

CSU Business Programs Student Demographics

Business Programs Active Students* July 1, 2022 - June 30, 2023	
Average age	39
Percentage of Active Students by Degree Level	
Associates	8.5%
Bachelor's	46%
Master's	41%
DBA	4.5%
Percentage of Active Students by Gender	
Male	50%
Female	50%
Percentage of Active Military Students	
Military	40%

**Above calculations are based on active students in the following programs: A.S.in Business, BSBA with concentrations, B.S. and M.S. Organizational Leadership, MBA with concentration, and DBA.*

Retention Rate by Program*		
	2021	2022
AS Business	52.1%	53.5%
B.S. Business Administration (General)	66.3%	67.5%
B.S. Business Administration/Finance	64.4%	60.4%
B.S. Business Administration/Hospitality and Tourism	76.6%	56.4%
B.S. Business Administration/Human Resource Management	66.8%	66.4%
B.S. Business Administration/Information Technology	60.7%	65.2%
B.S. Business Administration/International Management	70.0%	66.7%
B.S. Business Administration/Management	64.6%	65.7%
B.S. Business Administration/Marketing	62.7%	62.5%
B.S. Business Administration/Project Management	73.0%	69.1%
B.S. Business Administration/Sport Management	68.7%	57.1%
BS Organizational Leadership	70.1%	72.6%
MBA Master of Business Administration (General)	75.1%	72.4%
MBA Master of Business Administration/Entrepreneurship	55.6%	75.0%
MBA Master of Business Administration/Finance	64.2%	61.8%
MBA Master of Business Administration/Health Care Management	73.2%	69.8%
MBA Master of Business Administration/Human Resource Management	73.1%	71.2%
MBA Master of Business Administration/Marketing	73.0%	70.8%
MBA Master of Business Administration/Project Management	62.2%	72.7%
MBA Master of Business Administration/Public Administration	75.5%	70.7%
MS Organizational Leadership	74.1%	75.3%
DBA	78.6%	77.7%

**All students, FT and PT. Retention Rates are calculated based on students who enrolled in fall of prior year and returned during same period the following year.*

CSU Business Programs Graduation Rates

Business Degree Program Graduation Rates* AY July 1, 2022 - June 30, 2023	
AS Business	53%
B.S. Business Administration (General)	45%
B.S. Business Administration/Finance	35%
B.S. Business Administration/Hospitality and Tourism	37%
B.S. Business Administration/Human Resource Management	47%
B.S. Business Administration/Information Technology	38%
B.S. Business Administration/International Management	45%
B.S. Business Administration/Management	43%
B.S. Business Administration/Marketing	35%
B.S. Business Administration/Project Management	46%
B.S. Business Administration/Sport Management	40%
BS Organizational Leadership	55%
MBA Master of Business Administration (General)	64%
MBA Master of Business Administration/Finance	55%
MBA Master of Business Administration/Health Care Management	54%
MBA Master of Business Administration/Human Resource Management	54%
MBA Master of Business Administration/Marketing	55%
MBA Master of Business Administration/Project Management	54%
MBA Master of Business Administration/Public Administration	61%
MS Organizational Leadership	62%
DBA	NA**

Business Program Graduates by Race/Ethnicity July 1, 2022 - June 30, 2023	
American Indian or Alaskan Native	1%
Asian or Pacific Islander	5%
Black or African American	31%
Hispanic	6%
Native Hawaiian or Other Pacific Islander	0.2%
Nonresident Alien	0.1%
Race/Ethnicity Unknown	7%
Two or More Races	2%
Whites	48%

Business Program Graduates by Gender July 1, 2022 - June 30, 2023	
Male	49%
Female	51%

*Degrees awarded based on 150% of normal completion time designated by the university and are based on groups of students who enrolled in a cohort year and tracked over time. Student cohort includes full-time and part-time students, as well as first-time and non-first time.

*2022-2023 Graduation Rate Cohorts:

Associate: 07/01/2017-06/30/2018

4.5 years

Bachelor: 07/01/2014-06/30/2015

7.5 years

Masters: 07/01/2017-06/30/2018

4.5 years

Certificate: 07/01/2019-06/30/2020

2.25 years

**DBA Program closed to enrollment from 03/2014-04/2016

CSU Business Program Student Satisfaction

Percentage of 2022 students who responded "Yes" to the following questions:*

Question	Students Who Responded "Yes"
Did you achieve or will you have achieved upon completing your studies, the goals you had when you started the course or program?	98%
Would you recommend CSU programs or courses to a friend?	99%
All things considered, are you satisfied with your studies at Columbia Southern University?	100%

Outcomes Assessment

2021-22 Outcomes Assessment Results			
Direct Measures			
Academic Program	Learning Outcome	Embedded Assessment Student Performance Goal	Student Performance Results
Associate of Science in Business	Demonstrate interpersonal skills through effective written communications such as business reports and virtual connections.	85% of the students will score Level 4 or higher on identified rubric criteria.	85.2% of the students scored Level 4 or higher on identified rubric criteria.
	Evaluate different leadership styles.	80% of the students will score Level 4 or higher on identified rubric criteria.	85.3% of the students scored Level 4 or higher on identified rubric criteria.
	Analyze ethical issues in business practices.	80% of the students will score Level 4 or higher on identified rubric criteria.	88.6% of the students scored Level 4 or higher on identified rubric criteria.
Bachelor of Science in Business Administration	Prepare financial cost analysis of business processes.	80% of the students will score Level 4 or higher on identified rubric criteria.	92.8% of the students scored Level 4 or higher on identified rubric criteria.
	Apply managerial decision-making through utilizing best practices in business.	85% of the students will score Level 4 or higher on identified rubric criteria.	97.8% of the students scored Level 4 or higher on identified rubric criteria.
	Interpret business concepts, principles, and financial strategies.	85% of the students will score Level 4 or higher on identified rubric criteria.	92.4% of the students scored Level 4 or higher on identified rubric criteria.
	Examine the effects of globalization on their work environment.	80% of the students will score Level 4 or higher on identified rubric criteria.	90.4% of the students scored Level 4 or higher on identified rubric criteria.

	Analyze financial statements.	85% of the students will score Level 4 or higher on identified rubric criteria.	71.1% of the students scored Level 4 or higher on identified rubric criteria.
Bachelor of Science in Organizational Leadership	Explain the significance of workforce training and programs relating to job assessment and evaluation.	80% of the students will score Level 4 or higher on identified rubric criteria.	94.9% of the students scored Level 4 or higher on identified rubric criteria.
	Analyze organizational relationships to improve performance.	85% of the students will score Level 4 or higher on identified rubric criteria.	100% of the students scored Level 4 or higher on identified rubric criteria.
	Evaluate the application of organizational culture to the different theories of employee motivation within the workforce.	80% of the students will score Level 4 or higher on identified rubric criteria.	95.3% of the students scored Level 4 or higher on identified rubric criteria.
	Analyze the role of leadership in effective practices for leading people and business processes.	85% of the students will score Level 4 or higher on identified rubric criteria.	99.5% of the students scored Level 4 or higher on identified rubric criteria.
Master of Business Administration	Incorporate global and international considerations into business strategy.	85% of the students will score Level 4 or higher on identified rubric criteria.	90.1% of the students scored Level 4 or higher on identified rubric criteria.
	Apply financial principles of leading an organization.	85% of the students will score Level 4 or higher on identified rubric criteria.	94% of the students scored Level 4 or higher on identified rubric criteria.
	Develop processes that influence the control and management of organizations.	80% of the students will score Level 4 or higher on identified rubric criteria.	98.2% of the students scored Level 4 or higher on identified rubric criteria.
	Apply data-driven decision-making within an organization.	80% of the students will score Level 4 or higher on identified rubric criteria.	92.5% of the students scored Level 4 or higher on identified rubric criteria.
Master of Science in Organizational Leadership	Analyze the impact of critical issues and emerging theories in leadership on the role of leadership in organizational performance.	85% of the students will score Level 4 or higher on identified rubric criteria.	97.8% of the students scored Level 4 or higher on identified rubric criteria.
	Examine methods that foster employee motivation and morale in an environment affected by organizational change.	85% of the students will score Level 4 or higher on identified rubric criteria.	93.2% of the students scored Level 4 or higher on identified rubric criteria.
	Analyze processes utilized to control and manage organizations.	85% of the students will score Level 4 or higher on identified rubric criteria.	99.4% of the students scored Level 4 or higher on identified rubric criteria.

	Evaluate legal aspects and communication strategies associated with leading a diverse workplace.	85% of the students will score Level 4 or higher on identified rubric criteria.	98.7% of the students scored Level 4 or higher on identified rubric criteria.
Doctor of Business Administration	Apply theoretical frameworks to contemporary issues in leadership and business.	80% of the students will score Level 4 or higher on an identified rubric criterion. 80% of students will compile a concept paper and write/finalize chapters 1-3 (proposal) obtaining IRB approval.	100% of the students scored Level 4 or higher on an identified rubric criterion. 100% of students enrolled in DST 9101-9107 have completed a concept paper wrote/finalized chapters 1-3 (proposal) and obtained IRB approval.
	Analyze research results to support business decision-making processes.	80% of the students will score Level 4 or higher on an identified rubric criterion. 80% of the students will demonstrate successful completion of gathering and analyzing data through the submission of chapters 4 and 5 of dissertation.	100% of the students scored Level 4 or higher on an identified rubric criterion. 100% of students passed DST 9108-DST 9111 representing the successful completion of chapters 4 and 5.
	Design ethical and original research that contributes to the professional body of knowledge.	80% of the students will score Level 4 or higher on an identified rubric criterion. 80% of the students will demonstrate successful completion of the study through the oral defense of a dissertation.	90.4% of the students scored Level 4 or higher on an identified rubric criterion. 100% of the students demonstrated successful completion of the study through the oral defense of a dissertation.
	Construct recommendations to resolve business problems.	80% of the students will score Level 4 or higher on an identified rubric criterion. 80% of the students will demonstrate success in writing up of the analysis and presenting recommendations to solve modern-day business problems.	100% of the students scored Level 4 or higher on an identified rubric criterion. 100% of students completed DST 9112-DST 9114 where they wrote up the analysis which included recommendations that would solve modern-day business problems.

Indirect Measures

Academic Program	Statement	Student Perception of Learning Goal	Student Perception of Learning Results
Associate of Science in Business	I am prepared to begin a career and successfully compete in my major career	At least 80% of responses will indicate the student agrees and /or strongly agrees.	93.1% of responses indicated the student agrees and /or strongly agrees.

	field as a result of my degree/certificate from CSU.		
Bachelor of Science in Business Administration	I am prepared to begin a career and successfully compete in my major career field as a result of my degree/certificate from CSU.	At least 80% of responses will indicate the student agrees and /or strongly agrees.	85.7% of responses indicated the student agrees and /or strongly agrees.
Bachelor of Science in Organizational Leadership	I am prepared to begin a career and successfully compete in my major career field as a result of my degree/certificate from CSU.	At least 80% of responses will indicate the student agrees and /or strongly agrees.	89.5% of responses indicated the student agrees and /or strongly agrees.
Master in Business Administration	I am prepared to begin a career and successfully compete in my major career field as a result of my degree/certificate from CSU.	At least 80% of responses will indicate the student agrees and /or strongly agrees.	87.8% of responses indicated the student agrees and /or strongly agrees.
Master of Science in Organizational Leadership	I am prepared to begin a career and successfully compete in my major career field as a result of my degree/certificate from CSU.	At least 80% of responses will indicate the student agrees and /or strongly agrees.	96.3% of responses indicated the student agrees and /or strongly agrees.
Doctor of Business Administration	I am prepared to begin a career and successfully compete in my major career field as a result of my degree/certificate from CSU.	At least 80% of responses will indicate the student agrees and /or strongly agrees.	87.5% of responses indicated the student agrees and /or strongly agrees.

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