



**Standard 6:
Educational and Business Process Management**

**Educational and Business Process Management
Performance Measure 6.1: Number of Majors**

The number of students majoring in a business discipline will increase by 5% each year.

Description of Measurement Instrument	Areas of Success	Analysis and Action Taken	Results of Action Taken												
<p>Number of majors in Accounting or Business Administration as reported by MUW's Office of Institutional Research</p>	<p>Business majors increased by 4.5% Fall-over-Fall between 2010 and 2011.</p> <table border="1" data-bbox="508 646 792 877"> <thead> <tr> <th>Semester</th> <th>Major Growth</th> </tr> </thead> <tbody> <tr> <td>Fall 2007</td> <td>-1.5%</td> </tr> <tr> <td>Fall 2008</td> <td>6.9%</td> </tr> <tr> <td>Fall 2009</td> <td>-3.7%</td> </tr> <tr> <td>Fall 2010</td> <td>-2.9%</td> </tr> <tr> <td>Fall 2011</td> <td>4.5%</td> </tr> </tbody> </table> <p>Business majors have increased by 2.9% between Fall 2006 and Fall 2011.</p>	Semester	Major Growth	Fall 2007	-1.5%	Fall 2008	6.9%	Fall 2009	-3.7%	Fall 2010	-2.9%	Fall 2011	4.5%	<p>Analysis: The number of students majoring in Business has increased, but not at the 5% rate.</p> <p>Old action: Set a one-year "stretch goal" of 20% growth in majors in Fall 2011 as part of University initiative to reach 3000 students.</p> <p>Ongoing action: The department launched a new marketing plan in Fall 2010. The plan was two-pronged: (a) utilize digital marketing techniques including Facebook, other forms of social media, and e-mail marketing and (b) embark on colleague-to-colleague telephone calling plan to reach key stakeholders within feeder programs at community colleges. These two approaches will drive traffic to information found on our Web site.</p> <p>New action: Create new promotional pieces for business programs including new brochure</p>	<p>The number of business majors grew by 4.5% Fall-over-Fall between 2010 and 2011.</p> <p>Since inception in Fall 2010, the number of Facebook fans grew to 244 fans. This represents a highest number of Facebook fans per-capita than any other business unit in the state of Mississippi.</p> <p>The number of unique "hits" on our Web page has more than doubled from 14.00 hits per day in November 2010 to 30.93 hits per day in November 2011.</p>
Semester	Major Growth														
Fall 2007	-1.5%														
Fall 2008	6.9%														
Fall 2009	-3.7%														
Fall 2010	-2.9%														
Fall 2011	4.5%														

Graphs and Results of Resulting Trends

Table 6.1.1: Number of Business Majors by Program, 2006-2011

Major	Fall 2006	Fall 2007	Fall 2008	Fall 2009	Fall 2010	Fall 2011
Accounting	67	57	53	51	44	51
General Business	45	66	73	72	73	65
Entrepreneurship	0	0	1	6	8	11
Management	30	22	31	23	26	30
Marketing	25	19	26	19	17	19
MIS	38	38	32	37	34	35
Total	205	202	216	208	202	211
Growth (Year Prior)		-1.5%	6.9%	-3.7%	-2.9%	4.5%
Growth (Since 2006)		-1.5%	5.4%	1.5%	-1.5%	2.9%

Figure 6.1.1: Number of Business Majors, 2006-2011

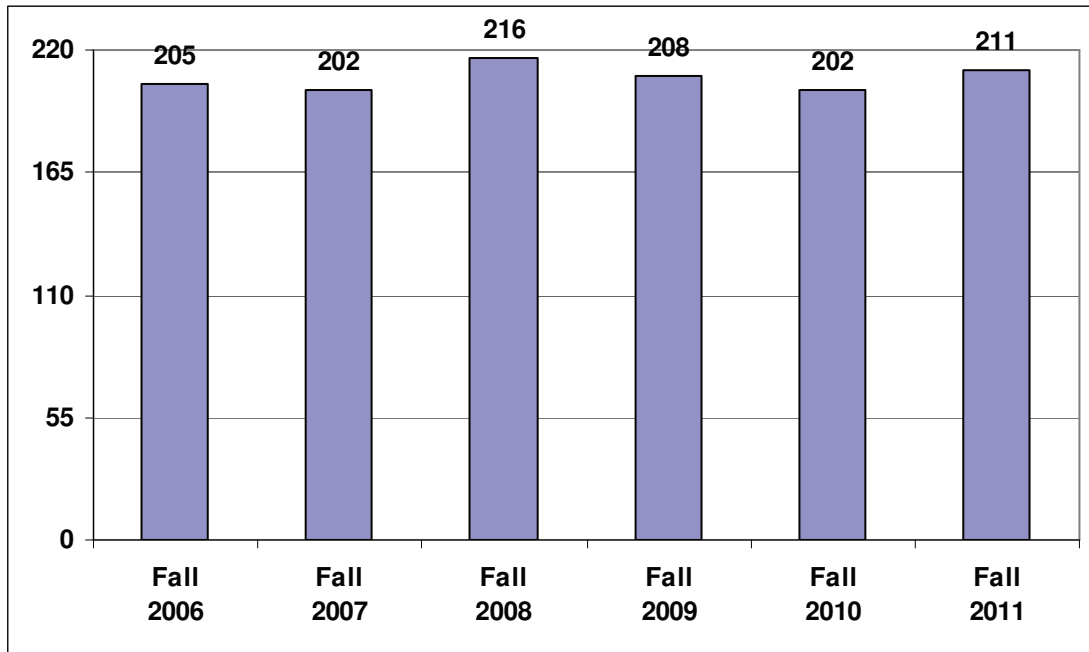


Figure 6.1.2: Number of Business Majors by Program, 2006-2011

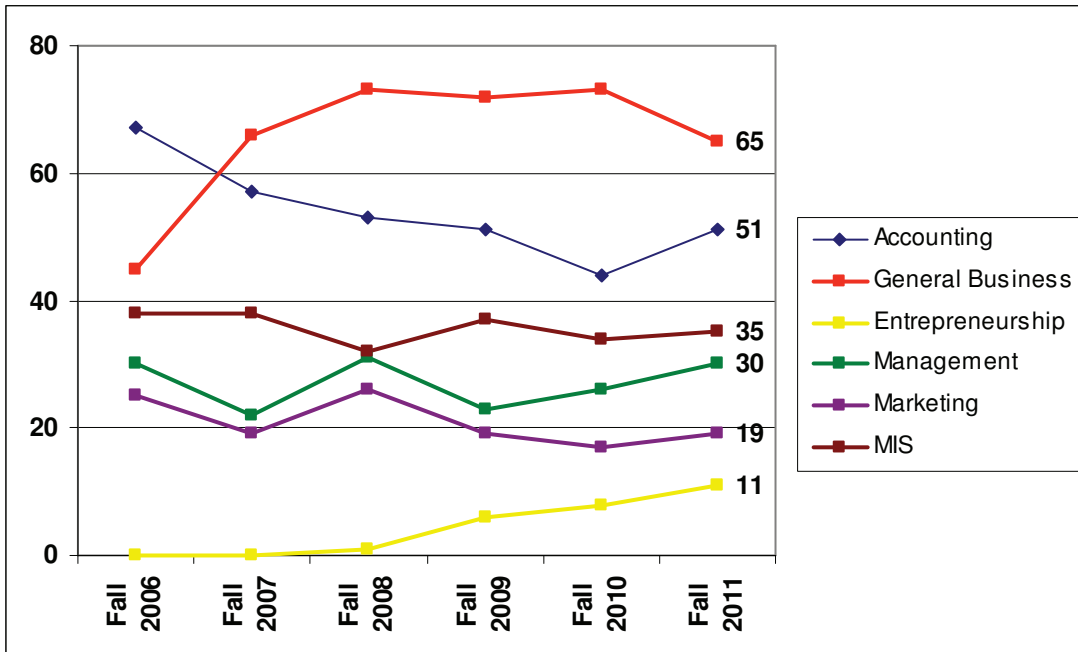
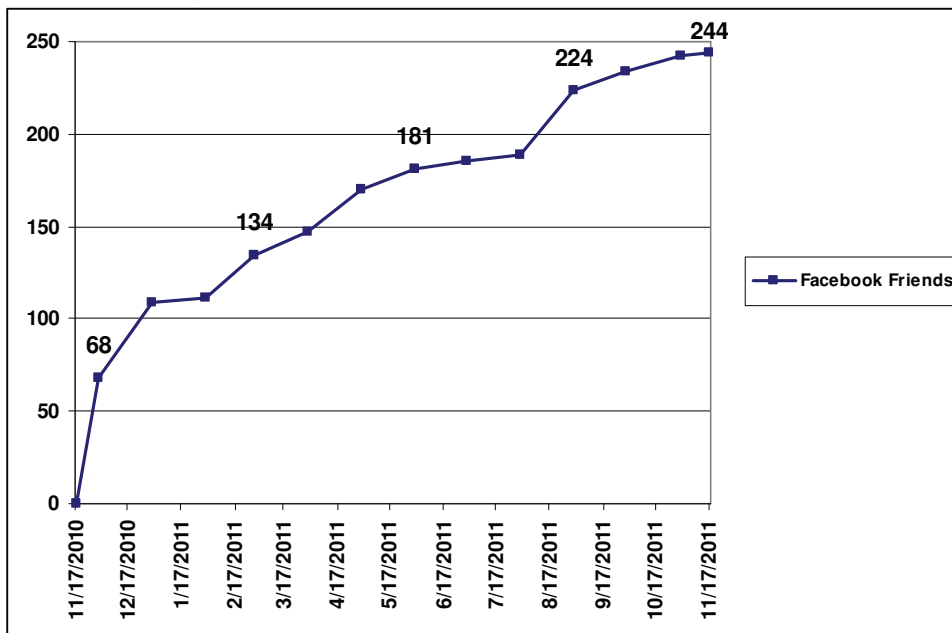


Figure 6.1.3: Growth in Facebook Activity, 2010-2011



**Educational and Business Process Management
Performance Measure 6.2: Credit Hour Production**

The number of credit hours produced by business courses will increase by 5% each year.

Description of Measurement Instrument	Areas of Success	Analysis and Action Taken	Results of Action Taken										
<p>Credit hour production (CHP) as reported by MUW's Office of Institutional Research</p>	<p>Business credit hour production has increased by 20.23% since 2006-2007, a yearly average rate of 4.72% and a yearly average rate of 6.47% since self-study year, 2008-2009.</p> <table border="1" data-bbox="506 814 760 1150"> <thead> <tr> <th>Academic Year</th> <th>CHP Growth</th> </tr> </thead> <tbody> <tr> <td>2007-2008</td> <td>-8.62%</td> </tr> <tr> <td>2008-2009</td> <td>16.06%</td> </tr> <tr> <td>2009-2010</td> <td>10.48%</td> </tr> <tr> <td>2010-2011</td> <td>2.61%</td> </tr> </tbody> </table>	Academic Year	CHP Growth	2007-2008	-8.62%	2008-2009	16.06%	2009-2010	10.48%	2010-2011	2.61%	<p>Analysis: Business credit hour production has steadily increased over five-year time horizon and since self-study year.</p> <p>Old Action: Removed unnecessary prerequisites to allow a wider cross-section of students into BU 361 and BU 381 courses.</p> <p>Ongoing Action: Market courses across campus including announcements to student listserv and bulleting boards.</p> <p>New Action: Monitor introductory and principles courses to evaluate number of undeclared and non-business students who either declare a business major, a business minor, or take additional courses in business.</p>	<p>Since removing prerequisites, CHP has increased 57% in BU 361 Principles of Marketing and 102% in BU 381 Principles of Management.</p> <p>Growth in introductory and principles of business courses represents 56% of total growth in CHP.</p> <p>While CHP has grown 20% since 2006-2007, the number of business has grown only 4.5% over the same time period. Greater monitoring seems warranted to help fulfill P.M. 6.1: Increase Number of Business Majors.</p>
Academic Year	CHP Growth												
2007-2008	-8.62%												
2008-2009	16.06%												
2009-2010	10.48%												
2010-2011	2.61%												

Graphs and Results of Resulting Trends

Table 6.2.1: Credit Hour Production by Discipline and Delivery Method, 2006-2011

Discipline	2006-2007	2007-2008	2008-2009	2009-2010	2010-2011
ACC	975	975	816	873	768
BQA	138	216	138	192	183
ECON	636	564	807	918	909
MGT	924	666	1191	1203	1359
MIS	1080	1077	1014	1239	1326
MKT	459	351	501	510	519
TOTAL	4212	3849	4467	4935	5064
Growth (Year Prior)		-8.62%	16.06%	10.48%	2.61%
Growth (Since 2006)		-8.62%	6.05%	17.17%	20.23%
Delivery					
ONLINE	1407	1509	2319	3285	3813
CAMPUS	2805	2340	2148	1650	1251

Figure 6.2.1: Credit Hour Production by Discipline, 2006-2011

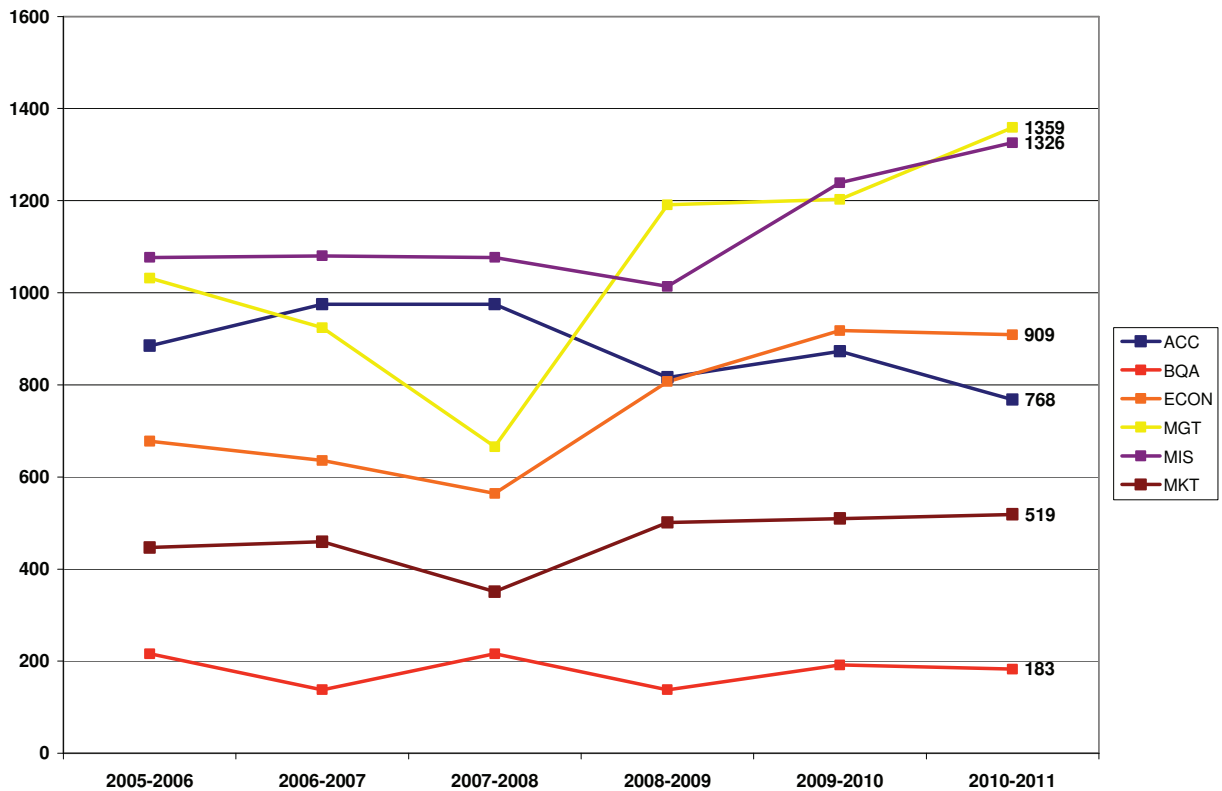
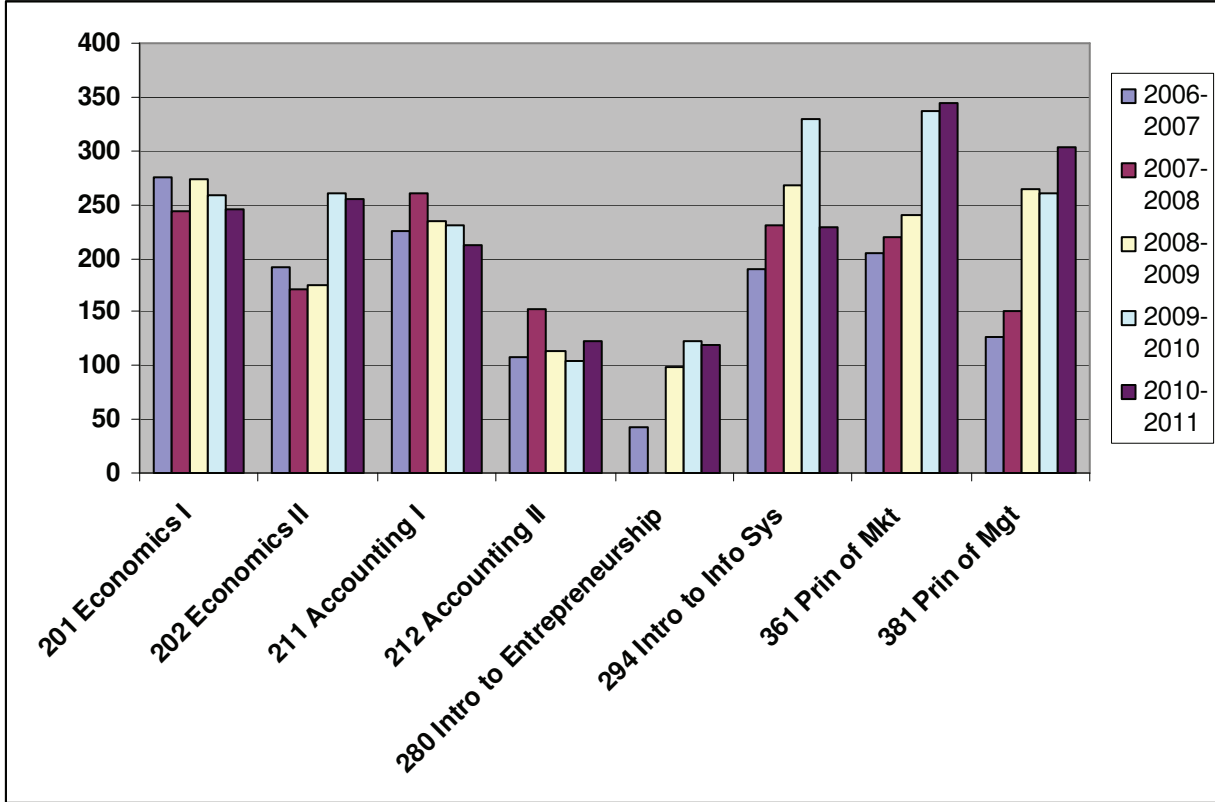


Figure 6.2.2: Credit Hour Production, Introductory and Principles Courses, 2006-2011



**Educational and Business Process Management
Performance Measure 6.3: Number of Minors**

The number of business minors will grow by 10% each year.

Description of Measurement Instrument	Areas of Success	Analysis and Action Taken	Results of Action Taken																		
<p>Number of minors in a our business disciplines as reported by MUW's Office of Institutional Research</p>	<p>The number of business minors have increased by 400% since Fall 2007, a yearly average rate of 49.4%.</p> <table border="1" data-bbox="506 680 797 884"> <thead> <tr> <th>Semester</th> <th>Minors</th> <th>Minor Growth</th> </tr> </thead> <tbody> <tr> <td>Fall 2007</td> <td>9</td> <td></td> </tr> <tr> <td>Fall 2008</td> <td>12</td> <td>33.33%</td> </tr> <tr> <td>Fall 2009</td> <td>16</td> <td>33.33%</td> </tr> <tr> <td>Fall 2010</td> <td>38</td> <td>137.50%</td> </tr> <tr> <td>Fall 2011</td> <td>45</td> <td>18.42%</td> </tr> </tbody> </table>	Semester	Minors	Minor Growth	Fall 2007	9		Fall 2008	12	33.33%	Fall 2009	16	33.33%	Fall 2010	38	137.50%	Fall 2011	45	18.42%	<p>Analysis: MUW's new general education curriculum was reduced in size from 53 to 39 hours for the 2009-2010 academic year. This reduction in size created a much larger number of general electives as part of the student's curriculum. The faculty realized that this presented an opportunity for students to concentrate these newly created elective hours into business minors.</p> <p>Ongoing Action: As part of advising function, make students aware of business minors.</p> <p>Ongoing Action: Removed business core classes from Marketing minor so that student business majors could complete business minor.</p> <p>Ongoing action: Advertised minors through students listservs and flyers on bulletin board. Created minor curriculum guides and placed on business Web site.</p>	<p>Business minors have increased from 16 during the Fall 2009 (the first semester of the new General Education curriculum) to 45 during the Fall 2011 semester.</p> <p>Most students complete minors in two years (due either to transfer status or declaration of minor during junior year) meaning that, on average, they have to complete nine hours per year. With 45 minors, this represents roughly 405 credit hours per academic year.</p>
Semester	Minors	Minor Growth																			
Fall 2007	9																				
Fall 2008	12	33.33%																			
Fall 2009	16	33.33%																			
Fall 2010	38	137.50%																			
Fall 2011	45	18.42%																			

Ongoing action: To attract non-business into minors, mention minors in introductory and principles classes.

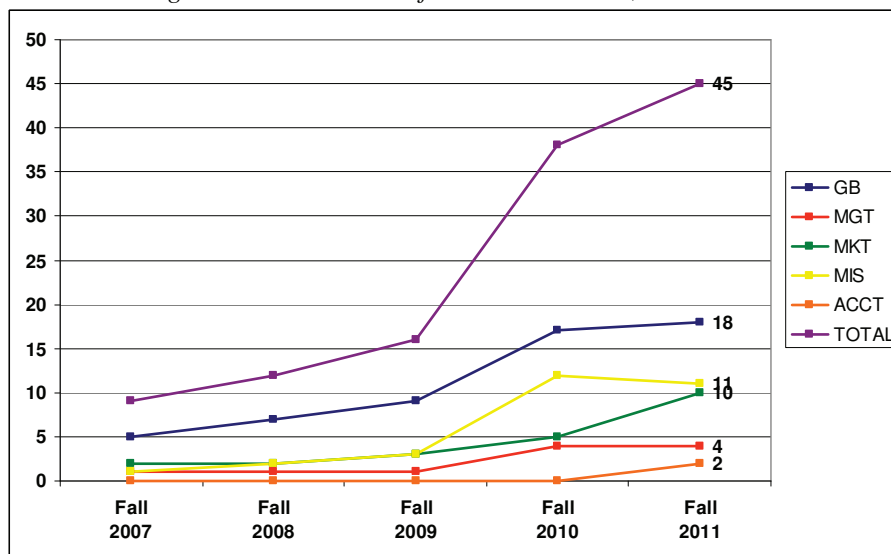
New action: Curriculum Development and Assessment Committee is considering reducing size of Management and General Business minors from 21 hours to 18 hours.

Graphs and Results of Resulting Trends

Table 6.3.1: Number of Business Minors, 2007-2011

MINOR	Fall 2007	Fall 2008	Fall 2009	Fall 2010	Fall 2011
GB	5	7	9	17	18
MGT	1	1	1	4	4
MKT	2	2	3	5	10
MIS	1	2	3	12	11
ACCT	0	0	0	0	2
TOTAL	9	12	16	38	45
Growth (Year Prior)		33%	33%	138%	18%
Growth (Since 2007)		33%	78%	322%	400%

Figure 6.3.2: Number of Business Minors, 2007-2011



**Table 6.1: Common Professional Component (CPC)
Compliance Summary**

Common Professional Components												
Core Courses	Hour Class Sessions by CPC Topic											
	a1 MK T	a2 FIN	a3 ACC	a4 MGT	b1 LAW	b2 ECO	b3 ETH	b4 GLO	c1 IS	c2 STAT	d POL/ COMP	Total
BU 160	0	1	2	2	0	1	1	0	45	3	1	56
BU 201	0	0.5	1	0	0.5	45	0	4	0	5	0	56
BU 202	2	0	0	3	1	45	0.5	0	0	5	2	58.5
BU 211	2	3	36	3	3	2	6	3	2	2	5	67
BU 212	3	3	34	6	3	2	4	3	2	3	3	66
BU 345	0	1	0	0	0	1	1	0	4	45	0	52
BU 355	0	45	5	10	1	2	0.5	0.5	0	2	1	67
BU 361	45	1	1	2	3	2	2	2	3	1	1	63
BU 381	3	0	0	45	2	1	5	5	1	0	4	66
BU 385	1	0	0	45	0.5	0	4	8	0.5	8	0	67
BU 497	3	3	2	6	2	3	9	14	7	1	45	95
PLG 241	0	1	0	0	37.5	1	3	3	1	0	0	46.5
TOTALS	59	57.5	81	122	53.5	105	36	42.5	74	85	69	