



Report of Outcomes Assessment Results

Institution: _____ Oakland City University
Academic Business Unit: _____ School of Business
Academic Year: _____ 2014-2015

USA

Outcomes Assessment Results

For Academic Year: 2014-2015

Section I: Student Learning Assessment

Oakland City University School of Business	
Student Learning Assessment for <i>Associate of Science in Business Administration</i>	
General Program Intended Student Learning Outcomes (General Program ISLOs)	
1. <i>Professional – Students and graduates will be able to demonstrate basic knowledge of basic management, marketing, and accounting principles.</i> <i>Broad-Based Student Learning Goals associated with this Outcome: 1</i>	
2. <i>Information and Technology Literacy – Students will be able to use and demonstrate an understanding of spreadsheet, word processing, and presentation software.</i> <i>Broad-Based Student Learning Goals associated with this Outcome: 4</i>	
3. <i>Communication Skills – Students will demonstrate the ability to develop and deliver written and oral reports and prepare business correspondence.</i> <i>Broad-Based Student Learning Goals associated with this Outcome: 2</i>	
4. <i>Ethics and Morality – Students will demonstrate the knowledge and application of appropriate ethical and moral behavior in the workplace.</i> <i>Broad-Based Student Learning Goals associated with this Outcome: 3</i>	
Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
1. <i>End-of-Program Comprehensive Exam</i> General Program ISLOs Assessed by this Measure: 1	<i>At least 80% of graduates in the ASBA program will score at least Basic (67%) or higher on each set of examination questions related to each of the ISLOs assessed by this measure.</i>
2. <i>Accounting Comprehensive Problem</i> General Program ISLOs Assessed by this Measure: 1,2	<i>On the rating scale in the evaluation rubric, at least 75% of all graduating students will achieve a performance rating of Acceptable or higher on each of the areas related to the ISLOs assessed by this measure.</i>
3. <i>Selected Company Analysis Paper and Presentation</i> General Program ISLOs Assessed by this Measure: 1,2,3,4	<i>On the rating scale in the evaluation rubric, at least 75% of all graduating students will achieve a performance rating of Acceptable or higher on each of the areas related to the ISLOs assessed by this measure.</i>
Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Indirect Measures:

<p>1. <i>ASBA Student Exit Survey</i> General Program ISLOs Assessed by this Measure: 1,2,3,4</p>	<p><i>On the Exit Survey, at least 80% of the graduates will indicate that the ASBA program goals were achieved.</i></p>
<p>2. <i>End of Course Evaluations</i> General Program ISLOs Assessed by this Measure: 1,2,3,4</p>	<p><i>On the course evaluation forms for all courses in the ASBA program combined, at least 85% of the students will rate their satisfaction of learning and preparation for the workplace as Satisfied or Very Satisfied.</i></p>
<p>Assessment Results: Associate of Science in Business Administration</p>	
<p>Summary of Results from Implementing Direct Measures of Student Learning:</p>	
<p>1. <i>End of Program Comprehensive Exam</i> Number of students achieving a score of Basic or higher on the indicated examination questions: Accounting 12 (41% of total) Management 16 (55% of total) Marketing 20 (69% of total) (Total number of graduates in ASBA program: 29)</p>	
<p>2. <i>Accounting Comprehensive Problem</i> Number of students achieving a score of Acceptable or higher on the Comprehensive Problem: Acceptable: 24 (96% of total) (Total number of graduates in ASBA program: 29)</p>	
<p>3. <i>Company Analysis Paper and Presentation</i> Number of students achieving a score of Acceptable or higher on the analysis and presentation: Acceptable: 23 (92% of total) (Total number of graduates in ASBA program: 29)</p>	
<p>Summary of Results from Implementing Indirect Measures of Student Learning:</p>	
<p>1. <i>Student Exit Survey</i> Number of students responding with Satisfied or Very Satisfied when responding to questions regarding the achievement of program goals: 29 (100% of total) (Total number of graduates in ASBA program: 29)</p>	
<p>2. <i>End of Course Evaluations</i></p>	

Number of students responding with Satisfied or Very Satisfied when responding to questions regarding satisfaction with the program and preparedness for the workplace: 25 (86% of total)
 (Total number of graduates in ASBA program: 29)

Summary of Achievement of Intended Student Learning Outcomes: Associate of Science in Business Administration

Intended Student Learning Outcomes	Learning Assessment Measures							
General Program ISLOs	<i>Direct Measure 1</i>	<i>Direct Measure 2</i>	<i>Direct Measure 3</i>	<i>Direct Measure 4</i>	<i>Indirect Measure 1</i>	<i>Indirect Measure 2</i>	<i>Indirect Measure 3</i>	<i>Indirect Measure 4</i>
	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...
1. <i>Professional – Students and graduates will be able to demonstrate basic knowledge of basic management, marketing, and accounting principles.</i>	Not Met	Met	Met		Met	Met		
2. <i>Information and Technology Literacy – Students will be able to use and demonstrate an understanding of spreadsheet, word processing, and presentation software.</i>	Not assessed by this measure	Met	Met		Met	Met		
3. <i>Communication Skills – Students will demonstrate the ability to develop and deliver written and oral reports and prepare business correspondence.</i>	Not assessed by this measure	Not assessed by this measure	Met		Met	Met		
4. <i>Ethics and Morality – Students will demonstrate the knowledge and application of appropriate ethical and moral behavior in the workplace.</i>	Not assessed by this measure	Not assessed by this measure	Met		Met	Met		

Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:

1. *General Program ISLO 1:* The performance targets for the basic understanding of management, marketing, and accounting principles were not met on the comprehensive examination. This is the same examination that is given at the end of the BS program and may contain principles and concepts not covered in the 100 and 200 level courses. The intent was to evaluate the Associate students on the basic modules and not on the topics that are traditionally covered in the advanced courses. Faculty will further review the content of the “principles” course to see if they adequately cover the material, or if the examination questions include material presented in the advanced courses. There is the possibility of presenting the Associate students with a more appropriate exam.

Outcomes Assessment Results

For Academic Year: 2014-2015

Section I: Student Learning Assessment

Oakland City University School of Business	
Student Learning Assessment for <i>Associate of Science in Accounting</i>	
General Program Intended Student Learning Outcomes (General Program ISLOs)	
1. <i>Professional – Students and graduates will be able to demonstrate basic knowledge of basic management, marketing, and accounting principles.</i> <i>Broad-Based Student Learning Goals associated with this Outcome: 1</i>	
2. <i>Information and Technology Literacy – Students will be able to use and demonstrate an understanding of spreadsheet, word processing, and presentation software.</i> <i>Broad-Based Student Learning Goals associated with this Outcome: 4</i>	
3. <i>Communication Skills – Students will demonstrate the ability to develop and deliver written and oral reports and prepare business correspondence.</i> <i>Broad-Based Student Learning Goals associated with this Outcome: 2</i>	
4. <i>Ethics and Morality – Students will demonstrate the knowledge and application of appropriate ethical and moral behavior in the workplace.</i> <i>Broad-Based Student Learning Goals associated with this Outcome: 3</i>	
Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
1. <i>End-of-Program Comprehensive Exam</i> General Program ISLOs Assessed by this Measure: 1,4	<i>At least 80% of graduates in the ASBA program will score at least Basic (67%) or higher on each set of examination questions related to each of the ISLOs assessed by this measure.</i>
2. <i>Accounting Comprehensive Problem</i> General Program ISLOs Assessed by this Measure: 1,2	<i>On the rating scale in the evaluation rubric, at least 75% of all graduating students will achieve a performance rating of Acceptable or higher on each of the areas related to the ISLOs assessed by this measure.</i>
3. <i>Selected Company Analysis Paper and Presentation</i> General Program ISLOs Assessed by this Measure: 1,2,3,4	<i>On the rating scale in the evaluation rubric, at least 75% of all graduating students will achieve a performance rating of Acceptable or higher on each of the areas related to the ISLOs assessed by this measure.</i>
Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Indirect Measures:

<p>1. ASBA Student Exit Survey</p> <p>General Program ISLOs Assessed by this Measure: 1,2,3,4</p>	<p><i>On the Exit Survey, at least 80% of the graduates will indicate that the ASBA program goals were achieved.</i></p>
<p>2. End of Course Evaluations</p> <p>General Program ISLOs Assessed by this Measure: 1,2,3,4</p>	<p><i>On the course evaluation forms for all courses in the ASBA program combined, at least 85% of the students will rate their satisfaction of learning and preparation for the workplace as Satisfied or Very Satisfied.</i></p>

Assessment Results: Associate of Science in Business Administration

Summary of Results from Implementing Direct Measures of Student Learning:

Note: During this academic year (2014-2015) assessment results are not reported for this degree due to low graduation numbers. (Only 1 graduate for this degree for this period.)

Summary of Results from Implementing Indirect Measures of Student Learning:

Note: During this academic year (2014-2015) assessment results are not reported for this degree due to low graduation numbers. (Only 1 graduate for this degree for this period.)

Outcomes Assessment Results

For Academic Year: 2014-2015

Section I: Student Learning Assessment

Oakland City University School of Business
Student Learning Assessment for <i>Bachelor of Science in Business Administration</i>
General Program Intended Student Learning Outcomes (General Program ISLOs)
<p>1. <i>Professional – Graduates will demonstrate the ability to apply and synthesize the various concepts, theories, and practices in the functional areas of business in order to facilitate sound business decisions.</i> <i>Broad-Based Student Learning Goals Associated with this Outcome: 1,4</i></p>
<p>2. <i>Information Technology and Literacy – Graduates will demonstrate the ability to access, use, and evaluate management information in business decision making.</i> <i>Broad-Based Student Learning Goals Associated with this Outcome: 4</i></p>
<p>3. <i>Disciplined Inquiry – Graduates will demonstrate the ability to use quantitative and qualitative analytical and critical thinking skills to evaluate information, solve problems, and make sound decisions.</i> <i>Broad-Based Student Learning Goals Associated with this Outcome: 1,4</i></p>
<p>4. <i>Communication Skills – Graduates will demonstrate the ability to communicate coherently and effectively using various methodologies.</i> <i>Broad-Based Student Learning Goals Associated with this Outcome: 2</i></p>
<p>5. <i>Ethics and Morality – Graduates will demonstrate the knowledge and application of appropriate ethical and moral behavior in the workplace.</i> <i>Broad-Based Student Learning Goals Associated with this Outcome: 3</i></p>
Intended Student Learning Outcomes: <i>Management Concentration (Management ISLOs)</i>
<p>1. <i>Graduates will demonstrate an understanding of operations management as an integral component of business organizations.</i> <i>Broad-Based Student Learning Goals Associated with this Outcome: 1</i></p>
<p>2. <i>Graduates will demonstrate the ability to develop well-written reports, business correspondence, and presentations that show a coherent train of thought.</i> <i>Broad-Based Student Learning Goals Associated with this Outcome: 2</i></p>
<p>3. <i>Graduates will demonstrate an understanding of group dynamics and teamwork in achieving organizational goals.</i> <i>Broad-Based Student Learning Goals Associated with this Outcome: 1,3</i></p>

4. Graduates will select the appropriate management action in a business scenario involving human resources management.

Broad-Based Student Learning Goals Associated with this Outcome: 1,3,4

Intended Student Learning Outcomes: Marketing Concentration (Marketing ISLOs)

1. Graduates will demonstrate an understanding of marketing strategies and how marketing concepts fit in organizational planning.

Broad-Based Student Learning Goals Associated with this Outcome: 1

2. Graduates will demonstrate the ability to develop well-written reports, business correspondence, and presentations that show a coherent train of thought.

Broad-Based Student Learning Goals Associated with this Outcome: 2

3. Graduates will be able to explain the major concepts, theories, and practices in advertising and promotions and apply them to management decision making.

Broad-Based Student Learning Goals Associated with this Outcome: 1

4. Graduates will be able to explain the major concepts, theories, and practices in strategic marketing and apply them to management decision making.

Broad-Based Student Learning Goals Associated with this Outcome: 1

Intended Student Learning Outcomes: Accounting Concentration (Accounting ISLOs)

1. Graduates will apply the knowledge and demonstrate an understanding of accounting and financial principles related to complex business issues.

Broad-Based Student Learning Goals Associated with this Outcome: 1

2. Graduates will demonstrate the ability to apply the concepts of ethical and moral behavior in the business enterprise.

Broad-Based Student Learning Goals Associated with this Outcome: 3

3. Graduates will demonstrate an understanding of accounting terminology.

Broad-Based Student Learning Goals Associated with this Outcome: 1,2

4. Graduates will identify financial statements, their purposes, and explain their interrelationships.

Broad-Based Student Learning Goals Associated with this Outcome: 1

Intended Student Learning Outcomes: Human Resources Concentration (Human Resource ISLOs)

1. Graduates will demonstrate an understanding of group dynamics and teamwork in achieving organizational goals.

Broad-Based Student Learning Goals Associated with this Outcome: 1,2,4

2. Graduates will select the appropriate management action in a business scenario involving human resource management actions.

Broad-Based Student Learning Goals Associated with this Outcome: 1,4

3. Graduates will demonstrate an understanding of various strategic human resources staffing alternatives.

Broad-Based Student Learning Goals Associated with this Outcome: 1,2,4

Intended Student Learning Outcomes: *Sports Administration (Sports Administration ISLOs)*

1. Graduates will demonstrate an understanding of operations management as an integral component of business organizations.

Broad-Based Student Learning Goals Associated with this Outcome: 1

2. Graduates will demonstrate the ability to develop well-written reports, business correspondence, and presentations that show a coherent train of thought.

Broad-Based Student Learning Goals Associated with this Outcome: 2

3. Graduates will demonstrate an understanding of marketing strategies and how marketing concepts fit in organizational planning.

Broad-Based Student Learning Goals Associated with this Outcome: 1,4

Intended Student Learning Outcomes: *Criminal Justice Concentration (Criminal Justice ISLOs)*

1. Graduates will select the appropriate management action in a business scenario involving human resource management actions.

Broad-Based Student Learning Goals Associated with this Outcome: 1,4

2. Graduates will demonstrate the ability to identify ethical issues and choose the most ethical action.

Broad-Based Student Learning Goals Associated with this Outcome: 3

3. Graduates will demonstrate the ability to identify legal issues and legal risks in decision making.

Broad-Based Student Learning Goals Associated with this Outcome: 4

**Assessment Instruments for Intended Student Learning Outcomes—
Direct Measures of Student Learning:**

Performance Objectives (Targets/Criteria) for Direct Measures:

1. Direct Measure 1

End-of-Program Comprehensive Exam

Core ISLOs assessed by this measure: 1

75% of the graduating students in the BSBA program will score a minimum of Basic in subset questions related to each of the core ISLOs assessed by this measure.

2. Direct Measure 2

Analysis Paper and Presentation in Capstone Course (Foundation Simulation)

Core ISLOs assessed by this measure: 1,2,3,4,5

Management ISLOs assessed by this measure: 1,2,3,4

On the rating scale in the evaluation rubric (with Superior being the highest rating) at least 80% of the BSBA students will achieve a rating of at least Acceptable or higher on each of the areas associated with the Core ISLOs assessed and at least Proficient on each area associated with the specific concentration ISLOs assessed by this measure.

<p>Marketing ISLOs assessed by this measure: 1,2,3,4 Accounting ISLOs assessed by this measure:1,2,3,4 Human Resources ISLOs assessed by this measure: 1,2,3 Sports Administration ISLOs assessed by this measure: 1,2,3 Criminal Justice ISLOs assessed by this measure: 1,2</p>	
<p>3. Direct Measure 3 Required Internship (Main Campus) Core ISLOs assessed by this measure: 1,4 Management ISLOs assessed by this measure:1,3 Marketing ISLOs assessed by this measure: 1 Accounting ISLOs assessed by this measure:2,3,4 Human Resources ISLOs assessed by this measure: 1 Sports Administration ISLOs assessed by this measure: 1,3 Criminal Justice ISLOs assessed by this measure: 2,3</p>	<p>On the rating scale in the evaluation rubric at least 80% of the BSBA students will achieve a rating of at least Competent or higher on each of the areas associated with the Core ISLOs assessed and at least Accomplished on each area associated with the specific concentration ISLOs assessed by this measure.</p>
<p>Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:</p>	<p>Performance Objectives (Targets/Criteria) for Indirect Measures:</p>
<p>1. Indirect Measure 1 Student Exit Survey Core ISLOs assessed by this measure: 1,2,3,4,5 Management ISLOs assessed by this measure:1,2,3,4 Marketing ISLOs assessed by this measure: 1,2,3,4 Accounting ISLOs assessed by this measure:1,2,3,4 Human Resources ISLOs assessed by this measure: 1,2,3 Sports Administration ISLOs assessed by this measure: 1,2,3 Criminal Justice ISLOs assessed by this measure: 1,2,3</p>	<p>On the survey instrument, at least 80% of the graduates will indicate they were Satisfied or Very Satisfied with the achievement of the core ISLOs assessed by this measure and Satisfied or Very Satisfied with the concentration ISLOs assessed by this measure.</p>
<p>2. Indirect Measure 2 End of Course Evaluations Core ISLOs assessed by this measure: 1,2,3,4,5</p>	<p>On the course evaluation forms for all courses in the BSBA program combined, at least 80% of the students will rate their satisfaction of learning and preparation for the workplace as Satisfied or Very Satisfied in each of the core ISLOs assessed by this measure.</p>

Management ISLOs assessed by this measure:1,2,3,4
Marketing ISLOs assessed by this measure: 1,2,3,4
Accounting ISLOs assessed by this measure:1,2,3,4
Human Resources ISLOs assessed by this measure: 1,2,3
Sports Administration ISLOs assessed by this measure: 1,2,3
Criminal Justice ISLOs assessed by this measure: 1,2,3

3. *Indirect Measure 3*

Student Internship Evaluation

Core ISLOs assessed by this measure: 1,4

Management ISLOs assessed by this measure:1,3

Marketing ISLOs assessed by this measure: 1

Accounting ISLOs assessed by this measure:2,3,4

Human Resources ISLOs assessed by this measure: 1

Sports Administration ISLOs assessed by this measure: 1,3

Criminal Justice ISLOs assessed by this measure: 2,3

On the internship evaluation form, at least 85% of the interns will indicate that learning during the internship provided a Significant or Very Significant contribution to achieving each of the core ISLOs assessed by this measure and a Very Significant contribution to achieving each of the concentration ISLOs assessed by this measure.

Assessment Results: *Management Concentration*

Summary of Results from Implementing Direct Measures of Student Learning:

1. *End of Program Comprehensive Exam*

Number of students achieving a score of Basic or higher on each of the related examination modules:

Accounting 34 (45% of total)

Finance 27 (36% of total)

Economics 42 (55% of total)

Management 38 (50% of total)

Int'l Business 69 (91% of total)

Marketing 52 (68% of total)

(Total number of graduates in BS program: 76)

2. *Analysis Paper and Presentation in Capstone Course (Foundation Simulation)*

Students achieving at least at least Acceptable on the Core ISLOs attributed to this measure: 42 (91% of total)

Students achieving at least Proficient on the Management ISLOs attributed to this measure: 39 (85% of total)
 (Total number of students in Management Concentration: 46)

3. *Required Internship (Main Campus)*

Students achieving at least at least Competent on the Core ISLOs attributed to this measure: 10 (100% of total)
 Students achieving at least Accomplished on the Management ISLOs attributed to this measure: 8 (80% of total)
 (Total number of graduates in Management Concentration, Main Campus: 10)

Summary of Results from Implementing Indirect Measures of Student Learning:

1. *Student Exit Survey*

Students Satisfied or Very Satisfied with achieving the Core ISLOs attributed to this measure: 41 (89% of total)
 Students Satisfied or Very Satisfied with achieving the Management ISLOs attributed to this measure: 41 (89% of total)
 (Total number of graduates in Management Concentration: 46)

2. *End of Course Evaluations*

Students Satisfied or Very Satisfied with course learning and preparation for workplace, related Core ISLOs: 66 (87% of total)
 Note: The evaluation forms used by CampusLabs this year did not capture student information by Concentration.
 (Total number of graduates in Management Concentration: 46; students in BS program: 76)

3. *Student Internship Evaluation (Main Campus)*

Students reporting at least at least Significant on the Core ISLOs attributed to this measure: 10 (100% of total)
 Students reporting at least Very Significant on the Management ISLOs attributed to this measure: 10(100% of total)
 (Total number of graduates in Management Concentration, Main Campus: 10)

Summary of Achievement of Intended Student Learning Outcomes:

Intended Student Learning Outcomes	Learning Assessment Measures							
General Program ISLOs	<i>Direct Measure 1</i>	<i>Direct Measure 2</i>	<i>Direct Measure 3</i>	<i>Direct Measure 4</i>	<i>Indirect Measure 1</i>	<i>Indirect Measure 2</i>	<i>Indirect Measure 3</i>	<i>Indirect Measure 4</i>
	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...
1. <i>Professional – Graduates will demonstrate the ability to apply and synthesize the various concepts, theories, and practices in the functional areas of business in</i>	Not Met	Met	Met		Met	Met	Met	

<p><i>order to facilitate sound business decisions.</i></p> <p><i>Broad-Based Student Learning Goals Associated with this Outcome: 1,4</i></p>								
<p>2. <i>Information Technology and Literacy – Graduates will demonstrate the ability to access, use, and evaluate management information in business decision making.</i></p> <p><i>Broad-Based Student Learning Goals Associated with this Outcome: 4</i></p>	Not assessed by this measure	Met	Not assessed by this measure		Met	Met	Not assessed by this measure	
<p>3. <i>Disciplined Inquiry – Graduates will demonstrate the ability to use quantitative and qualitative analytical and critical thinking skills to evaluate information, solve problems, and make sound decisions.</i></p> <p><i>Broad-Based Student Learning Goals Associated with this Outcome: 1,4</i></p>	Not assessed by this measure	Met	Not assessed by this measure		Met	Met	Not assessed by this measure	
<p>4. <i>Communication Skills – Graduates will demonstrate the ability to communicate coherently and effectively using various methodologies.</i></p> <p><i>Broad-Based Student Learning Goals Associated with this Outcome: 2</i></p>	Not assessed by this measure	Met	Met		Met	Met	Met	
<p>5. <i>Ethics and Morality – Graduates will demonstrate the knowledge and application of appropriate</i></p>	Not assessed	Met	Not assessed		Met	Met	Not assessed	

<i>ethical and moral behavior in the workplace. Broad-Based Student Learning Goals Associated with this Outcome: 3</i>	by this measure		by this measure				by this measure	
Intended Student Learning Outcomes: Management	<i>Direct Measure 1</i>	<i>Direct Measure 2</i>	<i>Direct Measure 3</i>	<i>Direct Measure 4</i>	<i>Indirect Measure 1</i>	<i>Indirect Measure 2</i>	<i>Indirect Measure 3</i>	<i>Indirect Measure 4</i>
	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...
1. <i>Graduates will demonstrate an understanding of operations management as an integral component of business organizations. Broad-Based Student Learning Goals Associated with this Outcome: 1</i>	Not assessed by this measure	Met	Met		Met	Met	Met	
2. <i>Graduates will demonstrate the ability to develop well-written reports, business correspondence, and presentations that show a coherent train of thought. Broad-Based Student Learning Goals Associated with this Outcome: 2</i>	Not assessed by this measure	Met	Not assessed by this measure		Met	Met	Not assessed by this measure	
3. <i>Graduates will demonstrate an understanding of group dynamics and teamwork in achieving organizational goals. Broad-Based Student Learning Goals Associated with this Outcome: 1,3</i>	Not assessed by this measure	Met	Met		Met	Met	Met	
4. <i>Graduates will select the appropriate management action in</i>	Not assessed	Met	Not assessed		Met	Met	Not assessed	

<i>a business scenario involving human resources management.</i>	by this measure		by this measure				by this measure	
<i>Broad-Based Student Learning Goals Associated with this Outcome: 1,3,4</i>								

Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:

1. Core ISLO 1: The performance targets for this Core ISLO dealing with knowledge of functional areas of business were not met on the comprehensive examination for students in the Management concentration. This standard business examination has been difficult for our students in the past. This exam measures proficiency in the areas of Accounting, Finance, Economics, Management, Global Business, and Marketing. Overall, students scored very well in Global Business (91%) and moderately well in Marketing (68%), however, they did not score well in Accounting, Finance, and Economics. We began using the Capsim Foundation business simulation in our Capstone course and this program uses accounting and finance terminology throughout. During this course the instructor is reinforcing some accounting and finance principles in the practical simulation application to aid in making these relevant to students. Also, the School of Business added a Business Economics course to the core curriculum. We are also planning to pilot another comprehensive business exam during this academic year that will provide more granular data for review. This exam also will allow more flexibility in question topic areas. The faculty will also review the core curriculum and individual course coverage to ensure the proper material is adequately covered.

Assessment Results: *Marketing Concentration*

Summary of Results from Implementing Direct Measures of Student Learning:

- End of Program Comprehensive Exam*
 Number of students achieving a score of Basic or higher on each of the related examination modules:
 Accounting 34 (45% of total)
 Finance 27 (36% of total)
 Economics 42 (55% of total)
 Management 38 (50% of total)
 Int'l Business 69 (91% of total)
 Marketing 52 (68% of total)
 (Total number of graduates in BS program: 76)
- Analysis Paper and Presentation in Capstone Course (Foundation Simulation)*
 Students achieving at least at least Acceptable on the Core ISLOs attributed to this measure: 6 (100% of total)

Students achieving at least Proficient on the Marketing ISLOs attributed to this measure: 4 (67% of total)
 (Total number of graduates in Marketing Concentration: 6)

3. *Required Internship (Main Campus)*

Students achieving at least at least Competent on the Core ISLOs attributed to this measure: 6 (100% of total)
 Students achieving at least Accomplished on the Marketing ISLOs attributed to this measure: 5 (83% of total)
 (Total number of graduates in Marketing Concentration, Main Campus: 6)

Summary of Results from Implementing Indirect Measures of Student Learning:

1. *Student Exit Survey*

Students Satisfied or Very Satisfied with achieving the Core ISLOs attributed to this measure: 6 (100% of total)
 Students Satisfied or Very Satisfied with achieving the Marketing ISLOs attributed to this measure: 6 (100% of total)
 (Total number of students in Marketing Concentration: 6)

2. *End of Course Evaluations*

Students Satisfied or Very Satisfied with course learning and preparation for workplace, related Core ISLOs: 66 (87% of total)
 Note: The evaluation forms used by CampusLabs this year did not capture student information by Concentration.
 (Total number of graduates in Marketing Concentration: 6; students in BS program: 76)

3. *Student Internship Evaluation (Main Campus)*

Students reporting at least at least Significant on the Core ISLOs attributed to this measure: 6 (100% of total)
 Students reporting at least Very Significant on the Marketing ISLOs attributed to this measure: 6(100% of total)
 (Total number of graduates in Marketing Concentration, Main Campus: 6)

Summary of Achievement of Intended Student Learning Outcomes:

Intended Student Learning Outcomes	Learning Assessment Measures							
General Program ISLOs	<i>Direct Measure 1</i>	<i>Direct Measure 2</i>	<i>Direct Measure 3</i>	<i>Direct Measure 4</i>	<i>Indirect Measure 1</i>	<i>Indirect Measure 2</i>	<i>Indirect Measure 3</i>	<i>Indirect Measure 4</i>
	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...
1. <i>Professional – Graduates will demonstrate the ability to apply and synthesize the various concepts, theories, and practices in the functional areas of business in</i>	Not Met	Not Met	Met		Met	Met	Met	

<p><i>order to facilitate sound business decisions.</i></p> <p><i>Broad-Based Student Learning Goals Associated with this Outcome: 1,4</i></p>								
<p>2. <i>Information Technology and Literacy – Graduates will demonstrate the ability to access, use, and evaluate management information in business decision making.</i></p> <p><i>Broad-Based Student Learning Goals Associated with this Outcome: 4</i></p>	Not Assessed by this measure	Not Met	Not Assessed by this measure		Met	Met	Not Assessed by this measure	
<p>3. <i>Disciplined Inquiry – Graduates will demonstrate the ability to use quantitative and qualitative analytical and critical thinking skills to evaluate information, solve problems, and make sound decisions.</i></p> <p><i>Broad-Based Student Learning Goals Associated with this Outcome: 1,4</i></p>	Not Assessed by this measure	Not Met	Not Assessed by this measure		Met	Met	Not Assessed by this measure	
<p>4. <i>Communication Skills – Graduates will demonstrate the ability to communicate coherently and effectively using various methodologies.</i></p> <p><i>Broad-Based Student Learning Goals Associated with this Outcome: 2</i></p>	Not Assessed by this measure	Not Met	Met		Met	Met	Met	
<p>5. <i>Ethics and Morality – Graduates will demonstrate the knowledge and application of appropriate</i></p>	Not met	Not Met	Met		Met	Met	Not Assessed	

<p><i>ethical and moral behavior in the workplace.</i></p> <p><i>Broad-Based Student Learning Goals Associated with this Outcome: 3</i></p>							by this measure	
<p>Intended Student Learning Outcomes:</p> <p>Marketing</p>	<i>Direct Measure 1</i>	<i>Direct Measure 2</i>	<i>Direct Measure 3</i>	<i>Direct Measure 4</i>	<i>Indirect Measure 1</i>	<i>Indirect Measure 2</i>	<i>Indirect Measure 3</i>	<i>Indirect Measure 4</i>
	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...
<p>1. <i>Graduates will demonstrate an understanding of marketing strategies and how marketing concepts fit in organizational planning.</i></p> <p><i>Broad-Based Student Learning Goals Associated with this Outcome: 1</i></p>	Not Met	Not Met	Met		Met	Met	Met	
<p>2. <i>Graduates will demonstrate the ability to develop well-written reports, business correspondence, and presentations that show a coherent train of thought.</i></p> <p><i>Broad-Based Student Learning Goals Associated with this Outcome: 2</i></p>	Not Assessed by this measure	Not Met	Not Assessed by this measure		Met	Met	Not Assessed by this measure	
<p>3. <i>Graduates will be able to explain the major concepts, theories, and practices in advertising and promotions and apply them to management decision making.</i></p> <p><i>Broad-Based Student Learning Goals Associated with this Outcome: 1</i></p>	Not Assessed by this measure	Not Met	Not Assessed by this measure		Met	Met	Not Assessed by this measure	
<p>4. <i>Graduates will be able to explain the major concepts, theories, and</i></p>	Not Assessed	Not Met	Not Assessed		Met	Met	Not Assessed	

<p><i>practices in strategic marketing and apply them to management decision making.</i></p> <p><i>Broad-Based Student Learning Goals Associated with this Outcome: 1</i></p>	<p>by this measure</p>		<p>by this measure</p>				<p>by this measure</p>	
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Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:

1. Core ISLO 1: The performance targets for this Core ISLO dealing with knowledge of functional areas of business were not met on the comprehensive examination for students in the Marketing concentration. This standard business examination has been difficult for our students in the past. This exam measures proficiency in the areas of Accounting, Finance, Economics, Management, Global Business, and Marketing. Overall, students scored very well in Global Business (91%) and moderately well in Marketing (68%), however, they did not score well in Accounting, Finance, and Economics. We began using the Capsim Foundation business simulation in our Capstone course and this program uses accounting and finance terminology throughout. During this course the instructor is reinforcing some accounting and finance principles in the practical simulation application to aid in making these relevant to students. Also, the School of Business added a Business Economics course to the core curriculum. We are also planning to pilot another comprehensive business exam during this academic year that will provide more granular data for review. This exam also will allow more flexibility in question topic areas. The faculty will also review the core curriculum and individual course coverage to ensure the proper material is adequately covered.
2. Core ISLO 1, 2, 3, 4, 5, and Marketing ISLO 1, 2, 4, 4: These targets are measured by the performance on the Analysis Paper and Presentation in the Capstone course. The number of graduates with a Marketing concentration was very small this academic year (6) and the performance of one student can greatly affect the results. All students performed at an Acceptable level, however, the required number did not attain Proficient. Typically the students do very well on this assignment since it is the summation of the semester's work on the business simulation. The course instructor will ensure instructions are reviewed and expectations are reinforced throughout the semester and especially near the end of the course.

Assessment Results: *Accounting Concentration*

Summary of Results from Implementing Direct Measures of Student Learning:

1. *End of Program Comprehensive Exam*

Number of students achieving a score of Basic or higher on each of the related examination modules:

Accounting 34 (45% of total)

Finance 27 (36% of total)

Economics 42 (55% of total)

Management 38 (50% of total)

Int'l Business 69 (91% of total)
 Marketing 52 (68% of total)
 (Total number of students in BS program: 76)

2. *Analysis Paper and Presentation in Capstone Course (Foundation Simulation)*
 Students achieving at least at least Acceptable on the Core ISLOs attributed to this measure: 12 (92% of total)
 Students achieving at least Proficient on the Accounting ISLOs attributed to this measure: 11(84% of total)
 (Total number of graduates in Accounting Concentration: 13)

3. *Required Internship (Main Campus)*
 Students achieving at least at least Competent on the Core ISLOs attributed to this measure: 9 (100% of total)
 Students achieving at least Accomplished on the Accounting ISLOs attributed to this measure: 8 (83% of total)
 (Total number of graduates in Accounting Concentration, Main Campus: 9)

Summary of Results from Implementing Indirect Measures of Student Learning:

1. *Student Exit Survey*
 Students Satisfied or Very Satisfied with achieving the Core ISLOs attributed to this measure: 12 (92% of total)
 Students Satisfied or Very Satisfied with achieving the Accounting ISLOs attributed to this measure: 11 (85% of total)
 (Total number of graduates in Accounting Concentration: 13)

2. *End of Course Evaluations*
 Students Satisfied or Very Satisfied with course learning and preparation for workplace, related Core ISLOs: 66 (87% of total)
 Note: The evaluation forms used by CampusLabs this year did not capture student information by Concentration.
 (Total number of students in Accounting Concentration: 13; students in BS program: 76)

3. *Student Internship Evaluation (Main Campus)*
 Students reporting at least at least Significant on the Core ISLOs attributed to this measure: 8 (88% of total)
 Students reporting at least Very Significant on the Marketing ISLOs attributed to this measure: 8(88% of total)
 (Total number of graduates in Marketing Concentration, Main Campus: 9)

Summary of Achievement of Intended Student Learning Outcomes: Accounting Concentration

Intended Student Learning Outcomes	Learning Assessment Measures							
	<i>Direct Measure 1</i>	<i>Direct Measure 2</i>	<i>Direct Measure 3</i>	<i>Direct Measure 4</i>	<i>Indirect Measure 1</i>	<i>Indirect Measure 2</i>	<i>Indirect Measure 3</i>	<i>Indirect Measure 4</i>
General Program ISLOs	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...

<p>1. <i>Professional – Graduates will demonstrate the ability to apply and synthesize the various concepts, theories, and practices in the functional areas of business in order to facilitate sound business decisions.</i></p> <p><i>Broad-Based Student Learning Goals Associated with this Outcome: 1,4</i></p>	Not Met	Met	Met		Met	Met	Met	
<p>2. <i>Information Technology and Literacy – Graduates will demonstrate the ability to access, use, and evaluate management information in business decision making.</i></p> <p><i>Broad-Based Student Learning Goals Associated with this Outcome: 4</i></p>	Not Assessed by this Measure	Met	Not Assessed by this Measure		Met	Met	Not Assessed by this Measure	
<p>3. <i>Disciplined Inquiry – Graduates will demonstrate the ability to use quantitative and qualitative analytical and critical thinking skills to evaluate information, solve problems, and make sound decisions.</i></p> <p><i>Broad-Based Student Learning Goals Associated with this Outcome: 1,4</i></p>	Not Assessed by this Measure	Met	Not Assessed by this Measure		Met	Met	Not Assessed by this Measure	
<p>4. <i>Communication Skills – Graduates will demonstrate the ability to communicate coherently and effectively using various methodologies.</i></p>	Not Assessed by this Measure	Met	Met		Met	Met	Met	

<i>Broad-Based Student Learning Goals Associated with this Outcome: 2</i>								
5. <i>Ethics and Morality – Graduates will demonstrate the knowledge and application of appropriate ethical and moral behavior in the workplace.</i> <i>Broad-Based Student Learning Goals Associated with this Outcome: 3</i>	Not Assessed by this Measure	Met	Met		Met	Met	Not Assessed by this Measure	
Intended Student Learning Outcomes: Accounting	<i>Direct Measure 1</i>	<i>Direct Measure 2</i>	<i>Direct Measure 3</i>	<i>Direct Measure 4</i>	<i>Indirect Measure 1</i>	<i>Indirect Measure 2</i>	<i>Indirect Measure 3</i>	<i>Indirect Measure 4</i>
	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...
1. <i>Graduates will apply the knowledge and demonstrate an understanding of accounting and financial principles related to complex business issues.</i> <i>Broad-Based Student Learning Goals Associated with this Outcome: 1</i>	Not Met	Met	Not Assessed by this Measure		Met	Met	Not Assessed by this Measure	
2. <i>Graduates will demonstrate the ability to apply the concepts of ethical and moral behavior in the business enterprise.</i> <i>Broad-Based Student Learning Goals Associated with this Outcome: 3</i>	Not Assessed by this Measure	Met	Met		Met	Met	Met	
3. <i>Graduates will demonstrate an understanding of accounting terminology.</i>	Not Assessed by this Measure	Met	Met		Met	Met	Met	

<i>Broad-Based Student Learning Goals Associated with this Outcome: 1,2</i>								
4. <i>Graduates will identify financial statements, their purposes, and explain their interrelationships. Broad-Based Student Learning Goals Associated with this Outcome: 1</i>	Not Met	Met	Met		Met	Met	Met	

Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:

1. Core ISLO 1: The performance targets for this Core ISLO dealing with knowledge of functional areas of business were not met on the comprehensive examination for students in the Accounting concentration. This standard business examination has been difficult for our students in the past. This exam measures proficiency in the areas of Accounting, Finance, Economics, Management, Global Business, and Marketing. Overall, students scored very well in Global Business (91%) and moderately well in Marketing (68%), however, they did not score well in Accounting, Finance, and Economics. We began using the Capsim Foundation business simulation in our Capstone course and this program uses accounting and finance terminology throughout. During this course the instructor is reinforcing some accounting and finance principles in the practical simulation application to aid in making these relevant to students. Also, the School of Business added a Business Economics course to the core curriculum. We are also planning to pilot another comprehensive business exam during this academic year that will provide more granular data for review. This exam also will allow more flexibility in question topic areas. The faculty will also review the core curriculum and individual course coverage to ensure the proper material is adequately covered.

Assessment Results: *Human Resources Concentration*

Summary of Results from Implementing Direct Measures of Student Learning:

1. *End of Program Comprehensive Exam*

Number of students achieving a score of Basic or higher on each of the related examination modules:

Accounting	34 (45% of total)
Finance	27 (36% of total)
Economics	42 (55% of total)
Management	38 (50% of total)
Int'l Business	69 (91% of total)

Marketing 52 (68% of total) (Total number of students in BS program: 76)									
2. <i>Analysis Paper and Presentation in Capstone Course (Foundation Simulation)</i> Students achieving at least at least Acceptable on the Core ISLOs attributed to this measure: 16 (80% of total) Students achieving at least Proficient on the HR ISLOs attributed to this measure: 16(80% of total) (Total number of graduates in HR Concentration: 20)									
3. <i>Required Internship (Main Campus)</i> Students achieving at least at least Competent on the Core ISLOs attributed to this measure: 3 (100% of total) Students achieving at least Accomplished on the HR ISLOs attributed to this measure: 3 (100% of total) (Total number of graduates in HR Concentration, Main Campus: 3)									
Summary of Results from Implementing Indirect Measures of Student Learning:									
1. <i>Student Exit Survey</i> Students Satisfied or Very Satisfied with achieving the Core ISLOs attributed to this measure: 17 (85% of total) Students Satisfied or Very Satisfied with achieving the HR ISLOs attributed to this measure: 16 (80% of total) (Total number of graduates in HR Concentration: 20)									
2. <i>End of Course Evaluations</i> Students Satisfied or Very Satisfied with course learning and preparation for workplace, related Core ISLOs: 66 (87% of total) Note: The evaluation forms used by CampusLabs this year did not capture student information by Concentration. (Total number of graduates in HR Concentration: 13; students in BS program: 76)									
3. <i>Student Internship Evaluation (Main Campus)</i> Students reporting at least at least Significant on the Core ISLOs attributed to this measure: 3 (100% of total) Students reporting at least Very Significant on the Marketing ISLOs attributed to this measure: 3(100% of total) (Total number of graduates in HR Concentration, Main Campus: 3)									
Summary of Achievement of Intended Student Learning Outcomes:									
Intended Student Learning Outcomes		Learning Assessment Measures							
General Program ISLOs		<i>Direct Measure 1</i>	<i>Direct Measure 2</i>	<i>Direct Measure 3</i>	<i>Direct Measure 4</i>	<i>Indirect Measure 1</i>	<i>Indirect Measure 2</i>	<i>Indirect Measure 3</i>	<i>Indirect Measure 4</i>
		Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...

<p>1. <i>Professional – Graduates will demonstrate the ability to apply and synthesize the various concepts, theories, and practices in the functional areas of business in order to facilitate sound business decisions.</i></p> <p><i>Broad-Based Student Learning Goals Associated with this Outcome: 1,4</i></p>	Not Met	Met	Met		Met	Met	Met	
<p>2. <i>Information Technology and Literacy – Graduates will demonstrate the ability to access, use, and evaluate management information in business decision making.</i></p> <p><i>Broad-Based Student Learning Goals Associated with this Outcome: 4</i></p>	Not assessed by this measure	Met	Not assessed by this measure		Met	Met	Not assessed by this measure	
<p>3. <i>Disciplined Inquiry – Graduates will demonstrate the ability to use quantitative and qualitative analytical and critical thinking skills to evaluate information, solve problems, and make sound decisions.</i></p> <p><i>Broad-Based Student Learning Goals Associated with this Outcome: 1,4</i></p>	Not assessed by this measure	Met	Not assessed by this measure		Met	Met	Not assessed by this measure	
<p>4. <i>Communication Skills – Graduates will demonstrate the ability to communicate coherently and effectively using various methodologies.</i></p>	Not assessed by this measure	Met	Met		Met	Met	Met	

<i>Broad-Based Student Learning Goals Associated with this Outcome: 2</i>								
5. <i>Ethics and Morality – Graduates will demonstrate the knowledge and application of appropriate ethical and moral behavior in the workplace.</i> <i>Broad-Based Student Learning Goals Associated with this Outcome: 3</i>	Not assessed by this measure	Met	Met		Met	Met	Not assessed by this measure	
Intended Student Learning Outcomes: <i>Human Resources</i>	<i>Direct Measure 1</i>	<i>Direct Measure 2</i>	<i>Direct Measure 3</i>	<i>Direct Measure 4</i>	<i>Indirect Measure 1</i>	<i>Indirect Measure 2</i>	<i>Indirect Measure 3</i>	<i>Indirect Measure 4</i>
	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...
1. <i>Graduates will demonstrate an understanding of group dynamics and teamwork in achieving organizational goals.</i> <i>Broad-Based Student Learning Goals Associated with this Outcome: 1,2,4</i>	Not assessed by this measure	Met	Met		Met	Met	Met	
2. <i>Graduates will select the appropriate management action in a business scenario involving human resource management actions.</i> <i>Broad-Based Student Learning Goals Associated with this Outcome: 1,4</i>	Not Met	Met	Not assessed by this measure		Met	Met	Not assessed by this measure	
3. <i>Graduates will demonstrate an understanding of various strategic human resources staffing alternatives.</i>	Not Met	Met	Not assessed by this measure		Met	Met	Not assessed by this measure	

<i>Broad-Based Student Learning Goals Associated with this Outcome: 1,2,4</i>								
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Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:

1. Core ISLO 1: The performance targets for this Core ISLO dealing with knowledge of functional areas of business were not met on the comprehensive examination for students in the Human Resources concentration. This standard business examination has been difficult for our students in the past. This exam measures proficiency in the areas of Accounting, Finance, Economics, Management, Global Business, and Marketing. Overall, students scored very well in Global Business (91%) and moderately well in Marketing (68%), however, they did not score well in Accounting, Finance, and Economics. We began using the Capsim Foundation business simulation in our Capstone course and this program uses accounting and finance terminology throughout. During this course the instructor is reinforcing some accounting and finance principles in the practical simulation application to aid in making these relevant to students. Also, the School of Business added a Business Economics course to the core curriculum. We are also planning to pilot another comprehensive business exam during this academic year that will provide more granular data for review. This exam also will allow more flexibility in question topic areas. The faculty will also review the core curriculum and individual course coverage to ensure the proper material is adequately covered.

Assessment Results: *Sports Administration Concentration*

Summary of Results from Implementing Direct Measures of Student Learning:

- End of Program Comprehensive Exam*
 Number of students achieving a score of Basic or higher on each of the related examination modules:
 Accounting 34 (45% of total)
 Finance 27 (36% of total)
 Economics 42 (55% of total)
 Management 38 (50% of total)
 Int'l Business 69 (91% of total)
 Marketing 52 (68% of total)
 (Total number of students in BS program: 76)
- Analysis Paper and Presentation in Capstone Course (Foundation Simulation)*
 Students achieving at least at least Acceptable on the Core ISLOs attributed to this measure: 3(75% of total)
 Students achieving at least Proficient on the Sports Administration ISLOs attributed to this measure: 2(50% of total)

(Total number of graduates in Sports Administration Concentration: 4)									
3. <i>Required Internship (Main Campus)</i> Students achieving at least at least Competent on the Core ISLOs attributed to this measure: 4 (100% of total) Students achieving at least Accomplished on the SA ISLOs attributed to this measure: 4 (100% of total) (Total number of students in SA Concentration, Main Campus: 4)									
Summary of Results from Implementing Indirect Measures of Student Learning:									
1. <i>Student Exit Survey</i> Students Satisfied or Very Satisfied with achieving the Core ISLOs attributed to this measure: 3 (75% of total) Students Satisfied or Very Satisfied with achieving the SA ISLOs attributed to this measure: 3 (75% of total) (Total number of graduates in SA Concentration: 4)									
2. <i>End of Course Evaluations</i> Students Satisfied or Very Satisfied with course learning and preparation for workplace, related Core ISLOs: 66 (87% of total) Note: The evaluation forms used by CampusLabs this year did not capture student information by Concentration. (Total number of graduates in Sports Administration Concentration: 4; students in BS program: 76)									
3. <i>Student Internship Evaluation (Main Campus)</i> Students reporting at least at least Significant on the Core ISLOs attributed to this measure: 4 (100% of total) Students reporting at least Very Significant on the SA ISLOs attributed to this measure: 4(100% of total) (Total number of graduates in SA Concentration, Main Campus: 4)									
Summary of Achievement of Intended Student Learning Outcomes:									
Intended Student Learning Outcomes		Learning Assessment Measures							
General Program ISLOs		<i>Direct Measure 1</i>	<i>Direct Measure 2</i>	<i>Direct Measure 3</i>	<i>Direct Measure 4</i>	<i>Indirect Measure 1</i>	<i>Indirect Measure 2</i>	<i>Indirect Measure 3</i>	<i>Indirect Measure 4</i>
		Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...
1. <i>Professional – Graduates will demonstrate the ability to apply and synthesize the various concepts, theories, and practices in the functional areas of business in order to facilitate sound business decisions.</i>		Not Met	Not Met	Met		Not Met	Met	Met	

<i>Broad-Based Student Learning Goals Associated with this Outcome: 1,4</i>								
2. <i>Information Technology and Literacy – Graduates will demonstrate the ability to access, use, and evaluate management information in business decision making.</i> <i>Broad-Based Student Learning Goals Associated with this Outcome: 4</i>	Not assessed by this measure	Not Met	Not assessed by this measure		Not Met	Met	Not assessed by this measure	
3. <i>Disciplined Inquiry – Graduates will demonstrate the ability to use quantitative and qualitative analytical and critical thinking skills to evaluate information, solve problems, and make sound decisions.</i> <i>Broad-Based Student Learning Goals Associated with this Outcome: 1,4</i>	Not assessed by this measure	Not Met	Not assessed by this measure		Not Met	Met	Not assessed by this measure	
4. <i>Communication Skills – Graduates will demonstrate the ability to communicate coherently and effectively using various methodologies.</i> <i>Broad-Based Student Learning Goals Associated with this Outcome: 2</i>	Not assessed by this measure	Not Met	Met		Not Met	Met	Not assessed by this measure	
5. <i>Ethics and Morality – Graduates will demonstrate the knowledge and application of appropriate ethical and moral behavior in the workplace.</i>	Not assessed by this measure	Not Met	Met		Not Met	Met	Not assessed by this measure	

<i>Broad-Based Student Learning Goals Associated with this Outcome: 3</i>								
Intended Student Learning Outcomes: <i>Sports Administration</i>	<i>Direct Measure 1</i>	<i>Direct Measure 2</i>	<i>Direct Measure 3</i>	<i>Direct Measure 4</i>	<i>Indirect Measure 1</i>	<i>Indirect Measure 2</i>	<i>Indirect Measure 3</i>	<i>Indirect Measure 4</i>
	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...
1. <i>Graduates will demonstrate an understanding of operations management as an integral component of business organizations.</i> <i>Broad-Based Student Learning Goals Associated with this Outcome: 1</i>	Not Met	Not Met	Met		Not Met	Met	Met	
2. <i>Graduates will demonstrate the ability to develop well-written reports, business correspondence, and presentations that show a coherent train of thought.</i> <i>Broad-Based Student Learning Goals Associated with this Outcome: 2</i>	Not assessed by this measure	Not Met	Not assessed by this measure		Not Met	Met	Met	
3. <i>Graduates will demonstrate an understanding of marketing strategies and how marketing concepts fit in organizational planning.</i> <i>Broad-Based Student Learning Goals Associated with this Outcome: 1,4</i>	Not Met	Not Met	Met		Not Met	Met	Met	
Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:								
1. Core ISLO 1: The performance targets for this Core ISLO dealing with knowledge of functional areas of business were not met on the comprehensive examination for students in the Sports Administration concentration. This standard business examination has been difficult for our students in the past. This exam measures proficiency in the areas of Accounting, Finance, Economics, Management, Global Business, and								

Marketing. Overall, students scored very well in Global Business (91%) and moderately well in Marketing (68%), however, they did not score well in Accounting, Finance, and Economics. We began using the Capsim Foundation business simulation in our Capstone course and this program uses accounting and finance terminology throughout. During this course the instructor is reinforcing some accounting and finance principles in the practical simulation application to aid in making these relevant to students. Also, the School of Business added a Business Economics course to the core curriculum. We are also planning to pilot another comprehensive business exam during this academic year that will provide more granular data for review. This exam also will allow more flexibility in question topic areas. The faculty will also review the core curriculum and individual course coverage to ensure the proper material is adequately covered.

2. Core ISLO 1, 2, 3, 4, 5, and Sports Administration ISLO 1, 2, 3: These targets are measured by the performance on the Analysis Paper and Presentation in the Capstone course. The number of graduates with a Sports Administration concentration was very small this academic year (4) and the performance of one student can greatly affect the results. All students performed at an Acceptable level, however, the required number did not attain Proficient. Typically the students do very well on this assignment since it is the summation of the semester's work on the business simulation. The course instructor will ensure instructions are reviewed and expectations are reinforced throughout the semester and especially near the end of the course.

3. Core ISLO 1,2,3,4,5, and Sports Administration ISLO 1,2,3: These targets are measured by the Student Exit Survey. The number of graduates in the Sports Administration program this year was very low (4). On the Exit Survey, three students scored Satisfied or Very Satisfied, but 1 student did not. This dropped the satisfaction level to 75% - less that the target of 80%. We typically do well in this area, but the Faculty will discuss areas that might be explored to ensure attainment of this target across all concentrations.

Assessment Results: *Criminal Justice Concentration*

Summary of Results from Implementing Direct Measures of Student Learning: There were no graduates with a Criminal Justice Concentration during this Academic Year.

Outcomes Assessment Results

For Academic Year: 2014-2015

Section I: Student Learning Assessment

Oakland City University School of Business
Student Learning Assessment for <i>Master of Business Administration</i>
General Program Intended Student Learning Outcomes (General Program ISLOs)
<p>1. <i>Broad-Based Graduates of the MBA program will demonstrate the ability to formulate an actionable business strategy that is based on business analysis and grounded in both theory and practice, and is derived from multiple business disciplines.</i></p> <p><i>Student Learning Goals associated with this Outcome: 1, 4</i></p>
<p>2. <i>Graduates of the MBA program will demonstrate the ability to conduct a data-driven analysis to recommend feasible solutions to problems and justify decisions leading to action.</i></p> <p><i>Broad-Based Student Learning Goals associated with this Outcome: 1,4</i></p>
<p>3. <i>Graduates of the MBA program will be able to apply the principles of management and leadership in order to analyze business environments and develop action plans based upon sound business practice.</i></p> <p><i>Broad-Based Student Learning Goals associated with this Outcome: 1,4</i></p>
<p>4. <i>Graduates of the MBA program will be able to recognize and identify the ethical, global, and societal implications of a business enterprise.</i></p> <p><i>Broad-Based Student Learning Goals associated with this Outcome: 1,3,4</i></p>
<p>5. <i>Graduates of the MBA program will demonstrate the ability to develop and justify an effective business strategy based on the business analysis.</i></p> <p><i>Broad-Based Student Learning Goals associated with this Outcome: 1,4</i></p>
<p>6. <i>Graduates of the MBA program will demonstrate the ability and willingness to work as a contributing team member on business related simulations.</i></p> <p><i>Broad-Based Student Learning Goals associated with this Outcome: 2,3</i></p>
<p>7. <i>Graduates of the MBA program will demonstrate the ability to diagnose team functional problems and recommend actions focused on improvement.</i></p> <p><i>Broad-Based Student Learning Goals associated with this Outcome: 1,4</i></p>
<p>8. <i>Graduates of the MBA program will demonstrate the ability to prepare and present a high quality informative and analytical business presentation.</i></p>

<i>Broad-Based Student Learning Goals associated with this Outcome: 2</i>	
Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
1. <i>Direct Measure 1</i> <i>Capstone Analysis Paper and Presentation (Capstone Simulation)</i> <i>ISLOs assessed by this measure: 1,2,3,4,5,6,7,8</i>	<i>On the rating scale in the evaluation rubric (with Superior being the highest rating) at least 80% of the MBA students will achieve a rating of at least Acceptable or higher on each of the areas associated with the Core ISLOs assessed.</i>
2. <i>Direct Measure 2</i> <i>Capsim CompXM (Capstone Simulation)</i> <i>ISLOs assessed by this measure: 1,2,3,4,5</i>	<i>On the rating scale in the evaluation rubric (with Superior being the highest rating) at least 80% of the MBA students will achieve a rating of at least Acceptable or higher on each of the areas associated with the Core ISLOs assessed by this measure.</i>
Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Indirect Measures:
1. <i>Indirect Measure 1</i> <i>MBA Student Exit Survey</i> <i>ISLOs Assessed by this Measure: 1,2,3,4,5,6,7,8</i>	<i>On the survey instrument, at least 80% of the graduates will indicate they were Satisfied or Very Satisfied with the achievement of the core ISLOs assessed by this measure.</i>
2. <i>Indirect Measure 2</i> <i>Course Evaluations</i> <i>ISLOs Assessed by this Measure: 1,2,3,4,5,6,7,8</i>	<i>On the course evaluation forms for all courses in the MBA program combined, at least 85% of the students will indicate they were Satisfied or Very Satisfied with achievement of the ISLOs assessed by this measure.</i>
Assessment Results: <i>Master of Business Administration</i>	
Summary of Results from Implementing Direct Measures of Student Learning:	
1. Direct Measure 1: Capstone Analysis Paper and Presentation (Capstone Simulation) Number of students achieving a rating of at least Acceptable or higher on the Analysis Paper and Presentation: 8 (100% of total) Total number of MBA graduates: 8	
2. Direct Measure 2: Capsim CompXM (Capstone Simulation) Number of students achieving a rating of at least Acceptable or higher on the CompXM simulation: 6 (75% of total) Total number of MBA graduates: 8	

Summary of Results from Implementing Indirect Measures of Student Learning:

1. Indirect Measure 1: MBA Student Exit Survey
 Number of students who indicated Satisfied or Very Satisfied when responding to questions concerning core ISLOs: 7 (88% of total)

 Total number of MBA graduates: 8

2. Indirect Measure 2: Course Evaluations
 Number of students who indicated they were Satisfied or Very Satisfied with achievement of ISLOs: 7 (88% of total)

 Total number of MBA graduates: 8

Summary of Achievement of Intended Student Learning Outcomes:

Intended Student Learning Outcomes	Learning Assessment Measures							
General Program ISLOs	<i>Direct Measure 1</i>	<i>Direct Measure 2</i>	<i>Direct Measure 3</i>	<i>Direct Measure 4</i>	<i>Indirect Measure 1</i>	<i>Indirect Measure 2</i>	<i>Indirect Measure 3</i>	<i>Indirect Measure 4</i>
	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...
1. <i>Broad-Based Graduates of the MBA program will demonstrate the ability to formulate an actionable business strategy that is based on business analysis and grounded in both theory and practice, and is derived from multiple business disciplines.</i> <i>Student Learning Goals associated with this Outcome: 1, 4</i>	Met	Not Met			Met	Met		
2. <i>Graduates of the MBA program will demonstrate the ability to conduct a data-driven analysis to recommend feasible solutions to problems and justify decisions leading to action.</i>	Met	Not Met			Met	Met		

<i>Broad-Based Student Learning Goals associated with this Outcome: 1,4</i>								
3. <i>Graduates of the MBA program will be able to apply the principles of management and leadership in order to analyze business environments and develop action plans based upon sound business practice.</i> <i>Broad-Based Student Learning Goals associated with this Outcome: 1,4</i>	Met	Not Met			Met	Met		
4. <i>Graduates of the MBA program will be able to recognize and identify the ethical, global, and societal implications of a business enterprise.</i> <i>Broad-Based Student Learning Goals associated with this Outcome: 1,3,4</i>	Met	Not Met			Met	Met		
5. <i>Graduates of the MBA program will demonstrate the ability to develop and justify an effective business strategy based on the business analysis.</i> <i>Broad-Based Student Learning Goals associated with this Outcome: 1,4</i>	Met	Not Met			Met	Met		
6. <i>Graduates of the MBA program will demonstrate the ability and willingness to work as a contributing team member on business related simulations.</i>	Met	Not assessed by this measure			Met	Met		

<i>Broad-Based Student Learning Goals associated with this Outcome: 2,3</i>								
7. <i>Graduates of the MBA program will demonstrate the ability to diagnose team functional problems and recommend actions focused on improvement.</i> <i>Broad-Based Student Learning Goals associated with this Outcome: 1,4</i>	Met	Not assessed by this measure			Met	Met		
8. <i>Graduates of the MBA program will demonstrate the ability to prepare and present a high quality informative and analytical business presentation.</i>	Met	Not assessed by this measure			Met	Met		

Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:

1. Core ISLO 1,2,3,4,5: These Learning Goals are assessed by the use of the CompXM exam that is part of the Capstone Business Simulation. The simulation begins with students, working in teams, making business decisions to run a company. At the end of the course, this exercise involves each student, individually, making all business decisions for 5 years in the areas of marketing, production, product design, human resources, finance, and quality. The student is also required to answer “board queries” throughout the simulation to test knowledge of the results of the decisions. This exercise can be difficult if team members “specialized” during the team activities and did not develop adequate expertise in all decision areas. Course instructors will institute assessments to ensure all students participate in all areas of the decision process. Additionally, while students are familiar with the decision process, they are unfamiliar with the “board query” process. Instructors will explore ways to prepare students for the exercise. Since this activity and Direct Measure is new for this program, the faculty will explore other ways to improve performance in this area.

