

Academic Year 2012-2013 Learning Outcomes Assessment

Undergraduate

Coverage of Core Curriculum in Courses

Table A Learning Outcomes per Core Business Course	ACG 2013	ACG 2023	BUS 3193	BUI 3633	BUS 2353	BUS 2343	BUF 2173	BUM 2183	BUS 4303	BUR 2153	BUS 1183	BUSV 4713	BUS 2013	BUS 3053	BUS 2133
Students will exhibit business appropriate <i>communication skills</i>			X					X	X	X	X	X		X	
Student will exhibit the ability to successfully perform in a <i>group or team</i>		X		X	X	X			X	X					
Students will exhibit and understand elements, standards, and application of <i>critical thinking</i>	X	X			X	X		X	X			X		X	
Students will exhibit business skills in the following areas:															
<i>Technology</i>						X							X	X	X
<i>Research</i>					X	X			X				X	X	
<i>Finance</i>		X				X	X		X						
<i>Accounting</i>	X	X							X						
<i>Marketing</i>										X	X				
<i>Global Business</i>				X							X				
<i>Management</i>								X	X		X				
<i>Business Law</i>			X		X						X				
Students will exhibit the ability to express a <i>Christian Worldview</i> as it relates to business practices	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X

Direct Measures:

Business Strategy Course Rubric

Table B Capstone Course Rubric Results					
	Group Case		Group Industry Project		
	11/12	12/13	11/12	12/13	12/13
Communication	75%		77%	76%	78%
Group Skills	79%		79%	75%	77%
Critical Thinking	82%		83%	84%	81%
Core Business Skills	78%		78%	80%	80%

Rinker Learning Assessment Test Results

Table D			
<i>RLAT Scores by Discipline and Overall</i>			
Business Strategy			
Intro to Business			82.8%
Macroeconomics			35.2%
Microeconomics			43.7%
Financial Accounting			62.6%
Managerial Accounting			56.9%
Global Business			52.0%
Finance			37.1%
Information Systems			60.4%
Marketing			64.7%
Statistics			45.2%
Business Res. Methods			52.5%
Management			64.7%
Leadership & Ethics			37.0%
Business Law I			38.4%
Business Strategy			26.8%
Overall Mean Score			50.7%

Indirect Measures:

Communication Skills As Assessed in IDEA Evaluations

Table E						
Developing skill in expressing myself orally or in writing (Question 28)						
Respondents (Total #)	No Apparent Progress	Slight Progress	Moderate Progress	Substantial Progress	Exceptional Progress	Omitted
ALL RSB (1,118)	6.5%	8.0%	17.3%	25.6%	41.9%	0.8%
Internship (9)	0.0%	0.0%	33.3%	33.3%	33.3%	0.0%

Table F						
As a result of taking this course, I have developed my ability to organize my thinking through the process of writing (Question 51)						
Respondents (Total #)	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Omitted
ALL RSB (1,118)	4.7%	5.6%	20.8%	26.0%	31.0%	11.7%
Internship (9)	0.0%	0.0%	22.2%	33.3%	44.4%	0.0%

Team Collaboration Skills As Assessed in IDEA Evaluations

Table G						
Formed "teams" or "discussion groups" to facilitate learning (Question 5)						
Respondents (Total #)	Hardly Ever	Occasionally	Sometimes	Frequently	Almost Always	Omitted
ALL RSB (964)*	7.5%	5.8%	14.0%	18.5%	53.9%	0.3%
Introduction to Business (63)	1.7%	4.2%	13.3%	16.7%	64.2%	0.0%

Table H						
Formed "teams" or "discussion groups" to facilitate learning (Question 5)						
Respondents (Total #)	Hardly Ever	Occasionally	Sometimes	Frequently	Almost Always	Omitted
ALL RSB (964)*	7.5%	5.8%	14.0%	18.5%	53.9%	0.3%
Strategy (50)	0.0%	0.0%	6.0%	16.0%	78.0%	0.0%

Critical Thinking Skills As Assessed in IDEA Evaluations

Table I						
Learning to analyze and critically evaluate ideas, arguments, and points of view (Question 31)						
Respondents (Total #)	No Apparent Progress	Slight Progress	Moderate Progress	Substantial Progress	Exceptional Progress	Omitted
ALL RSB (1,118)	3.1%	6.2%	14.0%	27.4%	48.6%	0.7%
Strategy (50)	0.0%	0.0%	6.0%	26.0%	66.0%	2.0%

Table J						
As a result of taking this course, my thinking in this subject are is more focused and systematic (Question 48)						
Respondents (Total #)	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Omitted
ALL RSB (1,118)	2.4%	3.0%	15.2%	28.7%	39.0%	11.6%
Strategy (50)	0.0%	0.0%	20.0%	30.0%	44.0%	6.0%

Table K						
As a result of taking this course, I find I am better able to take seriously and weigh views of others (Question 49)						
Respondents (Total #)	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Omitted
ALL RSB (1,118)	2.2%	4.5%	20.2%	29.2%	32.3%	11.6%
Strategy (50)	0.0%	4.0%	26.0%	36.0%	26.0%	8.0%

Table L						
In this course, I improved my ability to give sound reasons for my beliefs and opinions regarding issues in this subject area (Question 50)						
Respondents (Total #)	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Omitted
ALL RSB (1,118)	2.5%	3.4%	18.9%	28.5%	34.9%	11.8%
Strategy (50)	0.0%	2.0%	26.0%	34.0%	30.0%	8.0%

Christian Integration As Assessed in IDEA Evaluations

Respondents (Total #)	N	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Omitted
ALL RSB	1,118	2.6%	4.6%	15.7%	25.1%	39.7%	12.3%
Accounting	164	0.0%	5.5%	8.5%	17.1%	22.0%	47.0%
Business Law	73	0.0%	2.7%	2.7%	13.7%	12.3%	68.5%
Economics	148	0.0%	4.1%	2.7%	20.9%	33.8%	38.5%
Entrepreneurship							
Finance	63	0.0%	6.3%	15.9%	25.4%	30.2%	22.2%
International	77	0.0%	2.6%	2.6%	11.7%	36.4%	46.8%
Management	146	0.0%	1.4%	4.1%	15.1%	30.8%	48.6%
Marketing	37	0.0%	0.0%	2.7%	21.6%	18.9%	56.8%
Research/Stat	103	0.0%	3.9%	7.8%	27.2%	29.1%	32.0%

Note: No Entrepreneurship Courses were evaluated during the academic year.

Employer Evaluations

Evaluation Criteria	5		4		3		2		1	
	Exceptional		Exceeded Expectations		Met Expectations		Below Expectations		Unacceptable	
	Fall 2012	Spr 2013	Fall 2012	Spr 2013	Fall 2012	Spr 2013	Fall 2012	Spr 2013	Fall 2012	Spr 2013
Ability to learn	71%	47%	18%	47%	12%	5%	0%	0%	0%	0%
Motivation	59%	37%	24%	32%	18%	32%	0%	0%	0%	0%
Written comm. skills	47%	32%	29%	47%	24%	21%	0%	0%	0%	0%
Verbal comm. skills	65%	42%	12%	37%	24%	21%	0%	0%	0%	0%
Interpersonal Skills	65%	32%	18%	58%	18%	11%	0%	0%	0%	0%
Enthusiasm	65%	42%	18%	47%	18%	11%	0%	0%	0%	0%
Leadership skills	47%	32%	29%	32%	24%	37%	0%	0%	0%	0%
Honesty	71%	74%	12%	16%	18%	5%	0%	5%	0%	0%
Reliability/Attendance	59%	58%	18%	26%	24%	11%	0%	0%	0%	5%
Teamwork skills	65%	42%	24%	37%	12%	21%	0%	0%	0%	0%
Self-confidence	59%	47%	29%	32%	12%	21%	0%	0%	0%	0%
Overall Job Performance	59%	42%	29%	47%	12%	11%	0%	0%	0%	0%

Graduate – MBA

Direct Measures:

Table O					
<i>Capstone Course Rubric Results</i>					
	Group Case		Group Industry Project		
	11/12	12/13	11/12	12/13	12/13
Communication	85%	82%	80%		80%
Group Skills	82%	80%	86%		83%
Critical Thinking	83%	79%	85%		83%
Core Business Skills	80%	78%	84%		83%

Table P		
<i>Business Research Methods Course Rubric Results</i>		
Use reference material in explaining analytical concepts		100%
Demonstrates understanding of analytical concepts		100%
Applies critical thought in analyzing information		90%

Indirect Measures:

Communication Skills As Assessed in IDEA Evaluations

Table Q						
<i>Developing skill in expressing myself orally or in writing (Question 28)</i>						
Respondents (Total #)	No Apparent Progress	Slight Progress	Moderate Progress	Substantial Progress	Exceptional Progress	Omitted
ALL MBA (249)	3.1%	6.2%	11.5%	30.2%	48.4%	0.5%

Table R						
<i>As a result of taking this course, I have developed my ability to organize my thinking through the process of writing (Question 51)</i>						
Respondents (Total #)	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Omitted
ALL MBA (249)	2.6%	3.6%	15.8%	32.9%	38.8%	6.2%

Team Collaboration Skills As Assessed in IDEA Evaluations

Table S						
<i>Formed "teams" or "discussion groups" to facilitate learning (Question 5)</i>						
Respondents (Total #)	Hardly Ever	Occasionally	Sometimes	Frequently	Almost Always	Omitted
ALL MBA (249)	3.4%	3.1%	5.5%	20.1%	67.1%	0.7%

Critical Thinking Skills As Assessed in IDEA Evaluations

Table T						
Learning to analyze and critically evaluate ideas, arguments, and points of view (Question 31)						
Respondents (Total #)	No Apparent Progress	Slight Progress	Moderate Progress	Substantial Progress	Exceptional Progress	Omitted
ALL MBA (249)	1.2%	3.4%	8.6%	33.1%	52.5%	1.2%

Table U						
As a result of taking this course, my thinking in this subject are is more focused and systematic (Question 48)						
Respondents (Total #)	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Omitted
ALL MBA (249)	1.7%	1.9%	13.7%	29.3%	47.2%	6.2%

Table V						
As a result of taking this course, I find I am better able to take seriously and weigh views of others (Question 49)						
Respondents (Total #)	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Omitted
ALL MBA (249)	1.2%	3.6%	15.3%	32.4%	41.2%	6.2%

Table W						
In this course, I improved my ability to give sound reasons for my beliefs and opinions regarding issues in this subject area (Question 50)						
Respondents (Total #)	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Omitted
ALL MBA (249)	1.7%	1.9%	16.3%	32.1%	41.7%	6.2%

Christian Integration As Assessed in IDEA Evaluations

Table X						
Christian principles/ideas were integrated into this course (Question 55)						
Respondents (Total #)	No Apparent Progress	Slight Progress	Moderate Progress	Substantial Progress	Exceptional Progress	Omitted
ALL MBA (249)	3.1%	5.5%	15.8%	26.1%	42.7%	6.7%

Overall Summary of Undergraduate and Graduate IDEA Evaluation Results

Table Y				
Overall summary of IDEA Evaluation Results - Undergraduate				
Undergraduate IDEA Evaluations (marked 4 or 5)	09/10	12/13	Change	
Communication skills (Questions 28, 51)	63.0%	66.3%	3.3%	
Team collaboration (Question 5)	71.5%	72.6%	1.1%	
Critical thinking (Questions 31, 48, 49, 50)	70.7%	73.7%	3.0%	
Christian integration (Question 55)	71.9%	71.9%	0.0%	
Overall mean	69.3%	71.1%	1.9%	
Employer evaluation	90.7%	82.2%	-8.5%	

Table Z				
Overall summary of IDEA Evaluation Results - Undergraduate				
MBA IDEA Evaluations (marked 4 or 5)	09/10	12/13	Change	
Communication skills (Questions 28, 51)	70.2%	77.8%	7.6%	
Team collaboration (Question 5)	76.7%	87.9%	11.2%	
Critical thinking (Questions 31, 48, 49, 50)	78.3%	81.4%	3.1%	
Christian integration (Question 55)	65.0%	73.8%	8.8%	
Overall mean	72.6%	80.2%	7.7%	
Employer evaluation (N/A for MBA Program)				