80% of students will score a 75% or higher on a combination of exam questions and the Audit Comprehensive Case program.

Goal

* data not collected, goal changed

80% of students will identify the correct tax treatment of six categories of specific items with a proficiency of 75% or higher scored against a pre-set rubric.

Goal

Graduating Accounting majors will rate the program three out of five or higher on the following: “I believe my coursework at the McLean College of Business prepared me for a professional career in business, or in the non-business field of my choosing.”

Goal

Graduating Accounting majors will rate the program three out of five or higher on the following: “I believe my experience at the McLean College of Business prepared me to practice faith informed discernment in the career of my choosing.”

Goal
80% of students will demonstrate an understanding of information systems concepts, including business modeling, systems analysis and design, database, networking, and programming at an 80% level of proficiency as measured in a series of exercises/projects.

Goal

Graduating BCIS majors will rate the program three out of five or higher on the following: "I believe my coursework at the McLean College of Business prepared me for a professional career in business, or in the non-business field of my choosing."

Goal

* data not collected
**ECO - Market Externalities**

- 80% of students will demonstrate an understanding of market externalities at an 80% level of proficiency or higher based on a set of questions administered in Intermediate Microeconomics.
- Goal
- * data not collected

**Economics - Faith Informed Discernment**

- Graduating Economics majors will rate the program three out of five or higher on the following: "I believe my experience at the McLean College of Business prepared me to practice faith informed discernment in the career of my choosing."
- Goal
- * data not collected

**Economics - Career Preparation**

- Graduating Economics majors will rate the program three out of five or higher on the following: "I believe my coursework at the McLean College of Business prepared me for a professional career in business, or in the non-business field of my choosing."
- Goal
- * data not collected
Graduating Finance majors will rate the program three out of five or higher on the following: "I believe my experience at the McLean College of Business prepared me to practice faith informed discernment in the career of my choosing."

Graduating Finance majors will rate the program three out of five or higher on the following: "I believe my coursework at the McLean College of Business prepared me for a professional career in business, or in the non-business field of my choosing."

All Finance majors will demonstrate knowledge of a broad range of business concepts. Students will score an average of 85th percentile or above on the Major Field Test.

Writing Assignment: After a series of ethical lectures and in-class discussions in Finance, students will be required to write a paper to evaluate a proposed ethical situation.
85% of students will discern the impact of ten dimensions of culture in a global setting at an 80% proficiency level or higher based on a post-test examination.

Goal

90% of students will demonstrate a practical understanding of international business practices following a required business study abroad experience at a proficiency level of 80% or higher based on a written report scored against an established rubric.

Goal

Graduating International Business majors will rate the program three out of five or higher on the following: "I believe my experience at the McLean College of Business prepared me to practice faith informed discernment in the career of my choosing."

Goal

Graduating International Business majors will rate the program three out of five or higher on the following: "I believe my coursework at the McLean College of Business prepared me for a professional career in business, or in the non-business field of my choosing."

Goal

* data not collected
Students will demonstrate an understanding of management concepts by collectively scoring 60 percent or higher on the major field test in this category.

80% of students will demonstrate an understanding of team dynamics by averaging 75% or higher on a series of exams administered in Team Dynamics.

Graduating Management majors will rate the program three out of five or higher on the following: "I believe my coursework at the McLean College of Business prepared me to practice faith informed discernment in the career of my choosing."

Graduating Management majors will rate the program three out of five or higher on the following: "I believe my coursework at the McLean College of Business prepared me for a professional career in business, or in the non-business field of my choosing."
80% of students will create and present marketing plans that include marketing strategies and integrated marketing tactics at a proficiency level of 85% or higher based on a marketing plan assignment scored against an established rubric.

Marketing - Marketing Plan

80% of students will correctly select and construct marketing research activities that support data driven management decisions at a 70% or higher proficiency level based on a case study analysis.

Marketing - Marketing Research

Graduating Marketing majors will rate the program three out of five or higher on the following: "I believe my coursework at the McLean College of Business prepared me for a professional career in business, or in the non-business field of my choosing."

Marketing - Career Preparation

Graduating Marketing majors will rate the program three out of five or higher on the following: "I believe my experience at the McLean College of Business prepared me to practice faith informed discernment in the career of my choosing."

Marketing - Faith Informed Discernment
80% of students will earn a grade of 85 or higher on a senior interactive prototype in which they demonstrate the ability to manipulate digital images and graphic design layout for effective use in print, online, and video production.

Goal

* data not collected

Graduating MMIT majors will rate the program three out of five or higher on the following: "I believe my experience at the McLane College of Business prepared me to practice faith informed discernment in the career of my choosing."

Goal

* data not collected

Graduating MMIT majors will rate the program three out of five or higher on the following: "I believe my coursework at the McLane College of Business prepared me for a professional career in business, or in the non-business field of my choosing."

Goal

* data not collected
Graduating Business Administration majors will rate the program three out of five or higher on the following: "I believe my coursework at the McLean College of Business prepared me for a professional career in business, or in the non-business field of my choice."  

Goal: 3.0

* data not collected
SCM - Distribution and Inventory Control

- Distribution and Inventory Control - 80% of students will answer the questions/problems with a grade of 75% or higher, demonstrating the application of knowledge of distribution and inventory management in a real-world setting.
- Goal

SCM - Functions and Operations

- 80% of students will meet the 75% benchmark to assess supply chain functions and operations.
- Goal

SCM - Faith Informed Discernment

- Graduating Supply Chain Management majors will rate the program three out of five or higher on the following: "I believe my experience at the McLane College of Business prepared me to practice faith informed discernment in the career of my choosing."
- Goal

SCM - Career Preparation

- Graduating SCM majors will rate the program three out of five or higher on the following: "I believe my coursework at the McLane College of Business prepared me for a professional career in business, or in the non-business field of my choosing."
- Goal
Graduating Entrepreneurship and Small Business majors will rate the program three out of five or higher on the following: “I believe my coursework at the McLean College of Business prepared me for a professional career in business, or in the non-business.

Goal
The chart represents the percentage of seniors sampled prior to graduation who had already secured their post-graduation employment or who intended to attend graduate school or pursue entrepreneurial opportunities.

### UG Degrees Conferred

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### Graduate Degrees Conferred

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MBA - Understanding Unemployment

At least 70% of students will be able to successfully answer questions related to understanding the various types of unemployment. Goal

MBA - Analysis of Economic Factors

Writing Assignment - Students will answer specific questions related to the difference between a normal profit and an economic profit. 70% of students will score 70%. Goal

Concentration in HCM Students Finance Case Study

Goal: 80

Concentration in Int'l Business Understanding Supply Chain

Goal: 80
MSIS - Effective IS Management

- 80% of students will score 80% or higher on specific exam questions related to key IS management concepts.

- Goal

MSIS - Project Management and Collaboration Skills

- 80% of students will score 80 or higher on group project in Capstone Project, to determine student knowledge of project management and team collaboration.

- Goal

MSM - Ethics

- Case Study - Through case analysis, students will correctly identify managerial ethical errors through a given scenario. 85% or more of the students will identify the ethical solution and give support and guidance for what the manager must do going forward.

- Goal

MSM - CRM Financial Plan

- Students in the program will successfully build a budgetary plan to propose a new CRM system and justify the budget to through presentations. 85% of students will be able to build and give rationale for defense of a new CRM system within an organization.

- Goal

MSA - Financial Accounting

- 80% of students will correctly answer 75% or greater of questions taken from previous CPA exam section or CPA review courses on Financial Accounting and Reporting (FAR) or Business Environment and Concepts.

- Goal

MSA - Managerial Accounting

- Advanced Cost Accounting: 50% of students will correctly answer 75% or greater of questions taken from Certified Management Accountant (CMA) exam.

- Goal

- New goal started 2021

MSA - Managerial Accounting

- Advanced Cost Accounting: 50% of students will correctly answer 75% or greater of questions taken from Certified Management Accountant (CMA) exam.

- Goal

- New goal started 2021

MSIS - Project Management and Collaboration Skills

- 80% of students will score 80 or higher on group project in Capstone Project, to determine student knowledge of project management and team collaboration.

- Goal

MSM - Ethics

- Case Study - Through case analysis, students will correctly identify managerial ethical errors through a given scenario. 85% or more of the students will identify the ethical solution and give support and guidance for what the manager must do going forward.

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- 80% of students will correctly answer 75% or greater of questions taken from previous CPA exam section or CPA review courses on Financial Accounting and Reporting (FAR) or Business Environment and Concepts.

- Goal

MSA - Managerial Accounting

- Advanced Cost Accounting: 50% of students will correctly answer 75% or greater of questions taken from Certified Management Accountant (CMA) exam.

- Goal

- New goal started 2021