Detailed Assessment Report
As of: 5/08/2015 04:42 PM EDT

2014-2015 Business BS
(Includes those Action Plans with Budget Amounts marked One-Time, Recurring, No Request.)

Mission / Purpose

The School of Business provides innovative, quality, and cost-effective undergraduate and graduate business education in North Central Indiana. The School produces students with the skills to excel and function responsibly in a diverse global economy. The faculty is dedicated to excellence in teaching, research, and service.

Vision Statement

The School of Business vision is to be the first choice for higher education in business in North Central Indiana.

Goals

G 1:Communicate effectively
Communicate effectively

G 2:Use information effectively
Use information effectively

G 3:Demonstrate quantitative skills
Demonstrate quantitative skills

G 4:Demonstrate effective critical thinking skills
Demonstrate effective critical thinking skills

G 5:Demonstrate skills with computers and information technology
Demonstrate skills with computers and information technology

G 6:Demonstrate knowledge in the functional areas of business
Demonstrate knowledge and skills in the functional areas of business

Student Learning Outcomes/Components, with Any Associations and Related Artifacts/Objects, Benchmarks, Findings, and Action Plans

S 1:Read critically
Reading skills

Related Artifacts/Objects:

A 1:Include
Letters to stop-outs
Open house sessions
Moving undergrads to the MBA program

Community involvement
Turkey trip
Grant in Aid
Workshops
Inventrek

Source of Evidence: Standardized test of subject matter knowledge

S 2:Write effectively
Writing skills

S 3:Speak effectively
Public speaking skills

S 4:Use technology appropriately to support communication
Use technology appropriately to support communication

S 5:Determine the nature and extent of information needed
Determine the nature and extent of information needed

Related Artifacts/Objects:

A 2:BUS-S302 Case Study Assignment 1
A case study assignment was used in BUS-S302 for course-embedded assessment of the relevant learning outcome.

Source of Evidence: Written assignment(s), usually scored by a rubric

Benchmark:
The benchmark for Excellent performance on this assessment artifact is set at the average student performance level of 85 percent. The benchmark for Satisfactory performance on this assessment artifact is set at the average student performance level of 70 percent.

S 6:Access the needed information effectively and efficiently
Access the needed information effectively and efficiently

Related Artifacts/Objects:

A 5:BUS-S302 Internet Research Project
An internet research assignment was used in BUS-S302 for course-embedded assessment of the relevant learning outcome.

Source of Evidence: Project, either individual or group

Benchmark:
The benchmark for Excellent performance on this assessment artifact is set at the average student performance level of 85 percent. The benchmark for Satisfactory performance on this assessment artifact is set at the average student performance level of 70 percent.

S 7:Evaluate information and its sources critically
Evaluate information and its sources critically

Related Artifacts/Objects:

A 3:BUS-S302 Case Study Assignment 2
A case study assignment was used in BUS-S302 for course-embedded assessment of the relevant learning outcome.

Source of Evidence: Written assignment(s), usually scored by a rubric

Benchmark:
The benchmark for Excellent performance on this assessment artifact is set at the average student performance level of 85 percent. The benchmark for Satisfactory performance on this assessment artifact is set at the average student performance level of 70 percent.

S 8:Use information effectively to accomplish a specific purpose
Use information effectively to accomplish a specific purpose

Related Artifacts/Objects:

A 4:BUS-S302 Case Study Assignment 3
A case study assignment was used in BUS-S302 for course-embedded assessment of the relevant learning outcome.

Source of Evidence: Written assignment(s), usually scored by a rubric

Benchmark:
The benchmark for Excellent performance on this assessment artifact is set at the average student performance level of 85 percent. The benchmark for Satisfactory performance on this assessment artifact is set at the average student performance level of 70 percent.

S 9:Translate a verbal problem into mathematical notation
Translate a verbal problem into mathematical notation

S 10:Solve the mathematical problem that models verbal problem
Solve the mathematical problem that models verbal problem

Related Artifacts/Objects:

A 11:BUS-J401 Mathematics Test
A mathematics test was used in the BUS-J401 course to evaluate math skills at the senior level.

Source of Evidence: Academic direct measure of learning - other

Benchmark:
The benchmark for Excellent performance on this assessment artifact is set at the average student performance level of 85 percent. The benchmark for Satisfactory performance on this assessment artifact is set at the average student performance level of 70 percent.

S 11:Use the solution of the mathematical problem to draw valid conclusions about the verbal problem
Use the solution of the mathematical problem to draw valid conclusions about the verbal problem

S 12:Use fundamental statistical information
Use fundamental statistical information

Related Artifacts/Objects:

A 11:BUS-J401 Mathematics Test
A mathematics test was used in the BUS-J401 course to evaluate math skills at the senior level.

Source of Evidence: Academic direct measure of learning - other

Benchmark:
The benchmark for Excellent performance on this assessment artifact is set at the average student performance level of 85 percent. The benchmark for Satisfactory performance on this assessment artifact is set at the average student performance level of 70 percent.

S 13:Recognize issues that have alternative interpretations
Recognize issues that have alternative interpretations

S 14:Compare the perspectives of others to their own
Compare the perspectives of others to their own

S 15:Assess the quality of supporting evidence
Assess the quality of supporting evidence

S 16:Assess the implications and consequences that result from proposed conclusions
Assess the implications and consequences that result from proposed conclusions

S 17:Use word processing software
Use word processing software

Related Artifacts/Objects:

A 8:BUS-K201 Hands-on Computer Project 1
A hands-on computer project with the MS Word word-processing software was used in course-embedded assessment of the relevant learning outcome.

Source of Evidence: Project, either individual or group

Benchmark:
The benchmark for Excellent performance on this assessment artifact is set at the average student performance level of 85 percent. The benchmark for Satisfactory performance on this assessment artifact is set at the average student performance level of 70 percent.

S 18:Use spreadsheet software
Use spreadsheet software

Related Artifacts/Objects:

A 6:BUS-S302 Hands-on Computer Project 1
A hands-on computer project with the Excel spreadsheet was used in course-embedded assessment of the relevant learning outcome.

Source of Evidence: Project, either individual or group

Benchmark:
The benchmark for Excellent performance on this assessment artifact is set at the average student performance level of 85 percent. The benchmark for Satisfactory performance on this assessment artifact is set at the average student performance level of 70 percent.

S 19:Use presentation software

Use presentation software

Related Artifacts/Objects:

A 9:BUS-K201 Hands-on Computer Project 2

A hands-on computer project with the PowerPoint presentation software was used in course-embedded assessment of the relevant learning outcome.

Source of Evidence: Project, either individual or group

Benchmark:
The benchmark for Excellent performance on this assessment artifact is set at the average student performance level of 85 percent. The benchmark for Satisfactory performance on this assessment artifact is set at the average student performance level of 70 percent.

S 20:Use database management software

Use database management software

Related Artifacts/Objects:

A 7:BUS-S302 Hands-on Computer Project 2

A hands-on computer project with the Access database was used in course-embedded assessment of the relevant learning outcome.

Source of Evidence: Portfolio, showing skill development or best work

Benchmark:
The benchmark for Excellent performance on this assessment artifact is set at the average student performance level of 85 percent. The benchmark for Satisfactory performance on this assessment artifact is set at the average student performance level of 70 percent.

S 21:Demonstrate skills in web design

Demonstrate skills in web design

Related Artifacts/Objects:

A 10:BUS-K201 Hands-on Computer Project 3

A hands-on computer project with web site design was used in course-embedded assessment of the relevant learning outcome.

Source of Evidence: Project, either individual or group

Benchmark:
The benchmark for Excellent performance on this assessment artifact is set at the average student performance level of 85 percent. The benchmark for Satisfactory performance on this assessment artifact is set at the average student performance level of 70 percent.

S 22:Analyze and record accounting transactions

Analyze and record accounting transactions

Related Artifacts/Objects:

A 13:ETS Major Field Test for Business - Accounting

The ETS Major Field Test in Business provides an Accounting area score for the assessment of student performance in the area.

Source of Evidence: Standardized test of subject matter knowledge

Benchmark:
The ETS Major Field Test allows us to get external validation of student performance, and to compare performance of our students with that of over 100,000 students at over 500 other institutions. The ETS reports an overall mean score for the program as well as scores in the nine areas of business. We expect the program to have overall mean scores that are above the National average. The benchmark for Excellence for the program is to have overall program-level mean scores and scores for each of the nine areas of business above the 75th percentile of all institutions participating in the ETS testing. The benchmark for Satisfactory performance is to have overall program-level mean scores and scores for each of the nine areas of business above the 50th percentile of all institutions participating in the ETS testing worldwide.

S 23:Describe the sequential phases of the accounting cycle

Describe the sequential phases of the accounting cycle

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S 24:Identify, describe, and prepare each of the major financial statements

Identify, describe, and prepare each of the major financial statements

Related Artifacts/Objects:

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S 25:Explain how financial statements help decision makers

Explain how financial statements help decision makers

Related Artifacts/Objects:

A 12:ETS Major Field Test for Business

The School collects assessment data on Business-related outcomes by using a standardized national test that covers the functional areas of business. This is the ETS Major Field Test for Business. The Assessment Committee of the School reviews the results and reports the results to the faculty and other stakeholders. The ETS test provides data comparable to over 500 institutions worldwide which is important for external validation of the course-embedded assessment results.

The faculty of the School requested a copy of the test from the ETS, and examined the test questions to establish a link with the program goals and outcomes. Faculty members from various areas participated in the evaluation of ETS test questions. ETS reports test results as a total score and as nine assessment indicators measuring the achievement in nine areas of business. The ETS testing was performed for all program graduates in the Fall and the Spring semester. The test is taken as part of the capstone course.

Source of Evidence: Standardized test of subject matter knowledge

Benchmark:

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S 26:Apply the methods of overhead cost allocation

Apply the methods of overhead cost allocation

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Source of Evidence: Standardized test of subject matter knowledge

Benchmark:

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S 27:Apply cost behavior to solve business problems

Apply cost behavior to solve business problems

Related Artifacts/Objects:

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Source of Evidence: Standardized test of subject matter knowledge

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S 28:Perform variance analysis

Perform variance analysis

S 29:Prepare major managerial accounting reports such as a statement of cost of goods manufactured and a production report

Prepare major managerial accounting reports such as a statement of cost of goods manufactured and a production report

S 30:Apply supply and demand analysis

Apply supply and demand analysis

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S 31:Derive the different measures of costs, revenues, and profits
Derive the different measures of costs, revenues, and profits

S 32:Explain the pricing implications of market structures
Explain the pricing implications of market structures

S 33:Describe measurements of inflation, unemployment and GDP
Describe measurements of inflation, unemployment and GDP

S 34:Identify economic policies that stimulate long term growth
Identify economic policies that stimulate long term growth

S 35:Distinguish between fiscal and monetary policies, their goals, and their controlling authorities
Distinguish between fiscal and monetary policies, their goals, and their controlling authorities

S 36:Describe nature of money and the tasks and tools of the Federal Reserve system
Describe nature of money and the tasks and tools of the Federal Reserve system

S 37:Describe gains to trade and the effects of barriers to trade
Describe gains to trade and the effects of barriers to trade

S 38:Apply the concept and mechanics of the time value of money
Apply the concept and mechanics of the time value of money

S 39:Utilize valuation models to estimate the price of financial assets
Utilize valuation models to estimate the price of financial assets

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S 40:Apply capital budgeting theory
Apply capital budgeting theory, including the estimation of incremental after-tax cash flows *and* the use of the Net Present Value method

S 41:Measure risk and describe the risk-return tradeoff
Measure risk and describe the risk-return tradeoff as expressed by the Capital Asset Pricing Model

S 42:Describe the theory of capital structure
Describe the theory of capital structure

S 43:Describe the influence of national, international and intercultural factors on strategic choices
Describe the influence of national, international and intercultural factors on strategic choices, including on decisions to make direct foreign investments

S 44:Describe and apply the major theories that explain why trade and investment occur
Describe and apply the major theories that explain why trade and investment occur

S 45:Describe the overall composition of the global business environment
Describe the overall composition of the global business environment

S 46:Describe the positive and negative effects of multinational enterprises
Describe the positive and negative effects of multinational enterprises on host nations

S 47:Describe the concept of national competitiveness

Describe the concept of national competitiveness and how it relates to industry-specific and firm-specific competitiveness

S 48:Describe the concept of ethics and its impact on leadership and decision-making

Describe the concept of ethics and its impact on leadership, decision-making, socially responsible and responsive strategies

S 49:Describe the nature and sources of law in the US legal system

Describe the nature and sources of law in the US legal system

S 50:Describe the rules that bound business entities

Describe the rules that bound business entities, business relationships, and business transactions

S 51:Describe the nature of an enterprise

Component 6.5.1.1 - Describe how an enterprise relates to its environment.

Component 6.5.1.2 - Describe how an enterprise relates to its stakeholders.

Related Artifacts/Objects:

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above the 50th percentile of all institutions participating in the ETS testing worldwide.

S 52:Use an analytical framework for sorting and relating the numerous elements affecting the whole organization and its environment

Component 6.5.2.1 - Perform a competitive analysis and assessment of the external forces affecting the firm.

Component 6.5.2.2 - Perform an internal analysis of an organization, using tools and concepts from various related disciplines

S 53:Describe major theories of leadership and motivation

Describe major theories of leadership and motivation

S 54:Describe the nature of information systems and their types

Describe the nature of information systems, their components and types

Related Artifacts/Objects:

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S 55:Describe the principles of database design and apply them to business problems

Describe the principles of database design and apply them to business problems

S 56:Discuss the impact of IS on organization structure, business processes, and decision-making effectiveness

Identify the impact of IS on organization structure, business processes, and decision-making effectiveness

S 57:Describe the impact of networks and e-business on organizations

Describe the impact of networks and e-business on organizations

S 58:Describe the eight universal functions of marketing

Describe the eight universal functions of marketing

S 59:Describe the marketing concept

Describe the marketing concept

Related Artifacts/Objects:

A 12:ETS Major Field Test for Business

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S 60:Describe how to find attractive marketing opportunities

Describe how to find attractive marketing opportunities

S 61:Segment product markets and develop a marketing mix

Segment product markets and develop a marketing mix

S 62:Describe the marketing management and strategic market planning processes

Describe the marketing management and strategic market planning processes

S 63:Describe the role of operation management in the overall business strategy of the firm

Describe the critical role of operation management in the overall business strategy of the firm

S 64:Describe how operations interact with other functional areas to derive cross-functional synergies

Describe how operations interact with other functional areas to derive cross-functional synergies

S 65:Describe the importance of quality, technology, and globalization to gain a competitive advantage

Describe the importance of quality, technology, and globalization to gain a competitive advantage

S 66:Apply quantitative models and technology to support managerial decision making

Apply quantitative models and technology to support managerial decision making

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2014-2015 Master of Business Administration MBA

(Includes those Action Plans with Budget Amounts marked One-Time, Recurring, No Request.)

Mission / Purpose

The School of Business provides innovative, quality, and cost-effective undergraduate and graduate business education in North Central Indiana. The School produces students with the skills to excel and function responsibly in a diverse global economy. The faculty is dedicated to excellence in teaching, research, and service.

Vision Statement

The School of Business aspires to be the first choice for higher education in business in North Central Indiana.

Goals

G 1:Critically and analytically reason and solve problems
Critically and analytically reason and solve problems

G 2:Communicate effectively
Communicate effectively

G 3:Anticipate and analyze trends in the business environment
Anticipate and analyze trends in the business environment

G 4:Approach organizational decisions in ethical, legal and socially responsible manner
Approach organizational decisions in ethical, legal and socially responsible manner

G 5:Operate in dynamic and complex domestic and global organizational environments
Operate in dynamic and complex domestic and global organizational environments

G 6:Demonstrate knowledge in the functional areas of business
Demonstrate knowledge in the functional areas of business

G 7:Integrate theory and application from various functional areas in an interdisciplinary approach
Integrate theory and application from various functional areas in an interdisciplinary approach

Student Learning Outcomes/Components, with Any Associations and Related Artifacts/Objects, Benchmarks, Findings, and Action Plans

S 1:Provide identification and formulation of problem
Provide identification and formulation of problem

S 2:Develop problem solution techniques
Develop problem solution techniques

S 3:Interpret and implement solution results
Interpret and implement solution results

S 4:Write clearly and effectively for a business audience
Write clearly and effectively for a business audience

S 5:Present clearly and persuasively to a business audience
Present clearly and persuasively to a business audience

S 6:Work in and lead teams
Work in and lead teams

S 7:Recognize the effects of change in the economic and political environment
Recognize the effects of change in the economic and political environment

S 8:Recognize the effects of change in culture and demographics
Recognize the effects of change in culture and demographics

S 9:Describe the concept of ethics and its applications
Describe the concept of ethics and its applications

S 10:Describe the impact of the legal and regulatory environment on business
Describe the impact of the legal and regulatory environment on business

S 11:Discuss the social responsibility of business
Discuss the social responsibility of business

S 12:Describe organizational synergies resulting from partnerships and alliances including mergers and acquisitions
Describe organizational synergies resulting from partnerships and alliances including mergers and acquisitions

S 13:Describe the opportunities and threats that accompany globalization
Describe the opportunities and threats that accompany globalization

S 14:Use financial statements to guide decision making
Use financial statements to guide decision making

S 15:Apply cost behavior to solve business problems
Apply cost behavior to solve business problems

S 16:Apply demand and supply theory and the concept of elasticity to managerial decisions

Apply demand and supply theory and the concept of elasticity to managerial decisions

S 17:Analyze pricing strategies used by firms in different market structures
Analyze pricing strategies used by firms in different market structures

S 18:Describe the importance of quality and technology to gain a competitive advantage

Describe the importance of quality and technology to gain a competitive advantage

S 19:Apply quantitative models and technology to support managerial decision making

Apply quantitative models and technology to support managerial decision making

S 20:Utilize valuation models in order to estimate the price of financial assets

Utilize valuation models in order to estimate the price of financial assets

S 21:Describe capital budgeting theory and the theory of capital structure

Describe capital budgeting theory and the theory of capital structure

S 22:Develop a marketing mix to appeal to target markets

Develop a marketing mix to appeal to target markets

S 23:Describe marketing management and strategic market planning processes

Describe marketing management and strategic market planning processes

S 24:Describe high performance Human Resources practices

Describe high performance Human Resources practices

S 25:Discuss current trends in organizational behavior and leadership concepts

Discuss current trends in organizational behavior and leadership concepts

S 26:Perform an internal analysis of an organization, using tools and concepts from various related disciplines

Perform an internal analysis of an organization, using tools and concepts from various related disciplines

S 27:Describe how functional areas interact to derive cross-functional synergies

Describe how functional areas interact to derive cross-functional synergies

S 28:Integrate economic thinking and accounting data to make financial decisions

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