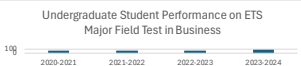



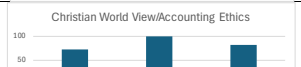
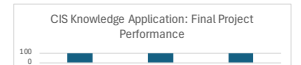
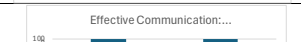
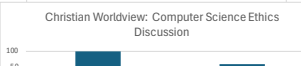
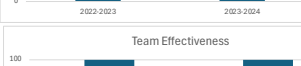
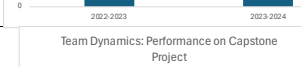


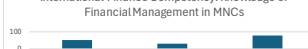
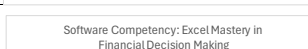
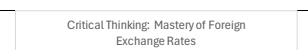
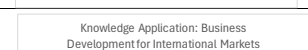


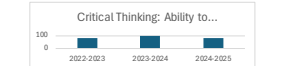
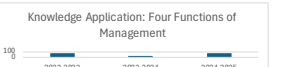
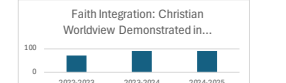
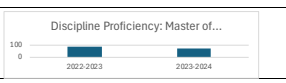



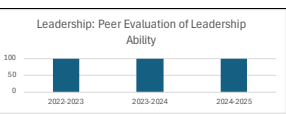
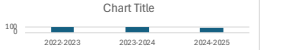
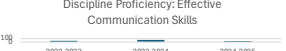
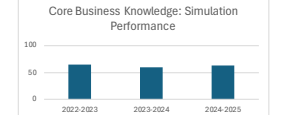


Table 4.1 - Standard 4 Student Learning Assessment									
Performance Indicator	You must provide minimum 2-3 assessments results for each program, concentration, specialization, etc. accredited or to be accredited. You must have direct, summative, formative and								
1. Student Learning Results									
Identified in Criterion 4.2		Identified in Criterion 4.1		Analysis of Results		Identified in Criterion 4.3			
Approach	Deployment (Do not use course grades or GPA)	Results	Analysis of Results	Improvement Action Taken or Improvement made	Insert Graphs or Tables of Trends (3-5 data points) Report sample or population size n = #				
Program Learning objectives SLO1, SLO2, etc.	What is your measurement instrument or process?	What are your current results?	What did you learn from the results?	What did you improve or what is your next step?					
Business Major Core									
Overall student performance on ETS - Goal 75th Percentile	Direct, Summative, External, Comparative: ETS Major Field Test administered in MGMT 4903	Goal met in 23-24	We have been close to the goal for several years and achieved the goal in 23-24.	Students were tasked with hosting weekly review sessions. They were shown the publicly available outline of the ETS exam content and to provide refresher content for elements of the outline.					
BPA Accounting									
SLO 1 – BPA majors will demonstrate knowledge of vocabulary in financial accounting and managerial accounting related to income statements, balance sheets, statement of cash flows, product-costing systems, activity-based costing, and budgeting. Target: 75% of BPA majors will score at the 75th percentile or higher on the Accounting component of the ETS exam.	Direct, Summative, External, Comparative: ETS Major Field Test administered in MGMT 4903	In 23-24, although the aggregate number was strong (92nd percentile), the goal of 75% of accounting students achieving the goal was not met.	Target was achieved in 20-21, 21-22, and almost achieved in 22-23. With small sample sizes, one student can make a significant difference in goal achievement.	Faculty are waiting on 2425 result to determine if action needs to be taken. Raw data suggest that goal has probably been exceeded for 2425 (ETS doesn't release percentile data until July 25).					
SLO 2 – BPA majors will prepare, analyze, and discuss corporate financial statements, prepared in accordance with generally accepted accounting principles (GAAP) from accounting information provided to them Target: 75% of students will score at least a 4 on a 5-point scale on the financial reporting component of the rubric used to assess the final presentation.	Direct, Formative, Internal: Final presentation rubric score in ACCT 4463	Goal achieved	Target has been consistently achieved.	Although the goal was consistently achieved, in 2324 the trend went the wrong direction. Faculty decided to monitor trend. Trend shifted back to positive in 24-25. Due to consistently meeting trend, faculty decided to strengthen the measure and will shift the measure to an exam in ACCT 4403 in the next assessment period					
SLO 3 – BPA majors will analyze and assess a business' system of internal controls over financial reporting for a U.S. publicly traded corporation. Target: 75% of students will have a final, weighted score of at least 80% on the simulation.	Direct, Summative, Internal: Score on simulation in ACCT 4453	Goal achieved	This was a new SLO in 2324 (we went back to the gradebook for 2223 to report data from the measure). Goal is being consistently achieved.	In 2324 we had one data point. We went back to 2223 to get a second data point and reviewed the latest 2425 data. Because goal has been consistently achieved, a new target of 75% of students achieving a 90% or higher will be set for the 2526 assessment period.					
SLO 4: BPA majors will analyze the current U.S. Taxation System and its role in providing the financial support for our government and its various social programs (U.S. and International) with a Christian worldview. 80% of the BPA majors will score 80% or higher on the paper as scored on the rubric.	Direct, Summative, Internal: Final paper rubric score in ACCT 4213	Goal achieved	Goal was met in two reporting periods and exceeded in one reporting period.	In the 24-25 TEAM meeting, the faculty decided that a better course for this assessment would be Auditing. The core of the assignment will remain unchanged but will be altered slightly for an auditing context and assessed in ACCT 4453					
BBA: CIS									
SLO 1: Analyze, design, implement and evaluate a complex computing problem and apply computer science theory and software-development fundamentals to produce computing-based solutions. Target: 80% of students are in the meets or marginally meets in all categories that apply.	Direct, Formative & Summative, Internal: Final Project Solution Outline in CIS 4103 / 4203	Goal achieved	Goal is being consistently achieved at the 100% level.	CIS is going to revise its SLOs, measures, and targets in 25-26. Dr Darr will meet with Prof Oversby (adjunct professor) to establish a new framework					
SLO 2: Communicate effectively in a variety of professional contexts. Target: 80% of students are in the meets or marginally meets in all categories that apply.	Direct, Formative & Summative, Internal: Final Project Presentation in CIS 4103 / 4203	Goal achieved	SLO was met for two assessment periods	SLO was removed from the 24-25 assessment plan					
SLO 3: Recognize professional responsibilities and make informed judgments in computing practice based on legal and ethical principles. 80% of students are in the meets or marginally meets in all categories that apply.	Direct, Formative, Internal: Student average rubric score on discussion in CIS 3623	Goal not achieved	The lack of goal achievement is due to lack of assignment completion and not due to performance (i.e. when students complete the discussion they are showing progress toward goal but several discussions are not being completed).	The weight of the grade on the assignment was increased to increase compliance. Unfortunately, no CIS students were in the FA24 course (both CS and CIS students take the course), so no assessment was possible in 2425.					
SLO 4: Function effectively as a member or leader of a team engaged in activities appropriate to the program's discipline. 80% of students are in the meets or marginally meets categories.	Indirect, Formative & Summative, Internal: Peer evaluations at the end of each CIS course	Goal achieved	Peers are consistently rating each other as working well on the team.	Faculty determined that an indirect assessment was not the best method for assessing team effectiveness. SLO was removed from the 2425 plan. Dr. Darr is reassessing the SLOs/targets/measures for the 2526 assessment plan					
SLO 5: Student Learning Objective #5 – Support the delivery, use, and management of information systems within an information systems environment. Target: - 80% of students are in the meets or marginally meets categories.	Direct, Formative & Summative, Internal: Final Project Deployment in CIS 4103 / 4203	Goal achieved	Students are mastering various team roles in the capstone project	With the goal being consistently met, a more rigorous measure is needed. A new tool will be developed for the 2526 capstone course to assess team dynamics.					
SLO 6: CIS majors will demonstrate knowledge of vocabulary in CIS concepts. Target: 75% of CIS majors will score at the 75th percentile or higher on the CIS component of the ETS exam.	Direct, Summative, External, Comparative: ETS Major Field Test administered in MGMT 4903	Target Met	100% of students achieved goal (note - mistakenly reported as not achieving goal in 2324 PASS report - mistake discovered in 2425 TEAM meeting).	Goal has been met every year except 20-21 when 50% achieved the 75th percentile (n=2 that year). Faculty will discuss raising the target in the August 25 faculty meeting.					

BBA: Finance									
SLO 1 – Finance students will demonstrate knowledge of corporate finance (including time value of money, capital budgeting, and financial statement analysis) investments, and international finance. Target 70% of Finance majors will score at the 70th percentile or higher on the Finance component of the ETS exam	Direct, Summative, External, Comparative: ETS Major Field Test administered in MGMT 4903	Target Met. 71% of students hit the target. The cohort was in the 99th percentile	Goal has been met for 5 years but at varying levels.	With faculty transition in the finance program. The faculty recommend maintaining current goal until a new full-time faculty member is hired.		99	94	99	99
SLO 2 – Students will apply the theories, concepts, and analytical tools to the investment decision-making and performance valuation. Target 75% of Finance majors will score a 70% or better in the final exam.	Direct, Summative, Internal: Final Exam in FIN 4553	Goal met.	Goal was not being met and trend was in the wrong direction in 23-24. Goal was achieved in 24-25. Course evaluations revealed potential issues with instruction	New adjunct was assigned to the course in FA24. Dr. Walker will meet with the chair and adjunct faculty to assess Finance PLOs/measures/targets in 25-26		63	40	91	
SLO 3 – Students will apply modern portfolio theory to conduct portfolio construction, analysis, and performance valuation. Target: 75% of Finance students will score a 70% or better in the final exam	Direct, Summative, Internal: Final Exam in FIN 3103	Goal met.	Goal has been consistently met.	Faculty are reviewing the finance assessment program in 25-26. Goal and/or measure and/or target may be revised.		75	100	100	
SLO 4 – Students will demonstrate knowledge of international financial management in multinational corporations (MNCs). Target: 75% of International Business and Finance students will score a 70% or better in the final exam	Direct, Summative, Internal: Final Exam in FIN 4053	Goal met.	Goal was not being met and trend was in the wrong direction in 23-24. Goal was achieved in 24-25. Course evaluations revealed potential issues with instruction	New adjunct was assigned to the course in FA24. Faculty plan to keep SLO but change the measure to a project instead of a final exam for 25-26. It is thought that a project will be a better way to assess the SLO moving forward.		50	33	80	
SLO 5 – Students will be able to use Excel to develop financial and problem-solving models that are used in the financial decision-making process. Target: 75% of Finance majors will score a 70% or higher on the portfolio consisting of 2 exams and a final exam.	Direct, Formative & Summative, Internal: Average score on three exams in FIN 4553	Goal met.	Goal is being met	Instead of using multiple exams, faculty plan to use one exam or perhaps use a new measure. It is felt that the multiple-exam approach is too close to using a course grade as assessment. Dr. Walker will work with the adjunct faculty to review the assessment plan in 25-26.		88	100	88	
BBA: International Business									
SLO 1 – International business majors will demonstrate knowledge and vocabulary to evaluate global marketing, international finance, and international management problems. Target: 70% of IB majors will score at the 70th percentile or higher on the IB component of the ETS exam.	Direct, Summative, External, Comparative: ETS Major Field Test administered in MGMT 4903	Target not met.	Goal has not been met for several periods. Low enrollment in the IB major means few students take the ETS, which may impact results. But the results are far below target for a consistent period so more is occurring beyond sample size issues. Business majors overall are performing well on the IB component of the ETS exam (79th percentile in 23-24) so the problem is unique to the international business majors.	Faculty will recommend a lower target, but improvement is obviously needed. Faculty teaching the international courses will review the ETS exam to identify instructional gaps. A staff change will be made in the International Marketing course in FA25 as well.		1	95	29	No IB Majors in the 23-24 cohort
SLO 2 – International business majors will justify foreign exchange decisions related to exchange risk & opportunities and defend sourcing and pricing decisions as ways of managing those risks & opportunities. Target: 75% of students will score at least a 4 on a 5-point scale on the foreign exchange component of the rubric used to assess the final presentation.	Direct, Summative, Internal: Rubric score on foreign exchange component in MKTG 3363	Target met	Target is being consistently met. International business majors appear to have a good understanding of foreign exchange rates.	The Country Manager (Interpretive) simulation is used in the MKTG 3363 course. The chair will work with the new professor to determine if it is possible to use the simulation instead of a presentation over the simulation to assess foreign exchange rates. If so, this will provide a more objective assessment measure.		100	100	87	
SLO 3 – International business majors will create a business that develops foreign markets for a U.S. based enterprise. Target: 75% of students will have a final, weighted score of at least 70%.	Direct, Formative & Summative, External: Simulation in MKTG 3363	Target met.	Early rounds of the simulation provide for formative assessment. Final rounds provide for summative assessment. SLO has shown a positive trend and has been met in the two most recent reporting periods. Even though students are performing poorly on the ETS (external measure), students are performing well on this comprehensive external measure providing validation of SLO achievement.	Currently the Country Manager Simulation is being used as the simulation provider. The chair will work with the new faculty member to determine if it can be used as a comparative measure. If not, a search will be conducted to determine if a different simulation may be able to address both the external and comparative components of SLO assessment for 26-27		50	75	100	
SLO 4: International business majors will compare and contrast how a Christian worldview affects international management in cross cultural and/or in largely secular markets or markets dominated by other religions. Target: 85% of international business majors will score 70% or higher on the final term paper	Direct, Summative, Internal: Rubric score on final paper in MGMT 4853	Goal met	Target is being consistently met. 100% of the students are achieving the goal.	The measure will change from a paper to a presentation for 25-26. If 100% of students continue to achieve the goal, a new target will be set.		100	100	100	

BBA: Management									
SLO 1 – Management majors will demonstrate knowledge and vocabulary related to management principles, organizational behavior, operations management, international management and strategy. Target: 70% of Management majors will score at the 70th percentile or higher on the Management component of the ETS exam.	Direct, Summative, External, Comparative: ETS Major Field Test administered in MGMT 4903	Target met. 75% of students met the target. The cohort was in the 96th percentile.	Target was not met in 21-22 (67% hit the target with entire cohort in the 85th percentile) or 22-23 (only 27% achieved goal) but student met the goal in other periods. Its possible that the outlier (22-23) was due to some students not taking the ETS exam seriously.	MGMT 4903 professor was asked to increase the weight of the ETS exam in the course grade to better assure students are doing their best on the exam. 23-24 data may indicate the change was helpful. SP25 data will be reviewed to see if the trend continues.		94	85	27	99
SLO 2 – Management majors will demonstrate the ability to create a business plan. Target: 80% of management majors will complete this assignment with a score of 80% or higher on the project rubric.	Direct, Summative, Internal: Business plan rubric score in MGMT 4503	Goal met.	Target continues to be met.	Target is being increased for 25-26 such that 80% need to score at 85% or higher		80	100	86	
SLO 3 - Management majors will demonstrate and apply understanding of the four functions of management. Target: 80% of management majors will complete this assignment with a score of 80% or higher on the project rubric.	Direct, Summative, Internal: Business plan rubric score in MGMT 4503	Goal met.	Although only 33% achieved the goal of 80% in 23-24, all students were at 77% or higher. Thus, they were closer to goal achievement than the 33% would indicate. The goal was attained in 21-22 and 24-25.	Target is being increased for 25-26 such that 80% need to score at 85% or higher		80	33	86	
SLO 4 – Management majors will describe integrative complexity of business situations for a Christian perspective. Target: 80% of management majors will pass the required assignment.	Direct, Formative, Internal: Rubric score evaluating spiritual formation video in MGMT 3213	Goal met.	Positive trend. Goal met in 2 of 3 periods. However, the measure may not be accurately addressing the SLO. The spiritual formation video is more personal reflection than evidence of integrative complexing of business situations from a Christian worldview	Faculty felt that mere completion of a spiritual formation video was a poor measure of the SLO. Measure is being changed to a research paper that will now be required in MGMT 3213		73	90	92	
BBA: Marketing									
SLO 1 – Students will create marketing strategies to demonstrate mastery of the marketing mix. Target: 75% of teams will have a final, weighted score of at least 70%.	Direct, Formative & Summative, External: Simulation performance in MKTG 3343	NA Professor did not use the simulation in the 24-25 assessment period	Two periods of SLO achievement as measured through the simulation. However, it is uncertain if a sales simulation is the best measure of this SLO.	A new full-time marketing professor is in place for 25-26. He will work with the chair to determine if the simulation should be maintained or if a new measure should be used to assess the SLO.		91	75		
SLO 2 – Marketing majors will create and develop digital marketing strategies and plans to demonstrate mastery of the digital marketing concepts. Target: 70% of marketing majors will pass the required industry exam.	Direct, Summative, External: Google Analytics certification in MKTG 3323	Goal met	Students see the value in industry certification. Instruction is leading to 100% goal achievement consistently	The chair will work with the new marketing professor to explore the possibility of adding additional certifications to the curriculum and changing the target to include multiple certifications.		100	100	100	
SLO 3 – Marketing majors will demonstrate a working knowledge of integrating faith in their respective disciplines. Target: 80% of marketing majors will pass the required assignment	Direct, Formative, Internal: Spiritual formation video in MKTG 3383	Goal met	Positive trend. Goal met in 2 periods. However, the measure may not be accurately addressing the SLO. The spiritual formation video is more personal reflection than evidence of faith integration in marketing.	Faculty felt that mere completion of a spiritual formation video was a poor measure of the SLO. Measure is being changed to a paper that will address Marketing Ethics (i.e. Christian worldview) in AI.		100		90	
SLO 4 – Marketing majors will demonstrate knowledge and vocabulary to evaluate and discuss marketing concepts like strategy, segmentation, targeting, key performance indicators, and competition. 75% of Marketing majors will score at the 75th percentile or higher on the Marketing component of the ETS exam.	Direct, Summative, External, Comparative: ETS Major Field Test administered in MGMT 4903	Target not met. Last time target was achieved was 20-21	Marketing students are not scoring well on the marketing component of the ETS exam. Moreover, this negative pattern is also observed for business majors in general. Since the one marketing course that all business majors take is MKTG 3303, MKTG 3303 instructors need to make changes to course content	The instructor for MKTG 3303 reviewed the ETS marketing topics and identified two possible instructional gaps. Those topics were added to the SP25 MKTG 3303 course and will continue to be emphasized in 25-26. The simulation was dropped from the course in order to spend more time on primary text content. If this has been effective improved results may be observed as early in SP26 when some of the exam participants would have been exposed to the new MKTG 3303 content.		99	21	47	17
MBA									
SLO 1 – Students will demonstrate critical thinking, teamwork and leadership skills, specifically function in a variety of work groups using appropriate leadership skills and styles and collaborate with a variety of other people using elements of effective team dynamics to effectively and appropriately structure teamwork. Target: Every student should score 80% or higher on team dynamics assignment.	Direct, Formative, Internal: Peer Assessment in MGMT 6333 (in this instance, because of the way the SLO is formulated, peer evaluation is a direct assessment)	Goal met.	Goal is being consistently met as currently assessed.	Peer evaluation is the best way of assessing the current SLO1. However, the MBA director is recommending modifying SLO1 to remove the "double-barreled" nature of the SLO. It will either be simplified or split into two or more SLOs and new measures/targets developed.		100	100	100	
SLO 2 – Students will articulate a Biblical worldview of the business marketplace. Target: 70% of students will score 70% or better on the Comprehension of Subject Matter and the Analysis dimensions	Direct, Summative, Internal: Rubric score on essay in MGMT 5603	Goal met.	In 21-22 two students barely met the 70% threshold, but goal has been consistently met for 3 years.	Goal will be raised for the 25-26 reporting period		100	100	92	
SLO 3: Students will demonstrate effective communication skills. Specifically they will write business documents clearly, concisely, and analytically. Target: 70% of students will score 80% or better on the communication dimension.	Direct, Summative, Internal: Rubric score on project in MGMT 5123	Goal not met	Goal not met in 22-23. Progress toward goal in 23-24 followed by decline in 24-25. Recommend maintaining target and measure but strengthening instruction.	An additional writing assignment (additional training) will be added to the course along with tutoring (by the professor) for the weak writers		50	61	22	
SLO 4: MBA candidates will demonstrate mastery of core MBA knowledge. Target: Students finish at the 60th percentile in simulation.	Direct, Summative, External, Comparative: Simulation performance in MGMT 6333	Goal partially met	Goal was met in 24-25. Goal/result was less certain in 22-23 and 23-24. It is questionable if the Global DNA version of CapSim is accomplishing our external/comparative assessment goal since the results may not be comparing apples to apples." (discovered in review of results in 23-24).	The Marketplace Simulation was used for 24-25 as a better external/comparative measure. The ETS MBA exam will be added to the MGMT 6333 course beginning with the SP26 course to begin gathering stronger external/comparative data. Initially a 50th percentile goal will be set until a baseline performance can be established.		64	60	63	