



Report of Outcomes Assessment Results

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|------------------------|----------------------|
| Institution | McKendree University |
| Academic Business Unit | School 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.

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: 2015-16

Section I: Student Learning Assessment

Student Learning Assessment for: *BBA degree*

Program Intended Student Learning Outcomes (BBA Core ISLOs)

1. *Apply critical thought regarding the environment of business.*
2. *Understand the major concepts in the functional areas of business.*

Program Intended Student Learning Outcomes (Accounting major ISLOs)

1. *Present financial data to business audiences*
2. *Analyze managerial and cost data.*
3. *Understand the audit function.*

Program Intended Student Learning Outcomes (Business Administration major ISLOs)

1. *Apply HR support tools to business decision making.*

Program Intended Student Learning Outcomes (Economics major ISLOs)

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

Program Intended Student Learning Outcomes (Economics and Finance major ISLOs)

1. *Identify and apply economic and financial analyses in professional situations.*
2. *Assess the reliability of data and sources.*

Program Intended Student Learning Outcomes (Human Resource Management major ISLOs)

1. *Analyze critical human resource issues considering economic, cultural, and legal perspectives.*
2. *Create and implement human resource systems.*

Program Intended Student Learning Outcomes (Management major ISLOs)

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.*

Program Intended Student Learning Outcomes (Marketing major ISLOs)

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.*

Program Intended Student Learning Outcomes (Sport Management major, General Track ISLOs)

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. <i>Quantitative Analysis for Business Decision Making (BUS 310) final exam</i> <i>General Program ISLOs Assessed by this Measure: 1</i> | <i>80% of students earn at least 70%</i> |
| 2. <i>Comprehensive exam- ETS Major Field Test "Business"</i> <i>General Program ISLOs Assessed by this Measure: 1, 2</i> | <i>More than half the students above the national average.</i> |
| Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning for BBA degree: | Performance Objectives (Targets/Criteria) for Indirect Measures: |
| 1. <i>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.</i> | <i>75% of the groups earn at least 85% of the available points.</i> |

| | |
|---|---|
| <i>General Program ISLOs Assessed by this Measure: 2</i> | |
| Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning for Accounting major: | Performance Objectives (Targets/Criteria) for Direct Measures: |
| 1. <i>Accounting Theory (ACC 431) paper</i> <i>Accounting major ISLOs Assessed by this Measure: 1</i> | <i>75% of students earn at least 80%</i> |
| 2. <i>Managerial Cost Accounting (ACC 330) final exam</i> <i>Accounting major ISLOs Assessed by this Measure: 2</i> | <i>75% of students earn at least 80%</i> |
| 3. <i>Auditing (ACC 421) final exam</i> <i>Accounting major ISLOs Assessed by this Measure: 2, 3</i> | <i>75% of students earn at least 80%</i> |
| 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 <i>Accounting major ISLOs Assessed by this Measure: 2, 3</i> | Average across students at least 3.5 |
| 2. Course evaluation, Section II, Question 9, for the previously mentioned required major courses. <i>Accounting 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 Business Administration major: | Performance Objectives (Targets/Criteria) for Direct Measures: |

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

| | |
|---|--|
| <p>1. Course evaluation, Section II, Question 7, for these required major courses: 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><i>Human Resource Management major ISLOs Assessed by this Measure: 1, 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 Management major:</p> | <p>Performance Objectives (Targets/Criteria) for Direct Measures:</p> |
| <p>1. <i>Organizational Behavior (MGT 314) midterm exam</i> <i>Management major ISLOs Assessed by this Measure: 1, 2</i></p> | <p><i>80% of students earn at least 70%</i></p> |
| <p>2. <i>Organizational Behavior (MGT 314) final exam</i> <i>Management major ISLOs Assessed by this Measure: 1, 2</i></p> | <p><i>80% of students earn at least 70%</i></p> |
| <p>3. <i>Operations Management (MGT 376) midterm exam</i> <i>Management major ISLOs Assessed by this Measure: 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 Management major:</p> | <p>Performance Objectives (Targets/Criteria) for Indirect Measures:</p> |
| <p>1. <i>Operations Management (MGT 376) project</i> <i>Human Resource Management major ISLOs Assessed by this Measure: 2</i></p> | <p><i>80% of students earn at least 70%</i></p> |
| <p>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</p> <p><i>Human Resource Management major ISLOs Assessed by this</i></p> | <p>Average across students at least 3.5</p> |

| | |
|---|---|
| Measure: 1, 2 | |
| 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, | Performance Objectives (Targets/Criteria) for Indirect Measures: |

| | |
|--|--------------------------------------|
| General track: | |
| <p>2. Course evaluation, Section II, Question 7, for these required major/track courses:</p> <ul style="list-style-type: none"> ECO 320 ECONOMICS OF SPORT FIN 320 BUDGETING AND FINANCING OF SPORT MKT 325 SPORT MARKETING SPM 320 PRINCIPLES OF SPORT MANAGEMENT SPM 376W SPORT FACILITIES AND EVENT MANAGEMENT <p><i>Sport Management major, General track ISLOs Assessed by this Measure: 1</i></p> | Average across students at least 3.5 |

Learning 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:*
193 students scored 70% or better out of 233 students (83%); 2 sections of 11 provided no data
2. *ETS Major Field Test "Business":*
31 students scored higher than the national average (152) out of 95 students (33%); online sections and KY locations did not participate - yet

Summary of Results from Implementing Indirect Measures of Student Learning:

1. *Business simulation game:*
71 groups scored at least 85% of the total points out of 85 students (84%); all sections included

Learning Assessment Results: BBA Accounting Major

Summary of Results from Implementing Direct Measures of Student Learning:

1. *Accounting Theory (ACC 431) paper:*
27 students scored at least 80% out of 31 students (87%); all sections provided data
2. *Managerial Cost Accounting (ACC 330) final exam:*
25 students scored at least 80% out of 29 students (86%); 1 section of 4 provided no data
3. *Auditing (ACC 421) final exam:*

14 students scored at least 80% out of 17 students (82%); 1 section of 2 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 4.27 across 147 students.
2. Course evaluation, Section II, Question 9, “enhanced my research and information literacy skills” for these required major courses:
Average of 3.69 across 147 students.

Learning Assessment Results: BBA Business Administration Major

Summary of Results from Implementing Direct Measures of Student Learning:

1. *Human Resources Management (MGT 334) final exam*
133 students score at least 70% out of 159 students (84%); all sections provided 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 4.59 across 79 students.

Learning Assessment Results: BBA Economics Major

Summary of Results from Implementing Direct Measures of Student Learning:

1. *Managerial Economics (ECO 353) final exam:*
17 students score at least 70% out of 18 students (94%); 1 section of 1 provided data
2. *Econometrics (ECO 410) paper:*
5 students score at least 70% out of 5 students (100%); 1 section of 1 provided 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 4.42 across 29 students.
2. Course evaluation, Section II, Question 9, “enhanced my research and information literacy skills” for these required major courses:
Average of 4.41 across 29 students.

Learning Assessment Results: BBA Economics and Finance Major

Summary of Results from Implementing Direct Measures of Student Learning:

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

17 students score at least 70% out of 18 students (94%); 1 section of 1 provided data

- 2. Investments (FIN 355) paper:
26 students score at least 70% out of 26 students (100%); 2 sections of 2 provided 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 56 students.
2. Course evaluation, Section II, Question 9, “enhanced my research and information literacy skills” for these required major courses:
Average of 4.37 across 56 students.

Learning 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:
55 students scored at least 70% out of 62 students (89%); 4 sections of 4 provided data*
- 2. Benefits and Compensation (HRM 430) final exam:
43 students scored at least 70% out of 46 students (93%); 4 sections of 4 provided 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 4.58 across 238 students.

Learning Assessment Results: BBA Management Major

Summary of Results from Implementing Direct Measures of Student Learning:

- 1. Organizational Behavior (MGT 314) midterm exam:
127 students scored at least 70% out of 145 students (88%); 11 sections of 11 provided data*
- 2. Organizational Behavior (MGT 314) final exam:
134 students scored at least 70% out of 145 students (92%); 11 sections of 11 provided data*
- 3. Operations Management (MGT 376) midterm exam:
69 students scored at least 70% out of 72 students (96%); 7 sections of 7 provided data*

Summary of Results from Implementing Indirect Measures of Student Learning:

- 1. Operations Management (MGT 376) project:*

30 groups scored at least 80% out of 30 students (100%); 6 sections of 7 provided data

2. Course evaluation, Section II, Question 7, “improved my critical thinking” for these required major courses:
Average of 4.47 across 159 students.

Learning Assessment Results: BBA Marketing Major

Summary of Results from Implementing Direct Measures of Student Learning:

1. *Marketing Research (MKT 410) project:*
22 students scored at least 70% out of 25 students (88%); 3 sections of 3 provided data
2. *Consumer Behavior (MKT 305) final exam:*
38 students scored at least 70% out of 48 students (86%); 3 sections of 4 provided data
3. *Advertising and Promotion (MKT 354) final exam:*
55 students scored at least 70% out of 57 students (96%); 2 sections of 3 provided 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 4.55 across 91 students.
2. Course evaluation, Section II, Question 9, “enhanced my research and information literacy skills” for these required major courses:
Average of 4.5 across 91 students.

Learning 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:*
57 students scored at least 70% out of 59 students (97%); 4 sections of 4 provided 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 4.53 across 103 students.

Summary of Achievement of Intended Student Learning Outcomes:

| Intended Student Learning Outcomes | Learning Assessment Measures | | | | | | | |
|------------------------------------|------------------------------|----------|--|--|------------|--|--|--|
| BBA degree ISLOs | BUS 310 FINAL EXAM | ETS EXAM | | | SIMULATION | | | |

| | | | | | | | | |
|--|---------------------------|---------------------------|---------------------------|--|---------------------------|---------------------------|--|--|
| | Performance Target Was... | Performance Target Was... | | | Performance Target Was... | | | |
| 1. <i>Apply critical thought regarding the environment of business.</i> | MET | NOT MET | | | N/A | | | |
| 2. <i>Understand the major concepts in the functional areas of business.</i> | N/A | NOT MET | | | MET | | | |
| Intended Student Learning Outcomes: Accounting Major | <i>ACCC 431 PAPER</i> | <i>ACC 300 FINAL EXAM</i> | <i>ACC 421 FINAL EXAM</i> | | <i>COURSE EVAL Q7</i> | <i>COURSE EVAL Q9</i> | | |
| | 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: Business Administration Major | <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: Economics Major | <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>ECO 353</i> | <i>FIN 355</i> | | | <i>COURSE</i> | <i>COURSE</i> | | |

| | | | | | | | | |
|--|-----------------------------|---------------------------|-----------------------------|--|---------------------------|---------------------------|--|--|
| Economics and Finance Major | FINAL EXAM | PAPER | | | EVAL Q7 | EVAL Q9 | | |
| | 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: Human Resource Management Major | HRM 410 PAPER | HRM 430 FINAL EXAM | | | COURSE EVAL Q7 | | | |
| | 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 characteristics desired by each of the selected target markets.</i> | N/A | N/A | MET | | MET | MET | | |
| 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>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. It is also possible that this is an inappropriate measure.</i> | | | | | | | | |

Student Learning Assessment for: BA degree – Economics major

Program Intended Student Learning Outcomes (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*
General Program ISLOs Assessed by this Measure: 1

80% of students earn at least 70%

2. *Current Economic Issues (ECO 450W) paper*
General Program ISLOs Assessed by this Measure: 1, 2, 3

80% of students earn at least 70%

3. *Econometrics (ECO 410) paper*
General Program ISLOs Assessed by this Measure: 1, 2, 3, 4

80% of students earn at least 70%

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

80% of students earn at least 70%

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 | <i>Average across students at least 3.5</i> |

Learning Assessment Results: BA Economics

Summary of Results from Implementing Direct Measures of Student Learning:

- Managerial Economics (ECO 353) final exam:
17 students scored at least 70% out of 18 students (94%); 1 section of 1 provided data*
- Current Economic Issues (ECO 450W) paper:
8 students scored at least 70% out of 8 students (100%); 1 section of 1 provided data*
- Econometrics (ECO 410) paper:
5 students scored at least 70% out of 5 students (100%); 1 section of 1 provided data*

Summary of Results from Implementing Indirect Measures of Student Learning:

- Current Economic Issues (ECO 450W) debate(s):
8 students scored at least 70% out of 8 students (100%); 1 section of 1 provided data*
- Course evaluation, Section II, Question 7, "improved my critical thinking" for these required major courses:
Average of 4.47 across 28 students.*
- Course evaluation, Section II, Question 9, "enhanced my research and information literacy skills" for these required major courses:
Average of 4.21 across 28 students.*

Summary of Achievement of Intended Student Learning Outcomes:

| Intended Student Learning Outcomes | Learning Assessment Measures | | | | | | | |
|--|-------------------------------|------------------------------|-----|--|------------------------------|-----|--|--|
| | <i>BUS 310 FINAL EXAM</i> | <i>ETS EXAM</i> | | | <i>SIMULATION</i> | | | |
| BBA degree ISLOs | 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.

Student Learning Assessment for: MBA degree

Program Intended Student Learning Outcomes (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.*

Program Intended Student Learning Outcomes (Human Resource Management Concentration ISLOs)

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. <i>Economics of the Firm (MBA 622) final exam</i> General Program ISLOs Assessed by this Measure: 1, 3 | 80% of students earn at least 70% |
| 2. <i>Corporate Strategy and Leadership (MBA 661) paper</i> General Program ISLOs Assessed by this Measure: 1, 3 | 80% of students earn at least 70% |
| 3. <i>Organizational Behavior (MBA 652) paper</i> General Program ISLOs Assessed by this Measure: 2, 3 | 80% of students earn at least 70% |

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

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 General Program ISLOs Assessed by this Measure: 1, 2, 3 | Average across students at least 3.5 |
|---|--------------------------------------|

| | |
|--|--|
| <p>2. Course evaluation, Section II, Question 9, for the required program courses previously mentioned. General Program ISLOs Assessed by this Measure: 3</p> | <p>Average across students at least 3.5</p> |
| <p>Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning for for MBA Human Resource Management concentration:</p> | <p>Performance Objectives (Targets/Criteria) for Direct Measures:</p> |
| <p>1. <i>Managing the Changing Workforce (MBA 660) final paper</i> <i>Human Resource Management concentration ISLOs Assessed by this Measure: 1</i></p> | <p><i>75% of students earn at least 80%</i></p> |
| <p>2. <i>Organizational Leadership and Transition (MBA 628) final paper</i> <i>Human Resource Management concentration ISLOs Assessed by this Measure: 1</i></p> | <p><i>75% of students earn at least 80%</i></p> |
| <p>Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning for MBA Human Resource Management concentration:</p> | <p>Performance Objectives (Targets/Criteria) for Indirect Measures:</p> |
| <p>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></p> | <p>Average across students at least 3.5</p> |
| <p>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></p> | <p>Average across students at least 3.5</p> |
| <p style="text-align: center;">Learning Assessment Results: MBA degree</p> | |
| <p>Summary of Results from Implementing Direct Measures of Student Learning:</p> | |
| <p>1. <i>Economics of the Firm (MBA 622) final exam:</i> <i>88 students scored at least 70% out of 109 students (81%); 8 sections of 8 provided data</i></p> | |

2. *Corporate Strategy and Leadership (MBA 661) paper:*
89 students scored at least 70% out of 89 students (100%); 8 sections of 8 provided data

3. *Organizational Behavior (MBA 652) paper:*
75 students scored at least 70% out of 79 students (95%); 6 sections of 6 provided 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 4.45 across 227 students.

2. Course evaluation, Section II, Question 9, “enhanced my research and information literacy skills” for these required major courses:
Average of 4.31 across 227 students.

Learning 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:*
10 students scored at least 70% out of 10 students (100%); 1 section of 1 provided data

2. *Organizational Leadership and Transition (MBA 628) final paper:*
15 students scored at least 70% out of 15 students (100%); 1 section of 1 provided 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 4.94 across 16 students.

2. Course evaluation, Section II, Question 9, “enhanced my research and information literacy skills” for these required major courses:
Average of 4.87 across 16 students.

Summary of Achievement of Intended Student Learning Outcomes:

| Intended Student Learning Outcomes | Learning Assessment Measures | | | | | | | |
|---|------------------------------|------------------------------|------------------------------|--|------------------------------|------------------------------|--|--|
| MBA degree 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</i> | MET | MET | N/A | | MET | N/A | | |

| | | | | | | | | |
|--|--------------------------------|--------------------------------|-----|--|------------------------------|------------------------------|--|--|
| <i>the business community.</i> | | | | | | | | |
| 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> | 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. | | | | | | | | |

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

| Operational Assessment | |
|--|---|
| Intended Operational Outcomes | |
| 1. <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> | |
| 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> |

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*

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> | | | | | | | | |
| 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> | | | | | | | | |