PROGRAM EFFECTIVENESS REPORT
AY 2019-20 THROUGH AY 2023-24

COLLEGE OF BUSINESS
8 Abbott Park Place, Providence, RI 02903
(401) 598-4645
www.jwu.edu/academics/colleges/college-of-business.html
AUGUST 2024

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I. College of Business by the Numbers

College Established: 1914

College of Business Mission Statement

Our mission is to provide an immersive educational experience for students in all programs and modes of learning that will lead to long-term career success as leaders in a diverse and evolving global business landscape, while contributing to the communities in which we live, study and work. The College of Business delivers on this mission through experiential learning with signature experiences inside and outside of the classroom for every program, delivered by industry-experienced faculty and industry professionals.

College of Business Vision Statement

Our vision is to be a progressive business college with faculty who envision, investigate, develop and implement new and engaging educational practices that prepare students for careers and leadership in diverse industries, supporting every student's journey to fulfilling their academic potential, professional ambitions, and personal aspirations.

Degree Offerings & Type

Associate of Science
- Business Administration (Online)

Bachelor of Science
- Accounting (Providence; Online)
- Business Studies (Charlotte; Providence; Online)
- Fashion Merchandising & Retailing (Charlotte; Providence; Online)
- Finance (Providence; Online)
- Marketing & Advertising (Charlotte; Providence; Online), formerly BS Marketing

Bachelor of Science in Business Administration
- Business Administration (Charlotte; Providence; Online)
- Entrepreneurship (Charlotte; Providence; Online)
- Operations and Supply Chain Management (Providence; Online)

Master of Science
- Finance (Online)
- Operations and Project Management (Online)

Master of Business Administration
- Business Administration (Providence; Online)
- Accounting Concentration (Providence; Online)
- Finance Concentration (Providence; Online)
- Hospitality Concentration (Providence; Online)
- Human Resource Management Concentration (Providence; Online)
- Operations and Supply Chain Management Concentration (Providence; Online)
- Organizational Leadership Concentration (Providence; Online)
- Organizational Psychology Concentration (Providence; Online)

Doctoral
- Doctor of Business in Business Administration – Organizational Development Concentration (Online)

Certificates

- Undergraduate Micro Certificate in Accounting (Online)
- Undergraduate Micro Certificate in Foundations of Operations & Supply Chain Management (Online)
- Graduate Micro Certificate in Operations & Supply Chain Management (Online)

Centers: JWU Center of Excellence: Larry Friedman Center for Entrepreneurship

Accreditation: Candidate for ACBSP Accreditation

Degrees Conferred

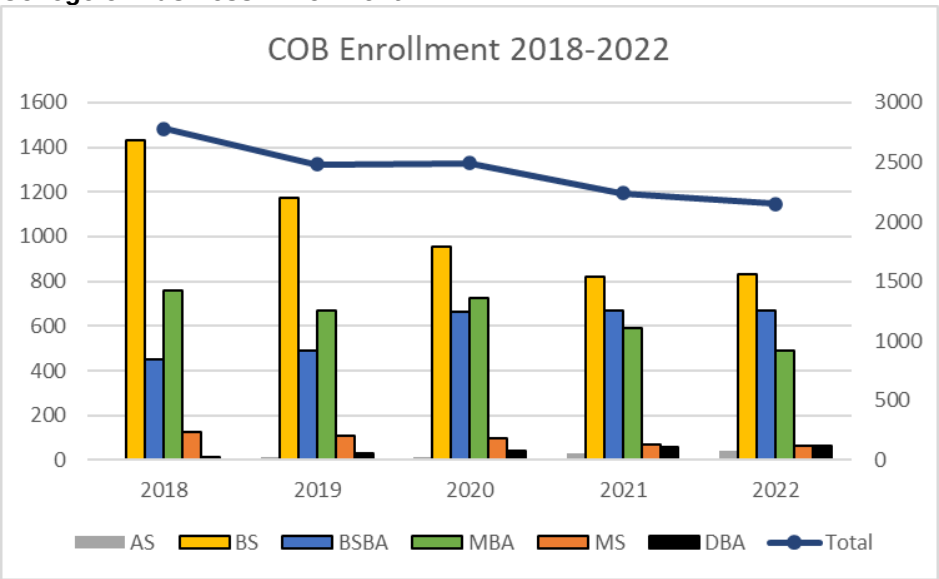
Undergraduate Degrees

	2019	2020	2021	2022	2023
Business Administration AS	-	1	3	8	6
Accounting BS	49	35	36	15	28
Business Studies BS	55	31	47	36	26
Fashion Merchandising and Retailing BS	85	86	65	63	31
Finance BS	24	26	22	15	14
Marketing & Advertising BS	55	68	39	40	24
Business Administration BSBA	95	104	86	69	75
Entrepreneurship BSBA	22	14	18	17	14
Operations and Supply Chain Management BSBA	9	-	2	3	3
TOTAL	394	365	318	266	221

Graduate Degrees

	2019	2020	2021	2022	2023
Master's in Business Administration MBA (and One Year MBA Program)	130	81	72	73	52
Accounting Concentration MBA	32	14	8	10	8
Finance Concentration MBA	19	20	27	34	15
Hospitality Concentration MBA	117	93	88	66	40
Human Resource Management MBA	19	26	35	28	23
Operations and Supply Chain Management MBA	13	12	12	18	15
Organizational Leadership MBA	1	7	14	14	15
Organizational Psychology MBA	-	3	12	12	14
Finance MS	23	13	10	8	8
Operations and Project Management MS	-	-	-	5	5
DBA	NA	NA	NA	5	5
TOTAL	354	269	278	275	203

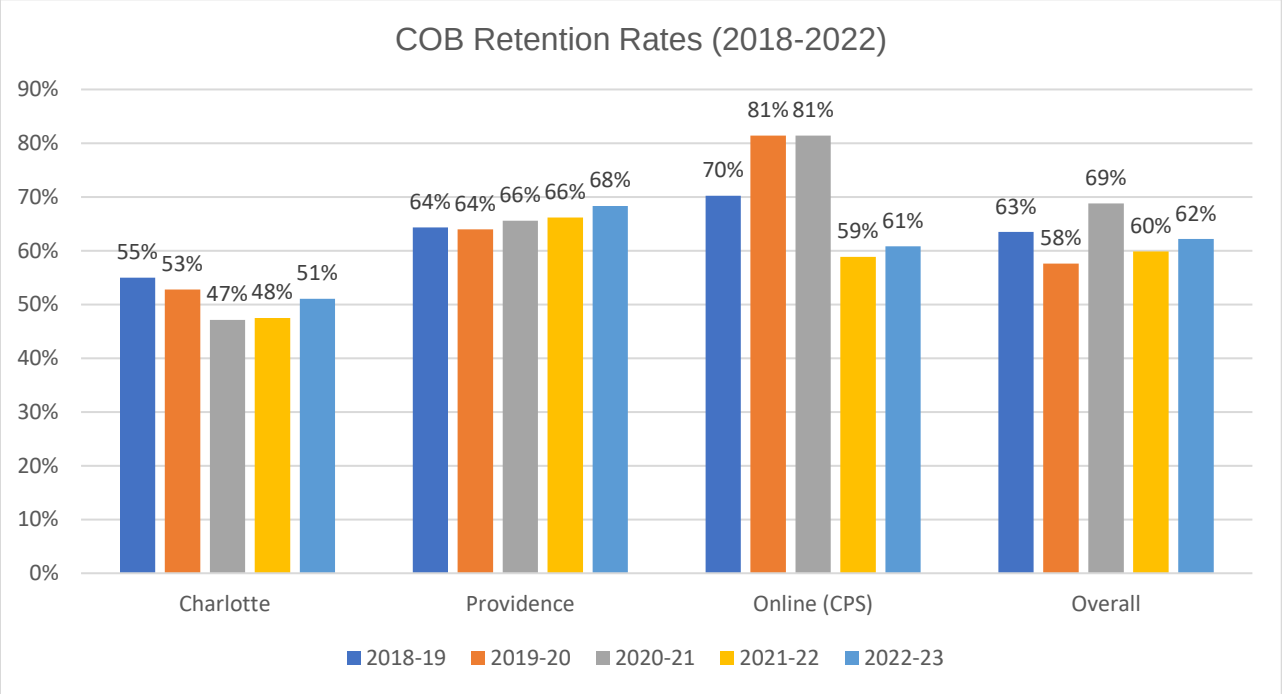
College of Business Enrollment



Noteworthy trends

As with many universities in the Northeast, JWU has experienced declining overall enrollment due to demographic changes in the region, and due to declining percentage of college age students opting to attend.

College of Business First-Year Retention Rate (Undergrad) *



* Retention Entry Term to 1st Returning Fall Persistence Rate with Completion

II. STUDENT LEARNING ASSESSMENT

The College of Business at Johnson & Wales University has a comprehensive approach to evaluating student learning in each of the business programs. A faculty committee reviews student work at the end of each academic year and assesses how well students have achieved the learning outcomes as prescribed under accreditation standards. These outcomes are published in the catalog on the program pages. See, for example, the learning outcomes published for the college's Accounting program landing page: https://www.jwu.edu/academics/majors-and-programs/accounting-bs.html.

This section lists the members of the assessment committee and the overall assessment results for each major. The results table shows the percentage of students who exceeded, met, or did not meet the expectations as stated. For all undergraduate programs in the College of Business, 87% have met or exceeded expectations; for graduate programs, 89% have met expectations.

College of Business Outcomes Assessment Committee

Contact Name	Email
Patricia Conn Ryan, DBA, CPA (Chair)	PConnRyan@jwu.edu
Debbie Howarth, Ed.D. (Vice Chair)	DHowarth@jwu.edu
Anthony Fruzzetti, Ed.D.	AFruzzetti@jwu.edu
Darin Spencer, Ph.D., CPA	DSpencer@jwu.edu
Elizabeth Carey, MBA	ECarey@jwu.edu
Isaac Damoah, Ph.D.	IDamoah@jwu.edu
Jaclyn Boichat, CPA	JBoichat@jwu.edu
Paul Boyd, Ph.D.	PBoyd@jwu.edu
Sara Jablon-Roberts, Ph.D.	SJablon@jwu.edu
Stephen Pyle, DBA	SPyle@jwu.edu
David Hood, Ph.D.	DHood@jwu.edu

2022 – 23 Business Assessment Results

Undergraduate Program Assessment Results

PROGRAM	Exceeds	Meets	Did Not Meet
Accounting BS	48%	39%	13%
Business Studies BS	100%	0%	0%
Finance BS	61%	28%	10%
Marketing BS	56%	36%	8%
Business Administration BSBA	37%	45%	18%
Entrepreneurship BSBA	45%	50%	5%
Operations and Supply Chain Management BSBA	100%	0%	0%
TOTAL	**48%**	**39%**	**13%**

BS Cannabis Entrepreneurship is a new program yet to be assessed.

BS Marketing & Advertising will replace BS Marketing in AY 2024-2025

Graduate Program Assessment Results

PROGRAM	Exceeds	Meets	Did Not Meet
Business Administration MBA	59%	32%	9%
Accounting MBA	50%	50%	0%
Finance MBA	100%	0%	0%
Hospitality MBA	100%	0%	0%
Human Resource Management MBA	43%	57%	0%
Operations & Supply Chain Management MBA	100%	0%	0%
Organizational Leadership MBA	100%	0%	0%
Organizational Psychology MBA	75%	25%	0%
Finance MS	80%	20%	0%
Operations and Project Management MS	75%	25%	0%
Organizational Development DBA	57%	43%	0%
TOTAL	**61%**	**32%**	**9%**

MBA measures the outcomes in all MBA courses, while the individual concentrations only measure the concentration outcomes.

MBA Data Analytics and MBA Marketing are new programs yet to be assessed.

Benchmark:

- *Target: 80% Met or Exceed, 15% Approaching, 5% Not Met*

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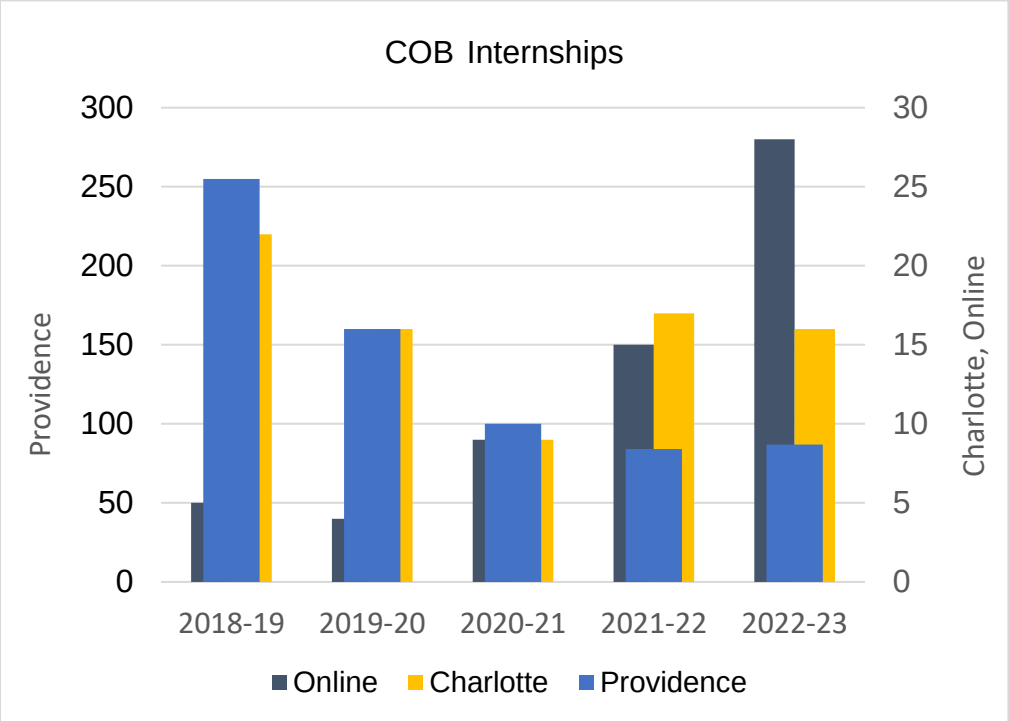
College of Business - Student Internships
From Fall 2021 to Spring 2023, College of Business students interned at 241 unique job sites across 26 different U.S. states, as well as with companies located in Puerto Rico, Guyana, Brazil, and the Philippines. Examples of companies where College of Business students have served as interns include: Amica, KPMG, Hasbro, Kohl's, Marriott International, PKF O'Connor Davies, Providence Performing Arts Center, Target, and Zara.



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III. **Faculty and Personnel AY 2023-24**

Dean: Mary Meixell, Ph.D.
Associate Dean: Therese Sprinkle, Ph.D.

*JWU Staff
**Teaches online in the College of Professional Studies under the purview of the College of Business

Department of Accountancy & Finance
Patricia Conn Ryan, DBA, CPA (Professor) – Department Chair

Jaclyn Boichat, MPAcc, CPA (Associate Professor)
Elizabeth Cannata, MBA, CPA (Associate Professor)
David Cartwright, MS, CPA (Adjunct) * **
Thomas Charpentier, MBA (Adjunct)**
Asa Cort, DBA (Adjunct) **
Stephanie Decker, MBA (Adjunct) **
Tiffany DePriter, Ed.D. (Adjunct) **
Jonna Depugh, DBA, ACFE (Adjunct)**
Carlos Diaz, MBA, CPA, CFP (Associate Professor)
Denise Duval, MBA (Adjunct) * **
Deborah Doonan, MST, CPA (Associate Professor)
James Glenn, DBA (Adjunct) **
Keri Green, MBA (Adjunct) * **
Patricia Hill, MA (Adjunct) **
Jean Holt, MS (Associate Professor)
Timothy Howes, MS (Associate Professor)
Stevan Labush, MBA, FINRA (Associate Professor)
Beth Kane, MBA, CPA (Adjunct) **
Randy Kemnitz, Ph.D. (Adjunct) **
Maureen Lloyd-James, Ph.D. (Adjunct) **
Dawn Lopez, MBA (Associate Professor)
Karlton Lough, JD (Adjunct)
Peter Martino, MBA, CPA (Associate Professor)
Maha Mitrelis, MTax (Adjunct)
Emily Morash, MS (Adjunct) **
Mohammad Moshtaghi, MBA (Associate Professor)
Mansour Moussavi, Ph.D. (Professor)
Boris Nakhlis, DBA (Adjunct) **
Kevin Ng, MBA (Adjunct) **
Barbara Norris, MBA, CPA (Associate Professor)
Matthew O'Brien, MBA (Adjunct) **
Josephine Pellegrino, Ph.D. (Adjunct) **
Grace Pericolo, MBA (Adjunct) **
Kenny Roberts, Ph.D. (Adjunct) **
Lisa Rolan, DBA (Adjunct) **
Diane Santurri, M.Ed. (Adjunct; Associate Professor, College of Engineering and Design)
Mary Jane Sauceda, Ph.D. (Adjunct) **
Jason Simmons, MBA, JD (Adjunct) **
Tracie Souza, MBA (Adjunct) * **
Darin Spencer, Ph.D., CPA (Assistant Professor)
Michelle Tepfenhart, MS (Adjunct) **
Geoffrey VanderPal, DBA (Adjunct) **
Marcia Vinci, MSPA (Associate Professor)
Eileen Walsh, MBA (Adjunct) **
Gregory Young, MS, CFP (Adjunct)
Na Yu, MPH (Adjunct)

Department of Marketing & Management
Stephen Pyle, DBA – Interim Department Chair

Nicole Amos, MBA (Associate Professor)
Chris Bellamy, DBA (Adjunct) **
April Bennett, Ed.D. (Adjunct) **
Jeffrey Binczyk, DBA (Adjunct) *
Morgan Blount, DBA (Adjunct) **
Ronald Blum, MS (Adjunct; Associate Professor, College of Hospitality Management)
Peter Bortolotti, MBA (Adjunct)
Joyce Boyd, DBA (Adjunct) **
Paul Boyd, Ph.D. (Professor)
DeNeisha Branch, MBA (Adjunct) **
Paul Brayman, Ed.D. * **

Mary Brooks, DBA (Adjunct) **
Jason Brown, MBA (Adjunct)
Steven Cannella, DBA (Adjunct) **
Lisa Caroselli, MS (Adjunct) **
Elizabeth Carey, MBA (Associate Professor)
Michael Castro, DBA (Adjunct) **
Oscar Chilabato, MBA (Lecturer)
Roger Choiniere, MS (Adjunct) **
Jamie Conrad, DBA (Adjunct)
Katherine Cox, MBA (Adjunct) **
Jonathan Coyne, MBA (Adjunct) **
David Crisci, Ed.D. (Adjunct)
Amie Dalton, MS (Adjunct) * **
Laura Daly, MS (Adjunct) **
Isaac Damoah, Ph.D. (Associate Professor)
Britt Davis, DPA (Adjunct) **
Tara Davis, MFA (Adjunct)
Kathleen Duchainey, Ph.D. (Adjunct) **
Patrick Early, Jr., Ph.D. (Adjunct) **
Lucia Edwards, MA (Adjunct)
Laura Egeln, Ph.D. (Professor)
Rachel Ego, MBA (Adjunct) **
Jennifer Fairweather, DBA (Adjunct) **
Anthony Fiocco, MS (Adjunct)
Patricia Fisher, MBA (Associate Professor)
Patrick Fitzgerald, MPA (Adjunct) **
Adam Fledderman, M.Ed., DBA (Adjunct) **
Jimmie Flores, M.Ed., DM, Ph.D. (Adjunct) **
Andrea Frost, MBA (Adjunct) * **
Anthony Fruzzetti, Ed.D. (Professor)
Alex Gialanella, DM (Adjunct) **
Dorothy Gilbert, MS (Adjunct) **
Jeff Gilbert, MBA (Adjunct) **
Michel Gilbert, MBA (Adjunct)
Bobby Gondola, MPP (Adjunct) **
Mark Grant, Ph.D. (Adjunct) **
Arthur Graziano, LPD (Adjunct) **
Crystal Green Brown, Ph.D. (Adjunct) **
James Griffin, Ed.D. (Adjunct; Professor, College of Hospitality Management)
Steven Gunning, MBA, JD (Adjunct) **
Debbie Howarth, Ed.D. (Professor)
Sara Jablon-Roberts, Ph.D. (Professor)
Nicholas Haber, MBA (Adjunct)
Nicole Hall, MBA (Adjunct) **
Shannon Hatch, MS (Adjunct) **
Melinda Hollingshed, Ph.D. (Adjunct) **
Michelle Horton, MBA (Adjunct) **
Greta Keiper-Blake, DBA (Adjunct) **
Matthew Jordan, MBA (Adjunct) **
Bernard Kenney, MBA (Assistant Professor)
Stanley Klatka, Ph.D. (Adjunct) **
John Krupa, DBA (Professor)
John Larence, MBA (Adjunct) * **
Sandra Lindblom, MBA (Adjunct) **
Edward Lisi, DBA (Adjunct) **
Sergio Lopez, DBA (Adjunct) **
David Loranger, Ph.D. (Adjunct) **
Mark Luna, Ph.D. (Adjunct) **
Scott Lyons, Ed.D. (Adjunct) **
Christopher Mark, MBA (Adjunct) **
Arndres Mason, MHA (Adjunct)
Diane McCrohan, MBA (Adjunct) * **
Joseph McGirt, MBA, JD (Adjunct) *
Mathiew Medeiros, MBA (Adjunct)
Maria Melgar, MBA (Adjunct)
Siddarth Mobar, MBA (Adjunct)
Bryan Mullin, MBA (Adjunct) * **
Craig Nathanson, DMA, Ph.D. (Adjunct) **
Joshua Neeper, MBA (Adjunct) **
Marleny Nesshengel-Hopp, Ed.D. (Adjunct) **
Maureen Nixon, DMA, Ph.D. (Adjunct) **
David Pagano, MS (Adjunct) **
Jennifer Parisi, MS (Adjunct; Assistant Professor, College of Food Innovation & Technology)
Cynthia Parker, Ed.D. (Adjunct) * **
Kimberly Pellegrino, DBA (Adjunct) **
Angelo Pitassi, MBA (Adjunct) * **
Gerald Price, MBA (Adjunct)
Kristen Regine, DBA (Professor)
Michelle Rego, Ph.D. (Professor)
Tania Reis, Ph.D. (Adjunct) **
Paul Richardson, DM (Adjunct) **

Laurie Roberts, MBA (Adjunct) **
Elizabeth Robson, JD (Adjunct) **
Wesley Roy, MS (Adjunct) **
Thomas Sabbagh, Ph.D. (Adjunct) * **
Stephen Sabetta, MBA (Adjunct) * **
Patrick Sahd, MBA (Adjunct)
Matthew Samel, Ph.D. (Adjunct; Professor, College of Hospitality Management)
Frank Satterthwaite, Ph.D. (Professor)
Donald Schoffstall, Ph.D. (Adjunct; Professor, College of Hospitality Management)
Richard Scierka, MS (Adjunct) **
Rifat Sharmelly, Ph.D. (Adjunct) **
Martin Sivula, Ph.D. (Lecturer)
Anya Smirnov, MS (Adjunct)
Roland Sparks, DBA (Professor)
Gregory Taylor, MM (Adjunct)
Julienne Thomas, MS (Adjunct) **
Magnus Thorsson, Ph.D. (Professor)
Frederick Tiess, ME (Adjunct; Master Instructor, College of Food Innovation & Technology)
Emre Tokgoz, DMA, Ph.D. (Adjunct) **
Kimberly Tranter, MBA (Adjunct) **
Nazanin Tourani, Ph.D. (Associate Professor)
Thomas Vance, DBA (Adjunct) **
John Varlaro, Ph.D. (Professor)
Gaye Warren, Ed.D. (Adjunct) **
Alistair Williams, Ph.D. (Adjunct; Professor, College of Hospitality Management)
James Woods, Ph.D. (Assistant Professor, College Chair, College of Business, Charlotte Campus)
Robert Yawson, Ph.D. (Adjunct) **
Raymond Zoller, ME (Adjunct) **

Doctor of Business Administration **
Julie Bilodeau, DBA (Professor)
David Hood, Ph.D. (Professor)
Larry Hughes, Ph.D. (Professor)

College Leadership & Staff:
Jeffrey Binczyk, MBA (Director, Larry Friedman Center for Entrepreneurship)
Letta Campbell, DM (Doctor of Business Administration Program Director)
Siobhán Campbell (Administrative Academic Coordinator)
Mary Meixell, Ph.D. (Dean, College of Business)
Stephen Pyle, DBA (Director of Academic Programs, College of Professional Studies, Business)
Deborah Rankin (Administrative Assistant, Charlotte)
Therese Sprinkle, Ph.D. (Associate Dean, College of Business)
Benjamin Steele (Administrative Assistant)

Demographics:
63 Female Faculty
77 Male Faculty
5 Female Staff
3 Male Staff
14 Black Faculty
4 Asian Faculty
7 Hispanic or Latino Faculty
1 American Indian/Alaskan Native Faculty
9 Not Specified Faculty
2 Two or More Races Faculty
103 White Faculty

Total Number of Employees: by Type (Faculty, Staff, FT/PT, Contractual, Student Workers)
40 Full time Faculty

100 Part time Faculty

8 Staff

2 Student Workers

Key Areas of Research:

- ***Management***: Talent management, employee engagement, project and supply chain management
- ***Marketing***: For-profit and non-profit collaboration, consumer behavior, marketing analytics
- ***Strategy***: Entrepreneurship, strategy
- ***Finance***: Behavioral finance