



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>Marketing</i>	
Program Intended Student Learning Outcomes (Program ISLOs)	
1. <i>Students will be able to formulate innovative marketing strategies through the use of marketing simulations</i>	
2. <i>Students will be able to apply ethical and legal principles in marketing strategic decision making</i>	
3. <i>Students will be able to articulate in detail and specific terms the environmental dimensions of marketing</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	<i>75% of students in the BS Marketing program will score at least 70% on all 6 content areas on the Peregrine Academic Services comprehensive business exam (CBE).</i>
2. <i>Direct Measure 2</i> Program ISLOs Assessed by this Measure: 3	<i>75% of students in the BS Marketing program will score at least 80% on the Marketing section of the capstone senior project and at least 70% on the other 4 sections.</i>
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	<i>On the senior exit survey forms for the BS Marketing 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 (based on a 5.0 scale)</i>
2. <i>Performance Electronic Portfolio (PEP)</i> Program ISLOs Assessed by this Measure: 1,2,3	<i>On the PEP for the BS Marketing program, the weighted average rate on the item(s) dealing with the degree of student success in achieving course learning objectives will be a 3.0 or higher (based on a 4.0 scale)</i>
Learning Assessment Results: <i>Marketing</i>	

Summary of Results from Implementing Direct Measures of Student Learning:

1. Based on the criteria set, only 17.39% of students met the criteria which means it was not met. However, 82.6% of students earned an “average” rating or higher on exam.
2. Management section - 12/13 students (92.3%) finished with a grade score higher than 70%; Marketing section – 13/13 students (100%) finished with a grade score higher than 70%; Operations section – 13/13 students (100%) finished with a grade score higher than 80%
Finance section – 12/13 students (92.3%) finished with a grade score higher than 70%

Summary of Results from Implementing Indirect Measures of Student Learning:

1. Of the 16 students who participated in the survey 100% were in agreement that the program prepared them and the average score of 4.56 out 5.
2. Based on the criteria set, students scored a 3.0 out of 4.0 scale.

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 formulate innovative marketing strategies through the use of marketing simulations</i>	Not met					Met		
2. <i>Students will be able to apply ethical and legal principles in marketing strategic decision making</i>	Not met				Met	Met		
3. <i>Students will be able to articulate in detail and specific terms the environmental dimensions of marketing</i>		Met				Met		

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

1. One problem here is that the tool for criterion 1 needs to be changed to match the requirement set by the outcome.
2. The most likely change that needs to happen is the criterion needs to be changed to match the other programs

3. *Rubrics for the senior project need to be redeveloped in order to have the tool as a measurement for the outcomes*

4. *Criterion 2 needs to be redeveloped in order to have the comp exam measure the outcome better.*

5. *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.*

