



Public Disclosure of Student Learning

Institution	<u>West Liberty University</u>
Academic Business Unit	<u>Gary E. West College of Business</u>
Academic Year	<u>2015-16</u>

Report of Student Learning and Achievement
West Liberty University
Gary E. West College of Business

For Academic Year: 2015-16

Mission of the Name of your Academic Business Unit

The mission of the Gary E. West College of Business is to engage students in a high quality business education.

Student Learning Assessment for BSBA Business Core

Program Intended Student Learning Outcomes (Program ISLOs)

1. Foundational Knowledge: Students will recall terminology and concepts from each major functional area of business.
2. Communication: Students will communicate in oral and written form in a business setting.
3. Critical Thinking: Students will be able to analyze information to make informed business decisions.
4. Global Dimensions: Students will be able to examine the global aspects of business decisions.
5. Teamwork: Students will be able to engage as a team member.

**Assessment Instruments for Intended Student Learning Outcomes—
Direct Measures of Student Learning:**

Performance Objectives (Targets/Criteria) for Direct Measures:

1. *Peregrine Outbound Exam (Administered in MGT 498)*
 Program ISLOs Assessed by this Measure: 1

At least 70% of all graduating BSBA students will score 40% or higher on the Peregrine Outbound Exam

2. *Capstone Company Analysis Project (Administered in MGT 498)*
 Program ISLOs Assessed by this Measure: 2 (Oral), 5

Oral Communication (ISLO #2): 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>Teamwork (ISLO #5): 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> Program ISLOs Assessed by this Measure: 2 (Written), 3, 4	<i>Written Communication (ISLO #2): 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>Critical Thinking (ISLO #3): 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> <i>Global Dimensions (ISLO #4): 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>
Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Indirect Measures:
1. <i>Senior Survey (Administered in MGT 498)</i> Program ISLOs Assessed by this Measure: 1, 2, 3, 4, 5	<i>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>
Assessment Results: BSBA Business Core	
Summary of Results from Implementing Direct Measures of Student Learning:	
1. <i>The Peregrine Outbound Exam was used to assess ISLO #1: Foundational Knowledge. The target for the Peregrine Outbound Exam was that at least 70% of all graduating BSBA students would score 40%. The test was completed by 82 students, of which 72% scored at least 40% or higher, resulting in the direct measure target for ISLO #1 being met.</i>	
2. <i>The Capstone Company Analysis Project was used to assess ISLO #2: Oral Communication and ISLO #5: Teamwork. The target was that at least 70% of all graduating BSBA students would score at the level of “proficient” or higher (where proficient equals 4 on a scale of 5) on the rubric for the outcome. 38.3% achieved a level of proficient or higher on Oral Communication, resulting in the direct measure target not being met. Regarding the Teamwork outcome, 45.7% achieved a level of proficient or higher, resulting in the direct measure target for ISLO #5 not being met. However, had the target been set at the level of “adequate” or higher ISLO #5: Teamwork (81.5%) would have been met and ISLO #2: Oral Communication (69.1%) would have just been missed.</i>	

3. The Capstone Case Study was used to assess ISLO #2: Written Communication, ISLO #3: Critical Thinking, and ISLO #4: Global Dimensions. The target was that at least 70% of all graduating BSBA students would score at the level of “proficient” or higher (where proficient equals 4 on a scale of 5) on the rubric for the outcome. 34.7% achieved a level of proficient or higher on Written Communication, resulting in the direct measure target not being met. Regarding Critical Thinking, 31.5% achieved a level of proficient or higher, resulting in the direct measure target not being met. Finally, regarding Global Dimensions, 26% achieved a level of proficient or higher, resulting in the direct measure target not being met. However, had the target been set at the level of “adequate” or higher ISLO #2: Written Communication (77.3%), ISLO #3: Critical Thinking (72.6%), and ISLO #4: Global Dimensions (71.2%) would have been met.

Summary of Results from Implementing Indirect Measures of Student Learning:

1. The indirect measure consisted of questions on the Senior Survey asking graduating students from the major their perceived level of success in achieving each outcome. The survey items were answered by over 70 students, with 85.5% responding that they were “successful” or “very successful” in achieving ISLO #1: Foundational Knowledge, 89.3% on ISLO #2 (Oral Comm), 96% on ISLO #2 (Written Comm), 90.8% on ISLO #3: Critical Thinking, 76.3% on ISLO #4: Global Dimensions, and 97.4% on ISLO #5: Teamwork. Thus, the indirect measure target was met for each outcome.

Summary of Achievement of Intended Student Learning Outcomes:

Intended Student Learning Outcomes	Learning Assessment Measures							
	Direct Measure 1	Direct Measure 2	Direct Measure 3	Direct Measure 4	Indirect Measure 1	Indirect Measure 2	Indirect Measure 3	Indirect Measure 4
Program ISLOs	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. Foundational Knowledge	Met	NA	NA		Met			
2. Communication (Written)	NA	NA	Not Met ^{1,4}		Met			
2. Communication (Oral)	NA	Not Met ³	NA		Met			
3. Critical Thinking	NA	NA	Not Met ¹		Met			
4. Global Dimensions	NA	NA	Not Met ^{1,2}		Met			
5. Teamwork	NA	Not Met ¹	NA		Met			

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

1. *A new set of rubrics was used for the 2015-16 academic year. When setting targets for the new rubrics prior to the 2015-16 academic year the faculty settled on a target of “proficient” or higher (where proficient equals 4 on a scale of 5). After using the rubrics for a full academic year the faculty realized that a target of “adequate” or higher (where adequate equals 3 on a scale of 5) was more in line with their true expectations. To that end, the faculty voted to set the 2016-17 target for the business core rubrics at “adequate” or higher (where adequate equals 3 on a scale of 5). Had the target for 2015-16 been set at “adequate” or higher, the noted targets would have been met.*
2. *GBUS 325: International Business was reintroduced to the business core for the 2015-16 academic year based on past assessment results. The course had been removed from the business core several years earlier at the urging of a former dean. While it will be several years before students that enrolled under the 2015-16 catalog will be assessed on global dimensions, the faculty voted to take other actions in the interim. Specifically, the faculty agreed to continue to try to weave international business discussion into core classes as appropriate.*
3. *Improve students’ oral communication skills (Business Core ISLO #2).*
 - *GBUS 220: Business Communications was re-introduced to the business core for the 2015-16 academic year based on past assessment results. The course had been removed from the business core several years earlier at the urging of a former dean. While it will be several years before students that enrolled under the 2015-16 catalog will be assessed on oral communication skills, the faculty voted to take other actions in the interim:*
 - *Faculty voted to ban student use of notecards during presentations as long as the individual faculty member is comfortable doing so.*
 - *Faculty voted to make a concentrated effort to remind students to limit the amount of text on each slide.*
 - *Faculty will be provided with presentation guideline handouts from GBUS 220: Business Communications so that they can refer students back to what they learned in this pre-requisite course. The handout will include business attire guidelines.*
4. *Improve students’ written communication skills (Business Core ISLO #2).*
 - *GBUS 220: Business Communications was re-introduced to the business core for the 2015-16 academic year based on past assessment results. The course had been removed from the business core several years earlier at the urging of a former dean. While it will be several years before students that enrolled under the 2015-16 catalog will be assessed on written communication skills, the faculty voted to take other actions in the interim:*
 - *Modifications were made to the Capstone Case Study assignment to enhance its assess-ability for written communication skills.*
 - *Faculty voted to require APA style for assignments in West College of Business classes requiring citations.*

Student Learning Assessment for Accounting

Major Intended Student Learning Outcomes (Major ISLOs)

1. *Students will be able to apply the ethical decision making process and professional standards to accounting decisions.*
2. *Students will be able to prepare financial statements in accordance with Generally Accepted Accounting Principles.*
3. *Students will be able to prepare tax returns in compliance with Internal Revenue Service code.*

Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:

Performance Objectives (Targets/Criteria) for Direct Measures:

1. *Accounting Ethics Case (Administered in ACC 447)*
Major ISLOs Assessed by this Measure: 1

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.

2. *Corporate Tax Return with Financial Statements (Administered in ACC 426)*
Major ISLOs Assessed by this Measure: 2, 3

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.

Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:

Performance Objectives (Targets/Criteria) for Indirect Measures:

1. *Senior Survey*
Major ISLOs Assessed by this Measure: 1, 2, 3

On the Senior Survey, at least 70% of all graduating students from the major will indicate that they were “successful” or “very successful” in achieving each of the concentration ISLOs assessed by this measure.

Assessment Results: Accounting

Summary of Results from Implementing Direct Measures of Student Learning:

1. *The direct measure for Accounting ISLO #1 was the Accounting Ethics Case. The assignment was completed by four students, with 100% achieving a level of adequate or higher, resulting in the direct measure target for Accounting ISLO #1 being met.*
2. *The direct measure for Accounting ISLO #2 and 3 was the Corporate Tax Return with Financial Statements assignment. The assignment was completed by 20 students, with 90% achieving a level of adequate or higher for Accounting ISLO #2 and 90% achieving a level of adequate for Accounting ISLO #3. Both targets were met.*

Summary of Results from Implementing Indirect Measures of Student Learning:

1. *The indirect measure consisted of questions on the Senior Survey asking graduating students from the major their perceived level of success in achieving each outcome. The survey items were answered by 18 students, with 77.7% responding that they were “successful” or “very successful” in achieving ISLO #1, 66.6% on ISLO #2, and 88.9% on ISLO #3. Thus, the indirect measure target was met for ISLO #1 and #3, but not #2.*

Summary of Achievement of Intended Student Learning Outcomes:

Intended Student Learning Outcomes	Learning Assessment Measures							
Major 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>Students will be able to apply the ethical decision making process and professional standards to accounting decisions.</i>	Met				Met			
2. <i>Students will be able to prepare financial statements in accordance with Generally Accepted Accounting Principles.</i>	Met				Not Met			
3. <i>Students will be able to prepare tax returns in compliance with Internal Revenue Service code.</i>	Met				Met			

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

1. *66.6% of graduating accounting students indicated that they were “successful” or “very successful” in achieving Accounting ISLO #2, falling just short of the target of 70%. Given the slight shortfall and the fact that 2015-16 was the first year of assessing individual majors, the accounting faculty will wait to see future survey results, instead of taking action based on one year of data, before taking corrective action. Further, the more important direct measure target for the outcome was met.*

Student Learning Assessment for *Computer Information Systems*

Major Intended Student Learning Outcomes (Major ISLOs)

1. *Students will be able to demonstrate knowledge of system problems, requirements, and develop solutions for a typical business IT project.*
2. *Students will be able to construct and present case models for a typical business IT project.*
3. *Students will be able to apply the Systems Development Life Cycle principles for a business IT project.*

**Assessment Instruments for Intended Student Learning Outcomes—
Direct Measures of Student Learning:**

Performance Objectives (Targets/Criteria) for Direct Measures:

1. *Computer Information Systems Capstone Project (Administered in CIS 450)*

Major ISLOs Assessed by this Measure: 1, 2, 3

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 ISLOs assessed by this measure.

**Assessment Instruments for Intended Student Learning Outcomes—
Indirect Measures of Student Learning:**

Performance Objectives (Targets/Criteria) for Indirect Measures:

1. *Senior Survey*

Major ISLOs Assessed by this Measure: 1, 2, 3

On the Senior Survey, at least 70% of all graduating students from the major will indicate that they were “successful” or “very successful” in achieving each of the concentration ISLOs assessed by this measure.

Assessment Results: *Computer Information Systems*

Summary of Results from Implementing Direct Measures of Student Learning:

1. *The direct measure was the Capstone Project Proposal. The assignment was completed by 11 students, with 90% achieving a level of adequate or higher on ISLO #1, 70% on ISLO #2, and 45% on ISLO #3. Thus, ISLO #1 and #2 were met, but #3 was not.*

Summary of Results from Implementing Indirect Measures of Student Learning:

1. *The indirect measure consisted of questions on the Senior Survey asking graduating students from the major their perceived level of success in achieving each outcome. The survey items were answered by nine students, with 100% responding that they were “successful” or “very successful” in achieving ISLO #1, 88.9% on ISLO #2, and 100% on ISLO #3. Thus, the indirect measure target for all three ISLOs was met.*

Summary of Achievement of Intended Student Learning Outcomes:

Intended Student Learning Outcomes	Learning Assessment Measures
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Major 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>Students will be able to demonstrate knowledge of system problems, requirements, and develop solutions for a typical business IT project.</i>	Met				Met			
2. <i>Students will be able to construct and present case models for a typical business IT project.</i>	Met				Met			
3. <i>Students will be able to apply the Systems Development Life Cycle principles for a business IT project.</i>	Not Met				Met			
Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:								
<p><i>Given the fact that 2015-16 was the first year of assessing individual majors, the computer information systems faculty will wait to see future rubric results, instead of taking action based on one year of data, before taking significant corrective action to address the low percentage of students scoring at a level of adequate or higher on the direct measure target for Computer Information Systems ISLO #3. However, in the meantime, the Capstone Project Proposal instructions will be reviewed for clarity before the next offering of CIS 450 to potentially help with achievement of ISLO #3.</i></p>								

Student Learning Assessment for *Entrepreneurship*

Major Intended Student Learning Outcomes (Major ISLOs)

1. *Students will be able to apply business concepts and principles to entrepreneurship.*
2. *Students will be able to describe the legal and ethical considerations in entrepreneurship.*
3. *Students will be able to compare and contrast the roles that entrepreneurs play as agents of change in a free market economy.*

Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:

Performance Objectives (Targets/Criteria) for Direct Measures:

1. *Internship (ENT 490)*
Major ISLOs Assessed by this Measure: 1, 2, 3

At least 70% of all graduating BSBA students in entrepreneurship 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 ISLOs assessed by this measure.

Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:

Performance Objectives (Targets/Criteria) for Indirect Measures:

1. *Senior Survey*
Major ISLOs Assessed by this Measure: 1, 2, 3

On the Senior Survey, at least 70% of all graduating students from the major will indicate that they were “successful” or “very successful” in achieving each of the concentration ISLOs assessed by this measure.

Assessment Results: *Entrepreneurship*

Summary of Results from Implementing Direct Measures of Student Learning:

1. *Data is not available for the entrepreneurship major because zero business students enrolled in the capstone course, ENT 490, during the 2015-16 academic year. This is due to the fact that the entrepreneurship major was first introduced in the 2015-16 academic year.*

Summary of Results from Implementing Indirect Measures of Student Learning:

1. *Data is not available for the entrepreneurship major because zero business students enrolled in the capstone course, ENT 490, during the 2015-16 academic year. This is due to the fact that the entrepreneurship major was first introduced in the 2015-16 academic year.*

Summary of Achievement of Intended Student Learning Outcomes:

Intended Student Learning Outcomes	Learning Assessment Measures							
Major 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>Students will be able to apply business concepts and principles to entrepreneurship.</i>	<i>Data is not available for the entrepreneurship major because zero business students enrolled in the capstone course, ENT 490, during the 2015-16 academic year. This is due to the fact that the entrepreneurship major was first introduced in the 2015-16 academic year.</i>							
2. <i>Students will be able to describe the legal and ethical considerations in entrepreneurship.</i>								
3. <i>Students will be able to compare and contrast the roles that entrepreneurs play as agents of change in a free market economy.</i>								
Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:								
1. <i>Data is not available for the entrepreneurship major because zero business students enrolled in the capstone course, ENT 490, during the 2015-16 academic year. This is due to the fact that the entrepreneurship major was first introduced in the 2015-16 academic year.</i>								

Student Learning Assessment for *Finance*

Major Intended Student Learning Outcomes (Major ISLOs)

1. *Students will be able to create and analyze financial statements.*
2. *Students will be able to use time value of money to make recommendations.*
3. *Students will be able to create a financial plan.*

Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:

Performance Objectives (Targets/Criteria) for Direct Measures:

1. *Finance Comprehensive Case Study (Administered in FIN 446)*
Major ISLOs Assessed by this Measure: 1, 2, 3

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 ISLOs assessed by this measure.

Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:

Performance Objectives (Targets/Criteria) for Indirect Measures:

1. *Senior Survey*
Major ISLOs Assessed by this Measure: 1, 2, 3

On the Senior Survey, at least 70% of all graduating students from the major will indicate that they were “successful” or “very successful” in achieving each of the concentration ISLOs assessed by this measure.

Assessment Results: *Finance*

Summary of Results from Implementing Direct Measures of Student Learning:

1. *The direct measure was the Comprehensive Case Study. The assignment was completed by one student, with 100% achieving a level of adequate or higher on ISLO #1, 100% on ISLO #2, and 100% on ISLO #3. Thus, all three ISLOs were met.*

Summary of Results from Implementing Indirect Measures of Student Learning:

1. *The indirect measure consisted of questions on the Senior Survey asking graduating students from the major their perceived level of success in achieving each outcome. The survey items were answered by six students, with 100% responding that they were “successful” or “very successful” in achieving ISLO #1, 100% on ISLO #2, and 100% on ISLO #3. Thus, the indirect measure target for all three ISLOs was met.*

Summary of Achievement of Intended Student Learning Outcomes:

Intended Student Learning Outcomes

Learning Assessment Measures

Major 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>Students will be able to create and analyze financial statements.</i>	Met				Met			
2. <i>Students will be able to use time value of money to make recommendations.</i>	Met				Met			
3. <i>Students will be able to create a financial plan.</i>	Met				Met			
Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:								
1. <i>All targets were met.</i>								

Student Learning Assessment for *General Business*

Major Intended Student Learning Outcomes (Major ISLOs)

The general business major was not individually assessed during the 2015-16 academic year. However, students in the major were included in the assessment of the business core. Historically, the major has been comprised of upper level electives from across business disciplines from which students can select. This design offered flexibility that met the needs of many students seeking a business degree, especially transfer students. In light of the IACBE directive that each major must be assessed, discussions were planned for the 2015-16 academic year to restructure the general business major so that it could be assessed. However, after the December 2015 announcement that only degree programs, as opposed to majors/tracks/concentrations within the degree program, must be assessed, the West College of Business decided to keep the general business major in its previous, more flexible, format. A discussion will take place in the 2016-17 academic year about how to ensure quality in the general business major since its elective-based format does not lend itself to outcomes assessment.

Student Learning Assessment for Health Care Management	
Major Intended Student Learning Outcomes (Major ISLOs)	
1. <i>Students will be able to apply business concepts and principles to the healthcare industry.</i>	
2. <i>Students will be able to describe the legal and ethical considerations of healthcare industry firms.</i>	
3. <i>Students will be able to demonstrate professional skills necessary for success in the healthcare industry.</i>	
Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
1. <i>Internship (MGT 485)</i> Major ISLOs Assessed by this Measure: 1, 2, 3	<i>At least 70% of all graduating BSBA students in health care 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 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>Senior Survey</i> Major ISLOs Assessed by this Measure: 1, 2, 3	<i>On the Senior Survey, at least 70% of all graduating students from the major will indicate that they were “successful” or “very successful” in achieving each of the concentration ISLOs assessed by this measure.</i>
Assessment Results: Health Care Management	
Summary of Results from Implementing Direct Measures of Student Learning:	
1. <i>The direct measure was MGT 485: Health Care Management Internship. The assignment was completed by five students, with 100% achieving a level of adequate or higher on ISLO #1, 100% on ISLO #2, and 100% on ISLO #3. Thus, all three ISLOs were met.</i>	
Summary of Results from Implementing Indirect Measures of Student Learning:	
1. <i>The indirect measure consisted of questions on the Senior Survey asking graduating students from the major their perceived level of success in achieving each outcome. The survey items were answered by eight students (except ISLO #3, which was answered by 9 students), with 87.5% responding that they were “successful” or “very successful” in achieving ISLO #1, 87.5% on ISLO #2, and 88.9% on ISLO #3. Thus, the indirect measure target for all three ISLOs was met.</i>	
Summary of Achievement of Intended Student Learning Outcomes:	
Intended Student Learning Outcomes	Learning Assessment Measures

Major 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>Students will be able to apply business concepts and principles to the healthcare industry.</i>	Met				Met			
2. <i>Students will be able to describe the legal and ethical considerations of healthcare industry firms.</i>	Met				Met			
3. <i>Students will be able to demonstrate professional skills necessary for success in the healthcare industry.</i>	Met				Met			
Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:								
1. <i>All targets were met.</i>								

Student Learning Assessment for *Management*

Major Intended Student Learning Outcomes (Major ISLOs)

1. *Students will be able to critique the strategy of a business.*
2. *Students will be able to analyze the internal functions (i.e., management, marketing, finance, information systems) of a business.*
3. *Students will be able to analyze the external environment of a business.*

**Assessment Instruments for Intended Student Learning Outcomes—
Direct Measures of Student Learning:**

Performance Objectives (Targets/Criteria) for Direct Measures:

1. *Capstone Case Study (Administered in MGT 498)*
Major ISLOs Assessed by this Measure: 1, 2, 3

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 ISLOs assessed by this measure.

**Assessment Instruments for Intended Student Learning Outcomes—
Indirect Measures of Student Learning:**

Performance Objectives (Targets/Criteria) for Indirect Measures:

1. *Senior Survey*
Major ISLOs Assessed by this Measure: 1, 2, 3

On the Senior Survey, at least 70% of all graduating students from the major will indicate that they were “successful” or “very successful” in achieving each of the concentration ISLOs assessed by this measure.

Assessment Results: *Management*

Summary of Results from Implementing Direct Measures of Student Learning:

1. *The direct measure was the Capstone Case Study. The assignment was completed by 11 students, with 63% achieving a level of adequate or higher on ISLO #1, 82% on ISLO #2, and 63% on ISLO #3. Thus, ISLO #2 was met, but #1 and #3 were not.*

Summary of Results from Implementing Indirect Measures of Student Learning:

1. *The indirect measure consisted of questions on the Senior Survey asking graduating students from the major their perceived level of success in achieving each outcome. The survey items were answered by nine students, with 88.9% responding that they were “successful” or “very successful” in achieving ISLO #1, 100% on ISLO #2, and 88.9% on ISLO #3. Thus, the indirect measure target for all three ISLOs was met.*

Summary of Achievement of Intended Student Learning Outcomes:

Intended Student Learning Outcomes

Learning Assessment Measures

Major 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>Students will be able to critique the strategy of a business.</i>	Not Met				Met			
2. <i>Students will be able to analyze the internal functions (i.e., management, marketing, finance, information systems) of a business.</i>	Met				Met			
3. <i>Students will be able to analyze the external environment of a business.</i>	Not Met				Met			
Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:								
1. <i>Given the narrow shortfall (i.e., one student), combined with the fact that 2015-16 was the first year of assessing individual majors, the management faculty will wait to see future rubric results, instead of taking action based on one year of data, before taking corrective action to address the low percentage of students scoring at a level of adequate or higher on the direct measure target for ISLOs #1 and #3.</i>								

Student Learning Assessment for *Marketing*

Major Intended Student Learning Outcomes (Major ISLOs)

1. *Students will be able to analyze consumer needs.*
2. *Students will be able to develop a promotional strategy.*
3. *Students will be able to analyze a distribution channel.*
4. *Students will be able to analyze product pricing.*

Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:

Performance Objectives (Targets/Criteria) for Direct Measures:

1. *Comprehensive Marketing Plan (Administered in MKT 498)*
Major ISLOs Assessed by this Measure: 1, 2, 3, 4

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 ISLOs assessed by this measure.

Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:

Performance Objectives (Targets/Criteria) for Indirect Measures:

1. *Senior Survey*
Major ISLOs Assessed by this Measure: 1, 2, 3, 4

On the Senior Survey, at least 70% of all graduating students from the major will indicate that they were “successful” or “very successful” in achieving each of the concentration ISLOs assessed by this measure.

Assessment Results: *Marketing*

Summary of Results from Implementing Direct Measures of Student Learning:

1. *The direct measure was the Comprehensive Marketing Plan. The assignment was completed by five students, with 80% achieving a level of adequate or higher on ISLO #1, 80% on ISLO #2, 60% on ISLO #3, and 80% on ISLO #4. Thus, ISLO #1, #2, and #4 were met, but #3 was not.*

Summary of Results from Implementing Indirect Measures of Student Learning:

1. *The indirect measure consisted of questions on the Senior Survey asking graduating students from the major their perceived level of success in achieving each outcome. The survey items were answered by eight students, with 100% responding that they were “successful” or “very successful” in achieving ISLO #1, 100% on ISLO #2, 100% on ISLO #3, and 100% on ISLO #4. Thus, the indirect measure target for all four ISLOs was met.*

Summary of Achievement of Intended Student Learning Outcomes:

Intended Student Learning Outcomes	Learning Assessment Measures							
Major 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>Students will be able to analyze consumer needs.</i>	Met				Met			
2. <i>Students will be able to develop a promotional strategy.</i>	Met				Met			
3. <i>Students will be able to analyze a distribution channel.</i>	Not Met				Met			
4. <i>Students will be able to analyze product pricing.</i>	Met				Met			
Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:								
<p>1. <i>Given the narrow shortfall (i.e., one student), combined with the fact that 2015-16 was the first year of assessing individual majors, the marketing faculty will wait to see future rubric results, instead of taking action based on one year of data, before taking corrective action to address the low percentage of students scoring at a level of adequate or higher on the direct measure target for ISLO #3. Generally speaking though, it was determined that marketing plan examples will be provided to assist with clarity and more time in class will be spent on the integration of the Four Ps.</i></p>								

Student Learning Assessment for <i>Sport Management</i>	
Major Intended Student Learning Outcomes (Major ISLOs)	
1. <i>Students will be able to apply business concepts and principles to a sport industry setting.</i>	
2. <i>Students will be able to describe the legal and ethical considerations of sport industry firms.</i>	
3. <i>Students will be able to demonstrate the professional skills necessary for success in the sport industry.</i>	
Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
1. <i>Internship (MGT 471)</i> Major ISLOs Assessed by this Measure: 1, 2, 3	<i>At least 70% of all graduating BSBA students in sport 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 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>Senior Survey</i> Major ISLOs Assessed by this Measure: 1, 2, 3	<i>On the Senior Survey, at least 70% of all graduating students from the major will indicate that they were “successful” or “very successful” in achieving each of the concentration ISLOs assessed by this measure.</i>
Assessment Results: <i>Sport Management</i>	
Summary of Results from Implementing Direct Measures of Student Learning:	
1. <i>The direct measure was MGT 471: Sport Management Internship. The assignment was completed by seven students, with 100% achieving a level of adequate or higher on ISLO #1, 57% on ISLO #2, and 100% on ISLO #3. Thus, ISLO #1 and #3 were met, but #2 was not.</i>	
Summary of Results from Implementing Indirect Measures of Student Learning:	
1. <i>The indirect measure consisted of questions on the Senior Survey asking graduating students from the major their perceived level of success in achieving each outcome. The survey items were answered by five students, with 100% responding that they were “successful” or “very successful” in achieving ISLO #1, 100% on ISLO #2, and 100% on ISLO #3. Thus, the indirect measure target for all three ISLOs was met.</i>	
Summary of Achievement of Intended Student Learning Outcomes:	
Intended Student Learning Outcomes	Learning Assessment Measures

Major 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>Students will be able to apply business concepts and principles to a sport industry setting.</i>	Met				Met			
2. <i>Students will be able to describe the legal and ethical considerations of sport industry firms.</i>	Not Met				Met			
3. <i>Students will be able to demonstrate the professional skills necessary for success in the sport industry.</i>	Met				Met			
Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:								
1. <i>Action will be taken to determine if students' poor performance on ISLO #2 was due to lack of knowledge or assessment tool format. To that end, internship paper guidelines will be adjusted for spring 2017 internships.</i>								

Student Learning Assessment for *Tourism & Event Management*

Major Intended Student Learning Outcomes (Major ISLOs)

1. *Students will be able to apply business concepts and principles to hospitality, tourism, and event management organizations.*
2. *Students will be able to describe the legal and ethical considerations in hospitality, tourism, and event management.*
3. *Students will be able to demonstrate the professional skills necessary for success in the industry, including commitment to customer service.*

Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:

Performance Objectives (Targets/Criteria) for Direct Measures:

1. *Internship (TEM 490)*
Major ISLOs Assessed by this Measure: 1, 2, 3

At least 70% of all graduating BSBA students in tourism and event 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 ISLOs assessed by this measure.

Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:

Performance Objectives (Targets/Criteria) for Indirect Measures:

2. *Senior Survey*
Major ISLOs Assessed by this Measure: 1, 2, 3

On the Senior Survey, at least 70% of all graduating students from the major will indicate that they were “successful” or “very successful” in achieving each of the concentration ISLOs assessed by this measure.

Assessment Results: *Tourism & Event Management*

Summary of Results from Implementing Direct Measures of Student Learning:

1. *The direct measure was TEM 490: Tourism & Event Management Internship. The assignment was completed by two students, with 100% achieving a level of adequate or higher on ISLO #1, 100% on ISLO #2, and 100% on ISLO #3. Thus, all three ISLOs were met.*

Summary of Results from Implementing Indirect Measures of Student Learning:

1. *The indirect measure consisted of questions on the Senior Survey asking graduating students from the major their perceived level of success in achieving each outcome. The survey items were answered by five students, with 100% responding that they were “successful” or “very successful” in achieving ISLO #1, 80% on ISLO #2, and 100% on ISLO #3. Thus, the indirect measure target for all three ISLOs was met.*

Summary of Achievement of Intended Student Learning Outcomes:

Intended Student Learning Outcomes

Learning Assessment Measures

Major 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>Students will be able to apply business concepts and principles to hospitality, tourism, and event management organizations.</i>	Met				Met			
2. <i>Students will be able to describe the legal and ethical considerations in hospitality, tourism, and event management.</i>	Met				Met			
3. <i>Students will be able to demonstrate the professional skills necessary for success in the industry, including commitment to customer service.</i>	Met				Met			
Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:								
1. <i>All targets were met. While all targets were met, TEM faculty plans to counsel students early in their internship to ensure coverage of legal/ethical issues in internship.</i>								