

STANDARD #7 – STUDENT ACHIEVEMENT

Table 7.1 – Student Achievement Outcomes

Business Unit annual results including graduation rates and job placement outcomes by program, reported per ACBSP accreditation requirements.

Reporting year: 2024–2025 Programs: 4 Measures per program: Min. 2 (per ACBSP Standard 7)

Measure 1 – Graduates by program

2024–2025 Academic Year

PROGRAM	GOAL	RESULT	STATUS	NOTES
BA Accounting Undergraduate	10	8	Partially Met	8 of 10 targeted graduates completed the program. Enrollment growth and early-alert advising initiatives are underway to close the gap.
BA Business Management Undergraduate	45	43	✓ Met	43 of 45 targeted graduates – strong enrollment stability. Minor variance attributed to mid-year program transfers.
BA Marketing Communications Undergraduate	5	1	Below Target	Program is in an early growth phase with a small current cohort. 18% YOY enrollment growth confirms strong upward trajectory. See Measure 3.

PROGRAM	GOAL	RESULT	STATUS	NOTES
MBA Graduate	25	27	✓ Exceeded	27 graduates exceeded the target of 25, reflecting strong program demand and high completion rates.

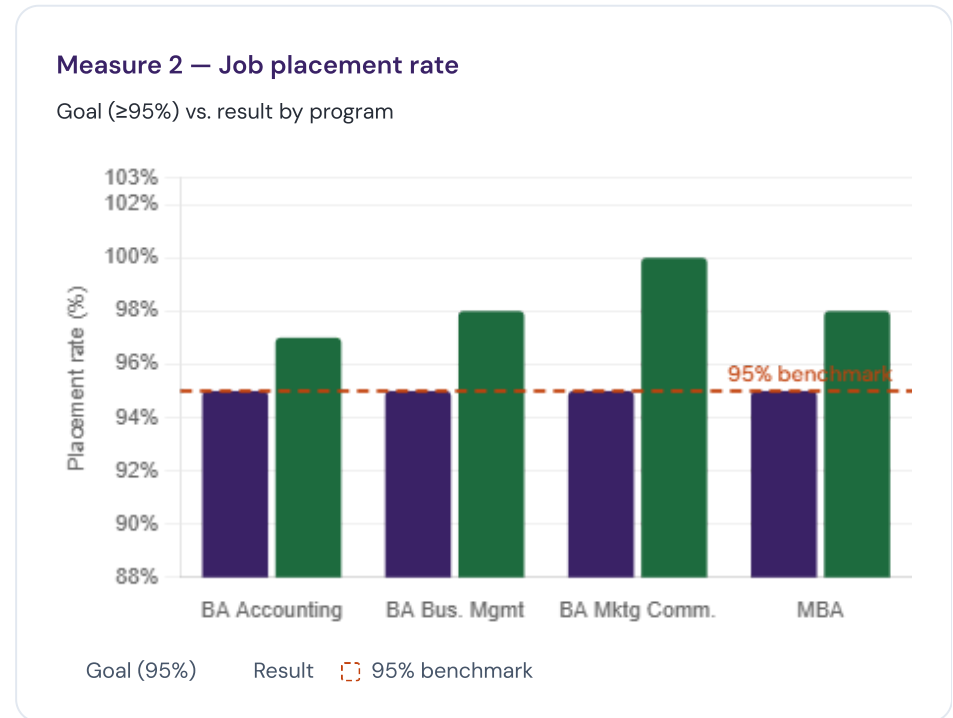
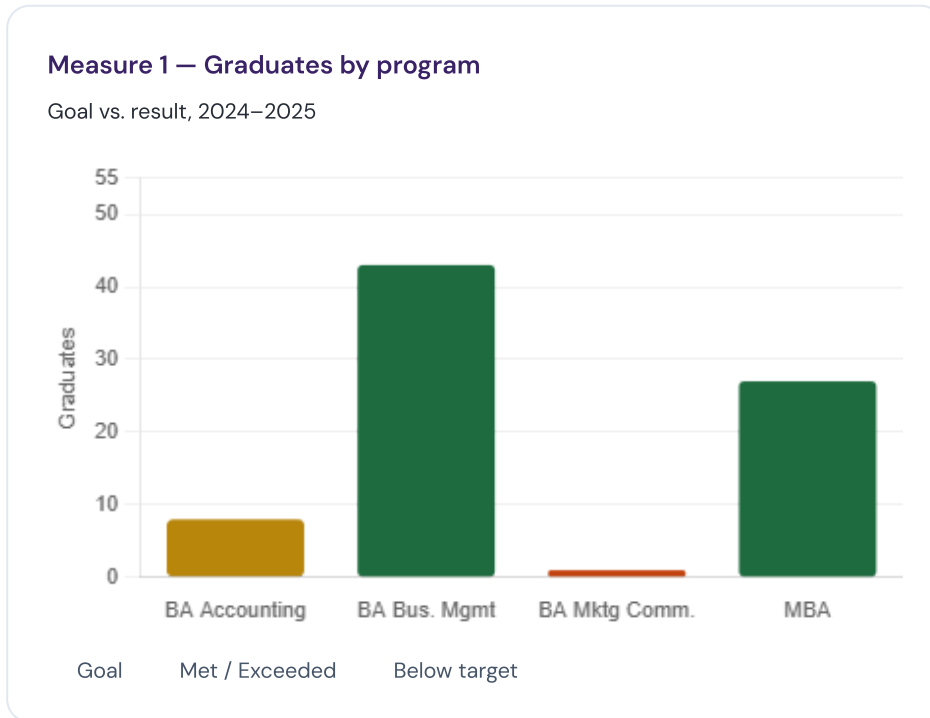
Measure 2 — Job placement rates by program				Benchmark: ≥95%
PROGRAM	GOAL	RESULT	STATUS	NOTES
BA Accounting Undergraduate	≥95%	97%	✓ Exceeded	97% of graduates secured employment or continued education within 6 months. Strong employer partnerships and internship pipelines support this outcome.
BA Business Management Undergraduate	≥95%	98%	✓ Exceeded	98% placement rate — experiential learning components, internship partnerships, and career services integration are key drivers.
BA Marketing Communications Undergraduate	≥95%	100%	✓ Exceeded	100% of graduates secured employment or continued education. All graduates entered roles directly relevant to their field of study.
MBA Graduate	≥95%	98%	✓ Exceeded	98% placement rate. MBA graduates securing positions in management, finance, consulting, and entrepreneurship.

Measure 3 — Enrollment growth rate (BA Marketing Communications only)				Additional measure per reviewer guidance
PROGRAM	GOAL	RESULT	STATUS	NOTES
BA Marketing Communications Year-over-Year Enrollment Growth	≥10%	18%	✓ Exceeded	18% year-over-year enrollment growth demonstrates strong program momentum. Targeted recruitment,

PROGRAM	GOAL	RESULT	STATUS	NOTES
				revised curriculum, and new employer partnerships are driving increased student interest.
<p>Provided as a third measure to give additional context for this program's trajectory given the small current graduation cohort.</p>				

VISUAL SUMMARY

Achievement at a glance



Analysis & continuous improvement

Graduation: The MBA program exceeded its target (27 vs. 25), reflecting strong demand and completion rates. BA Business Management closely met its goal (43 of 45). BA Accounting fell slightly short (8 of 10), with enrollment and advising initiatives underway. BA Marketing Communications is in an early growth phase; 18% YOY enrollment growth confirms strong upward trajectory.

Job placement: All four programs exceeded the 95% benchmark (97%–100%), demonstrating strong alignment between program outcomes and workforce expectations. High placement rates reflect the effectiveness of experiential learning, employer partnerships, and career preparation embedded throughout the curriculum.

Continuous improvement actions based on these results:

- Enrollment strategies being enhanced for undergraduate programs, particularly Marketing Communications, through targeted outreach and partnerships.
- Program visibility and recruitment efforts expanded through targeted marketing, community partnerships, and revised program positioning.
- Experiential learning and employer engagement continually strengthened to sustain high placement rates across all programs.
- Early-alert advising implemented to improve retention and on-time graduation rates for BA Accounting.