



## Report of Outcomes Assessment Results

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

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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: 2014-2015

### Section I: Student Learning Assessment

Student Learning Assessment for: <i>Sports Management</i>	
Program Intended Student Learning Outcomes (Program ISLOs)	
1. <i>Students will be able to articulate the concepts, theories, and principles associated with the financial aspects of sports management</i>	
2. <i>Students will be able to analyze and evaluate financial data associated with sports management</i>	
3. <i>Students will be able to apply legal and ethical principles in business to strategic decision making in sports management.</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 BA Sports Management program will score at least 70% on all 6 content areas on the Peregrine Academic Services comprehensive business exam
2. <i>Direct Measure 2</i> Program ISLOs Assessed by this Measure: 3	The expected criterion for this measurement is that 75% of students in the BA Sports Management program will score at least 80% on the concentration area (marketing or management) section of the Capstone senior project and at least 70% on the other 4 sections.
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	The expected results for this criterion is that on the senior exit survey forms for the BS Accounting 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).
2. <i>Performance Electronic Portfolio (PEP)</i> Program ISLOs Assessed by this Measure: 1,2,3	On the PEP for the BS Accounting, 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>Sports Management</i>	

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

1. Based on the criteria set, only 50% of students met the criteria which means it was not met. However, 100% of students earned an “average” rating or higher on exam.
2. There were no SPM graduates who took this course. The criteria was not met.

**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 1.5 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 articulate the concepts, theories, and principles associated with the financial aspects of sports management</i>	Not met					Not Met		
2. <i>Students will be able to analyze and evaluate financial data associated with sports management</i>	Not Met				Met	Not Met		
3. <i>Students will be able to apply legal and ethical principles in business to strategic decision making in sports management.</i>		Not Met				Not Met		

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

1. *Need to reevaluate the criterion for this program to determine if the outcomes are reachable*
2. *Rubrics for the senior project in sports management needs to be created and developed.*

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| 3. <i>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.</i>    |
| 4. <i>Sports management program should be rolled into the business major program to insure that students are meeting the department mission and goals.</i>  |
| 5. <i>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.</i> |

