

Operational Plan for Business Management Program

Section A

Program Coordinator: Keeli Rae Snow

Date: November 2020

Associated Faculty:

Full Time: Keeli Rae Snow, Mark Jenner, Nathan Jenkins, Jane Bell

Adjunct: Mark Ayers, Ralph Schoen, Scott McFarlane, Tyler Campo, Michael Ritter, Ryan Follis, & Emily Brooks

Welcome to the Business Management program!

The Business Management major takes students to the heart of what managing a business organization really means. Students will learn to measure resources and results logically and accurately, to incorporate others into team efforts that multiply the effects of everyone's talents, and to lead those others toward well-selected goals. Students will also learn to increase the wealth and well-being available to people in the US and all over the world. Measuring resources, leading others to multiply the value of those resources, and making the world a better place for all--we call this "stewardship," and it's the heart of the Business Management major.

Program Mission Statement

The mission of the Briner School of Business is to educate and empower students to effectively impact the world by confidently carrying their faith and knowledge into the marketplace so that culture experiences the difference. This is accomplished in the business

management program through its experience first curriculum, that provides students with skills to become successful business professionals and offers an experiential learning component where students gain hands-on experience into business strategy and problem solving.

Programmatic Faith Integration

Our professors have committed their lives to following and serving Christ and have answered a calling to help our students do the same. We are passionate about providing students with a valuable education that puts faith at the heart of business. We want to empower future business leaders with the skills and knowledge they need to succeed while teaching and showing students how to be an example of Christ in the world. The Briner School of Business is named for Bob Briner ('56). Bob Briner believed that Christians especially those in business were called to be Salt and Light! We carry this belief forward with a curriculum that will challenge students to become the salt and light in every corner of their culture.

Section B

Program/Major Objectives:

At the close of their degree, students will:

1. Utilize financial and operational tools and processes to recommend solutions to real world business problems.
2. Demonstrate effective leadership skills for making decisions and accomplishing goals.
3. Effectively communicate business visions, plans, ideas, strategies.
4. Demonstrate how Christian values would apply in various cultures and business settings.
5. Support a constructive and positive team climate by engaging all members respectfully in a diverse setting.

The Business Management Program Fulfillment of the SLOs

Our students fulfill the student learning objectives above through a variety of activities including traditional learning activities and experience-based learning activities including real world projects with businesses across the country. The Business Management students practice critical self-awareness by analyzing and creating their own business and by critically reflecting on their skills in multiple projects. Our students practice knowledge and skill by completing a variety of activities designed to help them go from introduction to mastery of the skills they will need when they enter the business world. This culminates in the completion of selling week during their capstone course in the Business Management program. Business Management students practice collaboration and cooperation across disciplines and cultural and aesthetic values by completing a variety of team and group projects throughout their

education. Students practice communication through multiple presentations, projects, and papers both within the Briner School of Business and with businesses outside the Briner School of Business. Finally, students grow in their character and application of Christian values during their time at Greenville University by being developed into Lambs that Roar. We ask our students to examine their faith and how they can use that faith as a tool to carry out not only business but to spread the Gospel of Jesus. Bob Briner believed Christians need to be relevant in the business field because everything should lead to God and personal faith must be a priority.

The Business Management Program Connections to Greenville University as a Whole

The Business Management Program enables the students to fulfill the mission of Greenville University by empowering and inspiring students to become the next generation of servant leaders that are filled with grit and joy. We believe that managing and stewardship is central to the mission of the Greenville University. The Business Management program takes what has been started in the general education program and continues to develop those skills and values. We use the liberal arts curriculum that students have been a part of to continue to holistically develop students into the servant leaders that are needed in the business world today. Students complete hands-on coursework, analyze industry challenges, and develop thoughtful solutions. We use the critical thinking and communication skills they are being taught to produce graduates that can both effectively manage, write, communicate, and work on projects with external business leaders.

Section C

Program Learning Objectives	CORE Courses						BUSN MGT Courses													
	ACCT 101	BUSN 101	BUSN 222	ECON 102	ENTR 130	MRK T 201	ECON 202	PSY C 202	ACCT 201	BUSN 335	BUSN 351	BUS N 360	MRK T 335	BUSN 324	BUSN 380	FINA 341	BUSN 405	BUSN 409	ENTR 410	
1	I	I	I	I	I	I	D	D	D	D	D	D	D	D	D	D	M	M	M	
2		I	I		I				D	D	D	D	D		D			M	M	
3	I	I		I	I	I	D			D	D			D	D	D		M	M	
4	I	I	I	I		I	D		D		D	D		M			M	M		
5		I				I						D	D	D	D		M		M	
Key: I = Introduced D = Developed M = Mastered																				

Section D

SLOs	Program Objective	Level of Mastery (IDM)	Term	Course number	Learning Activity	Benchmark	Assessment method
Year One							
2	1	I	Fall/Spring	ACCT 101	Accounting Practices Project	>75%	Proper completion of all parts
		I	Fall/Spring	BUSN 101	Weekly Quizzes	>75%	Sum of Quiz Total
		D	Spring	ACCT 201	Final Exam	>75%	Comprehensive knowledge test
		D	Fall	BUSN 380	Final Paper	>75%	Rubric
		M	Fall/Spring	BUSN 409	Business Memorandum & Final Comprehensive Exam	>75%	Rubric
		M	Spring	ENTR 410	Completion of Selling Week	>75%	Completion
3	2	I	Fall/Spring	BUSN 101	Final Paper	>75%	Rubric
		D	Fall	BUSN 380	Final Exam	>75%	Comprehensive knowledge test
		M	Spring	ENTR 410	Selling Week Journals	>75%	Rubric
Year Two							
4	3	I	Fall/Spring	BUSN 101	Weekly Journals	>75%	Sum of Scores
		D	Fall	BUSN 380	Case Presentations	>75%	Rubric
		D	Fall	FINA 341	In-Class Quizzes	>75%	Sum of Scores
		M	Spring	ENTR 410	Business Plan, Marketing Plan, Financials	>75%	Sum of Scores
6, 1	4	I	Fall/Spring	BUSN 101	Christian Leader Observation Paper Total	>75%	Comprehensive knowledge test
		I	Fall/Spring	ECON 102	Discussion Video on Global Food	>75%	Discussion completed
		D	Fall	BUSN 360	Christian Ethos in Business Paper	>75%	Rubric
		D	Spring	ECON 202	Discussion Video Rich Hill MO	>75%	Discussion completed
		M	Fall/Spring	BUSN 409	Oral Exam and Business Proposal	>75%	Sum of Scores
		M	Spring	BUSN 324	Oral HRM Ethics Presentation	>75%	Rubric

Year Three							
5	5	I	Fall/Spring	MRKT 201	Pillsbury Case Study	>75%	Sum of Scores
		D	Spring	BUSN 324	Performance & Reward Analysis	>75%	Rubrics
		M	Spring	ENTR 410	Participation in Assignments from Team	>75%	Team Reports

Formative Learning Experiences

The Briner school of Business is passionate about providing a valuable education. We equip and empower future business leaders with skills, knowledge, and experience so culture feels the difference. The Briner School of Business prioritizes applied and experiential learning. Our experience-based curriculum is designed to expose students to the real world of business. Our courses develop a student's entrepreneurial spirit, provide connections to current business leaders, and prepare them for their Experience First Capstone course. In addition to the summative and formative assessment in the learning objective alignment chart, the Business Management students in the Briner School of Business participate in a variety of experiential learning. Students participate in discussions, self-assessment, interviews, real world projects with businesses, peer assessment, group learning activities, and opportunities to participate in mock interview both in class and outside of class.

Description of Assessment Processes

At the conclusion of fall semester, a brief report will be prepared to keep track of summer and fall assessment results. At the end of spring semester, a comprehensive academic year report will be submitted that summarizes the overall analysis of program objective

achievement for that year, program quality, change determinations, and the schedule for when improvements will be made. Changes will be expected to be made by the next course offering and analyzed in that course's subsequent assessment period. In the first year, Business Management program objectives one and two will be assessed as well as the ENTR 410 and BUSN 324 course which is assessed each year for IACBE. In year two, Business Management program objectives three and four will be assessed as well as ENTR 410 and BUSN 324 which are assessed each year for IACBE. In year three, Business Management program objective five will be assessed as well as ENTR 410 and BUSN 324, which are assessed each year for IACBE.

Assessment Timetable

While faculty and instructors, can make adjustments to their courses at any time, most assessment takes place at the end of each semester. Faculty Course Assessment reports are completed by each faculty member and sent to the director of the program. That information is discussed in a meeting with the Briner School of Business Faculty, Dean, and Academic Director to discover what changes need to be made for the next offering of the course. At times, the Briner School of Business will receive feedback from alumni about aspects they wish had been different about the curriculum. That information is discussed at meetings and implemented as necessary. Assessment will also be completed for IACBE each year.