



College Of Business



Annual Performance Summary Report 2016

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STUDENT ACHIEVEMENT

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Graduation

Graduation Rate (Business Majors)	Percent of New Business Majors Entering School in Fall Term and Graduating within 1 to 6 Years					
	1 Year	2 Years	3 Years	4 Years	5 Years	6 Years
Fall 2009	0.72%	26.1%	44.2%	50.7%	53.3%	54.7%
Fall 2010	0.36%	23.8%	43.1%	50.2%	53.0%	55.9%
Fall 2011	0.00%	23.2%	45.4%	51.1%	56.1%	--
Fall 2012	0.00%	18.9%	42.6%	52.0%	--	--
Fall 2013	0.39%	20.7%	51.6%	--	--	--
Fall 2014	0.00%	20.4%	--	--	--	--
Fall 2015	0.47%	--	--	--	--	--

Business Graduates <i>First Major only</i>	Number of Students Graduating in Academic Year				
	2012	2013	2014	2015	2016
Business Graduates (All Majors)	352	360	356	332	347
Accounting	84	100	92	79	91
Acquisition and Contract Management	28	33	24	33	18
Enterprise Systems Management **	5	6	6	2	2
Human Resources Management	27	28	32	27	34
Information Assurance *	N/A	N/A	N/A	N/A	N/A
Logistic & Supply Chain Management	28	30	25	38	35
Management	141	124	140	115	128
Management of Technology	39	39	37	38	39

Includes first majors only.

* New Program. ** Program discontinued 2015.

STUDENT ACHIEVEMENT

Retention and Persistence

Retention Rate (Fall to Fall) College of Business Majors	Percent of Students Starting in Fall and Returning in Subsequent Fall Terms	
	After 1 Year	After 2 Years
Entering Fall Cohort		
Fall 2010	66.4%	49.1%
Fall 2011	72.9%	54.0%
Fall 2012	69.7%	55.2%
Fall 2013	73.3%	61.6%
Fall 2014	75.4%	59.9%
Fall 2015	71.4%	- -

Persistence Rate (Fall to Spring) College of Business Majors	Enrolled	Persistence Rate
Fall 2010 to Spring 2011	1,305	84.5%
Fall 2011 to Spring 2012	1,317	85.0%
Fall 2012 to Spring 2013	1,360	85.0%
Fall 2013 to Spring 2014	1,271	86.9%
Fall 2014 to Spring 2015	1,207	87.6%
Fall 2015 to Spring 2016	1,128	85.9%

STUDENT ACHIEVEMENT

Employment & Continuing Education

Employment Status	Percent of Business Graduates			
	Employed	Employed in Major-Related Position	% of Employed Business Graduates:	
			Employed Full Time	Employed in a Permanent Position
Job Placement - Business Graduates (n=313)	86%	54%	96%	97%
Accounting (n=75)	89%	64%	94%	100%
Acquisition and Contract Management (n=11)	91%	64%	100%	90%
Enterprise Systems Management ** (n=5)	100%	20%	75%	80%
Human Resources Management (n=26)	88%	42%	95%	100%
Information Assurance *	N/A	N/A	N/A	N/A
Logistic & Supply Chain Management (n=13)	85%	38%	100%	100%
Management (n=99)	81%	48%	96%	96%
Management of Technology (n=55)	96%	60%	94%	94%

* New Program. ** Program discontinued 2015.

Continuing Education	Percent of Business Graduates		
	Completed Post- Graduate Studies	Currently Pursuing Post-Graduate Studies	Have Considered Pursuing Further Studies
Post Graduate Studies - Business Graduates (n=313)	16%	11%	50%
Accounting (n=75)	15%	11%	47%
Acquisition and Contract Management (n=11)	0%	9%	64%
Enterprise Systems Management ** (n=5)	0%	0%	60%
Human Resources Management (n=26)	15%	12%	54%
Information Assurance *	N/A	N/A	N/A
Logistic & Supply Chain Management (n=13)	0%	31%	62%
Management (n=99)	17%	7%	56%
Management of Technology (n=55)	16%	16%	49%

* New Program. ** Program discontinued 2015.



LEARNING OUTCOMES

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Knowledge, Skills and Abilities (KSAs) (Evidence-Based Data)

KSA	Percent of Business Students Meeting Outcomes				
	2012	2013	2014	2015	2016
Core (Business) Knowledge	87%	91%	92%	94%	85%
Written Communication	95%	90%	93%	97%	94%
Oral Communication	94%	96%	97%	98%	97%
Technology Proficiency	93%	97%	97%	95%	93%
Critical/Analytical Thinking	94%	91%	88%	88%	82%
Ethical Standards	94%	96%	94%	93%	97%
Societal, Cultural & Global Diversity	94%	85%	91%	81%	93%
Leadership, Managerial, and Group Interaction *	N/A	N/A	N/A	N/A	100%

* KSA added in 2016.

Major	Percent of Majors Meeting Core (Business) Knowledge Outcomes				
	2012	2013	2014	2015	2016
Accounting	93%	97%	88%	96%	90%
Acquisition & Contract Management	82%	93%	93%	93%	90%
Enterprise Systems Management **	100%	86%	100%	100%	N/A
Human Resources Management	77%	79%	84%	96%	83%
Information Assurance *	N/A	N/A	N/A	N/A	N/A
Logistics & Supply Chain Management	67%	90%	92%	100%	90%
Management	87%	88%	94%	92%	82%
Management of Technology	92%	93%	97%	82%	80%

* New Program. ** Program discontinued 2015.

LEARNING OUTCOMES

Knowledge, Skills and Abilities (KSAs) (Self-Assessment)

Competency in Selected KSAs (All Business Majors)	Percent of students rating their exiting competency as "Strong" or "Somewhat Strong"				
	2012	2013	2014	2015	2016 *
	n=389	n=380	n=373	n=277	n=178
Knowledge-Major Area of Study	92%	90%	90%	89%	90%
Writing Skills	91%	88%	86%	89%	91%
Speaking Skills	85%	84%	84%	84%	87%
Analytical/Critical Thinking	92%	90%	91%	92%	92%
Technology Proficiency	92%	93%	94%	95%	97%
Group/Team Work Skills	87%	89%	90%	91%	91%
Appreciation of Ethical Standards	94%	91%	93%	94%	93%
Leadership Skills	86%	95%	88%	90%	90%

Competency in Knowledge - Major Area of Study (by Major)	Percent of students rating their exiting competency as "Strong" or "Somewhat Strong"									
	2012		2013		2014		2015		2016 *	
	n=	%	n=	%	n=	%	n=	%	n=	%
Accounting	93	93%	100	88%	97	88%	65	88%	54	89%
Acquisition & Contract Management	31	94%	34	91%	23	96%	27	74%	12	100%
Enterprise Systems Management ***	5	100%	6	83%	6	100%	2	100%	1	100%
Human Resources Management	27	93%	27	85%	33	88%	23	91%	15	93%
Information Assurance **	N/A		N/A		N/A		N/A		N/A	
Logistics & Supply Chain Management	30	83%	27	96%	27	100%	33	91%	14	93%
Management	158	92%	136	91%	148	93%	95	90%	63	89%
Management of Technology	44	93%	43	93%	36	86%	33	97%	18	89%

** New Program. *** Program discontinued 2015.

* Includes Fall and Spring term results only.
Data Source: Graduating Senior Exit Survey



ENROLLMENT AND COURSES



ENROLLMENT AND COURSES

Student Enrollment	Academic Year (Fall, Spring, and Summer)				
	2011-2012	2012-2013	2013-2014	2014-2015	2015-2016
Enrollment College of Business (all majors)	1,711	1,777	1,594	1,521	1,455 ***
Accounting	454	483	406	396	361
Acquisition and Contract Management	184	174	149	122	108
Enterprise Systems Management **	27	26	17	13	8
Human Resources Management	169	167	157	139	141
Information Assurance *	N/A	N/A	N/A	9	23
Logistic & Supply Chain Management	140	155	159	175	177
Management	578	589	542	503	464
Management of Technology	190	222	203	208	202
Graduate Program - Global Logistics & Supply Chain Mgmt *	N/A	N/A	N/A	N/A	7

Students may be counted more than once if they changed majors during the academic year.

** New Program. ** Program discontinued 2015.*

**** In 2015-16, the number of undergraduate students was 1,448 and the number of graduate students was 7.*

ENROLLMENT AND COURSES

Enrollment College of Business Majors by Course Delivery Method	Fall Term				
	2011	2012	2013	2014	2015
Total College of Business Enrolled Majors	1,298	1,360	1,271	1,207	1,128
Taking at least one DL Class during term	95.2%	96.0%	95.4%	96.4%	97.2%
Taking all DL Classes during term	67.3%	71.5%	71.6%	76.2%	78.0%
Taking all DL Classes to Date	50.3%	53.7%	55.0%	57.9%	59.6%

Student to Faculty Ratio	Fall Term				
	2011	2012	2013	2014	2015
Student to Faculty Ratio	22	20	20	18	16

Average Enrollment per Class	Fall Term				
	2011	2012	2013	2014	2015
Average Enrollment *	24.9	23.6	21.7	22.3	21.0

* Includes Internet, Blended and Lecture classes.

Distance Learning (DL) includes fully online and blended courses (instructional method codes DL and BL).

Data Source: Institutional Research Data Reports - Enrollment and Course Statistics (Data Warehouse, Official Data)

STUDENT SATISFACTION



STUDENT SATISFACTION AND CONFIDENCE IN EDUCATION

Business Students' Satisfaction with:	Percent of graduating seniors rating their satisfaction as "Strong" or "Somewhat Strong"				
	2012	2013	2014	2015	2016 *
	n= 389	n= 380	n= 373	n= 277	n= 178
Academic Environment	82%	81%	82%	83%	84%
Campus Environment (University Life)	84%	79%	82%	86%	87%
Student Services **	85%	83%	84%	82%	83%
Quality of teaching by faculty in your	91%	93%	91%	93%	93%
Campus Safety	88%	84%	86%	92%	91%

Student Confidence based on Business Education:	Percent of students rating their confidence as "High" or "Somewhat High"				
	2012	2013	2014	2015	2016 *
	n= 389	n= 380	n= 373	n= 277	n= 178
Ability to pursue graduate studies successfully	90.0%	88.6%	90.0%	92.0%	93.1%
Ability to obtain a job in area of major or advance to a better position	88.1%	87.5%	85.2%	88.3%	91.4%

* Includes Fall and Spring term results only.

** All student services were included beginning in 2015. Prior to 2015, only selected student services were included.

Data Source: Graduating Senior Exit Survey