Graduate Studies in Management
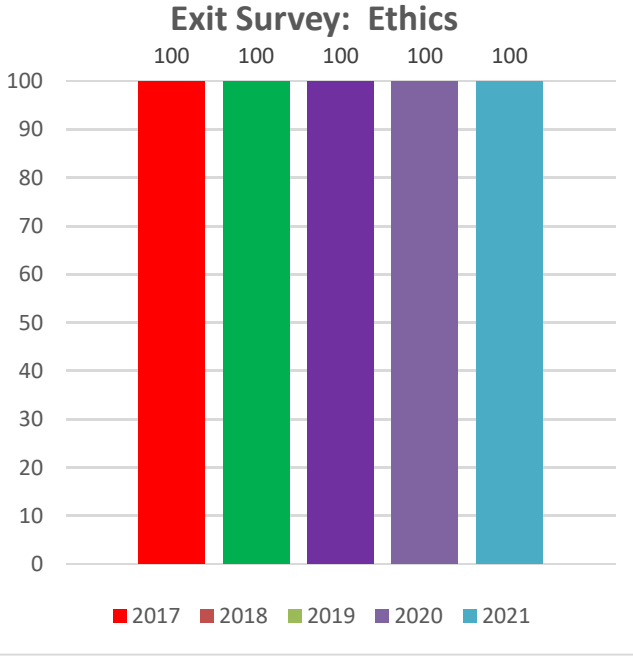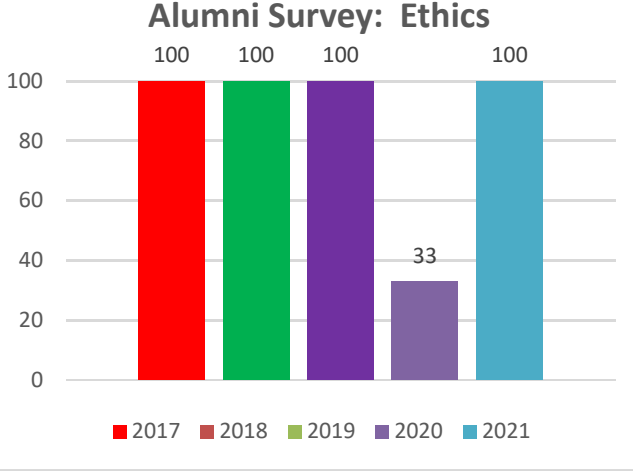# 2020-2021 Outcomes Assessment Annual Report
MSM

The following tables include:

- Six Global Business Outcomes
- 1 Major Specific Outcome per program

Each contain the relevant means of assessment, criterion for success, data, actions taken, and results of the actions taken.

Performance Indicator	
GB1: Ethics – Business graduates will develop and demonstrate a personal philosophy that integrates Christian principles with ethical business conduct.	**Objective:** Students will develop and demonstrate a personal philosophy that integrates Christian principles with ethical business conduct. (**MGMT 6002 Personal & Corporate Ethics** – **Case Study) (Exit Survey) (Alumni Survey)**
Analysis of Results	

Performance Measure (Competency)	Description of Measurement Instrument	Areas of Success	Analysis and Action Taken	Results of Action Taken (occurs in the following year)	
80% of students will score 85% or higher on the case study rubric.	MGMT 6002 Case Study	**2017** MSM 7, 8 & 9 **2018** MSM 10 & 11 **2019** MSM 13 & 14 **2020** MSM 16 6/10 = 60% **2021** MSM 19 6/6 = 100%	Performance target met	Notes: In 2017, the target score was increased from 80% to 85%. In 2021, the target score was changed back to 80% to be consistent with all other targets for assessments of course assignments across Graduate Studies in Management outcomes reporting.	

Business Ethics Case Study: 2017 = 100, 2018 = 100, 2019 = 100, 2020 = 60, 2021 = 100

50% of students will agree or strongly agree with the statement.	**Exit Survey** - Level of agreement that the MSM program has prepared them to demonstrate ethical business conduct. (Q1.1)	**2017** MSM 5 100% **2018** MSM 6 & 7 100% **2019** MSM 8, 9 & 10 100% **2020** MSM 11 & 13 31/31 = 100% **2021** MSM 16 2/2 = 100%	Performance target met	No action taken	**Exit Survey: Ethics** 100 100 100 100 100 2017 2018 2019 2020 2021
60% of alumni will agree or strongly agree with the statement.	**Alumni Survey** - Level of agreement that the MSM program has prepared them to demonstrate Christian ethics. (Q8.5) *This is now Q9.5 (AY 2020).*	**2017** MSM 3 & 4 100% **2017-2018** MSM 6 & 7 No Respondents **2018** MSM 5 100% **2019** MSM 8, 9 & 10 100% **2020** MSM 8, 9, & 10 1/3 = 33%	Performance target met	2020: Efforts will be made to increase alumni survey response rates. This question was left off of the April 2016 MSM 1 alumni survey. This question was added to subsequent surveys. And, in 2017, the target was increased from 50% to 60%	**Alumni Survey: Ethics** 100 100 100 33 100 2017 2018 2019 2020 2021

		2021 MSM 11, 13, & 16 9/9 = 100%			

Performance Indicator	
GB2: Communication -- Business graduates will be able to communicate effectively using appropriate methods and tools.	**Objective:** Students will be able to communicate effectively using appropriate methods and tools. (**MGMT 6323 Emotional Intelligence, Mediation and Conflict Resolution** – Crucial Conversations Script) (Exit Survey) (Alumni Survey)

			Analysis of Results		
Performance Measure (Competency)	**Description of Measurement Instrument**	**Areas of Success**	**Analysis and Action Taken**	**Results of Action Taken** (occurs in the following year)	
80% of students will score 80% or higher on the rubric.	MGMT 6323 Crucial Conversations Script	**2017** MSM 4, 5 & 6 **2018** MSM 7 & 8 **2019** MSM 9, 10, 11 **2020** MSM 13 18/20 = 90% **2021** MSM 16 3/8 = 37.5%	Performance target NOT met in AY 2021	No action taken. Will monitor for trends.	

50% of students will agree or strongly agree with the statement.	**Exit Survey** - Level of agreement that the MNU MSM program has prepared them to effectively communicate in business. (Q1.2)	**2017** MSM 5 100% **2018** MSM 6 & 7 95% **2019** MSM 8, 9, 10 100% **2020** MSM 11 & 13 28/31 = 90% **2021** MSM 16 2/2 = 100%	Performance target met	No action taken	
60% of alumni will agree or strongly agree with the statement.	**Alumni Survey** - Level of agreement that the MNU MSM program has prepared them to effectively communicate in business. (Q9.2 Oral presentation skills Q9.3 Written communication skills) *These are now Q10.2 and*	**2017** MSM 3 & 4 (N=20) 100% **2018** MSM 5 100% **2019** MSM 8, 9, 10 66% **2020** MSM 8, 9, & 10 2/3 = 67% (oral) 1/3 = 33% (written)	Performance target met	2020: Efforts will be made to increase alumni survey response rates. In 2017, the target was increased from 50% to 60%.	

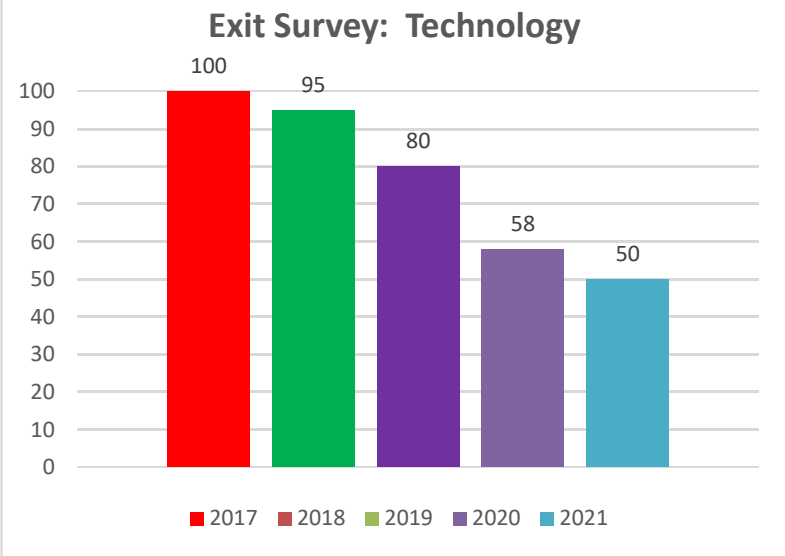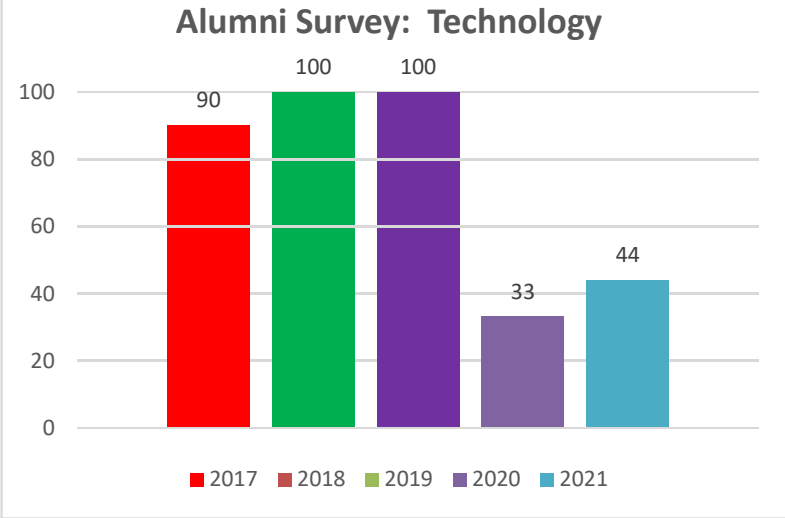|				
	Q10.3 (AY 2020).	**2021** MSM 11, 13, & 16 8/9 = 89% (oral) 8/9 = 89% (written)		

Performance Indicator	
GB3: Critical Thinking – Business graduates will be able to demonstrate critical thinking skills and competencies in business content areas.	**Objective:** Students will be able to demonstrate critical thinking skills and competencies in business content areas. (**MGMT 6523 Entrepreneurship -- Business Plan) (Exit Survey) (Alumni Survey)**

Analysis of Results					
Performance Measure (Competency)	**Description of Measurement Instrument**	**Areas of Success**	**Analysis and Action Taken**	**Results of Action Taken** (occurs in the following year)	
80% of students will score 80% or higher on the rubric.	MGMT 6523 Business Plan	**2016** MSM 3 & 4 **2017** MSM 5 & 6 **2018** MSM 7 & 8 **2019** MSM 9, 10, 11 **2020** MSM 13 16/16 = 100% **2021** MSM 16 8/8 = 100%	Performance target met	No action taken	

50% of students will agree or strongly agree with the statement.	**Exit Survey** - Level of agreement that the MNU MSM program has adequately prepared the student to demonstrate critical thinking skills. (Q1.3)	**2017** MSM 5 100% **2018** MSM 6 & 7 95% **2019** MSM 8, 9, 10 100% **2020** MSM 11 & 13 30/31 = 97% **2021** MSM 16 2/2 = 100%	Performance target met	No action taken	
60% of alumni will agree or strongly agree with the statement.	**Alumni Survey** - Level of agreement that the MNU MBA program has adequately prepared the student to demonstrate problem-solving and decision-making skills. (Q9.4) *This is now Q10.4 (AY 2020).*	**2017** MSM 3 & 4 (N=20) 100% **2018** MSM 5 100% **2019** MSM 8, 9, 10 94% **2020** MSM 8, 9, & 10 1/3 = 33% **2021** MSM 11, 13, & 16 9/9 = 100%	Performance target met	2020: Efforts will be made to increase alumni survey response rates. In 2017, the target was increased from 50% to 60%.	

Performance Indicator	
GB 4: Technology – Business graduates will be able to effectively use technology to enhance business processes and presentation.	**Objective**: Students will be able to effectively use technology to enhance business processes and presentation. **(MGMT 6233 Technology for Managers – Applied Spreadsheet Projects) (Exit Survey) (Alumni Survey)**

			Analysis of Results		
Performance Measure (Competency)	**Description of Measurement Instrument**	**Areas of Success**	**Analysis and Action Taken**	**Results of Action Taken** (occurs in the following year)	
80% of students will earn a grade of 80% or better	MGMT 6233 Applied spreadsheet project	**2016** MSM 5, 6, 7

2017 MSM 8

2018 MSM 9, 10, &11

2019 MSM 13

2020 MSM 16 9/9 = 100%

2021 MSM 19 8/8 = 100% | Performance target met | | |

Applied Spreadsheet Projects

(Bar chart values: 2017 = 100, 2018 = 92, 2019 = 91, 2020 = 100, 2021 = 100)

50% of students will agree or strongly agree with the statement.	**Exit Survey** - Level of agreement that the MNU business program prepared the student to use technology in business. (Q1.4)	**2017** MSM 5 100% **2018** MSM 6 & 7 95% **2019** MSM 8, 9, 10 80% **2020** MSM 11 & 13 18/31 = 58% **2021** MSM 1/2 = 50%	Performance target met	This course and its assignments have recently been reorganized based on student feedback.	**Exit Survey: Technology**
60% of alumni will agree or strongly agree with the statement .	**Alumni Survey** - Level of agreement that the MNU business program prepared the student to use technology in business. (Q9.6) *This is now Q10.6 (AY 2020).*	**2017** MSM 3 & 4 (N=20) 90% **2018** MSM 5, 8, & 9 100% **2019** MSM 10 66% **2020** MSM 8, 9, & 10 1/3 = 33% **2021** MSM 11, 13, & 16 4/9 = 44%	Performance target NOT met for AY 2021	2021: Course and assignments have been recently reorganized for this course based on student feedback. 2020: Efforts will be made to increase alumni survey response rates. In 2017, the target was increased from 50% to 60%.	**Alumni Survey: Technology**

Performance Indicator	
GB5: Management and Leadership – Business graduates will demonstrate awareness, understanding, and, as appropriate, mastery of management and leadership theories and skills.	**Objective:** Students will demonstrate through application of management and leadership theory and best practices an awareness and understanding of how to be an effective manager/leader. **(MGMT 6103 Organizational Leadership -- Individual Leader Analysis) (Exit Survey) (Alumni Survey)**

Analysis of Results					
Performance Measure (Competency)	**Description of Measurement Instrument**	**Areas of Success**	**Analysis and Action Taken**	**Results of Action Taken** (occurs in the following year)	
80% of students will score 80% or higher on the rubric.	MGMT 6103 Individual Leader Analysis – Organizational Leadership	**2016** MSM 5 & 6 **2017** MSM 7 & 8 **2018** MSM 9 & 10 **2019** MSM 11 & 13 **2020** MSM 16 10/11 = 91% **2021** MSM 19 9/10 = 90%	Performance target met	No action taken	

50% of students will agree or strongly agree with the statement.	**Exit Survey** - Level of agreement that the MNU business program has prepared the student to understand management & leadership theories and best practices. (Q1.5)	**2017** MSM 5 100% **2018** MSM 6 & 7 100% **2019** MSM 8, 9, 10 100% **2020** MSM 11 & 13 29/31 = 94% **2021** MSM 16 2/2 = 100%	Performance target met.	No action taken	
60% of alumni will agree or strongly agree with the statement.	**Alumni Survey** Level of agreement that the MNU business program has prepared the student to develop leadership skills. (Q9.1) *This is now Q10.1 (AY 2020).*	**2016** MSM 1 (N=4) 100% **2017** MSM 3 & 4 100% **2018** MSM 5 100% **2018** MSM 8 & 9 100% **2019** MSM 10 100% **2020** MSM 8, 9, & 10 2/3 = 67%	Performance target met	In 2017, the target was increased from 50% to 60%.	

		2021 MSM 11, 13, & 16 9/9 = 100%			

Performance Indicator	
GB6: Career Preparation & Enhancement - Business graduates will be prepared with the knowledge and skills necessary to enter or advance in a career in the field of business and/or pursue further education.	**Objective:** Students will be prepared with the knowledge and skills necessary to enter or advance in a career in the field of business and/or pursue further education. **(Exit Survey) (Alumni Survey)**

Analysis of Results					
Performance Measure (Competency)	**Description of Measurement Instrument**	**Areas of Success**	**Analysis and Action Taken**	**Results of Action Taken** (occurs in the following year)	**Graphs or Tables of Resulting Trends for 3-5 Years** (Please graph all available data up to five years.)
50% of students will agree or strongly agree with the statement.	**Exit Survey** – Level of agreement that the MNU MSM program prepared the student with the knowledge and skills to advance in a career in business and/or pursue graduate school or professional certification. (Q4.3 "I am more effective in the workplace after completing MNU's MSM program.")	**2017** MSM 5 100% **2018** MSM 6 & 7 88% **2019** MSM 8, 9, 10 100% **2020** MSM 11 & 13 27/31 = 87% **2021** MSM 16 1/2 = 50%	Performance target met	No action taken. (Note small sample size in 2021.)	**Exit Survey: Career Preparation** 100, 88, 100, 87, 50 2017, 2018, 2019, 2020, 2021

60% of alumni will agree or strongly agree with the statement.	**Alumni Survey** Level of agreement that the MNU MSM program prepared the student with the knowledge and skills to advance in a career in business and/or pursue graduate school or professional certification. (Q10.1 "My academic experiences in MNU's business program prepared me for or advanced my career.") *This is now Q11.1 (AY 2020).*	**2016** MSM 1 (N-4) 100% **2017** MSM 3 & 4 (N=27) 100% **2018** MSM 5, 8, & 9 100% **2019** MSM 10 66% **2020** MSM 8, 9, & 10 1/3 = 33% **2021** MSM 11, 13, & 16 7/9 = 78%	Performance target met	2020: Efforts will be made to increase alumni survey response rates. In 2017, the target was increased from 50% to 60%.	

Alumni Survey: Career Preparation
- 2017: 100
- 2018: 100
- 2019: 66
- 2020: 33
- 2021: 78

Performance Indicator	
Master of Science in Management Outcome: MSM graduates will understand how to integrate tools and concepts from multiple functional areas (e.g., Ethics, Leadership, Marketing, Strategic Human Resource Management, Organizational Behavior, Organizational Development, Conflict Resolution) to solve business problems.	**Objective:** Students will understand how to integrate tools and concepts from multiple functional areas (e.g., Ethics, Leadership, Marketing, Strategic Human Resource Management, Organizational Behavior, Organizational Development, Conflict Resolution) to solve business problems. **(ETS or Peregrine Major Field Test) (Exit Survey) (Alumni Survey)**

Analysis of Results					
Performance Measure (Competency)	**Description of Measurement Instrument**	**Areas of Success**	**Analysis and Action Taken**	**Results of Action Taken** (occurs in the following year)	**Graphs or Tables of Resulting Trends for 3-5 Years** (Please graph all available data up to five years.)
50% of students will score at or above the 50th percentile for faith-based institutions.	**Peregrine MSM Major Field Test**	**2017** MSM 5 63% **2018** MSM 6 & 7 57% **2019** MSM 8, 9, 10 50% **2020** MSM 11 & 13 13/25 = 52% **2021** MSM 16 0/5 = 0%	Performance target NOT met in AY 2021	Will monitor for trends. In 2018, we developed a MFT Preparation Resource Guide to help students study for this exam.	**MSM Major Field Test** 100 80 63 60 — 57 — 50 — 52 40 20 0 — 0 ■2017 ■2018 ■2019 ■2020 ■2021

50% of students will agree or strongly agree with the statement.	Exit Survey – Please indicate your level of agreement that (Q4.1"MNU's MSM program has prepared me with the knowledge and skills to increase my effectiveness and/or leadership abilities in my chosen career.")	2017 MSM 5 100% 2018 MSM 6 & 7 88% 2019 MSM 8, 9, 10 100% 2020 MSM 11 & 13 30/31 = 97% 2021 MSM 16 2/2 = 100%	Performance target met	No action taken	**Exit Survey: Career Effectiveness**

Exit Survey: Career Effectiveness

2017: 100, 2018: 88, 2019: 100, 2020: 97, 2021: 100

| 60% of alumni will agree or strongly agree with the statement. | **Alumni Survey** – Please indicate your level of agreement that (Q8.2 "In reflecting back on the MNU graduate business program, how satisfied are you with the following aspects of the program: curriculum?")

This is now Q9.2 (AY 2020). | **2016**
MSM 1
(N=4)
100%

2017
MSM 3 & 4
97%

2018
MSM 5
100%

2018
MSM 8 & 9
100%

2019
MSM 10
66%

2020
MSM 8, 9, & 10
1/3 = 33%

2021
MSM 11, 13, & 16
9/9 = 100% | Performance target met | In 2017, we increase target from 50% to 60%. | |

Alumni Survey: Curriculum