



Report of Outcomes Assessment Results

Institution	Oakland City University
Academic Business Unit	School of Business
Academic Year	2015-2016

Outcomes Assessment Plan

Is the outcomes assessment plan that you submitted to the IACBE still current or have you made changes?

The outcomes assessment plan that we have previously submitted is still current.

Changes have been made and the revised plan is attached.

We have made changes and the revised plan will be sent to the IACBE by: _____

Outcomes Assessment Results

For Academic Year: 2015-2016

Section I: Student Learning Assessment

<i>Oakland City University School of Business</i>	
Student Learning Assessment for: <u>Associate of Science in Business Administration</u>	
Program Intended Student Learning Outcomes (Program ISLOs)	
<i>1. Professional – Students and graduates will be able to demonstrate basic knowledge of basic management, marketing, and accounting principles.</i>	
<i>2. Information and Technology Literacy – Students will be able to use and demonstrate an understanding of spreadsheet, word processing, and presentation software.</i>	
<i>3. Communication Skills – Students will demonstrate the ability to develop and deliver written and oral reports and prepare business correspondence.</i>	
<i>4. Ethics and Morality – Students will demonstrate the knowledge and application of appropriate ethical and moral behavior in the workplace.</i>	
Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
<i>1. End-of-Program Comprehensive Exam</i> Program ISLOs Assessed by this Measure: <i>1</i>	<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>
<i>2. Accounting Comprehensive Problem</i> Program ISLOs Assessed by this Measure: <i>1,2</i>	<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>
<i>3. Selected Company Analysis Paper and Presentation</i> General Program ISLOs Assessed by this Measure: <i>1,2,3,4</i>	<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>Learning 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> Not Assessed / Not Met (See notes below)</p>	
<p>2. <i>Accounting Comprehensive Problem</i> Number of students achieving a score of Acceptable or higher on the Comprehensive Problem: Acceptable: 83% acceptable (Total number of graduates in ASBA program: 18)</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: 89% acceptable (Total number of graduates in ASBA program: 18)</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 Agree or Strongly Agree when responding to questions regarding the achievement of program goals: 15 (83% of total) (Total number of graduates in ASBA program: 18)</p>	
<p>2. <i>End of Course Evaluations</i> Number of students responding with Agree or Strongly Agree when responding to questions regarding satisfaction with the program and preparedness for the workplace: 16 (89% of total) (Total number of graduates in ASBA program: 18)</p>	
<p>Summary of Achievement of Intended Student Learning Outcomes: Associate of Science in Business Administration</p>	
<p>Intended Student Learning Outcomes</p>	<p>Learning Assessment Measures</p>

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...	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. <i>General Program ISLO 1: The End of Program Comprehensive Exam (CBE) was intended to be administered in the Acct 202 course for those students identified as pursuing the ASBA degree. Unfortunately, students rarely identify the AS as their degree goal. Rather, they identify the BSBA as the degree goal, then when they realize they have the required courses for the Associate, they apply for that degree as they pursue the BS degree. This is especially true in the Adult and Extended Learning program (where over 80% of the Associate degrees were awarded).</i>								

Therefore, it is extremely difficult to identify these students in advance to administer the CBE to those students. The Dean and faculty will work to either find an acceptable means to identify/test these students, or to find a replacement for this direct measure.

Outcomes Assessment Results

For Academic Year: 2015-2016

Section I: Student Learning Assessment

Oakland City University School of Business	
Student Learning Assessment for <u>Associate of Science in Accounting</u>	
Program Intended Student Learning Outcomes (Program ISLOs)	
<i>1. Professional – Students and graduates will be able to demonstrate basic knowledge of basic management, marketing, and accounting principles.</i>	
<i>2. Information and Technology Literacy – Students will be able to use and demonstrate an understanding of spreadsheet, word processing, and presentation software.</i>	
<i>3. Communication Skills – Students will demonstrate the ability to develop and deliver written and oral reports and prepare business correspondence.</i>	
<i>4. Ethics and Morality – Students will demonstrate the knowledge and application of appropriate ethical and moral behavior in the workplace.</i>	
Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
<i>1. 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>
<i>2. 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>
<i>3. 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>
<p>Assessment Results: Associate of Science in Business Administration</p>	
<p>Summary of Results from Implementing Direct Measures of Student Learning:</p>	
<p><i>Note: During this academic year (2015-2016) assessment results are not reported for this degree due to no graduates in this program.</i></p>	

Outcomes Assessment Results

For Academic Year: 2015-2016

Section I: Student Learning Assessment

Oakland City University School of Business
Student Learning Assessment for <u>Bachelor of Science in Business Administration</u>
Program Intended Student Learning Outcomes (Program ISLOs)
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>
2. <i>Information Technology and Literacy – Graduates will demonstrate the ability to access, use, and evaluate management information in business decision making.</i>
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>
4. <i>Communication Skills – Graduates will demonstrate the ability to communicate coherently and effectively using various methodologies.</i>
5. <i>Ethics and Morality – Graduates will demonstrate the knowledge and application of appropriate ethical and moral behavior in the workplace.</i>
Intended Student Learning Outcomes: <u>Management Concentration (Management ISLOs)</u>
1. <i>Graduates will demonstrate an understanding of operations management as an integral component of business organizations.</i>
2. <i>Graduates will demonstrate the ability to develop well-written reports, business correspondence, and presentations that show a coherent train of thought.</i>
3. <i>Graduates will demonstrate an understanding of group dynamics and teamwork in achieving organizational goals.</i>
4. <i>Graduates will select the appropriate management action in a business scenario involving human resources management.</i>
Intended Student Learning Outcomes: <u>Marketing Concentration (Marketing ISLOs)</u>
1. <i>Graduates will demonstrate an understanding of marketing strategies and how marketing concepts fit in organizational planning.</i>
2. <i>Graduates will demonstrate the ability to develop well-written reports, business correspondence, and presentations that show a coherent train of thought.</i>
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>

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

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.

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

3. Graduates will demonstrate an understanding of accounting terminology.

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

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.

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

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

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.

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

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

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.

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

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

**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 4 categories of the CBE.

<p>2. <i>Direct Measure 2</i> <i>Analysis Paper and Presentation in Capstone Course (Foundation Simulation)</i> <i>Core ISLOs assessed by this measure: 1,2,3,4,5</i> <i>Management ISLOs assessed by this measure: 1,2,3,4</i> <i>Marketing ISLOs assessed by this measure: 1,2,3,4</i> <i>Accounting ISLOs assessed by this measure:1,2,3,4</i> <i>Human Resources ISLOs assessed by this measure: 1,2,3</i> <i>Sports Administration ISLOs assessed by this measure: 1,2,3</i> <i>Criminal Justice ISLOs assessed by this measure: 1,2</i></p>	<p><i>85% of the graduates will score at least 80% on the analysis paper and presentation.</i></p>
<p>3. <i>Direct Measure 3</i> <i>Capsim CompXM Exam in Capstone Course (Foundation Simulation)</i> <i>Core ISLOs assessed by this measure: 1,4</i> <i>Management ISLOs assessed by this measure:1,3</i> <i>Marketing ISLOs assessed by this measure: 1</i> <i>Accounting ISLOs assessed by this measure:2,3,4</i> <i>Human Resources ISLOs assessed by this measure: 1</i> <i>Sports Administration ISLOs assessed by this measure: 1,3</i> <i>Criminal Justice ISLOs assessed by this measure: 2,3</i></p>	<p><i>60% of the students will score at least 275 on the Board Query/Balanced Scorecard of CompXM</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>Indirect Measure 1</i> <i>Student Exit Survey Perception of valuable learning; relevance to career goals</i> <i>Core ISLOs assessed by this measure: 1,2,3,4,5</i> <i>Management ISLOs assessed by this measure:1,2,3,4</i> <i>Marketing ISLOs assessed by this measure: 1,2,3,4</i> <i>Accounting ISLOs assessed by this measure:1,2,3,4</i> <i>Human Resources ISLOs assessed by this measure: 1,2,3</i> <i>Sports Administration ISLOs assessed by this measure: 1,2,3</i> <i>Criminal Justice ISLOs assessed by this measure: 1,2,3</i></p>	<p><i>On the survey instrument, at least 80% of the graduates will indicate they were Satisfied or Very Satisfied with the preparation provided as they enter the workplace, or toward other career goals.</i></p>

<p>2. <i>Indirect Measure 2</i> <i>Student Exit Survey</i> <i>Core ISLOs assessed by this measure: 1,2,3,4,5</i> <i>Management ISLOs assessed by this measure:1,2,3,4</i> <i>Marketing ISLOs assessed by this measure: 1,2,3,4</i> <i>Accounting ISLOs assessed by this measure:1,2,3,4</i> <i>Human Resources ISLOs assessed by this measure: 1,2,3</i> <i>Sports Administration ISLOs assessed by this measure: 1,2,3</i> <i>Criminal Justice ISLOs assessed by this measure: 1,2,3</i></p>	<p><i>On the course evaluation forms for all courses in the BSBA program combined, at least 85% of the students will rate their satisfaction in the attainment of the program or concentration goals</i></p>
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Assessment Results: Management Concentration

Summary of Results from Implementing Direct Measures of Student Learning:

1. *End of Program Comprehensive Exam*
 Number of Management Concentration Students scoring at least Basic in 4 content areas: 20 (71%)
 (Total number of graduates in BS program: 48, 28 students in concentration) (Total of students in concentrations will be more than graduates because students can opt for more than one concentration.)
2. *Analysis Paper and Presentation in Capstone Course (Foundation Simulation)*
 Students scoring at least 80% on the Analysis Paper and Presentation: 24 (86%)
 (Total number of graduates in BS program: 48, 28 students in concentration) (Total of students in concentrations will be more than graduates because students can opt for more than one concentration.)
3. *CompXM Exam in Capstone Course (Foundation Simulation)*
 Students scoring at least 275 points on the Board Query/Balanced Scorecard: 40 (83%) (This number represents the total population of students; information was not maintained by concentration for this measure.)
 (Total number of graduates in BS program: 48, 28 students in concentration) (Total of students in concentrations will be more than graduates because students can opt for more than one concentration.)

Summary of Results from Implementing Indirect Measures of Student Learning:

1. *Student Exit Survey; Perception of Valuable Learning*
 Students Satisfied or Very Satisfied with valuable learning beneficial for future career: 25 (89%)

(Total number of graduates in BS program: 48, 28 students in concentration) (Total of students in concentrations will be more than graduates because students can opt for more than one concentration.)

2. *End of Course Evaluations/Student Survey*

Students Satisfied or Very Satisfied with attainment of program or concentration goals: 28 (100%)

(Total number of graduates in BS program: 48, 28 students in concentration) (Total of students in concentrations will be more than graduates because students can opt for more than one concentration.)

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	Met	Met		Met	Met		
2. <i>Information Technology and Literacy – Graduates will demonstrate the ability to access, use, and evaluate management information in business decision making.</i>	Not assessed by this measure	Met	Not assessed by this measure		Met	Met		
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>	Not assessed by this measure	Met	Not assessed by this measure		Met	Met		

4. <i>Communication Skills – Graduates will demonstrate the ability to communicate coherently and effectively using various methodologies.</i>	Not assessed by this measure	Met	Met		Met	Met		
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	Met	Not assessed by this measure		Met	Met		
Intended Student Learning Outcomes: <u>Management</u>	<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>	Not assessed by this measure	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.</i>	Not assessed by this measure	Met	Not assessed by this measure		Met	Met		
3. <i>Graduates will demonstrate an understanding of group dynamics and teamwork in achieving organizational goals.</i>	Not assessed by this measure	Met	Met		Met	Met		
4. <i>Graduates will select the appropriate management action in a business scenario involving human resources management.</i>	Not assessed by this measure	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. Direct Measure 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 some areas, and very poor in others. In the past we instituted some remedial actions with limited success. Overall, the scores this year were improved over past performance. However, we have not been able to see sustained improvement. 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 have now begun administering the Peregrine exam for the traditional business content areas. This exam is easier for students to access and provides the opportunity for much more granular data for analysis. 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. The OAP will be modified and submitted to reflect the change(s) in the Direct Measures.

Assessment Results: Marketing Concentration

Summary of Results from Implementing Direct Measures of Student Learning:

1. *End of Program Comprehensive Exam*
Number of Marketing Concentration Students scoring at least Basic in 4 content areas: 5 (83%)
(Total number of graduates in BS program: 48, 6 students in concentration) (Total of students in concentrations will be more than graduates because students can opt for more than one concentration.)
2. *Analysis Paper and Presentation in Capstone Course (Foundation Simulation)*
Students achieving at least at least 80% on the Analysis Paper and Presentation: 6 (100% of total)
(Total number of graduates in Marketing Concentration: 6)
3. *CompXM Exam in Capstone Course (Foundation Simulation)*
Students scoring at least 275 points on the Board Query/Balanced Scorecard: 40 (83%) (This number represents the total population of students; information was not maintained by concentration for this measure.)
(Total number of graduates in BS program: 48, 6 students in concentration) (Total of students in concentrations will be more than graduates because students can opt for more than one concentration.)

Summary of Results from Implementing Indirect Measures of Student Learning:

1. *Student Exit Survey; Perception of Valuable Learning*

Students Satisfied or Very Satisfied with valuable learning beneficial for future career: 6 (100%)

(Total number of graduates in BS program: 48, 6 students in concentration) (Total of students in concentrations will be more than graduates because students can opt for more than one concentration.)

2. *End of Course Evaluations/Student Survey*

Students Satisfied or Very Satisfied with attainment of program or concentration goals: 6 (100%)

(Total number of graduates in BS program: 48, 6 students in concentration) (Total of students in concentrations will be more than graduates because students can opt for more than one concentration.)

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>	Met	Met	Met		Met	Met		
2. <i>Information Technology and Literacy – Graduates will demonstrate the ability to access, use, and evaluate management information in business decision making.</i>	Not Assessed by this measure	Met	Not Assessed by this measure		Met	Met		
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>	Not Assessed by this measure	Met	Not Assessed by this measure		Met	Met		

4. <i>Communication Skills – Graduates will demonstrate the ability to communicate coherently and effectively using various methodologies.</i>	Not Assessed by this measure	Met	Met		Met	Met		
5. <i>Ethics and Morality – Graduates will demonstrate the knowledge and application of appropriate ethical and moral behavior in the workplace.</i>	Met	Met	Met		Met	Met		
Intended Student Learning Outcomes: <u>Marketing</u>	<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 marketing strategies and how marketing concepts fit in organizational planning.</i>	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.</i>	Not Assessed by this measure	Met	Not Assessed by this measure		Met	Met		
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>	Not Assessed by this measure	Met	Not Assessed by this measure		Met	Met		
4. <i>Graduates will be able to explain the major concepts, theories, and practices in strategic marketing</i>	Not Assessed by this measure	Met	Not Assessed by this measure		Met	Met		

and apply them to management decision making.								
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Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:

Assessment Results: Accounting Concentration

Summary of Results from Implementing Direct Measures of Student Learning:

1. *End of Program Comprehensive Exam*
 Number of Accounting Concentration Students scoring at least Basic in 4 content areas: 5 (50%)
 (Total number of graduates in BS program: 48, 10 students in concentration) (Total of students in concentrations will be more than graduates because students can opt for more than one concentration.)
2. *Analysis Paper and Presentation in Capstone Course (Foundation Simulation)*
 Students achieving at least at least 80% on the Analysis Paper and Presentation: 10 (100% of total)
 (Total number of graduates in Accounting Concentration: 10)
3. *CompXM Exam in Capstone Course (Foundation Simulation)*
 Students scoring at least 275 points on the Board Query/Balanced Scorecard: 40 (83%) (This number represents the total population of students; information was not maintained by concentration for this measure.)
 (Total number of graduates in BS program: 48, 10 students in concentration) (Total of students in concentrations will be more than graduates because students can opt for more than one concentration.)

Summary of Results from Implementing Indirect Measures of Student Learning:

1. *Student Exit Survey; Perception of Valuable Learning*
 Students Satisfied or Very Satisfied with valuable learning beneficial for future career: 10 (100%)
 (Total number of graduates in BS program: 48, 10 students in concentration) (Total of students in concentrations will be more than graduates because students can opt for more than one concentration.)
2. *End of Course Evaluations/Student Survey*
 Students Satisfied or Very Satisfied with attainment of program or concentration goals: 9 (90%)
 (Total number of graduates in BS program: 48, 10 students in concentration) (Total of students in concentrations will be more than graduates because students can opt for more than one concentration.)

Summary of Achievement of Intended Student Learning Outcomes: Accounting Concentration

Intended Student Learning Outcomes	Learning Assessment Measures
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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...	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	Met	Met		Met	Met		
2. <i>Information Technology and Literacy – Graduates will demonstrate the ability to access, use, and evaluate management information in business decision making.</i>	Not Assessed by this Measure	Met	Not Assessed by this Measure		Met	Met		
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>	Not Assessed by this Measure	Met	Not Assessed by this Measure		Met	Met		
4. <i>Communication Skills – Graduates will demonstrate the ability to communicate coherently and effectively using various methodologies.</i>	Not Assessed by this Measure	Met	Met		Met	Met		
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	Met	Met		Met	Met		

Intended Student Learning Outcomes: <u>Accounting</u>	<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>	Not Met	Met	Not Assessed by this Measure		Met	Met		
2. <i>Graduates will demonstrate the ability to apply the concepts of ethical and moral behavior in the business enterprise.</i>	Not Assessed by this Measure	Met	Met		Met	Met		
3. <i>Graduates will demonstrate an understanding of accounting terminology.</i>	Not Assessed by this Measure	Met	Met		Met	Met		
4. <i>Graduates will identify financial statements, their purposes, and explain their interrelationships.</i>	Not Met	Met	Met		Met	Met		

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

1. As mentioned earlier concerning this measure: Direct Measure 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 some areas, and very poor in others. In the past we instituted some remedial actions with limited success. Overall, the scores this year were improved over past performance. However, we have not been able to see sustained improvement. 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 have now began administering the Peregrine exam for the traditional business content areas. This exam is easier for students to access and provides the opportunity for much more granular data for analysis. 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. The OAP will be modified and submitted to reflect the change(s) in the Direct Measures.

Assessment Results: Human Resources Concentration

Summary of Results from Implementing Direct Measures of Student Learning:

1. *End of Program Comprehensive Exam*

Number of HR Concentration Students scoring at least Basic in 4 content areas: 13 (76%)

(Total number of graduates in BS program: 48, 17 students in concentration) (Total of students in concentrations will be more than graduates because students can opt for more than one concentration.)

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

Students achieving at least at least 80% on the Analysis Paper and Presentation: 15 (88% of total)

(Total number of graduates in HR Concentration: 17)

3. *CompXM Exam in Capstone Course (Foundation Simulation)*

Students scoring at least 275 points on the Board Query/Balanced Scorecard: 40 (83%) (This number represents the total population of students; information was not maintained by concentration for this measure.)

(Total number of graduates in BS program: 48, 17 students in concentration) (Total of students in concentrations will be more than graduates because students can opt for more than one concentration.)

Summary of Results from Implementing Indirect Measures of Student Learning:

1. *Student Exit Survey; Perception of Valuable Learning*

Students Satisfied or Very Satisfied with valuable learning beneficial for future career: 17 (100%)

(Total number of graduates in BS program: 48, 17 students in concentration) (Total of students in concentrations will be more than graduates because students can opt for more than one concentration.)

2. *End of Course Evaluations/Student Survey*

Students Satisfied or Very Satisfied with attainment of program or concentration goals: 17 (100%)

(Total number of graduates in BS program: 48, 17 students in concentration) (Total of students in concentrations will be more than graduates because students can opt for more than one concentration.)

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	Met	Met		Met	Met		
2. <i>Information Technology and Literacy – Graduates will demonstrate the ability to access, use, and evaluate management information in business decision making.</i>	Not assessed by this measure	Met	Not assessed by this measure		Met	Met		
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>	Not assessed by this measure	Met	Not assessed by this measure		Met	Met		
4. <i>Communication Skills – Graduates will demonstrate the ability to communicate coherently and effectively using various methodologies.</i>	Not assessed by this measure	Met	Met		Met	Met		

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	Met	Met		Met	Met		
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>	Not assessed by this measure	Met	Met		Met	Met		
2. <i>Graduates will select the appropriate management action in a business scenario involving human resource management actions.</i>	Not Met	Met	Not assessed by this measure		Met	Met		
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		
Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:								
1. As mentioned earlier concerning this measure: Direct Measure 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 some areas, and very poor in others. In the past we instituted some remedial actions with limited success. Overall, the scores this year were improved over past performance.								

However, we have not been able to see sustained improvement. 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 have now began administering the Peregrine exam for the traditional business content areas. This exam is easier for students to access and provides the opportunity for much more granular data for analysis. 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. The OAP will be modified and submitted to reflect the change(s) in the Direct Measures.

Assessment Results: Sports Administration Concentration

Summary of Results from Implementing Direct Measures of Student Learning:

1. *End of Program Comprehensive Exam*

Number of SA Concentration Students scoring at least Basic in 4 content areas: 1 (33%)

(Total number of graduates in BS program: 48, 3 students in concentration) (Total of students in concentrations will be more than graduates because students can opt for more than one concentration.)

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

Students achieving at least at least 80% on the Analysis Paper and Presentation: 3 (100% of total)

(Total number of graduates in SA Concentration: 3)

3. *CompXM Exam in Capstone Course (Foundation Simulation)*

Students scoring at least 275 points on the Board Query/Balanced Scorecard: 40 (83%) (This number represents the total population of students; information was not maintained by concentration for this measure.)

(Total number of graduates in BS program: 48, 17 students in concentration) (Total of students in concentrations will be more than graduates because students can opt for more than one concentration.)

Summary of Results from Implementing Indirect Measures of Student Learning:

1. *Student Exit Survey; Perception of Valuable Learning*

Students Satisfied or Very Satisfied with valuable learning beneficial for future career: 3 (100%)

(Total number of graduates in BS program: 48, 3 students in concentration) (Total of students in concentrations will be more than graduates because students can opt for more than one concentration.)

2. *End of Course Evaluations/Student Survey*

Students Satisfied or Very Satisfied with attainment of program or concentration goals: 3 (100%)

(Total number of graduates in BS program: 48, 3 students in concentration) (Total of students in concentrations will be more than graduates because students can opt for more than one concentration.)

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	Met	Met		Not Met	Met		
2. <i>Information Technology and Literacy – Graduates will demonstrate the ability to access, use, and evaluate management information in business decision making.</i>	Not assessed by this measure	Met	Not assessed by this measure		Not Met	Met		
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>	Not assessed by this measure	Met	Not assessed by this measure		Not Met	Met		
4. <i>Communication Skills – Graduates will demonstrate the ability to communicate coherently and effectively using various methodologies.</i>	Not assessed by this measure	Met	Met		Not Met	Met		

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	Met	Met		Not Met	Met		
Intended Student Learning Outcomes: <u>Sports Administration</u>	<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>	Not Met	Met	Met		Not 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>	Not assessed by this measure	Met	Not assessed by this measure		Not Met	Met		
3. <i>Graduates will demonstrate an understanding of marketing strategies and how marketing concepts fit in organizational planning.</i>	Not Met	Met	Met		Not Met	Met		

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

1. As mentioned earlier concerning this measure: Direct Measure 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 SA 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 some areas, and very poor in others. In the past we instituted some remedial actions with limited success. Overall, the scores this year were improved over past performance. However, we have not been able to see sustained improvement. 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 have now began administering the Peregrine exam for the traditional business content areas. This

exam is easier for students to access and provides the opportunity for much more granular data for analysis. 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. The OAP will be modified and submitted to reflect the change(s) in the Direct Measures.

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: 2015-2016

Section I: Student Learning Assessment

Oakland City University School of Business
Student Learning Assessment for <u>Master of Business Administration</u>
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 program goals.</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 relevance of the course to the workplace and career preparation..</i>
Assessment Results: Master of Business Administration	
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: 16 (89% of total) Total number of MBA graduates: 18	
2. Direct Measure 2: Capsim CompXM (Capstone Simulation) Number of students achieving a rating of at least Acceptable or higher on the CompXM simulation: 15 (83% of total) Total number of MBA graduates: 18	

Summary of Results from Implementing Indirect Measures of Student Learning:

1. Indirect Measure 1: MBA Student Exit Survey
 Number of students who indicated Agree or Strongly Agree when responding to questions concerning achievement of program goals: 100% (18)

 Total number of MBA graduates: 18

2. Indirect Measure 2: Course Evaluations
 Number of students who indicated Agree or Strongly Agree with statements concerning relevance to workplaces: 18 (100% of total)

 Total number of MBA graduates: 18

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	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	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	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	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	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: All met

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

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 the students and business.</i>	
6. <i>Traditional undergraduate students will participate in relevant internships (BSBA).</i>	
7. <i>The School of Business and Oakland City 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>Operational Assessment Measure/Method 1</i> Intended Operational Outcomes Assessed by this Measure: <i>Timely Graduation</i>	<i>75% of Business students will graduate within the scheduled period (no more than 5 years for the BSBA)</i>
2. <i>Operational Assessment Measure/Method 2</i> Intended Operational Outcomes Assessed by this Measure: <i>Qualified Faculty</i>	<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>Operational Assessment Measure/Method 3</i> Intended Operational Outcomes Assessed by this Measure: <i>Proper Advising</i>	<i>85% of students will indicate a positive experience with their faculty advisor(s)</i>
4. <i>Operational Assessment Measure/Method 4</i> Intended Operational Outcomes Assessed by this Measure: <i>Classroom Technology</i>	<i>85% of graduates will indicate that classrooms and work labs contained current technology for student use</i>

5. <i>Operational Assessment Measure/Method 5</i> Intended Operational Outcomes Assessed by this Measure: <i>Relevant courses</i>	<i>85% of School of Business graduates will agree that the courses offered were relevant and prepared them as they entered the workplace.</i>
6. <i>Operational Assessment Measure/Method 6</i> Intended Operational Outcomes Assessed by this Measure: <i>Student Internships</i>	<i>All Traditional BSBA students will participate in a relevant internship.</i>
7. <i>Operational Assessment Measure/Method 7</i> Intended Operational Outcomes Assessed by this Measure: <i>Career Counseling/Placement Assistance</i>	<i>All graduating traditional students will receive assistance with resume preparation and career counseling</i>

Summary of Results from Implementing Operational Assessment Measures/Methods:

1. *Summary of Results for Measure/Method 1: 96% of the traditional BSBA students graduated within 4 years.*
2. *Summary of Results for Measure/Method 2: 63% of the full-time faculty have terminal degrees; 100% have relevant Master degrees with relevant experience.*
3. *Summary of Results for Measure/Method 3: 92% of graduates surveyed indicated a Good or Very Good experience with faculty advising.*
4. *Summary of Results for Measure/Method 4: 85% of graduates surveyed indicated a Good or Very Good experience with classroom technology.*
5. *Summary of Results for Measure/Method 5: 96% of graduates surveyed indicated a Good or Very Good response to questions concerning relevant courses.*
6. *Summary of Results for Measure/Method 6: 100% of graduating BSBA students participated in a related internship.*
7. *Summary of Results for Measure/Method 7: 100% of graduating BSBA students received career counseling and/or placement assistance.*

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>
	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>Intended Operational Outcome 1: Timely Graduation</i>	Met							

2. <i>Intended Operational Outcome 2: Qualified Faculty</i>		Met						
3. <i>Intended Operational Outcome 3: Proper Advising</i>			Met					
4. <i>Intended Operational Outcome 4: Classroom Technology</i>				Met				
5. <i>Intended Operational Outcome 5: Relevant Courses</i>					Met			
6. <i>Intended Operational Outcome 6: Student Internships</i>						Met		
7. <i>Intended Operational Outcome 7: Career Counseling and/or Placement Assistance</i>							Met	

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