



Report of Outcomes Assessment Results

Institution	Dakota Wesleyan University
Academic Business Unit	Business Department
Academic Year	2014-2015

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: 2014-2015

Section I: Student Learning Assessment

Student Learning Assessment for: <i>Entrepreneurial Leadership</i>	
Program Intended Student Learning Outcomes (Program ISLOs)	
<i>Students will be able to identify and describe the differences between an entrepreneur and a manager/employee</i>	
<i>Students will be able to identify and explain the intercultural dimensions of an entrepreneur</i>	
<i>Students will be able to explain the theories and principles of an environmental analysis associated with a business</i>	
Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
1. <i>Comprehensive Exam</i> Program ISLOs Assessed by this Measure: 1,2	The outcome criteria for the program is that 75% of students in the BS Entrepreneurial program will score at least 70% on all 6 content areas on the Peregrine Academic Services comprehensive business exam
2. <i>Capstone Project</i> Program ISLOs Assessed by this Measure: 3	85% of students will receive a 3.0 or higher (based on a 5.0 scale) on the written and oral portions of the capstone project using the rubric developed for the program.
Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Indirect Measures:
1. <i>Senior exit surveys</i> Program ISLOs Assessed by this Measure: 2	On the senior exit survey forms for the BS Entrepreneurial Leadership/Management program courses, the weighted average rate on the item(s) dealing with the degree of student success in achieving course learning objectives will be a 3.5 or higher (bases on a 5.0 scale)
2. <i>Performance Electronic Portfolio (PEP)</i> Program ISLOs Assessed by this Measure: 1, 2,3	On the PEP for the BS Entrepreneurial Studies the weighted average rate on the item(s) dealing with the degree of student success in achieving course learning objectives will score a 3.0 or higher (based on a 4.0 scale).
Learning Assessment Results: <i>Entrepreneurial Leadership</i>	

Summary of Results from Implementing Direct Measures of Student Learning:

1. Based on the criteria set, only 0% of students met the criteria which means it was not met. However, 100% of students earned an “average” rating or higher on exam and 5 out of 6 scored 70% or higher in the content area of the exam.
2. Based on the criterion, 5 out of 6 scored 86.7% on the project. Therefore the criteria was met.

Summary of Results from Implementing Indirect Measures of Student Learning:

1. Of the 6 students who participated in the survey 100% were in agreement that the program prepared them and the average score was 4.5 out 5. The criteria was met.
2. Based on the criteria set, students scored a 3.44 out of 4.0 scale. The criterion was met.

Intended Student Learning Outcomes								
Program ISLOs	Direct Measure 1	Direct Measure 2	Direct Measure 3	Indirect Measure 4	Indirect Measure 1	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>Students will be able to identify and describe the differences between an entrepreneur and a manager/employee</i>						Met		
2. <i>Students will be able to identify and explain the intercultural dimensions of an entrepreneur</i>	Not met	Met			Met	Met		
3. <i>Students will be able to explain the theories and principles of an environmental analysis associated with a business</i>	Not Met					Met		

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

1. *Need to reevaluate the criterion to determine if the expectation is too high. If so, we need to adjust it accordingly.*
2. The PEP tool needs to be a requirement that is enforced more regularly to insure that it is valid and reliable tool for the Sports Management program or find another tool that can be used.

3. The use of the university senior exit survey may not be the best tool. The department will develop a more specific exit survey that better matches the program outcomes for each of the majors.

