

Christian Business Education and Students' Retention

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OBJECTIVES

- ❖ To understand perceptions of students, alumni, and community toward Christian business education.
- ❖ To examine factors affecting students' retention.
- ❖ To examine factors affecting alumni's education satisfaction.
- ❖ To develop a collaborative approach among faculty in the liberal arts and business in order to improve students' retention.

METHODOLOGY

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Questionnaire survey

- ❖ Leder School of Business, The King's University, Alberta, Canada
- ❖ 2016 December ~ 2017 January

Sample

- ❖ Current Business Students (30)
- ❖ Business school alumni (43)
- ❖ Community members (7)

THE PRIMARY INFLUENCES ON ENROLLING IN THE BUSINESS PROGRAM

- ❖ Small class size
- ❖ Integration of the Christian faith
- ❖ Parents encouraged this option
- ❖ Attended an event at the university and liked the atmosphere / people
- ❖ Reputation
- ❖ Internship opportunities

STRENGTHS OF THE PROGRAM IDENTIFIED BY STUDENTS

- ❖ Small class size (4.50/5)
- ❖ Applied Learning opportunities (4.40/5)
- ❖ Global learning opportunities (4.33/5)
- ❖ Internship support (4.17/5)
- ❖ Integration of the Christian faith (4.13/5)
- ❖ Opportunities for practical experiences within the business courses (4.03/5)

TWO KEY WEAKNESSES OF THE PROGRAM IDENTIFIED BY STUDENTS

- ❖ Selection of business courses (i.e. not enough)
- ❖ Selection of specialization (i.e. not enough)

FACTORS AFFECTING STUDENT RETENTION

	Model 1	Model 2 ⁷
<Step 1>		
Selection of specializations	-0.56*	
<Step 2>		
Selection of specializations		-0.60*
The integration of faith into the classroom		
X		
I can relate to the theories and concepts of foundation courses with the areas of business, and explain their applications to organizational decision making		-0.36*
R2	0.32	0.45
Adjusted R2	0.29	0.40
F	10.73	5.13
p-value	0.00	0.00

*significance at $p < .05$

STRENGTHS OF THE PROGRAM IDENTIFIED BY ALUMNI

- ❖ Small class size (4.27/5)
- ❖ The integration of faith into the classroom (4.23/5)
- ❖ Opportunity to take non-business courses alongside business courses (3.77/5)
- ❖ Diversity of students in the classroom (3.92/5)
- ❖ Internship support (3.62/5)
- ❖ Applied learning opportunities (3.62/5)
- ❖ Diversity of teaching faculty (3.54/5)

TWO KEY WEAKNESSES OF THE PROGRAM IDENTIFIED BY ALUMNI

- ❖ Selection of business course (i.e. not enough)
- ❖ Selection of specialization (i.e. not enough)

FACTORS AFFECTING BIZ ALUMNI'S SATISFACTION

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Predictors	The money I have spent on my education at King's is worthy
I can relate the theories and concepts of foundation courses with the areas of business, and explain their applications to organizational decision making.	0.56*
Selection of specializations	0.39*
R ²	0.72
Adjusted R ²	0.51
F	12.04
P-Value	0.00*

*significance at $p < .05$

THE PERCEPTION OF THE COMMUNITY TOWARD THE CHRISTIAN BUSINESS EDUCATION

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- ❖ The "Liberal Arts" approach
- ❖ Internship support
- ❖ Integration of the Christian faith
- ❖ A broad and holistic approach to Business
- ❖ Applied Learning opportunities
- ❖ Entrepreneurship opportunities

DISCUSSION

- ❖ **Selection of Specializations vs. The “Liberal Arts” approaches**
 - Heavy foundations/breadth requirement reduces degree efficacy and hampers recruitment or student’s retention?
 - How to connect the two domains meaningfully?
- ❖ **How to improve Reputation?**

CONCLUSION

- ❖ Reputation
 - Unique Value Proposition
 - Degree Recognition
 - Word of Mouth
 - Evidential Faith
- ❖ Relevancy and Practicality
 - Foundation courses should be related to global business issues as well as managerial skill development (Blending rather than Bridging)
 - Deepening knowledge and sharpening skills in the functional areas of business
 - Co-op or Internship opportunities will improve student retention
- ❖ Community Building
 - The strong preference for small class size indicates that more intimate relationship with classmates and professors will improve student retention.
 - Network Events

THANK YOU

Q&A