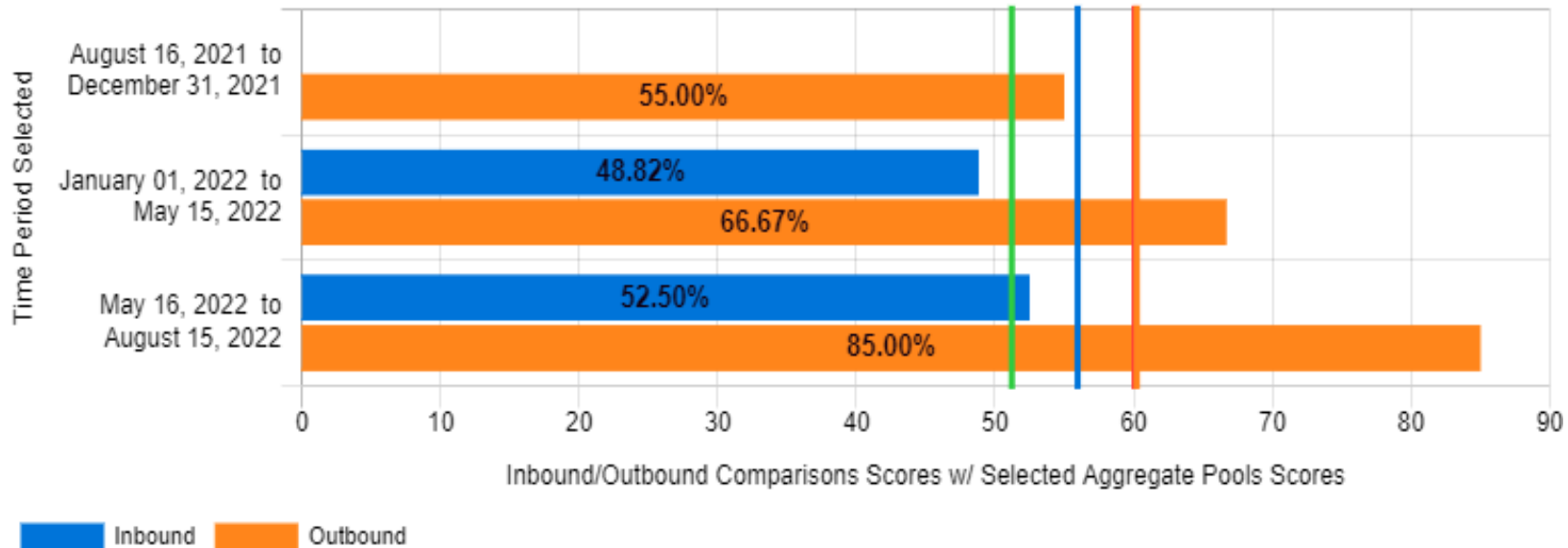| Goal	Process/Measurement instrument	Current Results	Analysis of Results	Action Taken
Goal: Exceed Outbound ACBSP benchmark achievement by 10 percentage points on the Business Leadership Exam.	Peregrine Assessment tools for inbound and outbound students, taken in in Bus 500 and BUS 691 Direct, External, summative, comparative	Partially Met Goal: Most outbound scores exceed the ACBSP score of 65.28% by at least 10 points.	Though this situation is similar to the above issues of sample size, one difference is the outbound scores for both May 2022 and Aug 2022 were in the 82-83% range. Given the small sample sizes, we will need at least one more year of data (2023) to verify if this result is a stable level of performance.	Revise Goals with more data to focus on growth across program.

MA M&L PLO 3 Assessment Results

PLO 3: Organize and lead project teams.

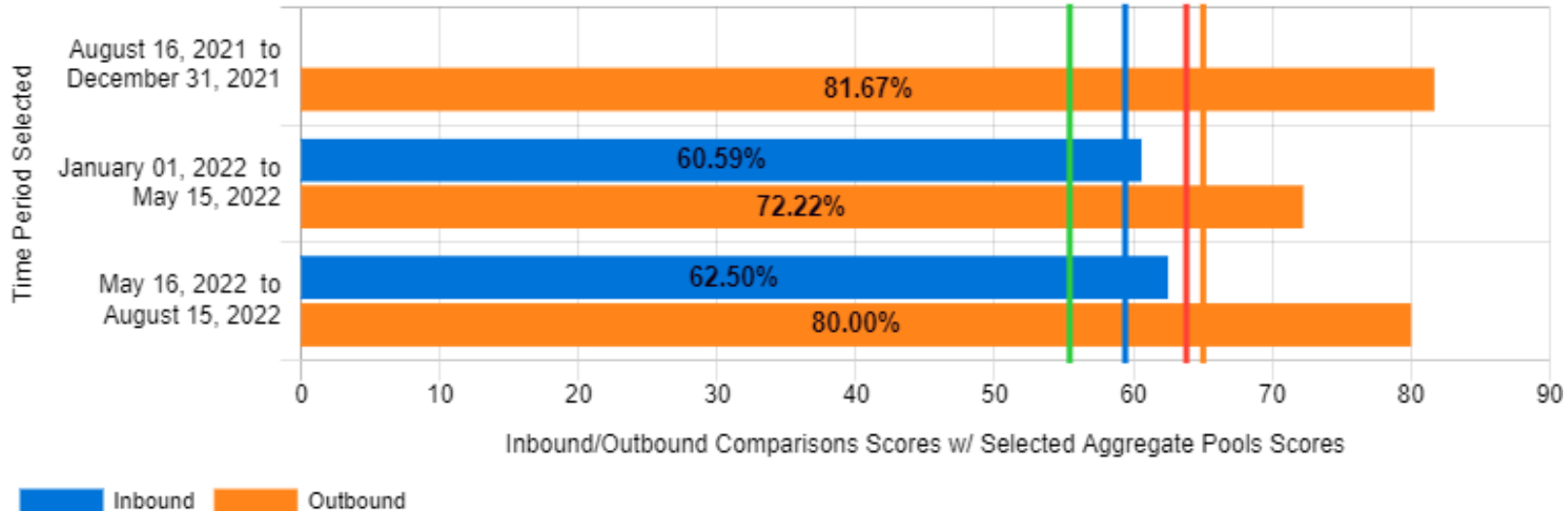| Goal	Process/Measurement instrument	Current Results	Analysis of Results	Action Taken
Goal: Exceed Outbound ACBSP benchmark achievement by 10 percentage points on the Management exam.	Peregrine Assessment tools for inbound and outbound students, taken in in Bus 500 and BUS 691 Direct, External, summative, comparative.	Partially Met Goal: Most recent outbound scores exceed the ACBSP score of 60.23% by at least 10 points.	The most recent results are difficult to draw programmatic conclusions from. This is based on sample size and the fact that no curriculum changes were made to students tested across the two samples. The changes in scores are more likely related to sampling issues, so we will need to collect more data and then compare the 2023 results to the current data.	Revise Goals with more data to focus on growth across program.

MA M&L PLO 4 Assessment Results

PLO 4: Apply ethical principles to business activities and leadership situations.

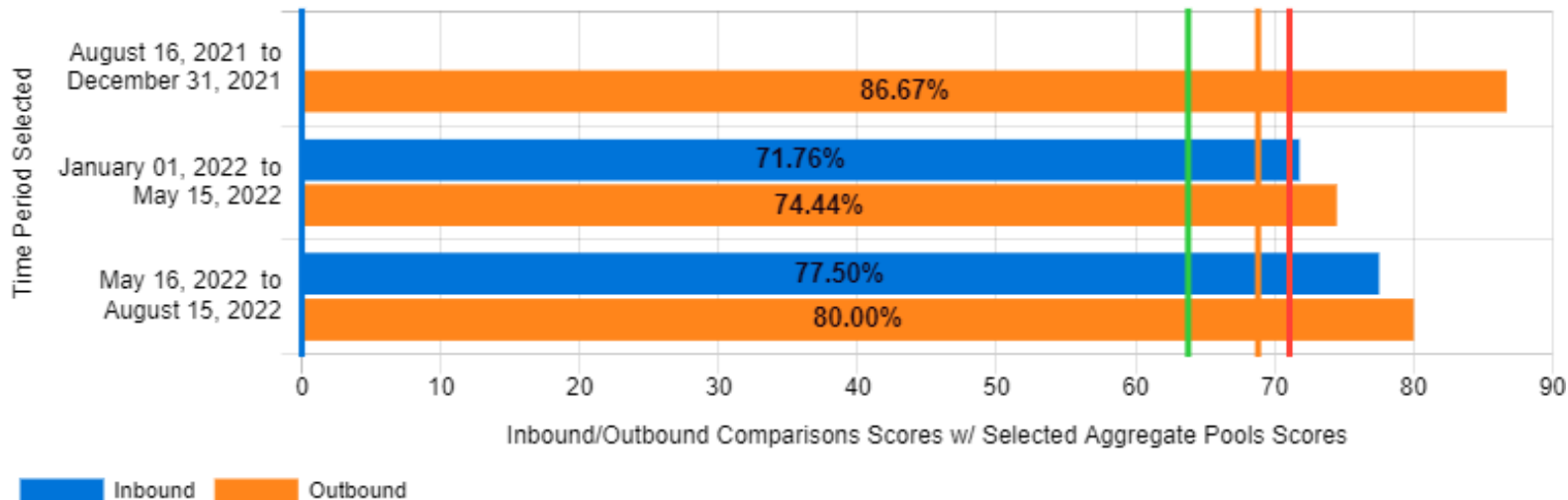| Goal	Process/Measurement instrument	Current Results	Analysis of Results	Action Taken
Goal: Exceed Outbound ACBSP benchmark achievement by 10 percentage points on the Peregrine Business Ethics exam	Peregrine Assessment tools for inbound and outbound students, taken in in Bus 500 and BUS 691 Direct, External, summative, comparative	Partially Met Goal: Two sets of outbound scores exceed the ACBSP score of 65.03% by at least 10 points.	The most recent results are difficult to draw programmatic conclusions from. This is based on sample size and the fact that no curriculum changes were made to students tested across the two samples. We will continue to collect data.	Revise Goals with more data to focus on growth across program.

MA M&L PLO 5 Assessment Results

PLO 5: Articulate, orally and in writing, the unique value contributed by management to organizational performance and achievement of strategic outcomes

Goal	Process/Measurement instrument	Current Results	Analysis of Results	Action Taken
Goal: Exceed Outbound ACBSP benchmark achievement by 10 percentage points on the Business Communication Exam	Peregrine Assessment tools for inbound and outbound students, taken in in Bus 500 and BUS 691 Direct, External, summative, comparative	Partially Met Goal: Two semesters of outbound scores exceed the ACBSP score of 70.60% by at least 10 points.	The scores in business communications show nominal improvement. We will note, however, that compared to other business knowledge areas, the inbound knowledge, shown in raw scores is already high (71-77%), on par or exceeding the outbound knowledge of other content areas. Even noting the small sample size, for both years our students scored higher on their inbound scores than other program's students are scoring on their outbound scores for business communications.	Revise Goals with more data to focus on growth across program.

Business Communications

Inbound/Outbound Comparisons Scores w/ Selected Aggregate Pools Scores

- August 16, 2021 to December 31, 2021 — Outbound: 86.67%
- January 01, 2022 to May 15, 2022 — Inbound: 71.76%, Outbound: 74.44%
- May 16, 2022 to August 15, 2022 — Inbound: 77.50%, Outbound: 80.00%

Legend: Inbound, Outbound

MA M&L PLO 6 Assessment Results

PLO 6:   Use process analysis and desktop data visualization skills required of managers in modern organizations.

Goal	Process/Measurement instrument	Current Results	Analysis of Results	Action Taken
Goal: Exceed Outbound ACBSP benchmark achievement by 10 percentage points on the Information Management Systems Exam	Peregrine Assessment tools for inbound and outbound students, taken in in Bus 500 and BUS 691 Direct, External, summative, comparative	Partially Met Goal: Some outbound scores exceed the ACBSP score of 60.72% by at least 10 points.	There appears to be positive trend upwards, but this would need to be confirmed by additional data in 2023 since the sample sizes are so small. We also note there have been no curriculum changes across this short span to attribute the score differences (between May 2022 and Aug 2022).	Revise Goals with more data to focus on growth across program.