



Public Disclosure of Student Learning

Institution	Southwestern Oklahoma State University
Academic Business Unit	Everett Dobson School of Business and Technology
Academic Year	2016-2017

Report of Student Learning and Achievement

Institution

Name of your Academic Business Unit

For Academic Year: 2016-17

Mission of the *Name of your Academic Business Unit*

Mission Statement

The mission of the business program in the Everett Dobson School of Business and Technology is to offer quality education in business and technology that will develop students' ability to think critically and creatively, solve problems, adhere to ethical principles, value diversity, and communicate effectively. The strength of the School's educational programs is excellence in teaching, research, and faculty team-building efforts. Value is added to the educational experience by the faculty as they focus on developing relationships between students, other faculty members, and professionals in the industry that foster a caring, mentoring, and coaching educational environment in which all internal and external stakeholders may benefit.

Student Learning Assessment for: *Bachelor of Business Administration*

Program Intended Student Learning Outcomes (Program ISLOs)

1. *Graduates can communicate effectively, both orally and in writing, in an organizational setting.*
2. *Graduates will integrate foundational areas of business to make informed decisions.*
3. *Graduates will analyze social, legal, and global issues within an ethical framework.*
4. *Graduates will analyze leadership situations and make informed decisions.*

Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:

Performance Objectives (Targets/Criteria) for Direct Measures:

1. *Peregrine Academic Services Common Professional Component (CPC) Comprehensive Exam*

Program ISLOs Assessed by this Measure: 1, 2, 3, 4

At least 70% of all graduating BBA students will compare favorably (within 5%) to the aggregate pools for IACBE (US) and ACBSP (US) schools using the Peregrine CPC comprehensive exam.

2. *Business Simulation Game or team presentation performance in the Strategic Management and Policy course, which is the capstone course taken in the last semester of the BBA plan of study.*

Program ISLOs Assessed by this Measure: 1, 2, 3, 4

At least 70% of all graduating BBA students will meet or exceed the U.S. national average on the overall score for the previous year of competition using the Business Strategy Game by GLO-BUS Software, Inc., which indicates achievement of ISLOs 1 through 4.

Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Indirect Measures:
<p>1. <i>BBA Exit Survey</i> <i>Select statements from the BBA exit survey that assess student satisfaction with degree and faculty.</i></p> <p>Program ISLOs Assessed by this Measure: 1, 2, 3, 4</p>	<p>At least 80% of graduating BBA students will indicate on the BBA Exit Survey that they “strongly agree” or “agree” or view their chances as “good” or “outstanding,” that they achieved each of the programs ISLOs 1 through 4.</p> <p>At least 80% of the graduating BBA students will indicate “strongly agree” or view their chances as “outstanding” that they achieved each of the concentration ISLOs 1 through 3.</p>

Assessment Results: Bachelor of Business Administration

Summary of Results from Implementing Direct Measures of Student Learning:

1. *Peregrine Academic Services Common Professional Component (CPC) Comprehensive Exam. (ISLOs 1,2,3,4)*

Assessment is tied to the number of students scoring within 5% of the aggregate scores of IACBE and ACBSP schools. The target is 70%. The target was not met.

Aggregate Scores:

Dobson SBT (SWOSU) – 54.60% (98 exams taken)

IACBE – 53.05%

ACBSP – 51.91%

Number of students comparing favorably (within 5%) to the aggregate pools for IACBE and ACBSP schools using the Peregrine CPC comprehensive exam.		
<i>Benchmark – IACBE and ACBSP aggregate pools with 5% subtracted.</i>	<i>Number of SWOSU students scoring at or above benchmark N=98</i>	<i>Percent of SWOSU students scoring at or above benchmark</i>
<i>IACBE – 53.05% - 2.65% (5% less)= 50.40% (required level)</i>	59	60.2%
<i>ACBSP – 51.91% - 2.6% (5% less)= 49.31% (required level)</i>	62	63.2%

Dobson SBT's results compared to IACBE and ACBSP results:

Area	Dobson SBT Aggregate Results	Dobson SBT's comparison with IACBE*	Dobson SBT's comparison with ACBSP*
Accounting	56.29%	3.65%	4.78%
Accounting and the Bus. Environment	71.11%	NA	-4.31%
Advanced Marketing I	54.21%	-0.05%	-0.09%
Advanced Marketing II	61.58%	3.79%	3.47%
Business Ethics	51.86%	-1.79%	-1.54%
Business Finance	49.90%	3.54%	4.90%
Bus. Integration and Strategic Mgmt.	61.03%	5.03%	5.57%
Business Leadership	52.68%	0.88%	1.27%
Economics	48.87%	-0.74%	0.08%
Economics: Macroeconomics	47.42%	-0.80%	0.03%
Economics: Microeconomics	50.31%	-0.61%	0.17%
Global Dynamics of Business	49.38%	2.12%	2.65%
HRM Advanced Topic I	56.25%	1.31%	2.59%
HRM Advanced Topic II	52.50%	-4.30%	-3.60%
HRM Advanced Topic III	46.25%	0.73%	-3.63%
Information Management Systems	58.87%	-0.42%	0.13%
Legal Environment of Business	57.94%	2.15%	2.61%
Management	61.75%	3.39%	4.42%
Management: HR Mgmt.	60.55%	1.17%	1.23%
Mgmt.: Operations/Production Mgmt.	59.24%	4.57%	6.13%
Mgmt.: Organizational Behavior	65.35%	4.89%	6.17%
Marketing	49.90%	2.82%	3.33%
Quantitative Research Tech & Stats	53.71%	4.25%	5.86%
AVERAGES:	54.60%	1.55%*	2.69%*

*Positive numbers mean Dobson SBT scored higher than comparison group; negative numbers mean Dobson SBT scored lower than comparison group.

2. *Business Simulation Game (BSG) or team presentation performance in the Strategic Management and Policy course, which is the capstone course taken in the last semester of the BBA plan of study. (ISLOs 1,2,3,4)*

Assessment is tied to the number of students meeting or exceeding the U.S. national average on the Business Strategy Game (BSG) by GLO-BUS Software, Inc. The target is 70%; the target was met.

Total number of students participating in the BSG – 104

Number of students exceeding national average – 79 (76.0%)

Summary of Results from Implementing Indirect Measures of Student Learning:

1. *BBA Exit Survey – Select statements from the BBA exit survey that assess student satisfaction with degree and faculty. (ISLOs 1,2,3,4)*

Assessment is tied to the number of students rating their degree of success and satisfaction with faculty as “strongly agree” or “agree.” In 2016-17, the number of respondents to BBA Exit Survey was 97, but not all respondents answered all questions. The target is 80%; the target was met.

Exit Survey Statements Assessing ISLOs	Number of Students Rating the Statement as “Strongly Agree” or “Agree” n=94
<i>ISLOs 2, 3, 4 - Program improved critical thinking and ability to solve complex problems</i>	<i>85 out of 94 (90.4% of total)</i>
<i>ISLOs 1,2,3,4 - Program encouraged the development of creative solutions in simulated and real-world scenarios.</i>	<i>82 out of 92 (89.1% of total)</i>
<i>ISLOs 1,2,3,4 - Courses included experiences that encouraged assessment and adherence to ethical principles and professional code of conduct.</i>	<i>82 out of 93 (88.2% of total)</i>
<i>ISLOs 1,3, 4 - Courses encouraged communication of the value of diversity in business organizations</i>	<i>82 out of 94 (87% of total)</i>
<i>ISLOs 1, 2, 3, 4 - Program prepared students to apply discipline specific knowledge and skills.</i>	<i>85 out of 94 (90.4% of total)</i>

Summary of Achievement of Intended Student Learning Outcomes:								
Intended Student Learning Outcomes	Learning Assessment Measures							
Program ISLOs	CPC Comp Exam	Bus Simulation Game	Direct Measure 3	Direct Measure 4	BBA Exit Survey	Indirect Measure 2	Indirect Measure 3	Indirect Measure 4
	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>Graduates can communicate effectively, both orally and in writing, in an organizational setting.</i>	Not Met	Met			Met			
2. <i>Graduates will integrate foundational areas of business to make informed decisions.</i>	Not Met	Met			Met			
3. <i>Graduates will analyze social, legal, and global issues within an ethical framework.</i>	Not Met	Met			Met			
4. <i>Graduates will analyze leadership situations and make informed decisions.</i>	Not Met	Met			Met			
Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:								
1. <i>ISLO 1 – The performance target for this program ISLO dealing with oral and written communication in an organizational setting was not met on the comprehensive examination. Dobson SBT will consider incorporating additional writing assignments in courses throughout the business core curriculum and the courses comprising each of the concentrations. Faculty will also be encouraged to utilize the SWOSU Writing Center for students' written assignments. The Writing Center is staffed by trained peer tutors who will assist students in developing their written communication skills. The number of oral presentations in courses has been increasing in the past year, which will help future graduating students in the coming years.</i>								
2. <i>ISLO 2 – The performance target for this program ISLO dealing with foundational areas of business and the ability to make informed decisions was not met on the comprehensive examination. In particular, the results indicated that students were not performing up to expectations in the areas of finance, leadership, economics, HR management, ethics, and marketing. Dobson SBT faculty will be reviewing the business core curriculum in the coming semester to identify needed changes. Additionally, additional leadership classes are being considered as part of the curriculum.</i>								
3. <i>ISLO 3 – The performance target for this program ISLO dealing with the ability to analyze social, legal, and global issues within an ethical framework was not met on the comprehensive examination. The business core curriculum contains a legal environment course. Many other core business courses include ethical topics related to social, legal, and global issues. Dobson SBT faculty will be reviewing the business core curriculum</i>								

in the coming semester and will identify ways of incorporating additional coverage of legal issues in the core courses.

4. ISLO 4 – The performance target for this program ISLO dealing with the ability to analyze leadership situations and make informed decision was not met on the comprehensive examination. In the coming semester, as Dobson SBT faculty reviews the business core curriculum, leadership courses may be added if qualified faculty are available. Additionally, faculty will identify ways to incorporate leadership training in courses. In the past year, more leadership opportunities have been presented to students, so the expectation is that this skill will be better developed in graduating students in the next few years.

Student Learning Assessment for: Master of Business Administration and MS in Management

Program Intended Student Learning Outcomes (Program ISLOs)

- 1. Graduates can communicate effectively, both orally and in writing, in an organizational setting.*
- 2. Graduates will integrate foundational areas of business to make informed decisions.*
- 3. Graduates will analyze social, legal, and global issues within an ethical framework.*
- 4. Graduates will analyze leadership situations and make informed decisions.*

Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:

- 1. Peregrine Academic Services Common Professional Component (CPC) Comprehensive Exam*
Program ISLOs Assessed by this Measure: 1, 2, 3, 4

- 2. Business Simulation Game or team presentation performance in the Business Strategy and Policy course, which is the capstone course taken in the last semester of the MBA plan of study.*
Program ISLOs Assessed by this Measure: 1, 2, 3, 4

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

- 1. MBA Exit Survey*

Performance Objectives (Targets/Criteria) for Direct Measures:

At least 70% of all graduating MBA and MS in Management students will compare favorably (within 5%) to the aggregate pools for IACBE (US) and ACBSP (US) schools using the Peregrine CPC comprehensive exam.

At least 70% of all graduating MBA and MS in Management students will meet or exceed the U.S. national average on the overall score for the previous year of competition using the Business Strategy Game by GLO-BUS Software, Inc., which indicates achievement of ISLOs 1 through 4.

Performance Objectives (Targets/Criteria) for Indirect Measures:

At least 80% of graduating MBA and MS in Management students will

Select statements from the MBA exit survey that assess student satisfaction with degree and faculty.

Program ISLOs Assessed by this Measure: 1, 2, 3, 4

indicate on the MBA Exit Survey that they “strongly agree” or “agree” or view their chances as “outstanding” or “good” that they achieved each of the programs ISLOs 1 through 4.

At least 80% of the graduating MBA and MS in Management students will indicate “strongly agree,” or view their chances as “outstanding,” that they achieved each of the concentration ISLOs 1 through 3.

Learning Assessment Results: Master of Business Administration and MS in Management

Summary of Results from Implementing Direct Measures of Student Learning:

1. Peregrine Academic Services Common Professional Component (CPC) Comprehensive Exam. (ISLOs 1,2,3,4)

Assessment is tied to the number of students scoring within 5% of the aggregate scores of IACBE and ACBSP schools. The target is 70%; the target was met.

Aggregate Scores:

Dobson SBT (SWOSU) – 73.51% (47 exams taken)

IACBE – 56.18%

ACBSP – 54.42%

Number of students comparing favorably (within 5%) to the aggregate pools for IACBE and ACBSP schools using the Peregrine CPC comprehensive exam.		
Benchmark – IACBE and ACBSP aggregate pools with 5% subtracted.	Number of SWOSU students scoring at or above benchmark	Percent of SWOSU students scoring at or above benchmark
IACBE – 56.18% - 2.81% (5% less)= 53.37% (required level)	40	85.10%
ACBSP – 54.42% - 2.72% (5% less)= 51.70% (required level)	43	91.50%

Dobson SBT's results compared to IACBE and ACBSP results:

Area	Dobson SBT Aggregate Results	Dobson SBT's comparison with IACBE*	Dobson SBT's comparison with ACBSP*
Accounting	78.22%	20.93%	22.58%
Business Ethics	68.60%	11.48%	13.17%
Business Finance	74.67%	25.20%	26.18%
Bus. Integration & Strategic Mgmt.	78.52%	20.10%	22.15%
Business Leadership	66.67%	7.89%	9.73%
Economics	69.78%	14.0%	15.82%
Economics: Macroeconomics	71.05%	16.0%	18.09%
Economics: Microeconomics	68.47%	11.90%	13.54%
Legal Environment of Business	75.0%	18.95%	21.21%
Management	73.44%	15.93%	16.98%
Mgmt.: Human Resource Mgmt.	72.20%	13.40%	14.67%
Mgmt.: Operations/Production Mg	68.46%	15.31%	16.52%
Mgmt.: Organizational Behavior	79.67%	19.79%	20.96%
Marketing	74.41%	14.71%	16.88%
Quantitative Research Tech. & Stats	71.11%	17.94%	19.0%
AVERAGES:	73.51%	17.33%*	19.09%*

*Positive numbers mean Dobson SBT scored higher than comparison group; negative numbers mean Dobson SBT scored lower than comparison group. The aggregate scores for Dobson SBT's master's students were all positive. Dobson SBT's average was higher than the comparison groups in all subject areas.

2. *Business Simulation Game (BSG) or team presentation performance in the Strategic Management and Policy course, which is the capstone course taken in the last semester of the MBA plan of study. (ISLOs 1,2,3,4)*

Assessment is tied to the number of MBA or MS in Management students meeting or exceeding the U.S. national average on the Business Strategy Game (BSG) by GLO-BUS Software, Inc. The target is 70%; the target was met.

Total number of MBA and MS in Management students participating in the BSG – 45

Number of MBA and MS in Management students exceeding U.S. national average – 36 (80%)

Summary of Results from Implementing Indirect Measures of Student Learning:

1. *MBA and MS in Management Exit Survey – Select statement from the MBA and MS in Management exit survey that assess student satisfaction with degree and faculty. (ISLOs 1,2,3,4)*

Assessment is tied to the number of students rating their degree of success and satisfaction with faculty as “strongly agree” or “agree.” Number of respondents to MBA and MS Management Exit Surveys was 44 and 3 respectively, for a total of 47. However, not all respondents answered all questions. The target is 80%; the target was met.

Exit Survey Statements Assessing ISLOs	Number of Students Rating the Statement as “Strongly Agree” or “Agree” n=47
<i>ISLOs 2, 3, 4 - Program improved critical thinking and ability to solve complex problems</i>	41 out of 47 (87.2% of total)
<i>ISLOs 1,2,3,4 - Program encouraged the development of creative solutions in simulated and real-world scenarios.</i>	43 out of 47 (91.5% of total)
<i>ISLOs 1,2,3,4 - Courses included experiences that encouraged assessment and adherence to ethical principles and professional code of conduct.</i>	42 out of 47 (89.3% of total)
<i>ISLOs 1,3, 4 - Courses encouraged communication of the value of diversity in business organizations</i>	39 out of 46 (84.8% of total)
<i>ISLOs 1, 2, 3, 4 - Program prepared students to apply discipline specific knowledge and skills.</i>	41 out of 45 (91.1% of total)

Summary of Achievement of Intended Student Learning Outcomes:

Intended Student Learning Outcomes	Learning Assessment Measures							
Program ISLOs	CPC Comp Exam	Bus Simulation Game	Direct Measure 3	Direct Measure 4	MBA Exit Survey	Indirect Measure 2	Indirect Measure 3	Indirect Measure 4
	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>Graduates can communicate effectively, both orally and in writing, in an organizational setting.</i>	Met	Met			Met			
2. <i>Graduates will integrate</i>	Met	Met			Met			

<i>foundational areas of business to make informed decisions.</i>								
3. <i>Graduates will analyze social, legal, and global issues within an ethical framework.</i>	Met	Met			Met			
4. <i>Graduates will analyze leadership situations and make informed decisions.</i>	Met	Met			Met			
Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:								
1. <i>ISLO 1 – The performance target for this program ISLO dealing with oral and written communication in an organizational setting was met on the comprehensive examination, Business Simulation Game, and the exit survey.</i>								
2. <i>ISLO 2 – The performance target for this program ISLO dealing with foundational areas of business and the ability to make informed was met on the comprehensive examination, Business Simulation Game, and the exit survey.</i>								
3. <i>ISLO 3 – The performance target for this program ISLO dealing with the ability to analyze social, legal, and global issues within an ethical framework was met on the comprehensive examination, Business Simulation Game, and the exit survey.</i>								
4. <i>ISLO 4 – The performance target for this program ISLO dealing with the ability to analyze leadership situations and make informed decision was met on the comprehensive examination, Business Simulation Game, and the exit survey.</i>								