

Outcomes Assessment Results

For Academic Year: 2010-11

Section I: Student Learning Assessment

Student Learning Assessment for (Program 1)	
Intended Student Learning Outcomes for (Program 1) :	
1. Graduates of the School of Business will be able to demonstrate and apply knowledge from their major field of concentration and lead in an organizational environment.	
2. Graduates of the School of Business will be able to communicate effectively in writing and in oral communications.	
3. Graduates of the School of Business will be able to demonstrate critical thinking skills in business decisions.	
4. Graduates of the School of Business will conduct themselves and their business in an ethical and moral way in keeping with the mission of Oakland City University.	
Assessment Tools for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Targets/Criteria for Direct Measures:
1. Score on Internship Portfolio	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.
2. Research project in capstone course	80% of business majors will score 70% or higher on the written action research project in the business capstone course.
Assessment Tools for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Targets/Criteria for Indirect Measures:
1. School of Business Interview	80% of the business majors will successfully pass the admission interview into the School of Business with a score of at least 2.0/4.0 scale or higher..

2. Perceptions of valuable learning in business courses	80% of business majors will perceive their learning in business courses beneficial to them as they prepare for the workplace.	
Summary of Results from Implementing Direct Measures of Student Learning:	Performance Target Was...	
	Met	Not Met
1. For the 2010-2011 Academic Year, 100% of the students participating in the internship scored at least 2.0/4.0 on the portfolio. The range of scores was 2.0-3.75. Twenty students completed the internship during this period. The average score was 3.35.	X	
2. For the 2010-2011 Academic Year, 76.9% of the students scored 70% or higher on the written portion of the action research project. (This was below the goal of 80%.)		X
Summary of Results from Implementing Indirect Measures of Student Learning:	Performance Target Was...	
	Met	Not Met
1. During the reporting year, 20 students were interviewed and 100% of the students scored at least 2.0/4.0. Two students scored 2.0 and were admitted conditionally. The highest score was 3.875 and the average score was 2.96.	X	
2. A review of the end of course evaluations revealed that 82.5% of the students responded either Strongly Agree or Agree to the statement: "This course will assist the student as he/she enters the workplace".	X	
Proposed Courses of Action for Improvement in Areas for which Performance Targets Were Not Met:		
1. The Performance Target was not met for Direct Measure 2 (Score on written portion of capstone project). The issue for this Direct Measure arose in the Fall 2010 semester. During this period, only 61.5% of the students scored 70% or higher on the written portion of the project. Some issues concerned plagiarism, APA formatting, grammar, literature review, and data analysis. For the Spring 2011 semester, intervention activities included the requirement for a formal paper on APA procedures at the beginning of the course, the addition of additional individual conferences with students, and additional information on research activities. The scores increased dramatically in the Spring semester. For the Spring, 92.3% of the students achieved the 70% or higher score. The additional activities have now been added to the course requirements. Also, a more descriptive rubric has been prepared for the written portion of the project.		
2.		
3.		

4.

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