

**ACBSP Assessment
Results for
Public Information**

As of July 1, 2016

ACBSP Assessment Results for Public Information

"The Assessment results show the performance of our students and stakeholders. It also shows the bench markings against other similar institutions by region and nationally. There are both indirect and direct measures. It also shows the pre-test and post test results as well as graduation, retention and admission statistics. Career services data are provided along with Peregrine outcomes results for each of our disciplines."

Godbold School of Business

Mission & Vision

Mission

The School of business provides undergraduate and graduate professional training within the scope of a Christian, liberal arts university, building on the skills in the learning and critical thinking that the liberal arts foster.

Vision

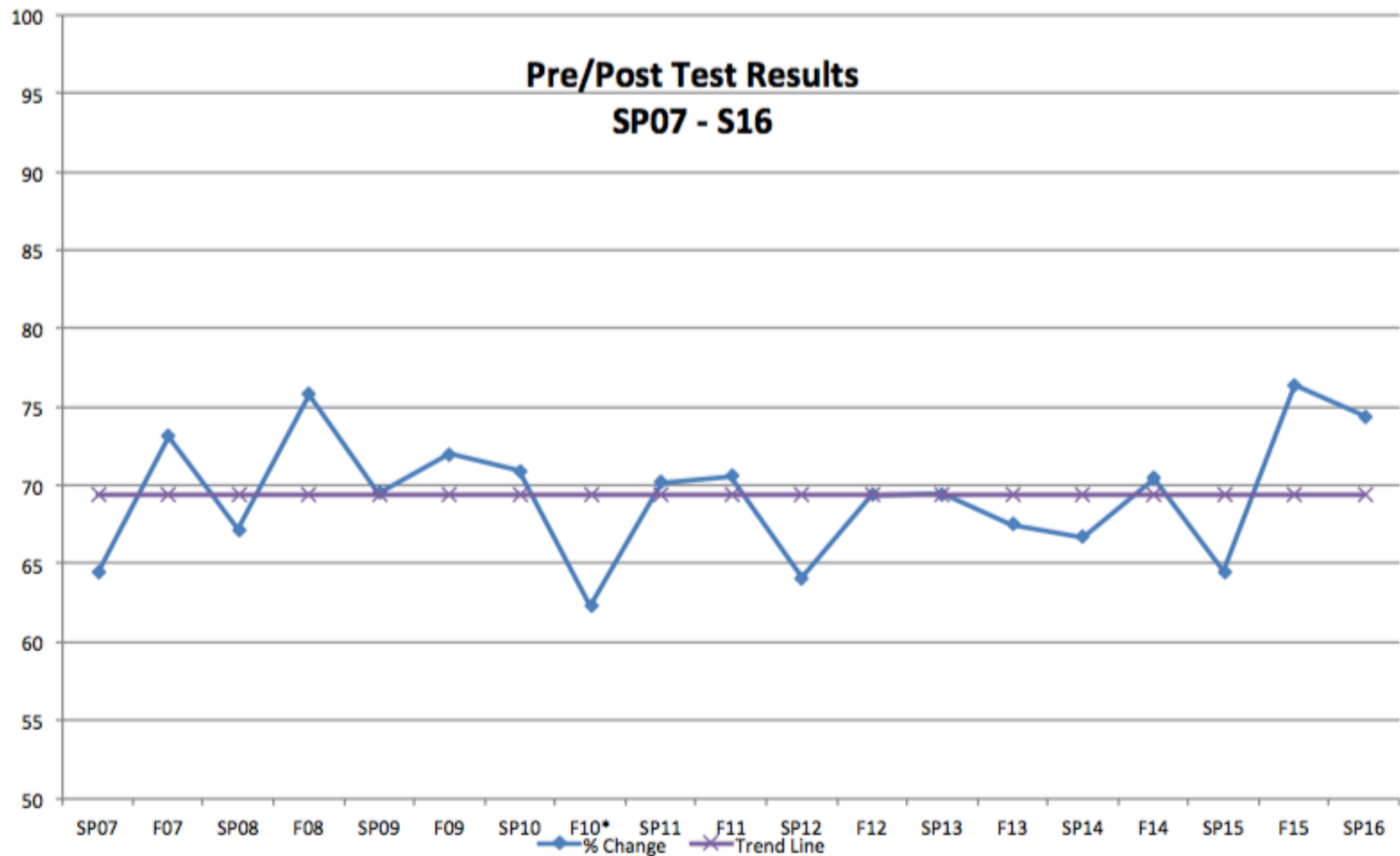
To support the mission of Gardner-Webb University by providing both undergraduate and graduate professional training in the business disciplines to a diverse student population. It enhances the scope of a Christian, liberal arts university by applying the learning and analytical skills fostered by the liberal arts and the moral and ethical values of the Christian faith to the practice of business activities in the workplace. It also encourages both its faculty and students to pursue life-long learning and to value service to God and humanity.

Pretest – Posttest

Improvement as Indicated by

Score Changes

Pre/Post Test Results SP07 - S16



Godbold School of Business

Graduation, Retention and Admission Statistics

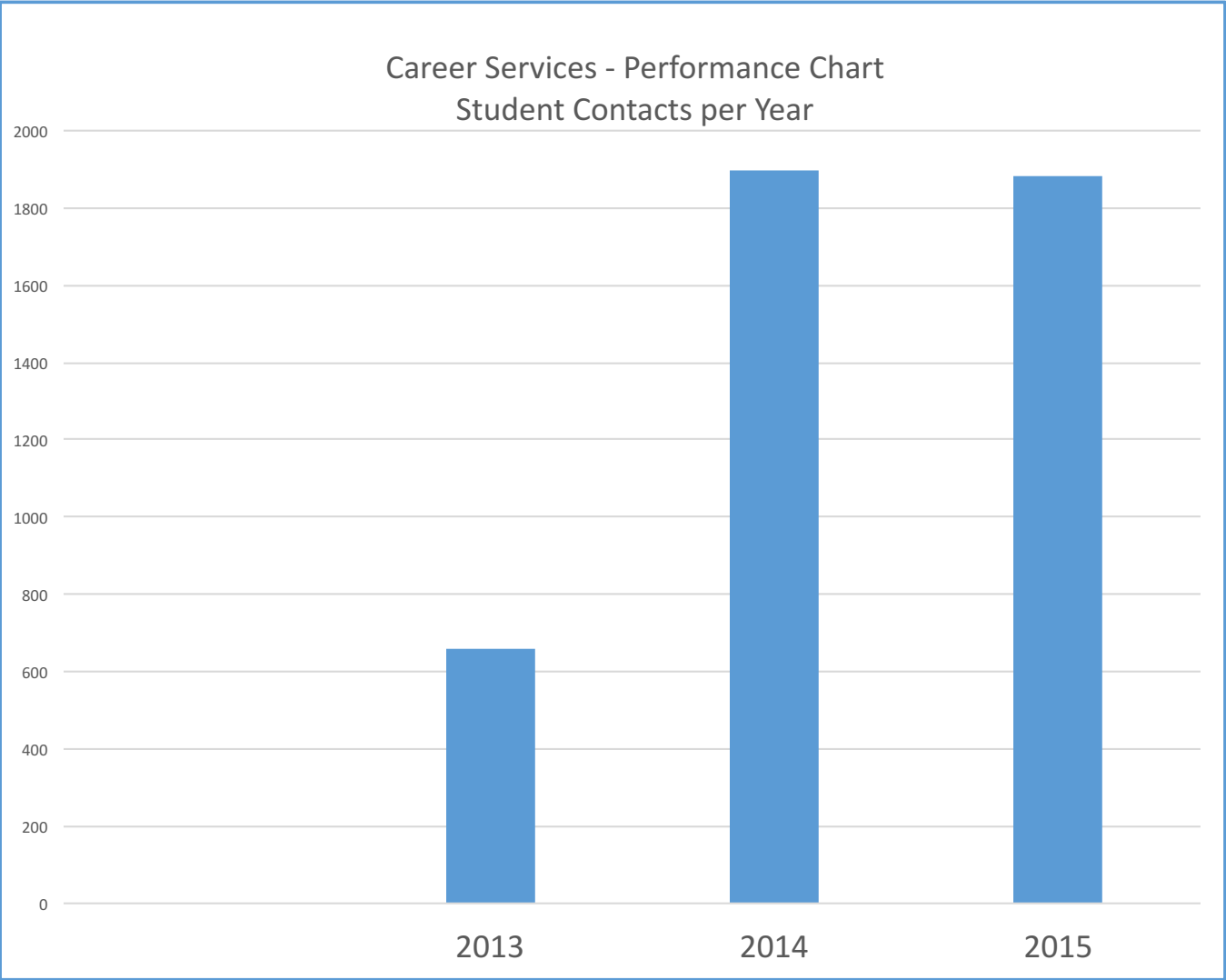
Example - Graph for Enrollment Management - Graduate Business

Year	Retained	Graduated	Recruited	Graph
2013	357	110	191	<p style="text-align: right;"> ■ Retained ■ Graduated ■ Recruited </p>
2014	315	102	131	
2015	276	53	124	

Example - Graph for Enrollment Management - Undergraduate Business

Year	Retained	Graduated	Recruited	Graph
2013	384	42	142	<p style="text-align: right;"> ■ Retained ■ Graduated ■ Recruited </p>
2014	380	88	61	
2015	342	90	65	

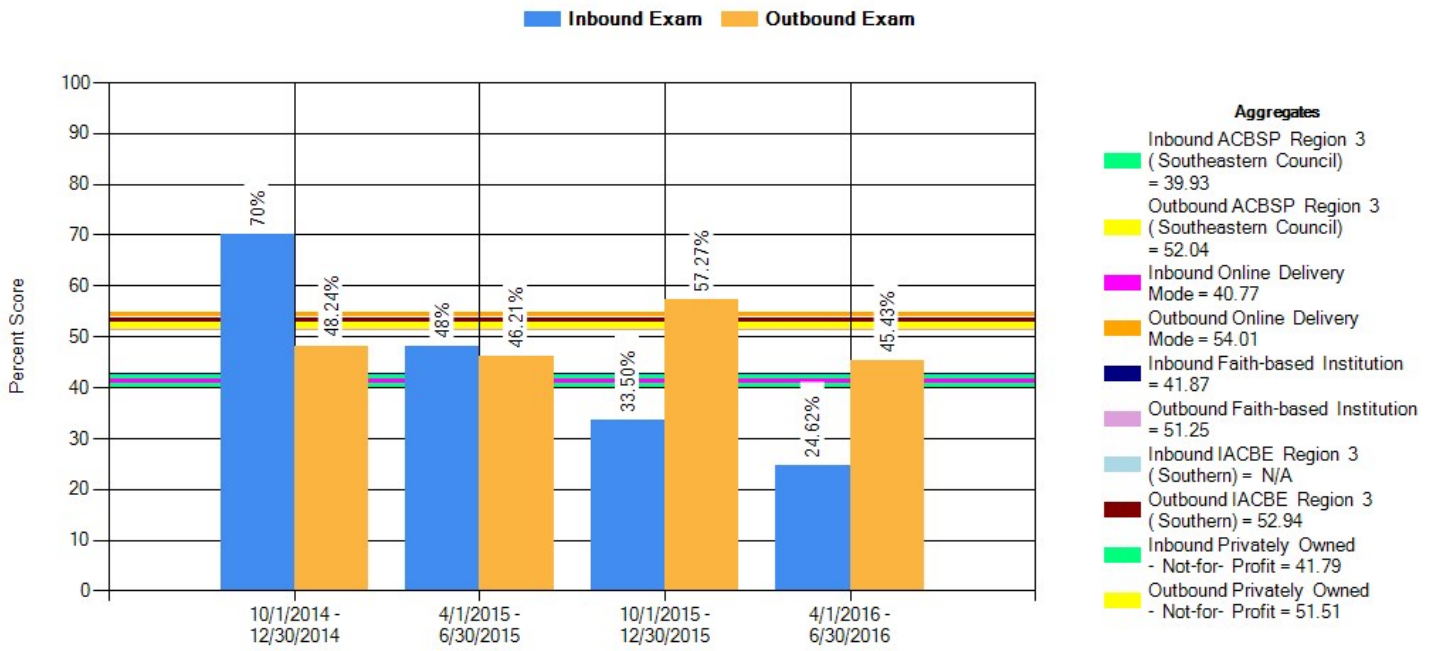
Career Services



Peregrine Longitudinal

Assessment

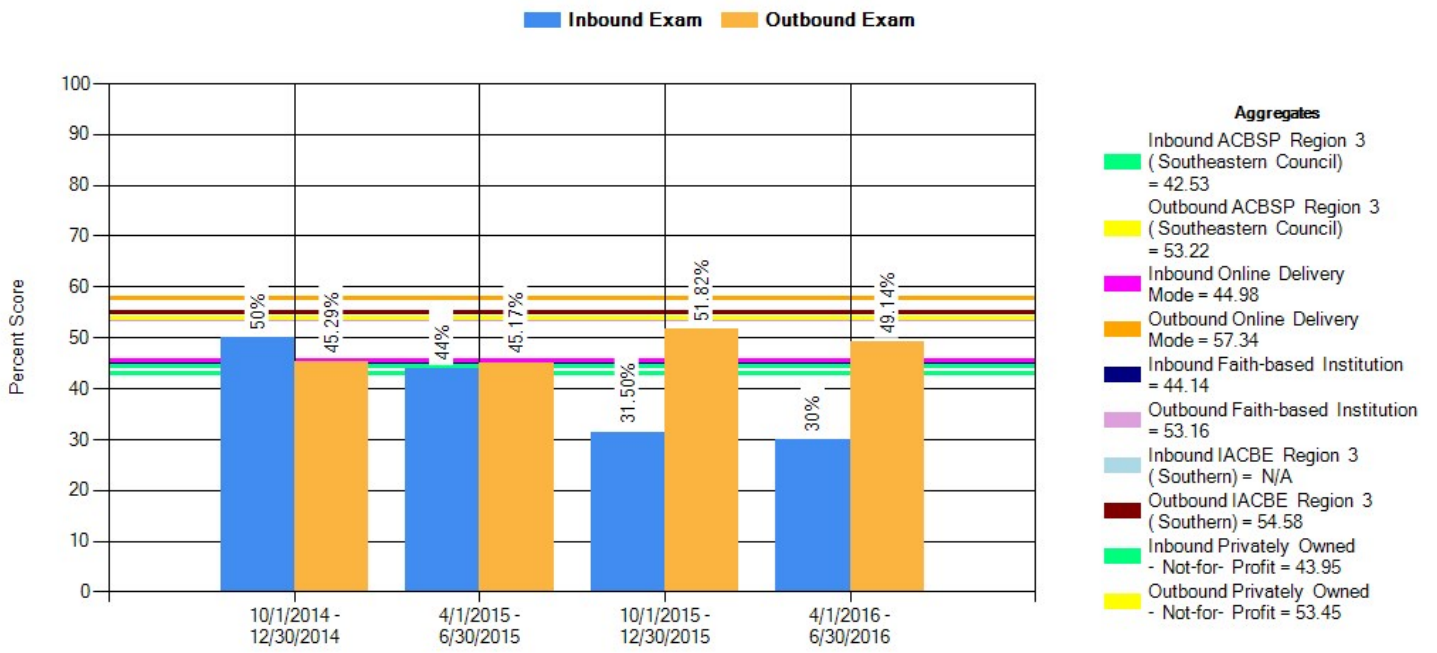
Longitudinal Comparison: Accounting



Longitudinal Comparison: Accounting

Date Range	Counts		Diff		% Change	
	Inbound	Outbound	Inbound	Outbound	Inbound	Outbound
10/1/2014 - 12/30/2014	1	17	-21.76	-31.09%		
4/1/2015 - 6/30/2015	15	29	-1.79	-3.74%		
10/1/2015 - 12/30/2015	20	22	23.77	70.96%		
4/1/2016 - 6/30/2016	13	35	20.81	84.55%		

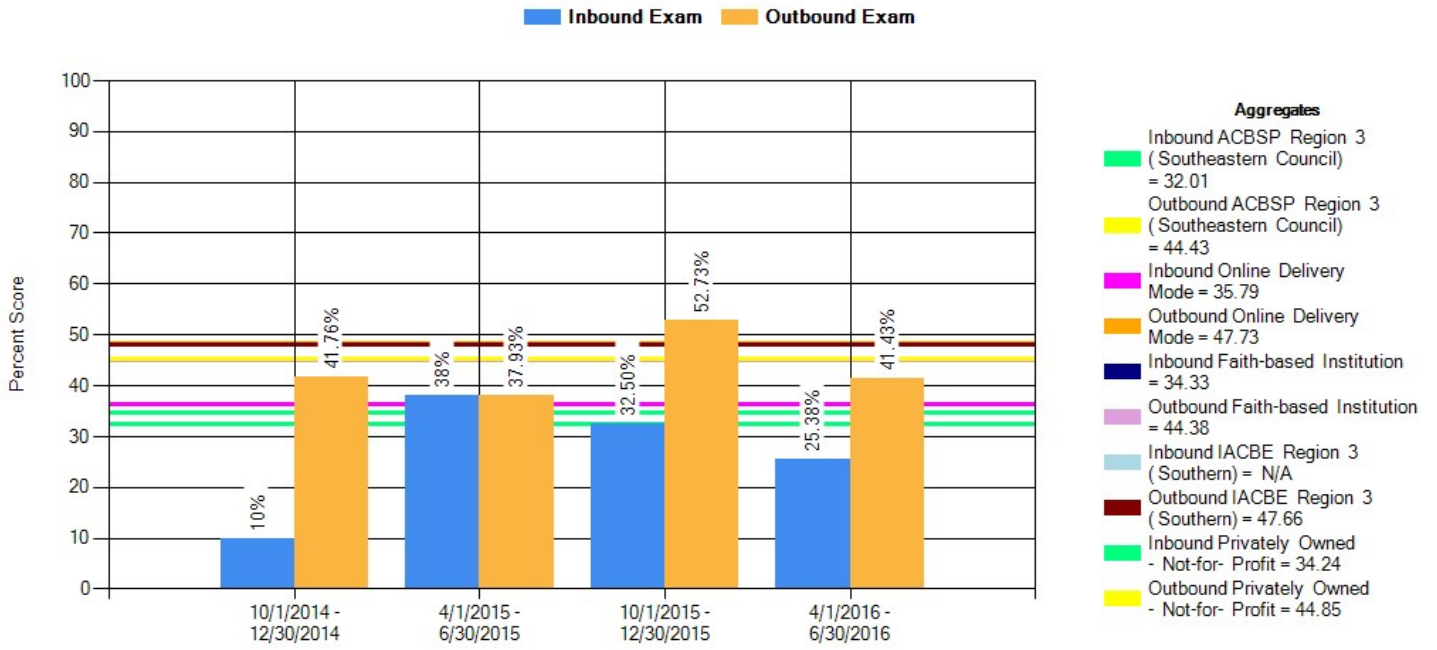
Longitudinal Comparison: **Business Ethics**



Longitudinal Comparison: Business Ethics

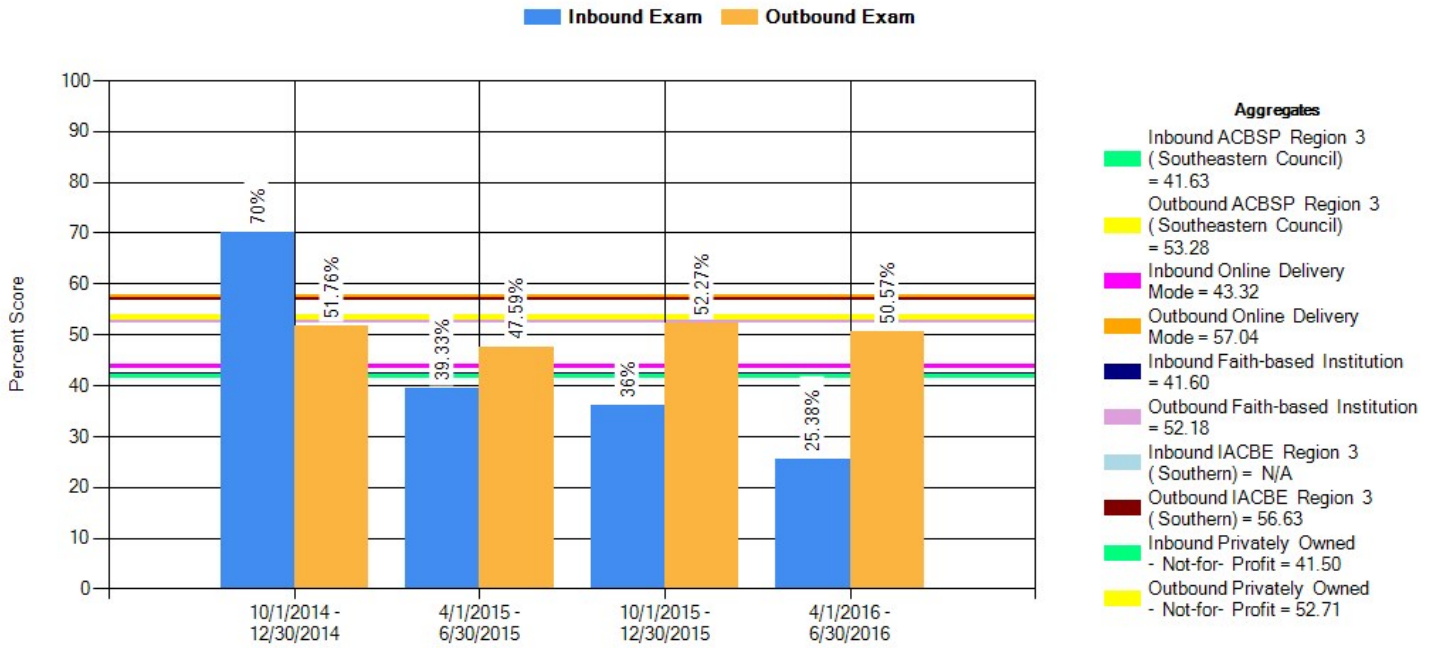
Date Range	Counts		Diff		% Change	
	Inbound	Outbound	Inbound	Outbound	Inbound	Outbound
10/1/2014 - 12/30/2014	1	17	-4.71		-9.41%	
4/1/2015 - 6/30/2015	15	29	1.17		2.66%	
10/1/2015 - 12/30/2015	20	22	20.32		64.50%	
4/1/2016 - 6/30/2016	13	35	19.14		63.81%	

Longitudinal Comparison: **Business Finance**



Date Range	Counts		Diff		% Change	
	Inbound	Outbound	Inbound	Outbound	Inbound	Outbound
10/1/2014 - 12/30/2014	1	17	31.76		317.65%	
4/1/2015 - 6/30/2015	15	29	-0.07		-0.18%	
10/1/2015 - 12/30/2015	20	22	20.23		62.24%	
4/1/2016 - 6/30/2016	13	35	16.04		63.20%	

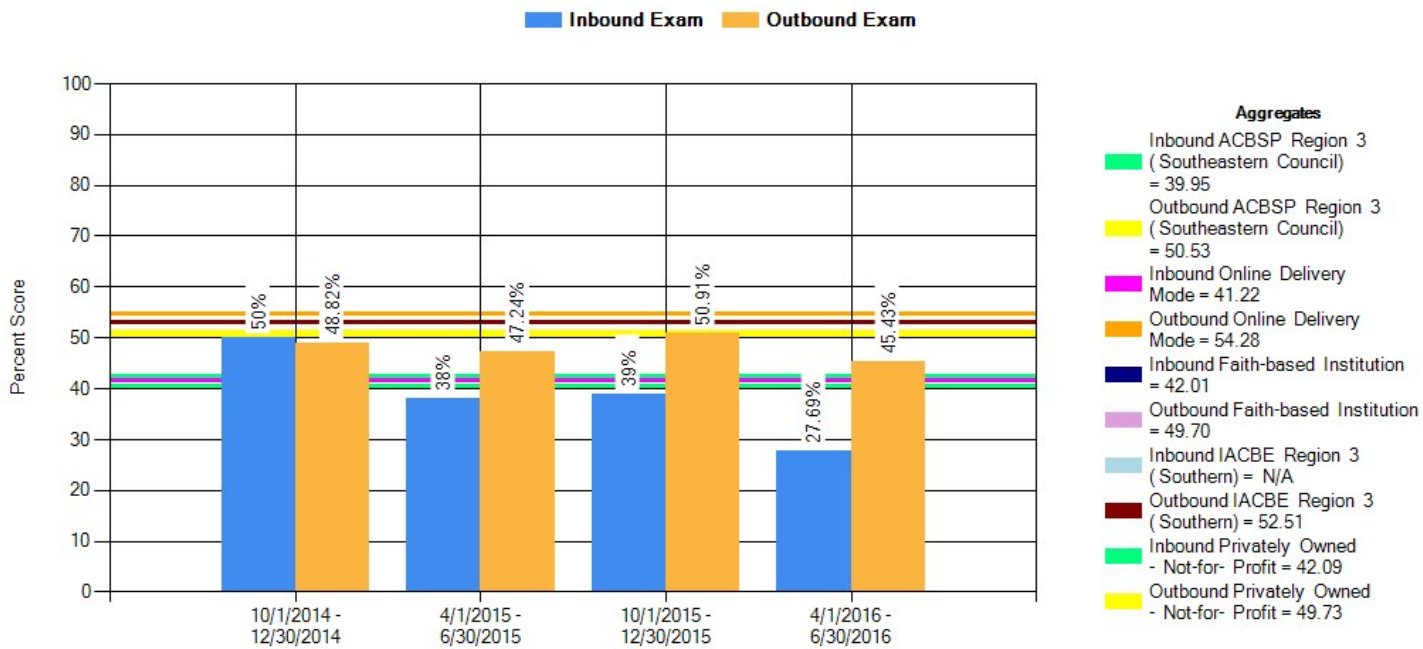
Longitudinal Comparison: **Business Integration and Strategic Management**



Longitudinal Comparison: Business Integration and Strategic Management

Date Range	Counts		Diff	% Change
	Inbound	Outbound		
10/1/2014 - 12/30/2014	1	17	-18.24	-26.05%
4/1/2015 - 6/30/2015	15	29	8.25	20.98%
10/1/2015 - 12/30/2015	20	22	16.27	45.20%
4/1/2016 - 6/30/2016	13	35	25.19	99.22%

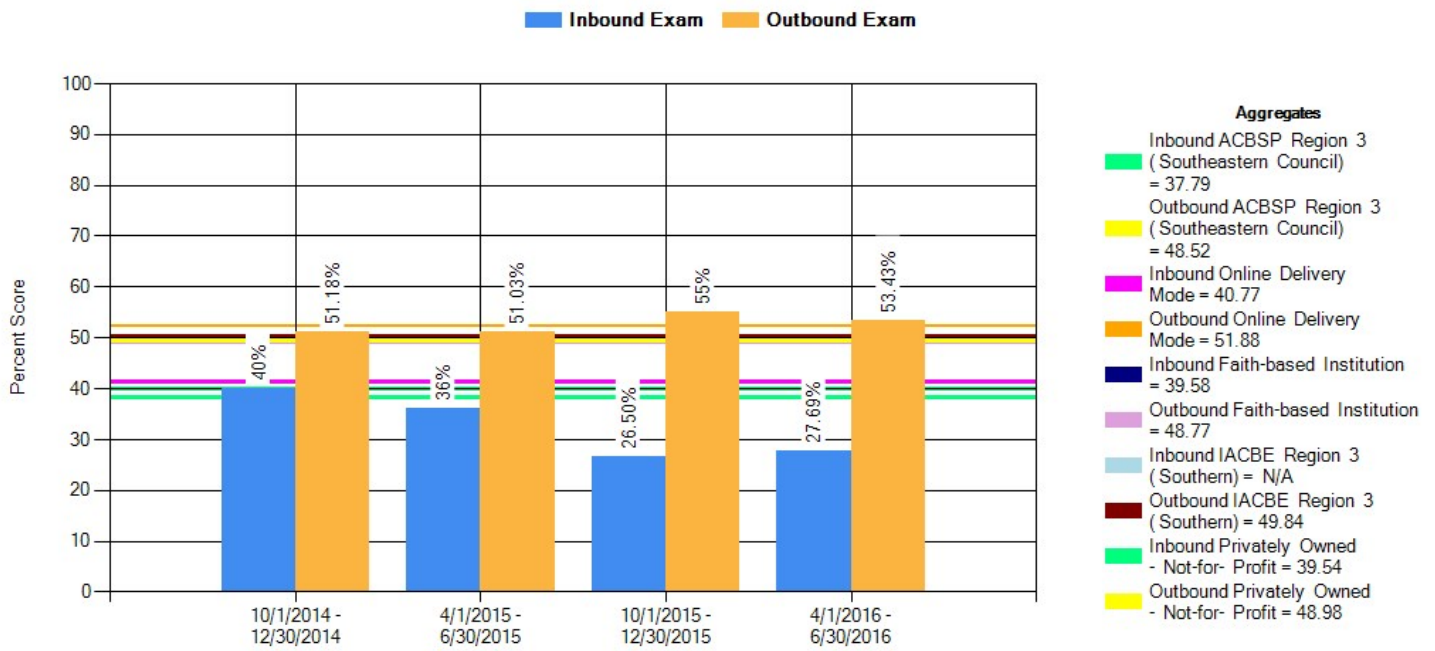
Longitudinal Comparison: **Business Leadership**



Longitudinal Comparison: Business Leadership

Date Range	Counts		Diff		% Change	
	Inbound	Outbound	Inbound	Outbound	Inbound	Outbound
10/1/2014 - 12/30/2014	1	17	-1.18		-2.35%	
4/1/2015 - 6/30/2015	15	29	9.24		24.32%	
10/1/2015 - 12/30/2015	20	22	11.91		30.54%	
4/1/2016 - 6/30/2016	13	35	17.74		64.05%	

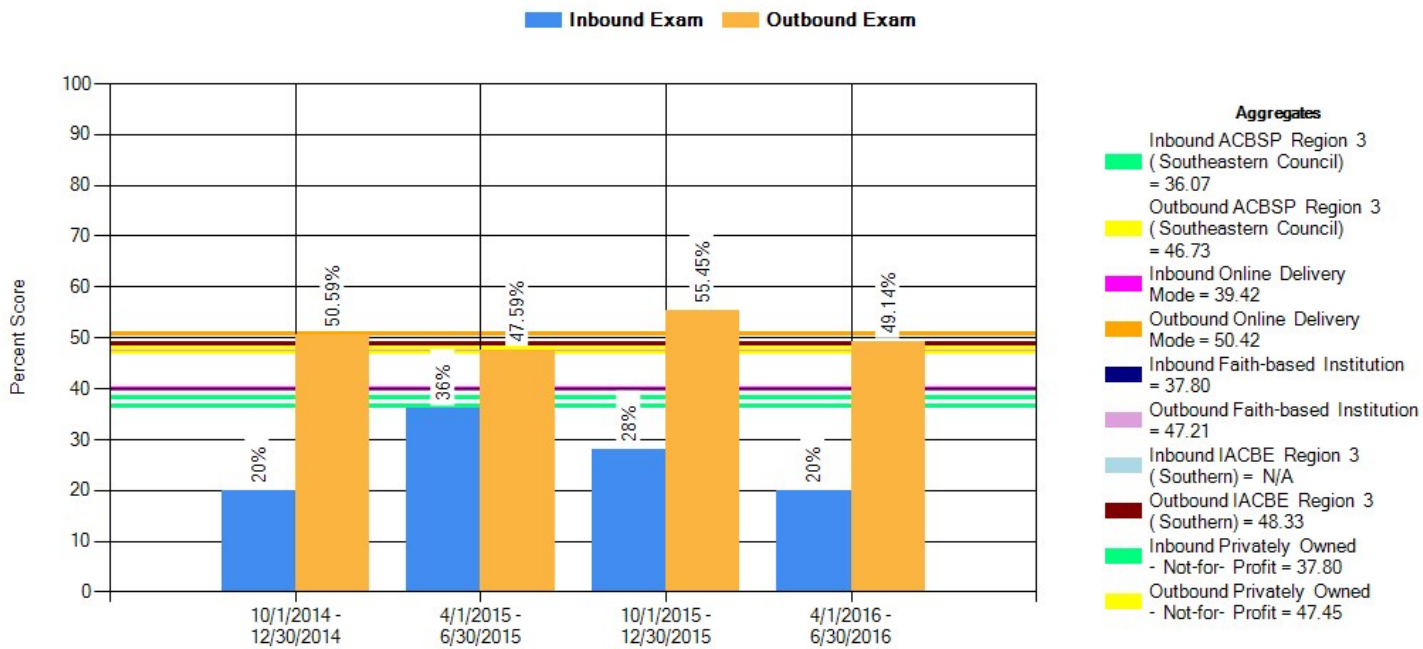
Longitudinal Comparison: **Economics**



Longitudinal Comparison: Economics

Date Range	Counts		Diff		% Change	
	Inbound	Outbound	Inbound	Outbound	Inbound	Outbound
10/1/2014 - 12/30/2014	1	17	11.18		27.94%	
4/1/2015 - 6/30/2015	15	29	15.03		41.76%	
10/1/2015 - 12/30/2015	20	22	28.50		107.55%	
4/1/2016 - 6/30/2016	13	35	25.74		92.94%	

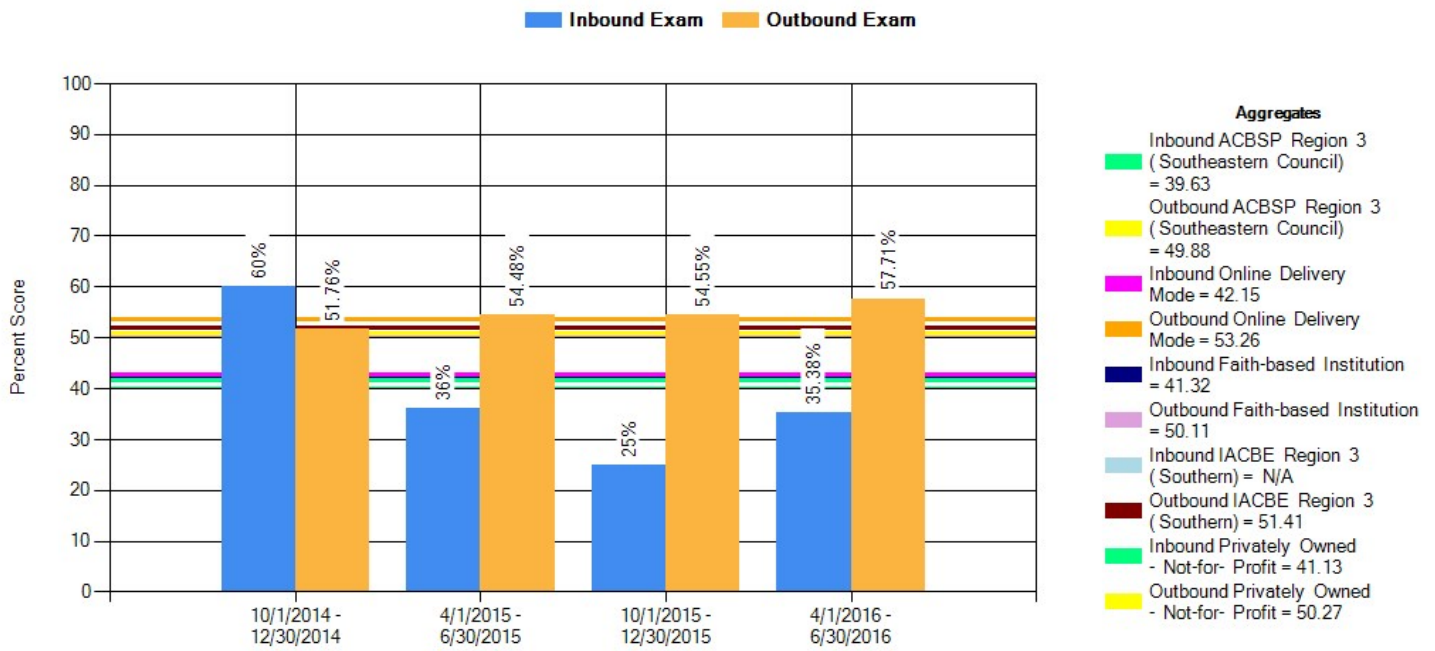
Longitudinal Comparison: **Economics: Macroeconomics**



Longitudinal Comparison: Economics: Macroeconomics

Date Range	Counts		Diff	% Change
	Inbound	Outbound		
10/1/2014 - 12/30/2014	1	17	30.59	152.94%
4/1/2015 - 6/30/2015	15	29	11.59	32.18%
10/1/2015 - 12/30/2015	20	22	27.45	98.05%
4/1/2016 - 6/30/2016	13	35	29.14	145.71%

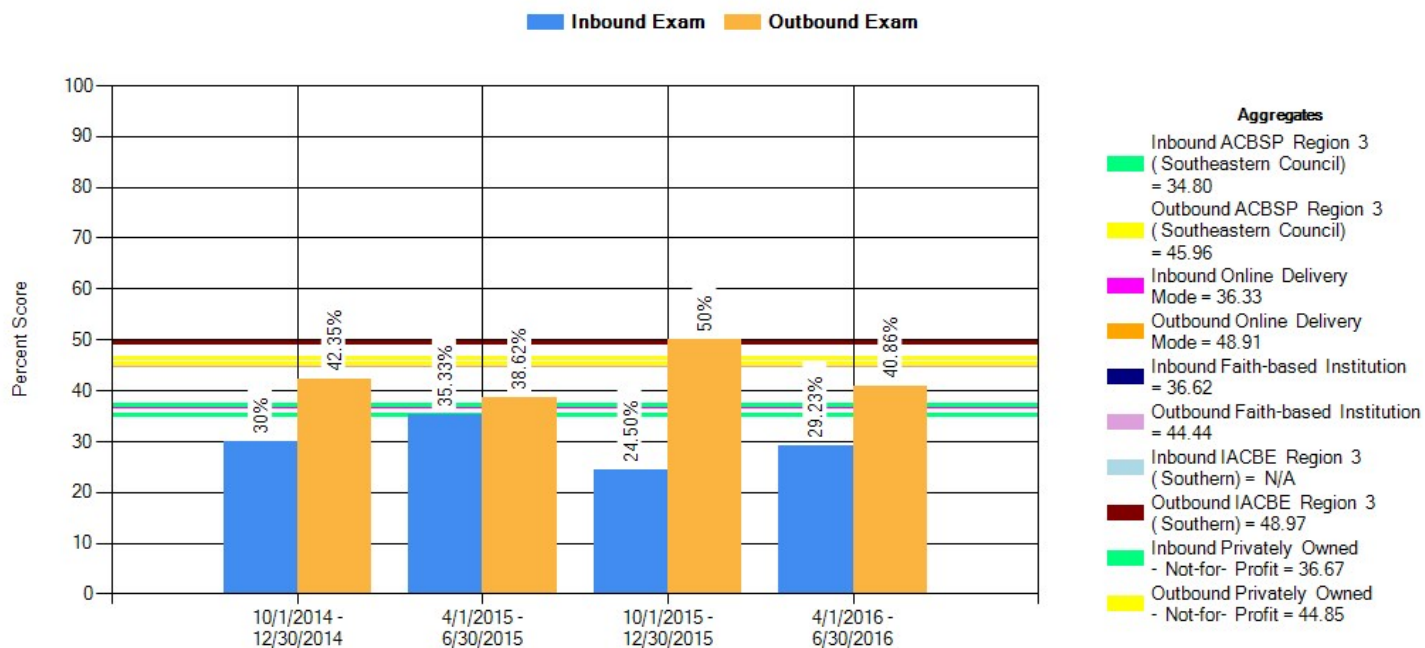
Longitudinal Comparison: **Economics: Microeconomics**



Longitudinal Comparison: Economics: Microeconomics

Date Range	Counts		Diff		% Change	
	Inbound	Outbound	Inbound	Outbound	Inbound	Outbound
10/1/2014 - 12/30/2014	1	17	-8.24		-13.73%	
4/1/2015 - 6/30/2015	15	29	18.48		51.34%	
10/1/2015 - 12/30/2015	20	22	29.55		118.18%	
4/1/2016 - 6/30/2016	13	35	22.33		63.11%	

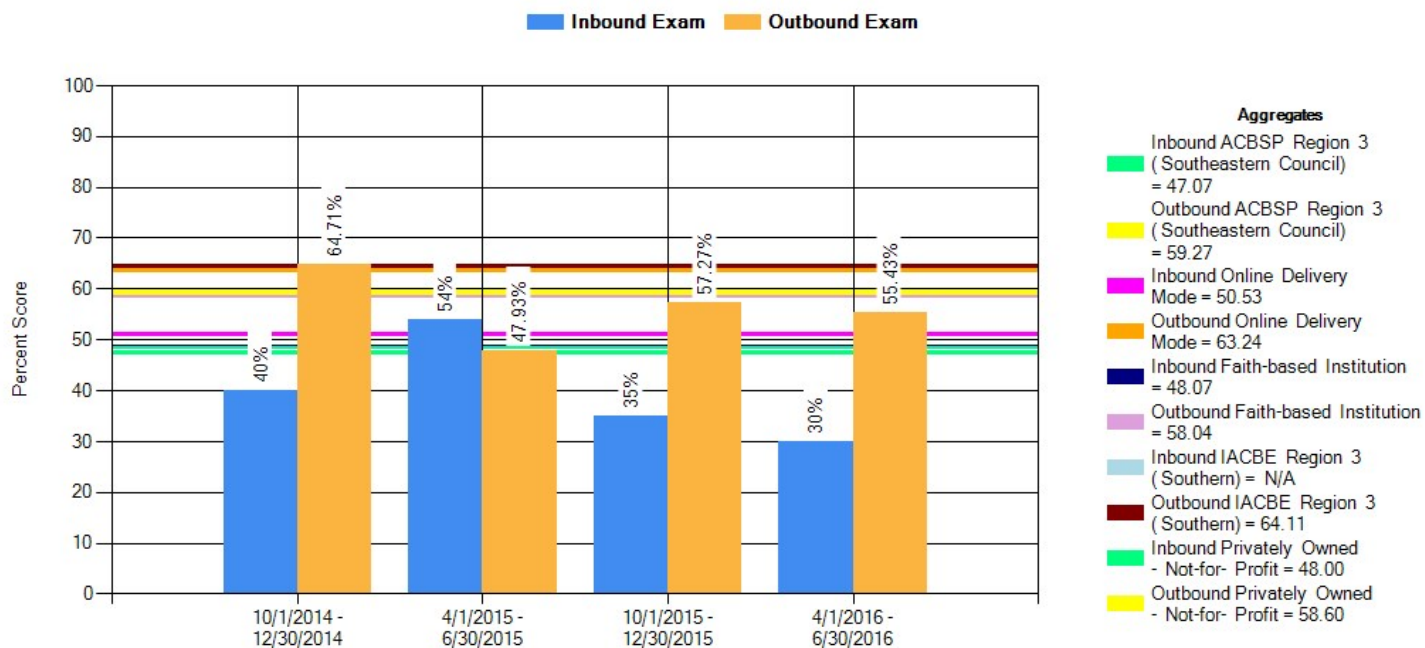
Longitudinal Comparison: **Global Dimensions of Business**



Longitudinal Comparison: Global Dimensions of Business

Date Range	Counts		Diff		% Change	
	Inbound	Outbound	Inbound	Outbound	Inbound	Outbound
10/1/2014 - 12/30/2014	1	17	12.35	41.18%		
4/1/2015 - 6/30/2015	15	29	3.29	9.30%		
10/1/2015 - 12/30/2015	20	22	25.50	104.08%		
4/1/2016 - 6/30/2016	13	35	11.63	39.77%		

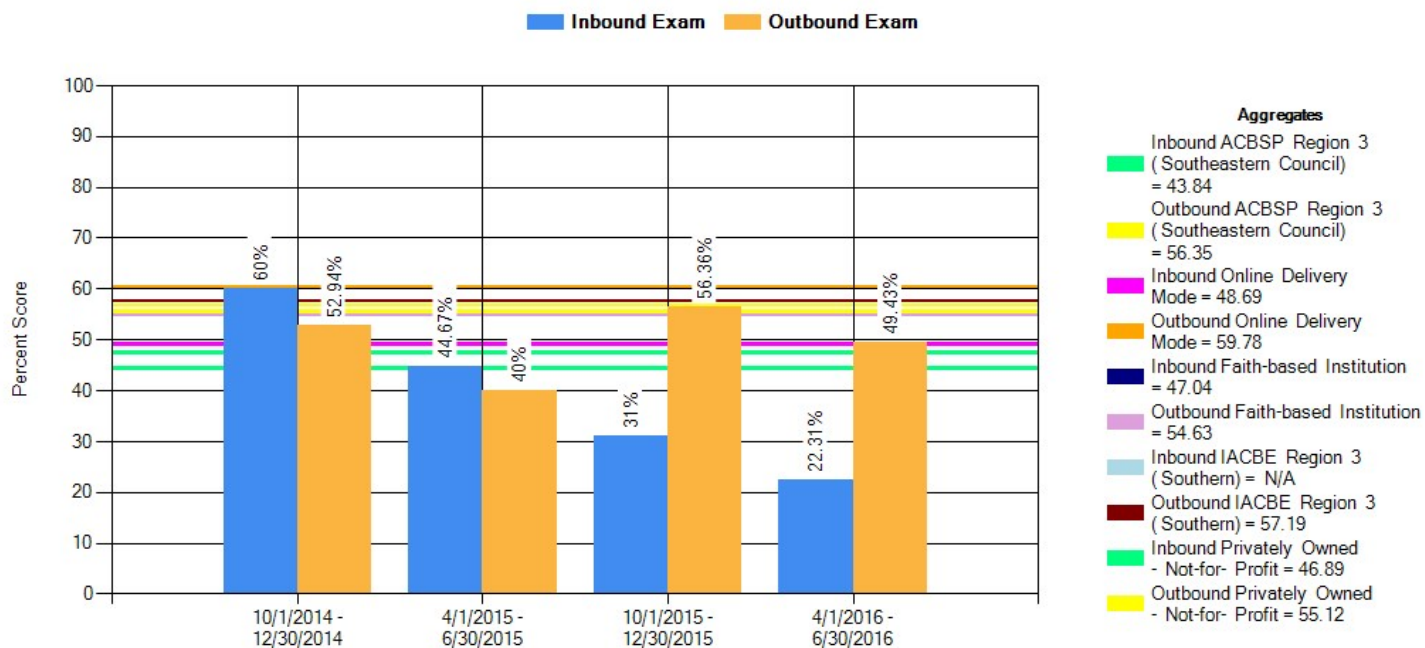
Longitudinal Comparison: **Information Management Systems**



Longitudinal Comparison: Information Management Systems

Date Range	Counts		Diff		% Change	
	Inbound	Outbound	Inbound	Outbound	Inbound	Outbound
10/1/2014 - 12/30/2014	1	17	24.71	61.76%		
4/1/2015 - 6/30/2015	15	29	-6.07	-11.24%		
10/1/2015 - 12/30/2015	20	22	22.27	63.64%		
4/1/2016 - 6/30/2016	13	35	25.43	84.76%		

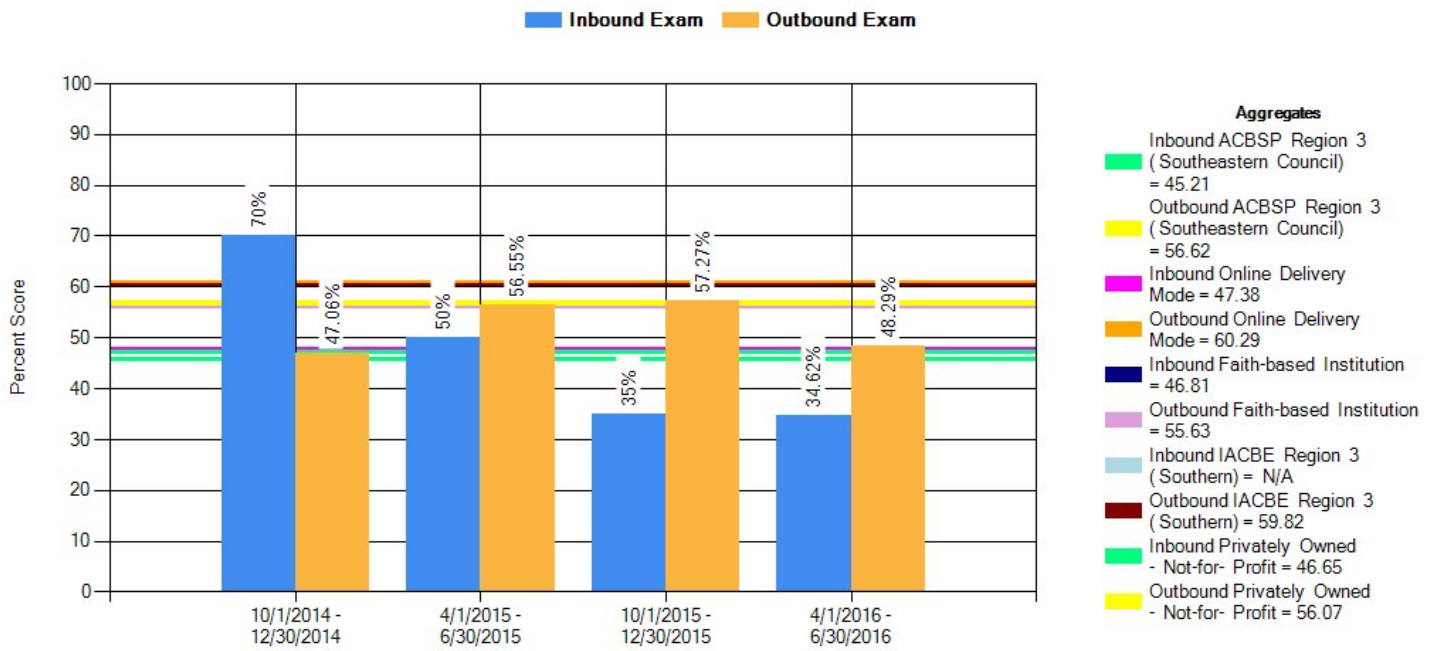
Longitudinal Comparison: **Legal Environment of Business**



Longitudinal Comparison: Legal Environment of Business

Date Range	Counts		Diff		% Change	
	Inbound	Outbound	Inbound	Outbound	Inbound	Outbound
10/1/2014 - 12/30/2014	1	17	-7.06	-	-11.76%	-
4/1/2015 - 6/30/2015	15	29	-4.67	-	-10.45%	-
10/1/2015 - 12/30/2015	20	22	25.36	-	81.82%	-
4/1/2016 - 6/30/2016	13	35	27.12	-	121.58%	-

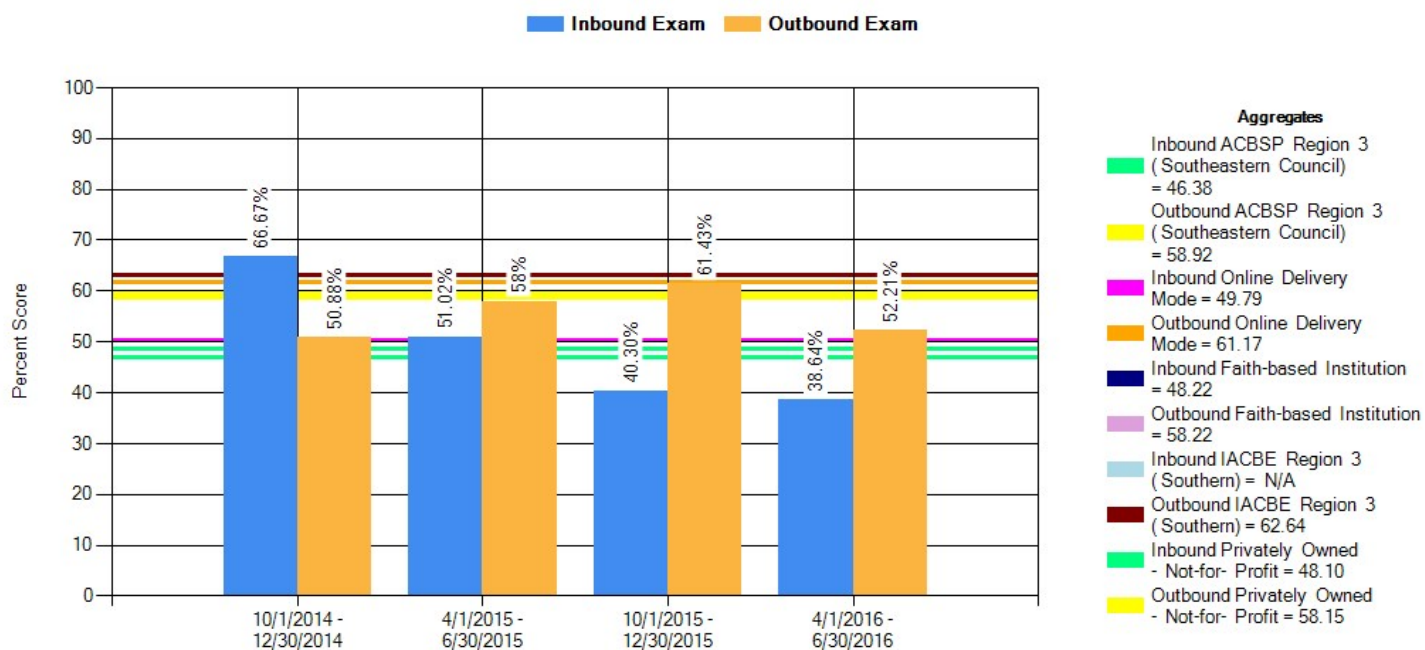
Longitudinal Comparison: **Management**



Longitudinal Comparison: Management

Date Range	Counts		Diff		% Change	
	Inbound	Outbound	Inbound	Outbound	Inbound	Outbound
10/1/2014 - 12/30/2014	1	17	-22.94	-32.77%		
4/1/2015 - 6/30/2015	15	29	6.55	13.10%		
10/1/2015 - 12/30/2015	20	22	22.27	63.64%		
4/1/2016 - 6/30/2016	13	35	13.67	39.49%		

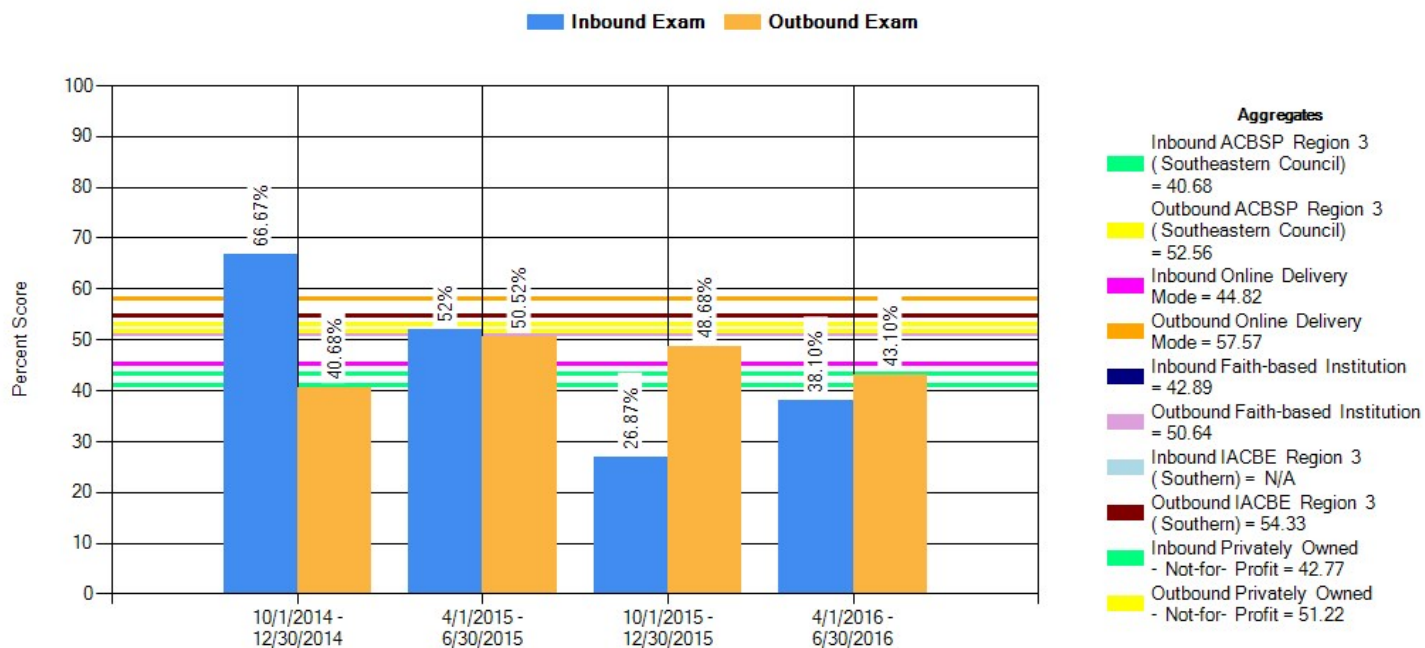
Longitudinal Comparison: Management: Human Resource Management



Longitudinal Comparison: Management: Human Resource Management

Date Range	Counts		Diff	% Change
	Inbound	Outbound		
10/1/2014 - 12/30/2014	1	17	-15.79	-23.68%
4/1/2015 - 6/30/2015	15	29	6.98	13.68%
10/1/2015 - 12/30/2015	20	22	21.13	52.43%
4/1/2016 - 6/30/2016	13	35	13.58	35.14%

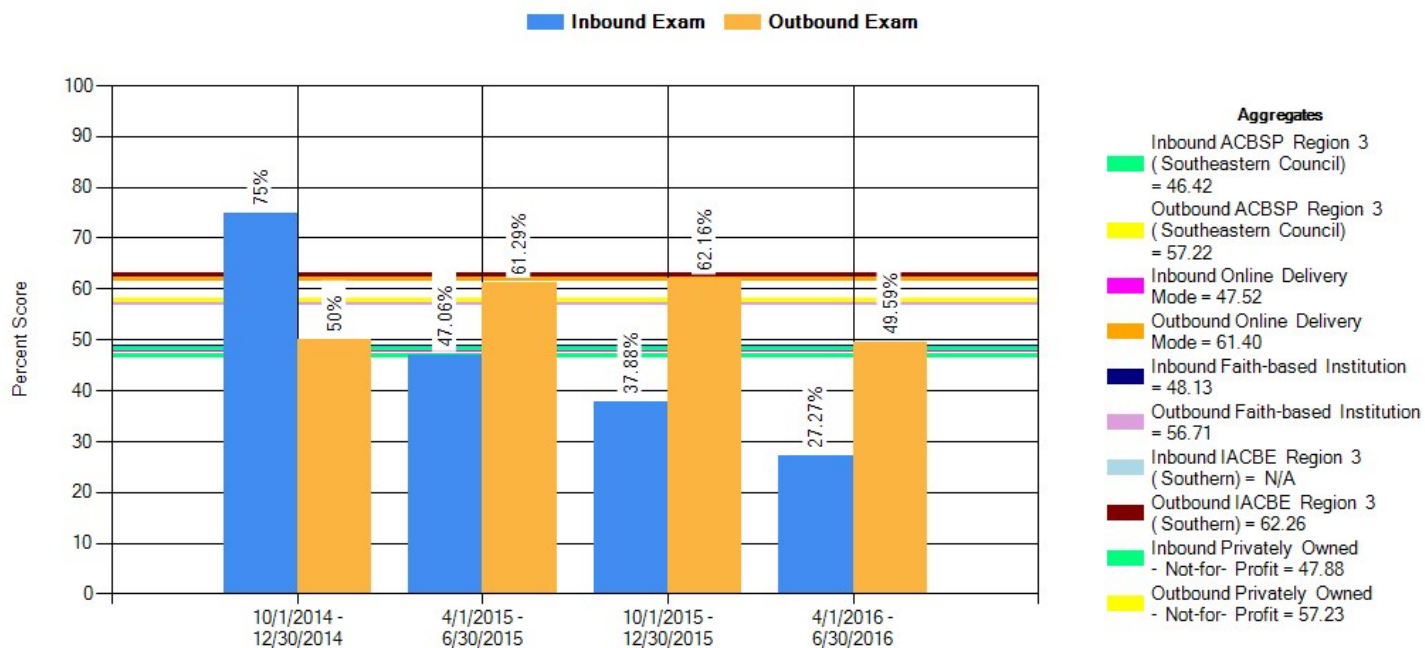
Longitudinal Comparison: Management: Operations/Production Management



Longitudinal Comparison: Management: Operations/Production Management

Date Range	Counts		Diff	% Change
	Inbound	Outbound		
10/1/2014 - 12/30/2014	1	17	-25.99	-38.98%
4/1/2015 - 6/30/2015	15	29	-1.48	-2.85%
10/1/2015 - 12/30/2015	20	22	21.82	81.21%
4/1/2016 - 6/30/2016	13	35	5.01	13.15%

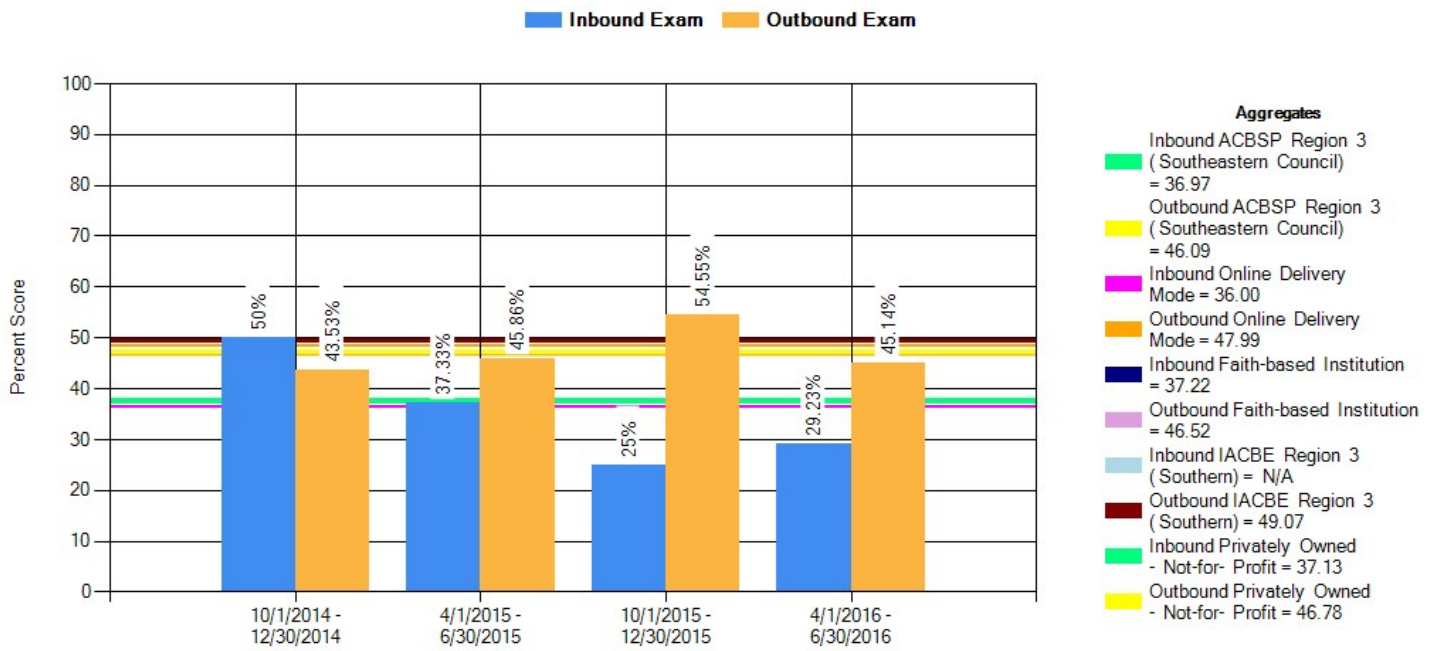
Longitudinal Comparison: **Management: Organizational Behavior**



Longitudinal Comparison: Management: Organizational Behavior

Date Range	Counts		Diff	% Change
	Inbound	Outbound		
10/1/2014 - 12/30/2014	1	17	-25.00	-33.33%
4/1/2015 - 6/30/2015	15	29	14.23	30.24%
10/1/2015 - 12/30/2015	20	22	24.28	64.11%
4/1/2016 - 6/30/2016	13	35	22.31	81.82%

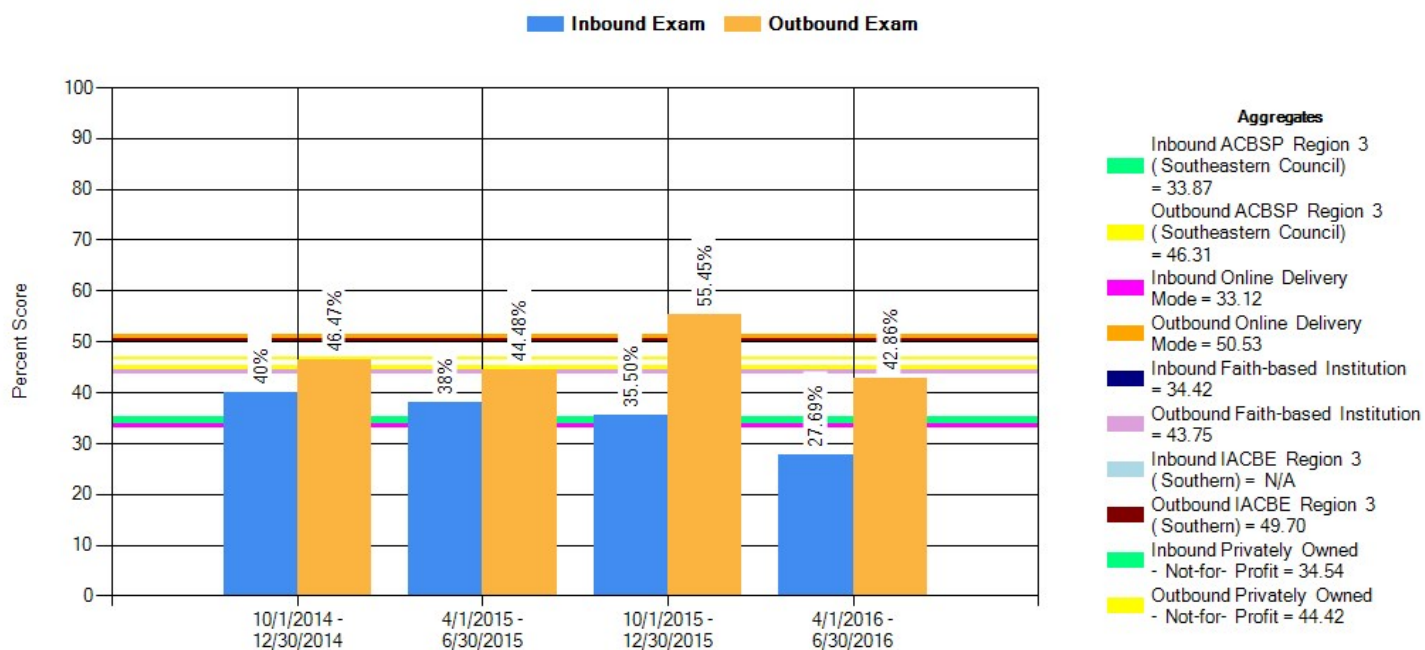
Longitudinal Comparison: **Marketing**



Longitudinal Comparison: Marketing

Date Range	Counts		Diff		% Change	
	Inbound	Outbound	Inbound	Outbound	Inbound	Outbound
10/1/2014 - 12/30/2014	1	17	-6.47	-	-12.94%	-
4/1/2015 - 6/30/2015	15	29	8.53	12.00	22.84%	69.41%
10/1/2015 - 12/30/2015	20	22	29.55	-6.47	118.18%	-12.94%
4/1/2016 - 6/30/2016	13	35	15.91	12.00	54.44%	69.41%

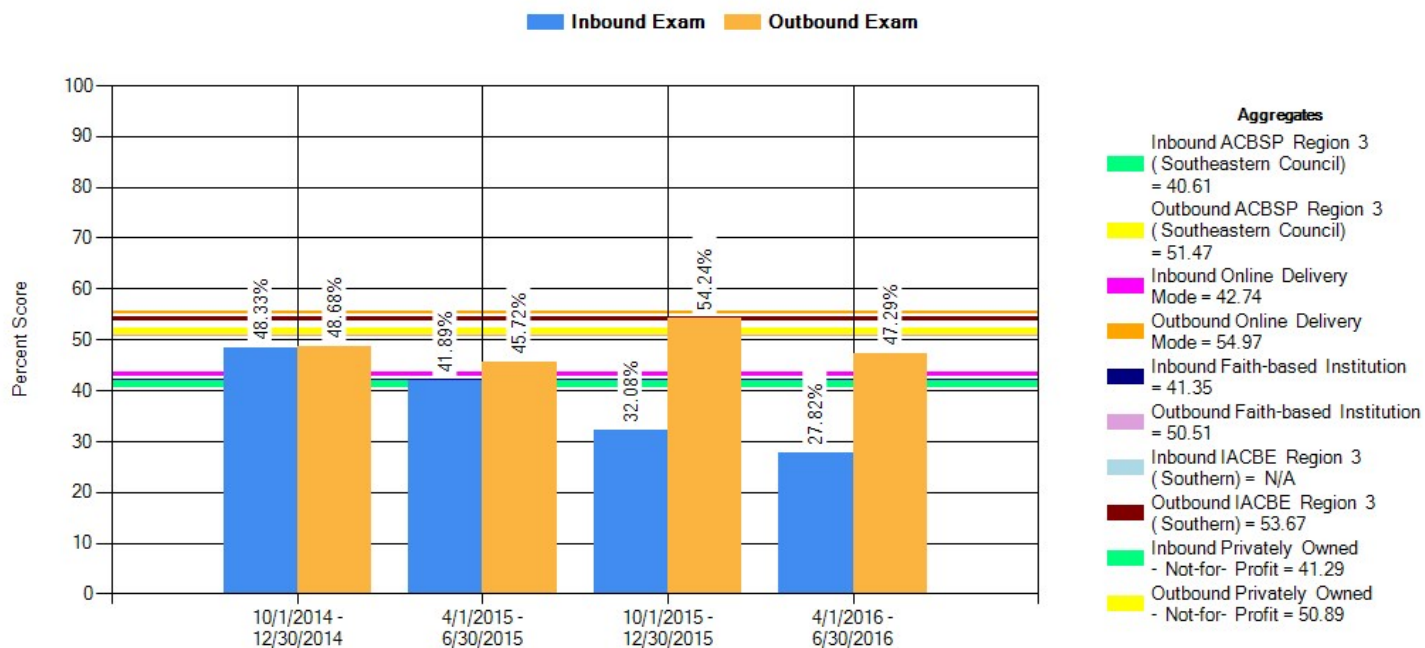
Longitudinal Comparison: Quantitative Research Techniques and Statistics



Longitudinal Comparison: Quantitative Research Techniques and Statistics

Date Range	Counts		Diff		% Change	
	Inbound	Outbound	Inbound	Outbound	Inbound	Outbound
10/1/2014 - 12/30/2014	1	17	6.47		16.18%	
4/1/2015 - 6/30/2015	15	29	6.48		17.06%	
10/1/2015 - 12/30/2015	20	22	19.95		56.21%	
4/1/2016 - 6/30/2016	13	35	15.16		54.76%	

Longitudinal Comparison: **Total**



Longitudinal Comparison: **Total**

Date Range	Counts		Diff		% Change	
	Inbound	Outbound	Inbound	Outbound	Inbound	Outbound
10/1/2014 - 12/30/2014	1	17	0.35		0.72%	
4/1/2015 - 6/30/2015	15	29	3.83		9.14%	
10/1/2015 - 12/30/2015	20	22	22.16		69.08%	
4/1/2016 - 6/30/2016	13	35	19.47		69.99%	

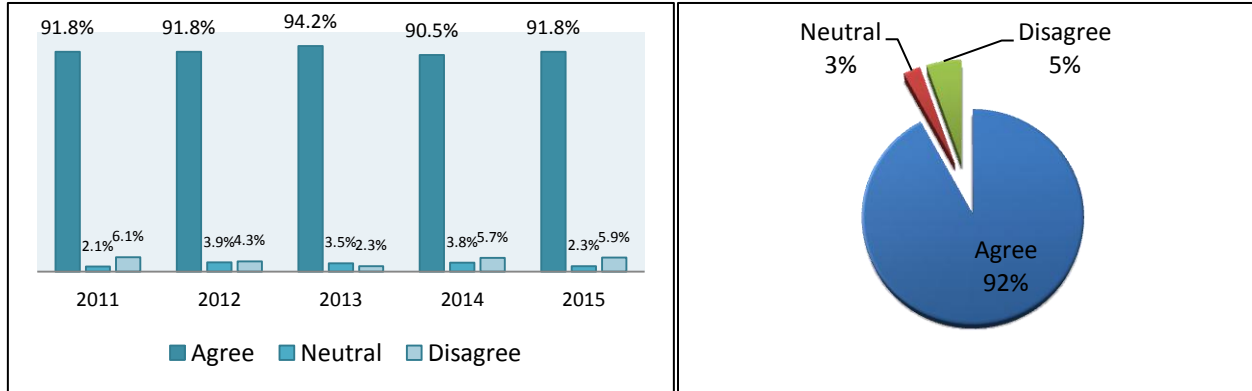
Godbold School of Business

Assessment Outcomes

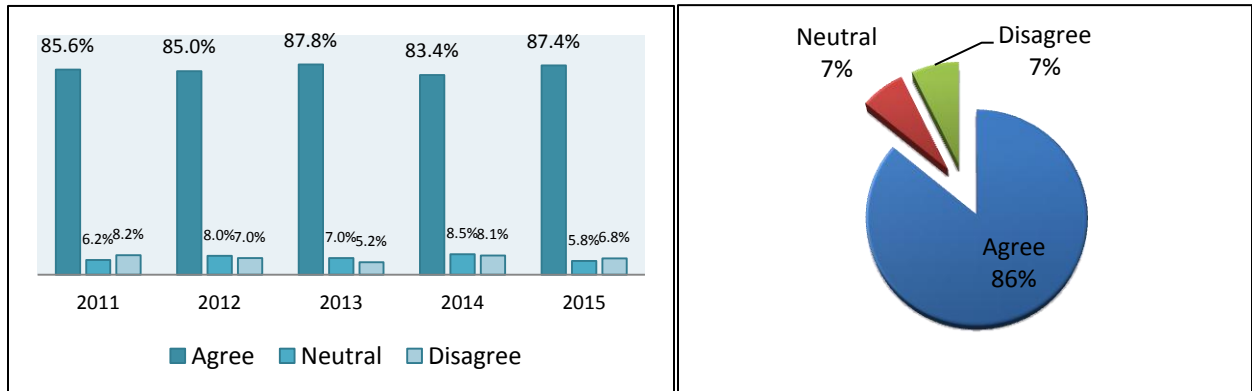
APPENDIX 3: STUDENT AND STAKEHOLDER SATISFACTION SURVEY RESULTS

1. School of Business Student Satisfaction Survey Results Summary by Sample Period

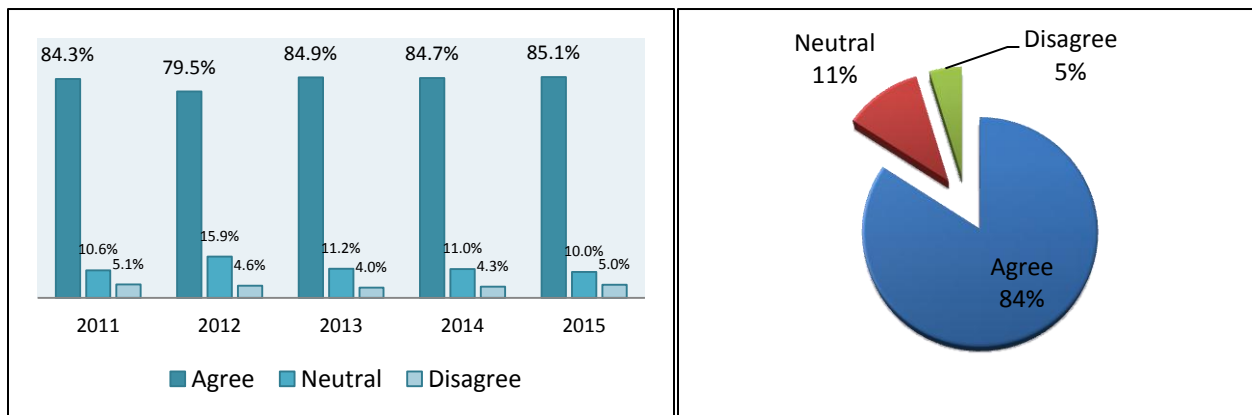
Curriculum Satisfied?



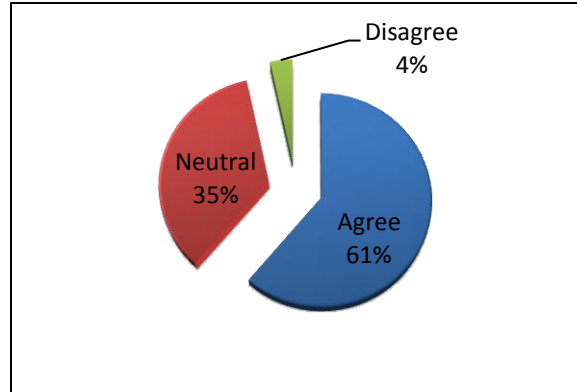
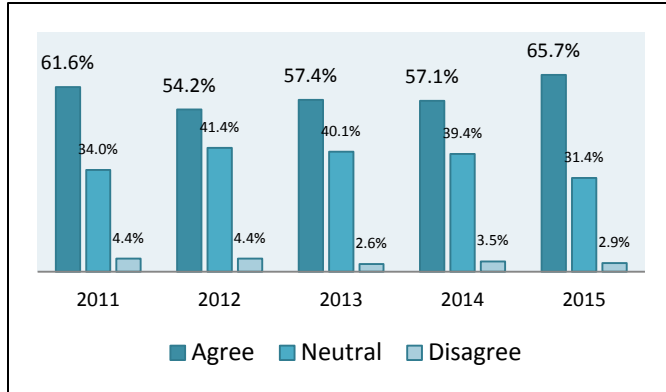
Quality of Teaching and Advising Satisfied?



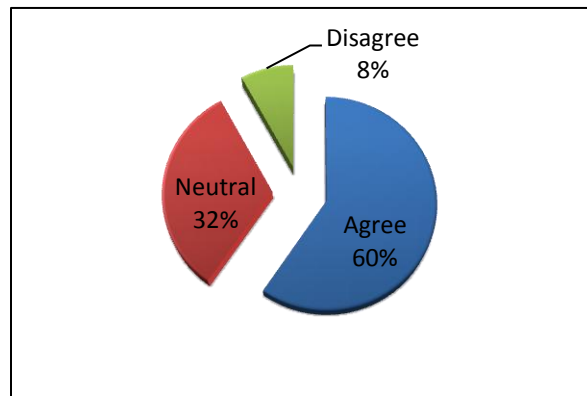
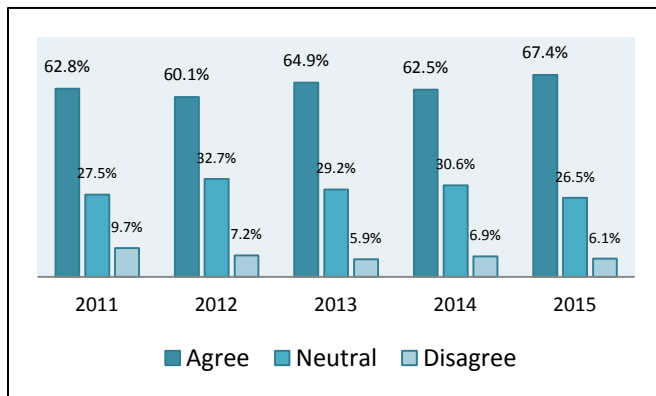
Technology, Library and Academic Services Satisfied?



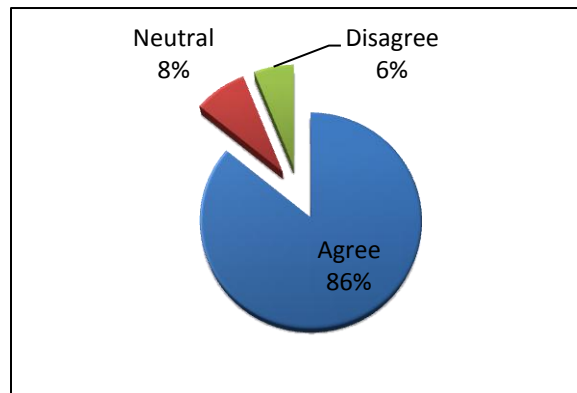
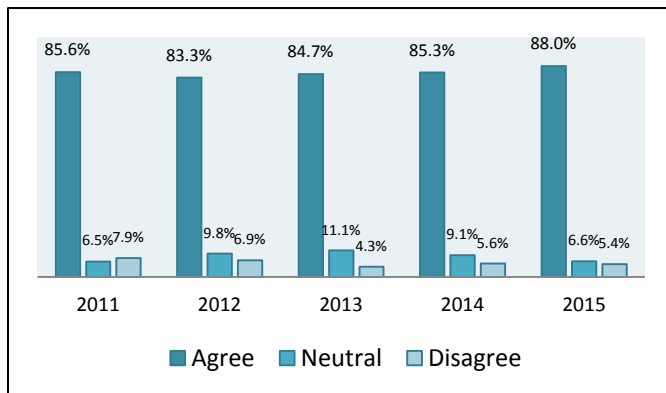
Quality of Teaching in Business Fields Satisfied?



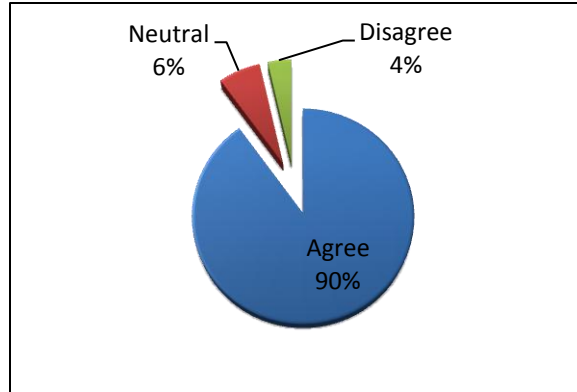
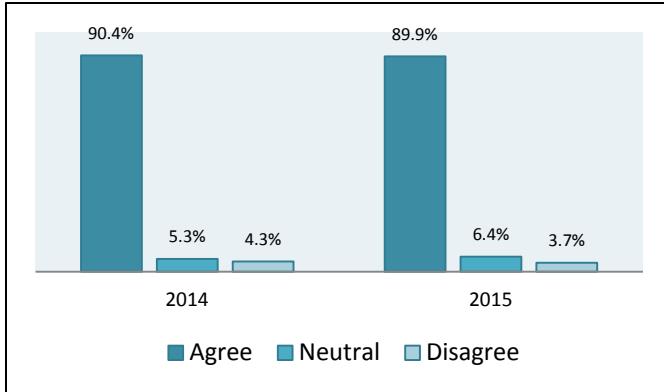
Accessibility, Responsiveness and Services Satisfied?



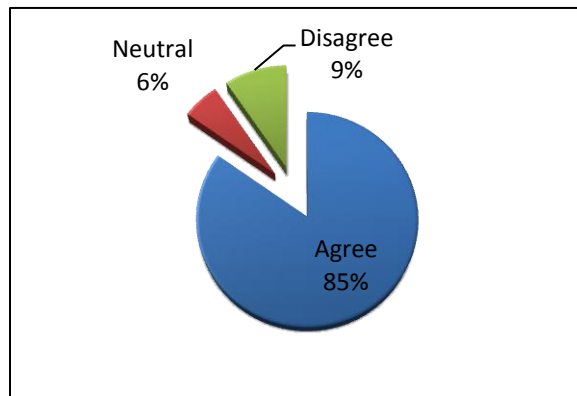
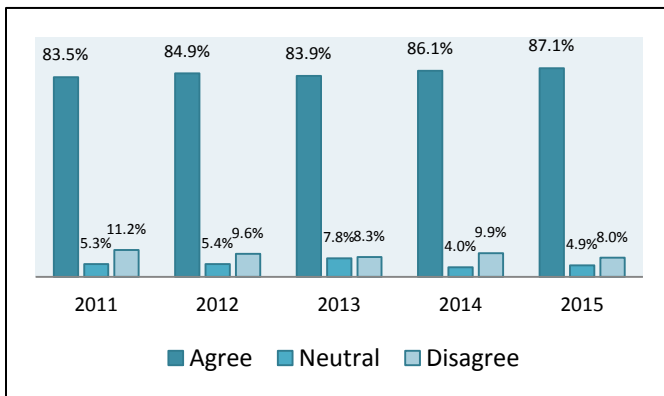
Enhanced Skills Satisfied?



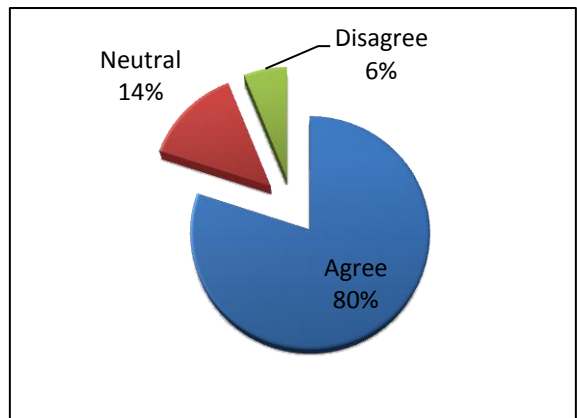
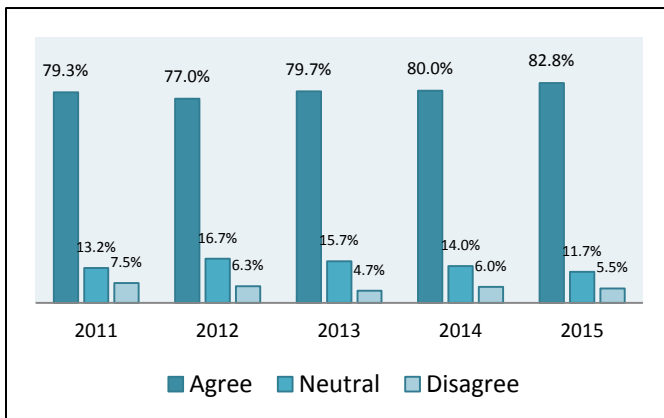
Curriculum Increased Knowledge?



Overall Quality of the Program Satisfied?

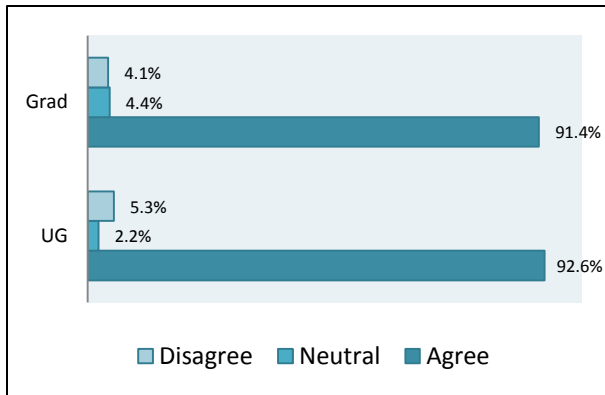


Average Level of Satisfaction by Sample Period

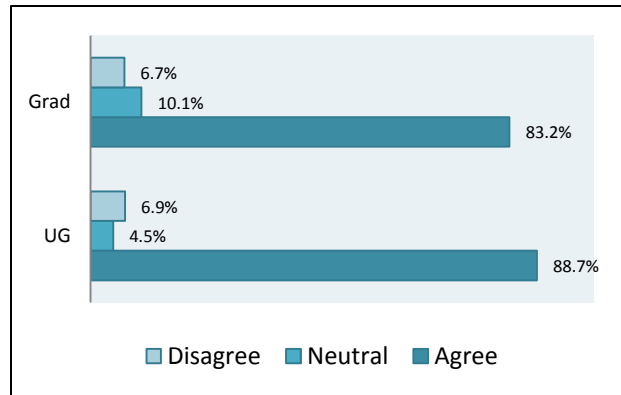


2. School of Business Student Satisfaction Survey Results Summary by Academic Program

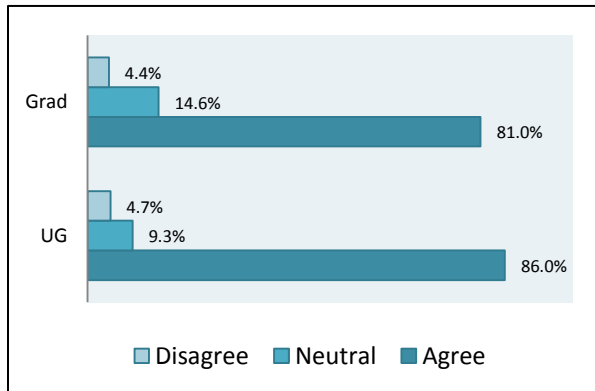
Curriculum Satisfied?



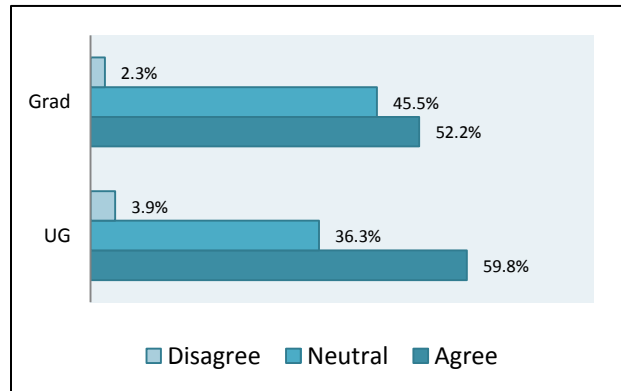
Quality of Teaching and Advising Satisfied?



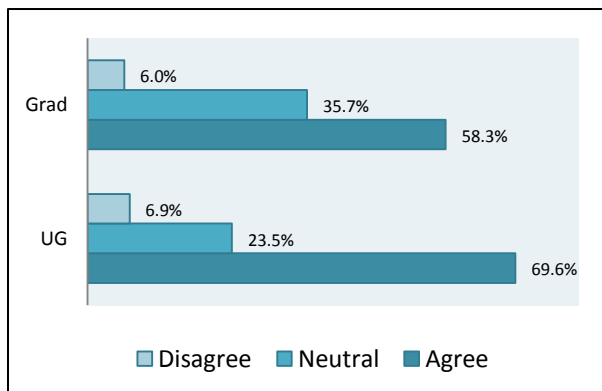
Technology, Library and Academic Services Satisfied?



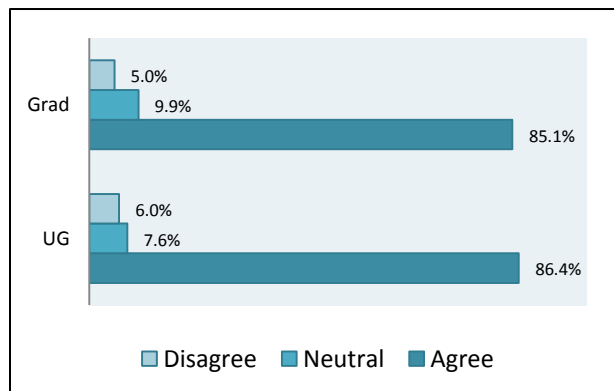
Quality of Teaching in Business Fields Satisfied?



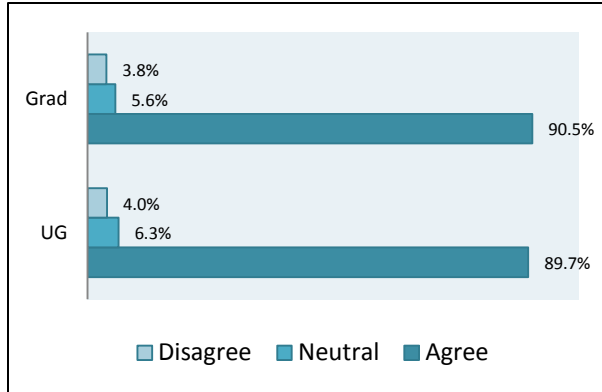
Accessibility, Responsiveness and Services Satisfied?



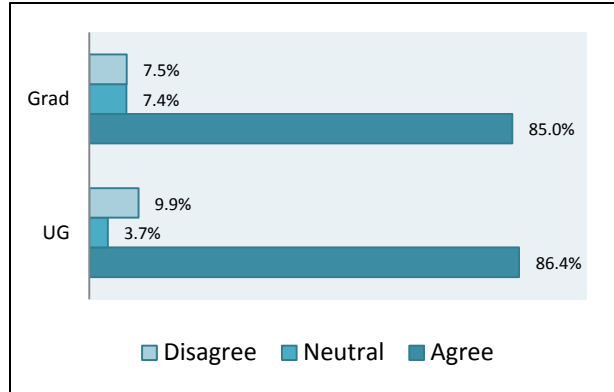
Enhanced Skills Satisfied?



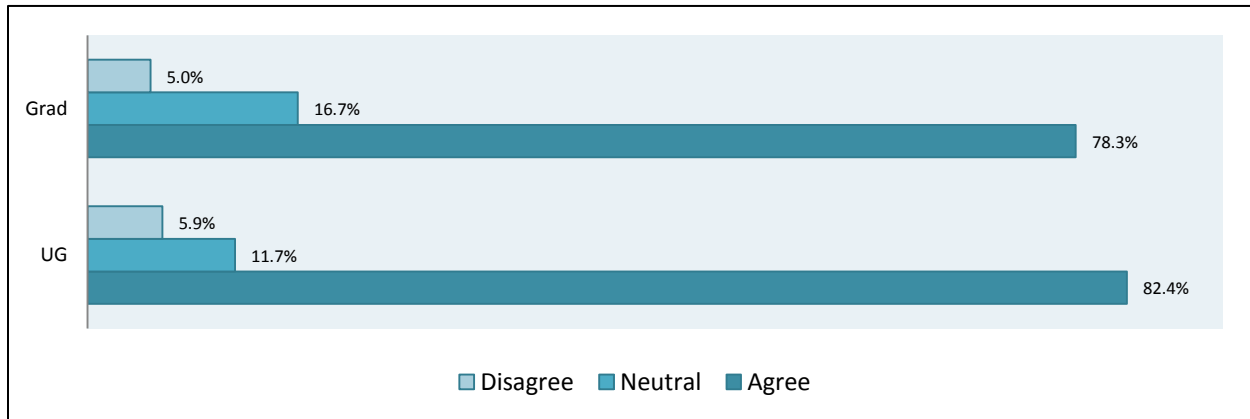
Curriculum Increased Knowledge?



Overall Quality of the Program Satisfied?

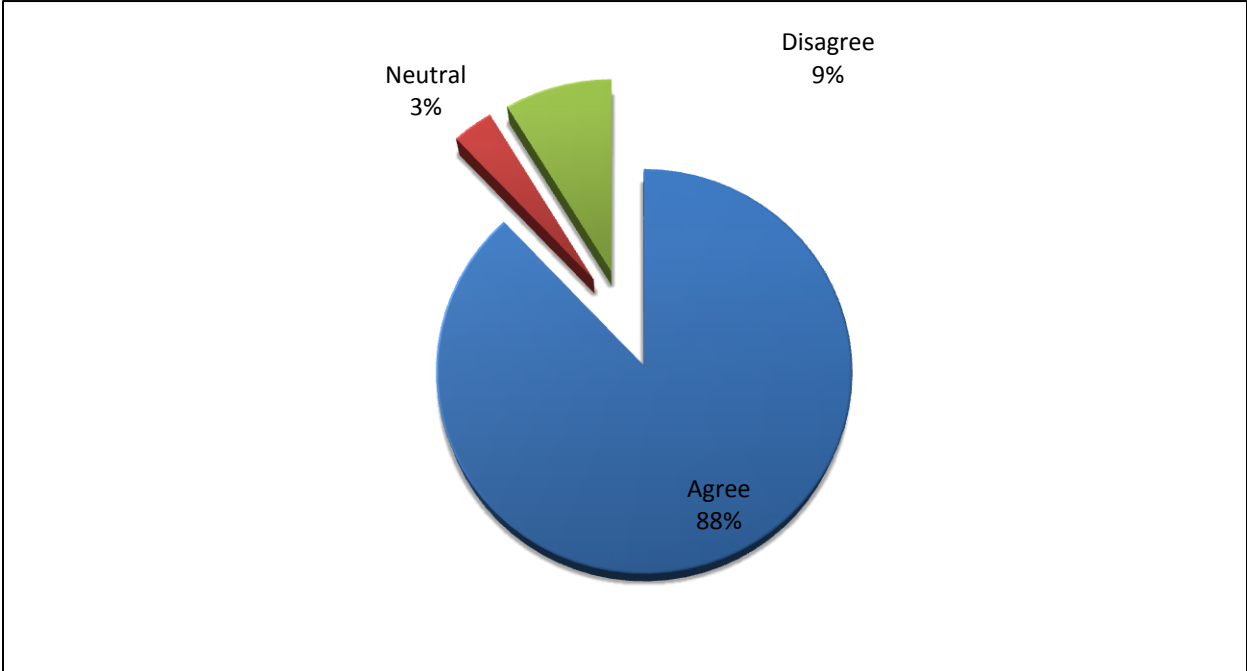
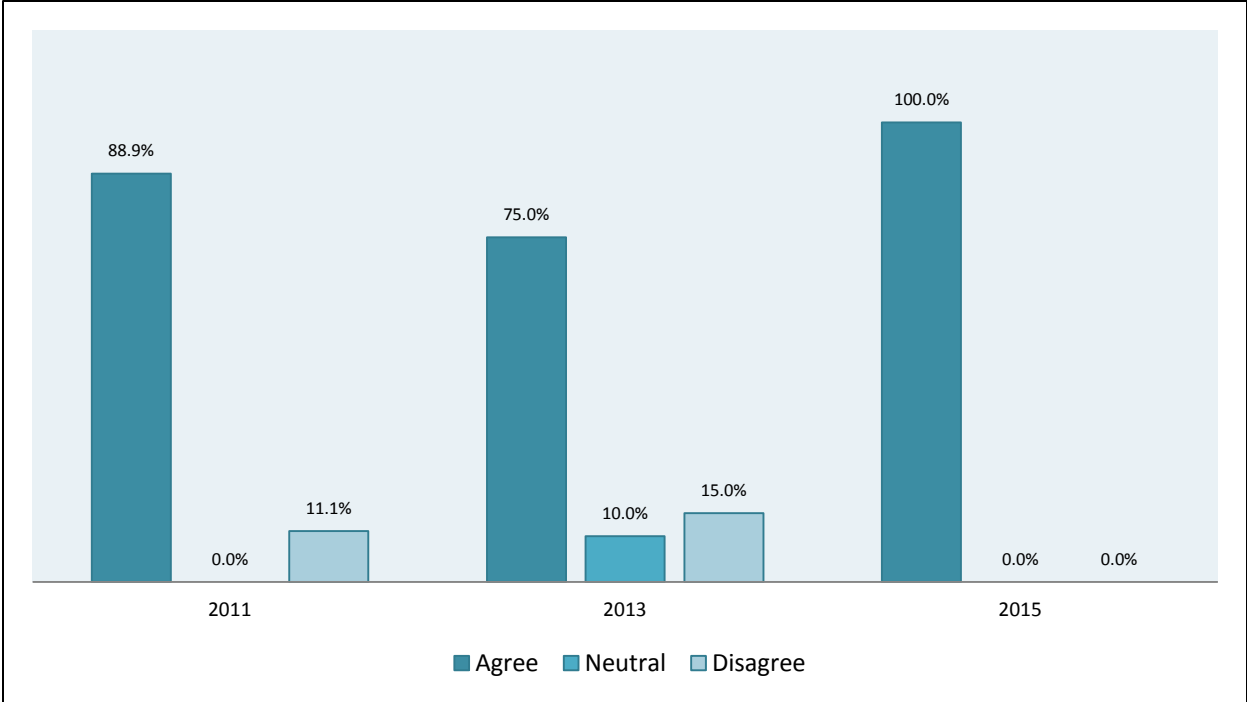


Average Satisfaction Level by Academic Program



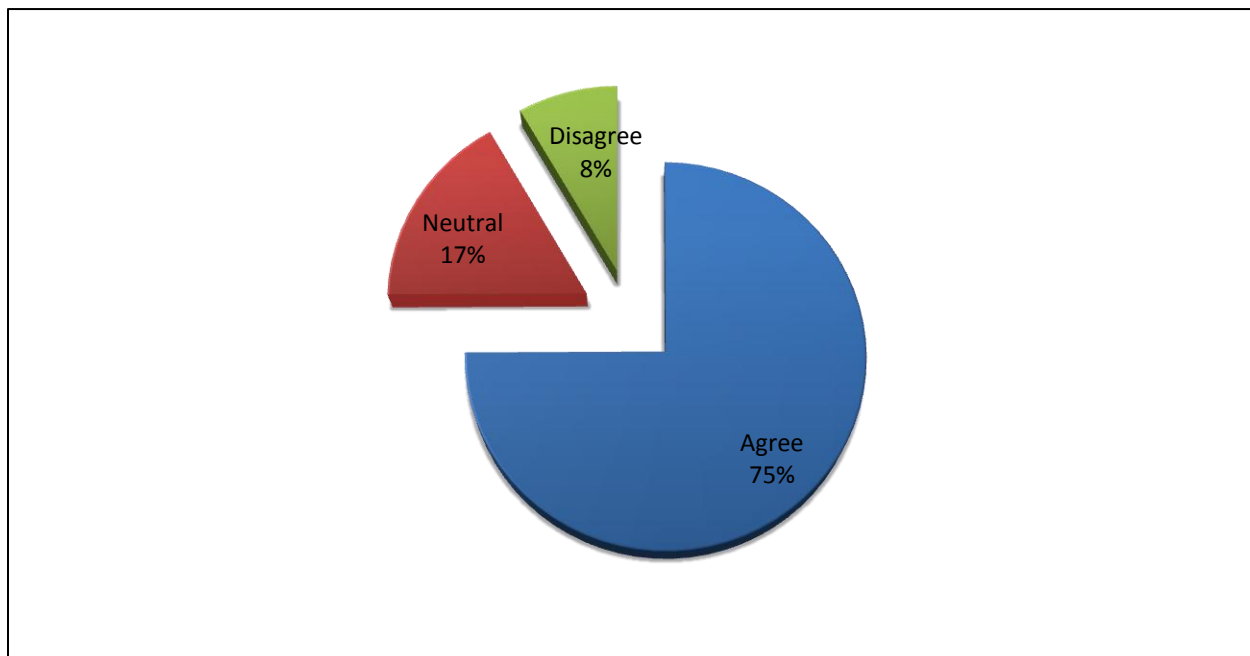
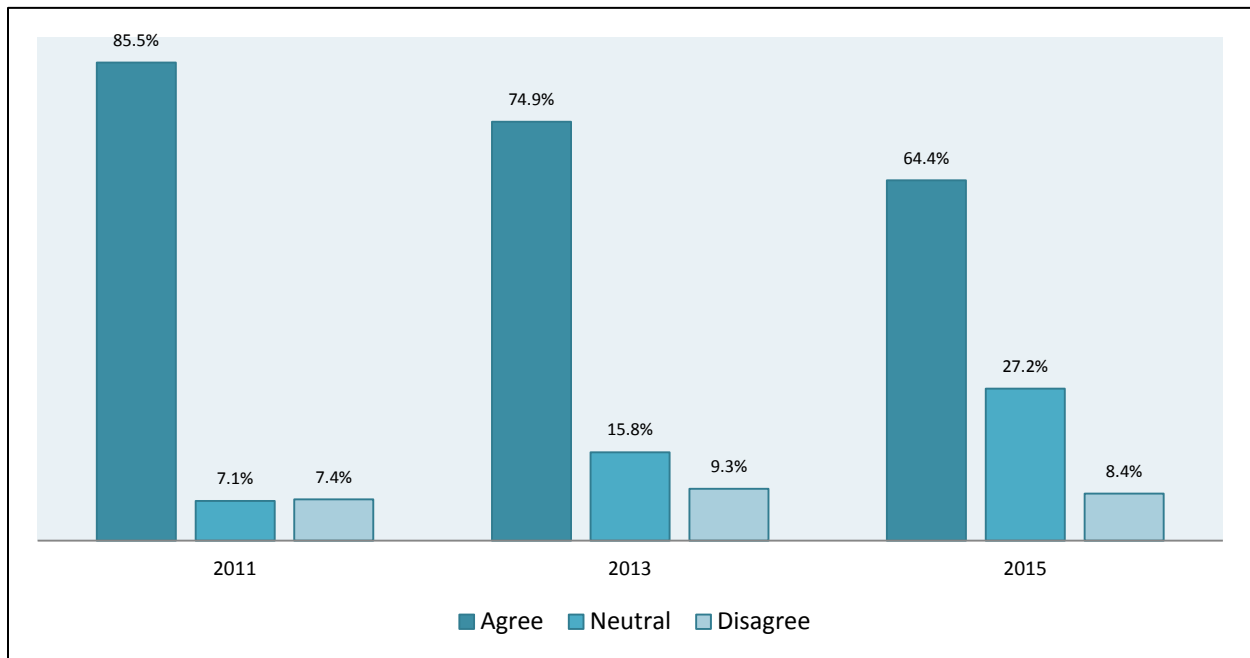
3. Senior Graduate Business Student Satisfaction Survey Results Summary

Graduate School of Business Education Satisfied?



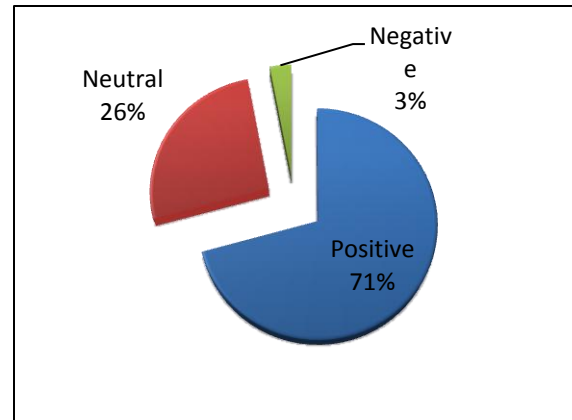
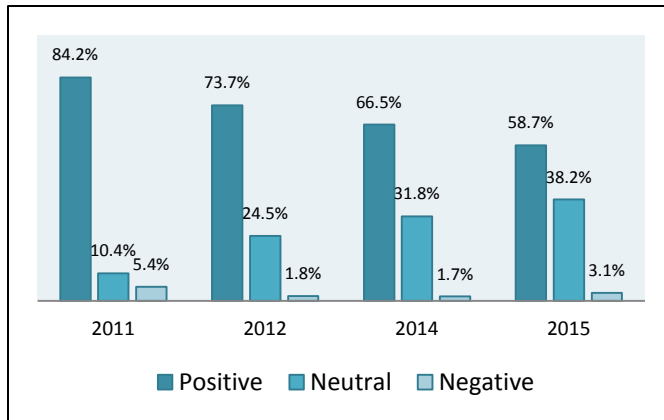
4. Senior Undergraduate Business Student Satisfaction Survey Results Summary

Undergraduate School of Business Education Satisfied?

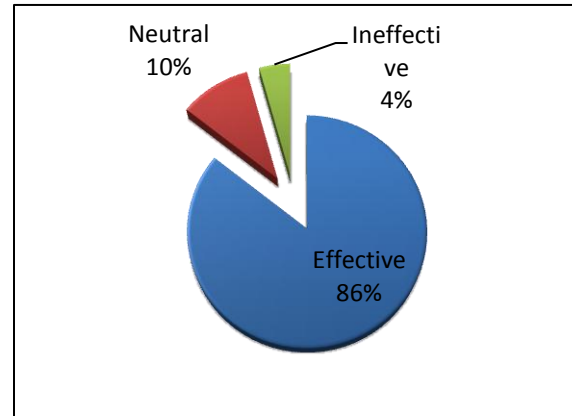
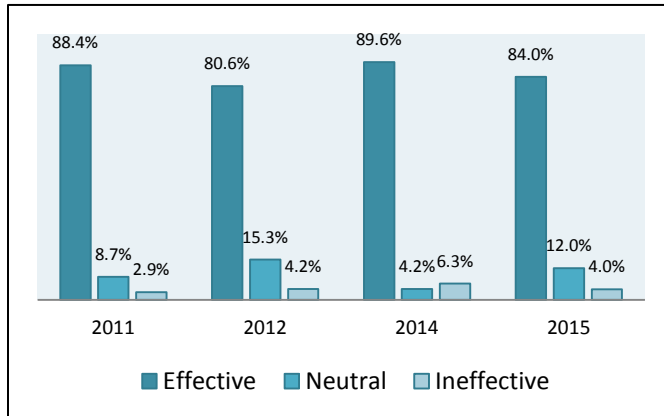


5. Current Graduate Business Student Assessment Survey Results Summary

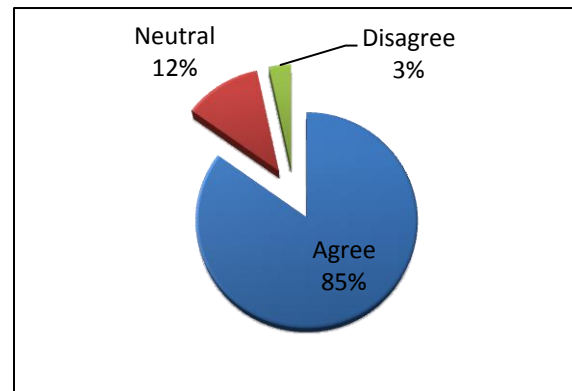
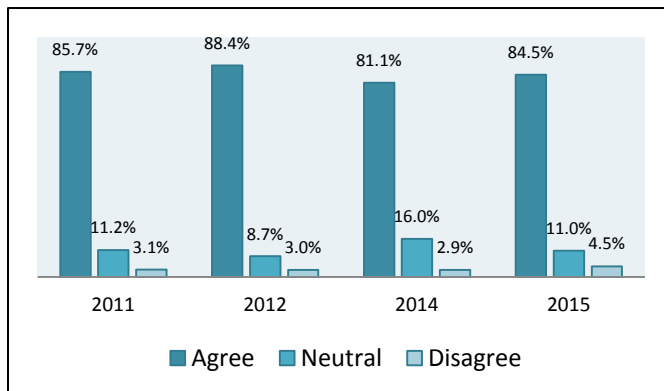
Quality of Initially Provided Information at Admission Satisfied?



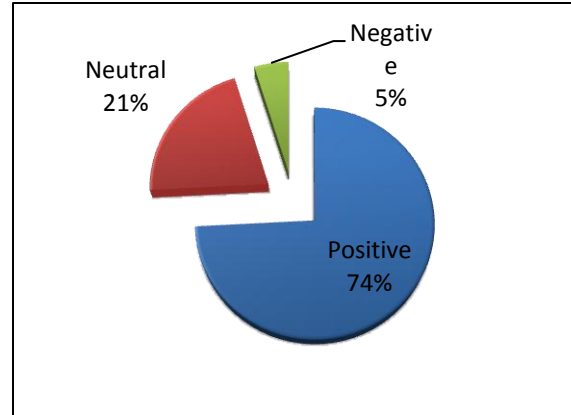
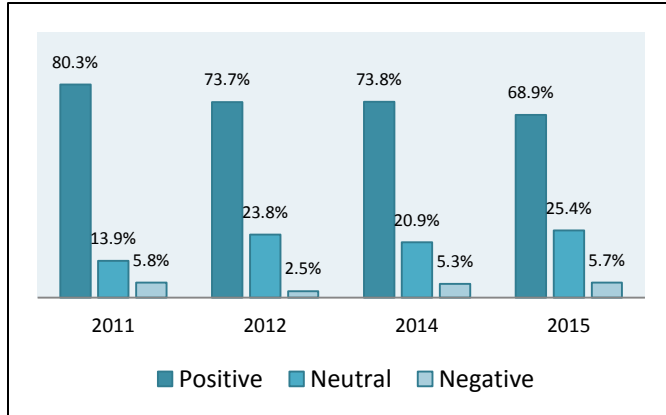
Rate the program with respect to the School's mission.



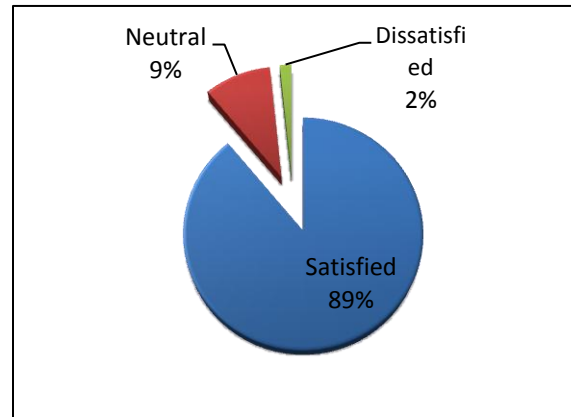
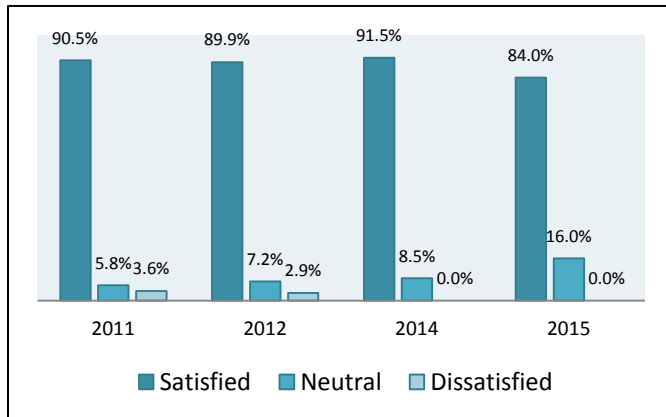
Graduate Business Curriculum Satisfied?



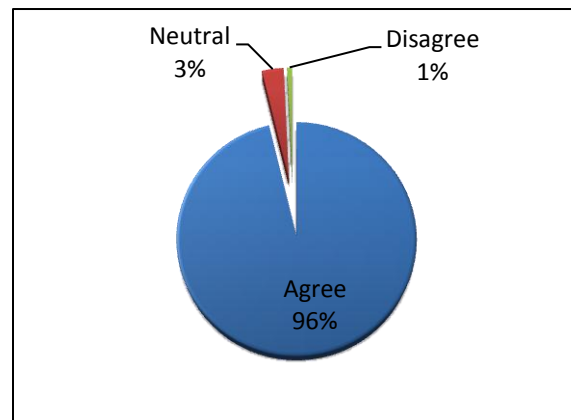
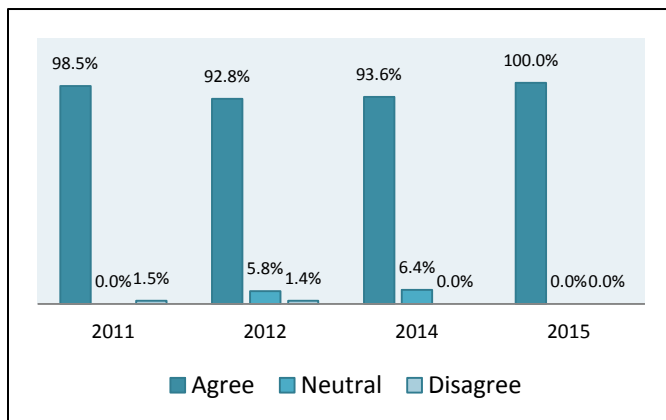
Quality and availability of student support services Satisfied?



Overall satisfaction with the GWU Graduate School of Business programs

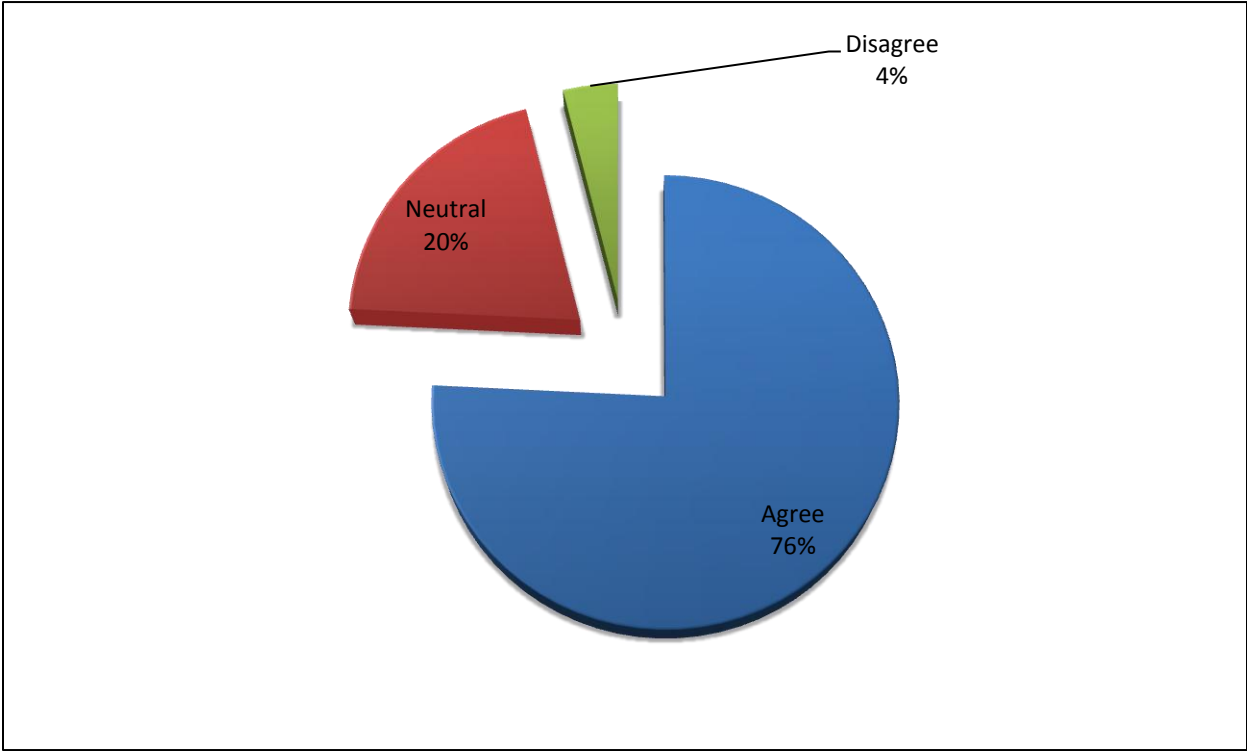
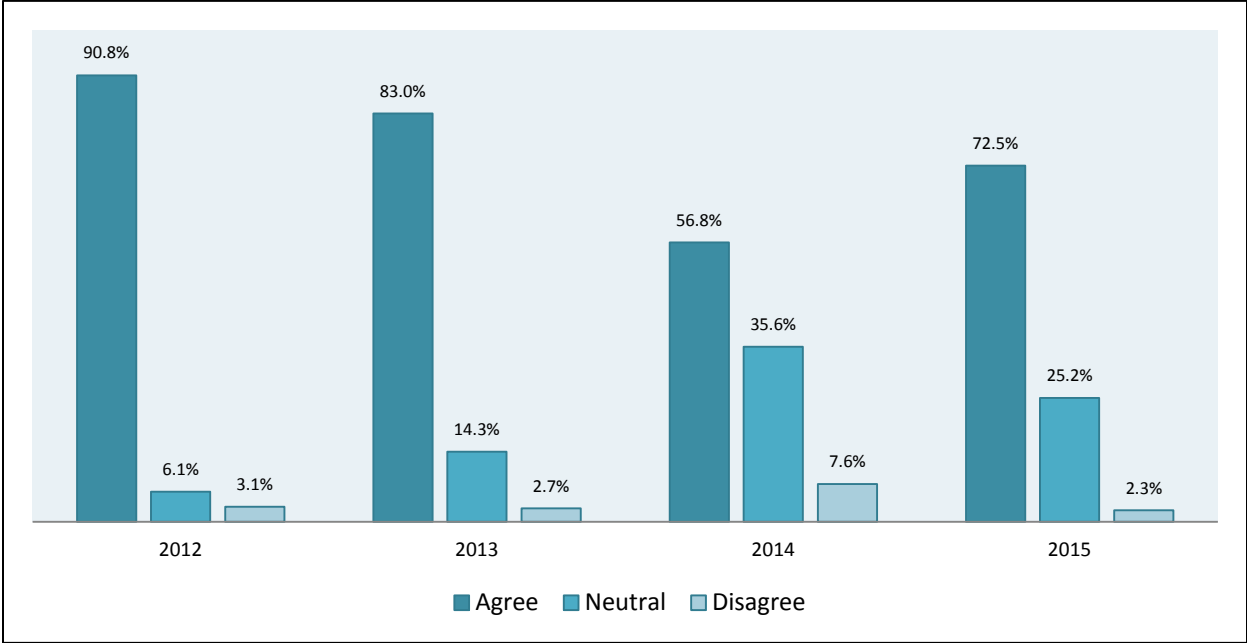


Would you recommend GWU to co-workers, family or friends?



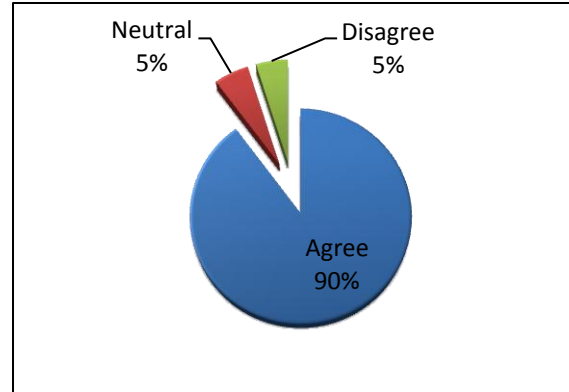
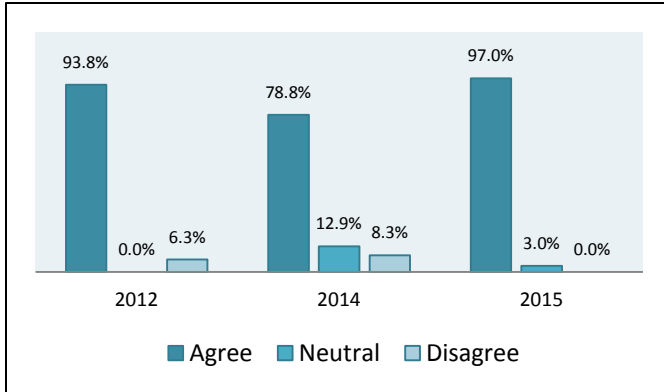
6. Alumni Satisfaction Survey Results Summary

School of Business Education Satisfied?

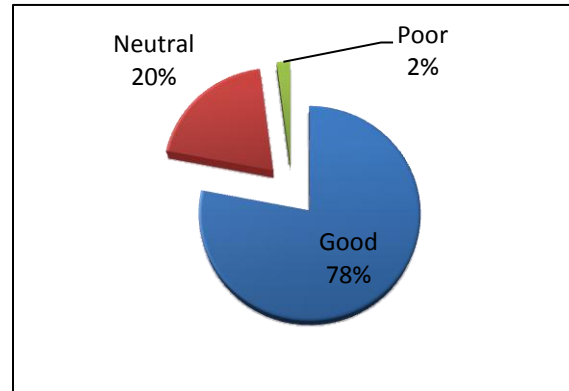
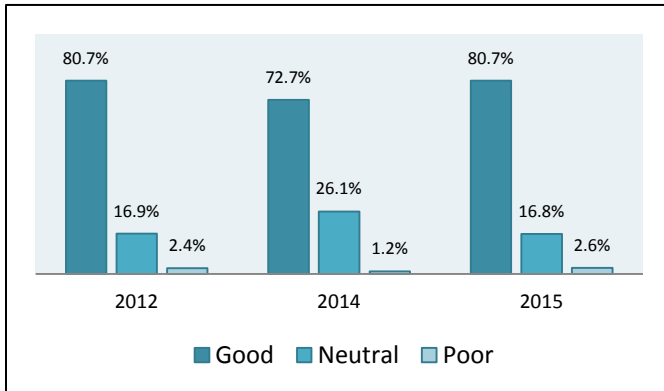


7. Employer Satisfaction Survey Results Summary

Overall Performance of the School of Business Graduates Satisfied?

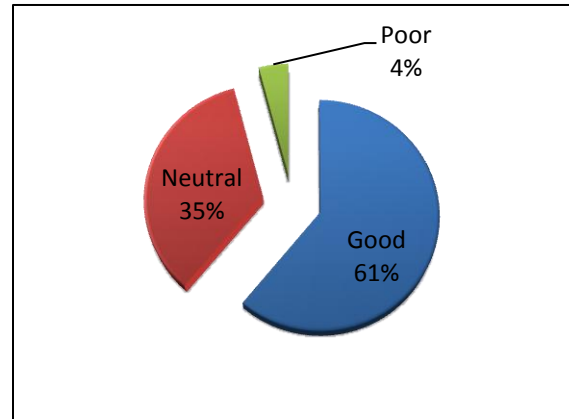
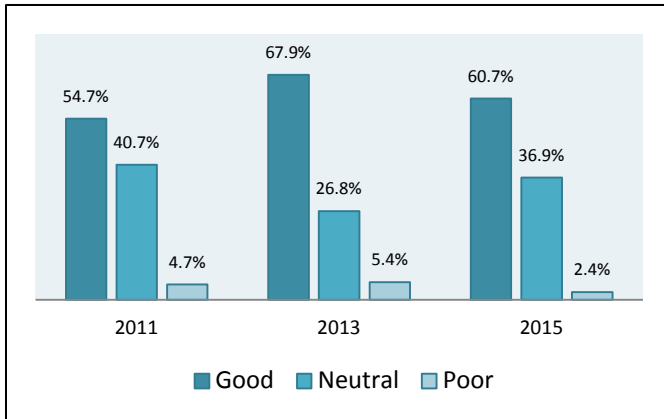


Skills and/or Abilities of the School of Business Graduates Satisfied?

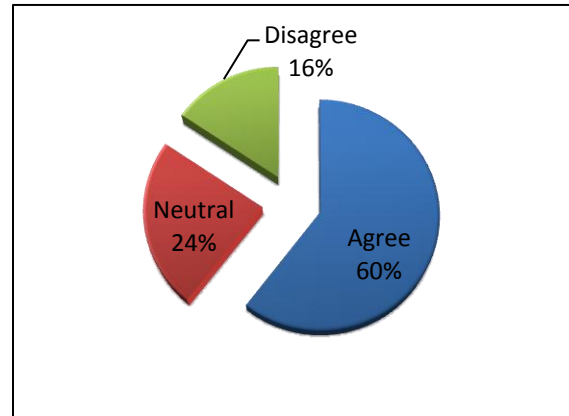
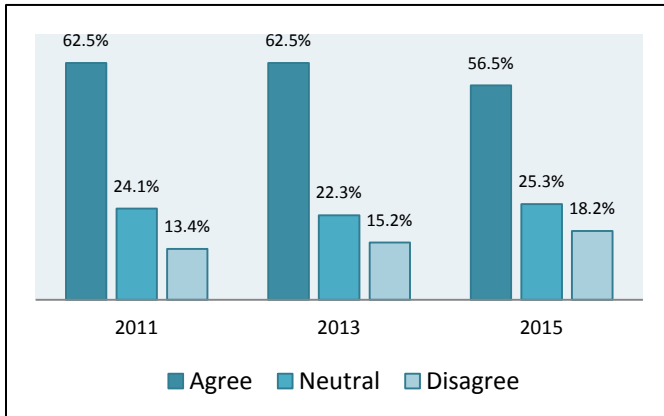


8. Faculty Evaluation of Educational Space and Resources Survey Results Summary

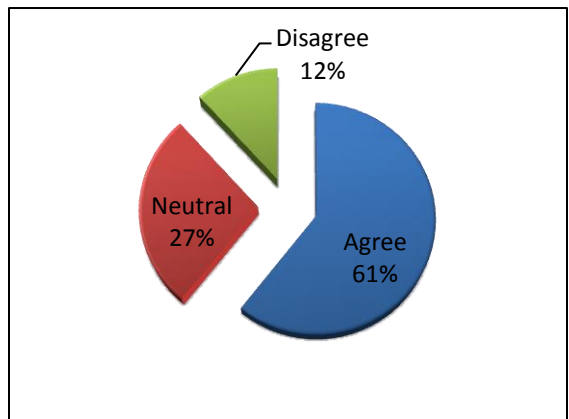
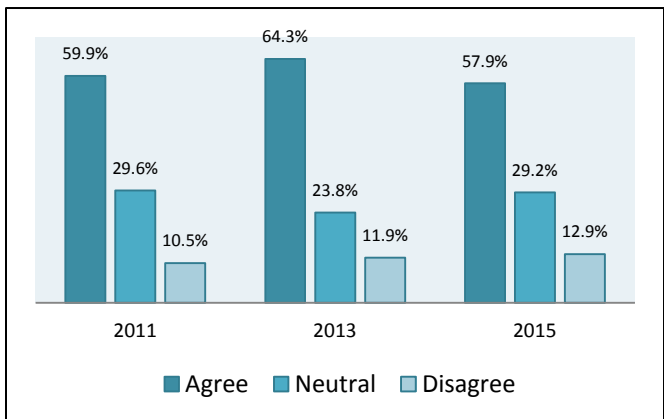
Educational Space Satisfied?



Services and Support Resources Satisfied?



Average Satisfaction Level



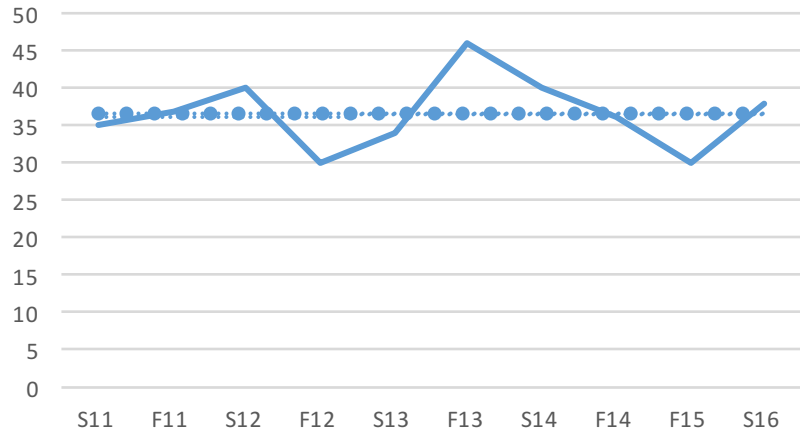
Major Field Tests in Business

MFT-B

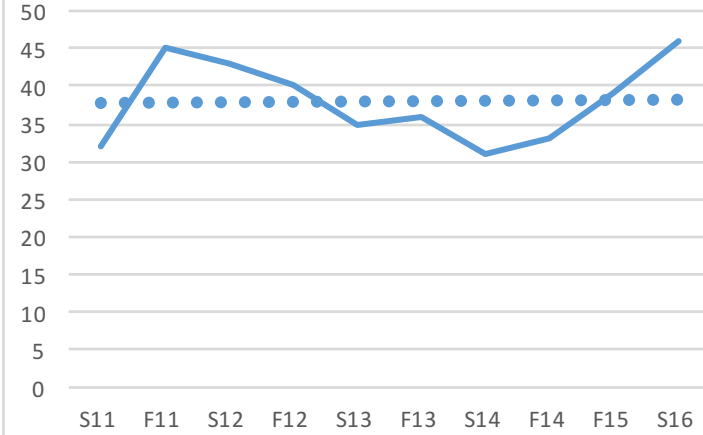
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Historical Analysis

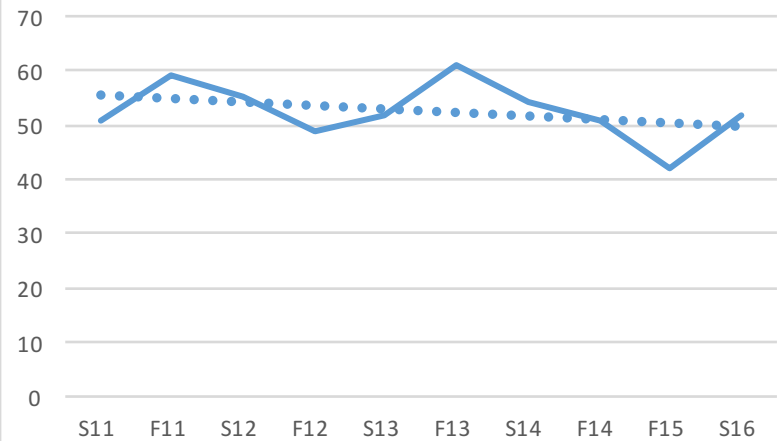
Accounting



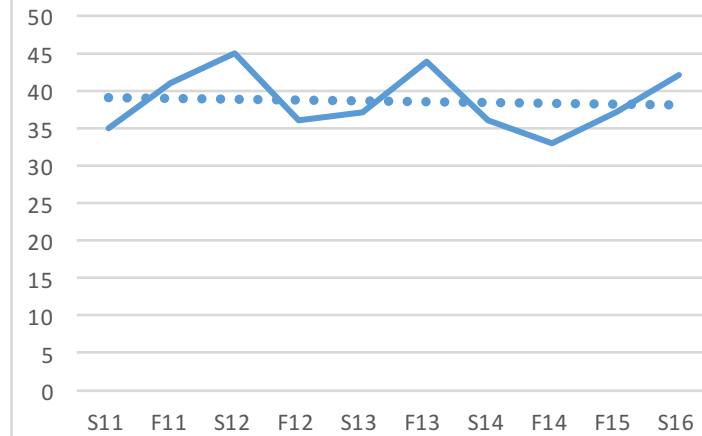
Economics



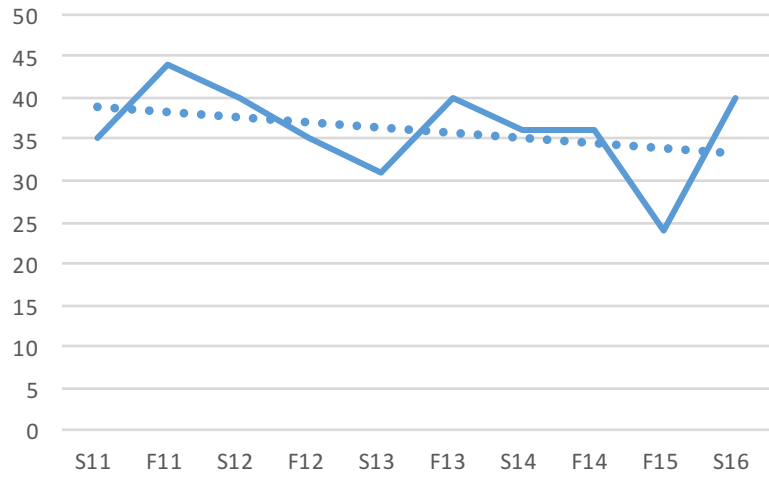
Management



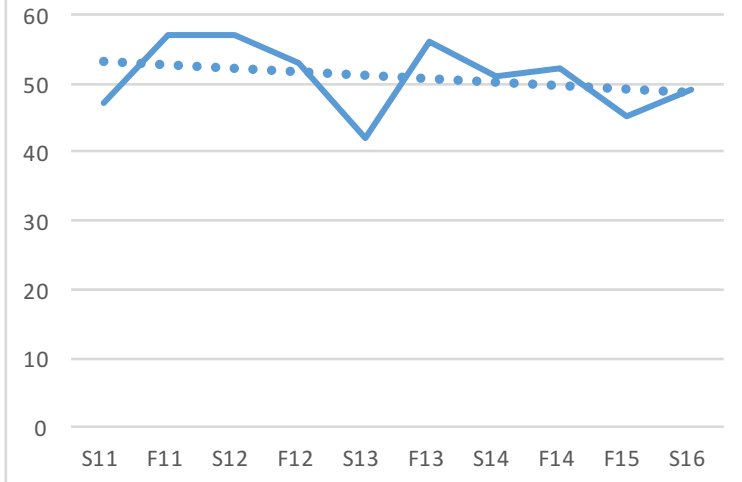
Quantitative Analysis



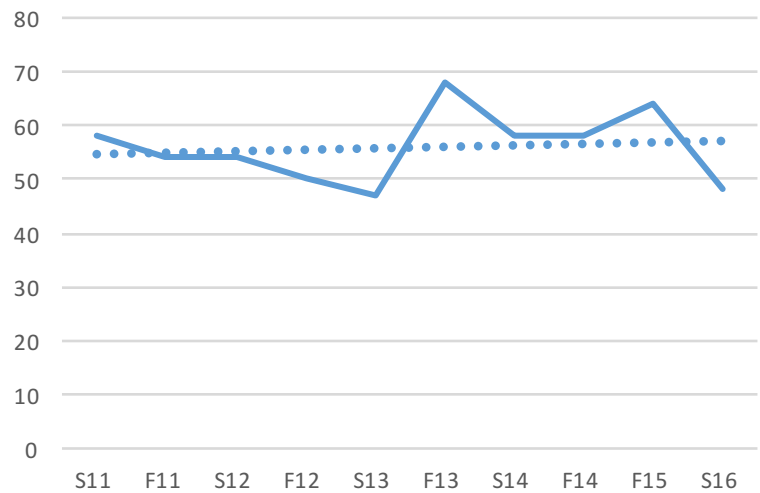
Finance



Marketing



Law



Information Systems

