**Executive Summary of Program Assessment**

**Campus:** MU

**College/School:** Robert J. Trulaske, Sr. College of Business

**Academic Unit:** Robert J. Trulaske, Sr. College of Business

**Date Submitted:** March 3, 2015

**Person Responsible for Success of Program:** Dean Joan Gabel

**Person Submitted Executive Summary:**

Patricia Okker, Senior Associate Provost

**Degree Programs**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Degree (e.g., BS, MA, PhD)** | **Degree Program** | **Enrollment** | | **Number of Degrees Awarded** | |
| **Most Recent Fall Semester**  **(**2012**)** | **5-Year Fall Semester Average** | **Most Recent Academic Year**  **(2012)** | **5-Year Average** |
| BSA | Accountancy | 252 | 249 | 124 | 114 |
| MS | Accountancy | 141 | 128 | 123 | 115 |
| PhD | Accountancy | 8 | 7.8 | 0 | 1.4 |
| BSBA | Business Administration, Management | 233 | 264 | 152 | 171 |
| BSBA | Business Administration, Finance | 416 | 432 | 231 | 231 |
| BSBA | Business Administration, Marketing | 314 | 351 | 235 | 217 |
| MBA | Business Administration | 213 | 196 | 101 | 102 |
| PhD | Business Administration | 31 | 30 | 6 | 5 |

**Changes Since Last Review**

* Professional Development Program implemented in all undergraduate areas
* Creation of execMBA program
* Creation of Marketing Analytics Concentration (in Crosby MBA program) and undergraduate certificate in Sales and Customer Development
* Director of Diversity and Inclusion position created

**Strategies or Plans for Improving Program**

* Increase the competitiveness of master’s students by improving the quality and scope of graduate programs
* Improve undergraduate student opportunities by strengthening and professionalizing the BS BA program
* Increase the quality and impact of faculty research activities and PhD program
* Achieve diversity and internationalization of programs and outreach
* Nurture alumni and business relationships
* Achieve financial strength