

**MASTER OF BUSINESS ADMINISTRATION (MSN-MBA Dual Degree)  
EFFECTIVENESS PROGRAM  
2014-2015**

EXPANDED STATEMENT OF INSTITUTIONAL MISSION	STUDENT LEARNING OUTCOMES AND OBJECTIVES OF PROGRAM	ASSESSMENT CRITERIA AND PROCEDURES	ASSESSMENT RESULTS	USE OF RESULTS
<p><b>University Mission:</b> As a Christian university which embraces its Baptist heritage and namesake, William Carey University provides quality educational programs, within a caring Christian academic community, which challenge the individual student to excel in scholarship, leadership, and service in a diverse global society.</p> <p><b>Expanded Statement of Mission:</b></p> <ol style="list-style-type: none"> <li>1. Provide academic programs to promote student learning</li> <li>2. Promote Christian development and social responsibility</li> <li>3. Serve Baptist churches, associations, and conventions</li> <li>4. Provide an environment that supports student learning</li> <li>5. Strengthen organizational and operational effectiveness</li> <li>6. Strengthen financial resources</li> </ol> <p><b>Goal for Departmental Program/Unit:</b> The School of Business strives to provide an environment that promotes student learning in the field of business within a caring Christian Community. The educational experience in the School of Business is focused on providing students with the knowledge, skills, and ethical principles to assume leadership positions in their workplaces, communities, and the global business environment.</p> <p>The Master of Science degree in Nursing is designed for registered nurses who are seeking advanced preparation and leadership roles.</p> <p>The goal of this program is to prepare nurses for administrative roles that facilitate quality patient care in the increasingly complex health care industry.</p>	<p><b>Learning Outcomes:</b></p> <ol style="list-style-type: none"> <li>1. Students will be able to demonstrate an understanding of business ethics and its impact on decision-making.</li> <li>2. Students will be able to create a marketing plan.</li> <li>3. Students will be able to formulate and present effective oral business presentations.</li> <li>4. Students will be able to utilize team participation skills.</li> <li>5. Incorporate leadership, collaborative, and organizational skills into educational practice in order to emphasize ethical and critical decision-making, effective working relationships, and a system-perspective.</li> <li>6. Integrate the principles of quality improvement and evaluation into the advanced nurse practice role as well as the role of administrators in healthcare settings.</li> <li>7. Utilize evidence-based practice, research findings, and collaborative skills to affect accountable change in nursing practice, and health care policy.</li> </ol>	<p><b>Learning Outcomes:</b></p> <ol style="list-style-type: none"> <li>1a. At least 75% of students completing the NMB 689 (Business Ethics and Leadership) course will receive a satisfactory or better rating on the identification of the ethical issue of an assigned case analysis.</li> <li>1b. At least 75% of students completing a PEP (Personal Ethics Philosophy) will receive at least 4 satisfactory ratings on the five components of the PEP.</li> </ol> <ol style="list-style-type: none"> <li>2. On average, students completing NMB 688 (Marketing Strategy) will receive an acceptable or better rating on at least 6 of the 7 criteria used to evaluate the marketing plan.</li> <li>3. On average, NMB 688 (Marketing Strategy) will receive a satisfactory or better rating on at least 5 of the 6 criteria used to evaluate an oral presentation.</li> <li>4. On average, students completing NMB 689 (Business Ethics and Leadership) will receive a rating of at least 4 on a 5 point rating scale used to evaluate team-based interaction skills.</li> <li>5. 100 % of suggestions from the COI- students, faculty, alumni, WCU, and agencies- are considered and pursued as deemed appropriate by the faculty.</li> <li>6. <math>\geq 75\%</math> of graduates will report employment in nursing administration within one year of program completion.</li> <li>7. The mean response by MSN-MBA students in NMB 697 to the web-enhanced course survey, items 7, 8, 13, will be <math>\geq 3</math></li> </ol>		