

## BUSINESS PROGRAM ~ OBJECTIVES, MEASUREMENTS & OUTCOMES

The Business major was implemented in 2020 with the first courses offered in spring 2021 so enrolment is low, and data is limited at present. However, measurements and benchmarks have been identified and are reviewed annually.

### OBJECTIVE 1 – Business students will demonstrate foundational business skills and abilities

Students enrolled in the business program take seven business courses through Indiana Wesleyan University. These courses provide students with an overview of business principles including accounting, economics, and marketing.<sup>1</sup>

**Benchmark: 80% of Business students will earn a grade of at least 80% (B-) in the seven business courses**

Data:

	2020-2021	2021-2022	2022-2023
Percentage meeting benchmark	80%	87%	100%
Number of courses	2	6	5
Business students enrolled in above courses	5	15	9

### OBJECTIVE 2 - Business students will understand the relationship between faith and work

Key to any understanding of marketplace ministry is the understanding that our faith impacts our work, and that our work is an extension of our faith. Students consider this philosophy in two specific units in Marketplace Ministry (MIN 420). These units and the related assignments address a theology of work and the relationship between God, the church, and human vocation.

**Benchmark: 80% of Business students will earn a grade of at least 80% (B-) in three assignments which address the relationship between faith and work<sup>2</sup>**

Data:

	2020-2021	2021-2022	2022-2023
Percentage meeting benchmark	na	100%	100%
Business students enrolled in MIN 420		2	6

### OBJECTIVE 3 - Business students will understand how business can be used as ministry beyond the walls of the church

Students also consider various models of marketplace ministry, specifically business-related models. Students examine a variety of models of marketplace ministry, interview those involved in various models, and consider how they will use business as ministry.

**Benchmark: 80% of Business students will earn at least a grade of at least 80% (B-) in the models of marketplace ministry**

Data:

	2021-2022	2022-2023
Percentage meeting benchmark	100%	100%
Business students enrolled in MIN 420	2	2

## **OBJECTIVE 4 - Business students will integrate their faith to guide business and personal interactions**

See Action Steps below

## **OBJECTIVE 5 – Business students will apply leadership principles to business and ministry settings**

See Action Steps below

### **ACTION STEPS**

The data addressed in this report comes from the “COVID-19 years,” each influenced by the pandemic and accompanying health and safety regulations in different ways. While this cannot be used as an excuse, it was a contributing factor to the overall student learning experience. Although 2022-2023 was a more ‘normal’ years, at Kingswood, the impact of COVID-19 was by no means over. Canadian border restrictions were not fully removed until October 2022 and some ministry sites only re-opened during the 2022-2023 year. Further, it should be noted that lower enrolment in programs and courses means that one student failing to meet a benchmark can significantly impact the percentage of students meeting a target. For this reason, the analysis of data looks at trends more than minute fluctuations.

The goal of any degree in marketplace ministry is to help workers to be guided by their faith in their life and business. The measurement for objectives 4 and 5 will come in the SME supervisor reports as supervisors observe the business students. As the Business program is new, there have not yet been students completing an SME, so no data is available yet.

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<sup>1</sup> Accounting Principles I (ACC 201); Software Tools (BUS 225); Introduction to Business (BUS 105); Personal Finance (BUS 150); Principles of Entrepreneurship (BUS 301); Basic Economics (ECO 205); Introduction to Marketing (MKG 220).

<sup>2</sup> My Theology of Work paper; "God, the Church, and Human Vocation papers (2)