



**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="margin-bottom: 10px;"> <tr><td style="text-align: left;">Fall 2007</td><td style="text-align: right;">1.5%</td></tr> <tr><td style="text-align: left;">Fall 2008</td><td style="text-align: right;">6.9%</td></tr> <tr><td style="text-align: left;">Fall 2009</td><td style="text-align: right;">3.7%</td></tr> <tr><td style="text-align: left;">Fall 2010</td><td style="text-align: right;">2.9%</td></tr> <tr><td style="text-align: left;">Fall 2011</td><td style="text-align: right;">4.5%</td></tr> <tr><td style="text-align: left;">Fall 2012</td><td style="text-align: right;">6.6%</td></tr> <tr><td style="text-align: left;">Fall 2013</td><td style="text-align: right;">0.9%</td></tr> <tr><td style="text-align: left;">Fall 2014</td><td style="text-align: right;">0.4%</td></tr> <tr><td style="text-align: left;">Fall 2015</td><td style="text-align: right;">1.8%</td></tr> <tr><td style="text-align: left;">Fall 2016</td><td style="text-align: right;">-3.1%</td></tr> <tr><td style="text-align: left;">Fall 2017</td><td style="text-align: right;">-3.6%</td></tr> </table> <p>While there has been a decrease in the accredited business programs, there has been an increase in the two non-accredited programs Human Resource Management and Health Care Management. The Health Care Management concentration, which began in 2015, currently has 60 majors. Human Resource Management has 21 majors for a total of 81 majors not included in the above table.</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%	Fall 2016	-3.1%	Fall 2017	-3.6%	<p>Analysis: The number of students majoring in Business has not increased 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 added a new concentration area within the Bachelor of Science Business Administration in Health Care Management. This concentration was a natural fit with our university's large concentration of health services majors and currently has 60 majors as of Fall 2017.</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 for the past 2 of 3 years.</p> <p>With the creation of the Health Care Management concentration within the Bachelor of Science in Business Administration fall of 2015, we have increased our enrollment. We anticipate bringing the program forward to ACBSP for accreditation soon.</p>
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Graphs and Results of Resulting Trends

Table 6.1.1: Number of Business Majors by Program, 2006-2017

Major	Fall 2006	Fall 2007	Fall 2008	Fall 2009	Fall 2010	Fall 2011	Fall 2012	Fall 2013	Fall 2014	Fall 2015	Fall 2016	Fall 2017
Accounting	67	57	53	51	44	51	48	54	51	49	53	49
General Business	45	66	73	72	73	65	88	76	86	77	72	96
Entrepreneurship *	0	0	1	6	8	11	9	5	10	4	1	0
Management	30	22	31	23	26	30	30	23	30	28	25	25
Marketing	25	19	26	19	17	19	25	35	17	18	14	16
MIS	38	38	32	37	34	35	25	30	30	52	56	27
Human Resource Management **										2	8	21
Health Care Management **										28	40	60
Total (Accredited Concentrations)	205	202	216	208	202	211	225	223	224	228	221	213
Growth (Year Prior)		-1.5%	6.9%	-3.7%	-2.9%	4.5%	6.6%	-0.9%	0.4%	1.8%	-3.1%	-3.6%
Growth (Since 2006)		-1.5%	5.4%	1.5%	-1.5%	2.9%	9.8%	8.8%	9.3%	11.2%	7.8%	3.9%

* 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, 2006-2017

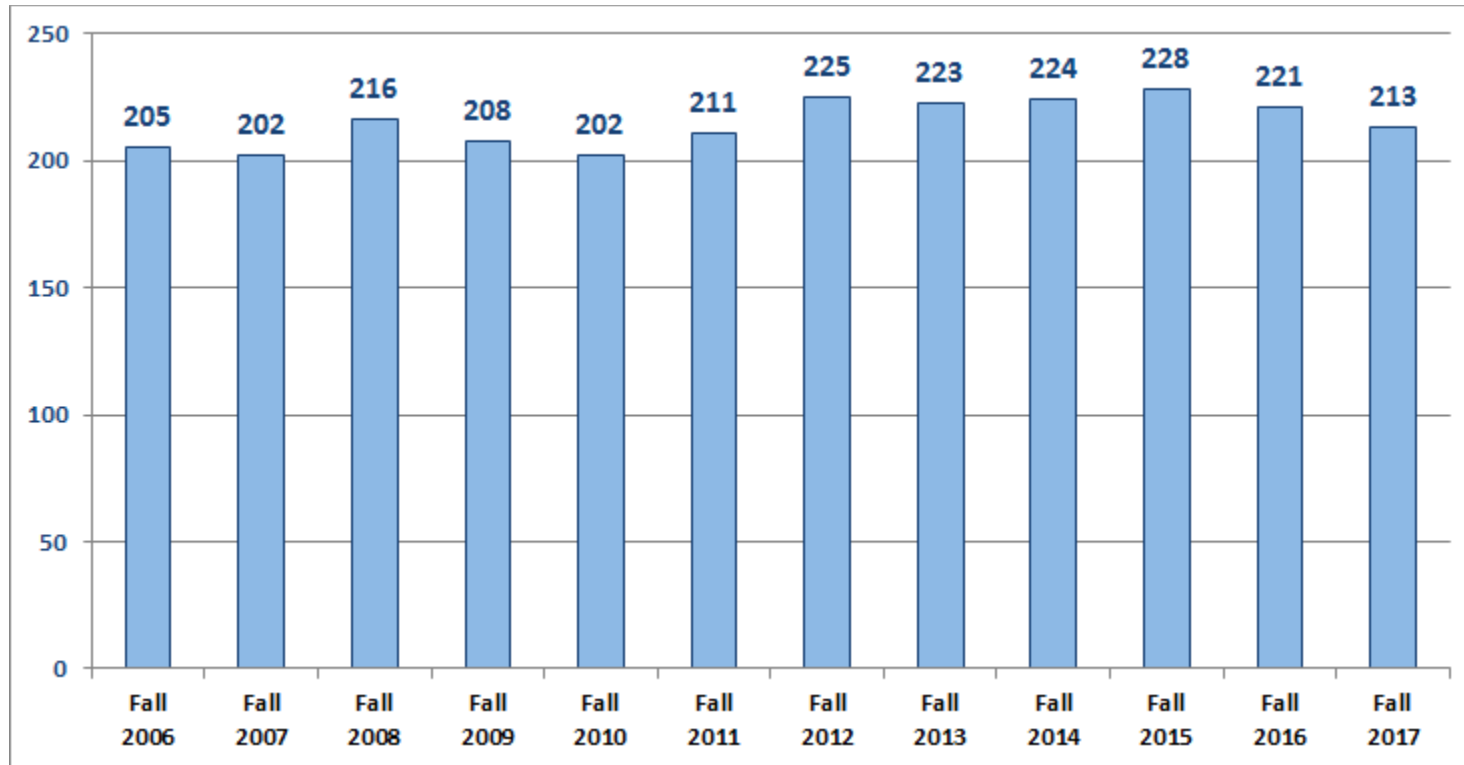
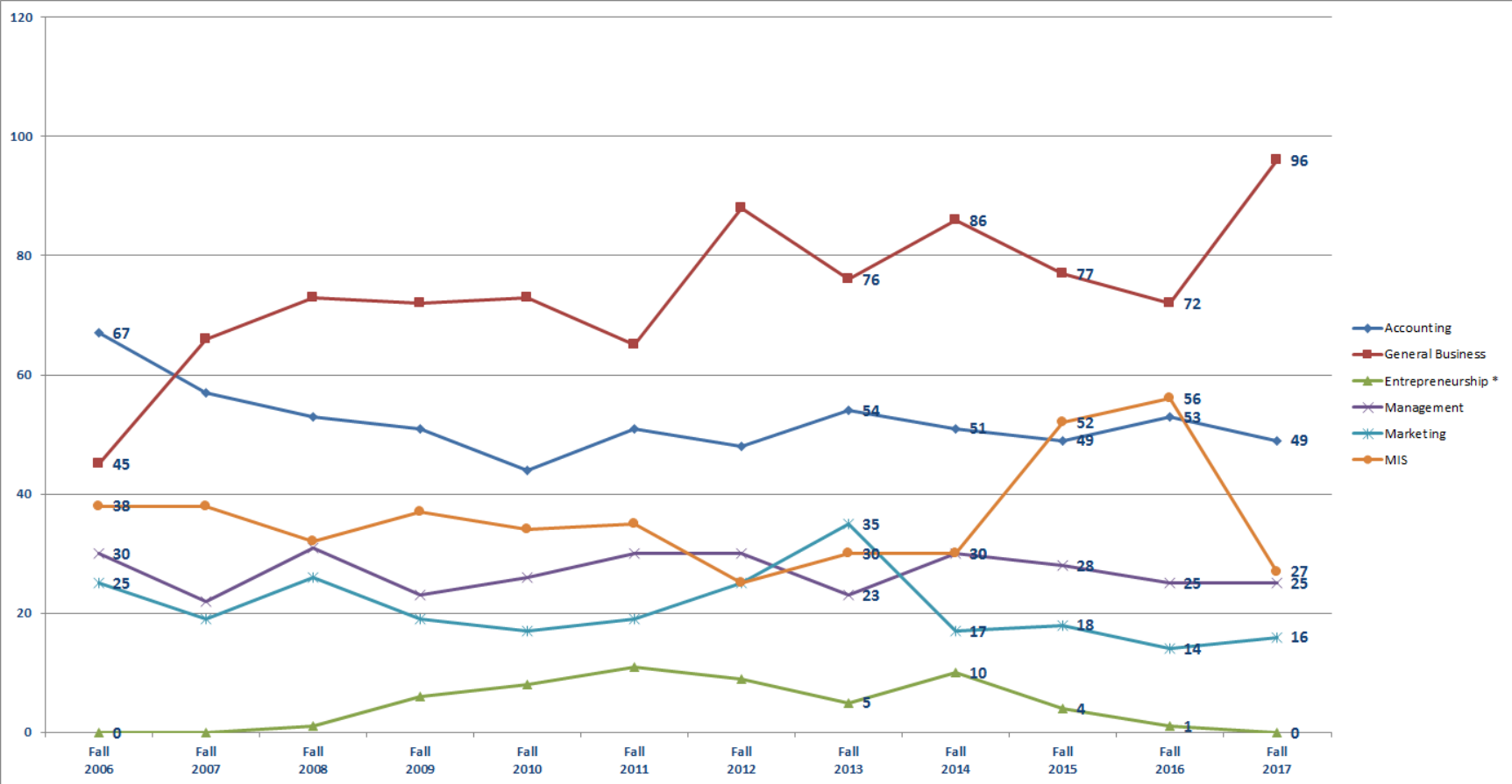


Figure 6.1.3: Number of Business Majors by Program, 2006-2017



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 98.79% since 2006-2007, a yearly average rate of 7.41% and a yearly average rate of 9.19% since self-study year, 2008-2009.</p> <table border="1" style="margin-left: auto; margin-right: auto;"> <tbody> <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> <tr> <td style="text-align: center;">2015-2016</td> <td style="text-align: center;">17.45%</td> </tr> <tr> <td style="text-align: center;">2016-2017</td> <td style="text-align: center;">9.97%</td> </tr> </tbody> </table>	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%	2015-2016	17.45%	2016-2017	9.97%	<p>Analysis: Business credit hour production has steadily increased over five-year time horizon and since self-study year.</p> <p>Ongoing Action: Develop new promotional materials and website for programs.</p> <p>Ongoing Action: Increase number of sections in Principles courses.</p> <p>Ongoing Action: Increase course offerings in growing concentration areas.</p> <p>Ongoing Action: Increase section offerings of popular courses.</p>	<p>Credit hour production slightly dropped in 2013-2014. However, with the exception of the 2013-2014 academic year, credit hour production has continued to increase year over year since 2008-2009. The department has also increased offerings of sections in both Principles and high demand courses. Continued monitoring seems warranted to determine if trend will continue.</p>
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Graphs and Results of Resulting Trends

Table 6.2.1: Credit Hour Production by Discipline, 2006-2017

Discipline	2006-2007	2007-2008	2008-2009	2009-2010	2010-2011	2011-2012	2012-2013	2013-2014	2014-2015	2015-2016	2016-2017
ACC	918	879	735	816	699	660	819	1038	1101	1365	1254
BQA	156	183	105	156	171	153	246	255	234	306	324
BU	111	135	153	126	198	180	71	42	48	63	135
EC	501	441	399	456	414	492	552	552	675	780	801
ENT	39	0	93	111	90	120	75	66	150	90	105
FIN	222	141	339	369	387	405	396	444	339	453	405
MGT	954	777	1047	1116	1251	1092	1530	1656	1716	2076	2739
MIS	1764	1755	1632	1716	1644	1554	1530	1272	1518	1698	1812
MKT	435	333	453	480	528	606	897	774	702	783	798
TOTAL	4212	3849	4467	4935	5064	5262	6116	6099	6483	7614	8373
Growth (Year Prior)		-8.62%	16.06%	10.48%	2.61%	3.91%	16.23%	-0.28%	6.30%	17.45%	9.97%
Growth (Since 2006)		-8.62%	6.05%	17.17%	20.23%	24.93%	45.20%	44.80%	53.92%	80.77%	98.79%

Figure 6.2.2: Credit Hour Production by Discipline, 2006-2017

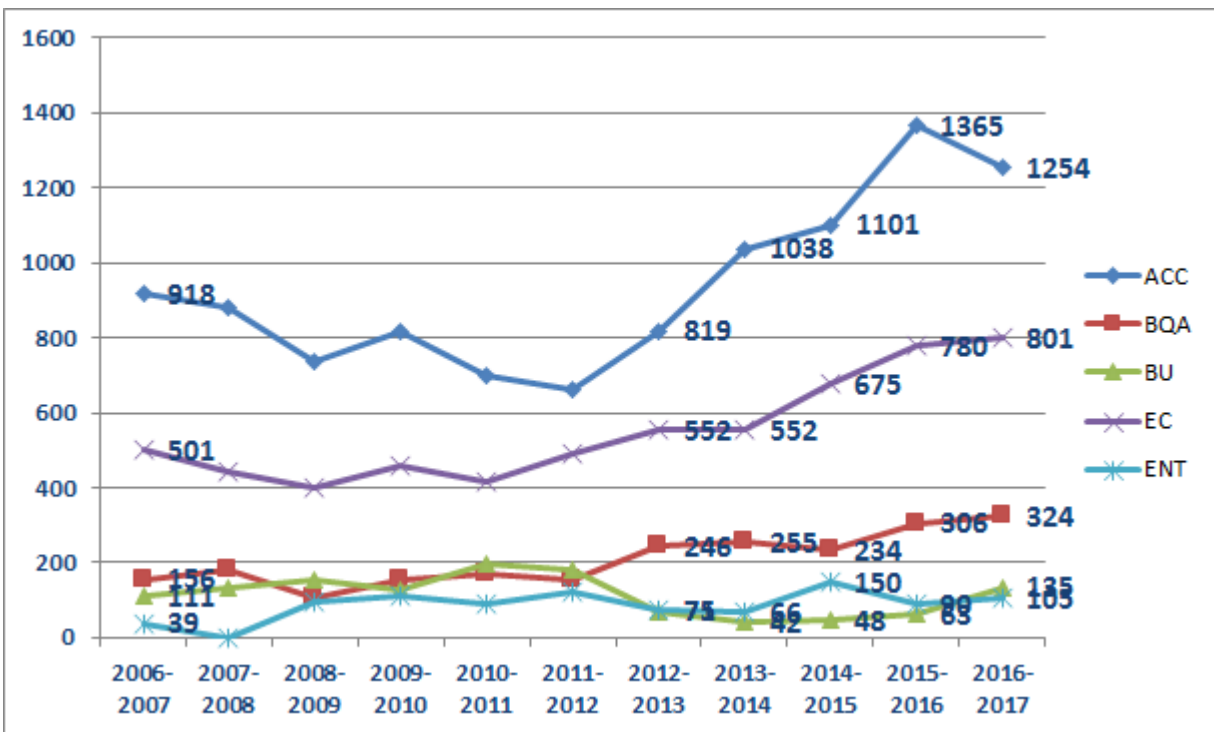
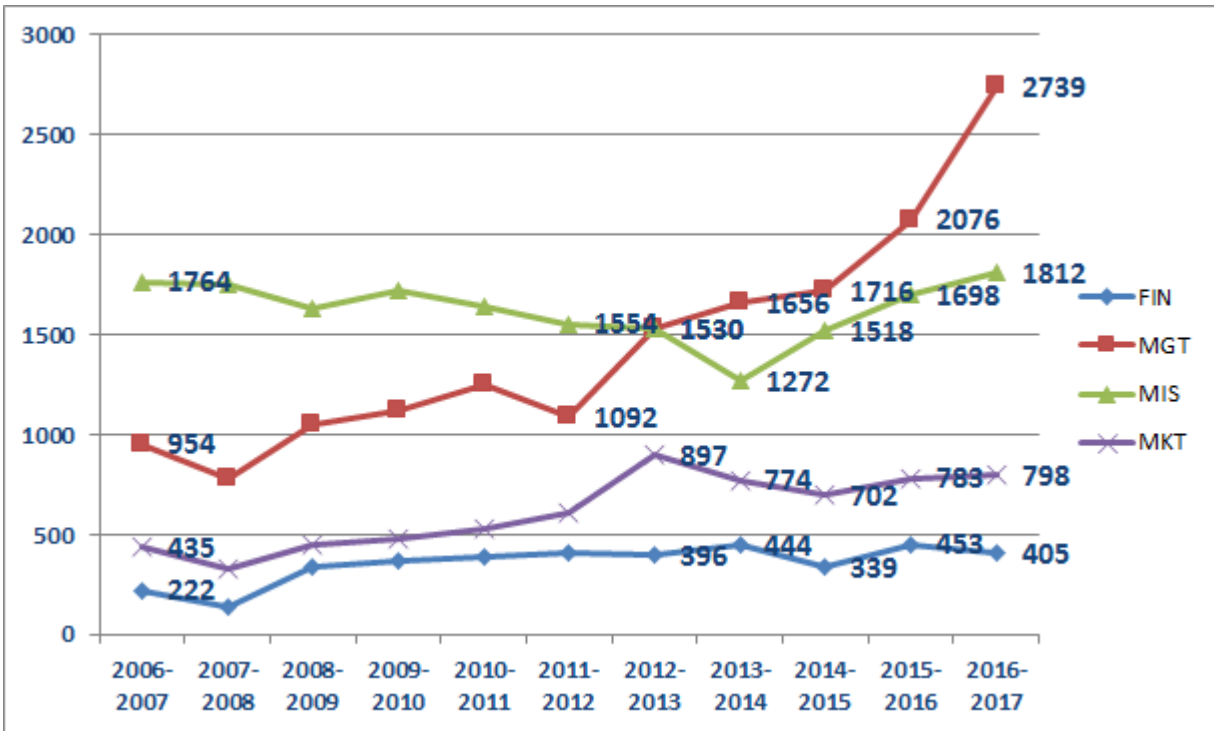


Figure 6.2.2: Credit Hour Production by Discipline, 2006-2017



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 300% since Fall 2007.</p> <table border="1" style="margin-left: auto; margin-right: auto;"> <tbody> <tr> <td>Fall 2007</td> <td style="text-align: center;">9</td> <td></td> </tr> <tr> <td>Fall 2008</td> <td style="text-align: center;">12</td> <td style="text-align: center;">33.33%</td> </tr> <tr> <td>Fall 2009</td> <td style="text-align: center;">16</td> <td style="text-align: center;">33.33%</td> </tr> <tr> <td>Fall 2010</td> <td style="text-align: center;">38</td> <td style="text-align: center;">137.50%</td> </tr> <tr> <td>Fall 2011</td> <td style="text-align: center;">45</td> <td style="text-align: center;">18.42%</td> </tr> <tr> <td>Fall 2012</td> <td style="text-align: center;">39</td> <td style="text-align: center;">-13.30%</td> </tr> <tr> <td>Fall 2013</td> <td style="text-align: center;">41</td> <td style="text-align: center;">5.10%</td> </tr> <tr> <td>Fall 2014</td> <td style="text-align: center;">29</td> <td style="text-align: center;">-29.30%</td> </tr> <tr> <td>Fall 2015</td> <td style="text-align: center;">34</td> <td style="text-align: center;">17.20%</td> </tr> <tr> <td>Fall 2016</td> <td style="text-align: center;">36</td> <td style="text-align: center;">5.90%</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	-13.30%	Fall 2013	41	5.10%	Fall 2014	29	-29.30%	Fall 2015	34	17.20%	Fall 2016	36	5.90%	<p>Analysis: While the number of minors dropped during 2012 and 2014, we have increased the number of minors by 17.20% for 2015 and 5.90% for 2016.</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>Old Action: We added a new minor in Health Care Management to attract non-business students from MUW's Health Services related majors. This minor is 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 have resulted in a decrease in summer enrollment university wide.</p>
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Graphs and Results of Resulting Trends

Table 6.3.1: Number of Business Minors, 2007-2016

MINOR	Fall 2007	Fall 2008	Fall 2009	Fall 2010	Fall 2011	Fall 2012	Fall 2013	Fall 2014	Fall 2015	Fall 2016
GB	5	7	9	17	18	17	14	11	15	14
HCM	0	0	0	0	0	0	0	0	2	1
HRM	0	0	0	0	0	0	0	0	2	2
MGT	1	1	1	4	4	3	7	3	0	1
MKT	2	2	3	5	10	12	10	8	9	8
MIS	1	2	3	12	11	7	8	5	5	10
ACCT	0	0	0	0	2	0	1	1	0	0
Entrepreneurship	0	0	0	0	0	0	1	1	1	0
TOTAL	9	12	16	38	45	39	41	29	34	36
Growth (Year Prior)		33.3%	33.3%	137.5%	18.4%	-13.3%	5.1%	-29.3%	17.2%	5.9%
Growth (Since 2007)		33.3%	77.8%	322.2%	400.0%	333.3%	355.6%	222.2%	277.8%	300.0%

Figure 6.3.2: Number of Business Minors, 2007-2016

