



Report of Outcomes Assessment Results

Institution Shepherd University

Academic Business Unit Department of Business Administration

Academic Year 2016/2017

Outcomes Assessment Plan

Is the outcomes assessment plan that you submitted to the IACBE still current or have you made changes?

The outcomes assessment plan that we have previously submitted is still current.

Changes have been made and the revised plan is attached.

We have made changes and the revised plan will be sent to the IACBE by: _____

Outcomes Assessment Results

For Academic Year: 2016/2017

Section I: Student Learning Assessment

Student Learning Assessment for: <i>Name of Program 1</i>	
Program Intended Student Learning Outcomes (Program ISLOs)	
<i>1. Students will demonstrate knowledge of general business principles and practices which align with generally accepted standards of business education.</i>	
<i>2. Students will develop and apply analytical and critical thinking skills to evaluate decision choices, challenges, ethical issues, technical capabilities, methods and procedures necessary to successfully assess business viability and sustainability.</i>	
<i>3. Students will develop an understanding of diversity and global enterprise.</i>	
Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
1. <i>Direct Measure 1</i> Satisfactory completion of capstone project: ISLOs 1, 2, 3	All students completing the major in business administration have achieved a satisfactory level of attainment (70%) or greater according to the assessment rubric for the written components of the capstone project.
2. <i>Direct Measure 2</i> ETS Major Field Test (MFT) in Business: ISLOs 1,2,3	The Shepherd University mean score on the ETS Major Field Test (MFT) in Business will equal or exceed the national mean score, and the Business component scores in the nine sub---categories evaluated in the MFT----- Accounting, Economics, Management, Quantitative Analysis, Finance, Marketing, Law, IS, and International—will exceed the lesser of the national mean score or 50%, whichever is the lesser of the two.

Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Indirect Measures:
<p>1. <i>Indirect Measure 1</i></p> <p>BADM Survey: Students' end-of-course evaluation for the Capstone Course (Composite score for the questions contained in the Student Learning Section wherein students express that a significantly high level of learning was attained in the class.) ISLOs 1,2</p>	<p>The minimum mean composite score of all business administration students will be a 4.0 on a 5.0 scale and at least 80% of all students will report a composite score of 4.0 or better.</p>
<p>2. <i>Indirect Measure 2</i></p> <p>Peer reviews of presentations in the culminating/capstone courses of the general business and individual concentrations. ISLOs 3.</p>	<p>Using the peer-evaluation rubric, 80% of students in the capstone courses will receive satisfactory (70% or greater) ratings from their classmates/peers on presentations.</p>
<p>Learning Assessment Results: <i>Shepherd University Dept of Business Administration</i></p>	
<p>Summary of Results from Implementing Direct Measures of Student Learning:</p>	
<p>1. <i>Summary of Results for Direct Measure 1: 100% of students during the study period achieved a score greater than 70% on the capstone project.</i></p>	

	A	B	C	D	E
2	DIRECT MEASURE #1: Faculty reviews of presentations in capstone course				
3	Standard: 100% of students receive score of 70% or greater				
4	RESULT: 100% of students received scores above 77%				
5					
6			AVERAGE		
7			Faculty score	Faculty wghtd	
8	30%	Content	88.30	26.49	
9	20%	Clarity	88.30	17.66	
10	15%	Comprehension	92.37	13.86	
11	15%	Preparedness	87.03	13.06	
12	10%	Graphics	91.67	9.17	
13	10%	Spelling & Grammar	97.40	9.74	
14		TOTAL SCORE		89.97	
15					
16					
17		Total Peer score by presentation			
18		2017 Spring Team 1	92.75		
19		2017 Spring Team 2	82.65		
20		2017 Spring Team 3	95.25		
21		2017 Spring Team 4	95.00		
22		2017 Spring Team 5	87.75		
23		2017 Spring Team 6	83.75		
24		2017 Spring Team 7	80.75		
25		2017 Spring Team 8	89.50		
26		2017 Spring Team 9	90.25		
27		2017 Spring Team 1	77.00		
28		2017 Spring Team 1	79.00		
29		2016 Fall Team 1	91.40		
30		2016 Fall Team 2	90.45		
31		2016 Fall Team 3	92.70		
32		2016 Fall Team 4	92.85		
33		2016 Fall Team 5	95.35		
34		2016 Fall Team 6	98.05		
35		2016 Spring Team 1	89.25		
36		2016 Spring Team 2	93.50		
37		2016 Spring Team 3	91.90		
38		2016 Spring Team 4	91.75		
39		2016 Spring Team 5	92.50		
40		2016 Spring Team 6	86.75		
41		2016 Spring Team 7	92.50		
42		2016 Spring Team 8	92.50		
43		2016 Spring Team 9	100.00		
44		2016 Spring Team 1	90.75		
45		2016 Spring Team 1	92.75		
46		2016 Spring Team 1	87.50		
47		MINIMUM SCORE	77.00		
48		MAXIMUM SCORE	100.00		

2. Summary of Results for Direct Measure 2: The three-semester mean score (150) on the MFT did not meet the national mean of 152. The score was well within one standard deviation of the mean which was reported to be 13.8. Subcategory scores met the established standard in most categories.

IACBE 2017 report DM2.xls [Compatibility Mode]													
	A	B	C	D	E	F	G	H	I	J	K	L	M
2	DIRECT MEASURE #2: Mean Score on ETS Major Field Test												
3	Standard: Shepherd University mean score on ETS MFT equal or exceed national mean score of 152, St Dev 13.8												
4	Result: Shepherd University mean score 150.1 (Well within 1 STD of the mean)												
6	STUDENT MFT SCORES												
7	SPR 2017 FALL 2016 SPR 2016												
8	1	193	161	177									
9	2	170	158	168									
10	3	167	154	166									
11	4	166	152	163									
12	5	166	151	162									
13	6	165	151	160									
14	7	163	149	160									
15	8	162	147	158									
16	9	161	147	155									
17	10	161	147	154									
18	11	159	146	153									
19	12	159	146	153									
20	13	159	145	152									
21	14	158	144	152									
22	15	158	141	150									
23	16	157	140	148									
24	17	157	140	148									
25	18	156	140	147									
26	19	156	140	147									
27	20	156	139	147									
28	21	156	138	147									
29	22	156	138	146									
30	23	154	121	146									
31	24	152		146									
32	25	152		145									
33	26	151		144									
34	27	151		143									
35	28	150		143									
36	29	150		142									
37	30	150		142									
38	31	149		141									
39	32	149		141									
40	33	149		139									
41	34	149		137									
42	35	147		136									
43	36	147		134									
44	37	145		133									
45	38	145		129									
46	39	144		125									
47	40	143											
48	41	141											
49	42	140											
50	43	139											
51	44	136											
52	MEAN	154.4	145.0	148.2									
53	OVERALL MEAN (3 semesters):			150.1									

NOTES: Progress is being made as the number of subcategories not being met (highlighted in red) is going down from Spring 2016 (5 categories) to Spring 2017 (1 category), the specified measure of the aggregate three semester ETS MFT measure equal or exceeding the national average is not

met. The weaker area is the quantitative score across all three semesters.

Summary of Results from Implementing Indirect Measures of Student Learning:

1. *Summary of Results for Indirect Measure 1: 100% of student mean scores reported exceed 4.0.*

IACBE 2017 report IM1.xls [Compatibility Mode]												
	A	B	C	D	E	F	G	H	I	J	K	L
1												
2	INDIRECT MEASURE #1:			Student end-of-course evaluations of capstone course								
3	Standard:			At least 80% of End-of-course evaluations will report composite score of 4.0 or higher								
4	Result:			100% of semester mean scores in all student Learning categories exceed 4.0								
5	STUDENT COURSE EVALUATION SCORES											
6	Student Learning	SPR 2017	SPR 2017	SPR 2017	FALL 2016	FALL 2016	FALL 2016	SPR 2016	SPR 2016	SPR 2016		
7	Questions	Section 1	Section 2	MEAN	Section 1	Section 2	MEAN	Section 1	Section 2	MEAN		
8	Q6	4.3	4.1	4.2	4.1	4.1	4.1	4.7	4.9	4.8		
9	Q7	4.2	4.3	4.3	4.4	4.1	4.3	4.5	4.7	4.6		
10	Q8	3.0	4.3	3.7	4.1	4.2	4.2	4.5	4.8	4.7		
11	Q9	3.7	4.1	3.9	4.6	4.0	4.3	4.5	4.8	4.7		
12	Q10	3.9	4.0	4.0	4.6	4.5	4.6	4.5	4.8	4.7		
13	Q11	3.4	4.2	3.8	4.7	4.1	4.4	4.5	4.9	4.7		
14	Q12	4.3	4.4	4.4	4.8	4.5	4.7	4.7	5.0	4.9		
15	Q13	4.4	4.3	4.4	4.8	4.5	4.7	4.7	4.9	4.8		
16	Q14	4.5	4.7	4.6	4.8	4.7	4.8	4.7	4.9	4.8		
17	Q15	4.2	4.6	4.4	4.7	4.6	4.7	4.6	4.9	4.8		
18	Q16	3.9	4.3	4.1	4.7	4.5	4.6	4.6	4.9	4.8		
19	Q17	4.3	4.4	4.4	4.8	4.7	4.8	4.6	4.9	4.8		
20	Q18	4.3	4.3	4.3	4.7	4.8	4.8	4.7	4.9	4.8		
21	Q19	4.2	4.2	4.2	4.4	4.5	4.5	4.5	4.9	4.7		
22	Q20	4.2	4.2	4.2	4.4	4.6	4.5	4.5	4.9	4.7		
23	Q21	3.8	4.4	4.1	4.8	4.6	4.7	4.8	4.9	4.9		
24	Q22	4.2	4.1	4.2	4.7	4.4	4.6	4.2	4.8	4.5		
25	Q23	4.3	4.0	4.2	4.7	4.4	4.6	4.3	4.8	4.6		
26	MEAN	4.1	4.3	4.2	4.6	4.4	4.5	4.6	4.9	4.7		
27					OVERALL MEAN (3 semesters):				4.6			
28												
29												
30												

2. *Summary of Results for Indirect Measure 2: Over 90% of peer evaluations of student projects exceed 70 .*

Summary of Achievement of Intended Student Learning Outcomes:								
Intended Student Learning Outcomes	Learning Assessment Measures							
Program ISLOs	Direct Measure 1	Direct Measure 2			Indirect Measure 1	Indirect Measure 2		
	Performance Target Was...	Performance Target Was...			Performance Target Was...	Performance Target Was...		
1. <i>Students will demonstrate knowledge of general business principles and practices which align with generally accepted standards of business education.</i>	MET	NOT MET			MET	MET		
2. <i>Students will develop and apply analytical and critical thinking skills to evaluate decision choices, challenges, ethical issues, technical capabilities, methods and procedures necessary to successfully assess business viability and sustainability.</i>	MET	NOT MET			MET	MET		
3. <i>Students will develop an understanding of diversity and global enterprise.</i>	MET	NOT MET			MET	MET		
Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:								
1. <i>Course of Action 1: Further development of quantitative course work. Courses were added in analytics and project management beginning with the Spring term 2017. The results of these curricular improvements will not be measurable until for several assessment cycles.</i>								
2. <i>Course of Action 2: Adjustments have been made in faculty, both tenure-track and adjunct, that should produce measurable improvements in student outcomes. We believe that if the trends identified in the data continue (appendix 2), these scores will continue to improve.</i>								
3. <i>Course of Action 3: Consider and review the application of more specific direct measures for quantitative targets.</i>								

4. *Course of Action 4*

Section II: Operational Assessment (Note: Complete this section only if you received first-time accreditation or reaffirmation of accreditation after January 1, 2011.) SECTION NOT REQUIRED

Operational Assessment	
Intended Operational Outcomes	
1. <i>Intended Operational Outcome 1</i>	
2. <i>Intended Operational Outcome 2</i>	
3. <i>Intended Operational Outcome 3</i>	
4. <i>Intended Operational Outcome 4</i>	
5. <i>Intended Operational Outcome 5</i>	
6. <i>Intended Operational Outcome 6</i>	
7. <i>Intended Operational Outcome 7</i>	
Assessment Measures/Methods for Intended Operational Outcomes:	Performance Objectives (Targets/Criteria) for Operational Assessment Measures/Methods:
1. <i>Operational Assessment Measure/Method 1</i> Intended Operational Outcomes Assessed by this Measure: <i>Outcomes List</i>	<i>Objective (Target/Criterion) for Measure/Method 1</i>
2. <i>Operational Assessment Measure/Method 2</i> Intended Operational Outcomes Assessed by this Measure: <i>Outcomes List</i>	<i>Objective (Target/Criterion) for Measure/Method 2</i>
3. <i>Operational Assessment Measure/Method 3</i> Intended Operational Outcomes Assessed by this Measure: <i>Outcomes List</i>	<i>Objective (Target/Criterion) for Measure/Method 3</i>
4. <i>Operational Assessment Measure/Method 4</i> Intended Operational Outcomes Assessed by this Measure: <i>Outcomes List</i>	<i>Objective (Target/Criterion) for Measure/Method 4</i>

5. <i>Operational Assessment Measure/Method 5</i> Intended Operational Outcomes Assessed by this Measure: <i>Outcomes List</i>	<i>Objective (Target/Criterion) for Measure/Method 5</i>
6. <i>Operational Assessment Measure/Method 6</i> Intended Operational Outcomes Assessed by this Measure: <i>Outcomes List</i>	<i>Objective (Target/Criterion) for Measure/Method 6</i>
7. <i>Operational Assessment Measure/Method 7</i> Intended Operational Outcomes Assessed by this Measure: <i>Outcomes List</i>	<i>Objective (Target/Criterion) for Measure/Method 7</i>

Summary of Results from Implementing Operational Assessment Measures/Methods:

1. *Summary of Results for Measure/Method 1*
2. *Summary of Results for Measure/Method 2*
3. *Summary of Results for Measure/Method 3*
4. *Summary of Results for Measure/Method 4*
5. *Summary of Results for Measure/Method 5*
6. *Summary of Results for Measure/Method 6*
7. *Summary of Results for Measure/Method 7*

Summary of Achievement of Intended Operational Outcomes:

Intended Operational Outcomes	Operational Assessment Measures/Methods							
	<i>Operational Assessment Measure/ Method 1</i>	<i>Operational Assessment Measure/ Method 2</i>	<i>Operational Assessment Measure/ Method 3</i>	<i>Operational Assessment Measure/ Method 4</i>	<i>Operational Assessment Measure/ Method 5</i>	<i>Operational Assessment Measure/ Method 6</i>	<i>Operational Assessment Measure/ Method 7</i>	<i>Operational Assessment Measure/ Method 8</i>
	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...
1. <i>Intended Operational Outcome 1</i>								
2. <i>Intended Operational Outcome 2</i>								

3. <i>Intended Operational Outcome 3</i>								
4. <i>Intended Operational Outcome 4</i>								
5. <i>Intended Operational Outcome 5</i>								
6. <i>Intended Operational Outcome 6</i>								
7. <i>Intended Operational Outcome 7</i>								

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

1. *Course of Action 1*
2. *Course of Action 2*
3. *Course of Action 3*
4. *Course of Action 4*