



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>	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr><td style="width: 50%;">Fall 2007</td><td style="width: 50%; text-align: center;">-1.5%</td></tr> <tr><td>Fall 2008</td><td style="text-align: center;">6.9%</td></tr> <tr><td>Fall 2009</td><td style="text-align: center;">-3.7%</td></tr> <tr><td>Fall 2010</td><td style="text-align: center;">-2.9%</td></tr> <tr><td>Fall 2011</td><td style="text-align: center;">4.5%</td></tr> <tr><td>Fall 2012</td><td style="text-align: center;">6.6%</td></tr> <tr><td>Fall 2013</td><td style="text-align: center;">-0.9%</td></tr> <tr><td>Fall 2014</td><td style="text-align: center;">0.4%</td></tr> <tr><td>Fall 2015</td><td style="text-align: center;">1.8%</td></tr> </table> <p>Business majors have increased by 11.2% between Fall 2006 and Fall 2015.</p>	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%	Fall 2014	0.4%	Fall 2015	1.8%	<p>Analysis: The number of students majoring in Business has increased, but not at the 5% rate.</p> <p>Old action: Create new promotional pieces for business programs including new brochures and table displays.</p> <p>Ongoing action: Review options for curricular innovation. For example, beginning with the Fall 2015 Academic Year, we have added a new concentration area within the Bachelor of Science Administration in Health Care Management. This concentration is a natural fit with our university's large concentration of health services majors.</p>	<p>The number of business majors has not reached the goal of increasing by 5% each year in our accredited programs. However, the goal has been reached when factoring in both accredited and non-accredited programs.</p> <p>With the creation of the Health Care Management concentration within the Bachelor of Science Administration this fall, we have increased our enrollment by 28 majors this academic year. As soon as this program produces graduates, we anticipate bringing the program forward to ACBSP for accreditation.</p>
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Graphs and Results of Resulting Trends

Table 6.1.1: Number of Business Majors by Program, 2006-2015

Major	Fall 2006	Fall 2007	Fall 2008	Fall 2009	Fall 2010	Fall 2011	Fall 2012	Fall 2013	Fall 2014	Fall 2015
Accounting	67	57	53	51	44	51	48	54	51	49
General Business	45	66	73	72	73	65	88	76	86	77
Entrepreneurship *	0	0	1	6	8	11	9	5	10	4
Management	30	22	31	23	26	30	30	23	30	28
Marketing	25	19	26	19	17	19	25	35	17	18
MIS	38	38	32	37	34	35	25	30	30	52
Human Resource Management **										2
Health Care Management **										28
Total (Accredited Concentrations)	205	202	216	208	202	211	225	223	224	228
Growth (Year Prior)		-1.5%	6.9%	-3.7%	-2.9%	4.5%	6.6%	-0.9%	0.4%	1.8%
Growth (Since 2006)		-1.5%	5.4%	1.5%	-1.5%	2.9%	9.8%	8.8%	9.3%	11.2%

* Entrepreneurship has been deactivated. ** Human Resource Management and Health Care Management are not ACBSP-accredited (not included in totals)

Figure 6.1.2: Number of Business Majors, 2006-2015

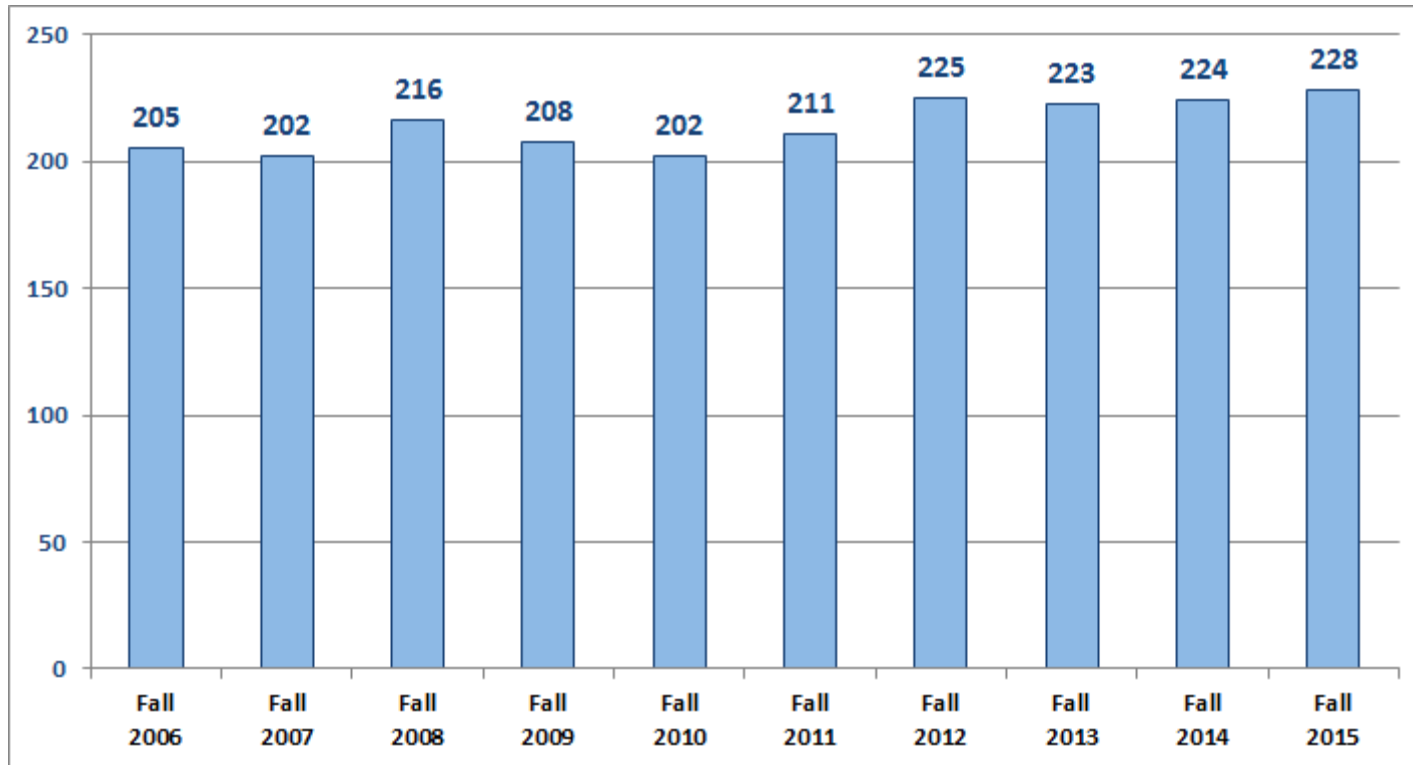
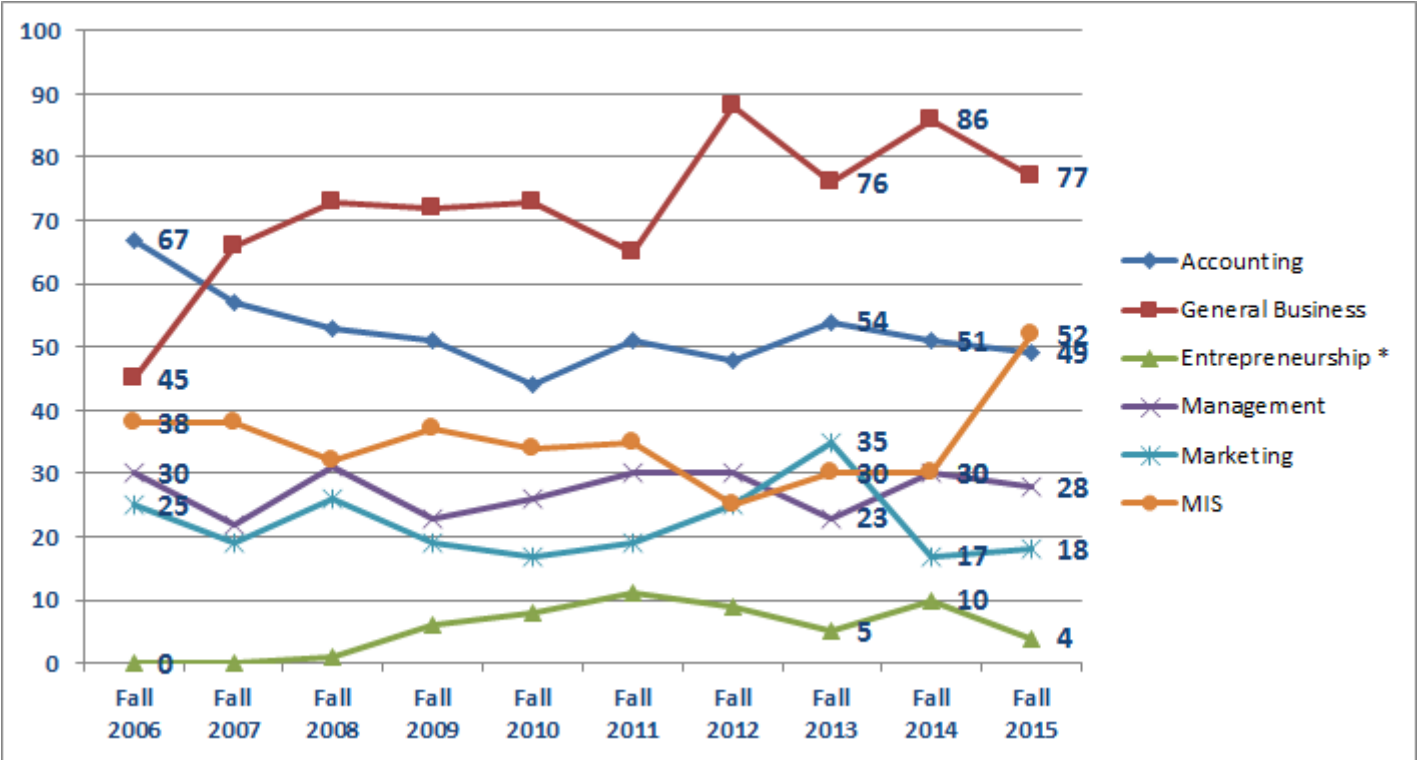


Figure 6.1.3: Number of Business Majors by Program, 2006-2015



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 53.92% since 2006-2007, a yearly average rate of 5.99% and a yearly average rate of 7.70% 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;">3.91%</td> </tr> <tr> <td style="text-align: center;">2012-2013</td> <td style="text-align: center;">16.23%</td> </tr> <tr> <td style="text-align: center;">2013-2014</td> <td style="text-align: center;">-0.28%</td> </tr> <tr> <td style="text-align: center;">2014-2015</td> <td style="text-align: center;">6.30%</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	3.91%	2012-2013	16.23%	2013-2014	-0.28%	2014-2015	6.30%	<p>Analysis: Business credit hour production has steadily increased over five-year time horizon and since self-study year.</p> <p>Ongoing Action:</p> <p>Develop new promotional materials and website for programs.</p> <p>Ongoing Action:</p> <p>Increase number of sections in Principles courses.</p> <p>New Action:</p> <p>Increase course offerings in growing concentration areas.</p> <p>New Action:</p> <p>Increase section offerings of popular courses.</p>	<p>Credit hour production slightly dropped in 2013-2014 after increasing dramatically in 2012-2013. Credit hour production also increased in 2014-2015. Continued monitoring seems warranted to determine if trend will continue.</p>
Academic Year	CHP Growth																				
2007-2008	-8.62%																				
2008-2009	16.06%																				
2009-2010	10.48%																				
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2012-2013	16.23%																				
2013-2014	-0.28%																				
2014-2015	6.30%																				

Graphs and Results of Resulting Trends

Table 6.2.1: Credit Hour Production by Discipline and Delivery Method, 2006-2015

Discipline	2006-2007	2007-2008	2008-2009	2009-2010	2010-2011	2011-2012	2012-2013	2013-2014	2014-2015
ACC	918	879	735	816	699	660	819	1038	1101
BQA	156	183	105	156	171	153	246	255	234
BU	111	135	153	126	198	180	71	42	48
EC	501	441	399	456	414	492	552	552	675
ENT	39	0	93	111	90	120	75	66	150
FIN	222	141	339	369	387	405	396	444	339
MGT	954	777	1047	1116	1251	1092	1530	1656	1716
MIS	1764	1755	1632	1716	1644	1554	1530	1272	1518
MKT	435	333	453	480	528	606	897	774	702
TOTAL	4212	3849	4467	4935	5064	5262	6116	6099	6483
Growth (Year Prior)		-8.62%	16.06%	10.48%	2.61%	3.91%	16.23%	-0.28%	6.30%
Growth (Since 2006)		-8.62%	6.05%	17.17%	20.23%	24.93%	45.20%	44.80%	53.92%
Delivery									
DAY	45.3%	41.9%	33.4%	25.3%	18.7%	12.8%	17.4%	20.0%	19.4%
NIGHT	23.0%	18.4%	17.1%	9.2%	7.8%	3.3%	4.8%	5.8%	5.7%
ONLINE	31.7%	39.7%	49.5%	65.6%	73.6%	83.9%	77.8%	74.2%	74.9%

Figure 6.2.2: Credit Hour Production by Discipline, 2006-2015

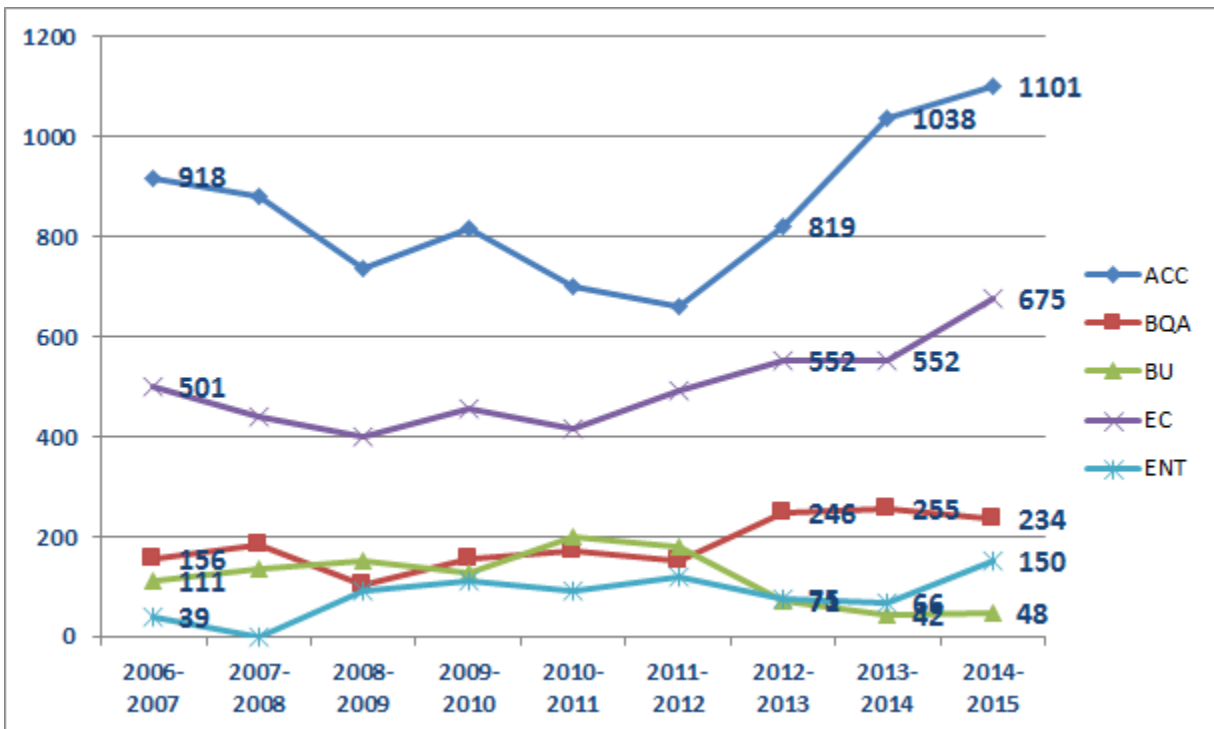
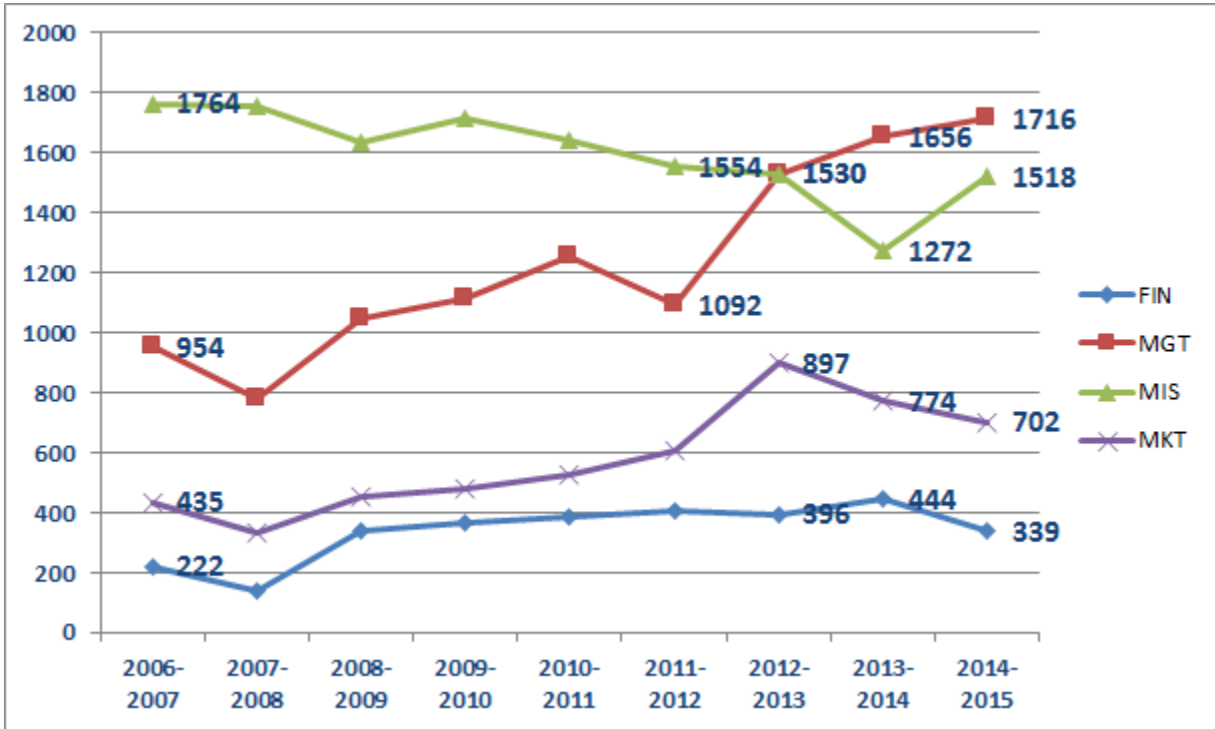


Figure 6.2.2: Credit Hour Production by Discipline, 2006-2015



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 277.8% since Fall 2007, a yearly average rate of 30.87%.</p> <table border="1" data-bbox="516 682 846 1108"> <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> <tr> <td>Fall 2012</td> <td>39</td> <td>-13.30%</td> </tr> <tr> <td>Fall 2013</td> <td>41</td> <td>5.10%</td> </tr> <tr> <td>Fall 2014</td> <td>29</td> <td>-29.30%</td> </tr> <tr> <td>Fall 2015</td> <td>34</td> <td>17.20%</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%	Fall 2012	39	-13.30%	Fall 2013	41	5.10%	Fall 2014	29	-29.30%	Fall 2015	34	17.20%	<p>Analysis: While the number of minors dropped during 2014, we did increase the number of minors by 17.20% for 2015.</p> <p>Ongoing Action: As part of advising function, make students aware of business minors.</p> <p>Ongoing action: Promotional materials will be developed specifically for the minor areas by a small working group of departmental faculty.</p> <p>New action: We added a new minor in Health Care Management to attract non-business students from MUW's Health Services related majors. This minor will be advertised to both students and faculty in these areas.</p>	<p>While we had hoped that changing summer class schedules to make it possible to complete a General Business minor in one summer term would increase minor enrollment, the changes in federal financial aid has resulted in a decrease in summer enrollment university wide. Thus, a new minor in Health Care Management was created to attract MUW's large number of Health Services related majors to opportunities for minors in our department.</p>
Semester	Minors	Minor Growth																															
Fall 2007	9																																
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Fall 2014	29	-29.30%																															
Fall 2015	34	17.20%																															

Graphs and Results of Resulting Trends

Table 6.3.1: Number of Business Minors, 2007-2015

MINOR	Fall 2007	Fall 2008	Fall 2009	Fall 2010	Fall 2011	Fall 2012	Fall 2013	Fall 2014	Fall 2015
GB	5	7	9	17	18	17	14	11	15
HCM	0	0	0	0	0	0	0	0	2
HRM	0	0	0	0	0	0	0	0	2
MGT	1	1	1	4	4	3	7	3	0
MKT	2	2	3	5	10	12	10	8	9
MIS	1	2	3	12	11	7	8	5	5
ACCT	0	0	0	0	2	0	1	1	0
Entrepreneurship	0	0	0	0	0	0	1	1	1
TOTAL	9	12	16	38	45	39	41	29	34
Growth (Year Prior)		33.3%	33.3%	137.5%	18.4%	-13.3%	5.1%	-29.3%	17.2%
Growth (Since 2007)		33.3%	77.8%	322.2%	400.0%	333.3%	355.6%	222.2%	277.8%

Figure 6.3.2: Number of Business Minors, 2007-2015

