



Report of Outcomes Assessment Results

Institution	West Liberty University
Academic Business Unit	Gary E. West College of Business
Academic Year	2014-15

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: 2014-15

Section I: Student Learning Assessment

Student Learning Assessment for: <i>B.S.B.A.</i>	
Program Intended Student Learning Outcomes (Program ISLOs)	
1. <i>Students will be able to write clear, well organized, and effective business documents and research reports.</i>	
2. <i>Students will be able to communicate orally in an effective manner and to create and develop professional oral communications.</i>	
3. <i>Students will be able to understand, integrate, and apply the political, cultural, regulatory, and environmental context in which the global practice of business is conducted.</i>	
4. <i>Students will be able to collect, organize, and analyze information, apply appropriate models, and make and defend decisions to solve business problems.</i>	
5. <i>Students will be able to define, integrate, and apply concepts from each major functional area of business in an ethical manner.</i>	
6. <i>Students will be able to explain the major concepts and practices in management information systems and usage of decision support tools in business decision making.</i>	
Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
1. <i>ETS Major Field Test</i> Program ISLOs Assessed by this Measure: 5	<i>Percentage correct will be used as a primary benchmark. National comparison will be made.</i>
2. <i>Capstone Project</i> Program ISLOs Assessed by this Measure: 1, 2, 4	<i>70% of students will score “Adequate” or above</i>
Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Indirect Measures:
1. <i>Graduating Senior Survey</i> Program ISLOs Assessed by this Measure: 1, 2, 3, 4, 5, 6	<i>Average response on each item will be equal to or better than 4 (out of a possible 5)</i>

<p>2. <i>Focus Group</i></p> <p>Program ISLOs Assessed by this Measure: 1, 2, 3, 4, 5, 6</p>	<p><i>Consensus (70%) among focus group participants that outcome was met</i></p>
<p>Learning Assessment Results: B.S.B.A.</p>	
<p>Summary of Results from Implementing Direct Measures of Student Learning:</p>	
<p>1. <i>Students met or exceeded national mean in Legal and Social Environment, as well as Information Systems.</i></p> <ul style="list-style-type: none"> • Accounting: National Mean – 41.5; WLU Mean – 40 • Economics: National Mean – 39.8; WLU Mean – 37 • Management: National Mean – 54.3; WLU Mean – 50 • QBA: National Mean – 36.4; WLU Mean – 36 • Finance: National Mean – 42.4; WLU Mean – 38 • Marketing: National Mean – 55; WLU Mean – 50 • Legal & Social Environment: National Mean – 59.5; WLU Mean – 60 • Information Systems: National Mean – 50.1; WLU Mean – 54 • International Issues: National Mean – 40.3; WLU Mean - 36 <p>(Total Number of Students: 84)</p>	
<p>2. <i>Number of students meeting faculty set target on program ISLOs:</i></p> <ul style="list-style-type: none"> • Written Communication: Fall – 56%; Spring – 77% • Oral Communication: Fall – 44%; Spring – 90% • Critical Thinking: Fall – 67%; Spring 60% <p><i>Note: Different rubrics were piloted in fall and spring semesters</i></p> <p>(Total Number of Students: 84)</p>	
<p>Summary of Results from Implementing Indirect Measures of Student Learning:</p>	
<p>1. <i>Number of students indicated “Strongly Agree” or “Agree” with statement that each ISLO was met.</i></p> <ul style="list-style-type: none"> • Written Communication: 67.1% • Oral Communication: 68.5% • Global Dimensions: 53.4% • Critical Thinking: 69.9% 	

- Foundational Knowledge: 69.4%
- Information Systems: 68.1%

(Total Number of Students: 73)

2. *Focus groups were conducted asking students about achievement of each ISLO. Target was that a consensus would indicate ISLO was achieved.*

- Written Communication: Consensus reached in all three focus groups
- Oral Communication: Consenses reached in two of three focus groups
- Global Dimensions: Consenses reached in two of three focus groups
- Critical Thinking: Consensus reached in all three focus groups
- Foundational Knowledge: Consenses reached in two of three focus groups, the dissenting group only dissented because of the word “ethical” in the ISLO. The WCOB does not have an ethics class.
- Information Systems: Consenses reached in two of three focus groups

(Total Number of Students: Approximately 10 in each focus group for a total of 30 students)

Summary of Achievement of Intended Student Learning Outcomes:

Intended Student Learning Outcomes	Learning Assessment Measures							
	<i>Direct Measure 1</i>	<i>Direct Measure 2</i>	<i>Direct Measure 3</i>	<i>Direct Measure 4</i>	<i>Indirect Measure 1</i>	<i>Indirect Measure 2</i>	<i>Indirect Measure 3</i>	<i>Indirect Measure 4</i>
	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>Students will be able to write clear, well organized, and effective business documents and research reports.</i>	NA	Fall – Not Met Spring - Met			Not Met - 67.1% indicated “Strongly Agree” or “Agree” outcome was met	Met		
2. <i>Students will be able to communicate orally in an effective</i>	NA	Fall – Not Met			Not Met - 68.5%	Not Met (2 out 3)		

<i>manner and to create and develop professional oral communications.</i>		Spring - Met			indicated "Strongly Agree" or "Agree" outcome was met	groups said "Met")		
3. <i>Students will be able to understand, integrate, and apply the political, cultural, regulatory, and environmental context in which the global practice of business is conducted.</i>	NA	NA			Not Met – 53.4% indicated "Strongly Agree" or "Agree" outcome was met	Not Met (2 out of 3 groups said "Met")		
4. <i>Students will be able to collect, organize, and analyze information, apply appropriate models, and make and defend decisions to solve business problems.</i>	NA	Fall – Not Met Spring – Not Met			Not Met – 69.9% indicated "Strongly Agree" or "Agree" outcome was met	Met		
5. <i>Students will be able to define, integrate, and apply concepts from each major functional area of business in an ethical manner.</i>	Not Met Overall, but met for Legal & Social Env. and Info. Systems.	NA			Not Met – 69.4% indicated "Strongly Agree" or "Agree" outcome was met	Not Met (2 out of 3 groups said "Met")		

6. <i>Students will be able to explain the major concepts and practices in management information systems and usage of decision support tools in business decision making.</i>	NA	NA			Not Met – 68.1% indicated “Strongly Agree” or “Agree” outcome was met	Not Met (2 out of 3 groups said “Met”)		
Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:								
1. <i>Wording of learning outcomes was revised to more accurately reflect mission and curriculum of WCOB, including the dropping of the management information systems outcome and the introduction of a teamwork outcome.</i>								
2. <i>Customized rubrics were developed for 2015-16 year that better reflect learning outcomes</i>								
3. <i>Senior survey targets were revised to reflect a more realistic percentage of agreement (70% instead of 80%)</i>								
4. <i>Wording of learning outcomes was revised to more accurately reflect mission and curriculum of WCOB, including the dropping of the management information systems outcome and the introduction of a teamwork outcome.</i>								
5. <i>Introduction to Business, Business Communications, and International Business courses were reintroduced into business core curriculum.</i>								
6. <i>Switched from ETS Major Field Test to Perregrine</i>								
7. <i>Assessment plan was updated to include outcomes, assessment tools, and targets for each WCOB major</i>								

2015-16 OUTCOMES ASSESSMENT PLAN
West Liberty University
Gary E. West College of Business

Section I: Mission and Broad-Based Goals

Mission Statement

Mission of the <i>Name of your Academic Business Unit</i>:
<i>The mission of the Gary E. West College of Business is to engage students in a high quality business education.</i>

Broad-Based Goals

Broad-Based Student Learning Goals:
1. <i>Students will be able to recall business terminology and concepts.</i>
2. <i>Students will demonstrate soft skills required for success in a business setting.</i>
3. <i>Students will be able to apply concepts and methods to analyze, evaluate, and interpret problems.</i>

Broad-Based Operational Goals:
1. <i>Offer a business curriculum that will prepare students for business careers and professional advancement.</i>
2. <i>Provide quality classroom instruction and academic advisement.</i>
3. <i>Provide extracurricular organizations and experiential opportunities for students.</i>

BACHELOR'S-LEVEL PROGRAMS

Student Learning Assessment for *B.S.B.A.*

Intended Student Learning Outcomes for <i>B.S.B.A.</i>:
Business Core Student Learning Outcomes (General Program ISLOs)
<p>1. <u>Foundational Knowledge</u>: Students will be able to recall terminology and concepts from each major functional area of business. Broad-Based Student Learning Goals Associated with this Outcome: 1</p>
<p>2. <u>Communication</u>: Students will be able to communicate in oral and written form in a business setting. Broad-Based Student Learning Goals Associated with this Outcome: 2</p>
<p>3. <u>Critical Thinking</u>: Students will be able to analyze information to make informed business decisions. Broad-Based Student Learning Goals Associated with this Outcome: 3</p>
<p>4. <u>Global Dimensions</u>: Students will be able to examine the global aspects of business decisions. Broad-Based Student Learning Goals Associated with this Outcome: 1</p>
<p>5. <u>Teamwork</u>: Students will be able to engage as a team member. Broad-Based Student Learning Goals Associated with this Outcome: 2</p>
Intended Student Learning Outcomes: Major in Accounting
<p>1. Students will be able to apply the ethical decision making process and professional standards to accounting decisions. Broad-Based Student Learning Goals Associated with this Outcome: 3</p>
<p>2. Students will be able to prepare financial statements in accordance with Generally Accepted Accounting Principles. Broad-Based Student Learning Goals Associated with this Outcome: 3</p>
<p>3. Students will be able to prepare tax returns in compliance with Internal Revenue Service code. Broad-Based Student Learning Goals Associated with this Outcome: 3</p>
Intended Student Learning Outcomes: Major in Computer Information Systems
<p>1. Students will be able to apply systems development principles to a typical business.</p>

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

2. *Students will be able to create a plan to manage a hardware and software lifecycle.*

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

3. *Students will be able to discuss the risks inherent in managing information and data.*

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

Intended Student Learning Outcomes: Major in Entrepreneurship

1. *Students will be able to apply business concepts and principles to entrepreneurship.*

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

2. *Students will be able to describe the legal and ethical considerations in entrepreneurship.*

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

3. *Students will be able to compare and contrast the roles that entrepreneurs play as agents of change in a free market economy.*

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

Intended Student Learning Outcomes: Major in Finance

1. *Students will be able to create and analyze financial statements.*

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

2. *Students will be able to use time value of money to make recommendations.*

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

3. *Students will be able to create a financial plan.*

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

Intended Student Learning Outcomes: Major in General Business

1. *Under development during 2015-16 academic year*

Intended Student Learning Outcomes: Major in Healthcare Management

1. *Students will be able to apply business concepts and principles to the healthcare industry.*

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

<p>2. <i>Students will be able to describe the legal and ethical considerations of healthcare industry firms.</i></p> <p>Broad-Based Student Learning Goals Associated with this Outcome: 1</p>
<p>3. <i>Students will be able to demonstrate professional skills necessary for success in the healthcare industry.</i></p> <p>Broad-Based Student Learning Goals Associated with this Outcome: 2</p>
<p>Intended Student Learning Outcomes: Major in Marketing</p>
<p>1. <i>Students will be able to analyze consumer needs.</i></p> <p>Broad-Based Student Learning Goals Associated with this Outcome: 3</p>
<p>2. <i>Students will be able to develop a promotional strategy.</i></p> <p>Broad-Based Student Learning Goals Associated with this Outcome: 3</p>
<p>3. <i>Students will be able to analyze a distribution channel.</i></p> <p>Broad-Based Student Learning Goals Associated with this Outcome: 3</p>
<p>4. <i>Students will be able to analyze product pricing.</i></p> <p>Broad-Based Student Learning Goals Associated with this Outcome: 3</p>
<p>Intended Student Learning Outcomes: Major in Management</p>
<p>1. <i>Students will be able to critique the strategy of a business.</i></p> <p>Broad-Based Student Learning Goals Associated with this Outcome: 3</p>
<p>2. <i>Students will be able to analyze the internal functions (i.e., management, marketing, finance, information systems) of a business.</i></p> <p>Broad-Based Student Learning Goals Associated with this Outcome: 3</p>
<p>3. <i>Students will be able to analyze the external environment of a business.</i></p> <p>Broad-Based Student Learning Goals Associated with this Outcome: 3</p>
<p>Intended Student Learning Outcomes: Major in Sport Management</p>
<p>1. <i>Students will be able to apply business concepts and principles to a sport industry setting.</i></p> <p>Broad-Based Student Learning Goals Associated with this Outcome: 3</p>
<p>2. <i>Students will be able to describe the legal and ethical considerations of sport industry firms.</i></p>

Broad-Based Student Learning Goals Associated with this Outcome: 1	
3. <i>Students will be able to demonstrate the professional skills necessary for success in the sport industry.</i>	
Broad-Based Student Learning Goals Associated with this Outcome: 2	
Intended Student Learning Outcomes: Major in Tourism & Event Management	
1. <i>Students will be able to apply business concepts and principles to hospitality, tourism, and event management organizations.</i>	
Broad-Based Student Learning Goals Associated with this Outcome: 3	
2. <i>Students will be able to describe the legal and ethical considerations in hospitality, tourism, and event management.</i>	
Broad-Based Student Learning Goals Associated with this Outcome: 1	
3. <i>Students will be able to demonstrate the professional skills necessary for success in the industry, including commitment to customer service.</i>	
Broad-Based Student Learning Goals Associated with this Outcome: 2	
Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
1. <i>ETS Major Field Test (Administered in MGT 498)</i> Core ISLOs Assessed by this Measure: 1	<i>At least 70% of all graduating BSBA students will score 70% or higher on each subset of examination questions related to each of the core ISLOs assessed by this measure.</i>
2. <i>Capstone Company Analysis Project (Administered in MGT 498)</i> Core ISLOs Assessed by this Measure: 2 (Oral), 5	<i><u>Oral Communication (ISLO 2):</u> At least 70% of all graduating BSBA students will score at the level of “proficient” or higher (where proficient equals 4 on a scale of 5) on the Oral Communication Rubric</i> <i><u>Teamwork (ISLO 5):</u> At least 70% of all graduating BSBA students will score at the level of “proficient” or higher (where proficient equals 4 on a scale of 5) on the Teamwork Rubric</i>
3. <i>Capstone Case Study (Administered in MGT 498)</i> Core ISLOs Assessed by this Measure: 2 (Written), 3, 4 Management ISLOS Assessed by this Measure: 1, 2, 3	<i><u>Written Communication (ISLO 2):</u> At least 70% of all graduating BSBA students will score at the level of “proficient” or higher (where proficient equals 4 on a scale of 5) on the Written Communication Rubric</i> <i><u>Critical Thinking (ISLO 3):</u> At least 70% of all graduating BSBA students will score at the level of “proficient” or higher (where proficient equals 4 on a scale of 5) on the Critical Thinking Rubric</i>

	<p><i><u>Global Dimensions (ISLO 4):</u> At least 70% of all graduating BSBA students will score at the level of “proficient” or higher (where proficient equals 4 on a scale of 5) on the Global Dimensions Rubric</i></p> <p><i><u>Management:</u> On the rating scale in the Capstone Case Study rubric, at least 70% of all graduating BSBA students in management will achieve a performance rating of “adequate” or higher (where adequate equals 2 on a scale of 3) on each evaluation criterion associated with the management concentration ISLOs assessed by this measure.</i></p>
<p>4. <i>Ethics Case Study (Administered in ACC 447)</i> Accounting ISLOs Assessed by this Measure: 1</p>	<p><i>On the rating scale in the Ethics Case Study rubric, at least 70% of all graduating BSBA students in accounting will achieve a performance rating of “adequate” or higher (where adequate equals 2 on a scale of 3) on each evaluation criterion associated with the accounting concentration ISLOs assessed by this measure.</i></p>
<p>5. <i>Comprehensive Tax Return Project (Administered in ACC 425)</i> Accounting ISLOs Assessed by this Measure: 2, 3</p>	<p><i>On the rating scale in the Comprehensive Tax Return Project rubric, at least 70% of all graduating BSBA students in accounting will achieve a performance rating of “adequate” or higher (where adequate equals 2 on a scale of 3) on each evaluation criterion associated with the accounting concentration ISLOs assessed by this measure.</i></p>
<p>6. <i>Computer Information Systems Capstone Project (Administered in CIS TBD)</i> Computer Information Systems ISLOs Assessed by this Measure: 1, 2, 3</p>	<p><i>On the rating scale in the Computer Information Systems Capstone Project rubric, at least 70% of all graduating BSBA students in computer information systems will achieve a performance rating of “adequate” or higher (where adequate equals 2 on a scale of 3) on each evaluation criterion associated with the computer information systems concentration ISLOs assessed by this measure.</i></p>
<p>7. <i>Finance Comprehensive Case Study (Administered in FIN 446)</i> Finance ISLOs Assessed by this Measure: 1, 2, 3</p>	<p><i>On the rating scale in the Finance Comprehensive Case Study rubric, at least 70% of all graduating BSBA students in finance will achieve a performance rating of “adequate” or higher (where adequate equals 2 on a scale of 3) on each evaluation criterion associated with the finance concentration ISLOs assessed by this measure.</i></p>
<p>8. <i>Required Internship (Administered in ENT 490, MGT 485, MGT 471, TEM 490)</i> Entrepreneurship ISLOs Assessed by this Measure: 1, 2, 3 Health Care Management ISLOs Assessed by this Measure: 1, 2, 3</p>	<p><i><u>Entrepreneurship:</u> On the rating scale in the internship evaluation rubric, at least 70% of all entrepreneurship interns will score at the level of “adequate” or higher (where adequate equals 2 on a scale of 3) on each evaluation criterion associated with the entrepreneurship concentration ISLOs assessed by this measure.</i></p>

<p>Sport Management ISLOs Assessed by this Measure: 1, 2, 3 Tourism & Event Management ISLOs Assessed by this Measure: 1, 2, 3</p>	<p><i><u>Health Care Management:</u> On the rating scale in the internship evaluation rubric, at least 70% of all health care interns will score at the level of “adequate” or higher (where adequate equals 2 on a scale of 3) on each evaluation criterion associated with the health care concentration ISLOs assessed by this measure.</i></p> <p><i><u>Sport Management:</u> On the rating scale in the internship evaluation rubric, at least 70% of all sport management interns will score at the level of “adequate” or higher (where adequate equals 2 on a scale of 3) on each evaluation criterion associated with the sport management concentration ISLOs assessed by this measure.</i></p> <p><i><u>Tourism & Event Management:</u> On the rating scale in the internship evaluation rubric, at least 70% of all TEM interns will score at the level of “adequate” or higher (where adequate equals 2 on a scale of 3) on each evaluation criterion associated with the TEM concentration ISLOs assessed by this measure.</i></p>
<p>9. <i>Comprehensive Marketing Plan (Administered in MKT 498)</i> Marketing ISLOs Assessed by this Measure: 1, 2, 3, 4</p>	<p><i>On the rating scale in the Comprehensive Marketing Plan rubric, at least 70% of all graduating BSBA students in marketing will achieve a performance rating of “adequate” or higher (where adequate equals 2 on a scale of 3) on each evaluation criterion associated with the marketing concentration ISLOs assessed by this measure.</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>Senior Survey (Administered in MGT 498)</i> Core ISLOs Assessed by this Measure: 1, 2, 3, 4, 5 Accounting ISLOs Assessed by this Measure: 1, 2, 3 Computer Information Systems ISLOs Assessed by this Measure: 1, 2, 3 Entrepreneurship ISLOs Assessed by this Measure: 1, 2, 3 Finance ISLOs Assessed by this Measure: 1, 2, 3 General Business ISLOs Assessed by this Measure: TBD</p>	<p><i><u>Business Core:</u> On the Senior Survey, at least 70% of all graduating BSBA students will indicate that they were “successful” or “very successful” in achieving each of the Business Core ISLOs assessed by this measure.</i></p> <p><i><u>Concentrations:</u> On the Senior Survey, at least 70% of all graduating students for the concentration will indicate that they were “successful” or “very successful” in achieving each of the concentration ISLOs assessed by this measure.</i></p>

<p>Health Care Management ISLOs Assessed by this Measure: 1, 2, 3 Marketing ISLOs Assessed by this Measure: 1, 2, 3, 4 Management ISLOs Assessed by this Measure: 1, 2, 3 Sport Management ISLOs Assessed by this Measure: 1, 2, 3 Tourism & Event Management ISLOs Assessed by this Measure: 1, 2, 3</p>	
<p>2. <i>Focus Group</i> Core ISLOs Assessed by this Measure: 1, 2, 3, 4, 5</p>	<p><i>In focus groups of graduating BSBA students, participants will reach a consensus that each Business Core ISLO was achieved.</i></p>
<p>3. <i>Internship Host Evaluation Form</i> Entrepreneurship ISLOs Assessed by this Measure: 1, 2, 3, 4, 5 Healthcare Management ISLOs Assessed by this Measure: 1, 2, 3, 4, 5 Sport Management ISLOs Assessed by this Measure: 1, 2, 3, 4 Tourism & Event Management ISLOs Assessed by this Measure: 1, 2, 3, 4</p>	<p><i>Objective (Target/Criterion) for Indirect Measure 3</i> <i>At least 80% of all internship hosts will indicate that they “strongly agree” or “agree” that each ISLO for the student’s major was met.</i></p>

Section III: Operational Assessment

Intended Operational Outcomes for the Gary E. West College of Business	
1. <i>Curriculum will be up-to-date.</i> Broad-Based Operational Goals Associated with this Outcome: 1	
2. <i>Faculty members will provide quality instruction in the classroom.</i> Broad-Based Operational Goals Associated with this Outcome: 2	
3. <i>Faculty members will be willing to help with student questions and problems.</i> Broad-Based Operational Goals Associated with this Outcome: 2	
4. <i>Quality advisement will be provided by faculty advisors.</i> Broad-Based Operational Goals Associated with this Outcome: 2	
5. <i>Provide quality extracurricular organizations and experiential opportunities for students.</i> Broad-Based Operational Goals Associated with this Outcome: 3	
Assessment Measures/Methods for Intended Operational Outcomes:	Performance Objectives (Targets/Criteria) for Operational Assessment Measures/Methods:
1. <i>WCOB Advisory Board Review</i> Intended Operational Outcomes Assessed by this Measure: 1	<i>In response to the question "Is the West College of Business Curriculum up-to-date," the Advisory Board will rate the business core and major curriculum as "current" or "current with suggestions."</i>
2. <i>Senior Survey</i> Intended Operational Outcomes Assessed by this Measure: 2, 3, 4	<i>On the Senior Survey, at least 70% of all graduating seniors will indicate that they "strongly agree" or "agree" with a statement that the operational outcome was met.</i>
3. <i>Participation Rate</i> Intended Operational Outcomes Assessed by this Measure: 5	<i>Target TBD in 2015-16 academic year</i>

Note: Be sure that you identify an operational assessment measure/method for each intended operational outcome. However, please be aware that it is possible for a single operational assessment tool to be used to measure more than one outcome

