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

Goal

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

Goal

Graduating Accounting majors will collectively rate the program three out of five or higher on the following proposition: "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
85% of students demonstrate an ability to analyze organizational needs and design, develop, and implement a working computer-based information system at an 85% level of proficiency as measured by a comprehensive senior project.

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 & examinations.

Goal
Only 1 BCIS student enrolled in BADM 4090 in Spring 2019

No BCIS students enrolled in BADM 4090 in Fall 2018 or Spring 2020

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

Goal

Graduating BCIS majors will collectively rate the program three out of five or higher on the following proposition: "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

*Only 1 BCIS student enrolled in BADM 4090 in Spring 2019

**No BCIS students enrolled in BADM 4090 in Fall 2018 or Spring 2020
Data not collected for 2019-2020 due to adjustment to online delivery in Spring 2020.

**Economics - Fiscal and Monetary Policy**

70% of students will identify and apply appropriate fiscal and monetary policy choices given various economic scenarios at an 80% level of proficiency or higher based on a set of questions administered in Intermediate Macroeconomics.

**Goal**

**Economics - Market Externalities**

70% 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**

**In 2017-2018 measure adjusted to include only 3 questions**

*Data not collected for 2019-2020 due to adjustment to online delivery in Spring 2020.*
Only 1 Economics student enrolled in BADM 4090 in Spring 2019 and Fall 2020

**Economics - Faith Informed Discernment**

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

**Goal**

**Economics - Career Preparation**

Graduating Economics majors will collectively rate the program three out of five or higher on the following proposition: "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**

*Only 1 Economics student enrolled in BADM 4090 in Spring 2019 and Fall 2020*
Inadequate number of graduates in 2019-2020 to yield valid data.

*Inadequate number of graduates in 2019-2020 to yield valid data.
Graduating Finance majors will collectively rate the program three out of five or higher on the following proposition: "I believe my experience at the McLane College of Business prepared me to practice faith informed discernment in the career of my choosing."

Goal
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.

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

Graduating International Business majors will collectively rate the program three out of five or higher on the following proposition: "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."

*No International Business students enrolled in BADM 4090 in Fall 2020*
Students will demonstrate an understanding of management concepts by collectively scoring 60 percent or higher on the major field test in this category.

Goal

Management - Management Concepts

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

Goal

*2015-2016 data not collected
Graduating Management majors will collectively rate the program three out of five or higher on the following proposition: "I believe my experience at the McLane College of Business prepared me to practice faith informed discernment in the career of my choosing."

Graduating Management majors will collectively rate the program three out of five or higher on the following proposition: "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."
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.

Goal

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.

Goal
Marketing - Faith Informed Discernment

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

Goal

Marketing - Career Preparation

Graduating Marketing majors will collectively rate the program three out of five or higher on the following proposition: "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
90% of MMIT students will score 85% or higher on a senior interactive prototype demonstrating the ability to manipulate digital images and graphic design layout for effective use in print, online, and video production.

Goal

80% of MMIT students will score 85% or higher on an independently researched and mastered special effects tutorial presentation.

Goal

*Data not collected for Digital Images & Graphic Design in 2019-2020*
*Only 1 MMIT student enrolled in BADM 4090 in Spring 2020

**No MMIT students enrolled in BADM 4090 in Fall 2019 or Fall 2020

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

Graduating MMIT majors will collectively rate the program three out of five or higher on the following proposition: "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."

*MMIT - Faith Informed Discernment

*MMIT - Career Preparation
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.
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<thead>
<tr>
<th>Program</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
<th>Grand Total</th>
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<td><strong>Graduate Degrees</strong></td>
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<tr>
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<td>Multimedia and Information Technology (B.A., B.S. and BBA)</td>
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<td><strong>Grand Total</strong></td>
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</table>

*Five degrees awarded in discontinued programs not included.*
MBA - Values Driven Leadership

80% of students will successfully evaluate 3 key areas in a final case designed to address both leadership and ethical issues.

Goal

*Discontinued after 2018

MBA - Effective Oral Communication Skills

80% of students will successfully complete a written case study analysis designed to assess their written communication skills.

Goal

*Discontinued after 2018
MBA - Effective Written Communication Skills

80% of students will successfully identify key concepts from their coursework in their assessment of the Team Group presentation.

Goal

*Discontinued after 2018

MBA - Application of Ethical Decision Making

80% of students will demonstrate an understanding of ethical decision making.

Goal
80% of students will demonstrate an understanding of the global business environment and how IT affects the success of the business within the global context.

Goal

80% of students will demonstrate the ability to communicate effectively.

Goal
Students will score 80% or higher on specific exam questions related to key IS Management concepts.

Goal

Students will score 90% or higher to demonstrate effective communications skills (both oral and written) within a business context.

Goal