



Report of Outcomes Assessment Results

Institution	Davenport University
Academic Business Unit	Donald W. Maine College of Business
Academic Year	2017 - 2018

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: _____

Directions

Complete the Outcomes Assessment Results form below. **Note:** Section II of the form (Operational Assessment) needs to be completed only if you received first-time accreditation or reaffirmation of accreditation after January 1, 2011.

An example of a completed form can be found in a separate document that is available for download on the IACBE's website at: www.iacbe.org/accreditation-documents.asp.

Section I (Student Learning Assessment) of the Outcomes Assessment Results form must be completed for each business program that is accredited by the IACBE (i.e., a separate table must be provided for each program).

Add tables, and insert or delete rows in the tables as needed in order to accommodate the number of your (i) business programs, (ii) intended student learning outcomes, and (iii) intended operational outcomes. In the sections of the assessment results tables entitled "Summary of Achievement of Intended Student Learning Outcomes" and "Summary of Achievement of Intended Operational Outcomes," **DO NOT ADD OR DELETE COLUMNS**. Space is provided in these sections for four direct measures of student learning, four indirect measures of student learning, and eight operational assessment measures/methods. If you are employing fewer than this number of assessment instruments, simply leave cells in the unused columns blank. If you are employing more than this number of instruments, you will need to create additional summary-of-achievement tables to report your assessment information.

In the sections of the assessment results tables entitled "Summary of Achievement of Intended Student Learning Outcomes" and "Summary of Achievement of Intended Operational Outcomes," enter "Met" in a given cell of the table if the performance target for the instrument in that column was achieved for the intended outcome in that row; "Not Met" if the performance target for the instrument in that column was not achieved for the intended outcome in that row; or "NA" (Not Assessed) if the instrument in that column does not measure the intended outcome in that row.

At the bottom of each assessment results table, space is provided to identify changes and improvements that you plan to make as a result of your assessment activity.

Italicized entries in the form represent areas where the academic business unit should insert its own assessment information.

Please be sure to delete these directions before submitting your form to the IACBE.

Contents

Section I: Student Learning Assessment	2
Associates of Business Administration Degree	2
ABA – Business Administration	7
ABA - Accounting	11
ABA - Finance	15
Associate of Science Program	19
AS – Paralegal Studies	25
Bachelor of Business Administration Degree Programs	29
BBA – Human Resource Management	49
BBA – Accounting Fraud Investigation	54
BBA - Accounting	58
BBA – Accounting: Internal Auditing Specialty	62
BBA – Accounting: Management Accounting Specialty	65
BBA - Finance	69
BBA – Finance: Financial Planning Specialty	73
BBA - Marketing	78
BBA – Marketing: Advertising & Promotion Specialty	84
BBA – Marketing: Business to Business Specialty	88
BBA – Marketing: Professional Selling Specialty	92
BBA – Marketing: Sport Marketing Specialty	96
BBA - Management	100
BBA – Management: Entrepreneurial Management Specialty	105
BBA – Management: Global Project Management Specialty	108
BBA – Management: Leadership Specialty	111
BBA – Management: Risk Management and Insurance Specialty	114
BBA – Management: Sport Management Specialty	117
BBA – Management: Sustainable Business Development Specialty	120
BBA – Sport Management	123
BBA – General Business	128
BBA – International Business	132
Bachelor of Science Degree Program	137
BS – Paralegal Studies	143
MBA – Traditional Format	148
MBA – Competency Based	155

MBA - Executive	162
Master of Management	167
Master of Accountancy (MACC).....	172
Section II: Operational Assessment	179

Associate of Business Administration (ABA) Programs

Outcomes Assessment Results

For Academic Year: 2017-2018

Section I: Student Learning Assessment

Associates of Business Administration Degree

Student Learning Assessment for: <i>Associate of Business Administration Programs</i>	
Program Intended Student Learning Outcomes (Program ISLOs)	
1. <i>Program Learning Outcome 1:</i> <i>Integrate key business principles for business decision-making.</i>	
2. <i>Program Learning Outcome 2:</i> <i>Develop business communication based on professional standards.</i>	
3. <i>Program Learning Outcome 3:</i> <i>Explain ethical and legal principles that apply to business.</i>	
Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
1. <i>Direct Measure 1</i> MKTG211 – Marketing Foundations <i>Marketing Plan Analysis</i> Program ISLOs Assessed by this Measure: <i>#1 Integrate key business principles for business decision-making.</i> <i>#2 Develop business communication based on professional standards.</i>	<i>Objective (Target/Criterion) for Direct Measure 1</i> <i>85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.</i>
2. <i>Direct Measure 2</i> BUSN210 – Professional Ethics <i>Ethics Paper</i> Program ISLOs Assessed by this Measure: <i>#1 Integrate key business principles for business decision-making.</i> <i>#2 Develop business communication based on professional standards.</i> <i>#3 Explain ethical and legal principles that apply to business.</i>	<i>Objective (Target/Criterion) for Direct Measure 2</i> <i>85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.</i>
Assessment Instruments for Intended Student Learning Outcomes—	Performance Objectives (Targets/Criteria) for Indirect Measures:

Indirect Measures of Student Learning:	
<p>1. <i>Indirect Measure 1</i> Student Survey of Student Learning.</p> <p>Program ISLOs Assessed by this Measure: #1 Integrate key business principles for business decision-making. #2 Develop business communication based on professional standards. #3 Explain ethical and legal principles that apply to business.</p>	<p><i>Objective (Target/Criterion) for Indirect Measure 1</i></p> <p>85% of student responses state gaining proficiency in the learning outcomes.</p>
<p>2. <i>Indirect Measure 2</i> Faculty perception of Student Learning</p> <p>Program ISLOs Assessed by this Measure: #1 Integrate key business principles for business decision-making. #2 Develop business communication based on professional standards. #3 Explain ethical and legal principles that apply to business.</p>	<p><i>Objective (Target/Criterion) for Indirect Measure 2</i></p> <p>85% of student responses state gaining proficiency in the learning outcomes.</p>
Learning Assessment Results: Associate of Business Administration Programs	
Summary of Results from Implementing Direct Measures of Student Learning:	
<p>1. <i>Summary of Results for Direct Measure 1</i> MKTG211 – Marketing Foundations Marketing Plan Analysis</p> <p><u>Performance Target:</u> 85% of students will either meet or exceed expectations on the grading rubric for this measure.</p> <p>Program ISLOs Assessed by this Measure: #1 Integrate key business principles for business decision-making. <i>N = 486</i> <i>Results = 86%</i></p> <p>#2 Develop business communication based on professional standards. <i>N = 486</i> <i>Results = 87%</i></p>	
<p>2. <i>Summary of Results for Direct Measure 2</i> BUSN210 – Professional Ethics Ethics Paper</p>	

Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.

Program ISLOs Assessed by this Measure:

#1 Integrate key business principles for business decision-making.

N = 767

Results = 89%

#2 Develop business communication based on professional standards.

N = 773

Results = 86%

#3 Explain ethical and legal principles that apply to business.

N = 770

Results = 86%

Summary of Results from Implementing Indirect Measures of Student Learning:

1. Summary of Results for Indirect Measure 1

Student Survey of Student Learning.

Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.

Program ISLOs Assessed by this Measure:

#1 Integrate key business principles for business decision-making.

N = 50

Results = 100%

#2 Develop business communication based on professional standards.

N = 51

Results = 100%

#3 Explain ethical and legal principles that apply to business.

N = 51

Results = 98%

2. Summary of Results for Indirect Measure 2

Faculty perception of Student Learning

Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.

Program ISLOs Assessed by this Measure:

#1 Integrate key business principles for business decision-making.

N = 91

Results = 100%

#2 Develop business communication based on professional standards.

N = 93

Results = 99%

#3 Explain ethical and legal principles that apply to business.

N = 92

Results = 100%

Summary of Achievement of Intended Student Learning Outcomes:

Intended Student Learning Outcomes	Learning Assessment Measures			
Program ISLOs	<i>Direct Measure 1 – MKTG211</i>	<i>Direct Measure 2 – BUSN210</i>	<i>Indirect Measure 1 – Student Survey</i>	<i>Indirect Measure 2 – Faculty Perception</i>
	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...
1. Integrate key business principles for business decision-making.	Met	Met	Met	Met
2. Develop business communication based on professional standards.	Met	Met	Met	Met
3. Explain ethical and legal principles that apply to business.	N/A	Met	Met	Met

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

All performance targets were met.

ABA – Business Administration

Section I: Student Learning Assessment

ABA – Business Administration

Student Learning Assessment for: <i>ABA – Business Administration</i>	
Program Intended Student Learning Outcomes (Program ISLOs)	
1. <i>Program Learning Outcome 1:</i> <i>Integrate key business functional area principles to analyze business decisions.</i>	
2. <i>Program Learning Outcome 2:</i> <i>Explain ethical and legal concepts in a business context.</i>	
Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
1. <i>Direct Measure 1</i> LEGL210 – Business Law Foundations Ethics Paper Program ISLOs Assessed by this Measure: #1 Integrate key business functional area principles to analyze business decisions. #2 Explain ethical and legal concepts in a business context.	<i>Objective (Target/Criterion) for Direct Measure 1</i> <i>85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.</i>
Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Indirect Measures:
1. <i>Indirect Measure 1</i> <i>Student Survey of Student Learning.</i> Program ISLOs Assessed by this Measure: #1 Integrate key business functional area principles to analyze business decisions. #2 Explain ethical and legal principles that apply to business.	<i>Objective (Target/Criterion) for Indirect Measure 1</i> <i>85% of student responses state gaining proficiency in the learning outcomes.</i>
Learning Assessment Results: <i>ABA – Business Administration</i>	
Summary of Results from Implementing Direct Measures of Student Learning:	
1. <i>Summary of Results for Direct Measure 1</i> LEGL210 – Business Law Foundations	

Ethics Paper

Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.

Program ISLOs Assessed by this Measure:

#1 Integrate key business functional area principles to analyze business decisions.

N = 404

Results = 85%

#2 Explain ethical and legal concepts in a business context.

N = 404

Results = 83%

Summary of Results from Implementing Indirect Measures of Student Learning:

1. *Summary of Results for Indirect Measure 1*

Student Survey of Student Learning.

Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.

Program ISLOs Assessed by this Measure:

#1 Integrate key business functional area principles to analyze business decisions.

N = 42

Results = 100%

#2 Explain ethical and legal principles that apply to business.

N = 42

Results = 100%

Summary of Achievement of Intended Student Learning Outcomes:

Intended Student Learning Outcomes	Learning Assessment Measures							
Program ISLOs	<i>Direct Measure 1 – LEGL210</i>	<i>Direct Measure 2</i>	<i>Direct Measure 3</i>	<i>Direct Measure 4</i>	<i>Indirect Measure 1 – Student Survey</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>Integrate key business functional area principles to analyze business decisions.</i>	Met				Met			
2. <i>Explain ethical and legal principles that apply to business.</i>	Not Met				Met			

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

1. *Course of Action 1: Learning outcome #2 was not met. However, it is important to note that while the performance goal was set at 85%, 83% did meet the learning outcome. Additionally, the indirect measure shows that student's surveyed believed they met this outcome.*
Action Plan: *During the 2018-2019 academic year, the Legal Studies Department will implement an updated Ethics Paper assessment to further inform curriculum improvement.*

ABA - Accounting

Section I: Student Learning Assessment

ABA - Accounting

Student Learning Assessment for: ABA - Accounting	
Program Intended Student Learning Outcomes (Program ISLOs)	
1. <i>Program Learning Outcome 1: Describe financial statements according to Generally Accepted Accounting Principles (GAAP).</i>	
2. <i>Program Learning Outcome 2: Explain the results of a financial statement analysis of a company such that organizational performance and financial condition can be evaluated.</i>	
3. <i>Program Learning Outcome 3: Identify GAAP compliant journal entries.</i>	
Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
1. <i>Direct Measure 1</i> ACCT302 – Intermediate Accounting II Project Program ISLOs Assessed by this Measure: #1 Describe financial statements according to Generally Accepted Accounting Principles (GAAP). #2 Explain the results of a financial statement analysis of a company such that organizational performance and financial condition can be evaluated. #3 Identify GAAP compliant journal entries.	<i>Objective (Target/Criterion) for Direct Measure 1</i> <i>85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.</i>
Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Indirect Measures:
1. <i>Indirect Measure 1</i> Student Survey of Student Learning. Program ISLOs Assessed by this Measure: #1 Describe financial statements according to Generally Accepted Accounting Principles (GAAP).	<i>Objective (Target/Criterion) for Indirect Measure 1</i> <i>85% of student responses state gaining proficiency in the learning outcomes.</i>

#2 Explain the results of a financial statement analysis of a company such that organizational performance and financial condition can be evaluated.

#3 Identify GAAP compliant journal entries.

Learning Assessment Results: ABA - Accounting

Summary of Results from Implementing Direct Measures of Student Learning:

1. *Summary of Results for Direct Measure 1*

**ACCT302 – Intermediate Accounting II
Project**

Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.

Program ISLOs Assessed by this Measure:

#1 Describe financial statements according to Generally Accepted Accounting Principles (GAAP).

N = 144

Results = 94%

#2 Explain the results of a financial statement analysis of a company such that organizational performance and financial condition can be evaluated.

N = 144

Results = 94%

#3 Identify GAAP compliant journal entries.

N = 144

Results = 94%

Summary of Results from Implementing Indirect Measures of Student Learning:

1. *Summary of Results for Indirect Measure 1*

Student Survey of Student Learning.

Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.

#1 Describe financial statements according to Generally Accepted Accounting Principles (GAAP).

N = 7

Results = 100%

#2 Explain the results of a financial statement analysis of a company such that organizational performance and financial condition can be evaluated.

N = 7

Results = 100%

#3 Identify GAAP compliant journal entries.

N = 7

Results = 100%

Summary of Achievement of Intended Student Learning Outcomes:

Intended Student Learning Outcomes	Learning Assessment Measures							
Program ISLOs	Direct Measure 1 – ACCT302	Direct Measure 2	Direct Measure 3	Direct Measure 4	Indirect Measure 1 – Student Survey	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. Describe financial statements according to Generally Accepted Accounting Principles (GAAP).	Met				Met			
2. Explain the results of a financial statement analysis of a company such that organizational performance and financial condition can be evaluated.	Met				Met			
3. Identify GAAP compliant journal entries.	Met				Met			

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

All performance targets were met.

ABA - Finance

Section I: Student Learning Assessment

ABA - Finance

Student Learning Assessment for: ABA - Finance	
Program Intended Student Learning Outcomes (Program ISLOs)	
1. <i>Program Learning Outcome 1:</i> <i>Explain how finance knowledge is used to make business decisions.</i>	
2. <i>Program Learning Outcome 2:</i> <i>Explain the results of a financial statement analysis of a company such that organizational performance and financial condition can be evaluated.</i>	
3. <i>Program Learning Outcome 3:</i> <i>Interpret financial and investment data and give appropriate investment recommendations.</i>	
Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
1. <i>Direct Measure 1</i> FINC235 – Financial Analysis for Business Managers Team Project Program ISLOs Assessed by this Measure: <i>#1 Explain how finance knowledge is used to make business decisions.</i> <i>#2 Explain the results of a financial statement analysis of a company such that organizational performance and financial condition can be evaluated.</i> <i>#3 Interpret financial and investment data and give appropriate investment recommendations.</i>	<i>Objective (Target/Criterion) for Direct Measure 1</i> <i>85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.</i>
Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Indirect Measures:
1. <i>Indirect Measure 1</i> <i>Student Survey of Student Learning.</i> Program ISLOs Assessed by this Measure: <i>#1 Explain how finance knowledge is used to make business decisions.</i> <i>#2 Explain the results of a financial statement analysis of a company such that organizational performance and financial condition can be evaluated.</i>	<i>Objective (Target/Criterion) for Indirect Measure 1</i> <i>85% of student responses state gaining proficiency in the learning outcomes.</i>

#3 Interpret financial and investment data and give appropriate investment recommendations.

Learning Assessment Results: ABA - Finance

Summary of Results from Implementing Direct Measures of Student Learning:

1. *Summary of Results for Direct Measure 1*

FINC235 – Financial Analysis for Business Managers

Team Project

Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.

Program ISLOs Assessed by this Measure:

#1 Explain how finance knowledge is used to make business decisions.

N = 272

Results = 97%

#2 Explain the results of a financial statement analysis of a company such that organizational performance and financial condition can be evaluated.

N = 276

Results = 97%

#3 Interpret financial and investment data and give appropriate investment recommendations.

N = 278

Results = 96%

Summary of Results from Implementing Indirect Measures of Student Learning:

1. *Summary of Results for Indirect Measure 1*

Student Survey of Student Learning.

Program ISLOs Assessed by this Measure:

#1 Explain how finance knowledge is used to make business decisions.

N = 2

Results = 100%

#2 Explain the results of a financial statement analysis of a company such that organizational performance and financial condition can be evaluated.

N = 2

Results = 100%

#3 Interpret financial and investment data and give appropriate investment recommendations.

N = 2

Results = 100%

Summary of Achievement of Intended Student Learning Outcomes:

Intended Student Learning Outcomes	Learning Assessment Measures							
	<i>Direct Measure 1 – FINC235</i>	<i>Direct Measure 2</i>	<i>Direct Measure 3</i>	<i>Direct Measure 4</i>	<i>Indirect Measure 1 – Student Survey</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>Explain how finance knowledge is used to make business decisions.</i>	Met				Met			
2. <i>Explain the results of a financial statement analysis of a company such that organizational performance and financial condition can be evaluated.</i>	Met				Met			
3. <i>Interpret financial and investment data and give appropriate investment recommendations.</i>	Met				Met			

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

All performance targets were met.

Associate of Science Program (AS)

Section I: Student Learning Assessment

Associate of Science Program

Student Learning Assessment for: <i>Associate of Science Program</i>	
Program Intended Student Learning Outcomes (Program ISLOs)	
1. <i>Program Learning Outcome 1:</i> Apply accounting principles to inform decision-making in a business setting.	
2. <i>Program Learning Outcome 2:</i> Illustrate the principles of professional business ethics utilized in business decision-making.	
3. <i>Program Learning Outcome 3:</i> Use computer application technologies in the creation of business documents.	
Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
1. <i>Direct Measure 1</i> ACCT201 – Accounting Foundations I: Final Exam Program ISLOs Assessed by this Measure: #1 Apply accounting principles to inform decision-making in a business setting. #2 Develop business communication based on professional standards. #3 Explain ethical and legal principles that apply to business.	<i>Objective (Target/Criterion) for Direct Measure 1</i> 85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.
2. <i>Direct Measure 2</i> LEGL220 – Technology for Paralegals: Portfolio Project Program ISLOs Assessed by this Measure: #2 Illustrate the principles of professional business ethics utilized in business decision-making. #3 Use computer application technologies in the creation of business documents. Specific to Legal Studies: A. Apply the state professional code of ethics to fact scenarios involving the use of paralegals.	<i>Objective (Target/Criterion) for Direct Measure 1</i> 85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.

<p><i>B. Prepare legal and business documents using a variety of software applications, including legal specialty software.</i></p> <p><i>C. Create a portfolio of the prepared documents consistent with that of a legal file.</i></p>	
<p>Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:</p>	<p>Performance Objectives (Targets/Criteria) for Indirect Measures:</p>
<p>1. <i>Indirect Measure 1</i> Faculty perception of Student Learning</p> <p>Program ISLOs Assessed by this Measure: #1 Apply accounting principles to inform decision-making in a business setting. #2 Illustrate the principles of professional business ethics utilized in business decision-making. #3 Use computer application technologies in the creation of business documents.</p>	<p><i>Objective (Target/Criterion) for Indirect Measure 1</i></p> <p><i>85% of student responses state gaining proficiency in the learning outcomes.</i></p>
<p>2. <i>Indirect Measure 2</i> Student Survey of Student Learning</p> <p>Program ISLOs Assessed by this Measure: #1 Apply accounting principles to inform decision-making in a business setting. #2 Illustrate the principles of professional business ethics utilized in business decision-making.</p>	<p><i>Objective (Target/Criterion) for Indirect Measure 1</i></p> <p><i>85% of student responses state gaining proficiency in the learning outcomes.</i></p>
<p>Learning Assessment Results: Associate of Science Program</p>	
<p>Summary of Results from Implementing Direct Measures of Student Learning:</p>	
<p>1. <i>Summary of Results for Direct Measure 1</i> ACCT201 – Accounting Foundations I: Final Exam</p> <p><u>Performance Target:</u> 85% of students will either meet or exceed expectations on the grading rubric for this measure.</p> <p>Program ISLOs Assessed by this Measure: #1 Integrate key business principles for business decision-making. N = 555 Results = 73%</p>	

#2 Develop business communication based on professional standards.

N = 555

Results = 75%

#3 Explain ethical and legal principles that apply to business.

N = 555

Results = 74%

2. Summary of Results for Direct Measure 2

LEGL220 – Technology for Paralegals:

Portfolio Project

Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.

Program ISLOs Assessed by this Measure:

#2 Illustrate the principles of professional business ethics utilized in business decision-making.

N = 20

Results = 100%

#3 Use computer application technologies in the creation of business documents.

N = 20

Results = 90%

Summary of Results from Implementing Indirect Measures of Student Learning:

1. Summary of Results for Indirect Measure 1

Faculty perception of Student Learning

Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.

Program ISLOs Assessed by this Measure:

#1 Apply accounting principles to inform decision-making in a business setting.

N = 38

Results = 95%

#2 Illustrate the principles of professional business ethics utilized in business decision-making.

N = 50

Results = 98%

#3 Use computer application technologies in the creation of business documents.

N = 48
Results = 98%

2. *Summary of Results for Indirect Measure 2*
Student Survey of Student Learning

Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.

Program ISLOs Assessed by this Measure:

#1 Apply accounting principles to inform decision-making in a business setting.

N = 1
Results = 100%

#2 Illustrate the principles of professional business ethics utilized in business decision-making.

N = 1
Results = 100%

#3 Use computer application technologies in the creation of business documents.

N = 1
Results = 100%

Summary of Achievement of Intended Student Learning Outcomes:

Intended Student Learning Outcomes	Learning Assessment Measures							
	Direct Measure 1 – ACCT201	Direct Measure 2 – LEGL220	Direct Measure 3	Direct Measure 4	Indirect Measure 1 – Faculty Survey	Indirect Measure 2 – Student Survey	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. <i>Apply accounting principles to inform decision-making in a business setting.</i>	Not Met	N/A			Met	Met		
2. <i>Illustrate the principles of professional business ethics utilized in business decision-making.</i>	Not Met	Met			Met	Met		

3. <i>Use computer application technologies in the creation of business documents.</i>	Not Met	Met			Met	Met		
--	---------	-----	--	--	-----	-----	--	--

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

1. *Course of Action 1: ACCT201 – all learning outcomes were not met, with 73% meeting LO#1, 75% meeting LO#2, and 74% meeting LO#3. However, the indirect measures show that performance targets were met from both the faculty and student surveys.*

Action Plan: *During the 2018-2019 academic year, the Accounting Department will implement publisher learning management systems to support and reinforce content. Additionally, accounting faculty will lead topic-specific accounting review sessions to reinforce content. Further, the Accounting Department will continue to meet and discuss the results to further inform curriculum improvement.*

Associate of Science (AS) - Paralegal Studies (now known as Legal Studies)

Section I: Student Learning Assessment

AS – Paralegal Studies

Student Learning Assessment for: AS – Paralegal Studies (now known as Legal Studies)	
Program Intended Student Learning Outcomes (Program ISLOs)	
1. <i>Program Learning Outcome 1:</i> Explain the relevancy of the Code of Professional Responsibility and how it relates to the paralegal profession.	
2. <i>Program Learning Outcome 2:</i> Apply technology to produce legal documents in the area of business and personal legal services.	
3. <i>Program Learning Outcome 3:</i> Create legal documents similar in content and quality to those routinely produced in business and personal legal setting.	
Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
1. <i>Direct Measure 1</i> LEGL 220 – Technology for Paralegals: Portfolio Project Program ISLOs Assessed by this Measure: #1 Explain the relevancy of the Code of Professional Responsibility and how it relates to the paralegal profession. #2 Apply technology to produce legal documents in the area of business and personal legal services. #3 Create legal documents similar in content and quality to those routinely produced in business and personal legal setting.	<i>Objective (Target/Criterion) for Direct Measure 1</i> <i>85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.</i>
Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Indirect Measures:
1. <i>Indirect Measure 2</i> Student Survey of Student Learning Program ISLOs Assessed by this Measure: #1 Explain the relevancy of the Code of Professional Responsibility and how it relates to the paralegal profession. #2 Apply technology to produce legal documents in the area of business and personal legal services.	<i>Objective (Target/Criterion) for Indirect Measure 1</i> <i>85% of student responses state gaining proficiency in the learning outcomes.</i>

#3 Create legal documents similar in content and quality to those routinely produced in business and personal legal setting.

Learning Assessment Results: AS – Paralegal Studies

Summary of Results from Implementing Direct Measures of Student Learning:

1. *Summary of Results for Direct Measure 1*

LEGL 220 – Technology for Paralegals:

Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.

Portfolio Project Program ISLOs Assessed by this Measure:

#1 Explain the relevancy of the Code of Professional Responsibility and how it relates to the paralegal profession.

N = 20

Results = 100%

#2 Apply technology to produce legal documents in the area of business and personal legal services.

N = 20

Results = 100%

#3 Create legal documents similar in content and quality to those routinely produced in business and personal legal setting.

N = 20

Results = 100%

Summary of Results from Implementing Indirect Measures of Student Learning:

1. *Summary of Results for Indirect Measure 1*

Student Survey of Student Learning

Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.

Program ISLOs Assessed by this Measure:

#1 Explain the relevancy of the Code of Professional Responsibility and how it relates to the paralegal profession.

N = 1

Results = 100%

#2 Apply technology to produce legal documents in the area of business and personal legal services.

N = 1

Results = 100%

#3 Create legal documents similar in content and quality to those routinely produced in business and personal legal setting.

N = 1

Results = 100%

Summary of Achievement of Intended Student Learning Outcomes:

Intended Student Learning Outcomes	Learning Assessment Measures							
Program ISLOs	Direct Measure 1 – LEGL220	Direct Measure 2	Direct Measure 3	Direct Measure 4	Indirect Measure 1 – Student Survey	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. Explain the relevancy of the Code of Professional Responsibility and how it relates to the paralegal profession.	Met				Met			
2. Apply technology to produce legal documents in the area of business and personal legal services.	Met				Met			
3. Create legal documents similar in content and quality to those routinely produced in business and personal legal setting.	Met				Met			

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

All performance targets were met. The Paralegal Program program did undergo a name change and is now called the Legal Studies program. This name change will be reflected in the 2018-2019 Outcomes Assessment Plan.

Bachelor of Business Administration (BBA) Programs

Section I: Student Learning Assessment

Bachelor of Business Administration Degree Programs

Student Learning Assessment for: <i>Bachelor of Business Administration Programs</i>	
Program Intended Student Learning Outcomes (Program ISLOs)	
1. <i>Program Learning Outcome 1:</i> Apply business decision tools to inform business decision-making.	
2. <i>Program Learning Outcome 2:</i> Integrate major principles in the functional areas of accounting, marketing, finance, human resources, and management to make business decisions.	
3. <i>Program Learning Outcome 3:</i> Develop and present business communication based on professional standards.	
4. <i>Program Learning Outcome 4:</i> Apply the principles of ethical, legal, and cultural dimensions as considered in business decision-making.	
5. <i>Program Learning Outcome 5:</i> Apply knowledge of the global business environment.	
Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
1. <i>Direct Measure 1</i> Capstone Class Projects for each major: BBA in Accounting: ACCT495 – Accounting Issues and Research BBA in Accounting Fraud Investigation: ACCT495 – Accounting Issues and Research BBA in Human Resource Management: HRMG453 – Strategic Human Resources BBA in Finance: FINC495: Financial Plan Development BBA in Marketing: MKTG441 – Strategic Marketing BBA in Management: BUSN495 – Business Planning Capstone BBA in Sport Management: SPMG495* Sport Management Planning Capstone (MGMT421 (SPMG421) – Sport Governance and Regulation) BBA in General Business: BUSN495 – Business Planning Capstone	<i>Objective (Target/Criterion) for Direct Measure 1</i> 85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.

BBA in International Business: BUSN496 – International Business Capstone

Portfolio Project Program ISLOs Assessed by this Measure:

- #1 Apply business decision tools to inform business decision-making.***
- #2 Integrate major principles in the functional areas of accounting, marketing, finance, human resources, and management to make business decisions.***
- #3 Develop and present business communication based on professional standards.***
- #4 Understand the principles of ethical, legal, and cultural dimensions as considered in business decision-making.***
- #5 Develop business decisions based on distinctions in cultural and operational business practices.***

2. Direct Measure 2

Comprehensive Case Study Embedded in the capstone course of each BBA Major listed below:

- BBA in Accounting: ACCT495 – Accounting Issues and Research***
- BBA in Accounting Fraud Investigation: ACCT495 – Accounting Issues and Research***
- BBA in Human Resource Management: HRMG453 – Strategic Human Resources***
- BBA in Finance: FINC495: Financial Plan Development***
- BBA in Marketing: MKTG441 – Strategic Marketing***
- BBA in Management: BUSN495 – Business Planning Capstone***
- BBA in Sport Management: SPMG495* Sport Management Planning Capstone (MGMT421 (SPMG421) – Sport Governance and Regulation)***
- BBA in General Business: BUSN495 – Business Planning Capstone***
- BBA in International Business: BUSN496 – International Business Capstone***

Portfolio Project Program ISLOs Assessed by this Measure:

- #1 Apply business decision tools to inform business decision-making.***
- #2 Integrate major principles in the functional areas of accounting, marketing, finance, human resources, and management to make business decisions.***

Objective (Target/Criterion) for Direct Measure 2

85% of the students will either Meet or Exceed Expectations for the grading rubric for this measure.

<p><i>#3 Develop and present business communication based on professional standards.</i></p> <p><i>#4 Understand the principles of ethical, legal, and cultural dimensions as considered in business decision-making.</i></p> <p><i>#5 Develop business decisions based on distinctions in cultural and operational business practices.</i></p>	
<p>Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:</p>	<p>Performance Objectives (Targets/Criteria) for Indirect Measures:</p>
<p>1. <i>Indirect Measure 1</i> <i>Student Survey of Student Learning</i></p> <p>Program ISLOs Assessed by this Measure:</p> <p><i>#1 Apply business decision tools to inform business decision-making.</i></p> <p><i>#2 Integrate major principles in the functional areas of accounting, marketing, finance, human resources, and management to make business decisions.</i></p> <p><i>#3 Develop and present business communication based on professional standards.</i></p> <p><i>#4 Understand the principles of ethical, legal, and cultural dimensions as considered in business decision-making.</i></p> <p><i>#5 Apply knowledge of the global business environment.</i></p>	<p><i>Objective (Target/Criterion) for Indirect Measure 1</i></p> <p><i>85% of student responses state gaining proficiency in the learning outcomes.</i></p>
<p>2. <i>Indirect Measure 2</i> <i>Student reflection paper embedded in the capstone courses.</i></p> <p>Program ISLOs Assessed by this Measure:</p> <p><i>#1 Apply business decision tools to inform business decision-making.</i></p> <p><i>#2 Integrate major principles in the functional areas of accounting, marketing, finance, human resources, and management to make business decisions.</i></p> <p><i>#3 Develop and present business communication based on professional standards.</i></p> <p><i>#4 Understand the principles of ethical, legal, and cultural dimensions as considered in business decision-making.</i></p> <p><i>#5 Apply knowledge of the global business environment.</i></p>	<p><i>Objective (Target/Criterion) for Indirect Measure 2</i></p> <p><i>85% of students reflect gaining proficiency in the learning outcomes.</i></p>

Learning Assessment Results: *Bachelor of Business Administration Programs*

Summary of Results from Implementing Direct Measures of Student Learning:

1. *Direct Measure 1*

Capstone Class Projects for each major:

BBA in Accounting: ACCT495 – Accounting Issues and Research

Portfolio Project Program ISLOs Assessed by this Measure:

#1 Apply business decision tools to inform business decision-making.

N = 93

Results = 99%

#2 Integrate major principles in the functional areas of accounting, marketing, finance, human resources, and management to make business decisions.

N = 93

Results = 100%

#3 Develop and present business communication based on professional standards.

N = 93

Results = 99%

#4 Understand the principles of ethical, legal, and cultural dimensions as considered in business decision-making.

N = 93

Results = 100%

#5 Develop business decisions based on distinctions in cultural and operational business practices.

N = 93

Results = 100%

BBA in Accounting Fraud Investigation: ACCT495 – Accounting Issues and Research

Portfolio Project Program ISLOs Assessed by this Measure:

#1 Apply business decision tools to inform business decision-making.

N = 15

Results = 93%

#2 Integrate major principles in the functional areas of accounting, marketing, finance, human resources, and management to make business decisions.

N = 15

Results = 100%

#3 Develop and present business communication based on professional standards.

N = 15

Results = 100%

#4 Understand the principles of ethical, legal, and cultural dimensions as considered in business decision-making.

N = 15

Results = 100%

#5 Develop business decisions based on distinctions in cultural and operational business practices.

N = 15

Results = 100%

BBA in Human Resource Management: HRMG453 – Strategic Human Resources

Portfolio Project Program ISLOs Assessed by this Measure:

#1 Apply business decision tools to inform business decision-making.

N = 72

Results = 96%

#2 Integrate major principles in the functional areas of accounting, marketing, finance, human resources, and management to make business decisions.

N = 72

Results = 94%

#3 Develop and present business communication based on professional standards.

N = 72

Results = 96%

#4 Understand the principles of ethical, legal, and cultural dimensions as considered in business decision-making.

N = 72

Results = 96%

#5 Develop business decisions based on distinctions in cultural and operational business practices.

N = 72

Results = 94%

BBA in Finance: FINC495: Financial Plan Development

Portfolio Project Program ISLOs Assessed by this Measure:

#1 Apply business decision tools to inform business decision-making.

N = 23

Results = 87%

#2 Integrate major principles in the functional areas of accounting, marketing, finance, human resources, and management to make business decisions.

N = 23

Results = 87%

#3 Develop and present business communication based on professional standards.

N = 23

Results = 87%

#4 Understand the principles of ethical, legal, and cultural dimensions as considered in business decision-making.

N = 23

Results = 87%

#5 Develop business decisions based on distinctions in cultural and operational business practices.

N = 23

Results = 87%

BBA in Marketing: MKTG441 – Strategic Marketing

Portfolio Project Program ISLOs Assessed by this Measure:

#1 Apply business decision tools to inform business decision-making.

N = 69

Results = 90%

#2 Integrate major principles in the functional areas of accounting, marketing, finance, human resources, and management to make business decisions.

N = 59

Results = 90%

#3 Develop and present business communication based on professional standards.

N = 69

Results = 87%

#4 Understand the principles of ethical, legal, and cultural dimensions as considered in business decision-making.

N = 22

Results = 100%

#5 Develop business decisions based on distinctions in cultural and operational business practices.

N = 22

Results = 100%

BBA in Management: BUSN495 – Business Planning Capstone

Portfolio Project Program ISLOs Assessed by this Measure:

#1 Apply business decision tools to inform business decision-making.

N = 249

Results = 96%

#2 Integrate major principles in the functional areas of accounting, marketing, finance, human resources, and management to make business decisions.

N = 247

Results = 96%

#3 Develop and present business communication based on professional standards.

N = 242

Results = 96%

#4 Understand the principles of ethical, legal, and cultural dimensions as considered in business decision-making.

N = 248

Results = 94%

#5 Develop business decisions based on distinctions in cultural and operational business practices.

N = 246

Results = 95%

BBA in Sport Management: SPMG495* (MGMT421 (SPMG421) – Sport Governance and Regulation)

Portfolio Project Program ISLOs Assessed by this Measure:

#1 Apply business decision tools to inform business decision-making.

N = 24

Results = 88%

#2 Integrate major principles in the functional areas of accounting, marketing, finance, human resources, and management to make business decisions.

N = 24

Results = 88%

#3 Develop and present business communication based on professional standards.

N = 23

Results = 100%

#4 Understand the principles of ethical, legal, and cultural dimensions as considered in business decision-making.

N = 24

Results = 50%

#5 Develop business decisions based on distinctions in cultural and operational business practices.

N = 24

Results = 50%

BBA in General Business: BUSN495 – Business Planning Capstone

Portfolio Project Program ISLOs Assessed by this Measure:

#1 Apply business decision tools to inform business decision-making.

N = 226

Results = 96%

#2 Integrate major principles in the functional areas of accounting, marketing, finance, human resources, and management to make business decisions.

N = 223

Results = 95%

#3 Develop and present business communication based on professional standards.

N = 225

Results = 95%

BBA in International Business: BUSN496 – International Business Capstone

Portfolio Project Program ISLOs Assessed by this Measure:

#1 Apply business decision tools to inform business decision-making.

N = 22

Results = 100%

#2 Integrate major principles in the functional areas of accounting, marketing, finance, human resources, and management to make business decisions.

N = 22

Results = 86%

#3 Develop and present business communication based on professional standards.

N = 22

Results = 82%

#4 Understand the principles of ethical, legal, and cultural dimensions as considered in business decision-making.

N = 22

Results = 100%

#5 Develop business decisions based on distinctions in cultural and operational business practices.

N = 22

Results = 100%

2. Direct Measure 2

Comprehensive Case Study Embedded in the capstone course of each BBA Major listed below:

BBA in Accounting: ACCT495 – Accounting Issues and Research

Portfolio Project Program ISLOs Assessed by this Measure:

#1 Apply business decision tools to inform business decision-making.

N = 93

Results = 91%

#2 Integrate major principles in the functional areas of accounting, marketing, finance, human resources, and management to make business decisions.

N = 92

Results = 93%

#3 Develop and present business communication based on professional standards.

N = 94

Results = 86%

#4 Understand the principles of ethical, legal, and cultural dimensions as considered in business decision-making.

N = 92

Results = 98%

#5 Develop business decisions based on distinctions in cultural and operational business practices.

N = 92

Results = 90%

BBA in Accounting Fraud Investigation: ACCT495 – Accounting Issues and Research

Portfolio Project Program ISLOs Assessed by this Measure:

#1 Apply business decision tools to inform business decision-making.

N = 15

Results = 93%

#2 Integrate major principles in the functional areas of accounting, marketing, finance, human resources, and management to make business decisions.

N = 15

Results = 100%

#3 Develop and present business communication based on professional standards.

N = 15

Results = 100%

#4 Understand the principles of ethical, legal, and cultural dimensions as considered in business decision-making.

N = 15

Results = 100%

#5 Develop business decisions based on distinctions in cultural and operational business practices.

N = 15

Results = 100%

BBA in Human Resource Management: HRMG453 – Strategic Human Resources

Portfolio Project Program ISLOs Assessed by this Measure:

#1 Apply business decision tools to inform business decision-making.

N = 51

Results = 94%

#2 Integrate major principles in the functional areas of accounting, marketing, finance, human resources, and management to make business decisions.

N = 51

Results = 96%

#3 Develop and present business communication based on professional standards.

N = 51

Results = 96%

#4 Understand the principles of ethical, legal, and cultural dimensions as considered in business decision-making.

N = 51

Results = 94%

#5 Develop business decisions based on distinctions in cultural and operational business practices.

N = 51

Results = 96%

BBA in Finance: FINC495: Financial Plan Development

Portfolio Project Program ISLOs Assessed by this Measure:

#1 Apply business decision tools to inform business decision-making.

N = 35

Results = 100%

#2 Integrate major principles in the functional areas of accounting, marketing, finance, human resources, and management to make business decisions.

N = 35

Results = 100%

#3 Develop and present business communication based on professional standards.

N = 35

Results = 100%

#4 Understand the principles of ethical, legal, and cultural dimensions as considered in business decision-making.

N = 35

Results = 100%

#5 Develop business decisions based on distinctions in cultural and operational business practices.

N = 35

Results = 100%

BBA in Marketing: MKTG441 – Strategic Marketing

Portfolio Project Program ISLOs Assessed by this Measure:

#1 Apply business decision tools to inform business decision-making.

N = 49

Results = 84%

#2 Integrate major principles in the functional areas of accounting, marketing, finance, human resources, and management to make business decisions.

N = 49

Results = 86%

#3 Develop and present business communication based on professional standards.

N = 49

Results = 84%

#4 Understand the principles of ethical, legal, and cultural dimensions as considered in business decision-making.

N = 49

Results = 94%

#5 Develop business decisions based on distinctions in cultural and operational business practices.

N = 49

Results = 94%

BBA in Management: BUSN495 – Business Planning Capstone

Portfolio Project Program ISLOs Assessed by this Measure:

#1 Apply business decision tools to inform business decision-making.

N = 246

Results = 99%

#2 Integrate major principles in the functional areas of accounting, marketing, finance, human resources, and management to make business decisions.

N = 243

Results = 98%

#3 Develop and present business communication based on professional standards.

N = 246

Results = 100%

#4 Understand the principles of ethical, legal, and cultural dimensions as considered in business decision-making.

N = 245

Results = 95%

#5 Develop business decisions based on distinctions in cultural and operational business practices.

N = 247

Results = 96%

BBA in Sport Management: SPMG 495* (MGMT421 (SPMG421) – Sport Governance and Regulation)

Portfolio Project Program ISLOs Assessed by this Measure:

#1 Apply business decision tools to inform business decision-making.

N = 25

Results = 100%

#2 Integrate major principles in the functional areas of accounting, marketing, finance, human resources, and management to make business decisions.

N = 25

Results = 100%

#3 Develop and present business communication based on professional standards.

N = 25

Results = 100%

#4 Understand the principles of ethical, legal, and cultural dimensions as considered in business decision-making.

N = 25

Results = 96%

#5 Develop business decisions based on distinctions in cultural and operational business practices.

N = 25

Results = 100%

BBA in General Business: BUSN495 – Business Planning Capstone

Portfolio Project Program ISLOs Assessed by this Measure:

#1 Apply business decision tools to inform business decision-making.

N = 246

Results = 99%

#2 Integrate major principles in the functional areas of accounting, marketing, finance, human resources, and management to make business decisions.

N = 243

Results = 98%

#3 Develop and present business communication based on professional standards.

N = 246

Results = 100%

#4 Understand the principles of ethical, legal, and cultural dimensions as considered in business decision-making.

N = 245

Results = 95%

#5 Develop business decisions based on distinctions in cultural and operational business practices.

N = 247

Results = 96%

BBA in International Business: BUSN496 – International Business Capstone

Portfolio Project Program ISLOs Assessed by this Measure:

#1 Apply business decision tools to inform business decision-making.

N = 5

Results = 100%

#2 Integrate major principles in the functional areas of accounting, marketing, finance, human resources, and management to make business decisions.

N = 5

Results = 100%

#3 Develop and present business communication based on professional standards.

N = 5

Results = 100%

#4 Understand the principles of ethical, legal, and cultural dimensions as considered in business decision-making.

N = 5

Results = 100%

#5 Develop business decisions based on distinctions in cultural and operational business practices.

N = 5

Results = 100%

Summary of Results from Implementing Indirect Measures of Student Learning:

1. *Summary of Results for Indirect Measure 1*

Student Survey of Student Learning

Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.

Portfolio Project Program ISLOs Assessed by this Measure:

#1 Apply business decision tools to inform business decision-making.

N = 344

Results = 98%

#2 Integrate major principles in the functional areas of accounting, marketing, finance, human resources, and management to make business decisions.

N = 342

Results = 97%

#3 Develop and present business communication based on professional standards.

N = 343

Results = 98%

#4 Understand the principles of ethical, legal, and cultural dimensions as considered in business decision-making.

N = 343

Results = 98%

#5 Develop business decisions based on distinctions in cultural and operational business practices.

N = 337

Results = 93%

2. Summary of Results for Indirect Measure 2

Student reflection paper embedded in the capstone courses.

Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.

Portfolio Project Program ISLOs Assessed by this Measure:

#1 Apply business decision tools to inform business decision-making.

N = 146

Results = 97%

#2 Integrate major principles in the functional areas of accounting, marketing, finance, human resources, and management to make business decisions.

N = 145

Results = 98%

#3 Develop and present business communication based on professional standards.

N = 148

Results = 98%

#4 Understand the principles of ethical, legal, and cultural dimensions as considered in business decision-making.

N = 142

Results = 97%

#5 Develop business decisions based on distinctions in cultural and operational business practices.

N = 137

Results = 95%

Summary of Achievement of Intended Student Learning Outcomes:

Intended Student Learning Outcomes	Learning Assessment Measures								
Program ISLOs DIRECT MEASURE #1	ACCT495 (Accounting)	ACCT495 (Accounting Fraud)	HRMG453 (Human Resource Management)	FINC495 (Finance)	MKTG441 (Marketing)	BUSN495 (Management)	SPMG495* (MGMT421 SPMG421) (Sport Management)	BUSN495 (General Business)	BUSN496 (International Business)
	Performance Target Was...	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>Apply business decision tools to inform business decision-making.</i>	Met	Met	Met	Met	Met	Met	Met	Met	Met
2. <i>Integrate major principles in the functional areas of accounting, marketing, finance, human resources, and management to make business decisions.</i>	Met	Met	Met	Met	Met	Met	Met	Met	Met
3. <i>Develop and present business communication based on professional standards.</i>	Met	Met	Met	Met	Met	Met	Met	Met	Not Met
4. <i>Understand the principles of ethical, legal, and cultural dimensions as considered in business decision-making.</i>	Met	Met	Met	Met	Met	Met	Not Met	Met	Met
5. <i>Develop business decisions based on distinctions in cultural and operational business practices.</i>	Met	Met	Met	Met	Met	Met	Not Met	Met	Met

Summary of Achievement of Intended Student Learning Outcomes:

Intended Student Learning Outcomes	Learning Assessment Measures								
Program ISLOs DIRECT MEASURE #2	ACCT495 (Accounting)	ACCT495 (Accounting Fraud)	HRMG453 (Human Resource Management)	FINC495 (Finance)	MKTG441 (Marketing)	BUSN495 (Management)	SPMG495* (MGMT421 SPMG421) (Sport Management)	BUSN495 (GB) (General Business)	BUSN496 (International Business)
	Performance Target Was...	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. Apply business decision tools to inform business decision-making.	Met	Met	Met	Met	Not Met	Met	Met	Met	Met
2. Integrate major principles in the functional areas of accounting, marketing, finance, human resources, and management to make business decisions.	Met	Met	Met	Met	Met	Met	Met	Met	Met
3. Develop and present business communication based on professional standards.	Met	Met	Met	Met	Not Met	Met	Met	Met	Met
4. Understand the principles of ethical, legal, and cultural dimensions as considered in business decision-making.	Met	Met	Met	Met	Met	Met	Met	Met	Met
5. Develop business decisions based on distinctions in cultural and operational business practices.	Met	Met	Met	Met	Met	Met	Met	Met	Met

Summary of Achievement of Intended Student Learning Outcomes:

Intended Student Learning Outcomes	Learning Assessment Measures
<p>Program ISLOs INDIRECT MEASURE#1</p>	<p><i>Indirect Measure #1 – Student Survey</i></p>
	<p>Performance Target Was...</p>
<p>1. <i>Apply business decision tools to inform business decision-making.</i></p>	<p>Met</p>
<p>2. <i>Integrate major principles in the functional areas of accounting, marketing, finance, human resources, and management to make business decisions.</i></p>	<p>Met</p>
<p>3. <i>Develop and present business communication based on professional standards.</i></p>	<p>Met</p>
<p>4. <i>Understand the principles of ethical, legal, and cultural dimensions as considered in business decision-making.</i></p>	<p>Met</p>
<p>5. <i>Develop business decisions based on distinctions in cultural and operational business practices.</i></p>	<p>Met</p>

Summary of Achievement of Intended Student Learning Outcomes:

Intended Student Learning Outcomes	Learning Assessment Measures								
Program ISLOs INDIRECT MEASURE#2	ACCT495 (Accounting)	ACCT495 (Accounting Fraud)	HRMG453 (Human Resource Management)	FINC495 (Finance)	MKTG441 (Marketing)	BUSN495 (Management)	SPMG495* (MGMT421 SPMG421) (Sport Management)	BUSN495 (GB) (General Business)	BUSN496 (International Business)
	Performance Target Was...	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. Apply business decision tools to inform business decision-making.	Met	Met	Met	Met	Met	Met	Met	Met	Met
2. Integrate major principles in the functional areas of accounting, marketing, finance, human resources, and management to make business decisions.	Met	Met	Met	Met	Met	Met	Met	Met	Met
3. Develop and present business communication based on professional standards.	Met	Met	Met	Met	Met	Met	Met	Met	Met
4. Understand the principles of ethical, legal, and cultural dimensions as considered in business decision-making.	Met	Met	Met	Met	Met	Met	Not Met	Met	Met
5. Develop business decisions based on distinctions in cultural and operational business practices.	Met	Met	Met	Met	Met	Met	Not Met	Met	Met

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

**Note: SPMG421 was mistakenly noted as the assessment course in the Outcomes Assessment Plan. The assessment course for both Direct Measures 1 and 2 for the BBA degree is SPMG495. The results from SPMG495 is what has been included in this report. This correction and change of courses will be updated in the University's 2018-2019 Outcomes Assessment Plan.*

1. Course of Action 1: SPMG495 - Direct Measure #1 - LOs 4 and 5 were not met, with only 50% in each achieving the learning outcomes. However, the indirect measures show that performance targets were met from both the faculty and student surveys.

Action Plan: *During the 2018-2019 academic year, the Sport Management Department will meet to discuss the results and develop a plan that will be used to inform curriculum improvement. Attention will be paid to the the capstone assessment for better alignment to the learning outcomes.*

2. Course of Action 2: SPMG495 – Indirect Measure #2 – LOs 4 and 5 were not met, with 75% of students agreeing that they met the learning outcomes.

Action Plan: *During the 2018-2019 academic year, the Sport Management Department will meet to discuss the results and develop a plan that will be used to inform curriculum improvement that will enhance student perception. Attention will be paid to the the capstone assessment for better alignment to the learning outcomes.*

3. Course of Action 3: MKTG441 – Direct Measure #2 – LOs 1 and 3 were not met, with 84% in each achieving the learning outcomes. However, the indirect measures show that performance targets were met from both the faculty and student surveys.

Action Plan: *During the 2018-2019 academic year, the Marketing Department will meet to discuss the results and develop a plan that will be used to inform curriculum improvement.*

BBA - Human Resource Management

Section I: Student Learning Assessment

BBA – Human Resource Management

Student Learning Assessment for: BBA – Human Resource Management	
Program Intended Student Learning Outcomes (Program ISLOs)	
1. <i>Program Learning Outcome 1:</i> Assess organizational needs in workforce planning, training and development, recruitment and staffing, total rewards and benefits systems, and propose solutions.	
2. <i>Program Learning Outcome 2:</i> Determine the applicable employment and labor laws and regulations that require organizational compliance.	
3. <i>Program Learning Outcome 3:</i> Propose effective employee and labor relations practices.	
4. <i>Program Learning Outcome 4:</i> Discuss the strategic planning process and how each human resource management function contributes to organizational effectiveness.	
Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
1. <i>Direct Measure 1</i> HRMG 453 – Strategic Human Resources: Capstone / Comprehensive Case Study Portfolio Project Program ISLOs Assessed by this Measure: #1 Assess organizational needs in workforce planning, training and development, recruitment and staffing, total rewards and benefits systems, and propose solutions. #2 Determine the applicable employment and labor law and regulations that require organizational compliance. #3 Propose effective employee and labor relations practices. #4 Discuss the strategic planning process and how each human resource management function contributes to organizational effectiveness.	<i>Objective (Target/Criterion) for Direct Measure 1</i> 85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.
Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Indirect Measures:

1. *Indirect Measure 1*
Student Survey of Student Learning

Program ISLOs Assessed by this Measure:

#1 Assess organizational needs in workforce planning, training and development, recruitment and staffing, total rewards and benefits systems, and propose solutions.

#2 Determine the applicable employment and labor law and regulations that require organizational compliance.

#3 Propose effective employee and labor relations practices.

#4 Discuss the strategic planning process and how each human resource management function contributes to organizational effectiveness.

Objective (Target/Criterion) for Indirect Measure 1

85% of student responses state gaining proficiency in the learning outcomes.

Learning Assessment Results: BBA – Human Resource Management

Summary of Results from Implementing Direct Measures of Student Learning:

1. *Summary of Results for Direct Measure 1*

HRMG 453 – Strategic Human Resources:

Capstone / Comprehensive Case Study

Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.

Portfolio Project Program ISLOs Assessed by this Measure:

#1 Assess organizational needs in workforce planning, training and development, recruitment and staffing, total rewards and benefits systems, and propose solutions.

N = 72

Results = 96%

#2 Determine the applicable employment and labor law and regulations that require organizational compliance.

N = 72

Results = 94%

#3 Propose effective employee and labor relations practices.

N = 72

Results = 96%

#4 Discuss the strategic planning process and how each human resource management function contributes to organizational effectiveness.

N = 72
Results = 96%

Summary of Results from Implementing Indirect Measures of Student Learning:

1. *Summary of Results for Indirect Measure 1*
Student Survey of Student Learning

Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.

Portfolio Project Program ISLOs Assessed by this Measure:

#1 Assess organizational needs in workforce planning, training and development, recruitment and staffing, total rewards and benefits systems, and propose solutions.

N = 44
Results = 100%

#2 Determine the applicable employment and labor law and regulations that require organizational compliance.

N = 44
Results = 100%

#3 Propose effective employee and labor relations practices.

N = 44
Results = 100%

#4 Discuss the strategic planning process and how each human resource management function contributes to organizational effectiveness.

N = 44
Results = 98%

Summary of Achievement of Intended Student Learning Outcomes:

Intended Student Learning Outcomes	Learning Assessment Measures							
Program ISLOs	<i>Direct Measure 1 – HRMG453</i>	<i>Direct Measure 2</i>	<i>Direct Measure 3</i>	<i>Direct Measure 4</i>	<i>Indirect Measure 1 – Student Survey</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>Assess organizational needs in workforce planning, training and development, recruitment and staffing, total rewards and benefits systems, and propose solutions.</i>	Met				Met			
2. <i>Determine the applicable employment and labor law and regulations that require organizational compliance.</i>	Met				Met			
3. <i>Propose effective employee and labor relations practices.</i>	Met				Met			
4. <i>Discuss the strategic planning process and how each human resource management function contributes to organizational effectiveness.</i>	Met				Met			
Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:								
<i>All performance targets were met.</i>								

BBA - Accounting Fraud Investigation

Section I: Student Learning Assessment

BBA – Accounting Fraud Investigation

Student Learning Assessment for: BBA – Accounting Fraud Investigation	
Program Intended Student Learning Outcomes (Program ISLOs)	
1. <i>Program Learning Outcome 1:</i> Prepare financial statements according to Generally Accepted Accounting Principles (GAAP).	
2. <i>Program Learning Outcome 2:</i> Conduct a fraud risk assessment.	
3. <i>Program Learning Outcome 3:</i> Describe fraud scheme approaches.	
Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
1. <i>Direct Measure 1</i> ACCT495 – Accounting Issues & Research: Project that includes financial statement preparation. Portfolio Project Program ISLOs Assessed by this Measure: #1 Prepare financial statements according to Generally Accepted Accounting Principles (GAAP).	<i>Objective (Target/Criterion) for Direct Measure 1</i> 85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.
2. <i>Direct Measure 2</i> ACCT310 – Accounting Fraud Examination: Fraud Risk Assessment Project Portfolio Project Program ISLOs Assessed by this Measure: #2 Conduct a fraud risk assessment. #3 Describe fraud scheme approaches.	<i>Objective (Target/Criterion) for Direct Measure 1</i> 85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.
Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Indirect Measures:
1. <i>Indirect Measure 1</i> Student Survey of Student Learning Program ISLOs Assessed by this Measure:	<i>Objective (Target/Criterion) for Indirect Measure 1</i> 85% of student responses state gaining proficiency in the learning outcomes.

- 1. Prepare financial statements according to Generally Accepted Accounting Principles (GAAP).**
- 2. Conduct a fraud risk assessment.**
- 3. Describe fraud scheme approaches.**

Learning Assessment Results: BBA – Accounting Fraud Investigation

Summary of Results from Implementing Direct Measures of Student Learning:

1. *Summary of Results for Direct Measure 1*

ACCT495 – Accounting Issues & Research: *Project that includes financial statement preparation.*

Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.

Portfolio Project Program ISLOs Assessed by this Measure:

#1 Prepare financial statements according to Generally Accepted Accounting Principles (GAAP).

N = 3

Results = 100%

2. *Summary of Results for Direct Measure 2*

ACCT310 – Accounting Fraud Examination:

Fraud Risk Assessment Project

Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.

Portfolio Project Program ISLOs Assessed by this Measure:

#2 Conduct a fraud risk assessment.

N = 85

Results = 93%

#3 Describe fraud scheme approaches.

N = 84

Results = 94%

Summary of Results from Implementing Indirect Measures of Student Learning:

1. *Summary of Results for Indirect Measure 1*

Student Survey of Student Learning

Program ISLOs Assessed by this Measure:

#1 Prepare financial statements according to Generally Accepted Accounting Principles (GAAP).

N = 13

Results = 100%

#2 Conduct a fraud risk assessment.

N = 13

Results = 100%

#3 Describe fraud scheme approaches.

N = 13

Results = 100%

Summary of Achievement of Intended Student Learning Outcomes:

Intended Student Learning Outcomes	Learning Assessment Measures							
	Direct Measure 1 – ACCT495	Direct Measure 2 – ACCT310	Direct Measure 3	Direct Measure 4	Indirect Measure 1 – Student Survey	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. Prepare financial statements according to Generally Accepted Accounting Principles (GAAP).	Met	N/A			Met			
2. Conduct a fraud risk assessment.	N/A	Met			Met			
3. Describe fraud scheme approaches.	N/A	Met			Met			

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

All performance targets were met.

BBA - Accounting

Section I: Student Learning Assessment

BBA - Accounting

Student Learning Assessment for: <i>BBA – Accounting</i>	
Program Intended Student Learning Outcomes (Program ISLOs)	
1. <i>Program Learning Outcome 1:</i> Prepare financial statements according to Generally Accepted Accounting Principles (GAAP).	
2. <i>Program Learning Outcome 2:</i> Perform a financial statement analysis of a company such that organizational performance and financial condition can be evaluated.	
3. <i>Program Learning Outcome 3:</i> Apply Generally Accepted Accounting Principles (GAAP) to business events involving the key elements of financial reporting such that GAAP compliant journal entries can be created.	
Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
1. <i>Direct Measure 1</i> ACCT495 – Accounting Issues & Research: Final Project Portfolio Project Program ISLOs Assessed by this Measure: #1 Prepare financial statements according to Generally Accepted Accounting Principles (GAAP). #2 Perform a financial statement analysis of a company such that organizational performance and financial condition can be evaluated. #3 Apply Generally Accepted Accounting Principles (GAAP) to business events involving the key elements of financial reporting such that GAAP compliant journal entries can be created.	<i>Objective (Target/Criterion) for Direct Measure 1</i> 85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.
Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Indirect Measures:
1. <i>Indirect Measure 1</i> Student Survey of Student Learning Program ISLOs Assessed by this Measure: #1 Prepare financial statements according to Generally Accepted Accounting Principles (GAAP).	<i>Objective (Target/Criterion) for Indirect Measure 1</i> 85% of student responses state gaining proficiency in the learning outcomes.

#2 Perform a financial statement analysis of a company such that organizational performance and financial condition can be evaluated.
#3 Apply Generally Accepted Accounting Principles (GAAP) to business events involving the key elements of financial reporting such that GAAP compliant journal entries can be created.

Learning Assessment Results: BBA – Accounting

Summary of Results from Implementing Direct Measures of Student Learning:

1. *Summary of Results for Direct Measure 1*

ACCT495 – Accounting Issues & Research: Final Project

Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.

Portfolio Project Program ISLOs Assessed by this Measure:

#1 Prepare financial statements according to Generally Accepted Accounting Principles (GAAP).

N = 90

Results = 97%

#2 Perform a financial statement analysis of a company such that organizational performance and financial condition can be evaluated.

N = 90

Results = 93%

#3 Apply Generally Accepted Accounting Principles (GAAP) to business events involving the key elements of financial reporting such that GAAP compliant journal entries can be created.

N = 90

Results = 93%

Summary of Results from Implementing Indirect Measures of Student Learning:

2. *Indirect Measure 1*

Student Survey of Student Learning

Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.

Program ISLOs Assessed by this Measure:

#1 Prepare financial statements according to Generally Accepted Accounting Principles (GAAP).

N = 46

Results = 98%

#2 Perform a financial statement analysis of a company such that organizational performance and financial condition can be evaluated.

N = 45

Results = 96%

#3 Apply Generally Accepted Accounting Principles (GAAP) to business events involving the key elements of financial reporting such that GAAP compliant journal entries can be created.

N = 45

Results = 98%

Summary of Achievement of Intended Student Learning Outcomes:

Intended Student Learning Outcomes	Learning Assessment Measures							
Program ISLOs	Direct Measure 1 – ACCT495	Direct Measure 2	Direct Measure 3	Direct Measure 4	Indirect Measure 1 – Student Survey	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. Prepare financial statements according to Generally Accepted Accounting Principles (GAAP).	Met				Met			
2. Perform a financial statement analysis of a company such that organizational performance and financial condition can be evaluated.	Met				Met			
3. Apply Generally Accepted Accounting Principles (GAAP) to business events involving the key elements of financial reporting such that GAAP compliant journal entries can be created.	Met				Met			

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

All performance targets were met.

BBA - Accounting: Internal Auditing Specialty

Section I: Student Learning Assessment

BBA – Accounting: Internal Auditing Specialty

Student Learning Assessment for: <i>BBA – Accounting: Internal Auditing Specialty</i>	
Program Intended Student Learning Outcomes (Program ISLOs)	
<p>1. <i>Program Learning Outcome 1:</i> Describe the major concepts, theories and practices of internal control and auditing.</p>	
Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
<p>1. <i>Direct Measure 1</i> ACCT402 – Internal Auditing II: Comprehensive Assessment Exam</p> <p>Portfolio Project Program ISLOs Assessed by this Measure: #1 Describe the major concepts, theories and practices of internal control and auditing.</p>	<p><i>Objective (Target/Criterion) for Direct Measure 1</i></p> <p><i>85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.</i></p>
Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Indirect Measures:
<p>1. <i>Indirect Measure 1</i> Student Survey of Student Learning</p> <p>Program ISLOs Assessed by this Measure: #1 Describe the major concepts, theories and practices of internal control and auditing</p>	<p><i>Objective (Target/Criterion) for Indirect Measure 1</i></p> <p><i>85% of student responses state gaining proficiency in the learning outcomes.</i></p>
Learning Assessment Results: <i>BBA – Accounting: Internal Auditing Specialty</i>	
Summary of Results from Implementing Direct Measures of Student Learning:	
<p>1. <i>Summary of Results for Direct Measure 1</i> ACCT402 – Internal Auditing II: Comprehensive Assessment Exam</p> <p><u>Performance Target:</u> 85% of students will either meet or exceed expectations on the grading rubric for this measure.</p> <p>Portfolio Project Program ISLOs Assessed by this Measure:</p>	

#1 Describe the major concepts, theories and practices of internal control and auditing.

N = 30

Results = 100%

Summary of Results from Implementing Indirect Measures of Student Learning:

1. *Summary of Results for Indirect Measure 1*

Student Survey of Student Learning

Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.

Program ISLOs Assessed by this Measure:

#1 Describe the major concepts, theories and practices of internal control and auditing.

N = 0

Results = 0%

Summary of Achievement of Intended Student Learning Outcomes:

Intended Student Learning Outcomes	Learning Assessment Measures							
Program ISLOs	<i>Direct Measure 1 – ACCT402</i>	<i>Direct Measure 2</i>	<i>Direct Measure 3</i>	<i>Direct Measure 4</i>	<i>Indirect Measure 1 – Student Survey</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>Describe the major concepts, theories and practices of internal control and auditing.</i>	Met				No Data Reported			

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

The target for Learning Outcome #1 was met. However, please note that for Indirect Measure #1, no data was reported from the Student Survey for Learning Outcome #1. During the 2018-2019 academic year, discussions will take place with Institutional Research on how to prompt students to complete all questions in the Student Survey.

BBA - Accounting: Management Accounting Specialty

Section I: Student Learning Assessment

BBA – Accounting: Management Accounting Specialty

Student Learning Assessment for: <i>BBA – Accounting: Management Accounting Specialty</i>	
Program Intended Student Learning Outcomes (Program ISLOs)	
1. <i>Program Learning Outcome 1:</i> Describe the major concepts, theories and practices of financial reporting, planning, performance and control.	
2. <i>Program Learning Outcome 2:</i> Describe the major concepts, theories and practices of financial decision-making.	
Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
1. <i>Direct Measure 1</i> ACCT461: CMA Prep. Financial Planning Performance, and Control: Accounting Exam Portfolio Project Program ISLOs Assessed by this Measure: #1 Describe the major concepts, theories and practices of financial reporting, planning, performance and control.	<i>Objective (Target/Criterion) for Direct Measure 1</i> 85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.
2. <i>Direct Measure 2</i> ACCT462: CMA Prep Financial Decision-making: Accounting Exam Portfolio Project Program ISLOs Assessed by this Measure: #2 Describe the major concepts, theories and practices of financial decision-making.	<i>Objective (Target/Criterion) for Direct Measure 1</i> 85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.
Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Indirect Measures:
1. <i>Indirect Measure 1</i> Student Survey of Student Learning Program ISLOs Assessed by this Measure: #1 Describe the major concepts, theories and practices of financial reporting, planning, performance and control. #2 Describe the major concepts, theories and practices of financial decision-making.	<i>Objective (Target/Criterion) for Indirect Measure 1</i> 85% of student responses state gaining proficiency in the learning outcomes.

Learning Assessment Results: *BBA – Accounting: Management Accounting Specialty*

Summary of Results from Implementing Direct Measures of Student Learning:

1. *Summary of Results for Direct Measure 1*

**ACCT461: CMA Prep. Financial Planning Performance, and Control:
Accounting Exam**

Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.

Portfolio Project Program ISLOs Assessed by this Measure:

#1 Describe the major concepts, theories and practices of financial reporting, planning, performance and control.

N = 29

Results = 79%

2. *Summary of Results for Direct Measure 2*

ACCT462: CMA Prep Financial Decision-making: Accounting Exam

Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.

Portfolio Project Program ISLOs Assessed by this Measure:

#2 Describe the major concepts, theories and practices of financial decision-making.

N = 22

Results = 77%

Summary of Results from Implementing Indirect Measures of Student Learning:

1. *Summary of Results for Indirect Measure 1*

Student Survey of Student Learning

Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.

Program ISLOs Assessed by this Measure:

#1 Describe the major concepts, theories and practices of financial reporting, planning, performance and control.

N = 5

Results = 100%

#2 Describe the major concepts, theories and practices of financial decision-making.

N = 5

Results = 100%

Summary of Achievement of Intended Student Learning Outcomes:

Intended Student Learning Outcomes	Learning Assessment Measures							
Program ISLOs	Direct Measure 1 – ACCT461	Direct Measure 2 – ACCT462	Direct Measure 3	Direct Measure 4	Indirect Measure 1 – Student Survey	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. Describe the major concepts, theories and practices of financial reporting, planning, performance and control.	Not Met	N/A			Met			
2. Describe the major concepts, theories and practices of financial decision-making.	N/A	Not Met			Met			

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

1. Course of Action 1 – ACCT461 – Learning Outcome #1 was not met. However, the indirect measure shows that performance targets were met from the student perspective.

Action Plan: During the 2017-2018 academic year, the Accounting Department will meet to discuss the results and use them to inform curriculum improvement. Focus will be directed to embedding more practice exam questions consistent to the format and style of the CMA exam.

2. Course of Action 2 – ACCT462 – Learning Outcome #2 was not met. However, the indirect measure shows that performance targets were met from the student perspective.

Action Plan: During the 2017-2018 academic year, the Accounting Department will meet to discuss the results and use them to inform curriculum improvement. Focus will be directed to embedding more practice exam questions consistent to the format and style of the CMA exam.

BBA - Finance

Section I: Student Learning Assessment

BBA - Finance

Student Learning Assessment for: <i>BBA – Finance</i>	
Program Intended Student Learning Outcomes (Program ISLOs)	
1. <i>Program Learning Outcome 1:</i> Apply finance principles to the selection of the various types of securities that can comprise a portfolio.	
2. <i>Program Learning Outcome 2:</i> Conduct statistical analysis to assess returns of various asset classes in order to create less risky portfolios.	
3. <i>Program Learning Outcome 3:</i> Interpret portfolio performance using various measures.	
Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
1. <i>Direct Measure 1</i> FINC 402 – Portfolio Management project Portfolio Project Program ISLOs Assessed by this Measure: #1 Apply finance principles to the selection of the various types of securities that can comprise a portfolio. #2 Conduct statistical analysis to assess returns of various asset classes in order to create less risky portfolios. #3 Interpret portfolio performance using various measures.	<i>Objective (Target/Criterion) for Direct Measure 1</i> 85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.
Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Indirect Measures:
1. <i>Indirect Measure 1</i> Student Survey of Student Learning Program ISLOs Assessed by this Measure: #1 Apply finance principles to the selection of the various types of securities that can comprise a portfolio. #2 Conduct statistical analysis to assess returns of various asset classes in order to create less risky portfolios. #3 Interpret portfolio performance using various measures.	<i>Objective (Target/Criterion) for Indirect Measure 1</i> 85% of student responses state gaining proficiency in the learning outcomes.

Learning Assessment Results: *BBA – Finance*

Summary of Results from Implementing Direct Measures of Student Learning:

1. *Summary of Results for Direct Measure 1*
FINC 402 – Portfolio Management project

Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.

Portfolio Project Program ISLOs Assessed by this Measure:

#1 Apply finance principles to the selection of the various types of securities that can comprise a portfolio.

N = 31

Results = 97%

#2 Conduct statistical analysis to assess returns of various asset classes in order to create less risky portfolios.

N = 31

Results = 97%

#3 Interpret portfolio performance using various measures.

N = 31

Results = 97%

Summary of Results from Implementing Indirect Measures of Student Learning:

1. *Summary of Results for Indirect Measure 1*
Student Survey of Student Learning

Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.

Program ISLOs Assessed by this Measure:

#1 Apply finance principles to the selection of the various types of securities that can comprise a portfolio.

N = 16

Results = 100%

#2 Conduct statistical analysis to assess returns of various asset classes in order to create less risky portfolios.

N = 16

Results = 100%

#3 Interpret portfolio performance using various measures.

N = 16

Results = 94%

Summary of Achievement of Intended Student Learning Outcomes:								
Intended Student Learning Outcomes	Learning Assessment Measures							
Program ISLOs	<i>Direct Measure 1 – FINC402</i>	<i>Direct Measure 2</i>	<i>Direct Measure 3</i>	<i>Direct Measure 4</i>	<i>Indirect Measure 1 – Student Survey</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>Apply finance principles to the selection of the various types of securities that can comprise a portfolio.</i>	Met				Met			
2. <i>Conduct statistical analysis to assess returns of various asset classes in order to create less risky portfolios.</i>	Met				Met			
3. <i>Interpret portfolio performance using various measures.</i>	Met				Met			
Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:								
<i>All performance targets were met.</i>								

BBA - Finance: Financial Planning Specialty

Section I: Student Learning Assessment

BBA – Finance: Financial Planning Specialty

Student Learning Assessment for: <i>BBA – Finance: Financial Planning Specialty</i>	
Program Intended Student Learning Outcomes (Program ISLOs)	
1. <i>Program Learning Outcome 1:</i> Perform a financial statement analysis of a company such that organizational performance and financial condition can be evaluated.	
2. <i>Program Learning Outcome 2:</i> Interpret financial and investment data and give appropriate personal investment recommendations.	
3. <i>Program Learning Outcome 3:</i> Develop a financial plan.	
Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
1. <i>Direct Measure 1</i> FINC495 – Financial Plan Development: Financial Plan Project Portfolio Project Program ISLOs Assessed by this Measure: 1. Apply business decision tools to inform business decision-making. 2. Integrate major principles in the functional areas of accounting, marketing, finance, human resources, and management to make business decisions. 3. Develop and present business communication based on professional standards. 4. Apply the principles of ethical, legal, and cultural dimensions as considered in business decision-making. 5. Apply knowledge of the global business environment.	<i>Objective (Target/Criterion) for Direct Measure 1</i> <i>85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.</i>
Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Indirect Measures:
1. <i>Indirect Measure 1</i> Student Survey of Student Learning Program ISLOs Assessed by this Measure:	<i>Objective (Target/Criterion) for Indirect Measure 1</i> <i>85% of student responses state gaining proficiency in the learning outcomes.</i>

- 1. Perform a financial statement analysis of a company such that organizational performance and financial condition can be evaluated.**
- 2. Interpret financial and investment data and give appropriate personal investment recommendations.**
- 3. Develop a financial plan.**

Learning Assessment Results: BBA – Finance: Financial Planning Specialty

Summary of Results from Implementing Direct Measures of Student Learning:

1. *Summary of Results for Direct Measure 1*

Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.

Portfolio Project Program ISLOs Assessed by this Measure:

- 1. Apply business decision tools to inform business decision-making.**

N = 23

Results = 87%

- 2. Integrate major principles in the functional areas of accounting, marketing, finance, human resources, and management to make business decisions..**

N = 23

Results = 87%

- 3. Develop and present business communication based on professional standards.**

N = 23

Results = 87%

- 4. Apply the principles of ethical, legal, and cultural dimensions as considered in business decision-making.**

N = 23

Results = 87%

- 5. Apply knowledge of the global business environment.**

N = 23

Results = 87%

Summary of Results from Implementing Indirect Measures of Student Learning:

1. *Summary of Results for Indirect Measure 1*

Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.

Portfolio Project Program ISLOs Assessed by this Measure:

1. Perform a financial statement analysis of a company such that organizational performance and financial condition can be evaluated.

N = 3

Results = 100%

2. Interpret financial and investment data and give appropriate personal investment recommendations.

N = 3

Results = 100%

3. Develop a financial plan.

N = 3

Results = 100%

Summary of Achievement of Intended Student Learning Outcomes:

Intended Student Learning Outcomes	Learning Assessment Measures							
Program ISLOs	<i>Direct Measure 1 – FINC495</i>	<i>Direct Measure 2</i>	<i>Direct Measure 3</i>	<i>Direct Measure 4</i>	<i>Indirect Measure 1 – Student Survey</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>Apply business decision tools to inform business decision-making.</i>	Met				Met			
2. <i>Integrate major principles in the functional areas of accounting, marketing, finance, human resources, and management to make business decisions.</i>	Met				Met			
3. <i>Develop and present business communication based on professional standards.</i>	Met				Met			
4. <i>Apply the principles of ethical, legal, and cultural dimensions as</i>	Met				Not Data Reported			

<i>considered in business decision-making.</i>								
5. Apply knowledge of the global business environment.	Met				Not Data Reported			

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

All performance targets were met. Please note that for Indirect Measure #1, no data was reported from the Student Survey for Learning Outcomes #4 and #5. During the 2018-2019 academic year, discussions will take place with Institutional Research on how to prompt students to complete all questions in the Student Survey.

BBA - Marketing

Section I: Student Learning Assessment

BBA - Marketing

Student Learning Assessment for: BBA – Marketing	
Program Intended Student Learning Outcomes (Program ISLOs)	
1. <i>Program Learning Outcome 1:</i> Integrate key marketing principles and concepts to create a marketing plan.	
2. <i>Program Learning Outcome 2:</i> Analyze marketing environments to inform marketing strategies.	
3. <i>Program Learning Outcome 3:</i> Analyze market opportunities to make market segmentation decisions.	
4. <i>Program Learning Outcome 4:</i> Apply knowledge of the global environment in the marketing context.	
5. <i>Program Learning Outcome 5:</i> Demonstrate an understanding of the principles of ethical, legal and cultural dimensions in the marketing context.	
Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
1. <i>Direct Measure 1</i> MKTG441 – Strategic Marketing: Strategic Marketing Plan Portfolio Project Program ISLOs Assessed by this Measure: #1 Integrate key marketing principle and concepts to create a marketing plan. #2 Analyze marketing environments to inform marketing strategies. #3 Analyze market opportunities to make market segmentation decisions.	<i>Objective (Target/Criterion) for Direct Measure 1</i> 85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.
2. <i>Direct Measure 2</i> MKTG421 – International Marketing: Country Notebook Report Portfolio Project Program ISLOs Assessed by this Measure: #4 Apply knowledge of the global environment in the marketing context.	<i>Objective (Target/Criterion) for Direct Measure 1</i> 85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.

<p>#5 Demonstrate an understanding of the principles of ethical, legal and cultural dimensions in the marketing context.</p>	
<p>Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:</p>	<p>Performance Objectives (Targets/Criteria) for Indirect Measures:</p>
<p>1. <i>Indirect Measure 1</i> Student Survey of Student Learning</p> <p>Program ISLOs Assessed by this Measure:</p> <p>#1 Integrate key marketing principle and concepts to create a marketing plan. #2 Analyze marketing environments to inform marketing strategies. #3 Analyze market opportunities to make market segmentation decisions. #4 Apply knowledge of the global environment in the marketing context. #5 Demonstrate an understanding of the principles of ethical, legal and cultural dimensions in the marketing context.</p>	<p><i>Objective (Target/Criterion) for Indirect Measure 1</i></p> <p>85% of student responses state gaining proficiency in the learning outcomes.</p>
<p align="center">Learning Assessment Results: BBA – Marketing</p>	
<p>Summary of Results from Implementing Direct Measures of Student Learning:</p>	
<p>1. <i>Direct Measure 1</i> MKTG441 – Strategic Marketing: Strategic Marketing Plan</p> <p><u>Performance Target:</u> 85% of students will either meet or exceed expectations on the grading rubric for this measure.</p> <p>Portfolio Project Program ISLOs Assessed by this Measure:</p> <p>#1 Integrate key marketing principle and concepts to create a marketing plan. N = 69 Results = 90%</p> <p>#2 Analyze marketing environments to inform marketing strategies. N = 59 Results = 90%</p>	

#3 Analyze market opportunities to make market segmentation decisions.

N = 69

Results = 87%

1. *Summary of Results for Direct Measure 2*

**MKTG421 – International Marketing:
Country Notebook Report**

Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.

Portfolio Project Program ISLOs Assessed by this Measure:

#4 Apply knowledge of the global environment in the marketing context.

N = 104

Results = 90%

#5 Demonstrate an understanding of the principles of ethical, legal and cultural dimensions in the marketing context.

N = 103

Results = 88%

Summary of Results from Implementing Indirect Measures of Student Learning:

1. *Summary of Results for Indirect Measure 1*

Student Survey of Student Learning

Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.

Program ISLOs Assessed by this Measure:

#1 Integrate key marketing principle and concepts to create a marketing plan.

N = 39

Results = 97%

#2 Analyze marketing environments to inform marketing strategies.

N = 39

Results = 100%

#3 Analyze market opportunities to make market segmentation decisions.

N = 39

Results = 100%

#4 Apply knowledge of the global environment in the marketing context.

N = 39

Results = 97%

#5 Demonstrate an understanding of the principles of ethical, legal and cultural dimensions in the marketing context.

N = 39

Results = 97%

Summary of Achievement of Intended Student Learning Outcomes:

Intended Student Learning Outcomes	Learning Assessment Measures							
Program ISLOs	Direct Measure 1 – MKTG441	Direct Measure 2 – MKTG421	Direct Measure 3	Direct Measure 4	Indirect Measure 1 – Student Survey	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. Integrate key marketing principle and concepts to create a marketing plan.	Met	N/A			Met			
2. Analyze marketing environments to inform marketing strategies.	Met	N/A			Met			
3. Analyze market opportunities to make market segmentation decisions.	Met	N/A			Met			
4. Apply knowledge of the global environment in the marketing context.	N/A	Met			Met			
5. Demonstrate an understanding of the principles of ethical, legal and cultural dimensions in the marketing context.	N/A	Met			Met			

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

Although all learning outcomes were met, the Marketing Department updated the curriculum to reflect trends in digital marketing. These updates will be noted in the 2018-2019 Outcomes Assessment Plan.

BBA - Marketing: Advertising & Promotion Specialty

Section I: Student Learning Assessment

BBA – Marketing: Advertising & Promotion Specialty

Student Learning Assessment for: <i>BBA – Marketing: Advertising & Promotion Specialty</i>	
Program Intended Student Learning Outcomes (Program ISLOs)	
1. <i>Program Learning Outcome 1:</i> Create a promotion plan for a brand or organization.	
2. <i>Program Learning Outcome 2:</i> Develop performance measures for promotion programs.	
Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
1. <i>Direct Measure 1</i> MKTG314 – Media Planning: Media Plan Project Portfolio Project Program ISLOs Assessed by this Measure: #1 Create a promotion plan for a brand or organization. #2 Develop performance measures for promotion programs.	<i>Objective (Target/Criterion) for Direct Measure 1</i> 85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.
Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Indirect Measures:
1. <i>Indirect Measure 1</i> Student Survey of Student Learning Program ISLOs Assessed by this Measure: #1 Create a promotion plan for a brand or organization. #2 Develop performance measures for promotion programs.	<i>Objective (Target/Criterion) for Indirect Measure 1</i> 85% of student responses state gaining proficiency in the learning outcomes.
Learning Assessment Results: <i>BBA – Marketing: Advertising & Promotion Specialty</i>	
Summary of Results from Implementing Direct Measures of Student Learning:	
1. <i>Summary of Results for Direct Measure 1</i> MKTG314 – Media Planning: Media Plan Project <u>Performance Target:</u> 85% of students will either meet or exceed expectations on the grading rubric for this measure. Portfolio Project Program ISLOs Assessed by this Measure:	

#1 Create a promotion plan for a brand or organization.

N = 15

Results = 100%

#2 Develop performance measures for promotion programs.

N = 15

Results = 100%

Summary of Results from Implementing Indirect Measures of Student Learning:

1. *Summary of Results for Indirect Measure 1*

Student Survey of Student Learning

Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.

Program ISLOs Assessed by this Measure:

#1 Create a promotion plan for a brand or organization.

N = 9

Results = 100%

#2 Develop performance measures for promotion programs.

N = 9

Results = 100%

Summary of Achievement of Intended Student Learning Outcomes:

Intended Student Learning Outcomes	Learning Assessment Measures							
Program ISLOs	Direct Measure 1 – MKTG314	Direct Measure 2	Direct Measure 3	Direct Measure 4	Indirect Measure 1 – Student Survey	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>Create a promotion plan for a brand or organization.</i>	Met				Met			
2. <i>Develop performance measures for promotion programs.</i>	Met				Met			

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

Although all learning outcomes were met, the Marketing Department updated the curriculum to reflect trends in digital marketing. Accordingly, this specialty is no longer offered as it does not reflect the new digital program revisions. Additionally, the MKTG314 class has been removed as a course offering. These updates will be noted in the 2018-2019 Outcomes Assessment Plan.

BBA - Marketing: Business-to-Business Specialty

Section I: Student Learning Assessment

BBA – Marketing: Business to Business Specialty

Student Learning Assessment for: <i>BBA – Marketing: Business to Business Specialty</i>	
Program Intended Student Learning Outcomes (Program ISLOs)	
1. <i>Program Learning Outcome 1:</i> Apply key marketing principles and concepts in a business-to-business context.	
2. <i>Program Learning Outcome 2:</i> Develop business-to-business marketing strategies to inform strategic decision-making.	
Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
1. <i>Direct Measure 1</i> MKTG404 – Business-to-Business Marketing: Comprehensive Case Study Portfolio Project Program ISLOs Assessed by this Measure: #1 Apply key marketing principles and concepts in a Business-to-Business context. #2 Develop Business-to-Business marketing strategies to inform strategic decision-making.	<i>Objective (Target/Criterion) for Direct Measure 1</i> 85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.
Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Indirect Measures:
1. <i>Indirect Measure 1</i> Student Survey of Student Learning Program ISLOs Assessed by this Measure: #1 Apply key marketing principles and concepts in a Business-to-Business context. #2 Develop Business-to-Business marketing strategies to inform strategic decision-making.	<i>Objective (Target/Criterion) for Indirect Measure 1</i> 85% of student responses state gaining proficiency in the learning outcomes.
Learning Assessment Results: <i>BBA – Marketing: Business to Business Specialty</i>	
Summary of Results from Implementing Direct Measures of Student Learning:	

1. *Summary of Results for Direct Measure 1*

MKTG404 – Business-to-Business Marketing: Comprehensive Case Study

Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.

Portfolio Project Program ISLOs Assessed by this Measure:

#1 Apply key marketing principles and concepts in a Business-to-Business context.

N = 13

Results = 85%

#2 Develop Business-to-Business marketing strategies to inform strategic decision-making.

N = 13

Results = 85%

Summary of Results from Implementing Indirect Measures of Student Learning:

1. *Summary of Results for Indirect Measure 1*

Student Survey of Student Learning

Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.

Program ISLOs Assessed by this Measure:

#1 Apply key marketing principles and concepts in a Business-to-Business context.

N = 3

Results = 100%

#2 Develop Business-to-Business marketing strategies to inform strategic decision-making.

N = 3

Results = 100%

Summary of Achievement of Intended Student Learning Outcomes:

Intended Student Learning Outcomes	Learning Assessment Measures							
Program ISLOs	<i>Direct Measure 1 – MKTG404</i>	<i>Direct Measure 2</i>	<i>Direct Measure 3</i>	<i>Direct Measure 4</i>	<i>Indirect Measure 1 – Student Survey</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>Apply key marketing principles and concepts in a Business-to-Business context.</i>	Met				Met			
2. <i>Develop Business-to-Business marketing strategies to inform strategic decision-making.</i>	Met				Met			

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

Although all learning outcomes were met, the Marketing Department updated the curriculum to reflect trends in digital marketing. Accordingly, this specialty is no longer offered as it does not reflect the new digital program revisions. Additionally, the MKTG404 class has been removed as a course offering. These updates will be noted in the 2018-2019 Outcomes Assessment Plan.

BBA - Marketing: Professional Selling Specialty

Section I: Student Learning Assessment

BBA – Marketing: Professional Selling Specialty

Student Learning Assessment for: <i>BBA – Marketing: Professional Selling Specialty</i>	
Program Intended Student Learning Outcomes (Program ISLOs)	
1. <i>Program Learning Outcome 1: Develop and deliver sales presentations</i>	
2. <i>Program Learning Outcome 2: Apply sales management concepts in the analyses, formulation, and evaluation of sales programs.</i>	
Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
1. <i>Direct Measure 1 MKTG342 – Advanced Professional Selling: Role Play as Seller</i> Portfolio Project Program ISLOs Assessed by this Measure: #1 Develop and deliver sales presentations.	<i>Objective (Target/Criterion) for Direct Measure 1</i> <i>85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.</i>
2. <i>Direct Measure 2 MKTG305 – Sales Management: Comprehensive Case Study</i> Portfolio Project Program ISLOs Assessed by this Measure: #1 Develop and deliver sales presentations. #2 Apply sales management concepts in the analyses, formulation, and evaluation of sales programs.	<i>Objective (Target/Criterion) for Direct Measure 1</i> <i>85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.</i>
Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Indirect Measures:
1. <i>Indirect Measure 1 Student Survey of Student Learning</i> Program ISLOs Assessed by this Measure: #2 Apply sales management concepts in the analyses, formulation, and evaluation of sales programs.	<i>Objective (Target/Criterion) for Indirect Measure 1</i> <i>85% of student responses state gaining proficiency in the learning outcomes.</i>
Learning Assessment Results: <i>BBA – Marketing: Professional Selling Specialty</i>	

Summary of Results from Implementing Direct Measures of Student Learning:

1. Summary of Results for Direct Measure 1

MKTG342 – Advanced Professional Selling: Role Play as Seller

Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.

Portfolio Project Program ISLOs Assessed by this Measure:

#1 Develop and deliver sales presentations.

N = 0

Results = 0%

2. Summary of Results for Direct Measure 2

MKTG305 – Sales Management: Comprehensive Case Study

Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.

Portfolio Project Program ISLOs Assessed by this Measure:

#2 Apply sales management concepts in the analyses, formulation, and evaluation of sales programs.

N = 3

Results = 100%

Summary of Results from Implementing Indirect Measures of Student Learning:

1. Summary of Results for Indirect Measure 1

Student Survey of Student Learning

Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.

Program ISLOs Assessed by this Measure:

#1 Develop and deliver sales presentations.

N = 4

Results = 100%

#2 Apply sales management concepts in the analyses, formulation, and evaluation of sales programs.

N = 4

Results = 100%

Summary of Achievement of Intended Student Learning Outcomes:

Intended Student Learning Outcomes	Learning Assessment Measures							
Program ISLOs	<i>Direct Measure 1 – MKTG342</i>	<i>Direct Measure 2 – MKTG305</i>	<i>Direct Measure 3</i>	<i>Direct Measure 4</i>	<i>Indirect Measure 1 – Student Survey</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>Develop and deliver sales presentations.</i>	No Data Reported				Met			
2. <i>Apply sales management concepts in the analyses, formulation, and evaluation of sales programs.</i>	Met				Met			

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

Note: no data was reported because no students were enrolled in this course. Although Learning Outcome #2 was met, the Marketing Department updated the curriculum to reflect trends in digital marketing. Accordingly, this specialty is no longer offered as it does not reflect the new digital program revisions. Additionally, the MKTG342 and MKTG305 classes have been removed as course offerings. These updates will be noted in the 2018-2019 Outcomes Assessment Plan.

BBA - Marketing: Sport Marketing Specialty

Section I: Student Learning Assessment

BBA – Marketing: Sport Marketing Specialty

Student Learning Assessment for: <i>BBA – Marketing: Sport Marketing Specialty</i>	
Program Intended Student Learning Outcomes (Program ISLOs)	
1. <i>Program Learning Outcome 1:</i> Apply key marketing concepts in the context of sport marketing.	
2. <i>Program Learning Outcome 2:</i> Develop a communication plan to inform strategic planning in sport marketing.	
Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
1. <i>Direct Measure 1</i> MKTG350 – Sport Advertising and Promotion: Marketing Plan Portfolio Project Program ISLOs Assessed by this Measure: #1 Apply key marketing concepts in the context of sport marketing context. #2 Develop a communication plan to inform strategic planning in sport marketing.	<i>Objective (Target/Criterion) for Direct Measure 1</i> 85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.
Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Indirect Measures:
1. <i>Indirect Measure 1</i> Student Survey of Student Learning Program ISLOs Assessed by this Measure: #1 Apply key marketing concepts in the context of sport marketing context. #2 Develop a communication plan to inform strategic planning in sport marketing.	<i>Objective (Target/Criterion) for Indirect Measure 1</i> 85% of student responses state gaining proficiency in the learning outcomes.
Learning Assessment Results: <i>BBA – Marketing: Professional Selling Specialty</i>	
Summary of Results from Implementing Direct Measures of Student Learning:	
1. <i>Summary of Results for Direct Measure 1</i>	

MKTG350 – Sport Advertising and Promotion: Marketing Plan

Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.

Portfolio Project Program ISLOs Assessed by this Measure:

#1 Apply key marketing concepts in the context of sport marketing context.

N = 0

Results = 0%

#2 Develop a communication plan to inform strategic planning in sport marketing.

N = 0

Results = 0%

Summary of Results from Implementing Indirect Measures of Student Learning:

1. *Summary of Results for Indirect Measure 1*

Student Survey of Student Learning

Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.

Program ISLOs Assessed by this Measure:

#1 Apply key marketing concepts in the context of sport marketing context.

N = 4

Results = 100%

#2 Develop a communication plan to inform strategic planning in sport marketing.

N = 4

Results = 100%

Summary of Achievement of Intended Student Learning Outcomes:

Intended Student Learning Outcomes	Learning Assessment Measures							
Program ISLOs	<i>Direct Measure 1 – MKTG350</i>	<i>Direct Measure 2</i>	<i>Direct Measure 3</i>	<i>Direct Measure 4</i>	<i>Indirect Measure 1 – Student Survey</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>Apply key marketing concepts in the context of sport marketing context.</i>	No Data Reported				Met			
2. <i>Develop a communication plan to inform strategic planning in sport marketing.</i>	No Data Reported				Met			

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

Note: no data was reported because no students were enrolled in this course. Accordingly, this specialty is no longer offered in the Marketing Department as it does not reflect the new digital program revisions. The MKTG350 course is now designated as a Sport Marketing course and is offered in the Sport Management program. This update will be noted in the 2018-2019 Outcomes Assessment Plan.

BBA - Management

Section I: Student Learning Assessment

BBA - Management

Student Learning Assessment for: <i>BBA – Management</i>	
Program Intended Student Learning Outcomes (Program ISLOs)	
1. <i>Program Learning Outcome 1:</i> <i>Integrate key concepts of management to create a business plan.</i>	
2. <i>Program Learning Outcome 2:</i> <i>Develop and prepare an implementation strategy for business communication plans based on professional standards</i>	
3. <i>Program Learning Outcome 3:</i> <i>Develop business decisions based on distinctions in cultural and operational business practices.</i>	
Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
1. <i>Direct Measure 1</i> BUSN495 – Business Planning Capstone: Business Plan Portfolio Project Program ISLOs Assessed by this Measure: <i>#1 Integrate key concepts of management to create a business plan.</i> <i>#2 Develop and prepare an implementation strategy for business communication plans based on professional standards.</i> <i>#3 Develop business decisions based on distinctions in cultural and operational business practices.</i>	<i>Objective (Target/Criterion) for Direct Measure 1</i> <i>85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.</i>
2. <i>Direct Measure 2</i> BUSN225 – International Business <i>Virtual Developing Country Trade Project</i> Portfolio Project Program ISLOs Assessed by this Measure: <i>#1 Integrate key concepts of management to create a business plan.</i> <i>#2 Develop business communication based on professional standards.</i> <i>#3 Apply knowledge of the global environment to business decisions.</i>	<i>Objective (Target/Criterion) for Direct Measure 1</i> <i>85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.</i>
Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Indirect Measures:

1. *Indirect Measure 1*
Student Survey of Student Learning

Program ISLOs Assessed by this Measure:

- #1 Integrate key concepts of management to create a business plan.**
- #2 Develop business communication based on professional standards.**
- #3 Apply knowledge of the global environment to business decisions.**

Objective (Target/Criterion) for Indirect Measure 1

85% of student responses state gaining proficiency in the learning outcomes.

Learning Assessment Results: BBA – Management

Summary of Results from Implementing Direct Measures of Student Learning:

1. *Summary of Results for Direct Measure 1*
BUSN495 – Business Planning Capstone: Business Plan

Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.

Portfolio Project Program ISLOs Assessed by this Measure:

- #1 Integrate key concepts of management to create a business plan.**

N = 226

Results = 96%

- #2 Develop and prepare an implementation strategy for business communication plans based on professional standards.**

N = 224

Results = 96%

- #3 Develop business decisions based on distinctions in cultural and operational business practices.**

N = 224

Results = 95%

2. *Summary of Results for Direct Measure 2*
BUSN225 – International Business
Virtual Developing Country Trade Project

Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.

Portfolio Project Program ISLOs Assessed by this Measure:

- #1 Integrate key concepts of management to create a business plan.**

N = 430

Results = 92%

#2 Develop business communication based on professional standards.

N = 430

Results = 93%

#3 Apply knowledge of the global environment to business decisions.

N = 429

Results = 91%

Summary of Results from Implementing Indirect Measures of Student Learning:

1. *Summary of Results for Indirect Measure 1*

Student Survey of Student Learning

Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.

Program ISLOs Assessed by this Measure:

#1 Integrate key concepts of management to create a business plan.

N = 65

Results = 100%

#2 Develop business communication based on professional standards.

N = 65

Results = 100%

#3 Apply knowledge of the global environment to business decisions.

N = 65

Results = 100%

Summary of Achievement of Intended Student Learning Outcomes:

Intended Student Learning Outcomes	Learning Assessment Measures							
Program ISLOs	<i>Direct Measure 1 – BUSN495</i>	<i>Direct Measure 2 – BUSN225</i>	<i>Direct Measure 3</i>	<i>Direct Measure 4</i>	<i>Indirect Measure 1 – Student Survey</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>Integrate key concepts of management to create a business plan.</i>	Met	Met			Met			
2. <i>Develop business communication based on professional standards.</i>	Met	Met			Met			
3. <i>Apply knowledge of the global environment to business decisions.</i>	Met	Met			Met			

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

Although all learning outcomes were met, the Management Department updated the curriculum to reflect a greater emphasis on management principles and increased differentiation from our BBA Business program. Accordingly, the learning outcomes for the program will be updated, along with the Direct Measures, in the 2018-2019 Outcomes Assessment Plan.

BBA - Management: Entrepreneurial Management Specialty

Section I: Student Learning Assessment

BBA – Management: Entrepreneurial Management Specialty

Student Learning Assessment for: <i>BBA – Management: Entrepreneurial Management Specialty</i>	
Program Intended Student Learning Outcomes (Program ISLOs)	
<p>1. <i>Program Learning Outcome 1:</i> Analyze external and internal environments to assess entrepreneurial opportunities.</p>	
Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
<p>1. <i>Direct Measure 1</i> BUSN311 – Business Planning for Entrepreneurs: Business Plan</p> <p>Portfolio Project Program ISLOs Assessed by this Measure: #1 Analyze external and internal environments to assess entrepreneurial opportunities.</p>	<p><i>Objective (Target/Criterion) for Direct Measure 1</i></p> <p>85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.</p>
Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Indirect Measures:
<p>1. <i>Indirect Measure 1</i> Student Survey of Student Learning</p> <p>Program ISLOs Assessed by this Measure: #1 Create a business plan. #2 Analyze external and internal environments to assess entrepreneurial opportunities.</p>	<p><i>Objective (Target/Criterion) for Indirect Measure 1</i></p> <p>85% of student responses state gaining proficiency in the learning outcomes.</p>
Learning Assessment Results: <i>BBA – Management: Entrepreneurial Management Specialty</i>	
Summary of Results from Implementing Direct Measures of Student Learning:	
<p>1. <i>Summary of Results for Direct Measure 1</i> BUSN311 – Business Planning for Entrepreneurs: Business Plan</p> <p><u>Performance Target:</u> 85% of students will either meet or exceed expectations on the grading rubric for this measure.</p> <p>Portfolio Project Program ISLOs Assessed by this Measure: #1 Create a business plan.</p>	

N = 28
Results = 96%

#2 Analyze external and internal environments to assess entrepreneurial opportunities.

N = 28
Results = 96%

Summary of Results from Implementing Indirect Measures of Student Learning:

1. *Summary of Results for Indirect Measure 1*
Student Survey of Student Learning

Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.

Program ISLOs Assessed by this Measure:

#2 Analyze external and internal environments to assess entrepreneurial opportunities.

N = 3
Results = 100%

Summary of Achievement of Intended Student Learning Outcomes:

Intended Student Learning Outcomes	Learning Assessment Measures							
	<i>Direct Measure 1 – BUSN311</i>	<i>Direct Measure 2</i>	<i>Direct Measure 3</i>	<i>Direct Measure 4</i>	<i>Indirect Measure 1 – Student Survey</i>	<i>Indirect Measure 2</i>	<i>Indirect Measure 3</i>	<i>Indirect Measure 4</i>
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. <i>Create a business plan.</i>	Met				No Data Reported			
2. <i>Analyze external and internal environments to assess entrepreneurial opportunities.</i>	Met				Met			

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

Although all learning outcomes were met, the Management Department updated the curriculum to reflect a greater emphasis on management principles and increased differentiation from our BBA Business program. Accordingly, this specialty is no longer offered as it does not reflect the new management revisions. This change will be noted in the 2018-2019 Outcomes Assessment Plan.

BBA - Management: Global Project Management Specialty

Section I: Student Learning Assessment

BBA – Management: Global Project Management Specialty

Student Learning Assessment for: <i>BBA – Management: Global Project Management Specialty</i>	
Program Intended Student Learning Outcomes (Program ISLOs)	
<p>1. <i>Program Learning Outcome 1:</i> Create a project schedule and resource plan using industry standard tools.</p>	
Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
<p>1. <i>Direct Measure 1</i> GPMT385 – Project Scheduling with Agile Project Schedule & Resource Plan</p> <p>Portfolio Project Program ISLOs Assessed by this Measure: #1 Create a project schedule and resource plan using industry standard tools.</p>	<p><i>Objective (Target/Criterion) for Direct Measure 1</i></p> <p>85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.</p>
Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Indirect Measures:
<p>1. <i>Indirect Measure 1</i> Student Survey of Student Learning</p> <p>Program ISLOs Assessed by this Measure: #1 Create a project schedule and resource plan using industry standard tools.</p>	<p><i>Objective (Target/Criterion) for Indirect Measure 1</i></p> <p>85% of student responses state gaining proficiency in the learning outcomes.</p>
Learning Assessment Results: <i>BBA – Management: Global Project Management Specialty</i>	
Summary of Results from Implementing Direct Measures of Student Learning:	
<p>1. <i>Summary of Results for Direct Measure 1</i> GPMT385 – Project Scheduling with Agile Project Schedule & Resource Plan</p> <p><u>Performance Target:</u> 85% of students will either meet or exceed expectations on the grading rubric for this measure.</p> <p>Portfolio Project Program ISLOs Assessed by this Measure: #1 Create a project schedule and resource plan using industry standard tools.</p>	

N = 43
Results = 86%

Summary of Results from Implementing Indirect Measures of Student Learning:

1. *Summary of Results for Indirect Measure 1*
Student Survey of Student Learning

Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.

Program ISLOs Assessed by this Measure:

#1 Create a project schedule and resource plan using industry standard tools.

N = 3
Results = 100%

Summary of Achievement of Intended Student Learning Outcomes:

Intended Student Learning Outcomes	Learning Assessment Measures							
Program ISLOs	<i>Direct Measure 1 – GPMT385</i>	<i>Direct Measure 2</i>	<i>Direct Measure 3</i>	<i>Direct Measure 4</i>	<i>Indirect Measure 1 – Student Survey</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>Create a project schedule and resource plan using industry standard tools.</i>	Met				Met			

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

Although all learning outcomes were met, the Management Department updated the curriculum to reflect a greater emphasis on management principles and increased differentiation from our BBA Business program. Accordingly, to enhance this specialty to reflect the new management revisions, the learning outcomes were updated. This change will be noted in the 2018-2019 Outcomes Assessment Plan.

BBA - Management: Leadership Specialty

Section I: Student Learning Assessment

BBA – Management: Leadership Specialty

Student Learning Assessment for: <i>BBA – Management: Leadership Specialty</i>	
Program Intended Student Learning Outcomes (Program ISLOs)	
<p>1. <i>Program Learning Outcome 1:</i> Apply the key concepts of a leadership to create a personal development plan</p>	
Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
<p>1. <i>Direct Measure 1</i> MGMT435 – Leadership Challenges Seminar: Leadership Analysis Paper</p> <p>Portfolio Project Program ISLOs Assessed by this Measure: #1 Apply the key concepts of a leadership to create a personal development plan.</p>	<p><i>Objective (Target/Criterion) for Direct Measure 1</i></p> <p><i>85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.</i></p>
Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Indirect Measures:
<p>1. <i>Indirect Measure 1</i> Student Survey of Student Learning</p> <p>Program ISLOs Assessed by this Measure: #1 Apply the key concepts of a leadership to create a personal development plan.</p>	<p><i>Objective (Target/Criterion) for Indirect Measure 1</i></p> <p><i>85% of student responses state gaining proficiency in the learning outcomes.</i></p>
Learning Assessment Results: <i>BBA – Management: Leadership Specialty</i>	
Summary of Results from Implementing Direct Measures of Student Learning:	
<p>1. <i>Summary of Results for Direct Measure 1</i> MGMT435 – Leadership Challenges Seminar: Leadership Analysis Paper</p> <p><u>Performance Target:</u> 85% of students will either meet or exceed expectations on the grading rubric for this measure.</p> <p>Portfolio Project Program ISLOs Assessed by this Measure: #1 Apply the key concepts of a leadership to create a personal development plan. <i>N = 14</i></p>	

Results = 93%

Summary of Results from Implementing Indirect Measures of Student Learning:

1. *Summary of Results for Indirect Measure 1*
Student Survey of Student Learning

Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.

Program ISLOs Assessed by this Measure:

#1 Apply the key concepts of a leadership to create a personal development plan.

N = 12

Results = 92%

Summary of Achievement of Intended Student Learning Outcomes:

Intended Student Learning Outcomes	Learning Assessment Measures							
	<i>Direct Measure 1 – MGMT435</i>	<i>Direct Measure 2</i>	<i>Direct Measure 3</i>	<i>Direct Measure 4</i>	<i>Indirect Measure 1 – Student Survey</i>	<i>Indirect Measure 2</i>	<i>Indirect Measure 3</i>	<i>Indirect Measure 4</i>
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. <i>Apply the key concepts of a leadership to create a personal development plan.</i>	Met				Met			

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

Although all learning outcomes were met, the Management Department updated the curriculum to reflect a greater emphasis on management principles and increased differentiation from our BBA Business program. Accordingly, this specialty is no longer offered as it does not reflect the new management revisions. This change will be noted in the 2018-2019 Outcomes Assessment Plan.

BBA - Management: Risk Management and Insurance Specialty

Section I: Student Learning Assessment

BBA – Management: Risk Management and Insurance Specialty

Student Learning Assessment for: <i>BBA – Management: Risk Management and Insurance Specialty</i>	
Program Intended Student Learning Outcomes (Program ISLOs)	
<p>1. <i>Program Learning Outcome 1:</i> Assess the potential strategies of an organization to mitigate risk and legal/financial exposure in the insurance industry.</p>	
Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
<p>1. <i>Direct Measure 1</i> RMGI454 – Risk Management Case Study</p> <p>Portfolio Project Program ISLOs Assessed by this Measure: #1 Assess the potential strategies of an organization to mitigate risk and legal/financial exposure.</p>	<p><i>Objective (Target/Criterion) for Direct Measure 1</i></p> <p><i>85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.</i></p>
Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Indirect Measures:
<p>1. <i>Indirect Measure 1</i> Student Survey of Student Learning</p> <p>Program ISLOs Assessed by this Measure: #1 Assess the potential strategies of an organization to mitigate risk and legal/financial exposure.</p>	<p><i>Objective (Target/Criterion) for Indirect Measure 1</i></p> <p><i>85% of student responses state gaining proficiency in the learning outcomes.</i></p>
Learning Assessment Results: <i>BBA – Management: Risk Management and Insurance Specialty</i>	
Summary of Results from Implementing Direct Measures of Student Learning:	
<p>1. <i>Summary of Results for Direct Measure 1</i> RMGI454 – Risk Management Case Study</p> <p><u>Performance Target:</u> 85% of students will either meet or exceed expectations on the grading rubric for this measure.</p> <p>Portfolio Project Program ISLOs Assessed by this Measure: #1 Assess the potential strategies of an organization to mitigate risk and legal/financial exposure. <i>N = 3</i></p>	

Results = 67%

Summary of Results from Implementing Indirect Measures of Student Learning:

1. *Summary of Results for Indirect Measure 1*
Student Survey of Student Learning

Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.

Program ISLOs Assessed by this Measure:

#1 Assess the potential strategies of an organization to mitigate risk and legal/financial exposure.

N = 2

Results = 100%

Summary of Achievement of Intended Student Learning Outcomes:

Intended Student Learning Outcomes	Learning Assessment Measures							
	Direct Measure 1 – RMGI454	Direct Measure 2	Direct Measure 3	Direct Measure 4	Indirect Measure 1 – Student Survey	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. <i>Assess the potential strategies of an organization to mitigate risk and legal/financial exposure.</i>	Not Met				Met			

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

1. *Course of Action – RMGI454 – Learning Outcome #1 was not met. However, the indirect measure shows that performance targets were met from the student perspective.*

Action Plan: *The Management Department updated the curriculum to reflect a greater emphasis on management principles and increased differentiation from our BBA Business program. . Accordingly, the learning outcomes for this specialty have been updated to reflect the new management revisions. This change will be noted in the 2018-2019 Outcomes Assessment Plan.*

BBA - Management: Sport Management Specialty

Section I: Student Learning Assessment

BBA – Management: Sport Management Specialty

Student Learning Assessment for: <i>BBA – Management: Sport Management Specialty</i>	
Program Intended Student Learning Outcomes (Program ISLOs)	
<p>1. <i>Program Learning Outcome 1:</i> Analyze sport management problems and opportunities to inform decision-making.</p>	
Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
<p>1. <i>Direct Measure 1</i> MGMT(SPMG)445 – Global Sport Industry Essay</p> <p>Portfolio Project Program ISLOs Assessed by this Measure: #1 Analyze sport management problems and opportunities to inform decision-making.</p>	<p><i>Objective (Target/Criterion) for Direct Measure 1</i></p> <p>85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.</p>
Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Indirect Measures:
<p>1. <i>Indirect Measure 1</i> Student Survey of Student Learning</p> <p>Program ISLOs Assessed by this Measure: #1 Analyze sport management problems and opportunities to inform decision-making. .</p>	<p><i>Objective (Target/Criterion) for Indirect Measure 1</i></p> <p>85% of student responses state gaining proficiency in the learning outcomes.</p>
Learning Assessment Results: <i>BBA – Management: Sport Management Specialty</i>	
Summary of Results from Implementing Direct Measures of Student Learning:	
<p>1. <i>Summary of Results for Direct Measure 1</i> MGMT(SPMG)445 – Global Sport Industry Essay</p> <p><u>Performance Target:</u> 85% of students will either meet or exceed expectations on the grading rubric for this measure.</p>	

Portfolio Project Program ISLOs Assessed by this Measure:

#1 Analyze sport management problems and opportunities to inform decision-making.

N = 50

Results = 98%

Summary of Results from Implementing Indirect Measures of Student Learning:

1. *Summary of Results for Indirect Measure 1*

Student Survey of Student Learning

Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.

Program ISLOs Assessed by this Measure:

#1 Analyze sport management problems and opportunities to inform decision-making.

N = 1

Results = 100%

Summary of Achievement of Intended Student Learning Outcomes:

Intended Student Learning Outcomes	Learning Assessment Measures							
Program ISLOs	<i>Direct Measure 1 – MGMT(SPMG) 445</i>	<i>Direct Measure 2</i>	<i>Direct Measure 3</i>	<i>Direct Measure 4</i>	<i>Indirect Measure 1 – Student Survey</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>Analyze sport management problems and opportunities to inform decision-making.</i>	Met				Met			

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

Although all learning outcomes were met, the Management Department updated the curriculum to reflect a greater emphasis on management principles and increased differentiation from our BBA Business program. Accordingly, this specialty is no longer offered as it does not reflect the new management revisions. This change will be noted in the 2018-2019 Outcomes Assessment Plan.

BBA - Management: Sustainable Business Development Specialty

Section I: Student Learning Assessment

BBA – Management: Sustainable Business Development Specialty

Student Learning Assessment for: <i>BBA – Management: Sustainable Business Development Specialty</i>	
Program Intended Student Learning Outcomes (Program ISLOs)	
<p>1. <i>Program Learning Outcome 1:</i> Apply the Sustainability Triple Bottom Line concept to organizational challenges.</p>	
Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
<p>1. <i>Direct Measure 1</i> MGMT450 – Sustainable Global Business Design and Strategy: Research Paper</p> <p>Portfolio Project Program ISLOs Assessed by this Measure: #1 Apply the Sustainability Triple Bottom Line concept to organizational challenges.</p>	<p><i>Objective (Target/Criterion) for Direct Measure 1</i></p> <p><i>85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.</i></p>
Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Indirect Measures:
<p>1. <i>Indirect Measure 1</i> Student Survey of Student Learning</p> <p>Program ISLOs Assessed by this Measure: #1 Apply the Sustainability Triple Bottom Line concept to organizational challenges.</p>	<p><i>Objective (Target/Criterion) for Indirect Measure 1</i></p> <p><i>85% of student responses state gaining proficiency in the learning outcomes.</i></p>
Learning Assessment Results: <i>BBA – Management: Sustainable Business Development Specialty</i>	
Summary of Results from Implementing Direct Measures of Student Learning:	
<p>1. <i>Summary of Results for Direct Measure 1</i> MGMT450 – Sustainable Global Business Design and Strategy: Research Paper</p> <p><u>Performance Target:</u> 85% of students will either meet or exceed expectations on the grading rubric for this measure.</p>	

Portfolio Project Program ISLOs Assessed by this Measure:

#1 Apply the Sustainability Triple Bottom Line concept to organizational challenges.

N = 0

Results = 0%

Summary of Results from Implementing Indirect Measures of Student Learning:

1. *Summary of Results for Indirect Measure 1*
Student Survey of Student Learning

Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.

Program ISLOs Assessed by this Measure:

#1 Apply the Sustainability Triple Bottom Line concept to organizational challenges.

N = 0

Results = 0%

Summary of Achievement of Intended Student Learning Outcomes:

Intended Student Learning Outcomes	Learning Assessment Measures							
Program ISLOs	<i>Direct Measure 1 – MGMT450</i>	<i>Direct Measure 2</i>	<i>Direct Measure 3</i>	<i>Direct Measure 4</i>	<i>Indirect Measure 1 – Student Survey</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>Apply the Sustainability Triple Bottom Line concept to organizational challenges.</i>	No Data Reported				No Data Reported			

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

No data was reported given no students were enrolled in the course measuring Direct Measure #1. The Management Department updated the curriculum to reflect a greater emphasis on management principles and increased differentiation from our BBA Business program. Accordingly, this specialty is no longer offered as it does not reflect the new management revisions. This change will be noted in the 2018-2019 Outcomes Assessment Plan.

BBA - Sport Management

Section I: Student Learning Assessment

BBA – Sport Management

Student Learning Assessment for: <i>BBA – Sport Management</i>	
Program Intended Student Learning Outcomes (Program ISLOs)	
1. <i>Program Learning Outcome 1:</i> Evaluate the laws and requirements of sport management governing bodies to develop compliant policies.	
2. <i>Program Learning Outcome 2:</i> Analyze sport management problems and opportunities to inform decision-making.	
3. <i>Program Learning Outcome 3:</i> Apply marketing concepts to the sports industry.	
Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
1. <i>Direct Measure 1</i> MGMT(SPMG)421 – Sport Governance and Regulation: Final Policy Project Portfolio Project Program ISLOs Assessed by this Measure: #1 Evaluate the laws and requirements of sport management governing bodies to develop compliant policies.	<i>Objective (Target/Criterion) for Direct Measure 1</i> 85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.
2. <i>Direct Measure 2</i> MGMT(SPMG)445 – Global Sport Industry: Essay Portfolio Project Program ISLOs Assessed by this Measure: #1 Evaluate the laws and requirements of sport management governing bodies to develop compliant policies. #2 Analyze sport management problems and opportunities to inform decision-making.	<i>Objective (Target/Criterion) for Direct Measure 1</i> 85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.
3. <i>Direct Measure 3</i> MKTG350 – Sport Advertising and Promotion: Sports Marketing Plan Portfolio Project Program ISLOs Assessed by this Measure:	<i>Objective (Target/Criterion) for Direct Measure 1</i> 85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.

<p>#2 Analyze sport management problems and opportunities to inform decision-making. #3 Apply marketing concepts to the sports industry.</p>	
<p>Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:</p>	<p>Performance Objectives (Targets/Criteria) for Indirect Measures:</p>
<p>1. <i>Indirect Measure 1</i> Student Survey of Student Learning</p> <p>Program ISLOs Assessed by this Measure: #1 Evaluate the laws and requirements of sport management governing bodies to develop compliant policies. #2 Analyze sport management problems and opportunities to inform decision-making. #3 Apply marketing concepts to the sports industry.</p>	<p><i>Objective (Target/Criterion) for Indirect Measure 1</i></p> <p><i>85% of student responses state gaining proficiency in the learning outcomes.</i></p>
<p align="center">Learning Assessment Results: BBA – Sport Management</p>	
<p>Summary of Results from Implementing Direct Measures of Student Learning:</p>	
<p>1. <i>Summary of Results for Direct Measure 1</i> MGMT(SPMG)421 – Sport Governance and Regulation: Final Policy Project</p> <p><u>Performance Target:</u> 85% of students will either meet or exceed expectations on the grading rubric for this measure.</p> <p>Portfolio Project Program ISLOs Assessed by this Measure: #1 Evaluate the laws and requirements of sport management governing bodies to develop compliant policies. <i>N = 27</i> <i>Results = 74%</i></p>	
<p>2. <i>Summary of Results for Direct Measure 2</i> MGMT(SPMG)445 – Global Sport Industry: Essay</p> <p><u>Performance Target:</u> 85% of students will either meet or exceed expectations on the grading rubric for this measure.</p> <p>Portfolio Project Program ISLOs Assessed by this Measure: #3 The graduate will apply marketing concepts to the sport industry. <i>N = 40</i></p>	

Results = 98%

3. Summary of Results for Direct Measure 3

MKTG350 – Sport Advertising and Promotion: Sports Marketing Plan

Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.

Portfolio Project Program ISLOs Assessed by this Measure:

N = 0

Results = 0%

Summary of Results from Implementing Indirect Measures of Student Learning:

1. Summary of Results for Indirect Measure 1

Student Survey of Student Learning

Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.

Program ISLOs Assessed by this Measure:

#1 Evaluate the laws and requirements of sport management governing bodies to develop compliant policies.

N = 14

Results = 100%

#2 Analyze sport management problems and opportunities to inform decision-making.

N = 14

Results = 100%

#3 Apply marketing concepts to the sports industry.

N = 14

Results = 100%

Summary of Achievement of Intended Student Learning Outcomes:

Intended Student Learning Outcomes	Learning Assessment Measures							
Program ISLOs	Direct Measure 1 – MGMT(SPMG) 421	Direct Measure 2 – MGMT(SPMG) 445	Direct Measure 3 – MKTG350	Direct Measure 4	Indirect Measure 1 – Student Survey	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. Evaluate the laws and requirements of sport management governing bodies to develop compliant policies.	Not Met	N/A	N/A		Met			
2. Analyze sport management problems and opportunities to inform decision-making.	N/A	Met	N/A		Met			
3. Apply marketing concepts to the sports industry.	N/A	N/A	No Data Reported		Met			

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

1. Course of Action 1: Direct Measure #1 - Learning outcome #1 was not met. The results indicate that 74% of students met the learning outcome. However, the indirect measure shows that performance targets were met from the student perspective.

Action Plan: During the 2018-2019 academic year, the Sport Management Department will meet to discuss the results and use them to inform curriculum improvement. Specifically, the department will make necessary changes in assessment for greater alignment in the learning outcomes and COSMA accreditation.

2. Course of Action 2: Direct Measure #3 - Learning outcome #3, no data reported. However, the indirect measure shows that performance targets were met from the student perspective.

Action Plan: During the 2018-2019 academic year, the Sport Management Department will meet with faculty to provide the necessary training related to reporting requirements for this course. From there, the department will meet to discuss the results and inform curriculum accordingly.

BBA - General Business

Section I: Student Learning Assessment

BBA – General Business

Student Learning Assessment for: <i>BBA – General Business</i>	
Program Intended Student Learning Outcomes (Program ISLOs)	
1. <i>Program Learning Outcome 1:</i> Apply research skills to business problems and challenges.	
2. <i>Program Learning Outcome 2:</i> Apply concepts of international business strategy to business decisions.	
3. <i>Program Learning Outcome 3:</i> Develop and present a business plan.	
Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
1. <i>Direct Measure 1</i> BUSN495 – Business Planning Capstone: Business Plan Portfolio Project Program ISLOs Assessed by this Measure: #1 Apply research skills to business problems and challenges. #2 Demonstrate concepts of international business. #3 Develop and present a business plan.	<i>Objective (Target/Criterion) for Direct Measure 1</i> <i>85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.</i>
Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Indirect Measures:
1. <i>Indirect Measure 1</i> Student Survey of Student Learning Program ISLOs Assessed by this Measure: #1 Apply research skills to business problems and challenges. #2 Demonstrate concepts of international business. #3 Develop and present a business plan.	<i>Objective (Target/Criterion) for Indirect Measure 1</i> <i>85% of student responses state gaining proficiency in the learning outcomes.</i>
Learning Assessment Results: <i>BBA General Business</i>	
Summary of Results from Implementing Direct Measures of Student Learning:	

1. *Summary of Results for Direct Measure 1*

BUSN495 – Business Planning Capstone: Business Plan

Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.

Portfolio Project Program ISLOs Assessed by this Measure:

#1 Apply research skills to business problems and challenges.

N = 226

Results = 96%

#2 Demonstrate concepts of international business.

N = 223

Results = 95%

#3 Develop and present a business plan.

N = 225

Results = 95%

Summary of Results from Implementing Indirect Measures of Student Learning:

1. *Summary of Results for Indirect Measure 1*

Student Survey of Student Learning

Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.

Program ISLOs Assessed by this Measure:

#1 Apply research skills to business problems and challenges.

N = 100

Results = 99%

#2 Demonstrate concepts of international business.

N = 97

Results = 97%

#3 Develop and present a business plan.

N = 99

Results = 100%

Summary of Achievement of Intended Student Learning Outcomes:

Intended Student Learning Outcomes	Learning Assessment Measures							
Program ISLOs	<i>Direct Measure 1 – BUSN495</i>	<i>Direct Measure 2</i>	<i>Direct Measure 3</i>	<i>Direct Measure 4</i>	<i>Indirect Measure 1 – Student Survey</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>Apply research skills to business problems and challenges.</i>	Met				Met			
2. <i>Demonstrate concepts of international business.</i>	Met				Met			
3. <i>Develop and present a business plan.</i>	Met				Met			

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

Although all learning outcomes were met, the Business Department updated the curriculum to reflect a greater emphasis on management principles and increased differentiation from our BBA Management program. Accordingly, the name of the program will change to Business and the learning outcomes and the direct measures for the program will be updated in the 2018-2019 Outcomes Assessment Plan.

BBA - International Business

Section I: Student Learning Assessment

BBA – International Business

Student Learning Assessment for: <i>BBA – International Business</i>	
Program Intended Student Learning Outcomes (Program ISLOs)	
1. <i>Program Learning Outcome 1:</i> Assess the similarities and differences between domestic and international business operations.	
2. <i>Program Learning Outcome 2:</i> Analyze international business growth areas for business opportunities.	
3. <i>Program Learning Outcome 3:</i> Evaluate the marketing challenges and opportunities companies encounter in a global environment.	
4. <i>Program Learning Outcome 4:</i> Evaluate the impact of social, cultural, political, economic and ethical environments on international business strategy.	
5. <i>Program Learning Outcome 5:</i> Apply international finance concepts to organizational decision-making.	
Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
1. <i>Direct Measure 1</i> BUSN496 – International Business Capstone: Case Study Portfolio Project Program ISLOs Assessed by this Measure: #1 Apply business decision tools to inform business decision-making. #2 Integrate major principles in the functional areas of accounting, marketing, finance, human resources, and management to make business decisions. #3 Develop and present business communication based on professional standards. #4 Apply the principles of ethical, legal, and cultural dimensions as considered in business decision-making. #5 Apply knowledge of the global business environment.	<i>Objective (Target/Criterion) for Direct Measure 1</i> 85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.
Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Indirect Measures:

1. *Indirect Measure 1*
Student Survey of Student Learning

Program ISLOs Assessed by this Measure:

- #1 Assess the similarities and differences between domestic and international business operations.**
- #2 Analyze international business growth areas for business opportunities.**
- #3 Evaluate the marketing challenges and opportunities companies encounter in a global environment.**
- #4 Evaluate the impact of social, cultural, political, economic and ethical environments on international business strategy.**
- #5 Apply international finance concepts to organizational decision-making.**

Objective (Target/Criterion) for Indirect Measure 1

85% of student responses state gaining proficiency in the learning outcomes.

Learning Assessment Results: BBA International Business

Summary of Results from Implementing Direct Measures of Student Learning:

1. *Summary of Results for Direct Measure 1*
BUSN496 – International Business Capstone: Case Study

Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.

Portfolio Project Program ISLOs Assessed by this Measure:

- #1 Apply business decision tools to inform business decision-making.**

N = 22

Results = 100%

- #2 Integrate major principles in the functional areas of accounting, marketing, finance, human resources, and management to make business decisions.**

N = 22

Results = 100%

- #3 Develop and present business communication based on professional standards.**

N = 22

Results = 91%

- #4 Apply the principles of ethical, legal, and cultural dimensions as considered in business decision-making.**

N = 22

Results = 91%

#5 Apply knowledge of the global business environment.

N = 22

Results = 100%

Summary of Results from Implementing Indirect Measures of Student Learning:

1. *Summary of Results for Indirect Measure 1*

Student Survey of Student Learning

Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.

Program ISLOs Assessed by this Measure:

#1 Assess the similarities and differences between domestic and international business operations.

N = 2

Results = 100%

#2 Analyze international business growth areas for business opportunities.

N = 2

Results = 100%

#3 Evaluate the marketing challenges and opportunities companies encounter in a global environment.

N = 2

Results = 100%

#4 Evaluate the impact of social, cultural, political, economic and ethical environments on international business strategy.

N = 2

Results = 100%

#5 Apply international finance concepts to organizational decision-making.

N = 2

Results = 80%

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								

	<i>BUSN496</i>				<i>Student Survey</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>Assess the similarities and differences between domestic and international business operations.</i>	Met				Met			
2. <i>Analyze international business growth areas for business opportunities.</i>	Met				Met			
3. <i>Evaluate the marketing challenges and opportunities companies encounter in a global environment.</i>	Met				Met			
4. <i>Evaluate the impact of social, cultural, political, economic and ethical environments on international business strategy.</i>	Met				Met			
5. <i>Apply international finance concepts to organizational decision-making.</i>	Met				Met			
Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:								
<i>All learning outcomes were met.</i>								

Bachelor of Science Program (BS)

Section I: Student Learning Assessment

Bachelor of Science Degree Program

Student Learning Assessment for: <i>Bachelor of Science Program</i>	
Program Intended Student Learning Outcomes (Program ISLOs)	
1. <i>Program Learning Outcome 1:</i> Apply business functional knowledge to inform decision-making in a business setting.	
2. <i>Program Learning Outcome 2:</i> Integrate the principles of professional business ethics utilized in business decision-making.	
3. <i>Program Learning Outcome 3:</i> Utilize computer application technologies in the creation of business documents.	
Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
1. <i>Direct Measure 1</i> LEGL301 – Business Organizations: Legal Business Portfolio Portfolio Project Program ISLOs Assessed by this Measure: #1 Apply business functional knowledge to inform decision-making in a business setting. #3 Utilize computer application technologies in the creation of business documents.	<i>Objective (Target/Criterion) for Direct Measure 1</i> 85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.
2. <i>Direct Measure 2</i> LEGL415 – Advanced Litigation: Trial Notebook Portfolio Project Program ISLOs Assessed by this Measure: #2 Integrate the principles of professional business ethics utilized in business decision-making. #3 Utilize computer application technologies in the creation of business documents.	<i>Objective (Target/Criterion) for Direct Measure 1</i> 85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.
Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Indirect Measures:

<p>1. <i>Indirect Measure 1</i> Faculty perception – Validation in accordance with American Bar Association Accreditation Standards.</p> <p>Program ISLOs Assessed by this Measure: #1 Apply business functional knowledge to inform decision-making in a business setting. #2 Integrate the principles of professional business ethics utilized in business decision-making. #3 Utilize computer application technologies in the creation of business documents.</p>	<p><i>Objective (Target/Criterion) for Direct Measure 1</i></p> <p>85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.</p>
<p>2. <i>Indirect Measure 2</i> Student Survey of Student Learning</p> <p>Program ISLOs Assessed by this Measure: #1 Apply business functional knowledge to inform decision-making in a business setting. #2 Integrate the principles of professional business ethics utilized in business decision-making. #3 Utilize computer application technologies in the creation of business documents.</p>	<p><i>Objective (Target/Criterion) for Indirect Measure 1</i></p> <p>85% of student responses state gaining proficiency in the learning outcomes.</p>
<p>Learning Assessment Results: Bachelor of Science Program</p>	
<p>Summary of Results from Implementing Direct Measures of Student Learning:</p>	
<p>1. <i>Summary of Results for Direct Measure 1</i> LEGL301 – Business Organizations: Legal Business Portfolio</p> <p><u>Performance Target:</u> 85% of students will either meet or exceed expectations on the grading rubric for this measure.</p> <p>Portfolio Project Program ISLOs Assessed by this Measure: #1 Apply business functional knowledge to inform decision-making in a business setting. <i>N = 24</i> <i>Results = 96%</i></p> <p>#3 Utilize computer application technologies in the creation of business documents. <i>N = 24</i></p>	

Results = 96%

2. *Summary of Results for Direct Measure 2*

LEGL415 – Advanced Litigation: Trial Notebook

Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.

Portfolio Project Program ISLOs Assessed by this Measure:

#2 Integrate the principles of professional business ethics utilized in business decision-making.

N = 26

Results = 96%

#3 Utilize computer application technologies in the creation of business documents.

N = 26

Results = 96%

Summary of Results from Implementing Indirect Measures of Student Learning:

1. *Summary of Results for Indirect Measure 1*

Faculty perception – Validation in accordance with American Bar Association Accreditation Standards.

Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.

Program ISLOs Assessed by this Measure:

#1 Apply business functional knowledge to inform decision-making in a business setting.

N = 43

Results = 98%

#2 Integrate the principles of professional business ethics utilized in business decision-making.

N = 45

Results = 98%

#3 Utilize computer application technologies in the creation of business documents.

N = 41

Results = 98%

2. *Summary of Results for Indirect Measure 2*

Internship Evaluation given in LEGL490

Performance Target: 85% of internship supervisors' responses state students gained proficiency in the learning outcomes.

Program ISLOs Assessed by this Measure:

#1 Apply business functional knowledge to inform decision-making in a business setting.

N = 6

Results = 100%

#2 Integrate the principles of professional business ethics utilized in business decision-making.

N = 6

Results = 100%

#3 Utilize computer application technologies in the creation of business documents.

N = 6

Results = 100%

Summary of Achievement of Intended Student Learning Outcomes:

Intended Student Learning Outcomes	Learning Assessment Measures							
Program ISLOs	Direct Measure 1 – LEGL301	Direct Measure 2 – LEGL415	Direct Measure 3	Direct Measure 4	Indirect Measure 1 – Faculty Survey	Indirect Measure 2 – Internship Evaluation	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>Apply business functional knowledge to inform decision-making in a business setting.</i>	Met	N/A			Met	Met		
2. <i>Integrate the principles of professional business ethics utilized in business decision-making.</i>	N/A	Met			Met	Met		
3. <i>Utilize computer application technologies in the creation of business documents.</i>	Met	Met			Met	Met		

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

All learning outcomes were met. The Paralegal Program program did undergo a name change and is now called the Legal Studies program. This name change will be reflected in the 2018-2019 Outcomes Assessment Plan.

**BS - Paralegal Studies
(now known as Legal Studies)**

Section I: Student Learning Assessment

BS – Paralegal Studies

Student Learning Assessment for: <i>BS – Paralegal Studies</i>	
Program Intended Student Learning Outcomes (Program ISLOs)	
1. <i>Program Learning Outcome 1:</i> Create legal documents similar in content and quality to those routinely produced in business and personal legal services.	
2. <i>Program Learning Outcome 2:</i> Integrate the use of technology to facilitate the production of legal documents in the area of business and personal legal services.	
3. <i>Program Learning Outcome 3:</i> Recommend an ethical course of conduct by determining the appropriate application of the Code of Professional Responsibility to ethical dilemmas occurring in business and personal legal services.	
Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
1. <i>Direct Measure 1</i> LEGL415 – Advanced Litigation: Trial Notebook Portfolio Project Program ISLOs Assessed by this Measure: #1 Create legal documents similar in content and quality to those routinely produced in business and personal legal services. #2 Integrate the use of technology to facilitate the production of legal documents in the area of business and personal legal services. #3 Recommend an ethical course of conduct by determining the appropriate application of the Code of Professional Responsibility	<i>Objective (Target/Criterion) for Direct Measure 1</i> 85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.
Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Indirect Measures:
1. <i>Indirect Measure 1</i> Internship Evaluation given in LEGL490 <u>Performance Target:</u> 85% of internship supervisors' responses state students gained proficiency in the learning outcomes.	<i>Objective (Target/Criterion) for Direct Measure 1</i> 85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.

Program ISLOs Assessed by this Measure:

- #1 Create legal documents similar in content and quality to those routinely produced in business and personal legal services.**
- #2 Integrate the use of technology to facilitate the production of legal documents in the area of business and personal legal services.**
- #3 Recommend an ethical course of conduct by determining the appropriate application of the Code of Professional Responsibility.**

Learning Assessment Results: BS – Paralegal Studies

Summary of Results from Implementing Direct Measures of Student Learning:

- 1. *Summary of Results for Direct Measure 1*
LEGL415 – Advanced Litigation: Trial Notebook

Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.

Portfolio Project Program ISLOs Assessed by this Measure:

- #1 Create legal documents similar in content and quality to those routinely produced in business and personal legal services.**

N = 26
Results = 100%

- #2 Integrate the use of technology to facilitate the production of legal documents in the area of business and personal legal services.**

N = 26
Results = 96%

- #3 Recommend an ethical course of conduct by determining the appropriate application of the Code of Professional Responsibility**

N = 26
Results = 96%

Summary of Results from Implementing Indirect Measures of Student Learning:

- 1. *Summary of Results for Indirect Measure 1*
Internship Evaluation given in LEGL490

Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.

Program ISLOs Assessed by this Measure:

#1 Create legal documents similar in content and quality to those routinely produced in business and personal legal services.

N = 6

Results = 100%

#2 Integrate the use of technology to facilitate the production of legal documents in the area of business and personal legal services.

N = 6

Results = 100%

#3 Recommend an ethical course of conduct by determining the appropriate application of the Code of Professional Responsibility

N = 6

Results = 100%

Summary of Achievement of Intended Student Learning Outcomes:

Intended Student Learning Outcomes	Learning Assessment Measures							
	<i>Direct Measure 1 – LEGL415</i>	<i>Direct Measure 2</i>	<i>Direct Measure 3</i>	<i>Direct Measure 4</i>	<i>Indirect Measure 1 – Internship Evaluation</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>Create legal documents similar in content and quality to those routinely produced in business and personal legal services.</i>	Met				Met			
2. <i>Integrate the use of technology to facilitate the production of legal documents in the area of business and personal legal services.</i>	Met				Met			
3. <i>Recommend an ethical course of conduct by determining the appropriate application of the Code of Professional Responsibility.</i>	Met				Met			

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

All learning outcomes were met. The Paralegal Program program did undergo a name change and is now called the Legal Studies program. This name change will be reflected in the 2018-2019 Outcomes Assessment Plan.

MASTERS-LEVEL PROGRAMS

MBA (traditional format)

Section I: Student Learning Assessment

MBA – Traditional Format

Student Learning Assessment for: <i>Master Level Programs (MBA Traditional Format)</i>	
Program Intended Student Learning Outcomes (Program ISLOs)	
1. <i>Program Learning Outcome 1:</i> Construct a situational analysis in order to develop business strategies and tactics.	
2. <i>Program Learning Outcome 2:</i> Integrate legal, ethical, and socially responsible constructs to make sound business decisions.	
3. <i>Program Learning Outcome 3:</i> Apply interpersonal oral communication with diverse audiences.	
4. <i>Program Learning Outcome 4:</i> Appraise collaborative leadership strategies to manage, influence, and lead in a global environment.	
5. <i>Program Learning Outcome 5:</i> Apply appropriate quantitative and qualitative inquiry methods to solve business problems	
Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
1. <i>Direct Measure 1</i> CAPS794 – Business integration Capstone: Business Integration Capstone Portfolio Project Program ISLOs Assessed by this Measure: #1 Construct a situational analysis in order to develop business strategies and tactics. #2 Integrate legal, ethical, and socially responsible constructs to make sound business decisions. #3 Apply interpersonal oral communication with diverse audiences. #4 Appraise collaborative leadership strategies to manage, influence, and lead in a global environment.	<i>Objective (Target/Criterion) for Direct Measure 1</i> <i>85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.</i>
2. <i>Direct Measure 2</i>	<i>Objective (Target/Criterion) for Direct Measure 1</i>

<p>BUSN688 – Quantitative Business Analysis: Quantitative Business Analysis</p> <p>Portfolio Project Program ISLOs Assessed by this Measure: #5 Apply appropriate quantitative and qualitative inquiry methods to solve business problems.</p>	<p><i>85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for 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>Indirect Measure 1</i> Student reflection paper</p> <p>Program ISLOs Assessed by this Measure: #1 Construct a situational analysis in order to develop business strategies and tactics. #2 Integrate legal, ethical, and socially responsible constructs to make sound business decisions. #3 Apply interpersonal oral communication with diverse audiences. #4 Appraise collaborative leadership strategies to manage, influence, and lead in a global environment. #5 Apply appropriate quantitative and qualitative inquiry methods to solve business problems.</p>	<p><i>Objective (Target/Criterion) for Direct Measure 1</i></p> <p><i>85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.</i></p>
<p>2. <i>Indirect Measure 2</i> Student recommendation for the program; taken from grad student survey.</p> <p>Program ISLOs Assessed by this Measure: #1 Construct a situational analysis in order to develop business strategies and tactics. #2 Integrate legal, ethical, and socially responsible constructs to make sound business decisions. #3 Apply interpersonal oral communication with diverse audiences. #4 Appraise collaborative leadership strategies to manage, influence, and lead in a global environment. #5 Apply appropriate quantitative and qualitative inquiry methods to solve business problems.</p>	<p><i>Objective (Target/Criterion) for Direct Measure 1</i></p> <p><i>85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.</i></p>

Learning Assessment Results: Master Level Programs (MBA Traditional Format)

Summary of Results from Implementing Direct Measures of Student Learning:

1. *Summary of Results for Direct Measure 1*

CAPS794 – Business integration Capstone: Business Integration Capstone

Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.

Portfolio Project Program ISLOs Assessed by this Measure:

#1 Construct a situational analysis in order to develop business strategies and tactics.

N = 262

Results = 92%

#2 Integrate legal, ethical, and socially responsible constructs to make sound business decisions.

N = 262

Results = 88%

#3 Apply interpersonal oral communication with diverse audiences.

N = 242

Results = 92%

#4 Appraise collaborative leadership strategies to manage, influence, and lead in a global environment.

N = 262

Results = 92%

2. *Summary of Results for Direct Measure 2*

BUSN688 – Quantitative Business Analysis: Quantitative Business Analysis

Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.

Portfolio Project Program ISLOs Assessed by this Measure:

#5 Apply appropriate quantitative and qualitative inquiry methods to solve business problems.

N = 161

Results = 79%

Summary of Results from Implementing Indirect Measures of Student Learning:

1. *Summary of Results for Indirect Measure 1*

Student reflection paper

Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.

Program ISLOs Assessed by this Measure:

#1 Construct a situational analysis in order to develop business strategies and tactics.

N = 226

Results = 100%

#2 Integrate legal, ethical, and socially responsible constructs to make sound business decisions.

N = 226

Results = 100%

#3 Apply interpersonal oral communication with diverse audiences.

N = 224

Results = 98%

#4 Appraise collaborative leadership strategies to manage, influence, and lead in a global environment.

N = 224

Results = 100%

#5 Apply appropriate quantitative and qualitative inquiry methods to solve business problems.

N = 226

Results = 98%

2. *Summary of Results for Indirect Measure 2*

Student recommendation for the program; taken from grad student survey.

Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.

Program ISLOs Assessed by this Measure:

#1 Construct a situational analysis in order to develop business strategies and tactics.

N = 166

Results = 100%

#2 Integrate legal, ethical, and socially responsible constructs to make sound business decisions.

N = 166

Results = 99%

#3 Apply interpersonal oral communication with diverse audiences.

N = 165

Results = 94%

#4 Appraise collaborative leadership strategies to manage, influence, and lead in a global environment.

N = 164

Results = 98%

#5 Apply appropriate quantitative and qualitative inquiry methods to solve business problems.

N = 166

Results = 98%

Summary of Achievement of Intended Student Learning Outcomes:

Intended Student Learning Outcomes	Learning Assessment Measures							
	<i>Direct Measure 1 – CAPS794</i>	<i>Direct Measure 2 – BUSN688</i>	<i>Direct Measure 3</i>	<i>Direct Measure 4</i>	<i>Indirect Measure 1 – Student Reflection Paper</i>	<i>Indirect Measure 2 – Student Rec of Program</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>Construct a situational analysis in order to develop business strategies and tactics.</i>	Met	N/A			Met	Met		
2. <i>Integrate legal, ethical, and socially responsible constructs to make sound business decisions.</i>	Met	N/A			Met	Met		
3. <i>Apply interpersonal oral communication with diverse audiences.</i>	Met	N/A			Met	Met		
4. <i>Appraise collaborative leadership strategies to manage, influence, and lead in a global environment.</i>	Met	N/A			Met	Met		

5. <i>Apply appropriate quantitative and qualitative inquiry methods to solve business problems.</i>	N/A	Not Met			Met	Met		
--	-----	---------	--	--	-----	-----	--	--

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

1. *Course of Action: BUSN688 - Learning Outcome #5 was not met. However, the student recommendation for the program is met for Indirect Measure #2.*

Action Plan: *During the 2017-2018 academic year, the Graduate Department will meet to discuss results that will inform curriculum changes. Focus will be given to include quantitative research assessments in the program.*

MBA (Competency-Based)

Section I: Student Learning Assessment

MBA – Competency Based

Student Learning Assessment for: <i>Master Level Programs (Competency Based Format)</i>	
Program Intended Student Learning Outcomes (Program ISLOs)	
1. <i>Program Learning Outcome 1:</i> Construct a situational analysis in order to develop business strategies and tactics.	
2. <i>Program Learning Outcome 2:</i> Integrate legal, ethical, and socially responsible constructs to make sound business decisions.	
3. <i>Program Learning Outcome 3:</i> Apply interpersonal oral communication with diverse audiences.	
4. <i>Program Learning Outcome 4:</i> Appraise collaborative leadership strategies to manage, influence, and lead in a global environment.	
5. <i>Program Learning Outcome 5:</i> Apply appropriate quantitative and qualitative inquiry methods to solve business problems	
Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
1. <i>Direct Measure 1</i> CSMG706 – Capstone Experience: Strategic Management Proficiency- module final assignment Portfolio Project Program ISLOs Assessed by this Measure: #1 Construct a situational analysis in order to develop business strategies and tactics. #2 Integrate legal, ethical, and socially responsible constructs to make sound business decisions. #3 Apply interpersonal oral communication with diverse audiences. #4 Appraise collaborative leadership strategies to manage, influence, and lead in a global environment.	<i>Objective (Target/Criterion) for Direct Measure 1</i> 85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.
2. <i>Direct Measure 2</i> CQBA705 – Advanced Hypothesis Testing: Quantitative Business Analysis Proficiency –module final assignment	<i>Objective (Target/Criterion) for Direct Measure 1</i>

<p>Portfolio Project Program ISLOs Assessed by this Measure: #5 Apply appropriate quantitative and qualitative inquiry methods to solve business problems.</p>	<p><i>85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for 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>Indirect Measure 1</i> Student reflection paper upon program completion</p> <p>Program ISLOs Assessed by this Measure: #1 Construct a situational analysis in order to develop business strategies and tactics. #2 Integrate legal, ethical, and socially responsible constructs to make sound business decisions. #3 Apply interpersonal oral communication with diverse audiences. #4 Appraise collaborative leadership strategies to manage, influence, and lead in a global environment. #5 Apply appropriate quantitative and qualitative inquiry methods to solve business problems.</p>	<p><i>Objective (Target/Criterion) for Direct Measure 1</i></p> <p><i>85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.</i></p>
<p>2. <i>Indirect Measure 2</i> Student recommendation for the program; taken from grad student survey.</p> <p>Program ISLOs Assessed by this Measure: #1 Construct a situational analysis in order to develop business strategies and tactics. #2 Integrate legal, ethical, and socially responsible constructs to make sound business decisions. #3 Apply interpersonal oral communication with diverse audiences. #4 Appraise collaborative leadership strategies to manage, influence, and lead in a global environment. #5 Apply appropriate quantitative and qualitative inquiry methods to solve business problems.</p>	<p><i>Objective (Target/Criterion) for Direct Measure 1</i></p> <p><i>85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.</i></p>

Learning Assessment Results: Master Level Programs (Competency Based Format)

Summary of Results from Implementing Direct Measures of Student Learning:

1. *Summary of Results for Direct Measure 1*

CSMG706 – Capstone Experience:

Strategic Management Proficiency- module final assignment

Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.

Portfolio Project Program ISLOs Assessed by this Measure:

#1 Construct a situational analysis in order to develop business strategies and tactics.

N = N/A

Results = N/A

#2 Integrate legal, ethical, and socially responsible constructs to make sound business decisions.

N = N/A

Results = N/A

#3 Apply interpersonal oral communication with diverse audiences.

N = N/A

Results = N/A

#4 Appraise collaborative leadership strategies to manage, influence, and lead in a global environment.

N = N/A

Results = N/A

2. *Summary of Results for Direct Measure 2*

CQBA705 – Advanced Hypothesis Testing:

Quantitative Business Analysis Proficiency –module final assignment

Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.

Portfolio Project Program ISLOs Assessed by this Measure:

#5 Apply appropriate quantitative and qualitative inquiry methods to solve business problems.

N = N/A

Results = N/A

Summary of Results from Implementing Indirect Measures of Student Learning:

1. *Summary of Results for Indirect Measure 1*

Student reflection paper upon program completion

Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.

Program ISLOs Assessed by this Measure:

#1 Construct a situational analysis in order to develop business strategies and tactics.

N = N/A

Results = N/A

#2 Integrate legal, ethical, and socially responsible constructs to make sound business decisions.

N = N/A

Results = N/A

#3 Apply interpersonal oral communication with diverse audiences.

N = N/A

Results = N/A

#4 Appraise collaborative leadership strategies to manage, influence, and lead in a global environment.

N = N/A

Results = N/A

#5 Apply appropriate quantitative and qualitative inquiry methods to solve business problems.

N = N/A

Results = N/A

2. *Summary of Results for Indirect Measure 2*

Student recommendation for the program; taken from grad student survey.

Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.

Program ISLOs Assessed by this Measure:

#1 Construct a situational analysis in order to develop business strategies and tactics.

N = N/A

Results = N/A

#2 Integrate legal, ethical, and socially responsible constructs to make sound business decisions.

N = N/A
Results = N/A

#3 Apply interpersonal oral communication with diverse audiences.

N = N/A
Results = N/A

#4 Appraise collaborative leadership strategies to manage, influence, and lead in a global environment.

N = N/A
Results = N/A

#5 Apply appropriate quantitative and qualitative inquiry methods to solve business problems.

N = N/A
Results = N/A

Summary of Achievement of Intended Student Learning Outcomes:

Intended Student Learning Outcomes	Learning Assessment Measures							
Program ISLOs	Direct Measure 1 – CSMG706	Direct Measure 2 – CQBA705	Direct Measure 3	Direct Measure 4	Indirect Measure 1 – Student Reflection Paper	Indirect Measure 2 – Student Rec of Program	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. Construct a situational analysis in order to develop business strategies and tactics.	No Data Reported	N/A			No Data Reported	No Data Reported		
2. Integrate legal, ethical, and socially responsible constructs to make sound business decisions.	No Data Reported	N/A			No Data Reported	No Data Reported		
3. Apply interpersonal oral communication with diverse audiences.	No Data Reported	N/A			No Data Reported	No Data Reported		

4. <i>Appraise collaborative leadership strategies to manage, influence, and lead in a global environment.</i>	No Data Reported	N/A			No Data Reported	No Data Reported		
5. <i>Apply appropriate quantitative and qualitative inquiry methods to solve business problems.</i>	N/A	No Data Reported			No Data Reported	No Data Reported		

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

No data was reported, as there were no students enrolled in these courses (modules) for the CMBA program.

MBA (Executive)

Section I: Student Learning Assessment

MBA - Executive

Student Learning Assessment for: <i>Master Level Programs (Executive Format)</i>	
Program Intended Student Learning Outcomes (Program ISLOs)	
1. <i>Program Learning Outcome 1:</i> <i>Design integrated solutions to executive management challenges.</i>	
2. <i>Program Learning Outcome 2:</i> <i>Apply knowledge from principle functional areas of business to assess integrated solutions to executive management challenges.</i>	
3. <i>Program Learning Outcome 3:</i> <i>Apply leadership theories to conduct an executive self-appraisal.</i>	
Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
1. <i>Direct Measure 1</i> CAPS796M – EMBA Capstone Experience: Capstone Project assignment Portfolio Project Program ISLOs Assessed by this Measure: #1 <i>Design integrated solutions to executive management challenges.</i> #2 <i>Apply knowledge from principle functional areas of business to assess integrated solutions to executive management challenges.</i>	<i>Objective (Target/Criterion) for Direct Measure 1</i> <i>85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.</i>
2. <i>Direct Measure 2</i> MGMT767M – Organizational Development and Leadership: Leadership self-appraisal and written situational case analysis. Portfolio Project Program ISLOs Assessed by this Measure: #3 <i>Apply leadership theories to conduct an executive self-appraisal.</i>	<i>Objective (Target/Criterion) for Direct Measure 1</i> <i>85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.</i>
Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Indirect Measures:
1. <i>Indirect Measure 1</i> <i>Student reflection paper upon program completion</i> Program ISLOs Assessed by this Measure:	<i>Objective (Target/Criterion) for Direct Measure 1</i> <i>85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.</i>

#1 Design integrated solutions to executive management challenges.
#2 Apply knowledge from principle functional areas of business to assess integrated solutions to executive management challenges.
#3 Apply leadership theories to conduct an executive self-appraisal.

2. Indirect Measure 2
Student recommendation for the program; taken from grad student survey.

Program ISLOs Assessed by this Measure:

#1 Design integrated solutions to executive management challenges.
#2 Apply knowledge from principle functional areas of business to assess integrated solutions to executive management challenges.
#3 Apply leadership theories to conduct an executive self-appraisal.

Objective (Target/Criterion) for Direct Measure 1

85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.

Learning Assessment Results: Master Level Programs (Executive Format)

Summary of Results from Implementing Direct Measures of Student Learning:

1. Summary of Results for Direct Measure 1
CAPS796M – EMBA Capstone Experience: Capstone Project assignment

Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.

Portfolio Project Program ISLOs Assessed by this Measure:

#1 Design integrated solutions to executive management challenges.

N = N/A

Results = N/A

#2 Apply knowledge from principle functional areas of business to assess integrated solutions to executive management challenges.

N = N/A

Results = N/A

2. Summary of Results for Direct Measure 2
MGMT767M – Organizational Development and Leadership:
Leadership self-appraisal and written situational case analysis.

Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.

Portfolio Project Program ISLOs Assessed by this Measure:

#3 Apply leadership theories to conduct an executive self-appraisal.

N = N/A

Results = N/A

Summary of Results from Implementing Indirect Measures of Student Learning:

1. *Summary of Results for Indirect Measure 1*

Student reflection paper upon program completion

Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.

Program ISLOs Assessed by this Measure:

#1 Design integrated solutions to executive management challenges.

N = N/A

Results = N/A

#2 Apply knowledge from principle functional areas of business to assess integrated solutions to executive management challenges.

N = N/A

Results = N/A

#3 Apply leadership theories to conduct an executive self-appraisal.

N = N/A

Results = N/A

2. *Summary of Results for Indirect Measure 2*

Student recommendation for the program; taken from grad student survey.

Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.

Program ISLOs Assessed by this Measure:

#1 Design integrated solutions to executive management challenges.

N = N/A

Results = N/A

#2 Apply knowledge from principle functional areas of business to assess integrated solutions to executive management challenges.

N = N/A

Results = N/A

#3 Apply leadership theories to conduct an executive self-appraisal.

N = N/A

Results = N/A

Summary of Achievement of Intended Student Learning Outcomes:

Intended Student Learning Outcomes	Learning Assessment Measures							
	<i>Direct Measure 1 – CAPS796M</i>	<i>Direct Measure 2 – MGMT767M</i>	<i>Direct Measure 3</i>	<i>Direct Measure 4</i>	<i>Indirect Measure 1 – Student Reflection Paper</i>	<i>Indirect Measure 2 – Student Rec of Program</i>	<i>Indirect Measure 3</i>	<i>Indirect Measure 4</i>
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. <i>Design integrated solutions to executive management challenges.</i>	No Data Reported	N/A			No Data Reported	No Data Reported		
2. <i>Apply knowledge from principle functional areas of business to assess integrated solutions to executive management challenges.</i>	No Data Reported	N/A			No Data Reported	No Data Reported		
3. <i>Apply leadership theories to conduct an executive self-appraisal.</i>	N/A	No Data Reported			No Data Reported	No Data Reported		

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

No data was reported given no students were enrolled in the Executive MBA program. This program was on hiatus during the 2017-2018 academic year.

Master of Management (MM)

Section I: Student Learning Assessment

Master of Management

Student Learning Assessment for: <i>Master of Management</i>	
Program Intended Student Learning Outcomes (Program ISLOs)	
1. <i>Program Learning Outcome 1:</i> Apply change management concepts to strategic planning.	
2. <i>Program Learning Outcome 2:</i> Design quality improvement initiatives for business systems and processes.	
3. <i>Program Learning Outcome 3:</i> Develop sustainable business practices using the triple bottom-line approach.	
4. <i>Program Learning Outcome 4:</i> Apply leadership decision-making frameworks.	
Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
<p>1. <i>Direct Measure 1</i> MGMT795 – Strategies for Contemporary Organizations: Strategic Management Case Study</p> <p>Portfolio Project Program ISLOs Assessed by this Measure: #1 Apply change management concepts to strategic planning. #2 Design quality improvement initiatives for business systems and processes. #3 Develop sustainable business practices using the triple bottom-line approach.</p>	<p><i>Objective (Target/Criterion) for Direct Measure 1</i></p> <p>85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.</p>
<p>2. <i>Direct Measure 2</i> MGMT795 – Strategies for Contemporary Organizations: Paper.</p> <p>Portfolio Project Program ISLOs Assessed by this Measure: #4 Apply leadership decision-making frameworks.</p>	<p><i>Objective (Target/Criterion) for Direct Measure 1</i></p> <p>85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.</p>
Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Indirect Measures:

<p>1. <i>Indirect Measure 1</i> Student reflection paper upon program completion</p> <p>Program ISLOs Assessed by this Measure: #1 Apply change management concepts to strategic planning. #2 Design quality improvement initiatives for business systems and processes. #3 Develop sustainable business practices using the triple bottom-line approach. #4 Apply leadership decision-making frameworks.</p>	<p><i>Objective (Target/Criterion) for Direct Measure 1</i></p> <p>85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.</p>
<p>2. <i>Indirect Measure 2</i> Student recommendation for the program; taken from grad student survey.</p> <p>Program ISLOs Assessed by this Measure: #1 Apply change management concepts to strategic planning. #2 Design quality improvement initiatives for business systems and processes. #3 Develop sustainable business practices using the triple bottom-line approach. #4 Apply leadership decision-making frameworks.</p>	<p><i>Objective (Target/Criterion) for Direct Measure 1</i></p> <p>85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.</p>
<p>Learning Assessment Results: <i>Master of Management</i></p>	
<p>Summary of Results from Implementing Direct Measures of Student Learning:</p>	
<p>1. <i>Summary of Results for Direct Measure 1</i> MGMT795 – Strategies for Contemporary Organizations: Strategic Management Case Study</p> <p><u>Performance Target:</u> 85% of students will either meet or exceed expectations on the grading rubric for this measure.</p> <p>Portfolio Project Program ISLOs Assessed by this Measure: #1 Apply change management concepts to strategic planning. <i>N = 61</i> <i>Results = 79%</i></p> <p>#2 Design quality improvement initiatives for business systems and processes.</p>	

N = 61
Results = 64%

#3 Develop sustainable business practices using the triple bottom-line approach.

N = 61
Results = 30%

2. *Summary of Results for Direct Measure 2*

MGMT795 – Strategies for Contemporary Organizations: Paper.

Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.

Portfolio Project Program ISLOs Assessed by this Measure:

#4 Apply leadership decision-making frameworks.

N = 61
Results = 85%

Summary of Results from Implementing Indirect Measures of Student Learning:

1. *Summary of Results for Indirect Measure 1*

Student reflection paper upon program completion

Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.

Program ISLOs Assessed by this Measure:

#1 Apply change management concepts to strategic planning.

N = 61
Results = 89%

#2 Design quality improvement initiatives for business systems and processes.

N = 61
Results = 85%

#3 Develop sustainable business practices using the triple bottom-line approach.

N = 61
Results = 70%

#4 Apply leadership decision-making frameworks.

N = 60
Results = 72%

2. *Summary of Results for Indirect Measure 2*

Student recommendation for the program; taken from grad student survey.

Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.

Program ISLOs Assessed by this Measure:

#1 Apply change management concepts to strategic planning.

N = 41
Results = 100%

#2 Design quality improvement initiatives for business systems and processes.

N = 41
Results = 100%

#3 Develop sustainable business practices using the triple bottom-line approach.

N = 40
Results = 97%

#4 Apply leadership decision-making frameworks.

N = 41
Results = 100%

Summary of Achievement of Intended Student Learning Outcomes:

Intended Student Learning Outcomes	Learning Assessment Measures							
	<i>Direct Measure 1 – MGMT795 / Case Study</i>	<i>Direct Measure 2 – MGMT795 / Paper</i>	<i>Direct Measure 3</i>	<i>Direct Measure 4</i>	<i>Indirect Measure 1 – Student Reflection Paper</i>	<i>Indirect Measure 2 – Student Rec of Program</i>	<i>Indirect Measure 3</i>	<i>Indirect Measure 4</i>
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. <i>Apply change management concepts to strategic planning.</i>	Not Met	N/A			Met	Met		

2. <i>Design quality improvement initiatives for business systems and processes.</i>	Not Met	N/A			Met	Met		
3. <i>Develop sustainable business practices using the triple bottom-line approach.</i>	Not Met	N/A			Not Met	Met		
4. <i>Apply leadership decision-making frameworks.</i>	N/A	Met			Not Met	Met		

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

1. *Course of Action 1 – MGMT795 Case Study - Direct Measure #1 – Learning Outcome #1 was not met. The results indicate that 79% of students met the learning outcome. However, the indirect measure shows that performance targets were met from the student perspective.*

Action Plan: *During the 2018-2019 academic year, the Graduate Studies Department will meet to discuss the results and use them to inform curriculum improvement. Specifically, the department will make necessary changes in assessment for greater alignment in the learning outcomes.*

2. *Course of Action 2 - MGMT795 Case Study - Direct Measure #2 – Learning Outcome #2 was not met. The results indicate that 64% of students met the learning outcome. However, the indirect measure shows that performance targets were met from the student perspective.*

Action Plan: *During the 2018-2019 academic year, the Graduate Studies Department will meet to discuss the results and use them to inform curriculum improvement. Specifically, the department will make necessary changes in assessment for greater alignment in the learning outcomes.*

3. *Course of Action 3 – MGMT795 Case Study – Direct Measure # 3 – Learning Outcome #3 was not met. The results indicate that 30% of students met the learning outcome. The results of Indirect Measure #1 are consistent with this result. However, Indirect Measure #2 indicates otherwise and students would recommend the program.*

Action Plan: *During the 2018-2019 academic year, the Graduate Studies Department will meet to discuss the results and use them to inform curriculum improvement. Specifically, the department will make necessary changes in assessment for greater alignment in the learning outcomes. Additionally, the Graduate Studies Department will work to improve student perception in the program learning outcomes.*

4. *Course of Action 4 – MGMT795 Case Study – Indirect Measure #1 - Student Reflection Paper was not met.*

Action Plan: *During the 2018-2019 academic year, the Graduate Studies Department will meet to discuss the results and will work to improve student perception in the program learning outcomes.*

Master of Accountancy (MACC)

Section I: Student Learning Assessment

Master of Accountancy

Student Learning Assessment For: <i>Master Of Accountancy</i>	
Program Intended Student Learning Outcomes (Program ISLOs)	
1.	<i>Program Learning Outcome 1:</i> Generate accounting solutions based on business information obtained from and using current technologies.
2.	<i>Program Learning Outcome 2:</i> Apply legal and ethical standards as they related to accounting decisions.
3.	<i>Program Learning Outcome 3:</i> Synthesize written and professional communications for accounting stakeholders.
4.	<i>Program Learning Outcome 4:</i> Create accounting business solutions based on analysis of alternative actions.
5.	<i>Program Learning Outcome 5:</i> Evaluate current accounting literature to inform business decisions.
Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
<p>1. <i>Direct Measure 1</i> ACCT647: Accounting and Financial Analytics Case Study</p> <p>Portfolio Project Program ISLOs Assessed by this Measure: #1 Generate accounting solutions based on business information obtained from and using current technologies. #4 Create accounting business solutions based on analysis of alternative actions.</p>	<p><i>Objective (Target/Criterion) for Direct Measure 1</i></p> <p>85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.</p>
<p>2. <i>Direct Measure 2</i> ACCT650: Accounting Responsibilities and Ethics Case Study</p> <p>Portfolio Project Program ISLOs Assessed by this Measure: #2 Apply legal and ethical standards as they relate to accounting decisions.</p>	<p><i>Objective (Target/Criterion) for Direct Measure 2</i></p> <p>85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.</p>
<p>3. <i>Direct Measure 3</i> ACCT615: Accounting Research and Communications Case Study</p>	<p><i>Objective (Target/Criterion) for Direct Measure 2</i></p>

	<p>Portfolio Project Program ISLOs Assessed by this Measure: #3 Synthesize written and professional communications for accounting stakeholders. #5 Evaluate current accounting literature to inform business decisions.</p>	<p>85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.</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.</p>	<p><i>Indirect Measure 1</i> Student Reflection Paper</p> <p>Program ISLOs Assessed by this Measure: #1 Generate accounting solutions based on business information obtained from and using current technologies. #2 Apply legal and ethical standards as they relate to accounting decisions. #3 Synthesize written and professional communications for accounting stakeholders. #4 Create accounting business solutions based on analysis of alternative actions. #5 Evaluate current accounting literature to inform business decisions.</p>	<p><i>Objective (Target/Criterion) for Indirect Measure 1</i></p> <p>85% of student responses state gaining proficiency in the learning outcomes.</p>
<p>2.</p>	<p><i>Indirect Measure2</i> Student Survey of student learning</p> <p>Program ISLOs Assessed by this Measure: #1 Generate accounting solutions based on business information obtained from and using current technologies. #2 Apply legal and ethical standards as they relate to accounting decisions. #3 Synthesize written and professional communications for accounting stakeholders. #4 Create accounting business solutions based on analysis of alternative actions. #5 Evaluate current accounting literature to inform business decisions.</p>	<p><i>Objective (Target/Criterion) for Indirect Measure 1</i></p> <p>85% of student responses state gaining proficiency in the learning outcomes.</p>

Learning Assessment Results: Master of Accountancy (MACC)

Summary of Results from Implementing Direct Measures of Student Learning:

1.	<p><i>Summary of Results for Direct Measure 1</i></p> <p>ACCT647: Accounting and Financial Analytics Case Study</p> <p><u>Performance Target:</u> 85% of students will either meet or exceed expectations on the grading rubric for this measure.</p> <p>Portfolio Project Program ISLOs Assessed by this Measure:</p> <p>#1 Generate accounting solutions based on business information obtained from and using current technologies.</p> <p><i>N = 36</i></p> <p><i>Results = 90%</i></p> <p>#4 Create accounting business solutions based on analysis of alternative actions.</p> <p><i>N = 36</i></p> <p><i>Results = 90%</i></p>
2.	<p><i>Summary of Results for Direct Measure 2</i></p> <p>ACCT650: Accounting Responsibilities and Ethics Case Study</p> <p><u>Performance Target:</u> 85% of students will either meet or exceed expectations on the grading rubric for this measure.</p> <p>Portfolio Project Program ISLOs Assessed by this Measure:</p> <p>#2 Apply legal and ethical standards as they relate to accounting decisions.</p> <p><i>N = 29</i></p> <p><i>Results = 90%</i></p>

3. *Summary of Results for Direct Measure 3*
**ACCT615: Accounting Research and Communications
Case Study**
Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.

Portfolio Project Program ISLOs Assessed by this Measure:

#3 Synthesize written and professional communications for accounting stakeholders.

N = 14

Results = 90%

#5 Evaluate current accounting literature to inform business decisions.

N = 14

Results = 90%

Summary of Results from Implementing Indirect Measures of Student Learning:

1. *Summary of Results for Indirect Measure 1*
Student Reflection Paper
Program ISLOs Assessed by this Measure:
#1 Generate accounting solutions based on business information obtained from and using current technologies.
#2 Apply legal and ethical standards as they relate to accounting decisions.
#3 Synthesize written and professional communications for accounting stakeholders.
#4 Create accounting business solutions based on analysis of alternative actions.
#5 Evaluate current accounting literature to inform business decisions.
For all learning outcomes:
N = 14
Results = 100%

2.	<p><i>Summary of Results for Indirect Measure 2</i></p> <p>Student Survey of Student Learning</p> <p>Program ISLOs Assessed by this Measure:</p> <p>#1 Generate accounting solutions based on business information obtained from and using current technologies.</p> <p>#2 Apply legal and ethical standards as they relate to accounting decisions.</p> <p>#3 Synthesize written and professional communications for accounting stakeholders.</p> <p>#4 Create accounting business solutions based on analysis of alternative actions.</p> <p>#5 Evaluate current accounting literature to inform business decisions.</p> <p>For all learning outcomes:</p> <p>N = 14</p> <p>Results = 100%</p>
----	--

Summary of Achievement of Intended Student Learning Outcomes:

Intended Student Learning Outcomes (ISLOs)		Learning Assessment Measures							
		Direct Measures of Student Learning				Indirect Measures of Student Learning			
Program ISLOs		Direct Measure 1	Direct Measure 2	Direct Measure 3	Direct Measure 4	Indirect Measure 1	Indirect Measure 2	Indirect Measure 3	Indirect Measure 4
		Performance Objective Was...	Performance Objective Was...	Performance Objective Was...	Performance Objective Was...	Performance Objective Was...	Performance Objective Was...	Performance Objective Was...	Performance Objective Was...
1.	<i>Generate accounting solutions based on business information obtained from and using current technologies</i>	Met				Met	Met		
2.	<i>Apply legal and ethical standards as they related to accounting decisions.</i>		Met			Met	Met		
3.	<i>Synthesize written and professional communications for accounting stakeholders.</i>			Met		Met	Met		
4.	<i>Create accounting business solutions based on analysis of alternative actions.</i>	Met				Met	Met		

5.	<i>Evaluate current accounting literature to inform business decisions</i>			Met		Met	Met		
----	--	--	--	-----	--	-----	-----	--	--

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

All performance targets were met.

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	
<p>1. <i>Intended Operational Outcome 1</i> The Donald W. Maine College of Business will achieve annual University-established enrollment goals.</p>	
<p>2. <i>Intended Operational Outcome 2</i> The Donald W. Maine College of Business will achieve annual University-established employment rate as measured by student placement rate six months after graduation.</p>	
<p>3. <i>Intended Operational Outcome 3</i> The Donald W. Maine College of Business will achieve annual University-established performance ratings for Employer Perception Survey measuring preparedness of students for the workforce.</p>	
<p>4. <i>Intended Operational Outcome 4</i> The Donald W. Maine College of Business will achieve annual University-established Student Achievement Measure (SAM) which measures the percent of first-time, full-time and transfer full-time bachelor's degree seeking students who graduate within 150% of normal time to completion.</p>	
<p>5. <i>Intended Operational Outcome 5</i> The Donald W. Maine College of Business will achieve annual University-established Graduate Satisfaction rate which measures graduates who would recommend the University to others.</p>	
Assessment Measures/Methods for Intended Operational Outcomes:	Performance Objectives (Targets/Criteria) for Operational Assessment Measures/Methods:
<p>1. <i>Operational Assessment Measure/Method 1: MCOB Enrollment</i> Intended Operational Outcomes Assessed by this Measure: Objective: <i>Achieve annual University-established enrollment goal.</i> Measure: <i>Donald W. Maine College of Business benchmark</i></p>	<p><i>Objective (Target/Criterion) for Measure/Method 1</i> <i>Target established based on a proportion of the overall university target for the College of Business.</i> <i>Findings are reported by the University annually.</i></p>
<p>2. <i>Operational Assessment Measure/Method 2: MCOB Employment Rate</i> Intended Operational Outcomes Assessed by this Measure:</p>	<p><i>Objective (Target/Criterion) for Measure/Method 2</i> <i>Target is established based upon overall university target.</i> <i>Findings are reported annually from the Student Graduate Survey.</i></p>

<p>Objective: <i>Achieve annual University-established graduate employment rate as measured using annual graduate survey.</i></p> <p>Measure: <i>Donald W. Maine College of Business score for student placement rate six months after graduation.</i></p>				
<p>3. <i>Operational Assessment Measure/Method 3: Employer Perception of Graduates</i></p> <p>Intended Operational Outcomes Assessed by this Measure:</p> <p>Objective: <i>Achieve University-established benchmark for Employer Perception Survey measuring preparedness of students for the workforce.</i></p> <p>Measure: <i>Donald W. Maine College of Business-specific results for employer perception survey.</i></p>	<p><i>Objective (Target/Criterion) for Measure/Method 3</i></p> <p><i>Target determined and measured annually.</i></p> <p><i>Findings are reported annually through program annually.</i></p>			
<p>4. <i>Operational Assessment Measure/Method 4: Satisfaction of Graduates</i></p> <p>Intended Operational Outcomes Assessed by this Measure:</p> <p><i>Achieve annual University-established graduate satisfaction rate</i></p> <p>Measure: <i>Annual survey measure of whether the graduate would recommend the University to others.</i></p>	<p><i>Objective (Target/Criterion) for Measure/Method 4</i></p> <p><i>Target is established based on overall university target.</i></p> <p><i>Findings are reported annually from the Student Graduate Survey.</i></p>			
<p>Summary of Results from Implementing Operational Assessment Measures/Methods:</p>				
<p>1. <i>Summary of Results for Measure/Method 1: target was met. The College of Business results exceeded the goal by 0.001 %</i></p>				
<p>2. <i>Summary of Results for Measure/Method 2: target was met. The College of Business results were 91% with a goal of 90%.</i></p>				
<p>3. <i>Summary of Results for Measure/Method 3: target was not met and was only measured at the University level. The University results were 4.0 with a goal of 4.1 on a scale of 1 to 5.</i></p>				
<p>4. <i>Summary of Results for Measure/Method 5: target was met. The College of Business results were 96% with a University goal of 90%.</i></p>				
<p>Summary of Achievement of Intended Operational Outcomes:</p>				
<p>Intended Operational Outcomes</p>	<p>Operational Assessment Measures/Methods</p>			
	<p><i>Operational Assessment Measure/ Method 1 –</i></p>	<p><i>Operational Assessment Measure/ Method 2 –</i></p>	<p><i>Operational Assessment Measure/ Method 3 –</i></p>	<p><i>Operational Assessment Measure/ Method 4 –</i></p>

	<i>Enrollment</i>	<i>Student placement 6 months after graduation</i>	<i>Employer perception survey results</i>	<i>Graduates recommending program to others</i>
	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...
1. <i>Achieve annual University-established enrollment goal.</i>	Exceeded			
2. <i>Achieve annual University-established graduate employment rate as measured using annual graduate survey.</i>		Exceeded		
3. <i>Achieve University-established benchmark for Employer Perception Survey measuring preparedness of students for the workforce.</i>			No Met	
4. <i>Achieve annual University-established graduate satisfaction rate</i>				Exceeded

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

1. *Course of Action 1: Work closely with employers to determine preferred skill sets of students and use this information to inform curriculum particularly in the various accounting fields.*