

**Appendix III
Columbus State University Comprehensive Program Review Evaluation for the
BBA in Marketing**

Section Two - Indicators of Program Quality

		Rating Category	Observations
II. Summary Findings of Program's Overall Quality			
Self-Study		Very Strong	
Review Team		Accreditation Report	Review Team Observations: _____
CPR Committee		Very Strong	CPR Committee Observations: _____
II A. The Quality of Faculty			
Self-Study		Very Strong	
Review Team		Accreditation Report	Review Team Observations: _____
CPR Committee		Above Average	CPR Committee Observations: <u>All have PhD except one MBA</u>
II B. The Quality of the Teaching			
Self-Study		Very Strong	
Review Team		Accreditation Report	Review Team Observations: _____
CPR Committee			CPR Committee Observations: <u>No data provided.</u>
II C. The Quality of Research and Scholarship			
Self-Study		Very Strong	
Review Team		Accreditation Report	Review Team Observations: _____
CPR Committee		Above Average	CPR Committee Observations: <u>MBA faculty member did not contribute to Research/Scholarship</u>
II D. The Quality of Service			
Self-Study		Very Strong	
Review Team		Accreditation Report	Review Team Observations: _____
CPR Committee		Satisfactory	CPR Committee Observations: <u>Did not see faculty service; only student service</u>
II E. The Quality of Faculty and Student Achievements			
Self-Study		Very Strong	
Review Team		Accreditation Report	Review Team Observations: _____
CPR Committee		Very Strong	CPR Committee Observations: _____
II F. The Quality of Curriculum			
Self-Study		Very Strong	
Review Team		Accreditation Report	Review Team Observations: _____
CPR Committee		Very Strong	CPR Committee Observations: _____
II G. The Quality of Facilities & Equipment			
Self-Study		Very Strong	
Review Team		Accreditation Report	Review Team Observations: _____
CPR Committee		Very Strong	CPR Committee Observations: _____

Section Three - Indicators of Program Productivity

		Rating Category	Observations
III. Summary Findings of Program's Overall Productivity			
Self-Study		Very Strong	
Review Team		Accreditation Report	Review Team Observations: _____
CPR Committee		Above Average	CPR Committee Observations: _____
III A. Enrollment in Program for Past 5 Years			
Self-Study		Above Average	

Review Team	<input type="text" value="Accreditation Report"/>	Review Team Observations:	_____
CPR Committee	<input type="text" value="Very Strong"/>	CPR Committee Observations:	_____

III B. Degrees Awarded Over the Past 5 Years

Self-Study	<input type="text" value="Very Strong"/>		
Review Team	<input type="text" value="Accreditation Report"/>	Review Team Observations:	_____
CPR Committee	<input type="text" value="Above Average"/>	CPR Committee Observations:	<u>Consistent decrease in degrees awarded.</u>

III C. Comparison With CSU & USG Programs

Self-Study	<input type="text" value="Very Strong"/>		
Review Team	<input type="text" value="Accreditation Report"/>	Review Team Observations:	_____
CPR Committee	<input type="text" value=""/>	CPR Committee Observations:	<u>No data given.</u>

III D. Program Retention Rate

Self-Study	<input type="text" value="Above Average"/>		
Review Team	<input type="text" value="Accreditation Report"/>	Review Team Observations:	_____
CPR Committee	<input type="text" value="Below Average"/>	CPR Committee Observations:	<u>Only 2 years provided. Should span 4-5 years.</u>

III E. Student Learning Indicators

Self-Study	<input type="text" value="Very Strong"/>		
Review Team	<input type="text" value="Accreditation Report"/>	Review Team Observations:	_____
CPR Committee	<input type="text" value="Below Average"/>	CPR Committee Observations:	<u>Compared to other business programs, not very strong.</u>

III F. Graduation Rate of Program

Self-Study	<input type="text" value="Above Average"/>		
Review Team	<input type="text" value="Accreditation Report"/>	Review Team Observations:	_____
CPR Committee	<input type="text" value="Satisfactory"/>	CPR Committee Observations:	<u>Only 3 years reported up to 2007. Need more data.</u>

III G. Cost-Effectiveness of Instructional Delivery

Self-Study	<input type="text" value="Very Strong"/>		
Review Team	<input type="text" value="Accreditation Report"/>	Review Team Observations:	_____
CPR Committee	<input type="text" value="Very Strong"/>	CPR Committee Observations:	_____

Section Four - Program Viability

	Rating Category		Observations
IV A. Summary Findings of Program's Overall Viability			
Self-Study	<input type="text" value="Very Strong"/>		
Review Team	<input type="text" value="Accreditation Report"/>	Review Team Observations:	_____
CPR Committee	<input type="text" value="Above Average"/>	CPR Committee Observations:	_____
IV B. Summary Findings of Program's Improvement Plans			
Self-Study	<input type="text" value="Very Strong"/>		
Review Team	<input type="text" value="Accreditation Report"/>	Review Team Observations:	_____
CPR Committee	<input type="text" value="Satisfactory"/>	CPR Committee Observations:	_____

