



WESTMONT

economics and business



Crockett

Morgan

Newton
Dept. Chair

Noell

Odell

PURPOSE STATEMENT

The Economics and Business Department equips students to serve and lead in dynamic settings with a major that is distinctively broad - integrating the essential components of economics and business, and deeply engaging - continuously challenging students to address contemporary issues with critical thinking, personal conviction, and a Christian perspective.



SIX LEARNING OUTCOMES = *TIMELESS COMPETENCIES*

GOAL NUMBER 1:

Broadly-educated Independent Thinkers, who are Confident in their Abilities, and Flexible in their Approach to a Wide Range of Tasks in both Graduate School and the Workplace.

GOAL NUMBER 2:

Effective Problem-Solvers Who Consistently Demonstrate a Well-Honed Balance Between Strong Analytical Skills and Excellent Interpersonal Communication Skills (Writing and Speaking).



OUR **PROCESS** OF CONTINUOUS ASSESSMENT:

1. Regular Audit of the Program

- *Outside Reviewers Every 3 Years*
- *One year “Annual Outlook” (Presented to all E+B by Dept. Chair)*
- *Three year Business Plan (2006 - 2009)*

2. Systematic and Continuous Discussion Among E+B Faculty

- *10-12 Meetings per Year for Discussion, Review, Updates*
- *Review alum surveys, syllabi, Outlook + Bizplan, student letters/emails*
- *Review journal articles/periodicals re: Trends in E+B education*

3. Implement and Communicate Improvements

- *Update All Departmental Materials (print and web)*
- *Update Targeted Classes*
- *Update Speaker Series (topics and invitees)*
- *Update Student-Faculty Visits to Off-Campus Sites*



RECENT *PROGRAM RESULTS* OF ASSESSMENT:

1. Four Annual Senior Exit-Interviews: *Spring 2003 – present (16 total to-date)*
2. New Department Purpose-Statement: *Spring 2005*
3. Entirely New Department Website: *Summer 2006*
4. New Upper Division Course Requirements: *Fall 2006*
5. New Student-Advising Card: *Fall 2006*
6. New Titles + Content for Updated Courses: *Fall 2006*
7. Outdated Courses Dropped from Curriculum: *Fall 2006*
8. Updated Senior Seminar Format and Pedagogy: *Spring 2007*



RECENT *STUDENT* EVIDENCES:

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1. 18 National Semi-finalists at Business Plan Events: **1990 - present**
2. Over 50 firms launched by Entrepreneur Alums : **1990 - present**
3. National 1st Place Business Plan - 7th MECC at Indiana Univ.: **2003**
4. Southwest Regional 1st Place Business Plan - 20th GSEA: **2004**
5. E+B student among 14 National Entrepreneur Profiles in book -
“*Beyond the Lemonade Stand*” (St. Louis Univ. Press): **2004**
6. Top E+B graduate wins campus-wide debate tournament: **2005**
7. MBA admissions: **UCLA, Northwestern, USC, Chicago, Babson, Washington**
8. Law School: **Baylor, UCLA, Berkeley, Harvard, NYU, Washington, Denver**
9. PhD + MD: **Arizona, Maryland, Baylor, Guadalajara, Minnesota, Aberdeen**
10. Placements: **Goldman Sachs (one of 4 hires of 200+ nationally)**
CFO of Fortune-500 Corporation



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WHAT'S NEXT: 2007-2009

- Student Research Consulting + Case Studies
- Student Debates + Speakers Follow-Up
- Student Senior Exit-Interviews

***Develop Formal Archive
Continue Debriefing Format
Cluster and Factor Analysis "Profiles"***

- E+B Course Pedagogy Updates
- Faculty Teaching Evaluations

***Continue Monitoring & Discussion
Establish Benchmarks***

- Business Plan Presentations on Campus
- Business Plan Presentations at Other Forums
- Intercollegiate Business Ethics Competition

***Catalog All 115 Plans
Catalog All 18 Plans
Applications for SME***

- Outside Consulting Review
- Alumni Surveys
- Alums: Grad School, Letters/emails

***Fall Semester 2008
Continuous Reviews of All Pedagogy
New Items & Searchable Database***

- IBI Student Surveys
- Entrepreneur Alums and Companies

***Develop 2 New Int'l Off-Campus
Develop Searchable Database***