

Southwestern Assemblies of God University
Business Department

Section I: Mission and Broad-Based Goals

Mission Statement

Mission of the SAGU Business Department:

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.

Broad-Based Goals

Broad-Based Student Learning Goals:

1. Students will demonstrate business acumen through the application of business language, techniques, and functions involved in today's global business environment.
2. Students will develop critical thinking skills, oral and written communication skills, analytical skills, and technological skills for business applications.
3. Students will demonstrate competency in core business and major studies areas.
4. Students will apply Christian principles to business decisions.

Broad-Based Operational Goals:

1. The SAGU Business Department will offer degree programs that prepare students for leadership in business, professional fields, and graduate school.
2. The SAGU Business Department will employ faculty who demonstrate teaching effectiveness, professional and/or scholarly activity, and service to others.
3. The SAGU Business Department will provide students with experiential-based learning activities.

Section II: Student Learning Assessment

BACHELOR'S-LEVEL PROGRAMS

Student Learning Assessment for *Bachelor of Science*

Intended Student Learning Outcomes for <i>Bachelor of Science</i>
General Program Intended Student Learning Outcomes (General 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 -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 -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 identify and analyze factors critical to business with respect to strategic planning, including operations management and globalization.

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.

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.	
Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
<p>1. <i>Portfolio Assessment</i></p> <p>General Program ISLOs Assessed by this Measure: 1, 2, 3, 4, 5, 6</p> <p>ISLOs Assessed by this Measure:</p> <p>Accounting 1, 2, 3</p> <p>General Business 1, 2, 3</p> <p>Marketing 1, 2, 3</p> <p>Management 1, 2, 3</p> <p>Business Sports Management 1, 2, 3</p> <p>Human Resource Management 1, 2, 3</p>	<p><i>Objective (Target/Criterion) for Direct Measure 1</i></p> <p>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.</p>
<p>2. <i>Capstone Business Strategy Simulation in Business 4473</i></p> <p>General Program ISLOs Assessed by this Measure: 1, 2, 3, 4, 5, 6</p>	<p><i>Objective (Target/Criterion) for Direct Measure 2</i></p> <p>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.</p>

Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Indirect Measures:
<p>1. <i>Internship Questionnaire</i></p> <p>General Program ISLOs Assessed by this Measure: 1, 2, 4</p> <p>ISLOs Assessed by this Measure:</p> <p>Accounting 1, 2, 3</p> <p>General Business 1, 2, 3</p> <p>Marketing 1, 2, 3</p> <p>Management 1, 2, 3</p> <p>Business Sports Management 1, 2, 3</p> <p>Human Resource Management 1, 2, 3</p>	<p><i>Objective (Target/Criterion) for Indirect Measure 1</i></p> <p>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.</p> <p>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.</p>
<p>2. <i>Senior Exit Survey</i></p> <p>General Program ISLOs Assessed by this Measure: 1, 2, 3, 4, 5, 6</p> <p>ISLOs Assessed by this Measure:</p> <p>Accounting 1, 2, 3</p> <p>General Business 1, 2, 3</p> <p>Marketing 1, 2, 3</p> <p>Management 1, 2, 3</p> <p>Business Sports Management 1, 2, 3</p> <p>Human Resource Management 1, 2, 3</p>	<p><i>Objective (Target/Criterion) for Indirect Measure 2</i></p> <p>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.</p> <p>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.</p>

MASTER’S-LEVEL PROGRAMS

Student Learning Assessment for Master of Business Administration

Intended Student Learning Outcomes for <i>Master of Business Administration</i>:	
General Program Intended Student Learning Outcomes (General Program ISLOs)	
1. Students will analyze business situations and make ethical management decisions regarding evaluation, selection, and implementation of various alternatives.	
2. Students will evaluate business decisions utilizing ethical principles, personal and organization values, and socially responsible management practices, utilizing a Christian worldview.	
3. Students evaluate global aspects of business and develop the skills necessary to take advantage of international opportunities.	
4. Students will demonstrate advanced oral and written communication skill.	
5. Students will illustrate mastery of concepts, terminology, and approaches in the major areas of management and related decision-making technologies.	
Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
1. <i>Comprehensive project/synthesis paper</i> General Program ISLOs Assessed by this Measure: 2	<i>Objective (Target/Criterion) for Direct Measure 1</i> 80% of students achieve satisfactory or higher level on on each of the ISLO’s measured by this assessment.
2. <i>Capstone Business Strategy Simulation in BUS5173</i> General Program ISLOs Assessed by this Measure: 1, 2, 3, 4, 5	<i>Objective (Target/Criterion) for Direct Measure 2</i> 80% of students achieve satisfactory or higher level on on each of the ISLO’s measured by this assessment.
Assessment Instruments for Intended Student Learning Outcomes—	Performance Objectives (Targets/Criteria) for Indirect Measures:

Indirect Measures of Student Learning:	
1. Focus Group in BUS6983 or BUS 6993 General Program ISLOs Assessed by this Measure: 2	<i>Objective (Target/Criterion) for Indirect Measure 1</i> 80% of graduate students will provide objective feedback indicating they were satisfied with the outcomes of the ISLO's measured by this assessment.
2. Graduate Program Exit Interview	<i>Objective (Target/Criterion) for Indirect Measure 2</i> 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.