



**JOHNSON & WALES**  
UNIVERSITY

**COLLEGE OF BUSINESS**

*PROGRAM EFFECTIVENESS REPORT  
AY 2019-20 THROUGH AY 2023-24*

COLLEGE OF BUSINESS

8 Abbott Park Place, Providence, RI 02903

(401) 598-4645

[www.jwu.edu/academics/colleges/college-of-business.html](http://www.jwu.edu/academics/colleges/college-of-business.html)

AUGUST 2024

## Table of Contents

I. College of Business by the Numbers .....	3
II. Learning Outcomes Assessment .....	7
III. Faculty and Personnel .....	10

## **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)
- Business Studies (Charlotte; Providence; Online)
- Fashion Merchandising & Retailing (Charlotte; Providence; Online)
- Finance (Providence; Online)
- Marketing & Advertising (Charlotte; Providence; Online), formerly BS Marketing

#### **Bachelor of Science in Business Administration**

- Business Administration (Charlotte; Providence; Online)
- Entrepreneurship (Charlotte; Providence; Online)
- Operations and Supply Chain Management (Providence; Online)

#### **Master of Science**

- Finance (Online)
- Operations and Project Management (Online)

#### **Master of Business Administration**

- Business Administration (Providence; Online)
- Accounting Concentration (Providence; Online)
- Finance Concentration (Providence; Online)
- Hospitality Concentration (Providence; Online)
- Human Resource Management Concentration (Providence; Online)
- Operations and Supply Chain Management Concentration (Providence; Online)
- Organizational Leadership Concentration (Providence; Online)
- Organizational Psychology Concentration (Providence; Online)

#### **Doctoral**

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

**Certificates**

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

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

**Accreditation:** Candidate for ACBSP Accreditation

## Degrees Conferred

### Undergraduate Degrees

	2019	2020	2021	2022	2023
<b>Business Administration AS</b>	-	1	3	8	6
<b>Accounting BS</b>	49	35	36	15	28
<b>Business Studies BS</b>	55	31	47	36	26
<b>Fashion Merchandising and Retailing BS</b>	85	86	65	63	31
<b>Finance BS</b>	24	26	22	15	14
<b>Marketing &amp; Advertising BS</b>	55	68	39	40	24
<b>Business Administration BSBA</b>	95	104	86	69	75
<b>Entrepreneurship BSBA</b>	22	14	18	17	14
<b>Operations and Supply Chain Management BSBA</b>	9	-	2	3	3
<b>TOTAL</b>	<b>394</b>	<b>365</b>	<b>318</b>	<b>266</b>	<b>221</b>

### Graduate Degrees

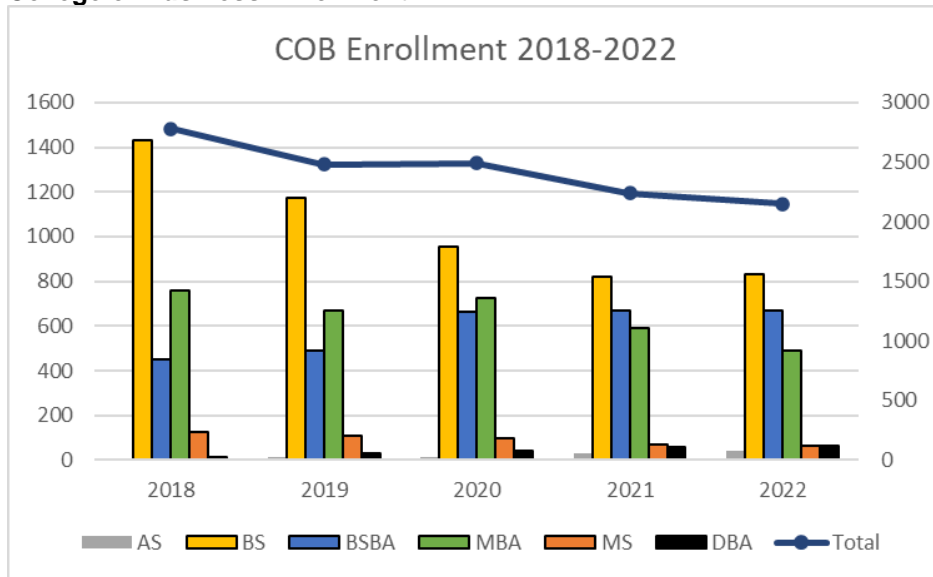
	2019	2020	2021	2022	2023
<b>Master's in Business Administration MBA (and One Year MBA Program)</b>	130	81	72	73	52
<b>Accounting Concentration MBA</b>	32	14	8	10	8
<b>Finance Concentration MBA</b>	19	20	27	34	15
<b>Hospitality Concentration MBA</b>	117	93	88	66	40
<b>Human Resource Management MBA</b>	19	26	35	28	23
<b>Operations and Supply Chain Management MBA</b>	13	12	12	18	15
<b>Organizational Leadership MBA</b>	1	7	14	14	15
<b>Organizational Psychology MBA</b>	-	3	12	12	14
<b>Finance MS</b>	23	13	10	8	8
<b>Operations and Project Management MS</b>	-	-	-	5	5
<b>DBA</b>	NA	NA	NA	5	5
<b>TOTAL</b>	<b>354</b>	<b>269</b>	<b>278</b>	<b>275</b>	<b>203</b>

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AUGUST 2024

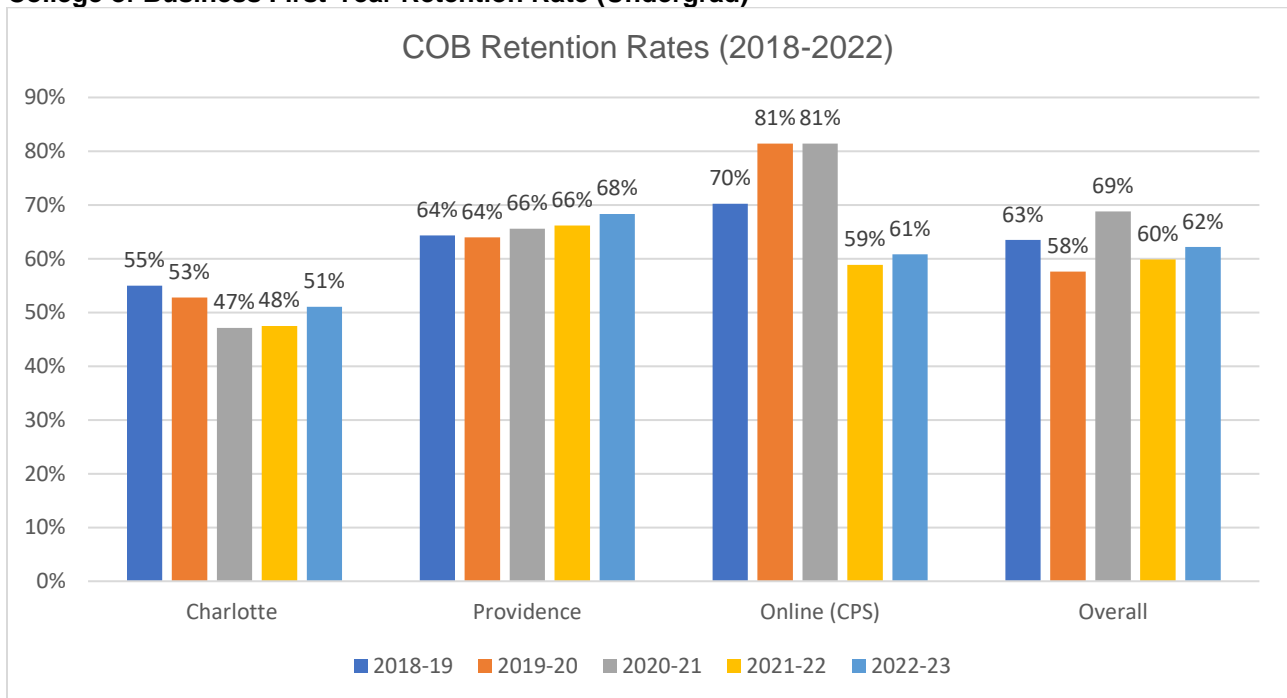
### College of Business Enrollment



#### 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.

### College of Business First-Year Retention Rate (Undergrad) \*



\* Retention Entry Term to 1<sup>st</sup> 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 percentage 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)	<a href="mailto:PConnRyan@jwu.edu">PConnRyan@jwu.edu</a>
Debbie Howarth, Ed.D. (Vice Chair)	<a href="mailto:DHowarth@jwu.edu">DHowarth@jwu.edu</a>
Anthony Fruzzetti, Ed.D.	<a href="mailto:AFruzzetti@jwu.edu">AFruzzetti@jwu.edu</a>
Darin Spencer, Ph.D., CPA	<a href="mailto:DSpencer@jwu.edu">DSpencer@jwu.edu</a>
Elizabeth Carey, MBA	<a href="mailto:ECarey@jwu.edu">ECarey@jwu.edu</a>
Isaac Damoah, Ph.D.	<a href="mailto:IDamoah@jwu.edu">IDamoah@jwu.edu</a>
Jaclyn Boichat, CPA	<a href="mailto:JBoichat@jwu.edu">JBoichat@jwu.edu</a>
Paul Boyd, Ph.D.	<a href="mailto:PBoyd@jwu.edu">PBoyd@jwu.edu</a>
Sara Jablon-Roberts, Ph.D.	<a href="mailto:SJablon@jwu.edu">SJablon@jwu.edu</a>
Stephen Pyle, DBA	<a href="mailto:SPyle@jwu.edu">SPyle@jwu.edu</a>
David Hood, Ph.D.	<a href="mailto:DHood@jwu.edu">DHood@jwu.edu</a>

### Undergraduate Program Assessment Results

PROGRAM	Exceeds	Meets	Did Not Meet
Accounting BS	48%	39%	13%
Business Studies BS	100%	0%	0%
Finance BS	61%	28%	10%
Marketing BS	56%	36%	8%
Business Administration BSBA	37%	45%	18%
Entrepreneurship BSBA	45%	50%	5%
Operations and Supply Chain Management BSBA	100%	0%	0%
<b>TOTAL</b>	<b>48%</b>	<b>39%</b>	<b>13%</b>

BS Cannabis Entrepreneurship is a new program yet to be assessed.

BS Marketing & Advertising will replace BS Marketing in AY 2024-2025

### Benchmark:

- *Target: 80% Met or Exceed, 15% Approaching, 5% Not Met*

### Graduate Program Assessment Results

PROGRAM	Exceeds	Meets	Did Not Meet
Business Administration MBA	59%	32%	9%
Accounting MBA	50%	50%	0%
Finance MBA	100%	0%	0%
Hospitality MBA	100%	0%	0%
Human Resource Management MBA	43%	57%	0%
Operations & Supply Chain Management MBA	100%	0%	0%
Organizational Leadership MBA	100%	0%	0%
Organizational Psychology MBA	75%	25%	0%
Finance MS	80%	20%	0%
Operations and Project Management MS	75%	25%	0%
Organizational Development DBA	57%	43%	0%
<b>TOTAL</b>	<b>61%</b>	<b>32%</b>	<b>9%</b>

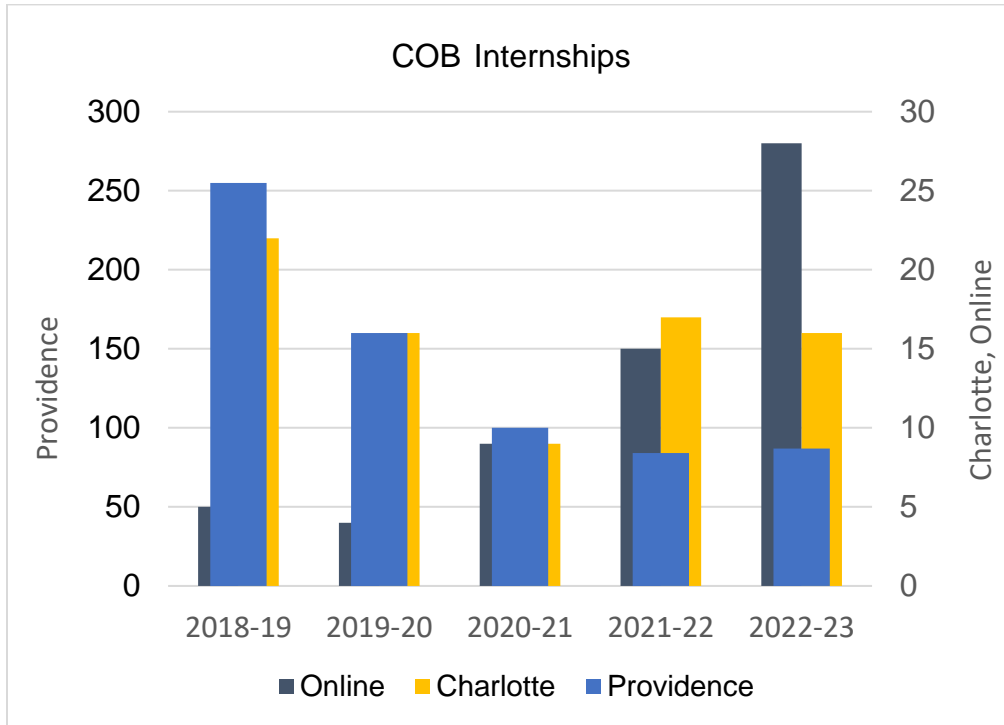
MBA measures the outcomes in all MBA courses, while the individual concentrations only measure the concentration outcomes.

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



### 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 2023-24

Dean: Mary Meixell, Ph.D.

Associate Dean: Therese Sprinkle, Ph.D.

\*JWU Staff

\*\*Teaches online in the College of Professional Studies under the purview of the College of Business

#### **Department of Accountancy & Finance**

*Patricia Conn Ryan, DBA, CPA (Professor) –  
Department Chair*

Jaclyn Boichat, MPAcc, CPA (Associate Professor)

Elizabeth Cannata, MBA, CPA (Associate Professor)

David Cartwright, MS, CPA (Adjunct) \* \*\*

Thomas Charpentier, MBA (Adjunct)\*\*

Asa Cort, DBA (Adjunct) \*\*

Stephanie Decker, MBA (Adjunct) \*\*

Tiffany DePriter, Ed.D. (Adjunct) \*\*

Jonna Depugh, DBA, ACFE (Adjunct)\*\*

Carlos Diaz, MBA, CPA, CFP (Associate Professor)

Denise Duval, MBA (Adjunct) \* \*\*

Deborah Doonan, MST, CPA (Associate Professor)

James Glenn, DBA (Adjunct) \*\*

Keri Green, MBA (Adjunct) \* \*\*

Patricia Hill, MA (Adjunct) \*\*

Jean Holt, MS (Associate Professor)

Timothy Howes, MS (Associate Professor)

Stevan Labush, MBA, FINRA (Associate Professor)

Beth Kane, MBA, CPA (Adjunct) \*\*

Randy Kemnitz, Ph.D. (Adjunct) \*\*

Maureen Lloyd-James, Ph.D. (Adjunct) \*\*

Dawn Lopez, MBA (Associate Professor)

Karlton Lough, JD (Adjunct)

Peter Martino, MBA, CPA (Associate Professor)

Maha Mitrelis, MTax (Adjunct)

Emily Morash, MS (Adjunct) \*\*

Mohammad Moshtaghi, MBA (Associate Professor)

Mansour Moussavi, Ph.D. (Professor)

Boris Nakhlis, DBA (Adjunct) \*\*

Kevin Ng, MBA (Adjunct) \*\*

Barbara Norris, MBA, CPA (Associate Professor)

Matthew O'Brien, MBA (Adjunct) \*\*

Josephine Pellegrino, Ph.D. (Adjunct) \*\*

Grace Pericolo, MBA (Adjunct) \*\*

Kenny Roberts, Ph.D. (Adjunct) \*\*

Lisa Rolan, DBA (Adjunct) \*\*

Diane Santurri, M.Ed. (Adjunct; Associate Professor, College of Engineering and Design)

Mary Jane Saucedo, Ph.D. (Adjunct) \*\*

Jason Simmons, MBA, JD (Adjunct) \*\*

Tracie Souza, MBA (Adjunct) \* \*\*

Darin Spencer, Ph.D., CPA (Assistant Professor)

Michelle Tepfenhart, MS (Adjunct) \*\*

Geoffrey VanderPal, DBA (Adjunct) \*\*

Marcia Vinci, MSPA (Associate Professor)

Eileen Walsh, MBA (Adjunct) \*\*

Gregory Young, MS, CFP (Adjunct)

Na Yu, MPH (Adjunct)

#### **Department of Marketing & Management**

*Stephen Pyle, DBA – Interim Department Chair*

Nicole Amos, MBA (Associate Professor)

Chris Bellamy, DBA (Adjunct) \*\*

April Bennett, Ed.D. (Adjunct) \*\*

Jeffrey Binczyk, DBA (Adjunct) \*

Morgan Blount, DBA (Adjunct) \*\*

Ronald Blum, MS (Adjunct; Associate Professor, College of Hospitality Management)

Peter Bortolotti, MBA (Adjunct)

Joyce Boyd, DBA (Adjunct) \*\*

Paul Boyd, Ph.D. (Professor)

DeNeisha Branch, MBA (Adjunct) \*\*

Paul Brayman, Ed.D. \* \*\*

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Mary Brooks, DBA (Adjunct) \*\*  
 Jason Brown, MBA (Adjunct)  
 Steven Cannella, DBA (Adjunct) \*\*  
 Lisa Caroselli, MS (Adjunct) \*\*  
 Elizabeth Carey, MBA (Associate Professor)  
 Michael Castro, DBA (Adjunct) \*\*  
 Oscar Chilabato, MBA (Lecturer)  
 Roger Choiniere, MS (Adjunct) \*\*  
 Jamie Conrad, DBA (Adjunct)  
 Katherine Cox, MBA (Adjunct) \*\*  
 Jonathan Coyne, MBA (Adjunct) \*\*  
 David Crisci, Ed.D. (Adjunct)  
 Amie Dalton, MS (Adjunct) \* \*\*  
 Laura Daly, MS (Adjunct) \*\*  
 Isaac Damoah, Ph.D. (Associate Professor)  
 Britt Davis, DPA (Adjunct) \*\*  
 Tara Davis, MFA (Adjunct)  
 Kathleen Duchaine, Ph.D. (Adjunct) \*\*  
 Patrick Early, Jr., Ph.D. (Adjunct) \*\*  
 Lucia Edwards, MA (Adjunct)  
 Laura Egel, Ph.D. (Professor)  
 Rachel Ego, MBA (Adjunct) \*\*  
 Jennifer Fairweather, DBA (Adjunct) \*\*  
 Anthony Fiocco, MS (Adjunct)  
 Patricia Fisher, MBA (Associate Professor)  
 Patrick Fitzgerald, MPA (Adjunct) \*\*  
 Adam Fledderman, M.Ed., DBA (Adjunct) \*\*  
 Jimmie Flores, M.Ed., DM, Ph.D. (Adjunct) \*\*  
 Andrea Frost, MBA (Adjunct) \* \*\*  
 Anthony Fruzzetti, Ed.D. (Professor)  
 Alex Gialanella, DM (Adjunct) \*\*  
 Dorothy Gilbert, MS (Adjunct) \*\*  
 Jeff Gilbert, MBA (Adjunct) \*\*  
 Michel Gilbert, MBA (Adjunct)  
 Bobby Gondola, MPP (Adjunct) \*\*  
 Mark Grant, Ph.D. (Adjunct) \*\*  
 Arthur Graziano, LPD (Adjunct) \*\*  
 Crystal Green Brown, Ph.D. (Adjunct) \*\*  
 James Griffin, Ed.D. (Adjunct; Professor,  
 College of Hospitality Management)  
 Steven Gunning, MBA, JD (Adjunct) \*\*  
 Debbie Howarth, Ed.D. (Professor)

Sara Jablon-Roberts, Ph.D. (Professor)  
 Nicholas Haber, MBA (Adjunct)  
 Nicole Hall, MBA (Adjunct) \*\*  
 Shannon Hatch, MS (Adjunct) \*\*  
 Melinda Hollingshed, Ph.D. (Adjunct) \*\*  
 Michelle Horton, MBA (Adjunct) \*\*  
 Greta Keiper-Blake, DBA (Adjunct) \*\*  
 Matthew Jordan, MBA (Adjunct) \*\*  
 Bernard Kenney, MBA (Assistant Professor)  
 Stanley Klatka, Ph.D. (Adjunct) \*\*  
 John Krupa, DBA (Professor)  
 John Larence, MBA (Adjunct) \* \*\*  
 Sandra Lindblom, MBA (Adjunct) \*\*  
 Edward Lisi, DBA (Adjunct) \*\*  
 Sergio Lopez, DBA (Adjunct) \*\*  
 David Loranger, Ph.D. (Adjunct) \*\*  
 Mark Luna, Ph.D. (Adjunct) \*\*  
 Scott Lyons, Ed.D. (Adjunct) \*\*  
 Christopher Mark, MBA (Adjunct) \*\*  
 Arndres Mason, MHA (Adjunct)  
 Diane McCrohan, MBA (Adjunct) \* \*\*  
 Joseph McGirt, MBA, JD (Adjunct) \*  
 Mathiew Medeiros, MBA (Adjunct)  
 Maria Melgar, MBA (Adjunct)  
 Siddarth Mobar, MBA (Adjunct)  
 Bryan Mullin, MBA (Adjunct) \* \*\*  
 Craig Nathanson, DMA, Ph.D. (Adjunct) \*\*  
 Joshua Neeper, MBA (Adjunct) \*\*  
 Marleny Nesshengel-Hopp, Ed.D. (Adjunct) \*\*  
 Maureen Nixon, DMA, Ph.D. (Adjunct) \*\*  
 David Pagano, MS (Adjunct) \*\*  
 Jennifer Parisi, MS (Adjunct; Assistant  
 Professor, College of Food Innovation &  
 Technology)  
 Cynthia Parker, Ed.D. (Adjunct) \* \*\*  
 Kimberly Pellegrino, DBA (Adjunct) \*\*  
 Angelo Pitassi, MBA (Adjunct) \* \*\*  
 Gerald Price, MBA (Adjunct)  
 Kristen Regine, DBA (Professor)  
 Michelle Rego, Ph.D. (Professor)  
 Tania Reis, Ph.D. (Adjunct) \*\*  
 Paul Richardson, DM (Adjunct) \*\*

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Laurie Roberts, MBA (Adjunct) \*\*  
Elizabeth Robson, JD (Adjunct) \*\*  
Wesley Roy, MS (Adjunct) \*\*  
Thomas Sabbagh, Ph.D. (Adjunct) \* \*\*  
Stephen Sabetta, MBA (Adjunct) \* \*\*  
Patrick Sahd, MBA (Adjunct)  
Matthew Samel, Ph.D. (Adjunct; Professor,  
College of Hospitality Management)  
Frank Satterthwaite, Ph.D. (Professor)  
Donald Schoffstall, Ph.D. (Adjunct; Professor,  
College of Hospitality Management)  
Richard Scierka, MS (Adjunct) \*\*  
Rifat Sharmelly, Ph.D. (Adjunct) \*\*  
Martin Sivula, Ph.D. (Lecturer)  
Anya Smirnov, MS (Adjunct)  
Roland Sparks, DBA (Professor)  
Gregory Taylor, MM (Adjunct)  
Julienne Thomas, MS (Adjunct) \*\*  
Magnus Thorsson, Ph.D. (Professor)

Frederick Tiess, ME (Adjunct; Master Instructor,  
College of Food Innovation & Technology)  
Emre Tokgoz, DMA, Ph.D. (Adjunct) \*\*  
Kimberly Tranter, MBA (Adjunct) \*\*  
Nazanin Tourani, Ph.D. (Associate Professor)  
Thomas Vance, DBA (Adjunct) \*\*  
John Varlaro, Ph.D. (Professor)  
Gaye Warren, Ed.D. (Adjunct) \*\*  
Alistair Williams, Ph.D. (Adjunct; Professor,  
College of Hospitality Management)  
James Woods, Ph.D. (Assistant Professor,  
College Chair, College of Business, Charlotte  
Campus)  
Robert Yawson, Ph.D. (Adjunct) \*\*  
Raymond Zoller, ME (Adjunct) \*\*

**Doctor of Business Administration \*\***

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

**College Leadership & Staff:**

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

**Demographics:**

63 Female Faculty  
77 Male Faculty  
5 Female Staff  
3 Male Staff  
14 Black Faculty  
4 Asian Faculty  
7 Hispanic or Latino Faculty  
1 American Indian/Alaskan Native Faculty  
9 Not Specified Faculty  
2 Two or More Races Faculty  
103 White Faculty

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

40 Full time Faculty

100 Part time Faculty

8 Staff

2 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

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