



ASSESSMENT REPORT



The College of Business performs numerous activities to ensure continuous improvement including revisions to the mission as well as identification and assessment of learning goals.

The College has continuously assessed its academic programs since 2008 using course embedded assessments as well as feedback from students, faculty, and other stakeholders.

External and comparative assessing of College of Business programs began in Fall 2015 following the ACBSP accreditation process and has been an integral part of the continuous improvement process.

The College of Business revised and implemented a new mission and vision statement during 2016 – 2017 academic year to align with the new Central State University Institutional initiatives.



Central State University College of Business

AY 2017-18

Assessment Committee

The Assessment Committee is responsible for assuring that measureable student learning is occurring in all College of Business programs. This is accomplished by working to assure that the assessment process for each program is described, student learning outcomes align with program and university goals, assessment information and data is gathered and analyzed. The committee will also identify and report assessment data trends and systematically make assessment results available to faculty, administration, students, or other stakeholders in a manner that yields comparative data. An emphasis is placed on continuously improving learning outcomes.

2017-2018 Assessment Committee

<u>Name</u>	<u>Title</u>
Mrs. Santhi Harvey	Assessment Committee Chair
Dr. Fred A. Aikens	Department Chair
Ms. Rachele McCleskey	Assessment Coordinator
Mr. Kenyal McGee	Faculty
Dr. Alberta Thrash	Faculty
Dr. Jeng-Hong Chen	Faculty

College of Business FACTS

College established: 1951

Mission Statement: The College of Business (COB) is committed to providing students with a nurturing educational environment in their personal and professional endeavors. We emphasize academic excellence in teaching, research and outreach in a dynamic global business environment.

Vision Statement: The College of Business aspires to be globally recognized by its stakeholders for preparing graduates for success in business and society.



Programs:

Business Administration (Agribusiness, Entrepreneurship, Finance, Hospitality Management, International Business, Management, Management Information Systems, and Marketing), **Accounting**.

Accreditation: Accreditation Council for Business Schools and Programs (ACBSP)



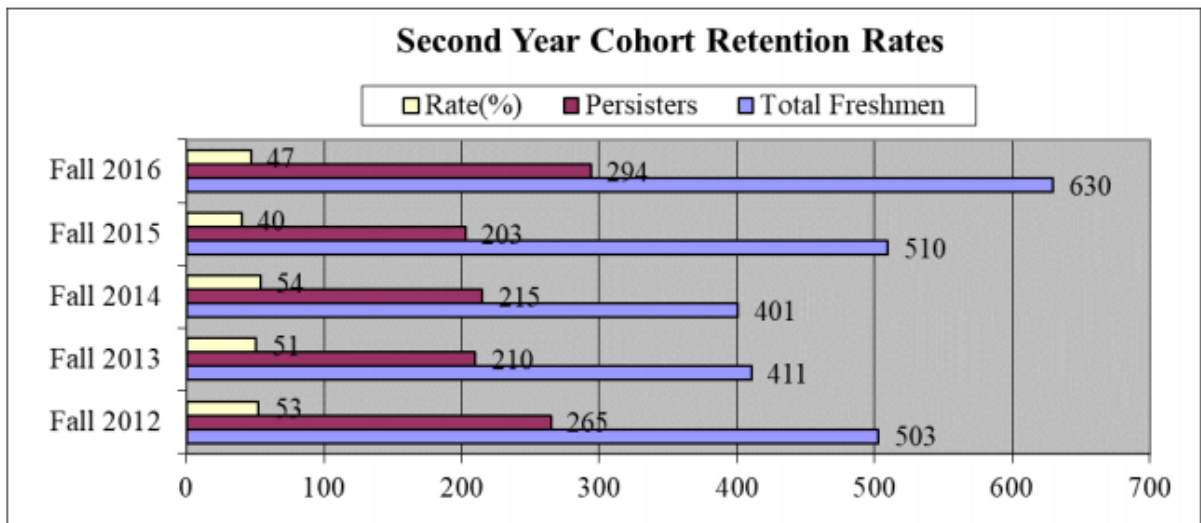
Degree Offerings: **B S. Accounting; B.S. Business Administration** (Concentrations in: Agribusiness, Entrepreneurship, Finance, Hospitality Management, International Business, Management, Management Information Systems, and Marketing).

Total Degrees Conferred

2018 Conferred Degrees			
		NUMBER OF GRADUATES	NUMBER OF ENROLLED STUDENTS
ACCOUNTING		9	53
BUSINESS ADMINISTRATION	AGRIBUSINESS	0	10
	ENTREPRENEURSHIP	5	31
	FINANCE	4	31
	HOSPITALITY MANAGEMENT	3	11
	INTERNATIONAL BUSINESS	1	7
	MANAGEMENT	10	102
	MANAGEMENT INFORMATION SYSTEMS	1	8
	MARKETING	12	47
UNDECLARED		0	109
TOTALS		41	409

Retention

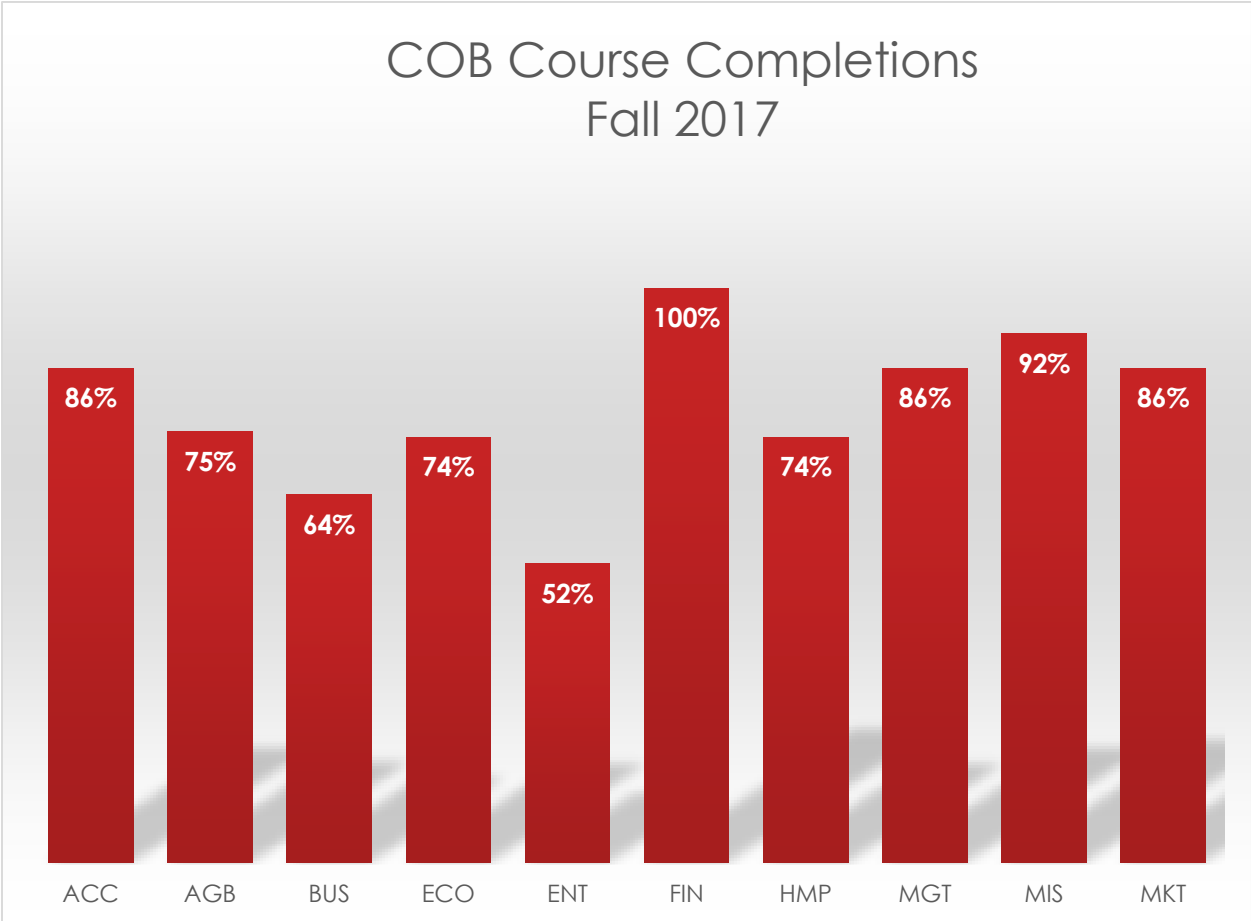
Student Retention Rates - Entering Full-time Freshmen Fall Term				
Year (Fall)	Cohort Total	Still Enrolled	Non-Persisters	Retention Rate
2012	503	265	238	53%
2013	411	210	201	51%
2014	401	215	186	54%
2015	510	203	307	40%
2016	630	294	336	47%



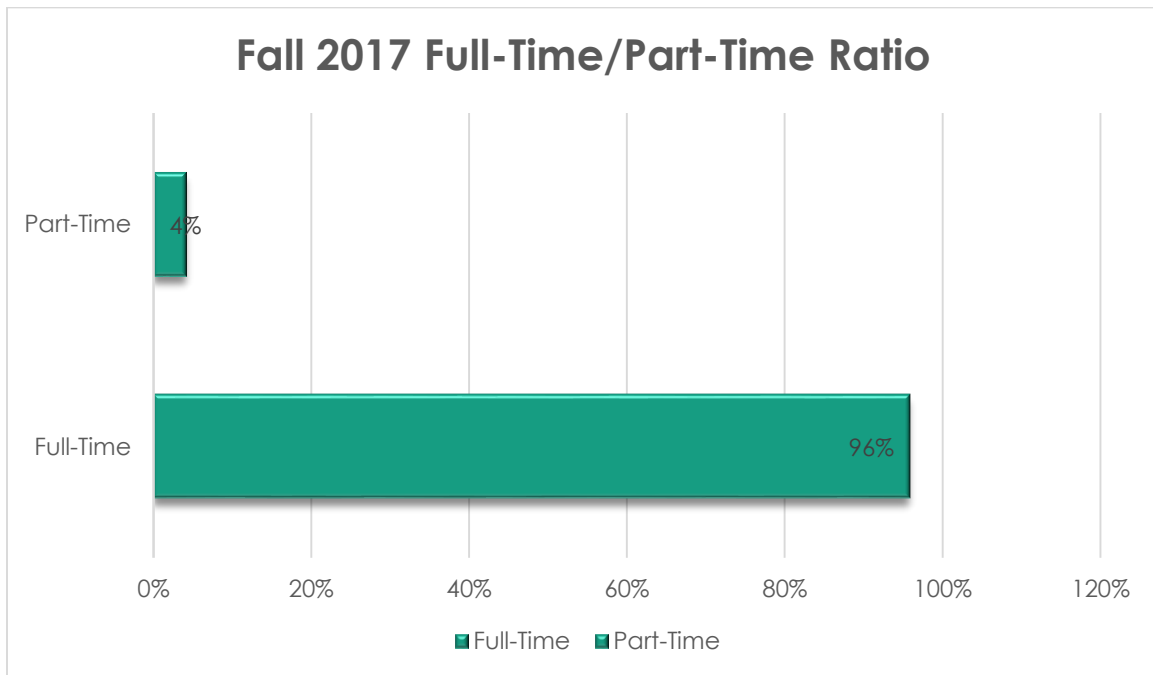
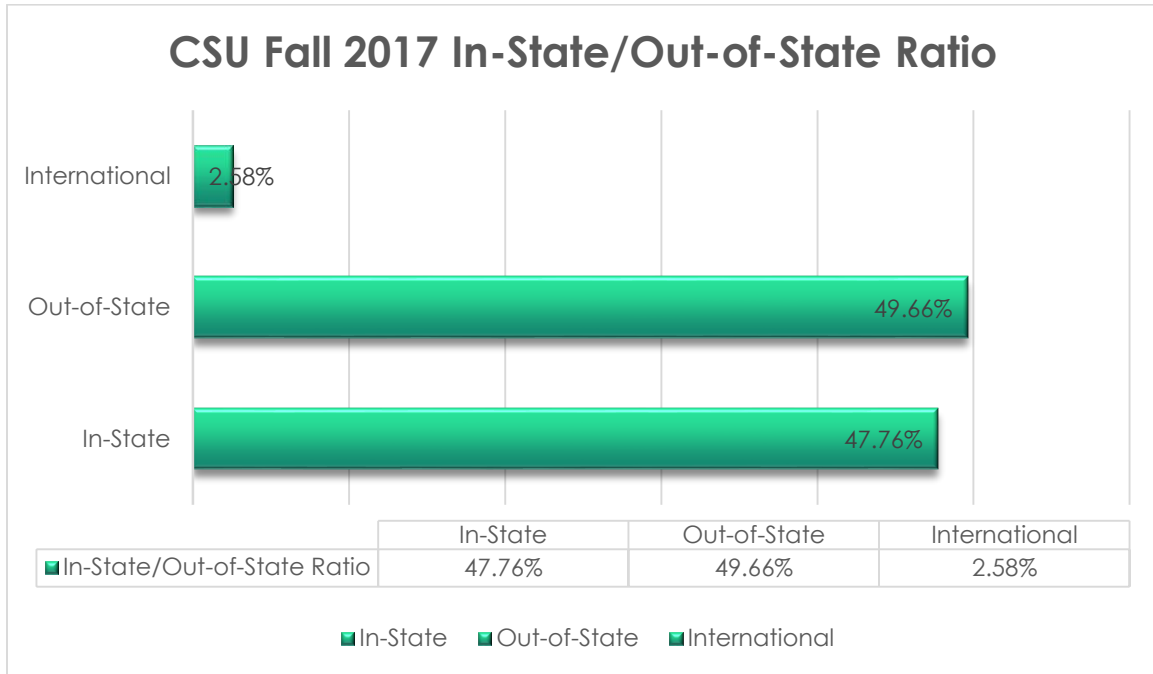
**As of the reporting period, AY17-18 results were not available.*

Prepared by the Office of Institutional Research

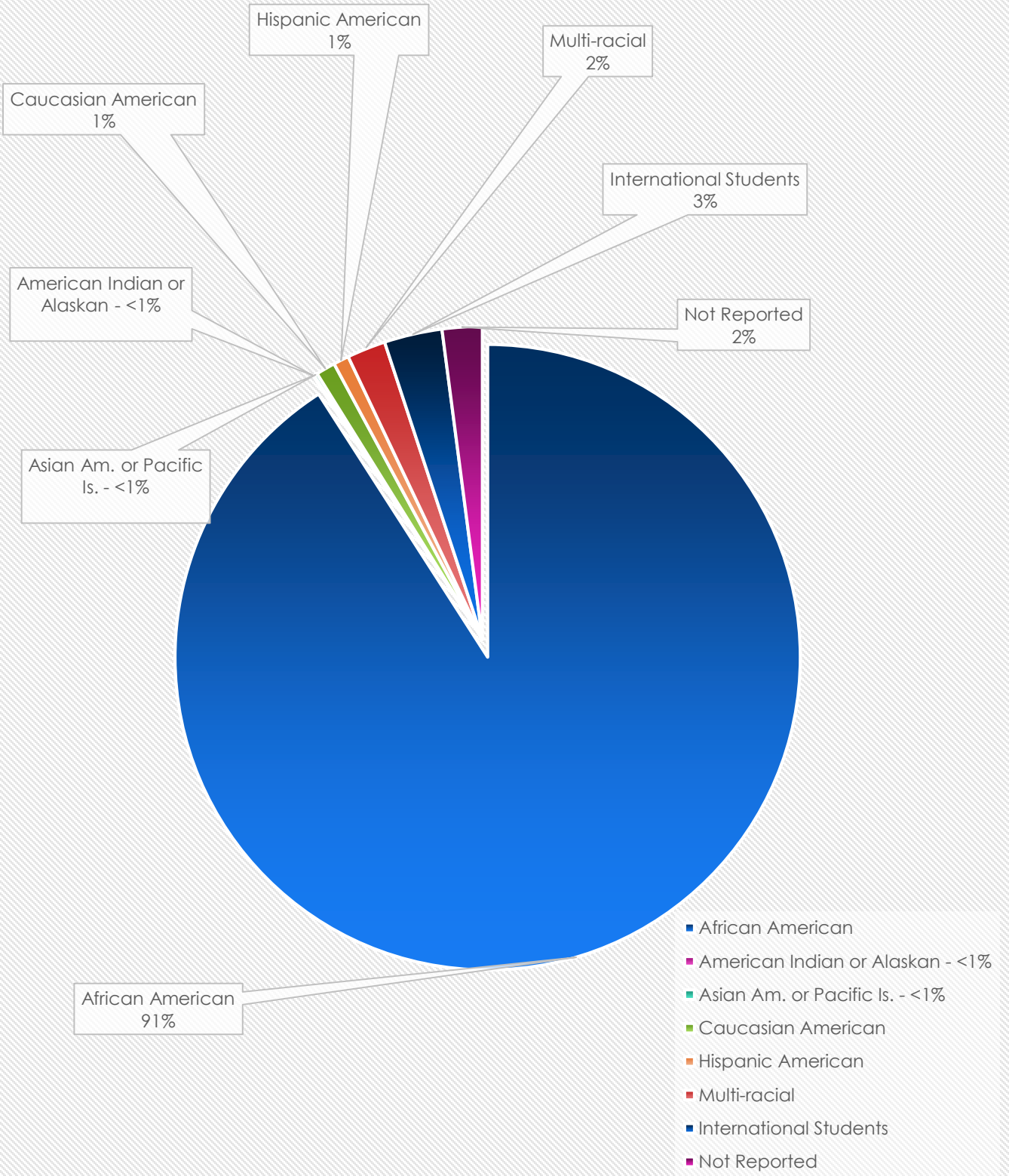
Course Completions



Enrollment Reports

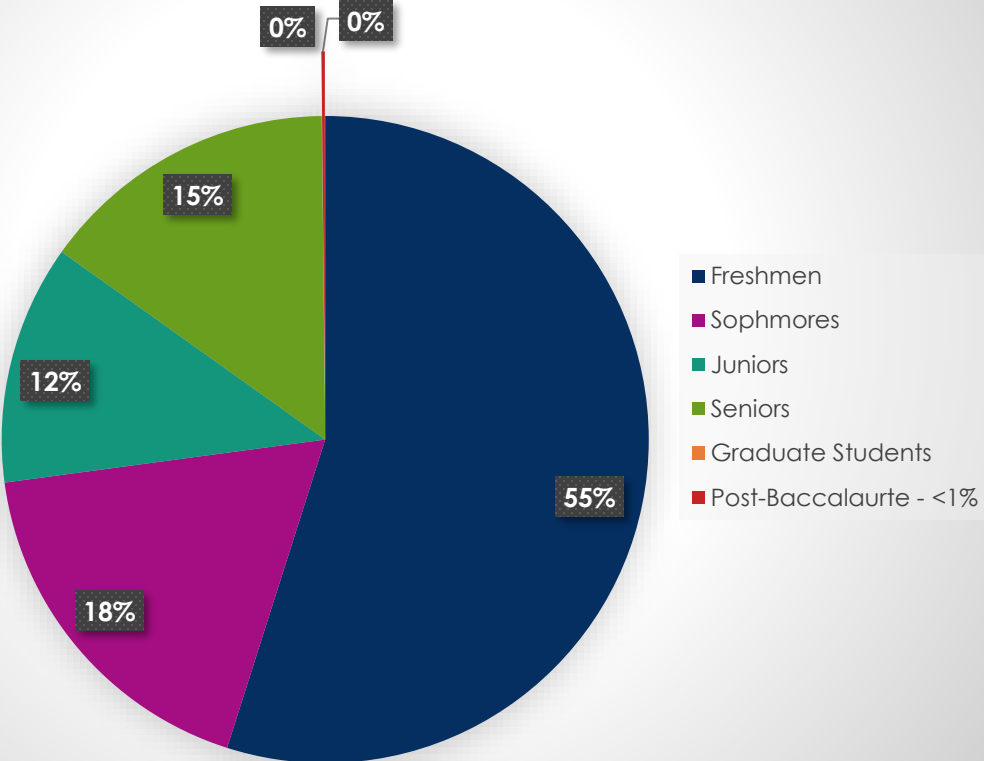


Fall 2017 Race & Ethnicity



Prepared by the Office of Institutional Research

Fall 2017 Enrollment by Classification



College of Business Faculty/Staff

Dean: Dr. Fidelis Ikem

Accounting:

Mr. Kenyal McGee (Associate Professor)

Mr. Kevin Tennon (Assistant Professor)

Business Administration

Mrs. Santhi Harvey (Assistant Professor)

Business Administration – AgriBusiness

Dr. Saima Bashir (Associate Professor)

Business Administration – Entrepreneurship

Dr. Nnamdi Osakwe (Associate Professor)

Business Administration – Finance

Dr. Jeng-Hong Chen (Associate Professor)

Mr. Stephen Washington (Assistant Professor)

Business Administration – Hospitality Management

Dr. Alberta Thrash (Associate Professor)

Dr. Andrew Raschid (Associate Professor)

Business Administration – Management

Dr. Fred A. Aikens (Associate Professor)

Business Administration – Management Information Systems

Mr. Lonny Gilbert (Assistant Professor)

Business Administration - Marketing

Mrs. Wendy Berry-West (Assistant Professor)

Dr. Edith Davidson (Associate Professor)

Economics

Dr. Erick Kitenge (Assistant Professor)

Staff

Mrs. JoAnn Danik (Administrative Assistant)

Ms. Rachele McCleskey (Assessment Coordinator)

Demographics:

F/T Faculty: 14

F/T Staff: 2

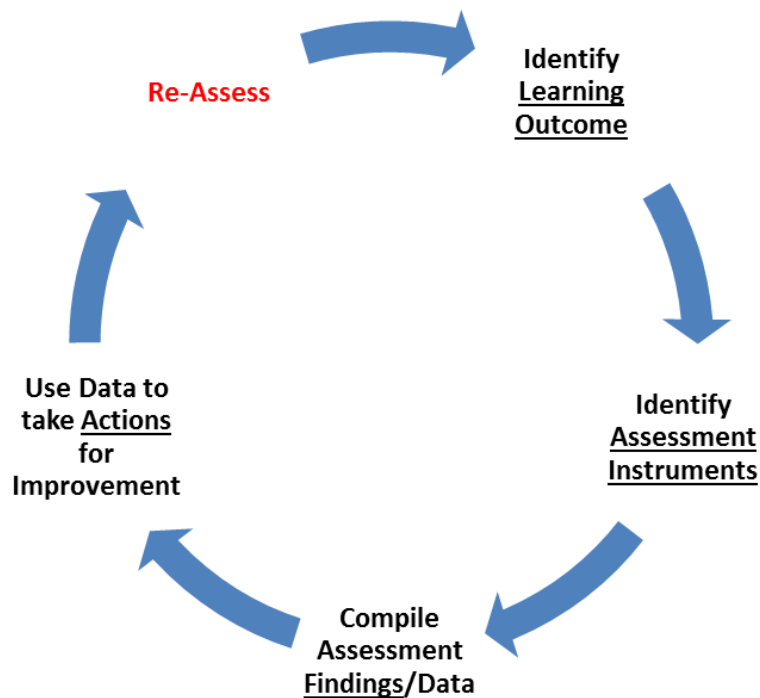
Female Faculty: 5, Male Faculty: 9

Female Staff: 2, Male Staff: 0

COB Assessment Process

The COB developed learning outcomes and an assessment process for all its degree programs since 2008. Currently, there are three baccalaureate degree programs with eight concentrations within the Business Administration Program.

All programs in the College of Business use the assessment process developed by the University Senate Committee on Assessment of Teaching and Learning. The five steps in the Central State University assessment process include (1) Identifying Outcomes, (2) Identifying Assessment Instrument(s) and methods, (3) Compiling Assessments Findings or Results (4) Using Assessment Data to take Actions for Improvement, and (5) Re-assessing, if needed. The process allows faculty to analyze results to determine course and program effectiveness and make indicated improvements. This diagram represents the assessment process in the College of Business.



Data Collection

Course-embedded assessment is aligned with selected courses identified for program evaluation. Currently, faculty evaluate performance level attainment by collecting data from courses mapped to program goals and objectives designated throughout the curriculum. Goal/objective assessing provides a quantitative approach of assessment and is integrated in the curriculum by faculty identifying assignments associated with applicable student learning outcomes (SLOs) in specific courses, and aligning the SLOs to Institutional Goals as well as COB Goals and Objectives. Using a standardized rubric, faculty evaluate student achievement of learning outcomes. Data is evaluated to determine to what degree benchmarks for achievement of learning outcomes have been met. Where shortfalls occur, necessary modifications are made.

NOTE: After further review, COB Assessment Committee determined a need to analyze technical competency measurements at semester's end. This will allow measurements that are comprehensive. As of Spring 2018, results for Goal 4 assessments, Technology Competence, will be analyzed and evaluated during subsequent semesters.

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Program Goals – Business Administration & Accounting Programs

Table 1 Business Administration Program

Goals/Program Outcomes	Business Administration											
	ACC 2220	BUS 1100	BUS 1500	BUS 2203	BUS 2260	BUS 2343	BUS 2353	BUS 2902	BUS 3331	BUS 3370	BUS 4785	
Goal 1: Effective Communication												
Objective #1: Oral Communication, create and deliver professional presentations				G1/O1-I	G1/O1-R							
Objective #2: Written Communication, prepare professional business documents					G1/O2-R					G1/O2-R		
Goal 2: Analytical Business Problem Solvers												
Objective #1: Students will apply decision-making models to identify business problems, generate and evaluate solutions												G2/O1-M
Objective #2: Students will apply relevant principles of critical thinking to problems and propose appropriate solutions	G2/O2-I								G2/O2-R			E:\ACBSP\ACBSP QAR 2019\G2 O2 BUS 4785.docx G2/O2-M
Goal #3: Globally and Environmentally Aware												
Objective #1: Students will demonstrate knowledge of global business concepts and best practices		G3/O1-I					G3/O1-R					G3/O1-M
Objective #2: Students will analyze global potential through country analyses, including : political, cultural, economic, legal, and strategic approaches		G3/O2-I					G3/O2-R					G3/O2-M
Goal #4: Technical Competence												
Objective #1: Students will demonstrate proficiency in business productivity tools			G4/O1 BUS 1500-I&R									
Goal #5: Business Professionals												
Objective #1: Students will demonstrate effective team behavior					G5/O1-I	G5/O1-R						G5/O1-M
Objective #2: Students will demonstrate foundational knowledge in the core business discipline	G5/O2-R	G5/O2-I				G5/O2-R	G5/O2-R			G5/O2-R		

Program Outcomes/Goal 1: Effective Oral Communication BUS 2260-Aggregate (Reinforced)

Student Learning Outcomes																							
Learning Goal 1																							
Objective 1: Students will create & deliver professional presentations.																							
		Analysis of Results																					
Performance Measure (Competency)	Measurement instrument	Current Results	Analysis of Results	Action Taken	Graphs of Resulting Trends Percent of Students who meet Expectations																		
70% of the students will score 70% or above	Interview Follow-up Letter & Presentation Direct Formative Internal	63% of the students were able to demonstrate knowledge of global business concepts and best practices.	First data point for this course. Not enough data.	Continue to monitor.	<p>Goal 1 - O1</p> <table border="1"> <caption>Data for Goal 1 - O1 Chart</caption> <thead> <tr> <th>Semester</th> <th>Actual (%)</th> <th>Linear (Actual) (%)</th> </tr> </thead> <tbody> <tr> <td>Spring 2018</td> <td>63%</td> <td>~70%</td> </tr> <tr> <td>Fall 2018</td> <td>-</td> <td>~70%</td> </tr> <tr> <td>Spring 2019</td> <td>-</td> <td>~70%</td> </tr> <tr> <td>Fall 2019</td> <td>-</td> <td>~70%</td> </tr> <tr> <td>Spring 2020</td> <td>-</td> <td>~70%</td> </tr> </tbody> </table>	Semester	Actual (%)	Linear (Actual) (%)	Spring 2018	63%	~70%	Fall 2018	-	~70%	Spring 2019	-	~70%	Fall 2019	-	~70%	Spring 2020	-	~70%
Semester	Actual (%)	Linear (Actual) (%)																					
Spring 2018	63%	~70%																					
Fall 2018	-	~70%																					
Spring 2019	-	~70%																					
Fall 2019	-	~70%																					
Spring 2020	-	~70%																					

Program Outcomes/Goal 1: Effective Written Communication BUS 2260-Aggregate (Reinforced)

Student Learning Outcomes

Learning Goal 1

Objective 2: Students will prepare professional business documents.

		Analysis of Results																					
Performance Measure (Competency)	Measurement instrument	Current Results	Analysis of Results	Action Taken	Graphs of Resulting Trends Percent of Students who meet Expectations																		
70% of the students will score 70% or above	Interview Follow-up Letter Direct Formative Internal	76% of the students were able to demonstrate knowledge of global business concepts and best practices.	First data point for this course. Not enough data points.	Continue to monitor closely.	<p>Goal 1 - O2</p> <table border="1"> <caption>Data for Goal 1 - O2 Chart</caption> <thead> <tr> <th>Semester</th> <th>Actual (%)</th> <th>Target (%)</th> </tr> </thead> <tbody> <tr> <td>Spring 2018</td> <td>76%</td> <td>70%</td> </tr> <tr> <td>Fall 2018</td> <td>-</td> <td>70%</td> </tr> <tr> <td>Spring 2019</td> <td>-</td> <td>70%</td> </tr> <tr> <td>Fall 2019</td> <td>-</td> <td>70%</td> </tr> <tr> <td>Spring 2020</td> <td>-</td> <td>70%</td> </tr> </tbody> </table>	Semester	Actual (%)	Target (%)	Spring 2018	76%	70%	Fall 2018	-	70%	Spring 2019	-	70%	Fall 2019	-	70%	Spring 2020	-	70%
Semester	Actual (%)	Target (%)																					
Spring 2018	76%	70%																					
Fall 2018	-	70%																					
Spring 2019	-	70%																					
Fall 2019	-	70%																					
Spring 2020	-	70%																					

Program Outcomes/Goal 2: Analytical Business Problem Solvers ACC 2220-Aggregate (Introductory Level)

Student Learning Outcomes

Learning Goal 2: Analytical Business Problem Solvers

Objective 2: Students will apply relevant principles of critical thinking to problems and propose appropriate solutions.

		Analysis of Results			Graphs of Resulting Trends Percent of Students who meet Expectations																
Performance Measure (Competency)	Measurement instrument	Current Results	Analysis of Results	Action Taken																	
70% of the students will score 70% or above.	Quail Company Case Study Direct Formative Internal	86% of students were able to apply relevant principles of critical thinking to problems and propose appropriate solutions.	Trend shows an incline in expected performance levels.	No action taken. Continue current methods and monitor.	<p>Goal 2 - O2</p> <table border="1"> <caption>Data for Goal 2 - O2 Chart</caption> <thead> <tr> <th>Semester</th> <th>Actual (%)</th> </tr> </thead> <tbody> <tr> <td>Spring 2015</td> <td>85%</td> </tr> <tr> <td>Fall 2015</td> <td>21%</td> </tr> <tr> <td>Spring 2016</td> <td>64%</td> </tr> <tr> <td>Fall 2016</td> <td>91%</td> </tr> <tr> <td>Spring 2017</td> <td>50%</td> </tr> <tr> <td>Fall 2017</td> <td>86%</td> </tr> <tr> <td>Spring 2018</td> <td>71%</td> </tr> </tbody> </table>	Semester	Actual (%)	Spring 2015	85%	Fall 2015	21%	Spring 2016	64%	Fall 2016	91%	Spring 2017	50%	Fall 2017	86%	Spring 2018	71%
Semester	Actual (%)																				
Spring 2015	85%																				
Fall 2015	21%																				
Spring 2016	64%																				
Fall 2016	91%																				
Spring 2017	50%																				
Fall 2017	86%																				
Spring 2018	71%																				

Program Outcomes/Goal 2: Analytical Business Problem Solvers BUS 2902-Aggregate (Reinforced Level)

Student Learning Outcomes

Learning Goal 2: Analytical Business Problem Solvers

Objective 2: Students will apply relevant principles of critical thinking to problems and propose appropriate solutions.

		Analysis of Results			Graphs of Resulting Trends Percent of Students who meet Expectations												
Performance Measure (Competency)	Measurement instrument	Current Results	Analysis of Results	Action Taken													
70% of the students will score 70% or above.	Confidence Interval Analytical Case Study Direct Formative Internal	83% of students were able to apply relevant principles of critical thinking to problems and propose appropriate solutions.	While performance levels have mostly been consistent with a slight incline, The instrument needs reviewing to ensure it is measuring the learning goal.	Redevelop measuring instrument and continue to monitor performance levels.	<p>Goal 2- O2</p> <table border="1"> <caption>Data for Goal 2- O2 Chart</caption> <thead> <tr> <th>Term</th> <th>Actual (%)</th> </tr> </thead> <tbody> <tr> <td>Fall 2015</td> <td>81%</td> </tr> <tr> <td>Spring 2016</td> <td>57%</td> </tr> <tr> <td>Spring 2017</td> <td>50%</td> </tr> <tr> <td>Fall 2017</td> <td>67%</td> </tr> <tr> <td>Spring 2018</td> <td>83%</td> </tr> </tbody> </table>	Term	Actual (%)	Fall 2015	81%	Spring 2016	57%	Spring 2017	50%	Fall 2017	67%	Spring 2018	83%
Term	Actual (%)																
Fall 2015	81%																
Spring 2016	57%																
Spring 2017	50%																
Fall 2017	67%																
Spring 2018	83%																

Program Outcomes/Goal 3: Globally and Environmentally Aware BUS 1100-Aggregate (Introductory)

Student Learning Outcomes

Learning Goal 3

Objective 1: Students will demonstrate knowledge of global business concepts and best practices.

		Analysis of Results			Graphs of Resulting Trends Percent of Students who meet Expectations												
Performance Measure (Competency)	Measurement instrument	Current Results	Analysis of Results	Action Taken													
70% of the students will score 70% or above	Comparison/Contrast Essay Direct Formative Internal	59% of the students were able to demonstrate knowledge of global business concepts and best practices.	New Assessment phased in to meet introductory level assessing. Trend is showing a rise in students expected performance levels.	Will continue current methods and watch closely.	<p>Goal 3 - O1</p> <table border="1"> <caption>Data for Goal 3 - O1 Chart</caption> <thead> <tr> <th>Term</th> <th>Actual (%)</th> </tr> </thead> <tbody> <tr> <td>Spring 2017</td> <td>19%</td> </tr> <tr> <td>Fall 2017</td> <td>49%</td> </tr> <tr> <td>Spring 2018</td> <td>59%</td> </tr> <tr> <td>Fall 2018</td> <td>-</td> </tr> <tr> <td>Spring 2019</td> <td>-</td> </tr> </tbody> </table>	Term	Actual (%)	Spring 2017	19%	Fall 2017	49%	Spring 2018	59%	Fall 2018	-	Spring 2019	-
Term	Actual (%)																
Spring 2017	19%																
Fall 2017	49%																
Spring 2018	59%																
Fall 2018	-																
Spring 2019	-																

Program Outcomes/Goal 3: Globally and Environmentally Aware BUS 3370-01 (Reinforced to Mastered)

Student Learning Outcomes

Learning Goal 3

Objective 1: Students will demonstrate knowledge of global business concepts and best practices.

		Analysis of Results			Graphs of Resulting Trends Percent of Students who meet Expectations														
Performance Measure (Competency)	Measurement instrument	Current Results	Analysis of Results	Action Taken															
70% of the students will score 70% or above on the WAC.	Writing Across Curriculum Direct Formative Internal	80% of the students were able to demonstrate knowledge of global business concepts and best practices.	Students have consistently met expected levels.	No action taken.	<p>Goal 3 - O1</p> <table border="1"> <caption>Data for Goal 3 - O1 Chart</caption> <thead> <tr> <th>Semester</th> <th>Actual (%)</th> </tr> </thead> <tbody> <tr> <td>Fall 2015</td> <td>85%</td> </tr> <tr> <td>Spring 2016</td> <td>71%</td> </tr> <tr> <td>Fall 2016</td> <td>90%</td> </tr> <tr> <td>Spring 2017</td> <td>90%</td> </tr> <tr> <td>Fall 2017</td> <td>83%</td> </tr> <tr> <td>Spring 2018</td> <td>80%</td> </tr> </tbody> </table>	Semester	Actual (%)	Fall 2015	85%	Spring 2016	71%	Fall 2016	90%	Spring 2017	90%	Fall 2017	83%	Spring 2018	80%
Semester	Actual (%)																		
Fall 2015	85%																		
Spring 2016	71%																		
Fall 2016	90%																		
Spring 2017	90%																		
Fall 2017	83%																		
Spring 2018	80%																		

**Note: This assessment covers multiple goals including: Goal 1, Objectives 1 & 2; Goal 3, Objectives 1 & 2; and CSU General Education Writing Across the Curriculum.*

Program Outcomes/Goal 3: Globally and Environmentally Aware BUS 1100-Aggregate (Introductory)

Student Learning Outcomes																	
Learning Goal 3																	
Objective 2: Students will analyze global potential through country analyses, including: political, cultural, economic, legal, and strategic approaches																	
		Analysis of Results															
Performance Measure (Competency)	Measurement instrument	Current Results	Analysis of Results	Action Taken	Graphs of Resulting Trends Percent of Students who meet Expectations												
70% of the students will score 70% or above	Global Organizations's Ethical/Legal Issues Report Direct Formative Internal	100% of the students were able to demonstrate knowledge of global business concepts and best practices.	New Assessment phased in to meet introductory level assessing. Student outperformed expected levels. However, not enough data points to analyze properly.	Continue to monitor closely.	<p style="text-align: center;">Goal 3 - O2</p> <table border="1"> <caption>Actual Performance Data for Goal 3 - O2</caption> <thead> <tr> <th>Term</th> <th>Percent of Students Meeting Expectations</th> </tr> </thead> <tbody> <tr> <td>Fall 2017</td> <td>88%</td> </tr> <tr> <td>Spring 2018</td> <td>100%</td> </tr> <tr> <td>Fal 2018</td> <td>-</td> </tr> <tr> <td>Spring 2019</td> <td>-</td> </tr> <tr> <td>Fall 2019</td> <td>-</td> </tr> </tbody> </table>	Term	Percent of Students Meeting Expectations	Fall 2017	88%	Spring 2018	100%	Fal 2018	-	Spring 2019	-	Fall 2019	-
Term	Percent of Students Meeting Expectations																
Fall 2017	88%																
Spring 2018	100%																
Fal 2018	-																
Spring 2019	-																
Fall 2019	-																

Program Outcomes/Goal 5: Business Professionals – BUS 2260 –Aggregate (Introductory Level)

Student Learning Outcomes

Business Professionals

Learning Goal 5 – O1: Students will demonstrate effective team behavior.

		Analysis of Results															
Performance Measure (Competency)	Measurement instrument	Current Results	Analysis of Results	Action Taken	Graphs of Resulting Trends Percent of Students who meet Expectations												
70% of the students will score 70% or above	<p>Team Behavior Paper & Presentation</p> <p>Direct Formative Internal</p> <p>Students' assignments will be scored using the departmental approved rubric.</p>	53% of the students were able to demonstrate effective team behavior.	While this is the first data point, the scoring rubric used does not support team behavior evaluation.	Modify the scoring rubric to include team concepts instead of individual presentations.	<p>Goal 5 - O1</p> <p>Legend: Actual (orange bar), Linear (Actual) (dashed line)</p> <table border="1"> <caption>Actual Data for Goal 5 - O1</caption> <thead> <tr> <th>Term</th> <th>Percent of Students Meeting Expectations</th> </tr> </thead> <tbody> <tr> <td>Spring 2018</td> <td>53%</td> </tr> <tr> <td>Fall 2018</td> <td>-</td> </tr> <tr> <td>Spring 2019</td> <td>-</td> </tr> <tr> <td>Fall 2019</td> <td>-</td> </tr> <tr> <td>Spring 2020</td> <td>-</td> </tr> </tbody> </table>	Term	Percent of Students Meeting Expectations	Spring 2018	53%	Fall 2018	-	Spring 2019	-	Fall 2019	-	Spring 2020	-
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Spring 2018	53%																
Fall 2018	-																
Spring 2019	-																
Fall 2019	-																
Spring 2020	-																

Program Outcomes/Goal 5: Business Professionals – BUS 2343 Aggregated (Reinforced Level)

Student Learning Outcomes

Business Professionals

Learning Goal 5 – O1: Students will demonstrate effective team behavior.

		Analysis of Results			Graphs of Resulting Trends Percent of Students who meet Expectations																
Performance Measure (Competency)	Measurement instrument	Current Results	Analysis of Results	Action Taken																	
70% of the students will score 70% or above.	Team Behavior Paper & Presentation Direct Formative Internal Students' assignments will be scored using the departmental approved rubric.	100% of the students were able to demonstrate effective team behavior.	There is a positive trend.	No action taken. Continue to monitor.	<table border="1"> <caption>Goal 5 - O1 Data</caption> <thead> <tr> <th>Semester</th> <th>Actual (%)</th> </tr> </thead> <tbody> <tr> <td>Spring 2015</td> <td>63%</td> </tr> <tr> <td>Fall 2015</td> <td>35%</td> </tr> <tr> <td>Spring 2016</td> <td>72%</td> </tr> <tr> <td>Fall 2016</td> <td>75%</td> </tr> <tr> <td>Spring 2017</td> <td>75%</td> </tr> <tr> <td>Fall 2017</td> <td>60%</td> </tr> <tr> <td>Spring 2018</td> <td>100%</td> </tr> </tbody> </table>	Semester	Actual (%)	Spring 2015	63%	Fall 2015	35%	Spring 2016	72%	Fall 2016	75%	Spring 2017	75%	Fall 2017	60%	Spring 2018	100%
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Fall 2016	75%																				
Spring 2017	75%																				
Fall 2017	60%																				
Spring 2018	100%																				

Program Outcomes/Goal 5: Business Professionals ACC 2220-Aggregate (Reinforced Level)

Student Learning Outcomes

Goal 5 – Business Professionals

Objective 2 – Students will demonstrate foundational knowledge in the core business discipline. **ACCOUNTING**

		Analysis of Results																			
Performance Measure (Competency)	Measurement instrument	Current Results	Analysis of Results	Action Taken	Graphs of Resulting Trends Percent of Students who meet Expectations																
70% of the students will score 70% or above.	Budget & Planning Exercise Direct Formative Internal	48% of students were able to demonstrate foundational knowledge in the core business discipline (accounting).	While the performance level was lower than anticipated in the current data period, the trend shows inclining performance levels.	No action taken at this time. We will watch closely.	<p>Goal 5 - O2</p> <table border="1"> <caption>Actual Performance Data</caption> <thead> <tr> <th>Semester</th> <th>Actual (%)</th> </tr> </thead> <tbody> <tr> <td>Spring 2015</td> <td>29%</td> </tr> <tr> <td>Fall 2015</td> <td>63%</td> </tr> <tr> <td>Spring 2016</td> <td>50%</td> </tr> <tr> <td>Fall 2016</td> <td>80%</td> </tr> <tr> <td>Spring 2017</td> <td>86%</td> </tr> <tr> <td>Fall 2017</td> <td>69%</td> </tr> <tr> <td>Spring 2018</td> <td>48%</td> </tr> </tbody> </table>	Semester	Actual (%)	Spring 2015	29%	Fall 2015	63%	Spring 2016	50%	Fall 2016	80%	Spring 2017	86%	Fall 2017	69%	Spring 2018	48%
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Spring 2015	29%																				
Fall 2015	63%																				
Spring 2016	50%																				
Fall 2016	80%																				
Spring 2017	86%																				
Fall 2017	69%																				
Spring 2018	48%																				

Program Outcomes/Goal 5: Business Professionals BUS 2353-Aggregate (Reinforced Level)

Program Outcomes – BUS 2353-Aggregate (Reinforced Level)

Learning Goal 5: Business Professionals

Objective 2: Students will demonstrate foundational knowledge in the core business discipline. **MARKETING**

		Analysis of Results			Graphs of Resulting Trends Percent of Students who meet Expectations												
Performance Measure (Competency)	Measurement instrument	Current Results	Analysis of Results	Action Taken													
70% of the students will meet the acceptable performance level.	Marketing Key Concept Case Analysis Direct Formative Internal Students' assignments will be scored using the departmental approved rubric.	78% performed at an acceptable level.	Students' performance improved significantly and exceeds benchmarks. This can be attributed to increased testing throughout the year and a greater weight to the assessment.	Continue increased testing and higher score weights. Consider revising SBU portion of the case study.	<p>Goal 5 - O2</p> <p>Legend: █ Actual, - - - Linear (Actual)</p> <table border="1"> <caption>Data for Goal 5 - O2 Chart</caption> <thead> <tr> <th>Semester</th> <th>Actual (%)</th> </tr> </thead> <tbody> <tr> <td>Fall 2015</td> <td>33%</td> </tr> <tr> <td>Spring 2016</td> <td>100%</td> </tr> <tr> <td>Fall 2016</td> <td>33%</td> </tr> <tr> <td>Spring 2017</td> <td>44%</td> </tr> <tr> <td>Spring 2018</td> <td>78%</td> </tr> </tbody> </table>	Semester	Actual (%)	Fall 2015	33%	Spring 2016	100%	Fall 2016	33%	Spring 2017	44%	Spring 2018	78%
Semester	Actual (%)																
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Spring 2016	100%																
Fall 2016	33%																
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Spring 2018	78%																

Program Outcomes/Goal 5: Business Professionals BUS 3331-Aggregate (Reinforced)

Student Learning Outcomes

Goal 5 – Business Professionals

Objective 2 – Students will demonstrate foundational knowledge in the core business discipline. **FINANCE**

		Analysis of Results													
Performance Measure (Competency)	Measurement instrument	Current Results	Analysis of Results	Action Taken	Graphs of Resulting Trends Percent of Students who meet Expectations										
70% of the students will score 70% or above.	TVM Assignment Direct Formative Internal	98% of the students were able to demonstrate a foundational knowledge in the core business discipline of finance.	Students have consistently met expected levels.	No action taken at this time. Will continue to monitor.	<p>Goal 5- O2</p> <table border="1"> <caption>Data for Goal 5- O2 Chart</caption> <thead> <tr> <th>Term</th> <th>Actual (%)</th> </tr> </thead> <tbody> <tr> <td>Fall 2016</td> <td>72%</td> </tr> <tr> <td>Spring 2017</td> <td>75%</td> </tr> <tr> <td>Fall 2017</td> <td>91%</td> </tr> <tr> <td>Spring 2018</td> <td>98%</td> </tr> </tbody> </table>	Term	Actual (%)	Fall 2016	72%	Spring 2017	75%	Fall 2017	91%	Spring 2018	98%
Term	Actual (%)														
Fall 2016	72%														
Spring 2017	75%														
Fall 2017	91%														
Spring 2018	98%														

External Comparative Reports

As of Fall 2015 Semester, CSU College of Business graduating seniors are required to complete the Peregrine Academic Services Exam for either the COB Business Administration Program or Accounting Program. The Peregrine exam is comprehensive and covers the following Common Professional Components that align with both COB programs: marketing, business finance, accounting, management, legal environment of business, economics (macro & micro), business ethics, global dimensions of business, information management systems, quantitative techniques/statistics, business leadership, and strategic management.

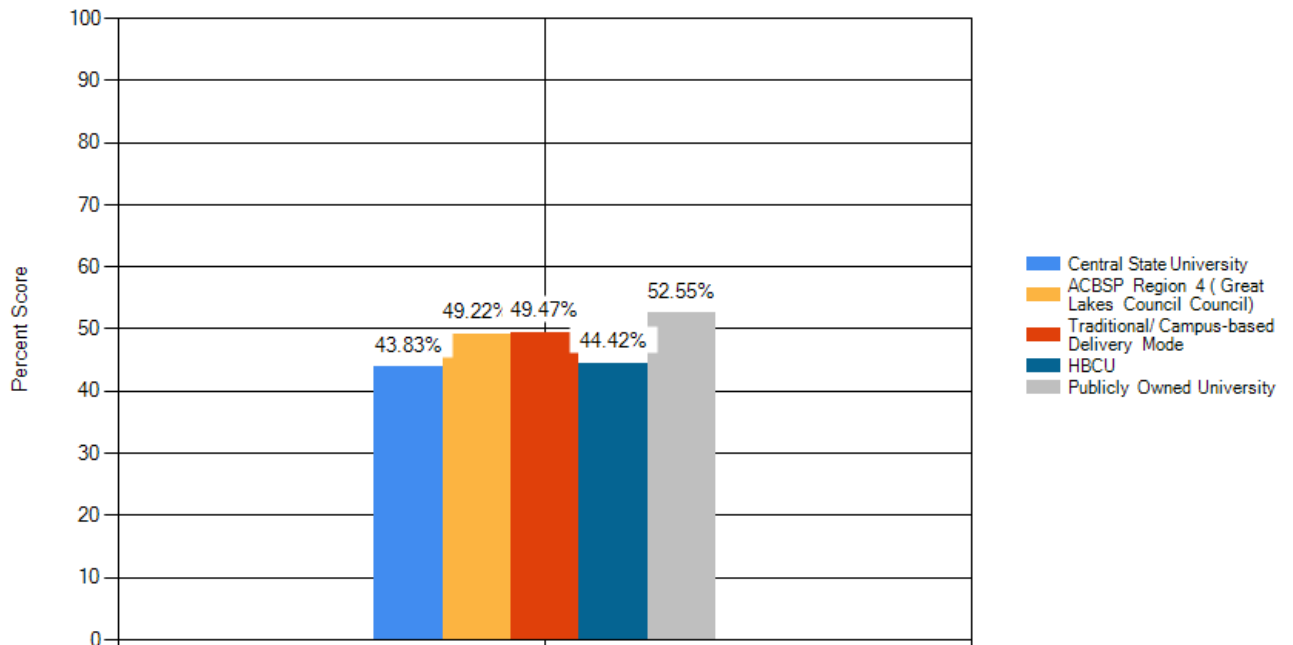
Peregrine Academic Services use the below table for assessment evaluation purposes. The table shows an approximate relationship between the exam results and relative student performance based upon competency level. CSU College of Business students are expected to perform at a targeted level above 40%. This target goal is based on 40 – 59% being the average competency level as shown in the below exam scores.

Peregrine Academic Services

Exam Score	Relative Interpretation of Student Competency
80 – 100%	Very High
70 – 79%	High
60 – 69%	Above Average
40 – 59%	Average
30 – 39%	Below Average
20 – 29%	Low
0 – 19%	Very Low

**Fall Semester – 2017
Business Administration Program
Peregrine Outbound Exam Total Results Compared to the Different Aggregate Pools**

Outbound Exam Total Results Compared to the Different Aggregate Pools



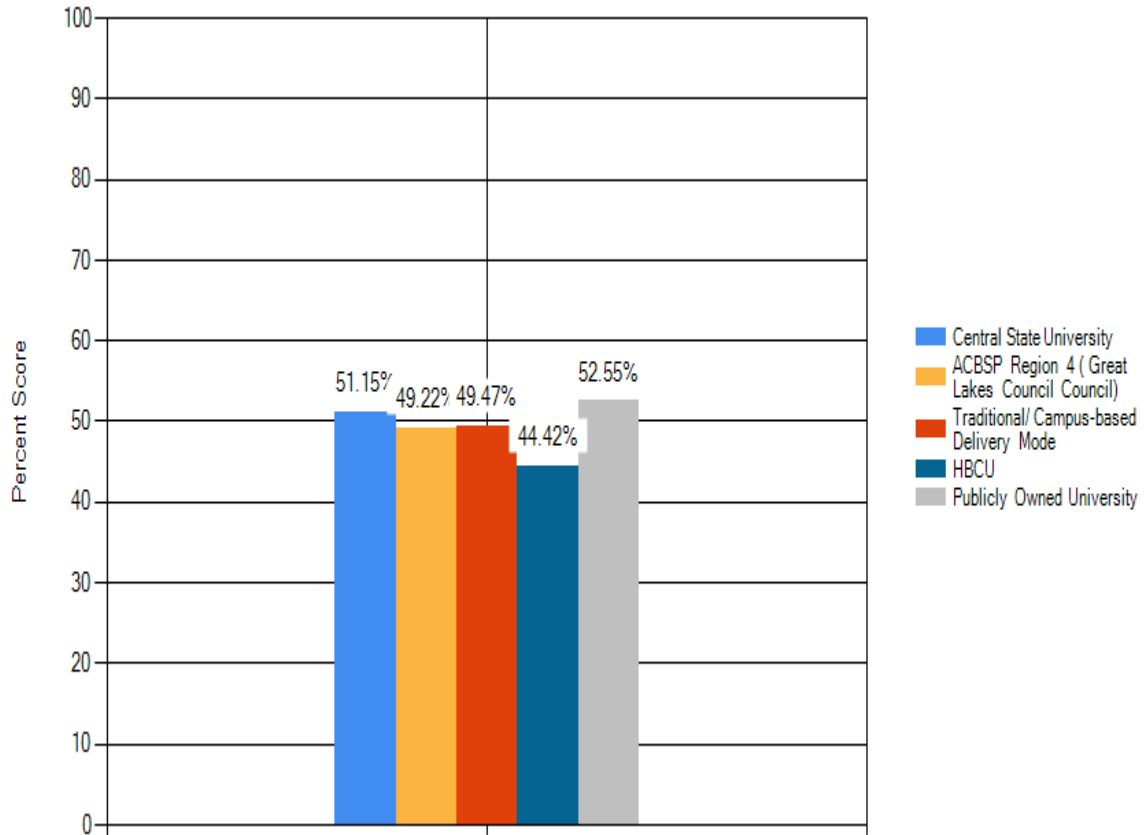
-5.39% Difference with the ACBSP
Region 4 (Great Lakes Council Council)
Aggregate

-5.64% Difference with the Traditional/
Campus-based Delivery Mode Aggregate

-0.59% Difference with the HBCU
Aggregate

-8.72% Difference with the Publicly
Owned University Aggregate

Outbound Exam Total Results Compared to the Different Aggregate Pools



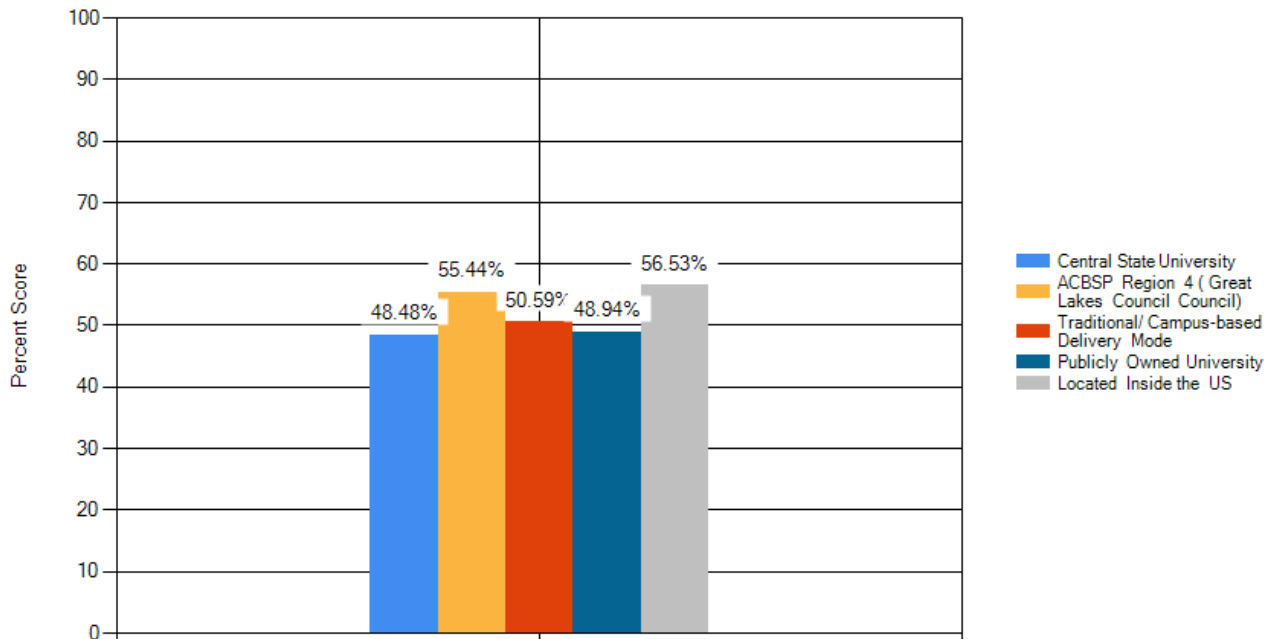
1.93% Difference with the ACBSP Region 4 (Great Lakes Council Council) Aggregate

1.69% Difference with the Traditional/ Campus-based Delivery Mode Aggregate

6.73% Difference with the HBCU Aggregate

-1.40% Difference with the Publicly Owned University Aggregate

Outbound Exam Total Results Compared to the Different Aggregate Pools



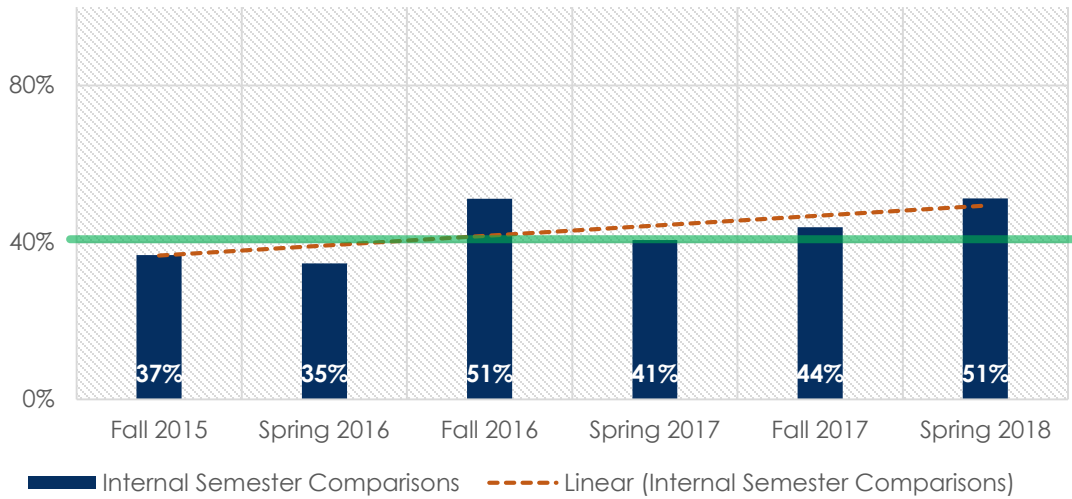
-6.96% Difference with the ACBSP Region 4 (Great Lakes Council Council) Aggregate

-2.11% Difference with the Traditional/ Campus-based Delivery Mode Aggregate

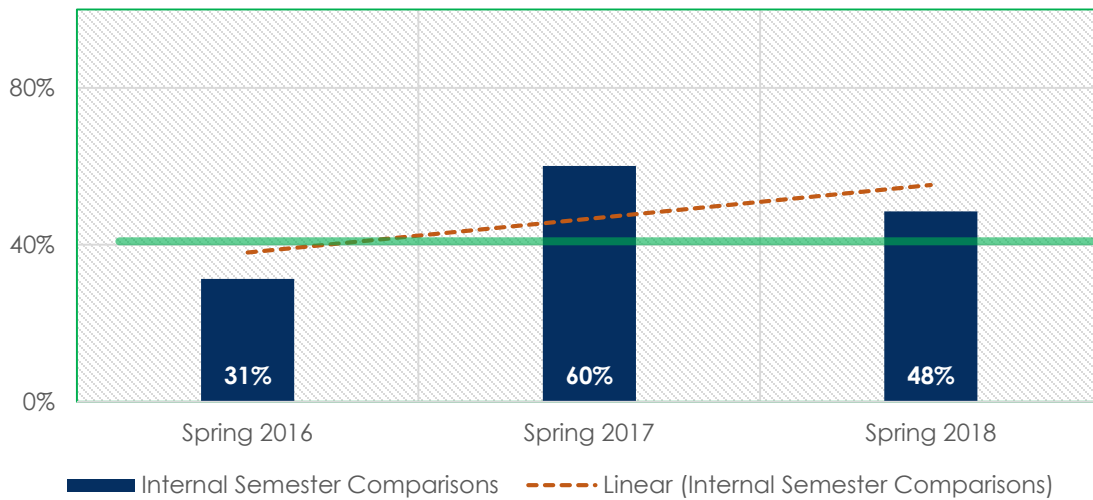
-0.46% Difference with the Publicly Owned University Aggregate

-8.05% Difference with the Located Inside the US Aggregate

Internal Semester Comparisons Business Administration Program

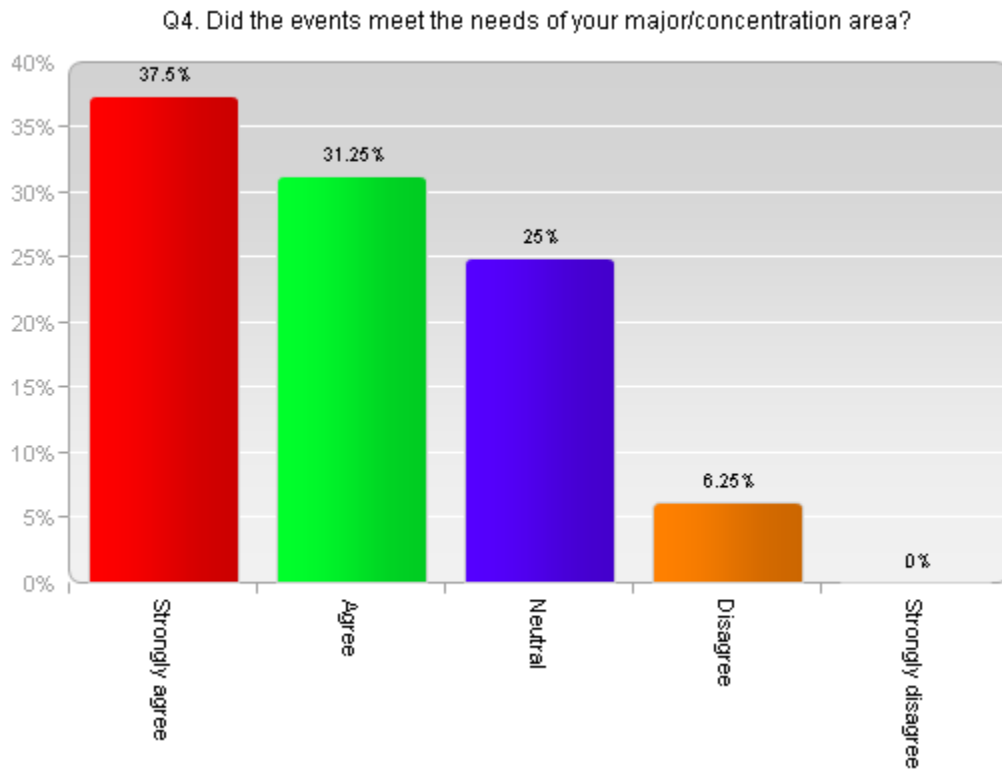


Internal Semester Comparisons Accounting Program

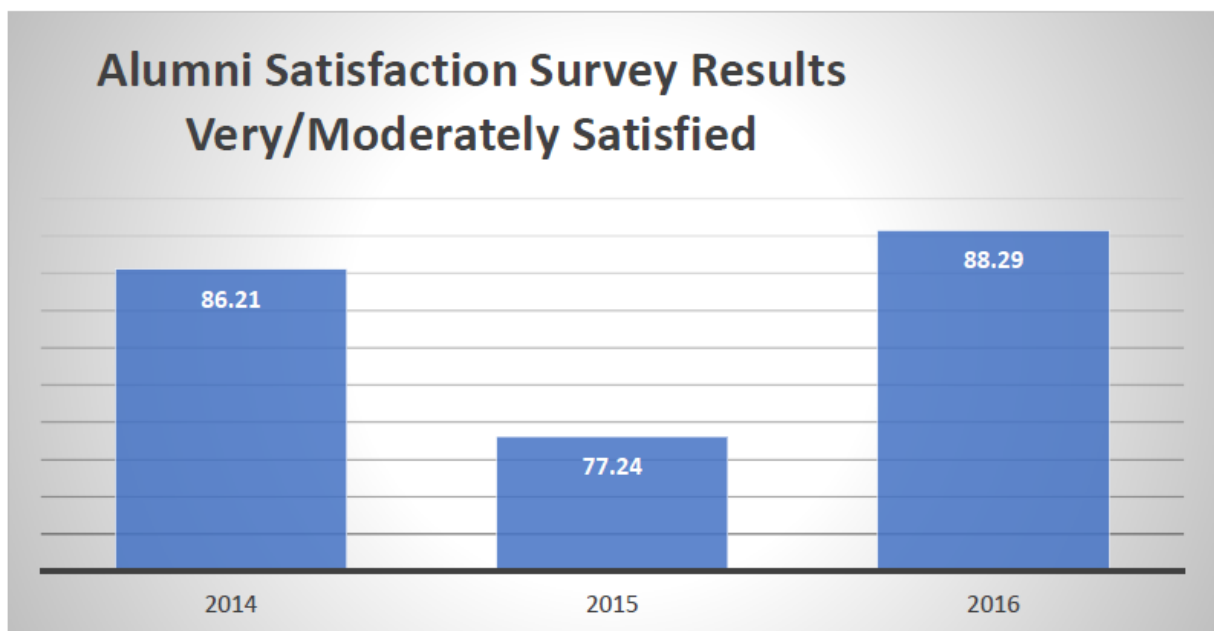


Data Collection (External/Indirect)

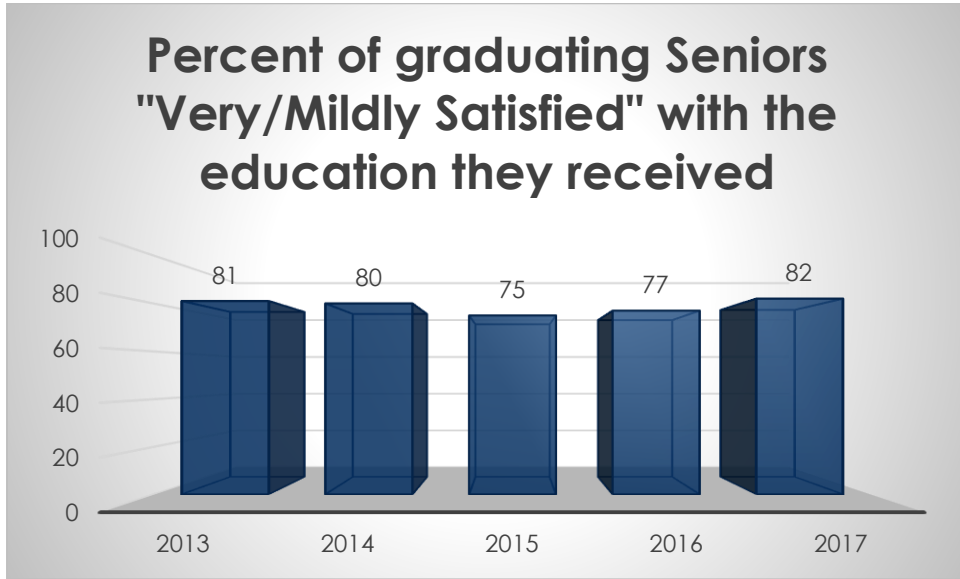
Student Event & Club Satisfaction Survey Results



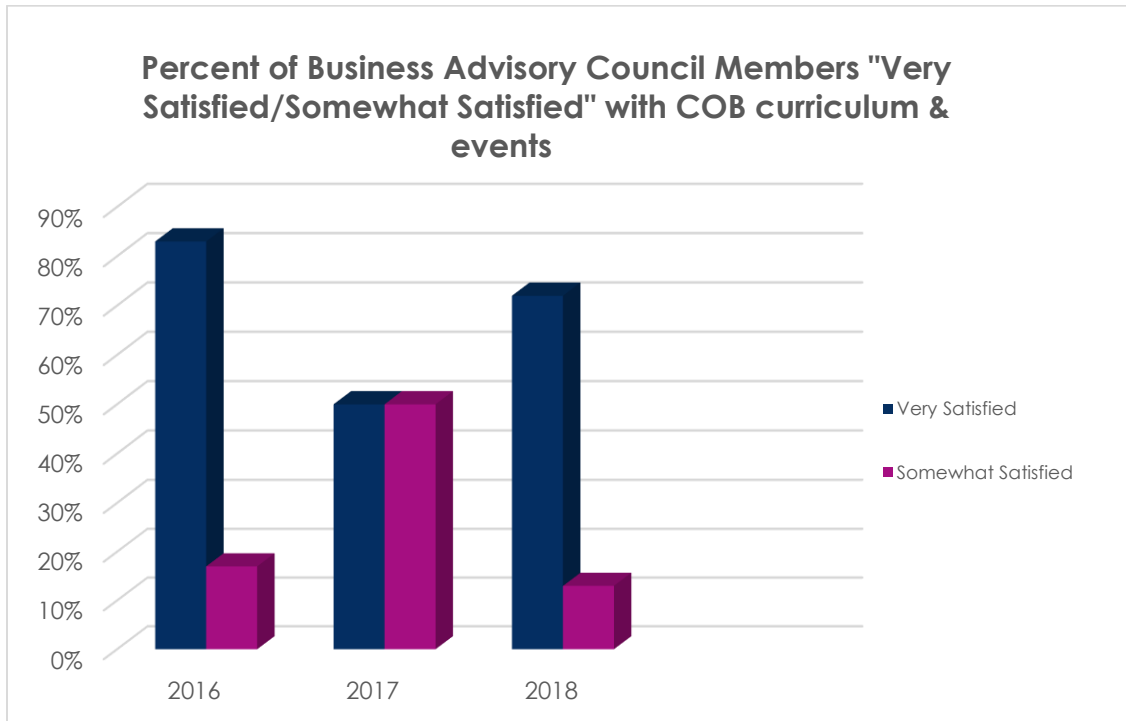
Alumni Satisfaction Survey Results



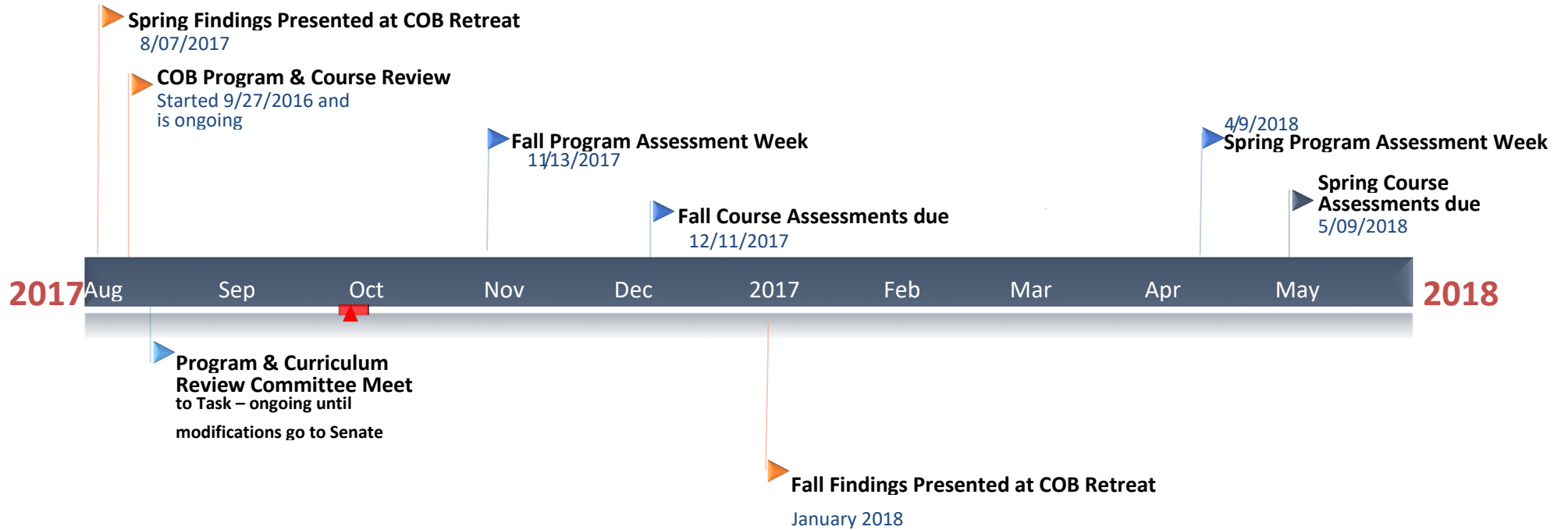
Senior Satisfaction Survey Results



Business Advisory Council Satisfaction Survey



COB Assessment Plan AY2016-17



College of Business Timeline for Program and Program Goals Assessments

- Program assessment modifications (data results analysis conducted annually during the ‘Closing the Loop’ session of COB Faculty Retreats.
- Syllabi Revision Review (Every Other Year – Committee will be assigned)
- SLO Review (Every Other Year in conjunction with ACBSP Quality Reviews – COB Program & Curriculum Review Committee)
- Curriculum Mapping – As necessary to accommodate changes due to re-alignment of program and course SLO

