



WILLIAM WOODS
UNIVERSITY

MBA Annual Assessment 2021-2022

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Graduate Annual Assessment 2021-2022

Master of Business Administration

Program Profile

Program Mission

The mission of the Business Programs of William Woods University is to provide a quality, learning environment that empowers students to succeed in their professional endeavors and/or to continue their education. William Woods University's MBA provides students with the skills and techniques they will need to make an impact in a variety of business situations. The skills students will gain include the ability and willingness to take calculated risks and build smart, agile teams that deliver results.

Program Demographics

	Total Enrollment	Graduating Students
2020-2021	129	46
2021-2022	160	69

Program Assessment Data Sheet

Upload the Assessment Data sheet from Institutional Research

Reflection on Demographic Data

Program goals for student retention, persistence and degree completion are? What do the persistence numbers mean to the faculty in the program? Are your persistence numbers what you expected? If not, how could the numbers be improved? What is the optimal enrollment for the program?

Enrollment for the MBA program is 160 students, this includes MBA Plus students. The online program was launched in 2014 and since that time our online numbers have been steadily increasing. Because of this we saw a significant decrease in on ground MBA registered students. However, over the course of the past year, we have seen a significant increase in our on-ground enrollment due to the number of MBA Plus students enrolling into the program. Thereby, increase the programs on ground numbers.

Student Retention for the MBA program is strong, averaging 86%. This program is accelerated, and students can complete the program in 12 to 18 months. The MBA is beneficial to students in obtaining promotions and transfers and students tend to be working professionals who are more mature regarding their educational pursuits. Also, quite often employers reimburse the student for the cost of tuition. All of these factors contribute to higher retention rates.

Degree completion is near 80% which is down from a high of almost 90% in 09/10. Enrollment has continued to decline in the evening sections offered at the Columbia location and serious consideration should be given to whether or not course offering at location should continue to be offered. With our Fulton on ground offering (only a 30-minute commute) I still recommend discontinuing course offerings at the Columbia location until we see a need. With WWU's online MBA program becoming well-known and a strategic marketing campaign starting to be developed, we are seeing growth in our online offering making up for the losses at the Columbia location. As a result of our growing online presence, we have far fewer students in on-ground courses when compared to our online courses. While this is the case, we have started to see a trend upward in our on-ground enrollment within the Plus Program making the on-campus offerings viable.

While the bulk of these students (18 over the past school year) are Plus Program Students, this is a positive trend. As more students across all degrees and disciplines become more aware of the new Plus Program requirements for entry, which now allow any student(s) to apply for entry into the MBA Program as long as they have completed their bachelor's degree and an undergraduate accounting and economics course, I believe this upward trend will continue.

Additionally, several of the MBA courses are being updated to better reflect current business trends and strategies to make the program more attractive. We are also shifting our on-ground focus from extended site locations towards

corporate partnerships where we can be more precise in where we offer on-ground programs and putting a bigger emphasis on the MBA Plus Program as previously stated. Moreover, the MBA Business Advisory Board has been reinstated and has already started meeting to discuss the future direction of the program as it relates to course curriculum and offerings.

There is no doubt this program has room for growth in both the online offering and on ground offering but must be done so in a manner that reflects the resources available. The program revisions and the hiring of a new Program Manager, as well as the strategic partnership with Istudy (A recruitment agency for students within the Asia market) that was signed off on by President Barnett in Spring of 2021, could produce exponential growth over the next couple of years.

Program Delivery

Cohort
 Online
 Hybrid (selected)
 Cohort and Online

External Accreditation

Does the program hold external accreditation?

Yes (selected)
 No

If yes, state the name of the organization.

Along with the name of the organization, please note the date of approval, and the date of review.

The MBA program was granted accreditation by the Accreditation Council for Business Schools and Programs (ACBSP) in April 2015. The first quality review report was completed in 2017. The second quality review report was completed in 2018. The next review report will be due in 2025.

Marketing Materials

Reflect on the current marketing materials used for the program. Please attach screenshots of the website or any material you are referencing in this section. What changes, if any, should be made to the material? Are there recommendations on how to modify the current material?

Over the course of the past school year several personnel changes took place, and a restructure of the marketing and communications department was done. Since that time, several marketing strategies were accomplished. A video about the program was completed and uploaded to the main web page for the MBA Program. All of the old marketing materials were updated. The MBA Program Manager is now working closely with Jennifer Crump and her team as well as Kathy Grove to better promote the MBA Program. This collaborative effort should produce a much more consistent message about the strengths of the program and make it much more attractive for students to enroll in the program.

Marketing Attachments

MBA_Web_Page.png
 WWU_S_MBA_PROGRAM_PROFILE.pdf
 03110018_330_20At_20A_20Glance_20print.pdf
 WWU_MBA_students_team_up_to_find_entrepreneurial_success___William_Woods_News.pdf

Faculty Teaching

Please either fill in the box or upload a document outlining the faculty loads for those who are actively teaching in the program. "Active" includes individuals who have taught within the past year for the program. Include if the faculty are full

time or part time as well and how many classes they are teaching.

The attached document includes all courses taught over the past year, ONLINE and ONGROUND. Full-time faculty are highlighted in green on both tabs.

Full-time faculty loads are typically met in on-ground undergraduate courses and faculty may teach two courses (6 credit hours) over their contractual load in a semester (fall/spring). Any full-time faculty member (terminal degree holder or ABD) who do not meet their contractual load through on-ground undergraduate courses are first assigned to teach on-ground MBA courses for which they qualify. Second, they are assigned to teach online MBA courses for which they qualify and finally, they are assigned to teach online undergraduate courses for which they qualify. Contractual loads for full-time faculty who taught in the MBA program were:

Dr. Stephen Forsha (6 credit hours in a full semester)

Dr. Miriam O-Callaghan (12 credit hours in full semester)

Dr. Thomas Trice (6 credit hours in a full semester)

Adjunct faculty are limited to a total of three courses (9 credit hours) in any one semester (summer, fall, spring) regardless of modality or level. Adjunct faculty with terminal degrees, ABD will be assigned to teach master's level courses for which they qualify before being considered to teach undergraduate courses.

Faculty Load Attachment

If you want to attach the load document you can do that here.

MBA_Enrollment_21_22.xlsx

Program Objectives

Standard/Outcome

Identifier	Description
WWU2021.1	Knowledge and Scholarship: Demonstrate current knowledge and educational expertise in an academic or professional discipline engaging students in the process of academic discovery.
WWU2021.2	Inclusion: Provide and maintain a welcoming campus community to all stakeholders. Represent the university by exhibiting values and behaviors that address self-respect and respect for others and enable success and participation in the larger society.
WWU2021.3	Creativity: Foster open-mindedness, a rigorous exchange of ideas, and experimentation by providing a supportive and engaging campus environment.
WWU2021.4	Intellectual Inquiry: Cultivate a desire for continued learning and curiosity both within and beyond formal education.

Additional Standards/Outcomes

Identifier	Description
MBA 2018.1	Analyze ethical and legal issues in business policies and procedures and develop recommendations for improvement.
MBA 2018.2	Demonstrate a working knowledge of current business technology.
MBA 2018.3	Evaluate an organization's culture and underlying structure to develop effective management and leadership strategies.
MBA 2018.4	Create sound business strategies based on research and analysis.
MBA	Analyze the effects of economic policies on domestic and international business.

2018.5	
MBA 2018.6	Interpret financial data to support managerial decision-making

Alignment with Institutional Objectives

Please discuss the program alignment to the University Objectives. We do not need an artifact for each objective, but a discussion on how the program uses the Institutional Objectives as an anchor for their program curriculum.

MBA objectives align with the University objectives as follows:

MBA 1 to WWU 1, 2 and 3

MBA 2 to WWU 1

MBA 3 to WWU 1, 2, 3, 4

MBA 4 to WWU 1 and 4

MBA 5 to WWU 1, 2 and 4

MBA 6 to WWU 1 and 4

Curriculum Map

A - Assessed
 R - Reinforced
 I - Introduced
 M - Master

MBA Program

	BUS 500	BUS 517	BUS 524	BUS 538	BUS 539	BUS 542	BUS 545	BUS 552	BUS 560	BUS 566	BUS 580	BUS 585
MBA 2018.1 Analyze ethical and legal issues in business policies and procedures and develop recommendations for improvement.	I	I	R	R	M		M		R			A
MBA 2018.2 Demonstrate a working knowledge of current business technology.	I								I		M	A
MBA 2018.3 Evaluate an organization's culture and underlying structure to develop effective management and leadership strategies.	R, I	R			R		R	M				A
MBA 2018.4 Create sound business strategies based on research and analysis.	R, I	R	R	R	R	R		M	M	R		A
MBA 2018.5 Analyze the effects of economic policies on domestic and international business.	I		R	R	R	R				R		A
MBA 2018.6 Interpret financial data to support managerial decision-making	I		M	R		R			R	M		A

Changes to Curriculum

Are there any changes made to the curriculum map for this academic year? If so, please describe the program changes made along with the rationale for why and the impact the changes should have on student learning?

No changes have been made to the curriculum map this year.

Assessment Findings

Assessment Findings for the Assessment Measure level for MBA Program

Standard/Outcome

MBA 2018.1 Analyze ethical and legal issues in business policies and procedures and develop recommendations for improvement.

Assessment Measures

BUS 585				
Assessment Measure	Criterion	Summary	Attachments of the Assessments	Improvement Narratives
Direct - External Testing	Has the criterion Students will score higher on the Peregrine test than the national average (50 percentile) business ethics and legal environment of business. been met yet? Met	Students met the standard for ethics and legal environment.	MBA_Peregrine_Full_Comparison_Analysis.xlsx	
Direct - Research Paper	Has the criterion Students will score above the 80th percentile on their BUS 585 Capstone Final Project Report. been met yet? Met	Students met the standard.	BUS585_Final_Project_Score_Average_2022.png	

Standard/Outcome

MBA 2018.2 Demonstrate a working knowledge of current business technology.

Assessment Measures

BUS 585				
Assessment Measure	Criterion	Summary	Attachments of the Assessments	Improvement Narratives
Direct - External Testing	Has the criterion Students will score higher on the Peregrine test than the national average (50 percentile). been met yet? Met	Students met this standard.	MBA_Peregrine_Full_Comparison_Analysis.xlsx	
Direct - Research Paper	Has the criterion Students will score above the 80th percentile on	Students met this standard.	BUS585_Final_Project_Score_Average_2022.png	

	their BUS 585 Capstone Final Project Report. been met yet? Met			
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Standard/Outcome				
MBA 2018.3 Evaluate an organization's culture and underlying structure to develop effective management and leadership strategies.				
Assessment Measures				
BUS 585				
Assessment Measure	Criterion	Summary	Attachments of the Assessments	Improvement Narratives
Direct - External Testing	Has the criterion Students will score higher on the Peregrine test than the national average (50 percentile) management: business leadership, management and organizational behavior. been met yet? Met	Students met this standard.	MBA_Peregrine_Full_Comparison_Analysis.xlsx	
Direct - Research Paper	Has the criterion Students will score above the 80th percentile on their BUS 585 Capstone Final Project Report. been met yet? Met	Students met this standard	BUS585_Final_Project_Score_Average_2022.png	

Standard/Outcome				
MBA 2018.4 Create sound business strategies based on research and analysis.				
Assessment Measures				
BUS 585				
Assessment Measure	Criterion	Summary	Attachments of the Assessments	Improvement Narratives
Direct - External Testing	Has the criterion Students will score higher on the Peregrine test than the national average (50 percentile). been met yet? Met	Students met this standard.	MBA_Peregrine_Full_Comparison_Analysis.xlsx	
Direct - Research Paper	Has the criterion Students will score above the 80th percentile on their BUS 585 Capstone Final Project Report. been met yet? Met	Students met this standard.	BUS585_Final_Project_Score_Average_2022.png	

Standard/Outcome				
MBA 2018.5 Analyze the effects of economic policies on domestic and international business.				
Assessment Measures				
BUS 585				
Assessment Measure	Criterion	Summary	Attachments of the Assessments	Improvement Narratives
Direct - External Testing	Has the criterion Students will score higher on the Peregrine test than the national average (50 percentile) in the areas of economics, economics: macroeconomics and economics: microeconomics. been met yet? Met	Students met this standard.	MBA_Peregrine_Full_Comparison_Analysis.xlsx	
Direct - Research Paper	Has the criterion Students will score above the 80th percentile on their BUS 585 Capstone Final Project Report. been met yet? Met	Students met this standard.	BUS585_Final_Project_Score_Average_2022.png	

Standard/Outcome				
MBA 2018.6 Interpret financial data to support managerial decision-making				
Assessment Measures				
BUS 585				
Assessment Measure	Criterion	Summary	Attachments of the Assessments	Improvement Narratives
Direct - External Testing	Has the criterion Students will score higher on the Peregrine test than the national average (50 percentile) business finance. been met yet? Met	Students met this standard.	MBA_Peregrine_Full_Comparison_Analysis.xlsx	
Direct - Research Paper	Has the criterion Students will score above the 80th percentile on their BUS 585 Capstone Final Project Report. been met yet? Met	Students met this standard.	BUS585_Final_Project_Score_Average_2022.png	

Improvement Narrative List

Assessment Findings for the Assessment Measure level

No improvement narratives have been added.

Assessment List

Analysis of the Assessment Process

Describe your assessment process; clearly articulate how the program is using coursework and or assessment day activities for program wide assessment. Note any changes that occurred to that process since the previous year. Discuss what activities were successful at assessment and which ones were not as helpful and why. Please include who met to discuss the changes (unless you are a program of one person) and when you met. – Include a discussion on the process for collection and analysis of program data.

N/A

Program Activities

Student Accomplishments

Highlight special examples of student successes in the field (research, conference presentation, award in the profession). This is for any accomplishment that a student achieved outside of coursework or the normal expectations of student success.

The MBA Program in conjunction with the WWU Leadership Center entered into an agreement with University of St. Louis Missouri (UMSL) that would allow us to conduct an organizational analysis on there for profit Optometry School. This project would be conducted over a 7-month timeframe. Over that course of time, students would conduct both a quantitative and qualitative analysis that would examine employees' perception related to their job satisfaction, organizational commitment and perceptions of the leadership team. At the end of this process and throughout every phase of the project students would be required to conduct benchmark meetings (monthly) with the UMSL leadership team. Students would also be responsible for developing the tools (from established research) that would measure these variables and conduct the analysis after the data was collected. Students would also be required to conduct LEAD events for the internal campus so that they could share with other students, staff and faculty their experience in the project as well as what they were learning. Three MBA students volunteered for this project which started in September 2021 and concluded in March of 2022. A final report consisting of more than 40 pages was provided to the leadership team at UMSL's Optometry School, that included the data analysis and recommendations. The three students that participate in this 7-month project received plaques from the WWU Leadership Center for excellence in scholarship and practical application during the Leadership Center's Women Empowerment Leadership Symposium.

Faculty Accomplishments

Highlight special examples of faculty success in the profession/field/content area. This is for any accomplishment of a faculty activity/research/professional nature

Over the course of the school year Dr. Kathryn Tvorik accomplished the following:

Dr. Tvorik attend William Woods seminars and trainings. Recently, Woods Connect Zoom conference regarding student engagement – a new platform and another Zoom department conference with Dr. Forsha, Director of The School of Business and Technology. Attending Ethos Zoom networking group presentations and break out groups. Executive presentations included: Got Clout? Learn the Secrets to Great Influence and Credibility; Knowing your Strengths; Being an Executive in 2022 and Answering High Behavioral Questions. On my list is to become involved in the Edwardsville/ Glen Carbon Chamber of Commerce.

Dr. Jorge Espraza also did the following:

This past year he completed training in the area of Model Based Systems Engineering, Artificial Intelligence, Agile Software Development, Microsoft 0365/Teams, and software containerization. Continuing training in the Department of

Defense Acquisition University's credential in Data Analytics For Department of Defense Acquisition Managers. Professional experience includes leading and participation in committee/integrated product teams involving Marine Corps migration to IPV6 as part of the overall Federal Government IPV6 transition plan, organizational incorporation of digital engineering techniques to support model-based systems engineering. Additionally, he led over 20 systems engineering technical reviews boards over the past year to include system requirements, design, testing, and system verification and validation in the area of military tactical command and control systems. In the area of academics, over the past year I have taught courses in information technology project management, business management systems, computer technology, and technical writing.

Alumni Accomplishments

Highlight special examples of any successes of any alumni (acceptance to or graduation from a graduate/professional program, new job in the field) including your most recent graduates

Harry Willsher, a 2021 graduate, was hired by The Clayton Financial Group after completing his MBA studies. Mr. Willsher is now employed by one of the top-ranking financial organizations in the St. Louis Metropolitan area. In the Spring of 2022, Mr. Willsher returned to WWU in the with two of the top executives of the firm he is employed with to hold a LEAD event for students, faculty, and staff. This event not only highlighted Mr. Willsher's journey to how he got to where he is, but it also educated students on the importance of planning and strategizing for their future goals. Additionally, it provided opportunities for student to learn the importance of planning and securing their financial future. Finally, for those students interested in going into the area of finance or accounting were provided the opportunity to network with these top-level executives to learn what are the most important attributes they are looking for in future employees.

Other alumni accomplishments included having Lonna Trammell (Regional Account Executive for Ameren Missouri) and Colonel Denise Wilkinson as panelist during the WWU Leadership's "Women's Leadership and Empowerment Symposium." These alumni provided our students, staff and faculty with great insights related to women's contributions to the workforce and their abilities to lead. They also provided great encouragement and tools young women can use when they face challenges. This was a great event and more than 100 people were in attendance.

Professional Development Opportunities

- Highlight professional development opportunities over the course of the academic year that were beneficial to program faculty and or instrumental to student learning. This could be local or external professional development.

On December 14, 2021, I co-facilitated a 6-hour team building training workshop with the Missouri Workforce Development Agency. Please describe the specific focus of your PD activity. For example, academic inquiry, pedagogical approaches, administrative issues, advising techniques, etc. The objective of the training was to assist the Office of Workforce Development with improving efficiencies across the State of Missouri between work groups. Group activities were designed for participants to do along with a short lecture related to evidence-based best practices for building teams.

Working with other academic scholars (Dr. Stephen Forsha, Dr. Miriam O'Callaghan and Scott Zimmerman) to put this training together and present it, provided great insight into other Professor's disciplines as well as their teaching methodologies and pedagogical approach. I also gained knowledge from the more than 50 professionals attending the training and how they would apply the concepts were teaching to their specific jobs.

This training has provided an opportunity to build a relationship with the Missouri Workforce Development agency. A follow up meeting was conducted on March 7, 2022, to discuss how we could assess the implementation of the training as well as a follow up training with the organization.

Professional Development

Upload any documentation supporting the professional development offered.

IMG_9581.JPG

OWD_Plan_Iternary.pdf

Appendix: Assessment Rubric

	3.000 Exceeds	2.000 Meets	1.000 Falls Below Expectations	N/A
Mission Statement Clearly Articulated weight: 1.000	✓ The mission statement for the program is insightful and forward thinking. It aligns with the University Mission and learning objectives showing a clear alignment between the University and the program.	✓ The mission statement for the program clearly articulated and aligned with the University mission.	✓ The mission statement is minimal at best.	✓ N/A
Comment:				
Reflection on Student Demographics, Retention, and Degree Completion Data weight: 1.000	✓ The program provides a detailed description on the enrollment, retention, persistence and degree completion numbers. The program provides new ideas on how to improve retention of their program students or articulates what they are currently doing to keep students in their program.	✓ The program provides a basic reflection on enrollment, retention, persistence, and degree completion data provided.	✓ The program does not reflect on enrollment, retention, persistence, and degree completion data in a detailed way.	✓ N/A
Comment:	A detailed discussion on enrollment and needs for enrollment for the program is provided and insightful.			
Marketing Materials weight: 1.000	✓ The program outlines the successes and needs in regards to marketing. Detailed suggestions on how to market the program and what niche areas that are program specific would benefit the marketing strategy.	✓ The program discussed the general marketing strategy for the program.	✓ The program provided little to no discussion on the marketing materials or approach to how to market the program.	✓ N/A
Comment:	Detailed and evidenced discussion on the marketing of the program and the work put into updating the program materials.			
Alignment to University Objectives weight: 1.000	✓ The program provides a detailed explanation of how program courses align to the Institutional Objectives. This explanation details specific courses, or activities that coordinate with the intent of the Institutional Objectives.	✓ The program provides a basic explanation of how program courses align to the Institutional Objectives. This explanation provides a minimal understanding of how the program is aligned to the Institutional Objectives.	✓ The program provides little to no explanation of how program courses align to the Institutional Objectives.	✓ N/A
Comment:	Minimal notation on alignment. Noted where there is overlap, but no discussion on how the mission/university objectives are applied to the program.			

<p>Curriculum Map alignment and changes weight: 1.000</p>	<p>✓ The curriculum map is detailed and complete. All Changes made to the curriculum map are detailed with supporting rationale for the decision..</p>	<p>✓ The curriculum map is complete. Changes made to the curriculum map are explained with some explanation as to why the changes were implemented.</p>	<p>✓ The curriculum map is not complete and little to no explanation on curricular changes was provided.</p>	<p>✓ N/A</p>
<p>Comment:</p>	<div style="border: 1px solid black; height: 40px;"></div>			
<p>Assessment Map weight: 1.000</p>	<p>✓ Assessment of objectives are spread out across the curriculum with a variety of assessment measures and each program objective is assessed a minimum of twice a year.</p>	<p>✓ Each objective is assessed a minimum of 2 times a year or an assessment rotation is explained so that all objectives are assessed. The assessments are not concentrated in one class.</p>	<p>✓ The assessment map is not complete or much of the assessment happens in only one course. Not all objectives are assessed annually, nor is a plan provided on assessment.</p>	<p>✓ N/A</p>
<p>Comment:</p>	<p>the assessment map is complete, but each objective is only assessed one time. This is seen as acceptable for the outside accreditation organization. The university prefers 2 assessment points and does believe that the program would benefit from an additional assessment measure from in class content. Peregrine is a great resource, but additional understanding of student success and program success could be identified with some course based assessment</p>			
<p>Data Driven Decision-making is explained weight: 1.000</p>	<p>✓ An overview of program assessment is provided with details on the specific successes and challenges from the year. A detailed review of how assessment was administered over the academic year is clearly outlined.</p>	<p>✓ A basic overview of program assessment is provided with some details on the successes and challenges from the year. A basic review of how assessment was administered over the academic year is outlined.</p>	<p>✓ A basic overview of program assessment is not provided with little to no discussion on the administration of assessment over the academic year.</p>	<p>✓ N/A</p>
<p>Comment:</p>	<p>the Data is provided, but the program is low on all measures from a review of the data. There is no discussion on the results of the assessment? the goal of over 50% was met in most areas but not all.. and we were lower on almost all criteria when compared to other schools.</p>			
<p>Documentation provided on assessment findings weight: 1.000</p>	<p>✓ The program uploads all rubric and support information to support the claims in the assessment findings along with detailed instructions on the assessment process and data analysis.</p>	<p>✓ The program uploads all rubric and support information to support the claims in assessment findings.</p>	<p>✓ The program did not upload the data to support assessment claims in the assessment findings.</p>	<p>✓ N/A</p>
<p>Comment:</p>	<p>the Data is provided, but the program is low on all measures from a review of the data. There is no discussion on the results of the assessment? the goal of over 50% was met in most areas but not all.. and we were lower on almost all criteria when compared to other schools.</p>			
<p>Analysis of Assessment weight: 1.000</p>	<p>✓ The program completed assessment findings for each component identified, and provided a comprehensive summary of each assessment measure identified in the report.</p>	<p>✓ The program completed the assessment findings for each component and provided a summary for each assessment measure.</p>	<p>✓ The program did not provide a completed assessment findings for each component, nor did they complete the summary for each measure.</p>	<p>✓ N/A</p>
<p>Comment:</p>	<div style="border: 1px solid black; height: 40px;"></div>			
<p>Improvement narratives are selected with intentionality weight: 1.000</p>	<p>✓ The program identified Improvement Narratives that appear to move the program forward and see the bigger picture than only the specific program curriculum options</p>	<p>✓ The program used the provided Improvement Narratives and selected options that made sense to the objectives and issues within the assessment.</p>	<p>✓ The program did not use any improvement narratives, or the ones chosen are not aligned with assessment results.</p>	<p>✓ N/A</p>
<p>Comment:</p>	<p>no discussion was provided on the assessment results</p>			
<p>Faculty, alumni, and Student accomplishments weight: 1.000</p>	<p>✓ The program provided detail updates on successes on Students, Alumni and Faculty with added information explaining the kinds of success that were experienced.</p>	<p>✓ The program provided a listing of information on Students, Alumni, and faculty accomplishments.</p>	<p>✓ The program provided little to no data on students, alumni, faculty accomplishments.</p>	<p>✓ N/A</p>
<p>Comment:</p>	<div style="border: 1px solid black; height: 40px;"></div>			

Appendix: Data

FALL 1 ON-GROUND COURSES 2021

INSTRUCTOR	CRS CODE	COURSE TITLE	DAYS	TIME	LOCATION	CAPACITY	SEATS OPEN	ENROLLMENT
Fall 1 21 (23 AUG - 15 OCT)								
Dr. Mardy Le	BUS 500 01	Managemen	W	6:00-10:00 p	FULTON	25	11	14
Dr. Lee Baile	BUS 538 01	(Accounting fi	TH	6:00-10:00 p	COLUMBIA	25	24	1
Dr. Thomas T	BUS 552 01	Business Stra	W	6:00-10:00 p	FULTON	25	22	3
							Total Enr:	18

FALL 1 ONLINE COURSES (23 AUG - 15 OCT)

INSTRUCTOR	CRS CODE	COURSE TITLE	CAPACITY	SEATS OPEN	ENROLLMENT
Dr. Jim Dunca	BUS 500	Managemen	25	10	15
Dr. Scotty All	BUS 517	Human Reso	25	13	12
Dr. Tom Luck	BUS 524	Economics fo	25	14	11
Dr. Catherine	BUS 552	Business Stra	25	9	16
Andria Hendri	BUS 560	Statistics and	25	2	23
Dr. Mitchell M	BUS 566	Financial Dec	25	14	11
				Total Enrolled	88

FALL 2 ON GROUND OCTOBER TO DECEMBER

			CAPACITY	SEATS OPEN	ENROLLMENT
Dr. Tom Luck	BUS 542	Finance	25	14	11
Dr. Forsha	BUS 545	Managerial E	25	9	16
Cancel	BUS560	Statistics and	25	0	0
			25	0	0
			25	0	0
			25	0	0
				Total Enrolled	27

FALL 2 ONLINE OCTOBER TO DECEMBER

		CAPACITY	SEATS OPEN	ENROLLMENT	
Dr. Lee Baile	BUS 538	Accounting fi	25	8	17
Dr. Paul Graf	BUS 539	Legal Enviror	25	8	17
Dr. Mitchell Mill	BUS 542	Finance	25	8	17
DR. MIRIAM O'	BUS 545	Managerial E	25	17	8
DR. JIMMIE FLC	BUS 550	Introduction	25	24	1
Cancel	BUS 569	Marketing De	25	0	0
DR. JIMMIE FLC	BUS 580	Managemen	25	10	15
DR. ANTHONY C	BUS 585	Integrated St	25	3	22

Total Enrolled 97

SPRING 1 ONLINE JANUARY 10 TO MARCH 4 2022

		CAPACITY	SEATS OPEN	ENROLLMENT	
DR. JIM DUN	BUS500	MANAGEME	25	25	7
DR. KATHRYN	BUS517	HUMAN RES	25	25	4
DR. MOHAM	BUS524	ECON FOR M	25	25	3
DR. CATHERI	BUS552	BUSINESS ST	25	25	11
DR. PAUL STI	BUS560	STATISTICS A	25	25	15
DR. DAVID R.	BUS563	MANAGEME	25	25	5
DR. MITCHEL	BUS566	FINANCIAL D	25	25	13
DR. LINDA DI	BUS573	INTERNATIO	25	25	0
Will be cancel	BUS581	BUSINESS PL	25	25	0

Total Enrolled 58

SPRING 1 ON GROUND JANUARY 10 TO MARCH 4 2022

		CAPACITY	SEATS OPEN	ENROLLMENT	
DR. THOMAS L	BUS517	HUMAN RESO	25	25	5
DR. TOM LUCK	BUS566	FINANCIAL D	25	25	8
			25	25	0
			25	25	0
			25	25	0
			25	25	0

Total Enrolled 13

SPRING 2 ONLINE MARCH 7 TO APRIL 29 2022

			CAPACITY	SEATS OPEN	ENROLLMENT
DR. KATHRYN	BUS500	MANAGEME	25	24	1
DR. DANA LE	BUS538	ACCOUNTING	25	15	10
DR. PUAL GR	BUS539	LEAGAL ENV	25	10	15
DR. GEOFFR	BUS542	BUSINESS FI	25	9	16
DR. MIRIAM	BUS545	BUSINESS ET	25	18	7
DR. LINDA DI	BUS550	INTRODUCTI	25	24	1
CANCEL	BUS569	MARKETING	25	25	0
DR. JORGE E	BUS580	MANAGEME	25	7	17
DR. JIMMIE F	BUS585	INTEGRATED	25	6	19
CANCEL	BUS590	APPLIED CAS	25	25	0
				Total Enrolled	86

SPRING 2 ON GROUND MARCH 7 TO APRIL 29 2022

			CAPACITY	SEATS OPEN	ENROLLMENT
DR. KRISHNA I	BUS524	ECON FOR MA	25	20	5
DR. THOMAS L	BUS552	BUSINESS STR,	25	14	9
			25	25	0
			25	25	0
			25	25	0
			25	25	0
				Total Enrolled	14

SUMMER 1 GROUND MAY 2 TO JUNE 24 2022

			CAPACITY	SEATS OPEN	ENROLLMENT
Moving Stude	BUS500	MANAGEMENT	25	25	1
DR. MIRIAM O	BUS517	HUMAN RESOI	25	25	3
DR. MOHAMM	BUS524	ECON FOR MA	25	25	3
DR. CATHERINE	BUS552	BUSINESS STR,	25	25	5
DR. JIMMIE FLC	BUS560	STATISTICS AN	25	25	7

CANCEL	BUS563	MANAGEMEN	25	25	0
DR. LEE BAILEY	BUS566	FINANCIAL DE	25	25	9
CANCEL	BUS573	INTERNATION.	25	25	0
CANCEL	BUS581	BUSINESS PLA	25	25	0
				Total Enrolled	28

SUMMER 1 ONLINE MAY 2 TO JUNE 24, 2022

Dr. SCOTT ALLE	BUS539	LEGAL ENVIRC	CAPACITY	SEATS OPEN	ENROLLMENT
ANDRIA HEND	BUS560	STATISTICS AN	25	25	2
			25	25	7
			25	25	0
			25	25	0
			25	25	0
			25	25	0
				Total Enrolled	9

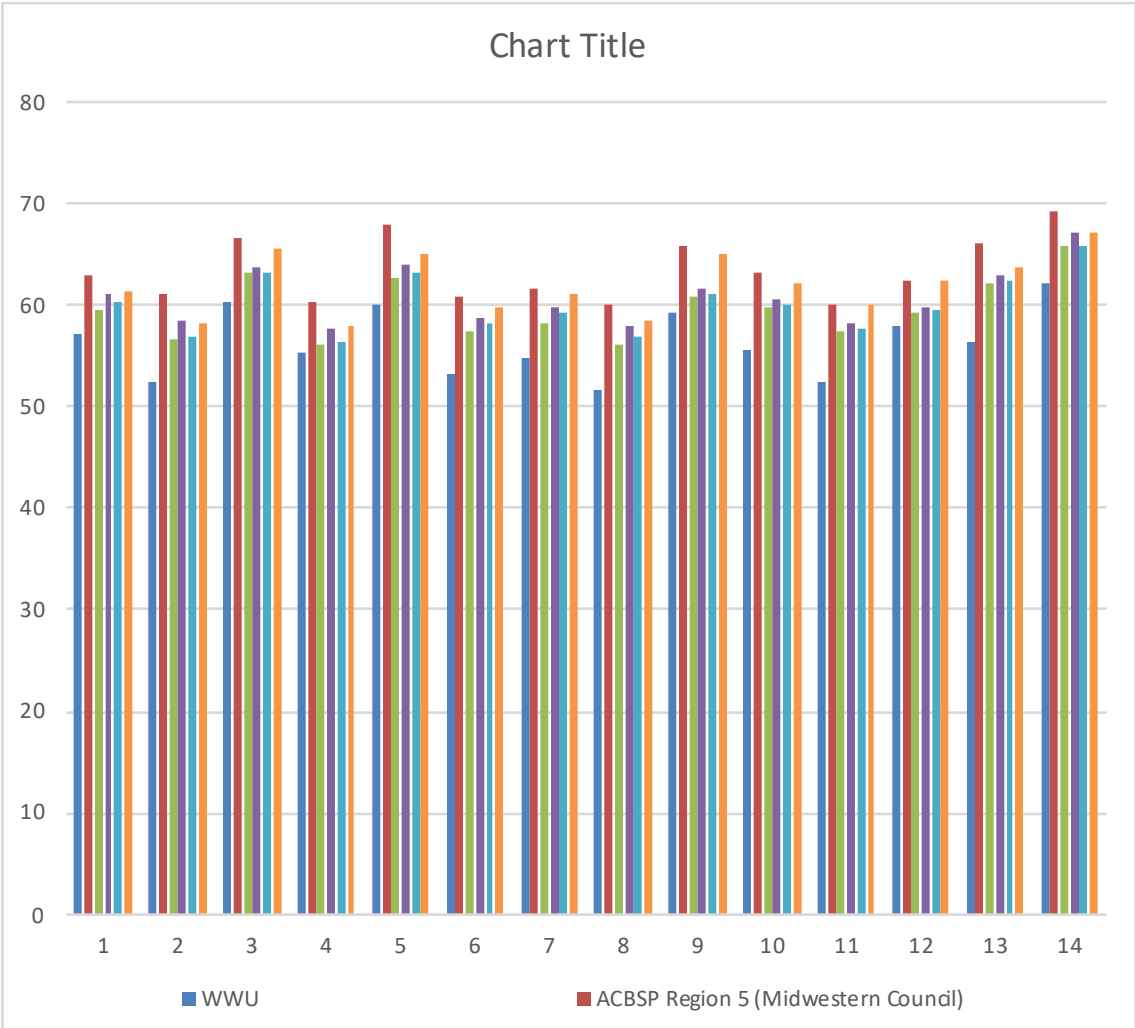
William Woods University

Assessment Period: May 2, 2021 - May 2, 2022

Number of Exams: 138

Assessments: MBA Program Outbound Examination
MBA Program Outbound Examination - OLC

Assessments	Time Line	WWU	ACBSP Region 5 (Midwestern Council)	Higher Learning Commission	Masters of Business Admin.	Online Delivery Mode	Privately Owned
1 Total	Outbound	57.282609	63.009	59.497	61.037	60.23	61.35
2 Accounting	Outbound	52.463768	61.182	56.683	58.394	56.934	58.276
3 Business Ethics	Outbound	60.217391	66.563	63.111	63.793	63.315	65.493
4 Business Finance	Outbound	55.217391	60.189	56.033	57.61	56.246	58.025
5 Business Leadership	Outbound	60.072464	67.948	62.705	64.062	63.302	65.078
6 Economics	Outbound	53.333333	60.886	57.384	58.856	58.22	59.834
Economics:							
7 Macroeconomics	Outbound	54.927536	61.597	58.214	59.817	59.333	61.101
8 Microeconomics	Outbound	51.73913	59.953	56.115	57.973	56.927	58.582
Legal Environment of							
9 Business	Outbound	59.275362	65.738	60.874	61.572	61.167	65.13
10 Management	Outbound	55.507246	63.156	59.709	60.681	59.945	62.171
Resource							
11 Management	Outbound	52.340426	60.173	57.38	58.275	57.776	59.936
Management:							
Operations/Producti							
12 on Management	Outbound	57.871397	62.337	59.311	59.793	59.426	62.349
Organizational							
13 Behavior	Outbound	56.427015	65.986	62.145	62.832	62.344	63.72
14 Marketing	Outbound	62.173913	69.266	65.79	67.139	65.735	67.179



William Woods University

Assessment I May 2, 2021 - May 2, 2022

Number of Examinations: 138

MBA Program Outbound

Assessments Examination

MBA Program Outbound

Examination - OLC

ACBSP Region 5

Benchmark: (Midwestern Council)

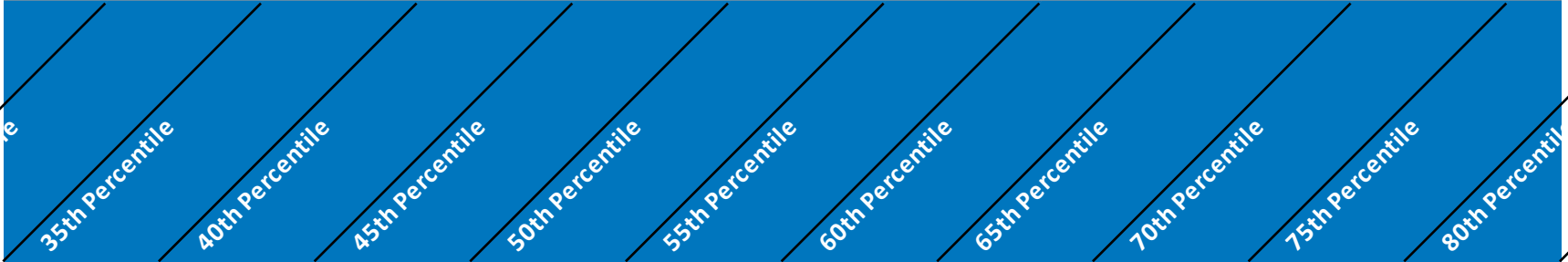
Assessments	Time Line	Percentile Rank						
		5th Percentile	10th Percentile	15th Percentile	20th Percentile	25th Percentile	30th Percentile	
1 Total	Outbound	20	51.882	54.344	54.819	57.23	58.34	59.678
2 Accounting	Outbound	18	47.6	49.4	51.934	53.668	55.33	56.238
3 Assets and Liabilities Audits, Auditing, and	Outbound	28	47.092	48.551	51.886	54.766	55.7	58.33
4 Balance Sheets	Outbound	23	50.31	51.39	53.885	56.18	59.085	60
5 Capital Investments	Outbound	3	44.956	46.222	48.412	49.854	51.06	52.048
6 Credits and Debits	Outbound	14	45.697	50.273	52.649	54.06	55.853	59.221
7 Equity	Outbound	41	34.055	36.784	41.465	42.31	42.45	43.386
8 Net Present Value	Outbound	15	45.12	50	51.473	54.69	57.525	59.25
9 Business Ethics Corporate Social	Outbound	16	56.967	57.653	58.915	61.146	62.498	63.33
10 Responsibility	Outbound	24	57.65	60	60.625	62	62.605	64.15
11 Discrimination	Outbound	26	49.13	57.275	58.993	59.57	60.865	63.735
12 Ethical Decision-Making Individual and Corporate	Outbound	40	55.104	56.05	58.082	58.82	60.78	61.76
13 Ethics and Culture International Ethical	Outbound	26	51.83	58.2	59.196	60.318	61	62.756
14 Standards	Outbound	<1	53.225	55.656	56.951	58.908	59.905	60.731

15	Stakeholder Relations	Outbound	13	47.163	53.83	55.713	58.82	60.803	62.39
16	Business Finance	Outbound	27	47.002	50.406	52	53.446	54.2	56.67
	Balance Sheets and Financial								
17	Statements	Outbound	27	42.012	46.781	50	51.69	53.34	54.783
18	Cash Flows and Budgets	Outbound	42	44.089	45.184	47.26	48.14	49.82	50.698
	Debt, Equity, and								
19	Depreciation	Outbound	30	42.998	47.974	48.498	49.428	51.43	51.91
20	Financial Ratios	Outbound	35	44.104	47.045	50.57	51.738	52.493	54.098
	Financing, Forecasting, and								
21	Planning	Outbound	22	50.221	51.988	54.715	56.224	58.373	58.977
22	Business Leadership	Outbound	13	55.79	59.319	60.407	61.89	62.43	62.703
23	Coaching and Mentoring	Outbound	32	56.428	59.716	63.223	64.946	65.225	65.606
	Leader Traits and								
24	Effectiveness	Outbound	4	65.597	70.144	71.67	72	72.4	73.018
25	Leadership Development	Outbound	15	51.459	53.18	59.884	62.14	62.87	63.24
	Leadership Styles and								
26	Approaches	Outbound	19	50.834	56.034	57.14	57.638	58.24	59.275
27	Power and Legitimacy	Outbound	44	45.741	48.879	49.549	50.462	51.73	52.221
28	Economics	Outbound	28	43.844	48.402	50.678	51.694	52.35	53.858
29	Elasticity	Outbound	23	40.91	43.75	48.78	49.15	55.1	58.49
	Employment and								
30	Unemployment	Outbound	<1	55.323	57.812	58.488	58.87	59.318	59.909
31	Gross Domestic Product	Outbound	60	41.14	42.81	44.48	46.15	47.45	48.75
	Gross Domestic Product:								
32	Calculation, Use, Analysis	Outbound	21	35.524	42.19	47.498	49.638	52.27	53.246
	Income, Debt, and								
33	Investment	Outbound	28	43.675	48.51	51.606	55.428	58.495	60.598
34	Inflation and Interest Rates	Outbound	33	38.671	39.101	40.275	45.906	51.538	56.22
35	International Trade	Outbound	29	47.816	48.752	49.688	51.112	52.78	54.448
36	Pricing	Outbound	22	45.47	47.18	48.08	49.15	52.93	54.395
37	Pricing and Price Indexing	Outbound	34	40.396	43.292	44.74	44.74	44.74	50.844
38	Supply and Demand	Outbound	27	38.235	44.295	46.898	48.39	51.04	52.275
	Economics:								
39	Macroeconomics	Outbound	30	42.936	48.268	49.87	51.198	52.35	54.052

40	Employment and Unemployment	Outbound	<1	55.323	57.812	58.488	58.87	59.318	59.909
41	Gross Domestic Product	Outbound	60	41.14	42.81	44.48	46.15	47.45	48.75
42	Gross Domestic Product: Calculation, Use, Analysis	Outbound	21	35.524	42.19	47.498	49.638	52.27	53.246
43	Income, Debt, and Investment	Outbound	28	43.675	48.51	51.606	55.428	58.495	60.598
44	Inflation and Interest Rates	Outbound	33	38.671	39.101	40.275	45.906	51.538	56.22
45	International Trade	Outbound	29	47.816	48.752	49.688	51.112	52.78	54.448
46	Pricing and Price Indexing	Outbound	34	40.396	43.292	44.74	44.74	44.74	50.844
	Economics:								
47	Microeconomics	Outbound	23	44.996	45.966	46.986	49.75	52.27	52.742
48	Elasticity	Outbound	23	40.91	43.75	48.78	49.15	55.1	58.49
49	Pricing	Outbound	22	45.47	47.18	48.08	49.15	52.93	54.395
50	Supply and Demand	Outbound	27	38.235	44.295	46.898	48.39	51.04	52.275
	Legal Environment of								
51	Business	Outbound	27	52.15	53.039	54.12	56.386	58.373	60.483
52	Business Entities and Structure	Outbound	27	50.666	53.328	55.048	55.996	58.54	63.236
53	Common Law	Outbound	10	60.865	63.735	64.05	64.71	65.73	66.655
54	Legal Agreements and Documents	Outbound	34	51.736	53.928	55.384	56.276	58.14	58.772
55	Regulation and Control	Outbound	25	48.441	52.894	53.522	55.154	56.32	56.76
56	Tariffs and Taxes	Outbound	44	50.784	53.95	57.842	60.764	60.98	61.084
57	Trade Laws and Regulations	Outbound	16	48.819	50.405	52.39	55.256	57.348	57.987
58	Management	Outbound	16	51.601	52.798	54.739	57	58	59.33
59	Affirmative Action	Outbound	21	43.444	45.51	46.652	48.378	50	53.016
60	Career Planning and Employee Development	Outbound	22	52.338	53.556	55.339	56.958	61.093	63.842
61	Division of Labor and Organization	Outbound	24	60.191	62.394	63.406	65.458	67.48	68.402
62	Employee Turnover	Outbound	15	35.995	36.11	42.64	46.888	48.503	49.571
63	Employee Values, Motivations, and Characteristics	Outbound	<1	53.007	55.055	56.317	58.792	60.985	61.447

64	Equal Employment Opportunity	Outbound	40	46.605	48.65	48.685	48.84	50	51.28
65	Human Resource Planning, Assessing, and Inventories	Outbound	33	46.188	47.505	49.308	51.35	52.33	53.415
66	International and Multinational Organizations	Outbound	19	52.052	56.006	57.14	57.818	61.023	62.608
67	Management Decision-Making	Outbound	27	44.74	47.77	49.635	55.88	58.008	59.72
68	Operations and Production Management Strategies	Outbound	9	45.226	52.406	55.1	57.016	59.18	61.468
69	Organizational Culture, Ethics, and Values	Outbound	17	50	50	51.35	52.94	56.25	58.7
70	Organizational Design and Structure	Outbound	27	45.071	46.374	53.321	55.44	57.14	58.538
71	Organizational Strategies	Outbound	<1	54.738	59.38	59.44	60	60.385	61.65
72	Quality Control and Improvement	Outbound	39	39.346	44.066	47.346	50	51.235	52.378
73	Recruiting and Retention	Outbound	18	53.709	57.749	58.33	61.484	63.133	63.41
74	Sampling and Data Analysis	Outbound	56	42.284	48.352	50	50.27	51.35	53.404
Management: Human Resource Management									
75	Resource Management	Outbound	17	46.826	47.428	51.568	52.916	54.37	55.256
76	Affirmative Action	Outbound	21	43.444	45.51	46.652	48.378	50	53.016
77	Employee Turnover	Outbound	15	35.995	36.11	42.64	46.888	48.503	49.571
78	Equal Employment Opportunity	Outbound	40	46.605	48.65	48.685	48.84	50	51.28
79	Human Resource Planning, Assessing, and Inventories	Outbound	33	46.188	47.505	49.308	51.35	52.33	53.415
80	Recruiting and Retention	Outbound	18	53.709	57.749	58.33	61.484	63.133	63.41
Management: Operations/Production Management									
81	Management Decision-Making	Outbound	28	48.356	53.231	54.004	54.77	56.233	58.443
82	Making	Outbound	27	44.74	47.77	49.635	55.88	58.008	59.72

	Operations and Production								
83	Management Strategies	Outbound	9	45.226	52.406	55.1	57.016	59.18	61.468
	Quality Control and								
84	Improvement	Outbound	39	39.346	44.066	47.346	50	51.235	52.378
85	Sampling and Data Analysis	Outbound	56	42.284	48.352	50	50.27	51.35	53.404
	Management:								
86	Organizational Behavior	Outbound	11	52.437	55.118	57.901	59.144	60.6	61.558
	Career Planning and								
87	Employee Development	Outbound	22	52.338	53.556	55.339	56.958	61.093	63.842
	Division of Labor and								
88	Organization	Outbound	24	60.191	62.394	63.406	65.458	67.48	68.402
	Employee Values,								
	Motivations, and								
89	Characteristics	Outbound	<1	53.007	55.055	56.317	58.792	60.985	61.447
	International and								
90	Multinational Organizations	Outbound	19	52.052	56.006	57.14	57.818	61.023	62.608
	Organizational Culture,								
91	Ethics, and Values	Outbound	17	50	50	51.35	52.94	56.25	58.7
	Organizational Design and								
92	Structure	Outbound	27	45.071	46.374	53.321	55.44	57.14	58.538
93	Organizational Strategies	Outbound	<1	54.738	59.38	59.44	60	60.385	61.65
94	Marketing	Outbound	17	57.67	60.132	61.703	63.154	64.33	65.398
95	Market Segment	Outbound	28	54.468	57.014	60.126	61.892	63.365	64.022
96	Marketing Defined	Outbound	20	56.29	57.955	58.81	60.47	62.053	63.495
97	Marketing Research	Outbound	27	57.003	60	62.07	62.71	64.58	65.71
98	Marketing Strategy	Outbound	33	48.674	52.009	54.784	56.72	57.32	57.792
	Marketplace and Market								
99	Share	Outbound	20	52.8	58.01	58.49	61.396	64.91	67.348
100	Types of Marketing	Outbound	19	56.109	59.679	60.69	62.188	64.083	67.752



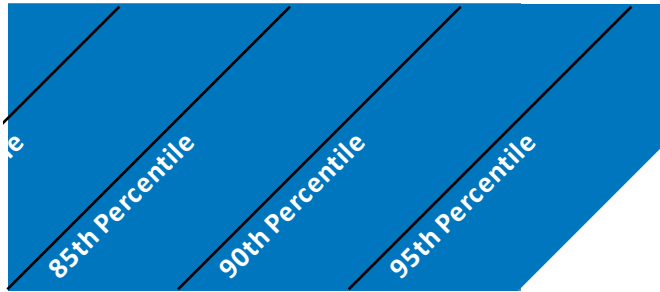
60.925	61.282	61.892	62.48	64.172	64.746	65.7	65.998	66.67	68.598
57.67	59.462	60.268	61.22	62.33	63.67	64.45	64.67	65.59	67.31
59.892	62.98	64.91	65.415	65.57	66.254	66.67	66.999	67.83	69.558
61.83	62.92	64.31	65.26	67.055	68.49	70	71.17	71.815	73.91
53.218	54.474	55.264	57.14	58.426	58.596	60.442	62.684	64.58	65.774
61.036	62.398	63.105	63.71	64.6	67.998	68.729	70	70.98	71.874
43.75	44.644	46.402	47.37	48.21	49.044	50	50.17	50.94	53.064
60.39	62.5	64.905	66.095	66.67	67.31	68.315	71.29	72.93	74.51
64.234	65.96	66.67	66.67	67	68.952	69	69.33	69.67	69.944
65.725	67.31	68.6	70.18	70.9	71.43	73.325	74.55	75.515	76
65.113	65.79	66.458	68.785	69.09	70	70.91	71.19	71.633	72.13
62.608	63.928	66.004	66.67	67.78	69.584	70.338	70.99	71.19	73.284
64.184	65.1	65.316	65.52	66.132	67.8	69.48	69.798	70.53	71.018
61.883	63.418	65.151	65.345	66.7	67.636	68.909	70	70.545	72.124

63.213	63.64	64.813	66.705	68.18	69.77	70.21	70.99	72.05	74.42
57.398	58.264	58.37	60.42	60.868	61.398	61.994	63.652	64.43	66.576
56.07	57.554	59.249	60.145	60.639	61.602	63.45	63.96	66.483	68.982
51.489	52.342	55.133	55.84	56.618	59.578	60.61	61.922	62.803	64.316
52.63	52.978	53.826	54.29	54.574	55.448	56.352	57.702	61.54	68.366
54.868	56.446	57.01	58.63	59.976	61.008	62.175	63.235	65.033	67.146
60.288	61.952	63.313	65.005	65.75	67.006	69.149	70.879	71.56	72.848
63	63.264	64.955	65.9	66.616	67.784	68.369	68.967	74.235	76.974
68.097	71.368	72.272	73.08	73.374	74.27	76.357	77.136	78.515	79.612
73.614	73.944	75.585	77.045	78.467	81.142	84.473	85.731	85.92	86.884
63.303	64.33	64.697	65.45	66.184	66.948	69.797	74.142	76.84	79.64
61.921	62.614	64.084	64.745	65.133	66.04	66.648	68.942	69.32	70.32
52.465	52.788	54.131	57.73	61.369	61.884	67.752	68.292	70.183	72.198
55.13	57.222	59.072	60.67	62.002	62.9	63.404	63.832	66.67	71.266
60	62.07	63.04	65.31	67.05	68.35	69.57	73.17	73.21	76
61.375	62.608	62.959	65.665	68.704	70.498	72.234	73.812	74.67	75
50.05	51.35	52.328	53.305	54.283	55.26	57.575	59.89	62.205	64.52
54.882	56.094	56.956	58.7	63.916	66.09	67.758	69.93	72.09	74.826
61.046	62.118	63.102	63.83	65.286	66.818	68.635	71.82	74.825	78.378
58.53	60.84	62.543	63.435	64.328	66.362	69.253	72.144	73.668	74.644
55.718	56.192	56.666	57.14	59.228	61.316	63.404	64.184	64.31	64.436
55.583	57.75	59.02	61.96	62.628	63.38	63.885	64.345	64.94	68.25
56.948	60.942	62.826	64.71	66.254	67.798	69.714	72.002	74.29	75.794
53.323	55.56	57.29	57.635	59.623	62.3	64.55	66.82	68.558	71.67
58.044	59.76	60	60.16	61.218	63.33	63.732	64.496	70	75.73

61.375	62.608	62.959	65.665	68.704	70.498	72.234	73.812	74.67	75
50.05	51.35	52.328	53.305	54.283	55.26	57.575	59.89	62.205	64.52
54.882	56.094	56.956	58.7	63.916	66.09	67.758	69.93	72.09	74.826
61.046	62.118	63.102	63.83	65.286	66.818	68.635	71.82	74.825	78.378
58.53	60.84	62.543	63.435	64.328	66.362	69.253	72.144	73.668	74.644
55.718	56.192	56.666	57.14	59.228	61.316	63.404	64.184	64.31	64.436
56.948	60.942	62.826	64.71	66.254	67.798	69.714	72.002	74.29	75.794
53.618	54.11	55.018	61.33	61.802	62.4	63.404	65.482	66.67	69.604
60	62.07	63.04	65.31	67.05	68.35	69.57	73.17	73.21	76
55.583	57.75	59.02	61.96	62.628	63.38	63.885	64.345	64.94	68.25
53.323	55.56	57.29	57.635	59.623	62.3	64.55	66.82	68.558	71.67
61.331	61.508	62.861	64.765	65.87	68.264	68.99	69.513	72.12	75.4
64.764	65.252	65.838	66.67	66.67	67.132	67.44	67.994	70.21	71.186
67.56	68.52	68.693	69.93	71.85	74.07	74.768	80	85.318	86.27
63.574	68.086	70.752	72.92	73.152	74.884	76.712	77.968	78.72	79.08
57.859	58.434	61.232	62.86	64.217	65.992	67.857	70.002	73.38	75.714
61.536	62.092	63.076	65.38	65.932	68.428	72.668	76.892	77.78	78.26
58.689	60.094	61.181	63.605	65.334	65.814	67.446	69.071	70.485	73.292
59.967	60.626	61.769	63.33	63.901	64.67	64.883	65.846	67.11	69.482
56.052	58.33	59.698	60.98	61.11	61.742	62.92	63.724	65.71	65.814
63.89	63.97	64.647	64.785	65.251	66.67	68.974	72.295	73.39	74.574
68.57	68.974	70.59	70.59	72.516	73.49	75.136	75.904	76.235	76.47
50.192	51.37	51.49	52.705	53.797	54.994	57.668	58.214	59.743	61.666
62.905	63.12	65.12	67.885	68.534	69.18	71.086	72.895	75.7	76.186

51.83	52.78	54.775	55.56	57.175	58.82	60.265	60.53	61.92	64.1
57.57	57.89	59.345	62.33	65.73	66.67	68.748	70.75	71.595	73.68
63.2	64.614	67.122	68.99	69.489	69.88	70.384	70.856	71.03	76.026
62.16	62.5	64.1	64.29	64.895	65.79	66.465	67.16	69.475	72.5
63.032	65.91	66.67	67.44	68.442	69.23	70.45	71.098	71.79	72.172
59.38	59.38	61.11	62.16	63.64	65.12	65.38	67.65	68.57	73.33
62.112	62.846	63.385	64.18	65.318	70.27	70.73	71.326	72.5	73.386
62.315	63.64	66.235	67.655	67.74	68.33	69.718	70.6	74.108	75.51
53.369	61.092	61.846	63.85	64.881	65.632	66.67	68.461	70.203	71.818
63.537	64.86	64.979	66.64	67.582	68.77	69.325	70.604	71.848	74.616
55.48	57.002	59.282	61.54	62.16	63.334	64.278	65.254	67.5	69.73
56.494	57.87	58.59	59.18	60.456	61.346	62.26	63.206	64.41	68.18
56.052	58.33	59.698	60.98	61.11	61.742	62.92	63.724	65.71	65.814
50.192	51.37	51.49	52.705	53.797	54.994	57.668	58.214	59.743	61.666
51.83	52.78	54.775	55.56	57.175	58.82	60.265	60.53	61.92	64.1
57.57	57.89	59.345	62.33	65.73	66.67	68.748	70.75	71.595	73.68
63.537	64.86	64.979	66.64	67.582	68.77	69.325	70.604	71.848	74.616
59.27	59.792	61.75	62.78	63.625	64.308	65.663	65.993	67.163	68.036
62.16	62.5	64.1	64.29	64.895	65.79	66.465	67.16	69.475	72.5

63.032	65.91	66.67	67.44	68.442	69.23	70.45	71.098	71.79	72.172
53.369	61.092	61.846	63.85	64.881	65.632	66.67	68.461	70.203	71.818
55.48	57.002	59.282	61.54	62.16	63.334	64.278	65.254	67.5	69.73
63.088	64.222	64.619	64.95	65.819	66.802	69.076	69.566	70.65	71.432
63.89	63.97	64.647	64.785	65.251	66.67	68.974	72.295	73.39	74.574
68.57	68.974	70.59	70.59	72.516	73.49	75.136	75.904	76.235	76.47
62.905	63.12	65.12	67.885	68.534	69.18	71.086	72.895	75.7	76.186
63.2	64.614	67.122	68.99	69.489	69.88	70.384	70.856	71.03	76.026
59.38	59.38	61.11	62.16	63.64	65.12	65.38	67.65	68.57	73.33
62.112	62.846	63.385	64.18	65.318	70.27	70.73	71.326	72.5	73.386
62.315	63.64	66.235	67.655	67.74	68.33	69.718	70.6	74.108	75.51
66.297	66.868	67.33	68.33	69.33	70.132	71.397	73.45	74.785	75.458
68.087	69.066	70.111	70.97	73.13	75.094	76.123	76.758	78.235	79.836
64.475	65.45	66.838	67.83	68.548	69.81	72.308	73.455	73.905	76.74
67.83	68.92	70.183	72.64	73.383	74.6	75.95	77.61	79.41	80.88
59.65	59.66	60.578	62.69	64.843	65.89	67.117	69.35	70.635	73.358
68.594	69.202	70.46	71.7	72.334	73.47	74.048	74.472	75	76.324
68.49	70.32	71.606	72.29	73.059	75.088	75.544	78.018	79.15	79.614



70.179	72.026	77.593
69.988	73.32	75.842
70.529	73.83	75.447
74.14	77.38	83.395
68.498	71.634	74.93
74.472	77.736	82.491
56.25	57.376	70.28
78.43	81.565	85.755
72.099	75.445	79.182
76.235	78.57	80.05
74.303	77.55	79.12
74.664	77.212	81.676
73.842	75.976	78.148
72.68	73.456	77.131

78.538	84.12	87.27
67.666	71.126	76.118

70.473	73.259	76.615
67.435	71.334	75.143

71.664	75.294	78.234
69.268	73.709	77.861

76.773	80.735	81.42
79.352	81.58	83.515
84.172	88.624	90.073

88.957	92.095	93.407
81.701	84.286	85.875

72.088	73.159	77.099
76.37	80.145	80.999
76.47	77.888	79.12
77.27	82.61	84.31

75.439	81.146	84.337
67.745	70.97	74.195

77.436	79.232	80.818
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83.481	84.684	88.105
75.621	77.89	80.375
65.497	68.428	71.359
72.808	75.685	78.308
77.298	79.106	81.218
75.783	79.065	82.948

77.598	79.602	80.798
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75.439	81.146	84.337
67.745	70.97	74.195
77.436	79.232	80.818
83.481	84.684	88.105
75.621	77.89	80.375
65.497	68.428	71.359
77.298	79.106	81.218
74.522	77.888	79.284
77.27	82.61	84.31
72.808	75.685	78.308
75.783	79.065	82.948
77.144	79.193	83.827
72.102	73.718	75.614
86.698	87.47	88.443
79.422	80.206	82.456
77.639	80.836	81.597
82.952	86.772	88.392
74.947	80.345	83.516
70.82	72.62	79.125
66.506	70.136	74.16
78.424	79.775	86.659
76.983	78.544	80.158
65.125	66.67	68.826
76.47	78.79	79.941

65.245 70.59 74.345

74.67 75.34 87.683

81.138 85.681 90.11

73.385 75.66 77.72

75.224 77.614 84.286

74.19 75.76 82.22

75 79.53 82.732

75.938 76.805 87.67

73.012 74.237 78.928

75.771 78.837 81.166

73.474 74.616 77.336

70.24 72.344 76.206

66.506 70.136 74.16

65.125 66.67 68.826

65.245 70.59 74.345

74.67 75.34 87.683

75.771 78.837 81.166

70.446 75.25 77.517

73.385 75.66 77.72

75.224	77.614	84.286
73.012	74.237	78.928
73.474	74.616	77.336
72.482	75.924	83.202
78.424	79.775	86.659
76.983	78.544	80.158
76.47	78.79	79.941
81.138	85.681	90.11
74.19	75.76	82.22
75	79.53	82.732
75.938	76.805	87.67
77.012	80.93	83.701
81.132	83.552	86.134
77.605	82.84	85.81
82.675	84.1	86.098
74.208	76.63	81.063
76.614	80.752	83.144
81.996	84.185	86.067

William Woods University

Assessment Period: May 2, 2021 - May 2, 2022

Number of Exams: 138

Assessments: MBA Program Outbound Examination
MBA Program Outbound Examination - OLC

Assessments	Time Line	Score	ACBSP Region 5 (Midwestern Council)	Higher Learning Commission	Masters of Business Admin.	Online Delivery Mode	Privately Owned - For Profit
1 Total	Outbound	57.282609	63.009	59.497	61.037	60.23	61.35
2 Assets and Liabilities	Outbound	57.575758	62.56	58.043	59.539	58.015	59.429
3 Audits, Auditing, and Balance Sheets	Outbound	57.486631	65.592	61.327	62.888	61.095	62.975
4 Capital Investments	Outbound	43.75	57.779	50.861	53.271	52.139	52.502
5 Credits and Debits	Outbound	52.5	63.733	58.722	59.855	58.791	59.357
6 Equity	Outbound	45.652174	48.097	44.639	45.744	44.713	45.91
7 Net Present Value	Outbound	52.459016	64.996	58.826	61.084	59.436	61.19

William Woods University

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1 Total	Outbound	57.282609	63.009	59.497	61.037	60.23	61.35
2 Corporate Social Responsibility	Outbound	62.573099	69.332	66.171	66.637	66.415	69.117
3 Discrimination	Outbound	62.436548	66.739	64.372	64.522	64.97	66.019
4 Ethical Decision-Making	Outbound	64.0625	66.838	62.169	62.976	61.996	63.582
5 Individual and Corporate Ethics and Culture	Outbound	61.702128	66.157	63.029	63.483	63.206	65.063
6 International Ethical Standards	Outbound	50.625	65.454	61.263	62.336	61.413	63.345
7 Stakeholder Relations	Outbound	54.545455	66.83	62.365	63.417	62.122	66.821

William Woods University

Assessment Period: May 2, 2021 - May 2, 2022

Number of Exams: 138

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MBA Program Outbound Examination - OLC

Assessments	Time Line	Score	ACBSP Region 5 (Midwestern Council)	Higher Learning Commission	Masters of Business Admin.	Online Delivery Mode	Privately Owned - For Profit
1 Total	Outbound	57.282609	63.009	59.497	61.037	60.23	61.35
2 Balance Sheets and Financial Statements	Outbound	54.482759	59.993	53.823	55.41	54.228	54.831
3 Cash Flows and Budgets	Outbound	54.152824	56.921	54.756	56.312	55.177	56.181
4 Debt, Equity, and Depreciation	Outbound	52.173913	57.099	52.793	54.191	52.75	54.773
5 Financial Ratios	Outbound	55.208333	59.286	55.456	57.151	55.67	57.565
6 Financing, Forecasting, and Planning	Outbound	57.440476	65.136	60.345	61.642	60.188	63.092

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Assessment Period: May 2, 2021 - May 2, 2022

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Assessments: MBA Program Outbound Examination
MBA Program Outbound Examination - OLC

Assessments	Time Line	Score	ACBSP Region 5 (Midwestern Council)	Higher Learning Commission	Masters of Business Admin.	Online Delivery Mode	Privately Owned - For Profit
1 Total	Outbound	57.282609	63.009	59.497	61.037	60.23	61.35
2 Coaching and Mentoring	Outbound	65.891473	72.87	68.222	69.739	68.856	70.88
3 Leader Traits and Effectiveness	Outbound	64.757709	78.809	70.552	71.47	70.594	72.222
4 Leadership Development	Outbound	60.363636	68.269	62.884	64.558	63.261	64.591
5 Leadership Styles and Approaches	Outbound	57.453416	64.363	59.26	59.891	59.549	60.957
6 Power and Legitimacy	Outbound	54.026846	61.027	55.034	56.952	56.416	58.88

William Woods University

Assessment Period: May 2, 2021 - May 2, 2022

Number of Exams: 138

Assessments: MBA Program Outbound Examination

MBA Program Outbound Examination - OLC

Assessments	Time Line	Score	ACBSP Region 5 (Midwestern Council)	Higher Learning Commission	Masters of Business Admin.	Online Delivery Mode	Privately Owned - For Profit
1 Total	Outbound	57.282609	63.009	59.497	61.037	60.23	61.35
2 Elasticity	Outbound	53.374233	64.058	56.295	57.459	56.648	58.477
3 Employment and Unemployment	Outbound	51.327434	67.437	61.004	61.998	61.604	62.546
4 Gross Domestic Product	Outbound	55.555556	55.695	59.146	59.81	59.498	60.661
5 Gross Domestic Product: Calculation, Use, Analysis	Outbound	50.344828	60.851	55.958	57.804	56.783	59.458
6 Income, Debt, and Investment	Outbound	60.465116	65.817	61.586	62.875	62.142	64.352
7 Inflation and Interest Rates	Outbound	58.024691	61.466	57.15	58.797	58.445	59.625
8 International Trade	Outbound	54.166667	58.927	57.205	58.284	58.034	59.73
9 Pricing	Outbound	50.943396	60.393	56.476	58.237	57.227	58.522
10 Pricing and Price Indexing	Outbound	56.321839	61.77	55.997	58.239	58.24	59.039
11 Supply and Demand	Outbound	51.526718	59.332	55.86	57.951	56.91	58.633

William Woods University

Assessment Period: May 2, 2021 - May 2, 2022

Number of Exams: 138

Assessments: MBA Program Outbound Examination

MBA Program Outbound Examination - OLC

Assessments	Time Line	Score	ACBSP Region 5 (Midwestern Council)	Higher Learning Commission	Masters of Business Admin.	Online Delivery Mode	Privately Owned - For Profit
1 Total	Outbound	57.282609	63.009	59.497	61.037	60.23	61.35
2 Employment and Unemployment	Outbound	51.327434	67.437	61.004	61.998	61.604	62.546
3 Gross Domestic Product	Outbound	55.555556	55.695	59.146	59.81	59.498	60.661
4 Gross Domestic Product: Calculation, Use, Analysis	Outbound	50.344828	60.851	55.958	57.804	56.783	59.458
5 Income, Debt, and Investment	Outbound	60.465116	65.817	61.586	62.875	62.142	64.352
6 Inflation and Interest Rates	Outbound	58.024691	61.466	57.15	58.797	58.445	59.625
7 International Trade	Outbound	54.166667	58.927	57.205	58.284	58.034	59.73
8 Pricing and Price Indexing	Outbound	56.321839	61.77	55.997	58.239	58.24	59.039

William Woods University

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MBA Program Outbound Examination - OLC

Assessments	Time Line	Score	ACBSP Region 5 (Midwestern Council)	Higher Learning Commission	Masters of Business Admin.	Online Delivery Mode	Privately Owned - For Profit
1 Total	Outbound	57.282609	63.009	59.497	61.037	60.23	61.35
2 Elasticity	Outbound	53.374233	64.058	56.295	57.459	56.648	58.477
3 Pricing	Outbound	50.943396	60.393	56.476	58.237	57.227	58.522
4 Supply and Demand	Outbound	51.526718	59.332	55.86	57.951	56.91	58.633

William Woods University

Assessment Period: May 2, 2021 - May 2, 2022

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MBA Program Outbound Examination - OLC

Assessments	Time Line	Score	ACBSP Region 5 (Midwestern Council)	Higher Learning Commission	Masters of Business Admin.	Online Delivery Mode	Privately Owned - For Profit
1 Total	Outbound	57.282609	63.009	59.497	61.037	60.23	61.35
2 Business Entities and Structure	Outbound	61.052632	64.588	56.658	57.31	57.272	60.797
3 Common Law	Outbound	63.761468	73.198	64.437	65.513	64.942	69.737
4 Legal Agreements and Documents	Outbound	62.874251	69.018	64.641	64.481	63.983	67.737
5 Regulation and Control	Outbound	56.321839	64.028	59.624	60.585	60.699	63.011
6 Tariffs and Taxes	Outbound	63.033175	68.381	64.468	64.96	64.491	68.021
7 Trade Laws and Regulations	Outbound	53.453453	64.096	58.713	59.484	58.516	64.099

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Assessment Period: May 2, 2021 - May 2, 2022

Number of Exams: 138

Assessments: MBA Program Outbound Examination
MBA Program Outbound Examination - OLC

Assessments	Time Line	Score	ACBSP Region 5 (Midwestern Council)	Higher Learning Commission	Masters of Business Admin.	Online Delivery Mode	Privately Owned - For Profit
1 Total	Outbound	57.282609	63.009	59.497	61.037	60.23	61.35
2 Affirmative Action	Outbound	48.979592	58.592	57.029	57.123	56.559	59.283
3 Career Planning and Employee Development	Outbound	58.536585	66.906	62.946	63.279	62.219	63.838
4 Division of Labor and Organization	Outbound	67.241379	70.964	69.198	68.922	68.894	69.399
5 Employee Turnover	Outbound	43	53.49	51.093	53.046	52.186	54.91
6 Employee Values, Motivations, and Characteristics	Outbound	50	67.22	60.955	61.765	61.291	62.221
7 Equal Employment Opportunity	Outbound	53.012048	56.939	56.14	56.211	55.951	58.159
8 Human Resource Planning, Assessing, and Inventories	Outbound	56.097561	62.988	58.422	59.99	58.82	60.988
9 International and Multinational Organizations	Outbound	57.407407	68.295	64.052	63.562	62.78	63.35
10 Management Decision-Making	Outbound	58.823529	62.923	60.491	61.062	61.047	62.995
11 Operations and Production Management Strategies	Outbound	51.12782	65.87	59.689	60.618	59.835	60.873
12 Organizational Culture, Ethics, and Values	Outbound	52.083333	63.693	59.897	60.612	60.327	60.419
13 Organizational Design and Structure	Outbound	57.692308	64.687	59.887	60.94	60.959	61.822
14 Organizational Strategies	Outbound	49.056604	67.737	63.38	63.304	62.701	62.45
15 Quality Control and Improvement	Outbound	60.784314	60.846	59.011	59.269	59.025	62.148
16 Recruiting and Retention	Outbound	60.747664	67.386	63.254	64.344	63.906	64.623
17 Sampling and Data Analysis	Outbound	62.280702	59.995	58.663	58.482	58.17	62.341

William Woods University

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Assessments: MBA Program Outbound Examination
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Assessments	Time Line	Score	ACBSP Region 5 (Midwestern Council)	Higher Learning Commission	Masters of Business Admin.	Online Delivery Mode	Privately Owned - For Profit
1 Total	Outbound	57.282609	63.009	59.497	61.037	60.23	61.35
2 Affirmative Action	Outbound	48.979592	58.592	57.029	57.123	56.559	59.283
3 Employee Turnover	Outbound	43	53.49	51.093	53.046	52.186	54.91
4 Equal Employment Opportunity	Outbound	53.012048	56.939	56.14	56.211	55.951	58.159
5 Human Resource Planning, Assessing, and Inventories	Outbound	56.097561	62.988	58.422	59.99	58.82	60.988
6 Recruiting and Retention	Outbound	60.747664	67.386	63.254	64.344	63.906	64.623

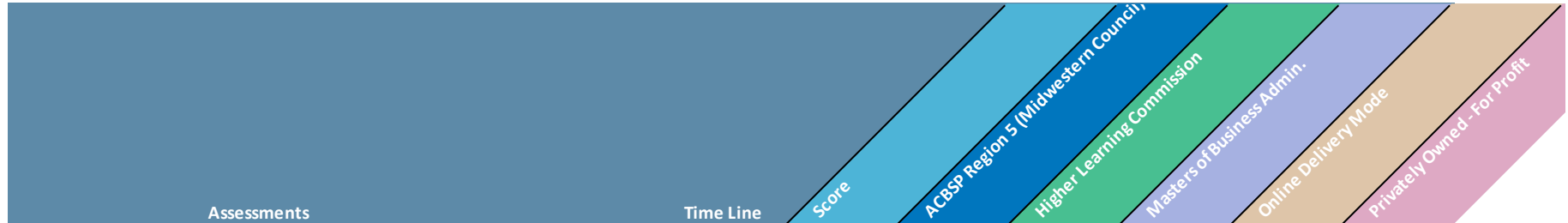
William Woods University

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Assessments: MBA Program Outbound Examination

MBA Program Outbound Examination - OLC



Assessments	Time Line	Score	ACBSP Region 5 (Midwestern Council)	Higher Learning Commission	Masters of Business Admin.	Online Delivery Mode	Privately Owned - For Profit
1 Total	Outbound	57.282609	63.009	59.497	61.037	60.23	61.35
2 Management Decision-Making	Outbound	58.823529	62.923	60.491	61.062	61.047	62.995
3 Operations and Production Management Strategies	Outbound	51.12782	65.87	59.689	60.618	59.835	60.873
4 Quality Control and Improvement	Outbound	60.784314	60.846	59.011	59.269	59.025	62.148
5 Sampling and Data Analysis	Outbound	62.280702	59.995	58.663	58.482	58.17	62.341

William Woods University

Assessment Period: May 2, 2021 - May 2, 2022

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MBA Program Outbound Examination - OLC

Assessments	Time Line	Score	ACBSP Region 5 (Midwestern Council)	Higher Learning Commission	Masters of Business Admin.	Online Delivery Mode	Privately Owned - For Profit
1 Total	Outbound	57.282609	63.009	59.497	61.037	60.23	61.35
2 Career Planning and Employee Development	Outbound	58.536585	66.906	62.946	63.279	62.219	63.838
3 Division of Labor and Organization	Outbound	67.241379	70.964	69.198	68.922	68.894	69.399
4 Employee Values, Motivations, and Characteristics	Outbound	50	67.22	60.955	61.765	61.291	62.221
5 International and Multinational Organizations	Outbound	57.407407	68.295	64.052	63.562	62.78	63.35
6 Organizational Culture, Ethics, and Values	Outbound	52.083333	63.693	59.897	60.612	60.327	60.419
7 Organizational Design and Structure	Outbound	57.692308	64.687	59.887	60.94	60.959	61.822
8 Organizational Strategies	Outbound	49.056604	67.737	63.38	63.304	62.701	62.45

William Woods University

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Assessments	Time Line	Score	ACBSP Region 5 (Midwestern Council)	Higher Learning Commission	Masters of Business Admin.	Online Delivery Mode	Privately Owned - For Profit
1 Total	Outbound	57.282609	63.009	59.497	61.037	60.23	61.35
2 Market Segment	Outbound	63.636364	70.895	67.221	68.226	67.039	68.65
3 Marketing Defined	Outbound	60.730594	68.757	64.855	66.178	64.668	66.053
4 Marketing Research	Outbound	65.447154	71.951	68.871	70.378	68.752	69.845
5 Marketing Strategy	Outbound	59.349593	63.964	60.127	61.82	59.835	61.608
6 Marketplace and Market Share	Outbound	62.436548	69.681	65.551	66.997	66.317	66.287
7 Types of Marketing	Outbound	61.410788	71.574	68.625	69.277	68.043	70.517

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More than a traditional MBA

The MBA is a time-honored milestone in the path to business leadership. But more and more, businesses are looking for skills that go beyond the traditional. They're looking for leaders who are driven to pursue growth in a business climate that is diverse, dynamic and demanding. The new skills include the ability and willingness to take calculated risks and build smart, agile teams that deliver results. You can expect to develop these talents as you complete the William Woods University MBA program.

The MBA program at William Woods University is accredited by the [ACBSP](#) (Accreditation Council for Business Schools and Programs) as well as the Higher Learning Commission. It's designed to fit the schedules of working professionals and can be completed in two years or less through evening courses taught in convenient locations around the state. You can expect rigorous coursework with real-world relevance, designed and taught by professionals who have proven their expertise in the corporate world. The MBA degree's strong theoretical background is balanced by an emphasis on practice that puts classroom theory to work.

To make this an investment you can count on, as long as you stay continuously enrolled, your tuition will not go up.

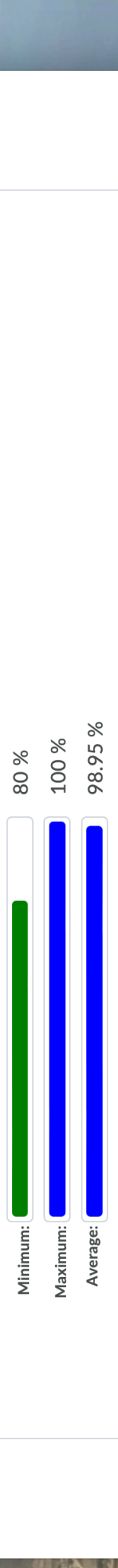
Item Statistics: Final Project Report

Class Statistics User Statistics

View By: User Apply

Final Project Report Class Statistics

Number of submitted grades: 19 / 19



Mode: 100 %
Median: 100 %

Standard Deviation: 4.47 %

Grade Distribution



AT A GLANCE

WILLIAM WOODS UNIVERSITY



WILLIAM WOODS
UNIVERSITY

flourish!

ESTABLISHED

1870

Amor Omnia Vincit
(Love Conquers All)

Welcome to Fulton: the heart of Missouri, USA. We're William Woods University — a community of more than 2,200 students and faculty who challenge each other to discover, lead, and grow. For more than 145 years, our courses and opportunities have prepared students not just for careers, but for lives in a world that is dynamic, global, and rich in possibilities.



ACADEMICS

60+

academic majors and minors

fourteen

average class size

150

horses reside on campus

STUDENT LIFE

twenty+

sororities, fraternities, and honorary organizations

54

student clubs and organizations

eighteen

men's and women's varsity sports teams

81%

of the student body lives on campus all four years

FULTON, MO

225 ACRES

of campus in the heart of Missouri

fourth

best place to live in rural America

50+

local shops and restaurants



williamwoods.edu



UNIQUE OPPORTUNITIES

- Mentor-Mentee Program
- Freshman Advantage
- Center for Equine Medicine
- Career Services
- Woods Around the World
- Honors Program
- Show-Me GOLD Program
- Faculty-Student Research
- Plus One Programs:
 - Bachelor's and Master of Business Administration
 - Bachelor's and Master of Education
 - Bachelor's and Master's in Athletic Training

FACULTY EXPERIENCE

fifteen

average years our faculty spends working in their chosen industries

13:1

student-faculty ratio

FINANCIAL AID

\$5,000

LEAD award for students who live on campus and participate in student activities

100%

of students are offered financial aid

25+ scholarship opportunities

William Woods has freshman scholarships for just about every passion and excellence — from automatic awards upon acceptance based on academics and achievements to competitive merit scholarships based on academic excellence and talents.



ACADEMIC MAJORS

- Accounting
- American Sign Language – English Interpreting
- American Sign Language Studies
- Art, Studio
- Art
 - Art Education (c)
 - Photography (c)
 - Studio Art (c)
- Athletic Training
- Biology
 - Pre-Med (c)
 - Pre-Vet (c)
- Biology Education
- Business Administration
 - Accounting (c)
 - Advertising & Marketing (c)
 - Economics & Finance (c)
 - Management (c)
 - Management Information Systems (c)
- Communications
 - Digital Filmmaking (c)
 - Leadership (c)
 - Media Journalism (c)
 - Public Relations (c)
- Criminal Justice
 - Homeland and Industrial Security (e)
 - Law Enforcement and Legal Studies (e)
 - Mental Health and Counseling (e)
- Cybersecurity
- Deaf Human Services
- Educational Studies – Non-Certified (B.S.)
- Elementary Education
 - Art Education (c)
 - English (c)
 - Mathematics (c)
 - Science (c)
 - Speech and Theatre (c)
- Early Childhood Endorsement*
- English
- English Education
- Equestrian Science
- Equine Administration
- Equine General Studies
 - Art (c)
 - Equestrian Leadership (c)
 - Equestrian Studies (c)
 - Equine Media (c)
 - Equine Assisted Therapies (c)
- Exercise Science
- Graphic Design
- History
- History Education
- Interdisciplinary Studies
- Management and Leadership
- Management Information Systems
- Mathematics
- Middle-level Education
 - Art Education (c)
 - English (c)
 - Mathematics (c)
 - Science (c)
 - Social Studies (c)
 - Speech and Theatre (c)
- Occupational Therapy
- Political/Legal Studies
- Physics
- Physical Education K-12
- Pre-Engineering
- Psychology
- Special Education
- Speech/Theatre
- Education
 - Communication (c)
 - Theatre (c)
- Social Work
- Sports Management
- Theatre
 - Musician (c)
 - Performance (c)
 - Technical (c)
- Undecided

(c) Denotes concentration (e) Denotes emphasis

*Elementary Education majors must select a concentration, but can also add the endorsement for Early Childhood, if Birth to Three certification is desired.

williamwoods.edu

admissions@williamwoods.edu | 800.995.3159 | 800.995.3159



WILLIAM
WOODS
UNIVERSITY

Master of

Business Administration



THE WILLIAM WOODS DIFFERENCE

150 years of academic
excellence

94% of our MBA
graduates are working
or pursuing an advanced
degree

Top fields for our MBA
graduates include:

- » Educational Services
- » Health and Social
Services
- » Finance and Insurance

Top 100 Midwest
University - U.S. News
and World Report

Courses are designed to
promote collaboration
and networking

Tuition promise - no
tuition increases as long
as you stay continuously
enrolled

Meet new challenges with new skills:

The William Woods University MBA

PROGRAM OVERVIEW

Today, businesses are looking for entrepreneurial leaders who are driven to innovate and pursue growth in a business climate that is diverse, dynamic and demanding. The new skills include the ability and willingness to take calculated risks and build smart, agile teams that deliver results. You can expect to develop these talents as you complete the William Woods University Master of Business Administration.

PROGRAM ADVANTAGES

This 36-credit-hour degree is available on campus, online and at convenient locations around the state. It is designed to fit the schedules of working professionals and can be completed in two years or less. No matter where or how you attend, you can expect academic excellence combined with real-world relevance. Courses are designed and taught by professionals who have proven their expertise in the business world. The degree's strong theoretical background is balanced by an emphasis on practice that puts classroom theory to work. We structure the schedule intentionally to keep students together, allowing you to develop lasting relationships with peers focused on similar career goals.

PROGRAM PERSPECTIVES

"The one thing I love most about this course is the intellectual stimulation that comes from working with professionals from so many different industries. It's invigorating."

-Dave Forster, Associate Professor of Business Programs, William Woods University



ADMISSION REQUIREMENTS

- » Completed application
- » Official transcripts (2.5 GPA or higher) sent from the college/university you graduated from
- » Three hours of undergraduate coursework in accounting and three hours in economics

TUITION AND FEES

At William Woods University, we are committed to offering a number of payment options to help you finance your education. We strive to keep the expense to our students as low as the rising costs of providing a quality college education will allow.

We guarantee no increase in tuition once a program has begun provided the student remains continuously enrolled and the modality does not change.

William Woods University is a member of the Accreditation Council for Business Schools and Programs.



Master of Business Administration Courses

This 36 credit-hour MBA comprises 12 three-credit-hour courses. You may also pursue an emphasis in the areas of Small Business or Global Business.

BUS500 Management and Leadership

Analyze classic and emerging theories in management and leadership.

BUS517 Human Resources and Organizational Behavior

An overview of individual and group behavior within the context of an organization.

BUS524 Economics For Managers

Basic economic concepts and their practical application to issues confronting business leaders.

BUS538 Accounting For Managers

A study of financial statement preparation and analysis, operations, investing and financial functions within a company.

BUS539 Legal Environment of Business, Government and Society

Analyze elements of the law pertaining to business and evaluate managerial issues.

BUS542 Finance

Introduce and reinforce basic finance principles such as time value of money, internal rate of return on a project and capital structure.

BUS545 Managerial Ethics

Introduction to basic leadership theory and its role in ethical decision-making within organizations.

BUS552 Business Strategies

This course provides students with the knowledge needed to guide organizational actions and advance management innovation.

BUS560 Statistics and Research Methods

Statistical analysis, hypothesis testing, quantitative and qualitative research methods, etc.

BUS566 Financial Decisions

Understand and utilize quantitative methods for financial decision-making.

BUS580 Management Systems

The ultimate goal of the course is to develop effective, thinking, action-oriented employees.

BUS585 Integrated Studies in Business Administration

Prepare a comprehensive solution to complex business issues, and demonstrate comprehensive knowledge of the theories, concepts and applications presented throughout their course of study.

Small Business Emphasis (Optional)

9 Additional Credit Hours

BUS569 Marketing Decisions

Explore decisions such as product design, promotional methods, and distribution.

BUS581 Business Planning and Design

This course emphasizes the need for and development of viable business strategies.

BUS590 Applied Case Project for Small Business

In this course, students will develop business proposals into a final, viable business plan.

Global Business Emphasis (Optional)

9 Additional Credit Hours

BUS550 Introduction to Global Business

Acquaints students with the characteristics of globalization, and overall arguments for and against it.

BUS563 Management in Cross-Cultural Contexts

Students will consider cultural differences and similarities found across diverse work groups.

BUS573 International Business and Marketing

Examine international economy as well as opportunities of working with different cultures.





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WWU MBA students team up to find entrepreneurial success

BY VERONICA TOWNSEND | FEBRUARY 8, 2021

Some William Woods Masters of Business students quickly find entrepreneurial success after graduating from the graduate degree program at The Woods. Some even find it while still students at WWU.

Then there is the duo of Jordan Williams and Julian Taylor. One an alumnus of the WWU MBA program and the other a current student, the two teamed up recently to found an E-commerce loyalty start-up venture called Veeper. Both natives of England, the two MBA-Entrepreneurship students were able to fund their start-up when they recently secured a \$20,000 investment from Dorm Room Fund.



The new venture started when Williams had a \$200 Southwest Airlines voucher and 6000+ Chipotle restaurant points expire over the course of the pandemic. To solve the problem of expiring points and vouchers, Williams and Taylor created Veeper, which is an app that integrates with online stores and rewards customers with automatic incremental discounts that never expire.

Williams and Taylor both paid homage to the William Woods MBA program that they say helped prepare them for the challenges they experienced in the early stages of starting their company.



Jordan Williams

“It is best to be honest about what you are providing,” Williams said. “When pitching to store owners and potential investors, it is important that we do not oversell ourselves and be very clear about what problem we are solving. Having a lot of features does not always equate to more success.”

Presenting new ideas as part of their class projects to their peers and professors helped prepare them for when they had to present to investors.

“The capstone project where we had to create a business plan for a small business helped when it came time for us to make financial projections and forecasts for Veeper,” Taylor said.



Julian Taylor

One of Williams’ professors impressed with the Veeper idea was Thomas Trice, MBA Program Manager & Associate Professor School of Business and Technology.

“Jordan [Williams] and Julian [Taylor] are shining examples of the excellence related to our student’s entrepreneurial spirit in the MBA Program,” Trice said.

Working hard in the classroom paid off, as Williams and Taylor were able to secure funding from Dorm Room Fund. The Dorm Room Fund is a subsidiary company of First Round Capital and is widely recognized as the leading student-led venture capital investment firm in the world. Dorm Room Fund provides founders with a strong network of investors, world-class mentors, and a \$20,000 check.

“Being part of the Dorm Room Fund family will help us greatly. The \$20,000 will be great for us in the short term,” Williams said. “The access to the Dorm Room Fund partners and advisors, and doors they can help us open, will be far more valuable than the money in the long term.”

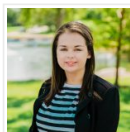
The next goal for Williams and Taylor is to raise additional funding and to launch the Veeper app on Shopify. They are always looking for online stores to partner with [Veeper](#). If you or someone you know owns an online store, [reach out to them at hello@veeperapp.com](mailto:hello@veeperapp.com) or visit their website www.veeperapp.com.

Due to their WWU education and their own entrepreneurial spirit, Williams and Taylor were able to start Veeper and secure funding for it. They serve as an example of how WWU students take what they learn from the classroom and successfully use it in the real world.

For more on the William Woods MBA program, visit https://www.williamwoods.edu/academics/graduate/business_graduate/mba.html

POSTED IN FEATURES • TAGGED BUSINESS, HOMEPAGE FEATURE, MBA

Author: Veronica Townsend



Veronica Townsend is a senior at William Woods University and from Jefferson City, Missouri. She is majoring in Communications with the sports communication and journalism concentrations and minoring in Sports Management. When she is not writing articles, Townsend enjoys watching sports or exploring the outdoors with her family. [View all posts by Veronica Townsend](#)

PREV

Leading national college data and analytics firm rates William Woods

OWD Program Plan and Itinerary

Tuesday, December 14, 2021

2:30 to 5:00 pm

Tasks	Time (minutes)	Member Responsible
Introduction, objectives and expectations	5	Dr. Forsha
Introduction of the team	5	All
Giving out the survey questions	5	Dr. Trice
Breaking out into groups	5	All
Assignment 1: Brainstorming and discussion 1. What are the criteria or characteristics of an effective team? 2. Rate top 3, most important criteria 3. To what extent is your current team meeting these criteria?	15 (5 minutes each question + 5 minutes discussion)	All
Break	10	
Activity 1 <i>Survival on the Moon</i> Discussion on team dynamics (observations and perspectives)	40	All
Break	10	
Assignment 2: Brainstorming and discussion 1. List down some unique, innovative ideas for improving your team's quality of service to Missourians. 2. Rate top 3, best ideas 3. Discuss the challenges you faced during this activity	15-20	All
Survey results and wrap up	20	Dr. Forsha/Dr. Trice