

## SUU School of Business 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:

1. Enhance instructional and administrative resources provided to the School of Business.
2. Further develop, document, and integrate assessment processes and curriculum management processes.

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 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 Rate

Southern Utah University has the highest retention rate (from Fall to Spring Semester) of all the regional universities in the state of Utah. For the most recent year that data is available (2014), SUU's retention rate was 66%. The other regional universities ranged from 54-59%. The retention rate for the School of Business was 63.3%. Retention rates by major in the School of Business is shown in the chart below:

Major	Retention Rate (2014)
Accounting	54.5%
Economics	66.7%
Finance	57.1%
Hotel, Resort & Hosp. Mgt	71.4%
Management	61.1%
Marketing	75%

## 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 (2009) SUU had a 47% graduation rate (within six years for bachelors degree seeking students and three years for associate degree seeking students). The other Utah regional universities had 33-35% graduation rates. The School of Business' graduation rate is 43.1%, a little bit under the University's graduation rate. This is based on a student's declared major in his/her first term at SUU.

Organization:		2009 Cohort
SUU Overall	Students	888
	Grad Rate	46.8%
School of Business	Students	65
	Grad Rate	43.1%
Accounting	Students	18
	Grad Rate	61.1%

Economics	Students	0
	Grad Rate	
Finance	Students	0
	Grad Rate	
Hotel, Resort & Hosp Mgt	Students	7
	Grad Rate	14.3%
Management	Students	22
	Grad Rate	45.5%
Marketing	Students	0
	Grad Rate	

Since students tend to change their majors after their first term, the graduation rate for colleges and majors is not as meaningful by this measure (major selected in first term).

**Bachelors Degrees.** SUU had 5297 students pursuing a bachelors degree in 2014/15 and 18 percent of those students graduated (over the last four years that percentage ranges from 11-18%). The School of Business had 660 students pursuing a baccalaureate degree and graduated 22% of those students, about four percentage points higher than the University.

Organization	Measure	2014/15	2013/14	2012/13	2011/12
SUU	Fall Headcount	5297	5361	5622	8297
	Graduates	927	954	930	886
	Percent	18%	18%	17%	11%
School of Business	Fall Headcount	660	717	674	610
	Graduates	145	134	123	128
	Percent	22%	19%	18%	21%

The following chart shows the proportion of School of Business declared majors that graduate (by declared major).

Organization	Measure	2014/15	2013/14	2012/13	2011/12
Accounting*	Fall Headcount	170	162	179	177
	Graduates	46	36	42	52
	Percent	27%	22%	23%	29%
Economics	Fall Headcount	38	36	47	36
	Graduates	13	19	9	13
	Percent	34%	50%	25%	28%
Finance*	Fall Headcount	80	76	55	44
	Graduates	13	19	9	13
	Percent	16%	25%	16%	30%
Business Education	Fall Headcount	7	9	18	12
	Graduates	4	2	2	2
	Percent	57%	22%	11%	17%
Hotel, Resort & Hosp Mgt	Fall Headcount	66	80	69	68
	Graduates	30	26	17	10
	Percent	45%	33%	25%	15%
Management*	Fall Headcount	191	206	242	214
	Graduates	21	23	31	34
	Percent	11%	11%	13%	16%
Marketing*	Fall Headcount	72	73	60	56
	Graduates	18	13	9	8
	Percent	25%	18%	15%	14%

\*Business degrees accredited by AACSB-International.

The cells highlighted in orange exceed the School of Business and University percentages. Accounting students have an exceptionally high proportion of its majors graduate each year (most recently 27%). So does economics, which graduated 34% of its declared majors in the most recent data we have available. Hotel, Resort and Hospitality Management graduated 45% of its declared majors in 2014/15. Marketing graduate 25% of its declared majors, considerably up from the 14-18 percent in the previous three years. Management is below at the University average, most recently at 11%. A lot of students declare management

as their major but often change to another major but do not do so officially until it is time to apply for graduation.

**Graduate Degrees.** SUU student body is made up of 946 students pursuing graduate education (9.5%). The School of Business had 123 of those graduate students in 2015, which represents 15.3 percent of its student body. The following table shows the proportion of graduate students graduating each year at the University, School of Business and Degree level:

Organization	Measure	2014/15	2013/14	2012/13	2011/12
SUU Graduate Programs	Headcount	585	600	539	518
	Graduates	310	309	253	297
	Percent	53%	52%	47%	57%
Business Graduate Programs	Headcount	122	106	114	118
	Graduates	93	87	74	78
	Percent	76%	82%	65%	66%
Masters of Accountancy*	Headcount	91	67	61	56
	Graduates	59	49	45	50
	Percent	65%	73%	74%	89%
Masters of Bus Admin*	Headcount	31	39	53	62
	Graduates	25	36	48	50
	Percent	81%	92%	91%	81%

\*Business degrees accredited by AACSB-International.

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 at time of graduation and within six months of graduation along with an indication of starting salary.

Major	Grad Sch.	Employed*		Starting salary (\$000)			
		At grad (2015)	In 6 mos (2015)	<30	30-40	40-50	>50
SUU	27	46	81	20	15	32	32
<b>Accounting*</b>	40	75	95	0	7	38	55
Economics	10	75	100	14	14	43	29
<b>Finance*</b>	27	88	100	33		67	
<b>Hotel, Resort and Hospitality Mgt.</b>	0	59	76	36	36	27	
<b>Management*</b>	23	24	94	33	33		33
<b>Marketing*</b>	29	38	85	50	25	12	12
<b>Masters of Accountancy*</b>	6	89	95	4	7	29	60
<b>Masters of Business Administration*</b>	0	53	90	11		44	44

\*Business degrees accredited by AACSB-International

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 much 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 (mean) that exceeds 4.0 on that 5.0 scale. The following table summarizes our progress over the past five years. As can be seen, we consistently meet or exceed the 4.0 goal for all years in the table.

Department	2011	2012	2013	2014	2015
	Mean	Mean	Mean	Mean	Mean
Accounting	4.56	4.57	4.55	4.49	4.44
Economics & Finance	4.28	4.47	4.34	4.33	4.39
Mil. Sci	4.28	4.28	4.23	4.40	4.25
Mgt, Mktg & Hosp	4.44	4.46	4.33	4.21	4.32
School	4.42	4.48	4.39	4.34	4.36

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 75<sup>th</sup> percentile. The following table shows our latest scores for the 2015/2016 school year:

Undergraduate ETS Percentile Scores for 2015/2016

Indicator	Fall 2015	Spring 2016	Weighted Ave.
No. Students	30	63	93
Overall Score	92	76	81
Accounting	91	75	80
Economics	96	76	82
Management	96	76	88
Quantitative	95	79	84
Finance	71	85	80
Marketing	91	68	75
Legal	96	52	66
Information Systems	68	50	56
International	85	70	75

Overall we have achieved our objective of being at or above the 75<sup>th</sup> percentile, placing our students in the top 25% nationally. We do have some sub-scores that fall below our target in marketing, legal, information systems and international. We will be looking at ways of improving those scores in the 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 50<sup>th</sup> percentile. Our scores for Spring 2016 are reported in the table below:

Indicator	Percentile
Overall Average	78
Marketing	63
Management	81
Finance	79
Accounting	81
Strategic Integration	93

Our overall score was in the top 22% nationally. All sub-scores were well above the 50<sup>th</sup> 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.

Discipline	No. Full-Time Faculty	% Contributing	Type of Intellectual Contribution		Type of Research		
			Peer Reviewed Journals	Other	Teaching and Learning	Applied or Integration	Basic or Discovery
Accounting	7	100%	34	15	28	8	14
Economics*	5	100%	23	22	2	40	3
Finance	2	100%	4	5	0	8	1
HRHM*	2	100%	4	12	0	15	1
Management	6	100%	22	30	9	42	1
Marketing	2	100%	24	3	1	10	16
School	24	100%	110	82	40	123	36

All 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 2015, the last complete year of data collection.

Department:	Total	2010	2011	2012	2013	2014	2015
Econ/Fin	1,584	197	250	321	263	318	235
Acct	470	41	87	56	109	109	85
Mgt, Mkt,& Hosp	1,966	175	237	289	459	459	357