

SUU School of Business 2016-2017 Performance Metrics

Specialized Business Accreditation



SUU's School of Business has been accredited by The Association for the Advancement of Collegiate Schools of Business (AACSB International) since 2006. AACSB-International Accreditation represents the highest standard of achievement for business schools, worldwide. Institutions that earn accreditation confirm their commitment to quality and continuous improvement through a rigorous and comprehensive peer review. The School of Business completed its most recent Continuous Improvement Review in February 2016 and had its accreditation extended by another five years. The team asked the School to address two specific items prior to its next review in 2021 (progress in bold letters):

1. Enhance instructional and administrative resources provided to the School of Business. **Associate dean position approved, funded and filled in October 2016. Hired a Ph.D. qualified accounting professor, Dr. Bryan Graden, to replace retiring professor Dr. David Rees. Funding in place to support accounting faculty member pursuing Ph.D. Administrative assistant position approved to support departments.**
2. Further develop, document, and integrate assessment processes and curriculum management processes. **School Curriculum and Assessment Committees have been combined into one committee; processes integration has been completed.**

The team identified the following commendations and Effective Practices:

- Emphasis on ethical reasoning and moral courage across disciplines
- Placement rates in Las Vegas, Salt Lake City and other regional locations
- High level of faculty collegiality and collaboration
- Senior faculty formally and informally mentor junior faculty
- Faculty take pride in the their quality of teaching
- School's Career Coach and Employer Outreach Coordinator visits businesses to help develop potential employment opportunities for students
- School has an exceptionally high placement rate at the undergraduate and graduate level, evidencing the quality of their programs and employability of their graduates
- Opportunities for students to develop their entrepreneurial skills

AACSB-International Accreditation applies to our four business undergraduate programs (Accounting, Finance, Management and Marketing) and our two graduate business programs (Masters of Accountancy and Masters of Business Administration). For more information on AACSB-International please refer to <https://www.suu.edu/business/aacsb.html>.

Retention Rates

Southern Utah University has the highest retention rate (from Fall to Fall Semester) of all regional universities in the state of Utah (2014). For the most recent year that data is available (2016 Cohort), SUU's retention rate was 71%. The retention rate for the School of Business was 69.5%. Retention rates by major in the School of Business is shown in the chart below:

Major	2016 Retention Rate
Accounting	55.6%
Economics	80%
Finance	80%
Hotel, Resort & Hosp. Mgt	83%
Management	61%
Marketing	95%

Graduation Rates

Southern Utah University also has the highest graduation rate of all regional universities in the State of Utah for all degree seeking full-time Students. For the most recent cohort year (2010) SUU had a 49.2% graduation rate (within six years for bachelors degree seeking students and three years for associate degree seeking students). The School of Business' graduation rate is 38.3% for students who declared a major in the School of Business during their first term at SUU.

Bachelors Degrees. SUU had 6164 students pursuing a bachelors degree in 2016/17 and 17% of those students graduated. The School of Business had 803 students pursuing a baccalaureate degree and graduated 19% of those students, about two percentage points higher than the University.

Organization	Measure	2016/17	2015/16	2014/15	2013/14	2012/13
SUU	Fall Headcount	6164	5746	5297	5361	5638
	Graduates	1041	896	928	954	930
	Percent	17%	16%	18%	18%	16%
School of Business	Fall Headcount	803	672	674	641	671
	Graduates	149	128	142	132	122
	Percent	19%	19%	21%	21%	18%
Accounting*	Fall Headcount	213	181	168	160	179
	Graduates	54	46	46	35	41
	Percent	25%	25%	27%	22%	23%
Economics	Fall Headcount	42	30	38	36	47
	Graduates	9	11	10	14	10
	Percent	21%	37%	26%	39%	21%

Finance*	Fall Headcount	94	80	80	76	55
	Graduates	21	16	13	18	9
	Percent	22%	20%	16%	24%	16%
Hotel, Resort & Hosp Mgt	Fall Headcount	77	62	66	80	69
	Graduates	19	10	30	26	17
	Percent	25%	16%	45%	33%	25%
Management*	Fall Headcount	258	201	191	206	242
	Graduates	23	25	21	23	30
	Percent	9%	12%	11%	11%	12%
Marketing*	Fall Headcount	93	79	72	73	60
	Graduates	15	20	17	12	9
	Percent	16%	25%	24%	16%	15%

* Accredited by AACSB-International.

Cells highlighted in yellow meet or exceed University percentages.

Graduate Programs. The following table shows graduation percentages for graduate programs:

Organization	Measure	2016/17	2015/16	2014/15	2013/14	2012/13
SUU Graduate Programs	Fall Headcount	757	685	585	600	539
	Graduates	378	279	303	264	315
	Percent	50%	41%	52%	44%	58%
Masters of Accountancy*	Fall Headcount	83	75	91	67	61
	Graduates	69	66	59	49	45
	Percent	83%	88%	65%	73%	74%
Masters of Bus Admin*	Fall Headcount	55	48	31	39	53
	Graduates	29	18	25	36	48
	Percent	53%	38%	81%	92%	91%

* Accredited by AACSB-International.

Cells highlighted in yellow meet or exceed University percentages.

The School of Business has about double the proportion of its graduate students graduating each year than does the University. Part of that difference is that most MBA and MAcc students pursue the accelerated program which can be completed in one year. Other graduate programs in the University take longer than a year to complete. The small recent decline in the proportion of graduates in both the MBA and MAcc programs may be due to the growth of the online programs, which may take longer to complete.

Employment Placement Data

The following table shows the employment placement data for all the majors in the School of Business for 2015-2016 within six months of graduation along with an indication of starting salary.

Major	Grad Sch. (%)	Employed within 6 mos (%)	Starting salary (\$000) (%)		
			<25	25-50	>50
SUU Bachelors Degree	31	76.1	31.8	52.8	15.3
Accounting*	40	96.2	4.5	63.6	31.8
Economics	30	71.4	0	50	50
Finance*	20	81.8	14.3	71.4	14.3
Hotel, Resort and Hospitality Mgt.	20	87.5	40	40	20
Management*	28	70.6	20	30	50
Marketing*	20	93.8	27.3	63.6	11
SUU Masters Degree	11	95.7	3.1	59.1	37.8
Masters of Accountancy*	20	94.1	4.8	35.7	69.5
Masters of Business Administration*	30	100	12.5	50	37.5

*Business degrees accredited by AACSB-International

Cells highlighted in yellow meet or exceed University percentages.

As can be seen, most of our majors in the School of Business have much higher employment rates than the University and they are hired and generally higher starting salaries.

Teaching Effectiveness

Teaching is our primary mission. We aim to incorporate experiential learning and student engagement in all of our classes. We evaluated teaching effectiveness through student evaluations using a five-point scale with five being the highest level of teaching. Our goal is to have an average that exceeds 4.0 on that 5.0 scale. The following table summarizes our progress over the past five years.

Dept	2012/2013		2013/2014		2014/2015		2015/2016		2016/2017	
	Mean	Median	Mean	Median	Mean	Median	Mean	Median	Mean	Median
Accounting	4.57	4.81	4.55	4.75	4.49	4.68	4.44	4.67	4.24	4.29
Econ & Fin	4.47	4.67	4.34	4.61	4.33	4.51	4.39	4.39	4.31	4.36
Mil. Sci	4.28	4.79	4.23	4.45	4.40	4.31	4.25	4.67	3.99	4.02
Mgt, Mktg, Hosp	4.46	4.65	4.33	4.56	4.21	4.35	4.32	4.48	4.29	4.3
School	4.48	4.72	4.39	4.62	4.34	4.50	4.36	4.51	4.15	4.25

As can be seen, we consistently meet or exceed the 4.0 goal for all years in the table. The following table shows the number of significant experiential learning events we have built into our curricula so that our students can demonstrate their knowledge by applying them to real-world situations.

Program	Experiential Learning Events				
	EDGE	Bus Core	Capstone	Major Courses	Total
Accounting	1	11	2	8	22
Finance	1	11	2	6	20
Management	1	11	2	6	20
Marketing	1	11	2	3	17

ETS Major Field Exam Data

We use the ETS Major Field Exam in Business to compare our graduating seniors with those throughout the country. Our goal is to meet or exceed the 75th percentile. The following table shows our latest scores for the 2016/2017 school year:

Undergraduate ETS Percentile Scores for 2016/2017

Indicator	Spring 2017	Fall 2016	Summer 2016
No. Students	65	35	10
Overall Percentile	78	56	94
Accounting	74	38	86
Economics	91	73	97
Management	72	48	96
Quantitative	83	94	87
Finance	90	65	99
Marketing	55	28	80
Legal	62	26	86
Information Systems	46	23	11
International	46	32	88

We did not achieve our objective of being at or above the 75th percentile for all testing cycles. Students in the summer term were in the 94th percentile, while Fall and Spring were much lower, 56% and 78% respectively. Subscores for marketing and legal have dropped precipitously and will need to be investigated this upcoming year.

We also use the ETS MBA Field Exam to compare our graduating MBA students with their counterparts nationally. Our goal is to be at or above the 50th percentile. Our scores for Fall 2016 are reported in the table below:

Graduate ETS Percentile Scores for Fall 2016

Indicator	Percentile
Overall Average	72
Marketing	77
Management	51
Finance	76
Accounting	63
Strategic Integration	71

Our overall score was in the 72nd percentile nationally. All sub-scores were well above the 50th percentile, as desired.

Scholarly and Intellectual Contributions

Even though our primary mission is teaching, our faculty engage in scholarly research to stay current in their field and to enhance the classroom experience. Because of our mission, we aim to have applied/integration research be the most prevalent, followed by teaching and learning research and then basic or discovery. The following table summarizes those contributions by discipline and type of research conducted.

<i>Discipline</i>	<i>No. Full-Time Faculty</i>	<i>% Contributing</i>	<i>Type of Intellectual Contribution</i>		<i>Type of Research</i>		
			<i>Peer Reviewed Journals</i>	<i>Other</i>	<i>Teaching and Learning</i>	<i>Applied or Integration</i>	<i>Basic or Discovery</i>
Accounting	7	86%	22	6	17	5	6
Economics*	5	100%	18	24	7	32	3
Finance	3	67%	6	4	0	6	4
HRHM*	3	67%	3	7	0	9	1
Management	5	100%	16	19	4	31	0
Marketing	3	67%	10	2	1	5	6
School	26	84.6%	75	62	29	88	20

*Programs not accredited by AACSB.

84.6% of our faculty have contributed to our portfolio of intellectual contributions and the type of research is consistent with our mission with applied/integration first followed by teaching/learning and basic/discovery.

Another measure of the quality of intellectual contributions is the number of times our faculty publications are cited in other scholarly works. The following table shows the number of citations occurring in the past five years ending in 2016, the last complete year.

Department:	Total	2011	2012	2013	2014	2015	2016
Econ/Fin	1755	250	321	263	318	235	368
Acct	515	87	56	92	109	85	86
Mgt, Mkt & Hosp	2386	231	289	446	458	353	609