



Annual Report – Accredited Member

Institution:	_____	Oakland City University
Academic Business Unit:	_____	School of Business
Academic Year:	_____	2013-14

International Assembly for Collegiate Business Education
11374 Strang Line Road
Lenexa, Kansas 66215
USA

Outcomes Assessment Results

For Academic Year: 2013-14

Section I: Student Learning Assessment

<i>Oakland City University School of Business</i>	
Student Learning Assessment for Adult and Extended Learning ASBA	
General Program Intended Student Learning Outcomes (General Program ISLOs)	
1. <i>Oakland City University School of Business students will acquire and demonstrate knowledge of the relevant major concepts, theories, and competencies presented in their chosen area(s).</i>	
2. <i>Through instruction and classroom experiences, Oakland City University School of Business graduates will acquire and be able to demonstrate the necessary skills to communicate effectively.</i>	
3. <i>Through the inclusion of ethical principles, community service, and leadership in classroom instruction and class projects, Oakland City University graduates will understand and demonstrate how ethical behavior is important in all business environments.</i>	
4. <i>Oakland City University students will learn and demonstrate the appropriate management tools to provide the basis for proper management decisions.</i>	
Intended Student Learning Outcomes: AEL ASBA	
1. <i>Graduates of the Associate Program will be able to demonstrate knowledge of the basic concepts of business administration and management.</i>	
2. <i>Graduates of the Associate Program will be proficient in computer applications used in the current business environment.</i>	
3. <i>Graduates of the Associate Program will be able to communicate effectively in writing and in oral communications.</i>	
4. <i>Graduates of the Associate Program will conduct themselves in an ethical and moral way in keeping with the mission of Oakland City University</i>	
Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
1. <i>End-ofProgram Comprehensive Exam</i> General Program ISLOs Assessed by this Measure: 1, 3, 4 <i>Major, Concentration, Specialization, Emphasis, Option, Track ISLOs Assessed by this Measure: 1,4</i>	<i>Graduating students in the ASBA program will score at least 65% on the Management, Marketing, Global Dimensions, and Social Environment portions of the exam.</i>
2. <i>Management/Reflection paper and presentation .</i>	<i>At least 85% of the students will score a minimum of 85% on the paper and</i>

<p>General Program ISLOs Assessed by this Measure: 1,2,3,4 Major, Concentration, Specialization, Emphasis, Option, Track ISLOs Assessed by this Measure: 1,3,4</p>	<p><i>presentation.</i></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. <i>ASBA Survey</i> General Program ISLOs Assessed by this Measure: 1,2,3,4 Major, Concentration, Specialization, Emphasis, Option, Track ISLOs Assessed by this Measure: 1,2,3,4</p>	<p><i>At least 85% of the students will indicate that ASBA goals were achieved.</i></p>
<p>2. <i>Perceptions of valuable learning in ASBA courses</i> General Program ISLOs Assessed by this Measure: 1,2,3,4 Major, Concentration, Specialization, Emphasis, Option, Track ISLOs Assessed by this Measure: 1,2,3,4</p>	<p><i>At least 80% of students will perceive the ASBA courses beneficial as they prepare for the workplace.</i></p>
<p>Assessment Results: AEL ASBA</p>	
<p>Summary of Results from Implementing Direct Measures of Student Learning:</p>	
<p>1. <i>The following represents the results of the CBE for this period for these students:</i></p> <ul style="list-style-type: none"> 16.7% of the students scored at least Basic on 4 of the selected modules 16.7% of the students scored at least Basic on 3 of the 4 selected modules 33.3% of the students scored at least Basic on 1 of the 4 selected modules 33.3% of the students did not score at least Basic on any of the selected modules 	
<p>2. <i>The following represents the results of the paper and presentation:</i></p> <p>Scores: 60-70% - 0%</p> <p>71-84% - 14.8%</p> <p>85-90% - 48.1%</p> <p>91-100% - 37.0%</p>	
<p>Summary of Results from Implementing Indirect Measures of Student Learning:</p>	

1. <i>Results of ASBA Suvey:</i> 88% of the students indicated that they were satisfied.								
2. <i>Results of End-ofCourse Evaluations:</i> 94% of the students indicated that the courses would be beneficial to them in the workplace.								
Summary of Achievement of Intended Student Learning Outcomes:								
Intended Student Learning Outcomes	Learning Assessment Measures							
General Program ISLOs	At least 65% on 4 modules of the CBE	85% will score 85% on paper and presentaton	<i>Direct Measure 3</i>	<i>Direct Measure 4</i>	85% will indicate program goals were achieved	<i>Course beneficial in workplace</i>	<i>Indirect Measure 3</i>	<i>Indirect Measure 4</i>
	Performance Target Was...	Performance Target Was...			Performance Target Was...	Performance Target Was...		
1. <i>Demonstrate knowledge of major concepts and theories</i>	Not Met	Met			Met	Met		
2. <i>Demonstrate communication skills</i>		Met			Met	Met		
3. <i>Understand and demonstrate ethical behavior</i>	Not Met	Met			Met	Met		
4. <i>Understanding and use of management tools</i>	Not Met	Met			Met	Met		
Intended Student Learning Outcomes: Major, Concentration, Specialization, Emphasis, Option, or Track in Area 1	<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...		
1. <i>Able to demonstrate knowledge of the basic concepts of business administration and management.</i>	Not Met	Met			Met	Met		
2. <i>Proficient in computer applications used in the current business environment.</i>					Met	Met		
3. <i>Able to communicate effectively in</i>		Met			Met	Met		

<i>writing and in oral communications.</i>								
4. <i>Graduates of the Associate Program will conduct themselves in an ethical and moral way in keeping with the mission of Oakland City University</i>	Not Met	Met			Met	Met		
Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:								
1. <i>The target was not achieved in the area of the Comprehensive Business Exam. This is a very challenging goal for the AS students. We are continuing to review the material presented in the content courses to see if adjustments are needed in either the goal or the expectations. We are also continuing to review course assignments to see if they are appropriate. This is the second year this goal has not been achieved. The scores on the CBE have not been included in any course grade in ASBA. This may, or may not, have an impact on student performance on these exams. We will investigate to see if another direct measure is more appropriate. We are investigating the Peregrine CPC-Based COMP Exams for use in other degrees and a customized portion of that exam may be a fit here.</i>								

Student Learning Assessment for Adult and Extended Learning BSBA	
General Program Intended Student Learning Outcomes (General Program ISLOs)	
1. <i>Oakland City University School of Business students will acquire and demonstrate knowledge of the relevant major concepts, theories, and competencies presented in their chosen area(s).</i>	
2. <i>Through instruction and classroom experiences, Oakland City University School of Business graduates will acquire and be able to demonstrate the necessary skills to communicate effectively.</i>	
3. <i>Through the inclusion of ethical principles, community service, and leadership in classroom instruction and class projects, Oakland City University graduates will understand and demonstrate how ethical behavior is important in all business environments.</i>	
4. <i>Oakland City University students will learn and demonstrate the appropriate management tools to provide the basis for proper management decisions.</i>	
Intended Student Learning Outcomes: AEL BSBA	
1. <i>Graduates of the School of Business will be able to demonstrate and apply knowledge from their major field or concentration and lead in an organizational environment.</i>	
2. <i>Graduates of the School of Business will be able to communicate effectively in writing and in oral communications.</i>	
3. <i>Graduates of the School of Business will be able to demonstrate critical thinking skills in business decisions.</i>	
4. <i>Graduates of the School of Business will conduct themselves and their businesses in an ethical and moral way that is in keeping with the mission of Oakland City University.</i>	
Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
1. <i>End-ofProgram Comprehensive Exam</i> General Program ISLOs Assessed by this Measure: 1, 3, 4 Major, Concentration, Specialization, Emphasis, Option, Track ISLOs Assessed by this Measure: 1,3, 4	<i>Graduating students in the BSBA program will score at least 65% on the Management, Marketing, Global Dimensions, and Social Environment portions of the exam.</i>
2. <i>Capstone Research Project. Research projects will include either qualitative, quantitative or triangulation methods using decision-support tools, critical thinking and application of business concepts in an integrated manner.</i> General Program ISLOs Assessed by this Measure: 1,2,3,4 Major, Concentration, Specialization, Emphasis, Option, Track ISLOs	<i>At least 85% of the students will score a minimum of 85% on the capstone research project.</i>

Assessed by this Measure: 1,3,4	
Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Indirect Measures:
1. <i>BSBA Survey</i> General Program ISLOs Assessed by this Measure: 1,2,3,4 <i>Major, Concentration, Specialization, Emphasis, Option, Track</i> ISLOs Assessed by this Measure: 1,2,3,4	<i>At least 85% of the students will indicate that BSBA goals were achieved.</i>
2. <i>Perceptions of valuable learning in ASBA courses</i> General Program ISLOs Assessed by this Measure: 1,2,3,4 <i>Major, Concentration, Specialization, Emphasis, Option, Track</i> ISLOs Assessed by this Measure: 1,2,3,4	<i>At least 85% of students will perceive the ASBA courses beneficial as they prepare for the workplace.</i>
Assessment Results: AEL BSBA	
Summary of Results from Implementing Direct Measures of Student Learning:	
1. <i>The following represents the results of the CBE for this period for these students:</i> 13% of the students scored at least Basic on 4 of the selected modules 32% of the students scored at least Basic on 3 of the 4 selected modules 16% of the students scored at least Basic on 2 of the 4 selected modules 16% of the students scored at least Basic on 1 of the 4 selected modules 23% of the students did not score at least Basic on any of the selected modules	
2. <i>The following represents the results of the research project:</i> 86.7% of students scored at least 85% on the research project. The low score was 75%, the high score was 98%, and the average was 93.2%	
Summary of Results from Implementing Indirect Measures of Student Learning:	
1. <i>Results of BSBA Suvey:</i> <i>90.1% of the students indicated that they were satisfied.</i>	
2. <i>Results of End-ofCourse Evaluations:</i> <i>93.9% of the students indicated that the courses would be beneficial to them in the workplace.</i>	

Summary of Achievement of Intended Student Learning Outcomes:								
Intended Student Learning Outcomes	Learning Assessment Measures							
General Program ISLOs	At least 65% on 4 modules of the CBE	85% will score 85% on paper and presentaton	Direct Measure 3	Direct Measure 4	85% will indicate program goals were achieved	Course beneficial in workplace	Indirect Measure 3	Indirect Measure 4
	Performance Target Was...	Performance Target Was...			Performance Target Was...	Performance Target Was...		
1. <i>Demonstrate knowledge of major concepts and theories</i>	Not Met	Met			Met	Met		
2. <i>Demonstrate communication skills</i>		Met			Met	Met		
3. <i>Understand and demonstrate ethical behavior</i>	Not Met	Met			Met	Met		
4. <i>Understanding and use of management tools</i>	Not Met	Met			Met	Met		
Intended Student Learning Outcomes: Major, Concentration, Specialization, Emphasis, Option, or Track in Area 1	Direct Measure 1	Direct Measure 2	Direct Measure 3	Direct Measure 4	Indirect Measure 1	Indirect Measure 2	Indirect Measure 3	Indirect Measure 4
	Performance Target Was...	Performance Target Was...			Performance Target Was...	Performance Target Was...		
1. <i>Able to demonstrate and apply knowledge from major field of study</i>	Not Met	Met			Met	Met		
2. <i>Able to communicate effectively in writing and oral communications</i>					Met	Met		
3. <i>Able to demonstrate critical thinking skills</i>	Not Met	Met			Met	Met		
4. <i>Graduates of the Associate Program will conduct themselves in an ethical and moral way in keeping with the mission of Oakland City University</i>	Not Met	Met			Met	Met		

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

1. *The target was not achieved in the area of the Comprehensive Business Exam. As a result of reviewing scores from previous years, we are transitioning from an Action Research/Writing centered course to a course that focuses on a web-based simulation. The intent is to re-introduce some of the content areas in a course very close to the end of the program. We are also completing a comprehensive curriculum review to ensure that all content areas are adequately covered. Additionally, we are investigating transitioning to the Peregrine CPC-Based COMP Exams. Our early research indicates that these exams may be more appropriate and may provide us more beneficial feedback .*

Oakland City University School of Business

Student Learning Assessment for Adult and Extended Learning MBA

General Program Intended Student Learning Outcomes (General Program ISLOs)

1. *Oakland City University School of Business students will acquire and demonstrate knowledge of the relevant major concepts, theories, and competencies presented in their chosen area(s).*
2. *Through instruction and classroom experiences, Oakland City University School of Business graduates will acquire and be able to demonstrate the necessary skills to communicate effectively.*
3. *Through the inclusion of ethical principles, community service, and leadership in classroom instruction and class projects, Oakland City University graduates will understand and demonstrate how ethical behavior is important in all business environments.*
4. *Oakland City University students will learn and demonstrate the appropriate management tools to provide the basis for proper management decisions.*

Intended Student Learning Outcomes: MBA

1. *Graduates of the Master of Business Administration program will take a hands-on approach to developing success, building knowledge and expanding skills in leadership, management, decision-making, team dynamics, financial management, and communication.*
2. *Graduates will have a comprehensive overview and application of essential business concepts.*
3. *Graduates will incorporate up-to-date case studies and will incorporate participants' real-life employment interests and issues of interest to facilitate an atmosphere for practical application in learning.*

4. <i>Graduates of the program will be able to conduct research using qualitative, quantitative or triangulation methods and will understand the data retrieval, interpretation and presentation of research findings.</i>	
Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
1. <i>Capstone Project</i> General Program ISLOs Assessed by this Measure: 1, 2,3, 4 <i>Major, Concentration, Specialization, Emphasis, Option, Track ISLOs Assessed by this Measure: 1,3, 4</i>	<i>At least 95% of the students will score at least 90% on the Capstone Project.</i>
2. <i>Harvard Business Case Studies</i> General Program ISLOs Assessed by this Measure: 1,2,3,4 <i>Major, Concentration, Specialization, Emphasis, Option, Track ISLOs Assessed by this Measure: 1,2,3</i>	<i>At least 90% of the students will score a minimum of 90% on the Harvard Business Review Case Study in a selected course.</i>
Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Indirect Measures:
1. <i>MBA Survey</i> General Program ISLOs Assessed by this Measure: 1,2,3,4 <i>Major, Concentration, Specialization, Emphasis, Option, Track ISLOs Assessed by this Measure: 1,2,3,4</i>	<i>At least 85% of the students will indicate that MBA goals were achieved.</i>
2. <i>Perceptions of valuable learning in MBA courses</i> General Program ISLOs Assessed by this Measure: 1,2,3,4 <i>Major, Concentration, Specialization, Emphasis, Option, Track ISLOs Assessed by this Measure: 1,2,3,4</i>	<i>At least 85% of students will perceive the ASBA courses beneficial as they prepare for the workplace.</i>
Assessment Results: MBA	
Summary of Results from Implementing Direct Measures of Student Learning:	
1. <i>The following represents the scores on the Capstone Project:</i> 88.9% of the students scored goal or above 11.1% of the students scored below the goal	
2. <i>The following represents the results of the Harvard Business Case Study:</i>	

91.5% of the students scored at least 90% on the Case Study analysis.

Summary of Results from Implementing Indirect Measures of Student Learning:

1. *Results of MBA Survey:*

85.7%% of the students indicated that they were satisfied.

2. *Results of End-ofCourse Evaluations:*

88.4%% of the students indicated that the courses would be beneficial to them in the workplace.

Summary of Achievement of Intended Student Learning Outcomes:

Intended Student Learning Outcomes	Learning Assessment Measures							
General Program ISLOs	Direct Measure 1	Direct Measure 2	Direct Measure 3	Direct Measure 4	Indirect Measure 1	Indirect Measure 2	Indirect Measure 3	Indirect Measure 4
	Performance Target Was...	Performance Target Was...			Performance Target Was...	Performance Target Was...		
1. <i>Demonstrate knowledge of major concepts and theories</i>	Not Met	Met			Met	Met		
2. <i>Demonstrate communication skills</i>	Not Met	Met			Met	Met		
3. <i>Understand and demonstrate ethical behavior</i>	Not Met	Met			Met	Met		
4. <i>Understanding and use of management tools</i>	Not Met	Met			Met	Met		
Intended Student Learning Outcomes: Major, Concentration, Specialization, Emphasis, Option, or Track in Area 1	Direct Measure 1	Direct Measure 2	Direct Measure 3	Direct Measure 4	Indirect Measure 1	Indirect Measure 2	Indirect Measure 3	Indirect Measure 4
	Performance Target Was...	Performance Target Was...			Performance Target Was...	Performance Target Was...		
1. <i>Able to demonstrate and apply knowledge from major field of study</i>	Not Met	Met			Met	Met		
2. <i>Able to communicate effectively in writing and oral communications</i>					Met	Met		

3. <i>Able to demonstrate critical thinking skills</i>	Not Met	Met			Met	Met		
4. <i>Graduates of the Associate Program will conduct themselves in an ethical and moral way in keeping with the mission of Oakland City University</i>	Not Met	Met			Met	Met		
Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:								
1. <i>The target was not achieved in the area of the Capstone Project Scores – the actual score was 88.9% against a target of 95%. We understand this is an aggressive target. An improved performance of 2 points by 1 student would have allowed us to achieve this goal. Since the capstone project is transitioning to a web-based business simulation, a new Direct Measure will replace this one in the future.</i>								

Oakland City University School of Business
Student Learning Assessment for Main Campus BSBA
General Program Intended Student Learning Outcomes (General Program ISLOs)
1. <i>Oakland City University School of Business students will acquire and demonstrate knowledge of the relevant major concepts, theories, and competencies presented in their chosen area(s).</i>
2. <i>Through instruction and classroom experiences, Oakland City University School of Business graduates will acquire and be able to demonstrate the necessary skills to communicate effectively.</i>
3. <i>Through the inclusion of ethical principles, community service, and leadership in classroom instruction and class projects, Oakland City University graduates will understand and demonstrate how ethical behavior is important in all business environments.</i>
4. <i>Oakland City University students will learn and demonstrate the appropriate management tools to provide the basis for proper management decisions.</i>
Intended Student Learning Outcomes: Main Campus BSBA

1. <i>Graduates of the School of Business will be able to demonstrate and apply knowledge from their major field or concentration and lead in an organizational environment.</i>	
2. <i>Graduates of the School of Business will be able to communicate effectively in writing and in oral communications.</i>	
3. <i>Graduates of the School of Business will be able to demonstrate critical thinking skills in business decisions.</i>	
4. <i>Graduates of the School of Business will conduct themselves and their businesses in an ethical and moral way that is in keeping with the mission of Oakland City University.</i>	
Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
1. <i>End-ofProgram Comprehensive Exam</i> General Program ISLOs Assessed by this Measure: 1, 3, 4 <i>Major, Concentration, Specialization, Emphasis, Option, Track ISLOs Assessed by this Measure: 1,3, 4</i>	<i>75% of business students will score a minimum of Basic in at least 5 of the 8 categories.</i>
2. <i>Capstone Research Project. Research projects will include either qualitative, quantitative or triangulation methods using decision-support tools, critical thinking and application of business concepts in an integrated manner.</i> General Program ISLOs Assessed by this Measure: 1,2,3,4 <i>Major, Concentration, Specialization, Emphasis, Option, Track ISLOs Assessed by this Measure: 1,2,3,4</i>	<i>80% of business majors will score 70% or higher on the capstone project.</i>
3. <i>Score on Internship Portfolio</i> General Program ISLOs Assessed by this Measure: 1,2,3,4 Major ISLOs assessed by this Measure: 1,2,3,4	<i>90% of business majors completing the internship will receive a passing score on their internship portfolio of at least 2.0/4.0 or higher.</i>
Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Indirect Measures:
1. <i>School of Business Interview</i> General Program ISLOs Assessed by this Measure: 1,2,3,4 <i>Major, Concentration, Specialization, Emphasis, Option, Track ISLOs Assessed by this Measure: 1,2,3,4</i>	<i>90% of the students will successfully pass the interview with a score of at least 2.0/4.0 scale or higher.</i>
2. <i>Perceptions of valuable learning in ASBA courses</i> General Program ISLOs Assessed by this Measure: 1,2,3,4 <i>Major, Concentration, Specialization, Emphasis, Option, Track ISLOs</i>	<i>At least 80% of students will perceive the BSBA courses beneficial as they prepare for the workplace.</i>

Assessed by this Measure: 1,2,3,4

Assessment Results: Main Campus BSBA

Summary of Results from Implementing Direct Measures of Student Learning:

1. *The following represents the results of the CBE for this period for these students:*

- 5.6% passed 8 modules
- 11.1% passed 7 modules
- 5.6% passed 6 modules
- 16.7% passed 5 modules
- 27.8% passed 2 modules
- 16.7% passed 1 module
- 16.7% passed 0 modules

2. *The following represents the results of the research project:*

94.4% of students scored at least 80% on the research project. The low score was 68%, the high score was 98%, and the average was 92.3%

3. Score on Internship Portfolio. All students scored at least 2.0/4.0 on the Internship Portfolio.

Summary of Results from Implementing Indirect Measures of Student Learning:

1. *School of Business Interview. All students received a passing score on the interview. The scores ranged from 2.0 (Conditional) to 4.0. The average score was 2.98.*

2. *Results of End-ofCourse Evaluations:*

88.2% of the students indicated that the courses would be beneficial to them in the workplace.

Summary of Achievement of Intended Student Learning Outcomes:

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

1. <i>Demonstrate knowledge of major concepts and theories</i>	Not Met	Met	Met		Met	Met		
2. <i>Demonstrate communication skills</i>		Met	Met		Met	Met		
3. <i>Understand and demonstrate ethical behavior</i>	Not Met	Met	Met		Met	Met		
4. <i>Understanding and use of management tools</i>	Not Met	Met	Met		Met	Met		
Intended Student Learning Outcomes: Major, Concentration, Specialization, Emphasis, Option, or Track in Area 1	<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...		
1. <i>Able to demonstrate and apply knowledge from major field of study</i>	Not Met	Met	Met		Met	Met		
2. <i>Able to communicate effectively in writing and oral communications</i>		Met	Met		Met	Met		
3. <i>Able to demonstrate critical thinking skills</i>	Not Met	Met	Met		Met	Met		
4. <i>Graduates of the Associate Program will conduct themselves in an ethical and moral way in keeping with the mission of Oakland City University</i>	Not Met	Met	Met		Met	Met		
Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:								
1. <i>The target was not achieved in the area of the Comprehensive Business Exam. As a result of reviewing scores from previous years, we are transitioning from an Action Research/Writing centered course to a course that focuses on a web-based simulation. The intent is to re-introduce some of the content areas in a course very close to the end of the program. We are also completing a comprehensive curriculum review to ensure that all content areas are adequately covered. Additionally, we are investigating transitioning to the Peregrine CPC-Based COMP Exams. Our early research indicates that these exams may be more appropriate and may provide us more beneficial feedback .</i>								

Note: The assessment information for the Main Campus ASBA program was not included due to extremely low enrollment in that program for this reporting period. Providing assessment information for 3 students would not provide meaningful information. Although the Associate degree is available on Main Campus, it is difficult to track students in the program. Some students declare the AS program when entering, then transition into the BS program without receiving the AS degree. Most of the Associate students are in the non-traditional AEL program. Information for the Main Campus students was not completely discounted, their information would be included in the End-ofCourse evaluations.

Section II: Operational Assessment (Note: Complete this section only if you received first-time accreditation or reaffirmation of accreditation after January 1, 2011.)

Oakland City University School of Business	
Operational Assessment	
Intended Operational Outcomes:	
1. <i>Students in the School of Business will graduate in a timely manner.</i>	
2. <i>Faculty members will be highly qualified in their teaching disciplines.</i>	
3. <i>The School of Business will be successful in providing proper academic advising to their students.</i>	
4. <i>The School of Business will provide current classroom technology for students.</i>	
5. <i>The programs offered by the School of Business will be relevant and meet the needs of business.</i>	
6. <i>Main Campus School of Business students will participate in relevant internships (BSBA).</i>	
7. <i>The School of Business and Oakland City University Career Services will assist students in Career Counseling and Placement.</i>	
Assessment Measures/Methods for Intended Operational Outcomes:	Performance Objectives (Targets/Criteria) for Operational Assessment Measures/Methods:
1. <i>Academic Affairs Records</i> Intended Operational Outcomes Assessed by this Measure: 1,3	<i>75% of School of Business students will graduate within the scheduled period (5 years for Main Campus BS students)</i>
2. <i>Faculty Credential Files</i> Intended Operational Outcomes Assessed by this Measure: 2	<i>90% of instructors in the School of Business will have a terminal degree in the field or will have an appropriate Master degree with at least 5 years relevant business or operational experience.</i>
3. <i>Student Survey</i>	<i>85% of students will indicate a positive experience with their faculty</i>

Intended Operational Outcomes Assessed by this Measure: 1,3	<i>advisor(s)</i>
4. <i>Student Survey</i> Intended Operational Outcomes Assessed by this Measure: 4	<i>85% of students will indicate that classrooms and computer labs contained current technology for student use</i>
5. <i>Student Survey</i> Intended Operational Outcomes Assessed by this Measure: 5	<i>85% will agree that courses offered were relevant, prepared them for the workplace</i>
6. <i>Academic Records</i> Intended Operational Outcomes Assessed by this Measure: 6	<i>All Main Campus BSBA graduates will participate in an appropriate internship</i>
7. <i>Career Services Records</i> Intended Operational Outcomes Assessed by this Measure: 7	<i>All Main Campus BSBA students will be contacted by the Career Services personnel for career counseling/assistance</i>

Summary of Results from Implementing Operational Assessment Measures/Methods:

- 100% of students who entered OCU as a first-year freshman graduated within 5 years; 80% graduated within 4 years.*
- 100% of School of Business faculty have either an appropriate terminal degree or a Master degree with appropriate relevant business/operational experience. 50% of the faculty have a terminal degree.*
- 86.13% of students indicate a positive experience with faculty advising.*
- 100% of those surveyed indicated satisfaction with technology.*
- 89.9% of students surveyed indicated courses offered were relevant to the workplace.*
- 100% of MC business graduates participated in internships.*
- 100% of MC business graduates were assisted by Career Services.*

Summary of Achievement of Intended Operational Outcomes:

Intended Operational Outcomes	Operational Assessment Measures/Methods							
	<i>Operational Assessment Measure/ Method 1</i>	<i>Operational Assessment Measure/ Method 2</i>	<i>Operational Assessment Measure/ Method 3</i>	<i>Operational Assessment Measure/ Method 4</i>	<i>Operational Assessment Measure/ Method 5</i>	<i>Operational Assessment Measure/ Method 6</i>	<i>Operational Assessment Measure/ Method 7</i>	<i>Operational Assessment Measure/ Method 8</i>
	<i>Performance Target Was...</i>	<i>Performance Target Was...</i>	<i>Performance Target Was...</i>	<i>Performance Target Was...</i>	<i>Performance Target Was...</i>	<i>Performance Target Was...</i>	<i>Performance Target Was...</i>	<i>Performance Target Was...</i>
1. <i>Timely graduation</i>	Met		Met					
2. <i>Faculty credentials</i>		Met						
3. <i>Academic advising</i>	Met		Met					

4. <i>Technology</i>				Met				
5. <i>Relevant courses</i>					Met			
6. <i>Internships</i>						Met		
7. <i>Career Services</i>							Met	
Proposed Courses of Action for Improvement in Operational Outcomes for which Performance Targets Were Not Met:								