

School of Business Program Assessment / Quality Indicators

Western New Mexico University

Undergraduate and Graduate Programs



Contents

Constant Assessment	2
Peregrine Academic Services	2
Table 1. Common Areas of Instruction-Peregrine Outbound Test/Region 6 Comparison/Total Students School of Business.....	11
Business Simulation	11
Course Level Assessment	21
Table 2 Program Learning Outcomes and Emphasis by Class.....	21
School of Business Statistics	23
Student Enrollment by Degree Program.....	23
Delivery Methods.....	24
Retention, Graduation and Enrollments	25
Degree Completion Time	27
Stakeholder Input.....	29
Business Survey Results	29
Student Satisfaction	31
Survey Results	31
Program Learning Outcomes by Degree and Assessment Tools.....	35
Faculty Qualifications-School of Business.....	37

Constant Assessment

The School of Business performs assessment on a continuous basis. The assessments are at the school, program and course level.

School of Business Programs Assessment / Quality Indicators

Western New Mexico University

The three main assessment tools for the School of Business are: Peregrine Academic Services Outbound Exam, Business Simulation, and Course Level Assessment (New).

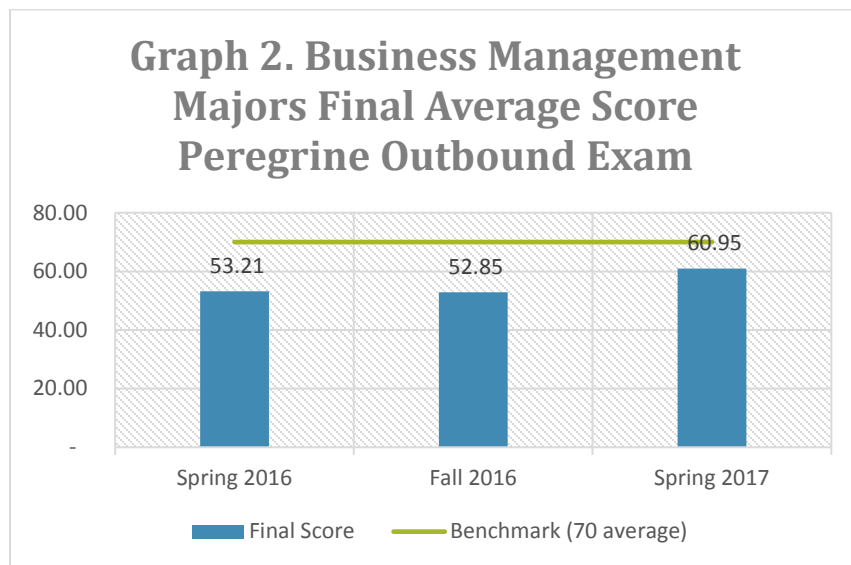
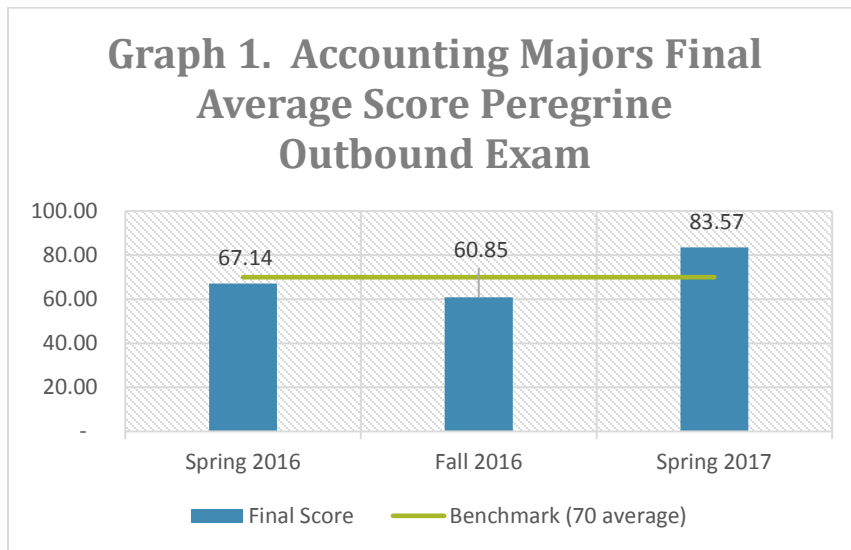
Peregrine Academic Services

The School of Business (SB) relies on program exit exams provided by Peregrine Academics to measure the student learning outcomes (undergraduate level). Students in their final semester before graduation take the exam at the end of each academic semester and the results are benchmarked with the other schools and business programs within Region 6 (Southwest) that are accredited by the Accreditation Council of Business Schools and Programs (ACBSP).

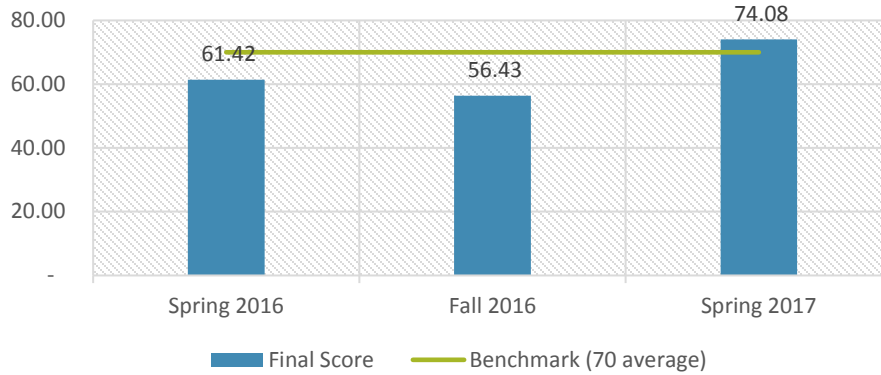
In addition to benchmarking with Region 6, the School of Business has established a goal of an average of 70 for the Peregrine outbound exam.

Peregrine outbound exam assesses students in 12 common core areas of instruction (See page 11, Table 1). This third-party provider allows the SB to compare performance at the school level (benchmark) and department level (programs).

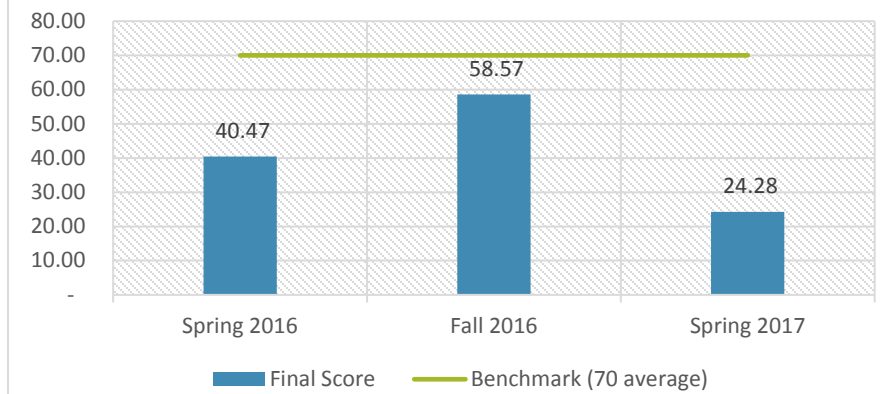
The graphs 1 to 10 shows the total average scores and departmental average scores compared to the goal of 70, as well as the comparison with the averages by areas of instruction.



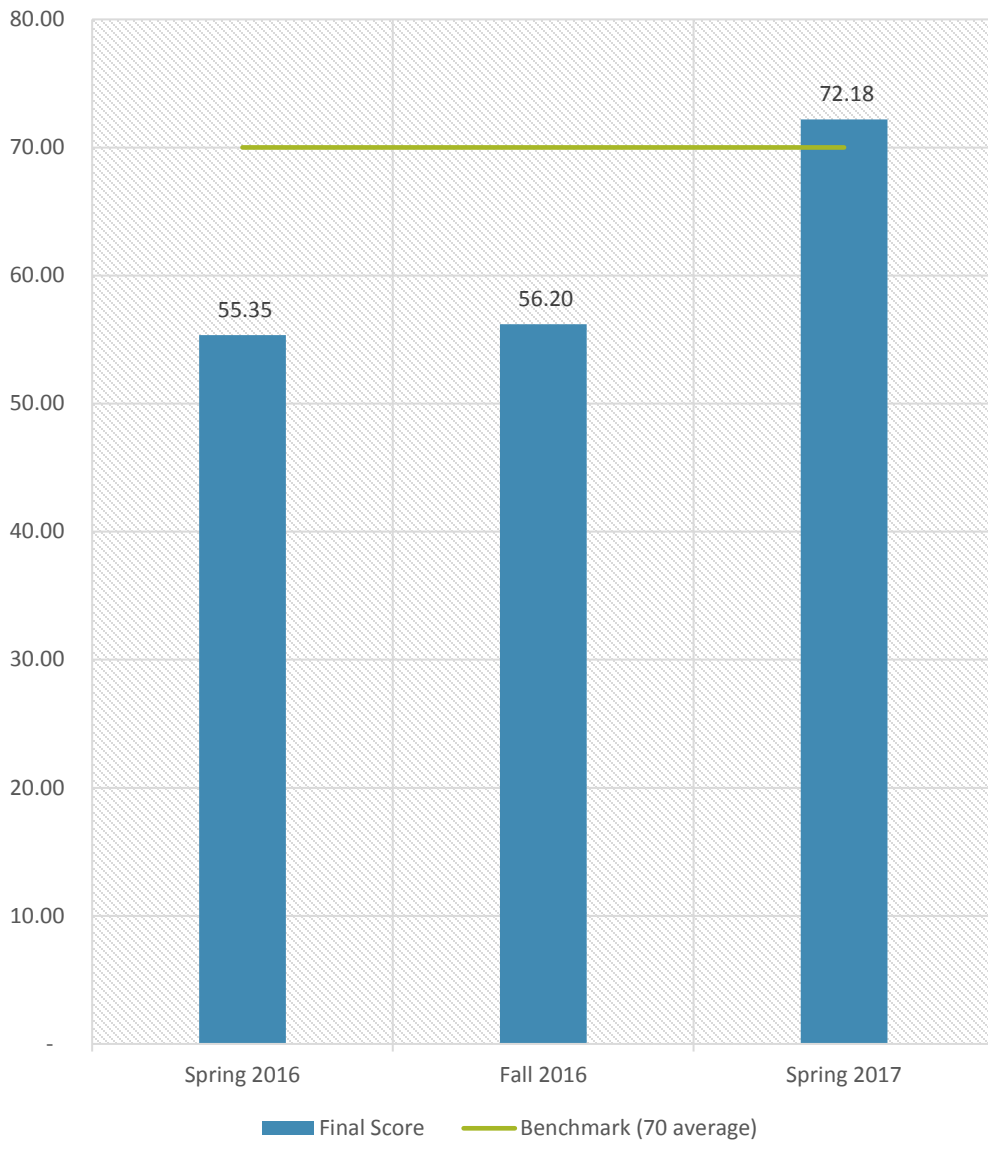
Graph 3. General Business Majors Final Average Score Peregrine Outbound Exam



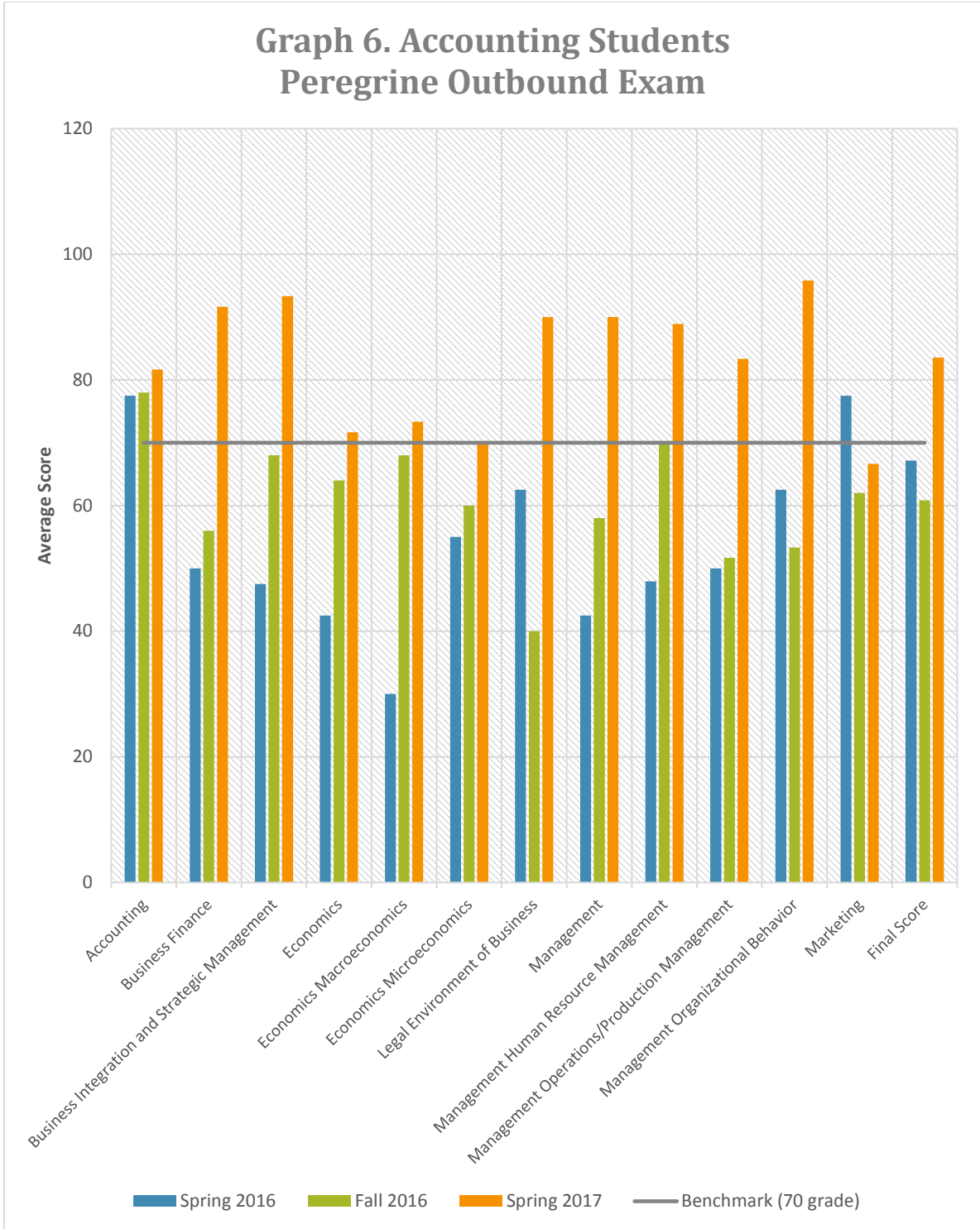
Graph 4. Marketing Majors Final Average Score Peregrine Outbound Exam



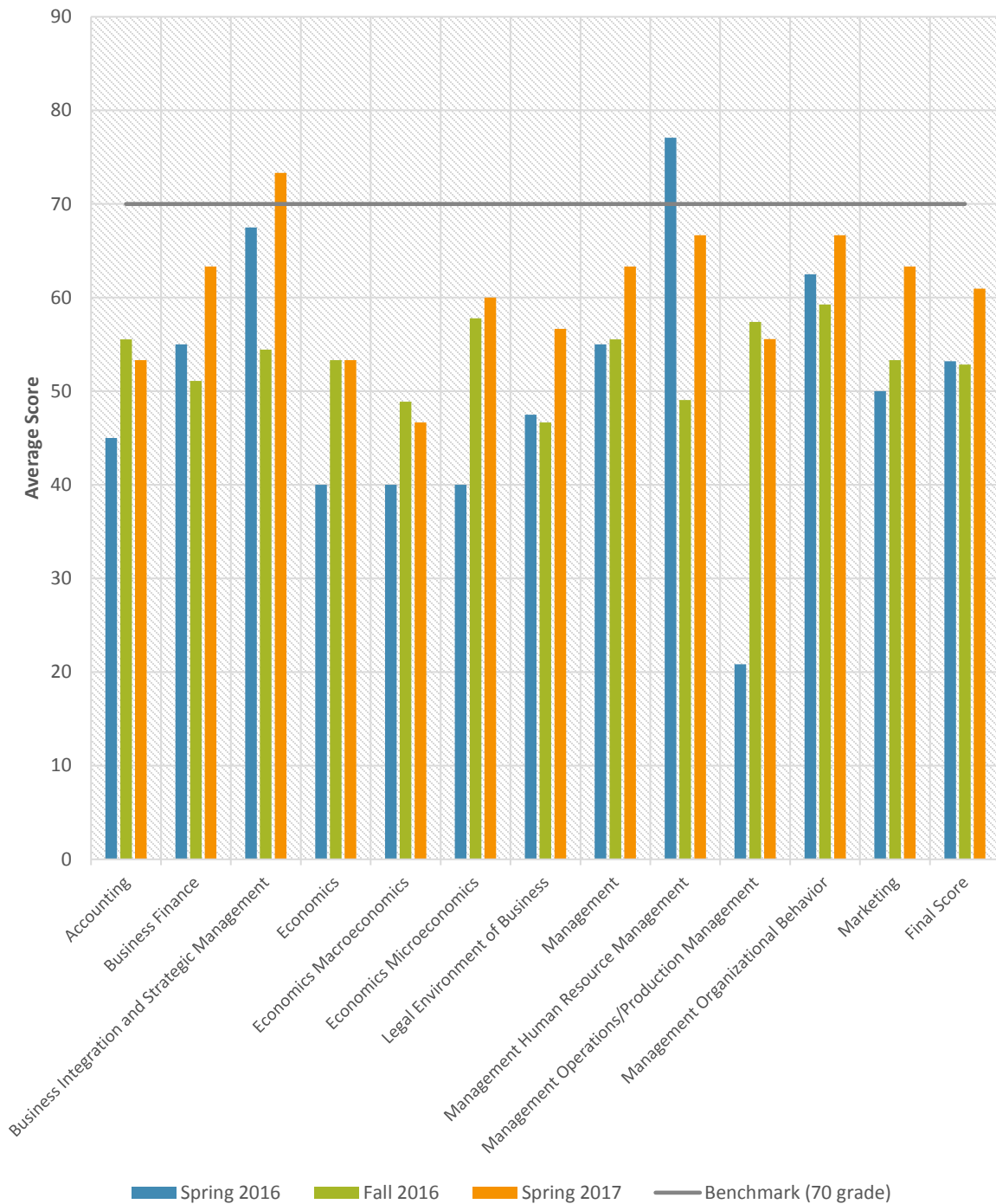
**Graph 5. All Majors Total Average Score
Peregrine Outbound Exam**



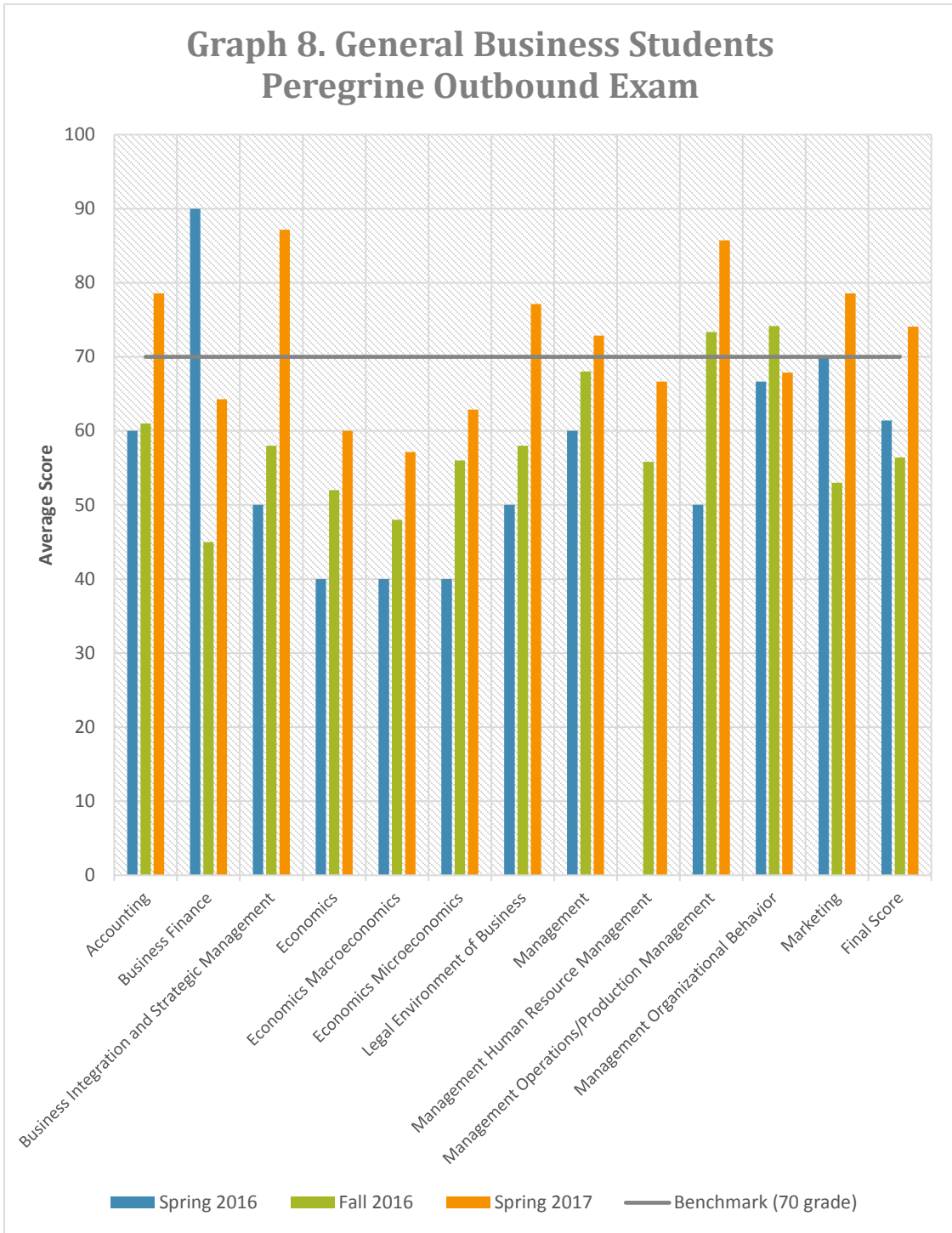
Graph 6. Accounting Students Peregrine Outbound Exam



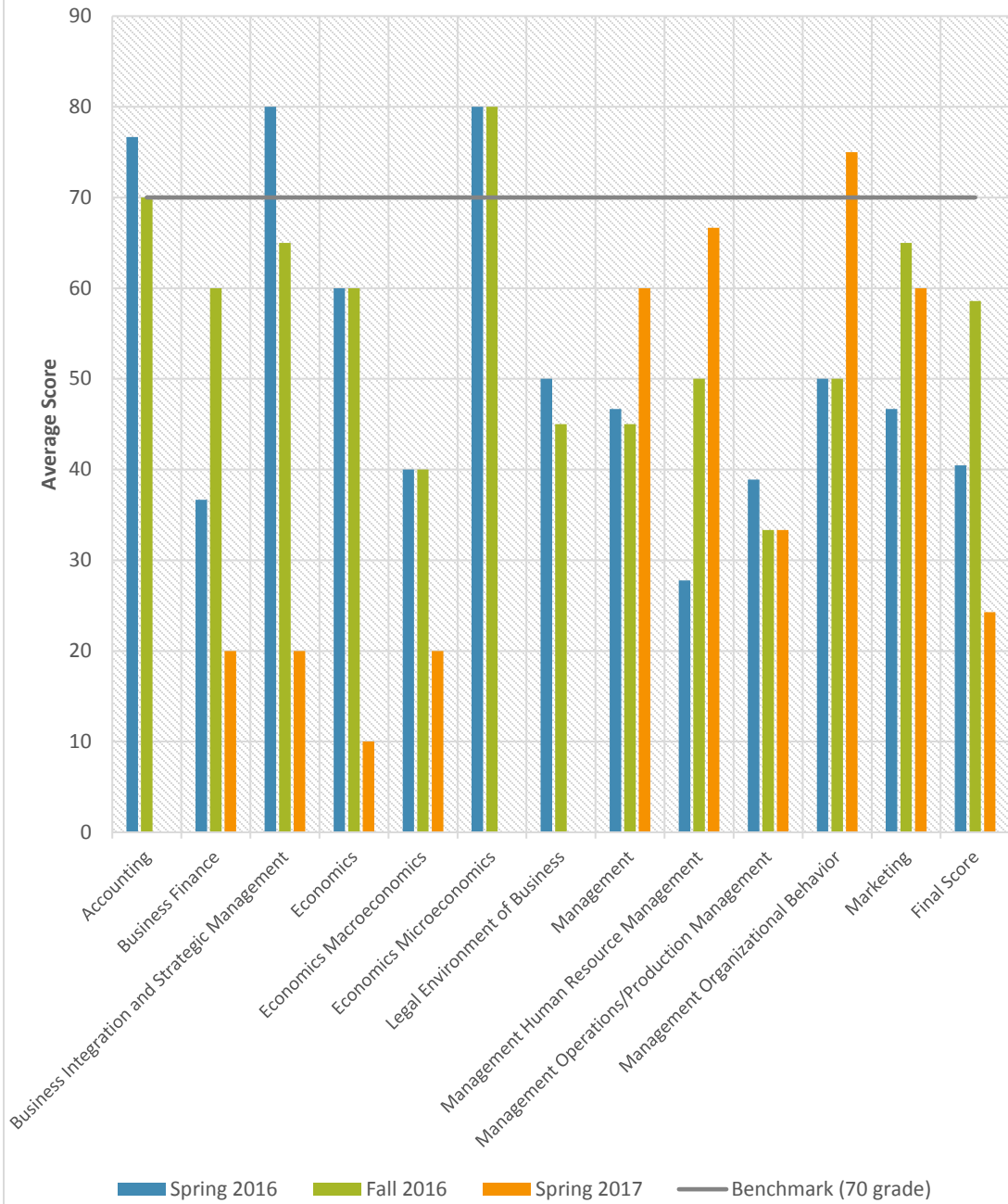
Graph 7. Business Management Students Peregrine Outbound Exam



Graph 8. General Business Students Peregrine Outbound Exam



Graph 9. Marketing Students Peregrine Outbound Exam



**Graph 10. Total Students (SB) Average Score
Peregrine Outbound Exam**

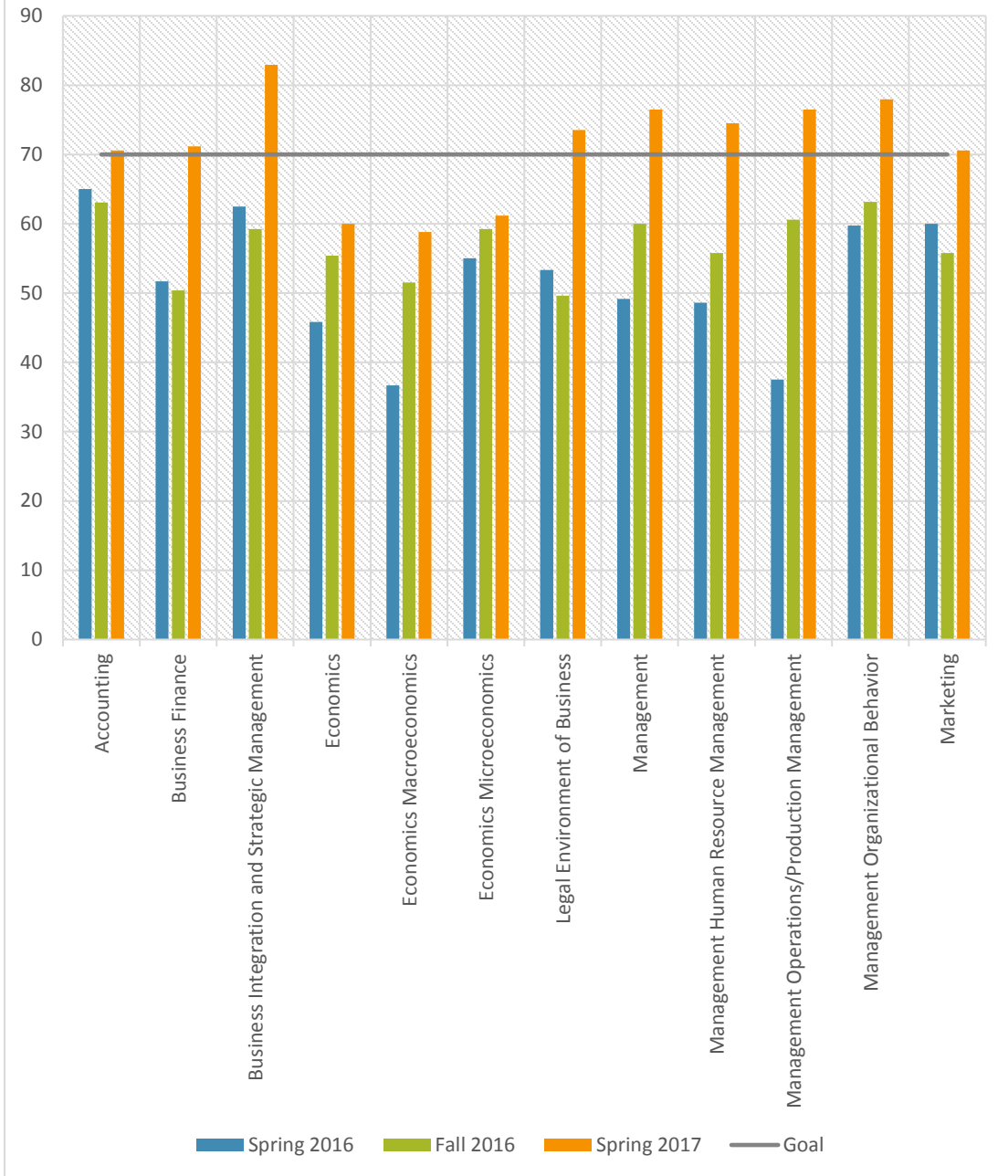


Table 1. Common Areas of Instruction-Peregrine Outbound Test/Region 6 Comparison/Total Students School of Business

Common Areas of Instruction	Spring 2015	Fall 2015	Spring 2016	Fall 2016	Spring 2017	Region 6	Goal
Accounting	45.42	53.64	65.00	63.08	70.59	53.54	70.00
Business Finance	40.42	50.00	51.67	50.38	71.18	44.76	70.00
Business Integration and Strategic Management	57.08	60.91	62.50	59.23	82.94	56.43	70.00
Economics	52.92	57.27	45.83	55.38	60.00	48.46	70.00
Economics: Macroeconomics	50.00	50.91	36.67	51.54	58.82	46.72	70.00
Economics: Microeconomics	55.83	63.64	55.00	59.23	61.18	50.28	70.00
Legal Environment of Business	42.92	54.55	53.33	49.62	73.53	53.71	70.00
Management	50.00	57.27	49.17	60.00	76.47	54.18	70.00
Management: Human Resource Management	60.26	59.46	50.00	55.17	73.33	57.47	70.00
Management: Operations/Production Management	40.24	61.76	38.46	60.92	77.78	49.57	70.00
Management: Organizational Behavior	50.00	51.28	58.97	63.95	78.57	57.22	70.00
Marketing	47.50	49.09	60.00	55.77	70.59	48.49	70.00
Total (average)	48.04	54.68	55.36	56.21	72.18	50.90	70.00

The School of Business has been increasingly improving in all areas of instruction. All areas in 2017 were above the Region 6 average and most of them were above the goal established by the School of Business.

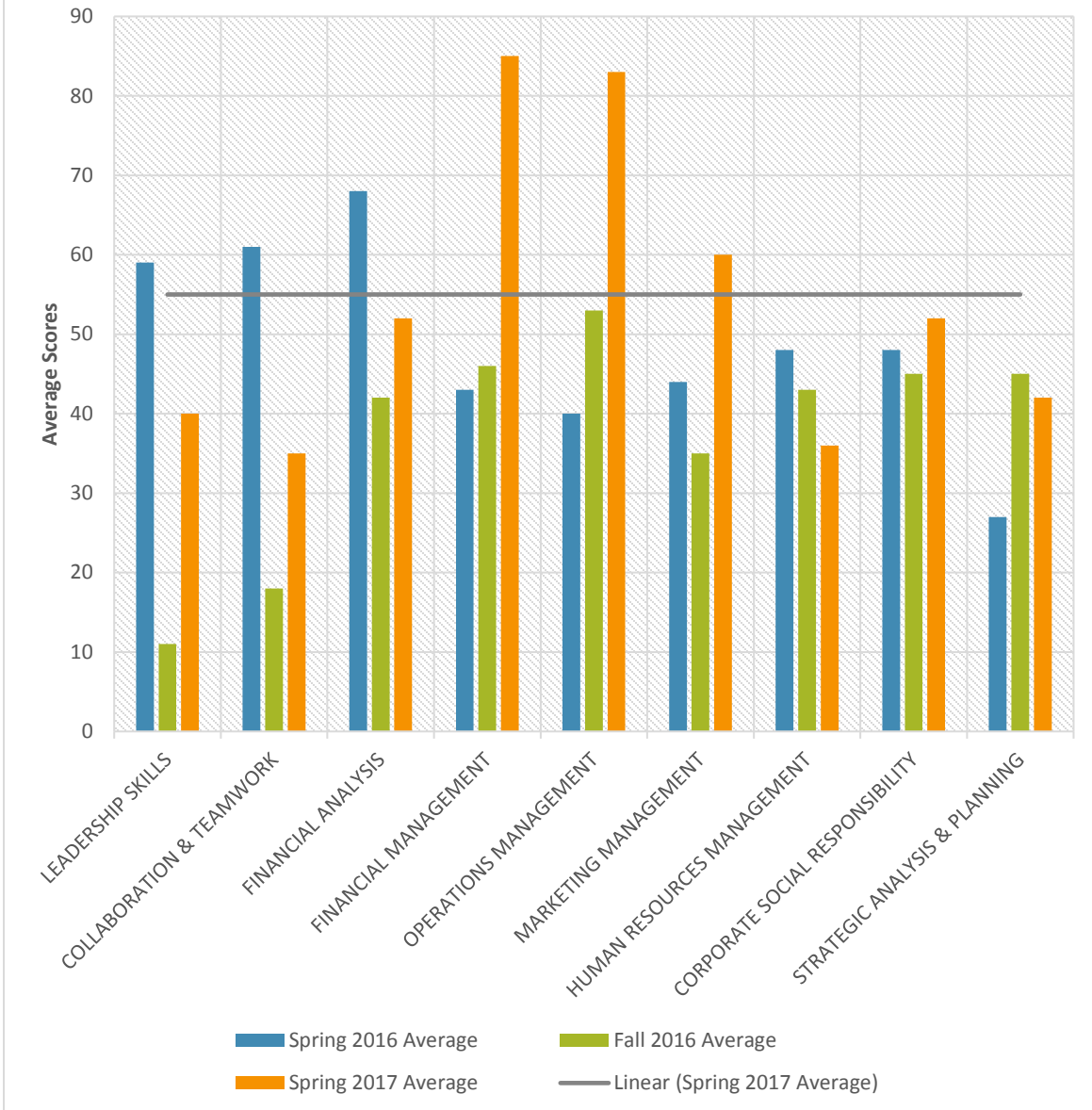
Business Simulation

The undergraduate students as well as the graduate students (MBA) participate in a business simulation, provided by McGraw Hill Education. This simulation allows for students to compete at the national level with other schools and universities. The undergraduate students are required to compete in the Business Strategy Game as part of their capstone class (BSAD 497). The graduate students are also required to compete in the Glo-Bus Business Simulation as part of their capstone class (BSAD 597). The learning assurance reports from both simulations provide data on the business skills and decision making capabilities of the participants.

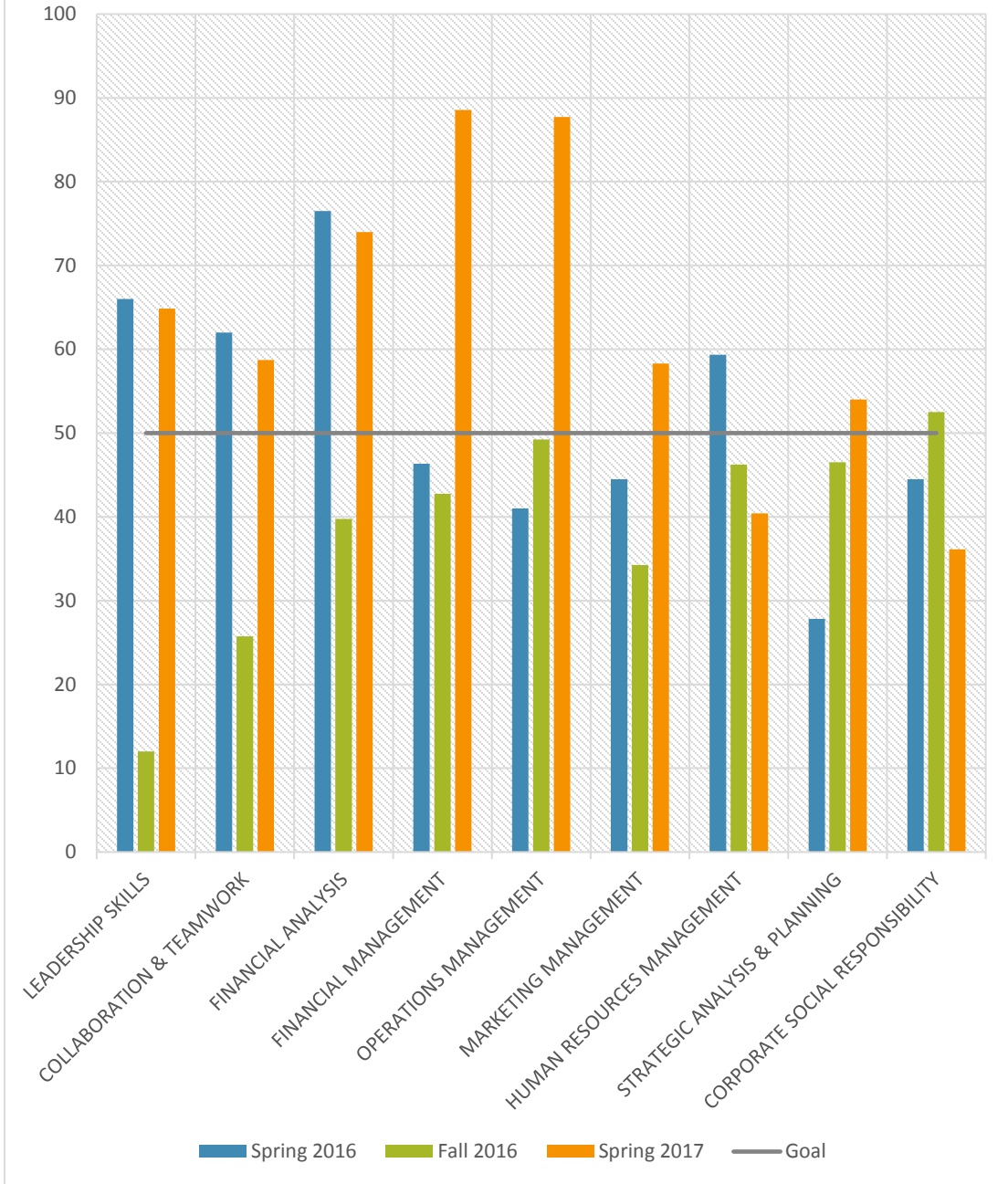
Graphs 11 to 16 show the results for the undergraduate and graduate programs. The goal at the undergraduate and graduate levels is to perform above the average score of 50 on each of the 9 skills assessed by the business simulation. Performance is measured at the individual and group

levels. A comprehensive exam is completed by the undergraduate level students and a report of their comprehensive skills assessment is generated. These comprehensive results are shown on graphs 17 and 18. The Business Simulation provide assessment information at the department and program levels.

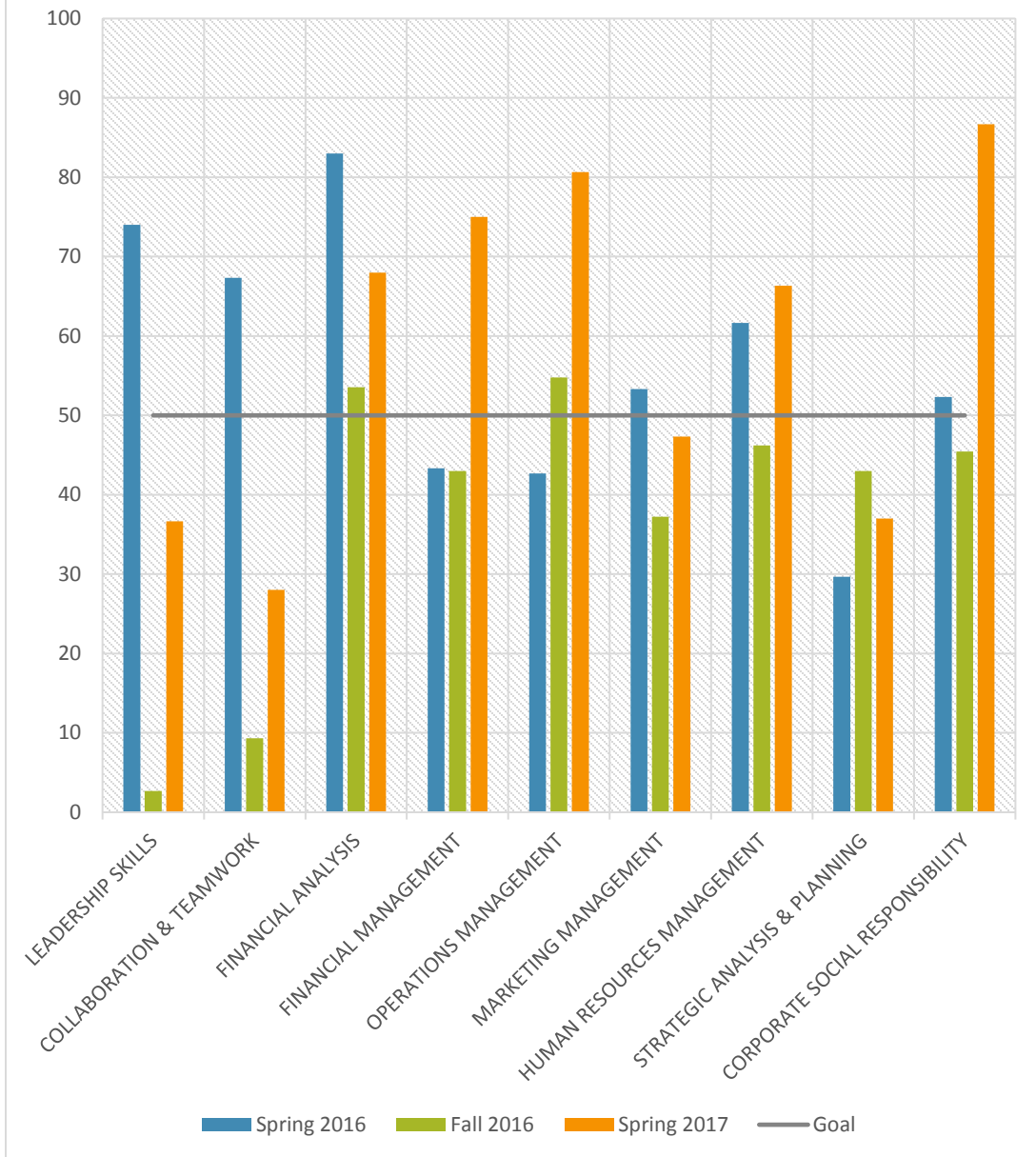
Graph 11. Business Simulation Learning Assurance Report, U.S. Benchmark (all undergraduate students Capstone Class)



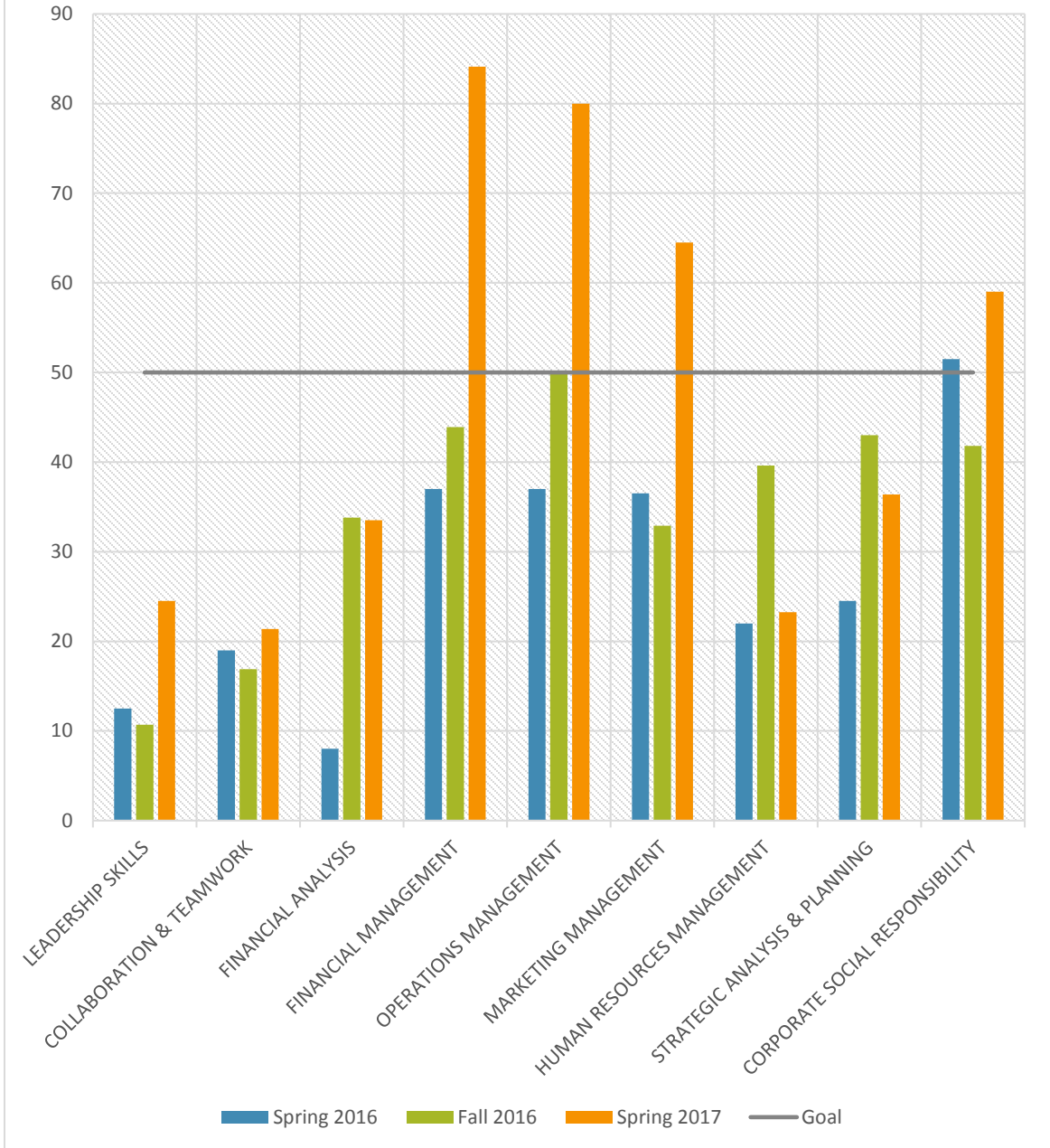
Graph 12. Accounting Undergraduate Students Business Simulation Learning Assurance Report



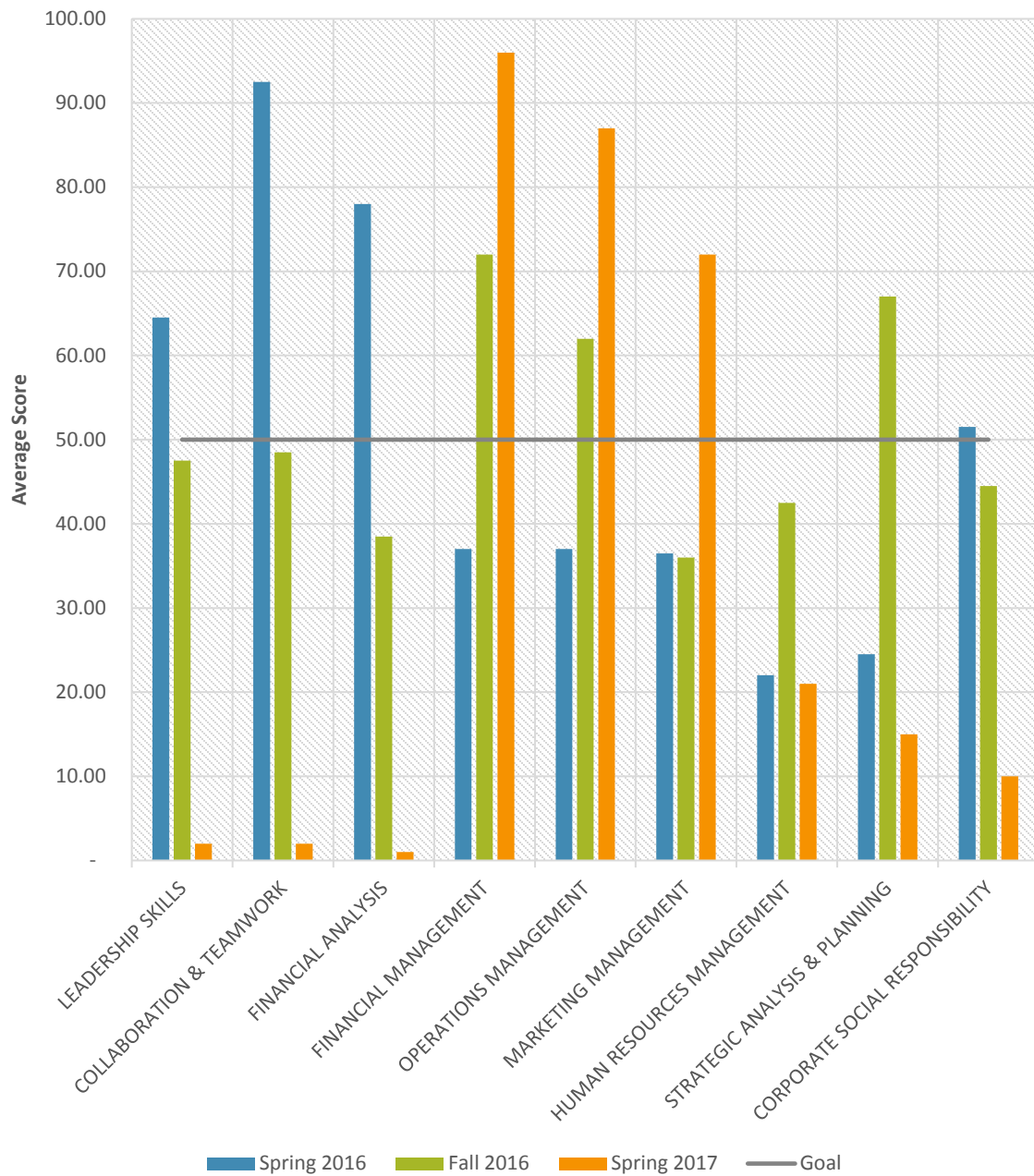
Graph 13. Business Management Undergraduate Students Business Simulation Learning Assurance Report



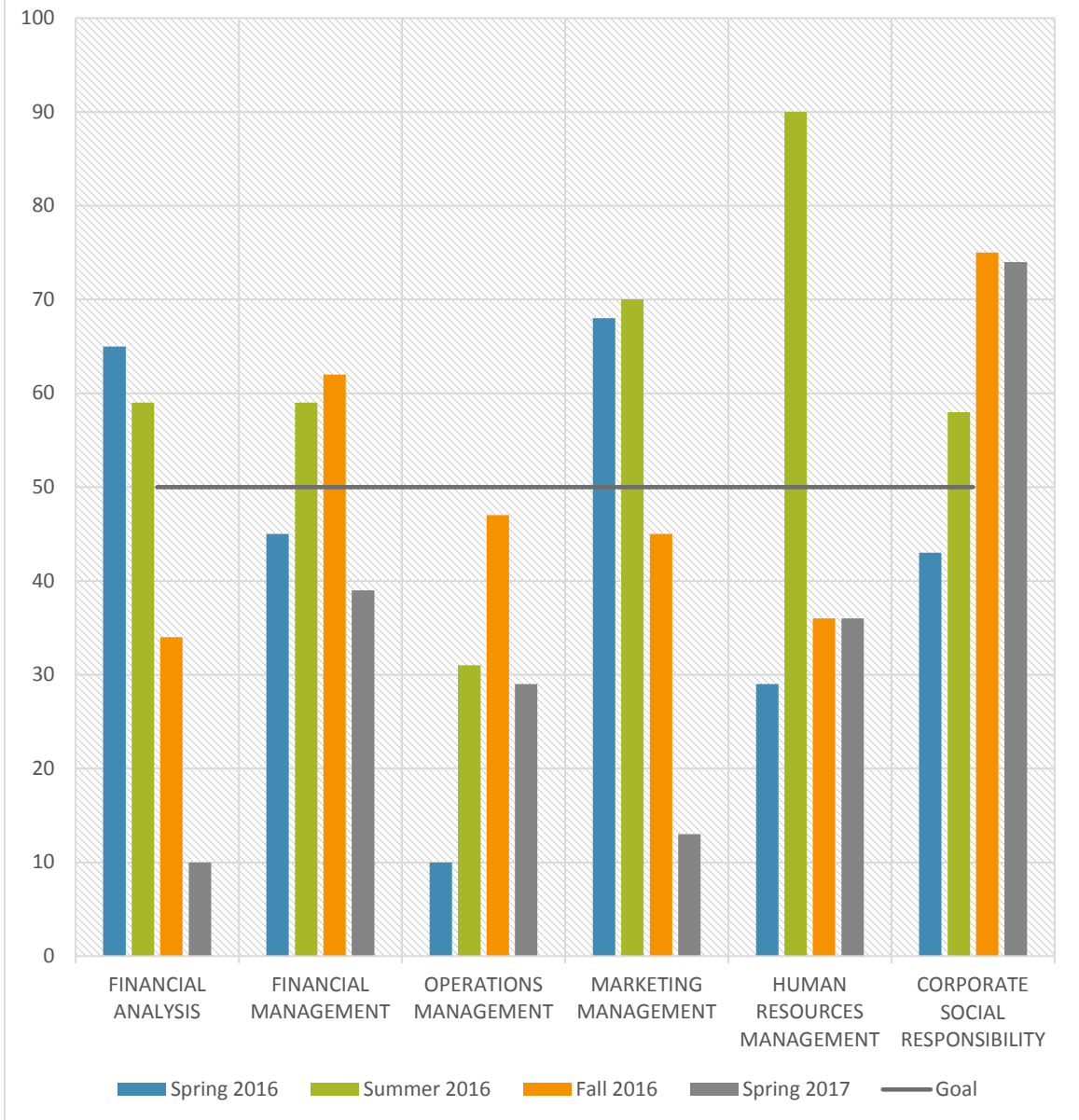
Graph 14. General Business Undergraduate Students Business Simulation Learning Assurance Report



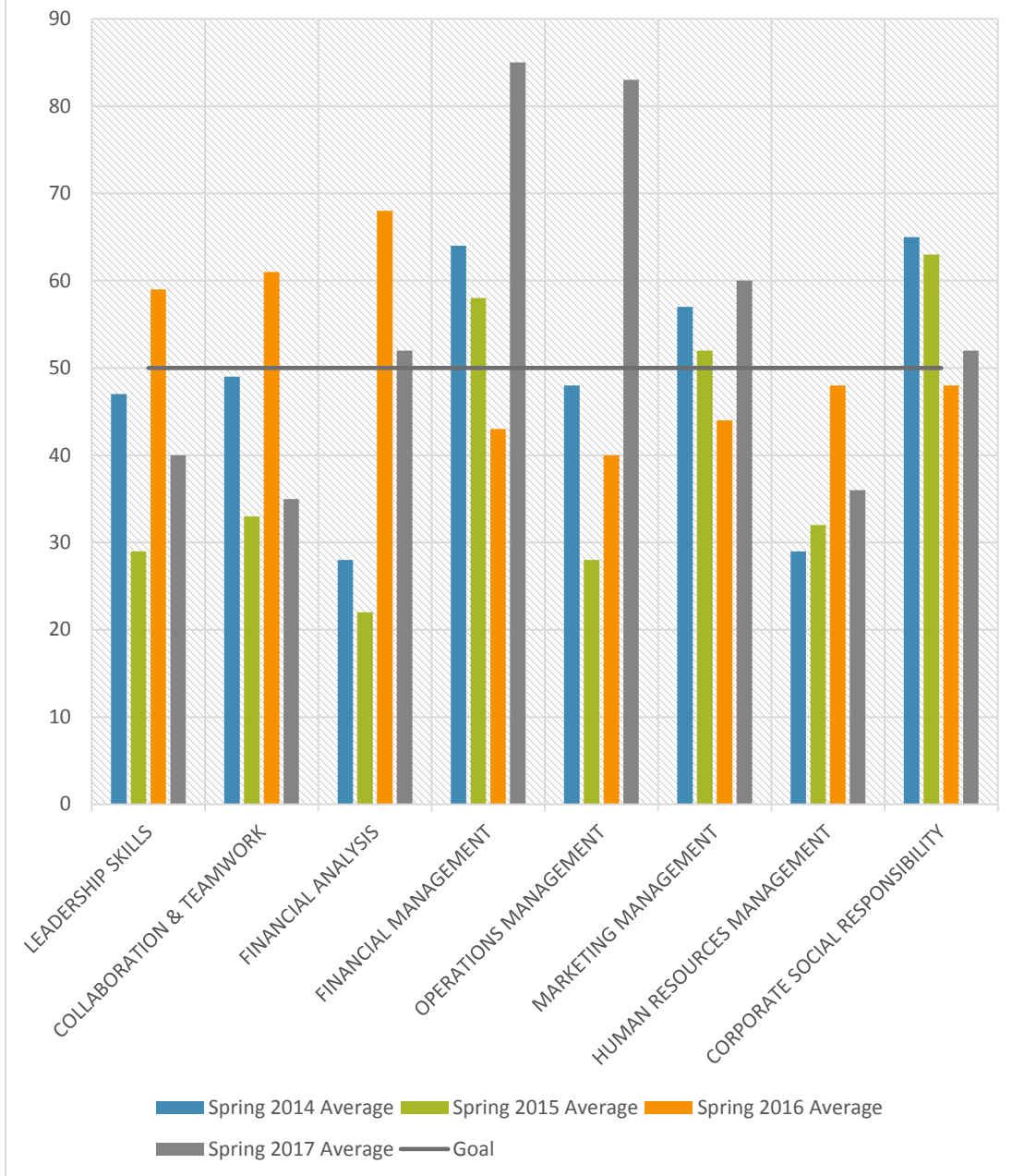
Graph 15. Marketing Undergraduate Students Business Simulation Learning Assurance Report



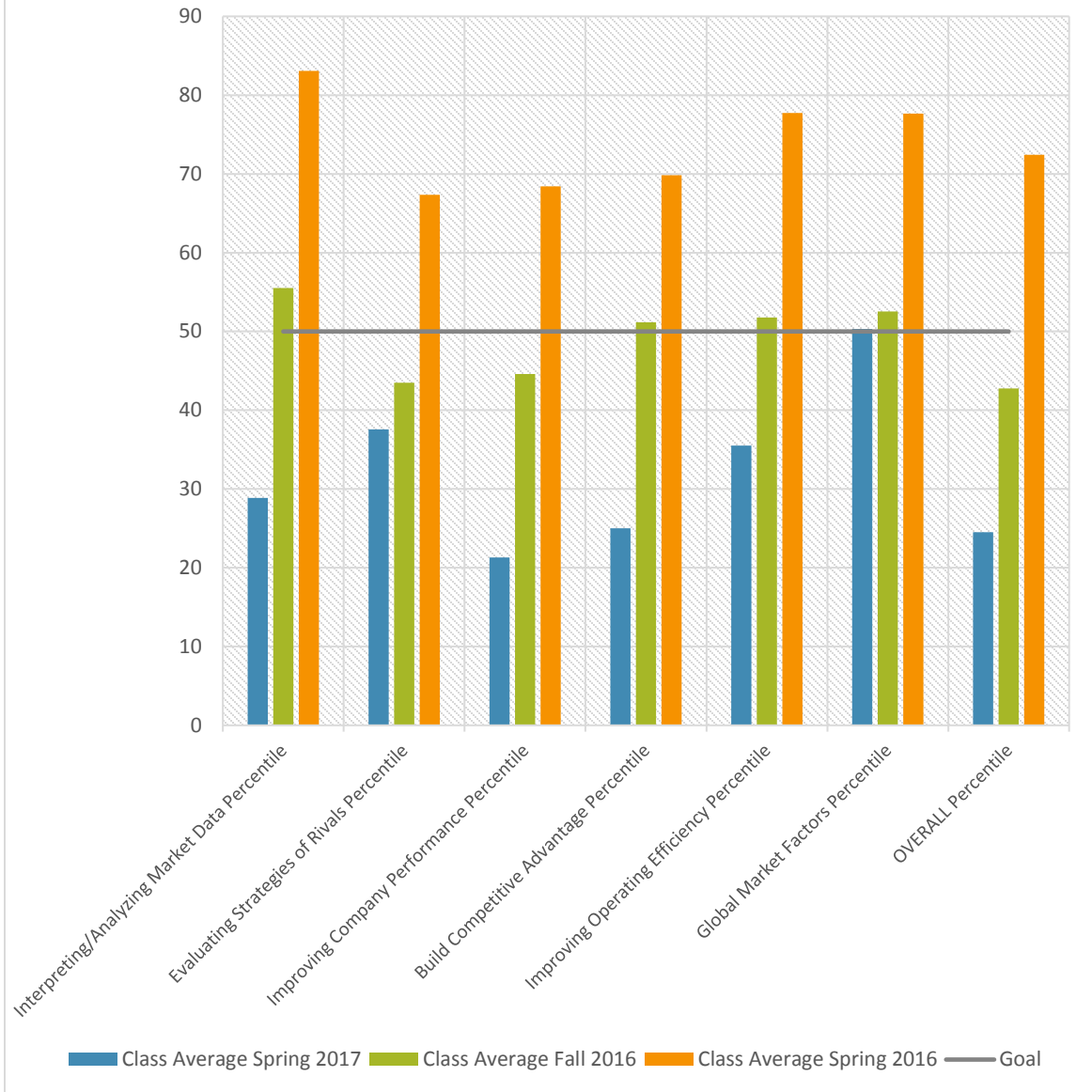
Graph 16. Graduate Students Business Simulation Learning Assurance Report



Graph 17. Comprehensive Skills Assessment Undergraduate Students Business Simulation (BSAD 497)



Graph 18. Comprehensive Exam Capstone Class, Undergraduate Students Business Simulation Average Scores



The comprehensive exam report provides insight to student comprehension of the strategy related aspects of the business simulation. Student proficiency is measured in six areas.

Course Level Assessment

In-house tests, such as pre-tests and post-tests are being implemented at the course level. The course level assessment tools help to identify the introduction, practice and assessment of program learning outcomes approved by the School of Business in Fall 2016. Table 2 shows the distribution of classes by level of assessment and program learning outcomes.

Table 2 Program Learning Outcomes and Emphasis by Class

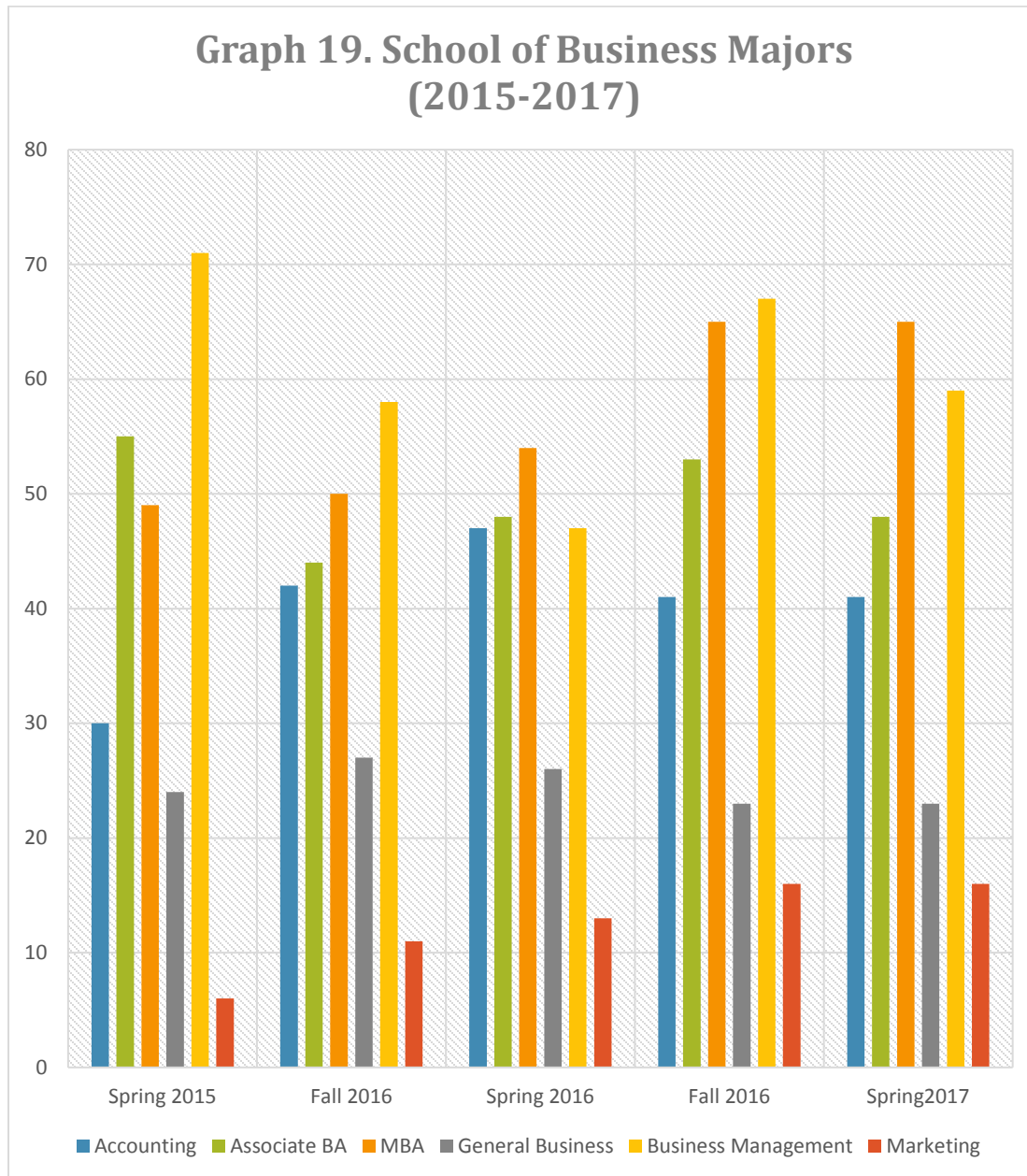
		Introduction	Practice	Assessment
Accounting Program Outcomes	1. Prepare professional accounting documents.	ACCT 230, ACCT 231, BSAD 497, BSAD360, BSAD 361, ECON 425	ACCT 331, ACCT 333, ACCT 334	ACCT 430, ACCT 432, ACCT 433, ACCT 434, ACCT 435
	2. Analyze, interpret, and synthesize data to make accounting decisions.	ACCT 230, ACCT 231, MGMT 350, MGMT 451, BSAD 100, BSAD 360, BSAD 361, ECON 425	FINC 370, ACCT 331, ACCT 332, ACCT 333, ACCT 433, ACCT 434	ACCT 334, ACCT 430, ACCT 432, ACCT 435
	3. Identify and apply accounting standards and global guidelines (GAAP/ IFRS).	ACCT 230, ACCT 231, ECON 201, ECON 202, BSAD 360, BSAD 361, ECON 350, ECON 370	BSAD 497, ACCT 331, ACCT 332, ACCT 333, ACCT 334, ECON 425	ACCT 432, ACCT 433, ACCT 434, ACCT 435
	4. Apply accounting ethics and corporate social responsibility, in the context of a diverse, global/multi-cultural business environment.	ACCT 230, ACCT 231, BSAD 100, BSAD 360, BSAD 361, ECON 350, ECON 370	ACCT 331, ACCT 333, ACCT 334, ACCT 336, ACCT 432, ACCT 435, BSAD 497, ECON 425	ACCT 336, ACCT 432, ACCT 435
	5. Exhibit effective oral and written communication skills related to accounting activities.	ACCT 230, ACCT 231, BSAD 100, ECON 201, ECON 202, BSAD 360, BSAD 361	FINC 370, ACCT 331, ACCT 334, ACCT 433, ACCT 434, ECON 350, ECON 370	BSAD 497, ACCT 333, ACCT 336, ACCT 432, ACCT 435, ECON 425
	6. Demonstrate proficiency in the accounting process to include Financial, Managerial, Tax, Auditing, and Fraud Detection Accounting.	ACCT 230, ACCT 231, BSAD 497, BSAD 361	ACCT 331	ACCT 333, ACCT 334, ACCT 433, ACCT 434, ACCT 435
Management Program Outcomes	1. Implement foundational concepts of management and explain management roles, i.e. setting goals, objectives, and strategies to accomplish a purpose.	ACCT 230, ACCT 231, MGMT 350, BSAD 100, MGMT 461, BSAD 486	BSAD 300, FINC 370, MGMT 451, BSAD 360, BSAD 361, MGMT 454, MGMT 452, FINC 471, ECON 350, ECON 370, ECON 425	BSAD 497, BSAD 441, FINC 471, BSAD 486, ECON 350, ECON 370, ECON 425
	2. Analyze, interpret, and synthesize data to make managerial decisions.	ACCT 230, ACCT 231, MGMT 350, ECON 201, ECON 202, MGMT 461	BSAD 300, FINC 370, MGMT 451, BSAD 360, BSAD 361, MGMT 454, MGMT 452	BSAD 497, BSAD 441, FINC 471, BSAD 486, ECON 350, ECON 370, ECON 425
	3. Synthesize information from applicable disciplines into management concepts.	ACCT 230, ACCT 231, MGMT 350, ECON 201, ECON 202, MGMT 461, ECON 350	BSAD 497, FINC 471, BSAD 486	BSAD 497, FINC 471, BSAD 486

	4. Apply management ethics and demonstrate understanding of corporate social responsibility, in the context of a diverse, global/multi-cultural business environment.	ACCT 230, ACCT 231, MGMT 350, BSAD 100, ECON 201, ECON 202, BSAD 360, BSAD 361, MGMT 461, ECON 350	BSAD 300, FINC 370, MGMT 451, MGMT 454, MGMT 452, FINC 471, ECON 370, ECON 425	BSAD 497, BSAD 441, BSAD 486
	5. Exhibit effective oral and written communication skills related to management activities.	ACCT 230, ACCT 231, MGMT 350, BSAD 100, ECON 201, ECON 202, MGMT 461	BSAD 300, FINC 370, MGMT 451, MGMT 454, MGMT 452, BSAD 486	BSAD 497, BSAD 360, BSAD 361, BSAD 441, FINC 471, ECON 350, ECON 370, ECON 425
Marketing Program Outcomes	1. Implement foundational concepts of marketing and explain marketing functions (1. Segmentation, 2. Marketing mix, 3. External environment)	ACCT 231, MKTG 340, BSAD 100, ECON 201, ECON 202	BSAD 300, BSAD 360, BSAD 361, MKTG 341, MKTG 346, MKTG 347, MKTG 348, MKTG 349, BSAD 441, ECON 370	BSAD 497, MKTG 445
	2. Analyze, interpret, and synthesize data to make marketing decisions.	ACCT 230, ACCT 231, MKTG 340	BSAD 370, BSAD 497, MKTG 341, MKTG 346, MKTG 347, MKTG 348, MKTG 349	BSAD 360, BSAD 361, BSAD 441
	3. Synthesize information from applicable disciplines into marketing concepts.	ACCT 230, ACCT 231, MKTG 340, ECON 201, ECON 202, BSAD 486	BSAD 360, BSAD 361, MKTG 341, MKTG 346, MKTG 347, MKTG 348, MKTG 349, ECON 370, ECON 425	BSAD 497, BSAD 441, MKTG 445, ECON 350
	4. Apply marketing ethics and demonstrate corporate social responsibility, in the context of a diverse, global/multi-cultural business environment.	ACCT 230, ACCT 231, MKTG 340, MGMT 350, MGMT 451, BSAD 100, ECON 202, ECON 202	BSAD 300, BSAD 370, BSAD 360, BSAD 361, MKTG 341, MKTG 346, MKTG 347, MKTG 348, MKTG 349, BSAD 486, ECON 350, ECON 370	BSAD 497, BSAD 441, MKTG 445
	5. Exhibit effective oral and written communication skills related to marketing activities.	ACCT 230, ACCT 231, BSAD 300, MKTG 340, MGMT 451, BSAD 100, ECON 201, ECON 202	BSAD 370, MKTG 341, MKTG 346, MKTG 347, MKTG 348, MKTG 349, BSAD 486, ECON 370, ECON 425	BSAD 497, BSAD 360, BSAD 361, BSAD 441, MKTG 445, ECON 350
MBA Program Outcomes	1. Use analytical skills, synthesizing information from appropriate disciplines and applying business analysis, data management and diagnostic problem-solving skills to support business management decision-making.	BSAD 552, BSAD 510	ECON 512, BSAD 556, BSAD 586	BSAD 597, BSAD 556
	2. Exhibit leadership and team membership skills needed for coordinating and participating in business management activities.	BSAD 550	BSAD 550, BSAD 552, BSAD 510, BSAD 556	BSAD 586, BSAD 597
	3. Exhibit effective verbal and non-verbal communication skills at a graduate level.	BSAD 556, BSAD 530	ECON 512	BSAD 586, BSAD 597
	4. Evaluate and integrate business ethics and corporate social responsibility in the context of a diverse, global/multi-cultural business environment.	BSAD 510	BSAD 552, ECON 512, BSAD 586	BSAD 597, BSAD 556

School of Business Statistics

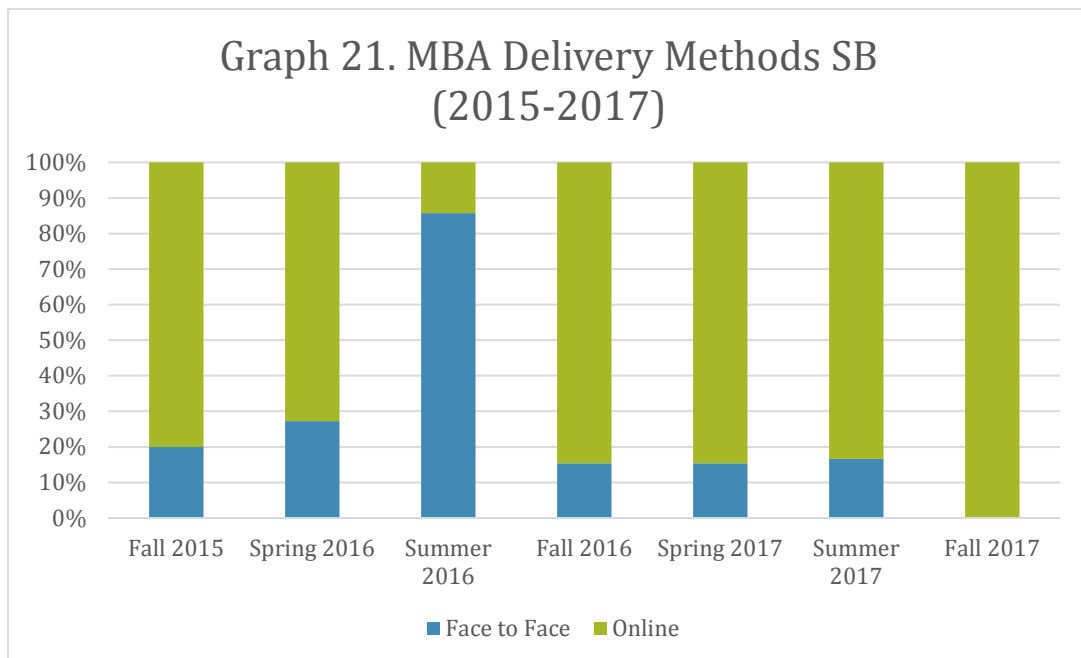
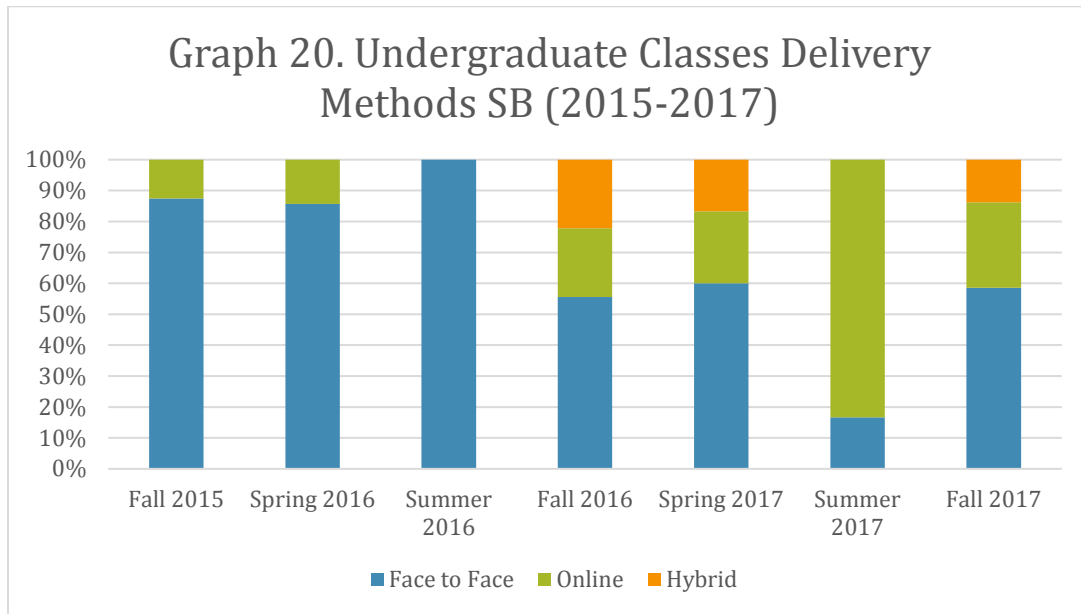
Student Enrollment by Degree Program

Graph 19 shows a detailed count of the SB students per discipline (2015-2017).



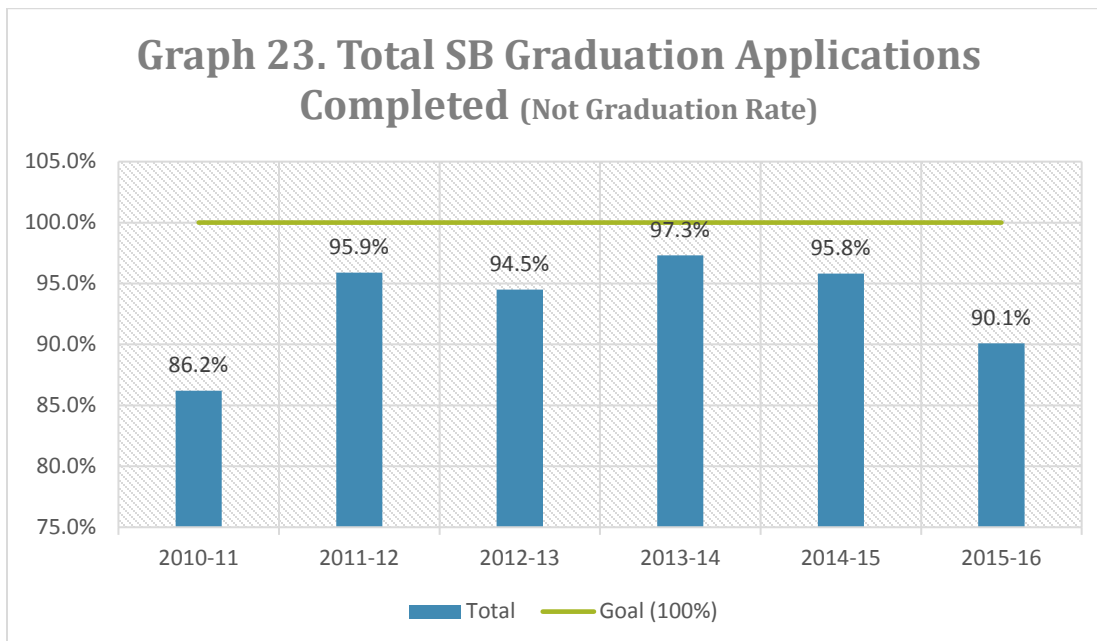
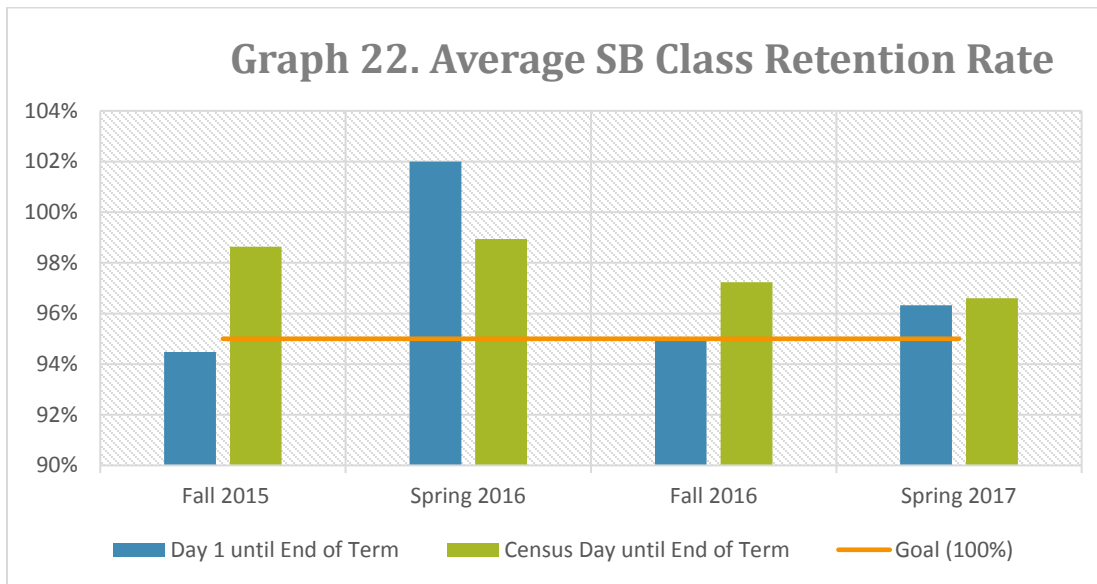
Delivery Methods

The School of Business is diversifying its course delivery methods. At this time, only two degrees are offered completely online; General Business degree and Master of Business Administration.

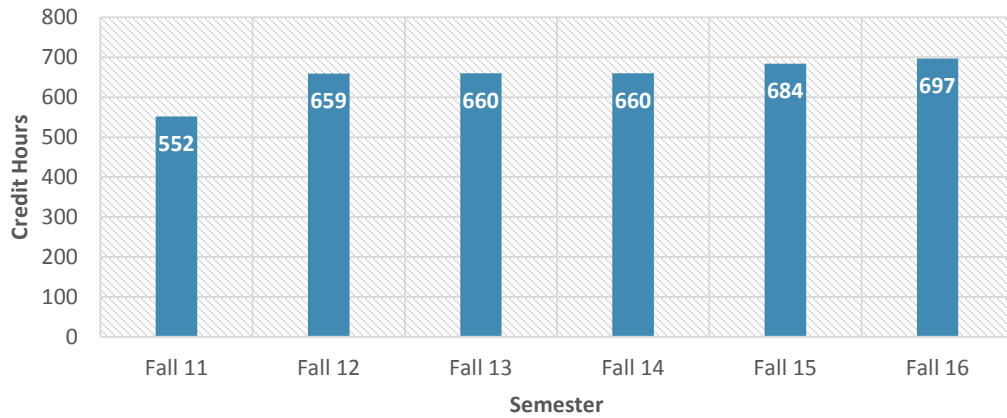


Retention, Graduation and Enrollments

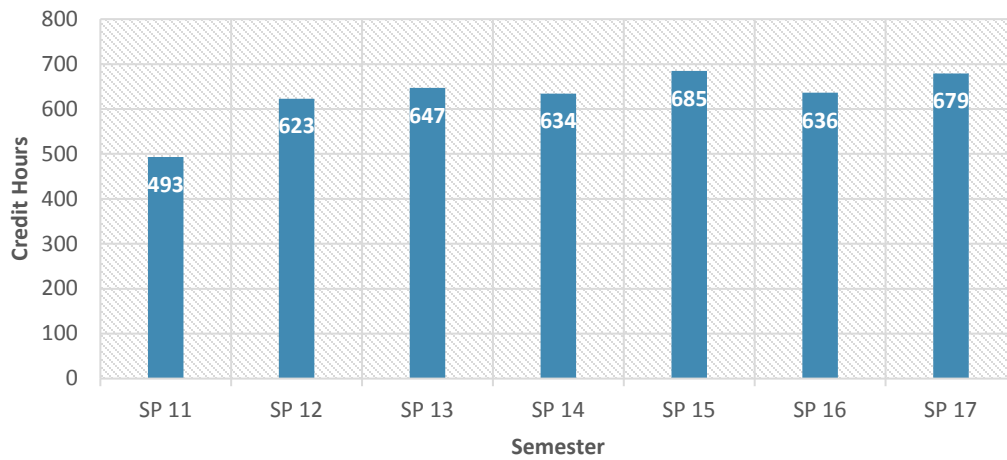
Graphs 22 to 25 show recent statistics at the School of Business.



**Graph 24. School of Business Day #1
Fall Enrollments**

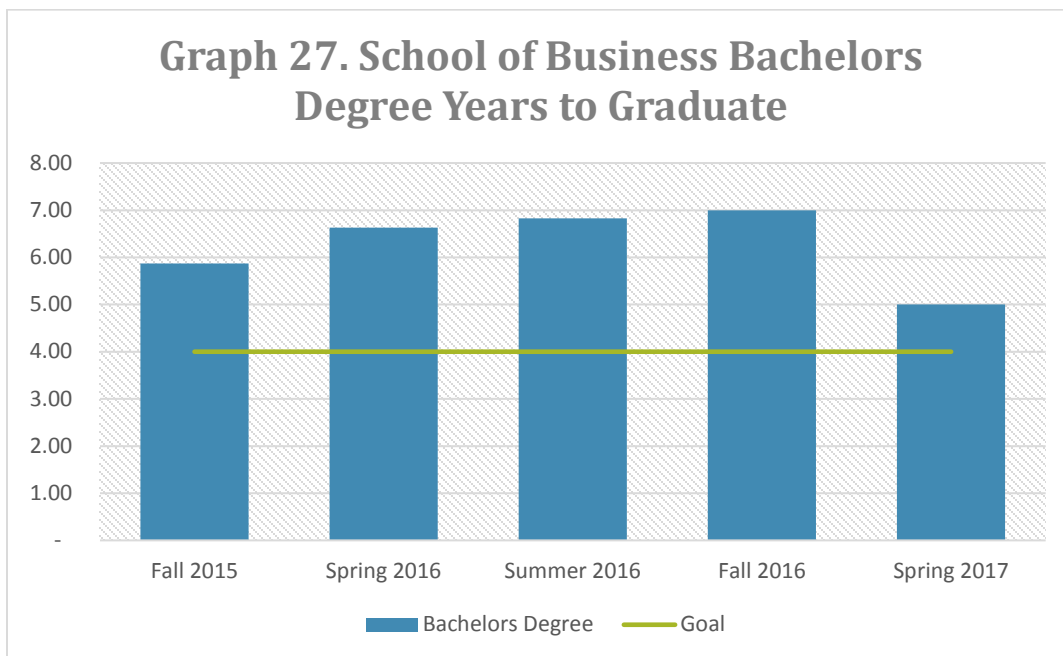
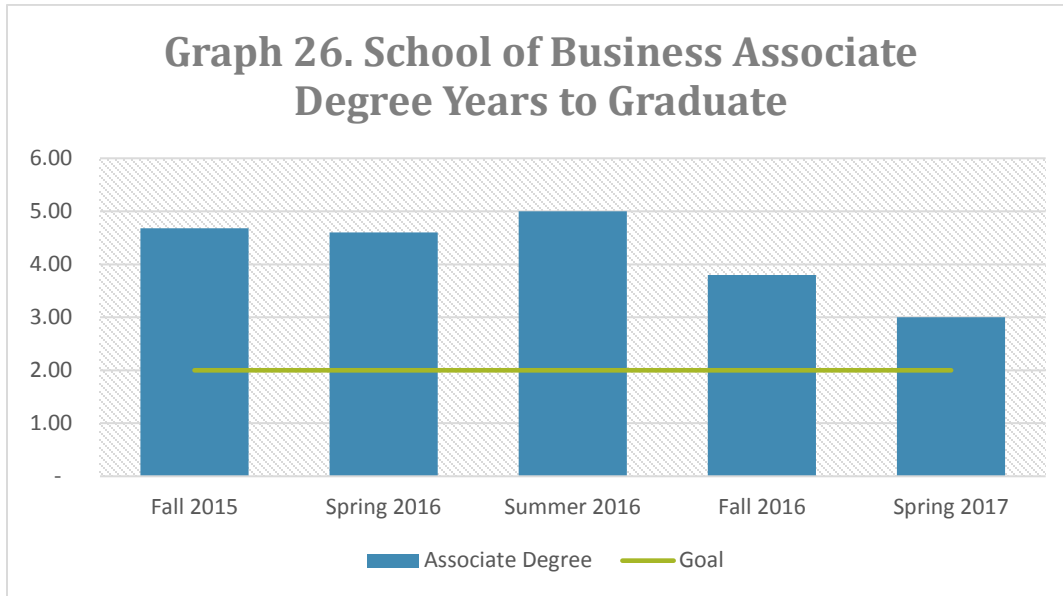


**Graph 25. School of Business Day #1
Spring Enrollments**

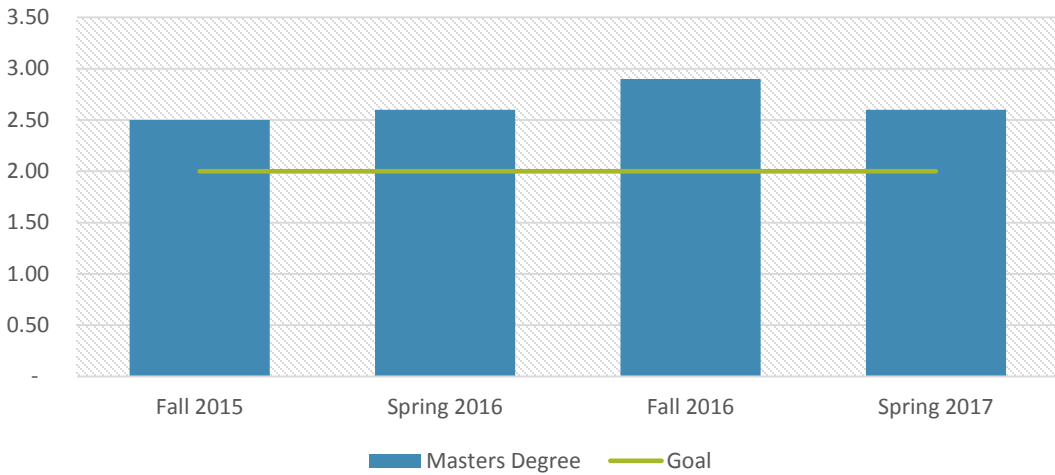


Degree Completion Time

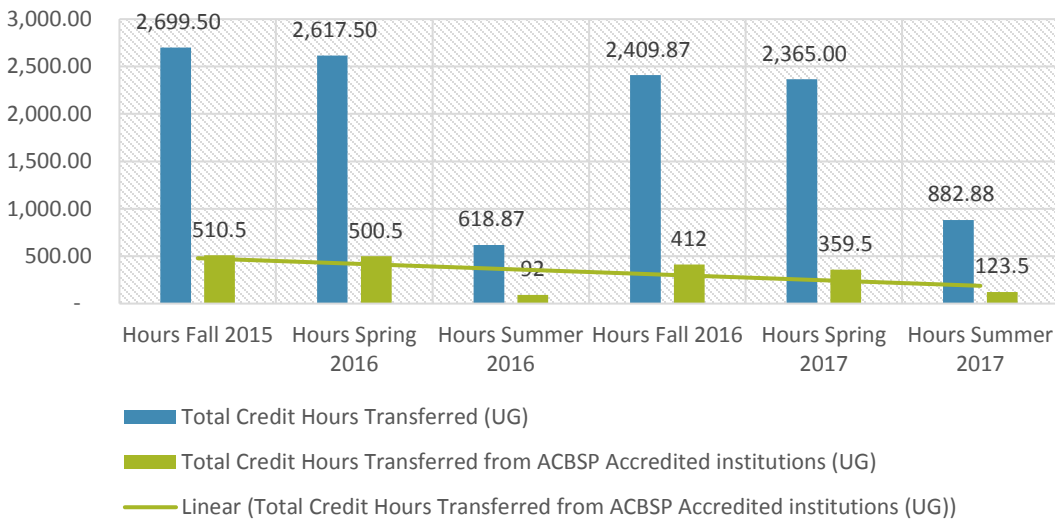
Graphs 26 to 28 show the degree completion time at the School of Business. Time to graduate is defined with two semesters equivalent to one year of study. Graph 29 shows the total undergraduate credit hours transferred to the School of Business 2015-2017.



Graph 28. School of Business Masters Degree Years to Graduate



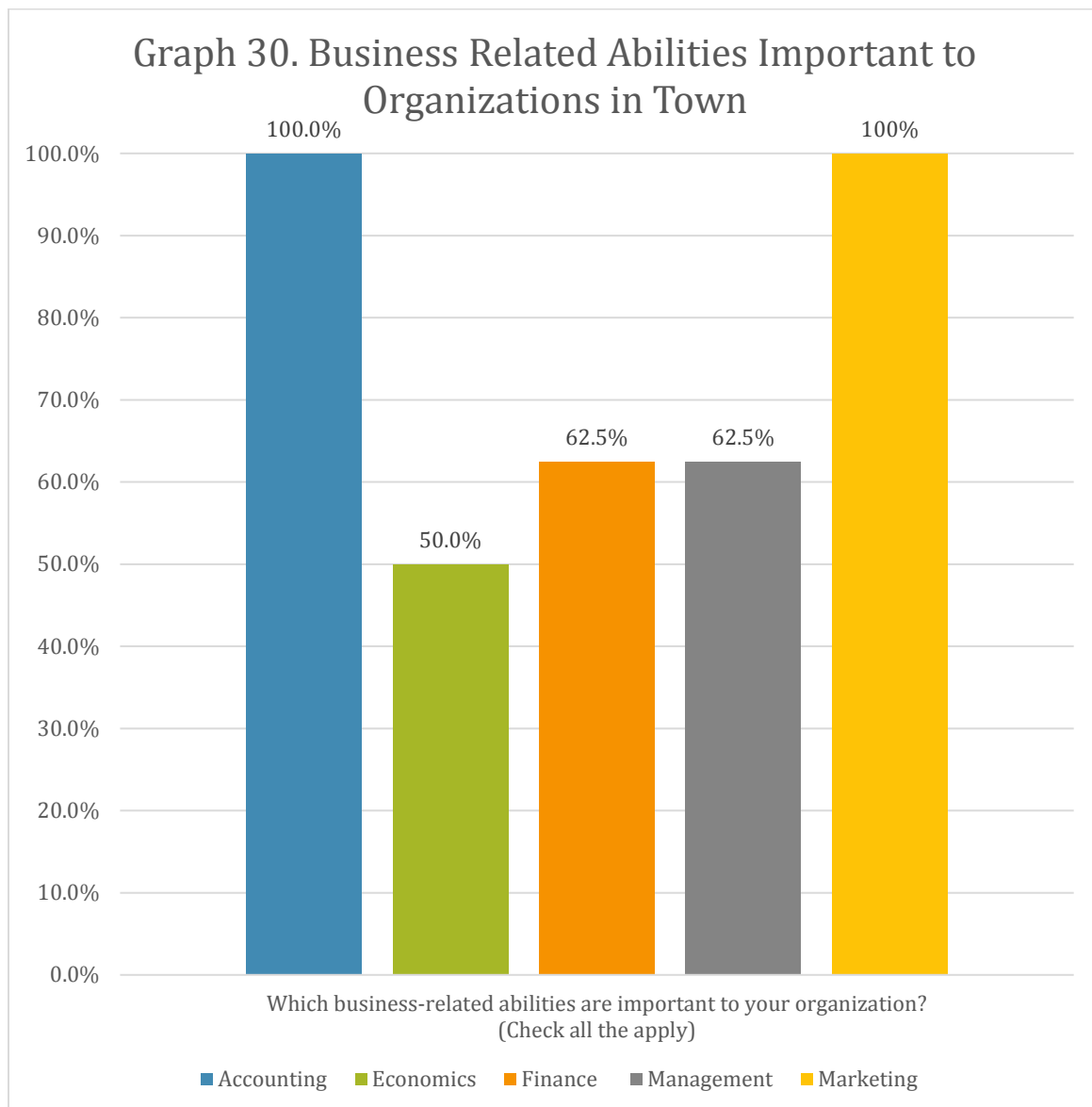
Graph 29. Total UG Credit Hours Transferred 2015-2017



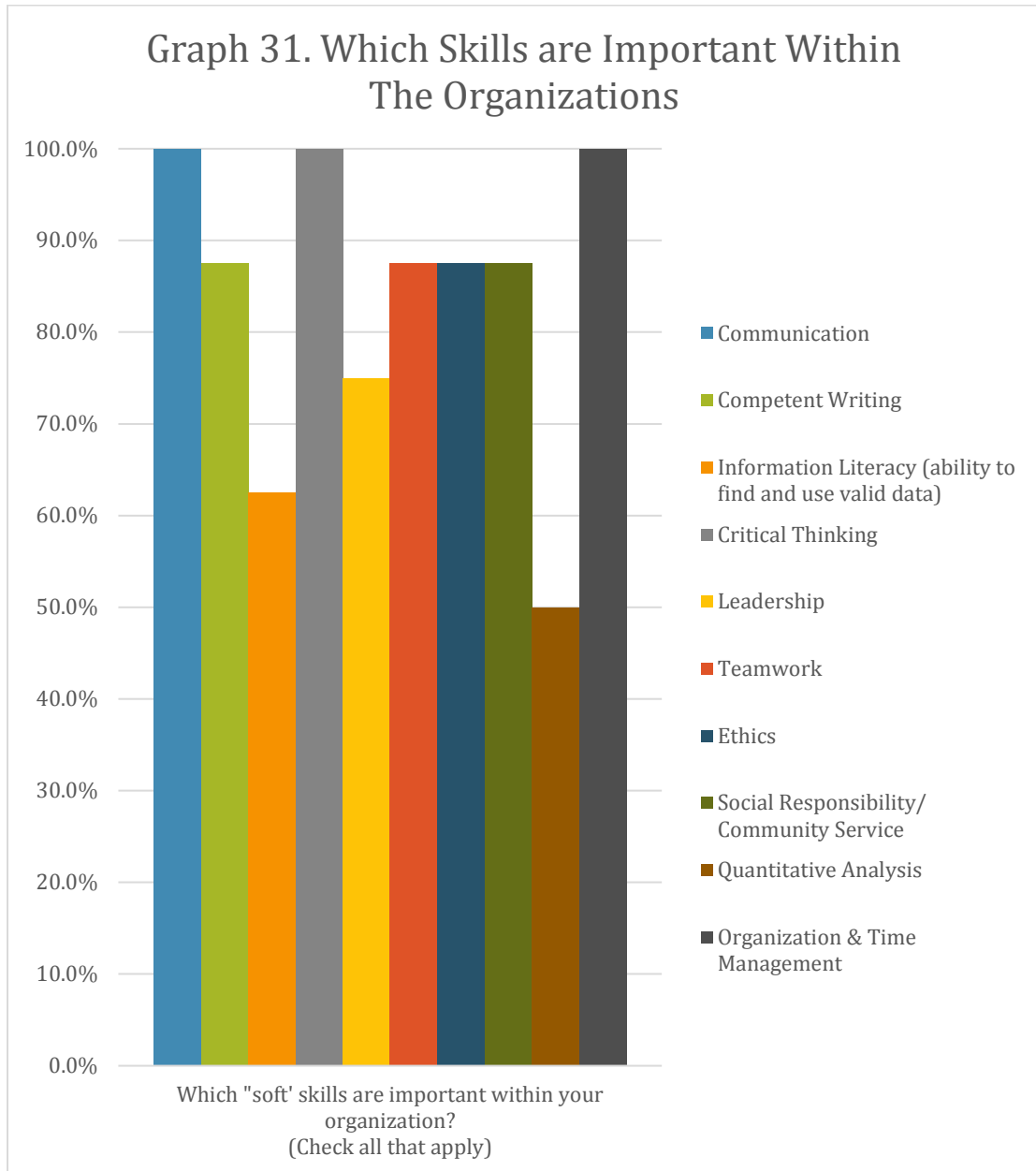
Stakeholder Input

Business Survey Results

The School of Business, through its Business Advisory Board, collected information on the skills required by current business. Three out of seven Board Members provided information through an electronic survey. Marketing and Accounting are the top core disciplines on demand by surveyed employers.



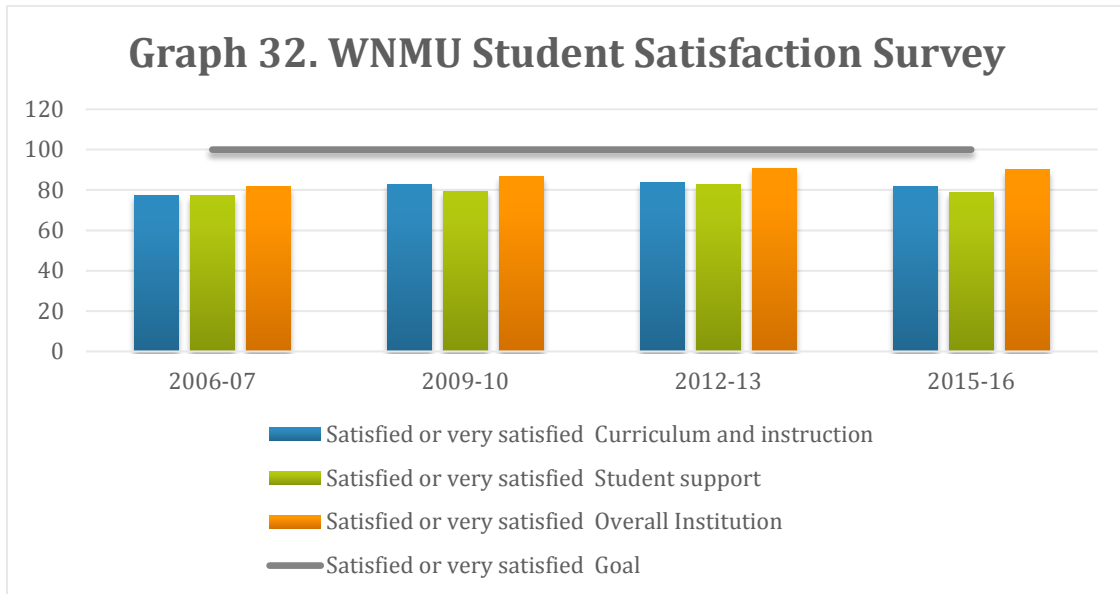
Soft skills are very important in today's workforce environment. Communication, critical thinking, and organization and time management are the top 3 skills in demand by employers.



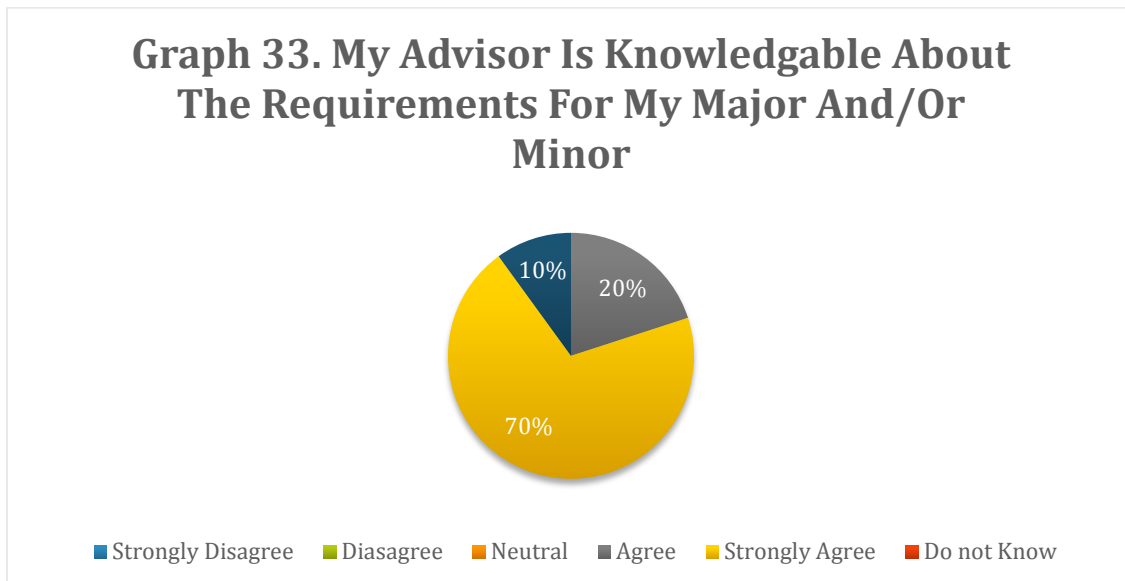
Student Satisfaction

Survey Results

Students at Western New Mexico University provide input on their satisfaction with the curriculum, support services and overall institution (Graph 32). Students majoring in Business provide the SB with valuable feedback in the areas of advising (Graphs 33-39).

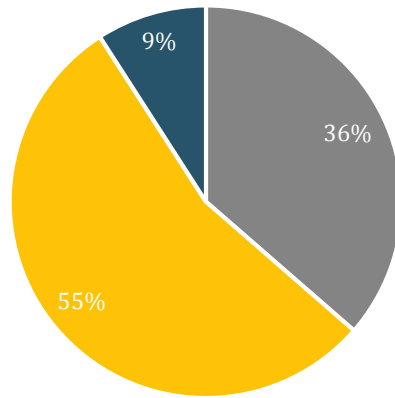


From Performance Effectiveness Report: November 2016 NM Council



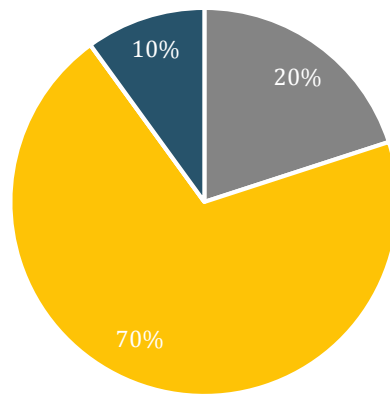
Graph 34. My Advisor is Accessible

■ Strongly Disagree ■ Disagree ■ Neutral ■ Agree ■ Strongly Agree ■ Do not Know



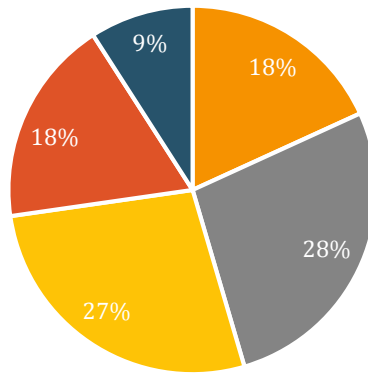
Graph 35. My Advisor Is Knowledgeable About General Education Requirements

■ Strongly Disagree ■ Disagree ■ Neutral ■ Agree ■ Strongly Agree ■ Do not Know



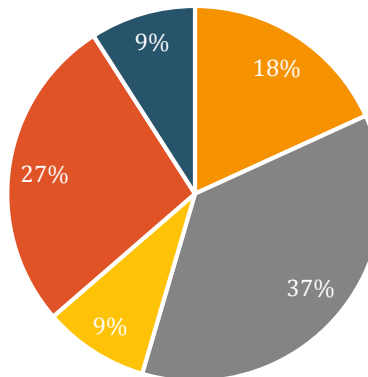
Graph 36. My Advisor Knows What My Educational And Career Goals Are

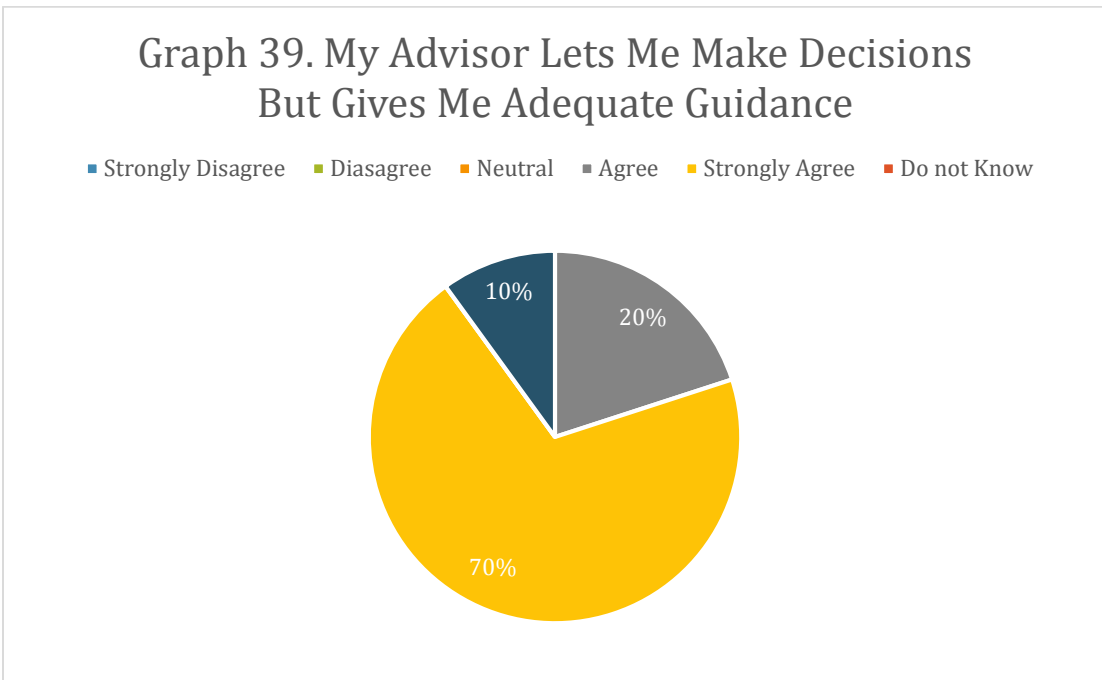
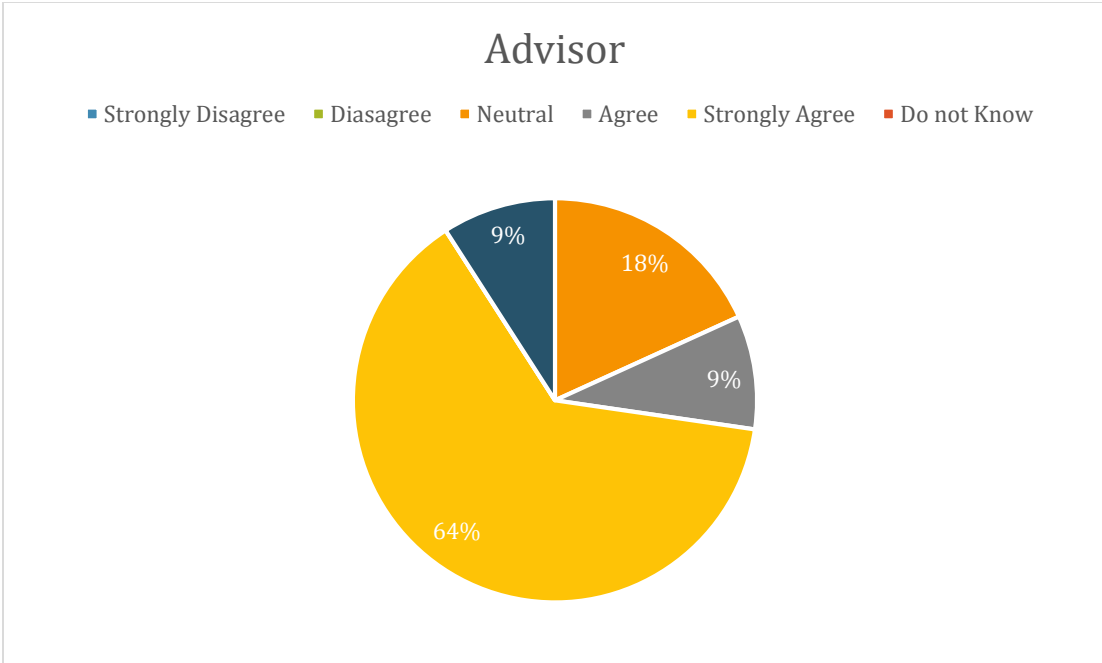
■ Strongly Disagree ■ Diasagree ■ Neutral ■ Agree ■ Strongly Agree ■ Do not Know



Graph 37. My Advisor Refers Me To Student Support Services, When Appropriate

■ Strongly Disagree ■ Diasagree ■ Neutral ■ Agree ■ Strongly Agree ■ Do not Know





Program Learning Outcomes by Degree and Assessment Tools

Degree: Accounting	
1. Prepare Professional Accounting Documents.	Practice Sets Principles of Accounting Classes.
2. Analyze, Interpret, And Synthesize Data To Make Accounting Decisions.	Business Simulation- Financial Analysis- Accounting Students
3. Identify and Apply Accounting Standards and Global Guidelines (GAAP/ IFRS).	Peregrine Outbound Exam - Accounting Score- Accounting Students
4. Apply Accounting Ethics And Corporate Social Responsibility, In The Context Of A Diverse, Global/Multi-Cultural Business Environment.	Business Simulation- Corporate Social Responsibility- Accounting Students
5. Exhibit Effective Oral And Written Communication Skills Related To Accounting Activities.	Business Simulation- Strategic Analysis & Planning- Accounting Students
6. Demonstrate Proficiency In The Accounting Process To Include Financial, Managerial, Tax, Auditing, And Fraud Detection Accounting.	Peregrine Outbound Exam-Total Score Accounting Students
Degree: General Business	
1. Implement Foundational Concepts Of General Business To Include Accounting, Legal Environment, Management, Marketing, Economics, And Finance.	Peregrine Outbound Exam-Total Score General Business Students
2. Analyze, Interpret, And Synthesize Data To Make General Business Decisions.	Business Simulation- Financial Analysis- General Business Students
3. Apply Business Ethics and Demonstrate Corporate Social Responsibility, In The Context of a Diverse, Global/Multi-Cultural Business Environment.	Business Simulation- Corporate Social Responsibility- General Business Students
4. Exhibit Effective Oral And Written Communication Skills Related To General Business Activities.	Business Simulation- Strategic Analysis & Planning- General Business Students
Degree: Business Management	
1. Implement Foundational Concepts of Management and Explain Management Roles, I.E. Setting Goals, Objectives, And Strategies to Accomplish a Purpose.	Peregrine Outbound Exam-Total Score Business Management Students Program Learning Outcomes Assessment
2. Analyze, Interpret, And Synthesize Data To Make Managerial Decisions.	Business Simulation- Financial Analysis- Business Management Students Program Learning Outcomes Assessment
3. Synthesize Information From Applicable Disciplines Into Management Concepts.	Peregrine Outbound Exam- Business Integration and Strategic Management- Business Management Students Program Learning Outcomes Assessment
4. Apply Management Ethics And Demonstrate Understanding Of Corporate Social Responsibility, In	Business Simulation- Corporate Social Responsibility- Business Management Students

The Context Of A Diverse, Global/Multi-Cultural Business Environment.	Program Learning Outcomes Assessment
5. Exhibit Effective Oral And Written Communication Skills Related To Management Activities.	Business Simulation- Strategic Analysis & Planning Business- Business Management Students Program Learning Outcomes Assessment
Degree: Marketing	
1. Implement Foundational Concepts of Marketing and Explain Marketing Functions (1. Segmentation, 2. Marketing Mix, 3. External Environment)	Peregrine Outbound Exam-Total Score Marketing Students
2. Analyze, Interpret, And Synthesize Data To Make Marketing Decisions.	Business Simulation- Financial Analysis- Marketing Students
3. Synthesize Information From Applicable Disciplines Into Marketing Concepts.	Peregrine Outbound Exam - Marketing Score- Marketing Students
4. Apply Marketing Ethics And Demonstrate Corporate Social Responsibility, In The Context Of A Diverse, Global/Multi-Cultural Business Environment.	Business Simulation- Corporate Social Responsibility- Marketing Students
5. Exhibit Effective Oral And Written Communication Skills Related To Marketing Activities.	Business Simulation- Strategic Analysis & Planning Business- Marketing Students
Degree: Master Of Business Administration	
1. Use Analytical Skills, Synthesizing Information from Appropriate Disciplines and Applying Business Analysis, Data Management and Diagnostic Problem-Solving Skills to Support Business Management Decision-Making.	Business Simulation- Financial Management-MBA Students
2. Exhibit Leadership and Team Membership Skills Needed for Coordinating and Participating in Business Management Activities.	Business Simulation- Analysis, Planning And Corporate Social Responsibility Average-MBA Students
3. Exhibit Effective Verbal And Non-Verbal Communication Skills At A Graduate Level.	Business Simulation- Total Average-MBA Students
4. Evaluate and Integrate Business Ethics and Corporate Social Responsibility in The Context of a Diverse, Global/Multi-Cultural Business Environment.	Business Simulation- Corporate Social Responsibility- MBA Students

Faculty Qualifications-School of Business

Faculty Member	Year of Appointment	Highest Degree Earned	Discipline	Other Professional Qualifications	Number of years of professional/management experience directly related to teaching discipline	Number of years of teaching experience (Full Time)
Dr. Laurel Barfitt	2007	PhD Accounting	Accounting	CPA, CMA	15	19
Dr. Charles Campbell	2016	Doctor of Business Administration	Marketing	MBA	21	1
Dr. Steven Chavez	2013	Doctor of Economic Development	Finance	MS	15	16
Dr. Francisca Reyes	2015	Doctor of Economic Development	Economics	MBA, MPA	8	2
Dr. David Scarborough	2016	PhD Management and HR	Management	MBA, SCP	22	11
Dr. Miguel Vicens	2013	Doctor of Economic Development	Management	MBA	13	5