

## ANNUAL PROGRAM ASSESSMENT FORM

**Name of Program:** B.S. Business & Professional Studies

**Report prepared by:** Stephanie Shayne, Director – School of Business & Management

**1) Please list the degree offerings:** B.S. Business & Professional Studies

**2) Progression /Graduation update (NECHE 8)**

- **Enrollment:** Enrollment in the program has grown substantially from 7 students in 2020 to 37 students in 2022.
- **Retention:** For the Fall 2020 cohort, the 1<sup>st</sup> to 2<sup>nd</sup> year retention rate was 63%
- **Graduation:** The program had 3 graduates in 2022 and 5 graduates in 2023. Given the recent increase in enrollment, we expect these numbers to increase in the upcoming years.

**3) Program’s Mission Statement (NECHE standard 1):**

- Husson University’s mission statement is: *Husson University seeks to inspire and prepare students for professional careers in current and emerging fields through professional programs informed by the sciences and humanities.*

The B.S. Business & Professional Studies program fulfills this mission by providing students with an opportunity to add general education and core business knowledge to their technical expertise in order to expand their future opportunities.

- The B.S. Business & Professional Studies program is designed for students who have attended a community college or other institution and concentrated on an area other than business. The program’s transfer-credit friendly curriculum allows students to expand their business knowledge in preparation for opening a business or working in their field of choice.

**4) Faculty updates (NECHE Standard 6)**

- No substantial changes in the number of full-time and adjunct faculty from prior years. We did hire 3 new full-time faculty members in the 2022-2023 academic year – all were replacing people who retired and/or moved on to other positions.

**5) Program Goals / Strategic initiatives (NECHE Standard 2, 5):**

- *Areas for goals should address such areas as graduation, progression, retention, changes in program/curriculum due to assessment findings, gaining additional professional expertise, recruitment, or another program/university/professional need.*

Goals from the previous year:	Met / Not Met	Assessment summary:	Action
NA (first year of reporting)	NA	NA	NA

Goals for the upcoming year:	Assessment planning:	Notes
Increase program enrollment to 50+ students	Continue marketing the program to potential students who have completed some college courses but have not yet earned a bachelor’s degree	Marketing efforts will be primarily driven by the Division of Online Learning and outreach to Maine community colleges to try to capture some of the potential students who have taken advantage of the free community college program for 2020-2023 high school graduates

Improve program retention rate to 70% or above	Many students entering the program are students in the Division of Online Learning. The hands-on professional advisor model used by that division should help ensure that students remain enrolled and connected to the university	
Ensure that all core business courses in the program have an up to date and quality controlled online version	The Director of the School of Business & Management will conduct an ongoing review of core business courses being offered online and work with the online development team on necessary updates to course content and/or formatting	As many of the students in this program are nontraditional online students, ensuring the consistency of online course quality and the student experience will help with both the enrollment and retention goals above.

**6) Curricular mapping / Outcome assessment (NECHE Standard 4, 8)**

- Please review and update the current curricular mapping and ensure syllabi reflect the mapping found at the official Husson Mapping Site ([HERE](#))
- Please update the progress made on specific learning outcomes below. If specific external tools are used (i.e. Praxis, Peregrine, etc.) be sure to include them.

Student Learning Outcome	Courses mapped to SLO	Summary for the given academic year	Action
Students will integrate the core areas of business to inform decision making	BA 201, BA 202, BA 211, BA 212, BA 302, BA 311, BA 351, BA 362, BA 411, BA 414, BA 415, BA 490	<p>We were able to add several versatile faculty members this year who have strengthened the delivery of core business classes both live and online.</p> <p>Students in the B.S. Business &amp; Professional Studies degree take the Peregrine comprehensive exam and complete the exit survey as part of BA 414. However we only have aggregate data and results and are not able to identify results specific to students in the B.S. Business &amp; Professional Studies program.</p>	<p>Adapt BA 415 for on campus delivery in addition to online</p> <p>Add B.S. Business &amp; Professional Studies as a program option to select in the exit survey as these students will also take the Peregrine exam in BA 414.</p> <p>Explore the possibility of</p>

			breaking down exit survey results by individual program.
Students will apply legal and ethical principles in business to organizational decision making	BA 201, BA 202, BA 211, BA 302, BA 311, BA 351, BA 362, BA 415, BA 490	See above	See above
Students will apply business-related quantitative and qualitative methods and tools to formulate management decision alternatives	BA 201, BA 202, BA 211, BA 212, BA 302, BA 311, BA 351, BA 362, BA 411, BA 414, BA 415, BA 490	See above	See above
Students will demonstrate leadership skills	BA 211, BA 351, BA 415	See above	See above
Students will demonstrate professional business communication	BA 201, BA 202, BA 311, BA 351, BA 490	See above	See above
Students will demonstrate the ability to work with diverse colleagues in team situations	BA 202, BA 351, BA 362, BA 411, BA 415	<p>Many courses for on campus students moved from hybrid back to fully live format to provide more opportunity for students to interact in the classroom.</p> <p>The creation and delivery of BA 415 using the Capsim simulation provides an opportunity for students to practice and improve teamwork skills.</p>	See above

### 7) Executive Summary:

The B.S. Business & Professional Studies program has experienced substantial growth in the past two years. As the most flexible program curriculum in the College of Business, this program provides an excellent option for students holding associate degrees in technical fields and those students who previously completed a number of college courses but stopped out before earning a degree. While the decline in the traditional college-age students in Maine is a significant challenge for all programs, the Maine high school students who have taken advantage of the free community college initiative in recent years and who may now be looking to continue on to a bachelor's degree program present an important

opportunity for growing this program. With its focus on recruiting non-traditional students, the Division of Online Learning has seen a marked increase in enrollment in the program and we expect this trend to continue.