



Annual Report – Accredited Member

Institution:	McKendree University
Academic Business Unit:	School of Business
Academic Year:	2013-14

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

IACBE ANNUAL REPORT
For Academic Year: 2013-14

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 RD

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

Name of Submitter: Eric Abrams, Ph.D.

Title: Associate Professor of Economics

Your Email Address: ebabrams@mckendree.edu

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

Type of Institution: Public XXX Private Nonprofit Private For-Profit

Date of Submission: November 6, 2014

Total Headcount Enrollment of the Institution for 2013-14: 3771

Administrative Information

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

Name: James Dennis

Title: President

Highest Earned Degree: Ph.D. Email: jdennis@mckendree.edu or 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: 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: John Watters

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

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

Telephone (with country code if outside of the United States): 618-537-6406 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: John Watters

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

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

Telephone (with country code if outside of the United States): 618-537-6406 Fax (with country code if outside of the United States): 618-537-6259

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

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. Provide the website path to the page containing your public notification of accreditation by the IACBE:

(Note: Do not provide URL addresses. Beginning with the institution’s home page, describe the link on each page in the path on which someone would click in order to advance to the next page in the path.

For example:

- 1. Click on “Academics”
- 2. Click on “School of Business”
- 3. Click on “IACBE Accreditation” etc.)

- 1. Click on “Academics” Tab
- 2. Click on “College and Schools”
- 3. Click on “School of Business”
- 4. “Accreditation” information is at bottom of page
- 5. _____
- 6. _____
- 7. _____
- 8. _____
- 9. _____
- 10. _____

4. Provide the website path to the page containing your public disclosure of student learning results:

(Note: Do not provide URL addresses. Beginning with the institution’s home page, describe the link on each page in the path on which someone would click in order to advance to the next page in the path.

For example:

- 1. Click on “Academics”
- 2. Click on “School of Business”
- 3. Click on “IACBE Accreditation” etc.)

- 1. Click on “Academics” tab
- 2. Click on “College and Schools”
- 3. Click on “School of Business”
- 4. Click on “Annual Report” at bottom of page
- 5. _____
- 6. _____
- 7. _____
- 8. _____
- 9. _____
- 10. _____

5. If your accreditation letter from the IACBE Board of Commissioners contained “notes” that identified issues that needed to be addressed, please list the number of the IACBE’s Accreditation Principle for each note in the table below. Indicate whether 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

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, emphasis, option, or track) for 2013-14 (insert rows in the table as needed):

Program	Enrollment 2013-14	Number of Degrees Conferred 2013-14
BBA	802	172
MBA	214	91
Totals for All Programs Combined (In the totals, 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.)	987	263

2. Do you offer any of your IACBE-accredited business programs outside of your home country?

No.

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 IACBE-accredited business programs during the reporting year?

No.

Yes. If yes, please identify the terminated programs in the table below and provide a brief description of your termination plan (e.g., plan for teaching-out the program, when last graduates are expected, etc.). (Insert rows in the table as needed.)

Terminated Programs	Termination Plan

4. Were changes made in any of your IACBE-accredited business programs during the reporting year? (Note: You do not have to identify course-level changes, e.g., changes in course names, course coding, course numbering, course content, etc.; identify only program-level changes, e.g., changes in program names, program curricula, etc.)

No.

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, emphases, options, and/or tracks) established during the reporting year?

No.

Yes. If yes, please identify the new programs and the locations at which they are offered in the table below. (Insert rows in the table as needed.) Please also describe the curricular requirements for the programs on a separate page at the end of this report, and answer item 6 below.

New Programs	Locations
BBA - Economics major	Lebanon, IL
BA – Economics major	Lebanon, IL

Note: Any new programs (including new majors, concentrations, specializations, emphases, options, and/or tracks) cannot be listed, identified, or advertised as being accredited by the IACBE until they have undergone an accreditation review and have been granted accreditation by the Board of Commissioners.

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

No.

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

7. Did you establish any new locations/instructional sites during the reporting year?

No.

Yes. If yes, please identify the new locations/instructional sites and the IACBE-accredited programs offered at those locations/sites in the table below. Please also indicate whether you anticipate that any of the locations/sites will account for 25% or more of the total student credit hours (or contact hours as applicable) in business. (Insert rows in the table as needed.)

New Locations/Instructional Sites	Programs Offered	25% or More of Total SCH?

8. If applicable, was approval of your institutional accrediting body required for any of the new locations/instructional sites identified in item 7 above?

___ No.

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

Outcomes Assessment

1. Do you offer any majors, concentrations, specializations, emphases, options, or tracks as part of your business programs?

Yes. If yes, proceed to item 2 below.

No. If no, proceed to item 4 below.

2. Do your majors, concentrations, specializations, emphases, options, or tracks appear on students' transcripts, diplomas, diploma supplements, or other official records of program completion?

Yes. If yes, proceed to item 3 below.

No. If no, proceed to item 4 below.

3. Does your current outcomes assessment plan include student learning assessment information for all majors, concentrations, specializations, emphases, options, and tracks contained within your business programs?

Yes. If yes, proceed to item 4 below.

No. If no, please submit a revised outcomes assessment plan with your annual report that addresses student learning assessment for all majors, concentrations, specializations, emphases, options, and tracks comprising any portion of your business programs. Information about this requirement can be found on the IACBE website at the following address: www.iacbe.org/oa-key-areas.asp.

4. Is the 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: _____

5. 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).

Add tables, and insert or delete rows in the tables as needed in order to accommodate the number of your (i) business programs, (ii) majors, concentrations, specializations, emphases, options, or tracks in the programs, (iii) intended student learning outcomes, and (iv) intended operational outcomes. In the sections of the assessment results tables entitled "Summary of Achievement of Intended Student Learning Outcomes" and "Summary of Achievement of Intended Operational

Outcomes,” **do not add or delete columns**. Space is provided in these sections for four direct measures of student learning, four indirect measures of student learning, and eight operational assessment measures/methods. If you are employing fewer than this number of assessment instruments, simply leave cells in the unused columns blank. If you are employing more than this number of instruments, you will need to create additional summary-of-achievement tables to report your assessment information.

Delete rows in the assessment results tables that do not apply to your academic business unit (e.g., if the business unit does not offer any majors, concentrations, specializations, emphases, options, or tracks in its programs, then delete those rows in the tables).

In the sections of the assessment results tables entitled “Summary of Achievement of Intended Student Learning Outcomes” and “Summary of Achievement of Intended Operational Outcomes,” enter “Met” in a given cell of the table if the performance target for the instrument in that column was achieved for the intended outcome in that row; “Not Met” if the performance target for the instrument in that column was not achieved for the intended outcome in that row; or “N/A” (Not Assessed) if the instrument in that column does not measure the intended outcome in that row.

Student learning performance targets/criteria are the measurable objectives associated with the assessment instruments and rubrics used by the academic business unit in determining whether the intended student learning outcomes have been achieved. For example, 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, on the project evaluation rubric, at least 80% of the students will be rated at the highest level (e.g., proficient, exemplary, etc.) on each learning-outcome-related project evaluation criterion.

Operational performance targets/criteria are the measurable objectives associated with the assessment instruments used by the academic business unit in determining whether the intended operational outcomes have been achieved. For example, if the academic business unit has identified an operational outcome pertaining to faculty teaching and is using a senior exit survey as a measure of this outcome, then a performance target might be that 90% of the students will be either “satisfied” or “highly satisfied” with various aspects of faculty teaching as identified by relevant items in the survey form.

Your student learning assessment results tables need to include two or more direct measures of student learning and two or more indirect measures of student learning for each IACBE-accredited program. These measures must be used at the program level.

At the bottom of each assessment results table, 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.

Other Issues

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

Outcomes Assessment Results

For Academic Year: 2013-14

Section I: Student Learning Assessment

<i>School of Business</i>	
Student Learning Assessment for <i>BBA degree</i>	
General Program Intended Student Learning Outcomes (General Program ISLOs)	
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	
Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (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. General Program ISLOs Assessed by this Measure: <i>Outcomes List Major, Concentration, Specialization, Emphasis, Option, Track</i> ISLOs Assessed by this Measure: <i>Outcomes List</i>	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. <i>GPA for Business majors</i>	A 2.25 GPA in their major area is required to graduate.

Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Objectives (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 Achievement of Intended Student Learning Outcomes:

Intended Student Learning Outcomes	Learning Assessment Measures							
General Program ISLOs	<i>Busines simulation game</i>	<i>Business Core Exam</i>	<i>Professional licensure</i>	<i>GPA</i>	<i>Job Placement data</i>	<i>Alumni questionnaire</i>	<i>Indirect Measure 3</i>	<i>Indirect Measure 4</i>
	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...
1. <i>Encourage the development of the necessary skills to enter a career in business</i>	Met	N/A	N/A	Met	Met	Met		
2. <i>Foster an attitude of critical thought regarding the environment of business</i>	Met	N/A	N/A	Met	N/A	N/A		
3. <i>Include oral and written communication components in all business classes</i>	Met	N/A	N/A	Met	N/A	N/A		

<i>School of Business</i>	
Student Learning Assessment for MBA degree	
General Program Intended Student Learning Outcomes (General Program ISLOs)	
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 Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (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
Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Objectives (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
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Summary of Achievement of Intended Student Learning Outcomes:

Intended Student Learning Outcomes	Learning Assessment Measures							
General Program ISLOs	<i>Exams, presentation, case studies</i>	<i>GPA</i>	<i>Direct Measure 3</i>	<i>Direct Measure 4</i>	<i>Graduation survey</i>	<i>Job placement</i>	<i>Indirect Measure 3</i>	<i>Indirect Measure 4</i>
	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...
1. <i>Successfully apply quantitative and qualitative decision methodologies</i>	Met	Met			N/A	Met		
2. <i>Successfully apply effective human relations skills</i>	N/A	Met			N/A	Met		
3. <i>Successfully demonstrate strong leadership abilities</i>	N/A	N/A			N/A	Met		
4. <i>Successfully demonstrate effective communication skills</i>	Met	Met			N/A	Met		

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

<i>Name of Academic Business Unit</i>	
Operational Assessment	
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>	
5. <i>Intended Operational Outcome 5</i>	
6. <i>Intended Operational Outcome 6</i>	
7. <i>Intended Operational Outcome 7</i>	
8. <i>Intended Operational Outcome 8</i>	
Assessment Measures/Methods for Intended Operational Outcomes:	Performance Objectives (Targets/Criteria) for Operational Assessment Measures/Methods:
1. <i>Operational Assessment Measure/Method 1</i> Intended Operational Outcomes Assessed by this Measure: <i>Outcomes List</i>	<i>Objective (Target/Criterion) for Measure/Method 1</i>
2. <i>Operational Assessment Measure/Method 2</i> Intended Operational Outcomes Assessed by this Measure: <i>Outcomes List</i>	<i>Objective (Target/Criterion) for Measure/Method 2</i>
3. <i>Operational Assessment Measure/Method 3</i> Intended Operational Outcomes Assessed by this Measure: <i>Outcomes List</i>	<i>Objective (Target/Criterion) for Measure/Method 3</i>
4. <i>Operational Assessment Measure/Method 4</i> Intended Operational Outcomes Assessed by this Measure: <i>Outcomes List</i>	<i>Objective (Target/Criterion) for Measure/Method 4</i>

5. <i>Operational Assessment Measure/Method 5</i> Intended Operational Outcomes Assessed by this Measure: <i>Outcomes List</i>	<i>Objective (Target/Criterion) for Measure/Method 5</i>
6. <i>Operational Assessment Measure/Method 6</i> Intended Operational Outcomes Assessed by this Measure: <i>Outcomes List</i>	<i>Objective (Target/Criterion) for Measure/Method 6</i>
7. <i>Operational Assessment Measure/Method 7</i> Intended Operational Outcomes Assessed by this Measure: <i>Outcomes List</i>	<i>Objective (Target/Criterion) for Measure/Method 7</i>
8. <i>Operational Assessment Measure/Method 8</i> Intended Operational Outcomes Assessed by this Measure: <i>Outcomes List</i>	<i>Objective (Target/Criterion) for Measure/Method 8</i>

Summary of Results from Implementing Operational Assessment Measures/Methods:

1. *Summary of Results for Measure/Method 1*
2. *Summary of Results for Measure/Method 2*
3. *Summary of Results for Measure/Method 3*
4. *Summary of Results for Measure/Method 4*
5. *Summary of Results for Measure/Method 5*
6. *Summary of Results for Measure/Method 6*
7. *Summary of Results for Measure/Method 7*
8. *Summary of Results for Measure/Method 8*

Summary of Achievement of Intended Operational Outcomes:

Intended Operational Outcomes	Operational Assessment Measures/Methods							
	<i>Operational Assessment Measure/Method 1</i>	<i>Operational Assessment Measure/Method 2</i>	<i>Operational Assessment Measure/Method 3</i>	<i>Operational Assessment Measure/Method 4</i>	<i>Operational Assessment Measure/Method 5</i>	<i>Operational Assessment Measure/Method 6</i>	<i>Operational Assessment Measure/Method 7</i>	<i>Operational Assessment Measure/Method 8</i>
	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...
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>								
5. <i>Intended Operational Outcome 5</i>								
6. <i>Intended Operational Outcome 6</i>								
7. <i>Intended Operational Outcome 7</i>								
8. <i>Intended Operational Outcome 8</i>								
Proposed Courses of Action for Improvement in Operational Outcomes 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>								

Changes to IACBE accredited programs:

- 1) BBA
 - a) Economics and Finance major:
 - i) An additional course, *Investments*, was added to the list of required courses.
 - ii) The number of elective courses needed was reduced by one.
 - b) BBA – Accounting major:
 - i) An additional course, *Taxation of Business Entities*, was added to the list of required courses.
- 2) MBA
 - a) Human Resource Management track introduced at the Kentucky location only.
 - b) Joint MBA/MSN introduced, which requires only 30 rather than 36 credits within the School of Business.