



Report of Outcomes Assessment Results

Institution	Spalding University
Academic Business Unit	School of Business
Academic Year	2015-16

Outcomes Assessment Results

For Academic Year: 2015-16

Section I: Student Learning Assessment

Student Learning Assessment for: <i>Bachelor of Science in Accounting</i>	
Program Intended Student Learning Outcomes (Program ISLOs)	
1. <i>Students will demonstrate knowledge of core accounting concepts including principles and intermediate, cost, tax, not for profit, advanced and auditing.</i>	
2. <i>Students will evidence the ability to write effectively.</i>	
3. <i>Students will evidence the ability to think critically to make business and accounting decisions.</i>	
Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
1. Comprehensive Exam of Core Accounting Knowledge (CECAK) Program ISLOs Assessed by this Measure: #1	70% of accounting graduates will score at least a 70% on the overall CECAK and in each core accounting concept including principles and intermediate, cost, tax, not for profit, advanced and auditing.
2. Auditing Project Program ISLOs Assessed by this Measure: #2,#3	Overall, 80% of auditing projects will be judged at a 4 or higher on the auditing project rubric. Also, 80% of projects will be judged at a 4 or higher on the following statements: 1.The project is well written 2.The project has depth of thought
Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Indirect Measures:
1. Graduating Student Survey Program ISLOs Assessed by this Measure: #1, 2, and 3	On a scale from 1 to 5, with 5 being strongly agree, 90% of accounting graduates either agree (4) or strongly agree (5) that the accounting program helped them: <ul style="list-style-type: none"> • Develop competencies to prepare them for success in accounting • Write more effectively

- Learn to solve problems and make better business decisions

Learning Assessment Results: Bachelor of Science in Accounting

Summary of Results from Implementing Direct Measures of Student Learning:

1. 89% of accounting graduates scored at least 70% on the in-house accounting comprehensive exam. 83% scored a 70% in Principles/Intermediate 91% scored a 70 % in Tax, 81% scored a 70% in Cost, 85% score a 70% in Not-for-Profit, 85% scored a 70% in Advanced and 80% scored a 70% in Auditing.
2. 88% of auditing projects were judged at above average competence or higher. Also, the following were judged at above average competence or higher: Project well written = 94% Depth of Thought = 89%

Summary of Results from Implementing Indirect Measures of Student Learning:

1. 100% of BSA graduates either agreed or strongly agreed that they developed competencies to prepare them to succeed in accounting. 90% of BSA graduates either agreed or strongly agreed that the accounting program helped them write more effectively.

Summary of Achievement of Intended Student Learning Outcomes:

Intended Student Learning Outcomes	Learning Assessment Measures							
	<i>Direct Measure 1</i>	<i>Direct Measure 2</i>	<i>Direct Measure 3</i>	<i>Direct Measure 4</i>	<i>Indirect Measure 1</i>	<i>Indirect Measure 2</i>	<i>Indirect Measure 3</i>	<i>Indirect Measure 4</i>
	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...
1. <i>Program Learning Outcome 1</i>	met				met			
2. <i>Program Learning Outcome 2</i>		met			met			
3. <i>Program Learning Outcome 3</i>		met			met			
4. <i>Program Learning Outcome 4</i>								
5. <i>Program Learning Outcome 5</i>								

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

1. *Course of Action 1*
2. *Course of Action 2*
3. *Course of Action 3*

4. *Course of Action 4*

Student Learning Assessment for: *Bachelor of Science in Business Administration*

Program Intended Student Learning Outcomes (Program ISLOs)

1. Students will demonstrate knowledge of core business concepts.
2. Students will demonstrate communication competence through their ability to create professional business documents and presentations.
3. Students will evidence the ability to think critically to solve problems and make ethical and socially responsible business decisions.
4. Students will demonstrate the ability to integrate core business concepts and implement solutions across the major functional areas of a business.

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

Performance Objectives (Targets/Criteria) for Direct Measures:

1. Comprehensive Exam of Core Business Knowledge (CECBK)
Program ISLOs Assessed by this Measure: #1

Overall, 70% will score at least 70% on the business core exam (CECBK) and on each core knowledge area.

2. Capstone Case Analysis
Program ISLOs Assessed by this Measure: #2, 3, and 4

Target 1 – Writing Rubric:

Overall, 75% will be judged at the above average competence level or higher on the business writing skills rubric.

Target 2 – Capstone Case Analysis Rubric:

Overall, 75% will be judged at the above average competence level or higher on the case analysis rubric. Also, 75% will be judged at above average competence or higher on:

- Clarity, coordination, engagement of verbal communication
- Ability to integrate core business concepts
- Ability to implement solutions
- Ability to think critically to solve problems
- Integration of major MKT concepts
- Integration of major HRM concepts

Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Indirect Measures:
<p>1. <i>Graduating Student Survey.</i> Program ISLOs Assessed by this Measure: #1,2,3 and 4</p>	<p>On a scale from 1 to 5, with 5 being strongly agree, 90% of BSBA graduates either agree (4) or strongly agree (5) that their program helped them:</p> <ul style="list-style-type: none"> • Develop competencies to prepare them for success in their chosen profession • Learn to integrate core business concepts • Write more effectively • Communicate more effectively • Learn to solve problems and make better business decisions
Learning Assessment Results: <i>Bachelor of Science in Business Administration</i>	
Summary of Results from Implementing Direct Measures of Student Learning:	
<p>1. Overall, 73% of students scored at least a 70% on the CECBK. % of students scoring at least 70% in each discipline: Marketing – 90%, Management – 16%, Economics – 69%, Finance – 84%, Accounting – 59%, HRM – 89%, Strategy – 69%, Ethics – 86%, Law – 45%, Global – 82%</p>	
<p>2. 69% of writing assignments were judged at above average competence or higher.</p>	
<p>3. Overall, 83% of BSBA students were judged at above average competence or higher. % judged at above average competence or higher: 83% ability to integrate core business concepts, 83% ability to implement solutions, 83% ability to think critically to solve problems.</p>	
Summary of Results from Implementing Indirect Measures of Student Learning:	
<p>1. % of BSBA students either agreed or strongly agreed: Develop competencies to prepare them for success in their chosen profession – 97% Learn to integrate core business concepts – 100% Write more effectively – 90% Communicate more effectively – 97% Learn to solve problems and make better business decisions – 100%</p>	

Summary of Achievement of Intended Student Learning Outcomes:

Intended Student Learning Outcomes	Learning Assessment Measures							
Program ISLOs	<i>Direct Measure 1</i>	<i>Direct Measure 2</i>	<i>Direct Measure 3</i>	<i>Direct Measure 4</i>	<i>Indirect Measure 1</i>	<i>Indirect Measure 2</i>	<i>Indirect Measure 3</i>	<i>Indirect Measure 4</i>
	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...
1. <i>Program Learning Outcome 1</i>	met				met			
2. <i>Program Learning Outcome 2</i>		Not met			met			
3. <i>Program Learning Outcome 3</i>		met			met			
4. <i>Program Learning Outcome 4</i>		met			met			

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

1. This was the first year using the rubric with new categories so a review of rubric use will take place before the class is taught again. Also, in a review of the assignments students struggled the most with writing assignment #2. The instructor will incorporate additional instructions related to assignment #2.

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

Operational Assessment	
Intended Operational Outcomes	
1. Students will demonstrate academic success by persisting from one academic year to the next until graduation.	
2. The School of Business will provide a curriculum that meets the needs of the times.	
3. Students will be advised in an efficient and effective manner by faculty advisors.	
4. Previous year’s undergraduate alumni have found employment in their field of training.	
5. Encourage engagement with business community, professional organizations and the community at large.	
Assessment Measures/Methods for Intended Operational Outcomes:	Performance Objectives (Targets/Criteria) for Operational Assessment Measures/Methods:
1. Retention data. Intended Operational Outcomes Assessed by this Measure: #1	85% of BSA and BSBA students from previous year, who did not graduate, will be retained the next fall.
2. Curriculum review conducted by School Advisory Board when needed. Intended Operational Outcomes Assessed by this Measure: #2	Complete extensive curriculum review every three years and complete specific course reviews as needed per year.
3. Graduating Senior Survey Intended Operational Outcomes Assessed by this Measure: #3	85% of students rate their satisfaction with advising as a 4 or higher on a scale from 1 to 5, with 5 being Very Satisfied.
4. <i>Alumni Survey</i> Intended Operational Outcomes Assessed by this Measure:#4	80% of responding BSA and BSBA students indicate they are currently employed in their field of training.
5. Audit of involvement in organizations, number of speakers in classes, number of relationships with community partners, and continuation of School of Business Advisory Board. Intended Operational Outcomes Assessed by this Measure: #5	Increased use of speakers, increased involvement in organizations and expansion and involvement of Advisory Board.
Summary of Results from Implementing Operational Assessment Measures/Methods:	

1. 85% of BSA and BSBA students were retained.

2. An extensive curriculum review was completed with advisory board. The information was used to create a presentation that was shared on LinkedIn. The information did not lead to the need to change or add any courses for this year.

3. 95% of students rated their satisfaction with advising at a 4 or higher.

4. 67% of responding students indicated employed in their field of training.

5. The number of speakers in classes remained steady, organizational involvement included ASTD, KYCPA, IABC, and SHRM. The Advisory Board continued and three new members were added to the Board. We also changed the structure of the board to a task force structure for 16-17.

Summary of Achievement of Intended Operational Outcomes:

Intended Operational Outcomes	Operational Assessment Measures/Methods							
	Operational Assessment Measure/ Method 1	Operational Assessment Measure/ Method 2	Operational Assessment Measure/ Method 3	Operational Assessment Measure/ Method 4	Operational Assessment Measure/ Method 5	Operational Assessment Measure/ Method 6	Operational Assessment Measure/ Method 7	Operational Assessment Measure/ Method 8
	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...
1. Intended Operational Outcome 1	met							
2. Intended Operational Outcome 2		met						
3. Intended Operational Outcome 3			met					
4. Intended Operational Outcome 4				Not met				
5. Intended Operational Outcome 5					met			

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

1. The goal was not met but on a low response rate. We will continue to encourage internships while at Spalding. We will also make students aware of the Career Central Network and career services. We will continue to distribute survey but earlier so that more reminders can go out. We will also inform students that they will receive this email approximately 8-10 months after graduation while they are in the capstone course. We will also use LinkedIn to supplement the survey data to determine if students are employed in their field of training.