



Public Disclosure of Student Learning

Institution	Southwestern Adventist University
Academic Business Unit	Department of Business
Academic Year	2016-2017

Report of Student Learning and Achievement

Institution

Name of your Academic Business Unit

**For Academic
Year:**

2016-2017

Mission of the *Name of your Academic Business Unit*

The Department of Business Administration prepares students for Christian service and business leadership in the global economy. Our department is built on academic excellence, integrity, and an entrepreneurial spirit. We serve and value a diverse student body, equipping them with the intellectual fortitude to change the world.

Student Learning Assessment for *the Bachelor of Business Administration (BBA) and th Bachelor of Science in Business (BS)*:

Program Intended Student Learning Outcomes (Program ISLOs)

1. Students will be able demonstrate the ability to assess complex problems by producing clear, concise written assessment and oral presentation in diverse business venues.
2. Students will be able to competently use current technology in business environments.
3. Students will be able to apply Christian, legal, and ethical principles in business settings.
4. Students will be able to function effectively in organizational teams.
5. Students will apply global aspects of business and develop the skills necessary to take advantage of international opportunities.
6. Students will be able to collect and use qualitative and quantitative data in making critical decision to improve organizational performance.
7. Students will have the ability to evaluate business objectives through the development of relevant analyses as a basis for strategic development.

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

Performance Objectives (Targets/Criteria) for Direct Measures:

<p>1. Comprehensive Capstone Class Case Study Program ISLOs Assessed by this Measure: 1, 3, 6, 7</p>	<p>On the rating scale in the case study evaluation rubric (with “accomplished” being the highest rating), at least 80% of all graduating students will achieve a performance rating of “competent” or “accomplished” on each evaluation criterion associated with the program ISLOs assessed by this measure.</p>
<p>2. GLO-BUS Business Strategy Simulation Program ISLOs Assessed by this Measure: 1, 2, 4, 5, 6, 7</p>	<p>On the rating scale in the BSG evaluation rubric (with “accomplished” being the highest rating), at least 80% of all graduating students will achieve a performance rating of “competent” or “accomplished” on each evaluation criterion associated with the program ISLOs assessed by this measure.</p>
<p>Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:</p>	<p>Performance Objectives (Targets/Criteria) for Indirect Measures:</p>
<p>1. Senior Exit Questionnaire Outcomes are listed on the questionnaire and students are asked to rate the degree to which they achieved the outcomes. Program ISLOs Assessed by this Measure: 1, 2, 3, 4, 5, 6, 7</p>	<p>On the exit survey instrument, at least 80% of all graduates will indicate that they “agree” or “strongly agree” that they achieved each of the core ISLOs.</p>
<p style="text-align: center;">Learning Assessment Results</p>	
<p>Summary of Results from Implementing Direct Measures of Student Learning:</p>	
<p>1. Comprehensive Capstone Class Case Study</p> <p>It was expected that on the rating scale in the case study evaluation rubric (with “accomplished” being the highest rating), at least 80% of all graduating students will achieve a performance rating of “competent” or “accomplished” on each evaluation criterion associated with the program ISLOs assessed by this measure. The total number of students in the Senior capstone class was 9. It was found that 9 students (100%) achieved a performance rating of “competent” or “accomplished” on each evaluation criterion associated with the program ISLOs assessed by this measure. Therefore, our students exceeded the target criteria .</p>	

2. GLO-BUS Business Strategy Simulation

It was expected that on the rating scale in the BSG evaluation rubric (with “accomplished” being the highest rating), at least 80% of all graduating students will achieve a performance rating of “competent” or “accomplished” on each evaluation criterion associated with the program ISLOs assessed by this measure. The total number of students in the Senior capstone class was 9. It was found that 8 students (88.9%) achieved a performance rating of “competent” or “accomplished” on each evaluation criterion associated with the program ISLOs assessed by this measure. Therefore, our students met the target criteria .

Summary of Results from Implementing Indirect Measures of Student Learning:

1. Summary of Results for Indirect Measure 1

It was expected that at least 80% of all graduates will indicate that they “agree” or “strongly agree” that they achieved each of the core ISLOs. As shown in the table below (Senior Exit Survey Results), Three areas fell below the 80% target. Thus, the criteria for this measure was not quite met.

Senior Exit Survey Results

Question	1 = Strongly Disagree (SD)	2 = Disagree (D)	3 = Neutral (N)	4 = Agree (A)	5 = Strongly Agree (SA)	Total Responses	Percentage answering 4 or 5
Students will be able to assess complex problems and produce clear, c	0	0	3	5	0	8	62.5%
Students will be able to competently use current technology in busine	0	0	1	5	2	8	87.5%
Students will be able to recognize and apply Christian, legal, and ethic	0	0	0	5	3	8	100.0%
Students will be able to function effectively in organizational teams	0	0	1	5	2	8	87.5%
Students will develop an awareness of and sensitivity to culture and d	0	0	1	4	3	8	87.5%
Students will be able to collect and use qualitative and quantitative da	0	0	3	3	2	8	62.5%
Students will have the ability to evaluate business objectives through	0	0	2	3	3	8	75.0%
I was satisfied with Southwestern's learning and technolgical resources			3	3			
*We eliminated 1 outlier response where there was no variability, also, there were a couple responses where about half the survey there was no variability.							
**The question "I was satisfied with Southwestern's learning and technolgical resources" was inadvertantly left off of one exam survey so 2 results are missing.							

Summary of Achievement of Intended Student Learning Outcomes:

Intended Student Learning Outcomes	Learning Assessment Measures							
Program ISLOs	<i>Direct Measure 1</i>	<i>Direct Measure 2</i>	<i>Indirect Measure 1</i>					
	Performance Target Was...	Performance Target Was...	Performance Target Was...					N
1. Students will be able to assess complex problems and produce clear, concise written assessment and oral presentation in diverse business venues.	Met	Met	Not Met					
2. Students will be able to competently use current technology in business environments.	N/A	Met	Met					
3. Students will be able to recognize and apply Christian, legal, and ethical principles in business settings.	Met	N/A	Met					
4. Students will be able to function effectively in organizational teams.	N/A	Met	Met					
5. Students will develop an awareness of and sensitivity to culture and diversity within an organization and the capacity to work optimally in Global environments.	N/A	Met	Not Met					
6. Students will be able to collect and use qualitative and quantitative data in making critical	Met	Met	Not Met					

decision to improve organizational performance.								
7. Students will have the ability to evaluate business objectives through the development of relevant analyses as a basis for strategic development.	Met	Met	Met					

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

The assessment results were analyzed by the entire Business Department at the end of the 2016-2017 school year. A few common outcome related issues were apparent that impacted all of the ISLO's.

1. Overall, our students consistently test (although not significantly) below the average when compared to peer groups nationally. We need to investigate the possible reasons for this.
2. Student research writing skills (using APA format, etc.), although better, still need to be improved.
3. Students continue to lack skill in logical and critical thinking, being able to analyze industry, identifying problems, and then connecting problems to theory and solutions.
4. The indirect measure was not met this year in all areas. Because these outcomes were met using other direct measures, we will not have an action plan for this at this time. However, we will monitor this situation and see if this continues to be an issue in the following academic year.

Action plans to address these issues are as follows:

1. Continue inbound testing of freshmen to set a baseline for comparison
2. Continue to Introduce APA and general formatting in Introduction to Contemporary Business, but also add research component that builds on the Contemporary Business class in the Principles of Management class.

Appendix