

Site Reviewer Report

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New Jersey City University School of Business - Management Program Review

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Overall strengths, weaknesses, opportunities and threats related to the department and its programs

The SWOT analysis revealed that the management program has some inherent strengths as a direct result of being under the School of Business. The SWOT analysis also revealed that one of the opportunities and threats for the management program is a lack of formal presence in the online market. The site reviewer has provided a SWOT summary.

Strengths – The overall strengths for the management program include:

- Physical facility
- Faculty teaching expertise
- Technology
- Regional/Programmatic accreditation

Weaknesses – The overall weakness for the management program include:

- A lag in career service resources and support
- An incomplete overall brand identity for the management program
- An incomplete marketing and industry presence for the management program within the regional area
- A lack of an online program

Opportunities – The overall opportunities for the management program include:

- Greater alignment with the 2 year schools
- Prospective student competencies
- Strong local economy
- Integration of faculty scholarship into the curriculum

Threats - The overall opportunities of the management program include:

- Online management programs in existence at the regional/national level
- Local competition with 4 year schools
- Current enrollment is not sustainable long term

Expertise of faculty and contribution to the field

At the time of this program review the School of Business was not a separate unit within the institution. As a result faculty oversight was not at the level of rigor needed. During the site visit the reviewer inquired as to how the oversight of faculty has changes since the School of Business became a separate unit. The reviewer was satisfied with the response. The faculty profile for management program has an appropriately credentialed group of both full-time and part time faculty. There is also an adjunct faculty population with the appropriate credentials for each program area. The faculty in the management program are in compliance with the ACBSP criteria for faculty as per appendix B of the program review. At the time of this report faculty were not required to produce a required amount of scholarly research. There is an opportunity for faculty to incorporate more research into the curriculum. The site review would recommend an action plan develop for incorporating faculty research into the curriculum.

Relevance of curriculum to the field and appropriateness of instructional methods

The curriculum of the management program did appear to be relevant to the field. The face to face instructional methods received positive feedback from business students. There is an opportunity to improve upon the hybrid and online modalities within the management program. The site reviewer would recommend an action plan be developed to address online and blended modalities. There are ongoing efforts in all areas to ensure that the curriculum remain relevant through regular interactions with a business advisory board. At the time of this program review the management program was in the process of defining learning outcomes and assessment

measures in order to begin collecting student learning data. There also was an effort behind beginning to use data to inform changes at the course level. There is a set of assessment criteria that are in place with an action plan. The management program is using the ACBSP standards and criteria for the measurement and analysis of student learning data as per appendix of the program. The site reviewer would recommend that the management program continue to work with the institutional assessment department on outcomes development, assessment usage, and data analysis as a more regular part of the program review process.

Retention and graduation rates

Based on the discussions during the site review, the site reviewer would recommend that the School of Business create a focused retention and graduation rate action plan for the management program. This action plan should include first year and senior year students. At the time of this program review student retention rates for the management program were collected at the incoming freshman level. The student retention rates for incoming freshman in the management program were 63% after the first year and 47% after two years. The retention rates for incoming freshman into the School of Business were 71% after one year and 47% after two years. At the time of this program review incoming freshman into the management program represented 50% of the total enrollment for the School of Business. The graduation rate for the management program after four years was 3.3%, 30% after five years, and 33.3% after five years. The graduation rate for the School of Business was 1.6%, 24.2% after four years, and 32.3% after six years.

Department resources

The management program review demonstrated that there is a shortage of resources for the program. The School of Business is currently in the process of applying for different types of

funding to support adding additional resources. The areas where the management program is lacking resources are in marketing, professional development, and travel. There is also a lack of funding for professional memberships for faculty, student trips, guest speakers, and business related databases for the library. The management program would also like additional funding for an Innovation Lab for the management/entrepreneurship students. The site reviewer agrees with the management programs resource assessment. This is an ongoing opportunity that should continue to be pursued.

Department plans for future

The Management department is looking to align its strategic priorities with the School of Business. The Management department has established the following goals to work on through AY2018.

Goal 1: Enhance academic excellence

Goal 2: Achieve Student Success: Academic, Personal, and Social

Goal 3: Enhance resources and the University's Capacity to achieve its Vision

Goal 4: Strengthen NJCU identity, brand, reputation, and connections within the Community

The site reviewer spent time with the team discussing the short-medium-and long term goals for the management department. After discussing these goals with the team the site reviewer would recommend that the management program take a realistic approach to which of these can be accomplished by the end of AY18. The site reviewer recommends that the management program prioritize and rank these goals based on impact, cost, and connection to the strategic plan.