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|  | Report of Outcomes Assessment Results | |  |
|  | Institution | Southwestern Oklahoma State University |  |
|  | Academic Business Unit | Everett Dobson School of Business and Technology |  |
|  | Academic Year | 2015-2016 |  |
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**International Assembly for Collegiate Business Education**

Outcomes Assessment Results

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| **For Academic Year:** | 2015-2016 |

**Section I: Student Learning Assessment**

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| **Student Learning Assessment for: *Bachelor of Business Administration*** | |
| **Program Intended Student Learning Outcomes (Program ss)** | |
| 1. *Graduates can communicate effectively, both orally and in writing, in an organizational setting.* | |
| 1. *Graduates will integrate foundational areas of business to make informed decisions.* | |
| 1. *Graduates will analyze social, legal, and global issues within an ethical framework.* | |
| 1. *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.* |
| 1. *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:** |
| 1. *BBA Exit Survey*   *Select statements from the BBA exit survey that assess student satisfaction with degree and faculty.*  Program ISLOs Assessed by this Measure: *1, 2, 3, 4* | 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.  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. |
| **Learning 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 met.*  *Aggregate Scores:*  *Dobson SBT (SWOSU) – 58.89% (87 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.*** | | | | --- | --- | --- | | *Benchmark – IACBE and ACBSP aggregate pools with 5% subtracted.* | *Number of SWOSU students scoring at or above benchmark*  *n=87* | *Percent of SWOSU students scoring at or above benchmark* | | *IACBE – 53.05% - 2.65% (5% less)=*  ***50.40% (required level)*** | *65* | ***74.7%*** | | *ACBSP – 51.91% - 2.6% (5% less)=*  ***49.31% (required level)*** | *63* | ***72.4%*** |   *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* | *60.46%* | *7.82%* | *8.95%* | | *Accounting and the Business Environment* | *77.04%* | *NA* | *-1.62%* | | *Advanced Marketing I* | *51.88%* | *-2.38%* | *-3.23%* | | *Advanced Marketing II* | *61.88%* | *4.09%* | *3.77%* | | *Business Ethics* | *57.93%* | *4.28%* | *4.53%* | | *Business Finance* | *54.71%* | *8.35%* | *9.71%* | | *Bus. Integration and Strategic Mgmt.* | *64.48%* | *8.48%* | *9.02%* | | *Business Leadership* | *56.78%* | *4.98%* | *5.37%* | | *Economics* | *51.03%* | *1.42%* | *2.24%* | | *Economics: Macroeconomics* | *51.72%* | *3.50%* | *4.33%* | | *Economics: Microeconomics* | *50.34%* | *-0.58%* | *0.20%* | | *Global Dynamics of Business* | *53.68%* | *6.42%* | *6.95%* | | *HRM Advanced Topic I* | *57.41%* | *2.47%* | *3.75%* | | *HRM Advanced Topic II* | *61.11%* | *4.31%* | *5.01%* | | *HRM Advanced Topic III* | *54.44%* | *8.92%* | *4.56%* | | *Information Management Systems* | *64.25%* | *4.96%* | *5.51%* | | *Legal Environment of Business* | *58.28%* | *2.49%* | *2.95%* | | *Management* | *63.91%* | *5.55%* | *6.58%* | | *Management: HR Mgmt.* | *64.16%* | *4.78%* | *4.84%* | | *Mgmt.: Operations/Production Mgmt.* | *59.44%* | *4.77%* | *6.33%* | | *Mgmt.: Organizational Behavior* | *68.04%* | *7.58%* | *8.86%* | | *Marketing* | *53.91%* | *6.83%* | *7.34%* | | *Quantitative Research Tech. & Stats* | *54.94%* | *5.48%* | *7.09%* | | ***TOTAL:*** | ***58.89%*** | ***5.84%*** | ***6.98%*** |   \**Positive numbers mean Dobson SBT scored higher than comparison group; negative numbers mean Dobson SBT scored lower than comparison group.* | | |
| 1. *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 – 95*  *Number of students exceeding national average – 77* ***(81.1%)*** | | |
| **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 2015-16, the number of respondents to BBA Exit Survey was 87, 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”* | | --- | --- | | *ISLOs 2, 3, 4 - Program improved critical thinking and ability to solve complex problems* | *80 out of 87 (****92.0%*** *of total)* | | *ISLOs 1,2,3,4 - Program encouraged the development of creative solutions in simulated and real-world scenarios.* | *79 out of 86 (****92.0%*** *of total)* | | *ISLOs 1,2,3,4 - Courses included experiences that encouraged assessment and adherence to ethical principles and professional code of conduct.* | *81 out of 87 (****93.1%*** *of total)* | | *ISLOs 1,3, 4 - Courses encouraged communication of the value of diversity in business organizations* | *79 out of 87* ***(92.0%*** *of total)* | | *ISLOs 1, 2, 3, 4 - Program prepared students to apply discipline specific knowledge and skills.* | *81 out of 85* ***(93.1%*** *of total)* | | | |

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| **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. *Graduates can communicate effectively, both orally and in writing, in an organizational setting.* | Met | Met |  |  | Met |  |  |  | |
| 1. *Graduates will integrate foundational areas of business to make informed decisions.* | Met | Met |  |  | Met |  |  |  | |
| 1. *Graduates will analyze social, legal, and global issues within an ethical framework.* | Met | Met |  |  | Met |  |  |  | |
| 1. *Graduates will analyze leadership situations and make informed decisions.* | Met | Met |  |  | Met |  |  |  | |
| **Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:** | | | | | | | | | |
| 1. *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.* | | | | | | | | | |
| 1. *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.* | | | | | | | | | |
| 1. *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.* | | | | | | | | | |
| 1. *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.* | | | | | | | | | |

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| **Student Learning Assessment for: *Master of Business Administration*** | |
| **Program Intended Student Learning Outcomes (Program ISLOs)** | |
| 1. *Graduates can communicate effectively, both orally and in writing, in an organizational setting.* | |
| 1. *Graduates will integrate foundational areas of business to make informed decisions.* | |
| 1. *Graduates will analyze social, legal, and global issues within an ethical framework.* | |
| 1. *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 MBA students will compare favorably (within 5%) to the aggregate pools for IACBE (US) and ACBSP (US) schools using the Peregrine CPC comprehensive exam.* |
| 1. *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* | *At least 70% of all graduating MBA 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.* |

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| **Assessment Instruments for Intended Student Learning Outcomes—**  **Indirect Measures of Student Learning:** | **Performance Objectives (Targets/Criteria) for Indirect Measures:** |
| 1. *MBA Exit Survey*   *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* | *At least 80% of graduating MBA students will 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 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*** | | |
| **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) – 66.81% (36 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*  *n=36* | *Percent of SWOSU students scoring at or above benchmark* | | *IACBE – 56.18% - 2.81% (5% less)=*  ***53.37% (required level)*** | *26* | ***72.2%*** | | *ACBSP – 54.42% - 2.72% (5% less)=*  ***51.70% (required level)*** | *28* | ***77.8%*** |   *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* | *68.0%* | *10.71%* | *12.36%* | | *Business Ethics* | *64.31%* | *7.19%* | *8.88%* | | *Business Finance* | *60.44%* | *10.97%* | *11.95%* | | *Bus. Integration & Strategic Mgmt.* | *73.56%* | *15.14%* | *17.19%* | | *Business Leadership* | *70.83%* | *12.05%* | *13.89%* | | *Economics* | *67.11%* | *11.33%* | *13.15%* | | *Economics: Macroeconomics* | *67.87%* | *12.82%* | *14.91%* | | *Economics: Microeconomics* | *66.38%* | *9.81%* | *11.45%* | | *Legal Environment of Business* | *67.36%* | *11.31%* | *13.57%* | | *Management* | *65.99%* | *8.48%* | *9.53%* | | *Management: HR Mgmt.* | *64.65%* | *5.85%* | *7.12%* | | *Mgmt.: Operations/Production Mgmt.* | *67.68%* | *14.53%* | *15.74%* | | *Mgmt.: Organizational Behavior* | *65.66%* | *5.78%* | *6.95%* | | *Marketing* | *70.20%* | *10.50%* | *12.67%* | | *Quantitative Research Tech. & Stats* | *63.33%* | *10.16%* | *11.22%* | | ***TOTAL:*** | ***66.81%*** | ***10.63%*** | ***12.39%*** |   *\*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.* | | |
| 1. *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 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 students participating in the BSG – 23*  *Number of MBA students exceeding U.S. national average – 20* ***(87%)*** | | |

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| **Summary of Results from Implementing Indirect Measures of Student Learning:** |
| 1. *MBA Exit Survey – Select statement from the MBA 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 21 and 4 respectively, for a total of 25. However, not all respondents answered all questions. The target is 80%; the target was met on three out of five questions. Since the sample size was small (25), percentages are heavily affected by a small number of “neutral” votes. Only two votes on any of the questions were negative (“disagree”).*   | *Exit Survey Statements Assessing ISLOs* | *Number of Students Rating the Statement as*  *“Strongly Agree” or “Agree”* | | --- | --- | | *ISLOs 2, 3, 4 - Program improved critical thinking and ability to solve complex problems* | *19 out of 24 (****79.2%*** *of total)* | | *ISLOs 1,2,3,4 - Program encouraged the development of creative solutions in simulated and real-world scenarios.* | *21 out of 24 (****87.5%*** *of total)* | | *ISLOs 1,2,3,4 - Courses included experiences that encouraged assessment and adherence to ethical principles and professional code of conduct.* | *23 out of 24 (****95.8%*** *of total)* | | *ISLOs 1,3, 4 - Courses encouraged communication of the value of diversity in business organizations* | *21 out of 25* ***(84.0%*** *of total)* | | *ISLOs 1, 2, 3, 4 - Program prepared students to apply discipline specific knowledge and skills.* | *19 out of 25 (****76%*** *of total)* | | ***AVERAGE*** | ***84.5%*** | |

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| **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. *Graduates can communicate effectively, both orally and in writing, in an organizational setting.* | Met | Met |  |  | Met |  |  |  |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 1. *Graduates will integrate foundational areas of business to make informed decisions.* | Met | Met |  |  | Met |  |  |  |
| 1. *Graduates will analyze social, legal, and global issues within an ethical framework.* | Met | Met |  |  | Met |  |  |  |
| 1. *Graduates will analyze leadership situations and make informed decisions.* | Met | Met |  |  | Met |  |  |  |

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| **Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:** |
| 1. *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. Although the target of 80% was not met on every question in the exit survey, the average of the scores was well above the target (84.5%).* |
| 1. *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. Although the target of 80% was not met on every question in the exit survey, the average of the scores was well above the target (84.5%).* |
| 1. *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. Although the target of 80% was not met on every question in the exit survey, the average of the scores was well above the target (84.5%).* |
| 1. *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. Although the target of 80% was not met on every question in the exit survey, the average of the scores was well above the target (84.5%).* |