Program Assessment & Improvement Plan

B.S. Business Administration CEL Program
## Mission Statement

Educate students through a learning-centered environment.

## Student Learning Outcomes

### B.S. Business Administration CEL Program Outcome Set

<table>
<thead>
<tr>
<th>Outcome</th>
<th>Mapping</th>
</tr>
</thead>
<tbody>
<tr>
<td>Broad Based Student Learning Goal</td>
<td>No Mapping</td>
</tr>
<tr>
<td>Graduates will be prepared for entry into careers in business and make contributions to their global and local communities.</td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Outcome</th>
<th>Dimensions of Student Learning</th>
</tr>
</thead>
<tbody>
<tr>
<td>Student Learning Outcome 1</td>
<td>Outcome A: Higher Order Thinking, Outcome A: Readiness for Career, Outcome A: Values, Outcome B: Knowledge, Values, and Abilities, Outcome B: Communication, Outcome B: Responsible Citizenship, Outcome C: Human Diversity, Outcome D: Self Development</td>
</tr>
<tr>
<td>Graduates will attain higher learning in business.</td>
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<tr>
<th>Outcome</th>
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<tbody>
<tr>
<td>Student Learning Outcome 2</td>
<td>Outcome A: Higher Order Thinking, Outcome A: Readiness for Career, Outcome A: Values, Outcome B: Knowledge, Values, and Abilities, Outcome B: Communication, Outcome B: Responsible Citizenship, Outcome D: Self Development</td>
</tr>
<tr>
<td>Graduates will demonstrate information literacy.</td>
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<thead>
<tr>
<th>Outcome</th>
<th>Dimensions of Student Learning</th>
</tr>
</thead>
<tbody>
<tr>
<td>Student Learning Outcome 3</td>
<td>Outcome A: Higher Order Thinking, Outcome A: Readiness for Career, Outcome A: Values, Outcome B: Knowledge, Values, and Abilities, Outcome B: Communication, Outcome B: Responsible Citizenship, Outcome D: Self Development</td>
</tr>
<tr>
<td>Graduates will demonstrate ability to use practical business tools.</td>
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<tr>
<th>Outcome</th>
<th>Dimensions of Student Learning</th>
</tr>
</thead>
<tbody>
<tr>
<td>Student Learning Outcome 4</td>
<td>Outcome A: Higher Order Thinking, Outcome A: Readiness for Career, Outcome A: Values, Outcome B: Knowledge, Values, and Abilities, Outcome B: Communication, Outcome B: Responsible Citizenship, Outcome C: Human Diversity, Outcome D: Self Development</td>
</tr>
<tr>
<td>Graduates will demonstrate good communication skills and the ability to work effectively as part of a team.</td>
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<tr>
<th>Outcome</th>
<th>Dimensions of Student Learning</th>
</tr>
</thead>
<tbody>
<tr>
<td>Student Learning Outcome 5</td>
<td>Outcome A: Higher Order Thinking, Outcome A: Readiness for Career, Outcome A: Values, Outcome B: Knowledge, Values, and Abilities, Outcome B: Communication, Outcome B: Responsible Citizenship, Outcome C: Human Diversity, Outcome D: Self Development</td>
</tr>
<tr>
<td>Graduates will demonstrate the ability to analyze complex business situations and ethical obligations in a realistic business environment. (Changed to include ethical obligations 11/27/12.)</td>
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</tr>
</tbody>
</table>

## Curriculum Map

### Active Curriculum Maps
## Assessment Plan

### Mission Statement

Educate students through a learning-centered environment.

### Outcomes and Measures

#### B.S. Business Administration CEL Program Outcome Set

**Outcome**

**Broad Based Student Learning Goal**

Graduates will be prepared for entry into careers in business and make contributions to their global and local communities.

**No measures specified**

#### Student Learning Outcome 1

Graduates will attain higher learning in business.

**Measure:** Graduate Placement Survey

- **Program level:** Indirect - Survey

**Details/Description:** Graduate Placement Survey administered to all university graduates by Career Services every 2 years.

- **Acceptable Target (optional):** At least 80% of each year’s graduates will be employed in related field, or in graduate school, within 2 years

- **Ideal Target (optional):**

- **Implementation Plan (timeline):** This information is received each year and reported to the IACBE.

**Key/Responsible Personnel:** Dr. Kari Wood, Accreditation Coordinator

**Measure:** Graduating Senior Survey

- **Program level:** Indirect - Survey

**Details/Description:** Survey administered via D2L course shell to every graduating senior each semester.

- **Acceptable Target (optional):** At least 70% of each year’s graduates will indicate they attained learning in the functional areas of business

- **Ideal Target (optional):**

- **Implementation Plan (timeline):** Each semester’s results are to be provided to the Assessment Coordinator by the end of Summer for the annual report.

**Key/Responsible Personnel:** Dr. Joann Fredrickson

**Supporting Attachments:**

- Business Administration Goals and Results - Senior Survey (Word Document (Open XML))
**Measure: MFT Exam/Customized Local Test**
Program level; Direct - Exam

**Details/Description:** On campus graduating seniors take the ETS Major Field Test for a Bachelor's Degree in Business. According to the ETS, the test is "...designed to measure a student’s subject knowledge and the ability to apply facts, concepts, theories and analytical methods." Online students take a custom made test covering similar materials in the Accounting 4600 Senior Seminar.

**Acceptable Target (optional):** MFAT-B: At least 70% of each year’s graduates will score higher on the post-test of MFAT-B than on their pre-test.

**Ideal Target (optional):**

**Implementation Plan (timeline):** The MFAT is given in the fall and spring semesters each year. The local test is given fall, spring and summer each year.

**Key/Responsible Personnel:** Dr. Sanjeev Phukan.

**Supporting Attachments:**
- Core_Comprehensive_Exam.pdf (Adobe Acrobat Document)

**Measure: Senior Capstone Course Rubric**
Program level; Direct - Other

**Details/Description:** The capstone course of all Business programs will have rubrics applied to the final project, presentations, team work, and leadership skills.

**Acceptable Target (optional):** 1. At least 90% of the graduates will demonstrate higher than the beginning level of performance on the program level student learning outcomes assessment rubric.

**Ideal Target (optional):**

**Implementation Plan (timeline):** Annual application of rubric(s) to be completed by the end of summer.

**Key/Responsible Personnel:** Dr. William Scheela and Dr. Dean Frost - Evaluators. Dr. Kari Wood - Rubric.

**Supporting Attachments:**
- Capstone Course Rubric (Excel Workbook (Open XML))

**Measure: Graduating Senior Survey**
Program level; Indirect - Survey

**Details/Description:** Survey administered via D2L course shell to every graduating senior each semester.

**Acceptable Target (optional):** At least 70% of each year’s graduates will indicate that they are information literate.

**Ideal Target (optional):**

**Implementation Plan (timeline):** Survey results will be provided to the Assessment Coordinator by the end of Summer for the annual report.

**Key/Responsible Personnel:** Dr. Joann Fredrickson

See Graduating Senior Survey under Student Learning Outcome 1.
**Measure:** Senior Capstone Course Rubric  
Program level; Direct - Other

**Details/Description:** The capstone course of all Business programs (Strategic Management) will have rubrics applied to the final project, presentations, team work, and leadership skills.

**Acceptable Target (optional):** At least 90% of the graduates will demonstrate higher than the beginning level of performance on the information literacy section of the assessment rubric.

**Ideal Target (optional):**

**Implementation Plan (timeline):** Annual application of rubric(s) to be completed and results to the Assessment Coordinator by the end of summer.

**Key/Responsible Personnel:** Dr. William Scheela and Dr. Dean Frost - Evaluators. Dr. Kari Wood - Rubric.

See Rubric under Student Learning Outcome 1.

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**Student Learning Outcome 3**  
Graduates will demonstrate ability to use practical business tools.

**Measure:** Graduating Senior Survey  
Program level; Indirect - Survey

**Details/Description:** Survey administered via D2L course shell to every graduating senior each semester.

**Acceptable Target (optional):** At least 70% of each year’s graduates will indicate that they are information literate.

**Ideal Target (optional):**

**Implementation Plan (timeline):** Survey results will be provided to the Assessment Coordinator by the end of Summer for the annual report.

**Key/Responsible Personnel:** Dr. Joann Fredrickson

See Graduating Senior Survey under Student Learning Outcome 1.

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**Measure:** Senior Capstone Course Rubric  
Program level; Direct - Other

**Details/Description:** The capstone course of all Business programs will have rubrics applied to the final project, presentations, team work, and leadership skills.

**Acceptable Target (optional):** At least 90% of the graduates will demonstrate higher than the beginning level of performance on the use of practical business tools section of the assessment rubric.

**Ideal Target (optional):**

**Implementation Plan (timeline):** Annual application of rubric(s) to be completed and results to the Assessment Coordinator by the end of summer.

**Key/Responsible Personnel:** Dr. William Scheela and Dr. Dean Frost - Evaluators. Dr. Kari Wood - Rubric.

See Rubric under Student Learning Outcome 1.

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**Student Learning Outcome 4**  
Graduates will demonstrate good communication skills and the ability to work effectively as part of a team.

**Measure:** Graduating Senior Survey  
Program level; Indirect - Survey

**Details/Description:** Survey administered via D2L course shell to every graduating senior each semester.

**Acceptable Target (optional):** At least 70% of each year’s graduates will indicate ability to communicate effectively and work effectively as part of a team.
Student Learning Outcome 5

Graduates will demonstrate the ability to analyze complex business situations in a realistic business environment.

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### Measure: Senior Capstone Course Rubric

**Program level:** Direct - Other

**Details/Description:** The capstone course of all Business programs will have rubrics applied to the final project, presentations, team work, and leadership skills.

**Acceptable Target (optional):** At least 90% of the graduates will demonstrate higher than the beginning level of performance on the communication skills and effective team work section of the assessment rubric.

**Ideal Target (optional):**

**Implementation Plan (timeline):** Annual application of rubric(s) to be completed and results to the Assessment Coordinator by the end of summer.

**Key/Responsible Personnel:** Dr. William Scheela and Dr. Dean Frost - evaluators. Dr. Kari Wood - Rubric.

See Rubric under Student Learning Outcome 1

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### Measure: Graduating Senior Survey

**Program level:** Indirect - Survey

**Details/Description:** Survey administered via D2L course shell to every graduating senior each semester.

**Acceptable Target (optional):** At least 70% of each year’s graduates will indicate ability to analyze complex business situations

**Ideal Target (optional):**

**Implementation Plan (timeline):** Survey results will be provided to the Assessment Coordinator by the end of Summer for the annual report.

**Key/Responsible Personnel:** Dr. Joann Fredrickson

See Graduating Senior Survey under Student Learning Outcome 1

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### Measure: MFT Exam - Customized Local Test

**Program level:** Direct - Exam

**Details/Description:** On campus graduating seniors take the ETC Major Field Test for a Bachelor's Degree in Business. According to the ETS, the test is "...designed to measure a student’s subject knowledge and the ability to apply facts, concepts, theories and analytical methods." Online students take a custom made test covering similar materials in the Accounting 4600 Senior Seminar.

**Acceptable Target (optional):** MFT- B: Average student performance will be at 50th percentile or above for peer institutions.

**Ideal Target (optional):**

**Implementation Plan (timeline):** The MFT is given in the fall and spring semesters each year.

**Key/Responsible Personnel:** Dr. Sanjeev Phukan

See ETS and Core Comprehensive Exam in Student Learning Outcome 1.
**Measure:** Senior Capstone Course Rubric

Program level: Direct - Other

**Details/Description:** The capstone course of all Business programs will have rubrics applied to the final project, presentations, team work, and leadership skills.

**Acceptable Target (optional):** At least 90% of the graduates will demonstrate higher than the beginning level of performance on the ability to analyze complex business situations in a realistic business environment section of the assessment rubric

**Ideal Target (optional):**

**Implementation Plan (timeline):** Annual application of rubric(s) to be completed and results to the Assessment Coordinator by the end of summer.

**Key/Responsible Personnel:** Dr. William Scheela and Dr. Dean Frost - Evaluators. Dr. Kari Wood - Rubric.

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**Assessment Findings**

**Finding per Measure**

**B.S. Business Administration CEL Program Outcome Set**

**Outcome**

**Broad Based Student Learning Goal**
Graduates will be prepared for entry into careers in business and make contributions to their global and local communities.

**No measures specified**

**Student Learning Outcome 1**
Graduates will attain higher learning in business.

**Measure:** Graduate Placement Survey

Program level: Indirect - Survey

**Details/Description:** Graduate Placement Survey administered to all university graduates by Career Services every 2 years.

**Acceptable Target (optional):** At least 80% of each year’s graduates will be employed in a related field, or in graduate school, within 2 years

**Ideal Target (optional):**

**Implementation Plan (timeline):** This information is received each year and reported to the IACBE.

**Key/Responsible Personnel:** Dr. Kari Wood, Accreditation Coordinator

**Findings for Graduate Placement Survey**

**Summary of Findings:** Graduate Placement Survey:
Target: At least 80% of each year’s graduates will be employed in a related field, or in graduate school, within 2 years

Please see Appendix 6 for the summary information of the status of graduates from 1998 to 2011.

In 2010, the Accounting Department had 100% and the Business Department had 89% of their graduates employed in a related field or in graduate school. In 2011, the Accounting Department had 87% and the Business Department had 79% of their graduates employed in a related field or
For the last fourteen years, the Accounting Department has on the average 88.6% of their graduates employed in a related field or in graduate school and the Business Department has on the average 86.3% of their graduates employed in a related field or in graduate school. This information will always be a year behind the annual report.

Met on average over the years

**Results:** Acceptable Target Achievement: Exceeded; Ideal Target Achievement: Exceeded

**Reflections/Notes:**

**Substantiating Evidence:**
- Graduate Placement (Word Document (Open XML))

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**Measure:** Graduating Senior Survey

**Program level:** Indirect - Survey

**Details/Description:** Survey administered via D2L course shell to every graduating senior each semester.

**Acceptable Target (optional):** At least 70% of each year's graduates will indicate they attained learning in the functional areas of business

**Ideal Target (optional):**

**Implementation Plan (timeline):** Each semester's results are to be provided to the Assessment Coordinator by the end of Summer for the annual report.

**Key/Responsible Personnel:** Dr. Joann Fredrickson

**Supporting Attachments:**
- Business Administration Goals and Results - Senior Survey (Word Document (Open XML))

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**Findings for Graduating Senior Survey**

**Summary of Findings:** All SLO Part 2 Performance Targets were met and exceeded targets.
1. At least 70% of each year's graduates will indicate they attained learning in the functional areas of business. (SLO-1) - met and exceeded
2. At least 70% of each year's graduates will indicate that they are information literate. (SLO-2) - met and exceeded
3. At least 70% of each year's graduates will indicate they are able to use practical business tools. (SLO-3) - met and exceeded
4. At least 70% of each year's graduates will indicate ability to communicate effectively and work effectively as part of a team. (SLO-4) - met and exceeded
5. At least 70% of each year's graduates will indicate ability to analyze complex business situations. (SLO-5) - met and exceeded
6. At least 60% of each year's graduates will indicate their skill development in writing, math, and reading was supported if needed. (Program Objective P3-Goal for Basic Skills Development) - met and exceeded
7. At least 50% of each year's graduates will indicate they participated in one or more sponsored activities or organizations. (Program Objective P4-Goal for Personal Development) - met and exceeded
8. At least 60% of each year's graduates will indicate they have experienced personal growth and development. (Program Objective P4-Goal for Personal Development) - met and exceeded
9. At least 70% of graduates will indicate they have had conversations with a student who has a different background than theirs.
   - met and exceeded

Please see Appendix 7B Business Administration 2013 IACBE Assessment Results for details.

**Results:** Acceptable Target Achievement: Exceeded; Ideal Target Achievement: Exceeded

**Reflections/Notes:**

**Substantiating Evidence:**

---
**Measure:** MFT Exam/Customized Local Test  
**Program level:** Direct - Exam

**Details/Description:** On campus graduating seniors take the ETS Major Field Test for a Bachelor’s Degree in Business. According to the ETS, the test is "...designed to measure a student’s subject knowledge and the ability to apply facts, concepts, theories and analytical methods." Online students take a custom made test covering similar materials in the Accounting 4600 Senior Seminar.

**Acceptable Target (optional):** MFAT-B: At least 70% of each year’s graduates will score higher on the post-test of MFAT-B than on their pre-test.

**Ideal Target (optional):**

**Implementation Plan (timeline):** The MFAT is given in the fall and spring semesters each year. The local test is given fall, spring and summer each year.

**Key/Responsible Personnel:** Dr. Sanjeev Phukan.

**Supporting Attachments:**

- Core_Comprehensive_Exam.pdf (Adobe Acrobat Document)

---

**Findings for MFT Exam/Customized Local Test**

**Summary of Findings:** At least 70% of each year’s graduates will score higher on the post-test of MFAT-B than on their pre-test. (SLO 1)

Two items of note in this area:

a. **Pre/Post Testing** - As noted last year, the discussion and budgeting for pre/post exams has been on-going. The departments have decided to drop the pre-MFAT test from further consideration.

b. **MFAT for online students** - Beginning in the 2014 academic year, the custom exam for online students will be dropped in favor of the MFAT test. While not finalized during this reporting time, in the fall of 2013, the faculty determined that the MFAT would be used for all graduating seniors, both on campus and online. The BSU Center for Extended Learning has agreed to pay for the cost of the MFT administered through Prometric.

Average student performance will be at 50th percentile or above for peer institutions. (SLO-1 & SLO-5)

**Summary Results for Senior Exam**

**Summer 2012-Spring 2013**

**Senior Exam Performance Target:** Average student performance will be at 50th percentile or above for peer institutions on MFAT. (Implementation for online students Fall 2014).

**Results:** Goal Met

BSU Mean score = 151  
Median of the Institutional Means = 151

MFT results for the time period Summer 2012 through Spring 2013. Our target for these exam results is: Average student performance will be at 50th percentile or above for peer institutions on the MFAT. The average student performance (mean) was 151, which compares favorably with the median of institutional scores (n=662; median = 151). Last year, our departments also identified a peer group (n=12 including BSU) of other institutions that we might consider our peer group. The median of institutional scores (n=12) was 151.5. So, in terms of comparing to the national average, we met our goal. In terms of comparing to a separate aspirational peer group, we slightly missed our goal.

Another measure we typically review is the proportion of BSU students that met or exceeded the
The median individual score was 152 for the national survey (n=128,136). 52 of 112 BSU test takers met or exceeded the goal/score of 152. 60 of 112 BSU test takers did not meet the goal of 152.

We are also able to review BSU institutional performance by academic area. BSU’s institutional Mean scores exceeded the national peer group performance (n=662 institutions) in the following areas: Accounting, Economics, Quantitative Business Analysis, and Finance. BSU’s institutional mean scores were lower than the national peer group performance in the following areas: Management, Marketing, Legal and Social Environment, Information Systems, and International Issues.

Finally, a custom Senior Exam has been administered to the online students for each semester Summer 2012 through Spring 2013. The target of 50% or higher has been met. The overall average score was 52.9%.

The Closing the Loop 2012 information can be found in the appendices below. Based on MFAT results, faculty submitted plans for improvement. Those plans can be found in the Closing the Loop Summary for 2012. The Accounting and Business Confirmations gives updated documentation.

At the 9/25/13 and the 10/23/13, IACBE Joint Department Meetings, there was a decision to exam the ETS information report, along with the results from the custom exam and rubric to create the “Closing the Loop” decisions for 2013.

The recommendation was to conduct 2013 Closing the Loop discussions for the 5 academic areas that did not meet the goal: Management, Marketing, Legal and Social Environment, Information Systems, and International Issues. The 2013 Closing the Loop discussions are expected to conclude in advance of spring semester 2014.

Please see the following Appendices for more detailed information:
Appendix 4A - Summary Results for Senior Exam Summer 2012-Spring 2013
Appendix 4B - MFAT 2012-2013 Results
Appendix 4C – ETS Results for SU12FA12SP13
Appendix 4D – IACBE Custom Senior Exam Results
Appendix 4E – Closing the Loop 2012
Appendix 4F – Closing the Loop Accounting Confirmation 2012

Results: Acceptable Target Achievement: Exceeded; Ideal Target Achievement : Exceeded

Reflections/Notes:

Substantiating Evidence:
- Closing the Loop 2012 (Word Document (Open XML))
- Closing the Loop Accounting Confirmation 2012 (Word Document (Open XML))
- Closing the Loop Business Confirmation 2012 (Word Document (Open XML))
- ETS Results for SU12FA12SP13 (Excel Workbook (Open XML))
- IACBE Custom Senior Exam Results (Excel Workbook (Open XML))
- MFAT 2012-2013 Results (Excel Workbook (Open XML))
- Summary Results for Senior Exam Summer 2012-Spring 2013 (Word Document (Open XML))

Measure: Senior Capstone Course Rubric

Details/Description: The capstone course of all Business programs will have rubrics applied to the final project, presentations, team work, and leadership skills.

Acceptable Target (optional): 1. At least 90% of the graduates will demonstrate higher than the beginning level of performance on the program level student learning outcomes assessment rubric.

Ideal Target (optional):

Implementation Plan (timeline): Annual application of rubric(s) to be completed by the end of summer.

Key/Responsible Personnel: Dr. William Scheela and Dr. Dean Frost - Evaluators. Dr. Kari Wood - Rubric.
Findings for Senior Capstone Course Rubric

**Summary of Findings:** All five performance targets were met. At least 90% of the graduates demonstrated higher than the adequate/developing (2.5) level of performance on all sections of the program level student learning outcomes assessment rubric.

The average score for Team Work was 4.65 on a 0-5 scale where a score of > 2.5 or higher was targeted.

The average score for Presentations was 3.96 on a 0-5 scale where a score of > 2.5 or higher was targeted.

The average score for Papers was 4.46 on a 0-5 scale where a score of > 2.5 or higher was targeted.

Please see Appendix 5 for Rubric Results.

At the 9/25/13 IACBE Joint Department Meeting, the rubric target will be: At least 90% of the graduates will demonstrate meeting the adequate (3) level of performance on each section of the assessment rubric. Additionally, we are planning on adopting better presentation software for the online students.

**Results:** Acceptable Target Achievement: Exceeded; Ideal Target Achievement: Exceeded

**Reflections/Notes:**

**Substantiating Evidence:**

- Rubric Results (Excel Workbook (Open XML))

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**Student Learning Outcome 2**

Graduates will demonstrate information literacy.

**Measure:** Graduating Senior Survey

**Program level; Indirect - Survey**

**Details/Description:** Survey administered via D2L course shell to every graduating senior each semester.

**Acceptable Target (optional):** At least 70% of each year’s graduates will indicate that they are information literate.

**Ideal Target (optional):**

**Implementation Plan (timeline):** Survey results will be provided to the Assessment Coordinator by the end of Summer for the annual report.

**Key/Responsible Personnel:** Dr. Joann Fredrickson

See Graduating Senior Survey under Student Learning Outcome 1.

**Findings for Graduating Senior Survey**

**Summary of Findings:** All SLO Part 2 Performance Targets were met and exceeded targets.

1. At least 70% of each year’s graduates will indicate they attained learning in the functional areas of business. (SLO-1) - met and exceeded
2. At least 70% of each year’s graduates will indicate that they are information literate. (SLO-2) - met and exceeded
3. At least 70% of each year’s graduates will indicate they are able to use practical business tools. (SLO-3) - met and exceeded
4. At least 70% of each year’s graduates will indicate ability to communicate effectively and work effectively as part of a team. (SLO-4) - met and exceeded
5. At least 70% of each year’s graduates will indicate ability to analyze complex business situations. (SLO-5) - met and exceeded
6. At least 60% of each year’s graduates will indicate their skill development in writing, math, and reading was supported if needed. (Program Objective P3-Goal for Basic Skills Development)
- met and exceeded
7. At least 50% of each year’s graduates will indicate they participated in one or more sponsored activities or organizations. (Program Objective P4–Goal for Personal Development)
- met and exceeded
8. At least 60% of each year’s graduates will indicate they have experienced personal growth and development. (Program Objective P4–Goal for Personal Development)
- met and exceeded
9. At least 70% of graduates will indicate they have had conversations with a student who has a different background then theirs.
- met and exceeded

Please see Appendix 7B Business Administration 2013 IACBE Assessment Results for details.

Results: Acceptable Target Achievement: Exceeded; Ideal Target Achievement : Exceeded
Reflections/Notes :

Substantiating Evidence:

Business Administration 2013 IACBE Assessment Results (Word Document (Open XML))

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**Measure: Senior Capstone Course Rubric**

**Program level: Direct - Other**

Details/Description: The capstone course of all Business programs (Strategic Management) will have rubrics applied to the final project, presentations, team work, and leadership skills.

Acceptable Target (optional): At least 90% of the graduates will demonstrate higher than the beginning level of performance on the information literacy section of the assessment rubric.

Ideal Target (optional):

Implementation Plan (timeline): Annual application of rubric(s) to be completed by the end of summer.

Key/Responsible Personnel: Dr. William Scheela and Dr. Dean Frost - Evaluators. Dr. Kari Wood - Rubric.

See Rubric under Student Learning Outcome 1.

**Findings for Senior Capstone Course Rubric**

Summary of Findings: All five performance targets were met.
At least 90% of the graduates demonstrated higher than the adequate/developing (2.5) level of performance on all sections of the program level student learning outcomes assessment rubric.

The average score for Team Work was 4.65 on a 0-5 scale where a score of > 2.5 or higher was targeted.
The average score for Presentations was 3.96 on a 0-5 scale where a score of > 2.5 or higher was targeted.
The average score for Papers was 4.46 on a 0-5 scale where a score of > 2.5 or higher was targeted.

Please see Appendix 5 for Rubric Results.

At the 9/25/13 IACBE Joint Department Meeting, the rubric target will be: At least 90% of the graduates will demonstrate meeting the adequate (3) level of performance on each section of the assessment rubric. Additionally, we are planning on adopting better presentation software for the online students.

Results: Acceptable Target Achievement: Exceeded; Ideal Target Achievement : Exceeded
Reflections/Notes :

Substantiating Evidence:

Rubric Results (Excel Workbook (Open XML))
**Student Learning Outcome 3**
Graduates will demonstrate ability to use practical business tools.

**Measure:** Graduating Senior Survey  
Program level; Indirect - Survey

**Details/Description:** Details/Description: Survey administered via D2L course shell to every graduating senior each semester.

**Acceptable Target (optional):** At least 70% of each year’s graduates will indicate that they are information literate.

**Ideal Target (optional):**

**Implementation Plan (timeline):** Survey results will be provided to the Assessment Coordinator by the end of Summer for the annual report.

**Key/Responsible Personnel:** Dr. Joann Fredrickson

See Graduating Senior Survey under Student Learning Outcome 1.

**Findings for Graduating Senior Survey**

**Summary of Findings:** All SLO Part 2 Performance Targets were met and exceeded targets.

1. At least 70% of each year’s graduates will indicate they attained learning in the functional areas of business. (SLO-1) - met and exceeded
2. At least 70% of each year’s graduates will indicate that they are information literate. (SLO-2) - met and exceeded
3. At least 70% of each year’s graduates will indicate they are able to use practical business tools. (SLO-3) - met and exceeded
4. At least 70% of each year’s graduates will indicate ability to communicate effectively and work effectively as part of a team. (SLO-4) - met and exceeded
5. At least 70% of each year’s graduates will indicate ability to analyze complex business situations. (SLO-5) - met and exceeded
6. At least 60% of each year’s graduates will indicate their skill development in writing, math, and reading was supported if needed. (Program Objective P3-Goal for Basic Skills Development) - met and exceeded
7. At least 50% of each year’s graduates will indicate they participated in one or more sponsored activities or organizations. (Program Objective P4-Goal for Personal Development) - met and exceeded
8. At least 60% of each year’s graduates will indicate they have experienced personal growth and development. (Program Objective P4-Goal for Personal Development) - met and exceeded
9. At least 70% of graduates will indicate they have had conversations with a student who has a different background than theirs. - met and exceeded

Please see Appendix 7B Business Administration 2013 IACBE Assessment Results for details.

**Results:** Acceptable Target Achievement: Exceeded; Ideal Target Achievement : Exceeded

**Reflections/Notes:**

**Substantiating Evidence:**

- Business Administration 2013 IACBE Assessment Results (Word Document (Open XML))

**Measure:** Senior Capstone Course Rubric  
Program level; Direct - Other

**Details/Description:** The capstone course of all Business programs will have rubrics applied to the final project, presentations, team work, and leadership skills.

**Acceptable Target (optional):** At least 90% of the graduates will demonstrate higher than the beginning level of performance on the use of practical business tools section of the assessment rubric.

**Ideal Target (optional):**

**Implementation Plan (timeline):** Annual application of rubric(s) to be completed and results to the Assessment Coordinator by the end of the summer.
Key/Responsible Personnel: Dr. William Scheela and Dr. Dean Frost - Evaluators. Dr. Kari Wood - Rubric.

See Rubric under Student Learning Outcome 1.

Findings for Senior Capstone Course Rubric

Summary of Findings: All five performance targets were met. At least 90% of the graduates demonstrated higher than the adequate/developing (2.5) level of performance on all sections of the program level student learning outcomes assessment rubric.

The average score for Team Work was 4.65 on a 0-5 scale where a score of > 2.5 or higher was targeted.

The average score for Presentations was 3.96 on a 0-5 scale where a score of > 2.5 or higher was targeted.

The average score for Papers was 4.46 on a 0-5 scale where a score of > 2.5 or higher was targeted.

Please see Appendix 5 for Rubric Results.

At the 9/25/13 IACBE Joint Department Meeting, the rubric target will be: At least 90% of the graduates will demonstrate meeting the adequate (3) level of performance on each section of the assessment rubric. Additionally, we are planning on adopting better presentation software for the online students.

Results: Acceptable Target Achievement: Exceeded; Ideal Target Achievement: Exceeded

Reflections/Notes:

Substantiating Evidence:
Rubric Results (Excel Workbook (Open XML))

Student Learning Outcome 4
Graduates will demonstrate good communication skills and the ability to work effectively as part of a team.

Measure: Graduating Senior Survey
Program level; Indirect - Survey

Details/Description: Survey administered via D2L course shell to every graduating senior each semester.

Acceptable Target (optional): At least 70% of each year’s graduates will indicate ability to communicate effectively and work effectively as part of a team.

Ideal Target (optional):

Implementation Plan (timeline): Survey results will be provided to the Assessment Coordinator by the end of Summer for the annual report.

Key/Responsible Personnel: Dr. Joann Fredrickson

See Graduating Senior Survey under Student Learning Outcome 1.

Findings for Graduating Senior Survey

Summary of Findings: All SLO Part 2 Performance Targets were met and exceeded targets.  
1. At least 70% of each year’s graduates will indicate they attained learning in the functional areas of business. (SLO-1) - met and exceeded  
2. At least 70% of each year’s graduates will indicate that they are information literate. (SLO-2) - met and exceeded  
3. At least 70% of each year’s graduates will indicate they are able to use practical business tools. (SLO-3) - met and exceeded  
4. At least 70% of each year’s graduates will indicate ability to communicate effectively and work effectively as part of a team. (SLO-4) - met and exceeded  
5. At least 70% of each year’s graduates will indicate ability to analyze complex business situations. (SLO-5) - met and exceeded  
6. At least 60% of each year’s graduates will indicate their skill development in writing, math,
and reading was supported if needed. (Program Objective P3–Goal for Basic Skills Development) - met and exceeded
7. At least 50% of each year’s graduates will indicate they participated in one or more sponsored activities or organizations. (Program Objective P4–Goal for Personal Development) - met and exceeded
8. At least 60% of each year’s graduates will indicate they have experienced personal growth and development. (Program Objective P4–Goal for Personal Development) - met and exceeded
9. At least 70% of graduates will indicate they have had conversations with a student who has a different background than theirs.
- met and exceeded

Please see Appendix 7B Business Administration 2013 IACBE Assessment Results for details.

Results: Acceptable Target Achievement: Exceeded; Ideal Target Achievement: Exceeded

Reflections/Notes:

Substantiating Evidence:

Business Administration 2013 IACBE Assessment Results (Word Document (Open XML))

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**Measure:** Senior Capstone Course Rubric

**Program level:** Direct - Other

**Details/Description:** The capstone course of all Business programs will have rubrics applied to the final project, presentations, team work, and leadership skills.

**Acceptable Target (optional):** At least 90% of the graduates will demonstrate higher than the beginning level of performance on the communication skills and effective team work section of the assessment rubric.

**Ideal Target (optional):**

**Implementation Plan (timeline):** Annual application of rubric(s) to be completed and results to the Assessment Coordinator by the end of summer.

**Key/Responsible Personnel:** Dr. William Scheela and Dr. Dean Frost - evaluators. Dr. Kari Wood - Rubric.

See Rubric under Student Learning Outcome 1

**Findings for Senior Capstone Course Rubric**

**Summary of Findings:** All five performance targets were met.
At least 90% of the graduates demonstrated higher than the adequate/developing (2.5) level of performance on all sections of the program level student learning outcomes assessment rubric.

The average score for Team Work was 4.65 on a 0-5 scale where a score of > 2.5 or higher was targeted.
The average score for Presentations was 3.96 on a 0-5 scale where a score of > 2.5 or higher was targeted.
The average score for Papers was 4.46 on a 0-5 scale where a score of > 2.5 or higher was targeted.

Please see Appendix 5 for Rubric Results.

At the 9/25/13 IACBE Joint Department Meeting, the rubric target will be: At least 90% of the graduates will demonstrate meeting the adequate (3) level of performance on each section of the assessment rubric. Additionally, we are planning on adopting better presentation software for the online students.

**Results:** Acceptable Target Achievement: Exceeded; Ideal Target Achievement: Exceeded

**Reflections/Notes:**

**Substantiating Evidence:**

Rubric Results (Excel Workbook (Open XML))
**Student Learning Outcome 5**
Graduates will demonstrate the ability to analyze complex business situations in a realistic business environment.

**Measure:** Graduating Senior Survey  
Program level; Indirect - Survey

**Details/Description:** Survey administered via D2L course shell to every graduating senior each semester.  
**Acceptable Target (optional):** At least 70% of each year’s graduates will indicate ability to analyze complex business situations  
**Ideal Target (optional):**  
**Implementation Plan (timeline):** Survey results will be provided to the Assessment Coordinator by the end of Summer for the annual report.  
**Key/Responsible Personnel:** Dr. Joann Fredrickson

See Graduating Senior Survey under Student Learning Outcome 1.

**Findings for Graduating Senior Survey**

**Summary of Findings:** All SLO Part 2 Performance Targets were met and exceeded targets.  
1. At least 70% of each year’s graduates will indicate they attained learning in the functional areas of business. (SLO-1) – met and exceeded  
2. At least 70% of each year’s graduates will indicate that they are information literate. (SLO-2) - met and exceeded  
3. At least 70% of each year’s graduates will indicate they are able to use practical business tools. (SLO-3) -met and exceeded  
4. At least 70% of each year’s graduates will indicate ability to communicate effectively and work effectively as part of a team. (SLO-4) - met and exceeded  
5. At least 70% of each year’s graduates will indicate ability to analyze complex business situations. (SLO-5) - met and exceeded  
6. At least 60% of each year’s graduates will indicate their skill development in writing, math, and reading was supported if needed. (Program Objective P3-Goal for Basic Skills Development) - met and exceeded  
7. At least 50% of each year’s graduates will indicate they participated in one or more sponsored activities or organizations. (Program Objective P4-Goal for Personal Development) - met and exceeded  
8. At least 60% of each year’s graduates will indicate they have experienced personal growth and development. (Program Objective P4–Goal for Personal Development) - met and exceeded  
9. At least 70% of graduates will indicate they have had conversations with a student who has a different background then theirs. - met and exceeded

Please see Appendix 7B Business Administration 2013 IACBE Assessment Results for details.

**Results:** Acceptable Target Achievement: Exceeded; Ideal Target Achievement : Exceeded

**Reflections/Notes:**

**Substantiating Evidence:**

Business Administration 2013 IACBE Assessment Results (Word Document (Open XML))

**Measure:** MFT Exam - Customized Local Test  
Program level; Direct - Exam

**Details/Description:** On campus graduating seniors take the ETC Major Field Test for a Bachelor’s Degree in Business. According to the ETS, the test is "...designed to measure a student’s subject knowledge and the ability to apply facts, concepts, theories and analytical methods." Online students take a custom made test covering similar materials in the Accounting 4600 Senior Seminar.  
**Acceptable Target (optional):** MFT- B: Average student performance will be at 50th percentile or above for peer institutions.
**Ideal Target (optional):**

**Implementation Plan (timeline):** The MFT is given in the fall and spring semesters each year. The local test is given fall, spring and summer each year.

**Key/Responsible Personnel:** Dr. Sanjeev Phukan

See ETS and Core Comprehensive Exam in Student Learning Outcome 1.

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**Findings for MFT Exam - Customized Local Test**

**Summary of Findings:** At least 70% of each year's graduates will score higher on the post-test of MFAT-B than on their pre-test. (SLO 1)

Two items of note in this area:
- Pre/Post Testing - As noted last year, the discussion and budgeting for pre/post exams has been on-going. The departments have decided to drop the pre-MFAT test from further consideration.
- MFAT for online students - Beginning in the 2014 academic year, the custom exam for online students will be dropped in favor of the MFAT test. While not finalized during this reporting time, in the fall of 2013, the faculty determined that the MFAT would be used for all graduating seniors, both on campus and online. The BSU Center for Extended Learning has agreed to pay for the cost of the MFT administered through Prometric.

Average student performance will be at 50th percentile or above for peer institutions. (SLO-1 & SLO-5)

**Summary Results for Senior Exam**

**Summer 2012-Spring 2013**

**Senior Exam Performance Target:**
Average student performance will be at 50th percentile or above for peer institutions on MFAT. (Implementation for online students Fall 2014).

**Results: Goal Met**

BSU Mean score = 151
Median of the Institutional Means = 151

MFT results for the time period Summer 2012 through Spring 2013. Our target for these exam results is: Average student performance will be at 50th percentile or above for peer institutions on the MFAT. The average student performance (mean) was 151, which compares favorably with the median of institutional scores (n=662; median = 151). Last year, our departments also identified a peer group (n=12 including BSU) of other institutions that we might consider our peer group. The median of institutional scores (n=12) was 151.5. So, in terms of comparing to the national average, we met our goal. In terms of comparing to a separate aspirational peer group, we slightly missed our goal.

Another measure we typically review is the proportion of BSU students that met or exceeded the median individual score. The median individual score was 152 for the national survey (n=128,136). 52 of 112 BSU test takers met or exceeded the goal/score of 152. 60 of 112 BSU test takers did not meet the goal of 152.

We are also able to review BSU institutional performance by academic area. BSU’s institutional Mean scores exceeded the national peer group performance (n=662 institutions) in the following areas: Accounting, Economics, Quantitative Business Analysis, and Finance. BSU’s institutional mean scores were lower than the national peer group performance in the following areas: Management, Marketing, Legal and Social Environment, Information Systems, and International Issues.

Finally, a custom Senior Exam has been administered to the online students for each semester Summer 2012 through Spring 2013. The target of 50% or higher has been met. The overall average score was 52.9%.

The Closing the Loop 2012 information can be found in the appendices below. Based on MFAT results, faculty submitted plans for improvement. Those plans can be found in the Closing the Loop Summary for 2012. The Accounting and Business Confirmations gives updated documentation.

At the 9/25/13 and the 10/23/13, IACBE Joint Department Meetings, there was a decision to exam the ETS information report, along with the results from the custom exam and rubric to
create the "Closing the Loop" decisions for 2013.

The recommendation was to conduct 2013 Closing the Loop discussions for the 5 academic areas that did not meet the goal: Management, Marketing, Legal and Social Environment, Information Systems, and International Issues. The 2013 Closing the Loop discussions are expected to conclude in advance of spring semester 2014.

Please see the following Appendices for more detailed information:
- Appendix 4A - Summary Results for Senior Exam Summer 2012-Spring 2013
- Appendix 4B - MFAT 2012-2013 Results
- Appendix 4C – ETS Results for SU12FA12SP13
- Appendix 4D – IACBE Custom Senior Exam Results
- Appendix 4E – Closing the Loop 2012
- Appendix 4F – Closing the Loop Accounting Confirmation 2012
- Appendix 4G – Closing the Loop Business Confirmation 2012

**Results:** Acceptable Target Achievement: Exceeded; Ideal Target Achievement : Exceeded

**Reflections/Notes :**

**Substantiating Evidence:**
- Closing the Loop 2012 (Word Document (Open XML))
- Closing the Loop Accounting Confirmation 2012 (Word Document (Open XML))
- Closing the Loop Business Confirmation 2012 (Word Document (Open XML))
- ETS Results for SU12FA12SP13 (Excel Workbook (Open XML))
- IACBE Custom Senior Exam Results (Excel Workbook (Open XML))
- MFAT 2012-2013 Results (Excel Workbook (Open XML))
- Summary Results for Senior Exam Summer 2012-Spring 2013 (Word Document (Open XML))

**Measure:** Senior Capstone Course Rubric

**Program level:** Direct - Other

**Details/Description:** The capstone course of all Business programs will have rubrics applied to the final project, presentations, team work, and leadership skills.

**Acceptable Target (optional):** At least 90% of the graduates will demonstrate higher than the beginning level of performance on the ability to analyze complex business situations in a realistic business environment section of the assessment rubric

**Ideal Target (optional):**

**Implementation Plan (timeline):** Annual application of rubric(s) to be completed and results to the Assessment Coordinator by the end of summer.

**Key/Responsible Personnel:** Dr. William Scheela and Dr. Dean Frost - Evaluators. Dr. Kari Wood - Rubric.

**Findings for Senior Capstone Course Rubric**

**Summary of Findings:** All five performance targets were met.

At least 90% of the graduates demonstrated higher than the adequate/developing (2.5) level of performance on all sections of the program level student learning outcomes assessment rubric.

The average score for Team Work was 4.65 on a 0-5 scale where a score of > 2.5 or higher was targeted.

The average score for Presentations was 3.96 on a 0-5 scale where a score of > 2.5 or higher was targeted.

The average score for Papers was 4.46 on a 0-5 scale where a score of > 2.5 or higher was targeted.

Please see Appendix 5 for Rubric Results.

At the 9/25/13 IACBE Joint Department Meeting, the rubric target will be: At least 90% of the graduates will demonstrate meeting the adequate (3) level of performance on each section of the assessment rubric. Additionally, we are planning on adopting better presentation software for the online students.
Results: Acceptable Target Achievement: Exceeded; Ideal Target Achievement: Exceeded

Reflections/Notes:

Substantiating Evidence:

- Rubric Results (Excel Workbook (Open XML))

Overall Reflection

No text specified

Action Plan