



Report of Outcomes Assessment Results

Institution: _____ McKendree University
Academic Business Unit: _____ School of Business
Academic Year: _____ 2014-15

USA

Outcomes Assessment

1. Do you offer any majors, concentrations, specializations, emphases, options, or tracks as part of your business programs?

Yes. If yes, proceed to item 2 below.

No. If no, proceed to item 4 below.

2. Do your majors, concentrations, specializations, emphases, options, or tracks appear on students' transcripts, diplomas, diploma supplements, or other official records of program completion?

Yes. If yes, proceed to item 3 below.

No. If no, proceed to item 4 below.

3. Does your current outcomes assessment plan include student learning assessment information for all majors, concentrations, specializations, emphases, options, and tracks contained within your business programs?

Yes. If yes, proceed to item 4 below.

No. If no, please submit a revised outcomes assessment plan with your interim report that addresses student learning assessment for all majors, concentrations, specializations, emphases, options, and tracks comprising any portion of your business programs. Information about this requirement can be found on the IACBE website at the following address: www.iacbe.org/oa-key-areas.asp.

4. Is the outcomes assessment plan that you submitted to the IACBE still current or have you made changes?

The outcomes assessment plan that we have previously submitted is still current.

Changes have been made and the revised plan is attached.

We have made changes and the revised plan will be sent to the IACBE by: _____

Assessment Results

For Academic Year: 2014-15

Section I: Student Learning Assessment

<i>School of Business</i>
Student Learning Assessment for BBA degree
General Program Intended Student Learning Outcomes (General Program ISLOs)
1. <i>Apply critical thought regarding the environment of business.</i>
2. <i>Understand the major concepts in the functional areas of business.</i>
Intended Student Learning Outcomes: Accounting major
1. <i>Present financial data to business audiences</i>
2. <i>Analyze managerial and cost data.</i>
3. <i>Understand the audit function.</i>
Intended Student Learning Outcomes: Business Administration major
1. <i>Apply HR support tools to business decision making.</i>
Intended Student Learning Outcomes: Economics major
1. <i>Identify and apply economic analyses in professional situations.</i>
2. <i>Assess the reliability of data and sources.</i>
3. <i>Perform and communicate econometric analysis.</i>
Intended Student Learning Outcomes: Economics and Finance major
1. <i>Identify and apply economic and financial analyses in professional situations.</i>
2. <i>Assess the reliability of data and sources.</i>
Intended Student Learning Outcomes: Human Resource Management major
1. <i>Analyze critical human resource issues considering economic, cultural, and legal perspectives.</i>
2. <i>Create and implement human resource systems.</i>

Intended Student Learning Outcomes: *Management major*

1. *Understand key concepts, theories, and practices important to the management of organizations.*
2. *Diagnose organizational situations and develop decisions and managerial actions that enhance the organizational effectiveness.*

Intended Student Learning Outcomes: *Marketing major*

1. *Collect and analyze data about a firm’s or brand’s external factors, and internally focused factors including market share and customer needs.*
2. *Identify relationships among and between consumers, the organization, and products in the market in order to facilitate brand value creation.*
3. *Develop marketing mix strategies that reflect the needs and characteristics desired by each of the selected target markets.*

Intended Student Learning Outcomes: *Sport Management major, General track*

1. *Understand key concepts, theories, and practices important to the management of sports organizations.*

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

Performance Objectives (Targets/Criteria) for Direct Measures:

1. *Quantitative Analysis for Business Decision Making (BUS 310) final exam*
General Program ISLOs Assessed by this Measure: 1

80% of students earn at least 70%

2. *Comprehensive exam- ETS Major Field Test “Business”*
General Program ISLOs Assessed by this Measure: 1, 2

More than half the students above the national average.

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

Performance Objectives (Targets/Criteria) for Indirect Measures:

1. The business simulation game that is an integral part of the capstone course of the undergraduate program, Business Strategy and Policy (BUS 450). CapSim’s Capstone is the recently selected simulation.
General Program ISLOs Assessed by this Measure: 2

75% of the groups earn at least 85% of the available points.

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

Performance Objectives (Targets/Criteria) for Direct Measures:

1. *Accounting Theory (ACC 431) paper*
Accounting major ISLOs Assessed by this Measure: 1

75% of students earn at least 80%

2. *Managerial Cost Accounting (ACC 330) final exam*

75% of students earn at least 80%

Accounting major ISLOs Assessed by this Measure: 2	
3. Auditing (ACC 421) final exam Accounting major ISLOs Assessed by this Measure: 2, 3	75% of students earn at least 80%
Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning for Accounting major:	Performance Objectives (Targets/Criteria) for Indirect Measures:
1. Course evaluation, Section II, Question 7, for these required major courses: ACC 305 INTERMEDIATE ACCOUNTING I ACC 306 INTERMEDIATE ACCOUNTING II ACC 307 INTERMEDIATE ACCOUNTING III ACC 330 MANAGERIAL COST ACCOUNTING ACC 352 TAXATION OF INDIVIDUALS ACC 354 TAXATION OF BUSINESS ENTITIES ACC 401 ADVANCED FINANCIAL ACCOUNTING ACC 421 AUDITING ACC 431 RESEARCH IN ACCOUNTING THEORY Accounting major ISLOs Assessed by this Measure: 2, 3	Average across students at least 3.5
2. Course evaluation, Section II, Question 9, for the previously mentioned required major courses. Accounting major ISLOs Assessed by this Measure: 1, 2	Average across students at least 3.5
Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning for Business Administration major:	Performance Objectives (Targets/Criteria) for Direct Measures:
1. Human Resources Management (MGT 334) final exam Business Administration major ISLOs Assessed by this Measure: 1	80% of students earn at least 70%
Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning for Business Administration major:	Performance Objectives (Targets/Criteria) for Indirect Measures:
1. Course evaluation, Section II, Question 7, for this required major course: MGT 334 HUMAN RESOURCES MANAGEMENT	Average across students at least 3.5

<i>Business Administration major ISLOs Assessed by this Measure: 1</i>	
Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning for Economics major:	Performance Objectives (Targets/Criteria) for Direct Measures:
1. <i>Managerial Economics (ECO 353) final exam</i> <i>Economics major ISLOs Assessed by this Measure: 1</i>	<i>80% of students earn at least 70%</i>
2. <i>Econometrics (ECO 410) paper</i> <i>Economics major ISLOs Assessed by this Measure: 1, 2, 3</i>	<i>80% of students earn at least 70%</i>
Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning for Economics major:	Performance Objectives (Targets/Criteria) for Indirect Measures:
1. Course evaluation, Section II, Question 7, for these required major courses: ECO 309 MONEY AND BANKING ECO 353 MANAGERIAL ECONOMICS ECO 410 ECONOMETRICS <i>Economics major ISLOs Assessed by this Measure: 1, 3</i>	Average across students at least 3.5
2. Course evaluation, Section II, Question 9, for the required major courses previously mentioned. <i>Economics major ISLOs Assessed by this Measure: 2, 3</i>	Average across students at least 3.5
Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning for Economics and Finance major:	Performance Objectives (Targets/Criteria) for Direct Measures:
1. <i>Managerial Economics (ECO 353) final exam</i> <i>Economics and Finance major ISLOs Assessed by this Measure: 1</i>	<i>80% of students earn at least 70%</i>
2. <i>Investments (FIN 355) paper</i> <i>Economics and Finance major ISLOs Assessed by this Measure: 1, 2</i>	<i>80% of students earn at least 70%</i>
Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning for Economics and Finance major:	Performance Objectives (Targets/Criteria) for Indirect Measures:

<p>1. Course evaluation, Section II, Question 7, for these required major courses:</p> <p>ECO 309 MONEY AND BANKING ECO 353 MANAGERIAL ECONOMICS FIN 355 INVESTMENTS FIN 360 FINANCIAL MANAGEMENT – APPLICATIONS & CASES</p> <p><i>Economics and Finance major ISLOs Assessed by this Measure: 1</i></p>	<p>Average across students at least 3.5</p>
<p>2. Course evaluation, Section II, Question 9, for the required major courses mentioned previously.</p> <p><i>Economics and Finance major ISLOs Assessed by this Measure: 2</i></p>	<p>Average across students at least 3.5</p>
<p>Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning for Human Resource Management major:</p>	<p>Performance Objectives (Targets/Criteria) for Direct Measures:</p>
<p>1. <i>Diversity and Change Management (HRM 410) paper</i></p> <p><i>Human Resource Management major ISLOs Assessed by this Measure: 1</i></p>	<p><i>80% of students earn at least 70%</i></p>
<p>2. <i>Benefits and Compensation (HRM 430) final exam</i></p> <p><i>Human Resource Management major ISLOs Assessed by this Measure: 1, 2</i></p>	<p><i>80% of students earn at least 70%</i></p>
<p>Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning for Human Resource Management major:</p>	<p>Performance Objectives (Targets/Criteria) for Indirect Measures:</p>
<p>1. Course evaluation, Section II, Question 7, for these required major courses:</p> <p>MGT 314 ORGANIZATIONAL BEHAVIOR MGT 334 HUMAN RESOURCE MANAGEMENT SPC 370 TRAINING AND DEVELOPMENT HRM 410 DIVERSITY AND CHANGE MANAGEMENT HRM 430 BENEFITS AND COMPENSATION HRM 440 EMPLOYMENT LAW</p>	<p>Average across students at least 3.5</p>

<i>Human Resource Management major ISLOs Assessed by this Measure: 1, 2</i>	
Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning for Management major:	Performance Objectives (Targets/Criteria) for Direct Measures:
1. <i>Organizational Behavior (MGT 314) midterm exam</i> <i>Human Resource Management major ISLOs Assessed by this Measure: 1, 2</i>	<i>80% of students earn at least 70%</i>
2. <i>Organizational Behavior (MGT 314) final exam</i> <i>Human Resource Management major ISLOs Assessed by this Measure: 1, 2</i>	<i>80% of students earn at least 70%</i>
3. <i>Operations Management (MGT 376) midterm exam</i> <i>Human Resource Management major ISLOs Assessed by this Measure: 2</i>	<i>80% of students earn at least 70%</i>
Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning for Management major:	Performance Objectives (Targets/Criteria) for Indirect Measures:
1. <i>Operations Management (MGT 376) project</i> <i>Human Resource Management major ISLOs Assessed by this Measure: 2</i>	<i>80% of students earn at least 70%</i>
2. Course evaluation, Section II, Question 7, for these required major courses: MGT 314 ORGANIZATIONAL BEHAVIOR MGT 334 HUMAN RESOURCES MANAGEMENT MGT 376 OPERATIONS MANAGEMENT <i>Human Resource Management major ISLOs Assessed by this Measure: 1, 2</i>	Average across students at least 3.5
Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning for Marketing major:	Performance Objectives (Targets/Criteria) for Direct Measures:
1. <i>Marketing Research (MKT 410) project</i> <i>Marketing major ISLOs Assessed by this Measure: 1</i>	<i>80% of students earn at least 70%</i>

2. <i>Consumer Behavior (MKT 305) final exam</i> <i>Marketing major ISLOs Assessed by this Measure: 2</i>	<i>80% of students earn at least 70%</i>
3. <i>Advertising and Promotion (MKT 354) final exam</i> <i>Marketing major ISLOs Assessed by this Measure: 3</i>	<i>80% of students earn at least 70%</i>
Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning for Marketing major:	Performance Objectives (Targets/Criteria) for Indirect Measures:
1. Course evaluation, Section II, Question 7, for these required major courses: MKT 305 CONSUMER BEHAVIOR MKT 410 MARKETING RESEARCH MKT 354 ADVERTISING AND PROMOTION <i>Marketing major ISLOs Assessed by this Measure: 1, 2, 3</i>	Average across students at least 3.5
2. Course evaluation, Section II, Question 9, for the required major courses previously mentioned. <i>Marketing major ISLOs Assessed by this Measure: 1, 3</i>	Average across students at least 3.5
Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning for Sport Management major, General track:	Performance Objectives (Targets/Criteria) for Direct Measures:
1. <i>Principles of Sport Management (SPM 320) final exam</i> <i>Sport Management major, General track ISLOs Assessed by this Measure: 1</i>	<i>80% of students earn at least 70%</i>
Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning for Sport Management major, General track:	Performance Objectives (Targets/Criteria) for Indirect Measures:
1. Course evaluation, Section II, Question 7, for these required major/track courses: ECO 320 ECONOMICS OF SPORT FIN 320 BUDGETING AND FINANCING OF SPORT MKT 325 SPORT MARKETING SPM 320 PRINCIPLES OF SPORT MANAGEMENT	Average across students at least 3.5

SPM 376W SPORT FACILITIES AND EVENT MANAGEMENT

Sport Management major, General track ISLOs Assessed by this Measure: 1

Assessment Results: BBA degree (core)

Summary of Results from Implementing Direct Measures of Student Learning:

1. *Quantitative Analysis for Business Decision Making (BUS 310) final exam:
118 students scored 70% or better out of 150 students (79%); 3 sections provided no data*
2. *ETS Major Field Test "Business":
30 students scored higher than the national average (152) out of 86 students (35%); 14 sections did not participate - yet*

Summary of Results from Implementing Indirect Measures of Student Learning:

1. *Business simulation game:
9 groups scored at least 85% of the total points out of 11 students (82%); 12 sections provided no data*

Assessment Results: BBA Accounting Major

Summary of Results from Implementing Direct Measures of Student Learning:

1. *Accounting Theory (ACC 431) paper:
41 students scored at least 80% out of 48 students (85%); 1 section provided no data*
2. *Managerial Cost Accounting (ACC 330) final exam:
18 students scored at least 80% out of 23 students (78%); 1 section provided no data*
3. *Auditing (ACC 421) final exam:
14 students scored at least 80% out of 17 students (82%); 1 section provided no data*

Summary of Results from Implementing Indirect Measures of Student Learning:

1. *Course evaluation, Section II, Question 7, "improved my critical thinking" for these required major courses:
Average of 4.46 across 200 students.*
2. *Course evaluation, Section II, Question 9, "enhanced my research and information literacy skills" for these required major courses:
Average of 4.36 across 174 students.*

Assessment Results: BBA Business Administration Major

Summary of Results from Implementing Direct Measures of Student Learning:

1. *Human Resources Management (MGT 334) final exam*
117 students score at least 70% out of 133 students (88%); 6 sections provided no data

Summary of Results from Implementing Indirect Measures of Student Learning:

1. Course evaluation, Section II, Question 7, “improved my critical thinking” for these required major courses:
Average of 4.64 across 114 students.

Assessment Results: BBA Economics Major

Summary of Results from Implementing Direct Measures of Student Learning:

1. *Managerial Economics (ECO 353) final exam:*
11 students score at least 70% out of 12 students (92%)
2. *Econometrics (ECO 410) paper:*
17 students score at least 70% out of 18 students (94%);

Summary of Results from Implementing Indirect Measures of Student Learning:

1. Course evaluation, Section II, Question 7, “improved my critical thinking” for these required major courses:
Average of 4.67 across 24 students.
2. Course evaluation, Section II, Question 9, “enhanced my research and information literacy skills” for these required major courses:
Average of 4.48 across 21 students.

Assessment Results: BBA Economics and Finance Major

Summary of Results from Implementing Direct Measures of Student Learning:

1. *Managerial Economics (ECO 353) final exam:*
11 students score at least 70% out of 12 students (92%)
2. *Investments (FIN 355) paper:*
15 students score at least 70% out of 18 students (83%)

Summary of Results from Implementing Indirect Measures of Student Learning:

1. Course evaluation, Section II, Question 7, “improved my critical thinking” for these required major courses:
Average of 4.6 across 45 students.
2. Course evaluation, Section II, Question 9, “enhanced my research and information literacy skills” for these required major courses:
Average of 4.56 across 41 students.

Assessment Results: BBA Human Resource Management Major

Summary of Results from Implementing Direct Measures of Student Learning:

1. *Diversity and Change Management (HRM 410) paper:*
61 students scored at least 70% out of 64 students (95%)
2. *Benefits and Compensation (HRM 430) final exam:*
64 students scored at least 70% out of 70 students (91%); 1 section provided no data

Summary of Results from Implementing Indirect Measures of Student Learning:

1. Course evaluation, Section II, Question 7, "improved my critical thinking" for these required major courses:
Average of 4.67 across 314 students.

Assessment Results: BBA Management Major

Summary of Results from Implementing Direct Measures of Student Learning:

1. *Organizational Behavior (MGT 314) midterm exam:*
30 students scored at least 70% out of 35 students (86%); 8 sections provided no data
2. *Organizational Behavior (MGT 314) final exam:*
68 students scored at least 70% out of 76 students (89%); 7 sections provided no data
3. *Operations Management (MGT 376) midterm exam:*
34 students scored at least 70% out of 39 students (87%); 3 sections provided no data

Summary of Results from Implementing Indirect Measures of Student Learning:

1. *Operations Management (MGT 376) project:*
16 groups scored at least 80% out of 17 students (94%); 5 sections provided no data
2. Course evaluation, Section II, Question 7, "improved my critical thinking" for these required major courses:
Average of 4.59 across 242 students.

Assessment Results: BBA Marketing Major

Summary of Results from Implementing Direct Measures of Student Learning:

1. *Marketing Research (MKT 410) project:*
13 students scored at least 70% out of 14 students (93%)
2. *Consumer Behavior (MKT 305) final exam:*

25 students scored at least 70% out of 29 students (86%); 6 sections provided no data

3. Advertising and Promotion (MKT 354) final exam:
57 students scored at least 70% out of 61 students (93%); 3 sections provided no data

Summary of Results from Implementing Indirect Measures of Student Learning:

1. Course evaluation, Section II, Question 7, “improved my critical thinking” for these required major courses:
Average of 4.41 across 105 students.
2. Course evaluation, Section II, Question 9, “enhanced my research and information literacy skills” for these required major courses:
Average of 4.34 across 105 students.

Assessment Results: BBA Sport Management Major, General Track

Summary of Results from Implementing Direct Measures of Student Learning:

1. Principles of Sport Management (SPM 320) final exam:
53 students scored at least 70% out of 59 students (90%)

Summary of Results from Implementing Indirect Measures of Student Learning:

1. Course evaluation, Section II, Question 7, “improved my critical thinking” for these required major courses:
Average of 4.69 across 75 students.

Summary of Achievement of Intended Student Learning Outcomes:

Intended Student Learning Outcomes	Learning Assessment Measures						
General Program ISLOs	BUS 310 FINAL EXAM	ETS EXAM			SIMULATION		
	Performance Target Was...	Performance Target Was...			Performance Target Was...		
1. Apply critical thought regarding the environment of business.	NOT MET	NOT MET			N/A		
2. Understand the major concepts in the functional areas of business.	N/A	NOT MET			MET		
Intended Student Learning Outcomes: Accounting Major	ACCC 431 PAPER	ACC 300 FINAL EXAM	ACC 421 FINAL EXAM		COURSE EVAL Q7	COURSE EVAL Q9	
	Performance Target Was...	Performance Target Was...	Performance Target Was...		Performance Target Was...	Performance Target Was...	

1. <i>Present financial data to business audiences</i>	MET	N/A	N/A		N/A	MET		
2. <i>Analyze managerial and cost data.</i>	N/A	MET	MET		MET	MET		
3. <i>Understand the audit function.</i>	N/A	N/A	MET		MET	N/A		
Intended Student Learning Outcomes: <i>Business Administration Major</i>	<i>MGT 334 FINAL EXAM</i>				<i>COURSE EVAL Q7</i>			
	Performance Target Was...				Performance Target Was...			
1. <i>Apply HR support tools to business decision making.</i>	MET				MET			
Intended Student Learning Outcomes: <i>Economics Major</i>	<i>ECO 353 FINAL EXAM</i>	<i>ECO 410 PAPER</i>			<i>COURSE EVAL Q7</i>	<i>COURSE EVAL Q9</i>		
	Performance Target Was...	Performance Target Was...			Performance Target Was...	Performance Target Was...		
1. <i>Identify and apply economic analyses in professional situations.</i>	MET	MET			MET	N/A		
2. <i>Assess the reliability of data and sources.</i>	N/A	MET			N/A	MET		
3. <i>Perform and communicate econometric analysis.</i>	N/A	MET			MET	MET		
Intended Student Learning Outcomes: <i>Economics and Finance Major</i>	<i>ECO 353 FINAL EXAM</i>	<i>FIN 355 PAPER</i>			<i>COURSE EVAL Q7</i>	<i>COURSE EVAL Q9</i>		
	Performance Target Was...	Performance Target Was...			Performance Target Was...	Performance Target Was...		
1. <i>Identify and apply economic and financial analyses in professional situations.</i>	MET	MET			MET	N/A		
2. <i>Assess the reliability of data and sources.</i>	N/A	MET			N/A	MET		
Intended Student Learning Outcomes: <i>Human Resource Management Major</i>	<i>HRM 410 PAPER</i>	<i>HRM 430 FINAL EXAM</i>			<i>COURSE EVAL Q7</i>			
	Performance Target Was...	Performance Target Was...			Performance Target Was...			

1. <i>Analyze critical human resource issues considering economic, cultural, and legal perspectives.</i>	MET	MET			MET			
2. <i>Create and implement human resource systems.</i>	N/A	MET			MET			
Intended Student Learning Outcomes: Management Major	MGT 314 MIDTERM EXAM	MGT 314 FINAL EXAM	MGT 376 MIDTERM EXAM		COURSE EVAL Q7	COURSE EVAL Q9		
	Performance Target Was...	Performance Target Was...	Performance Target Was...		Performance Target Was...	Performance Target Was...		
1. <i>Understand key concepts, theories, and practices important to the management of organizations.</i>	MET	MET	N/A		N/A	MET		
2. <i>Diagnose organizational situations and develop decisions and managerial actions that enhance the organizational effectiveness.</i>	MET	MET	MET		MET	MET		
Intended Student Learning Outcomes: Marketing Major	MKT 410 PROJECT	MKT 305 FINAL EXAM	MKT 354 FINAL EXAM		COURSE EVAL Q7	COURSE EVAL Q9		
	Performance Target Was...	Performance Target Was...	Performance Target Was...		Performance Target Was...	Performance Target Was...		
1. <i>Collect and analyze data about a firm's or brand's external factors, and internally focused factors including market share and customer needs.</i>	MET	N/A	N/A		MET	MET		
2. <i>Identify relationships among and between consumers, the organization, and products in the market in order to facilitate brand value creation.</i>	N/A	MET	N/A		MET	N/A		
3. <i>Develop marketing mix strategies that reflect the needs and</i>	N/A	N/A	MET		MET	MET		

<i>characteristics desired by each of the selected target markets.</i>								
Intended Student Learning Outcomes: Sport Management Major, General Track	<i>SPM 320 FINAL EXAM</i>				<i>COURSE EVAL Q7</i>			
	Performance Target Was...				Performance Target Was...			
1. <i>Understand key concepts, theories, and practices important to the management of sports organizations.</i>	MET				MET			
Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:								
1. <i>BUS 310 – 79%, while lower than the target of 80% is something we deem not of concern. If we miss next year’s target we will take action.</i>								
2. <i>ETS – we will investigate to determine which business disciplines are the cause of the missed target or if it’s an overall problem and then take action.</i>								

School of Business

Student Learning Assessment for BA degree – Economics major

General Program Intended Student Learning Outcomes (General Program ISLOs)

1. *Identify and apply economic analyses in professional situations.*
2. *Assess the reliability of data and sources.*
3. *Research and communicate economic analyses.*
4. *Perform and communicate econometric analysis.*

**Assessment Instruments for Intended Student Learning Outcomes—
Direct Measures of Student Learning for BA degree – Economics major:**

Performance Objectives (Targets/Criteria) for Direct Measures:

1. *Managerial Economics (ECO 353) final exam*

80% of students earn at least 70%

General Program ISLOs Assessed by this Measure: 1

2. *Current Economic Issues (ECO 450W) paper*

80% of students earn at least 70%

General Program ISLOs Assessed by this Measure: 1, 2, 3

3. *Econometrics (ECO 410) paper*

80% of students earn at least 70%

General Program ISLOs Assessed by this Measure: 1, 2, 3, 4

**Assessment Instruments for Intended Student Learning Outcomes—
Indirect Measures of Student Learning for BA degree – Economics major:**

Performance Objectives (Targets/Criteria) for Indirect Measures:

1. *Current Economic Issues (ECO 450W) debate(s)*

80% of students earn at least 70%

General Program ISLOs Assessed by this Measure: 1, 2, 3

2. Course evaluation, Section II, Question 7, for these required program courses:

ECO 309 MONEY AND BANKING

ECO 353 MANAGERIAL ECONOMICS

ECO 410 ECONOMETRICS

ECO 450 CURRENT ECONOMIC ISSUES

Average across students at least 3.5

General Program ISLOs Assessed by this Measure: 1, 3, 4	
3. Course evaluation, Section II, Question 9, for the required program courses previously mentioned. General Program ISLOs Assessed by this Measure: 2, 3, 4	Average across students at least 3.5

Assessment Results: BA Economics

Summary of Results from Implementing Direct Measures of Student Learning:

1. *Managerial Economics (ECO 353) final exam:*
11 students scored at least 70% out of 12 students (92%)
2. *Current Economic Issues (ECO 450W) paper:*
8 students scored at least 70% out of 10 students (80%)
3. *Econometrics (ECO 410) paper:*
17 students scored at least 70% out of 18 students (94%)

Summary of Results from Implementing Indirect Measures of Student Learning:

1. *Current Economic Issues (ECO 450W) debate(s):*
10 students scored at least 70% out of 10 students (100%)
2. *Course evaluation, Section II, Question 7, "improved my critical thinking" for these required major courses:*
Average of 4.7 across 33 students.
3. *Course evaluation, Section II, Question 9, "enhanced my research and information literacy skills" for these required major courses:*
Average of 4.57 across 30 students.

Summary of Achievement of Intended Student Learning Outcomes:

Intended Student Learning Outcomes	Learning Assessment Measures							
	<i>ECO 353 FINAL EXAM</i>	<i>ECO 450W PAPER</i>	<i>ECO 410 PAPER</i>		<i>ECO 450W DEBATES</i>	<i>COURSE EVAL Q7</i>	<i>COURSE EVAL Q9</i>	
General Program ISLOs	Performance Target Was...	Performance Target Was...	Performance Target Was...		Performance Target Was...	Performance Target Was...	Performance Target Was...	
1. <i>Identify and apply economic analyses in professional situations.</i>	MET	MET	MET		MET	N/A		
2. <i>Assess the reliability of data and sources.</i>	N/A	MET	MET		MET	MET		

3. <i>Research and communicate economic analyses.</i>	N/A	MET	MET		MET	MET		
4. <i>Perform and communicate econometric analysis.</i>	N/A	N/A	MET		N/A	MET		

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

- 1.
- 2.
- 3.
- 4.

School of Business

Student Learning Assessment for MBA degree

General Program Intended Student Learning Outcomes (General Program ISLOs)

1. Utilize the analytical and decision making skills regularly employed in the business community.
2. Develop critical leadership skills.
3. Demonstrate knowledge of the functional areas of business.

Intended Student Learning Outcomes: Human Resource Management concentration

1. Use analytical skills to evaluate and interpret information and data to make business decisions regarding human resource issues.

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

Performance Objectives (Targets/Criteria) for Direct Measures:

1. *Economics of the Firm (MBA 622) final exam*

80% of students earn at least 70%

General Program ISLOs Assessed by this Measure: 1, 3

2. *Corporate Strategy and Leadership (MBA 661) paper*

80% of students earn at least 70%

General Program ISLOs Assessed by this Measure: 1, 3

3. *Organizational Behavior (MBA 652) paper*

80% of students earn at least 70%

General Program ISLOs Assessed by this Measure: 2, 3

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

Performance Objectives (Targets/Criteria) for Indirect Measures:

1. Course evaluation, Section II, Question 7, for the following required program courses:

MBA 621 ACCOUNTING FOR MANAGERS
MBA 622 ECONOMICS OF THE FIRM
MBA 631 CORPORATE FINANCE
MBA 642 CUSTOMERS AND COMPETITIVE ADVANTAGE
MBA 652 ORGANIZATIONAL BEHAVIOR

Average across students at least 3.5

General Program ISLOs Assessed by this Measure: 1, 2, 3

2. Course evaluation, Section II, Question 9, for the required program courses previously mentioned.

Average across students at least 3.5

General Program ISLOs Assessed by this Measure: 3	
Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning for MBA Human Resource Management concentration:	Performance Objectives (Targets/Criteria) for Direct Measures:
1. <i>Managing the Changing Workforce (MBA 660) final paper</i> <i>Human Resource Management concentration ISLOs Assessed by this Measure: 1</i>	<i>75% of students earn at least 80%</i>
2. <i>Organizational Leadership and Transition (MBA 628) final paper</i> <i>Human Resource Management concentration ISLOs Assessed by this Measure: 1</i>	<i>75% of students earn at least 80%</i>
Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning for MBA Human Resource Management concentration:	Performance Objectives (Targets/Criteria) for Indirect Measures:
1. Course evaluation, Section II, Question 7, for these required concentration courses: MBA 628 ORGANIZATIONAL LEADERSHIP AND TRANSITION MBA 635 GLOBAL HUMAN RESOURCE DEVELOPMENT MBA 660 MANAGING THE CHANGING WORKFORCE <i>Human Resource Management concentration ISLOs Assessed by this Measure: 1</i>	Average across students at least 3.5
2. Course evaluation, Section II, Question 9, for the previously mentioned required major courses. <i>Human Resource Management concentration ISLOs Assessed by this Measure: 1</i>	Average across students at least 3.5
Assessment Results: MBA degree	
Summary of Results from Implementing Direct Measures of Student Learning:	
1. <i>Economics of the Firm (MBA 622) final exam:</i> <i>64 students scored at least 70% out of 89 students (72%)</i>	
2. <i>Corporate Strategy and Leadership (MBA 661) paper:</i> <i>78 students scored at least 70% out of 80 students (98%); 1 section provided no data</i>	
3. <i>Organizational Behavior (MBA 652) paper:</i>	

63 students scored at least 70% out of 65 students (97%); 3 sections provided no data

Summary of Results from Implementing Indirect Measures of Student Learning:

1. Course evaluation, Section II, Question 7, “improved my critical thinking” for these required major courses:
Average of 4.37 across 204 students.
2. Course evaluation, Section II, Question 9, “enhanced my research and information literacy skills” for these required major courses:
Average of 4.23 across 196 students.

Assessment Results: MBA degree Human Resource Management Concentration

Summary of Results from Implementing Direct Measures of Student Learning:

1. *Managing the Changing Workforce (MBA 660) final paper:*
12 students scored at least 70% out of 12 students (100%)
2. *Organizational Leadership and Transition (MBA 628) final paper:*
No sections were taught during the 2014-15 academic year.

Summary of Results from Implementing Indirect Measures of Student Learning:

1. Course evaluation, Section II, Question 7, “improved my critical thinking” for these required major courses:
Average of 4.58 across 12 students.
2. Course evaluation, Section II, Question 9, “enhanced my research and information literacy skills” for these required major courses:
Average of 4.33 across 12 students.

Summary of Achievement of Intended Student Learning Outcomes:

Intended Student Learning Outcomes	Learning Assessment Measures							
General Program ISLOs	MBA 622 FINAL EXAM	MBA 661 PAPER	MBA 652 PAPER		COURSE EVAL Q7	COURSE EVAL Q9		
	Performance Target Was...	Performance Target Was...	Performance Target Was...		Performance Target Was...	Performance Target Was...		
1. <i>Utilize the analytical and decision making skills regularly employed in the business community.</i>	NOT MET	MET	N/A		MET	N/A		
2. <i>Develop critical leadership skills.</i>	N/A	N/A	MET		MET	N/A		
3. <i>Demonstrate knowledge of the functional areas of business.</i>	NOT MET	MET	MET		MET	MET		

Intended Student Learning Outcomes: MBA Human Resource Management Concentration	<i>MBA 660 FINAL PAPER</i>	<i>MBA 628 FINAL PAPER</i>			<i>COURSE EVAL Q7</i>	<i>COURSE EVAL Q9</i>		
	Performance Target Was...	Performance Target Was...			Performance Target Was...	Performance Target Was...		
1. <i>Use analytical skills to evaluate and interpret information and data to make business decisions regarding human resource issues.</i>	MET	MET			MET	MET		
Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:								
1. <i>MBA 622 – It may be an issue of Economics not being appropriate to the “standard” targets we’ve selected. We will recommend that more students take the Economics Foundations course, MBA 502 ECONOMICS FOR MANAGERS, prior to taking MBA 622.</i>								

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

<i>Name of Academic Business Unit</i>	
Operational Assessment	
Intended Operational Outcomes:	
1. <i>Intended Operational Outcome 1</i>	
2. <i>Intended Operational Outcome 2</i>	
3. <i>Intended Operational Outcome 3</i>	
4. <i>Intended Operational Outcome 4</i>	
5. <i>Intended Operational Outcome 5</i>	
6. <i>Intended Operational Outcome 6</i>	
7. <i>Intended Operational Outcome 7</i>	
8. <i>Intended Operational Outcome 8</i>	
Assessment Measures/Methods for Intended Operational Outcomes:	Performance Objectives (Targets/Criteria) for Operational Assessment Measures/Methods:
1. <i>Operational Assessment Measure/Method 1</i> Intended Operational Outcomes Assessed by this Measure: <i>Outcomes List</i>	<i>Objective (Target/Criterion) for Measure/Method 1</i>
2. <i>Operational Assessment Measure/Method 2</i> Intended Operational Outcomes Assessed by this Measure: <i>Outcomes List</i>	<i>Objective (Target/Criterion) for Measure/Method 2</i>
3. <i>Operational Assessment Measure/Method 3</i> Intended Operational Outcomes Assessed by this Measure: <i>Outcomes List</i>	<i>Objective (Target/Criterion) for Measure/Method 3</i>
4. <i>Operational Assessment Measure/Method 4</i> Intended Operational Outcomes Assessed by this Measure: <i>Outcomes List</i>	<i>Objective (Target/Criterion) for Measure/Method 4</i>

5. <i>Operational Assessment Measure/Method 5</i> Intended Operational Outcomes Assessed by this Measure: <i>Outcomes List</i>	<i>Objective (Target/Criterion) for Measure/Method 5</i>
6. <i>Operational Assessment Measure/Method 6</i> Intended Operational Outcomes Assessed by this Measure: <i>Outcomes List</i>	<i>Objective (Target/Criterion) for Measure/Method 6</i>
7. <i>Operational Assessment Measure/Method 7</i> Intended Operational Outcomes Assessed by this Measure: <i>Outcomes List</i>	<i>Objective (Target/Criterion) for Measure/Method 7</i>
8. <i>Operational Assessment Measure/Method 8</i> Intended Operational Outcomes Assessed by this Measure: <i>Outcomes List</i>	<i>Objective (Target/Criterion) for Measure/Method 8</i>

Summary of Results from Implementing Operational Assessment Measures/Methods:

1. *Summary of Results for Measure/Method 1*
2. *Summary of Results for Measure/Method 2*
3. *Summary of Results for Measure/Method 3*
4. *Summary of Results for Measure/Method 4*
5. *Summary of Results for Measure/Method 5*
6. *Summary of Results for Measure/Method 6*
7. *Summary of Results for Measure/Method 7*
8. *Summary of Results for Measure/Method 8*

Summary of Achievement of Intended Operational Outcomes:

Intended Operational Outcomes	Operational Assessment Measures/Methods							
	<i>Operational Assessment Measure/ Method 1</i>	<i>Operational Assessment Measure/ Method 2</i>	<i>Operational Assessment Measure/ Method 3</i>	<i>Operational Assessment Measure/ Method 4</i>	<i>Operational Assessment Measure/ Method 5</i>	<i>Operational Assessment Measure/ Method 6</i>	<i>Operational Assessment Measure/ Method 7</i>	<i>Operational Assessment Measure/ Method 8</i>
	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...
1. <i>Intended Operational Outcome 1</i>								

2. <i>Intended Operational Outcome 2</i>								
3. <i>Intended Operational Outcome 3</i>								
4. <i>Intended Operational Outcome 4</i>								
5. <i>Intended Operational Outcome 5</i>								
6. <i>Intended Operational Outcome 6</i>								
7. <i>Intended Operational Outcome 7</i>								
8. <i>Intended Operational Outcome 8</i>								

Proposed Courses of Action for Improvement in Operational Outcomes for which Performance Targets Were Not Met:								
1. <i>Course of Action 1</i>								
2. <i>Course of Action 2</i>								
3. <i>Course of Action 3</i>								
4. <i>Course of Action 4</i>								