
Report of Outcomes Assessment Results

Dakota Wesleyan University

Business Department

2018– 2019

Outcomes Assessment Results

For Academic Year: 2018-2019

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. 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.
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:

1. For ISLO 2, the average mean score for the accounting students was a 52.8%; nationally it was 51.55% (total).
For ISLO 4 the average mean score for leadership was 52.72, ethics was 48.2, and legal environment was 62.73. National averages were 52.87, 51.13, and 54.55 respectively.
2. Due to changes at IACBE, the outcomes 1,3, 5 direct measures were not tracked for this year. The business department will need to determine going forth what is needed to track to meet the next recertification process for IACBE.

Summary of Results from Implementing Indirect Measures of Student Learning:

1. *Total mean score for the student exit survey was 4.04 out of 5*
2. For ISLO #1: Mean score was 4.19 out of 5
For ISLO #2: Mean score was 4.18 out of 5
For ISLO #3: Mean score was 4.10 out of 5
For ISLO #4: Mean score was not tracked
For ISLO #5: Mean score was not tracked

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					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					Met
4. Students will identify appropriate legal and ethical dimensions of leadership			Met		
5. Students will analyze, evaluate, and present financial data					

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 to provide a base line.

2. Business Department will need to determine how to track ISLO 1,3,5 with either continuing the senior capstone course or some other tool or measurement for the direct measure.

1. Business department will need to determine how to track ISLO 4 and 5 for the indirect measure.

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:

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.

**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.

Learning Assessment Results: *B.S. in Business Administration*

Summary of Results from Implementing Direct Measures of Student Learning:

1. For ISLO 2, the average mean score for the students was a 50.18%; national average was 51.55%. For ISLO 4 the average mean score for business administration in the content areas of leadership was 55.5, ethics was 46, and legal environment was 56. National averages were 52.87, 51.13, and 54.55 respectively.

Summary of Results from Implementing Indirect Measures of Student Learning:

2. Total mean score for the student exit survey was 4.04 out of 5

3. For ISLO #1: Mean score was 4.19 out of 5

For ISLO #2: Mean score was 4.18 out of 5

For ISLO #3: Mean score was 4.10 out of 5

For ISLO #4: Mean score was not tracked

For ISLO #5: Mean score was not tracked

Summary of Achievement of Intended Student Learning Outcomes:

Learning Assessment Measures

Intended Student Learning Outcomes

Senior Capstone

Simulation

Comp Exam

*Business and
Financial
Analysis*

Senior Exit Survey

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

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

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

Met

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

Met

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

Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:
3. Need to identify and develop further writing skill opportunities prior to the senior year to provide a base line.
4. Business Department will need to determine how to track ISLO 1,3,5 with either continuing the senior capstone course or some other tool or measurement for the direct measure.
3. Business department will need to determine how to track ISLO 4 and 5 for the indirect measure.

Student Learning Assessment for B.A. Organizational Leadership
Program Intended Student Learning Outcomes (Program ISLOs)
1. Students will be able to conduct an environmental analysis of business. 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. Key Learning Outcomes for Bachelor's-Level Business Programs to which this Outcome is Linked: 2, 3, 4, and 6
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. 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. Key Learning Outcomes for Bachelor's-Level Business Programs to which this Outcome is Linked: 1, 5 and 7
3. Students will be able to demonstrate effective written and oral communication skills. 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. Key Learning Outcomes for Bachelor's-Level Business Programs to which this Outcome is Linked: 6

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

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.

Key Learning Outcomes for Bachelor's-Level Business Programs to which this Outcome is Linked: 2 and 4

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

Performance Objectives (Targets/Criteria) for Direct Measures:

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.

Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:

Performance Objectives (Targets/Criteria) for Indirect Measures:

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.

Learning Assessment Results: *B.A. in Organizational Leadership*

Summary of Results from Implementing Direct Measures of Student Learning:

1. ISLO #2: Average score for the Comp Exam for students was a 79.995%

ISLO #4: Average score for the leadership, ethics, and legal environment was 80, 90, and 70 respectively. For faith-based universities the national average was 52.87, 51.13, and 54.55% respectively.

Summary of Results from Implementing Indirect Measures of Student Learning:

1. ISLO#1, #2, #3, and #4. Average score for the Peregrine exit survey was a 4.04 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>Senior Exit Survey</i>	
	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	
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.				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:					
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>	
Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:

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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Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Indirect Measures:
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>

Learning Assessment Results: M.B.A.

Summary of Results from Implementing Direct Measures of Student Learning:

1. *ISLO #2: Average score for 100% of students was 64.7%; versus national average of 57.81%*
ISLO #4: Average score for 100% of students on Comp Exam was 64.7%

Summary of Results from Implementing Indirect Measures of Student Learning:

4. *ISLO #1, 2, 3 and 4: 100% of students had an average of 4.13 out of 5 on the Peregrine exit survey*

Summary of Achievement of Intended Student Learning Outcomes:

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
2. Understand and Integrate the practice of leadership with faith-based values and properly informed ethical values	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
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 evaluate moving forward with planned changes to the program.
2. Due to IACBE changes a further re-evaluation of the ISLO and measurement tools along with the changes planned in the program will need to be completed this next year.

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)
Summary of Results from Implementing Operational Assessment Measures/Methods:	
1. For IOO #1 from the Peregrine student exit survey, 100% of students gave a score of 4.15 out of 5 regarding instructors. For IOO #4 from the Peregrine student exit survey, 100% of students gave a score of 4.3 out of 5 regarding technologies used by instructors	

2. For IOO #2 66.67% of faculty have terminal degrees For IOO #3 80% of faculty participated in 1 faculty development event.			
2. Based on the exit survey this was met			
Summary of Achievement of Intended Operational Outcomes			
	Operational Assessment Measures/Methods		
	Operational Assessment Measure/ Method 1	Operational Assessment Measure/ Method 2	Operational Assessment Measure/ Method 3
	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>	Met		Met

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

- Changes in programs will require an evaluation of the operational outcomes to insure they meet IACBE accreditation requirements.