



## Report of Outcomes Assessment Results

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Institution	Dakota Wesleyan University
Academic Business Unit	Business Department
Academic Year	2017-2018

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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.

  X   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:

\_\_\_\_\_

### Directions

Complete the Outcomes Assessment Results form below. **Note:** Section II of the form (Operational Assessment) needs to be completed only if you received first-time accreditation or reaffirmation of accreditation after January 1, 2011.

An example of a completed form can be found in a separate document that is available for download on the IACBE's website at: [www.iacbe.org/accreditation-documents.asp](http://www.iacbe.org/accreditation-documents.asp).

Section I (Student Learning Assessment) of the Outcomes Assessment Results form must be completed for each business program that is accredited by the IACBE (i.e., a separate table must be provided for each program).

Add tables, and insert or delete rows in the tables as needed in order to accommodate the number of your (i) business programs, (ii) intended student learning outcomes, and (iii) intended operational outcomes. In the sections of the assessment results tables entitled "Summary of Achievement of Intended Student Learning Outcomes" and "Summary of Achievement of Intended Operational Outcomes," **DO NOT ADD OR DELETE COLUMNS**. Space is provided in these sections for four direct measures of student learning, four indirect measures of student learning, and eight operational assessment measures/methods. If you are employing fewer than this number of assessment instruments, simply leave cells in the unused columns blank. If you are employing more than this number of instruments, you will need to create additional summary-of-achievement tables to report your assessment information.

In the sections of the assessment results tables entitled "Summary of Achievement of Intended Student Learning Outcomes" and "Summary of Achievement of Intended Operational Outcomes," enter "Met" in a given cell of the table if the performance target for the instrument in that column was achieved for the intended outcome in that row; "Not Met" if the performance target for the instrument in that column was not achieved for the intended outcome in that row; or "NA" (Not Assessed) if the instrument in that column does not measure the intended outcome in that row.

At the bottom of each assessment results table, space is provided to identify changes and improvements that you plan to make as a result of your assessment activity.

Italicized entries in the form represent areas where the academic business unit should insert its own assessment information.

Please be sure to delete these directions before submitting your form to the IACBE.

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## Outcomes Assessment Results

For Academic Year: 2017-2018

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### Section I: Student Learning Assessment

Student Learning Assessment for: <i>B.S. in Accounting</i>	
Program Intended Student Learning Outcomes (Program ISLOs)	
1. Students will be able to conduct an environmental analysis of business	
2. Students will be able to apply fundamental concepts, theories, and principles in the functional areas of business: management, marketing, finance, operations, and information management	
3. Students will be able to demonstrate effective written and oral communication skills	
4. Students will identify appropriate legal and ethical dimensions of leadership	
5. Students will analyze, evaluate, and present financial data	
Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
1. Senior Capstone Project  Program ISLOs Assessed by this Measure: 1, 2 and 3	ISLO 1: The B.S. Accounting students' mean score on the environmental analysis section of the project rubric will be 80% or greater. ISLO 2: The B.S. Accounting student's total mean score on the 5 content categories of the project rubric will be 80% or greater. ISLO 3: The B.S. Accounting students' mean score on the written presentation section of the project rubric will be 90% or greater.
2. Simulation  Program ISLOs Assessed by this Measure: 3	ISLO 3: The B.S. Accounting students' mean score on the simulation rubric section on oral presentation will be 90% or greater.

3. Peregrine Academic Services Comprehensive Business Exam  Program ISLOs Assessed by this Measure: 2 and 4	ISLO 2: The B.S. Accounting students' total mean score will be 50% or greater. ISLO 4: The B.S. Accounting students' mean score in the content areas of leadership, ethics, and legal environment will be higher than the national average mean score of other faith-based universities.
4. Business and Industry Financial Analysis  Program ISLOs Assessed by this Measure: 2 and 4	ISLO 5: The Accounting students' total mean score from content items on the project rubric will be 85% or greater.

Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Indirect Measures:
1. Senior Exit Survey  Program ISLOs Assessed by this Measure: 1, 2, 3, 4, and 5	The Accounting students' total mean score on the questions identified will be 4 or higher on a 5-point Likert scale.

### Learning Assessment Results: *B.S. in Accounting*

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

- For ISLO 1, the average score for the environmental analysis was 2.77 out of 4 or 69.25%.  
For ISLO 2, the average score for the 5 categories was 3.24 out 4 or 81.00%  
For ISLO 3, the average score for the writing section and oral components was 2.95 out of 4 or 73.75%.
- For ISLO 3, the average score for the accounting students has a mean score of 93.8%.
- For ISLO 2, the average mean score for the accounting students was a 58.0%; nationally it was 54.54%  
For ISLO 4 the average mean score for leadership was 56, ethics was 60, and legal environment was 56. National averages were 53.92, 51.95, and 56.81 respectively.
- For ISLO 5, the average score for the content sections was 93.2%

#### Summary of Results from Implementing Indirect Measures of Student Learning:

- Dropped the alumni survey from previous year due to lack of institutional collection capability and department ability to capture the data.*
- Total mean score for the student exit survey was 4.11 out of 5*

### Summary of Achievement of Intended Student Learning Outcomes:

Intended Student Learning Outcomes	Learning Assessment Measures				
	<i>Senior Capstone</i>	<i>Simulation</i>	<i>Comp Exam</i>	<i>Business and Financial Analysis</i>	<i>Senior Exit Survey</i>
	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...
1. Students will be able to conduct an environmental analysis of business	Not met		Met		Met
2. Students will be able to apply fundamental concepts, theories, and principles in the functional areas of business: management, marketing, finance, operations, and information management	Met				Met
3. Students will be able to demonstrate effective written and oral communication skills	Not met	Met			Met
4. Students will identify appropriate legal and ethical dimensions of leadership			2 of 3 Met 1 of 3 Not Met		Met
5. Students will analyze, evaluate, and present financial data				Met	Met

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

1. Need to identify and develop further writing skill opportunities prior to the senior year.
2. While students did show a slight increase in ability to perform an environmental analysis, department still needs to identify further courses where the environmental analysis can be utilized and completed to give students more exposure to the importance of this outcome.

## Student Learning Assessment for: *B.S. in Business Administration*

### Program Intended Student Learning Outcomes (Program ISLOs)

1. Students will be able to conduct an environmental analysis of business.

2. Students will be able to apply fundamental concepts, theories, and principles in the functional areas of business: management, marketing, finance, operations, and information management.

3. Students will be able to demonstrate effective written and oral communication skills.

4. Students will identify appropriate legal and ethical dimensions of leadership.

5. Students will analyze, evaluate, and present financial data.

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

#### Performance Objectives (Targets/Criteria) for Direct Measures:

1. Senior Capstone Project

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

ISLO 1: The B.S. Business Administration students' mean score on the environmental analysis section of the project rubric will be 80% or greater.  
ISLO 2: The B.S. Business Administration student's total mean score on the 5 content categories of the project rubric will be 80% or greater.  
ISLO 3: The B.S. Business Administration students' mean score on the written presentation section of the project rubric will be 90% or greater.

2. Simulation

Program ISLOs Assessed by this Measure: 3

ISLO 3: The B.S. Business Administration students' mean score on the simulation rubric section on oral presentation will be 90% or greater.



3. Peregrine Academic Services Comprehensive Business Exam  Program ISLOs Assessed by this Measure: 2 and 4	ISLO 2: The B.S. Business Administration students' total mean score will be 50% or greater. ISLO 4: The B.S. Business Administration students' mean score in the content areas of leadership, ethics, and legal environment will be higher than the national average mean scores of other faith-based universities.
4. Business and Industry Financial Analysis	ISLO 5: The Business Administration students' total mean score from content items on the project rubric will be 85% or greater.

Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Indirect Measures:
1. Senior Exit Survey  Program ISLOs Assessed by this Measure: 1, 2, 3, 4, and 5	The Business Administration students' total mean score on the questions identified will be 4 or higher on a 5-point Likert scale.
<b>Learning Assessment Results: <i>B.S. in Business Administration</i></b>	
<b>Summary of Results from Implementing Direct Measures of Student Learning:</b>	
1. For ISLO 1, the average score for the environmental analysis was 2.77 out of 4 or 69.25%. For ISLO 2, the average score for the 5 categories was 3.24 out 4 or 81% For ISLO 3, the average score for the writing section was 2.95 out of 4 or 73.75%.	
2. For ISLO 3, the average score for the business administration students was a mean score of 83.43%.	
3. For ISLO 2, the average mean score for the students was a 51.99%; national average was 53.41% For ISLO 4 the average mean score for business administration in the content areas of leadership was 65, ethics was 45.7 and legal environment was 47.85. National averages were 53.92, 51.95, and 56.81 respectively.	
4. For ISLO 5, the average score for the content sections was 88.81%.	
<b>Summary of Results from Implementing Indirect Measures of Student Learning:</b>	
1. While the average on Comp exam was over 50% we were as an institution below the national average. When factoring in the accounting students our overall average beat the national average. We will want to review this to determine whether we wish to raise the bar for this criterion.	
2. Total mean score for the student exit survey was 4.11 out of 5	

Summary of Achievement of Intended Student Learning Outcomes:					
Intended Student Learning Outcomes	Learning Assessment Measures				
	<i>Senior Capstone</i>	<i>Simulation</i>	<i>Comp Exam</i>	<i>Business and Financial Analysis</i>	<i>Senior Exit Survey</i>
	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...
1. Students will be able to conduct an environmental analysis of business.	Not met				Met
2. Students will be able to apply fundamental concepts, theories, and principles in the functional areas of business: management, marketing, finance, operations, and information management.	Met		Met		Met
3. Students will be able to demonstrate effective written and oral communication skills.	Not met	Not Met			Met
4. Students will identify appropriate legal and ethical dimensions of leadership.			1 out of 3 Met 2 out of 3 Not Met		Met
5. Students will analyze, evaluate, and present financial data.				Met	Met
Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:					
<b>1. Need to evaluate the ways to provide students more opportunities for both written and oral skills develop in courses other than the final capstone course. Although we do believe the capstone day presentations that the university adopted as whole is going to have a good impact on this section.</b>					

2. Continue to explore where other opportunities may exist for students to conduct environmental analysis.

3. Need to develop ways to achieve a higher knowledge base in ethics and legal environment.

### Student Learning Assessment for: *B.S. in Entrepreneurial Leadership*

#### Program Intended Student Learning Outcomes (Program ISLOs)

1. Students will be able to demonstrate the processes and traits/behaviors associated with entrepreneurial success (discovery/concept development/resourcing/actualization/harvesting/leadership/personal assessment and management).
2. Students will be able to demonstrate the basic business knowledge and skills that are prerequisites or co-requisites for becoming a successful entrepreneur (business concepts/communications and interpersonal skills/digital skills/economics/financial literacy/professional development).
3. Students will be able to analyze the business activities performed by entrepreneurs in managing a business and/or organization (financial management/human resource Management/information management/marketing management/operations management/risk management/strategic management).

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

#### Performance Objectives (Targets/Criteria) for Direct Measures:

1. Business Plan Analysis

Program ISLOs Assessed by this Measure: 1 & 2

*ISLO 1: The overall assignment mean score will be a 80% or above*

*ISLO 2: The mean score of the rubric dealing with product attractiveness to the market will be a 80% or above*

2. Industry & Competitive Analysis  Program ISLOs Assessed by this Measure: 3			ISLO 3: The mean score will be a 80% or above		
Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:			Performance Objectives (Targets/Criteria) for Indirect Measures:		
1. Focus Groups  Program ISLOs Assessed by this Measure: 1, 2, 3			ISLO 1, 2, 3: The mean focus group approval score will be a 75% or above		
Learning Assessment Results: B.S. in Entrepreneurial Leadership					
Summary of Results from Implementing Direct Measures of Student Learning:					
1. ISLO #1: Overall mean score was 95% ISLO #2: Overall mean score was 95%					
2. ISLO #3: Overall mean score was 95%					
Summary of Results from Implementing Indirect Measures of Student Learning:					
1. ISLO #1,2 and 3: Overall mean score was 95%					
Summary of Achievement of Intended Student Learning Outcomes:					
Intended Student Learning Outcomes		Learning Assessment Measures			
		Business Plan Analysis	Industry and Competitive Analysis	Focus Groups	
		Performance Target Was...	Performance Target Was...	Performance Target Was...	

1. Students will be able to demonstrate the processes and traits/behaviors associated with entrepreneurial success (discovery/concept development/resourcing/actualization/harvesting/leadership/personal assessment and management).	Met		Met
2. Students will be able to demonstrate the basic business knowledge and skills that are prerequisites or corequisites for becoming a successful entrepreneur (business concepts/communications and interpersonal skills/digital skills/economics/financial literacy/professional development).	Met		Met
3. Students will be able to analyze the business activities performed by entrepreneurs in managing a business and/or organization (financial management/human resource Management/information management/marketing management/operations management/risk management/strategic management).		Met	Met

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

1. *There was only one student who graduated this academic year.*

Student Learning Assessment for <i>Nonprofit Administration</i>	
Program Intended Student Learning Outcomes (Program ISLOs)	
1.	<i>Program Learning Outcome 1: Understand important historical concepts and theories related to organizing and leading in the nonprofit sector.</i>
DWU Business Department Broad-Based Student Learning Goals Associated with this Outcome: 1, 2	

IACBE Key Learning Outcomes for Bachelor's-Level Business Programs to which this Outcome is Linked: 1, 4	
2. <i>Program Learning Outcome 2: Develop analytic, communication, and problem-solving skills necessary for nonprofit administration</i>	
DWU Broad-Based Student Learning Goals Associated with this Outcome: 1, 3	
IACBE Key Learning Outcomes for Bachelor's-Level Business Programs to which this Outcome is Linked: 2, 5, 6, 7	
3. <i>Program Learning Outcome 3: Apply classroom knowledge to service in the nonprofit sector</i>	
DWU Broad-Based Student Learning Goals Associated with this Outcome: <i>List of Learning Goals: 2, 3</i>	
IACBE Key Learning Outcomes for Bachelor's-Level Business Programs to which this Outcome is Linked: <i>List of Key Learning Outcomes, 3, 5, 6, 7</i>	
Assessment Instruments for ISLO— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
External Organizational Development Artifact: NPA 400 organizational report  Program ISLO assessed by this measure: 1, 2 & 3	80% of students receive a score of 70% on each subset of project rubric related to program ISLOs
Policy Artifact: NPA 310 White Paper and simulated policy proposal  Program ISLO assessed by this measure: 1 and 2	80% of students receive an outcome of 80% or higher on each subset of project rubric related to ISLO: problem identification, background, goal, solution  80% of students receive a mean score of 3 or higher (on 5 point scale) on policy proposal presentation from reviewer
Governance Artifact: NPA250 Nonprofit Development Plan and Board Simulation  Program ISLO assessed by this measure: 1 and 2	80% of students receive an outcome of 80% or higher on each subset of project rubric related to ISLO: structure, management, resource acquisition and stewardship, financial statements, market analysis, marketing  80% of students receive a mean score of 3 or higher (on 5 point scale) from reviewer for simulation for board materials (bylaws, orientation, agenda) and simulated board meeting.
Resource Development Artifact: NPA 350 Grant and Fundraising Event/Project  Program ISLO assessed by this measure: 2 & 3	80% of students receive a score of 70% or higher on 200 point project rubric related to ISLO for each subset of grant assignment: logic model, narrative, budget  50% of grants written are submitted for application on behalf of nonprofit organizations

Assessment Instruments for ISLO— Indirect Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Indirect Measures:
Graduate School Rates  Program ISLO assessed by this measure: 1, 2, 3	30% of graduates will apply and be accepted to graduate schools in the field, or related to the field.
Student satisfaction survey  Program ISLO assessed by this measure: 2, 3	75% of students will be satisfied or strongly satisfied by the learning experience in their major coursework
Student research presentations and publications  Program ISLO assessed by this measure: 1, 2, 3	50% of graduating students will have work published or accepted for presentation at a conference
Student internship or career placements in field  Program ISLO assessed by this measure: 1, 2, 3	50% of juniors and seniors, who apply, will receive positions in related fields of the discipline

#### Learning Assessment Results: *Nonprofit Administration*

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

1. *Summary of Results for Direct Measure 1 NA, class not offered in 17-18*
2. *Summary of Results for Direct Measure 2 NA, class not offered in 17-18*
3. *Summary of Results for Direct Measure 3 NA, class not offered in 17-18*
4. *Summary of Results for Direct Measure 4 Average score for the grant assignment was 90.2%. All students met the objective of 70% or higher. 60% of grants were given to students assigned nonprofit for submission.*

##### Summary of Results from Implementing Indirect Measures of Student Learning:

1. *Summary of Results for Indirect Measure 1 One of two graduates applied, and was accepted, for graduate school (50%) with a full tuition scholarship, 1 of two graduates received a contract for employment in the nonprofit sector (50%)*
2. *Summary of Results for Indirect Measure 2 100% of students scored 4 or higher on 5 point Likert scale for satisfaction*
3. *Summary of Results for Indirect Measure 3 2 of 2 graduates presented research at professional conferences*
4. *Summary of Results for Indirect Measure 4 80% of majors (2 graduates, 2 of 3 seniors/juniors) accepted employment or internships in the nonprofit sector.*

##### Summary of Achievement of Intended Student Learning Outcomes:

Intended Student Learning Outcomes	Learning Assessment Measures
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Program ISLOs	<i>External Organizational Development Artifact</i>	<i>Policy Artifact</i>	<i>Governance Artifact</i>	<i>Resource Development Artifact</i>	<i>Graduate School Rates</i>	<i>Student Satisfaction Survey</i>	<i>Student research and presentations</i>	<i>Student internship or career placement</i>
	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>Understand important historical concepts and theories related to organizing and leading in the nonprofit sector.</i>	NA	NA	NA	met	met	met	met	met
2. <i>Develop analytic, communication, and problem-solving skills necessary for nonprofit administration</i>	NA	NA	NA	met	met	met	met	met
3. <i>Apply classroom knowledge to service in the nonprofit sector</i>	NA	NA	NA	met	met	met	met	met
<b>Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:</b>								
1. <i>Course of Action 1: *All performance measures were met. However, will consider revising measures to include at least one artifact from courses offered in each semester.</i>								



Student Learning Assessment for B.A. Organizational Leadership	
Program Intended Student Learning Outcomes (Program ISLOs)	
<p>1. Students will be able to conduct an environmental analysis of business.</p> <p>Broad-Based Student Learning Goals Associated with this Outcome: 2. Students will be able to demonstrate an understanding and knowledge of the various environments in which businesses operate.</p> <p>Key Learning Outcomes for Bachelor's-Level Business Programs to which this Outcome is Linked: 2, 3, 4, and 6</p>	
<p>2. Students will be able to apply fundamental concepts, theories, and principles in the functional areas of business: management, marketing, finance, operations, and information management.</p> <p>Broad-Based Student Learning Goals Associated with this Outcome: 1. Students will acquire the relevant knowledge, competencies and skills appropriate to their program(s) of study or discipline. 3. Students will be able to demonstrate problem solving skills in an integrative business environment.</p> <p>Key Learning Outcomes for Bachelor's-Level Business Programs to which this Outcome is Linked: 1, 5 and 7</p>	
<p>3. Students will be able to demonstrate effective written and oral communication skills.</p> <p>Broad-Based Student Learning Goals Associated with this Outcome: 1. Students will acquire the relevant knowledge, competencies and skills appropriate to their program(s) of study or discipline.</p> <p>Key Learning Outcomes for Bachelor's-Level Business Programs to which this Outcome is Linked: 6</p>	
<p>4. Students will identify appropriate legal and ethical dimensions of leadership.</p> <p>Broad-Based Student Learning Goals Associated with this Outcome: 1. Students will acquire the relevant knowledge, competencies and skills appropriate to their program(s) of study or discipline. 2. Students will be able to demonstrate an understanding and knowledge of the various environments in which businesses operate.</p> <p>Key Learning Outcomes for Bachelor's-Level Business Programs to which this Outcome is Linked: 2 and 4</p>	
<p><b>Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:</b></p>	<p><b>Performance Objectives (Targets/Criteria) for Direct Measures:</b></p>

1. Senior Capstone Project  Program ISLOs Assessed by this Measure: 1, 2 and 3	ISLO 1: The B.A. Organizational Leadership students' mean score on the environmental analysis section of the project rubric will be 80% or greater. ISLO 2: The B.A. Organizational Leadership student's total mean score on the 5 content categories of the project rubric will be 80% or greater. ISLO 3: The B.A. Organizational Leadership students' mean score on the written presentation section of the project rubric will be 90% or greater.
2. Simulation  Program ISLOs Assessed by this Measure: 3	ISLO 3: The B.A. Organizational Leadership students' mean score on the simulation rubric section of the simulation for the oral presentation will be 90% or greater.
3. Peregrine Academic Services Comprehensive Business Exam  Program ISLOs Assessed by this Measure: 2 and 4	ISLO 2: The B.A. Organizational Leadership students' total mean score will be 50% or greater. ISLO 4: The B.A. Organizational Leadership students' mean score in the content areas of leadership, ethics, and legal environment will be higher than the national average mean scores of other faith-based universities.
<b>Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:</b>	<b>Performance Objectives (Targets/Criteria) for Indirect Measures:</b>
1. Alumni Survey  Program ISLOs Assessed by this Measure: 1, 2, 3, and 4	The Business Administration Alumni's total mean score on the questions identified will be 4 or higher on a 5-point Likert scale.
2. Senior Exit Survey  Program ISLOs Assessed by this Measure: 1, 2, 3, and 4	The Organizational Leadership students' total mean score on the questions identified will be 4 or higher on a 5-point Likert scale.
<b>Learning Assessment Results: B.A. in Organizational Leadership</b>	
<b>Summary of Results from Implementing Direct Measures of Student Learning:</b>	
1. ISLO #1: Average score on the environmental analysis section was a 81% ISLO#2: The average score on the 5 content areas was 83.2% ISLO #3: The average score on the written portion of project was 89.0%	
2. ISLO #3: Average score on the presentation was an 91%.	

3. ISLO #2: Average score for the Comp Exam for students was a 57%

ISLO #4: Average score for the leadership, ethics, and legal environment was 60, 60, and 55 respectively. For faith-based universities the national average was 53.92%, 51.95%, and 53.92% respectively.

#### Summary of Results from Implementing Indirect Measures of Student Learning:

1. Alumni data will not be used. Data for this is difficult to truly assess since there were only 2 graduates from the program this year.

2. ISLO#1, #2, #3, and #4. Average score for the Peregrine exit survey was a 4.11 out of 5

#### Summary of Achievement of Intended Student Learning Outcomes:

Intended Student Learning Outcomes	Learning Assessment Measures				
	Senior Capstone	Simulation	Comp Exam	Senior Exit Survey	
	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	
1. Students will be able to conduct an environmental analysis of business.	Met			Met	
2. Students will be able to apply fundamental concepts, theories, and principles in the functional areas of business: management, marketing, finance, operations, and information management.	Met	Met	Met	Met	
3. Students will be able to demonstrate effective written and oral communication skills.	Met			Met	
4. Students will identify appropriate legal and ethical dimensions of leadership.			Met	Met	

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

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1. A continuation of evaluating program courses will be needed to determine if learning outcomes can be achieved. Current discussion at the University level is the viability and sustainability of the program over the next few years. A pull-back and reevaluation of the entire program will be done in the next academic calendar year.

## MASTER'S-LEVEL PROGRAMS

Student Learning Assessment for the M.B.A. Strategic Leadership	
Program Intended Student Learning Outcomes (Program ISLOs)	
<p>1. Understand contemporary business issues and communicate them clearly, concisely, and appropriately</p> <p>Broad-Based Student Learning Goals Associated with this Outcome: 1. <i>Students will be able to explain the principle concept and theories in various functional areas of business</i></p> <p>Key Learning Outcomes for Master's-Level Business Programs to which this Outcome is Linked: 1, 4</p>	
<p>2. Understand and Integrate the practice of leadership with faith-based values and properly informed ethical values</p> <p>Broad-Based Student Learning Goals Associated with this Outcome: 1. <i>Students will be able to explain the principle concepts and theories in various functional areas of business</i></p> <p>Key Learning Outcomes for Master's-Level Business Programs to which this Outcome is Linked: 2, 6</p>	
<p>3. Demonstrate the skills both quantitatively and qualitatively whereby creativity and adaptability make them able to be on the leading edge of new business development and serve and meet organizations' needs.</p> <p>Broad-Based Student Learning Goals Associated with this Outcome: 3. <i>Students will be able to formulate innovative strategies to meet various organizational needs and; 4 Students will be able to use practical and technical skills sets towards the various functions of business (accounting, finance, marketing, management, operations).</i></p> <p>Key Learning Outcomes for Master's-Level Business Programs to which this Outcome is Linked: 1, 2, 3, and 5</p>	
<p>4. Able to apply the practical and technical skill-sets that increases managerial skills to the direct benefit and function of a business.</p> <p>Broad-Based Student Learning Goals Associated with this Outcome: 2. <i>Students will be able to speak, write, and present data and information using various oral, written, and technological forms of communication and; 3. Students will be able to formulate innovative strategies to meet organizational needs.</i></p> <p>Key Learning Outcomes for Master's-Level Business Programs to which this Outcome is Linked: 1, 4, 5</p>	
<p><b>Assessment Instruments for Intended Student Learning Outcomes—</b> <b>Direct Measures of Student Learning:</b></p>	<p><b>Performance Objectives (Targets/Criteria) for Direct Measures:</b></p>

1. <i>Peregrine Comprehensive exam</i>  Program ISLOs Assessed by this Measure: 2, 4	<i>ISLO #2: 80% of students will score 80% or higher on ethical portion of exam</i> <i>ISLO #4: 80% of students will score 50% or better on overall score of the Peregrine Academic Comprehensive exam</i>
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2. <i>Simulation</i>  Program ISLOs Assessed by this Measure: 1, 3, 4	<i>ISLO #1: 80% of students will score 90% or higher in the simulation presentation of the BUS 695 capstone course</i> <i>ISLO #3 and #4: 80% of students will score 90% or higher on simulation overall score.</i>
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<b>Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:</b>	<b>Performance Objectives (Targets/Criteria) for Indirect Measures:</b>
1. <i>Student Exit Survey</i>  Program ISLOs Assessed by this Measure: 1, 2, 3 and 4	<i>ISLO #1, #2, #3, and #4. 80% of students will have a mean score 4.0 or higher (on a 5-point Likert scale) from specific questions of the Peregrine student exit survey.</i>

<b>Learning Assessment Results: M.B.A.</b>
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<b>Summary of Results from Implementing Direct Measures of Student Learning:</b>
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1. <i>ISLO #2: Average score for 100% of students was 70.0%; versus national average of 55.31%</i> <i>ISLO #4: Average score for 100% of students on Comp Exam was 68.74%</i>
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2. <i>ISLO #1: Average score for students in the BUS 695 Capstone presentation was 95%</i> <i>#3 and #4: Average score for the simulation for 100% of students was a 91.8%</i>
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<b>Summary of Results from Implementing Indirect Measures of Student Learning:</b>
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4. <i>ISLO #1, 2, 3 and 4: 100% of students had an average of 4.32 out of 5 on the Peregrine exit survey</i>
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<b>Summary of Achievement of Intended Student Learning Outcomes:</b>
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Intended Student Learning Outcomes	Learning Assessment Measures		
	<i>Comp Exam</i>	<i>Simulation</i>	<i>Student Exit Survey</i>
	Performance Target Was...	Performance Target Was...	Performance Target Was...

1. Understand contemporary business issues and communicate them clearly, concisely, and appropriately		Met	Met
2. Understand and Integrate the practice of leadership with faith-based values and properly informed ethical values	Not met		Met
3. Demonstrate the skills both quantitatively and qualitatively whereby creativity and adaptability make them able to be on the leading edge of new business development and serve and meet organizations' needs.		Met	Met
4. Able to apply the practical and technical skill-sets that increases managerial skills to the direct benefit and function of a business.	Met		Met

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

1. *MBA ISLOs will need to be reworked for better clarity and understanding.*

2. *Both the performance objectives and the measurement tools need to be re-evaluated and modified to better capture assessment data. For example, the simulation overall scores may not reflect the true essence of what we are trying to capture.*

3. *Determine specific student exit survey questions to be used to better capture results better for indirect measure 1.*

**Section II: Operational Assessment (Note: Complete this section only if you received first-time accreditation or reaffirmation of accreditation after January 1, 2011.)**

Operational Assessment	
Intended Operational Outcomes	
1. The DWU business department will develop courses and programs that are relevant and up-to-date in the respective disciplines.  Broad-Based Operational Goals Associated with this Outcome: 2 and 3	
2. The DWU business department will have 2/3 of faculty with a terminal degree.  Broad-Based Operational Goals Associated with this Outcome: 1	
3. The DWU business department will actively engage in faculty development.  Broad-Based Operational Goals Associated with this Outcome: 1	
4. The DWU business department will adopt and use current technologies in the classroom.  Broad-Based Operational Goals Associated with this Outcome: 2 and 3	
Assessment Measures/Methods for Intended Operational Outcomes:	Performance Objectives (Targets/Criteria) for Operational Assessment Measures/Methods:
1. Senior Exit Survey  Intended Operational Outcomes Assessed by this Measure: 1 and 4	1: 85% of students will be satisfied or highly satisfied with various aspects of faculty teaching by relevant items in the survey.
2. Faculty Reviews  Intended Operational Outcomes Assessed by this Measure: 2 and 3	2: 2/3 of all faculty will have a terminal degree in the department.  3: 50% of faculty participate in at least 1 faculty development event (seminar, conference, presentation, publication, etc.) each year



3. University Course Evaluations  Intended Operational Outcomes Assessed by this Measure: 1 and 4	The mean score on item(s) regarding the degree of faculty success using new technologies will be a 3.0 or higher (based on a 5.0 scale)
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**Summary of Results from Implementing Operational Assessment Measures/Methods:**

- For IOO #1 from the Peregrine student exit survey, 100% of students gave a score of 4.206 out of 5 regarding instructors.  
For IOO #4 from the Peregrine student exit survey, 100% of students gave a score of 3.9 out of 5 regarding technologies used by instructors

- For IOO #2 66.67% of faculty have terminal degrees

For IOO #3 80% of faculty participated in 1 faculty development event.

- For IOO #4 was not met. The university adopted a new technology initiative for the academic year of 2018-2019. We will assess the change through the Peregrine Student exit survey.

**Summary of Achievement of Intended Operational Outcomes**

	Operational Assessment Measures/Methods		
	<i>Operational Assessment Measure/ Method 1</i>	<i>Operational Assessment Measure/ Method 2</i>	<i>Operational Assessment Measure/ Method 3</i>
	Performance Target Was...	Performance Target Was...	Performance Target Was...
1. <i>Intended Operational Outcome 1</i>	Met		
2. <i>Intended Operational Outcome 2</i>		Met	
3. <i>Intended Operational Outcome 3</i>		Met	
4. <i>Intended Operational Outcome 4</i>	Not Met		Not Met

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

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1. For IOO #4 the university has adopted a new technology initiative and this department will monitor this change through the use of the Peregrine exam. Given this information and the resulting Apple initiative, it is apparent we as a department need to review IOO #4 to determine changes needed to insure data assessment is corresponding to the outcome