

ACADEMIC DEPARTMENTAL END OF YEAR REPORT

Submit by June 30, 2025 to the Office of Institutional Effectiveness.

Program / Department: MBA Social Sector Management

Submitted by: Dr. Clinton Parker III

ASSESSMENT of PROGRAM STUDENT LEARNING GOALS and OUTCOMES – SPOTLIGHT REPORT

I. List the Program Goals in the first column and indicate in which year those goals will be assessed.

Program Goals = what the program aims to achieve and what it should offer students who take it.

[Each goal should be assessed at least once over a 3-year cycle – indicate by X]

Year	2024-2025	2025-2026	2026-2027
Goals for the <u>MBA Social Sector Management</u> Major/Dept.			
Goal 1. Evaluate from a Christian worldview ethical issues affecting management functions and their implications in organizational decision making.	X		
Goal 2. Work in teams using critical thinking to analyze and solve problems and effectively communicates with various stakeholders in any organization			X
Goal 3. Demonstrate the use of effective written and oral business communication skills			X
Goal 4. Demonstrate synthesis of managerial concepts, Christian leadership principles, and theories by developing solutions to complex managerial and leadership problems	X		
Goal 5 Apply technology to analyze problems, develop business analysis, and recommend management decisions and actionable strategies		X	

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II. Program Goals and Specific Student Learning Outcomes for assessment in 2024-2025

1. *In column 1, identify which goal(s) will be assessed this year. In column 2, list the corresponding specific learning outcomes.*

Specific Learning Outcomes = component parts of program goals which identify in more detail what you want students to know or be able to do by the end of the program.

2. *Attach syllabi of courses where learning outcomes will be assessed and any other relevant assessment tools.*

[The table below should enable you to provide the relevant information succinctly. This section can be done as a narrative if preferred, but please ensure you include all the information required to complete the table.]

Program Goal to be assessed this year	Specific Student Learning Outcomes to be assessed (Typically taken from course syllabus)	Which course will these be assessed?	How assessed? (eg. Rubric, survey, focus group)	Does assessment tool already exist? Y / N?	If NO, who will create it?	By when?	When will data be collected & analyzed?
Goal #1 Evaluate from a Christian worldview ethical issues affecting management functions and their implications in organizational	i) Articulate how biblical principles support the importance of social benefit and integrate these principles into entrepreneurial practices.	BUSMW540: Social Entrepreneurship	Course content analysis via Blackboard and Syllabus	Y	N/A	N/A	2025
	ii)						

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decision making.	iii)						
Goal #4 Demonstrate synthesis of managerial concepts, Christian leadership principles, and theories by developing solutions to complex managerial and leadership problems	i) Explain key theories and concepts of social entrepreneurship and their practical applications.	BUSMW540: Social Entrepreneurship	Course content analysis via Blackboard and Syllabus	Y	N/A	N/A	2025
	ii)						

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III. Rationale for decisions

[Include a brief explanation of the rationale for your decision to assess outcomes for these program goals and specific learning outcomes in the way(s) indicated. Why is this course/essay the best place to assess this goal/outcome? Why is this method (eg. survey, rubric) the best way to assess the goal/outcome?]

Course content analysis via Blackboard and the syllabus helps determine the effectiveness or opportunities for improvement by showing how well the course content, assignments, and assessments align with program goals. By reviewing the syllabus and Blackboard, any evaluator can see if key learning outcomes are clearly addressed, if assignments align with learning objectives, and if appropriate biblical integration is consistent. This approach also highlights gaps such as misaligned assessments or unclear connections to goals, so instructors can make targeted improvements to strengthen the course's impact on student learning.

IV. What conclusions can be drawn based on your assessment results?

BUSMW540: Social Entrepreneurship was assessed in preparation for asynchronous formatting on Blackboard. Upon evaluation of the course content, the readings and assignments did not facilitate the achievement of Program Goal #1: Evaluate from a Christian worldview ethical issues affecting management functions and their implications in organizational decision making, and Program Goal #4: Demonstrate synthesis of managerial concepts, Christian leadership principles, and theories by developing solutions to complex managerial and leadership problems. When the course was previously taught in Fall 2023, there was no evidence of achieving these goals. There appeared to be no structured and consistent assignment that required biblical truths to be read, engaged with, and integrated alongside business/social entrepreneurship content each week.

V. Based on your analysis of the assessment results, what curricular or instructional changes will be made to improve student learning outcomes?

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BUSMW540: Social Entrepreneurship was rewritten entirely. The textbooks were updated and more relevant. Supplemental resources were added, which included: Social Entrepreneurship 101, 50 Models & Examples of Social Enterprises, six different social entrepreneurship resource links, nine social entrepreneurship sites, and seven weekly biblical readings that aligned with assigned textbook readings. The biblical readings will be posted on the discussion thread and require students to make a 175-word post along with one response to a peer. For example: The topic of week #1 is “Defining and Distinguishing Social Entrepreneurship,” and the biblical reading and discussion is Proverbs 31:8-9 | “Advocacy for the Marginalized.” **SEE POST BELOW**

POST #1: Proverbs 31:8-9 | Advocacy and Justice: Consider the directive of Proverbs 31:8-9 to speak up for those who cannot speak for themselves and defend the rights of the poor and needy. Choose an actual social enterprise from the provided links that works in advocacy. Describe their intended social impact and HOW you could implement the practice of Proverbs 31:8-9 through that organization or one that does similar work.

To further strengthen this course, the students’ final is an actual proposal to launch a social enterprise.

VI. Please evaluate the quality of program-level assessment in your area and specify any steps needed for improvement. When, and by whom will these steps be implemented? Do your recommendations apply to the assignment, course, program, evaluated learning outcomes, or another area of student learning? Please indicate which and provide SMART Goal action steps. (SMART: Specific, Measurable, Achievable, Relevant, & Time-bound)

1. The program will benefit from an Advisory Board of high-impact social sector leaders who can advise regarding the curriculum and serve as guest lecturers in their areas of expertise to provide real-life information and applications to strengthen the programming. The advisory board will launch in January 2026.
2. This program does not offer an introduction to the Social Sector, which should include content on developing and managing a governing board. This is currently under evaluation.
3. Marketing is an integral part of MBA programming. Adding a marketing course to show students how to bring high

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visibility to their social sector efforts would support or, at the very least, strengthen their opportunities for support and external engagement. Addition date to be determined.

4. Since social sector organizations require significant fundraising and external support, the curriculum must be revised to include fundraising and grant writing courses. Addition date to be determined
5. Social sector organizations require volunteerism and financial support to navigate through social, political, environmental, cultural, and economic barriers, which require strong networks and relationships. As such, a course that includes networking is essential. Addition date to be determined.
6. At least six courses need to be updated or redeveloped. In 2025, three courses were redeveloped: BUSMW540: Social Entrepreneurship, BUSMW520 | Managing Human Service Agencies, and MGMTW541 | Human Resource Strategy and Organizational Structure.