

PROGRAM REVIEW

February 7, 2011

UNIT Marketing DEPARTMENT Management & Marketing COLLEGE Harrison College of Business

GRADUATE _____ UNDERGRADUATE X

UNIT CONTACT PERSON _____

CHAIRPERSON SIGNATURE _____

DEAN SIGNATURE _____

EXECUTIVE SUMMARY UNDERGRADUATE

Program Review Final University Committee Chair Comments

I. SIZE, SCOPE, AND PRODUCTIVITY OF THE PROGRAM

Briefly describe the depth and breadth of your unit's offerings (Undergraduate).

SIZE and SCOPE DATA UNDERGRADUATE							
Measure	Minimum	Aspirational Target	Year				
			AY07	AY08	AY09	4	5
Majors UNIT Total	157	288	255	270	230		
Marketing: Intgrtd Mrkt Comm [BSBA PREBUS/BSBA/MKIM]			30	57	44		
Marketing: Intgrtd Mrkt Comm [BSBA/BSBA/MKIM]			79	60	37		
Marketing: Marketing Mgmt [BSBA PREBUS/BSBA/MKMM]			38	77	82		
Marketing: Marketing Mgmt [BSBA/BSBA/MKMM]			108	76	66		
Marketing: Marketing Mgmt [BSBA/BSBA/SMKM]			0	0	1		
Minors UNIT Total			142	155	162		
Marketing: Intgrtd Mrkt Cm mnr			46	53	53		
Marketing: Marketing Mgmt			19	53	63		
Marketing: Marketing Mgmt(Mnr)			23	0	0		
Retail Management minor			26	32	29		
Sales Management			7	0	0		
Sales Management Minor			21	17	17		
Completers UNIT Total	38	63	62	64	55		
Marketing: Intgrtd Mrkt Comm [BSBA/BSBA/MKIM]			28	30	24		
Marketing: Marketing Mgmt [BSBA PREBUS/BSBA/MKMM]			0	2	1		
Marketing: Marketing Mgmt [BSBA/BSBA/MKMM]			34	32	30		
% Completion Rate 6 YR	31	52	50	58	54		
Unit - % Retention FS YR 1 -- F YR 2	53	53	50	35	53		
Unit - % Retention FS YR 3 -- F YR 4	48	79	89	84	74		
UNIV - % Retention FS YR 1 -- F YR 2			68	58	79		
UNIV - % Retention FS YR 3 -- F YR 4			92	91	89		
SCH On Campus FS			4,398	4,719	4,365		
SCH Off Campus FS			18	21	36		
SCH Total FS			4,416	4,740	4,401		
SCH Summer On and Off Campus			528	504	351		
SCHR (SCH ratios) On Campus Fall/Spring	240	300	296	308	285		
SCHR (SCH ratios) Off Campus Fall/Spring	240	300	108	95	194		
SCHR (SCH ratios) Total	300	300	294	304	284		
Delaware SCHR			282	278			

% of Sections with Enrollment < 10 (GR < 8)	5	2	16	10	8		
---	---	---	----	----	---	--	--

TEACHING PERSONNEL DATA UNDERGRADUATE							
	Minimum	Aspirational Target	AY07	AY08	AY09	Year 4	Year 5
Unit Full Time Faculty Number	9.00	9.00	8.00	9.00	10.00		
Unit Full Time Faculty Adjusted for Release	8.00	8.00	7.50	8.50	9.50		
Unit Full Time Faculty UG FTE			12.80	14.77	15.28		
Unit Regional Campus Faculty Number					0.00		
Other Teaching Personnel UG Number	1.00	2.00	2.00	0.00	0.00		
Other Teaching Personnel UG PTFTE	0.00	0.50	2.20	0.80	0.20		

COMPARISONS UNDERGRADUATE										
	AY07		AY08		AY09		Year 4		Year 5	
	COLL	UNIV	COLL	UNIV	COLL	UNIV	COLL	UNIV	COLL	UNIV
% Completion Rate 6 YR	54.41	50.77	53.20	50.82	48.36	47.04				
Unit - % Retention FS YR 1 -- F YR 2	56.19	62.68	50.22	63.69	51.63	66.03				
Unit - % Retention FS YR 3 -- F YR 4	81.37	82.78	81.49	83.34	74.66	82.34				
UNIV - % Retention FS YR 1 -- F YR 2	70.95	62.81	67.55	63.69	69.26	66.13				
UNIV - % Retention FS YR 3 -- F YR 4	85.51	83.02	87.01	83.73	82.77	82.40				
SCHR (SCH ratios) On Campus Fall/Spring	306.00	262.00	304.00	261.00	279.00	248.00				
SCHR (SCH ratios) Off Campus Fall/Spring	178.00	227.00	233.00	290.00	144.00	213.00				
SCHR (SCH ratios) Total	299.00	242.00	301.00	265.00	275.00	242.00				
% of Sections with Enrollment < 10 (GR < 8)	13.27	17.54	10.10	17.42	11.51	22.70				

SIZE and SCOPE DATA SUMMARY UNDERGRADUATE				
Measure	Mean	5 year Outcome	% of Aspiration Target	Trend
Majors UNIT Total	251.7	Needs Improvement	87.38	Irregular
Marketing: Intgrtd Mrkt Comm [BSBA PREBUS/BSBA/MKIM]	43.7			Irregular
Marketing: Intgrtd Mrkt Comm [BSBA/BSBA/MKIM]	58.7			Declining
Marketing: Marketing Mgmt [BSBA PREBUS/BSBA/MKMM]	65.7			Improving
Marketing: Marketing Mgmt [BSBA/BSBA/MKMM]	83.3			Declining
Marketing: Marketing Mgmt [BSBA/BSBA/SMKM]	0.3			Improving

Minors UNIT Total	153.0			Improving
Marketing: Intgrtd Mrkt Cm mnr	50.7			Irregular
Marketing: Marketing Mgmt	45.0			Improving
Marketing: Marketing Mgmt(Mnr)	7.7			Irregular
Retail Management minor	29.0			Irregular
Sales Management	2.3			Irregular
Sales Management Minor	18.3			Irregular
Completers UNIT Total	60.3	Needs Improvement	95.76	Irregular
Marketing: Intgrtd Mrkt Comm [BSBA/BSBA/MKIM]	27.3			Irregular
Marketing: Marketing Mgmt [BSBA PREBUS/BSBA/MKMM]	1.0			Irregular
Marketing: Marketing Mgmt [BSBA/BSBA/MKMM]	32.0			Declining
% Completion Rate 6 YR	54.0	Aspiration	103.84	Irregular
Unit - % Retention FS YR 1 -- F YR 2	46.0	Red Flag	86.79	Irregular
Unit - % Retention FS YR 3 -- F YR 4	82.3	Aspiration	104.21	Declining
UNIV - % Retention FS YR 1 -- F YR 2	68.3			Irregular
UNIV - % Retention FS YR 3 -- F YR 4	90.7			Declining
SCH On Campus FS	4,494.0			Irregular
SCH Off Campus FS	25.0			Improving
SCH Total FS	4,519.0			Irregular
SCH Summer On and Off Campus	461.0			Declining
SCHR (SCH ratios) On Campus Fall/Spring	296.3	Needs Improvement	98.77	Irregular
SCHR (SCH ratios) Off Campus Fall/Spring	132.3	Red Flag	44.11	Irregular
SCHR (SCH ratios) Total	294.0	Red Flag	98	Irregular
% of Sections with Enrollment < 10 (GR < 8)	11.3	Aspiration	566.5	Declining

UNDERGRADUATE

Brief Conclusion from Data

Additional Data or Comments

Plan to Address

Brief Follow Up on Outcomes of Plans to Address from Last Review

Program Review Final University Committee Chair Comments

II. REVENUE AND OTHER RESOURCES GENERATED BY THE PROGRAM

REVENUE DATA UNDERGRADUATE					
Measure	AY07	AY08	AY09	Year 4	Year 5
All Courses - SCH Revenue					
On Campus FS	878,697.12	1,030,086.66	1,021,196.94		
Off Campus FS	3,693.96	4,723.32	8,682.48		
Summer On and Off Campus	107,461.44	112,498.68	85,219.68		
Subtotal Revenue SCH	989,852.52	1,147,308.66	1,115,099.10		
All Courses - Fees Revenue					
On Campus FS	0.00	0.00	0.00		
Off Campus FS	0.00	0.00	0.00		
Summer On and Off Campus	0.00	0.00	0.00		
Subtotal Revenue FeeS	0.00	0.00	0.00		
All Courses - Total SCH and Fees	989,852.52	1,147,308.66	1,115,099.10		
Univ Studies Crses - SCH Revenue					
On Campus FS	43,173.30	55,066.32	45,737.52		
Off Campus FS	0.00	0.00	0.00		
Summer On and Off Campus	27,953.55	16,869.00	24,906.36		
Subtotal Revenue SCH	71,126.85	71,935.32	70,643.88		
Univ Studies Crses - Fees Revenue					
On Campus FS	0.00	0.00	0.00		
Off Campus FS	0.00	0.00	0.00		
Summer On and Off Campus	0.00	0.00	0.00		
Subtotal Revenue FeeS	0.00	0.00	0.00		
Univ Studies - Total SCH and Fees	71,126.85	71,935.32	70,643.88		
SER/BC/ROM Crses - SCH Revenue					
On Campus FS	331,940.55	399,259.11	419,510.16		
Off Campus FS	3,693.96	4,723.32	8,682.48		
Summer On and Off Campus	41,740.11	47,463.72	10,988.10		
Subtotal Revenue SCH	377,374.62	451,446.15	439,180.74		
SER/BC/ROM Crses - Fees Revenue					
On Campus FS	0.00	0.00	0.00		
Off Campus FS	0.00	0.00	0.00		
Summer On and Off Campus	0.00	0.00	0.00		
Subtotal Revenue Fees	0.00	0.00	0.00		
SER/BC/ROM - Total SCH and Fees	377,374.62	451,446.15	439,180.74		
Major Courses - SCH Revenue					

On Campus FS	503,583.27	575,761.23	555,949.26		
Off Campus FS	0.00	0.00	0.00		
Summer On and Off Campus	37,767.78	48,165.96	49,325.22		
Subtotal Revenue SCH	541,351.05	623,927.19	605,274.48		
Major Courses - Fees Revenue					
On Campus FS	0.00	0.00	0.00		
Off Campus FS	0.00	0.00	0.00		
Summer On and Off Campus	0.00	0.00	0.00		
Subtotal Revenue FeeS	0.00	0.00	0.00		
Major Courses - Total SCH and Fees	541,351.05	623,927.19	605,274.48		
Unit Revenue External Grants	0.00	0.00	0.00		

SUMMARY UNDERGRADUATE

Measure	Mean	Trend
All Courses - SCH Revenue		
On Campus FS	976,660.24	Irregular
Off Campus FS	5,699.92	Improving
Summer On and Off Campus	101,726.60	Irregular
Subtotal Revenue SCH	1,084,086.76	Irregular
All Courses - Fees Revenue		
On Campus FS	0.00	Static
Off Campus FS	0.00	Static
Summer On and Off Campus	0.00	Static
Subtotal Revenue FeeS	0.00	Static
All Courses - Total SCH and Fees	1,084,086.76	Irregular
Univ Studies Crses - SCH Revenue		
On Campus FS	47,992.38	Irregular
Off Campus FS	0.00	Static
Summer On and Off Campus	23,242.97	Irregular
Subtotal Revenue SCH	71,235.35	Irregular
Univ Studies Crses - Fees Revenue		
On Campus FS	0.00	Static
Off Campus FS	0.00	Static
Summer On and Off Campus	0.00	Static
Subtotal Revenue FeeS	0.00	Static
Univ Studies - Total SCH and Fees	71,235.35	Irregular
SER/BC/ROM Crses - SCH Revenue		
On Campus FS	383,569.94	Improving

Off Campus FS	5,699.92	Improving
Summer On and Off Campus	33,397.31	Irregular
Subtotal Revenue SCH	422,667.17	Irregular
SER/BC/ROM Crses - Fees Revenue		
On Campus FS	0.00	Static
Off Campus FS	0.00	Static
Summer On and Off Campus	0.00	Static
Subtotal Revenue Fees	0.00	Static
SER/BC/ROM - Total SCH and Fees	422,667.17	Irregular
Major Courses - SCH Revenue		
On Campus FS	545,097.92	Irregular
Off Campus FS	0.00	Static
Summer On and Off Campus	45,086.32	Improving
Subtotal Revenue SCH	590,184.24	Irregular
Major Courses - Fees Revenue		
On Campus FS	0.00	Static
Off Campus FS	0.00	Static
Summer On and Off Campus	0.00	Static
Subtotal Revenue FeeS	0.00	Static
Major Courses - Total SCH and Fees	590,184.24	Irregular
Unit Revenue External Grants	0.00	Static

UNDERGRADUATE

Brief Conclusion from Data

Additional Data or Comments

Plan to Address

Brief Follow Up on Outcomes of Plans to Address from Last Review

Program Review Final University Committee Chair Comments

III. COSTS AND OTHER EXPENSES ASSOCIATED WITH THE PROGRAM

COSTS DATA UNDERGRADUATE					
	AY07	AY08	AY09	Year 4	Year 5
Cost Per Major	2,687.00	2,874.00	2,926.00		
Unit Costs per Major SCH - On campus FS	185.00	199.00	192.00		
Unit Costs per Major SCH - Off campus FS	463.00	778.00	172.00		
Unit Costs per Major SCH - Summer	184.00	244.00	177.00		
Unit Costs per Major SCH - Overall	185.00	204.00	191.00		
Unit Costs for Major Crses - On campus FS	627,152.00	686,400.00	629,947.00		
Unit Costs for Major Crses - Off campus FS	4,167.00	8,173.00	3,101.00		
Unit Costs for Major Crses - Summer	53,910.00	81,525.00	39,988.00		
Unit Costs for Major Crses - Overall	685,229.00	776,097.00	673,036.00		
Unit Costs per Univ Studies SCH - On campus FS	181.00	369.00	393.00		
Unit Costs per Univ Studies SCH - Off campus FS	0.00	0.00	0.00		
Unit Costs per Univ Studies SCH - Summer	182.00	298.00	158.00		
Unit Costs per Univ Studies SCH - Overall	181.00	353.00	311.00		
Unit Costs for Univ Studies Crses - On campus FS	29,855.00	90,893.00	74,252.00		
Unit Costs for Univ Studies Crses - Off campus FS	0.00	0.00	0.00		
Unit Costs for Univ Studies Crses - Summer	24,541.00	22,358.00	16,162.00		
Unit Costs for Univ Studies Crses - Overall	54,397.00	113,251.00	90,414.00		
Unit Costs per SER/BC/ROM SCH - On campus FS	97.00	148.00	114.00		
Unit Costs per SER/BC/ROM SCH - Off campus FS	463.00	778.00	172.00		
Unit Costs per SER/BC/ROM SCH - Summer	129.00	240.00	177.00		
Unit Costs per SER/BC/ROM SCH - Overall	104.00	162.00	117.00		
Unit Costs for SER/BC/ROM Crses - On campus FS	80,821.00	135,227.00	102,641.00		
Unit Costs for SER/BC/ROM Crses - Off campus FS	4,167.00	8,173.00	3,101.00		
Unit Costs for SER/BC/ROM Crses - Summer	12,151.00	21,207.00	3,990.00		
Unit Costs for SER/BC/ROM Crses - Overall	97,139.00	164,607.00	109,731.00		
Unit Costs per All SCH - On campus FS	168.00	198.00	185.00		
Unit Costs per All SCH - Off campus FS	463.00	778.00	172.00		
Unit Costs per All SCH - Summer	174.00	251.00	171.00		
Unit Costs per All SCH - Overall	170.00	205.00	184.00		
Unit Costs for All Crses - On campus FS	737,828.00	912,520.00	806,840.00		
Unit Costs for All Crses - Off campus FS	8,335.00	16,345.00	6,201.00		
Unit Costs for All Crses - Summer	90,602.00	125,090.00	60,139.00		
Unit Costs for All Crses - Overall	836,764.00	1,053,955.00	873,180.00		

COSTS COMPARISONS UNDERGRADUATE					
	AY07	AY08	AY09	Year 4	Year 5
College Cost per Major	3,981.00	4,018.00	2,321.00		
University Cost per Major	3,297.00	3,345.00	2,083.00		
Delaware Study Cost/SCH Unit	196.00	204.00	0.00		
College Cost per Major SCHR	241.00	211.00	245.00		
University Cost per Major SCHR	204.00	214.00	231.00		
College Cost per Univ Studies SCHR	181.00	162.00	140.00		
University Cost per Univ Studies SCHR	153.00	108.00	106.00		
College Cost per SER/BC/ROM SCHR	112.00	156.00	125.00		
University Cost per SER/BC/ROM SCHR	121.00	130.00	117.00		
College Cost per all SCHR	181.00	186.00	197.00		
University Cost per all SCHR	153.00	155.00	161.00		

SUMMARY UNDERGRADUATE		
	Mean	Trend
Cost Per Major	2,829.00	Improving
Unit Costs per Major SCH - On campus FS	192.00	Irregular
Unit Costs per Major SCH - Off campus FS	471.00	Irregular
Unit Costs per Major SCH - Summer	201.66	Irregular
Unit Costs per Major SCH - Overall	193.33	Irregular
Unit Costs for Major Crses - On campus FS	647,833.00	Irregular
Unit Costs for Major Crses - Off campus FS	5,147.00	Irregular
Unit Costs for Major Crses - Summer	58,474.33	Irregular
Unit Costs for Major Crses - Overall	711,454.00	Irregular
Unit Costs per Univ Studies SCH - On campus FS	314.33	Improving
Unit Costs per Univ Studies SCH - Off campus FS	0.00	Static
Unit Costs per Univ Studies SCH - Summer	212.66	Irregular
Unit Costs per Univ Studies SCH - Overall	281.66	Irregular
Unit Costs for Univ Studies Crses - On campus FS	65,000.00	Irregular
Unit Costs for Univ Studies Crses - Off campus FS	0.00	Static
Unit Costs for Univ Studies Crses - Summer	21,020.33	Declining
Unit Costs for Univ Studies Crses - Overall	86,020.66	Irregular
Unit Costs per SER/BC/ROM SCH - On campus FS	119.66	Irregular
Unit Costs per SER/BC/ROM SCH - Off campus FS	471.00	Irregular
Unit Costs per SER/BC/ROM SCH - Summer	182.00	Irregular
Unit Costs per SER/BC/ROM SCH - Overall	127.66	Irregular
Unit Costs for SER/BC/ROM Crses - On campus FS	106,229.66	Irregular

Unit Costs for SER/BC/ROM Crses - Off campus FS	5,147.00	Irregular
Unit Costs for SER/BC/ROM Crses - Summer	12,449.33	Irregular
Unit Costs for SER/BC/ROM Crses - Overall	123,825.66	Irregular
Unit Costs per All SCH - On campus FS	183.66	Irregular
Unit Costs per All SCH - Off campus FS	471.00	Irregular
Unit Costs per All SCH - Summer	198.66	Irregular
Unit Costs per All SCH - Overall	186.33	Irregular
Unit Costs for All Crses - On campus FS	819,062.66	Irregular
Unit Costs for All Crses - Off campus FS	10,293.66	Irregular
Unit Costs for All Crses - Summer	91,943.66	Irregular
Unit Costs for All Crses - Overall	921,299.66	Irregular

UNDERGRADUATE

Brief Conclusion from Data

Additional Data or Comments

Plan to Address

Brief Follow Up on Outcomes of Plans to Address from Last Review

Program Review Final University Committee Chair Comments

IV. CONTRIBUTION TO UNIVERSITY STUDIES AND COURSES SERVING OTHER PROGRAMS

UNIT SCH FROM UNIVERSITY STUDIES AND COURSES SERVING OTHER PROGRAMS					
	AY07	AY08	AY09	Year 4	Year 5
University Studies: On Campus FS	210	246	189		
University Studies: Off Campus FS	0	0	0		
University Studies: Summer	135	75	102		
University Studies: Total	345	321	291		
Services: On Campus FS	0	0	0		
Services: Off Campus FS	0	0	0		
Services: Summer	0	0	0		
Services: Total	0	0	0		
ROM: On Campus FS	336	360	336		
ROM: Off Campus FS	0	0	0		
ROM: Summer	18	39	0		
ROM: Total	354	399	336		
Business Core: On Campus FS	1,326	1,470	1,458		
Business Core: Off Campus FS	18	21	36		
Business Core: Summer	189	177	45		
Business Core: Total	1,533	1,668	1,539		

UNIT SCH SUMMARY		
Measure	Mean	Trend
University Studies: On Campus FS	215.0	Irregular
University Studies: Off Campus FS	0.0	Static
University Studies: Summer	104.0	Irregular
University Studies: Total	319.0	Declining
Services: On Campus FS	0.0	Static
Services: Off Campus FS	0.0	Static
Services: Summer	0.0	Static
Services: Total	0.0	Static
ROM: On Campus FS	344.0	Irregular
ROM: Off Campus FS	0.0	Static
ROM: Summer	19.0	Irregular
ROM: Total	363.0	Irregular
Business Core: On Campus FS	1,418.0	Irregular
Business Core: Off Campus FS	25.0	Improving

Business Core: Summer	137.0	Declining
Business Core: Total	1,580.0	Irregular

UNDERGRADUATE

Brief Conclusion from Data

Additional Data or Comments

Plan to Address

Brief Follow Up on Outcomes of Plans to Address from Last Review

Program Review Final University Committee Chair Comments

V. EXTERNAL DEMAND

EXTERNAL DEMAND DATA UNDERGRADUATE										
	AY07		AY08		AY09		Year 4		Year 5	
ACT DATA										
	N	ACT	N	ACT	N	ACT	N	ACT	N	ACT
No. Identifying Planned Major										
UNIT Totals			474	21.80						
ADVERTISING [521]			59	21.10						
INTERNATL BUSINESS/MGMT [460]			101	23.80						
MARKETING & DISTRIB GEN [510]			198	21.70						
MARKETING MGMT & RESEARCH [464]			116	20.60						
No. of ACT Scores to Southeast										
UNIT Totals			44	19.97						
ADVERTISING [521]			8	20.30						
INTERNATL BUSINESS/MGMT [460]			7	20.40						
MARKETING & DISTRIB GEN [510]			18	20.30						
MARKETING MGMT & RESEARCH [464]			11	18.90						
Yield: No. Enrolled at Southeast										
UNIT Totals			14	21.91						
ADVERTISING [521]			4	22.50						
INTERNATL BUSINESS/MGMT [460]			2	23.00						
MARKETING & DISTRIB GEN [510]			6	21.80						
MARKETING MGMT & RESEARCH [464]			2	20.00						

SUMMARY UNDERGRADUATE		
	Mean	Trend
Yield: No. Enrolled at Southeast		
UNIT Totals	21.9	
ADVERTISING [521]	22.5	
INTERNATL BUSINESS/MGMT [460]	23.0	
MARKETING & DISTRIB GEN [510]	21.8	
MARKETING MGMT & RESEARCH [464]	20.0	

Additional Data Available at http://www.missourieconomy.org/occupations/occ_proj.stm

UNDERGRADUATE

Brief Conclusion from Data

Additional Data or Comments

Plan to Address

Brief Follow Up on Outcomes of Plans to Address from Last Review

Program Review Final University Committee Chair Comments

VI. QUALITY OF PROGRAM INPUTS

UNDERGRADUATE					
Measure	AY07	AY08	AY09	Year 4	Year 5
ACT	21.67	21.06	22.81		
Selected Merit Scholarships	1.00	1.00	5.00		
High School GPA	3.15	3.10	3.50		
CBASE Composite	0.00	0.00	0.00		
CBASE English	0.00	0.00	0.00		
CBASE Math	0.00	0.00	0.00		
CBASE Science	0.00	0.00	0.00		
CBASE Social Studies	0.00	0.00	0.00		
CBASE Writing	0.00	0.00	0.00		

COMPARISONS UNDERGRADUATE															
	AY07			AY08			AY09			Year 4			Year 5		
	COLL	UNIV	NAT	COLL	UNIV	NAT	COLL	UNIV	NAT	COLL	UNIV	NAT	COLL	UNIV	NAT
ACT	22.16	22.24	21.10	21.80	22.38	21.20	21.96	22.59	21.10						
High School GPA	3.23	3.31		3.20	3.29		3.31	3.40							
CBASE Composite	0.00	0.00		0.00	0.00		0.00	0.00							
CBASE English	0.00	0.00		0.00	0.00		0.00	0.00							
CBASE Math	0.00	0.00		0.00	0.00		0.00	0.00							
CBASE Science	0.00	0.00		0.00	0.00		0.00	0.00							
CBASE Social Studies	0.00	0.00		0.00	0.00		0.00	0.00							
CBASE Writing	0.00	0.00		0.00	0.00		0.00	0.00							

SUMMARY UNDERGRADUATE		
Measure	Mean	Trend
ACT	21.79	Irregular
High School GPA	3.18	Irregular
CBASE Composite	0.00	Static

UNDERGRADUATE

Brief Conclusion from Data

Additional Data or Comments

Plan to Address

Brief Follow Up on Outcomes of Plans to Address from Last Review

Program Review Final University Committee Chair Comments

VII. QUALITY OF PROGRAM OUTPUTS

WP003 UNDERGRADUATE										
	AY07		AY08		AY09		Year 4		Year 5	
	N	%	N	%	N	%	N	%	N	%
>= 9.5 (superior)	5	11.11	7	10.00	8	12.50				
8.0 - 9.0 (proficiency)	31	68.88	52	74.28	45	70.31				
7.0 - 7.5 (marginal pass)	9	20.00	10	14.28	10	15.62				
< 7.0 (fail)	0	0.00	1	1.42	1	1.56				
Unit First Time Pass Rate	44	97.77	70	100.00	63	98.43				
Unit Mean	45	8.27	70	8.37	64	8.32				

WP003 COMPARISONS UNDERGRADUATE					
	AY07	AY08	AY09	Year 4	Year 5
College Mean	8.21	8.31	8.30		
College Pass Rate	96.98	98.93	98.52		
University Mean	8.25	8.34	8.35		
University Pass Rate	97.99	98.74	98.23		

DISCIPLINE SPECIFIC UNDERGRADUATE						
		AY07	AY08	AY09	Year 4	Year 5
MFAT (Majors Only)						
MF10: MFAT Business-Tot	Southeast	151.19	150.43	149.55		
	Comparison					
MFAT (All Majors)						
MF10: MFAT Business-Tot	Southeast	154.28	154.28	153.12		
	Comparison					

WP003 SUMMARY UNDERGRADUATE		
Method	Mean	Trend
WP003 Mean	8.32	Irregular

DISCIPLINE SPECIFIC SUMMARY UNDERGRADUATE		
Method	Mean	Trend
MFAT (Majors Only)		
MF10: MFAT Business-Tot	150.45	Declining
MFAT (All Majors)		
MF10: MFAT Business-Tot	153.92	Declining

UNDERGRADUATE

Brief Conclusion from Data

Additional Data or Comments

Plan to Address

Brief Follow Up on Outcomes of Plans to Address from Last Review

Program Review Final University Committee Chair Comments

VIII. CURRENCY OF CURRICULUM

UNDERGRADUATE

What steps have you taken to ensure that your programs and courses are up-to-date and effective?

Program Review Final University Committee Chair Comments

IX. IMPACT, JUSTIFICATION, AND OVERALL ESSENTIALITY TO THE SOUTHEAST MISSION

UNDERGRADUATE

Program Review Final University Committee Chair Comments

X. PLANNING FOR THE FUTURE

Given impending personnel and environmental changes, how do you envision the configuration of your unit in five years? What components would be phased out? What components would be reduced in size? What components will have grown? What new components will have been developed? What other units might be involved in the new components?

UNDERGRADUATE

Program Review Final University Committee Chair Comments

DEANS' COMMENTS

Final University Committee Chair Comments on Entire Document

Provost's Decision