



Outcomes Assessment Plan

Institution Dakota Wesleyan University

Academic Business Unit Business Department

Date 11/12/20

OUTCOMES ASSESSMENT PLAN
Dakota Wesleyan University
Business Department

Section I: Mission and Broad-Based Goals

Mission Statement

Mission of the *Name of your Academic Business Unit*:

The mission of the Dakota Wesleyan University School of Business is to make impactful contributions to the economic and civic vitality of the region through the work of its faculty, through its programmatic offerings, and through the contributions of its graduates.

Broad-Based Goals

Broad-Based Student Learning Goals:

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 business' operate
3. Students will be able to demonstrate knowledge of appropriate decision-support tools and apply them to decision making

Broad-Based Operational Goals:

1. DWU business department, will offer strong comprehensive and contemporary degree programs that successfully prepare students for academic and professional careers, graduate school, and/or professional development through experiential learning opportunities
2. The DWU business department will attract and retain highly-qualified faculty who are engaged in professional development activities.

Broad-Based Operational Goals:

3. The DWU business department will provide a supportive learning environment that fosters student success and contributes to excellence in business education.

Section II: Student Learning Assessment

BACHELOR’S-LEVEL PROGRAMS

Student Learning Assessment for B.S in Accounting	
Program Intended Student Learning Outcomes (Program ISLOs)	
1.	<p>Students will be able to conduct an environmental analysis of business. Broad-Based Student Learning Goals to which this Outcome is Linked: 1, 2</p> <p>Key Learning Outcomes for Bachelor’s-Level Business Programs to which this Outcome is Linked: 1, 4, 8</p>
2.	<p>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 to which this Outcome is Linked: <i>List of Learning Goals 1, 3</i></p> <p>Key Learning Outcomes for Bachelor’s-Level Business Programs to which this Outcome is Linked: 2, 3, 5,</p>
3.	<p>Students will be able to demonstrate effective written and oral communication skills</p> <p>Broad-Based Student Learning Goals to which this Outcome is Linked: 2, 3</p> <p>Key Learning Outcomes for Bachelor’s-Level Business Programs to which this Outcome is Linked: 2, 3, 8</p>
4.	<p>Students will identify appropriate legal and ethical dimensions of leadership</p> <p>Broad-Based Student Learning Goals to which this Outcome is Linked: 1, 2</p> <p>Key Learning Outcomes for Bachelor’s-Level Business Programs to which this Outcome is Linked: 6, 7</p>
5.	<p>Students will analyze, evaluate, and present financial data</p> <p>Broad-Based Student Learning Goals to which this Outcome is Linked: 3</p> <p>Key Learning Outcomes for Bachelor’s-Level Business Programs to which this Outcome is Linked: 1, 5, 8</p>

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.

Student Learning Assessment for (BS Business Administration - *Management*)

Program Intended Student Learning Outcomes (Program ISLOs)

3. Students will be able to conduct an environmental analysis of business.
Broad-Based Student Learning Goals to which this Outcome is Linked: 1, 2

Key Learning Outcomes for Bachelor's-Level Business Programs to which this Outcome is Linked: 1, 4, 8

3. 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 to which this Outcome is Linked: *List of Learning Goals 1, 3*

Key Learning Outcomes for Bachelor's-Level Business Programs to which this Outcome is Linked: 2, 3, 5,

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

Broad-Based Student Learning Goals to which this Outcome is Linked: 2, 3

Key Learning Outcomes for Bachelor's-Level Business Programs to which this Outcome is Linked: 2, 3, 8

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

Broad-Based Student Learning Goals to which this Outcome is Linked: 1, 2

Key Learning Outcomes for Bachelor's-Level Business Programs to which this Outcome is Linked: 6, 7

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

Broad-Based Student Learning Goals to which this Outcome is Linked: 3

Key Learning Outcomes for Bachelor's-Level Business Programs to which this Outcome is Linked: 1, 5, 8

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. 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.

Student Learning Assessment for (BS Business Administration - *Marketing*)

Program Intended Student Learning Outcomes (Program ISLOs)

1. Students will be able to conduct an environmental analysis of business.
Broad-Based Student Learning Goals to which this Outcome is Linked: 1, 2

Key Learning Outcomes for Bachelor's-Level Business Programs to which this Outcome is Linked: 1, 4, 8

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 to which this Outcome is Linked: *List of Learning Goals 1, 3*

Key Learning Outcomes for Bachelor's-Level Business Programs to which this Outcome is Linked: 2, 3, 5,

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

Broad-Based Student Learning Goals to which this Outcome is Linked: 2, 3

Key Learning Outcomes for Bachelor's-Level Business Programs to which this Outcome is Linked: 2, 3, 8

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

Broad-Based Student Learning Goals to which this Outcome is Linked: 1, 2

Key Learning Outcomes for Bachelor's-Level Business Programs to which this Outcome is Linked: 6, 7

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

Broad-Based Student Learning Goals to which this Outcome is Linked: 3

Key Learning Outcomes for Bachelor's-Level Business Programs to which this Outcome is Linked: 1, 5, 8

Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
<p>6. Peregrine Academic Services Comprehensive Business Exam</p> <p>Program ISLOs Assessed by this Measure: 2 and 4</p>	<p>ISLO 2: The B.S. Business Administration students' total mean score will be 50% or greater.</p> <p>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.</p>
Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Indirect Measures:
<p>1. Senior Exit Survey</p> <p>Program ISLOs Assessed by this Measure: 1, 2, 3, 4, and 5</p>	<p>The Business Administration students' total mean score on the questions identified will be 4 or higher on a 5-point Likert scale.</p>

Student Learning Assessment for (BS Business Administration - Finance)

Program Intended Student Learning Outcomes (Program ISLOs)

1. Students will be able to conduct an environmental analysis of business.
 Broad-Based Student Learning Goals to which this Outcome is Linked: 1, 2

Key Learning Outcomes for Bachelor’s-Level Business Programs to which this Outcome is Linked: 1, 4, 8

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 to which this Outcome is Linked: *List of Learning Goals 1, 3*

Key Learning Outcomes for Bachelor’s-Level Business Programs to which this Outcome is Linked: 2, 3, 5,

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

Broad-Based Student Learning Goals to which this Outcome is Linked: 2, 3

Key Learning Outcomes for Bachelor’s-Level Business Programs to which this Outcome is Linked: 2, 3, 8

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

Broad-Based Student Learning Goals to which this Outcome is Linked: 1, 2

Key Learning Outcomes for Bachelor’s-Level Business Programs to which this Outcome is Linked: 6, 7

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

Broad-Based Student Learning Goals to which this Outcome is Linked: 3

Key Learning Outcomes for Bachelor’s-Level Business Programs to which this Outcome is Linked: 1, 5, 8

Assessment Instruments for Intended Student Learning Outcomes—

Performance Objectives (Targets/Criteria) for Direct Measures:

Direct Measures of Student Learning:	
<p>6. Peregrine Academic Services Comprehensive Business Exam</p> <p>Program ISLOs Assessed by this Measure: 2 and 4</p>	<p>ISLO 2: The B.S. Business Administration students' total mean score will be 50% or greater.</p> <p>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.</p>
Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Indirect Measures:
<p>1. Senior Exit Survey</p> <p>Program ISLOs Assessed by this Measure: 1, 2, 3, 4, and 5</p>	<p>The Business Administration students' total mean score on the questions identified will be 4 or higher on a 5-point Likert scale.</p>

Student Learning Assessment for (BS Business Administration – Sports Management)

Program Intended Student Learning Outcomes (Program ISLOs)

1. Students will be able to conduct an environmental analysis of business.
Broad-Based Student Learning Goals to which this Outcome is Linked: 1, 2

Key Learning Outcomes for Bachelor’s-Level Business Programs to which this Outcome is Linked: 1, 4, 8

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 to which this Outcome is Linked: *List of Learning Goals 1, 3*

Key Learning Outcomes for Bachelor’s-Level Business Programs to which this Outcome is Linked: 2, 3, 5,

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

Broad-Based Student Learning Goals to which this Outcome is Linked: 2, 3

Key Learning Outcomes for Bachelor’s-Level Business Programs to which this Outcome is Linked: 2, 3, 8

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

Broad-Based Student Learning Goals to which this Outcome is Linked: 1, 2

Key Learning Outcomes for Bachelor’s-Level Business Programs to which this Outcome is Linked: 6, 7

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

Broad-Based Student Learning Goals to which this Outcome is Linked: 3

Key Learning Outcomes for Bachelor’s-Level Business Programs to which this Outcome is Linked: 1, 5, 8

Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
<p>3. Peregrine Academic Services Comprehensive Business Exam</p> <p>Program ISLOs Assessed by this Measure: 2 and 4</p>	<p>ISLO 2: The B.S. Business Administration students’ total mean score will be 50% or greater.</p> <p>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.</p>
Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Indirect Measures:
<p>1. Senior Exit Survey</p> <p>Program ISLOs Assessed by this Measure: 1, 2, 3, 4, and 5</p>	<p>The Business Administration students’ total mean score on the questions identified will be 4 or higher on a 5-point Likert scale.</p>

Student Learning Assessment for (BA 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 to which this Outcome is Linked: 1, 2

Key Learning Outcomes for Bachelor’s-Level Business Programs to which this Outcome is Linked: 1, 4, 6, 8

4. 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 to which this Outcome is Linked: *List of Learning Goals 1, 3*

Key Learning Outcomes for Bachelor’s-Level Business Programs to which this Outcome is Linked: 2, 3, 5, 7

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

Broad-Based Student Learning Goals to which this Outcome is Linked: 2, 3

Key Learning Outcomes for Bachelor’s-Level Business Programs to which this Outcome is Linked: 2, 3, 8

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

Performance Objectives (Targets/Criteria) for Direct Measures:

4. Peregrine Academic Services Comprehensive Business Exam

 Program ISLOs Assessed by this Measure: 2

ISLO 2: The B.S. Business Administration students’ total mean score will be 50% 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

The Business Administration students' total mean score on the questions identified will be 4 or higher on a 5-point Likert scale.

Student Learning Assessment for (BA – Non Profit Administration)

Program Intended Student Learning Outcomes (Program ISLOs)

1. Understand important historical concepts and theories related to organizing and leading in the nonprofit sector.

Broad-Based Student Learning Goals to which this Outcome is Linked: *List of Learning Goals 1, 2, 3*

Key Learning Outcomes for Bachelor’s-Level Business Programs to which this Outcome is Linked: 2, 3, 4, 5,

3. Students will be able to develop analytic, communication, and problem solving skills necessary for nonprofit administration

Broad-Based Student Learning Goals to which this Outcome is Linked: *List of Learning Goals 1, 2, 3*

Key Learning Outcomes for Bachelor’s-Level Business Programs to which this Outcome is Linked: 1, 2, 3, 5, 6

3. Students will be able to classroom knowledge to service in the nonprofit sector

Broad-Based Student Learning Goals to which this Outcome is Linked: 1, 2, 3

Key Learning Outcomes for Bachelor’s-Level Business Programs to which this Outcome is Linked: 2, 3, 7, 8

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

Performance Objectives (Targets/Criteria) for Direct Measures:

1. 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

2 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

80% of students receive a mean score of 3 or higher (on 5 point scale) on policy proposal presentation from reviewer

<p>3. Governance Artifact: NPA250 Nonprofit Development Plan and Board Simulation</p> <p>Program ISLO assessed by this measure: 1 and 2</p>	<p>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</p>
<p>4. Resource Development Artifact: NPA 350 Grant and Fundraising Event/Project</p> <p>Program ISLO assessed by this measure: 2 & 3</p>	<p>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</p>
<p>Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:</p>	<p>Performance Objectives (Targets/Criteria) for Indirect Measures:</p>
<p>1. Graduate School Rates</p> <p>Program ISLO assessed by this measure: 1, 2, 3</p>	<p>30% of graduates will apply and be accepted to graduate schools in the field, or related to the field.</p>
<p>2. Student satisfaction survey</p> <p>Program ISLO assessed by this measure: 2, 3</p>	<p>75% of students will be satisfied or strongly satisfied by the learning experience in their major coursework</p>
<p>3. Student research presentations and publications</p> <p>Program ISLO assessed by this measure: 1, 2, 3</p>	<p>50% of graduating students will have work published or accepted for presentation at a conference</p>
<p>4. Student internship or career placements in field</p> <p>Program ISLO assessed by this measure: 1, 2, 3</p>	<p>50% of juniors and seniors, who apply, will receive positions in related fields of the discipline</p>

MASTER’S-LEVEL PROGRAMS

Student Learning Assessment for (MBA)

Program Intended Student Learning Outcomes (Program ISLOs)

1. Understand contemporary business issues and communicate them clearly, concisely, and appropriately

Broad-Based Student Learning Goals to which this Outcome is Linked: 1, 3

Key Learning Outcomes for Master’s-Level Business Programs to which this Outcome is Linked: 3, 4, 8

2. Understand and Integrate the practice of leadership with faith-based values and properly informed ethical values

Broad-Based Student Learning Goals to which this Outcome is Linked: 2, 3

Key Learning Outcomes for Master’s-Level Business Programs to which this Outcome is Linked: 6, 7, 8

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' needs³

Broad-Based Student Learning Goals to which this Outcome is Linked: 1, 3

Key Learning Outcomes for Master’s-Level Business Programs to which this Outcome is Linked: 1, 2, 5

4. Able to apply the practical and technical skill-sets that increases managerial skills to the direct benefit and function of a business.

Broad-Based Student Learning Goals to which this Outcome is Linked: 3

Key Learning Outcomes for Master’s-Level Business Programs to which this Outcome is Linked: 5, 6, 8

Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
<p>1. <i>Peregrine Comprehensive exam</i></p> <p>Program ISLOs Assessed by this Measure: 2, 4</p>	<p><i>ISLO #2: 80% of students will score 80% or higher on ethical portion of exam</i></p> <p><i>ISLO #4: 80% of students will score 50% or better on overall score of the Peregrine Academic Comprehensive exam</i></p>
Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Indirect Measures:
<p>1. <i>Student Exit Survey</i></p> <p>Program ISLOs Assessed by this Measure: 1, 2, 3 and 4</p>	<p><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></p>

Section III: Operational Assessment

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

Section IV: Linkage of Outcomes Assessment with Strategic Planning and Budgeting

- A. *Provide a narrative that describes the ways in which the results from implementing your outcomes assessment plan (i.e., changes and improvements needed) are linked to the strategic planning processes of the academic business unit and the institution.*

On an annual basis the outcomes assessment results and plan are reviewed and updated in a coordinated effort to the overall university strategic plan.

- B. *If possible, the academic business unit's outcomes assessment process should also be connected to the institutional budgeting process. If applicable, provide a narrative that describes this connection.*

Section V: Appendices

- A. *Provide blank copies of all the assessment instruments that will be used as measures of intended student learning outcomes and intended operational outcomes. These should be separated by tabs and identified in a table of contents.*
- B. *Provide blank copies of all the evaluation rubrics associated with the assessment instruments identified in Part A above. These should be separated by tabs and identified in a table of contents.*

Note: For security and copyright reasons, if you are using a purchased exam from an external vendor as a direct measure of student learning, do not include a copy of the exam in your outcomes assessment plan. Most vendors will provide an exam content outline that summarizes the types of questions included on the exam. Please use this content summary for this purpose.