



Report of Outcomes Assessment Results

Institution

William Carey University

Academic Business Unit

School of Business

Academic Year

2016-2017

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: 2016-2017

Section I: Student Learning Assessment

Student Learning Assessment for: <i>Business Administration</i>	
Program Intended Student Learning Outcomes (Program ISLOs)	
1. Students will be able to demonstrate proficiency in business communication skills.	
2. Students will be able to solve a business problem.	
3. Students will be able to identify fundamental terminology, concepts, and knowledge in the area of business.	
Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
1. Comprehensive Business Exam Program ISLOs Assessed by this Measure: 3	In each of the eight sections (Accounting, Finance, Economic Environment, Social Environment, Legal Environment, Management, International Business, Marketing) tested on the CBE, at least 60% of the students completing degree requirements for a major in Business Administration will receive a score greater than the peer mean average minus 10%.
2. Company Annual Report Program ISLOs Assessed by this Measure: 1, 2	On the rating scale in the annual report evaluation rubric, at least 80% of students will score an “acceptable” or better rating on each learning-outcome-related project evaluation criterion.
Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Indirect Measures:
1. BSB Feedback Exit Survey General Program ISLOs Assessed by this Measure: 1, 2, 3	At least 80% of students completing the BSB Feedback Exit Survey will rate the WCU School of Business as “high” or “superior” in the achievement of each of the intended concentration learning outcomes assessed by this measure.
Learning Assessment Results: Business Administration	
Summary of Results from Implementing Direct Measures of Student Learning:	
1. <i>Comprehensive Business Exam</i>	

Percentage of Students Scoring above the Peer Mean minus 10% in each section of the CBE

- Accounting – 71.9%
- Finance – 80.7%
- Economic Environment – 63.2%
- Social Environment – 56.1%
- Legal Environment – 61.4%
- Management – 71.9%
- International Business/Global Dimensions – 64.9%
- Marketing – 63.2%

2. Company Annual Report

Percentage of Students Receiving an “Acceptable” or Better Rating on Each Learning-Outcome-Related Project Evaluation Criterion:

- Oral Communication Skills (97%)
- Written Communication Skills (86%)
- Problem Solving Skills (84%)

Summary of Results from Implementing Indirect Measures of Student Learning:

1. BSB Feedback Exit Survey

Percentage of Students Rating the School of Business “High” or “Superior” in the Achievement of Each ISLO:

- Program ISLO 1: Communication Skills – 96.2%
- Program ISLO 2: Solving a Business Problem -- 91.0%
- Program ISLO 3: Fundamental Terminology, Concepts, and Knowledge – 97.4%

Intended Student Learning Outcomes							
General Program ISLOs	<i>CBE</i>	<i>Annual Report</i>	<i>BSB Feedback Exit Survey</i>				
	Performance Target Was...	Performance Target Was...					
1. Students will be able to demonstrate proficiency in business communication skills.		Met	Met				
2. Students will be able to solve a business problem.		Met	Met				

3. Students will be able to identify fundamental terminology, concepts, and knowledge in the major areas of business.	Not Met		Met				
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Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:

- General Program ISLO 3:** Instructors will evaluate assignments and delivery methods in the core courses that contain content related to the common professional components.

Student Learning Assessment for: *Cross Cultural Business Management (CCBM)*

Program Intended Student Learning Outcomes (Program ISLOs)

1. Students will be able to construct a report on the marketing conditions in a country other than their home country.
2. Students will be able to explain the major concepts, theories, and practices in global supply chain management and apply them to organizational decision making.
3. Students will be able to identify fundamental terminology, concepts, and knowledge in the major areas of business.
4. Students will be able to identify the major concepts, theories, and practices in international business and apply them to organizational decision making.
5. Students will be able to demonstrate oral and written communication skills.
6. Students will be able to construct a business plan.

Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
1. Comprehensive Business Exam Program ISLOs Assessed by this Measure: 3	In each of the eight sections (Accounting, Finance, Economic Environment, Social Environment, Legal Environment, Management, International Business, Marketing) tested on the CBE, at least 60% of the students completing degree requirements for a major in Cross Cultural Business Management will receive a score greater than the peer mean average minus 10%.
2. Portfolio Program ISLOs Assessed by this Measure: 1,2,4,5,6	On the rating scale in the portfolio rubric, at least 80% of students completing degree requirements in CCBM will score an “acceptable” or better rating on each learning-outcome-related portfolio evaluation criterion.
Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Indirect Measures:
1. CCBM Feedback Exit Survey Program ISLOs Assessed by this Measure: 1, 2, 3, 4, 5, 6	At least 80% of students completing the CCBM Feedback Exit Survey will rate the WCU School of Business as “high” or “superior” in the achievement of each of the intended learning outcomes assessed by this measure.

Learning Assessment Results: Cross-Cultural Business Management (CCBM)

Summary of Results from Implementing Direct Measures of Student Learning:

*The CCBM program had its first graduate in 2017. Due to FERPA requirements, results cannot be reported.

Summary of Results from Implementing Indirect Measures of Student Learning:

*The CCBM program had its first graduate in 2017. Due to FERPA requirements, results cannot be reported.

Summary of Achievement of Intended Student Learning Outcomes:

Intended Student Learning Outcomes	Learning Assessment Measures							
Program ISLOs	<i>Comprehensive Business Exam</i>	<i>Portfolio</i>	<i>CCBM Feedback Exit Survey</i>					
	Performance Target Was...	Performance Target Was...	Performance Target Was...					
1. Students will be able to construct a report on the marketing conditions in a country other than their home country.		NA*	NA*					
2. Students will be able to explain the major concepts, theories, and practices in global supply chain management and apply them to organizational decision making.		NA*	NA*					
3. Students will be able to identify fundamental terminology, concepts, and knowledge in the major areas of business.	NA*		NA*					
4. Students will be able to identify the major concepts, theories, and practices in international business		NA*	NA*					

and apply them to organizational decision making.								
5. Students will be able to demonstrate oral and written communication skills.		NA*	NA*					
6. Students will be able to construct a business plan.		NA*	NA*					
Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:								
*The CCBM program had its first graduate in 2017. Due to FERPA requirements, results cannot be reported.								

Student Learning Assessment for: *Master of Business Administration (MBA)*

Program Intended Student Learning Outcomes (Program ISLOs)

1. Students will be able to evaluate ethical principles in business and their impact on decision making.
2. Students will be able to analyze and interpret quantitative data.
3. Students will be able to demonstrate skills in solving business problems.
4. Students will be able to demonstrate oral and written communication skills.
5. Students will be able to demonstrate the ability to work in a team.
6. Students will be able to demonstrate advanced knowledge of the functional areas of business.

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

Performance Objectives (Targets/Criteria) for Direct Measures:

1. MBA Portfolio
Program ISLOs Assessed by this Measure: 1, 3, 4, 5, 6

On the rating scale in the MBA portfolio rubric, at least 80% of students completing MBA degree requirements will score an “acceptable” or better rating on each learning-outcome-related portfolio evaluation criterion.

2. Pre/Post Test
Program ISLOs Assessed by this Measure: 2

At least 80% of students will score at least 15 points higher on the post-test than they score on the pre-test for analyzing and interpreting data.

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

Performance Objectives (Targets/Criteria) for Indirect Measures:

1. MBA Exit Survey
Program ISLOs Assessed by this Measure: 1, 2, 3, 4, 5, 6

At least 80% of students completing the MBA Exit Survey will rate the WCU School of Business as “high” or “superior” in the achievement of each of the intended learning outcomes assessed by this measure.

Learning Assessment Results: MBA

Summary of Results from Implementing Direct Measures of Student Learning:

1. MBA Portfolio

87.1% of students completing the MBA program in 2016-2017 scored an “acceptable” or better rating on each learning-outcome related criterion.

2. Pre/Post Test

66.7% of graduates scored at least 15 points higher on the post-test than they scored on the pre-test for analyzing and interpreting data.

Summary of Results from Implementing Indirect Measures of Student Learning:

1. MBA Exit Survey

Percentage of Students Rating the School of Business “High” or “Superior” in the Achievement of Each ISLO:

- Program ISLO 1: Ethical Principles – 100%
- Program ISLO 2: Analyze and Interpret Quantitative Data -- 75%
- Program ISLO 3: Solving Business Problems – 100%
- Program ISLO 4: Oral and Written Communication Skills – 100%
- Program ISLO 5: Work on a Team – 100%
- Program ISLO 6: Knowledge of Functional Areas of Business – 100%

Summary of Achievement of Intended Student Learning Outcomes:

Intended Student Learning Outcomes	Learning Assessment Measures							
	MBA Portfolio	Pre/Post Test	MBA Exit Survey					
Program ISLOs	Performance Target Was...	Performance Target Was...	Performance Target Was...					
1. Students will be able to evaluate ethical principles in business and their impact on decision making.	Met		Met					
2. Students will be able to analyze and interpret quantitative data.		Not Met	Not Met					
3. Students will be able to demonstrate skills in solving business problems.	Met		Met					

4. Students will be able to demonstrate oral and written communication skills.	Met		Met					
5. Students will be able to demonstrate the ability to work in a team.	Met		Met					
6. Students will be able to demonstrate advanced knowledge of the functional areas of business.	Met		Met					

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

ISLO2: Instructors of MBA 625 will review requirements and assignments. Action plans will be developed to improve scores on the pre- and post-assessment for analyzing and interpreting data. Assignments and activities related to data interpretation will be developed.

Student Learning Assessment for: *Master of Science in Nursing – Master of Business Administration (MSN-MBA)*

Program Intended Student Learning Outcomes (Program ISLOs)

1. Students will be able to evaluate ethical principles in business and their impact on decision making.
2. Students will be able to analyze financial statements in the healthcare industry.
3. Students will be able to demonstrate skills in solving business problems.
4. Students will be able to demonstrate communication skills.
5. Students will be able to demonstrate the ability to work in a team.
6. Students will be able to demonstrate advanced knowledge of the functional areas of business.

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

Performance Objectives (Targets/Criteria) for Direct Measures:

1. NMB Portfolio
Program ISLOs Assessed by this Measure: 1, 3, 4, 5, 6

On the rating scale in the NMB portfolio rubric, at least 80% of students completing MBA degree requirements will score an “acceptable” or better rating on each learning-outcome-related portfolio evaluation criterion.

2. Financial Statement Analysis
Program ISLOs Assessed by this Measure: 2

At least 80% of students will score at least 70% on the dimensions of the rubric used to evaluate financial statement analysis.

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

Performance Objectives (Targets/Criteria) for Indirect Measures:

1. NMB LO Course Feedback Survey
Program ISLOs Assessed by this Measure: 1, 2, 3, 4, 5, 6

At least 80% of students completing the LO Achievement Course Feedback Surveys will rate the WCU School of Business as “high” or “superior” in the achievement of each of the intended concentration learning outcomes assessed by this measure.

Summary of Results from Implementing Direct Measures of Student Learning:

1. NMB portfolio – 66.7% of 2016-2017 graduating students scored acceptable or better on each learning-outcome-related portfolio evaluation criterion.

2. Financial Statement Analysis – 100% of 2016-2017 graduating students scored at least 70% on the dimensions of the rubric used to evaluate financial statement analysis.

Summary of Results from Implementing Indirect Measures of Student Learning:

NMB LO Course Feedback Survey

Percentage of Students Rating the School of Business “High” or “Superior” in the Achievement of Each ISLO:

- Program ISLO 1: Ethical Principles – 100%
- Program ISLO 2: Analyze Financial Statements – 100%
- Program ISLO 2: Solving a Business Problem -- 100%
- Program ISLO 3: Communication Skills – 100%
- Program ISLO 4: Work on a Team – 100%
- Program ISLO 5: Knowledge of the Functional Areas of Business – 100%

Summary of Achievement of Intended Student Learning Outcomes:

Intended Student Learning Outcomes	Learning Assessment Measures							
Program ISLOs	<i>NMB Portfolio</i>	<i>Financial Statement Analysis</i>	<i>NMB LO Course Feedback Survey</i>					
	Performance Target Was...	Performance Target Was...	Performance Target Was...					
1. Students will be able to evaluate ethical principles in business and their impact on decision making.	Met		Met					
2. Students will be able to analyze financial statements in the healthcare industry.		Met	Met					
3. Students will be able to demonstrate skills in solving business problems.	Met		Met					
4. Students will be able to demonstrate communication skills.	Not Met		Met					

5. Students will be able to demonstrate the ability to work in a team.	Met		Met					
6. Students will be able to demonstrate advanced knowledge of the functional areas of business.	Met		Met					

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

ISLO 4: Requirements for Oral Presentations will be distributed to students along with a grading rubric.

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. Full-time faculty members in the School of Business will participate in professional development activities on an annual basis.	
2. The School of Business will provide high-quality instruction in business courses.	
3. Academic programs in the School of Business will be relevant to the career paths of students.	
4. The School of Business will provide an environment that enhances student learning.	
5. The School of Business will utilize instructional technology to enhance student learning.	
6. The School of Business will provide academic programs that meet the needs of students.	
Assessment Measures/Methods for Intended Operational Outcomes:	Performance Objectives (Targets/Criteria) for Operational Assessment Measures/Methods:
1. Faculty End-of-Term Reports Intended Operational Outcomes Assessed by this Measure: 1	100% of full-time faculty will participate in at least one professional development activity each year.
2. WCU Graduate Follow-Up Survey Intended Operational Outcomes Assessed by this Measure: 2	At least 80% of respondents to the WCU Graduate Follow-Up Survey will indicate that instruction in courses is either good or excellent.
3. Exit Survey Intended Operational Outcomes Assessed by this Measure: 2,3,4,6	At least 80% of students completing the Exit Survey will indicate that they agree to strongly agree with the statement that faculty in the School of Business are knowledgeable about their subject matter. At least 80% of students completing the Exit Survey will indicate that they agree with the statement that the MBA program has prepared them for their chosen careers. At least 80% of students completing the Exit Survey will indicate that they agree or strongly agree with the statement that faculty are available for students.

	At least 80% of students completing the Exit Survey will indicate that they agree or strongly agree with the statement that faculty and staff are friendly and courteous to students.
4. Faculty Technology Survey Intended Operational Outcomes Assessed by this Measure: 5	At least 80% of full-time faculty members in the School of Business will utilize at least two types of technology in the delivery of course instruction. 100% of full-time faculty members in the School of Business will utilize at least one type of technology in the delivery of course instruction.

Summary of Results from Implementing Operational Assessment Measures/Methods:

- 100% of faculty members participated in faculty development activities during the 2016-2017 academic year.
- 100% of respondents to the WCU Graduate Follow-Up Survey indicated that instruction in courses is either good or excellent.
- 98% of students completing the Exit Survey indicated that they agree or strongly agree with the statement that faculty in the School of Business are knowledgeable about their subject matter. 100% of students indicated that they agree or strongly agree with the statement that the MBA program prepared them for their chosen careers. 98% of students indicated that they agree or strongly agree with the statement that faculty are available for students. 100% of students indicated that they agree or strongly agree with the statement that faculty and staff are friendly and courteous to students.
- 100% of full-time faculty members utilized at least two types of technology in the delivery of course instruction in the 2016-2017 academic year.

Summary of Achievement of Intended Operational Outcomes:

Intended Operational Outcomes	Operational Assessment Measures/Methods							
	<i>Faculty End-of-Term Reports</i>	<i>WCU Graduate Follow-Up Survey</i>	<i>Exit Survey</i>	<i>Faculty Technology Survey</i>				
	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...				
1. Full-time faculty members in the School of Business will participate in professional development activities on an annual basis.	Met							
2. The School of Business will provide high-quality instruction in business courses.		Met	Met					

3. Academic Programs in the School of Business will be relevant to the career paths of students.			Met					
4. The School of Business will provide an environment that enhances student learning.			Met					
5. The School of Business will utilize instructional technology to enhance student learning.				Met				
6. The School of Business will provide academic programs that meet the needs of students.			Met					
Proposed Courses of Action for Improvement in Operational Outcomes for which Performance Targets Were Not Met:								
All Operational Performance Objectives were met for the 2016-2017 academic year.								