International Assembly for Collegiate Business Education

Public Disclosure of Student Learning Form

Institution:	Southwestern Assemblies of God Univeristy
Academic Business Unit:	Business Department
Academic Year:	2014-2015

International Assembly for Collegiate Business Education
11374 Strang Line Road
Lenexa, Kansas 66215

USA

Report of Student Learning and Achievement

Institution

Name of your Academic Business Unit

For Academic Year: 2014-2015

Mission of the *Name of your Academic Business Unit*
The mission of the SAGU Business Department is to provide a quality business education founded on a Christian worldview that equips students to become servant leaders engaged in ethical business practices and committed to marketplace ministry.

Student Learning Assessment for *Bachelor of Science*

General Program Intended Student Learning Outcomes (Program ISLOs)	
1.	**Students will explain the major concepts in the functional areas of accounting, marketing, finance, management, and Human Resources.**
2.	**Students will evaluate the legal, ethical, social, and economic environments of business using a Christian worldview and global perspective.**
3.	**Students will demonstrate innovative thinking.**
4.	**Students will demonstrate basic competencies in widely accepted decision-support technologies.**
5.	**Students will apply analytical and critical thinking skills as well as knowledge of business concepts and functions to solve complex business problems.**
6.	**Students will demonstrate competency in written and oral communication.**
Intended Student Learning Outcomes: *Bachelor of Science- Accounting*	
1.	**Students will demonstrate an understanding of accounting theory and principles for financial and managerial accounting.**
2.	**Students will demonstrate ability to apply ethical considerations consistent with the accepted professional code of conduct in place by the Texas State Board of Public Accountancy and the AICPA.**
3.	**Students will demonstrate competency in written and oral communications relating accounting information and analysis.**
Intended Student Learning Outcomes: *Bachelor of Science- General Business*	
1.	**Students will utilize critical thinking skills and knowledge competencies to generate business strategies across a broad range of disciplines.**

2.	**Students will apply management fundamentals including planning, organizing, directing, and controlling a business organization.**
3.	**Students will demonstrate an understanding of how legal and ethical principles influence and impact organizations.**
	Intended Student Learning Outcomes: *Bachelor of Science- Human Resource Management*
1.	**Students will evaluate the functions of Human Resource Management in organizations in regards to employment law, administration of compensation and benefit programs, and the training and development of human resources in organizations.**
2.	**Students will generate policies that implement workforce diversity initiatives.**
3.	**Students will use technology in the field of Human Resource Management to solve basic, as well as, critical issues & problems.**
	Intended Student Learning Outcomes: *Bachelor of Science- Management*
1.	**Students will demonstrate an understanding of the functional areas of management.**
2.	**Students will demonstrate effective oral and written communications utilized within various areas of the business environment.**
3.	**Students will demonstrate effective oral and written communications utilized within various areas of the business environment.**
	Intended Student Learning Outcomes: *Bachelor of Science- Marketing*
1.	**Students will demonstrate an understanding of current marketing theory and principles in the context of global business cultures.**
2.	**Students will explain the role of a customer-focused organization in the development of marketing strategies.**
3.	**Students will understand the changing role of the global economy and its impact on the world.**
	Intended Student Learning Outcomes: *Bachelor of Science- Sports Management*
1.	**Students will demonstrate core knowledge in areas such as Facilities Management, Sport Marketing and Promotion, Sport Finance, Sport Law and Governance.**
2.	**Students will articulate the Christian Worldview as a basis of professional ethics in sport management.**
3.	**Students will demonstrate strategic planning in budgeting, marketing, and promotions in athletics at the college and professional levels, and in public and recreational organizations.**

Assessment Instruments for Intended Student Learning Outcomes—Direct Measures of Student Learning:	**Performance Objectives (Targets/Criteria) for Direct Measures:**
1. *Portfolio Assessment* General Program ISLOs Assessed by this Measure: 1, 2, 3, 4, 5, 6 ISLOs Assessed by this Measure: Accounting 1, 2, 3 General Business 1, 2, 3 Marketing 1, 2, 3 Management 1, 2, 3 Business Sports Management 1, 2, 3 Human Resource Management 1, 2, 3	*Objective (Target/Criterion) for Direct Measure 1* On the rating scale in the portfolio rubric, 80% of students will achieve a performance rating of satisfactory or higher from the faculty committee on the portfolio assessment on each of the evaluation criteria related to the ISLO's measured by this assessment.
2. *Capstone Business Strategy Simulation in Business 4473* General Program ISLOs Assessed by this Measure: 1, 2, 3, 4, 5, 6	*Objective (Target/Criterion) for Direct Measure 2* On the rating scale in the simulation rubric, 80% of students will achieve a performance rating of satisfactory or higher level on on each of the evaluation criteria related to the ISLO's measured by this assessment.
Assessment Instruments for Intended Student Learning Outcomes—Indirect Measures of Student Learning:	**Performance Objectives (Targets/Criteria) for Indirect Measures:**
1. *Internship Questionnaire* General Program ISLOs Assessed by this Measure: 1, 2, 4 ISLOs Assessed by this Measure: Accounting 1, 2, 3 General Business 1, 2, 3 Marketing 1, 2, 3 Management 1, 2, 3 Business Sports Management 1, 2, 3 Human Resource Management 1, 2, 3	*Objective (Target/Criterion) for Indirect Measure 1* On the rating scale in the self-evaluation survey, 80% of students will self-evaluate their internship performance as satisfactory or higher rating on each criterion related to the general program ISLO's measured by this assessment. On the rating scale in the self-evaluation survey, 80% of students will self-evaluate their internship performance at a journeyman or higher level on each of the program-specific evaluation criteria related to the ISLO's measured by this assessment.

2. *Senior Exit Survey* General Program ISLOs Assessed by this Measure: 1, 2, 3, 4, 5, 6 ISLOs Assessed by this Measure: Accounting 1, 2, 3 General Business 1, 2, 3 Marketing 1, 2, 3 Management 1, 2, 3 Business Sports Management 1, 2, 3 Human Resource Management 1, 2, 3	*Objective (Target/Criterion) for Indirect Measure 2* On the rating scale in the exit survey, 80% of graduating seniors will indicate they are "satisfied" or "very satisfied" on each criterion related to the general program ISLO's measured by this assessment. On the rating scale in the exit survey, 80% of students will evaluate their educational learning outcomes at a journeyman or higher level on each of the program-specific evaluation criteria related to the ISLO's measured by this assessment.

Summary of Results from Implementing Direct Measures of Student Learning:

1. **It was expected that our graduating students would not meet the minimum criteria for the portfolio assessment, due to a lack of time to appropriately develop the portfolio tool since being granted candidacy status. We had a total of 22 graduates across all Business disciplines in the Spring 2015 semester. Of those 22, 12 students submitted portfolios. After the portfolios were evaluated, all but 2 of the students received a satisfactory rating from the faculty committee. Therefore, we did not meet our performance target of 80%, because only 55% of graduating seniors submitted portfolios at all. We have instituted a department-wide policy, effective Fall 2015 for all Business students that requires the creation of student portfolios in the initial business course, and a portfolio assignment in each course. This way, by the time students achieve graduation the portfolio will be complete and current.**

2. **Students were evaluated using the simulation tools, as well as classroom participation, and a grading rubric (shown in Appendix A of the Outcomes Assessment Plan). The results of the simulation assessment are shown in the chart below. We did not meet our stated objective for this student learning outcome during our self-study period. Our objective was that 80% of students would achieve a satisfactory or higher rating, but only 75% of the students achieved a satisfactory rating or higher. This was the first time we have utilized the simulation tool, and anticipate that over time the ratings will improve.**

	Excellent	Satisfactory	Needs Improvement	Unacceptable
Percentage Ranking	**24%**	**51%**	**18%**	**6%**

Summary of Results from Implementing Indirect Measures of Student Learning:

1. **Of the 24 students who participated in internships during the self-study period, 15 students completed the internship self-evaluation questionnaire, or 63%. As this was the first time we requested this feedback from students, we felt this was a good response, though we would like to see more participation. A break-down of the general program ISLO's that were evaluated, as well as percentages of students that rated their performance as satisfactory or higher can be reviewed in the table below. All General Programs ISLO's measured met or exceeded our goals of 80% of students rating their internship performance as satisfactory or higher on each criterion related to the general program ISLO's measured by this assessment.**

General Program ISLO's Measured	Percentage Rating as Satisfactory or Higher
Students will explain the major concepts in the functional areas of accounting, marketing, finance, Management, and Human Resources.	
Your ability to explain major concepts in the functional area of accounting (e.g. Financial Accounting, Auditing, Managerial Cost Accounting, and Federal Taxation).	**100%**
Your ability to explain major concepts in the functional area of marketing (e.g. Strategic Planning, Market Research, Market Segmentation, Integrated Marketing Communications, Personal Selling, and Sales Management).	**93%**
Your ability to explain major concepts in the functional area of finance (e.g. Horizontal/Vertical Analysis, Ratio Analysis, Interest Rates, Time Value of Money, Capital Budgeting).	**87%**
Your ability to explain major concepts in the functional area of management (e.g. Operations Management, Personnel Management, Financial Management, Marketing, Management, Business Communication, Strategic Planning, Decision Making, Leadership, and Organizational Behavior).	**100%**
Your ability to explain major concepts in the functional area of HR management (e.g. Employment Law, Compensation Management, Training & Development, Recruiting &Retention, and HR Strategy).	**93%**
Students will evaluate the legal, ethical, social, and economic environments of business using a Christian worldview and global perspective.	
Your ability to evaluate the legal environments of business using a Christian worldview and global perspective.	**100%**
Your ability to evaluate the ethical environments of business using a Christian worldview and global perspective.	**100%**

Your ability to evaluate the social environments of business using a Christian worldview and global perspective.	**100%**
Students will demonstrate basic competencies in widely accepted decision-support technologies.	**87%**

Additionally, each student was asked to self-evaluate their internship performance in relation to each of the program-specific criteria related to the ISLO's measured by this assessment. The ISLO's and the results of the internship self-assessment are listed in the table below. Upon completing this evaluation, it is apparent that multiple students did not follow the directions on the survey, which asked them to respond to the questions only concerning their major, which skewed the numbers. Therefore, we will be re-creating this survey to ensure that only questions related to each student's major are included going forward.

Program-Specific ISLO's Measured	Percentage Rating as Journeyman or Higher
Accounting	5 students
Students will demonstrate an understanding of accounting theory and principles for financial and managerial accounting.	**100%**
Students will demonstrate ability to apply ethical considerations consistent with the accepted professional code of conduct in place by the Texas State Board of Public Accountancy and the AICPA.	**100%**
Students will demonstrate competency in written and oral communications relating accounting information and analysis.	**100%**
General Business	3 Students
Students will utilize critical thinking skills and knowledge competencies to generate business strategies across a broad range of disciplines.	**100%**
Students will apply management fundamentals including planning, organizing, directing, and controlling a business organization.	**100%**
Students will demonstrate an understanding of how legal and ethical principles influence and impact organizations.	**100%**
Marketing	1 Student
Students will demonstrate an understanding of current marketing theory and principles in the context of global business cultures.	**100%**

Students will explain the role of a customer-focused organization in the development of marketing strategies.	**100%**
Students will understand the changing role of the global economy and its impact on the world.	**100%**
Management	2 Students
Students will demonstrate an understanding of the functional areas of management.	**100%**
Students will demonstrate effective oral and written communications utilized within various areas of the business environment.	**100%**
Students will identify and analyze factors critical to business with respect to strategic planning, including operations management and globalization.	**100%**
Sports Management	4 Students
Students will demonstrate core knowledge in areas such as Facilities Management, Sport Marketing and Promotion, Sport Finance, Sport Law and Governance.	100%
Students will articulate the Christian Worldview as a basis of professional ethics in sport management.	**100%**
Students will demonstrate strategic planning in budgeting, marketing, and promotions in athletics at the college and professional levels, and in public and recreational organizations.	**100%**
Human Resource Management	0 Students
Students will evaluate the functions of Human Resource Management in organizations in regards to employment law, administration of compensation and benefit programs, and the training and development of human resources in organizations.	**100%**
Students will generate policies that implement workforce diversity initiatives.	**100%**
Students will use technology in the field of Human Resource Management to solve basic, as well as, critical issues & problems.	**100%**

2. **Of the 22 graduating seniors that were invited to participate in the Senior Exit Survey, we received responses from 15 students, or 68%. While we would like to see a higher participation rate, for this first attempt, we feel that the response rate was about what we expected. The Senior Exit Survey results are listed in the table below.**

General Program ISLO's Measured	Percentage Rating as Satisfactory or Higher
Students will explain the major concepts in the functional areas of accounting, marketing, finance, Management, and Human Resources.	
Your ability to explain major concepts in the functional area of accounting (e.g. Financial Accounting, Auditing, Managerial Cost Accounting, and Federal Taxation).	**100%**
Your ability to explain major concepts in the functional area of marketing (e.g. Strategic Planning, Market Research, Market Segmentation, Integrated Marketing Communications, Personal Selling, and Sales Management).	**93%**
Your ability to explain major concepts in the functional area of finance (e.g. Horizontal/Vertical Analysis, Ratio Analysis, Interest Rates, Time Value of Money, Capital Budgeting).	**100%**
Your ability to explain major concepts in the functional area of management (e.g. Operations Management, Personnel Management, Financial Management, Marketing, Management, Business Communication, Strategic Planning, Decision Making, Leadership, and Organizational Behavior).	**93%**
Your ability to explain major concepts in the functional area of HR management (e.g. Employment Law, Compensation Management, Training & Development, Recruiting &Retention, and HR Strategy).	**100%**
Students will evaluate the legal, ethical, social, and economic environments of business using a Christian worldview and global perspective.	
Your ability to evaluate the legal environments of business using a Christian worldview and global perspective.	**100%**
Your ability to evaluate the ethical environments of business using a Christian worldview and global perspective.	**100%**
Your ability to evaluate the social environments of business using a Christian worldview and global perspective.	**100%**
Students will demonstrate innovative thinking.	**100%**

Students will demonstrate basic competencies in widely accepted decision-support technologies.	**93%**
Students will apply analytical and critical thinking skills as well as knowledge of business concepts and functions to solve complex business problems.	**93%**
Students will demonstrate competency in written and oral communication.	**100%**

Additionally, each student was asked to respond on the Senior Exit Survey in relation to each of the program-specific criteria related to the ISLO's measured by this assessment. The ISLO's and the results of the Senior Exit Survey are listed in the table below. Upon completing this evaluation, it is apparent that multiple students did not follow the directions on the survey, which asked them to respond to the questions only concerning their major, which skewed the numbers. Therefore, we will be re-creating this survey to ensure that only questions related to each student's major are included going forward.

Program-Specific ISLO's Measured	Percentage Rating as Journeyman or Higher
Accounting	
Students will demonstrate an understanding of accounting theory and principles for financial and managerial accounting.	**60%**
Students will demonstrate ability to apply ethical considerations consistent with the accepted professional code of conduct in place by the Texas State Board of Public Accountancy and the AICPA.	**82%**
Students will demonstrate competency in written and oral communications relating accounting information and analysis.	**80%**
General Business	
Students will utilize critical thinking skills and knowledge competencies to generate business strategies across a broad range of disciplines.	**100%**
Students will apply management fundamentals including planning, organizing, directing, and controlling a business organization.	**100%**
Students will demonstrate an understanding of how legal and ethical principles influence and impact organizations.	**92%**
Marketing	

Students will demonstrate an understanding of current marketing theory and principles in the context of global business cultures.	**91%**	
Students will explain the role of a customer-focused organization in the development of marketing strategies.	**91%**	
Students will understand the changing role of the global economy and its impact on the world.	**73%**	
Management		
Students will demonstrate an understanding of the functional areas of management.	**100%**	
Students will demonstrate effective oral and written communications utilized within various areas of the business environment.	**91%**	
Students will identify and analyze factors critical to business with respect to strategic planning, including operations management and globalization.	**100%**	
Sports Management		
Students will demonstrate core knowledge in areas such as Facilities Management, Sport Marketing and Promotion, Sport Finance, Sport Law and Governance.	67%	
Students will articulate the Christian Worldview as a basis of professional ethics in sport management.	**67%**	
Students will demonstrate strategic planning in budgeting, marketing, and promotions in athletics at the college and professional levels, and in public and recreational organizations.	**83%**	
Human Resource Management		
Students will evaluate the functions of Human Resource Management in organizations in regards to employment law, administration of compensation and benefit programs, and the training and development of human resources in organizations.	**88%**	
Students will generate policies that implement workforce diversity initiatives.	**88%**	
Students will use technology in the field of Human Resource Management to solve basic, as well as, critical issues & problems.	**78%**	

Extent of Accomplishment of Intended Student Learning Outcomes:												
Bachelor of Science- Accounting												
Intended Student Learning Outcomes	**Learning Assessment Measures**											
General Program Intended Student Learning Outcomes	***Direct Measure 1*** ***Portfolio Assessment***			***Direct Measure 2*** ***Capstone Business Strategy Simulation in BUS 4473***			***Indirect Measure 1*** ***Internship Questionnaire***			***Indirect Measure 2*** ***Senior Exit Survey***		
	Performance Target Was…			**Performance Target Was…**			**Performance Target Was…**			**Performance Target Was…**		
	Met	**Not Met**	**N/A**	**Met**	**Not Met**	**N/A**	**Met**	**Not Met**	**N/A**	**Met**	**Not Met**	**N/A**
1. Students will explain the major concepts in the functional areas of accounting, marketing, finance, Management, and Human Resources.		X			X		X			X		
2. Students will evaluate the legal, ethical, social, and economic environments of business using a Christian worldview and global perspective.		X			X		X			X		
3. Students will demonstrate innovative thinking.		X			X				X	X		
4. Students will demonstrate basic competencies in widely accepted decision-support technologies.		X			X		X			X		
5. Students will apply analytical and critical thinking skills as well as knowledge of business concepts and functions to solve complex business problems.		X			X				X	X		

6. Students will demonstrate competency in written and oral communication.		X			X				X	X		
Intended Student Learning Outcomes: ***Major, Concentration, Specialization, Emphasis, Option, or Track in Area 1***	***Direct Measure 1*** ***Portfolio Assessment***			***Direct Measure 2*** ***Capstone Business Strategy Simulation in BUS 4473***			***Indirect Measure 1*** ***Internship Questionnaire***			***Indirect Measure 2*** ***Senior Exit Survey***		
	Performance Target Was…			**Performance Target Was…**			**Performance Target Was…**			**Performance Target Was…**		
	Met	**Not Met**	**N/A**	**Met**	**Not Met**	**N/A**	**Met**	**Not Met**	**N/A**	**Met**	**Not Met**	**N/A**
1. Students will demonstrate an understanding of accounting theory and principles for financial and managerial accounting.		X				X	X				X	
2. Students will demonstrate ability to apply ethical considerations consistent with the accepted professional code of conduct in place by the Texas State Board of Public Accountancy and the AICPA.		X				X	X			X		
3. Students will demonstrate competency in written and oral communications relating accounting information and analysis.		X				X	X			X		

Bachelor of Science- General Business												
Intended Student Learning Outcomes	**Learning Assessment Measures**											
General Program Intended Student Learning Outcomes	***Direct Measure 1*** ***Portfolio Assessment***			***Direct Measure 2*** ***Capstone Business Strategy Simulation in BUS 4473***			***Indirect Measure 1*** ***Internship Questionnaire***			***Indirect Measure 2*** ***Senior Exit Survey***		
	Performance Target Was…			**Performance Target Was…**			**Performance Target Was…**			**Performance Target Was…**		
	Met	**Not Met**	**N/A**	**Met**	**Not Met**	**N/A**	**Met**	**Not Met**	**N/A**	**Met**	**Not Met**	**N/A**
1. Students will explain the major concepts in the functional areas of accounting, marketing, finance, Management, and Human Resources.		X			X		X			X		
2. Students will evaluate the legal, ethical, social, and economic environments of business using a Christian worldview and global perspective.		X			X		X			X		
3. Students will demonstrate innovative thinking.		X			X				X	X		
4. Students will demonstrate basic competencies in widely accepted decision-support technologies.		X			X		X			X		
5. Students will apply analytical and critical thinking skills as well as knowledge of business concepts and functions to solve complex business problems.		X			X				X	X		

6. Students will demonstrate competency in written and oral communication.		X			X				X	X		
Intended Student Learning Outcomes: *Major, Concentration, Specialization, Emphasis, Option, or Track in Area 2*	***Direct Measure 1*** ***Portfolio Assessment***			***Direct Measure 2*** ***Capstone Business Strategy Simulation in BUS 4473***			***Indirect Measure 1*** ***Internship Questionnaire***			***Indirect Measure 2*** ***Senior Exit Survey***		
	Performance Target Was…			**Performance Target Was…**			**Performance Target Was…**			**Performance Target Was…**		
	Met	**Not Met**	**N/A**	**Met**	**Not Met**	**N/A**	**Met**	**Not Met**	**N/A**	**Met**	**Not Met**	**N/A**
1. Students will utilize critical thinking skills and knowledge competencies to generate business strategies across a broad range of disciplines.		X				X	X			X		
2. Students will apply management fundamentals including planning, organizing, directing, and controlling a business organization.		X				X	X			X		
3. Students will demonstrate an understanding of how legal and ethical principles influence and impact organizations.		X				X	X			X		

Bachelor of Science- Human Resource Management												
Intended Student Learning Outcomes	**Learning Assessment Measures**											
General Program Intended Student Learning Outcomes	***Direct Measure 1*** ***Portfolio Assessment***			***Direct Measure 2*** ***Capstone Business Strategy Simulation in BUS 4473***			***Indirect Measure 1*** ***Internship Questionnaire***			***Indirect Measure 2*** ***Senior Exit Survey***		
	Performance Target Was…			**Performance Target Was…**			**Performance Target Was…**			**Performance Target Was…**		
	Met	**Not Met**	**N/A**	**Met**	**Not Met**	**N/A**	**Met**	**Not Met**	**N/A**	**Met**	**Not Met**	**N/A**
1. Students will explain the major concepts in the functional areas of accounting, marketing, finance, Management, and Human Resources.		X			X		X			X		
2. Students will evaluate the legal, ethical, social, and economic environments of business using a Christian worldview and global perspective.		X			X		X			X		
3. Students will demonstrate innovative thinking.		X			X				X	X		
4. Students will demonstrate basic competencies in widely accepted decision-support technologies.		X			X		X			X		
5. Students will apply analytical and critical thinking skills as well as knowledge of business concepts and functions to solve complex business problems.		X			X				X	X		

6. Students will demonstrate competency in written and oral communication.		X			X				X	X		
Intended Student Learning Outcomes: ***Major, Concentration, Specialization, Emphasis, Option, or Track in Area 1***	***Direct Measure 1*** ***Portfolio Assessment***			***Direct Measure 2*** ***Capstone Business Strategy Simulation in BUS 4473***			***Indirect Measure 1*** ***Internship Questionnaire***			***Indirect Measure 2*** ***Senior Exit Survey***		
	Performance Target Was…			**Performance Target Was…**			**Performance Target Was…**			**Performance Target Was…**		
	Met	**Not Met**	**N/A**	**Met**	**Not Met**	**N/A**	**Met**	**Not Met**	**N/A**	**Met**	**Not Met**	**N/A**
1. Students will evaluate the functions of Human Resource Management in organizations in regards to employment law, administration of compensation and benefit programs, and the training and development of human resources in organizations.		X				X			X	X		
2. Students will generate policies that implement workforce diversity initiatives.		X				X			X	X		
3. Students will use technology in the field of Human Resource Management to solve basic, as well as, critical issues & problems.		X				X			X	X		

Bachelor of Science- Management												
Intended Student Learning Outcomes	**Learning Assessment Measures**											
General Program Intended Student Learning Outcomes	***Direct Measure 1*** ***Portfolio Assessment***			***Direct Measure 2*** ***Capstone Business Strategy Simulation in BUS 4473***			***Indirect Measure 1*** ***Internship Questionnaire***			***Indirect Measure 2*** ***Senior Exit Survey***		
	Performance Target Was…			**Performance Target Was…**			**Performance Target Was…**			**Performance Target Was…**		
	Met	**Not Met**	**N/A**	**Met**	**Not Met**	**N/A**	**Met**	**Not Met**	**N/A**	**Met**	**Not Met**	**N/A**
1. Students will explain the major concepts in the functional areas of accounting, marketing, finance, Management, and Human Resources.		X			X		X			X		
2. Students will evaluate the legal, ethical, social, and economic environments of business using a Christian worldview and global perspective.		X			X		X			X		
3. Students will demonstrate innovative thinking.		X			X				X	X		
4. Students will demonstrate basic competencies in widely accepted decision-support technologies.		X			X		X			X		
5. Students will apply analytical and critical thinking skills as well as knowledge of business concepts and functions to solve complex business problems.		X			X				X	X		

6. Students will demonstrate competency in written and oral communication.		X			X				X	X		
Intended Student Learning Outcomes: ***Major, Concentration, Specialization, Emphasis, Option, or Track in Area 2***	***Direct Measure 1*** ***Portfolio Assessment***			***Direct Measure 2*** ***Capstone Business Strategy Simulation in BUS 4473***			***Indirect Measure 1*** ***Internship Questionnaire***			***Indirect Measure 2*** ***Senior Exit Survey***		
	Performance Target Was…			**Performance Target Was…**			**Performance Target Was…**			**Performance Target Was…**		
	Met	**Not Met**	**N/A**	**Met**	**Not Met**	**N/A**	**Met**	**Not Met**	**N/A**	**Met**	**Not Met**	**N/A**
1. Students will demonstrate an understanding of the functional areas of management.		X				X	X			X		
2. Students will demonstrate effective oral and written communications utilized within various areas of the business environment.		X				X	X			X		
3. Students will identify and analyze factors critical to business with respect to strategic planning, including operations management and globalization.		X				X	X			X		

Bachelor of Science- Marketing												
Intended Student Learning Outcomes	**Learning Assessment Measures**											
General Program Intended Student Learning Outcomes	***Direct Measure 1*** ***Portfolio Assessment***			***Direct Measure 2*** ***Capstone Business Strategy Simulation in BUS 4473***			***Indirect Measure 1*** ***Internship Questionnaire***			***Indirect Measure 2*** ***Senior Exit Survey***		
	Performance Target Was…			**Performance Target Was…**			**Performance Target Was…**			**Performance Target Was…**		
	Met	**Not Met**	**N/A**	**Met**	**Not Met**	**N/A**	**Met**	**Not Met**	**N/A**	**Met**	**Not Met**	**N/A**
1. Students will explain the major concepts in the functional areas of accounting, marketing, finance, Management, and Human Resources.		X			X		X			X		
2. Students will evaluate the legal, ethical, social, and economic environments of business using a Christian worldview and global perspective.		X			X		X			X		
3. Students will demonstrate innovative thinking.		X			X				X	X		
4. Students will demonstrate basic competencies in widely accepted decision-support technologies.		X			X		X		X	X		
5. Students will apply analytical and critical thinking skills as well as knowledge of business concepts and functions to solve complex business problems.		X			X				X	X		

6. Students will demonstrate competency in written and oral communication.		X			X							
Intended Student Learning Outcomes: ***Major, Concentration, Specialization, Emphasis, Option, or Track in Area 1***	***Direct Measure 1*** ***Portfolio Assessment***			***Direct Measure 2*** ***Capstone Business Strategy Simulation in BUS 4473***			***Indirect Measure 1*** ***Internship Questionnaire***			***Indirect Measure 2*** ***Senior Exit Survey***		
	Performance Target Was…			**Performance Target Was…**			**Performance Target Was…**			**Performance Target Was…**		
	Met	**Not Met**	**N/A**	**Met**	**Not Met**	**N/A**	**Met**	**Not Met**	**N/A**	**Met**	**Not Met**	**N/A**
1. Students will demonstrate an understanding of current marketing theory and principles in the context of global business cultures.		X				X	X			X		
2. Students will explain the role of a customer-focused organization in the development of marketing strategies.		X				X	X			X		
3. Students will understand the changing role of the global economy and its impact on the world.		X				X	X				X	

Bachelor of Science- Sports Management												
Intended Student Learning Outcomes	**Learning Assessment Measures**											
General Program Intended Student Learning Outcomes	***Direct Measure 1*** ***Portfolio Assessment***			***Direct Measure 2*** ***Capstone Business Strategy Simulation in BUS 4473***			***Indirect Measure 1*** ***Internship Questionnaire***			***Indirect Measure 2*** ***Senior Exit Survey***		
	Performance Target Was…			**Performance Target Was…**			**Performance Target Was…**			**Performance Target Was…**		
	Met	**Not Met**	**N/A**	**Met**	**Not Met**	**N/A**	**Met**	**Not Met**	**N/A**	**Met**	**Not Met**	**N/A**
1. Students will explain the major concepts in the functional areas of accounting, marketing, finance, Management, and Human Resources.		X			X		X			X		
2. Students will evaluate the legal, ethical, social, and economic environments of business using a Christian worldview and global perspective.		X			X		X			X		
3. Students will demonstrate innovative thinking.									X	X		
4. Students will demonstrate basic competencies in widely accepted decision-support technologies.		X			X		X			X		
5. Students will apply analytical and critical thinking skills as well as knowledge of business concepts and functions to solve complex business problems.		X			X				X	X		

6. Students will demonstrate competency in written and oral communication.		X			X				X	X		
Intended Student Learning Outcomes: ***Major, Concentration, Specialization, Emphasis, Option, or Track in Area 2***	***Direct Measure 1*** ***Portfolio Assessment***			***Direct Measure 2*** ***Capstone Business Strategy Simulation in BUS 4473***			***Indirect Measure 1*** ***Internship Questionnaire***			***Indirect Measure 2*** ***Senior Exit Survey***		
	Performance Target Was…			**Performance Target Was…**			**Performance Target Was…**			**Performance Target Was…**		
	Met	**Not Met**	**N/A**	**Met**	**Not Met**	**N/A**	**Met**	**Not Met**	**N/A**	**Met**	**Not Met**	**N/A**
1. Students will demonstrate core knowledge in areas such as Facilities Management, Sport Marketing and Promotion, Sport Finance, Sport Law and Governance.		X				X	X				X	
2. Students will articulate the Christian Worldview as a basis of professional ethics in sport management.		X				X	X				X	
3. Students will demonstrate strategic planning in budgeting, marketing, and promotions in athletics at the college and professional levels, and in public and recreational organizations.		X				X	X			X		

Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:
1. *Direct Measure 1: Portfolio Assessment* **Due to a lack of time to properly implement and monitor the student portfolios since we did not receive approval for our Outcomes Assessment Plan until April, and our term ends in May, we did not obtain the proper level of response we need to achieve our target outcomes. Therefore, we have instituted a department-wide policy, effective Fall 2015, for all Business students that requires the creation of student portfolios in the initial business course, and a portfolio assignment in each course. This way, by the time students achieve graduation the portfolio will be complete and current.**
2. *Direct Measure 2: Capstone Business Strategy Simulation in BUS 4473* **Our target outcome was 80% of students would receive a satisfactory or higher rating in the simulation, but only 75% of students achieved this rating. Since this is the first time we utilized the simulation, we anticipate that scores will improve for the next term, and so no action will be taken at this time until we can determine if the numbers are an adjustment period or if they actually reflect the ability of our students to be successful. It was also noted that Sports Management Majors did not perform as well in the simulation as did other majors. We suspect this is because they do not take as many business courses as other students under the current plan, but need to collect more data to see if this holds true in subsequent semesters.**
3. *Indirect Measure 1: Internship Questionnaire* **All General Programs ISLO's measured met or exceeded our goals of 80% of students rating their internship performance as satisfactory or higher on each criterion related to the general program ISLO's measured by this assessment. Therefore, no action is necessary at this time.** **The survey instrument was flawed in that students were asked to only respond to questions pertaining to the ISLO's for their specific major. Due to the number of responses received, it was apparent that many of the students responded to the ISLO questions for all of the majors, not just their own. Therefore, we have developed new surveys that are sent to each student that includes the general program ISLO's for all students, but only the ISLO's for that student's particular major.**

4. *Indirect Measure 2: Senior Exit Survey*

All General Programs ISLO's measured met or exceeded our goals of 80% of students rating their internship performance as satisfactory or higher on each criterion related to the general program ISLO's measured by this assessment. Therefore, no action is necessary at this time.

The survey instrument was flawed in the same manner that the Internship Questionnaire was in that students were asked to only respond to questions pertaining to the ISLO's for their specific major. Due to the number of responses received, it was apparent that many of the students responded to the ISLO questions for all of the majors, not just their own. Therefore, we have developed new surveys that are sent to each student that includes the general program ISLO's for all students, but only the ISLO's for that student's particular major.