



Annual Report – Accredited Member

Institution:	<u>McKendree University</u>
Academic Business Unit:	<u>School of Business</u>
Academic Year:	<u>2011-12</u>

International Assembly for Collegiate Business Education
11374 Strang Line Road
Lenexa, Kansas 66215
USA

IACBE ANNUAL REPORT

For Academic Year: 2011-12

This annual report should be completed for your academic business unit and submitted to the IACBE by November 1 of each year.

General Information

Institution's Name: McKendree University

Institution's Address: 701 College Road

City and State or Country: Lebanon, IL Zip or Postal Code 62254

Name of Submitter: Eric Abrams

Title: Associate Professor of Economics

Your Email Address: ebabrams@mckendree.edu

Telephone (with country code if outside of the United States): 618-537-6553

Date Submitted: October 31, 2012

Total Headcount Enrollment of the Institution for 2011-12: 3,261

Accreditation Information

1. If applicable, when is your next institutional accreditation site visit? 2016 Year
2. When is your next reaffirmation of IACBE accreditation site visit? 2017 Year
3. <http://www.mckendree.edu/academics/info/business/index.php>
and
<http://www.mckendree.edu/offices/provost/aca-credits-membership.php>
Provide the website address for the location of your public notification of accreditation by the IACBE:
4. Provide the website address for the location of your public disclosure of student learning results: <http://www.mckendree.edu/academics/info/business/annual-report.php>
5. If your accreditation letter from the IACBE Board of Commissioners contains "notes" that identified areas needing corrective action, please list the number of the IACBE's Accreditation Principle for each note in the table below. Indicate whether corrective action has already been taken or that you have made plans to do so. (Insert additional rows as necessary.)

Commissioners' Notes	Action Already Taken	Action Planned
N/A		

Commissioners' Notes	Action Already Taken	Action Planned

Administrative Information

1. Provide the following information pertaining to the current president/chief executive officer of your institution:

Name: Dr. James Dennis

Title: President, McKendree University

Highest Earned Degree: Ph.D. Email: jdennis@mckendree.edu
President_Office@mckendree.edu

Telephone (with country code if outside of the United States): 618-537-6936 Fax (with country code if outside of the United States): 618-537-6417

Check here if this represents a change from the previous year.

2. Provide the following information pertaining to the current chief academic officer of your institution:

Name: Dr. Christine Bahr

Title: Provost and Academic Dean

Highest Earned Degree: Ph.D. Email: cmbahr@mckendree.edu

Telephone (with country code if outside of the United States): 618-537-6810 Fax (with country code if outside of the United States): 618-537-6417

Check here if this represents a change from the previous year.

3. Provide the following information pertaining to the current head of your academic business unit:

Name: Sandra S. Lang

Title: Chair, School of Business; Associate Professor of Accounting

Highest Earned Degree: Ph.D. Email: sslang@mckendree.edu

Telephone (with country code if outside of the United States): 618-537-6892 Fax (with country code if outside of the United States): 618-537-6259

Check here if this represents a change from the previous year.

4. Provide the following information pertaining to your current primary representative to the IACBE, i.e., the person who is your primary contact for the IACBE and who votes on behalf of the academic business unit on IACBE matters (if not the same as the head of the academic business unit):

Name: Eric Abrams

Title: Associate Professor of Economics

Highest Earned Degree: Ph.D. Email: ebabrams@mckendree.edu

Telephone (with country code if outside of the United States): 618-537-6553 Fax (with country code if outside of the United States): 618-537-6259

Check here if this represents a change from the previous year.

5. Provide the following information pertaining to your current alternate representative to the IACBE:

Name: Sandra Lang

Title: Chair, School of Business

Highest Earned Degree: Ph.D. Email: sslang@mckendree.edu

Telephone (with country code if outside of the United States): 618-537-6892 Fax (with country code if outside of the United States): 618-537-6259

Check here if this represents a change from the previous year.

Programmatic Information

1. For each of your IACBE-accredited business programs, provide the total headcount enrollment and the number of degrees conferred in the program (including each major, concentration, specialization, and emphasis) for 2011-12 (insert rows in the table as needed):

Program	Enrollment 2011-12	Number of Degrees Conferred 2011-12
BBA degree	711	198
MBA degree	233	106

Totals for All Programs Combined (Please do not double-count students who pursued multiple programs during the reporting year, e.g., students who double-majored in both accounting and finance.)	944	304
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2. Do you offer any of your IACBE-accredited business programs outside of your home country?

No. If no, proceed to item 3 below.

Yes. If yes, please identify the programs and countries in the table below. In addition, if the programs are delivered in partnership with other institutions, please identify those institutions as well. (Insert rows in the table as needed.)

Program	Country or Countries	Partner Institution(s)

3. Did you terminate any business programs during the reporting year?

No. If no, proceed to item 4 below.

Yes. If yes, please identify the terminated programs in the table below. (Insert rows in the table as needed.)

Terminated Programs

4. Were changes made in any of your business programs?

No. If no, proceed to item 5 below.

Yes. If yes, please identify the changes on a separate page at the end of this report.

5. Were any new business programs (including new majors, concentrations, specializations, and/or emphases) established during the academic year?

No. If no, proceed to the *Outcomes Assessment* section below.

Yes. If yes, please identify the new programs on a separate page at the end of this report, and answer item 6 below.

6. If applicable, was approval of your institutional accrediting body required for any of the programs identified in item 5 above?

No. If no, proceed to the *Outcomes Assessment* section below.

Yes. If yes, please attach a copy of the material that you sent to your institutional accrediting body.

Outcomes Assessment

1. Has your outcomes assessment plan been submitted to the IACBE?

Yes

No. If no, when will the plan be submitted to IACBE? _____

2. Is the original or revised outcomes assessment plan that you submitted to the IACBE still current or have you made changes?

The outcomes assessment plan that we have previously submitted is still current.

Changes have been made and the revised plan is attached.

We have made changes and the revised plan will be sent to the IACBE by: January 15, 2012

3. Complete the Outcomes Assessment Results form below and include it with this annual report to the IACBE. **Note: Section II of the form (Operational Assessment) needs to be completed only if you received first-time accreditation or reaffirmation of accreditation after January 1, 2011.**

An example of a completed form can be found in a separate document that is available for download on the IACBE's website at: www.iacbe.org/accreditation-documents.asp.

Section I (Student Learning Assessment) of the Outcomes Assessment Results form must be completed for each business program that is accredited by the IACBE (i.e., a separate table must be provided for each program).

Performance targets/criteria are the criteria used by the academic business unit in evaluating assessment results to determine whether intended outcomes have been achieved. For example, if the academic business unit is using the ETS Major Field Test as one of its direct measures of student learning, then a performance target might be that the Institutional Mean Total Score on the exam will place students in the upper quartile nationally; or if the academic business unit is using a comprehensive project in a capstone course as a direct measure of student learning, then a performance target might be that 80% of the students will score at the highest level (e.g., proficient, exemplary, etc.) on each project evaluation criterion.

Remember that your outcomes assessment plan needs to include two or more direct and two or more indirect measures of student learning. These measures should be used at the program level.

At the bottom of each section of the form, space is provided to identify changes and improvements that you plan to make as a result of your assessment activity.

Italicized entries in the form represent areas where the academic business unit should insert its own assessment information. Add tables and insert rows in the tables as needed.

Other Issues

Briefly comment on other issues pertaining to your academic business unit that you would like to share with the IACBE.

Sport Management – we added a Sport Management major with 2 tracks: General Track and Athletic Equipment Management Track. There were 8 students enrolled in this major during the Fall and 13 during the Spring.

Assessment changes – The assessment exam we use for our Business Core is given to students enrolled the capstone course is being modified.

Business Administration minor -- We made some changes to this minor. These include lowering the number of courses required to make it inline with our other minors and forcing the electives to come from at least two different business disciplines.

Outcomes Assessment Results

For Academic Year: 2011-12

Section I: Student Learning Assessment

Student Learning Assessment for (Program 1- BSBA degree)	
Intended Student Learning Outcomes for (Program 1) :	
1. Encourage the development of the necessary skills to enter a career in business	
2. Foster an attitude of critical thought regarding the environment of business	
3. Include oral and written communication components in all business classes	
4. (Intended Learning Outcome 4)	
Assessment Tools for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Targets/Criteria for Direct Measures:
1. The business simulation game that is an integral part of the capstone course of the undergraduate program, Business Strategy and Policy	Performance is based on the quality of the students' decisions (ten) in a footwear industry simulation exercise. Scores are complex variables measured by the McGraw-Hill Business Strategy Game software.
2. An exam covering each course in the business core. This exam is required of all students taking the undergraduate capstone course.	A score of over 50% is deemed acceptable.
3. Professional Licensure	The majority of the accounting majors who decide to pursue their CPA certificate generally succeed within four years of graduation.
4. GPA for business majors	A 2.25 GPA in their major area is required to graduate.
Assessment Tools for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Targets/Criteria for Indirect Measures:
1. Job Placement/Promotion Data	85% employed in major field upon graduation or continue their education.
2. Alumni questionnaire	Overall satisfaction with McKendree experience

Summary of Results from Implementing Direct Measures of Student Learning:	Performance Target Was...	
	Met	Not Met
1. (Results for Direct Measure 1)	X	
2. (Results for Direct Measure 2)	X	
3. (Results for Direct Measure 3)	X	
4. (Results for Direct Measure 3)	X	
Summary of Results from Implementing Indirect Measures of Student Learning:	Performance Target Was...	
	Met	Not Met
1. (Results for Indirect Measure 1)	X	
2. (Results for Indirect Measure 2)	X	
Proposed Courses of Action for Improvement in Areas for which Performance Targets Were Not Met:		
1. (Course of Action 1)		
2. (Course of Action 2)		
3. (Course of Action 3)		
4. (Course of Action 4)		

Student Learning Assessment for (Program 2 – MBA degree)		
Intended Student Learning Outcomes for (Program 2) :		
1. Successfully apply quantitative and qualitative decision methodologies		
2. Successfully apply effective human relations skills		
3. Successfully demonstrate strong leadership abilities		
4. Successfully demonstrate effective communication skills		
Assessment Tools for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Targets/Criteria for Direct Measures:	
1. Exams, presentations, case studies (vary by courser)	Average grade B- or above	
2. GPA for MBA students	A 3.0 is required to graduate	
3.		
4.		
Assessment Tools for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Targets/Criteria for Indirect Measures:	
1. Survey sent to every MBA graduate within two months of graduation	Favorable response regarding program	
2. Job Placement/Promotion Data	94% employed in major field upon graduation	
Summary of Results from Implementing Direct Measures of Student Learning:	Performance Target Was...	
	Met	Not Met
1. (Results for Direct Measure 1)	X	
2. (Results for Direct Measure 2)	X	
3. (Results for Direct Measure 3)		
4. (Results for Direct Measure 3)		
Summary of Results from Implementing Indirect Measures of Student Learning:	Performance Target Was...	

	Met	Not Met
1. The overall outcome indicates that the MBA students are getting a more balanced picture of business while gaining on-the-job confidence. Student responses indicate overall satisfaction with the quality of the program, content of the program, and variety of information from outside sources (guest speakers)	X	
2. (Results for Indirect Measure 2)		
Proposed Courses of Action for Improvement in Areas for which Performance Targets Were Not Met:		
1. <i>(Course of Action 1)</i>		
2. <i>(Course of Action 2)</i>		
3. <i>(Course of Action 3)</i>		
4. <i>(Course of Action 4)</i>		

Section II: Operational Assessment (Note: Complete this section only if you received first-time accreditation or reaffirmation of accreditation after January 1, 2011.)

Operational Assessment for <i>(Name of Academic Business Unit)</i>		
Mission of the <i>(Name of Academic Business Unit)</i> :		
<i>(Mission Statement)</i>		
Intended Operational Outcomes:		
1. <i>(Intended Operational Outcome 1)</i>		
2. <i>(Intended Operational Outcome 2)</i>		
3. <i>(Intended Operational Outcome 3)</i>		
4. <i>(Intended Operational Outcome 4)</i>		
Assessment Measures for Intended Operational Outcomes:	Performance Targets/Criteria for Operational Assessment Measures:	
1. <i>(Measure for Intended Operational Outcome 1)</i>	<i>(Target/Criterion for Measure 1)</i>	
2. <i>(Measure for Intended Operational Outcome 2)</i>	<i>(Target/Criterion for Measure 2)</i>	
3. <i>(Measure for Intended Operational Outcome 3)</i>	<i>(Target/Criterion for Measure 3)</i>	
4. <i>(Measure for Intended Operational Outcome 4)</i>	<i>(Target/Criterion for Measure 4)</i>	
Summary of Results from Implementing Operational Assessment Measures:	Performance Target Was...	
	Met	Not Met
1. <i>(Results for Measure 1)</i>		
2. <i>(Results for Measure 2)</i>		
1. <i>(Results for Measure 3)</i>		

2. <i>(Results for Measure 4)</i>		
Proposed Courses of Action for Improvement in Areas for which Performance Targets Were Not Met:		
1. <i>(Course of Action 1)</i>		
2. <i>(Course of Action 2)</i>		
3. <i>(Course of Action 3)</i>		
4. <i>(Course of Action 4)</i>		