

Measurement and Analysis of Student Learning and Performance

B.S. in Business Administration Degree

Performance Indicator		Definition						
Student Learning Results		A student learning outcome is one that measures a specific competency attainment.						
Student Learning Outcomes (Performance Measures)		Description of Measurement Instrument to include Formative, summative, internal, external, or comparative.			Analysis of Results		Graphs or Tables of Resulting Trends	
		Areas of Success Benchmark: At or above the National average for the selected external comparison group			Analysis of Results		Action Taken	
Understand accounting data analysis and its use within the framework of various business models in accordance with modern management theory	Peregrine Exam Score in 5-year Comparison File, Accounting Course	Year	Actual	Benchmark	The data points have trended upward and are above the benchmark in 2022.	Added accounting course Business Analytics in Fall 2023 primarily for freshmen and sophomores and increased coverage in subsequent courses	Accounting Data Analysis 	
Understand the ethical concepts involved in business decision-making and its impact on society	Peregrine Exam Score in Score in 5-year Comparison File,				The data points have trended upward and	Embedded concepts of ethics in all business		

	<p>Business Ethics Course</p>	<table border="1"> <thead> <tr> <th>Year</th> <th>Actual</th> <th>Benchmark</th> </tr> </thead> <tbody> <tr> <td>2015 - 2016</td> <td>45.1</td> <td>45.1</td> </tr> <tr> <td>2016 - 2017</td> <td>42.6</td> <td>45.1</td> </tr> <tr> <td>2017 - 2018</td> <td>41.4</td> <td>55.2</td> </tr> <tr> <td>2018 - 2019</td> <td>42.8</td> <td>47.3</td> </tr> <tr> <td>2019 - 2020</td> <td>51.5</td> <td>55.2</td> </tr> <tr> <td>2020 - 2021</td> <td>64.2</td> <td>55.2</td> </tr> <tr> <td>2021 - 2022</td> <td>58.4</td> <td>61.9</td> </tr> <tr> <td>2022 - 2023</td> <td>74.6</td> <td>60.2</td> </tr> </tbody> </table>	Year	Actual	Benchmark	2015 - 2016	45.1	45.1	2016 - 2017	42.6	45.1	2017 - 2018	41.4	55.2	2018 - 2019	42.8	47.3	2019 - 2020	51.5	55.2	2020 - 2021	64.2	55.2	2021 - 2022	58.4	61.9	2022 - 2023	74.6	60.2	<p>are above the benchmark in 2022.</p>	<p>courses. Introduced case studies with ethical decision making</p>	<table border="1"> <caption>Business Ethics Data</caption> <thead> <tr> <th>Year</th> <th>Actual</th> <th>Benchmark</th> </tr> </thead> <tbody> <tr><td>2015 - 2016</td><td>45.1</td><td>45.1</td></tr> <tr><td>2016 - 2017</td><td>42.6</td><td>45.1</td></tr> <tr><td>2017 - 2018</td><td>41.4</td><td>55.2</td></tr> <tr><td>2018 - 2019</td><td>42.8</td><td>47.3</td></tr> <tr><td>2019 - 2020</td><td>51.5</td><td>55.2</td></tr> <tr><td>2020 - 2021</td><td>64.2</td><td>55.2</td></tr> <tr><td>2021 - 2022</td><td>58.4</td><td>61.9</td></tr> <tr><td>2022 - 2023</td><td>74.6</td><td>60.2</td></tr> </tbody> </table>	Year	Actual	Benchmark	2015 - 2016	45.1	45.1	2016 - 2017	42.6	45.1	2017 - 2018	41.4	55.2	2018 - 2019	42.8	47.3	2019 - 2020	51.5	55.2	2020 - 2021	64.2	55.2	2021 - 2022	58.4	61.9	2022 - 2023	74.6	60.2
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<p>Understand the basic concepts of business finance, including financial analysis, corporate financial analysis, investments, financial institutions, and markets</p>	<p>Peregrine Exam Score in Score in 5 year Comparison File, Business Finance Course</p>	<table border="1"> <thead> <tr> <th>Year</th> <th>Actual</th> <th>Benchmark</th> </tr> </thead> <tbody> <tr> <td>2015 - 2016</td> <td>44.1</td> <td>38.6</td> </tr> <tr> <td>2016 - 2017</td> <td>42.1</td> <td>38.6</td> </tr> <tr> <td>2017 - 2018</td> <td>37.2</td> <td>48.3</td> </tr> <tr> <td>2018 - 2019</td> <td>39.6</td> <td>41.4</td> </tr> <tr> <td>2019 - 2020</td> <td>49.4</td> <td>48.3</td> </tr> <tr> <td>2020 - 2021</td> <td>62.7</td> <td>58.3</td> </tr> <tr> <td>2021 - 2022</td> <td>54.7</td> <td>54.3</td> </tr> <tr> <td>2022 - 2023</td> <td>67.6</td> <td>59.8</td> </tr> </tbody> </table>	Year	Actual	Benchmark	2015 - 2016	44.1	38.6	2016 - 2017	42.1	38.6	2017 - 2018	37.2	48.3	2018 - 2019	39.6	41.4	2019 - 2020	49.4	48.3	2020 - 2021	62.7	58.3	2021 - 2022	54.7	54.3	2022 - 2023	67.6	59.8	<p>The data points have trended upward and are above the benchmark in 2020 - 2022.</p>	<p>Added one week of study on financial ratio analysis and expanded teaching with a case study in corporate financial analysis</p>	<table border="1"> <caption>Finance Data</caption> <thead> <tr> <th>Year</th> <th>Actual</th> <th>Benchmark</th> </tr> </thead> <tbody> <tr><td>2015 - 2016</td><td>44.1</td><td>38.6</td></tr> <tr><td>2016 - 2017</td><td>42.1</td><td>38.6</td></tr> <tr><td>2017 - 2018</td><td>37.2</td><td>48.3</td></tr> <tr><td>2018 - 2019</td><td>39.6</td><td>41.4</td></tr> <tr><td>2019 - 2020</td><td>49.4</td><td>48.3</td></tr> <tr><td>2020 - 2021</td><td>62.7</td><td>58.3</td></tr> <tr><td>2021 - 2022</td><td>54.7</td><td>54.3</td></tr> <tr><td>2022 - 2023</td><td>67.6</td><td>59.8</td></tr> </tbody> </table>	Year	Actual	Benchmark	2015 - 2016	44.1	38.6	2016 - 2017	42.1	38.6	2017 - 2018	37.2	48.3	2018 - 2019	39.6	41.4	2019 - 2020	49.4	48.3	2020 - 2021	62.7	58.3	2021 - 2022	54.7	54.3	2022 - 2023	67.6	59.8
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<p>Understand the concepts of strategic management and its implications in business development and sustainability</p>	<p>Peregrine Exam Score in 5 year Comparison File, Business Integration and Strategic Management Course</p>	<table border="1"> <thead> <tr> <th>Year</th> <th>Actual</th> <th>Benchmark</th> </tr> </thead> <tbody> <tr> <td>2015 - 2016</td> <td>52.75</td> <td>43.7</td> </tr> <tr> <td>2016 - 2017</td> <td>45.4</td> <td>43.7</td> </tr> <tr> <td>2017 - 2018</td> <td>48.4</td> <td>57.9</td> </tr> <tr> <td>2018 - 2019</td> <td>49.8</td> <td>49.6</td> </tr> <tr> <td>2019 - 2020</td> <td>59.6</td> <td>57.9</td> </tr> <tr> <td>2020 - 2021</td> <td>69.3</td> <td>57.9</td> </tr> <tr> <td>2021 - 2022</td> <td>62.4</td> <td>64.6</td> </tr> <tr> <td>2022 - 2023</td> <td>77.3</td> <td>69.2</td> </tr> </tbody> </table>	Year	Actual	Benchmark	2015 - 2016	52.75	43.7	2016 - 2017	45.4	43.7	2017 - 2018	48.4	57.9	2018 - 2019	49.8	49.6	2019 - 2020	59.6	57.9	2020 - 2021	69.3	57.9	2021 - 2022	62.4	64.6	2022 - 2023	77.3	69.2	<p>The data points have trended upward and are above the benchmark in 2020 - 2022.</p>	<p>Added an additional week of reflection and student analysis of learning at the end of the semester</p>	
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<p>Comprehend and articulate well-known leadership theories and strategies; analyze and critique these theories and apply them to a variety of organizational settings</p>	<p>Peregrine Exam Score in 5 year Comparison File, Business Leadership Course</p>	<table border="1"> <thead> <tr> <th>Year</th> <th>Actual</th> <th>Benchmark</th> </tr> </thead> <tbody> <tr> <td>2015 - 2016</td> <td>52.75</td> <td>43.7</td> </tr> <tr> <td>2016 - 2017</td> <td>45.4</td> <td>43.7</td> </tr> <tr> <td>2017 - 2018</td> <td>49.1</td> <td>53.2</td> </tr> <tr> <td>2018 - 2019</td> <td>43.6</td> <td>46.7</td> </tr> <tr> <td>2019 - 2020</td> <td>52.2</td> <td>53.2</td> </tr> <tr> <td>2020 - 2021</td> <td>67.5</td> <td>53.2</td> </tr> <tr> <td>2021 - 2022</td> <td>55.5</td> <td>58.4</td> </tr> <tr> <td>2022 - 2023</td> <td>71.9</td> <td>62.4</td> </tr> </tbody> </table>	Year	Actual	Benchmark	2015 - 2016	52.75	43.7	2016 - 2017	45.4	43.7	2017 - 2018	49.1	53.2	2018 - 2019	43.6	46.7	2019 - 2020	52.2	53.2	2020 - 2021	67.5	53.2	2021 - 2022	55.5	58.4	2022 - 2023	71.9	62.4	<p>The data points have generally trended upward and are above the benchmark in 2020 - 2022.</p>	<p>Continue to focus on active student participation in classroom case study analysis</p>	
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<p>Understand the theory and practice of economics including microeconomics, macroeconomics, fiscal and monetary policy, public finance, and international economics</p>	<p>Peregrine Exam Score in 5 year Comparison File, Economics Course</p>	<table border="1"> <thead> <tr> <th>Year</th> <th>Actual</th> <th>Benchmark</th> </tr> </thead> <tbody> <tr><td>2015 - 2016</td><td>45.55</td><td>40.6</td></tr> <tr><td>2016 - 2017</td><td>44.35</td><td>40.6</td></tr> <tr><td>2017 - 2018</td><td>49.5</td><td>48.3</td></tr> <tr><td>2018 - 2019</td><td>45.1</td><td>42.6</td></tr> <tr><td>2019 - 2020</td><td>48.9</td><td>48.3</td></tr> <tr><td>2020 - 2021</td><td>60.9</td><td>48.3</td></tr> <tr><td>2021 - 2022</td><td>55.3</td><td>53.7</td></tr> <tr><td>2022 - 2023</td><td>67.1</td><td>57.9</td></tr> </tbody> </table>	Year	Actual	Benchmark	2015 - 2016	45.55	40.6	2016 - 2017	44.35	40.6	2017 - 2018	49.5	48.3	2018 - 2019	45.1	42.6	2019 - 2020	48.9	48.3	2020 - 2021	60.9	48.3	2021 - 2022	55.3	53.7	2022 - 2023	67.1	57.9	<p>All observations were above the benchmark</p>	<p>Keep the same pace of study on the subject</p>	<table border="1"> <caption>Economics</caption> <thead> <tr> <th>Year</th> <th>Actual</th> <th>Benchmark</th> </tr> </thead> <tbody> <tr><td>2015 - 2016</td><td>45.55</td><td>40.6</td></tr> <tr><td>2016 - 2017</td><td>44.35</td><td>40.6</td></tr> <tr><td>2017 - 2018</td><td>49.5</td><td>48.3</td></tr> <tr><td>2018 - 2019</td><td>45.1</td><td>42.6</td></tr> <tr><td>2019 - 2020</td><td>48.9</td><td>48.3</td></tr> <tr><td>2020 - 2021</td><td>60.9</td><td>48.3</td></tr> <tr><td>2021 - 2022</td><td>55.3</td><td>53.7</td></tr> <tr><td>2022 - 2023</td><td>67.1</td><td>57.9</td></tr> </tbody> </table>	Year	Actual	Benchmark	2015 - 2016	45.55	40.6	2016 - 2017	44.35	40.6	2017 - 2018	49.5	48.3	2018 - 2019	45.1	42.6	2019 - 2020	48.9	48.3	2020 - 2021	60.9	48.3	2021 - 2022	55.3	53.7	2022 - 2023	67.1	57.9
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<p>Understand the impact of globalization on the domestic market, the functioning of multinational corporations, and their impact on international business</p>	<p>Peregrine Exam Score 5-year Comparison File, Global Dimensions of Business Course</p>	<table border="1"> <thead> <tr> <th>Year</th> <th>Actual</th> <th>Benchmark</th> </tr> </thead> <tbody> <tr><td>2015 - 2016</td><td>43.3</td><td>40.7</td></tr> <tr><td>2016 - 2017</td><td>40.7</td><td>40.7</td></tr> <tr><td>2017 - 2018</td><td>42.7</td><td>53.4</td></tr> <tr><td>2018 - 2019</td><td>46.8</td><td>46.6</td></tr> <tr><td>2019 - 2020</td><td>50.9</td><td>53.4</td></tr> <tr><td>2020 - 2021</td><td>60.0</td><td>53.4</td></tr> <tr><td>2021 - 2022</td><td>52.9</td><td>58.4</td></tr> <tr><td>2022 - 2023</td><td>74.9</td><td>62.6</td></tr> </tbody> </table>	Year	Actual	Benchmark	2015 - 2016	43.3	40.7	2016 - 2017	40.7	40.7	2017 - 2018	42.7	53.4	2018 - 2019	46.8	46.6	2019 - 2020	50.9	53.4	2020 - 2021	60.0	53.4	2021 - 2022	52.9	58.4	2022 - 2023	74.9	62.6	<p>The data points have generally trended upward and are above the benchmark except for three years.</p>	<p>Included additional case studies with an emphasis on multinational corporations</p>	<table border="1"> <caption>International Business</caption> <thead> <tr> <th>Year</th> <th>Actual</th> <th>Benchmark</th> </tr> </thead> <tbody> <tr><td>2015 - 2016</td><td>43.3</td><td>40.7</td></tr> <tr><td>2016 - 2017</td><td>40.7</td><td>40.7</td></tr> <tr><td>2017 - 2018</td><td>42.7</td><td>53.4</td></tr> <tr><td>2018 - 2019</td><td>46.8</td><td>46.6</td></tr> <tr><td>2019 - 2020</td><td>50.9</td><td>53.4</td></tr> <tr><td>2020 - 2021</td><td>60.0</td><td>53.4</td></tr> <tr><td>2021 - 2022</td><td>52.9</td><td>58.4</td></tr> <tr><td>2022 - 2023</td><td>74.9</td><td>62.6</td></tr> </tbody> </table>	Year	Actual	Benchmark	2015 - 2016	43.3	40.7	2016 - 2017	40.7	40.7	2017 - 2018	42.7	53.4	2018 - 2019	46.8	46.6	2019 - 2020	50.9	53.4	2020 - 2021	60.0	53.4	2021 - 2022	52.9	58.4	2022 - 2023	74.9	62.6
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<p>Understand the importance of information management systems and its impact on the organization's functions, performance and productivity.</p>	<p>Peregrine Exam Score in 5 year Comparison File, Information Management Systems Course</p>	<table border="1"> <thead> <tr> <th>Year</th> <th>Actual</th> <th>Benchmark</th> </tr> </thead> <tbody> <tr> <td>2015 - 2016</td> <td>51.3</td> <td>50.1</td> </tr> <tr> <td>2016 - 2017</td> <td>53.0</td> <td>50.1</td> </tr> <tr> <td>2017 - 2018</td> <td>45.9</td> <td>57.6</td> </tr> <tr> <td>2018 - 2019</td> <td>44.7</td> <td>52.6</td> </tr> <tr> <td>2019 - 2020</td> <td>52.6</td> <td>57.7</td> </tr> <tr> <td>2020 - 2021</td> <td>74.9</td> <td>57.6</td> </tr> <tr> <td>2021 - 2022</td> <td>62.0</td> <td>64.3</td> </tr> <tr> <td>2022 - 2023</td> <td>82.0</td> <td>70.0</td> </tr> </tbody> </table>	Year	Actual	Benchmark	2015 - 2016	51.3	50.1	2016 - 2017	53.0	50.1	2017 - 2018	45.9	57.6	2018 - 2019	44.7	52.6	2019 - 2020	52.6	57.7	2020 - 2021	74.9	57.6	2021 - 2022	62.0	64.3	2022 - 2023	82.0	70.0	<p>The majority of data points were above the benchmark generally showing a trend of improvement. 2022 is fs above benchmark.</p>	<p>Introduced in-class quizzes and additional homework exercises on AI, Expert Systems, & SDLC methodologies.</p>	<table border="1"> <caption>Information Management Data</caption> <thead> <tr> <th>Year</th> <th>Actual</th> <th>Benchmark</th> </tr> </thead> <tbody> <tr><td>2015 - 2016</td><td>51.3</td><td>50.1</td></tr> <tr><td>2016 - 2017</td><td>53.0</td><td>50.1</td></tr> <tr><td>2017 - 2018</td><td>45.9</td><td>57.6</td></tr> <tr><td>2018 - 2019</td><td>44.7</td><td>52.6</td></tr> <tr><td>2019 - 2020</td><td>52.6</td><td>57.7</td></tr> <tr><td>2020 - 2021</td><td>74.9</td><td>57.6</td></tr> <tr><td>2021 - 2022</td><td>62.0</td><td>64.3</td></tr> <tr><td>2022 - 2023</td><td>82.0</td><td>70.0</td></tr> </tbody> </table>	Year	Actual	Benchmark	2015 - 2016	51.3	50.1	2016 - 2017	53.0	50.1	2017 - 2018	45.9	57.6	2018 - 2019	44.7	52.6	2019 - 2020	52.6	57.7	2020 - 2021	74.9	57.6	2021 - 2022	62.0	64.3	2022 - 2023	82.0	70.0
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<p>Understand the importance of the legal environment in enforcing contracts, ownership rights as well as resolving disputes</p>	<p>Peregrine Exam Score in 5-year Comparison File, Legal Environment in Business Course</p>	<table border="1"> <thead> <tr> <th>Year</th> <th>Actual</th> <th>Benchmark</th> </tr> </thead> <tbody> <tr> <td>2015 - 2016</td> <td>48.0</td> <td>49.2</td> </tr> <tr> <td>2016 - 2017</td> <td>48.0</td> <td>49.2</td> </tr> <tr> <td>2017 - 2018</td> <td>51.7</td> <td>57.3</td> </tr> <tr> <td>2018 - 2019</td> <td>46.0</td> <td>50.1</td> </tr> <tr> <td>2019 - 2020</td> <td>54.8</td> <td>57.3</td> </tr> <tr> <td>2020 - 2021</td> <td>67.1</td> <td>57.3</td> </tr> <tr> <td>2021 - 2022</td> <td>59.6</td> <td>63.2</td> </tr> <tr> <td>2022 - 2023</td> <td>71.2</td> <td>67.3</td> </tr> </tbody> </table>	Year	Actual	Benchmark	2015 - 2016	48.0	49.2	2016 - 2017	48.0	49.2	2017 - 2018	51.7	57.3	2018 - 2019	46.0	50.1	2019 - 2020	54.8	57.3	2020 - 2021	67.1	57.3	2021 - 2022	59.6	63.2	2022 - 2023	71.2	67.3	<p>Data points were above benchmark in 2020-21 and 2022-23; all other data points are below average</p>	<p>Inserted a renewed emphasis on student completion of case briefs, and the classroom presentation of the associated legal issues</p>	<table border="1"> <caption>Business Law Data</caption> <thead> <tr> <th>Year</th> <th>Actual</th> <th>Benchmark</th> </tr> </thead> <tbody> <tr><td>2015 - 2016</td><td>48.0</td><td>49.2</td></tr> <tr><td>2016 - 2017</td><td>48.0</td><td>49.2</td></tr> <tr><td>2017 - 2018</td><td>51.7</td><td>57.3</td></tr> <tr><td>2018 - 2019</td><td>46.0</td><td>50.1</td></tr> <tr><td>2019 - 2020</td><td>54.8</td><td>57.3</td></tr> <tr><td>2020 - 2021</td><td>67.1</td><td>57.3</td></tr> <tr><td>2021 - 2022</td><td>59.6</td><td>63.2</td></tr> <tr><td>2022 - 2023</td><td>71.2</td><td>67.3</td></tr> </tbody> </table>	Year	Actual	Benchmark	2015 - 2016	48.0	49.2	2016 - 2017	48.0	49.2	2017 - 2018	51.7	57.3	2018 - 2019	46.0	50.1	2019 - 2020	54.8	57.3	2020 - 2021	67.1	57.3	2021 - 2022	59.6	63.2	2022 - 2023	71.2	67.3
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Understand the management of organizations including human resource management, operations and production management and organizational behavior	Peregrine Exam Score in 5-year Comparison File, Management Course	<table border="1"> <thead> <tr> <th>Year</th> <th>Actual</th> <th>Benchmark</th> </tr> </thead> <tbody> <tr> <td>2015 - 2016</td> <td>52.3</td> <td>49.2</td> </tr> <tr> <td>2016 - 2017</td> <td>52.7</td> <td>49.2</td> </tr> <tr> <td>2017 - 2018</td> <td>48.4</td> <td>56.3</td> </tr> <tr> <td>2018 - 2019</td> <td>45.5</td> <td>49.8</td> </tr> <tr> <td>2019 - 2020</td> <td>53.5</td> <td>56.3</td> </tr> <tr> <td>2020 - 2021</td> <td>67.6</td> <td>56.3</td> </tr> <tr> <td>2021 - 2022</td> <td>59.8</td> <td>62.3</td> </tr> <tr> <td>2022 - 2023</td> <td>72.2</td> <td>66.8</td> </tr> </tbody> </table>	Year	Actual	Benchmark	2015 - 2016	52.3	49.2	2016 - 2017	52.7	49.2	2017 - 2018	48.4	56.3	2018 - 2019	45.5	49.8	2019 - 2020	53.5	56.3	2020 - 2021	67.6	56.3	2021 - 2022	59.8	62.3	2022 - 2023	72.2	66.8	2021 and 2022 are above benchmark and the overall is 50% above and 50% below benchmark.	Keep the same pace of study on the subject	<p style="text-align: center;">Management</p>
Year	Actual	Benchmark																														
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Understand the components of the marketing mix: people, place, product and promotion and be able to apply in formulating marketing strategy	Peregrine Exam Score in 5-year Comparison File, Marketing Course	<table border="1"> <thead> <tr> <th>Year</th> <th>Actual</th> <th>Benchmark</th> </tr> </thead> <tbody> <tr> <td>2015 - 2016</td> <td>41.0</td> <td>40.7</td> </tr> <tr> <td>2016 - 2017</td> <td>42.2</td> <td>40.7</td> </tr> <tr> <td>2017 - 2018</td> <td>51.1</td> <td>56.1</td> </tr> <tr> <td>2018 - 2019</td> <td>50.9</td> <td>47.5</td> </tr> <tr> <td>2019 - 2020</td> <td>55.6</td> <td>56.1</td> </tr> <tr> <td>2020 - 2021</td> <td>64.4</td> <td>56.1</td> </tr> <tr> <td>2021 - 2022</td> <td>55.7</td> <td>62.7</td> </tr> <tr> <td>2022 - 2023</td> <td>78.0</td> <td>67.2</td> </tr> </tbody> </table>	Year	Actual	Benchmark	2015 - 2016	41.0	40.7	2016 - 2017	42.2	40.7	2017 - 2018	51.1	56.1	2018 - 2019	50.9	47.5	2019 - 2020	55.6	56.1	2020 - 2021	64.4	56.1	2021 - 2022	55.7	62.7	2022 - 2023	78.0	67.2	All but two data point were above the benchmark while showing a trend of improvement	Assigned additional case studies in marketing and incorporated them in classroom instructions	<p style="text-align: center;">Marketing</p>
Year	Actual	Benchmark																														
2015 - 2016	41.0	40.7																														
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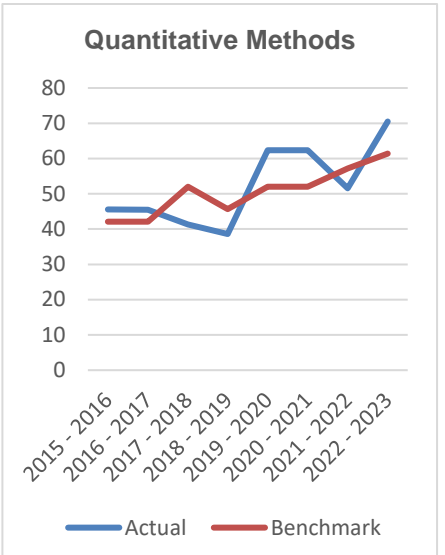
Understand statistics and quantitative methodologies as an analysis tool for business decision making

Peregrine Exam Score in 5 year Comparison File, Quantitative Research Techniques and Statistics Course

Year	Actual	Benchmark
2015 - 2016	45.6	42.1
2016 - 2017	45.5	42.1
2017 - 2018	41.3	52.0
2018 - 2019	38.6	45.7
2019 - 2020	50.6	52.0
2020 - 2021	62.4	52
2021 - 2022	51.6	57.2
2022 - 2023	70.5	61.4

All but three data points were above the benchmark while showing a trend of improvement

Introduced more in-class problems and homework exercise on What –IF Analysis, Regression analysis, & Pivot Table Analysis



Finance Concentration

Performance Indicator		Definition																																
Student Learning Results		A student learning outcome is one that measures a specific competency attainment.																																
		Analysis of Results																																
Student Learning Outcomes (Performance Measures)	Description of Measurement Instrument to include Formative, summative, internal, external, or comparative.	Areas of Success Benchmark: At or above the National average for the selected external comparison group	Analysis of Results	Action Taken	Graphs or Tables of Resulting Trends																													
Understand assets and their valuation, with emphasis on Inventory and other current assets	Peregrine Exam Score in 2020 – 2023 all BS Graduates file, Asset valuation, and Inventory Column	Year	Actual	Benchmark	Five data points were above the benchmark while showing general improvement	Greater emphasis was given to working capital management.	<div style="text-align: center;"> Asset Valuation </div> <table border="1" style="margin: 10px auto; border-collapse: collapse;"> <caption>Asset Valuation Data</caption> <thead> <tr> <th>Year</th> <th>Actual</th> <th>Benchmark</th> </tr> </thead> <tbody> <tr><td>2015 - 2016</td><td>58.2</td><td>40.5</td></tr> <tr><td>2016 - 2017</td><td>71.4</td><td>40.5</td></tr> <tr><td>2017 - 2018</td><td>42.9</td><td>48.1</td></tr> <tr><td>2018 - 2019</td><td>42.0</td><td>39.6</td></tr> <tr><td>2019 - 2020</td><td>50.0</td><td>48.1</td></tr> <tr><td>2020 - 2021</td><td>65.1</td><td>48.1</td></tr> <tr><td>2021 - 2022</td><td>53.9</td><td>54.0</td></tr> <tr><td>2022 - 2023</td><td>73.8</td><td>61.3</td></tr> </tbody> </table>	Year	Actual	Benchmark	2015 - 2016	58.2	40.5	2016 - 2017	71.4	40.5	2017 - 2018	42.9	48.1	2018 - 2019	42.0	39.6	2019 - 2020	50.0	48.1	2020 - 2021	65.1	48.1	2021 - 2022	53.9	54.0	2022 - 2023	73.8	61.3
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<p>Understand the functioning of financial statements with an emphasis on the balance sheet and income statement</p>	<p>Peregrine Exam Score in 2020 – 2023 all BS Graduates file, Balance Sheets and Financial Statements Column</p>	<table border="1"> <thead> <tr> <th>Year</th> <th>Actual</th> <th>Benchmark</th> </tr> </thead> <tbody> <tr><td>2015 - 2016</td><td>35.0</td><td>43.1</td></tr> <tr><td>2016 - 2017</td><td>20.0</td><td>43.1</td></tr> <tr><td>2017 - 2018</td><td>33.6</td><td>46.2</td></tr> <tr><td>2018 - 2019</td><td>38.8</td><td>42.9</td></tr> <tr><td>2019 - 2020</td><td>48.1</td><td>46.2</td></tr> <tr><td>2020 - 2021</td><td>69.7</td><td>48.1</td></tr> <tr><td>2021 - 2022</td><td>50.6</td><td>51.1</td></tr> <tr><td>2022 - 2023</td><td>55.6</td><td>56.8</td></tr> </tbody> </table>	Year	Actual	Benchmark	2015 - 2016	35.0	43.1	2016 - 2017	20.0	43.1	2017 - 2018	33.6	46.2	2018 - 2019	38.8	42.9	2019 - 2020	48.1	46.2	2020 - 2021	69.7	48.1	2021 - 2022	50.6	51.1	2022 - 2023	55.6	56.8	<p>For oldest data points were below benchmark and three recent years were above benchmark showing improving results.</p>	<p>Emphasis was moved to the risk and return area. Need to reemphasize financial statements by adding one extra week on the topic</p>	<p>Financial Statements</p> <table border="1"> <thead> <tr> <th>Year</th> <th>Actual</th> <th>Benchmark</th> </tr> </thead> <tbody> <tr><td>2015 - 2016</td><td>35.0</td><td>43.1</td></tr> <tr><td>2016 - 2017</td><td>20.0</td><td>43.1</td></tr> <tr><td>2017 - 2018</td><td>33.6</td><td>46.2</td></tr> <tr><td>2018 - 2019</td><td>38.8</td><td>42.9</td></tr> <tr><td>2019 - 2020</td><td>48.1</td><td>46.2</td></tr> <tr><td>2020 - 2021</td><td>69.7</td><td>48.1</td></tr> <tr><td>2021 - 2022</td><td>50.6</td><td>51.1</td></tr> <tr><td>2022 - 2023</td><td>55.6</td><td>56.8</td></tr> </tbody> </table>	Year	Actual	Benchmark	2015 - 2016	35.0	43.1	2016 - 2017	20.0	43.1	2017 - 2018	33.6	46.2	2018 - 2019	38.8	42.9	2019 - 2020	48.1	46.2	2020 - 2021	69.7	48.1	2021 - 2022	50.6	51.1	2022 - 2023	55.6	56.8
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<p>Understand comparative analysis of financial statements using the techniques of ratio analysis</p>	<p>Peregrine Exam Score in 2020 – 2023 all BS Graduates file, Business Analysis Ratios, and Calculations Column</p>	<table border="1"> <thead> <tr> <th>Year</th> <th>Actual</th> <th>Benchmark</th> </tr> </thead> <tbody> <tr><td>2015 - 2016</td><td>35.0</td><td>43.1</td></tr> <tr><td>2016 - 2017</td><td>20.0</td><td>43.1</td></tr> <tr><td>2017 - 2018</td><td>41.3</td><td>50.5</td></tr> <tr><td>2018 - 2019</td><td>47.2</td><td>41.1</td></tr> <tr><td>2019 - 2020</td><td>56.9</td><td>50.5</td></tr> <tr><td>2020 - 2021</td><td>62.5</td><td>50.5</td></tr> <tr><td>2021 - 2022</td><td>64.8</td><td>61.1</td></tr> <tr><td>2022 - 2023</td><td>74.1</td><td>68.4</td></tr> </tbody> </table>	Year	Actual	Benchmark	2015 - 2016	35.0	43.1	2016 - 2017	20.0	43.1	2017 - 2018	41.3	50.5	2018 - 2019	47.2	41.1	2019 - 2020	56.9	50.5	2020 - 2021	62.5	50.5	2021 - 2022	64.8	61.1	2022 - 2023	74.1	68.4	<p>The three oldest data points are below benchmark and three recent years above benchmark show improving results.</p>	<p>Added one week of study on ratio analysis and expanded teaching with a case study</p>	<p>Ratio Analysis</p> <table border="1"> <thead> <tr> <th>Year</th> <th>Actual</th> <th>Benchmark</th> </tr> </thead> <tbody> <tr><td>2015 - 2016</td><td>35.0</td><td>43.1</td></tr> <tr><td>2016 - 2017</td><td>20.0</td><td>43.1</td></tr> <tr><td>2017 - 2018</td><td>41.3</td><td>50.5</td></tr> <tr><td>2018 - 2019</td><td>47.2</td><td>41.1</td></tr> <tr><td>2019 - 2020</td><td>56.9</td><td>50.5</td></tr> <tr><td>2020 - 2021</td><td>62.5</td><td>50.5</td></tr> <tr><td>2021 - 2022</td><td>64.8</td><td>61.1</td></tr> <tr><td>2022 - 2023</td><td>74.1</td><td>68.4</td></tr> </tbody> </table>	Year	Actual	Benchmark	2015 - 2016	35.0	43.1	2016 - 2017	20.0	43.1	2017 - 2018	41.3	50.5	2018 - 2019	47.2	41.1	2019 - 2020	56.9	50.5	2020 - 2021	62.5	50.5	2021 - 2022	64.8	61.1	2022 - 2023	74.1	68.4
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<p>Understand the theory of interest rates and the impact of dividend policy on stock valuation</p>	<p>Peregrine Exam Score in 2020 – 2023 all BS Graduates file, Interest, and Dividends Column</p>	<table border="1"> <thead> <tr> <th>Year</th> <th>Actual</th> <th>Benchmark</th> </tr> </thead> <tbody> <tr><td>2015 - 2016</td><td>36.7</td><td>33</td></tr> <tr><td>2016 - 2017</td><td>58.4</td><td>33</td></tr> <tr><td>2017 - 2018</td><td>37.3</td><td>50.2</td></tr> <tr><td>2018 - 2019</td><td>32.8</td><td>40.6</td></tr> <tr><td>2019 - 2020</td><td>47.0</td><td>50.2</td></tr> <tr><td>2020 - 2021</td><td>68.2</td><td>50.2</td></tr> <tr><td>2021 - 2022</td><td>62.2</td><td>55.4</td></tr> <tr><td>2022 - 2023</td><td>70.2</td><td>60.4</td></tr> </tbody> </table>	Year	Actual	Benchmark	2015 - 2016	36.7	33	2016 - 2017	58.4	33	2017 - 2018	37.3	50.2	2018 - 2019	32.8	40.6	2019 - 2020	47.0	50.2	2020 - 2021	68.2	50.2	2021 - 2022	62.2	55.4	2022 - 2023	70.2	60.4	<p>Five data points are above the benchmark and 3 below the benchmark. 2021 above benchmark. Overall results show a general trend of improvement.</p>	<p>Keep the same pace of study on the subject</p>	<p>Interest & Dividends</p> <table border="1"> <thead> <tr> <th>Year</th> <th>Actual</th> <th>Benchmark</th> </tr> </thead> <tbody> <tr><td>2015 - 2016</td><td>36.7</td><td>33</td></tr> <tr><td>2016 - 2017</td><td>58.4</td><td>33</td></tr> <tr><td>2017 - 2018</td><td>37.3</td><td>50.2</td></tr> <tr><td>2018 - 2019</td><td>32.8</td><td>40.6</td></tr> <tr><td>2019 - 2020</td><td>47.0</td><td>50.2</td></tr> <tr><td>2020 - 2021</td><td>68.2</td><td>50.2</td></tr> <tr><td>2021 - 2022</td><td>62.2</td><td>55.4</td></tr> <tr><td>2022 - 2023</td><td>70.2</td><td>60.4</td></tr> </tbody> </table>	Year	Actual	Benchmark	2015 - 2016	36.7	33	2016 - 2017	58.4	33	2017 - 2018	37.3	50.2	2018 - 2019	32.8	40.6	2019 - 2020	47.0	50.2	2020 - 2021	68.2	50.2	2021 - 2022	62.2	55.4	2022 - 2023	70.2	60.4
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<p>Understand ratio analysis of income statements, profitability, and cash flow</p>	<p>Peregrine Exam Score in 2020 – 2023 all BS Graduates file. Profit Loss Cash Flow and Margins Column</p>	<table border="1"> <thead> <tr> <th>Year</th> <th>Actual</th> <th>Benchmark</th> </tr> </thead> <tbody> <tr><td>2015 - 2016</td><td>50.0</td><td>36.5</td></tr> <tr><td>2016 - 2017</td><td>70.0</td><td>36.5</td></tr> <tr><td>2017 - 2018</td><td>33.3</td><td>45.7</td></tr> <tr><td>2018 - 2019</td><td>39.1</td><td>40.0</td></tr> <tr><td>2019 - 2020</td><td>45.5</td><td>45.7</td></tr> <tr><td>2020 - 2021</td><td>48.4</td><td>45.7</td></tr> <tr><td>2021 - 2022</td><td>49.9</td><td>29</td></tr> <tr><td>2022 - 2023</td><td>75.0</td><td>54.5</td></tr> </tbody> </table>	Year	Actual	Benchmark	2015 - 2016	50.0	36.5	2016 - 2017	70.0	36.5	2017 - 2018	33.3	45.7	2018 - 2019	39.1	40.0	2019 - 2020	45.5	45.7	2020 - 2021	48.4	45.7	2021 - 2022	49.9	29	2022 - 2023	75.0	54.5	<p>Five data points are above the benchmark and 3 below the benchmark. 2020 – 2022 above benchmark. Overall results show a general trend of improvement.</p>	<p>Introduced free cash flow homework in order to emphasize profitability and ratio analysis areas</p>	<p>Profitability & Cash Flow</p> <table border="1"> <thead> <tr> <th>Year</th> <th>Actual</th> <th>Benchmark</th> </tr> </thead> <tbody> <tr><td>2015 - 2016</td><td>50.0</td><td>36.5</td></tr> <tr><td>2016 - 2017</td><td>70.0</td><td>36.5</td></tr> <tr><td>2017 - 2018</td><td>33.3</td><td>45.7</td></tr> <tr><td>2018 - 2019</td><td>39.1</td><td>40.0</td></tr> <tr><td>2019 - 2020</td><td>45.5</td><td>45.7</td></tr> <tr><td>2020 - 2021</td><td>48.4</td><td>45.7</td></tr> <tr><td>2021 - 2022</td><td>49.9</td><td>29</td></tr> <tr><td>2022 - 2023</td><td>75.0</td><td>54.5</td></tr> </tbody> </table>	Year	Actual	Benchmark	2015 - 2016	50.0	36.5	2016 - 2017	70.0	36.5	2017 - 2018	33.3	45.7	2018 - 2019	39.1	40.0	2019 - 2020	45.5	45.7	2020 - 2021	48.4	45.7	2021 - 2022	49.9	29	2022 - 2023	75.0	54.5
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<p>Understand the valuation principles and market structure of fixed-income and equities markets</p>	<p>Peregrine Exam Score in 2020 – 2023 all BS Graduates file, Stocks and Bonds Column</p>	<table border="1"> <thead> <tr> <th>Year</th> <th>Actual</th> <th>Benchmark</th> </tr> </thead> <tbody> <tr> <td>2015 - 2016</td> <td>37.7</td> <td>43.8</td> </tr> <tr> <td>2016 - 2017</td> <td>41.7</td> <td>43.8</td> </tr> <tr> <td>2017 - 2018</td> <td>37.5</td> <td>50.5</td> </tr> <tr> <td>2018 - 2019</td> <td>50.0</td> <td>46.6</td> </tr> <tr> <td>2019 - 2020</td> <td>55.2</td> <td>50.5</td> </tr> <tr> <td>2020 - 2021</td> <td>66.2</td> <td>50.5</td> </tr> <tr> <td>2021 - 2022</td> <td>63.4</td> <td>56.1</td> </tr> <tr> <td>2022 - 2023</td> <td>100.0</td> <td>61.8</td> </tr> </tbody> </table>	Year	Actual	Benchmark	2015 - 2016	37.7	43.8	2016 - 2017	41.7	43.8	2017 - 2018	37.5	50.5	2018 - 2019	50.0	46.6	2019 - 2020	55.2	50.5	2020 - 2021	66.2	50.5	2021 - 2022	63.4	56.1	2022 - 2023	100.0	61.8	<p>Four data points are above the benchmark and 3 below the benchmark. 2018 – 2022 data points are above the benchmark. Overall results show a general trend of improvement</p>	<p>Introduced Excel homework for bond and stock valuation</p>	<table border="1"> <caption>Stocks & Bonds Data</caption> <thead> <tr> <th>Year</th> <th>Actual</th> <th>Benchmark</th> </tr> </thead> <tbody> <tr><td>2015 - 2016</td><td>37.7</td><td>43.8</td></tr> <tr><td>2016 - 2017</td><td>41.7</td><td>43.8</td></tr> <tr><td>2017 - 2018</td><td>37.5</td><td>50.5</td></tr> <tr><td>2018 - 2019</td><td>50.0</td><td>46.6</td></tr> <tr><td>2019 - 2020</td><td>55.2</td><td>50.5</td></tr> <tr><td>2020 - 2021</td><td>66.2</td><td>50.5</td></tr> <tr><td>2021 - 2022</td><td>63.4</td><td>56.1</td></tr> <tr><td>2022 - 2023</td><td>100.0</td><td>61.8</td></tr> </tbody> </table>	Year	Actual	Benchmark	2015 - 2016	37.7	43.8	2016 - 2017	41.7	43.8	2017 - 2018	37.5	50.5	2018 - 2019	50.0	46.6	2019 - 2020	55.2	50.5	2020 - 2021	66.2	50.5	2021 - 2022	63.4	56.1	2022 - 2023	100.0	61.8
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<p>Understand the impact of taxation and tax codes on corporate finance and financial markets</p>	<p>Peregrine Exam Score in 2020 – 2023 all BS Graduates file, Tax Rates, Taxes, and Tax Codes Column</p>	<table border="1"> <thead> <tr> <th>Year</th> <th>Actual</th> <th>Benchmark</th> </tr> </thead> <tbody> <tr> <td>2015 - 2016</td> <td>75</td> <td>30.8</td> </tr> <tr> <td>2016 - 2017</td> <td>33.3</td> <td>30.8</td> </tr> <tr> <td>2017 - 2018</td> <td>34.4</td> <td>46.5</td> </tr> <tr> <td>2018 - 2019</td> <td>23.0</td> <td>40.5</td> </tr> <tr> <td>2019 - 2020</td> <td>45.1</td> <td>46.5</td> </tr> <tr> <td>2020 - 2021</td> <td>60.0</td> <td>46.5</td> </tr> <tr> <td>2021 - 2022</td> <td>44.1</td> <td>49.2</td> </tr> <tr> <td>2022 - 2023</td> <td>69.4</td> <td>54.6</td> </tr> </tbody> </table>	Year	Actual	Benchmark	2015 - 2016	75	30.8	2016 - 2017	33.3	30.8	2017 - 2018	34.4	46.5	2018 - 2019	23.0	40.5	2019 - 2020	45.1	46.5	2020 - 2021	60.0	46.5	2021 - 2022	44.1	49.2	2022 - 2023	69.4	54.6	<p>Four data points are above the benchmark and 3 below the benchmark. 2022 above benchmark. Overall results show a general trend of improvement</p>	<p>Introduced homework exercise with differential impact of depreciation on taxation and profitability</p>	<table border="1"> <caption>Tax & Fin Markets Data</caption> <thead> <tr> <th>Year</th> <th>Actual</th> <th>Benchmark</th> </tr> </thead> <tbody> <tr><td>2015 - 2016</td><td>75</td><td>30.8</td></tr> <tr><td>2016 - 2017</td><td>33.3</td><td>30.8</td></tr> <tr><td>2017 - 2018</td><td>34.4</td><td>46.5</td></tr> <tr><td>2018 - 2019</td><td>23.0</td><td>40.5</td></tr> <tr><td>2019 - 2020</td><td>45.1</td><td>46.5</td></tr> <tr><td>2020 - 2021</td><td>60.0</td><td>46.5</td></tr> <tr><td>2021 - 2022</td><td>44.1</td><td>49.2</td></tr> <tr><td>2022 - 2023</td><td>69.4</td><td>54.6</td></tr> </tbody> </table>	Year	Actual	Benchmark	2015 - 2016	75	30.8	2016 - 2017	33.3	30.8	2017 - 2018	34.4	46.5	2018 - 2019	23.0	40.5	2019 - 2020	45.1	46.5	2020 - 2021	60.0	46.5	2021 - 2022	44.1	49.2	2022 - 2023	69.4	54.6
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International Business Concentration

Performance Indicator			Definition																														
Student Learning Results			A student learning outcome is one that measures a specific competency attainment.																														
		Analysis of Results																															
Student Learning Outcomes (Performance Measures)	Description of Measurement Instrument to include formative, summative, internal, external, or comparative	Areas of Success Benchmark: At or above the National average for the selected external comparison group	Analysis and Action Taken	Results of Action Taken	Graphs or Tables of Resulting Trends																												
Understand the meaning and importance of foreign direct investment and international trade	Peregrine Exam Score in 2020 – 2023 all BS Graduates file Foreign Direct Investment and Trade Column	Year	Actual	Benchmark	Five data points below benchmark in 2021 and 2022 above benchmark. Overall results show a general trend of improvement. Weekly quizzes were given to reinforce the concepts regularly.	<p style="text-align: center;">FDI and Trade</p> <table border="1"> <thead> <tr> <th>Year</th> <th>Actual</th> <th>Benchmark</th> </tr> </thead> <tbody> <tr><td>2015 - 2016</td><td>25.0</td><td>48.4</td></tr> <tr><td>2016 - 2017</td><td>0</td><td>48.4</td></tr> <tr><td>2017 - 2018</td><td>47.3</td><td>57.0</td></tr> <tr><td>2018 - 2019</td><td>46.2</td><td>51.1</td></tr> <tr><td>2019 - 2020</td><td>52.8</td><td>57.0</td></tr> <tr><td>2020 - 2021</td><td>66.9</td><td>57.0</td></tr> <tr><td>2021 - 2022</td><td>60.9</td><td>25</td></tr> <tr><td>2022 - 2023</td><td>100.0</td><td>65.3</td></tr> </tbody> </table>	Year	Actual	Benchmark	2015 - 2016	25.0	48.4	2016 - 2017	0	48.4	2017 - 2018	47.3	57.0	2018 - 2019	46.2	51.1	2019 - 2020	52.8	57.0	2020 - 2021	66.9	57.0	2021 - 2022	60.9	25	2022 - 2023	100.0	65.3
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<p>Explain the importance of international corporate strategies for the success of international business</p>	<p>Peregrine Exam Score in 2020 – 2023 all BS Graduates file, International Corporate Strategies Column</p>	<table border="1"> <thead> <tr> <th>Year</th> <th>Actual</th> <th>Benchmark</th> </tr> </thead> <tbody> <tr><td>2015 - 2016</td><td>37.5</td><td>36.4</td></tr> <tr><td>2016 - 2017</td><td>83.3</td><td>36.4</td></tr> <tr><td>2017 - 2018</td><td>38.0</td><td>51.0</td></tr> <tr><td>2018 - 2019</td><td>45.7</td><td>43.0</td></tr> <tr><td>2019 - 2020</td><td>48.1</td><td>51.0</td></tr> <tr><td>2020- 2021</td><td>65.6</td><td>51.0</td></tr> <tr><td>2021 - 2022</td><td>50.5</td><td>56.7</td></tr> <tr><td>2022 - 2023</td><td>73.3</td><td>61.7</td></tr> </tbody> </table>	Year	Actual	Benchmark	2015 - 2016	37.5	36.4	2016 - 2017	83.3	36.4	2017 - 2018	38.0	51.0	2018 - 2019	45.7	43.0	2019 - 2020	48.1	51.0	2020- 2021	65.6	51.0	2021 - 2022	50.5	56.7	2022 - 2023	73.3	61.7	<p>Five data points above benchmark Overall results show general trend of improvement. Case studies were used to illustrate the impact of corporate strategies.</p>	<p>Students responded well to the case studies given because they saw the application of the concepts more clearly.</p>	<p>Corporate Strategies</p> <table border="1"> <thead> <tr> <th>Year</th> <th>Actual</th> <th>Benchmark</th> </tr> </thead> <tbody> <tr><td>2015 - 2016</td><td>37.5</td><td>36.4</td></tr> <tr><td>2016 - 2017</td><td>83.3</td><td>36.4</td></tr> <tr><td>2017 - 2018</td><td>38.0</td><td>51.0</td></tr> <tr><td>2018 - 2019</td><td>45.7</td><td>43.0</td></tr> <tr><td>2019 - 2020</td><td>48.1</td><td>51.0</td></tr> <tr><td>2020- 2021</td><td>65.6</td><td>51.0</td></tr> <tr><td>2021 - 2022</td><td>50.5</td><td>56.7</td></tr> <tr><td>2022 - 2023</td><td>73.3</td><td>61.7</td></tr> </tbody> </table>	Year	Actual	Benchmark	2015 - 2016	37.5	36.4	2016 - 2017	83.3	36.4	2017 - 2018	38.0	51.0	2018 - 2019	45.7	43.0	2019 - 2020	48.1	51.0	2020- 2021	65.6	51.0	2021 - 2022	50.5	56.7	2022 - 2023	73.3	61.7
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<p>Explain the importance of international governance and regulation in shaping the environment of international business</p>	<p>Peregrine Exam Score in 2020 – 2023 all BS Graduates file, International Governance and Regulation Column</p>	<table border="1"> <thead> <tr> <th>Year</th> <th>Actual</th> <th>Benchmark</th> </tr> </thead> <tbody> <tr><td>2015 - 2016</td><td>36.7</td><td>42.2</td></tr> <tr><td>2016 - 2017</td><td>50.0</td><td>42.2</td></tr> <tr><td>2017 - 2018</td><td>44.4</td><td>50.4</td></tr> <tr><td>2018 - 2019</td><td>37.8</td><td>45.3</td></tr> <tr><td>2019 - 2020</td><td>48.3</td><td>50.4</td></tr> <tr><td>2020 - 2021</td><td>50.4</td><td>50.4</td></tr> <tr><td>2021 - 2022</td><td>54.7</td><td>54.2</td></tr> <tr><td>2022 - 2023</td><td>100.0</td><td>58.2</td></tr> </tbody> </table>	Year	Actual	Benchmark	2015 - 2016	36.7	42.2	2016 - 2017	50.0	42.2	2017 - 2018	44.4	50.4	2018 - 2019	37.8	45.3	2019 - 2020	48.3	50.4	2020 - 2021	50.4	50.4	2021 - 2022	54.7	54.2	2022 - 2023	100.0	58.2	<p>Four data points at or above the benchmark Overall results show a general trend of improvement Country case studies were given to show students the actual effects of government regulation on business.</p>	<p>The results were not consistent throughout the four semesters. A more in-depth discussion of the case studies will be implemented to reinforce the concepts.</p>	<p>Governance & Regulation</p> <table border="1"> <thead> <tr> <th>Year</th> <th>Actual</th> <th>Benchmark</th> </tr> </thead> <tbody> <tr><td>2015 - 2016</td><td>36.7</td><td>42.2</td></tr> <tr><td>2016 - 2017</td><td>50.0</td><td>42.2</td></tr> <tr><td>2017 - 2018</td><td>44.4</td><td>50.4</td></tr> <tr><td>2018 - 2019</td><td>37.8</td><td>45.3</td></tr> <tr><td>2019 - 2020</td><td>48.3</td><td>50.4</td></tr> <tr><td>2020 - 2021</td><td>50.4</td><td>50.4</td></tr> <tr><td>2021 - 2022</td><td>54.7</td><td>54.2</td></tr> <tr><td>2022 - 2023</td><td>100.0</td><td>58.2</td></tr> </tbody> </table>	Year	Actual	Benchmark	2015 - 2016	36.7	42.2	2016 - 2017	50.0	42.2	2017 - 2018	44.4	50.4	2018 - 2019	37.8	45.3	2019 - 2020	48.3	50.4	2020 - 2021	50.4	50.4	2021 - 2022	54.7	54.2	2022 - 2023	100.0	58.2
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Explain the importance of multinational culture for the successful operation of an international business	Peregrine Exam Score in 2020 – 2023 all BS Graduates file, Multinational Culture Column	<table border="1"> <thead> <tr> <th>Year</th> <th>Actual</th> <th>Benchmark</th> </tr> </thead> <tbody> <tr><td>2015 - 2016</td><td>29.15</td><td>38.7</td></tr> <tr><td>2016 - 2017</td><td>75.0</td><td>38.7</td></tr> <tr><td>2017 - 2018</td><td>44.2</td><td>55.4</td></tr> <tr><td>2018 - 2019</td><td>54.9</td><td>46.3</td></tr> <tr><td>2019 - 2020</td><td>52.0</td><td>55.4</td></tr> <tr><td>2020 - 2021</td><td>61.1</td><td>55.4</td></tr> <tr><td>2021 - 2022</td><td>51.8</td><td>61.1</td></tr> <tr><td>2022 - 2023</td><td>38.9</td><td>64.7</td></tr> </tbody> </table>	Year	Actual	Benchmark	2015 - 2016	29.15	38.7	2016 - 2017	75.0	38.7	2017 - 2018	44.2	55.4	2018 - 2019	54.9	46.3	2019 - 2020	52.0	55.4	2020 - 2021	61.1	55.4	2021 - 2022	51.8	61.1	2022 - 2023	38.9	64.7	Three data points were above the benchmark Overall results show a general trend of improvement Students were told to do research on the concepts and present their findings in class. Below benchmark in 2022	Students responded positively to the research assignment and enjoyed the discussions during student presentations.	<p>Multinational Culture</p>
Year	Actual	Benchmark																														
2015 - 2016	29.15	38.7																														
2016 - 2017	75.0	38.7																														
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Marketing Concentration

Performance Indicator		Definition																																
Student Learning Results		A student learning outcome is one that measures a specific competency attainment.																																
		Analysis of Results																																
Student Learning Outcomes (Performance Measures)	Description of Measurement Instrument to include Formative, summative, internal, external, or comparative.	Areas of Success Benchmark: At or above the National average for the selected external comparison group		Analysis of results	Action Taken	Graphs or Tables of Resulting Trends																												
Understand the need for consistent marketing research, planning, and strategy in order to keep market share and avoid marketing myopia.	Peregrine Exam Score in 2020 – 2023 all BS Graduates file, Marketing Research, Planning, and Strategy Column	Year	Actual	Benchmark	Four out of eight data points above the benchmark. 2022 above benchmark	Altered emphasis on a research project through adding time to complete and increased grade importance. Raised from 10 – 20% of the overall grade.	<table border="1" style="display: none;"> <caption>Strategy/Research Data</caption> <thead> <tr> <th>Year</th> <th>Actual</th> <th>Benchmark</th> </tr> </thead> <tbody> <tr><td>2015 - 2016</td><td>50.0</td><td>44.7</td></tr> <tr><td>2016 - 2017</td><td>50.0</td><td>44.7</td></tr> <tr><td>2017 - 2018</td><td>50.0</td><td>44.7</td></tr> <tr><td>2018 - 2019</td><td>38.4</td><td>49.3</td></tr> <tr><td>2019-2020</td><td>42.4</td><td>47.3</td></tr> <tr><td>2020-2021</td><td>48.0</td><td>47.3</td></tr> <tr><td>2021 - 2022</td><td>33.8</td><td>48</td></tr> <tr><td>2022 - 2023</td><td>73.3</td><td>50.9</td></tr> </tbody> </table>	Year	Actual	Benchmark	2015 - 2016	50.0	44.7	2016 - 2017	50.0	44.7	2017 - 2018	50.0	44.7	2018 - 2019	38.4	49.3	2019-2020	42.4	47.3	2020-2021	48.0	47.3	2021 - 2022	33.8	48	2022 - 2023	73.3	50.9
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<p>Explain the complexity of consumer behavior and its implications on marketers realizing people as the most important element of any marketing service or experience</p>	<p>Peregrine Exam Score in 2020 – 2023 all BS Graduates file, People Column</p>	<table border="1"> <thead> <tr> <th>Year</th> <th>Actual</th> <th>Benchmark</th> </tr> </thead> <tbody> <tr> <td>2015 - 2016</td> <td>65.1</td> <td>45.2</td> </tr> <tr> <td>2016 - 2017</td> <td>40.0</td> <td>45.2</td> </tr> <tr> <td>2017 - 2018</td> <td>60.4</td> <td>45.2</td> </tr> <tr> <td>2018 - 2019</td> <td>60.3</td> <td>48.1</td> </tr> <tr> <td>2019 - 2020</td> <td>66.7</td> <td>59.5</td> </tr> <tr> <td>2020 - 2021</td> <td>69.9</td> <td>49.5</td> </tr> <tr> <td>2021 - 2022</td> <td>63.2</td> <td>67.1</td> </tr> <tr> <td>2022 - 2023</td> <td>90.4</td> <td>72.3</td> </tr> </tbody> </table>	Year	Actual	Benchmark	2015 - 2016	65.1	45.2	2016 - 2017	40.0	45.2	2017 - 2018	60.4	45.2	2018 - 2019	60.3	48.1	2019 - 2020	66.7	59.5	2020 - 2021	69.9	49.5	2021 - 2022	63.2	67.1	2022 - 2023	90.4	72.3	<p>Seven out of the eight data points were above the average. Overall results show a general trend of improvement</p>	<p>As a response to a down 2016, added a specific assignment on people and food shopping to further explain the complexities of consumer behavior.</p>	<p>Consumers - People</p> <table border="1"> <thead> <tr> <th>Year</th> <th>Actual</th> <th>Benchmark</th> </tr> </thead> <tbody> <tr> <td>2015 - 2016</td> <td>65.1</td> <td>45.2</td> </tr> <tr> <td>2016 - 2017</td> <td>40.0</td> <td>45.2</td> </tr> <tr> <td>2017 - 2018</td> <td>60.4</td> <td>45.2</td> </tr> <tr> <td>2018 - 2019</td> <td>60.3</td> <td>48.1</td> </tr> <tr> <td>2019 - 2020</td> <td>66.7</td> <td>59.5</td> </tr> <tr> <td>2020 - 2021</td> <td>69.9</td> <td>49.5</td> </tr> <tr> <td>2021 - 2022</td> <td>63.2</td> <td>67.1</td> </tr> <tr> <td>2022 - 2023</td> <td>90.4</td> <td>72.3</td> </tr> </tbody> </table>	Year	Actual	Benchmark	2015 - 2016	65.1	45.2	2016 - 2017	40.0	45.2	2017 - 2018	60.4	45.2	2018 - 2019	60.3	48.1	2019 - 2020	66.7	59.5	2020 - 2021	69.9	49.5	2021 - 2022	63.2	67.1	2022 - 2023	90.4	72.3
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<p>Emphasize the importance and complexity of distribution (place) as a key element in the marketing mix strategy.</p>	<p>Peregrine Exam Score in 2020 – 2023 all BS Graduates file, Place Column</p>	<table border="1"> <thead> <tr> <th>Year</th> <th>Actual</th> <th>Benchmark</th> </tr> </thead> <tbody> <tr> <td>2015 - 2016</td> <td>22.5</td> <td>36.3</td> </tr> <tr> <td>2016 - 2017</td> <td>56.1</td> <td>36.3</td> </tr> <tr> <td>2017 - 2018</td> <td>40.5</td> <td>56.1</td> </tr> <tr> <td>2018 - 2019</td> <td>40.3</td> <td>42.7</td> </tr> <tr> <td>2019-2020</td> <td>60.4</td> <td>56.1</td> </tr> <tr> <td>2020-2021</td> <td>71.0</td> <td>56.1</td> </tr> <tr> <td>2021 - 2022</td> <td>55.2</td> <td>63.8</td> </tr> <tr> <td>2022 - 2023</td> <td>84.4</td> <td>70.2</td> </tr> </tbody> </table>	Year	Actual	Benchmark	2015 - 2016	22.5	36.3	2016 - 2017	56.1	36.3	2017 - 2018	40.5	56.1	2018 - 2019	40.3	42.7	2019-2020	60.4	56.1	2020-2021	71.0	56.1	2021 - 2022	55.2	63.8	2022 - 2023	84.4	70.2	<p>Four above benchmark and four below benchmark. Marked improvement from 2019 that is continuing to trend upwards.</p>	<p>Implemented in-class distribution project with video enhancements. Students responded with more awareness than traditional text case study reading.</p>	<p>Place/Distribution</p> <table border="1"> <thead> <tr> <th>Year</th> <th>Actual</th> <th>Benchmark</th> </tr> </thead> <tbody> <tr> <td>2015 - 2016</td> <td>22.5</td> <td>36.3</td> </tr> <tr> <td>2016 - 2017</td> <td>56.1</td> <td>36.3</td> </tr> <tr> <td>2017 - 2018</td> <td>40.5</td> <td>56.1</td> </tr> <tr> <td>2018 - 2019</td> <td>40.3</td> <td>42.7</td> </tr> <tr> <td>2019-2020</td> <td>60.4</td> <td>56.1</td> </tr> <tr> <td>2020-2021</td> <td>71.0</td> <td>56.1</td> </tr> <tr> <td>2021 - 2022</td> <td>55.2</td> <td>63.8</td> </tr> <tr> <td>2022 - 2023</td> <td>84.4</td> <td>70.2</td> </tr> </tbody> </table>	Year	Actual	Benchmark	2015 - 2016	22.5	36.3	2016 - 2017	56.1	36.3	2017 - 2018	40.5	56.1	2018 - 2019	40.3	42.7	2019-2020	60.4	56.1	2020-2021	71.0	56.1	2021 - 2022	55.2	63.8	2022 - 2023	84.4	70.2
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<p>Identify price as a marketing strategy. Understand the various</p>	<p>Peregrine Exam Score in 2020 – 2023 all BS</p>		<p>Five out of the eight data points were</p>	<p>Added emphasis to subject with</p>																																																							

pricing strategies available to choose from depending on the service/product being marketed to the targeted demographics.	Graduates file, Price Column	<table border="1"> <thead> <tr> <th>Year</th> <th>Actual</th> <th>Benchmark</th> </tr> </thead> <tbody> <tr><td>2015 - 2016</td><td>58.4</td><td>39.3</td></tr> <tr><td>2016 - 2017</td><td>50.0</td><td>39.3</td></tr> <tr><td>2017 - 2018</td><td>51.8</td><td>55.8</td></tr> <tr><td>2018 - 2019</td><td>55.2</td><td>44.5</td></tr> <tr><td>2019 - 2020</td><td>60.2</td><td>55.8</td></tr> <tr><td>2020 - 2021</td><td>56.6</td><td>55.8</td></tr> <tr><td>2021 - 2022</td><td>58.5</td><td>61.8</td></tr> <tr><td>2022 - 2023</td><td>81.5</td><td>66.0</td></tr> </tbody> </table>	Year	Actual	Benchmark	2015 - 2016	58.4	39.3	2016 - 2017	50.0	39.3	2017 - 2018	51.8	55.8	2018 - 2019	55.2	44.5	2019 - 2020	60.2	55.8	2020 - 2021	56.6	55.8	2021 - 2022	58.5	61.8	2022 - 2023	81.5	66.0	above the benchmark, 2022 above benchmark.	enhanced in-class discussion on topic.	<p style="text-align: center;">Price Strategy</p>
Year	Actual	Benchmark																														
2015 - 2016	58.4	39.3																														
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Understand product as the most important element in the marketing mix. Explain how products can be physical or service in nature.	Peregrine Exam Score in 2020 – 2023 all BS Graduates file, Product Column	<table border="1"> <thead> <tr> <th>Year</th> <th>Actual</th> <th>Benchmark</th> </tr> </thead> <tbody> <tr><td>2015 - 2016</td><td>32.2</td><td>42.2</td></tr> <tr><td>2016 - 2017</td><td>35.4</td><td>42.2</td></tr> <tr><td>2017 - 2018</td><td>59.3</td><td>63.2</td></tr> <tr><td>2018 - 2019</td><td>60.0</td><td>51.9</td></tr> <tr><td>2019 - 2020</td><td>51.4</td><td>63.2</td></tr> <tr><td>2020 - 2021</td><td>81.7</td><td>63.2</td></tr> <tr><td>2021 - 2022</td><td>62.4</td><td>70.1</td></tr> <tr><td>2022 - 2023</td><td>100.0</td><td>75.7</td></tr> </tbody> </table>	Year	Actual	Benchmark	2015 - 2016	32.2	42.2	2016 - 2017	35.4	42.2	2017 - 2018	59.3	63.2	2018 - 2019	60.0	51.9	2019 - 2020	51.4	63.2	2020 - 2021	81.7	63.2	2021 - 2022	62.4	70.1	2022 - 2023	100.0	75.7	Three out of eight data points above the benchmark trending positively from 2020 - 2022.	Included additional exam questions emphasizing the application of marketing mix concepts to real business settings	<p style="text-align: center;">Product</p>
Year	Actual	Benchmark																														
2015 - 2016	32.2	42.2																														
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2022 - 2023	100.0	75.7																														
Identify the value of promotion in the marketing	Peregrine Exam Score in 2020 –		Five out of eight data	Included experiential																												

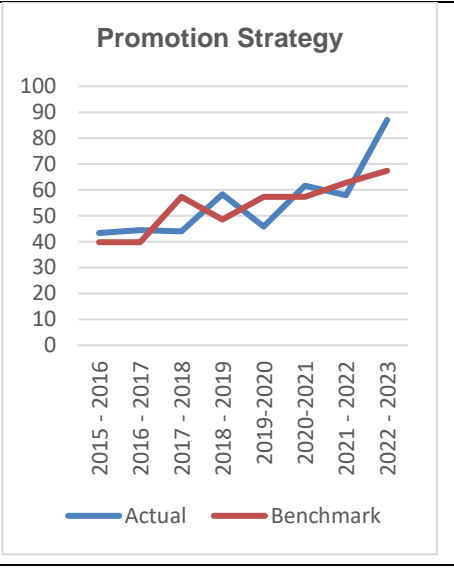
mix. Emphasize the various tools available including traditional advertising, sponsorship, sales promotion and public relations.

2023 all BS Graduates file, Promotion Column

Year	Actual	Benchmark
2015 - 2016	43.4	39.8
2016 - 2017	44.5	39.8
2017 - 2018	44.0	57.3
2018 - 2019	58.3	48.5
2019 - 2020	45.8	57.3
2020 - 2021	61.7	57.3
2021 - 2022	58.0	62.8
2022 - 2023	87.0	67.4

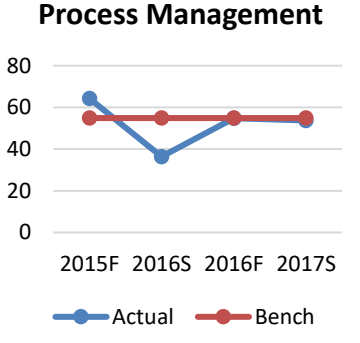
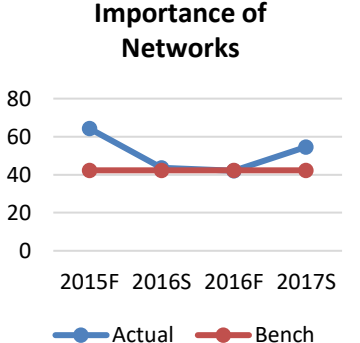
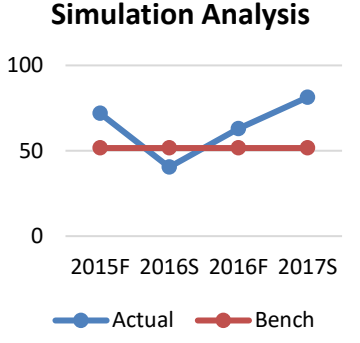
points above the benchmark trending positively.

marketing component with mandatory site visits to sponsored events in NYC.



Information Systems Concentration

Performance Indicator		Definition																				
Student Learning Results		A student learning outcome is one that measures a specific competency attainment.																				
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Student Learning Outcomes (Performance Measures)	Description of Measurement Instrument to include Formative, summative, internal, external, or comparative.	Areas of Success Benchmark: At or above the National average for the selected external comparison group			Analysis of results	Action Taken	Graphs or Tables of Resulting Trends															
Explain the concepts and applications of Artificial Intelligence and its application in the business world	Peregrine Exam Score in Info Systems Tab, subtopic 1: Artificial Intelligence	Year	Actual	Bench	Except for one data point, the benchmark was met	Additional discussion on AI has been added along with more quizzes	<p style="text-align: center;">Concepts of AI</p> <table border="1"> <thead> <tr> <th>Year</th> <th>Actual</th> <th>Bench</th> </tr> </thead> <tbody> <tr> <td>2015F</td> <td>65.2</td> <td>52.7</td> </tr> <tr> <td>2016S</td> <td>71.1</td> <td>52.7</td> </tr> <tr> <td>2016F</td> <td>56.3</td> <td>52.7</td> </tr> <tr> <td>2017S</td> <td>72.2</td> <td>52.7</td> </tr> </tbody> </table>	Year	Actual	Bench	2015F	65.2	52.7	2016S	71.1	52.7	2016F	56.3	52.7	2017S	72.2	52.7
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Understand the definition of Expert Systems and applications of Expert Systems in prescriptive and diagnostic areas	Peregrine Exam Score in Info Systems Tab, subtopic 2: Expert Systems	Year	Actual	Bench	Except for 2017S, the results were below the benchmark.	More discussion on the topic and extra quizzes have been added to make sure that the students understand the concepts	<p style="text-align: center;">Concepts of Expert Systems</p> <table border="1"> <thead> <tr> <th>Year</th> <th>Actual</th> <th>Bench</th> </tr> </thead> <tbody> <tr> <td>2015F</td> <td>38.9</td> <td>40.7</td> </tr> <tr> <td>2016S</td> <td>20</td> <td>40.7</td> </tr> <tr> <td>2016F</td> <td>39.4</td> <td>40.7</td> </tr> <tr> <td>2017S</td> <td>63.2</td> <td>40.7</td> </tr> </tbody> </table>	Year	Actual	Bench	2015F	38.9	40.7	2016S	20	40.7	2016F	39.4	40.7	2017S	63.2	40.7
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<p>Explain the importance of Information Management processes and procedures</p>	<p>Peregrine Exam Score in Info Systems Tab, subtopic 3: Information Management processes and procedures</p>	<table border="1"> <thead> <tr> <th>Year</th> <th>Actual</th> <th>Bench</th> </tr> </thead> <tbody> <tr> <td>2015F</td> <td>64.3</td> <td>54.9</td> </tr> <tr> <td>2016S</td> <td>36.4</td> <td>54.9</td> </tr> <tr> <td>2016F</td> <td>54.8</td> <td>54.9</td> </tr> <tr> <td>2017S</td> <td>53.8</td> <td>54.9</td> </tr> </tbody> </table>	Year	Actual	Bench	2015F	64.3	54.9	2016S	36.4	54.9	2016F	54.8	54.9	2017S	53.8	54.9	<p>Except for 2015F, the results were below the benchmark.</p>	<p>Another week of discussion with case studies on process management has been added to the course</p>	<p>Process Management</p>  <table border="1"> <thead> <tr> <th>Year</th> <th>Actual</th> <th>Bench</th> </tr> </thead> <tbody> <tr> <td>2015F</td> <td>64.3</td> <td>54.9</td> </tr> <tr> <td>2016S</td> <td>36.4</td> <td>54.9</td> </tr> <tr> <td>2016F</td> <td>54.8</td> <td>54.9</td> </tr> <tr> <td>2017S</td> <td>53.8</td> <td>54.9</td> </tr> </tbody> </table>	Year	Actual	Bench	2015F	64.3	54.9	2016S	36.4	54.9	2016F	54.8	54.9	2017S	53.8	54.9
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<p>Explain the concepts and importance of Internal and External Networks</p>	<p>Peregrine Exam Score in Info Systems Tab, subtopic 4: Internal and External Networks</p>	<table border="1"> <thead> <tr> <th>Year</th> <th>Actual</th> <th>Bench</th> </tr> </thead> <tbody> <tr> <td>2015F</td> <td>64.3</td> <td>42.3</td> </tr> <tr> <td>2016S</td> <td>43.6</td> <td>42.3</td> </tr> <tr> <td>2016F</td> <td>42.1</td> <td>42.3</td> </tr> <tr> <td>2017S</td> <td>54.5</td> <td>42.3</td> </tr> </tbody> </table>	Year	Actual	Bench	2015F	64.3	42.3	2016S	43.6	42.3	2016F	42.1	42.3	2017S	54.5	42.3	<p>The results were above the benchmark except in 2016F.</p>	<p>Additional discussion and quizzes on the topic of networks have been added to the course</p>	<p>Importance of Networks</p>  <table border="1"> <thead> <tr> <th>Year</th> <th>Actual</th> <th>Bench</th> </tr> </thead> <tbody> <tr> <td>2015F</td> <td>64.3</td> <td>42.3</td> </tr> <tr> <td>2016S</td> <td>43.6</td> <td>42.3</td> </tr> <tr> <td>2016F</td> <td>42.1</td> <td>42.3</td> </tr> <tr> <td>2017S</td> <td>54.5</td> <td>42.3</td> </tr> </tbody> </table>	Year	Actual	Bench	2015F	64.3	42.3	2016S	43.6	42.3	2016F	42.1	42.3	2017S	54.5	42.3
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<p>Understanding the Importance of Simulation Analysis</p>	<p>Peregrine Exam Score in Info Systems Tab, subtopic 5: Simulation Analysis</p>	<table border="1"> <thead> <tr> <th>Year</th> <th>Actual</th> <th>Bench</th> </tr> </thead> <tbody> <tr> <td>2015F</td> <td>72</td> <td>51.6</td> </tr> <tr> <td>2016S</td> <td>40.4</td> <td>51.6</td> </tr> <tr> <td>2016F</td> <td>62.9</td> <td>51.6</td> </tr> <tr> <td>2017S</td> <td>81.3</td> <td>51.6</td> </tr> </tbody> </table>	Year	Actual	Bench	2015F	72	51.6	2016S	40.4	51.6	2016F	62.9	51.6	2017S	81.3	51.6	<p>The results were above the benchmark except in 2016S.</p>	<p>Additional discussion on simulation analysis has been added to the course</p>	<p>Simulation Analysis</p>  <table border="1"> <thead> <tr> <th>Year</th> <th>Actual</th> <th>Bench</th> </tr> </thead> <tbody> <tr> <td>2015F</td> <td>72</td> <td>51.6</td> </tr> <tr> <td>2016S</td> <td>40.4</td> <td>51.6</td> </tr> <tr> <td>2016F</td> <td>62.9</td> <td>51.6</td> </tr> <tr> <td>2017S</td> <td>81.3</td> <td>51.6</td> </tr> </tbody> </table>	Year	Actual	Bench	2015F	72	51.6	2016S	40.4	51.6	2016F	62.9	51.6	2017S	81.3	51.6
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Understanding the importance of Telecommunications	Peregrine Exam Score in Info Systems Tab, subtopic 6: Telecommunications	Year	Actual	Bench	The results were above the benchmark except in 2016S.	Another class session of discussion on the topic with additional assignments has been added	<p>Telecommunications</p> <table border="1"> <thead> <tr> <th>Year</th> <th>Actual</th> <th>Bench</th> </tr> </thead> <tbody> <tr> <td>2015F</td> <td>61.1</td> <td>38.6</td> </tr> <tr> <td>2016S</td> <td>36.7</td> <td>38.6</td> </tr> <tr> <td>2016F</td> <td>50</td> <td>38.6</td> </tr> <tr> <td>2017S</td> <td>52.5</td> <td>38.6</td> </tr> </tbody> </table>	Year	Actual	Bench	2015F	61.1	38.6	2016S	36.7	38.6	2016F	50	38.6	2017S	52.5	38.6
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Sports Management Concentration

Performance Indicator			Definition																							
Student Learning Results (Core Courses)			A student learning outcome is one that measures a specific competency attainment.																							
		Analysis of Results																								
Student Learning Outcomes (Performance Measures)	Description of Measurement Instrument to include Formative, summative, internal, external, or comparative.	Areas of Success Benchmark: At or above the National average for the selected external comparison group	Analysis of results	Action Taken	Graphs or Tables of Resulting Trends																					
Explain the similarities and differences involved in marketing sports vs. traditional products. Discuss the power of a sports brand on consumer behavior.	Peregrine Exam Score in 2020 – 2023 all BS Graduates file, Research Tools, Marketing, Sports Products Column	Year	Actual	Benchmark	All data points were above the benchmark	Continue to use the same teaching techniques																				
		2017 - 2018	61.1	53.7																						
		2018 - 2019	50.0	47.3																						
		2019 - 2020	80.0	53.7																						
		2020 - 2021	75.0	53.7																						
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		<div style="border: 1px solid gray; padding: 10px; width: fit-content; margin-left: auto;"> <p style="text-align: center; margin: 0;">Sports Marketing Theory</p> <table border="1" style="margin: 5px auto; font-size: small;"> <thead> <tr> <th>Year</th> <th>Actual</th> <th>Benchmark</th> </tr> </thead> <tbody> <tr><td>2017 - 2018</td><td>61.1</td><td>53.7</td></tr> <tr><td>2018 - 2019</td><td>50.0</td><td>47.3</td></tr> <tr><td>2019 - 2020</td><td>80.0</td><td>53.7</td></tr> <tr><td>2020 - 2021</td><td>75.0</td><td>53.7</td></tr> <tr><td>2021 - 2022</td><td>75.0</td><td>59.6</td></tr> <tr><td>2022 - 2023</td><td>87.5</td><td>53.7</td></tr> </tbody> </table> </div>						Year	Actual	Benchmark	2017 - 2018	61.1	53.7	2018 - 2019	50.0	47.3	2019 - 2020	80.0	53.7	2020 - 2021	75.0	53.7	2021 - 2022	75.0	59.6	2022 - 2023
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<p>Identify the various promotional methods used by sports teams, leagues, and sporting goods manufacturers. Emphasis on sponsorship and sponsor activation.</p>	<p>Peregrine Exam Score in 2020 – 2023 all BS Graduates file, Sports Marketing Column</p>	<table border="1"> <thead> <tr> <th>Year</th> <th>Actual</th> <th>Benchmark</th> </tr> </thead> <tbody> <tr> <td>2017 - 2018</td> <td>48.4</td> <td>53.7</td> </tr> <tr> <td>2018 - 2019</td> <td>58.8</td> <td>47.3</td> </tr> <tr> <td>2019 - 2020</td> <td>33.1</td> <td>53.7</td> </tr> <tr> <td>2020 - 2021</td> <td>61.5</td> <td>53.7</td> </tr> <tr> <td>2021 - 2022</td> <td>62.5</td> <td>59.6</td> </tr> <tr> <td>2022 - 2023</td> <td>100.0</td> <td>53.7</td> </tr> </tbody> </table>	Year	Actual	Benchmark	2017 - 2018	48.4	53.7	2018 - 2019	58.8	47.3	2019 - 2020	33.1	53.7	2020 - 2021	61.5	53.7	2021 - 2022	62.5	59.6	2022 - 2023	100.0	53.7	<p>4 above the benchmark and 2 below the benchmark. Trending up from 2020.</p>	<p>No additional action taken</p>	<p>Sport Promotion Theory</p> <table border="1"> <thead> <tr> <th>Year</th> <th>Actual</th> <th>Benchmark</th> </tr> </thead> <tbody> <tr> <td>2017 - 2018</td> <td>48.4</td> <td>53.7</td> </tr> <tr> <td>2018 - 2019</td> <td>58.8</td> <td>47.3</td> </tr> <tr> <td>2019 - 2020</td> <td>33.1</td> <td>53.7</td> </tr> <tr> <td>2020 - 2021</td> <td>61.5</td> <td>53.7</td> </tr> <tr> <td>2021 - 2022</td> <td>62.5</td> <td>59.6</td> </tr> <tr> <td>2022 - 2023</td> <td>100.0</td> <td>53.7</td> </tr> </tbody> </table>	Year	Actual	Benchmark	2017 - 2018	48.4	53.7	2018 - 2019	58.8	47.3	2019 - 2020	33.1	53.7	2020 - 2021	61.5	53.7	2021 - 2022	62.5	59.6	2022 - 2023	100.0	53.7
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<p>Understand budgetary analysis when creating, running and assessing a given event's financial success</p>	<p>Peregrine Exam Score in 2020 – 2023 all BS Graduates file, Facility and Fiscal Management Column</p>	<table border="1"> <thead> <tr> <th>Year</th> <th>Actual</th> <th>Benchmark</th> </tr> </thead> <tbody> <tr> <td>2017 - 2018</td> <td>22.7</td> <td>53.7</td> </tr> <tr> <td>2018 - 2019</td> <td>32.0</td> <td>47.3</td> </tr> <tr> <td>2019-2020</td> <td>45.5</td> <td>53.7</td> </tr> <tr> <td>2020-2021</td> <td>44.8</td> <td>53.7</td> </tr> <tr> <td>2021 - 2022</td> <td>56.5</td> <td>59.6</td> </tr> <tr> <td>2022 - 2023</td> <td>55.9</td> <td>53.7</td> </tr> </tbody> </table>	Year	Actual	Benchmark	2017 - 2018	22.7	53.7	2018 - 2019	32.0	47.3	2019-2020	45.5	53.7	2020-2021	44.8	53.7	2021 - 2022	56.5	59.6	2022 - 2023	55.9	53.7	<p>5 data points below the benchmark but a positive upward trend. 2022 above benchmark</p>	<p>At this point no additional actions are needed. Will continue to monitor.</p>	<p>Facility Management and Budget Strategies</p> <table border="1"> <thead> <tr> <th>Year</th> <th>Actual</th> <th>Benchmark</th> </tr> </thead> <tbody> <tr> <td>2017 - 2018</td> <td>22.7</td> <td>53.7</td> </tr> <tr> <td>2018 - 2019</td> <td>32.0</td> <td>47.3</td> </tr> <tr> <td>2019-2020</td> <td>45.5</td> <td>53.7</td> </tr> <tr> <td>2020-2021</td> <td>44.8</td> <td>53.7</td> </tr> <tr> <td>2021 - 2022</td> <td>56.5</td> <td>59.6</td> </tr> <tr> <td>2022 - 2023</td> <td>55.9</td> <td>53.7</td> </tr> </tbody> </table>	Year	Actual	Benchmark	2017 - 2018	22.7	53.7	2018 - 2019	32.0	47.3	2019-2020	45.5	53.7	2020-2021	44.8	53.7	2021 - 2022	56.5	59.6	2022 - 2023	55.9	53.7
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<p>Explain the complexities involved in managing sports programs. Understanding the sports consumer, sports promotion and sports event mindset from the manager's point of view.</p>	<p>Peregrine Exam Score in 2020 – 2023 all BS Graduates file Sports Marketing Column</p>	<table border="1"> <thead> <tr> <th>Year</th> <th>Actual</th> <th>Benchmark</th> </tr> </thead> <tbody> <tr> <td>2017 - 2018</td> <td>57.0</td> <td>53.7</td> </tr> <tr> <td>2018 - 2019</td> <td>53.3</td> <td>47.3</td> </tr> <tr> <td>2019 - 2020</td> <td>47.5</td> <td>53.7</td> </tr> <tr> <td>2020 - 2021</td> <td>66.7</td> <td>53.7</td> </tr> <tr> <td>2021 - 2022</td> <td>66.7</td> <td>59.6</td> </tr> <tr> <td>2022 - 2023</td> <td>100.0</td> <td>53.7</td> </tr> </tbody> </table>	Year	Actual	Benchmark	2017 - 2018	57.0	53.7	2018 - 2019	53.3	47.3	2019 - 2020	47.5	53.7	2020 - 2021	66.7	53.7	2021 - 2022	66.7	59.6	2022 - 2023	100.0	53.7	<p>Four of the eight data points have exceeded the benchmark.</p>	<p>No additional action is needed. Will continue to monitor.</p>	<p>Event Production Management</p> <table border="1"> <thead> <tr> <th>Year</th> <th>Actual</th> <th>Benchmark</th> </tr> </thead> <tbody> <tr> <td>2017 - 2018</td> <td>57.0</td> <td>53.7</td> </tr> <tr> <td>2018 - 2019</td> <td>53.3</td> <td>47.3</td> </tr> <tr> <td>2019 - 2020</td> <td>47.5</td> <td>53.7</td> </tr> <tr> <td>2020 - 2021</td> <td>66.7</td> <td>53.7</td> </tr> <tr> <td>2021 - 2022</td> <td>66.7</td> <td>59.6</td> </tr> <tr> <td>2022 - 2023</td> <td>100.0</td> <td>53.7</td> </tr> </tbody> </table>	Year	Actual	Benchmark	2017 - 2018	57.0	53.7	2018 - 2019	53.3	47.3	2019 - 2020	47.5	53.7	2020 - 2021	66.7	53.7	2021 - 2022	66.7	59.6	2022 - 2023	100.0	53.7
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<p>Identify the various sub-cultures in sport: youth, gender, media, race, and social class.</p>	<p>Peregrine Exam Score in 2020 – 2023 all BS Graduates file Gender and Sports Column</p>	<table border="1"> <thead> <tr> <th>Year</th> <th>Actual</th> <th>Benchmark</th> </tr> </thead> <tbody> <tr> <td>2017 - 2018</td> <td>47.0</td> <td>53.7</td> </tr> <tr> <td>2018 - 2019</td> <td>52.2</td> <td>47.3</td> </tr> <tr> <td>2019 - 2020</td> <td>47.5</td> <td>53.7</td> </tr> <tr> <td>2020 - 2021</td> <td>67.8</td> <td>53.7</td> </tr> <tr> <td>2021 - 2022</td> <td>58.9</td> <td>59.6</td> </tr> <tr> <td>2022 - 2023</td> <td>53.7</td> <td>53.7</td> </tr> </tbody> </table>	Year	Actual	Benchmark	2017 - 2018	47.0	53.7	2018 - 2019	52.2	47.3	2019 - 2020	47.5	53.7	2020 - 2021	67.8	53.7	2021 - 2022	58.9	59.6	2022 - 2023	53.7	53.7	<p>Two were higher than the benchmark and three were below the benchmark. 2022 at benchmark.</p>	<p>No additional action is needed at this point. Will continue to monitor for trends.</p>	<p>Media's Effect on Sport and Society</p> <table border="1"> <thead> <tr> <th>Year</th> <th>Actual</th> <th>Benchmark</th> </tr> </thead> <tbody> <tr> <td>2017 - 2018</td> <td>47.0</td> <td>53.7</td> </tr> <tr> <td>2018 - 2019</td> <td>52.2</td> <td>47.3</td> </tr> <tr> <td>2019 - 2020</td> <td>47.5</td> <td>53.7</td> </tr> <tr> <td>2020 - 2021</td> <td>67.8</td> <td>53.7</td> </tr> <tr> <td>2021 - 2022</td> <td>58.9</td> <td>59.6</td> </tr> <tr> <td>2022 - 2023</td> <td>53.7</td> <td>53.7</td> </tr> </tbody> </table>	Year	Actual	Benchmark	2017 - 2018	47.0	53.7	2018 - 2019	52.2	47.3	2019 - 2020	47.5	53.7	2020 - 2021	67.8	53.7	2021 - 2022	58.9	59.6	2022 - 2023	53.7	53.7
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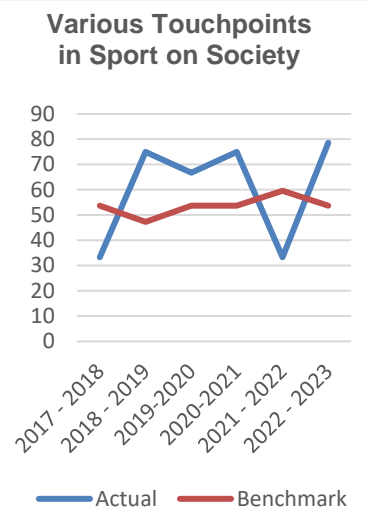
Explain how social theories can be applied to sport with an emphasis on whether the media acts as a mirror to society.

Peregrine Exam Score in 2020 – 2023 all BS Graduates file Sports and the Media Column

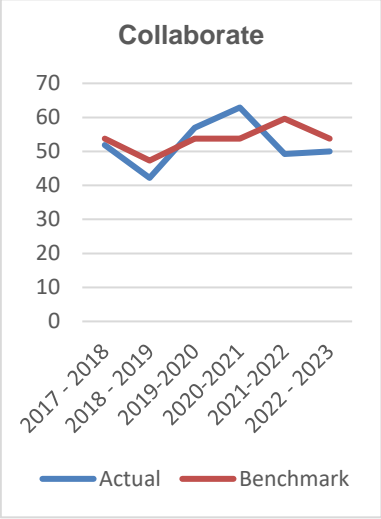
Year	Actual	Benchmark
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2022 - 2023	78.6	53.7

Four of the six data points have exceeded the benchmark.

No additional action is needed at this point. Will continue to monitor for trends.



Health Care Management Concentration

Performance Indicator		Definition					
Student Learning Results		A student learning outcome is one that measures a specific competency attainment.					
		Analysis of Results					
Student Learning Outcomes (Performance Measures)	Description of Measurement Instrument to include Formative, summative, internal, external, or comparative.	Areas of Success Benchmark: At or above the National average for the selected external comparison group			Analysis of Results	Action Taken	Graphs or Tables of Resulting Trends
Understand the health care system in the USA and its implications in developing successful managers in the sector.	Peregrine Exam Score in 2020 – 2023 all BS Graduates file Healthcare System Column	Year	Actual	Benchmark	Two higher than benchmark and two below benchmark. Overall results show a general trend of improvement. We will continue to deliver this course while seeking to find ways to continuously improve student learning outcomes.	This course provides students with health care information, current trends, and analysis. Case studies were used to strengthen student learning. Continuous review and case study updates have been incorporated into the syllabus.	
		2017 - 2018	51.9	53.7			
		2018 - 2019	42.2	47.3			
		2019 - 2020	56.9	53.7			
		2020 - 2021	62.9	53.7			
		2021 - 2022	49.2	59.6			
		2022 - 2023	50.0	53.7			

Evaluate the role of organizations that play a part in healthcare systems	Peregrine Exam Score in 2020 – 2023 all BS Graduates file Healthcare Systems Column	<table border="1"> <thead> <tr> <th>Year</th> <th>Actual</th> <th>Benchmark</th> </tr> </thead> <tbody> <tr> <td>2017 - 2018</td> <td>64.0</td> <td>53.7</td> </tr> <tr> <td>2018 - 2019</td> <td>30.8</td> <td>47.3</td> </tr> <tr> <td>2019 - 2020</td> <td>48.1</td> <td>53.7</td> </tr> <tr> <td>2020 - 2021</td> <td>77.8</td> <td>53.7</td> </tr> <tr> <td>2021 - 2022</td> <td>40</td> <td>59.6</td> </tr> <tr> <td>2022 - 2023</td> <td>100.0</td> <td>53.7</td> </tr> </tbody> </table>	Year	Actual	Benchmark	2017 - 2018	64.0	53.7	2018 - 2019	30.8	47.3	2019 - 2020	48.1	53.7	2020 - 2021	77.8	53.7	2021 - 2022	40	59.6	2022 - 2023	100.0	53.7	Three are higher than the benchmark and three are below the benchmark. 2022 is significantly above the benchmark. Overall results show a general trend of improvement.	No additional actions were taken. Will continue to monitor.	<p style="text-align: center;">Collaborate</p>
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Understand the financial management systems of healthcare organizations.	Peregrine Exam Score in 2020 – 2023 all BS Graduates file Healthcare Systems Column in the Financial Management area.	<table border="1"> <thead> <tr> <th>Year</th> <th>Actual</th> <th>Benchmark</th> </tr> </thead> <tbody> <tr> <td>2017 - 2018</td> <td>46.3</td> <td>53.7</td> </tr> <tr> <td>2018 - 2019</td> <td>42.2</td> <td>47.3</td> </tr> <tr> <td>2019-2020</td> <td>56.9</td> <td>53.7</td> </tr> <tr> <td>2020 - 2021</td> <td>60.0</td> <td>53.7</td> </tr> <tr> <td>2021 - 2022</td> <td>45.0</td> <td>59.6</td> </tr> <tr> <td>2022 - 2023</td> <td>75.0</td> <td>53.7</td> </tr> </tbody> </table>	Year	Actual	Benchmark	2017 - 2018	46.3	53.7	2018 - 2019	42.2	47.3	2019-2020	56.9	53.7	2020 - 2021	60.0	53.7	2021 - 2022	45.0	59.6	2022 - 2023	75.0	53.7	Three are higher than the benchmark and three are below the benchmark. 2022 is significantly above the benchmark. Overall results show a general trend of improvement. The course was strengthened through the use of case studies.	No additional actions are needed. Will continue to monitor.	<p style="text-align: center;">Communication</p>
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<p>Understand the components of health care systems that affect the financial viability of the health care organization.</p>	<p>Peregrine Exam Score in 2020 – 2023 all BS Graduates file Management Column in Financial Management area.</p>	<table border="1"> <thead> <tr> <th>Year</th> <th>Actual</th> <th>Benchmark</th> </tr> </thead> <tbody> <tr> <td>2017 - 2018</td> <td>50.0</td> <td>53.7</td> </tr> <tr> <td>2018 - 2019</td> <td>16.7</td> <td>47.3</td> </tr> <tr> <td>2019 - 2020</td> <td>25.0</td> <td>53.7</td> </tr> <tr> <td>2020 - 2021</td> <td>63.6</td> <td>53.7</td> </tr> <tr> <td>2021 - 2022</td> <td>28.6</td> <td>59.6</td> </tr> <tr> <td>2022 - 2023</td> <td>75.0</td> <td>53.7</td> </tr> </tbody> </table>	Year	Actual	Benchmark	2017 - 2018	50.0	53.7	2018 - 2019	16.7	47.3	2019 - 2020	25.0	53.7	2020 - 2021	63.6	53.7	2021 - 2022	28.6	59.6	2022 - 2023	75.0	53.7	<p>Two of the six are below the benchmark. 2022 is significantly above the benchmark.</p>	<p>Increased budget management course material and case studies to use in this course. Will continue to monitor.</p>	<p>Evidence-based Practice</p> <table border="1"> <thead> <tr> <th>Year</th> <th>Actual</th> <th>Benchmark</th> </tr> </thead> <tbody> <tr> <td>2017 - 2018</td> <td>50.0</td> <td>53.7</td> </tr> <tr> <td>2018 - 2019</td> <td>16.7</td> <td>47.3</td> </tr> <tr> <td>2019 - 2020</td> <td>25.0</td> <td>53.7</td> </tr> <tr> <td>2020 - 2021</td> <td>63.6</td> <td>53.7</td> </tr> <tr> <td>2021 - 2022</td> <td>28.6</td> <td>59.6</td> </tr> <tr> <td>2022 - 2023</td> <td>75.0</td> <td>53.7</td> </tr> </tbody> </table>	Year	Actual	Benchmark	2017 - 2018	50.0	53.7	2018 - 2019	16.7	47.3	2019 - 2020	25.0	53.7	2020 - 2021	63.6	53.7	2021 - 2022	28.6	59.6	2022 - 2023	75.0	53.7
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<p>Understand the role of private sector accrediting bodies in health care.</p>	<p>Peregrine Exam Score in 2020 – 2023 all BS Graduates file Standards Column</p>	<table border="1"> <thead> <tr> <th>Year</th> <th>Actual</th> <th>Benchmark</th> </tr> </thead> <tbody> <tr> <td>2017 - 2018</td> <td>100.0</td> <td>53.7</td> </tr> <tr> <td>2018 - 2019</td> <td>100.0</td> <td>47.3</td> </tr> <tr> <td>2019 - 2020</td> <td>66.7</td> <td>53.7</td> </tr> <tr> <td>2020 - 2021</td> <td>42.9</td> <td>53.7</td> </tr> <tr> <td>2021 - 2022</td> <td>60.0</td> <td>49.6</td> </tr> <tr> <td>2022 - 2023</td> <td>83.3</td> <td>53.7</td> </tr> </tbody> </table>	Year	Actual	Benchmark	2017 - 2018	100.0	53.7	2018 - 2019	100.0	47.3	2019 - 2020	66.7	53.7	2020 - 2021	42.9	53.7	2021 - 2022	60.0	49.6	2022 - 2023	83.3	53.7	<p>5 of the 6 data points have exceeded the benchmarks.</p>	<p>No additional action is needed at this point. Will continue to monitor for trends.</p>	<p>Healthcare Systems</p> <table border="1"> <thead> <tr> <th>Year</th> <th>Actual</th> <th>Benchmark</th> </tr> </thead> <tbody> <tr> <td>2017 - 2018</td> <td>100.0</td> <td>53.7</td> </tr> <tr> <td>2018 - 2019</td> <td>100.0</td> <td>47.3</td> </tr> <tr> <td>2019 - 2020</td> <td>66.7</td> <td>53.7</td> </tr> <tr> <td>2020 - 2021</td> <td>42.9</td> <td>53.7</td> </tr> <tr> <td>2021 - 2022</td> <td>60.0</td> <td>49.6</td> </tr> <tr> <td>2022 - 2023</td> <td>83.3</td> <td>53.7</td> </tr> </tbody> </table>	Year	Actual	Benchmark	2017 - 2018	100.0	53.7	2018 - 2019	100.0	47.3	2019 - 2020	66.7	53.7	2020 - 2021	42.9	53.7	2021 - 2022	60.0	49.6	2022 - 2023	83.3	53.7
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