

Outcomes Assessment Results

For Academic Year: 2010-11

Section I: Student Learning Assessment

Student Learning Assessment for <i>Accounting</i>		
Intended Student Learning Outcomes for <i>Accounting</i> :		
1. <i>Provide skills and knowledge for success in Accounting profession.</i>		
2. <i>Provide Business majors with necessary accounting background to make managerial decisions.</i>		
3. <i>Emphasizes the importance of Christian Values and Ethics in the practice of accounting.</i>		
4. <i>Demonstrate effective use of information management skills.</i>		
Assessment Tools for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Targets/Criteria for Direct Measures:	
1. <i>100% of Accounting majors will show improvement between Pre-test/Post-tests.</i>	<i>Pre-test/Post-Tests</i>	
2. <i>100% of Accounting majors will be able to integrate Biblical principles into Accounting.</i>	<i>Student Journals</i>	
Assessment Tools for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Targets/Criteria for Indirect Measures:	
1. <i>80% of Accounting majors will be satisfied with their classroom experiences.</i>	<i>Student Satisfaction Surveys</i>	
2. <i>80% of students will secure jobs in accounting or decide to attend graduate school.</i>	<i>Job Placement Rates</i>	
Summary of Results from Implementing Direct Measures of Student Learning:	Performance Target Was...	
	Met	Not Met
1. <i>100% (38/38) of Accounting majors showed improvement between pre-post tests.</i>	X	
2. <i>100% (38/38) of Accounting majors able to score 80% or better on student journals.</i>	X	

Summary of Results from Implementing Indirect Measures of Student Learning:	Performance Target Was...	
	Met	Not Met
1. 94.7% (36/38) of Accounting majors indicate satisfaction with classroom experience.	X	
2. 86% (6/7) of Accounting majors placed within 6 months.	X	
Proposed Courses of Action for Improvement in Areas for which Performance Targets Were Not Met:		

Student Learning Assessment for <i>Master of Science in Leadership</i>	
Intended Student Learning Outcomes for <i>Master of Science in Leadership</i> :	
1. Practice servant leadership using Christ as the model in serving people and society.	
2. Master principles of human behavior and motivation to maximize use of human resources.	
3. Master key functional areas in organizational leadership, team building, conflict management, finance and accounting.	
4. Complete a research project in a live organization which integrates the knowledge and skills from previous courses	
5. Demonstrate effective teamwork skills.	
Assessment Tools/Methods for Intended Student Learning Outcomes— Direct Measures of Student Learning	Performance Targets/Criteria for Direct Measures:
1. 100% of students will attain a final score of 80 or better in a Leadership development plan.	Final Project for CAPSTONE course
2. At least 95% students will show improvement between Pretest/Post-tests.	Pre-test/Post-tests
Assessment Tools/Methods for Intended Student Learning Outcomes— Indirect Measures of Student Learning	Performance Targets/Criteria for Indirect Measures:
1. 80% of students will have jobs after graduation.	Job Placement Rates

2. 80% of students were satisfied with classroom experiences.	Student Surveys	
Summary of Results from Implementing Direct Measures of Student Learning:	Performance Target Was...	
	Met	Not Met
1. Lowest score on leadership development plan was 80.	X	
2. 97% (57/59) showed improvement between pre-post tests.	X	
Summary of Results from Implementing Indirect Measures of Student Learning:	Performance Target Was...	
	Met	Not Met
1. Over 90% of students had jobs after graduation.	X	
2. Over 90% of students were satisfied on end of course survey.	X	

Student Learning Assessment for Bachelor of Science in Management	
Intended Student Learning Outcomes for Bachelor of Science in Management :	
1. Students will be able to demonstrate knowledge of the fundamental principles in the functional areas of business management.	
2. Students will be able to explain the global dimensions of business.	
3. Students will be able to apply ethical principles to leadership decisions.	
4. Students will be able to demonstrate effective professional communication skills.	
5. Demonstrate effective teamwork skills.	
Assessment Tools/Methods for Intended Student Learning Outcomes— Direct Measures of Student Learning	Performance Targets/Criteria for Direct Measures:
1. 80% of the students will complete a synthesis paper with a minimum score of 80.	Capstone Course
2. At least 90% of students show improvement between pre-test/post-tests.	Pre-test/Post-tests

Assessment Tools/Methods for Intended Student Learning Outcomes— Indirect Measures of Student Learning	Performance Targets/Criteria for Indirect Measures:	
1. <i>80% of students will indicate satisfaction on end of course surveys.</i>	<i>Student Surveys</i>	
2. <i>80% of students will have jobs at graduation.</i>	<i>Job Placement Rates</i>	
Summary of Results from Implementing Direct Measures of Student Learning:	Performance Target Was...	
	Met	Not Met
1. <i>80% (16/20) of students completed a synthesis paper with a minimum of 80.</i>	X	
2. <i>98% of students show improvement on pre-post tests.</i>	X	
Summary of Results from Implementing Indirect Measures of Student Learning:	Performance Target Was...	
	Met	Not Met
1. <i>95% indicate satisfaction on end of course surveys.</i>	X	
2. <i>Over 90% have jobs after graduation.</i>	X	
Proposed Courses of Action for Improvement in Areas for which Performance Targets Were Not Met:		

Student Learning Assessment for <i>Master of Business Administration</i>	
Intended Student Learning Outcomes for <i>Master of Business Administration</i>:	
1. Students will be able to demonstrate advanced knowledge of the fundamental principles in the functional areas of business.	
2. Students will be able to apply ethical principles to leadership decisions.	
3. Students will be able to apply quantitative decision-support tools in decision making.	
4. Students will be able to demonstrate effective professional communication skills, and research skills.	
5. Demonstrate effective teamwork skills.	

6. Demonstrate effective use of information management skills.		
7. Demonstrate Business Planning and Entrepreneurship skills.		
Assessment Tools/Methods for Intended Student Learning Outcomes— Direct Measures of Student Learning	Performance Targets/Criteria for Direct Measures:	
1. <i>80% of MBA students will pass MBA comps on the first attempt.</i>	<i>MBA Comprehensive Exam</i>	
2. <i>Students will perform above average in the CAPSIM competition.</i>	<i>CAPSIM</i>	
Assessment Tools/Methods for Intended Student Learning Outcomes— Indirect Measures of Student Learning	Performance Targets/Criteria for Indirect Measures:	
1. <i>80% of students will have jobs after graduation.</i>	<i>Job Placement Rates</i>	
2. <i>80% of students will be satisfied with classroom experience.</i>	<i>Student Surveys</i>	
Summary of Results from Implementing Direct Measures of Student Learning:		Performance Target Was...
		Met Not Met
1. <i>71% (44/62) of MBA students passed the Comprehensive Exam on the first attempt.</i>		X
2. <i>MBA students perform at 74 percentile in CAPSIM.</i>		X
Summary of Results from Implementing Indirect Measures of Student Learning:		Performance Target Was...
		Met Not Met
1. <i>Over 97% (38/39) of students have jobs after graduation.</i>		X
2. <i>96% (204/213) of students are satisfied with classroom experiences.</i>		X
Proposed Courses of Action for Improvement in Areas for which Performance Targets Were Not Met:		
1. <i>MBA comprehensive exam reveals that students are weak in Finance. An additional two weeks in Finance have been added to the MBA 615 – Business Foundations course.</i>		

Student Learning Assessment for *Bachelor of Business Administration*

Intended Student Learning Outcomes for *Bachelor of Business Administration*:

1. Students will be able to demonstrate knowledge of the fundamental principles in the functional areas of business.
2. Students will be able to apply ethical principles to leadership decisions.
3. Students will be able to apply quantitative decision-support tools in decision making.
4. Students will be able to demonstrate effective professional communication skills.
5. Demonstrate effective teamwork skills.

Assessment Tools/Methods for Intended Student Learning Outcomes—
Direct Measures of Student Learning

Performance Targets/Criteria for Direct Measures:

1. *Students will demonstrate above average business knowledge.*

Phi Beta Lambda – Comprehensive Business Exam

2. *BBA students will finish in the top 50% of CAPSIM.*

CAPSIM

Assessment Tools/Methods for Intended Student Learning Outcomes—
Indirect Measures of Student Learning

Performance Targets/Criteria for Indirect Measures:

1. *80% of students will indicate satisfaction on end of course surveys.*

Student Surveys

2. *80% of students will have jobs at graduation.*

Job Placement Rates

Summary of Results from Implementing Direct Measures of Student Learning:

Performance Target Was...

Met

Not Met

1. *Students exceed peer institutions in basic proficiency in six out of eight areas. Finance and Accounting results still lag behind peers.*

X

2. *1 out of 3 teams performs in the top 25%, average performance in top 50%.*

X

Summary of Results from Implementing Indirect Measures of Student Learning:

Performance Target Was...

Met

Not Met

1. *97% (337/348) satisfactions on end of course surveys.*

X

2. 91% (60/66) have jobs at graduation.	X	
Proposed Courses of Action for Improvement in Areas for which Performance Targets Were Not Met:		
1. One additional course in Finance added, so now students take two courses in Finance. Students are now exposed to intermediate Finance concepts. Finance tutoring made available to study groups during the Finance course.		
2. One additional managerial accounting course added to address deficiencies in managerial accounting. Students must now take a total of three accounting courses, financial, administrative, and managerial. All accounting courses taught by doctorates or CPA's.		

Student Learning Assessment for Bachelor of Science in Business Administration	
Intended Student Learning Outcomes for Bachelor of Science in Business Administration:	
1. Students will be able to demonstrate knowledge of the fundamental principles in the functional areas of business.	
2. Students will be able to apply ethical principles to leadership decisions.	
3. Students will be able to apply quantitative decision-support tools in decision making.	
4. Students will be able to demonstrate effective professional communication skills.	
5. Demonstrate information management skills.	
Assessment Tools/Methods for Intended Student Learning Outcomes— Direct Measures of Student Learning	Performance Targets/Criteria for Direct Measures:
1. Students will demonstrate above average business knowledge.	Comprehensive Business Exam
2. Student teams will score above average in CAPSIM competition.	CAPSIM
Assessment Tools/Methods for Intended Student Learning Outcomes— Indirect Measures of Student Learning	Performance Targets/Criteria for Indirect Measures:
1. 80% of students will indicate satisfaction on end of course surveys.	Student Surveys
2. 80% of students will have jobs at graduation.	Job Placement Rates

Summary of Results from Implementing Direct Measures of Student Learning:	Performance Target Was...	
	Met	Not Met
1. <i>Students perform better than peers in overall proficiency on CBE exam by 11%.</i>	X	
2. <i>Average team score is at 56 percentile of CAPSIM.</i>	X	
Summary of Results from Implementing Indirect Measures of Student Learning:	Performance Target Was...	
	Met	Not Met
1. <i>Teacher Evaluation By Students (TEBS) results indicate that students are satisfied with classroom experience, scoring over 4 on a 5 point likert scale.</i>	X	
2. <i>One third placed by graduation, two thirds within 6 months.</i>		X
Proposed Courses of Action for Improvement in Areas for which Performance Targets Were Not Met:		
1. <i>Newly hired terminal degreed faculty member in Finance has revised Finance curriculum to include additional tutorials. Addition of Managerial Accounting as a requirement should improve performance in Accounting area of comprehensive business exam. School has hired a new Faculty member with 18 graduate hours in Accounting and a CPA.</i>		
2. <i>The School of Business is partnering with the Career Placement Office to increase job placement opportunities. Fourteen local employees now conduct mock interviews.</i>		
3. <i>Business students are now required to complete an Internship or Field Study as part of the major requirements, to acquaint them with career opportunities.</i>		

Student Learning Assessment for Sports Administration
Intended Student Learning Outcomes for <i>Sports Administration</i>:
1. Acquire core knowledge in areas such as Facilities Management, Sports Marketing, Sports Finance, Sports Law and Governance.
2. Master effective communication skills, both orally and in writing.
3. Demonstrate critical thinking and research skills for managerial decision making.

4. Demonstrate technological proficiency in Sports Administration application.		
5. Articulate the Christian Worldview as a basis of professional ethics in Sports Administration.		
Assessment Tools/Methods for Intended Student Learning Outcomes— Direct Measures of Student Learning	Performance Targets/Criteria for Direct Measures:	
1. <i>Department developed pre-tests/post-tests.</i>	<i>At least 90% of students show improvement between pre-test and post-test.</i>	
2. <i>Comprehensive Exam.</i>	<i>At least 80% of students score 75% on the comprehensive exam.</i>	
Assessment Tools/Methods for Intended Student Learning Outcomes— Indirect Measures of Student Learning	Performance Targets/Criteria for Indirect Measures:	
1. <i>Internships and Site Observations.</i>	<i>100% of students complete an internship or site observation.</i>	
2. <i>Alumni survey and/or Senior Exit interview.</i>	<i>80% of students or alums satisfied with learning outcomes.</i>	
Summary of Results from Implementing Direct Measures of Student Learning:		Performance Target Was...
		Met Not Met
1. <i>96% (124/130) of students show improvement between pre-test and post-tests. Average improvement 20%.</i>		X
2. <i>Most recent Comprehensive Exam average score was 85%.</i>		X
Summary of Results from Implementing Indirect Measures of Student Learning:		Performance Target Was...
		Met Not Met
1. <i>100% (21/21) of students successfully completed internship or site observation.</i>		X
2. <i>96.1% (125/130) of alumni or graduates express satisfaction with the program on return alumni surveys.</i>		X
Proposed Courses of Action for Improvement in Areas for which Performance Targets Were Not Met:		
1.		