

Fanshawe College

FIRST: Fanshawe Innovation, Research, Scholarship, Teaching

Documentation (Approvals etc...)

Business Administration - Marketing

2019

BAM2 Program Health Tool 2018-19

Fanshawe College

Follow this and additional works at: https://first.fanshawec.ca/cae_business_businessadminmarketing_documentation

18/19 PROGRAM HEALTH TOOL

Program

BAM2 Business Administration - Marketing
 School: Lawrence Kinlin School of Business

18/19 Total Score
 Satisfactory / 2.88

Overall Summary

	18/19 Score
Exceptional Student Learning Experience	Satisfactory / 2.55
Enrolment Management	Very Good / 3.93
Optimize Use of Resources	Marginal / 2
Total Score	Satisfactory / 2.88

Criteria	Weight		18/19	Gain/Loss	17/18	16/17	18/19 College Median
Total Score			Satisfactory / 2.88	↓ -17.0%	Very Good / 3.47	Very Good / 3.96	3.07
Exceptional Student Learning Experience	20%		Satisfactory / 2.55	↓ -25.0%	Very Good / 3.4	Marginal / 1.9	3.00
KPI Student Satisfaction	15%	Value Count Score	67.00 % 25 Unsatisfactory	↓ -6.9%	72.00 % 25 Marginal	76.60 % 47 Marginal	78.57%
KPI Graduate Satisfaction	15%	Value Count Score	81.82 % 11 Marginal	↓ -3.3%	84.62 % 13 Satisfactory	42.86 % 7 Unsatisfactory	87.50%
Total KPI Graduation Rate	15%	Value Count Score	94.62 % 93 Exceptional	↓ -1.0%	95.56 % 90 Exceptional	90.57 % 106 Exceptional	75.00%
Graduate Related Employment	15%	Value Count Score	66.67 % 15 Satisfactory	↑ 23.8%	53.85 % 13 Marginal	50.00 % 6 Marginal	65.83%
Program SFS Score	15%	Value Score	4.36 Unsatisfactory	↓ -4.6%	4.57 Very Good	4.40 Unsatisfactory	4.56
KPI Graduate Satisfaction Skills	25%	Value Score	82.99 % Satisfactory	↓ -6.9%	89.14 % Very Good	77.78 % Unsatisfactory	84.06%
Communication Skills		Value	90.62 %	↓ -6.6%	97.06 %	100.00 %	
Critical Thinking/Problem Solving		Value	82.50 %	↓ -5.1%	86.90 %	70.00 %	
Information Management		Value	87.50 %	↓ -6.7%	93.75 %	75.00 %	
Interpersonal		Value	100.00 %	⇒ 0.0%	100.00 %	100.00 %	
Personal		Value	82.81 %	↓ -7.7%	89.71 %	81.25 %	
Numeracy		Value	62.50 %	↓ -29.2%	88.24 %	50.00 %	
Job Specific Skills and Knowledge		Value	79.69 %	↓ -4.9%	83.82 %	75.00 %	
Enrolment Management	40%		Very Good / 3.93	↓ -1.0%	Very Good / 3.97	Exceptional / 4.2	
Domestic Eligible Applicants to Target	10%	Value Score					4.21
International Eligible Applicants to Target	10%	Value Score					5.81
Domestic First Level Enrolment	10%	Value Score	47 Exceptional	↓ -19.0%	58 Exceptional	73 Exceptional	25.00
International First Level Enrolment	10%	Value Score	6 Marginal	↑ 20.0%	5 Marginal	5 Marginal	11.00
Domestic First Level Count to First Day (<>S)	7.5%	Value Score	1.05 Exceptional	↑ 3.6%	1.01 Very Good	0.99 Satisfactory	1.00
International First Level Count to First Day (<>S)	7.5%	Value Score	1.27 Exceptional	↑ 13.1%	1.12 Exceptional	1.09 Satisfactory	1.00
Domestic First Level Progression	10%	Value Score	89.36 % Very Good	↓ -0.3%	89.66 % Exceptional	97.26 % Exceptional	80.63%
International First Level Progression	10%	Value Score	33.33 % Unsatisfactory	↓ -44.4%	60.00 % Unsatisfactory	100.00 % Exceptional	89.74%
Domestic Program Retention	10%	Value Score	97.41 % Exceptional	↓ -1.9%	99.25 % Exceptional	96.21 % Exceptional	75.00%
International Program Retention	10%	Value Score	115.00 % Exceptional	↑ 15.0%	100.00 % Exceptional	100.00 % Exceptional	75.61%
Domestic Market Share	5%	Value Score					21.22%
Optimize Use of Resources	40%		Marginal / 2	↓ -33.3%	Satisfactory / 3	Exceptional / 4.75	
Total Revenue (thousands)	25%	Value Score	CAN\$ 410.03 Marginal	↓ -5.5%	CAN\$ 433.94 Satisfactory	CAN\$ 536.17 Very Good	CAN\$ 521.13
PS Grant (thousands)		Value	CAN\$ 185.73	↓ -18.7%	CAN\$ 228.46	CAN\$ 281.12	
PS Tuition (thousands)		Value	CAN\$ 134.61	↓ -5.4%	CAN\$ 142.24	CAN\$ 183.09	
International Tuition (thousands)		Value	CAN\$ 84.13	↑ 47.2%	CAN\$ 57.16	CAN\$ 64.41	
Mis/Prog Fee/Coop (thousands)		Value	CAN\$ 5.56	↓ -8.7%	CAN\$ 6.09	CAN\$ 7.55	
Contribution to Overhead	75%	Value Score	23.67 % Marginal	↓ -32.8%	35.24 % Satisfactory	70.09 % Exceptional	40.26%

Unsatisfactory <=1.75

Marginal <=2.5

Satisfactory <=3.25

Very Good <=4

Exceptional >4

