

## Program Review Form

**Program Review Years:** 2017-2020

**Name of Program Being Reviewed:** Business

**Degrees Covered by Review:** B S Business all emphasis

**Name of Department:** Arts and Sciences

**Department Chair:** Ian Hawkins

**Program Coordinator:** Rebecca Deel

Note: Pages 1-4 are to be completed yearly by each program. Pages 1-5 are to be completed according to the Cycle of Curricular Review

### Mission of the College

*The mission of Free Will Baptist Bible College is to educate leaders to serve Christ, His Church, and His world through Biblical thought and life.*

#### Strategic Initiative (from the strategic plan)

Strategic Initiative #1 – Integrating a Christian worldview.

The College will develop policies, programs, and activities which will enable students to develop a worldview that integrates the Christian faith with the academic disciplines in the whole of life.

#### Strategic Objective (from the strategic plan)

Strategic Objective 1.1 – Develop curricula that integrates the Christian worldview throughout all programs of study.

#### Program Objectives (from the College Catalog)

1. demonstrate a broad knowledge of general business theory including principles, skills, and techniques; understanding the legal environment within which businesses operate; analyze and apply economic theories and principles to present-day situations; and evaluate ethical dilemmas with Biblical foundations for ethical decisions.
2. develop the ability to apply and implement business theory in practice including basic financial and accounting principles, management and operation of business, techniques of retail business activities, apply oral and written communication skills in the business environment, integrate computer skills and techniques into business decision making.

#### Program Objectives link to Institutional Purpose/General Objectives of the College

The Business program strongly emphasizes the College's general objectives #7 (Christian leadership and service in career, church, family, and private life) and #9 (knowledge and skills needed function effectively in one's chosen vocation).

### Program Objectives link to Departmental Objectives

The Business program supports the following Arts and Sciences goals: #4 grappling with ideas in literature and the other arts, and in this way understand themselves and others, #5 understand the forces that shape society, and #7 understand and use basic mathematical-scientific principles.

### Courses Aimed to Accomplish Specific Program Objectives

Program Objective	Courses
1. demonstrate a broad knowledge of general business theory including principles, skills, and techniques including understanding the legal environment within which businesses operate, analyze and apply economic theories and principles to present-day situations, and evaluate ethical dilemmas with Biblical foundations for ethical decisions.	BUS 3114, ECO 2411, ECO 2422, BUS 1201, BUS 4202
2. develop the ability to apply and implement business theory in practice including basic financial and accounting principles, management and operation of business, techniques of retail business activities, apply oral and written communication skills in the business environment, integrate computer skills and techniques into business decision making.	BUS 3401, BUS 2211, BUS 2222, BUS 3206, BUS 2001, BUS 3301, BUS 4920 MBA prep – BUS 2405, BUS 3506, International emphasis - BUS 3401, MAT 3011 - ALL MBA prep – BUS 3805, BUS 4003, MAT 3022 international emphasis – ICS 3402, ICS 2202, ECO 3732, BUS 4003, BUS 4102

**Program Review: Assessment**

Program Objective	Means of Assessment	Strategic Objective/Goal (2016/2017)	Results (2016/2017)
What we want to do (general)	How we will know if we did it	Specific Goals	What actually happened
<p>1. demonstrate a broad knowledge of general business theory including principles, skills, and techniques including understanding the legal environment within which businesses operate, analyze and apply economic theories and principles to present-day situations, and evaluate ethical dilemmas with Biblical foundations for ethical decisions.</p>	<p>Major Field Test (Business)</p>	<p>100% of graduates will score at or above the national norm for the Major Field Test (Business)</p>	<p>1 of 3 students scored at or above national average, (157,150,146) National average 151.6. Institution average is average is above national institution average (149.5 avg – 151 Welch)</p>
<p>2. develop the ability to apply and implement business theory in practice including basic financial and accounting principles, management and operation of business, techniques of retail business activities, apply oral and written communication skills in the business environment, integrate computer skills and techniques into business decision making.</p>	<p>BU420 Strategic Planning course including major capstone project of short and long-term strategic planning of a chosen business model.</p>	<p>100% of students will successfully complete the capstone project for the course BU4202 Strategic Planning and complete the course with a minimum grade of 85%</p>	<p>All three students scored at or above 85%</p>

**Program Review: Use of Results**

<b>Strategic Objective/Goal (2017/2018)</b>	<b>Results (2016/2017)</b>	<b>Use of Results (2017/2018)</b>	<b>Results Revisited (2017/2018-2018/2019)</b>
What we wanted to happen	What actually happened	What we did to improve	How did this affect later assessments?
100% of graduates will score at or above the national norm for the Major Field Test (Business)	1 of 3 students scored at or above national average, (157,150,146) National average 151.6. Institution average is above national institution average (149.5 avg – 151 Welch)	With so few students we will continue to monitor.	5 of 11 students scored at or above the national average. For these two years our average score was 147.5 which was below the national institution average. We are going to change our assessment to include the institutions average will be higher than the national institute average.
100% of students will successfully complete the capstone project for the course BU420 Strategic Planning and complete the course with a minimum grade of 85%	All three students scored at or above 85%		11 of 12 graduates scored 85% or higher. Keep monitoring this for future reference.

Note: This page is to be completed only in years of a complete program review according to the Cycle of Curricular Assessment. (2019-2020)

### **Program Review: Comparison with Other Similar Programs**

#### Welch College BSBA: MBA-Prep Comparison to Other Colleges

The Business Department compared Welch College's BSBA: MBA-Prep emphasis degree to the BSBA degrees at Trevecca University, Bryan College, Middle Tennessee State University, Carson Newman, and Lee University. After completing the comparison, the BSBA degree at Welch College was found to be comparable to the BSBA degrees at the other institutions. The Business Department is not recommending any changes to the BSBA degree at this time.

#### Welch College BSBA: International Business Comparison to Other Colleges

The Business Department compared Welch College's BSBA: International Business emphasis degree to the BSBA degrees with an International Business emphasis at Trevecca University and Lee University. After completing the comparison, the BSBA degree at Welch College was found to be comparable to the BSBA degrees at the other institutions with one exception. The other colleges included a course in International Economics in their degree. The Business Department will be recommending an International Economics course be added to the BSBA: International Business emphasis degree. That 3-hour International Economics course will take the place of a 3-hour business elective, leaving the total number of hours in the degree unchanged.

Welch has also added another emphasis in the Business degree as a pre-law emphasis for those who wish to pursue law-school after their Business degree.

#### (c) Pre-law Emphasis, 21 hours

ECO 3714. History of the American Economy, 3

ENG 3605. Literary Criticism, 3

HIS 3404 U.S.: The Founding Era, 3

LAW 2903. Foundations of Law, 3

LAW 4105. Constitutional Law and History, 3