

|  |  |  |  |
| --- | --- | --- | --- |
|  | Report of Outcomes Assessment Results | |  |
|  | Institution | Davenport University |  |
|  | Academic Business Unit | Donald W. Maine College of Business |  |
|  | Academic Year | 2015-16 |  |
|  |  |  |  |

**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. | |
| X | Changes have been made and the revised plan is attached. | |
|  | We have made changes and the revised plan will be sent to the IACBE by: |  |

**Outcomes Assessment Results**

|  |  |
| --- | --- |
| **For Academic Year:** | 2015-2016 |

**Section I: Student Learning Assessment**

|  |  |  |
| --- | --- | --- |
|  | **Student Learning Assessment for: *Associate of Business Administration*** | |
|  | **Program Intended Student Learning Outcomes (Program ISLOs)** | |
|  | 1. *Translate data from the accounting process for both merchandising and service entities to financial statements and reports.* | |
|  | 1. *Explain the four principle components of the marketing mix as applied in a wide variety of business settings.* | |
|  | 1. *Examine the four major functions of management as applied in a wide variety of business settings.* | |
|  | 1. *Distinguish the basic concepts of supply and demand, scarcity, opportunity cost, production possibilities, comparative advantage and specialization, and various economic systems.* | |
|  | 1. *Identify the major functions of an information management system.* | |
|  | **Assessment Instruments for Intended Student Learning Outcomes—**  **Direct Measures of Student Learning:** | **Performance Objectives (Targets/Criteria) for Direct Measures:** |
|  | 1. *Major Field Test (MFT)*   Program ISLOs Assessed by this Measure: *1-5* | *Objective (Target/Criterion) for Direct Measure 1*  *Students aggregate score will be at the 50th* percentile. |
|  | 1. *Final Exams/Projects embedded in the following courses:*   *MKTG211 Standardized Exam*  Program ISLOs Assessed by this Measure: *2*  *ACCT201 Standardized Final Exam*  Program ISLOs Assessed by this Measure: *1*  *MGMT211Exam*  Program ISLOs Assessed by this Measure: *3*  *Economic Score in MFT*  Program ISLOs Assessed by this Measure: *4*  *CISP112 Applied Information Technology Research Project*  Program ISLOs Assessed by this Measure: *5* | *Objective (Target/Criterion) for Direct Measure 2*  *Average student score on referenced final exams/projects will be at 75%.* |
|  | **Assessment Instruments for Intended Student Learning Outcomes—**  **Indirect Measures of Student Learning:** | **Performance Objectives (Targets/Criteria) for Indirect Measures:** |
|  | 1. *Donald W. Maine College of Business Faculty Survey*   Program ISLOs Assessed by this Measure: *Outcomes List: 1-5* | *Faculty will rate student overall proficiency at 80% in the faculty survey of student performance.*  *Domain and sub-domain competency ratings are provided and the target of 80% applies to all measures.* |
|  | 1. *Donald W. Maine College of Business Student Survey*   Program ISLOs Assessed by this Measure: *Outcomes List: 1-5* | *Students will rate their overall proficiency at 80% in the student survey of performance.*  *Domain and sub-domain competency ratings are provided and the target of 80% applies to all measures.* |
| **Learning Assessment Results: *Associate of Business Administration*** | | |
| **Summary of Results from Implementing Direct Measures of Student Learning:** | | |
| 1. *Major Field Test (MFT)*   *Performance Target: Students aggregate score will be at the 50th* percentile.  N=165  Aggregated average percentile score: 72nd percentile | | |
| 1. *Final Exams/Projects embedded in the following courses:*   *Performance Target:* *Average student score on referenced final exams/projects will be at 75%.*  MKTG 211 Standardized Exam Set (ISLO 2):  N=609  Average student score on the exam: 78%  ACCT201 Standardized Final Exam (ISLO1):  N=637  Average student score on the exam: 77%  MGMT211 Exam (ISLO 3):  N= 775  Average student score: 87%  Economics Score in MFT (ISLO 4):  N=165  Average student score: 55%  CISP112 Applied Information Technology Research Project (ISLO 5):  N=330  Average student score: 86% | | |
| **Summary of Results from Implementing Indirect Measures of Student Learning:** | | |
| 1. *Donald W. Maine College of Business Faculty Survey*   *Performance Target:* *Faculty will rate student overall proficiency at 80% in the faculty survey of student performance.*  N= 475  Faculty Overall Rating: 77%  *Performance Target: Domain and sub-domain competency ratings are provided and the target of 80% applies to all measures.*  ***Faculty Rating per domain and subdomains:***  *Accounting Domain: 74%*  *Subdomains:*  Accounting - Financial Accounting: 76%  Accounting - Managerial: 72%  *Marketing Subdomains: 77%*  Marketing- Marketing Processes: 77%  Marketing - Marketing Institutions: 76%  *Management Domain: 79%*  *Subdomains:*  Management Process: 83%  Organizational Behavior: 84%  Strategy and Policy: 69%  Other Management Course Content: 67%  *Economics Domain: 82%*  *Subdomains*:  Macroeconomics: 81%  Microeconomics:84% | | |
| 1. *Donald W. Maine College of Business Student Survey*   *Performance Target: Students will rate their overall proficiency at 80% in the student survey of performance.*  ***Student Rating per domain:***  Marketing: 71%  Accounting: 65%  Management: 75%  Economics: 64%  *Performance Target:* *Domain and sub-domain competency ratings are provided and the target of 80% applies to all measures.*  **Students Ratings by domain & subdomain:**  *Accounting Subdomains:*  Accounting - Financial Accounting: 66%  Accounting - Managerial: 63%  *Marketing Subdomains:*  Marketing- Marketing Processes: 70%  Marketing - Marketing Institutions: 72%  *Management Subdomains:*  Management Process: 77%  Organizational Behavior: 85%  Strategy and Policy: 74%  Other Management Course Content: 67%  *Economics Subdomains*:  Macroeconomics: 71%  Microeconomics: 59% | | |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Summary of Achievement of Intended Student Learning Outcomes:** | | | | | | | | |
| **Intended Student Learning Outcomes** | **Learning Assessment Measures** | | | | | | | |
| **Program ISLOs** | ***Major Field Test (MFT)*** | ***MKTG 211 Standardized Exam Set*** | ***ACCT201 Standardized Final Exam*** | ***MGMT 211 Exam*** | ***Economics Score on MFT*** | ***CISP112 Applied Information Technology Research Project*** | ***Donald W. Maine College of Business Faculty Survey*** | ***Donald W. Maine College of Business Student Survey*** |
| **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. *Translate data from the accounting process for both merchandising and service entities to financial statements and reports (ACCT)* | Met |  | Met |  |  |  | Not Met | Not Met |
| *2. Explain the four principle*  *components of the marketing mix as applied in a wide variety of business settings (MKTG)* |  | Met |  |  |  |  | Not Met | Not Met |
| *3. Examine the four major functions of management as applied in a wide variety of business settings (MGMT)* |  |  |  | Met |  |  | Not Met | Not Met |
| *4. Distinguish the basic concepts of supply and demand, scarcity, opportunity cost, production possibilities, comparative advantage and specialization, and various economic systems (Economics)* |  |  |  |  | Not Met |  | Met | Not Met |
| *5. Identify the major functions of an information management system (CISP).* |  |  |  |  |  | Met | N/A | N/A |

|  |
| --- |
| **Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:** |
| 1. *Course of Action 1: Except for the Economics direct measure, all other direct measures indicate that performance targets were met. However, the indirect measures show that the performance targets were not met for the following domains: Accounting, Management, and Marketing. This may be an issue of perception of proficiency on the part of the faculty members and students alike, as both groups rate students below the target for the content area or domain proficiency.*   ***Action plan:***  *In the new 2016 Outcomes Assessment Plan, we have revised the ISLOs to reflect program level outcomes (from subject area domain level) and have identified indirect measures that capture the achievement of program ISLOs rather than content area proficiency (see the attached 2016 Outcomes Assessment Plan, pgs. 3-4). Further, with the 2016 Outcomes Assessment Plan, we have conducted several faculty meetings to learn about and create awareness of the Outcomes Assessment Plan and implementation. We also plan on meeting annually with all the College of Business faculty, starting in 2016-17 academic year, to discuss the results and use them to inform curricula improvement.* |
| 1. *Course of Action 2: Program ISLO 4 was not met by the direct measure (MFT score on the Economics Domains); however, faculty rating of student proficiency (indirect measure) was met. The student rating of student proficiency in this domain did not meet the performance target.*   ***Action Plan****: During Fall 2016, meetings will be held with Economics department faculty to identify strategies to increase proficiency in this domain for internal improvement as this is no longer a direct measure in the new - 2016 - Outcomes Assessment Plan.*  *The new 2016 Outcomes Assessment Plan for the Associate of Business Administration degree program revised the learning outcomes as well as the measures to capture students’ achievement of the program learning outcomes, rather than content area/domains (see 2016 Outcomes Assessment Plan, pgs. 3-4).* |
| *3. Course of Action 3: The performance target for ISLO 5 was met by the direct measure. For the indirect measures, however, data was not collected as no measures were specified. This is noted as N/A in the above chart.*  ***Action Plan****: As a result of the revision and update of the Outcomes Assessment Plan (reflected in the 2016 Outcomes Assessment Plan), changes were made to the Associate of Business Administration learning outcomes to reflect program level, rather than domain level outcomes. As such, two indirect measures were included in the 2016 Outcomes Assessment Plan for which data will be collected during the 2016-17 academic year (see 2016 Outcomes Assessment Plan, pgs. 3-4).* |

|  |  |  |
| --- | --- | --- |
|  | **Student Learning Assessment for: *Associate of Business Administration – Accounting Major*** | |
|  | **Program Intended Student Learning Outcomes (Program ISLOs)** | |
|  | 1. *Analyze business transactions to properly record in the accounting records.* | |
|  | 1. *Explain and apply accounting concepts in financial reporting.* | |
|  | 1. *Prepare the financial reports used in business decision making.* | |
|  | **Assessment Instruments for Intended Student Learning Outcomes—**  **Direct Measures of Student Learning:** | **Performance Objectives (Targets/Criteria) for Direct Measures:** |
|  | 1. ACCT201 *Comprehensive final exam questions.* Program ISLOs:   General Program ISLOs Assessed by this Measure: *1, 2, 3*  *Accounting* ISLOs Assessed by this Measure: *1, 2, 3* | *75% of all students taking the final exam will achieve an average score of 70%.* |
|  | 1. ACCT202 *Accounting practice set.* Program ISLOs:   General Program ISLOs Assessed by this Measure: 1, 2, 3  *Accounting* ISLOs Assessed by this Measure: *1, 2, 3* | *75% of all students taking the practice exam will achieve an average score of 70%.* |
|  | **Assessment Instruments for Intended Student Learning Outcomes—**  **Indirect Measures of Student Learning:** | **Performance Objectives (Targets/Criteria) for Indirect Measures:** |
|  | 1. *Indirect Measure 1 - \*See note in Summary of Results.*   Program ISLOs Assessed by this Measure: *Outcomes List* | *Objective (Target/Criterion) for Indirect Measure 1* |
|  | 1. *Indirect Measure 2*   Program ISLOs Assessed by this Measure: *Outcomes List* | *Objective (Target/Criterion) for Indirect Measure 2* |
|  | 1. *Indirect Measure 3*   Program ISLOs Assessed by this Measure: *Outcomes List* | *Objective (Target/Criterion) for Indirect Measure 3* |
|  | 1. *Indirect Measure 4*   Program ISLOs Assessed by this Measure: *Outcomes List* | *Objective (Target/Criterion) for Indirect Measure 4* |
| **Learning Assessment Results: *Associate of Business Administration - Accounting Major*** | | |
| **Summary of Results from Implementing Direct Measures of Student Learning:** | | |
| 1. *ACCT201 Final Exam (ISLO 1, 2, & 3)*   *Performance Target: 75% of all students taking the final exam will achieve an average score of 70%.*  N=637  Average student score on the exam: 77% | | |
| 1. *ACCT202 Accounting Practice Exam (ISLO 1, 2, & 3)*   *Performance Target: 75% of all students taking the practice exam will achieve an average score of 70%.*  *N=513*  Average student score on the exam: 80% | | |
| **Summary of Results from Implementing Indirect Measures of Student Learning:** | | |
| 1. *\*Summary of Results for Indirect Measure 1*   ***Note:*** *The outcomes assessment plan did not indicate an indirect measure for this major (see updated 2016 Outcomes Assessment Plan)* | | |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Summary of Achievement of Intended Student Learning Outcomes:** | | | | | | | | |
| **Intended Student Learning Outcomes** | **Learning Assessment Measures** | | | | | | | |
| **Program ISLOs** | ***Direct Measure 1:*** ACCT201 *Comprehensive final exam* | ***Direct Measure 2:*** *ACCT202 Accounting Practice Exam* | ***Direct Measure 3*** | ***Direct Measure 4*** | ***Indirect Measure 1*** | ***Indirect Measure 2*** | ***Indirect Measure 3*** | ***Indirect Measure 4*** |
| **Performance Target Was…** | **Performance Target Was…** | **Performance Target Was…** | **Performance Target Was…** | **Performance Target Was…** | **Performance Target Was…** | **Performance Target Was…** | **Performance Target Was…** |
| 1. *Analyze business transactions to properly record in the accounting records.* | Met | Met |  |  | N/A |  |  |  |
| 1. *Explain and apply accounting concepts in financial reporting.* | Met | Met |  |  | N/A |  |  |  |
| 1. *Prepare the financial reports used in business decision making.* | Met | Met |  |  | N/A |  |  |  |

|  |
| --- |
| **Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:** |
| 1. *Course of Action 1: The 2014-15 Outcomes Assessment Plan did not indicate an indirect measure for this program. This is noted as N/A in the above chart.*   ***Action Plan:*** *The updated 2016 Outcomes Assessment Plan currently identifies the indirect measure for this program for which data will be collected starting Fall 2016 (see attached 2016 Outcomes Assessment Plan, pgs. 8-10).* |

|  |  |  |
| --- | --- | --- |
|  | **Student Learning Assessment for: *Associate of Business Administration - Business Administration Major*** | |
|  | **Program Intended Student Learning Outcomes (Program ISLOs)** | |
|  | 1. *Demonstrate a foundational level of knowledge in management principles.* | |
|  | 1. *Demonstrate understanding of business laws and ethics as used in an organizational setting.* | |
|  | 1. *Demonstrate the ability to develop a basic business plan for various organizational settings.* | |
|  | 1. *Demonstrate the ability to communicate appropriately in an organizational setting through oral, written and multi-media assignments that require appropriate medium, communication style, and the use of relevant business terms, tools, techniques and technologies.* | |
|  | **Assessment Instruments for Intended Student Learning Outcomes—**  **Direct Measures of Student Learning:** | **Performance Objectives (Targets/Criteria) for Direct Measures:** |
|  | 1. *MGMT211 Management Foundations*   General Program ISLOs Assessed by this Measure: 3  *Business Administration* ISLOs Assessed by this Measure:1 | *75% of all students taking the final exam will achieve an average score of 70%.* |
|  | 1. *LEGL210 Business Law Foundations*   General Program ISLOs Assessed by this Measure: 3  *Business Administration* ISLOs Assessed by this Measure: 2 | *75% of all students taking the final exam will achieve an average score of 70%.* |
|  | 1. *BUSN120 Introduction to Business*   General Program ISLOs Assessed by this Measure: 1, 2, 3  *Business Administration* ISLOs Assessed by this Measure: *Outcomes List (Note: Not specified in the 2014-15 Outcomes Assessment Plan. See Action Plan Notes below).* | *75% of all students taking the final exam will achieve an average score of 70%.* |
|  | 1. *BUSN210 Professional Ethics*   General Program ISLOs Assessed by this Measure: *Outcomes List*  *Business Administration* ISLOs Assessed by this Measure: 2 | *75% of all students taking the final exam will achieve an average score of 70%.* |
|  | **Assessment Instruments for Intended Student Learning Outcomes—**  **Indirect Measures of Student Learning:** | **Performance Objectives (Targets/Criteria) for Indirect Measures:** |
|  | 1. *Indirect Measure 1 \*See note in Summary of Results.*   Program ISLOs Assessed by this Measure: *Outcomes List* | *Objective (Target/Criterion) for Indirect Measure 1* |
|  | 1. *Indirect Measure 2*   Program ISLOs Assessed by this Measure: *Outcomes List* | *Objective (Target/Criterion) for Indirect Measure 2* |
|  | 1. *Indirect Measure 3*   Program ISLOs Assessed by this Measure: *Outcomes List* | *Objective (Target/Criterion) for Indirect Measure 3* |
|  | 1. *Indirect Measure 4*   Program ISLOs Assessed by this Measure: *Outcomes List* | *Objective (Target/Criterion) for Indirect Measure 4* |
| **Learning Assessment Results: *Associate of Business Administration – Business Administration*** | | |
| **Summary of Results from Implementing Direct Measures of Student Learning:** | | |
| 1. *MGMT211 EXAM (ISLO1)*   *Performance Objective: 75% of all students taking the final exam will achieve an average score of 70%.*  N=775  Average score for this exam: 87% | | |
| 1. *LEGL210 Business Law (ISLO 2)*   *Performance Objective: 75% of all students taking the final exam will achieve an average score of 70%.*  N=436  Average student score: 78% | | |
| 1. *BUSN120 Introduction to Business (Note: no ISLOs were specified in the 2014-15 Outcomes Assessment Plan)*   *Performance Objective: 75% of all students taking the final exam will achieve an average score of 70%.*  N=418  Average score: 77% | | |
| 1. *BUSN210 Ethics (ISLO2)*   *Performance Objective: 75% of all students taking the final exam will achieve an average score of 70%.*  N=703  Average score: 71% | | |
| **Summary of Results from Implementing Indirect Measures of Student Learning:** | | |
| 1. *\*Summary of Results for Indirect Measure 1*   ***Note:*** *The outcomes assessment plan did not indicate an indirect measure for this major (see updated 2016 Outcomes Assessment Plan)* | | |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Summary of Achievement of Intended Student Learning Outcomes:** | | | | | | | | |
| **Intended Student Learning Outcomes** | **Learning Assessment Measures** | | | | | | | |
| **Program ISLOs** | ***Direct Measure 1:*** *MGMT211 Management Foundations Exam* | ***Direct Measure 2:*** *LEGL210 Business Law**Foundations* | ***Direct Measure 2:*** *BUSN210 Professional Ethics* | ***Direct Measure 3:*** *BUSN120 Business Foundations* | ***Indirect Measure 1*** | ***Indirect Measure 2*** | ***Indirect Measure 3*** | ***Indirect Measure 4*** |
| **Performance Target Was…** | **Performance Target Was…** | **Performance Target Was…** | **Performance Target Was…** | **Performance Target Was…** | **Performance Target Was…** | **Performance Target Was…** | **Performance Target Was…** |
| 1. *Demonstrate a foundational level of knowledge in management principles* | Met |  |  |  | N/A |  |  |  |
| 1. *Demonstrate understanding of business laws and ethics as used in an organizational setting.* |  | Met | Not Met |  | N/A |  |  |  |
| 1. *Demonstrate the ability to develop a basic business plan for various organizational settings.* |  |  |  | Met | N/A |  |  |  |
| 1. *Demonstrate the ability to communicate appropriately in an organizational setting through oral, written and multi-media assignments that require appropriate medium, communication style, and the use of relevant business terms, tools, techniques and technologies.* | N/A | N/A | N/A | N/A | N/A |  |  |  |

|  |
| --- |
| **Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:** |
| 1. *Course of Action 1: Direct linked to ISLOs 4 was not specified in the plan. This is noted as N/A in the above chart.*   ***Action Plan:*** *The revised and updated 2016 outcomes assessment plan specifies and links the general program ISLOs to each direct and indirect measure. The collection of data for the specified measures will start in the 2016-17 academic year (see 2016 Outcomes Assessment Plan, pgs. 5-7).* |
| 1. *Course of Action 2: The indirect measures for this program were not specified in the 2014-15 outcomes assessment plan. This is noted as N/A in the above chart.*   ***Action Plan:*** *The revised and updated 2016 Outcomes Assessment Plan identifies indirect measures for all programs and data collection for these measures starts in 2016-17 academic year (see 2016 Outcomes Assessment Plan, pgs. 5-7).* |

|  |  |  |
| --- | --- | --- |
|  | **Student Learning Assessment for: *Associate of Business Administration – Finance Major*** | |
|  | **Program Intended Student Learning Outcomes (Program ISLOs)** | |
|  | 1. *Apply finance knowledge and skills to finance and general business processed in an organization.* | |
|  | 2. *Illustrate knowledge of corporate and individual financial statements as economic trends.* | |
|  | 3. *Apply knowledge of financial data bases to address and solve business problems.* | |
|  | **Assessment Instruments for Intended Student Learning Outcomes—**  **Direct Measures of Student Learning:** | **Performance Objectives (Targets/Criteria) for Direct Measures:** |
|  | 1. *FINC211 Standardized comprehensive exam questions.*   General Program ISLOs Assessed by this Measure: *Outcomes List*  *Finance* ISLOs Assessed by this Measure: *1, 2* | *75% of all students taking the comprehensive exam will achieve an average score of 70%.* |
|  | 1. *FINC235 Project to assess the financial health of a firm*.   General Program ISLOs Assessed by this Measure: *Outcomes List*  *Finance* ISLOs Assessed by this Measure: *1, 2, 3* | *75% of all students completing the project will achieve an average score of 70%.* |
|  | **Assessment Instruments for Intended Student Learning Outcomes—**  **Indirect Measures of Student Learning:** | **Performance Objectives (Targets/Criteria) for Indirect Measures:** |
|  | 1. *Indirect Measure 1 - \*See note in Summary of Results.*   Program ISLOs Assessed by this Measure: *Outcomes List* | *Objective (Target/Criterion) for Indirect Measure 1* |
|  | 1. *Indirect Measure 2*   Program ISLOs Assessed by this Measure: *Outcomes List* | *Objective (Target/Criterion) for Indirect Measure 2* |
|  | 1. *Indirect Measure 3*   Program ISLOs Assessed by this Measure: *Outcomes List* | *Objective (Target/Criterion) for Indirect Measure 3* |
|  | 1. *Indirect Measure 4*   Program ISLOs Assessed by this Measure: *Outcomes List* | *Objective (Target/Criterion) for Indirect Measure 4* |
| **Learning Assessment Results: *Associate of Business Administration - Finance*** | | |
| **Summary of Results from Implementing Direct Measures of Student Learning:** | | |
| 1. *Summary of Results for Direct Measure 1*   *FINC211 Comprehensive Final Exam (ISLO 1,2)*  *Performance Target: 75% of all students taking the comprehensive exam will achieve an average score of 70%.*  N=713  n=294 (41%)  Average student score: 86% | | |
| *2. Summary of Results for Direct Measure 2*  *FINC235 Project to assess financial health of firm (ISLO 1, 2, 3)*  *Performance Target: 75% of all students completing the project will achieve an average score of 70%.*  N= 358  n= 235 (65%)  Average student score: 91% | | |
| **Summary of Results from Implementing Indirect Measures of Student Learning:** | | |
| 1. *\*Summary of Results for Indirect Measure 1*   **Note:** *The outcomes assessment plan did not indicate an indirect measure for this major (see updated 2016 Outcomes Assessment Plan).* | | |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Summary of Achievement of Intended Student Learning Outcomes:** | | | | | | | | |
| **Intended Student Learning Outcomes** | **Learning Assessment Measures** | | | | | | | |
| **Program ISLOs** | ***Direct Measure 1:*** *FINC211 Comprehensive Final Exam* | ***Direct Measure 2:*** *FINC235 Project to assess the financial health of a firm* | ***Direct Measure 3*** | ***Direct Measure 4*** | ***Indirect Measure 1*** | ***Indirect Measure 2*** | ***Indirect Measure 3*** | ***Indirect Measure 4*** |
| **Performance Target Was…** | **Performance Target Was…** | **Performance Target Was…** | **Performance Target Was…** | **Performance Target Was…** | **Performance Target Was…** | **Performance Target Was…** | **Performance Target Was…** |
| 1. *Apply finance knowledge and skills to finance and general business processed in an organization.* | Met | Met |  |  | N/A |  |  |  |
| *2. Illustrate knowledge of corporate and individual financial statements as economic trends.* | Met | Met |  |  | N/A |  |  |  |
| *3. Apply knowledge of financial data bases to address and solve business problems.* |  | Met |  |  | N/A |  |  |  |

|  |
| --- |
| **Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:** |
| 1. *Course of Action 1: While the performance target of achieving an average score of 70% or higher in the direct measure FINC211, Comprehensive Final Exam, was met (measuring ISLO 1 and 2), the stated sample size of 75% was not achieved.*   ***Action Plan:*** *Starting Fall 2016, we have implemented a central data collection system through which to collect/record all the IACBE assessment data. This will provide for consistency of collection across all courses in which these assessments are embedded, in addition to having the potential to increase sample sizes.* |
| *2. Course of Action 2: While the performance target of achieving an average score of 70% or higher in the direct measure FINC235 Final Project was met (measuring ISLO 1, 2, and 3), the stated sample size of 75% was not achieved due to inconsistencies in collecting data across all the FINC235 courses offered in 2015-16.*  ***Action Plan:*** *Starting Fall 2016, we have implemented a central data collection system through which to collect/record all the IACBE assessment data. This will provide for consistency of collection across all courses in which these assessments are embedded, in addition to having the potential to increase sample sizes.* |
| *3. Course of Action 3: The indirect measures for this program were not specified in the 2014-15 outcomes assessment plan. Hence, no data were*  *Collected. This is noted as N/A in the above chart.*  ***Action Plan:*** *The revised and updated 2016 outcomes assessment plan identifies indirect measures for all programs and data collection for these measures starts in 2016-17 academic year (See 2016 Outcomes Assessment Plan, p. 11-13).* |

|  |  |  |
| --- | --- | --- |
|  | **Student Learning Assessment for: *Associate of Science - Paralegal Studies Major*** | |
|  | **Program Intended Student Learning Outcomes (Program ISLOs)** | |
|  | 1. *Understand the United States judicial system, the jurisdiction of all its courts, and the relationship of the courts to one another and demonstrate this understand through written examination.* | |
|  | 1. *Apply appropriate legal vocabulary and the court rules in substantive legal fields by creating written assignments similar, in content and quality, to the work product routinely produced in that field.* | |
|  | 1. *Create a number of written assignments that consist of documents frequently utilized in legal settings through the use of several software programs developed for and used in courts and law offices.* | |
|  | 1. *Analyze fact situations in order to conduct legal research (utilizing print materials, as well as computer assisted research) and draft legal documents based on that research.* | |
|  | 1. *Apply the Code of Professional Responsibility to a number of situations commonly occurring in legal settings and recommend an ethical course of conduct.* | |
|  | **Assessment Instruments for Intended Student Learning Outcomes—**  **Direct Measures of Student Learning:** | **Performance Objectives (Targets/Criteria) for Direct Measures:** |
|  | LEGL101 *Court systems and jurisdiction examination*  Paralegal Studies ISLOs Assessed by this Measure: 1 | *75% of students will complete this examination with an average score of 80%.* |
|  | LEGL204 Summons and complaint for divorce assignment  LEGL308 Will drafting assignment  LEGL300 Motion in Limine  Paralegal Studies ISLOs Assessed by this Measure: 2 | *75% of students will complete these assignments with an average score of 80%.* |
|  | LEGL220 *Portfolio assignment*  *Paralegal Studies* ISLOs Assessed by this Measure: *3* | *75% of students will complete these assignments with an average score of 80%.* |
|  | LEGL216 *Legal memorandum*  *Paralegal Studies* ISLOs Assessed by this Measure: *4* | *75% of students will complete these assignments with an average score of 80%.* |
|  | LEGL490 *Ethics assignment*  *Paralegal Studies* ISLOs Assessed by this Measure: *5* | *75% of students will achieve an average score of 85% on this assignment.* |
|  | *Paralegal Studies* ISLOs Assessed by this Measure: | **Performance Objectives (Targets/Criteria) for Indirect Measures:** |
|  | 1. *LEGL490 Legal Internship Survey*   Program ISLOs Assessed by this Measure: *1-5* | *Evaluation by 80% of all internship supervisors will report paralegal skills at the level of proficient or higher.* |
| **Learning Assessment Results: *Associate of Science (Paralegal Studies)*** | | |
| **Summary of Results from Implementing Direct Measures of Student Learning:** | | |
| 1. *Summary of Results for Direct Measure 1*   *Performance Target: 75% of students will complete these assignments with a minimum average score of 80%.*  LEGL101 *Court systems and jurisdiction examination: ISLO1*  N=43  Average student score: 87%  LEGL204 *Summons and complaint for divorce assignment: ISLO2*  N=9  Average student score: 91%  LEGL308 *Will drafting assignment: ISLO2*  N=15  Average student score: 93%  LEGL300 *Motion in Limine: ISLO 2*  N=13  Average student score: 96%  LEGL220 *Portfolio assignment: ISLO3*  N=19  Average student score: 84%  LEGL216 *Legal memo: ISLO4*  N=15  Average student score: 84%  LEGL490 *Ethics assignment: ISLO 5*  N=15  Average student score: 95% | | |
| **Summary of Results from Implementing Indirect Measures of Student Learning:** | | |
| *1. Summary of Results for Indirect Measure 1*  *Legal Internship Survey LEGL490 (ISLOs 1-5)*  *Performance Target: Evaluation by 80% of all internship supervisors will report paralegal skills at the level of proficient or higher.*  N=15  Percent of internship supervisors who report students as proficient or higher: 84% | | |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Summary of Achievement of Intended Student Learning Outcomes:** | | | | | | | | |
| **Intended Student Learning Outcomes** | **Learning Assessment Measures** | | | | | | | |
| **Program ISLOs** | ***Direct Measure 1:*** LEGL101 *Court systems and jurisdiction examination* | ***Direct: Measure 2:*** *LELG204*  *LELG308*  *LEGL300* | ***Direct Measure 3:*** LEGL220 *Portfolio assignment* | ***Direct Measure 4:*** LEGL216 *Legal memo* | ***Direct Measure 5:*** LEGL490 *Ethics assignment* | ***Indirect Measure 1:*** *LEGL490 Legal Internship Survey* | ***Indirect Measure 2*** | ***Indirect Measure 3*** |
| **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. *Understand the United States judicial system, the jurisdiction of all its courts, and the relationship of the courts to one another and demonstrate this understand through written examination.* | Met |  |  |  |  | Met |  |  |
| 1. *Apply appropriate legal vocabulary and the court rules in substantive legal fields by creating written assignments similar, in content and quality, to the work product routinely produced in that field.* |  | Met |  |  |  | Met |  |  |
| 1. *Create a number of written assignments that consist of documents frequently utilized in legal settings through the use of several software programs developed for and used in courts and law offices.* | Met |  | Met |  |  | Met |  |  |
| 1. *Analyze fact situations in order to conduct legal research (utilizing print materials, as well as computer assisted research) and draft legal documents based on that research.* |  |  |  | Met |  | Met |  |  |
| 1. *Apply the Code of Professional Responsibility to a number of situations commonly occurring in legal settings and recommend an ethical course of conduct.* |  |  |  |  | Met | Met |  |  |

|  |
| --- |
| **Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:** |
| 1. *Course of Action 1 – All outcomes were met in the program. NOTE: Associate of Science Learning Outcomes have been added in the updated Outcomes Assessment Plan for 2016 (see Outcomes Assessment Plan, pgs. 14-17).* |

|  |  |  |
| --- | --- | --- |
|  | **Student Learning Assessment for: *Bachelor of Business Administration*** | |
|  | **Program Intended Student Learning Outcomes (Program ISLOs)** | |
|  | 1. *Evaluate financial and managerial accounting information for merchandising and services entities for sole proprietorships, partnerships and corporations.* | |
|  | 1. *Conduct market research, market analysis and develop marketing strategies and plans.* | |
|  | 1. *Conduct business research, develop business strategies and plans.* | |
|  | 1. *Formulate and analyze financial statements and reports.* | |
|  | 1. *Apply the basics of supply and demand; elasticity; foundations of consumer demand.* | |
|  | 1. *Understand an organization’s essential business information technologies, systems and process used to conduct business functions.* | |
|  | 1. *Apply fundamental statistical methods in professional business environments.* | |
|  | 1. *Examine the four major functions of management as applied in a wide variety of business settings.* | |
|  | **Assessment Instruments for Intended Student Learning Outcomes—**  **Direct Measures of Student Learning:** | **Performance Objectives (Targets/Criteria) for Direct Measures:** |
|  | 1. *Direct Measure 1*   *Major Field test*  Program ISLOs Assessed by this Measure: *1, 2, 3, 4, 5, 6, 7, 8* | *Objective (Target/Criterion) for Direct Measure 1*  *Students aggregated scores will be at the 50th* percentile. |
|  | 1. *Direct Measure 2*   *ACCT201 Standardized Final Exam*  Program ISLOs Assessed by this Measure: *1*  *ACCT202 Practice Set*  Program ISLOs Assessed by this Measure: 1  *FINC211 Standardized Exam Questions*  Program ISLOs Assessed by this Measure: 4  *MKTG211 Exam*  Program ISLOs Assessed by this Measure: 2  *MGMT211 Exam*  Program ISLOs Assessed by this Measure: 3  *Quantitative Exam Score-MFT*  Program ISLOs Assessed by this Measure: 7  *Economics Exam Score-MFT*  Program ISLOs Assessed by this Measure: 5  *CISP112 Applied Information Technology Research Project*  Program ISLOs Assessed by this Measure: 6 | *Objective (Target/Criterion) for Direct Measure 2*  *Average student score on referenced final exams or projects will be at 75%.* |
|  | **Assessment Instruments for Intended Student Learning Outcomes—**  **Indirect Measures of Student Learning:** | **Performance Objectives (Targets/Criteria) for Indirect Measures:** |
|  | 1. *Donald W. Maine College of Business Faculty Survey*   Program ISLOs Assessed by this Measure: *1-8* | *Faculty will rate student overall proficiency at 80% in the faculty survey of student performance.* |
|  | 1. *Donald W. Maine College of Business Student Survey*   Program ISLOs Assessed by this Measure: *1-8* | *Students will rate their overall proficiency at 80% in the student survey of performance.* |
| **Learning Assessment Results: *Bachelor of Business Administration*** | | |
| **Summary of Results from Implementing Direct Measures of Student Learning:** | | |
| 1. *Major Field Test*   *Performance Target: Students aggregate score will be at the 50th* percentile. *(ISLOs 1-8)*  N=606  Student aggregate percentile score: 32nd | | |
| 1. *Tests/Exams Embedded in courses:*   *Performance Target: Average student score on referenced final exams or projects will be at 75%.*  *ACCT201 Standardized Final Exam (ISLO 1)*  N=637  Average student score on the exam: 77%  *ACCT202 Practice Set (ISLO 1)*  N=513  Average student score on the exam: 80%  *FINC211 Standardized Exam Questions (ISLO4)*  N=294  Average student score: 86%  *MKTG211 Exam (ISLO 2)*  N=609  Average student score on the exam: 78%  *MGMT211 Exam (ISLO 3)*  N=775  Average score for this exam: 87%  *Quantitative Exam Score-MFT (ISLO 7)*  N= 606  Average student score: 36%  *Economics Exam Score-MFT (ISLO 5)*  N= 606  Average student score: 38%  *CISP112 Applied Information Technology Research Project (ISLO 6)*  N=330  Average student score: 86% | | |
| **Summary of Results from Implementing Indirect Measures of Student Learning:** | | |
| 1. *Donald W. Maine College of Business Faculty Survey*   *Performance Target: Faculty will rate student overall proficiency at 80% in the faculty survey of student performance.*  Accounting (ISLO 1): 74%  Finance (ISLO 4): 71%  Marketing (ISLO 2): 75%  Management (ISLO 3): 76%  Quantitative (ISLO 7): 65%  Economics (ISLO 5): 79%  Information Technology (ISLO 6): 70% | | |
| 1. *Donald W. Maine College of Business Student Survey*   *Performance Target: Students will rate their overall proficiency at 80% in the student survey of performance.*  Accounting (ISLO 1): 69%  Finance (ISLO 4): 71%  Marketing (ISLO 2): 74%  Management (ISLO 3): 80%  Quantitative (ISLO 7): 62%  Economics (ISLO 5): 71%  Information Technology (ISLO 6): 67% | | |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Summary of Achievement of Intended Student Learning Outcomes:** | | | | | | | | |  |  |  |
| **Intended Student Learning Outcomes** | **Learning Assessment Measures** | | | | | | | |  |  |  |
| **Program ISLOs** | ***Direct Measure 1:*** *Major Field Test* | ***Direct Measure 2:*** *ACCT201 Standardized Final Exam* | ***Direct Measure 3:*** *ACCT202 Practice Set* | ***Direct Measure 4:*** *FINC211 Standardized Exam Questions* | ***Direct Measure 5:*** *MKTG211 Exam* | ***Direct Measure 6:*** *MGMT211 Exam* | ***Direct Measure 7:*** *Quantitative Exam Score* | ***Direct Measure 8:*** *Economics Exam Score* | ***Direct Measure 9:*** *CISP112 Applied Information Technology Research Project* | ***Indirect Measure 1:*** *Faculty Survey* | ***Indirect Measure 2:*** *Student Survey* |
| **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…** | **Performance Target Was…** | **Performance Target Was…** |
| 1. *Evaluate financial and managerial accounting information for merchandising and services entities for sole proprietorships, partnerships and corporations.* | Not Met | Met | Met |  |  |  |  |  |  | Not Met | Not Met |
| 1. *Conduct market research, market analysis and develop marketing strategies and plans.* | Not Met |  |  |  | Met |  |  |  |  | Not Met | Not Met |
| 1. *Conduct business research, develop business strategies and plans.* | Not Met |  |  |  |  | Met |  |  |  | Not Met | Met |
| 1. *Formulate and analyze financial statements and reports.* | Not Met |  |  | Met |  |  |  |  |  | Not Met | Not  Met |
| 1. *Apply the basics of supply and demand; elasticity; foundations of consumer demand.* | Not Met |  |  |  |  |  |  | Not met |  | Not Met | Not Met |
| *6. Understand an organization’s essential business information technologies, systems and process used to conduct business functions.* | Not Met |  |  |  |  |  |  |  | Met | Not Met | Not Met |
| *7. Apply fundamental statistical methods in professional business environments.* | Not Met |  |  |  |  |  | Not met |  |  | Not Met | Not Met |
| *8. Examine the four major functions of management as applied in a wide variety of business settings* | Not Met |  |  |  |  |  |  |  |  | N/A | N/A |

|  |
| --- |
| **Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:** |
| 1. *Course of Action 1****:*** *Direct Measure 1 - MFT Exam - performance objective was not met for all the eight ISLOs based on the overall percentile score of 32 (the target is 50th percentile). For this measure therefore, ISLOs1-8 were not met.*   *Direct Measures 2 (embedded in eight courses) met performance targets for all but ISLOs 5 and 7.*  ***Action Plan 1:*** *For Direct Measure 1 - Major Field Test Exam - Faculty in the Donald W. Maine College of Business will meet to address subject*  *Matter subdomains and to identify and address specific areas of improvement. The meetings will be held in 2016-17 academic year.*  *Note: In the new 2016 Outcomes Assessment plan, the college discontinued the use of the MFT as a direct measure as it does not test higher levels of learning on the Bloom’s Taxonomy. The MFT results will, however, be used to inform curriculum improvement.*  ***Action Plan 2****: Performance objectives for ISLO5 (Economics Domain) and ISLO7 (Quantitative Domain) have not been met by either of the two direct measures. The Donald W. Maine College of Business faculty will meet with departments that offer these courses to examine the curriculum and identify where the content is introduced and where and how it can be reinforced and mastered throughout the curriculum. The meetings will be in 2016-17 academic year.*  *Note: The Donald W. Maine College of Business 2016 Outcomes Assessment Plan has eliminated the use of the Major Field Test (MFT) as a direct measure of the Bachelor of Business Administration program. However, the measure has provided insights that will be used to inform areas of curriculum improvement.*  *In addition to eliminating the MFT exam, the college has also revised the eight Bachelor of Business Administration (BBA) program ISLOs to reflect program level outcomes and replaced the direct measures with capstone level (advanced level) assessments. As such, the new 2016 Outcomes Assessment Plan reflects five ISLOs for the Bachelor of Business Administration program, along with two direct and indirect measures (see attached 2016 Outcomes Assessment Plan, ps. 21-25).* |
| 1. *Course of Action 2: The indirect measures, both at the faculty and student level surveys, did not meet the performance objectives for any of the ISLOs, except for ISLO 3. Essentially, both faculty and students indicated or perceived students as not having achieved proficiency in the subject area domains listed. Further, data was not collected for ISLO 8 because it was not linked to a specific measure. This is noted as N/A in the above chart.*   ***Action Plan:***  *To gain further understanding about student and faculty perceptions regarding student proficiency, the results will be presented in a Donald W. Maine College of Business faculty meeting in the 2016-17 academic year to address the results for program improvement.*  *Note: The new 2016 Outcomes Assessment Plan has replaced the faculty survey with a student reflection paper that focuses on the revised program ISLOs. In addition, the student survey reflects proficiency gained for each program ISLO rather than subject domain areas (see 2016 Outcomes Assessment Plan, pgs. 21-25).* |

|  |  |  |
| --- | --- | --- |
|  | **Student Learning Assessment for: *Bachelor of Business Administration – Accounting Fraud Investigation Major*** | |
|  | **Program Intended Student Learning Outcomes (Program ISLOs)** | |
|  | 1. *Analyze accounting issues, research and evaluate alternatives; then formulate and communicate an ethical solution.* | |
|  | 1. *Explain the major concepts, theories and practices in internal controls to prevent and detect fraud.* | |
|  | 1. *Demonstrate knowledge and application of accounting fraud investigation concepts.* | |
|  | **Assessment Instruments for Intended Student Learning Outcomes—**  **Direct Measures of Student Learning:** | **Performance Objectives (Targets/Criteria) for Direct Measures:** |
|  | 1. *ACCT495 Research paper.*   General Program ISLOs Assessed by this Measure: *1, 3, 4, 6*  *Accounting Fraud Investigation* ISLOs Assessed by this Measure: *1, 2* | *Objective (Target/Criterion) for Direct Measure 1*  *Average student score on referenced research paper will be at 80%.* |
|  | 1. *ACCT310 Fraud investigation project.*   General Program ISLOs Assessed by this Measure: *1, 3, 4, 6*  *Accounting Fraud Investigation* ISLOs Assessed by this Measure: *3* | *Objective (Target/Criterion) for Direct Measure 2*  *Average student score on referenced project will be at 80%.* |
|  | **Assessment Instruments for Intended Student Learning Outcomes—**  **Indirect Measures of Student Learning:** | **Performance Objectives (Targets/Criteria) for Indirect Measures:** |
|  | 1. *Indirect Measure 1 - \*See Summary of Results below.*   Program ISLOs Assessed by this Measure: *Outcomes List* | *Objective (Target/Criterion) for Indirect Measure 1* |
|  | 1. *Indirect Measure 2*   Program ISLOs Assessed by this Measure: *Outcomes List* | *Objective (Target/Criterion) for Indirect Measure 2* |
|  | 1. *Indirect Measure 3*   Program ISLOs Assessed by this Measure: *Outcomes List* | *Objective (Target/Criterion) for Indirect Measure 3* |
|  | 1. *Indirect Measure 4*   Program ISLOs Assessed by this Measure: *Outcomes List* | *Objective (Target/Criterion) for Indirect Measure 4* |
| **Learning Assessment Results: *Bachelor of Business Administration – Accounting Fraud Investigation*** | | |
| **Summary of Results from Implementing Direct Measures of Student Learning:** | | |
| 1. *Summary of Results for Direct Measure 1*   *ACCT495: Research Paper: ISLO 1, 2.*  *Performance Objective: Average student score on referenced research paper will be at 80%.*  N=34  Average student score: 86% | | |
| 1. *Summary of Results for Direct Measure 2*   *ACCT310: Fraught Investigation Project: ISLO 3*  *Performance Objective: Average student score on referenced project will be at 80%.*  *N=89*  Average student score: 88% | | |
| **Summary of Results from Implementing Indirect Measures of Student Learning:** | | |
| 1. *\*Summary of Results for Indirect Measure 1*   **Note:** The outcomes assessment plan did not indicate an indirect measure for this major (see updated 2016 Outcomes Assessment Plan). | | |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Summary of Achievement of Intended Student Learning Outcomes:** | | | | | | | | |
| **Intended Student Learning Outcomes** | **Learning Assessment Measures** | | | | | | | |
| **Program ISLOs** | ***Direct Measure 1:*** *ACCT495: Research Paper* | ***Direct Measure 2:*** *ACCT310: Fraud Investigation Project* | ***Direct Measure 3*** | ***Direct Measure 4*** | ***Indirect Measure 1*** | ***Indirect Measure 2*** | ***Indirect Measure 3*** | ***Indirect Measure 4*** |
| **Performance Target Was…** | **Performance Target Was…** | **Performance Target Was…** | **Performance Target Was…** | **Performance Target Was…** | **Performance Target Was…** | **Performance Target Was…** | **Performance Target Was…** |
| 1. *Analyze accounting issues, research and evaluate alternatives; then formulate and communicate an ethical solution.* | Met |  |  |  | N/A |  |  |  |
| 1. *Explain the major concepts, theories and practices in internal controls to prevent and detect fraud* | Met |  |  |  | N/A |  |  |  |
| 1. *Demonstrate knowledge and application of accounting fraud investigation concepts* |  | Met |  |  | N/A |  |  |  |

|  |
| --- |
| **Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:** |
| *Course of Action 1: The 2014-15 Outcomes Assessment Plan did not indicate an indirect measure for this program. This is noted as N/A in the above chart.*  ***Action Plan:*** *The updated 2016 Outcomes Assessment Plan currently identifies the indirect measure for this program for which data will be collected starting Fall 2016 (see attached 2016 Outcomes Assessment Plan, pgs. 29-31).*  *Further, the ISLOs have been revised to better reflect the program’s intent and one advanced level (capstone) project has been specified in place of the existing measures (see 2016 Outcomes Assessment Plan, pgs. 29-31).* |

|  |  |  |
| --- | --- | --- |
|  | **Student Learning Assessment for: Bachelor of Business Administration – *Accounting Information Management Major*** | |
|  | **Program Intended Student Learning Outcomes (Program ISLOs)** | |
|  | 1. *Analyze accounting issues, research and evaluate alternatives; then formulate and communicate an ethical solution.* | |
|  | 1. *Explain the major concepts, theories and practices in accounting and apply them to accounting decision making.* | |
|  | 1. *Identify and analyze various business transactions from accounting and tax aspects.* | |
|  | **Assessment Instruments for Intended Student Learning Outcomes—**  **Direct Measures of Student Learning:** | **Performance Objectives (Targets/Criteria) for Direct Measures:** |
|  | 1. *ACCT495 Research paper.*   General Program ISLOs Assessed by this Measure*: 1, 3, 4, 6*  *Accounting Information Management* ISLOs Assessed by this Measure: *1, 2* | *Objective (Target/Criterion) for Direct Measure 1*  *Average student score on referenced final exams will be at 80%.* |
|  | 1. *Comprehensive problem.*   General Program ISLOs Assessed by this Measure: *1, 3, 4, 6, 7*  *Accounting Information Management* ISLOs Assessed by this Measure: *3* | *Objective (Target/Criterion) for Direct Measure 2*  *Average student score on referenced comprehensive problem will be at 80%.* |
|  | **Assessment Instruments for Intended Student Learning Outcomes—**  **Indirect Measures of Student Learning:** | **Performance Objectives (Targets/Criteria) for Indirect Measures:** |
|  | 1. *Indirect Measure 1 - \*See note in Summary Results.*   Program ISLOs Assessed by this Measure: *Outcomes List* | *Objective (Target/Criterion) for Indirect Measure 1* |
|  | 1. *Indirect Measure 2*   Program ISLOs Assessed by this Measure: *Outcomes List* | *Objective (Target/Criterion) for Indirect Measure 2* |
|  | 1. *Indirect Measure 3*   Program ISLOs Assessed by this Measure: *Outcomes List* | *Objective (Target/Criterion) for Indirect Measure 3* |
|  | 1. *Indirect Measure 4*   Program ISLOs Assessed by this Measure: *Outcomes List* | *Objective (Target/Criterion) for Indirect Measure 4* |
| **Learning Assessment Results: *Bachelor Business of Administration – Accounting Information Management*** | | |
| **Summary of Results from Implementing Direct Measures of Student Learning:** | | |
| 1. *ACCT495 Research Paper: ISLO 1,2*   *Performance Objective: Average student score on referenced final exams will be at 80%.*  *N=34*  Average student score: 86% | | |
| 1. *Comprehensive Exam: ISLO 3*   *Performance Objective: Average student score on referenced comprehensive problem will be at 80%.*  N= no scores reported (See action plan below.) | | |
| **Summary of Results from Implementing Indirect Measures of Student Learning:** | | |
| 1. *\*Summary of Results for Indirect Measure 1*   **Note:** The outcomes assessment plan did not indicate an indirect measure for this major (see updated 2016 Outcomes Assessment Plan). | | |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Summary of Achievement of Intended Student Learning Outcomes:** | | | | | | | | |
| **Intended Student Learning Outcomes** | **Learning Assessment Measures** | | | | | | | |
| **Program ISLOs** | ***Direct Measure 1:*** *ACCT495 Research Paper* | ***Direct Measure 2:*** *Comprehensive Exam* | ***Direct Measure 3*** | ***Direct Measure 4*** | ***Indirect Measure 1*** | ***Indirect Measure 2*** | ***Indirect Measure 3*** | ***Indirect Measure 4*** |
| **Performance Target Was…** | **Performance Target Was…** | **Performance Target Was…** | **Performance Target Was…** | **Performance Target Was…** | **Performance Target Was…** | **Performance Target Was…** | **Performance Target Was…** |
| 1. *Analyze accounting issues, research and evaluate alternatives; then formulate and communicate an ethical solution.* | Met |  |  |  | N/A |  |  |  |
| 1. *Explain the major concepts, theories and practices in accounting and apply them to accounting decision making.* | Met |  |  |  | N/A |  |  |  |
| 1. *Identify and analyze various business transactions from accounting and tax aspects.* |  | N/A |  |  | N/A |  |  |  |

|  |
| --- |
| **Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:** |
| 1. *Course of Action 1: The performance objective for Direct Measure 2, which is linked to ISLO 3, was not determined given the assessment to the direct measure was not clearing coded. This is noted as N/A in the above chart.*   ***Action Plan:*** *The new 2016 Outcomes Assessment Plan specifies the direct measure for this program for which data will be collected starting Fall 2016. In addition, program ISLOs have been revised and the program name changed to reflect the intent of the program (see attached 2016 Outcomes Assessment Plan. pgs. 32-34).* |
| 1. *Course of Action 2: The 2014-15 Outcomes Assessment Plan did not indicate an indirect measure for this program. This is noted as N/A in the above chart.*   ***Action Plan:*** *The new 2016 Outcomes Assessment Plan specifies the indirect measure for this program for which data will be collected starting Fall 2016 (see attached 2016 Outcomes Assessment Plan. pgs. 32-34).* |

|  |  |  |
| --- | --- | --- |
|  | **Student Learning Assessment for: Bachelor of Business Administration - *Finance Major*** | |
|  | **Program Intended Student Learning Outcomes (Program ISLOs)** | |
|  | 1. *Apply finance knowledge and skills to finance and general business processes in an organization.* | |
|  | 1. *Identify and analyze various business transactions from an accounting and tax aspect.* | |
|  | 1. *Interpret financial and investment data and give appropriate recommendations.* | |
|  | **Assessment Instruments for Intended Student Learning Outcomes—**  **Direct Measures of Student Learning:** | **Performance Objectives (Targets/Criteria) for Direct Measures:** |
|  | 1. *FINC402 Create a mutual fund portfolio*   General Program ISLOs Assessed by this Measure: *1, 2, 3, 4, 5, 6, 7*  *Finance* ISLOs Assessed by this Measure: *1, 3* | *Objective (Target/Criterion) for Direct Measure 1*  *Average student score on referenced project will be at 75%.* |
|  | 1. *Comprehensive problem*   General Program ISLOs Assessed by this Measure: *1, 3, 4, 6, 7, 8*  *Finance* ISLOs Assessed by this Measure: *2* | *Objective (Target/Criterion) for Direct Measure 2*  *Average student score on referenced comprehensive problem will be at 75%.* |
|  | 1. *FINC495 Financial plan*   General Program ISLOs Assessed by this Measure: *1, 3, 4, 6, 7, 8*  *Finance* ISLOs Assessed by this Measure: *1, 2* | *Objective (Target/Criterion) for Direct Measure 3*  *Average student score on referenced financial plan will be at 75%.* |
|  | **Assessment Instruments for Intended Student Learning Outcomes—**  **Indirect Measures of Student Learning:** | **Performance Objectives (Targets/Criteria) for Indirect Measures:** |
|  | 1. *Indirect Measure 1 - \*See Summary of Results below.*   Program ISLOs Assessed by this Measure: *Outcomes List* | *Objective (Target/Criterion) for Indirect Measure 1* |
|  | 1. *Indirect Measure 2*   Program ISLOs Assessed by this Measure: *Outcomes List* | *Objective (Target/Criterion) for Indirect Measure 2* |
|  | 1. *Indirect Measure 3*   Program ISLOs Assessed by this Measure: *Outcomes List* | *Objective (Target/Criterion) for Indirect Measure 3* |
|  | 1. *Indirect Measure 4*   Program ISLOs Assessed by this Measure: *Outcomes List* | *Objective (Target/Criterion) for Indirect Measure 4* |
| **Learning Assessment Results: *Bachelor of Business Administration – Finance*** | | |
| **Summary of Results from Implementing Direct Measures of Student Learning:** | | |
| 1. *FINC402 Create a mutual fund portfolio: ISLO 1,3*   *Performance Target: Average student score on referenced project will be at 75%.*  N=30  Average student score: 84% | | |
| 1. *Comprehensive problem: ISLO 2*   ***Note:*** *this assessment was not identifiable by course code or name. Hence, no data were collected (see action plan below).* | | |
| 1. *FINC495 Financial plan: ISLO 1,2*   *Performance Target: Average student score on referenced financial plan will be at 75%.*  N=8  Average student score: 84.6% | | |
| **Summary of Results from Implementing Indirect Measures of Student Learning:** | | |
| 1. *\*Summary of Results for Indirect Measure 1*   **Note:** The outcomes assessment plan did not indicate an indirect measure for this major (see updated 2016 Outcomes Assessment Plan). | | |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Summary of Achievement of Intended Student Learning Outcomes:** | | | | | | | | |
| **Intended Student Learning Outcomes** | **Learning Assessment Measures** | | | | | | | |
| **Program ISLOs** | ***Direct Measure 1:*** *FINC402 Create a mutual fund portfolio* | ***Direct Measure 2:***  *Comprehensive problem* | ***Direct Measure 3:*** *FINC495 Financial plan* | ***Direct Measure 4*** | ***Indirect Measure 1*** | ***Indirect Measure 2*** | ***Indirect Measure 3*** | ***Indirect Measure 4*** |
| **Performance Target Was…** | **Performance Target Was…** | **Performance Target Was…** | **Performance Target Was…** | **Performance Target Was…** | **Performance Target Was…** | **Performance Target Was…** | **Performance Target Was…** |
| 1. *Apply finance knowledge and skills to finance and general business processes in an organization* | Met |  | Met |  | N/A |  |  |  |
| 1. *Identify and analyze various business transactions from an accounting and tax aspect* |  | N/A | Met |  | N/A |  |  |  |
| 1. *Interpret financial and investment data and give appropriate recommendations* | Met |  |  |  | N/A |  |  |  |

|  |
| --- |
| **Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:** |
| 1. *Course of Action 1: The performance objective for Direct Measure 2, which is linked to ISLO 2, was not determined given the assessment to*   *the direct measure was not clearing coded.* |
| 1. *Course of Action 2: The indirect measure for this program was not specified in the 2014-15 outcomes assessment plan. Hence, no data were*   *reported.*  ***Action Plan:*** *The revised and updated 2016 Outcomes Assessment Plan specifies indirect measures for all programs and data collection for these measures starts in 2016-17 academic year. In addition, the Outcomes Assessment Plan has ISLOs that have been revised to reflect the intent of the program and has eliminated all measures, leaving the Capstone as the sole direct measure (see Outcomes Assessment Plan, pgs. 40-42).* |

|  |  |  |
| --- | --- | --- |
|  | **Student Learning Assessment for: Bachelor of Business Administration – *General Business Major*** | |
|  | **Program Intended Student Learning Outcomes (Program ISLOs)** | |
|  | 1. *Integrate the knowledge, skills and abilities obtained through the Foundations of Business.* | |
|  | 1. *Effectively work and communicate with others to develop recommendations that will resolve organizational concerns.* | |
|  | 1. *Prepare a strategic business plan.* | |
|  | **Assessment Instruments for Intended Student Learning Outcomes—**  **Direct Measures of Student Learning:** | **Performance Objectives (Targets/Criteria) for Direct Measures:** |
|  | 1. *BUSN495 COMP-XM*   General Program ISLOs Assessed by this Measure: *1, 2, 3, 4, 7, 8*  *General Business* ISLOs Assessed by this Measure:  *1* | *On the individual portion of the capstone simulation, 80% of students will achieve a score of 550 (out of a possible 1000) on the competency exam.* |
|  | 1. *MGMT357 operations problem solving assignment.*   General Program ISLOs Assessed by this Measure: *1, 7, 8*  *General Business* ISLOs Assessed by this Measure: *2* | *80% of students will achieve a score of 83% or higher on operations assignment.* |
|  | 1. *BUSN495 Business Plan*   General Program ISLOs Assessed by this Measure: *1, 2, 3, 4, 5, 6, 7, 8*  *General Business* ISLOs Assessed by this Measure: *3* | *80% of students will achieve a score of 83% or higher on the business plan.* |
|  | **Assessment Instruments for Intended Student Learning Outcomes—**  **Indirect Measures of Student Learning:** | **Performance Objectives (Targets/Criteria) for Indirect Measures:** |
|  | 1. *Indirect Measure 1 - \*See Summary of Results below.*   Program ISLOs Assessed by this Measure: *Outcomes List* | *Objective (Target/Criterion) for Indirect Measure 1* |
|  | 1. *Indirect Measure 2*   Program ISLOs Assessed by this Measure: *Outcomes List* | *Objective (Target/Criterion) for Indirect Measure 2* |
|  | 1. *Indirect Measure 3*   Program ISLOs Assessed by this Measure: *Outcomes List* | *Objective (Target/Criterion) for Indirect Measure 3* |
|  | 1. *Indirect Measure 4*   Program ISLOs Assessed by this Measure: *Outcomes List* | *Objective (Target/Criterion) for Indirect Measure 4* |
| **Learning Assessment Results: *Bachelor of Business Administration – General Business*** | | |
| **Summary of Results from Implementing Direct Measures of Student Learning:** | | |
| 1. BUSN495 Comp-XM (ISLO1)   *Performance Target: On the individual portion of the capstone simulation, 80% of students will achieve a score of 550 (out of a possible 1000) on competency exam.*  N=191  Average student score: 500.75 | | |
| 1. MGMT357 Operations Problem Solving Assignment (ISLO 2).   Performance target: 80% of students will achieve a score of 83% or higher on the operations assignment.  N=166  Average score on assignment: 92% | | |
| 3. BUSN495 Business Plan (ISLO3)  *Performance target: 80% of students will achieve a score of 83% or higher on the business plan.*  N=125  Average score on the assignment: 87% | | |
| **Summary of Results from Implementing Indirect Measures of Student Learning:** | | |
| 1. *\*Summary of Results for Indirect Measure 1*   **Note:** The outcomes assessment plan did not indicate an indirect measure for this major (see updated 2016 Outcomes Assessment Plan). | | |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Summary of Achievement of Intended Student Learning Outcomes:** | | | | | | | | |
| **Intended Student Learning Outcomes** | **Learning Assessment Measures** | | | | | | | |
| **Program ISLOs** | ***Direct Measure 1:*** *BUSN495 Comp-XM* | ***Direct Measure 2:*** *MGMT357 Operations Problem Solving Assignment* | ***Direct Measure 3:*** *BUSN495 Business Plan* | ***Direct Measure 4*** | ***Indirect Measure 1*** | ***Indirect Measure 2*** | ***Indirect Measure 3*** | ***Indirect Measure 4*** |
| **Performance Target Was…** | **Performance Target Was…** | **Performance Target Was…** | **Performance Target Was…** | **Performance Target Was…** | **Performance Target Was…** | **Performance Target Was…** | **Performance Target Was…** |
| 1. *Integrate the knowledge, skills and abilities obtained through the Foundations of Business* | Not met |  |  |  | N/A |  |  |  |
| 1. *Effectively work and communicate with others to develop recommendations that will resolve organizational concerns.* |  | Met |  |  | N/A |  |  |  |
| 1. *Prepare a strategic business plan.* |  |  | Met |  | N/A |  |  |  |

|  |
| --- |
| **Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:** |
| 1. *Course of Action 1: Direct Measure 1, BUSN495 Comp-XM which assesses ISLO 1, did not meet the 550 average score performance target.*   ***Action Plan****: The direct measures for this program were reviewed in 2015-16 and eliminated as they did not assess advanced level learning at the program level. As such, in the new 2016 Outcomes Assessment Plan, a capstone project (with higher Bloom’s Taxonomy level of learning) has replaced all the other direct measures listed above and the ISLOs have been revised to better reflect the program’s intent (see 2016 Outcomes Assessment Plan, pgs. 79-81). These results will be reviewed in 2016-2017 to inform curriculum.* |
| 1. *Course of Action 2: The 2014-15 Outcomes Assessment Plan did not indicate an indirect measure for this program. This is noted as N/A in the above chart.*   ***Action Plan:*** *The new 2016 Outcomes Assessment Plan specifies the indirect measure for this program for which data will be collected starting Fall 2016 (see 2016 Outcomes Assessment Plan, pgs. 79-81).* |

|  |  |  |
| --- | --- | --- |
|  | **Student Learning Assessment for: *Bachelor of Business Administration – Human Resources Management Major*** | |
|  | **Program Intended Student Learning Outcomes (Program ISLOs)** | |
|  | 1. *Demonstrate knowledge of leadership theories and practices in various organizational situations through research, self-assessment and case analysis.* | |
|  | 1. *Identify a problem and opportunity, set appropriate goals, generate and evaluate alternatives, develop a plan to implement and monitor outcomes using qualitative and quantitative tools and techniques to achieve organizational goals.* | |
|  | 1. *Conduct primary and secondary research, and apply techniques to support short and long term business goals.* | |
|  | 1. *Demonstrate their knowledge of applicable laws and regulations that determine compliance, performance of best practice and develops recommendations for appropriate action, in an organization’s setting.* | |
|  | 1. *When presented with information from a strategic situation analysis, develop a Strategic Human Resources Plan that includes all major HR functions in terms of strategies, objectives and actions that support an organization’s mission, vision and values in a global environment.* | |
|  | **Assessment Instruments for Intended Student Learning Outcomes—**  **Direct Measures of Student Learning:** | **Performance Objectives (Targets/Criteria) for Direct Measures:** |
|  | 1. *MGMT375 case review presentation.*   General Program ISLOs Assessed by this Measure: *8*  *Human Resource Management* ISLOs Assessed by this Measure: *1, 2* | *80% of students will achieve a score of 83% or higher on the presentation.* |
|  | 1. *HRMG433 strategic compensation manual.*   General Program ISLOs Assessed by this Measure: *3, 4, 7, 8*  *Human Resource Management* ISLOs Assessed by this Measure: *3* | *80% of students will achieve a score of 83% or higher on the compensation assignment.* |
|  | 1. *HRMG453 case study.*   General Program ISLOs Assessed by this Measure: *1, 2, 3, 4, 6, 7, 8*  *Human Resource Management* ISLOs Assessed by this Measure: *4, 5, 6* | *80% of students will achieve a score of 83% or higher on the case study.* |
|  | **Assessment Instruments for Intended Student Learning Outcomes—**  **Indirect Measures of Student Learning:** | **Performance Objectives (Targets/Criteria) for Indirect Measures:** |
|  | 1. *Indirect Measure 1 - \*See Summary of Results below.*   Program ISLOs Assessed by this Measure: *Outcomes List* | *Objective (Target/Criterion) for Indirect Measure 1* |
|  | *2. Indirect Measure 2*  Program ISLOs Assessed by this Measure: *Outcomes List* | *Objective (Target/Criterion) for Indirect Measure 2* |
|  | *3. Indirect Measure 3*  Program ISLOs Assessed by this Measure: *Outcomes List* | *Objective (Target/Criterion) for Indirect Measure 3* |
|  | *4. Indirect Measure 4*  Program ISLOs Assessed by this Measure: *Outcomes List* | *Objective (Target/Criterion) for Indirect Measure 4* |
| **Learning Assessment Results: *Bachelor of Business Administration – Human Resource Management*** | | |
| **Summary of Results from Implementing Direct Measures of Student Learning:** | | |
| 1. MGMT375 case review presentation: ISLO 1,2  Performance target: 80% of students will achieve a minimum score of 83% on presentation.  N=134  Average student score: 85% | | |
| 2. HRMG433 strategic compensation manual: ISLO 3  Performance target: 80% of students will achieve a minimum score of 83% on compensation assignment.  N= 48  Average student score: 88% | | |
| 3. HRMG453 case study: ISLO 4, 5  Performance target: 80% of students will achieve a minimum score of 83% on the case study.  N=43  Average student score: 84% | | |
| **Summary of Results from Implementing Indirect Measures of Student Learning:** | | |
| 1. *\*Summary of Results for Indirect Measure 1*   **Note:** The outcomes assessment plan did not indicate an indirect measure for this major (see updated 2016 Outcomes Assessment Plan). | | |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Summary of Achievement of Intended Student Learning Outcomes:** | | | | | | | | |
| **Intended Student Learning Outcomes** | **Learning Assessment Measures** | | | | | | | |
| **Program ISLOs** | ***Direct Measure 1:*** *MGMT375 Case Review Presentation.* | ***Direct Measure 2:***  *HRMG433 Strategic Compensation Manual* | ***Direct Measure 3:*** *HRMG453 Case Study* | ***Direct Measure 4*** | ***Indirect Measure 1*** | ***Indirect Measure 2*** | ***Indirect Measure 3*** | ***Indirect Measure 4*** |
| **Performance Target Was…** | **Performance Target Was…** | **Performance Target Was…** | **Performance Target Was…** | **Performance Target Was…** | **Performance Target Was…** | **Performance Target Was…** | **Performance Target Was…** |
| 1. *Demonstrate knowledge of leadership theories and practices in various organizational situations through research, self-assessment and case analysis.* | Met |  |  |  | N/A |  |  |  |
| 1. *Identify a problem and opportunity, set appropriate goals, generate and evaluate alternatives, develop a plan to implement and monitor outcomes using qualitative and quantitative tools and techniques to achieve organizational goals.* | Met |  |  |  | N/A |  |  |  |
| 1. *Conduct primary and secondary research, and apply techniques to support short and long term business goals.* |  | Met |  |  | N/A |  |  |  |
| 1. *Demonstrate their knowledge of applicable laws and regulations that determine compliance, performance of best practice and develops recommendations for appropriate action, in an organization’s setting* |  |  | Met |  | N/A |  |  |  |
| 1. *When presented with information from a strategic situation analysis, develop a Strategic Human Resources Plan that includes all major HR functions in terms of strategies, objectives and actions that support an organization’s mission, vision and values in a global environment.* |  |  | Met |  | No data  collected as no measures were specified |  |  |  |

|  |
| --- |
| **Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:** |
| 1. *Course of Action 1: The 2014-15 Outcomes Assessment Plan did not indicate an indirect measure for this program. This is noted as N/A in the above chart.*   ***Action Plan:*** *The new 2016 Outcomes Assessment Plan specifies the indirect measure for this program for which data will be collected starting Fall 2016. Further, the ISLOs have been revised and updated and one direct capstone/advanced level direct measure has been specified in place of the three listed above (see 2016 Outcomes Assessment Plan, pgs. 26-28).* |

|  |  |  |
| --- | --- | --- |
|  | **Student Learning Assessment for: Bachelor of Business Administration - *International Business Major*** | |
|  | **Program Intended Student Learning Outcomes (Program ISLOs)** | |
|  | 1. *Assess the similarities and differences between domestic and international business.* | |
|  | 1. *Report international business growth areas and judge opportunities for US businesses.* | |
|  | 1. *Evaluate the marketing challenges and opportunities companies encounter in a global environment.* | |
|  | 1. *Evaluate the impact of social, cultural, political, economic and ethical environments on international business strategy.* | |
|  | 1. *Explain international finance concepts including international trade and investment, the balance of payments, and the international monetary system.* | |
|  | **Assessment Instruments for Intended Student Learning Outcomes—**  **Direct Measures of Student Learning:** | **Performance Objectives (Targets/Criteria) for Direct Measures:** |
|  | 1. *BUSN495 feasibility analysis paper.*   General Program ISLOs Assessed by this Measure: *2, 3, 5, 7*  *International Business* ISLOs Assessed by this Measure: *1, 2* | *80% of students will achieve a score of 83% or higher on the feasibility analysis paper.* |
|  | 1. *MKTG421 marketing plan.*   General Program ISLOs Assessed by this Measure: *2, 4, 5, 9*  *International Business* ISLOs Assessed by this Measure: *3* | *80% of students will achieve a score of 83% or higher on the marketing plan.* |
|  | 1. *MGMT440 case study.*   General Program ISLOs Assessed by this Measure: *1, 2, 3, 4, 5, 6, 8*  *International Business* ISLOs Assessed by this Measure: *4* | *80% of students will achieve a score of 83% or higher on the case study.* |
|  | 1. *FINC320 international trade case study.*   General Program ISLOs Assessed by this Measure: *1, 4, 5, 7*  *International Business* ISLOs Assessed by this Measure: *5* | *80% of students will achieve a score of 83% or higher on the trade case study.* |
|  | **Assessment Instruments for Intended Student Learning Outcomes—**  **Indirect Measures of Student Learning:** | **Performance Objectives (Targets/Criteria) for Indirect Measures:** |
|  | 1. *Indirect Measure 1 - \*See Summary of Results below.*   Program ISLOs Assessed by this Measure: *Outcomes List* | *Objective (Target/Criterion) for Indirect Measure 1* |
|  | *2. Indirect Measure 2*  Program ISLOs Assessed by this Measure: *Outcomes List* | *Objective (Target/Criterion) for Indirect Measure 2* |
|  | *3. Indirect Measure 3*  Program ISLOs Assessed by this Measure: *Outcomes List* | *Objective (Target/Criterion) for Indirect Measure 3* |
|  | *4. Indirect Measure 4*  Program ISLOs Assessed by this Measure: *Outcomes List* | *Objective (Target/Criterion) for Indirect Measure 4* |
| **Learning Assessment Results: *Bachelor of Business Administration – International Business*** | | |
| **Summary of Results from Implementing Direct Measures of Student Learning:** | | |
| 1. *BUSN495 feasibility analysis paper: ISLO 1, 2*   *Performance Target: 80% of students will achieve a minimum score of 83% on the feasibility analysis paper.*  N=185  Average student score: 87% | | |
| *2. MKTG421 marketing plan: ISLO 3*  *Performance Target: 80% of students will achieve a minimum score of 83% on the marketing plan.*  *N=93*  *Average student score: 84%* | | |
| *3. MGMT440 case study: ISLO 4*  *Performance Target: 80% of students will achieve a minimum score of 83% on the case study.*  N=243  n=108 (44%)  Average student score: 82% | | |
| *4. FINC320 international trade case study: ISLO 5*  *Performance Target: 80% of students will achieve a minimum score of 83%*  N=64  Average student score: 73% | | |
| **Summary of Results from Implementing Indirect Measures of Student Learning:** | | |
| 1. *\*Summary of Results for Indirect Measure 1*   **Note:** The outcomes assessment plan did not indicate an indirect measure for this major (see updated 2016 Outcomes Assessment Plan). | | |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Summary of Achievement of Intended Student Learning Outcomes:** | | | | | | | | |
| **Intended Student Learning Outcomes** | **Learning Assessment Measures** | | | | | | | |
| **Program ISLOs** | ***Direct Measure 1:*** *BUSN495 Feasibility Analysis Paper.* | ***Direct Measure 2:*** *MKTG421 Marketing Plan* | ***Direct Measure 3:*** *MGMT440 Case Study* | ***Direct Measure 4:***  *FINC320 International Trade Case Study* | ***Indirect Measure 1*** | ***Indirect Measure 2*** | ***Indirect Measure 3*** | ***Indirect Measure 4*** |
| **Performance Target Was…** | **Performance Target Was…** | **Performance Target Was…** | **Performance Target Was…** | **Performance Target Was…** | **Performance Target Was…** | **Performance Target Was…** | **Performance Target Was…** |
| 1. *Assess the similarities and differences between domestic and international business.* | Met |  |  |  | N/A |  |  |  |
| *2. Report international business*  *growth areas and judge*  *opportunities for US businesses* | Met |  |  |  | N/A |  |  |  |
| *3. Evaluate the marketing challenges*  *and opportunities companies*  *encounter in a global environment* |  | Met |  |  | N/A |  |  |  |
| *4. Evaluate the impact of social,*  *cultural, political, economic and*  *ethical environments on*  *international business strategy* |  |  | Not Met |  | N/A |  |  |  |
| *5. Explain international finance*  *concepts including international*  *trade and investment, the balance*  *of payments, and the international*  *monetary system.* |  |  |  | Not Met | N/A |  |  |  |

|  |
| --- |
| **Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:** |
| 1. *Course of Action 1: The performance target for Direct Measures 3 and 4 which are linked to ISLOs 3 and 4 respectively were not met. In addition,*   *the 80% sample size was not achieved for MGMT 440.*  ***Action Plan:*** *The direct measures for this program were reviewed in 2015-16 and eliminated as they did not assess advanced level learning at the program level. As such, in the new 2016 Outcomes Assessment Plan, a capstone project (which reflects higher Bloom’s Taxonomy level of learning) has replaced all the other direct measures listed above and the ISLOs have been revised to better reflect the program’s intent (see 2016 Outcomes Assessment Plan, pgs. 82-84). Further, to address assessments in which sample sizes of 80% were not achieved, we have implemented a central data collection system through which to collect/record all the IACBE assessment data starting Fall 2016. This will provide for consistency of collection across all courses in which these assessments are embedded, in addition to having the potential to increase sample sizes.* |
| *2. Course of Action 2: The 2014-15 Outcomes Assessment Plan did not indicate an indirect measure for this program. This is noted as N/A in the*  *above chart.*  ***Action Plan:*** *The updated 2016 Outcomes Assessment Plan currently specifies the indirect measure for this program for which data will be collected starting Fall 2016 (see 2016 Outcomes Assessment Plan, pgs. 82-84).* |

|  |  |  |
| --- | --- | --- |
|  | **Student Learning Assessment for: Bachelor of Business Administration - *Management Major*** | |
|  | **Program Intended Student Learning Outcomes (Program ISLOs)** | |
|  | 1. *Demonstrate knowledge of leadership theories and practices in various organizational situations through research, self-assessment and analysis.* | |
|  | 1. *Using the problem solving process to identify a problem or opportunity, set appropriate goals, generate and evaluate alternatives, implement and monitor outcomes using qualitative and quantitative tools and techniques to achieve organizational goals.* | |
|  | 1. *Demonstrate knowledge of ethical theories and practices in various organizational settings through research, self-assessment and case analysis to develop a business ethical framework both locally and internationally.* | |
|  | 1. *Put into operation the knowledge and skills needed to conduct research, apply analytical techniques, and develop plans that meet short and long term business goals.* | |
|  | **Assessment Instruments for Intended Student Learning Outcomes—**  **Direct Measures of Student Learning:** | **Performance Objectives (Targets/Criteria) for Direct Measures:** |
|  | 1. *MGMT321 organizational behavior audit paper.*   General Program ISLOs Assessed by this Measure: *8*  *Management* ISLOs Assessed by this Measure: *1* | *80% of students will achieve a score of 83% or higher on organizational behavior audit paper.* |
|  | 1. *MGMT440 case study on global strategy decisions.*   General Program ISLOs Assessed by this Measure: *1, 2, 3, 4, 6, 8*  *Management* ISLOs Assessed by this Measure: *2, 3* | *80% of students will achieve a score of 83% or higher on the global strategy decisions.* |
|  | 1. *BUSN495 business plan.*   General Program ISLOs Assessed by this Measure: *1, 2, 3, 4, 7, 8*  *Management* ISLOs Assessed by this Measure: *4* | *80% of students will achieve a score of 83% or higher on the business plan.* |
|  | **Assessment Instruments for Intended Student Learning Outcomes—**  **Indirect Measures of Student Learning:** | **Performance Objectives (Targets/Criteria) for Indirect Measures:** |
|  | 1. *Indirect Measure 1 - \*See Summary of Results below.*   Program ISLOs Assessed by this Measure: *Outcomes List* | *Objective (Target/Criterion) for Indirect Measure 1* |
|  | *2. Indirect Measure 2*  Program ISLOs Assessed by this Measure: *Outcomes List* | *Objective (Target/Criterion) for Indirect Measure 2* |
|  | 1. *Indirect Measure 3*   Program ISLOs Assessed by this Measure: *Outcomes List* | *Objective (Target/Criterion) for Indirect Measure 3* |
|  | 1. *Indirect Measure 4*   Program ISLOs Assessed by this Measure: *Outcomes List* | *Objective (Target/Criterion) for Indirect Measure 4* |
| **Learning Assessment Results: *Bachelor of Business Administration – Management*** | | |
| **Summary of Results from Implementing Direct Measures of Student Learning:** | | |
| 1. *MGMT321 organizational behavior audit paper: ISLO1*   *Performance target: 80% of students will achieve a minimum score of 83% on the organizational behavior audit paper.*  N=398  n=258 (64%)  Average student score: 82% | | |
| 2. *MGMT440 case study on global strategy decisions: ISLO 2, 3*  *Performance target: 80% of students will achieve a minimum score of 83% on the case study.*  *N=243*  *n=108 (44%)*  *Average student score: 82.3%* | | |
| *3. BUSN495 business plan: ISLO4*  *Performance target: 80% of students will achieve a minimum score of 83% on the business plan.*  *N=125*  *Average score on the assignment: 87%* | | |
| **Summary of Results from Implementing Indirect Measures of Student Learning:** | | |
| 1. *\*Summary of Results for Indirect Measure 1*   **Note:** The outcomes assessment plan did not indicate an indirect measure for this major (see updated 2016 Outcomes Assessment Plan). | | |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Summary of Achievement of Intended Student Learning Outcomes:** | | | | | | | | |
| **Intended Student Learning Outcomes** | **Learning Assessment Measures** | | | | | | | |
| **Program ISLOs** | ***Direct Measure 1:*** *MGMT321 Organizational Behavior Audit* | ***Direct Measure 2:*** *MGMT440 Case Study on Global Strategy Decisions* | ***Direct Measure 3:*** *BUSN495 Business Plan* | ***Direct Measure 4*** | ***Indirect Measure 1*** | ***Indirect Measure 2*** | ***Indirect Measure 3*** | ***Indirect Measure 4*** |
| **Performance Target Was…** | **Performance Target Was…** | **Performance Target Was…** | **Performance Target Was…** | **Performance Target Was…** | **Performance Target Was…** | **Performance Target Was…** | **Performance Target Was…** |
| 1. *Demonstrate knowledge of leadership theories and practices in various organizational situations through research, self-assessment and analysis.* | Not Met |  |  |  | N/A |  |  |  |
| *2. Using the problem solving process to identify a problem or opportunity, set appropriate goals, generate and evaluate alternatives, implement and monitor outcomes using qualitative and quantitative tools and techniques to achieve organizational goals.* |  | Not Met |  |  | N/A |  |  |  |
| *3. Demonstrate knowledge of ethical theories and practices in various organizational settings through research, self-assessment and case analysis to develop a business ethical framework both locally and internationally.* |  | Not Met |  |  | N/A |  |  |  |
| *4. Put into operation the knowledge and skills needed to conduct research, apply analytical techniques, and develop plans that meet short and long term business goals.* |  |  | Met |  | N/A |  |  |  |

|  |
| --- |
| **Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:** |
| 1. *Course of Action 1: The direct measures for this program were reviewed in 2015-16 and eliminated as they did not assess advanced level learning at the program level. As such, in the new 2016 Outcomes Assessment Plan, a capstone project (which meets higher Bloom’s Taxonomy level of learning) has been specified as the direct measure for this program. Further, the ISLOs have been revised to better reflect the program’s intent (See 2016 Outcomes Assessment Plan, pgs. 61-63). In addition, the 80% sample size was not achieved for MGMT321 and MGMT440 measures.*   ***Action Plan:*** *The above results will be reviewed to inform course level curriculum in 2016-2017 academic year. Further, to address assessments in which sample sizes of 80% was not achieve, we have implemented a central data collection system through which to collect/record all the IACBE assessment data starting Fall 2016. This will provide for consistency of collection across all courses in which these assessments are embedded, in addition to having the potential to increase sample sizes.* |
| *2. Course of Action 2: The 2014-15 Outcomes Assessment Plan did not indicate an indirect measure for this program. This is noted as N/A in the*  *above chart.*  ***Action Plan:*** *The new 2016 Outcomes Assessment Plan specifies the indirect measure for this program for which data will be collected starting Fall 2016 (see 2016 Outcomes Assessment Plan, pgs. 61-63).* |

|  |  |  |
| --- | --- | --- |
|  | **Student Learning Assessment for: Bachelor of Business Administration - *Marketing Major*** | |
|  | **Program Intended Student Learning Outcomes (Program ISLOs)** | |
|  | 1. *When presented with market information, conduct a situation analysis.* | |
|  | 1. *When presented with a need for information, conduct marketing research.* | |
|  | 1. *When presented with information from marketing research and situation analysis, develop a marketing plan.* | |
|  | 1. *When presented with marketing performance data, develop measures to evaluate results.* | |
|  | **Assessment Instruments for Intended Student Learning Outcomes—**  **Direct Measures of Student Learning:** | **Performance Objectives (Targets/Criteria) for Direct Measures:** |
|  | 1. *MKTG441 comprehensive marketing plan.*   General Program ISLOs Assessed by this Measure: 2, 3, 4, 5, 6, 7  *BBA-Marketing* ISLOs Assessed by this Measure: *1, 2, 3, 4* | *80% of students will achieve an average score of 80% or higher on the marketing plan.* |
|  | **Assessment Instruments for Intended Student Learning Outcomes—**  **Indirect Measures of Student Learning:** | **Performance Objectives (Targets/Criteria) for Indirect Measures:** |
|  | 1. *Indirect Measure 1 - \*See Summary of Results below.*   Program ISLOs Assessed by this Measure: *Outcomes List* | *Objective (Target/Criterion) for Indirect Measure 1* |
|  | *2. Indirect Measure 2*  Program ISLOs Assessed by this Measure: *Outcomes List* | *Objective (Target/Criterion) for Indirect Measure 2* |
|  | *3. Indirect Measure 3*  Program ISLOs Assessed by this Measure: *Outcomes List* | *Objective (Target/Criterion) for Indirect Measure 3* |
|  | *4. Indirect Measure 4*  Program ISLOs Assessed by this Measure: *Outcomes List* | *Objective (Target/Criterion) for Indirect Measure 4* |
| **Learning Assessment Results: *Bachelor of Business Administration - Marketing*** | | |
| **Summary of Results from Implementing Direct Measures of Student Learning:** | | |
| 1. *MKTG441 comprehensive marketing plan (ISLO 1,2,3, and 4)*   *Performance Target: 80% of students achieving a score of 80% or higher*  Average student score: 70% | | |
| **Summary of Results from Implementing Indirect Measures of Student Learning:** | | |
| 1. *\*Summary of Results for Indirect Measure 1*   **Note:** The outcomes assessment plan did not indicate an indirect measure for this major (see updated 2016 Outcomes Assessment Plan). | | |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Summary of Achievement of Intended Student Learning Outcomes:** | | | | | | | | |
| **Intended Student Learning Outcomes** | **Learning Assessment Measures** | | | | | | | |
| **Program ISLOs** | ***Direct Measure 1:*** *MKTG441 Comprehensive Marketing Plan* | ***Direct Measure 2*** | ***Direct Measure 3*** | ***Direct Measure 4*** | ***Indirect Measure 1*** | ***Indirect Measure 2*** | ***Indirect Measure 3*** | ***Indirect Measure 4*** |
| **Performance Target Was…** | **Performance Target Was…** | **Performance Target Was…** | **Performance Target Was…** | **Performance Target Was…** | **Performance Target Was…** | **Performance Target Was…** | **Performance Target Was…** |
| 1. *When presented with market information, conduct a situation analysis.* | Not Met |  |  |  | N/A |  |  |  |
| *2. When presented with a need for information, conduct marketing research* | Not Met |  |  |  | N/A |  |  |  |
| *3. When presented with information from marketing research and situation analysis, develop a marketing plan* | Not Met |  |  |  | N/A |  |  |  |
| *4. When presented with marketing performance data, develop measures to evaluate results.* | Not Met |  |  |  | N/A |  |  |  |

|  |
| --- |
| **Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:** |
| 1. *Course of Action 1: During the 2016-2017 academic year, all MKTG441 Strategic Plan projects with scores below 80% will be evaluated to identify the cause for the low score. The rubric will be reviewed and areas with a rating of needs improvement or not satisfactory will be noted. This action plan will identify areas that may need development.* |
| *2. Course of Action 2: The 2014-15 Outcomes Assessment Plan did not indicate an indirect measure for this program. This is noted as N/A in the*  *above chart.*  ***Action Plan:*** *The updated 2016 Outcomes Assessment Plan currently specifies the indirect measure for this program for which data will be collected starting Fall 2016 (see 2016 Outcomes Assessment Plan, pgs. 46-49).* |

|  |  |  |
| --- | --- | --- |
|  | **Student Learning Assessment for: Bachelor of Business Administration - *Sport Management Major*** | |
|  | **Program Intended Student Learning Outcomes (Program ISLOs)** | |
|  | 1. *Demonstrate knowledge of leadership functions, theories and practices in various sports organizational situations through research, self-assessment and case assignments.* | |
|  | 1. *Apply sport management knowledge skills and abilities to identify problems or opportunities, set appropriate goals, generate viable alternatives, implement and monitor outcomes using qualitative and quantitative tools and techniques to achieve sports organization objectives.* | |
|  | 1. *Demonstrate the ability to communicate effectively to appropriate sport management audiences and inform, explain, persuade via verbal presentations and written assignments using proper sport management language and terminology.* | |
|  | 1. *Understand the laws and requirements of sport management governing bodies and be able to use best practices and ethics to achieve compliance with those governing bodies.* | |
|  | **Assessment Instruments for Intended Student Learning Outcomes—**  **Direct Measures of Student Learning:** | **Performance Objectives (Targets/Criteria) for Direct Measures:** |
|  | 1. *BUSN495S feasibility analysis paper.*   General Program ISLOs Assessed by this Measure: *2, 3, 5, 7*  *Sport Management* ISLOs Assessed by this Measure: *1* | *80% of students will achieve a score of 83% or higher on the feasibility analysis paper.* |
|  | 1. *BUSN495S business plan.*   General Program ISLOs Assessed by this Measure: *1, 2, 3,4, 7, 8*  *Sport Management* ISLOs Assessed by this Measure: *2* | *80% of students will achieve a score of 83% or higher on the business plan.* |
|  | 1. *MGMT490S reflection paper and MGMT445 career path presentation.*   General Program ISLOs Assessed by this Measure: *8*  *Sport Management* ISLOs Assessed by this Measure: 3 | *80% of students will achieve a score of 83% or higher on the reflection paper and career path presentation.* |
|  | 1. *MGMT421 case study on Olympic Games*   General Program ISLOs Assessed by this Measure: *2, 3, 8*  *Sport Management* ISLOs Assessed by this Measure: *4* | *80% of students will achieve a score of 83% or higher on the case study.* |
|  | **Assessment Instruments for Intended Student Learning Outcomes—**  **Indirect Measures of Student Learning:** | **Performance Objectives (Targets/Criteria) for Indirect Measures:** |
|  | 1. *Indirect Measure 1 - \*See Summary of Results below.*   Program ISLOs Assessed by this Measure: *Outcomes List* | *Objective (Target/Criterion) for Indirect Measure 1* |
|  | 1. *Indirect Measure 2*   Program ISLOs Assessed by this Measure: *Outcomes List* | *Objective (Target/Criterion) for Indirect Measure 2* |
|  | 1. *Indirect Measure 3*   Program ISLOs Assessed by this Measure: *Outcomes List* | *Objective (Target/Criterion) for Indirect Measure 3* |
|  | 1. *Indirect Measure 4*   Program ISLOs Assessed by this Measure: *Outcomes List* | *Objective (Target/Criterion) for Indirect Measure 4* |
| **Learning Assessment Results: *Bachelor of Business Administration - Sport Management*** | | |
| **Summary of Results from Implementing Direct Measures of Student Learning:** | | |
| 1. *BUSN495S feasibility analysis paper: ISLO1*   *Performance target: 80% of students will achieve an average score of 83% on the feasibility analysis paper.*  N=12  Average student score: 86% | | |
| 1. *BUSN495S business plan: ISLO2*   *Performance target: 80% of students will achieve an average score of 83% on the business plan.*  N=12  Average student score: 87% | | |
| 1. *MGMT490S reflection paper and MGMT445 career path presentation: ISLO3*   *Performance target: 80% of students will achieve an average score of 83% on the reflection paper and career path presentation.*  MGMT490S:  N=40  Average student score: 90%  MGMT445: 90%  N=9  Average student score: 87% | | |
| 1. *MGMT421 case study on Olympic Games: ISLO4*   *Performance target: 80% of students will achieve an average score of 83% on the case study.*  Note: The results of this assessment were not consistently recorded. | | |
| **Summary of Results from Implementing Indirect Measures of Student Learning:** | | |
| 1. *\*Summary of Results for Indirect Measure 1*   **Note:** The outcomes assessment plan did not indicate an indirect measure for this major (see updated 2016 Outcomes Assessment Plan). | | |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Summary of Achievement of Intended Student Learning Outcomes:** | | | | | | | | |
| **Intended Student Learning Outcomes** | **Learning Assessment Measures** | | | | | | | |
| **Program ISLOs** | ***Direct Measure 1:*** *BUSN495S Feasibility Analysis Paper* | ***Direct Measure 2:*** *BUSN495S Business Plan* | ***Direct Measure 3:*** *MGMT490S Reflection Paper and MGMT445 Career Path Presentation* | ***Direct Measure 4:*** *MGMT421 Case Study on Olympic Games* | ***Indirect Measure 1*** | ***Indirect Measure 2*** | ***Indirect Measure 3*** | ***Indirect Measure 4*** |
| **Performance Target Was…** | **Performance Target Was…** | **Performance Target Was…** | **Performance Target Was…** | **Performance Target Was…** | **Performance Target Was…** | **Performance Target Was…** | **Performance Target Was…** |
| 1. *Demonstrate knowledge of leadership functions, theories and practices in various sports organizational situations through research, self-assessment and case assignments.* | Met |  |  |  | N/A |  |  |  |
| 1. *Apply sport management knowledge skills and abilities to identify problems or opportunities, set appropriate goals, generate viable alternatives, implement and monitor outcomes using qualitative and quantitative tools and techniques to achieve sports organization objectives.* |  | Met |  |  | N/A |  |  |  |
| 1. *Demonstrate the ability to communicate effectively to appropriate sport management audiences and inform, explain, persuade via verbal presentations and written assignments using proper sport management language and terminology.* |  |  | Met |  | N/A |  |  |  |
| 1. *Understand the laws and requirements of sport management governing bodies and be able to use best practices and ethics to achieve compliance with those governing bodies.* |  |  |  | N/A | N/A |  |  |  |

|  |
| --- |
| **Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:** |
| 1. *Course of Action 1: The 2014-15 Outcomes Assessment Plan did not indicate an indirect measure for this program. This is noted as N/A in the above chart.*   ***Action Plan:*** *The new 2016 Outcomes Assessment Plan specifies the indirect measure for this program for which data will be collected starting Fall 2016 (see attached 2016 Outcomes Assessment Plan, pgs. 76-78).* |
| 1. *Course of Action 2: The performance objective for Direct Measure 4, which is linked to ISLO 4, was not determined given the assessment to the direct measure was not clearing coded. This is noted as N/A in the above chart.*   ***Action Plan:*** *In the 2016 Outcomes Assessment Plan, the scoring of assessments has been harmonized with consistent rubrics. The outcomes and measures for this program were reviewed in the 2015-16 academic year. As a result of the review, the outcomes were revised and simplified for measurability and appropriate direct measures identified (See 2016 Outcomes Assessment Plan, pgs. 76-78). The obtained results for this program’s outcomes will be presented and discussed in a College of Business meeting in the 2016-17 academic year.* |

|  |  |  |
| --- | --- | --- |
|  | **Student Learning Assessment for: *Bachelor of Science Paralegal Studies Major*** | |
|  | **Program Intended Student Learning Outcomes (Program ISLOs)** | |
|  | 1. *Understand the United States judicial system, the jurisdiction of all its courts, and the relationship of the courts to one another and demonstrate this understand through written examination.* | |
|  | 1. *Apply appropriate legal vocabulary and the court rules in substantive legal fields by creating written assignments similar, in content and quality, to the work product routinely produced in that field.* | |
|  | 1. *Create a number of written assignments that consist of documents frequently utilized in legal settings through the use of several software programs developed for and used in courts and law offices.* | |
|  | 1. *Analyze fact situations in order to conduct legal research (utilizing print materials, as well as computer assisted research) and draft legal documents based on that research..* | |
|  | 1. *Apply the Code of Professional Responsibility to a number of situations commonly occurring in legal settings and recommend an ethical course of conduct.* | |
|  | 1. *Apply knowledge of legal ethics, substantive and procedural knowledge of the law by successfully completing a 150 hour internship in a legal setting under the supervision of a lawyer.* | |
|  | **Assessment Instruments for Intended Student Learning Outcomes—**  **Direct Measures of Student Learning:** | **Performance Objectives (Targets/Criteria) for Direct Measures:** |
|  | 1. LEGL101 *Court systems and jurisdiction examination.*   *Paralegal Studies* ISLOs Assessed by this Measure: *1* | *75% of students will complete the referenced examination with an average score of 80%.* |
|  | 2. LEGL204 Summons and complaint for divorce assignment  LEGL308 Will drafting assignment  LEGL300 Motion in Limine.  Paralegal Studies ISLOs Assessed by this Measure: 2 | *75% of students will complete each referenced assignments with an average score of 80%.* |
|  | 1. LEGL220 *Portfolio assignment.*   *Paralegal Studies* ISLOs Assessed by this Measure: *3* | *75% of students will complete the referenced portfolio assignment with an average score of 80%.* |
|  | 1. LEGL216 *Legal memorandum.*   *Paralegal Studies* ISLOs Assessed by this Measure: *4* | *75% of students will achieve an average score of 85% on the referenced legal memorandum assignment.* |
|  | 1. LEGL290 *Ethics assignment.*   *Paralegal Studies* ISLOs Assessed by this Measure: *5* | *75% of students will achieve an average score of 85% on the referenced ethics assignment.* |
|  | 1. LEGL490 *Internship supervisor evaluation*   *Paralegal Studies* ISLOs Assessed by this Measure: *6* | *Evaluation by 80% of all internship supervisors will report paralegal skills at the level of proficient or higher.* |
|  | **Assessment Instruments for Intended Student Learning Outcomes—**  **Indirect Measures of Student Learning:** | **Performance Objectives (Targets/Criteria) for Indirect Measures:** |
|  | *Legal Internship Survey LEGL490*  General Program ISLOs Assessed by this Measure: 1, 2, 3, 4, 5, 6  ISLOs Assessed by this Measure: All competency areas | *Evaluation by 80% of all internship supervisors will report paralegal skills at the level of proficient or higher.* |
| **Learning Assessment Results: *Bachelor of Science - Paralegal Studies*** | | |
| **Summary of Results from Implementing Direct Measures of Student Learning:** | | |
| 1. LEGL101 *Court systems and jurisdiction examination: ISLO1.*   *Performance target: 75% of students will complete the referenced examination with an average score of 80%.*  N=43  Average student score: 87% | | |
| *2. Performance target: 75% of students will complete each referenced assignment with an average score of 80%.*  LEGL204 Summons and complaint for divorce assignment: ISLO2  N=9  Average student score: 91%  LEGL308 Will drafting assignment: ISLO2  N=15  Average student score: 93%  LEGL300 *Motion in Limine: ISLO2*  N=13  Average student score: 96% | | |
| 1. LEGL220 *Portfolio assignment: ISLO3*   *Performance target: 75% of students will complete the referenced portfolio assignment with an average score of 80%.*  N=19  Average student score: 84% | | |
| 1. LEGL216 *Legal memo: ISLO 4*   *Performance target: 75% of students will achieve an average score of 85% on the referenced legal memorandum assignment.*  N=15  Average student score: 85% | | |
| 5. LEGL290 *Ethics assignment: ISLO 5*  *Performance target: 75% of students will achieve an average score of 85% on the referenced ethics assignment.*  N=1  Average student score: 95% | | |
| 6. LEGL490 *Internship supervisor evaluation: ISLO6*  *Performance target: Evaluation by 80% of all internship supervisors will report paralegal skills at the level of proficient or higher.*  N=15  Average student score: 95% | | |
| **Summary of Results from Implementing Indirect Measures of Student Learning:** | | |
| 1. *LEGL490 Legal Internship Survey (ISLO 1-6)*   *Performance target: Evaluation by 80% of all internship supervisors will report paralegal skills at the level of proficient or higher.*  N=15  Percent of internship supervisors who reported paralegal skills at proficient level or higher: 84% | | |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Summary of Achievement of Intended Student Learning Outcomes:** | | | | | | | | |
| **Intended Student Learning Outcomes** | **Learning Assessment Measures** | | | | | | | |
| **Program ISLOs** | ***Direct Measure 1****:*LEGL101 *Court Systems and Jurisdiction Examination* | ***Direct Measure 2:***  ***LEGL204, 300, 308*** | ***Direct Measure 3:*** LEGL220 *Portfolio Assignment* | ***Direct Measure 4:*** LEGL216 *Legal Memorandum* | ***Direct Measure 5:*** LEGL290 *Ethics Assignment* | ***Direct direct Measure 6:*** LEGL490 *Internship Supervisor Evaluation* | ***Indirect Measure 1:*** *Legal490 Internship Survey* | ***Indirect Measure 3*** |
| **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. *Understand the United States judicial system, the jurisdiction of all its courts, and the relationship of the courts to one another and demonstrate this understand through written examination.* | Met |  |  |  |  |  | Met |  |
| 1. *Apply appropriate legal vocabulary and the court rules in substantive legal fields by creating written assignments similar, in content and quality, to the work product routinely produced in that field.* |  | Met |  |  |  |  | Met |  |
| 1. *Create a number of written assignments that consist of documents frequently utilized in legal settings through the use of several software programs developed for and used in courts and law offices.* |  |  | Met |  |  |  | Met |  |
| 1. *Analyze fact situations in order to conduct legal research (utilizing print materials, as well as computer assisted research) and draft legal documents based on that research.* |  |  |  | Met |  |  | Met |  |
| 1. *Apply the Code of Professional Responsibility to a number of situations commonly occurring in legal settings and recommend an ethical course of conduct.* |  |  |  |  | Met |  | Met |  |
| *6. Apply knowledge of legal ethics, substantive and procedural knowledge of the law by successfully completing a 150 hour internship in a legal setting under the supervision of a lawyer.* |  |  |  |  |  | Met | Met |  |

|  |
| --- |
| **Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:** |
| 1. *Note: The Outcomes Assessment Plan for this program were reviewed in 2015-16. As a result, the direct measures were updated and embedded in the advanced level course in the program to measure advanced level learning. In addition, the new Outcomes Assessment Plan added Bachelor of Science Program Outcomes which were not previously provided. (See 2016 Outcomes Assessment Plan, pgs. 85-91).* |

|  |  |  |
| --- | --- | --- |
|  | **Student Learning Assessment for: *Master of Business Administration*** | |
|  | **Program Intended Student Learning Outcomes (Program ISLOs)** | |
|  | 1. *Complete a situational analysis to develop strategies and tactics.* | |
|  | 1. *Construct legal, ethical and socially responsible decision.* | |
|  | 1. *Demonstrate interpersonal and oral communication skills for effective teamwork and with diverse audiences.* | |
|  | 1. *Appraise collaborative leadership capabilities to manage, influence and lead in a global environment.* | |
|  | 1. *Apply appropriate quantitative and qualitative inquiry methods to solve problems.* | |
|  | **Assessment Instruments for Intended Student Learning Outcomes—**  **Direct Measures of Student Learning:** | **Performance Objectives (Targets/Criteria) for Direct Measures:** |
|  | 1. *Direct Measure 1: CAPS781, 790 or 799 Capstone Project*   Program ISLOs Assessed by this Measure: 1,2,3 | *Average student scores on the referenced direct measures will be at 85% or higher.* |
|  | 1. *Direct Measure 2: MBA CPC examination provided by Peregrine.*   Program ISLOs Assessed by this Measure:  *1,2,4,5* | *The aggregate average student scores on the referenced examination will be at 50% or higher.* |
|  | **Assessment Instruments for Intended Student Learning Outcomes—**  **Indirect Measures of Student Learning:** | **Performance Objectives (Targets/Criteria) for Indirect Measures:** |
|  | 1. *Faculty Competencies Survey*   Program ISLOs Assessed by this Measure: *1-5* | *Faculty will rate student overall proficiency at 80% in competencies associated with the curriculum.* |
|  | 1. *Student Competencies Survey*   Program ISLOs Assessed by this Measure: *1-5* | *Students will rate their own overall proficiency at 80% in the competencies associated with the curriculum.* |
|  | 1. *Graduate Alumni Survey – Job Placement Rate*   Program ISLOs Assessed by this Measure: *1-5* | *Graduate job placement rate will be 88% or higher six months after degree program completion.* |
| **Learning Assessment Results: *Master of Business Administration*** | | |
| **Summary of Results from Implementing Direct Measures of Student Learning:** | | |
| 1. *CAPS781, 790, or 799 Capstone Projects: ISLO 1, 2, 3*  Performance target: *Average student scores on the referenced direct measures will be at 85%.*  Performance on CAPS781:  N= 12  Average student score: 88%  Performance on CAPS790:  N= 32  Average student score: = 95%  Performance on CAPS799:  N= 104  Average student score: 89% | | |
| *2. MBA CPC examination provided by Peregrine: ISLO 1,2,4, 5*  Performance target: *The aggregate average student scores on the referenced examination will be at 50%.*  N=287  Average Aggregate student score: 52% | | |
| **Summary of Results from Implementing Indirect Measures of Student Learning:** | | |
| 1. *Faculty Competencies Survey: ISLO 1-5*   *Performance target: Faculty will rate student overall proficiency at 80% in competencies associated with the curriculum.*  *Faculty rating of perceived student competencies: 78%* | | |
| 1. *Student Competencies Survey: ISLO 1-5*   *Performance target: Students will rate their own overall proficiency at 80% in the competencies associated with the curriculum.*  Student rating of perceived proficiency in competences: 61% | | |
| 1. *Graduate Alumni Survey – Job Placement Rate: ISLO 1-5*   *Performance target: Graduate job placement rate will be 88% or higher six month after degree program completion.*  N=176  Job placement rate: 88% | | |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Summary of Achievement of Intended Student Learning Outcomes:** | | | | | | | | |
| **Intended Student Learning Outcomes** | **Learning Assessment Measures** | | | | | | | |
| **Program ISLOs** | ***Direct Measure 1:*** *CAPS781 Capstone Project* | ***Direct Measure 2:*** *CAPS790 Capstone Project* | ***Direct Measure 3:*** *CAPS799 Capstone Project* | ***Direct Measure 4:*** *MBA CPC Examination Provided by Peregrine* | ***Indirect Measure 1:*** *Faculty Competencies Survey* | ***Indirect Measure 2:*** *Student Competencies Survey* | ***Indirect Measure 3:*** *Graduate Alumni Survey – Job Placement Rate* | ***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. *Complete a situational analysis to develop strategies and tactics.* | Met | Met | Met | Met | Not Met | Not Met | Met |  |
| 1. *Construct legal, ethical and socially responsible decision.* | Met | Met | Met | Met | Not Met | Not Met | Met |  |
| 1. *Demonstrate interpersonal and oral communication skills for effective teamwork and with diverse audiences.* | Met | Met | Met |  | Not Met | Not Met | Met |  |
| 1. *Appraise collaborative leadership capabilities to manage, influence and lead in a global environment.* |  |  |  | Met | Not Met | Not Met | Met |  |
| 1. *Apply appropriate quantitative and qualitative inquiry methods to solve problems.* |  |  |  | Met | Not 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: The performance target for all outcomes measured by two indirect measures - Faculty Survey and Student survey - were not met, even though all the direct measure targets were met. Faculty and student perceptions of student performance do not match the actual student performance.*   ***Action Plan:*** *In the 2016-17 academic year, faculty and student perceptions will be reviewed to provide an understanding of the gap between performance and perception.* |

|  |  |  |
| --- | --- | --- |
|  | **Student Learning Assessment for: *Master of Management*** | |
|  | **Program Intended Student Learning Outcomes (Program ISLOs)** | |
|  | 1. *Lead innovation through strategic planning, change management and performance improvement initiatives to increase organizational reputation.* | |
|  | 1. *Evaluate systems and processes to improve organizational effectiveness.* | |
|  | 1. *Appraise and justify ethical decision making in light of global business values, diversity and inclusion, and sustainable business practices.* | |
|  | 1. *Assess and apply leadership constructs for motivating others and developing a collaborative culture.* | |
|  | 1. *Identify ongoing leadership learning opportunities to develop career and personal effectiveness goals.* | |
|  | **Assessment Instruments for Intended Student Learning Outcomes—**  **Direct Measures of Student Learning:** | **Performance Objectives (Targets/Criteria) for Direct Measures:** |
|  | 1. *MGMT795 Strategic Management Case Study*   General Program ISLOs Assessed by this Measure: *1* | *80% of students will achieve an average score of 85% or higher on the case study assignment.* |
|  | 1. *MM CPC Examination provided by Peregrine*   Program ISLOs Assessed by this Measure: 2, 3, 4 | *Students will achieve an average score of 50% on the information management systems competency.*  *Students will achieve an average score of 50% on the business ethics competency.*  *Students will achieve an average student score of 50% on the leadership competency.* |
|  | 1. *MGMT775 self-assessment paper.*   Program ISLOs Assessed by this Measure: 5 | *80% of students will achieve an average score of 85% or higher on the case study assignment.* |
|  | **Assessment Instruments for Intended Student Learning Outcomes—**  **Indirect Measures of Student Learning:** | **Performance Objectives (Targets/Criteria) for Indirect Measures:** |
|  | 1. *Faculty Competencies Survey*   Program ISLOs Assessed by this Measure: *1-5* | *Faculty will rate student overall proficiency at 80% in competencies associated with the curriculum.* |
|  | 1. *Student Competencies Survey*   Program ISLOs Assessed by this Measure: *1-5* | *Students will rate their own overall proficiency at 80% in the competencies associated with the curriculum.* |
|  | 1. *Graduate Alumni survey –Job Placement Rate*   Program ISLOs Assessed by this Measure: *1-5* | *Graduate job placement rate will be 88% or higher six months after degree program completion.* |
| **Learning Assessment Results: *Master of Management*** | | |
| **Summary of Results from Implementing Direct Measures of Student Learning:** | | |
| 1. *MGMT795 Strategic Management Case Study: ISLO 1*   *80% of students will achieve an average score of 85% or higher on the case study assignment.*  N= 15  Average score: 88% | | |
| 1. *MM CPC Examination provided by Peregrine: ISLO 2, 3, 4*   *Students will achieve an average score of 50% on the information management systems competency:* ISLO 2  N=56  Average student score: 45%  *Students will achieve an average score of 50% on the business ethics competency:* ISLO 3  N=56  Average student score: 49%  *Students will achieve an average student score of 50% on the leadership competency: ISLO 4*  N=56  Average student score: 54% | | |
| 1. *MGMT775 self-assessment paper: ISLO 5*   *80% of students will achieve an average score of 85% or higher on the case study assignment.*  N= 45  34 out of 45: 76% achieved a score of 85% or more | | |
| **Summary of Results from Implementing Indirect Measures of Student Learning:** | | |
| 1. *Faculty Competencies Survey (ISLOs 1-5)*   *Faculty will rate student overall proficiency at 80% in competencies associated with the curriculum.*  *Faculty rating of perceived student competencies associated with curriculum: 71%* | | |
| 1. *Student Competencies Survey (ISLOs 1-5)*   *Students will rate their own overall proficiency at 80% in the competencies associated with the curriculum.*  *Student rating of perceived student competencies associated with curriculum: 76%* | | |
| *3. Graduate Alumni survey –Job Placement Rate (ISLOs 1-5)*  *Graduate job placement rate will be 88% or higher six months after degree program completion.*  N=15  Job placement rate: 93.3% | | |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Summary of Achievement of Intended Student Learning Outcomes:** | | | | | | | | |
| **Intended Student Learning Outcomes** | **Learning Assessment Measures** | | | | | | | |
| **Program ISLOs** | ***Direct Measure 1:*** *MGMT795 Strategic Management Case Study* | ***Direct Measure 2:*** *MM CPC**Examination provided by Peregrine*  *Information Management* | ***Direct Measure 3:*** *MM CPC**Examination provided by Peregrine*  *Business Ethics* | ***Direct Measure 4:*** *MM CPC**Examination provided by Peregrine*  *Leadership Competency* | ***Direct Measure 5:***  *MGMT775 Self-Assessment Paper* | ***Indirect Measure 1:*** *Faculty Competencies Survey* | ***Indirect Measure 2:*** *Student Competencies Survey* | ***Indirect Measure 3:*  *Graduate*** *Alumni survey –Job Placement Rate* |
| **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. *Lead innovation through strategic planning, change management and performance improvement initiatives to increase organizational reputation.* | Met |  |  |  |  | Not Met | Not Met | Met |
| 1. *Evaluate systems and processes to improve organizational effectiveness* |  | Not Met |  |  |  | Not Met | Not Met | Met |
| 1. *Appraise and justify ethical decision making in light of global business values, diversity and inclusion, and sustainable business practices* |  | Not Met | Not Met |  |  | Not Met | Not Met | Met |
| 1. *Assess and apply leadership constructs for motivating others and developing a collaborative culture.* |  | Not Met |  | Met |  | Not Met | Not Met | Met |
| 1. *Identify ongoing leadership learning opportunities to develop career and personal effectiveness goals* |  |  |  |  | Not Met | Not 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: For Direct Measure 5, the performance target was met; however, the sample size of 80% was not achieved. Further, Direct Measures 2 and 3, fell short of the targets.*   ***Action plan:*** *During academic year 2016-2017, assessments that did not meet the performance targets linked to particular ISLOs will be*  *evaluated for deficient areas. This evaluation will identify curriculum areas that need reinforcement. Additional instruction in identified areas*  *will be developed to improve student understanding and performance.* |
| 1. *Course of Action 2: The performance target for all outcomes measured by the two indirect measures - Faculty Survey and Student survey - were not met.*   ***Action Plan:*** *In the 2016-17 academic year, faculty and student perceptions will be reviewed to provide an understanding of faculty and student perceptions of student performance.* |

**Section II: Operational Assessment** (**Note: Complete this section only if you received first-time accreditation or reaffirmation of accreditation after January 1, 2011**.)

***NOTE: The Outcomes Assessment Plan, Operational Assessment Section, did not initially contained measures or targets for each of the Intended Operational Outcomes (IOO). When preparing the Interim Report, the following measures and targets were added to capture data that was already collected for the 2015-2016 academic year. The 2016 Outcomes Assessment Plan addresses this by revising the IOOs and adding direct measures and targets.***

|  |  |
| --- | --- |
| **Operational Assessment** | |
| **Intended Operational Outcomes** | |
| 1. *Achieve annual enrollment goals for sustainability by program.* | |
| 1. *Achieve annual employment rate goals.* | |
| 1. *Achieve annual enrollment goals.* | |
| 1. *Achieve annual retention goals.* | |
| 1. *Achieve student evaluation of teaching (SET) goals.* | |
| **Assessment Measures/Methods for Intended Operational Outcomes:** | **Performance Objectives (Targets/Criteria) for Operational Assessment Measures/Methods:** |
| 1. *Operational Assessment Measure/Method 1*   Intended Operational Outcomes Assessed by this Measure:  *Donald W. Maine College of Business enrollment scorecard on the number of students enrolled.*  *Outcomes List: IOO #1* | *Objective (Target/Criterion) for Measure/Method 1*  *The target is to achieve annual enrollment by 5% as set by the executive leadership annually.* |
| 1. *Operational Assessment Measure/Method 2*   Intended Operational Outcomes Assessed by this Measure:  *Students will be employed in their field of degree within six*  *months of graduation.*  *Outcomes List: IOO#2* | *Objective (Target/Criterion) for Measure/Method 2*  *The target is to achieve infield employment by 5%.* |
| 1. *Operational Assessment Measure/Method 3*   Intended Operational Outcomes Assessed by this Measure:  *NOTE: This measure was addressed in IOO#1.*  *Outcomes List: IOO#1* | *Objective (Target/Criterion) for Measure/Method 3* |
| 1. *Operational Assessment Measure/Method 4*   Intended Operational Outcomes Assessed by this Measure:  *Fall-to-fall total retention for the Donald W. Maine College of Business.*  *Outcomes List: IOO#4* | *Objective (Target/Criterion) for Measure/Method 4*  *The target is to achieved a 5% increase in retention from fall-to-fall.* |
| 1. *Operational Assessment Measure/Method 5*   Intended Operational Outcomes Assessed by this Measure:  *Student rating of faculty instruction as provided by Student Satisfaction Survey.*  *Outcomes List: IOO#5* | *Objective (Target/Criterion) for Measure/Method 5*  *Benchmark student rating of 5.0 or higher of faculty instruction on*  *previous years rating of moderately high to high satisfaction range.* |
| **Summary of Results from Implementing Operational Assessment Measures/Methods:** | |
| 1. *Summary of Results for Measure/Method 1: target was not met by 9% (N=94 students).* | |
| 1. *Summary of Results for Measure/Method 2: target was met as indicated by a 7.9% increase as indicated by the Student Survey given six*   *months after graduation.* | |
| 1. *Summary of Results for Measure/Method 3: target was not met. See #1 above.* | |
| 1. *Summary of Results for Measure/Method 4: target was not met, but retention rate for the College of Business increased by 3%.* | |
| 1. *Summary of Results for Measure/Method 5: target was met, as indicated by aggregate student rating of 5.8 on faculty instruction based on*   *a scale of 1 to 7, with 1 equals not at all satisfied and 7 equals very satisfied.* | |

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Summary of Achievement of Intended Operational Outcomes:** | | | | | | | | | |
| **Intended Operational Outcomes** | | **Operational Assessment Measures/Methods** | | | | | | | |
| ***Operational Assessment Measure/***  ***Method 1:*** *Number of new students enrolled* | ***Operational Assessment Measure/***  ***Method 2: Student*** *Employment rate in their field of degree within six months of graduation* | ***Operational Assessment Measure/***  ***Method 3:*** *new students enrolled* | ***Operational Assessment Measure/***  ***Method 4:*** *Fall-to-Fall Retention Rate* | ***Operational Assessment Measure***  ***Method 5:***  *Student rating of faculty instruction* | ***Operational Assessment Measure/***  ***Method 6*** | ***Operational Assessment Measure/***  ***Method 7*** | ***Operational Assessment Measure/***  ***Method 8*** |
| **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. *Achieve annual enrollment goals for sustainability by program.* | Not Met | |  |  |  |  |  |  |  |
| 1. *Achieve annual employment rate goals* | |  | Met |  |  |  |  |  |  |
| 1. *Achieve annual enrollment goals* | |  |  | Not Met |  |  |  |  |  |
| 1. *Achieve annual retention goals.* | |  |  |  | Not Met |  |  |  |  |
| 1. *Achieve student evaluation of teaching (SET) goals* | |  |  |  |  | Met |  |  |  |

|  |
| --- |
| **Proposed Courses of Action for Improvement in Operational Outcomes for which Performance Targets Were Not Met:** |
| 1. *Course of Action 1: For New Student Enrollment measures (linked to IOO#1&3) Davenport University is working with community college partners to develop career pathing from community college to bachelor degrees. Faculty are working with area high schools and middle college programs to strengthening knowledge of the Donald W. Maine College of Business offerings.* |
| *2. Course of Action 2: For Retention measures (linked to IOO#4) - retention increased from Fall 2014 to Fall 2015 from 70% to 72% indicating a 3% increase in overall retention. Although this did not meet the 5% target, we will continue examine academically-focused attributes that contribute to changes in retention.* |