



WILLIAM WOODS
UNIVERSITY

MBA Annual Assessment 2023-2024

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Graduate Annual Assessment 2023-2024

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 2022-2023

78

Total Enrollment 2023-2024

59

Graduating Students

Total Graduated 2022-2023

51

Total Graduated 2023-24

31

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?

Student Retention for the MBA program is averaging 57.14%. 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 76.32% which is down from a high of almost 90% in 09/10. 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 an upward trend in our on-ground enrollment within the Plus Program, making the on-campus offerings viable. Our courses will begin to be offered in 5-week sessions, and new developments are occurring with an international partner to offer 8-week MBA courses.

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.

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 Fall 2024.

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?

Dr. Miriam O'Callaghan took over as Dean of the School of Business and Technology during this academic year. 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 Dean Miriam O'Callaghan and Dr. Andy Otto, Vice President of Enrollment Services 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. We will begin offering 5-week MBA courses instead of 8 weeks, which should drive up retention and attraction of this program.

Marketing Attachments

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 documents include 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 does 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 (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_Course_Assignments_Fall_1_and_2_2023.xlsx

MBA_Course_Assignments_Spring_1_and_2_2024.xlsx

MBA_Summer_2024_Assignments.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.

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 2018.5	Analyze the effects of economic policies on domestic and international business.
MBA 2018.6	Interpret financial data to support managerial decision-making
MBA.1	Analyze ethical and legal issues in business policies and procedures and develop recommendations for improvement.
MBA.2	Demonstrate a working knowledge of current business technology.
MBA.3	Evaluate an organization.
MBA.4	Create sound marketing strategies based on research and analysis.
MBA.5	Analyze effects of economic policies on domestic and international business.
MBA.6	Construct pro forma financial statements to accurately interpret financial data to support managerial decision-making.
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.

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

Curriculum Map

	BUS 500	BUS 524	BUS 538	BUS 539	BUS 542	BUS 545	ORL 577	BUS 580	SBA 550	BUS 585
MBA 2018.1 Analyze ethical and legal issues in business policies and procedures and develop recommendations for improvement.	I	R	R	M		M	R			A
MBA 2018.2 Demonstrate a working knowledge of current business technology.	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.	I, R	R	R		R		M, R			A
MBA 2018.5 Analyze the effects of economic policies on domestic and international business.	I	M, R	R	R	R		R			A
MBA 2018.6 Interpret financial data to support managerial decision-making	I	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?

A few courses were removed in the previous academic year from the MBA program. Currently, we are offering the following ten courses under this program, each course taking three credit hours.

Course Prefix	Course Name
BUS 500	Management and Leadership
BUS 524	Economics for Managers
BUS 538	Accounting for Managers
BUS 539	Legal Environment for Business, Government and Society
BUS 542	Finance
BUS 545	Managerial Ethics
ORL577	Strategy Development and Implementation
SBA 550	Data Analytics for Business
BUS 580	Management Systems
BUS 585	Integrated Studies in Business Administration

Assessment Findings

Assessment Findings for the Assessment Measure level for Curriculum Map

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 on business ethics and legal environment components. been met yet? Not met	Students didn't score higher than the national average on the relevant components this year.	Peregrine_WilliamWoodsUniversity_ExternalComparisonReport.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 did score above the 80th percentile on their BUS 585 Capstone final project report.	BUS_585_FINAL_PROJECT_EVIDENCE.png	

Standard/Outcome MBA 2018.2 Demonstrate a working knowledge of current business technology.
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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 on all components. been met yet? Met	Students scored higher than the national average on the relevant components this year.	Peregrine_WilliamWoodsUniversity_ExternalComparisonReport.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 scored above the 80th percentile on their BUS 585 Capstone final project report.	BUS_585_FINAL_PROJECT_EVIDENCE.png	

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 on business leadership and management components. been met yet? Met	Students scored higher than the national average on the relevant components this year.	Peregrine_WilliamWoodsUniversity_ExternalComparisonReport.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 scored above the 80th percentile on their BUS 585 Capstone final project report.	BUS_585_FINAL_PROJECT_EVIDENCE.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 on all components. been met yet? Met	Students scored higher than the national average on the relevant components this year.	Peregrine_WilliamWoodsUniversity_ExternalComparisonReport.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 scored above the 80th percentile on their BUS 585 Capstone final project report.	BUS_585_FINAL_PROJECT_EVIDENCE.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 on economics, macro, and microeconomics components. been met yet? Not met	Students didn't score higher than the national average on the relevant components this year.	Peregrine_WilliamWoodsUniversity_ExternalComparisonReport.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 scored above the 80th percentile on their BUS 585 Capstone final project report.	BUS_585_FINAL_PROJECT_EVIDENCE.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 on business finance component. been met yet? Met	Students scored higher than the national average on the relevant components this year.	Peregrine_WilliamWoodsUniversity_ExternalComparisonReport.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 scored above the 80th percentile on their BUS 585 Capstone final project report.	BUS_585_FINAL_PROJECT_EVIDENCE.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.

The MBA program underwent significant revisions during the last year, but the assessment for that year was not completed or submitted. This also means there was no plan or map showing the alignment of new courses with the assessment map. The entire assessment map requires review and revision.

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.

1. Allyson Mahoney was selected as the University Advancement Graduate Assistant to collaborate with Advancement team members to cultivate meaningful connections with William Woods University alumni and prospective donors.

2. Cassidy Philips was selected for the audit internship at Armanino LLP.

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

Miriam O'Callaghan attended the Faculty Professional Development session on "HAVING THE KNOW-HOW TO USE TECHNOLOGY WELL: CURRICULUM ALIGNMENT WITH RESEARCH-BASED LEARNING STRATEGIES" by Dr. Lauren Hays on May 2, 2024.

Dr. Sheb Bishop attended:

Bishop, G. (April 21, 2023). VR Implementations in Computer Science. Spring 2023 Colloquia, Tulane University, New Orleans, LA.

Bishop, G. (January 2024). Using VR in our classrooms: A Workshop. Society for Information Technology & Teacher Education International Conference. New Orleans, L.A., United States: Association for the Advancement of Computing in Education (AACE).

Dr. Sheb Bishop published:

Bishop, G. (2023). Implementing VR in the classroom: Lessons Learned In E. Langran, P. Christensen & J. Sanson (Eds.), Proceedings of Society for Information Technology & Teacher Education International Conference (pp. 1978-1982). New Orleans, LA, United States: Association for the Advancement of Computing in Education (AACE).

Dr. Linda Duke:

Completed a webinar D2L and QM: Integrating Quality from the start by Quality Matters for Higher Education. This particular interactive webinar focused on Brightspace and Quality Matters.

Dr. Jim Duncan:

Completed 2023 Missouri State SHRM Conference in Lake Ozark, MO.

Dr. Tom Luckenbill:

Attended the Kansas City Estate Planning Symposium April 25th and 26th and was held at the Overland Park, Kansas convention Center.

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

1. Andrea Brayboy took the position of the Chief, CalFresh & Nutrition Branch Chief, CalFresh & Nutrition Branch California Department of Social Services

2. Zlata Shuraeva took the Racquet Sports Development Director position at Creve Coeur Racquet Club in St. Louis.

3. Aaron Westurland took the Client Services Manager position at Clayton Financial Group.

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.

Miriam O'Callaghan published two research papers.

O'Callaghan, M. (2024). The impact of procedural justice on employee turnover intentions and the role of two mediators. *Organization Management Journal*. <https://doi.org/10.1108/omj-03-2023-1822>

O'Callaghan, M. (2023). Can decision intelligence help organizations retain employees? Serial multiple mediation of job characteristics and meaningful work. *Cogent Psychology*, 10(1).

Dr. Stephen Forsha and Dr. Thomas Trice founded The Talon Group at William Woods University, which offers organizations personalized, evidence-based training to improve organizational effectiveness and management capabilities.

Dr. Craig Nathanson was named H.R. professional of the year (2023)- Sonoma Country Business Journal- San Francisco Bay Area.

Professional Development

Upload any documentation supporting the professional development offered.

Assessment Rubric

Clear	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:	Not sure what it means to shift on ground sites-? Glad to see the advisory board back online.			
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:				
Faculty Teaching Loads weight: 1.000	✓ The program provides a detailed explanation of teaching loads outlining courses for adjunct and full time faculty. Data is provided that shows percentages and responsibilities in the program.	✓ The program provides a basic explanation who is teaching in the program with no data to provide a complete picture.	✓ The program provides a minimal explanation to no explanation of who teaches in the program.	✓ N/A
Comment:				
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:				
Curriculum Map alignment and changes weight: 1.000	✓ The curriculum map is detailed and complete. All Changes made to the curriculum map are detailed with supporting rationale for decisions.	✓ The curriculum map is complete. Changes made to the curriculum map are explained with some explanation as to why the changes were implemented.	✓ The curriculum map is not complete and little to no explanation on curricular changes was provided.	✓ N/A
Comment:	why were some courses dropped from the program?			

Assessment Map weight: 1.000	✓ 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.	✓ 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.	✗ 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.	✓ N/A
Comment:	Only one assessment is noted on the assessment			
Data Driven Decision-making is explained weight: 1.000	✓ 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.	✗ 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.	✓ A basic overview of program assessment is not provided with little to no discussion on the administration of assessment over the academic year.	✓ N/A
Comment:				
Documentation provided on assessment findings weight: 1.000	✓ 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.	✗ The program uploads all rubric and support information to support the claims in assessment findings.	✓ The program did not upload the data to support assessment claims in the assessment findings.	✓ N/A
Comment:				
Assessment Findings weight: 1.000	✓ The program completed assessment findings for each component identified, and provided a comprehensive summary of each assessment measure identified in the report.	✗ The program completed the assessment findings for each component and provided a summary for each assessment measure.	✓ The program did not provide a completed assessment findings for each component, nor did they complete the summary for each measure.	✓ N/A
Comment:				
Improvement narratives are selected with intentionality weight: 1.000	✓ The program identified Improvement Narratives that appear to move the program forward and see the bigger picture than only the specific program curriculum options	✓ The program used the provided Improvement Narratives and selected options that made sense to the objectives and issues within the assessment.	✗ The program did not use any improvement narratives, or the ones chosen are not aligned with assessment results.	✓ N/A
Comment:	there were two areas where students did not meet the benchmark, but the program did not note any improvement narratives -noted in the report is the need for an overhaul of the assessment map.			
Faculty, alumni, and Student accomplishments weight: 1.000	✓ The program provided detail updates on successes on Students, Alumni and Faculty with added information explaining the kinds of success that were experienced.	✗ The program provided a listing of information on Students, Alumni, and faculty accomplishments.	✓ The program provided little to no data on students, alumni, faculty accomplishments.	✓ N/A
Comment:				
Professional Development Opportunities weight: 1.000	✓ The program detailed the opportunities for PD as well as any additional PD completed by faculty in the program.	✗ The program provided a basic listing of PD options available and how many faculty participated.	✓ The program provided little to no description of the PD available or participation of faculty.	✓ N/A
Comment:				

Appendix: Supplemental Data

Program Activity Report

Program		School				
Master of Education in Educational Leadership		Education				
Undergraduate and Graduate Enrollment		Fall 2023	Fall 2022	Fall 2021	Fall 2020	Fall 2019
Total Enrollment	Total	73	0	1	71	222
	Fulton Campus	1	0	1	70	221
	Online	72	0	0	1	1
Graduate Enrollment		Fall 2023	Fall 2022	Fall 2021	Fall 2020	Fall 2019
Total Enrollment	Total	73	0	1	71	222
	Fulton Campus	1	0	1	70	221
	Online	72	0	0	1	1
Full-Time Total	Total	2	0	0	1	10
	Fulton Campus	0	0	0	1	10
	Online	2	0	0	0	0
Part-Time Total	Total	71	0	1	70	212
	Fulton Campus	1	0	1	69	211
	Online	10	0	0	1	1
Enrollment by Concentration		Fall 2023	Fall 2022	Fall 2021	Fall 2020	Fall 2019
Grade Level K-12		0	0	1	0	1
Undecided / Unknown		0	0	0	71	71
Enrollment By Gender		Fall 2023	Fall 2022	Fall 2021	Fall 2020	Fall 2019
Male		35	0	1	31	84
Female		35	0	0	40	138
Other		3	0	0	0	0
Male %		47.95%	N/A	100.00%	43.66%	37.84%
Female %		47.95%	N/A	0.00%	56.34%	62.16%
Other %		4.11%	N/A	0.00%	0.00%	0.00%
Enrollment By Status		Fall 2023	Fall 2022	Fall 2021	Fall 2020	Fall 2019
Full-Time		2	0	0	1	10
Part-Time		71	0	1	70	212
Full-Time %		2.74%	N/A	0.00%	1.41%	4.50%
Part-Time %		97.26%	N/A	100.00%	98.59%	95.50%
Enrollment By Race/Ethnicity		Fall 2023	Fall 2022	Fall 2021	Fall 2020	Fall 2019
U.S. Nonresident		1	0	0	0	0
Hispanic/Latino		2	0	0	2	2
American Indian or Alaska Native		0	0	0	0	0
Asian		0	0	0	0	0
Black or African American		0	0	0	1	3
Native Hawaiian or Pacific Islander		0	0	0	0	1
White		65	0	1	65	207
Two or More Races		3	0	0	2	1
Race and Ethnicity Unknown		2	0	0	1	8
U.S. Nonresident %		1.37%	N/A	0.00%	0.00%	0.00%
Hispanic/Latino %		2.74%	N/A	0.00%	2.82%	0.90%
American Indian or Alaska Native %		0.00%	N/A	0.00%	0.00%	0.00%
Asian %		0.00%	N/A	0.00%	0.00%	0.00%
Black or African American %		0.00%	N/A	0.00%	1.41%	1.35%
Native Hawaiian or Pacific Islander %		0.00%	N/A	0.00%	0.00%	0.45%
White %		89.04%	N/A	100.00%	91.55%	93.24%
Two or More Races %		4.11%	N/A	0.00%	2.82%	0.45%
Race and Ethnicity Unknown %		2.74%	N/A	0.00%	1.41%	3.60%
Graduate Enrollment By Type		Fall 2023	Fall 2022	Fall 2021	Fall 2020	Fall 2019
Degree Seeking	First-Time	-	-	-	4	67
	Continuing / Returning	-	-	-	67	155

FALL 1 ONLINE AUGUST 21 TO OCTOBER 13 2023

			CAPACITY	SEATS OPEN	ENROLLMENT
Dr. Jim Duncan	BUS 500	Management and Leadership	25	22	3
Dr. Tom Luckenbill	BUS 524	Economics for Managers	25	25	0
Dr. Sheb Bishop	BUS 580	Management Systems	25	14	11
Dr. Jim Duncan	BUS 552/ ORL577	Strategy Development and Implementation	25	24	1
Dr. Miriam O'Callaghan	SBA 550	Data Analytics for Business	25	13	7

FALL 1 GROUND AUGUST 21 TO OCTOBER 13 2023

			CAPACITY	SEATS OPEN	ENROLLMENT
Dr. Stephen Forsha	BUS 500	Management and Leadership	25	16	9
				Total Enrolled	9

FALL 2 ONLINE OCTOBER 16 TO DECEMBER 8, 2023

			CAPACITY	SEATS OPEN	ENROLLMENT
Dr. Lee Bailey	BUS 538	Accounting for Managers	25	24	1
Dr. Paul Graham	BUS 539	Legal Environment for Business, Government ;	25	21	4
Dr. Mitchell Miller	BUS 542	Finance	25	22	3
Dr. Miriam O'Callaghan	BUS 545	Managerial Ethics	25	24	1
Dr. Jimmie Flores	BUS 585	Integrated Studies in Business Administration	25	21	4
				Total Enrolled	13

FALL 2 GROUND OCTOBER 16 TO DECEMBER 8, 2023

			CAPACITY	SEATS OPEN	ENROLLMENT
Dr. Thomas Trice	BUS 552/ ORL577	Strategy Development and Implementation	25	25	0
Dr. Luanne Yarnell	BUS 538	Accounting for Managers	25	19	6
				Total Enrolled	6

SPRING 1 ONLINE JANUARY 8 TO MARCH 1 2024					
			CAPACITY	SEATS OPEN	ENROLLMENT
Dr. Jim Duncan	BUS 500	Management and Leadership	25		
Dr. Tom Luckenbill	BUS 524	Economics for Managers	25		
Dr. Sheb Bishop	BUS 580	Management Systems	25		
Dr. Thomas Trice	BUS 552/ORL577	Strategy Development and Implementation	25		
Dr. Mohammad Nayem Rahman	SBA 550	Data Analytics for Business	25		
				Total Enrolled	0
SPRING 1 GROUND JANUARY 8 TO MARCH 1 2024					
			CAPACITY	SEATS OPEN	ENROLLMENT
Dr. Tom Luckenbill	BUS 542	Finance	25		
Dr. Stephen Forsha	BUS 545	Managerial Ethics	25		
				Total Enrolled	0
SPRING 2 ONLINE MARCH 4 TO APRIL 26 2024					
			CAPACITY	SEATS OPEN	ENROLLMENT
Luanne Yarnell	BUS 538	Accounting for Managers	25		
Dr. Tom Luckenbill	BUS 539	Legal Environment for Business, Government &	25		
Dr. Geoffrey Vanderpal	BUS 542	Finance	25		
Dr. Miriam O'Callaghan	BUS 545	Managerial Ethics	25		
Dr. Jimmie Flores	BUS 585	Integrated Studies in Business Administration	25		
				Total Enrolled	0
SPRING 2 GROUND MARCH 4 TO APRIL 26 2024					
			CAPACITY	SEATS OPEN	ENROLLMENT
Luanne Yarnell ??????	BUS 524	Economics for Managers	25		
Dr. Jimmie Flores	BUS 585	Integrated Studies in Business Administration	25		
				Total Enrolled	0

William Woods University

External Comparison Report

Assessment Period:

August 1, 2023 - April 30, 2024

Number of Exams (Outbound):

33

Academic Level/Assessment Solution:

Masters/Business Administration

Aggregate:

ACBSP (U.S.) - Accreditation Council for Business Schools and Programs

Assessments:

MBA Program Outbound Examination

MBA Program Outbound Examination - OLC

William Woods University

Assessment Period: August 1, 2023 - April 30, 2024

Number of Exams: 33

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



Assessments	Time Line	Score	
1 Total	Outbound	65.075758	61.282
2 Accounting	Outbound	61.818182	56.67
3 Business Ethics	Outbound	62.424242	65.508
4 Business Finance	Outbound	58.181818	57.405
5 Business Leadership	Outbound	68.181818	64.479
6 Economics	Outbound	59.393939	60.199
7 Economics: Macroeconomics	Outbound	60.606061	61.264
8 Economics: Microeconomics	Outbound	58.181818	58.987
9 Legal Environment of Business	Outbound	69.393939	62.054
10 Management	Outbound	66.969697	61.499
11 Management: Human Resource Management	Outbound	58.715596	58.339
12 Management: Operations/Production Management	Outbound	72.566372	62.069
13 Management: Organizational Behavior	Outbound	69.444444	63.633
14 Marketing	Outbound	74.242424	68.135