

# **AMBERTON UNIVERSITY**

## **Student Achievement Data – Business Division**

### **2024 -2025**

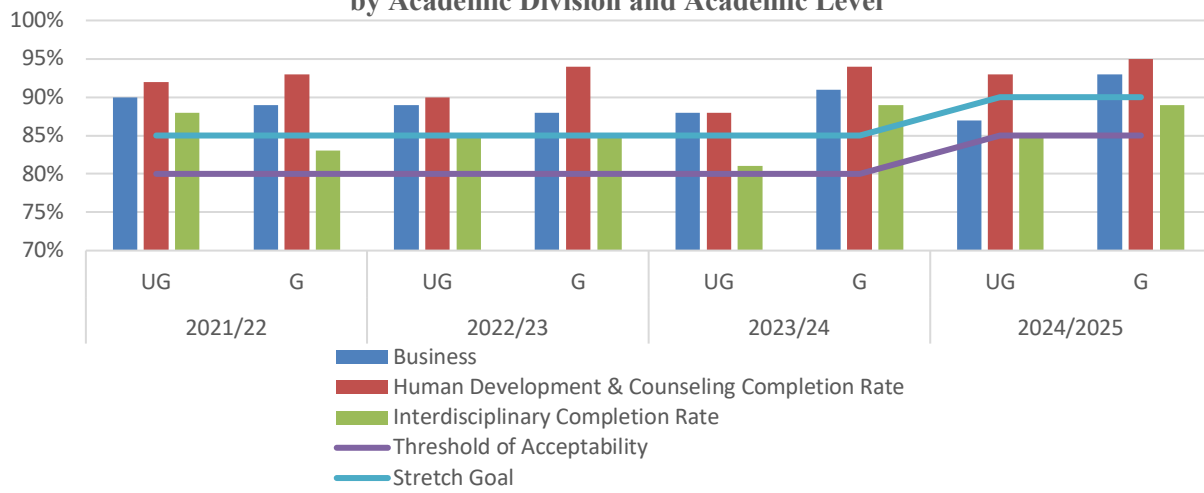
Amberton University faculty, staff, and administration are committed to assessing student achievement outcomes for the purpose of continuous improvement of undergraduate and graduate business programs. Amberton caters to a mature working adult population. The majority of students have spent many years in the business world. Therefore, Amberton uses key indicators to assess the relevancy of our business programs. In addition to graduation rates and course completion, these indicators rely heavily on student satisfaction, student professional growth and advancement, and program relevancy. The University puts performance on these key indicators in perspective by setting thresholds of acceptability and stretch goals that are challenging, yet attainable.

#### **Successful Course Completion**

Successful course completion is a key leading indicator of successful degree completion. At the end of each session, academic leadership and faculty review a grade distribution report by course. Amberton University Business Division students, both undergraduate and graduate-level students, tend to successfully complete coursework at high levels.

For the most recently completed academic year, 87% of undergraduate business division students completed coursework successfully and 93% of graduate students completed coursework successfully. This performance exceeds the institutional threshold of accountability for undergraduate business division performance and exceeds Amberton's stretch goal for graduate business division performance. The chart below details successful course completion compared to other academic divisions at the university over the last four years.

**Amberton University Four-Year History  
of Successful Course Completion Compared to Stretch Goals & Thresholds of  
Acceptability  
by Academic Division and Academic Level**



## Graduation Rates by Business Programs by Level

Table 1 indicates that two of the four undergraduate programs in the Business division exceeded Amberton's stretch goal of a 40% program graduation rate. Two undergraduate programs fell below the threshold of acceptability, and these areas represent an opportunity to improve. Academic leadership has determined improvement initiatives to increase the graduation rate going forward.

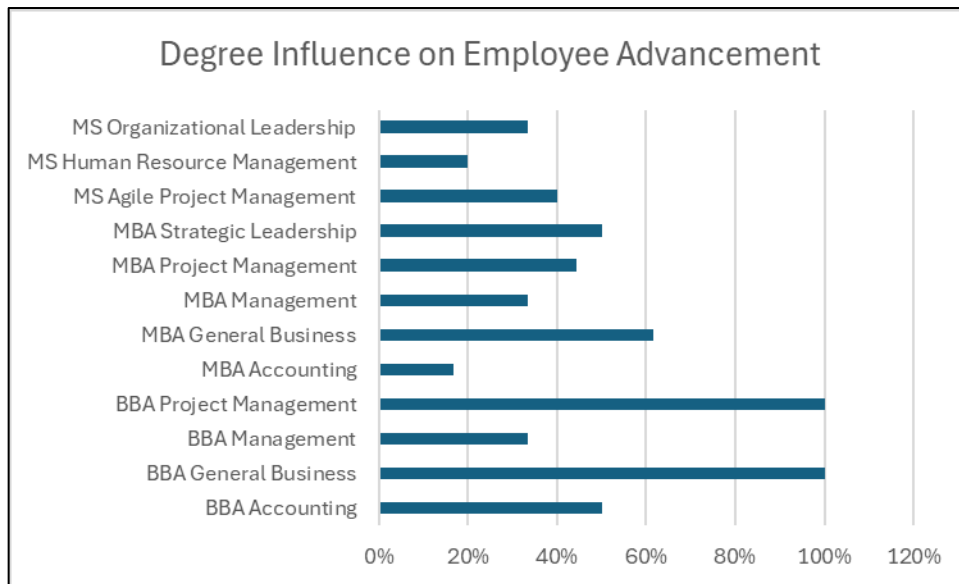
<b>Table 1.</b> <b>Business Division Undergraduate Program</b>	#	#	%
	<b>Students</b>	<b>Graduates</b>	<b>of Total</b>
BBA - General Business	29	5	17%
BBA - Management	23	12	52%
BBA - Accounting*	3	2	67%
BBA - Project Management	12	2	17%
<b>TOTAL GRADUATION RATE</b>	<b>67</b>	<b>21</b>	<b>31%</b>
*New degree programs graduation rates are not calculated on the normal 8-year window.			

Table 2 indicates that four of Amberton's eight Business Division graduate programs exceeded the institution's stretch goal of a 45% graduation rate. One program exceeded the acceptability threshold, and three programs fell below that threshold. Academic leadership has initiated strategies to improve graduation rates for those three programs going forward.

<b>Table 2.</b> <b>Business Division Graduate Program</b>	#	#	%
	<b>Students</b>	<b>Graduates</b>	<b>of Total</b>
MBA - General Business	43	22	51%
MBA - Accounting*	27	6	22%
MBA - Management	37	21	57%
MBA - Project Management	66	34	52%
MBA - Strategic Leadership	74	51	69%
MS - Organizational Leadership	23	10	43%
MS - Human Resource Management*	41	5	12%
MS - Agile Project Management*	22	6	27%
<b>TOTAL GRADUATION RATE</b>	<b>333</b>	<b>155</b>	<b>47%</b>
*New degree programs graduation rates are not calculated on the normal 8-year window.			

## Amberton University's Contribution to Professional Success

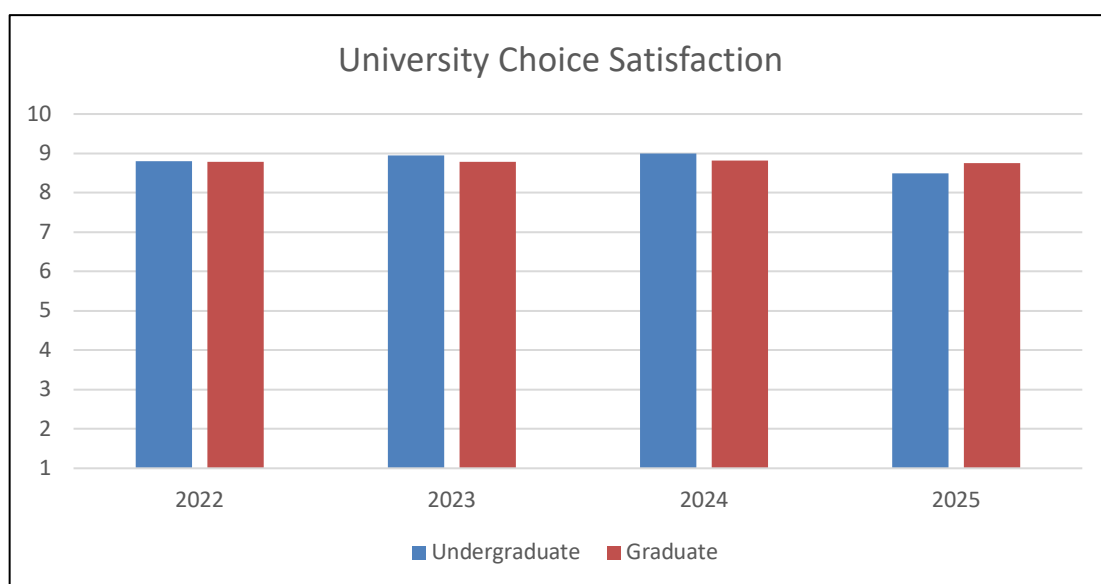
Amberton University surveys recent graduates to determine how graduation from the Business Division program impacted each graduate's professional success. The chart below indicates those survey responses by program.



As the chart indicates, at least 40% of graduating students in seven of the twelve Business Division Programs, all levels combined, indicated that the degree from Amberton University had an influence on their professional success. For four other programs, at least 20% or more of graduates indicated that the degree from Amberton University had an influence on their professional success. Only one program, MBA in Accounting fell below 20% in the survey. Noteworthy are the undergraduate programs in Project Management and General Business where 100% of respondents indicated that their degree positively influenced their professional success exceeding the stretch goal of 80%.

## Student Satisfaction

Amberton's graduates are also surveyed at the time of graduation to determine how many graduating students would make the same choice all over again to choose Amberton for their education. The chart below shows the responses to that question over the last four years. Ten indicates most satisfied with their educational experience and one indicates least satisfied. Undergraduates have consistently rated their experience over eight on a ten-point scale. Graduate-level students have rated their experience over eight and very close to nine on a ten-point scale.



### Program Learning Outcomes Assessment for the Business Division by Level

Amberton University assesses program learning outcomes for each program at the conclusion of each academic year. Programs not meeting or exceeding the target goal are part of the university's improvement plan for the coming academic year. As Table 3 indicates, students in the undergraduate degree in Management exceeded all target goals for program learning outcomes. The remaining three programs exceeded program learning outcome goals at 67% while 33% fell short. Program coordinators in each program have analyzed results and identified action plans for improvement.

<b>Table 3.</b> <b>2024-2025 Program Learning Outcomes Assessment Summary</b> <b>Business Division</b> <b>Blue indicates all three Program PLO targets were met or exceeded</b>			
<b>%</b>			
<b>Program</b>	<b>PLOs meeting target goal</b>	<b>PLOs exceeding target goal</b>	<b>PLOs not meeting target goal</b>
BBA Accounting	0.00%	66.67%	33.33%
BBA General Business	0.00%	66.67%	33.33%
BBA Management	0.00%	100.00%	0.00%
BBA Project Management	0.00%	66.67%	33.33%

Table 4 indicates that four of eight programs in the Business Division exceeded the target goal for all learning outcomes. Three of the remaining four graduate programs exceeded two of three program learning outcome targets, and one program learning outcome exceeded one target goal. Program coordinators in each program have analyzed results and identified action plans for improvement.

<b>Table 4.</b> <b>2024-2025 Program Learning Outcomes Assessment Summary</b> <b>Business Division</b> <b>Blue indicates all three Program PLO targets were met or exceeded</b>			
<b>%</b>			
<b>Program</b>	<b>PLOs meeting target goal</b>	<b>PLOs exceeding target goal</b>	<b>PLOs not meeting target goal</b>
MBA Accounting	0.00%	66.67%	33.33%
MBA General Business	0.00%	66.67%	33.33%
MBA Management	0.00%	66.67%	33.33%
MBA Project Management	0.00%	100.00%	0.00%
MBA Strategic Leadership	0.00%	100.00%	0.00%
MS Agile Project Management	0.00%	100.00%	0.00%
MS Human Resource Management	0.00%	33.33%	66.37%
MS Organizational Leadership	0.00%	100.00%	0.00%

