



## Report of Outcomes Assessment Results

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Institution	Ohio Valley University
Academic Business Unit	College of Business
Academic Year	2015-2016

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## 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: 2015-2016

### Section I: Student Learning Assessment

Student Learning Assessment for: <i>Bachelor of Science Degree in Business</i>	
Program Intended Student Learning Outcomes (Program ISLOs)	
1. Identify and describe service and leadership opportunities available in a business career	
2. Work effectively within a team structure	
3. Demonstrate oral, written, and visual forms of communication appropriate to formal and informal business setting	
4. Identify and evaluate ethical issues in business decision using a Biblical foundation to support critical thinking and ethical reasoning	
5. Explain the cross-functional relationships between the different business disciplines	
6. Explain the theories, concepts, and practices of the different business disciplines	
7. Differentiate between US and global business cultural, religious, ethical, and legal practices and standards	
Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
1. Comprehensive Exam General Program ISLOs Assessed by this Measure: <i>Outcomes 6, 7</i>	<i>Target/Criterion (Objective) for Comprehensive Exam:</i> 60% of the students scored at or above the 40 <sup>th</sup> percentile on each content specific section 1
2. Portfolio Artifacts General Program ISLOs Assessed by this Measure: <i>Outcomes 1, 2, 3, 4, 5, 6, 7</i>	<i>Target/Criterion (Objective) for Portfolio Artifacts:</i> Using the capstone business simulation, 90% of students score at Proficient or above on each of the General ISLOs (Instrument: 5-point Lickert scale - Not at All, Entry, Proficient, Master, and Expert).
3. Business Policy Simulation General Program ISLOs Assessed by this Measure: <i>3,6,8</i> Assessed by this Measure: All majors	<i>Target/Criterion (Objective) for Exit Survey Instrument</i> On the exit survey instrument, at least 80% of all graduating business students will indicate that they were “proficient” or higher in achieving each of the core ISLOs assessed by this measure and, in their particular major, were “master” or higher in achieving each of the ISLOs

	100% of self-reporting alumni will be placed in entry-level positions or graduate education programs within six months of graduation.
4. Writing-enhanced course assignments General Program ISLOs Assessed by this Measure: 5 Assessed by this Measure: All majors	<i>Target/Criterion (Objective) for Writing-enhanced assignments:</i> 100% will score a minimum of 70% in three writing enhanced courses.
<b>Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:</b>	<b>Performance Objectives (Targets/Criteria) for Indirect Measures:</b>
1. Program Student Survey General Program ISLOs Assessed by this Measure: 2,3,6 Assessed by this Measure: All majors	<i>Target/Criterion (Objective) for Program Student Survey</i> 90% of students will report “satisfied” or “very satisfied” in all categories
2. <i>Alumni Survey Instrument</i>  General Program ISLOs Assessed by this Measure: <i>Outcomes 1, 2, 3, 4, 5, 6, 7</i> Accounting ISLOs: 1, 2, 3 Business Administration ISLOs: 1 Information Technology ISLOs: 1, 2, 3, 4, 5 Sports Management ISLOs: 1, 2 Organizational Management ISLOs: 1, 2, 3	<i>Target/Criterion (Objective) for Alumni Survey Instrument</i> Using the same ISLOs as were used in the Exit Survey, 80% of respondents will indicate on the Alumni Survey that they were at “proficient” or higher in achieving each of the core ISLOs assessed. Students will indicate areas of excellence and areas needing improvement.
3. <i>Exit Survey Instrument</i>  General Program ISLOs Assessed by this Measure: <i>Outcomes 1, 2, 3, 4, 5, 6, 7</i> Accounting ISLOs: 1, 2, 3 Business Administration ISLOs: 1 Information Technology ISLOs: 1, 2, 3, 4, 5 Sports Management ISLOs: 1, 2 Organizational Management ISLOs: 1, 2, 3	<i>Target/Criterion (Objective) for Exit Survey Instrument</i> On the exit survey instrument, at least 80% of all graduating business students will indicate that they were “proficient” or higher in achieving each of the core ISLOs assessed by this measure and, in their particular major, were “master” or higher in achieving each of the ISLOs 100% of self-reporting alumni will be placed in entry-level positions or graduate education programs within six months of graduation.

## Learning Assessment Results: *Bachelors of Science*

### Summary of Results from Implementing Direct Measures of Student Learning:

1. ETS Major Field Test

Number of Students Achieving a Value Added Increase in Overall Score

*94.1% (16 of 17) achieved a positive value added pre-to post ETS Major Fields Test (four of the 21 did not have a beginning score –waived due to transferring).*

Number of Students Achieving a Minimum Score at the 40<sup>th</sup> Percentile in all Sub Categories

<u>AREA</u>	<u>#&gt; 40<sup>th</sup> % tile</u>
Accounting Principles	2/21 9.5%
Principles of Economics	4/21 19.0%
Management	18/21 85.7%
Quantitative Business Analysis	4/21 19.0%
Principles of Finance	5/21 23.8%
Marketing Principles	17/21 81.0%
Legal and Social Environment	14/21 66.7%
Information Systems	18/21 85.7%
International Issues	4/21 19.0%
Total scores	Range from 120 - 160
Highest score was 160. No student got above 40% on all categories (General ISLOs 6, 7).	

2. Senior Portfolio

Number of Students Achieving 70% or higher average of three faculty evaluations

*90.5% (19 of 21) achieved an average minimum score of 70% on three faculty evaluations (Core ISLOs 1, 2, 3, 4, 5, 6, and 7).*

3. Business Policy Seminar

Number of Students Scoring in the Top Half of the Business Simulation

Students play in teams. 3/6 50% of students scored in the top 50% of the International Capsim Business Simulation (Core ISLOs 3, 6, 8).

4. Writing Enhanced Course Assignments

Number of Students Scoring a Minimum of 70% in Three Writing Enhanced Courses

Accounting	2/2	100%
Business Administration	12/12	100%
Information Technology	3/3	100%
Sports Management	4/4	100%
(General ISLO 5)		

## Summary of Results from Implementing Indirect Measures of Student Learning:

### 1. Program Student Survey

#### Number of Students Reporting Satisfaction with the Business Programs in all Areas

The survey has 30 areas for the senior students to rate their experience.

Of those 30 areas the following received a 100% satisfaction rating:

*I would recommend the Business program to a friend considering OVU.*

*The Business Program Challenged me to do my best.*

*Most of my Business classes were stimulating.*

*Most of my Business professors were good teachers.*

*Most of my Business professors were available outside the classroom.*

*The quality of the business courses has prepared me for employment.*

*The quality of Business courses has prepared me for graduate school.*

*The quality of Business courses has provided a good general education.*

*The quality of my lower Business core courses was good.*

*The quality of my upper Business core courses was satisfactory.*

*I had ample opportunities for interaction with business faculty*

*Professional activities or clubs were available within the Business Program.*

*The organization of the curriculum for my major was satisfactory.*

*The quality of students in the Business Program was satisfactory.*

*The classroom facilities for the Business Program were satisfactory.*

*Students had the opportunity to participate in Business program decisions.*

*Students have opportunity to evaluate instructors in the Business program.*

*The professional competence of departmental faculty in my major was satisfactory.*

*The Business faculty had concern for my intellectual development.*

*The attitude of the program director toward students was satisfactory.*

*The quality of computer support for student work in the Business program was adequate.*

*The degree to which I was expected to work with a team was satisfactory.*

*In general I am satisfied with the Business program.*

*81.1% of responses Agree/Strongly Agree when asked if "satisfied" or "very satisfied" in survey (General Program ISLOs 2, 3, 6).*

### 2. Student Exit Interview

*Students indicated areas of excellence and areas needing improvement in the exit interview.*

Student List of Areas of Excellence

Professors' dedication and sharing of work experiences.  
 Caring faculty who follow-up with students (availability).  
 Professors' knowledge and love of their subject.  
 Student/professor ratio (small class sizes)  
 Growing students to be business professionals.  
 Close relationships (care factor)  
 Teamwork- enjoyable classes.

Student List of Areas Needing Improvement

Honors program separate from the College of Business –needs more communication (suggested a council of college representatives)  
 Facilities need updated.  
 Case studies/analysis needs started earlier in the program.  
 Move statistics class closer to Operations Management.  
 On-line classes –both students and instructors need to know what to expect.  
 More interaction with local businesses is needed (lectures / shadowing).  
 Looking forward to BUS298 Business Competition Program for future students  
 General Program ISLOs 1,2,3,4,5,6,7)

3. Alumni Survey  
Number of Alumni Employed or in Graduate School Within Six Months of Graduation  
*100% of self-reported alumni were placed in entry-level positions or education programs with-in six months of graduation.*  
 No 2016 graduates are self-reported at this writing.  
 100% of 2015 graduates are employed or attending graduate school at this writing.  
 General Program ISLOs 1,2,3,4,5,6,7)

**Summary of Achievement of Intended Student Learning Outcomes:**

Intended Student Learning Outcomes	Learning Assessment Measures							
	<i>ETS Major Fields Test</i>	<i>Senior Portfolio</i>	<i>Business Policy Simulation</i>	<i>Writing-enhanced course assignments</i>	<i>Program Student Survey</i>	<i>Student Exit Interview</i>	<i>Alumni Survey</i>	<i>Indirect Measure 4</i>
General Program ISLOs	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. Identify and describe service and	N/A	Met	N/A	Met	Met	Met	N/A	

leadership opportunities available in a business career								
2. Work effectively within a team structure	N/A	N/A	Met	N/A	N/A	Met	N/A	
3. Demonstrate oral, written, and visual forms of communication appropriate to formal and informal business setting	N/A	Met	Met	Met	Met	Met	N/A	
4. Identify and evaluate ethical issues in business decision using a Biblical foundation to support critical thinking and ethical reasoning	N/A	Met	N/A	Met	Met	Met	N/A	
5. Explain the cross-functional relationships between the different business disciplines	N/A	Met	N/A	Met	Met	Met	N/A	
6. Explain the theories, concepts, and practices of the different business disciplines	N/A	Met	N/A	Met	Met	Met	N/A	
7. Differentiate between US and global business cultural, religious, ethical, and legal practices and standards	N/A	Met	N/A	Met	Met	Met	N/A	

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

1. *Course of Action 1*

2. *Course of Action 2*

3. *Course of Action 3*

4. *Course of Action 4*



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

<b>Operational Assessment</b>	
<b>Intended Operational Outcomes</b>	
1.	College of Business will be successful in placing graduates in appropriate entry-level positions or in graduate school on an annual basis.
2.	Students admitted to business programs will graduate in a timely manner.
3.	Faculty in the College of Business will be highly qualified in their teaching disciplines.
4.	Faculty members in the College of Business will be engaged in appropriate scholarly and professional activities.
5.	The College of Business will be successful in providing high quality instruction and effective advising to its students.
6.	The College of Business will be successful in providing high-quality learning and technological resources to its students.
7.	Faculty in the College of Business will incorporate innovative instructional methodologies into their classes.
8.	The academic programs offered by the College of Business will be current, relevant, and meet the needs of business and the community.
9.	The College of Business will incorporate the principles of servant leadership and ethical decision making into its curricular and other academic activities.
10.	Students in the College of Business will participate in relevant community service projects on an annual basis.
11.	Students in the College of Business will partner and cooperate with business and industry to address issues and challenges associated with 21 <sup>st</sup> century skills and responsible and sustainable development.
<b>Assessment Measures/Methods for Intended Operational Outcomes:</b>	<b>Performance Objectives (Targets/Criteria) for Operational Assessment Measures/Methods:</b>
1. Alumni Survey Intended Operational Outcomes Assessed by this Measure: 1	100% of self-reporting alumni will report being in an entry level position or graduate school within six months of graduation.
2. Registrar's Report Intended Operational Outcomes Assessed by this Measure: 2	85% of students admitted to the business programs will complete the requirements for graduation within five years.
3. Faculty Credential Files Intended Operational Outcomes Assessed by this Measure: 3	100% of full-time faculty will be academically or professionally qualified.
4. Faculty Survey Intended Operational Outcomes Assessed by this Measure: 4	100% of full-time faculty will report scholarly and professional activity.

5. Program Student Survey Intended Operational Outcomes Assessed by this Measure: 5,6,7	90% of students will report satisfaction in all areas concerning instruction and advising (13, 14&22). -In areas concerning learning and technology resources (20&29). –in areas concerning instructional methodologies (3, 4, & 5).
6. Alumni Survey Intended Operational Outcomes Assessed by this Measure: 8	90% of self-reporting alumni will report being prepared or very prepared for their current position.
7. Syllabi Reviews Intended Operational Outcomes Assessed by this Measure: 9	100% of classes will have a faith and ethics component.
8. OVU Portfolio Intended Operational Outcomes Assessed by this Measure: 10	100% of students will participate in a relevant community service project
9. Advisory Council Meeting Minutes Intended Operational Outcomes Assessed by this Measure: 11	Meeting minutes will reflect areas of cooperation and collaboration
<b>Summary of Results from Implementing Operational Assessment Measures/Methods:</b>	
1. No graduates self-reported.	
2. According to the registrar’s records, 89.5% (34 of 38) of students in the 2011-12 cohort have graduated within five years.	
3. 100% of full-time faculty is academically or professionally qualified.	
4. 100% of full-time faculty report scholarly or professional activity during the last year.	
5. On the survey question concerning instruction (10), 90.0% report satisfaction. On the survey question concerning advising (12), 90.0% report satisfaction. On the survey question concerning learning resources (15), 80.0% report satisfaction. On the survey question concerning technology support (16), 80.0% report satisfaction.	
6. With a very small number (n=19) of alumni reporting, 81% were satisfied with their professional preparation.	
7. A review of the College of Business syllabi shows a faith & ethics component in 100% of the courses.	
8. A review of the Senior Professional Portfolio shows 100% of students have completed an experience linking them to the community.	
9. Although members of the College of Business, faculty and students cooperated and collaborated with community organizations over the year,	

operational objective 9 was not assessed in the past year.

**Summary of Achievement of Intended Operational Outcomes:**

Intended Operational Outcomes	Operational Assessment Measures/Methods							
	Alumni Survey	Registrar's Report	Faculty Credential Files	Faculty Survey	Program Student Survey	Alumni Survey	Syllabi Reviews	OVU Portfolio
	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. College of Business will successfully place all graduates within six months.	Met	N/A	N/A	N/A	N/A	N/A	N/A	N/A
2. 85% of business majors will graduate within 5 years.	N/A	Met	N/A	N/A	N/A	N/A	N/A	N/A
3. All full-time faculty are academically or professionally qualified	N/A	N/A	Met	N/A	N/A	N/A	N/A	N/A
4. All full-time faculty participated in scholarly or professional development activities within the last year.	N/A	N/A	N/A	Met	N/A	N/A	N/A	N/A
5. The student program survey shows satisfaction -with instruction. -with advising. -with learning resources. -with technology support. -with instructional methodologies.	N/A	N/A	N/A	N/A	Not Met	N/A	N/A	N/A
6. Alumni report being satisfied with their career preparation.	N/A	N/A	N/A	N/A	N/A	Not Met	N/A	N/A

7. There is a faith and/or ethics component in all courses in the COB.	N/A	N/A	N/A	N/A	N/A	N/A	Met	N/A
8. All graduating students have met the requirement for an experience that linked them to the community.	N/A	N/A	N/A	N/A	N/A	N/A	N/A	Met
<b>Proposed Courses of Action for Improvement in Operational Outcomes for which Performance Targets Were Not Met:</b>								
Intended Operational Outcome 1: Go over List of current graduates with Program Directors. Ask for job feedback in Exit interviews. Use Phi Beta Lambda Professional Alumni Association Society to follow-up with graduates in addition to e-mail and Linked-In requests for employment information								
Intended Operational Outcome 5: Hold meetings to improve advising by sharing productive techniques, funding sought to improve technical support								
Intended Operational Outcome 6: Continue to stress Internships while addressing more real-world examples in classes								