

2015-2016 Program Assessment Results

Intended Student Learning Outcomes for College of Business

Undergraduate Programs

Intended Student Learning Outcomes for Undergraduate Students in the College of Business (ISLOs)

1. **Communication and Leadership Skills** – Students will be able to give and exchange information within meaningful context and with appropriate delivery and interpersonal skills.
2. **Strategic and Critical Thinking Skills** – Students will be able to link data, knowledge, and insight together to provide quality advice for decision-making.
3. **Focus on the Customer, Client, and Market** – Students will be able to anticipate and meet the changing needs of clients, employers, customers, and markets better than competitors.
4. **Interpretation of Converging Information** – Students will be able to interpret and provide a broader context using financial and non-financial information.
5. **Technologically Adept** – Students will be able to utilize and leverage technology in ways that add value to clients, customers, and employers. Students will be able to use information technology as a tool to do essential business tasks.
6. **Ethics** – Students will be able to apply effective ethical decision making. Students will be able to apply business-related legal and ethical principles in business, and apply them to organizational decision-making.
7. **Competencies** – Students completing the Bachelor of Science degree will have the competencies necessary for careers in business administration and their chosen area of concentration.
8. **Decision Making** – Students will integrate the role of their chosen area of concentration into business operations and decision making.

Intended Student Learning Outcomes for College of Business

Graduate Programs

Intended Student Learning Outcomes for Graduate Students in the College of Business (ISLOs)

1. **Advanced Knowledge in Business** – Students will demonstrate advanced knowledge in the functional areas of business.
2. **Strategic Analysis** – Students will be able to analyze business situations, identify external opportunities and threats with a view toward proposing comprehensive strategic recommendations.
3. **Complex Problem Solving** – Students will demonstrate complex problem solving skills.
4. **Strategic-Level Ethical Reasoning** – Students will be able to identify and evaluate strategic-level ethical dilemmas and apply ethical decision-making techniques to resolve them.
5. **Strategic Use of Information Technology** – Students will be able to use information technology as a tool for business strategy.
6. **Strategic Communications** – Students will be able to communicate effectively in a business setting.
7. **Competencies** – Students completing the Masters degree will have the competencies necessary for advanced careers in business administration and their chosen area of concentration.
8. **Decision Making** – Students will integrate the role of their chosen area of concentration into strategic business operations and decision making.

College of Business Capstone Project Assessment Results

<u>UNIVERSITY OUTCOMES</u>							
	2009 2010	2010 2011	2011 2012	2012 2013	2013 2014	2014 2015	2015 2016
Communications	6.8	9.3	8.7	7.9	8.3	8.9	7.5
Critical Thinking	6.6	9.0	8.5	7.5	7.9	8.3	7.0
Computational Skills	6.5	9.2	8.5	7.5	8.0	8.1	7.1
Customer	6.5	8.9	8.4	7.5	7.7	8.2	7.1
Technology	7.0	9.3	8.9	8.0	8.6	8.9	7.6

6 represents Acceptable, 8 represents Good, 10 represents Excellent

<u>COLLEGE OF BUSINESS OUTCOMES</u>								
BSBA		2009 2010	2010 2011	2011 2012	2012 2013	2013 2014	2014 2015	2015 2016
ISOL-1	Communication & Leadership	7.6	9.3	8.6	8.0	8.4	8.8	7.7
ISOL-2	Strategic & Critical Thinking Skills	7.3	9.0	8.5	7.5	7.8	8.1	7.5
ISOL-3	Focus on Customer's Rivals; Industry Market	7.3	8.9	8.3	7.5	7.9	8.3	7.3
ISOL-4	Interpretation of Converging Information	7.2	9.0	8.5	8.0	8.6	8.9	7.3
ISOL-5	Technology Adept	7.6	9.3	8.9	8.0	8.6	8.9	8.1
ISOL-6	Ethics	7.5	9.2	8.8	8.0	8.4	8.8	7.9

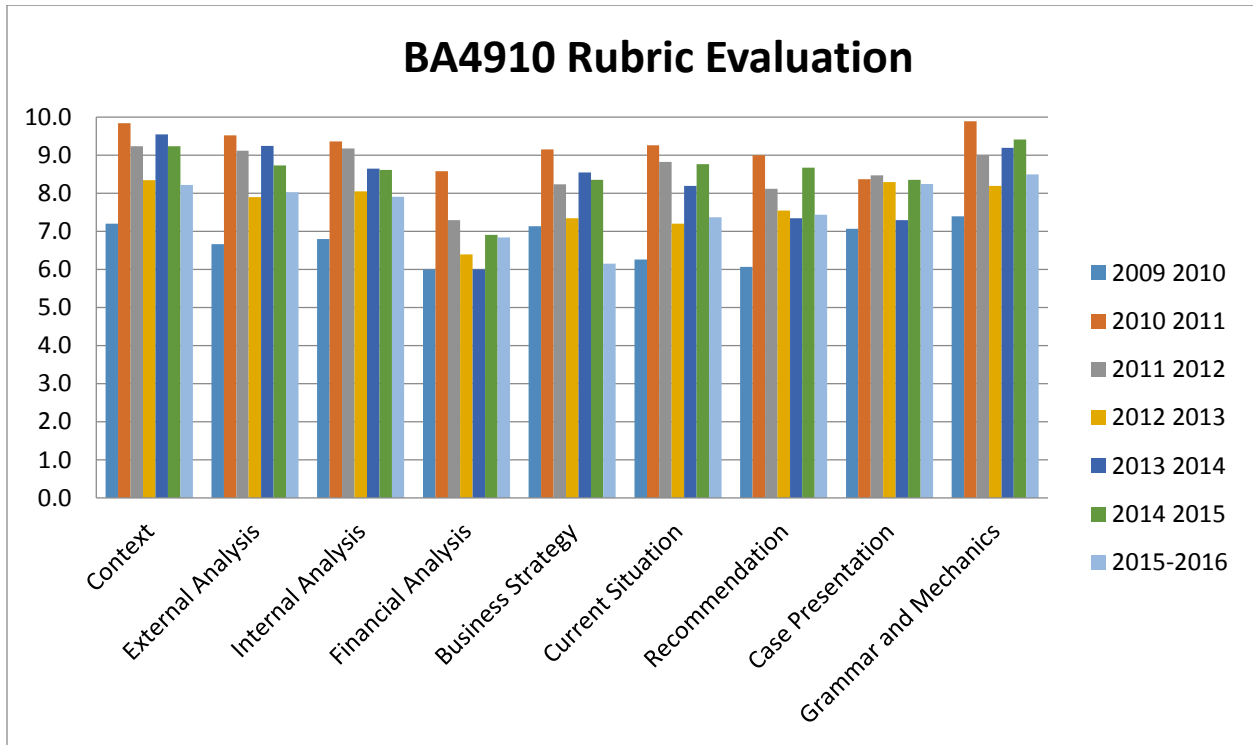
6 represents Acceptable, 8 represents Good, 10 represents Excellent

<u>CAPSTONE PROJECT RUBRIC SUMMARY</u>							
	2009 2010	2010 2011	2011 2012	2012 2013	2013 2014	2014 2015	2015- 2016
Context	7.2	9.8	9.2	8.4	9.6	9.2	8.2
External Analysis	6.7	9.5	9.1	7.9	9.3	8.7	8.0
Internal Analysis	6.8	9.4	9.2	8.1	8.7	8.6	7.9
Financial Analysis	6.0	8.6	7.3	6.4	6.0	6.9	6.8
Business Strategy	7.1	9.2	8.2	7.4	8.6	8.4	6.2
Current Situation	6.3	9.3	8.8	7.2	8.2	8.8	7.4
Recommendation	6.1	9.0	8.1	7.6	7.4	8.7	7.4
Case Presentation	7.1	8.4	8.5	8.3	7.3	8.4	8.3
Grammar and Mechanics	7.4	9.9	9.0	8.2	9.2	9.4	8.5

6 represents Acceptable, 8 represents Good, 10 represents Excellent

College of Business Capstone Project Assessment Results

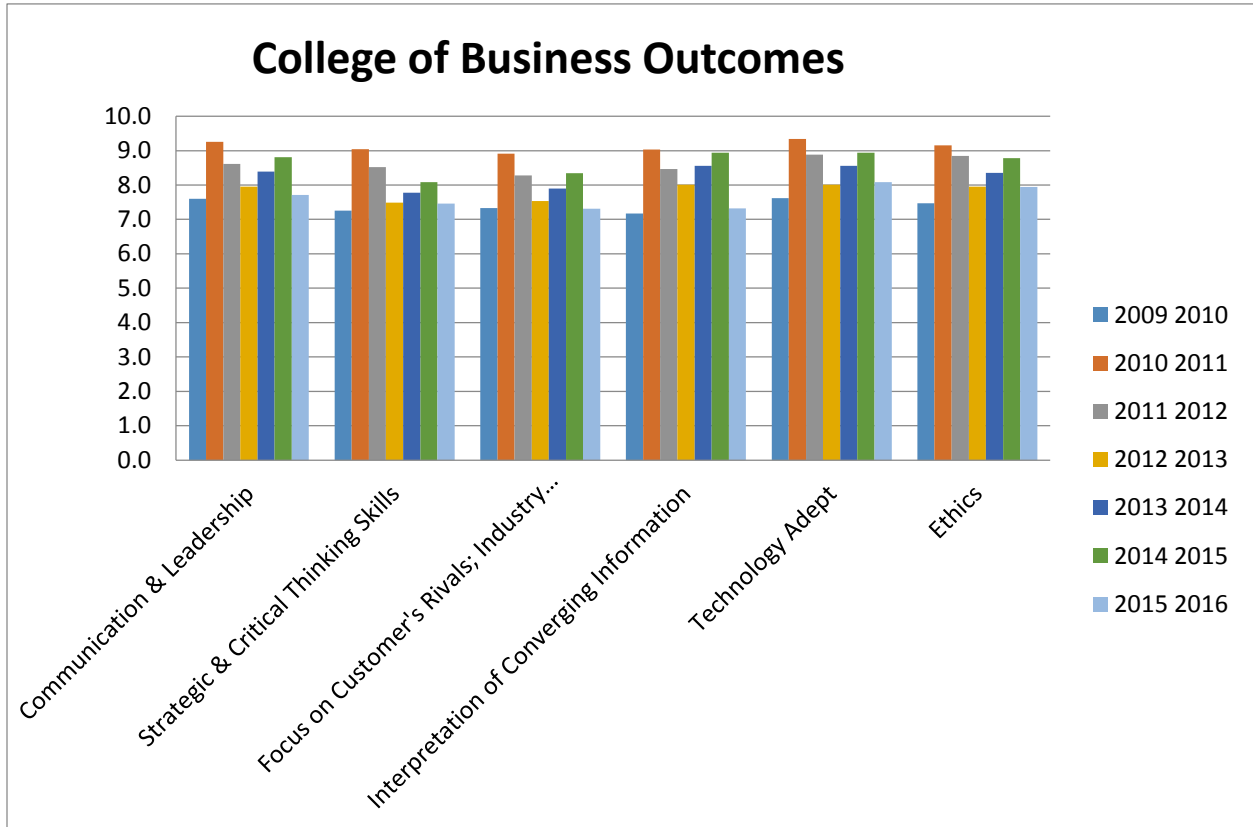
Project Rubric Assessment Results



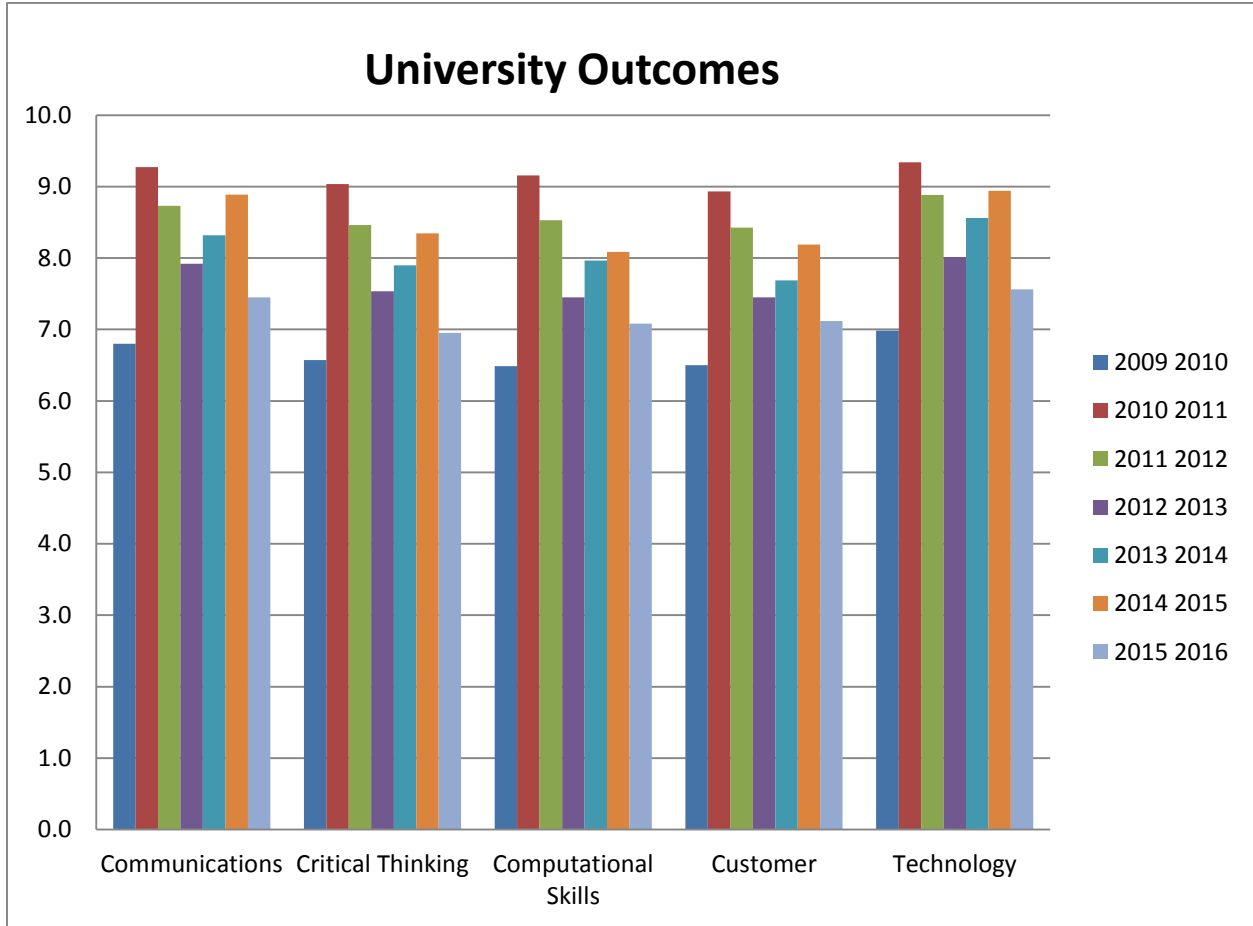
College of Business Capstone Project Assessment Results

Assessment Results Mapped to College of Business

Student Learning Outcomes



College of Business Capstone Project Assessment Results
Assessment Results Mapped to University Outcomes



College of Business Senior Exit Survey Results (All Majors) 2015-2016

Undergraduate Exit Survey Results 2015-16

Table show percent of respondents picking - Strongly Agree/Agree, Very Successful/Successful, or Very Satisfied/Satisfied

Question	Average for all Respondents*	Average for all Respondents**	College of Business Target
Satisfied with COB	4.47	98%	90%
ISOL-1 Communication & Leadership Skills	4.40	96%	90%
ISLO-2 Strategic & Critical Thinking Skills	4.58	98%	90%
ISLO-3 Professional Skills	4.29	87%	90%
ISLO-4 Interpret Business Information Skills	4.47	96%	90%
ISLO-5 Information Technology Skills	4.16	84%	90%
ISLO-6 Values and Ethics	4.33	89%	90%
ISLO-7 Competencies in Chosen Field	4.44	96%	90%
ISLO-8 Chosen Field in Business Operations	4.47	93%	90%

* Average of all undergraduate students responding, measured on a 5 point scale

** Average of all undergraduate students responding, percent responding Strongly Agree/Agree

GREEN represents target of 90% was met or exceeded

RED represents target of 90% was not met

College of Business Alumni Survey Results (All Majors-2013 Graduates) 2015-2016

Undergraduate Alumni Survey Results 2015-16 (2013)

Table show percent of respondents picking - Strongly Agree/Agree, Very Successful/Successful, or Very Satisfied/Satisfied

Question	Average for all Respondents*	Average for all Respondents	College of Business Target
Satisfied with COB	4.37	93%	90%
ISLO-1 Communication & Leadership Skills	4.20	90%	90%
ISLO-2 Strategic & Critical Thinking Skills	4.20	90%	90%
ISLO-3 Customer, Client, and Market	4.20	80%	90%
ISLO-4 Interpretation of Converging Info	3.93	80%	90%
ISLO-5 Technologically Adept	3.93	77%	90%
ISLO-6 Ethics	4.00	77%	90%
ISLO-7 Competencies in Chosen Field	4.03	83%	90%
ISLO-8 Chosen Field in Business Operations	4.17	87%	90%

* Measured on a 5 point scale

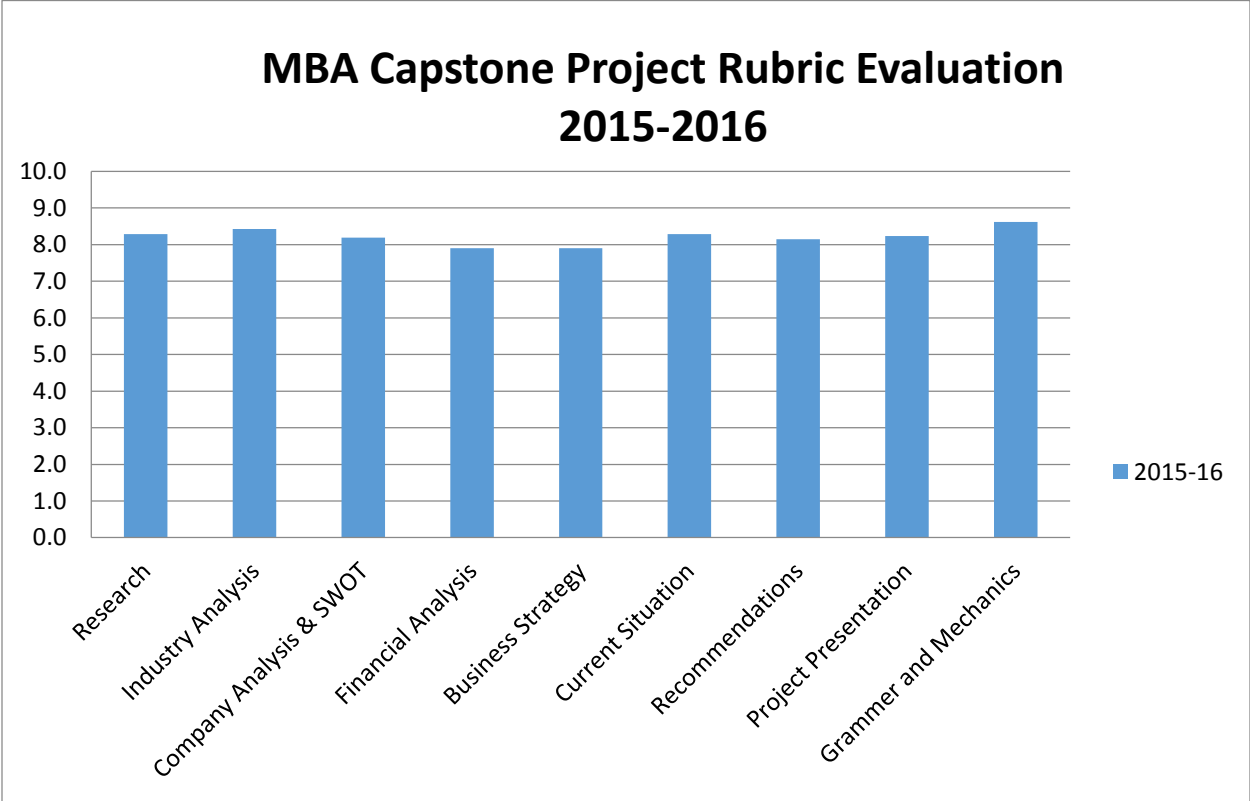
College of Business Graduate Capstone Project Assessment Results

COLLEGE OF BUSINESS GRADUATE OUTCOMES				
MBA		2015-16 Average Score	Percent of Students Scoring 8 or Higher	College of Business Target
ISLO-1	Advanced Knowledge in Business	8.1	67%	80%
ISLO-2	Strategic Analysis	8.1	67%	80%
ISLO-3	Complex Problem Solving	8.0	67%	80%
ISLO-4	Strategic-Level Ethical Reasoning	8.3	76%	80%
ISLO-5	Strategic use of Information Technology	8.2	67%	80%
ISLO-6	Strategic Communications	8.3	76%	80%

MBA CAPSTONE PROJECT RUBRIC SUMMARY		
Rubric Category	2015-16	Percent of Students Scoring 8 or Higher
	Average Score	
Research	8.3	81%
Industry Analysis	8.4	86%
Company Analysis & SWOT	8.2	71%
Financial Analysis	7.9	71%
Business Strategy	7.9	71%
Current Situation	8.3	81%
Recommendations	8.1	81%
Project Presentation	8.2	90%
Grammar and Mechanics	8.6	100%

College of Business Graduate Capstone Project Assessment Results

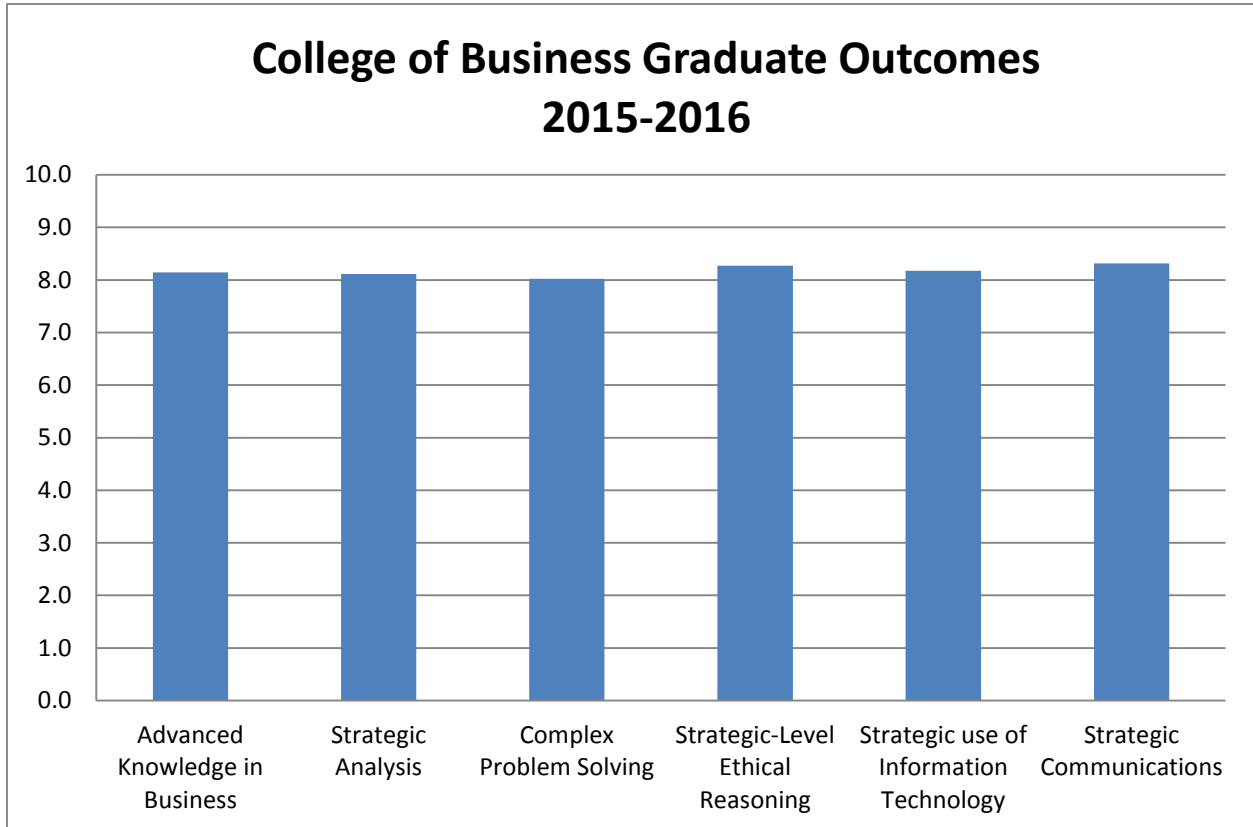
Project Rubric Assessment Results



College of Business Graduate Capstone Project Assessment Results

Assessment Results Mapped to College of Business

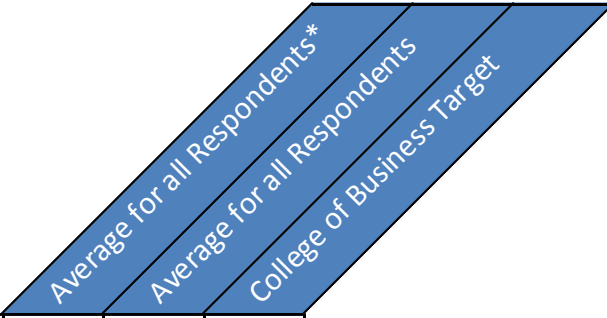
Student Learning Outcomes



College of Business Graduate Exit Survey Results (All Majors) 2015-2016

Graduate Exit Survey Results 2015-16

Table shows percent of respondents picking - Strongly Agree/Agree, Very Successful/Successful or Very Satisfied/Satisfied.

Question				
	Satisfied with COB	4.61	95%	90%
ISLO-1	Advanced Knowledge in Business	4.39	95%	90%
ISLO-2	Advanced Strategic Analysis Skills	4.39	90%	90%
ISLO-3	Complex Problem Solving Skills	4.37	93%	90%
ISLO-4	Ethical Reasoning Skills	4.46	93%	90%
ISLO-5	Information Technology Skills	4.27	93%	90%
ISLO-6	Communication Skills	4.41	95%	90%
ISLO-7	Competencies in Chosen Field	4.46	93%	90%
ISLO-8	Chosen Field in Business Operations	4.22	85%	90%

* Measured on a 5 point scale

College of Business Graduate Alumni Survey Results

(All Majors-2013 Graduates)

2015-2016

Graduate Alumni Survey Results 2015-16 (2013)

Table show percent of respondents picking - Strongly Agree/Agree, Very Successful/Successful, or Very Satisfied/Satisfied

Question	Average for all Respondents	Average for all Respondents*	College of Business Target
Satisfied with COB	3.89	67%	90%
ISOL-1 Advanced Knowledge in Business	3.89	67%	90%
ISOL-2 Advanced Strategic Analysis Skills	3.89	67%	90%
ISOL-3 Complex Problem Solving Skills	3.78	56%	90%
ISOL-4 Ethical Reasoning Skills	3.78	56%	90%
ISPL-5 Information Technology Skills	3.89	56%	90%
ISLO-6 Communication Skills	3.78	56%	90%
ISOL-7 Competencies in Chosen Field	3.78	67%	90%
ISOL-8 Chosen Field in Business Operations	4.00	78%	90%

*Measured on a 5 point scale