



Report of Outcomes Assessment Results

Institution	Shepherd University
Academic Business Unit	College of Business
Academic Year	2018-2019

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

Section I: Student Learning Assessment

Student Learning Assessment for: MBA	
Program Intended Student Learning Outcomes (Program ISLOs)	
1. Students will demonstrate mastery of subject areas utilizing concepts, definitions, and theories in accounting, economics, management, marketing, leadership, information systems, and ethics.	
2. Students will demonstrate the ability to apply ethical criteria, leadership skills, problem solving, analytical skills and quantitative skills to resolve a variety of business situations and problems.	
3. Students will demonstrate the ability to communicate professionally and effectively. M.B.A. graduates will demonstrate the ability to communicate professionally and effectively.	
4. Students will demonstrate an understanding of the role of teams, groups, and individual behavior in relation to organizational success.	
5. Students will demonstrate an understanding of the economic, political, legal and social forces that influence both domestic and international organizations	
6. Students will conduct and present the research that transcends functional boundaries, synthesizing and integrating information for complex problem solving.	
Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
1. ETS MBA Major Field Test (MFT). Program ISLOs Assessed by this Measure: 1, 2, 5, 6	At least 50 percent of the students will have an overall score that is greater than or equal to the national mean. For each of the 5 subscores (accounting, marketing, management, finance, and strategic integration) at least 50 percent of the students will have a subscore that is greater than or equal to that subscore’s national mean.
2. Capstone Course Program ISLOs Assessed by this Measure: 3, 4	Students have a choice of capstone experiences (MBA 590—Applied Research Project or MBA 591—Internship). In MBA 590 at least 70% of the students will complete the final paper and powerpoint presentation with a satisfactory or better (A or B) rating. In MBA 591 at least 70% of the students will complete most or all of the internship goals and objectives as evaluated by the on-site mentor.

Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Indirect Measures:
1. Survey of Current MBA Students Program ISLOs Assessed by this Measure: 1, 2, 3, 4, 5, 6	At least 70 percent of the MBA students will be “satisfied” or “very satisfied” (4 or 5 on a 5 point scale) with the MBA program. At least 70 percent of the MBA students will be “likely” or “very likely” (4 or 5 on a 5 point scale) to recommend the MBA program. At least 70 percent of the MBA students will be “likely” or “very likely” to select the Shepherd MBA program again.
2. Survey of MBA Graduates Program ISLOs Assessed by this Measure: 1, 2, 3, 4, 5, 6	At least 70 percent of the MBA graduates will be “satisfied” or “very satisfied” (4 or 5 on a 5 point scale) with the MBA program. At least 70 percent of the MBA graduates will be “likely” or “very likely” (4 or 5 on a 5 point scale) to recommend the MBA program. At least 70 percent of the MBA graduates will be “likely” or “very likely” to select the Shepherd MBA program again.

Learning Assessment Results: MBA

Summary of Results from Implementing Direct Measures of Student Learning:

1. ETS MBA Major Field Test (MFT)

Percent of Students At or Above the National Mean

	2016/17	2017/18	2018/19	Average
Total	43.8	25	22.2	29.63704
Marketing	50	35	27.7	37.01111
Management	62.5	55	27.7	48.12222
Finance	25	25	5.6	18.53333
Accounting	56.3	35	16.7	35.21111
Strategic Integration	43.8	35	33.3	37.04074
Number of Students	16	20	18	

2. MBA 590 and MBA 591

Percent of Students With Satisfactory or Better Rating on the Paper and Presentation

Semester	Number	MBA 590
Fall 18	6	100%
Spring 19	12	92%
Summer 19	3	100%

Percent of Students Completing Most or All of Goals and Objectives

Semester	Number	MBA 591
Fall 18	4	100%
Spring 19	0	
Summer 19	4	100%

Summary of Results from Implementing Indirect Measures of Student Learning:

1. MBA Survey of Current Students

Question

What is your overall level of satisfaction with the MBA program at Shepherd University?
How likely is it that you would recommend this MBA program to a friend or colleague?
If you were doing it again, how likely is it that you would select this MBA program?

Response (4 or 5 on 5 point scale)

81% very or somewhat satisfied
79% likely or very likely
79% likely or very likely

2. MBA Survey of Graduates

Question

What is your overall level of satisfaction with the MBA program at Shepherd University?
How likely is it that you would recommend this MBA program to a friend or colleague?
If you were doing it again, how likely is it that you would select this MBA program?

Response (4 or 5 on 5 point scale)

97% very or somewhat satisfied
85% likely or very likely
75% likely or very likely

Summary of Achievement of Intended Student Learning Outcomes:

Intended Student Learning Outcomes	Learning Assessment Measures							
	<i>Direct Measure 1</i>	<i>Direct Measure 2</i>	<i>Direct Measure 3</i>	<i>Direct Measure 4</i>	<i>Indirect Measure 1</i>	<i>Indirect Measure 2</i>	<i>Indirect Measure 3</i>	<i>Indirect Measure 4</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. Students will demonstrate mastery of subject areas utilizing concepts, definitions, and theories in accounting, economics, management, marketing, leadership and ethics.	NOT MET	NA			MET	MET		
2. Students will demonstrate the ability to apply ethical criteria, leadership skills, problem solving, analytical skills and quantitative skills to resolve a variety of business situations and problems.	NOT MET	NA			MET	MET		
3. Students will demonstrate the ability to communicate professionally and effectively. M.B.A. graduates will demonstrate the ability to communicate professionally and effectively.	NA	MET			MET	MET		
4. Students will demonstrate an understanding of the role of teams, groups and individual behavior in relation to organizational success.	NA	MET			MET	MET		
5. Students will demonstrate an understanding of the economic, political, legal and social forces that influence both domestic and international organizations	nOT MET	NA			MET	MET		
6. Students will conduct the research that transcends functional boundaries, synthesizing and integrating information for complex problem solving.	NOT MET	NA			MET	MET		

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

1. Identify a end-of-program course in which to administer the MFT and make part of the course grade so that students have an incentive to do well.

2. Review content of MFT to insure topics are being covered in the core MBA courses. Align course content if necessary.

1. Develop an end-of-program survey that incorporates the MBA ISLOs and the IOOs.

2018-2019 MBA MFAT Scores

		Total	Market	Manage	Finance	Account	Strategic
National Means		247	58.1	55	35.1	40.6	48.6
Subject	Form Designation	Total Score	Total AI1	Total AI2	Total AI3	Total AI4	Total AI5
MBA	4NMF	222	39	37	21	20	32
MBA	4NMF	222	39	33	21	27	22
MBA	4NMF	253	61	77	31	37	53
MBA	4NMF	220	32	20	31	13	27
MBA	4NMF	220	16	27	28	10	20
MBA	4NMF	242	68	47	28	33	44
MBA	4NMF	224	48	33	21	20	20
MBA	4NMF	221	29	27	34	23	17
MBA	4NMF	224	42	33	21	30	34
MBA	4NMF	246	61	70	24	30	49
MBA	4NMF	220	29	23	21	23	22
MBA	4NMF	276	77	77	52	63	71
MBA	4NMF	248	55	67	28	43	47
MBA	4NMF	244	55	57	31	40	53
MBA	4NMF	256	68	53	28	63	54
MBA	4NMF	221	29	23	31	30	29
MBA	4NMF	233	48	33	34	37	53
MBA	4NMF	229	45	33	34	27	37
Number Above National Mean		4	5	5	1	3	6
Percent Above National Mean		22.2	27.7	27.7	5.6	16.7	33.3

Section II: Operational Assessment (Note: Complete this section only if you received first-time accreditation or reaffirmation of accreditation after January 1, 2011.)

Operational Assessment	
Intended Operational Outcomes	
1. The College of Business will be successful at placing its undergraduate students in career related positions and graduate school.	
2. The College of Business will be successful in contributing to the career advancement of its MBA graduates.	
3. Faculty members in the College of Business will be highly qualified in their teaching disciplines.	
4. Faculty members in the College of Business will be engaged in the discipline, with appropriate scholarly and professional development activities	
5. The College of Business will provide effective academic advising to its students.	
6. The College of Business will be successful in providing quality instruction to its students.	
7. The College of Business will be successful at placing students in internships, cooperative education and externship positions.	
Assessment Measures/Methods for Intended Operational Outcomes:	Performance Objectives (Targets/Criteria) for Operational Assessment Measures/Methods:
1. Career Center Survey of Recent Graduates Intended Operational Outcomes Assessed by this Measure: 1	At least 70% or more of the graduates in business surveyed will be employed or in graduate school.
2. MBA Alumni Survey Intended Operational Outcomes Assessed by this Measure: 2	On the MBA Alumni Survey, at least 70% of the survey respondents will respond “yes, definitely” or “yes, maybe” to question 19 “Do you feel that this program will advance your employment opportunities.”
3. Faculty Credentials File Intended Operational Outcomes Assessed by this Measure: 3	At least 90 percent of the faculty in the College of Business will be academically qualified or professionally qualified to teach in their disciplinary field.
4. Faculty Annual Report	At least 80 percent of the full-time tenured or tenure track faculty

Intended Operational Outcomes Assessed by this Measure: 4	in the College of Business will report at least two scholarly and/or professional development activities.
5. Academic Advising Center Annual Advisor evaluations. Intended Operational Outcomes Assessed by this Measure: 5	At least 70 percent of the survey respondents will agree or strongly agree (5 or 6 on a 6 point scale) with the statement “I would recommend my advisor to other students.”
6. WV Survey of Graduating Seniors Intended Operational Outcomes Assessed by this Measure: 5, 6	The median score will be 4 or higher(on a 5 point scale) on questions pertaining to the graduates satisfaction with the quality of advising and the quality of teaching.
7. Annual enrollment in Internships, coops and externships Intended Operational Outcomes Assessed by this Measure: 7	The annual enrollment in internships, coops and externships offered by the College of Business will increase by at least 10% each year.
8. NSSE Survey Broad-Based Operational Goals to which this Outcome is linked: 5, 6	At least 70 percent of the student will rate the quality of their interacts with faculty and advisors as 5 or higher on a 7 point scales with 7 being excellent

Summary of Results from Implementing Operational Assessment Measures/Methods:

1. The Career Center 2019 survey of 2017 and 2018 graduates found that 88% of the students who graduated with a Bachelor’s degree in Business Administration were either employed full time or in graduate school. Of those employed full time, 73% were in a position related to their major field and 80% felt that their major prepared them for their intended career.
2. On the most recent MBA Alumni Survey 100% of the respondents indicate “yes, maybe” or “yes, definitely” the program will advance their employment opportunities.
3. A review of the faculty credentials file found that 100% of the full-time and part-time faculty teaching in the College of Business during the 2018-2019 academic year were either academically or professional qualified to teach in their disciplinary field.

4. 2018-2019 Number of Professional Development Activities

Faculty Member	Scholarship of:			Professional Activities
	Teaching	Discovery	Application	
Files	2			3
Gocmen	2			2
Goolsby	1			1

Hamood	1			1
Hoy	2	2		3
Lynch				4
Mandzik	2			1
Martz		2	1	
Reid	1			1
Scales				5
Scott	1	2		6
Vance	1			12
Xie		3		2

100% of the full time faculty in the COB were engaged in two or more scholarship and/or professional development activities.

5. From the survey tool administered by the Academic Advising Center Fall Semester 2018, 77.5% of the survey respondents from the College of Business indicated that they agreed or strongly agreed (5 or 6 on a 6 point scale) with the statement "I would recommend my advisor to other students."

6. WV Survey of Graduating Seniors

Median Response (on a 5 point Scale with 5 being Strongly Agree)

Satisfaction with

The quality of teaching

The quality of advising

Adequately prepared for a career and/or grad school

Number of Shepherd Business Graduates

	2016/17	2017/18	2018/19
The quality of teaching	4	4	4
The quality of advising	4	4	5
Adequately prepared for a career and/or grad school	4	4	4
Number of Shepherd Business Graduates	31	40	31

7.

Annual Enrollment in Internships, Externships and Coops

	2016/2017	2017/2018	2018/2019
ACCT 392	1	3	4
BADM 385	45	25	17
BADM 392	7	19	9
ECON 392	7	1	2
MBA 590	13	19	21
MBA 591	12	15	4
Total	85	82	57

8. NSSE Survey Results

84% of the students rated the quality of their interactions with their faculty advisors as 5 or higher on a 7 point scale (IOO 5). 81% of the students rated the quality of their interactions with the faculty as a 5 or higher on a 7 point scale (IOO 6).

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. The College of Business will be successful at placing its undergraduate students in career related positions and graduate school.	MET	NA	NA	NA	NA	NA	NA	NA
2. The College of Business will be successful in contributing to the career advancement of its MBA graduates.	NA	MET	NA	NA	NA	NA	NA	NA
3. Faculty members in the College of Business will be highly qualified in their teaching disciplines.	NA	NA	MET	NA	NA	NA	N	NA
4. Faculty members in the College of Business will be engaged in the discipline, with appropriate scholarly and professional development activities	NA	NA	NA	MET	NA	NA	NA	NA
5. The College of Business will provide effective academic advising to its students.	NA	NA	NA	NA	MET	MET	NA	NA

6. The College of Business will be successful in providing quality instruction to its students.	NA	NA	NA	NA	NA	ME	NA	MET
7. . The College of Business will be successful at placing students in internships, cooperative education and externship positions.	NA	NA	NA	NA	NA	NA	NOT MET	NA

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

1. Monitor enrollments in internships, cooperative education and externship positions and make sure academic advisors are fully aware of the opportunities available
2. Develop new end-of-program and alumni surveys (undergraduate and M.B.A.) that more effectively assess IOOs.
- 3.
- 4.