# Montreat College Academic Program Annual Worksheet

**ACADEMIC DEPARTMENT:** BUSINESS AND CIS  
**ACADEMIC DEGREE PROGRAM:** MSML (SPAS)  
**Academic Year:** 2012-13

## Program Learning Outcomes:
1. Demonstrate the ability to use managerial skills, techniques, and critical thinking for problem solving.
2. Demonstrate growth in leadership skills and an understanding of how to further realize their leadership potential, both personally and professionally.
4. Demonstrate effective written and oral communication skills in the managerial context.
5. Demonstrate the ability to apply Christian ethical principles to managerial issues.

## Institutional Mission Component Supported:
**Student-Focused:** Equipping agents of transformation, renewal & reconciliation

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<th>Student Learning Outcomes</th>
<th>Means of Program Assessment &amp; Criteria for Success</th>
<th>Results</th>
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| E.O 2                           | 4) Students will demonstrate effective written communication skills in the managerial context. | 4a) Students in ML 585 will earn at least a “B” on the written portion of their capstone project.  
4b) 80% of MSML graduates will agree or strongly agree on the program exit survey that the program helped them develop effective written communication skills. | 4a. All 5 students in the CLT cohort earned at least a “B” on their writing skills.  
100% of the MSML students surveyed ranked their ability to communicate using the written word at a 4 or higher as a result of participation in the MSML program (i.e. 4.5 average for 8 students surveyed) | To improve assessment results data shall be collected from two courses oriented toward the end of the program rather than just the capstone course.  
There appear to be no program improvements needed based on the data reviewed. |
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| E.O. 5; Strategic Plan Key Goal Supported: increasing enrollment and increasing student satisfaction and retention. | 3) Demonstrate knowledge of theory-based best practices in business management and leadership. | 3a. 80% of final capstone projects in ML 585 will earn a "very good" or "excellent" rating from the clients. | 3b. 80% of ML 585 students will agree or strongly agree on the program exit survey that the program helped them gain and apply the knowledge of best practices in management and leadership. | 3b. 100% of all students surveyed (on the MSML exit survey) ranked item numbers 1 & 2 as agree or strongly agree. Item #1 on the survey reads: “Students will be able to effectively use managerial skills, techniques and critical thinking for problem solving.” Item #2 reads: “Demonstrate growth in leadership skills and an understanding of how to further realize their leadership potential both personally and professionally.” | 3a. Only 2 of the 5 projects earned a high rating from the clients. 3 students had issues of disengagement with clients who had originally expressed interest in the projects. | Faculty Services have been asked to include in the ML 505 module an Appendix on Project Lessons Learned in anticipation of projects that fail for political, scope creep, or other reasons common to consulting projects so students can process what others have learned and avoid common pitfalls in designing and implementing the capstone project. To improve assessment results data shall be collected from two courses oriented toward the end of the program rather than just the capstone course. |

### Other Program Assessment/Planning:

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<th>Data Reviewed</th>
<th>Issue Discovered</th>
<th>Strategic Plan Key Goal Affected</th>
<th>Decision for Improvement</th>
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### Key Performance Indicator Data

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<th>MSML enrollment</th>
<th>Fall 07</th>
<th>Fall 08</th>
<th>Fall 09</th>
<th>Fall 10</th>
<th>Fall 11</th>
<th>Fall 12</th>
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<td></td>
<td>30</td>
<td>42</td>
<td>62</td>
<td>56</td>
<td>41</td>
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