

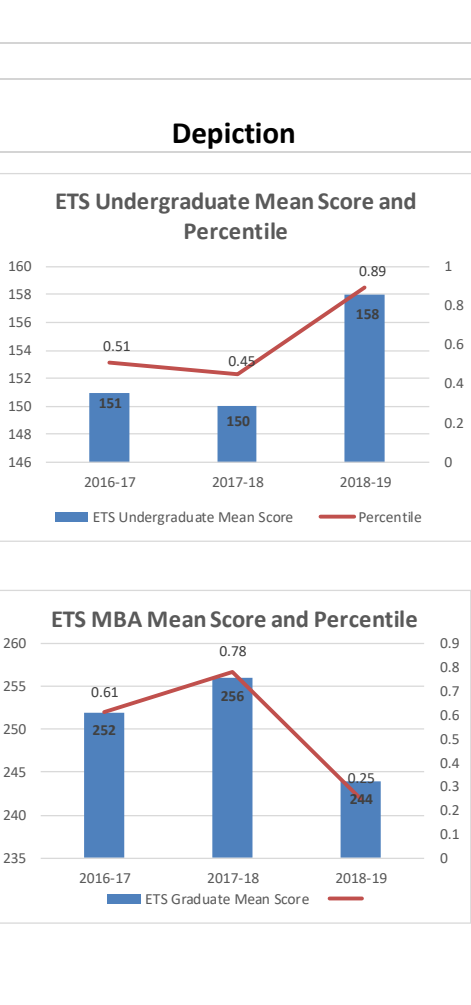
WINGATE UNIVERSITY

PORTER B. BYRUM
SCHOOL *of* BUSINESS

2018-2019

Learning Outcomes and Assessment Results

Comparative Assessment Information and Data		
List of targets/performance improvements		
Comparative Information and Data	Targets/Performance Improvements	Results
Major Field Test (ETS/Undergraduate)	Undergraduate mean score at or above that of peer institutions and the overall mean score	Undergraduate scores (158) exceeded that of peer institutions (147.9), and the overall ETS national average (149.5) in 2018-19 (see Figure 4.3)
Major Field Test (ETS/Graduate)	Graduate mean score at or above that of peer institutions and the overall mean score	Graduate mean score (244) has not exceeded that of peer institutions (246) as well as the overall ETS average (248.4) in 2018-2019 (will keep monitoring results (See Figure 4.3)



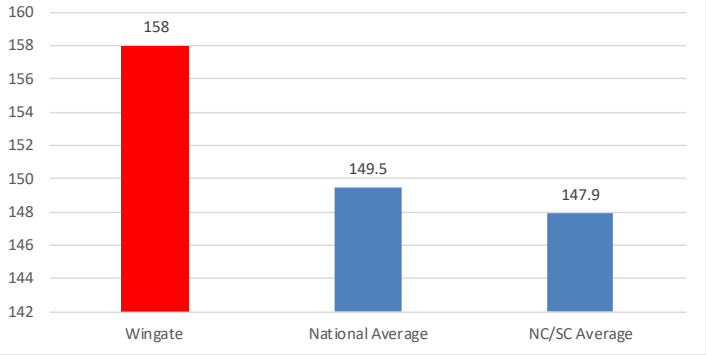
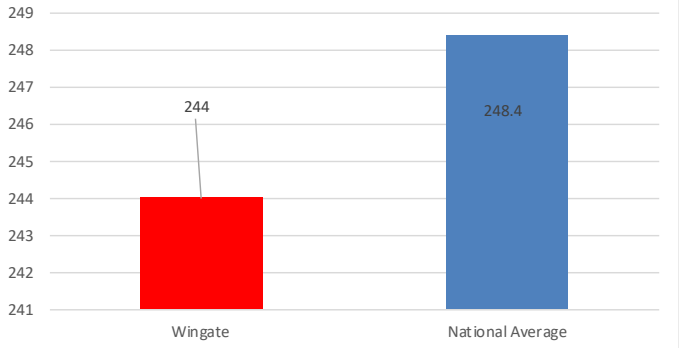
Comparative Assessment Information and Data

List of targets/performance improvements

Comparative Information and Data	Targets/Performance Improvements	Results
North Carolina CPA Exam	Two-thirds of MAC students pursuing the CPA exam will succeed on all parts	Since program inception year (2010), 90% of students pursuing one of four exams became CPAs by passing all 4 exams and gaining work experience
North Carolina CPA Exam	Wingate pass rate above the median pass rate for all North Carolina 4-year institutions	Data collection in planning stage

Wingate University Master of Accounting Program Graduate Statistics 2010 - 2018

Number received CPA license or CFA Level I or Other	32
Number pursued Professional Certification	40%
Passed at least one exam before Graduation	80%
Number of Graduates from the Program to 2018	83
Number in Accounting/Finance Professional Jobs	81
Percentage professionally employed	98%
Number employed thru 2018 (within 6-months of graduating)	100%
Retention rate in the MAC Program	88%

Comparative Information Measure	Goal and Action Taken	Results								
<p>ETS mean scores on the undergraduate business major field test. This is an external and summative benchmark with universities within the region.</p>	<p>The goal is to score above the national average and the NC/SC peer institutions. During 20016-17 and 2017-18, students scored slightly above the national average, but in 2018-19, students outperformed the national average by 8 points. The new goal for 2019-20 is to score at least 5 points above the national average and to sustain the momentum created by a new culture of assessment.</p>	<p>Undergraduate ETS Mean Score Comparison - 2018-19</p>  <table border="1"> <thead> <tr> <th>Category</th> <th>Score</th> </tr> </thead> <tbody> <tr> <td>Wingate</td> <td>158</td> </tr> <tr> <td>National Average</td> <td>149.5</td> </tr> <tr> <td>NC/SC Average</td> <td>147.9</td> </tr> </tbody> </table>	Category	Score	Wingate	158	National Average	149.5	NC/SC Average	147.9
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<p>ETS mean scores on the MBA major field test. This is an external and summative benchmark with universities within the region.</p>	<p>The goal is to score above the national average and the NC/SC peer institutions. During 20016-17 and 2017-18, students outperformed the national average but underperformed in 2018-19, students. The action taken is to continue monitoring the results and find out if 2018-19 was an anomaly. For 2019-20, the goal is to outperformed the national average and score 250.</p>	<p>MBA ETS Mean Score Comparison - 2018-19</p>  <table border="1"> <thead> <tr> <th>Category</th> <th>Score</th> </tr> </thead> <tbody> <tr> <td>Wingate</td> <td>244</td> </tr> <tr> <td>National Average</td> <td>248.4</td> </tr> </tbody> </table>	Category	Score	Wingate	244	National Average	248.4		
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<p>2018-2019 ETS undergraduate major field test results for all universities nationally. Mean percent correct in each CPC area tested.</p>	<p>Students outperformed in all functional areas, particularly in accounting, quantitative analysis, and finance. Some changes will be made in the international business course to improve scores, which were slightly above the national average.</p>	<p>Undergraduate ETS Comparison by Functional Area - 2018-19</p> <table border="1"> <caption>Undergraduate ETS Comparison by Functional Area - 2018-19</caption> <thead> <tr> <th>Functional Area</th> <th>Wingate - Mean % Correct</th> <th>National Average - Mean % Correct</th> </tr> </thead> <tbody> <tr><td>Accounting</td><td>50</td><td>45</td></tr> <tr><td>Economics</td><td>48</td><td>42</td></tr> <tr><td>Management</td><td>70</td><td>63</td></tr> <tr><td>Quantitative Analysis</td><td>42</td><td>35</td></tr> <tr><td>Finance</td><td>52</td><td>45</td></tr> <tr><td>Marketing</td><td>58</td><td>52</td></tr> <tr><td>Legal Environment</td><td>55</td><td>48</td></tr> <tr><td>Information Systems</td><td>57</td><td>53</td></tr> <tr><td>International Issues</td><td>42</td><td>41</td></tr> </tbody> </table>	Functional Area	Wingate - Mean % Correct	National Average - Mean % Correct	Accounting	50	45	Economics	48	42	Management	70	63	Quantitative Analysis	42	35	Finance	52	45	Marketing	58	52	Legal Environment	55	48	Information Systems	57	53	International Issues	42	41
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<p>*Undergraduate Comparison Universities (regional - NC/SC): Anderson University (SC), Appalachian State University, Catawba College, Elon University, Francis Marion University, Johnson C. Smith University, Meredith College, Montreat College, Pfeiffer University, Southern Wesleyan University.</p>																																

