

**Annual Assessment Report
(1/27/12)**

Academic Program Identification

Program (major): Business Administration

Academic Unit: FSB

Assessment Period: 2011-2012

Point of Contact: Dr. Julie Huntley

Academic Unit Statement of Purpose or Mission Statement

Mission Statement: To Provide the World, Business Leaders who Demonstrate Christ-like Character

Changes to Mission Statement: None

Academic Program Learning Outcomes (PLOs)

Program Learning Outcomes (filed June 2011):

Knowledge

- 1.a Students will identify and understand definitions and terms in the discipline
- 1.b Students will demonstrate an understanding of the framework of concepts within the discipline
- 1.c Students will compare multiple perspectives in the discipline
- 1.d Students will evaluate and appropriately apply the concepts of the discipline

Skills

- 2.a Students will be able to solve problems in the discipline by using the knowledge they have
- 2.b Students will be able to communicate, in various mediums, the essentials of the discipline
- 2.c Students will develop a professional presentation in their work in the discipline

Values

- 3.a Students will be able to articulate the integration of their faith into the discipline
- 3.b Students will demonstrate ethical behavior in work and life interactions
- 3.c Students will value citizenship by consistently meeting obligations in the discipline

Changes to Program Learning Outcomes:

On 11/2/12, the FSB Assessment Committee agreed to collapse the Knowledge Outcomes 1.a,b,c into 1 outcome (definitions, terms, principles, generalizations, theories) and maintain Knowledge Outcome 1.d

(application). Knowledge Outcome 1.d will now be Knowledge Outcome 1.b. These new outcomes are consistent with student evaluation IDEA objectives. The outcome of “multiple perspectives” may be developed later in the Values Outcomes, possibly “3.c” (citizenship).

Knowledge

1.a Students will demonstrate an understanding of definitions, terms, principles, generalizations, and theories.

1.b Students will evaluate and appropriately apply discipline knowledge

Program Curriculum Map

Curriculum Map (filed June 2011) attached (yes/no)

Changes to the Curriculum Map (may submit updates as an attachment): None

Program Three-year Assessment Schedule

Assessment Schedule (filed June 2011): attached (yes/no) None

Changes to the Assessment Schedule (may submit updates as an attachment): Created 9/11.

Business Administration Major

Fall 2011—Spring 2012: PLOs 2.a, 2.b, 2.c

Fall 2012—Spring 2013: PLOs 1.a, 1.b

Fall 2013—Spring 2014: PLOs 3.a, 3.b, 3.c

Accounting, IDS, IOPsych Majors to be determined.

Program Assessment Methods

Direct Measures of Program Learning Outcomes (required for each PLO):

1.a MFAT (national test) administered in BUS 488

1.b Capsim (simulation) administered in BUS 488

2.a Internship Surveys

2.b BUS 313 Livetext, Internship Surveys

2.c Internship Surveys

3.a To be Determined

3.b To be Determined

3.c To be Determined

Indirect Measures (including alumni and student surveys):

1.a To be Determined

1.b To be Determined

2.a EBI (exit interview surveys)

- 2.b EBI (exit interview surveys)
- 3.a To be Determined
- 3.b To be Determined
- 3.c To be Determined

Program Learning Outcomes, Criteria for Success

Assessment Schedule (filed June 2011): attached (yes/no)

1. Program Learning Outcome assessed during this academic year:

2.a Problem Solving Skills:

Method of Assessment--These skills were assessed by businesses who worked with student interns. Supervisors evaluated a student intern's skills by responding to a survey. The FSB Assessment Committee assessed this learning outcome using the Criteria for Success.
Criteria for Success (Internship Survey)--70% of students evaluated should be rated at a 4 or higher (5 point scale)

2.b Communication Skills (Written, Oral, Interpersonal):

Method of Assessment--These skills were assessed by businesses who worked with student interns. Supervisors evaluated a student intern's skills by responding to a survey. The FSB Assessment Committee assessed this learning outcome using the Criteria for Success.
Criteria for Success (Internship Survey)--70% of students evaluated should be rated at a 4 or higher (5 point scale)

Method of Assessment--These skills were assessed by a BUS 313 professor using a Livetext rubric to assess BUS 313 assignments. The FSB Assessment Committee assessed this learning outcome by reviewing Livetext reports and using the Criteria for Success.
Criteria for Success (BUS 313 Livetext Measures) —70% of students evaluated should be rated at a 3 or higher (4 point scale)

2.c Professional Skills:

Method of Assessment--These skills were assessed by businesses who worked with student interns. Supervisors evaluated a student intern's skills by responding to a survey. The FSB Assessment Committee assessed this learning outcome using the Criteria for Success.
Criteria for Success (Internship Survey)--70% of students evaluated should be rated at a 4 or higher (5 point scale)

Summary of Data Collected/Analysis of Findings

2.a Problem Solving Skills:

The FSB Assessment Committee met on 1/27/12 to assess PLO 2.a using data collected in Fall 2011 from one BUS 489 Internship course (26 students). The committee provided the following conclusions.

Analysis: 91.27% of the students evaluated were assessed at a 4 or higher on 4 internship survey questions related to problem solving skills.

Conclusion: Criterion for Success was met and exceeded.

2.b Communication Skills:

Written Skills-- The FSB Assessment Committee met on 1/27/12 to assess PLO 2.b using data collected in Fall 2011 from 1 BUS 489 Internship course (26 students). The committee provided the following conclusions.

Analysis: 84.62% of the students evaluated were assessed at a 4 or higher (5 point scale) on 1 internship survey question related to writing skills.

Conclusion: Criterion for Success was met and exceeded.

The FSB Assessment Committee also analyzed written skills by assessing Livetext data collected in Fall 2011 from 2 BUS 313 communication courses (32 students in total). The committee provided the following conclusions:

Analysis: 90.63% of the students evaluated were assessed at a 3 or higher (4 point scale) on 1 assignment related to writing skills.

Conclusion: Criterion for Success was met and exceeded.

Oral Skills-- The FSB Assessment Committee met on 1/27/12 to assess PLO 2.b using data collected in Fall 2011 from 1 BUS 489 Internship course (26 students). The committee provided the following conclusions.

Analysis: 92.31% of the students evaluated were assessed at a 4 or higher (5 point scale) on 1 internship survey question related to oral skills.

Conclusion: Criterion for Success was met and exceeded.

The FSB Assessment Committee also analyzed oral skills by assessing Livetext data collected in Fall 2011 from 2 BUS 313 communication courses (32 students in total). The committee provided the following conclusions:

Analysis: 87.5% of the students evaluated were assessed at a 3 or higher (4 point scale) on 1 assignment related to oral skills.

Conclusion: Criterion for Success was met and exceeded.

Interpersonal Skills-- The FSB Assessment Committee met on 1/27/12 to assess PLO 2.b using data collected in Fall 2011 from 1 BUS 489 Internship course (26 students). The committee provided the following conclusions.

Analysis: 96.15% of the students evaluated were assessed at a 4 or higher (5 point scale) on 4 internship survey questions related to interpersonal skills.

Conclusion: Criterion for Success was met and exceeded.

The FSB Assessment Committee also analyzed interpersonal skills by assessing Livetext data collected in Fall 2011 from 2 BUS 313 communication courses (32 students in total). The committee provided the following conclusions:

Analysis: 100% of the students evaluated were assessed at a 3 or higher (4 point scale) on 1 assignment related to interpersonal skills.

Conclusion: Criterion for Success was met and exceeded.

2.c Professional Skills:

The FSB Assessment Committee met on 1/27/12 to assess PLO 2.b using data collected in Fall 2011 from one BUS 489 Internship course (26 students). The committee provided the following conclusions.

Analysis: 93.59% of the students evaluated were assessed at a 4 or higher on 6 internship survey questions related to problem solving skills.

Conclusion: Criterion for Success was met and exceeded.

Use of Results (Recommendations and Planning Change):

2.a Problem Solving Skills: The FSB Assessment Committee recommends that additional measures be found for this outcome for the purposes of triangulation.

2.b Communication Skills:

When Livetext measures and rubrics are used, the Committee recommends that another evaluator (beyond the course professor) assess a sampling of students for each assignment. For interpersonal skills, the Committee would like to explore alternative measures.

2.c Professional Skills:

The FSB Assessment Committee recommends that an additional direct, Livetext measure from BUS 313 be used for this outcome for the purposes of triangulation. The Committee also recommends that 2 of the questions for this outcome use a 5 point scale (vs. a 3 point scale) to be consistent with other questions that measure this outcome.

For PLOs 2.a, 2.b, and 2.c, the Committee recommends that data from the Exit Business Interview (EBI) survey or similar instrument be used as an indirect measure for triangulation. Also, after multiple semesters have been analyzed, it may be useful to raise the acceptable % on the Criteria for Success for all outcomes.

For PLOs 2.a, 2.b, and 2.c, the Committee recommends that the report used from Internship Surveys have a line added that reflects the % used to assess the Criteria for Success. This will help to streamline the assessment process.