



Standard 6: 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" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th style="text-align: left;">Semester</th> <th style="text-align: left;">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> <tr> <td>Fall 2012</td> <td>6.6%</td> </tr> <tr> <td>Fall 2013</td> <td>-0.9%</td> </tr> </tbody> </table> <p>Business majors have increased by 8.8% between Fall 2006 and Fall 2013.</p>	Semester	Major Growth	Fall 2007	-1.5%	Fall 2008	6.9%	Fall 2009	-3.7%	Fall 2010	-2.9%	Fall 2011	4.5%	Fall 2012	6.6%	Fall 2013	-0.9%	<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>Old 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>Ongoing action: Create new promotional pieces for business programs including new brochures and table displays.</p>	<p>The number of business majors grew by 6.6% between Fall 2011 and Fall 2012, but fell .9% between Fall 2012 and Fall 2013.</p> <p>With the creation of the University's new branding efforts and the department's promotional material in Fall 2013, the number of majors will continue to be monitored to ensure the success of these efforts.</p>
Semester	Major Growth																		
Fall 2007	-1.5%																		
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Fall 2011	4.5%																		
Fall 2012	6.6%																		
Fall 2013	-0.9%																		

Graphs and Results of Resulting Trends

Table 6.1.1: Number of Business Majors by Program, 2006-2013

Major	Fall 2006	Fall 2007	Fall 2008	Fall 2009	Fall 2010	Fall 2011	Fall 2012	Fall 2013
Accounting	67	57	53	51	44	51	48	54
General Business	45	66	73	72	73	65	88	76
Entrepreneurship	0	0	1	6	8	11	9	5
Management	30	22	31	23	26	30	30	23
Marketing	25	19	26	19	17	19	25	35
MIS	38	38	32	37	34	35	25	30
Total	205	202	216	208	202	211	225	223
Growth (Year Prior)		-1.5%	6.9%	-3.7%	-2.9%	4.5%	6.6%	-0.9%
Growth (Since 2006)		-1.5%	5.4%	1.5%	-1.5%	2.9%	9.8%	8.8%

Figure 6.1.2: Number of Business Majors, 2006-2013

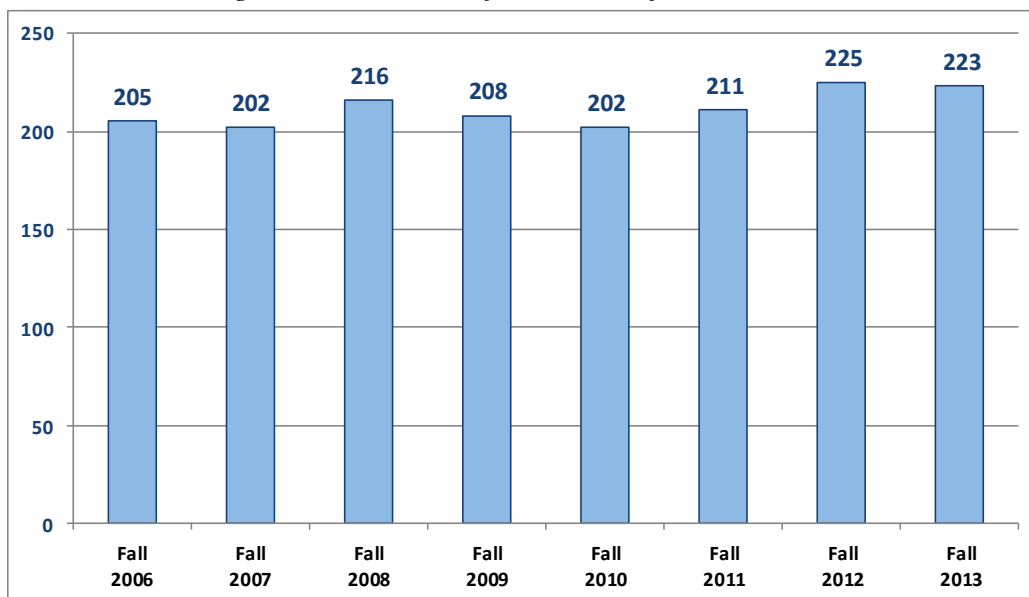
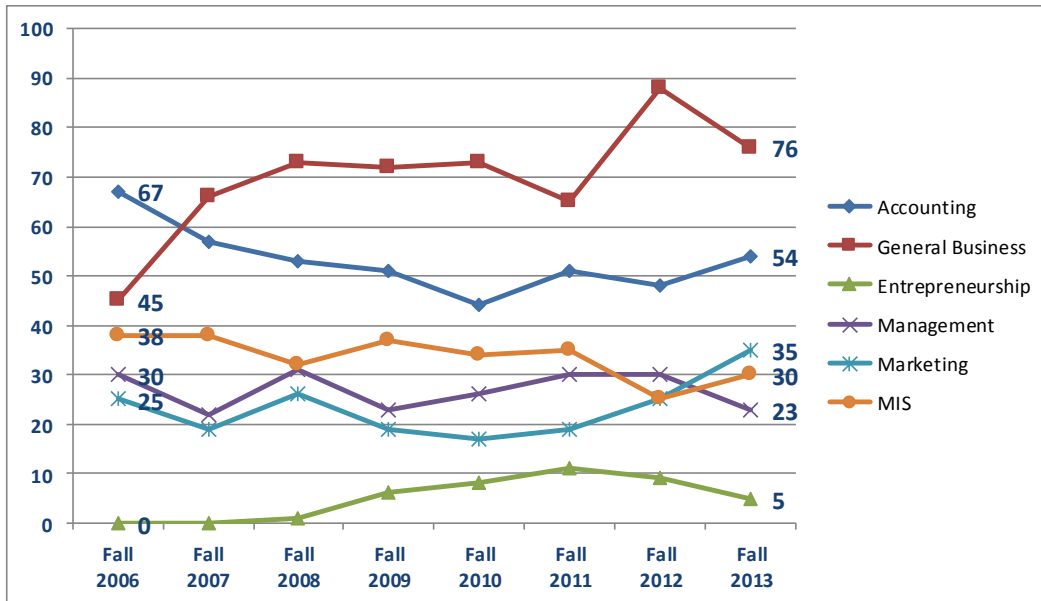


Figure 6.1.3: Number of Business Majors by Program, 2006-2013



Performance Measure 6.2: Credit Hour Production

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

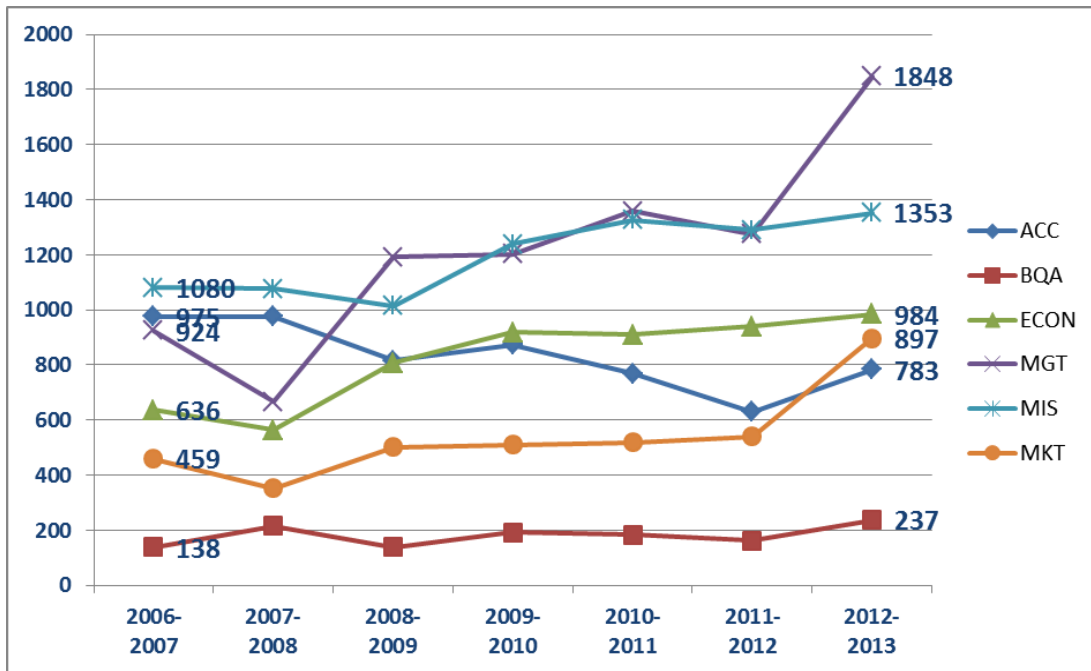
Description of Measurement Instrument	Areas of Success	Analysis and Action Taken	Results of Action Taken														
<p>Credit hour production (CHP) as reported by MUW's Office of Institutional Research</p>	<p>Business credit hour production has increased by 44.87% since 2006-2007, a yearly average rate of 6.37% and a yearly average rate of 8.10% since self-study year, 2008-2009.</p> <table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th style="text-align: center;">Academic Year</th> <th style="text-align: center;">CHP Growth</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">2007-2008</td> <td style="text-align: center;">-8.62%</td> </tr> <tr> <td style="text-align: center;">2008-2009</td> <td style="text-align: center;">16.06%</td> </tr> <tr> <td style="text-align: center;">2009-2010</td> <td style="text-align: center;">10.48%</td> </tr> <tr> <td style="text-align: center;">2010-2011</td> <td style="text-align: center;">2.61%</td> </tr> <tr> <td style="text-align: center;">2011-2012</td> <td style="text-align: center;">-4.50%</td> </tr> <tr> <td style="text-align: center;">2012-2013</td> <td style="text-align: center;">26.18%</td> </tr> </tbody> </table>	Academic Year	CHP Growth	2007-2008	-8.62%	2008-2009	16.06%	2009-2010	10.48%	2010-2011	2.61%	2011-2012	-4.50%	2012-2013	26.18%	<p>Analysis: Business credit hour production has steadily increased over five-year time horizon and since self-study year.</p> <p>Ongoing Action: Market courses across campus including announcements to student listserv and bulletin boards.</p> <p>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>New Action: Develop new promotional materials and website for programs.</p> <p>New Action: Increase number of sections in Principles courses.</p>	<p>Credit hour production increased dramatically in 2012-2013 after a slight drop in 2011-2012. This may be due to the fact that we increased section offerings and increased cap sizes in our lower level classes. Continued monitoring seems warranted to determine if trend will continue.</p>
Academic Year	CHP Growth																
2007-2008	-8.62%																
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Graphs and Results of Resulting Trends

Table 6.2.1: Credit Hour Production by Discipline and Delivery Method, 2006-2013

Discipline	2006-2007	2007-2008	2008-2009	2009-2010	2010-2011	2011-2012	2012-2013
ACC	975	975	816	873	768	630	783
BQA	138	216	138	192	183	162	237
ECON	636	564	807	918	909	939	984
MGT	924	666	1191	1203	1359	1275	1848
MIS	1080	1077	1014	1239	1326	1290	1353
MKT	459	351	501	510	519	540	897
TOTAL	4212	3849	4467	4935	5064	4836	6102
Growth (Year Prior)		-8.62%	16.06%	10.48%	2.61%	-4.50%	26.18%
Growth (Since 2006)		-8.62%	6.05%	17.17%	20.23%	14.81%	44.87%
Delivery							
ONLINE	1407	1509	2319	3285	3813	3618	4575
CAMPUS	2805	2340	2148	1650	1251	1230	1551

Figure 6.2.2: Credit Hour Production by Discipline, 2006-2013



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 our business disciplines as reported by MUW's Office of Institutional Research</p>	<p>The number of business minors has increased by 356% since Fall 2007, a yearly average rate of 35.42%.</p> <table border="1" data-bbox="516 680 846 961"> <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> <tr> <td>Fall 2012</td> <td>39</td> <td>-15.38%</td> </tr> <tr> <td>Fall 2013</td> <td>41</td> <td>4.88%</td> </tr> </tbody> </table>	Fall 2007	9		Fall 2008	12	33.33%	Fall 2009	16	33.33%	Fall 2010	38	137.50%	Fall 2011	45	18.42%	Fall 2012	39	-15.38%	Fall 2013	41	4.88%	<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: Advertised minors through students' listservs and flyers on bulletin boards. 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 41 during the Fall 2013 semester. However, growth has stagnated since Fall 2011. Also summer class schedules were modified to make it possible to complete a General Business minor in one summer term.</p>
Fall 2007	9																							
Fall 2008	12	33.33%																						
Fall 2009	16	33.33%																						
Fall 2010	38	137.50%																						
Fall 2011	45	18.42%																						
Fall 2012	39	-15.38%																						
Fall 2013	41	4.88%																						

		<p>Ongoing action: To attract non-business majors into minors, mention minors in introductory and principles classes.</p> <p>New action: Promotional materials will be developed specifically for the minor areas by a small working group of departmental faculty.</p>	
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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	Fall 2012	Fall 2013
GB	5	7	9	17	18	17	14
MGT	1	1	1	4	4	3	7
MKT	2	2	3	5	10	12	10
MIS	1	2	3	12	11	7	8
ACCT	0	0	0	0	2	0	1
Entrepreneurship	0	0	0	0	0	0	1
TOTAL	9	12	16	38	45	39	41
Growth (Year Prior)		33%	33%	138%	18%	-13%	5%
Growth (Since 2007)		33%	78%	322%	400%	333%	356%

Figure 6.3.2: Number of Business Minors, 2007-2011

