



JOHNSON & WALES
UNIVERSITY

COLLEGE OF BUSINESS

*PROGRAM EFFECTIVENESS REPORT
AY 2018 THROUGH AY 2022*

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I. College of Business by the Numbers

College Established: 1914

College of Business Mission Statement

Our mission is to provide an immersive educational experience for students in all programs and modes of learning that will lead to long-term career success as leaders in a diverse and evolving global business landscape, while contributing to the communities in which we live, study and work. The College of Business delivers on this mission through experiential learning with signature experiences inside and outside of the classroom for every program, delivered by industry-experienced faculty and industry professionals.

College of Business Vision Statement

Our vision is to be a progressive business college with faculty who envision, investigate, develop and implement new and engaging educational practices that prepare students for careers and leadership in diverse industries, supporting every student's journey to fulfilling their academic potential, professional ambitions, and personal aspirations.

Degree Offerings & Type

Associate of Science

- Business Administration (Online)

Bachelor of Science

- Accounting (Providence; Online)
- Corporate Accounting and Financial Analysis (Charlotte)
- Finance (Providence; Online)
- Advertising & Marketing Communications (Providence; Online) *
- Marketing (Charlotte; Providence; Online)
- Fashion Merchandising & Retailing (Charlotte; Providence; Online)

Bachelor of Science in Business Administration

- Business Administration (Charlotte; Providence; Online)
- Entrepreneurship (Charlotte; Providence; Online)
- Human Resource Management (Providence; Online)
- International Business (Providence; Online) *
- Leadership Studies (Online) *
- Management (Providence; Online) *
- Operations and Supply Chain Management (Providence; Online)

Master of Science

- Finance (Online)
- Human Resource Management (Providence; Online) *
- Nonprofit Management (Online) *
- Operations and Project Management (Online)

Master of Business Administration

- Business Administration (Providence; Online)
- Accounting Concentration (Providence; Online)
- Event Leadership Concentration (Providence; Online)

* Programs scheduled for deactivation in AY2024-25

* Programs scheduled for deactivation in AY 2024-2025

- Finance Concentration (Providence; Online)
- Global Fashion Merchandising & Management Concentration (Providence; Online) *
- Hospitality Concentration (Providence; Online)
- Human Resource Management Concentration (Providence; Online)
- Information Technology Concentration (Providence; Online) *
- Nonprofit Management Concentration (Providence; Online) *
- Operations and Supply Chain Management Concentration (Providence; Online)
- Organizational Leadership Concentration (Providence; Online)
- Organizational Psychology Concentration (Providence; Online)
- Project Management Concentration (Providence; Online) *
- Sports Leadership Concentration (Providence; Online)

Doctoral

- Doctor of Business in Business Administration – Organization Development Concentration (Online)

Certificates

- Undergraduate Micro Certificate in Accounting (Online)
- Undergraduate Micro Certificate in Foundations of Operations & Supply Chain Management (Online)
- Graduate Certificate in Nonprofit Management (Online)
- Graduate Micro Certificate in Operations & Supply Chain Management (Online)

Business Related Program:

- BS in Food & Beverage Entrepreneurship (Charlotte; Providence; Online)
- BS in Digital Marketing & Social Media (Online; Providence AY 2023-24)

Centers: JWU Center of Excellence: Larry Friedman Center for Entrepreneurship

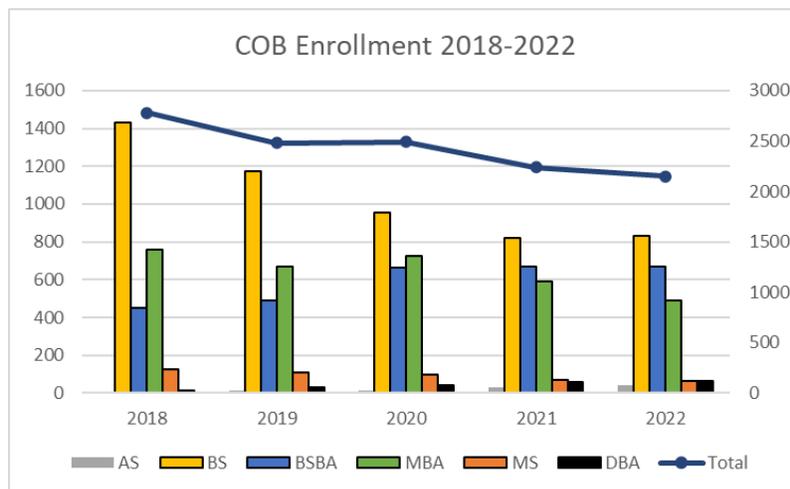
Accreditation: Candidate for ACBSP Accreditation

³ Programs scheduled for deactivation in AY2024 -25

College of Business - Degrees conferred in the last 5 years *

Degree	2018-2019	2019-2020	2020-2021	2021-2022
AS	0	1	3	8
BSBA	216	206	162	154
BS	299	277	232	186
MBA	386	288	303	307
MS Finance	23	13	10	8
MS HRM	36	24	27	29
MS NPM	0	0	2	6
MS OPM	0	0	0	5
DBA	0	0	0	7
TOTAL	960	809	739	710

College of Business Enrollment

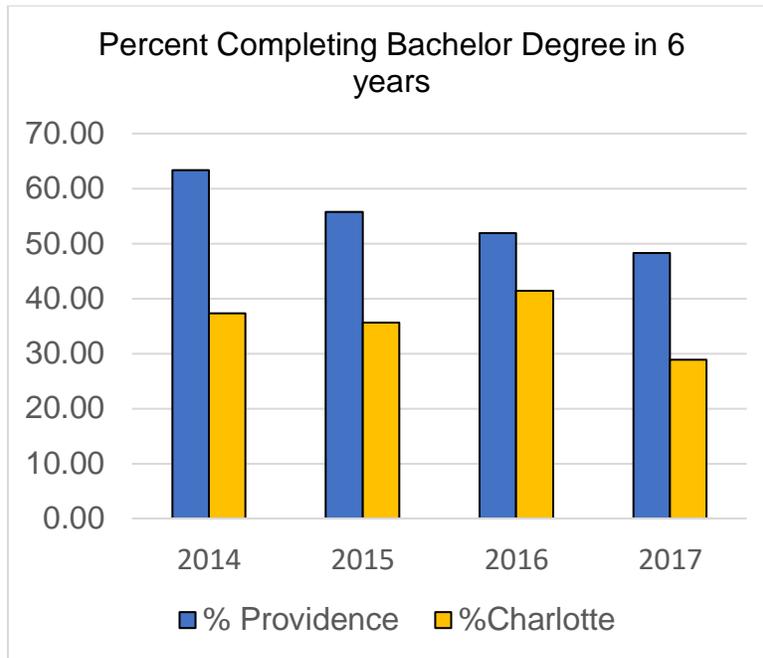


Noteworthy trends

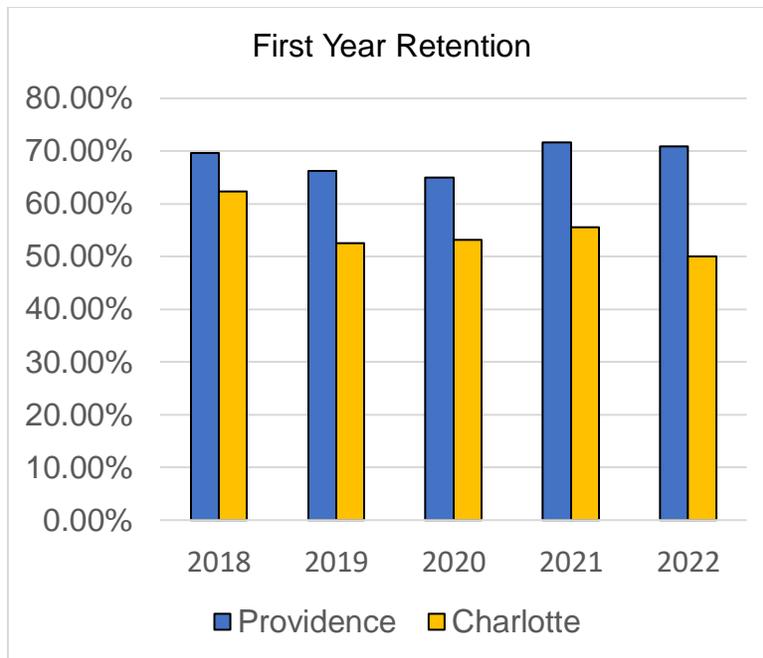
As with many universities in the Northeast, JWU has experienced declining overall enrollment due to demographic changes in the region, and due to declining percentage of college age students opting to attend.

* Totals include PVD, CLT, ONL students in all business programs during this time period

College of Business Graduation Rate Data



College of Business First-Year Retention Rate *



* Retention Entry Term to 1st Returning Fall Persistence Rate with Completion

II. STUDENT LEARNING ASSESSMENT

The College of Business at Johnson & Wales University has a comprehensive approach to evaluating student learning in each of the business programs. A faculty committee reviews student work at the end of each academic year, and assesses how well students have achieved the learning outcomes as prescribed under accreditation standards. These outcomes are published in the catalog on the program pages. See, for example, the learning outcomes published for the college's Accounting program landing page: <https://www.jwu.edu/academics/majors-and-programs/accounting-bs.html>.

This section lists the members of the assessment committee and the overall assessment results for each major. The results table shows the percent of students who exceeded, met, or did not meet the expectations as stated. For all undergraduate programs in the College of Business, 87% have met or exceeded expectations; for graduate programs, 89% have met expectations.

College of Business Outcomes Assessment Committee

Contact Name	Email
Patricia Conn Ryan, DBA, CPA (Chair)	PConnRyan@jwu.edu
Debbie Howarth, Ed.D. (Vice Chair)	DHowarth@jwu.edu
Anthony Fruzzetti, Ed.D.	AFruzzetti@jwu.edu
Darin Spencer, Ph.D., CPA	DSpencer@jwu.edu
Elizabeth Carey, MBA	ECarey@jwu.edu
Isaac Damoah, Ph.D.	IDamoah@jwu.edu
Jaclyn Boichat, CPA	JBoichat@jwu.edu
Paul Boyd, Ph.D.	PBoyd@jwu.edu
Sara Jablon-Roberts, Ph.D.	SJablon@jwu.edu
Stephen Pyle, DBA	SPyle@jwu.edu
David Hood, Ph.D.	DHood@jwu.edu

2022 – 23 Business Assessment Results

Benchmark:

- *Acceptable Target: 80% Met or Exceed, 15% Approaching, 5% Not Met*
- *Ideal Target: 90% Met or Exceed, 10% Approaching*

Undergraduate Program Assessment Results

PROGRAM	Did not meet	Met	Exceeded
Accounting BS	13%	39%	49%
Corporate Accounting and Financial Analysis BS	0%	0%	100%
Finance BS	10%	28%	61%
Marketing BS	8%	36%	56%
Business Administration BSBA	19%	46%	35%
Entrepreneurship BSBA	5%	50%	45%
Human Resource Management BSBA	0%	57%	43%
TOTAL¹	13%	40%	47%

¹ BS Cannabis Entrepreneurship and BS Healthcare Administration are new programs yet to be assessed.

Graduate Program Assessment

PROGRAM	Did not meet	Met	Exceeded
Business Administration MBA ¹	9%	32%	59%
Accounting MBA	0%	50%	50%
Finance MBA	0%	0%	100%
Hospitality MBA	0%	0%	100%
Human Resource Management MBA	0%	57%	43%
Operations & Supply Chain Management MBA	0%	0%	100%
Finance MS	0%	20%	80%
Organizational Development DBA ³	0%	43%	57%
TOTAL	9%	32%	59%

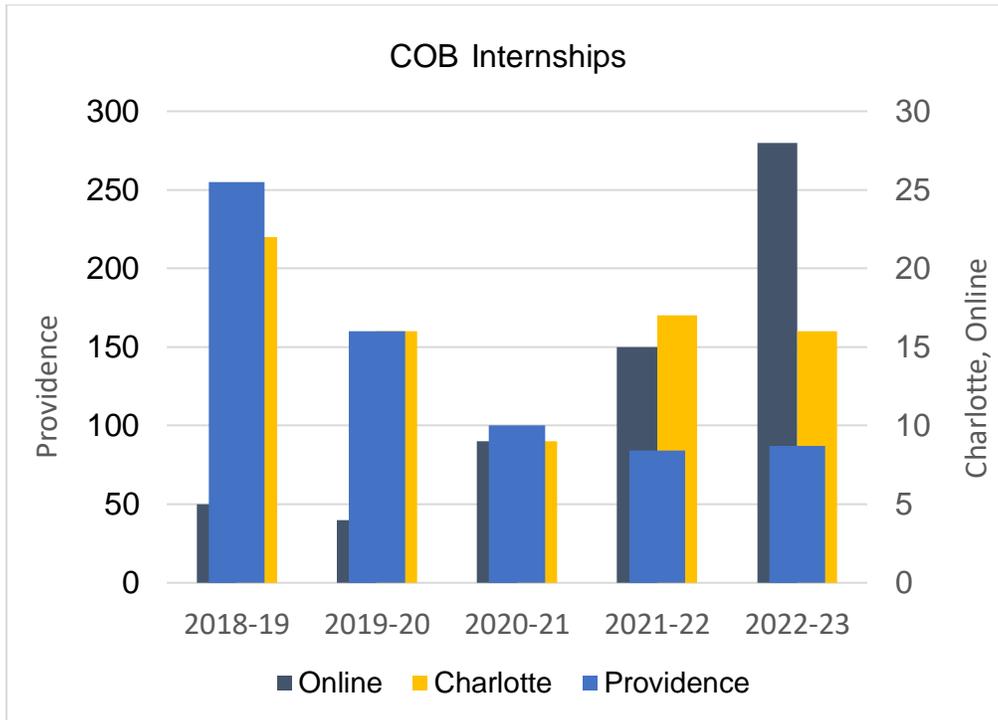
¹ MBA measures the outcomes in all MBA courses, while the individual concentrations only measure the concentration outcomes.

² MBA Data Analytics and MBA Marketing are new programs yet to be assessed.

³ The DBA program reported their first-year data, AY2021-22.

College of Business - Student Internships

From Fall 2021 to Spring 2023, College of Business students interned at 241 unique job sites across 26 different U.S. states, as well as with companies located in Puerto Rico, Guyana, Brazil, and the Philippines. Examples of companies where College of Business students have served as interns include: Amica, KPMG, Hasbro, Kohl's, Marriott International, PKF O'Connor Davies, Providence Performing Arts Center, Target, and Zara.



III. Faculty and Personnel AY 2022-23

Dean: Mary Meixell, Ph.D.

Associate Dean: Therese Sprinkle, Ph.D.

Department of Accountancy & Finance

Jaclyn Boichat, MPAcc, CPA (Associate Professor)
Elizabeth Cannata, MBA, CPA (Associate Professor)
Patricia Conn Ryan, DBA, CPA (Professor)
Carlos Diaz, MBA, CPA, CFP (Associate Professor)
Deborah Doonan, MST, CPA (Associate Professor)
Jean Holt, MS (Associate Professor)
Emelia Howell, MBA, CPA (Lecturer)
Timothy Howes, MS (Associate Professor)
Stevan Labush, MBA, FINRA (Associate Professor)
Dawn Lopez, MBA (Associate Professor)
Peter Martino, MBA, CPA (Associate Professor)
Mohammad Moshtaghi, MBA (Associate Professor)
Mansour Moussavi, Ph.D. (Professor)
Barbara Norris, MBA, CPA (Associate Professor)
Darin Spencer, Ph.D., CPA (Assistant Professor)
Marcia Vinci, MSPA (Associate Professor)

Department of Management

Ezenwayi Amaechi, Ph.D. (Associate Professor)
Nicole Amos, MBA (Associate Professor)
Paul Boyd, Ph.D. (Professor)
Isaac Damoah, Ph.D. (Associate Professor)
Bernard Kenney, MBA (Assistant Professor)
John Krupa, DBA (Professor)
Frank Satterthwaite, Ph.D. (Professor)
Martin Sivula, Ph.D. (Lecturer)
Magnus Thorsson, Ph.D. (Professor)
Nazanin Tourani, Ph.D. (Associate Professor)
John Varlaro, Ph.D. (Professor)
Brian Warrener, MBA (Associate Professor)
James Woods, Ph.D. (Assistant Professor)

Department of Marketing

Elizabeth Carey, MBA (Associate Professor)
Laura Egel, Ph.D. (Professor)
Patricia Fisher, MBA (Associate Professor)
Anthony Fruzzetti, Ed.D. (Professor)
Debbie Howarth, Ed.D. (Professor)
Sara Jablon-Roberts, Ph.D. (Associate Professor)
Kristen Regine, DBA (Professor)
Michelle Rego, Ph.D. (Professor)
Roland Sparks, DBA (Professor)

Doctor of Business Administration

Julie Bilodeau, DBA (Professor)
David Hood, Ph.D. (Professor)
Larry Hughes, Ph.D. (Professor)

155 Adjunct Faculty across all modalities

Staff:

Jeffrey Binczyk, MBA (Director, Larry Friedman Center for Entrepreneurship)
Letta Campbell, DM (Doctor of Business Administration Program Director)
Siobhán Campbell (Administrative Academic Coordinator)
Stephen Pyle, DBA (Director of Academic Programs, College of Professional Studies, Business)
Deborah Rankin (Administrative Assistant, Charlotte)
Benjamin Steele (Administrative Assistant)

Demographics:

56 Female Faculty
71 Male Faculty
3 Female Staff
3 Male Staff
11 Black Faculty
1 Asian Faculty
6 Hispanic or Latino Faculty
1 American Indian Faculty
91 White Faculty

Total Number of Employees: by Type (Faculty, Staff, FT/PT, Contractual, Student Workers)

41 Full time Faculty
155 Part time Faculty
5 Staff
3 Student Workers

Key Areas of Research:

- **Management:** Talent management, employee engagement, project and supply chain management
- **Marketing:** For-profit and non-profit collaboration, consumer behavior, marketing analytics
- **Strategy:** Entrepreneurship, strategy
- **Finance:** Behavioral finance