

Student Learning Assessment Report

Approach	Deployment (Do not use course grades or GPA)	Results	Analysis of Results		Improvement Action Taken or Improvement made	Insert Graphs or Tables of Trends (3-5 data points) Report sample or population size n = #	Data Point 1	Data Point 2	Data Point 3	Data Point 4	Data Point 5
			Analysis of Results	Improvement Action Taken or Improvement made			(year or semester)				
BS Accounting							Fall 2020	Fall 2021	Fall 2022	Fall 2023	Fall 2024
SLO1 - Christian Worldview: Achieve a mean of 3.5 or higher in a written reflection paper with Christian business practices and ethical standards	Internal, direct, formative standardized assessment rubric	Fairly stable results, mostly well above the goal	Students perform fairly well in expressing a Christian Worldview.	Continue to monitor and reinforce a Christian Worldview if results are below the goal consecutively		3.2	3.64	4	3.84	3.41	
SLO2 - Business Knowledge and Application: Overall Score in the 75th percentile; Mean of 3.5 or higher in accounting	External, direct, summative	Results above the goal	Accounting students perform well in accounting questions in the MFT.	Reinforced business knowledge and application concepts review in Senior Seminar.		4	4	4	3.5		
SLO3 - Oral Communication: Achieve a mean of 3.5 or higher in the oral presentation of a research project (MGT 341) and the oral presentation of strategic recommendations (MGT 431)	Internal, direct, formative (MGT 341) and summative (MGT 431) assessment rubrics	Results close to the goal	Students have recently started performing below the goal.	Inclusion of more presentations in upper level courses.		3.67	3.78	3.72	3.4	3.27	
SLO4 - Teamwork and Collaboration: Achieve a mean of 3.5 or higher in the completion of a business plan for assigned company (BUS 499) and the completion of final cases analysis (MGT 431)	Internal, direct, summative assessment rubrics	Results above the goal	Students perform well in teamwork activities.	Provided avenues to include virtual students in team projects		3.86	3.67	4	3.53	3.67	
SLO5 - Written Communication: Achieve a mean of 3.5 or higher in the completion of a business plan for assigned company (BUS 499) and the completion of a written business letter (MGT 431)	Internal, direct, summative assessment rubrics	Results are below or close to the goal	Students writing capabilities appear deficient at the capstone courses.	Require students the use of Grammarly and APA throughout their tenure in the program.		3.32	2.61	3.63	2.69	3.23	
SLO6 - Discipline Specific: Completion of financial statements computer project with a 3.5 or higher mean	Internal, direct, formative assessment rubric	Results are below or close to the goal	Students appear to fluctuate in their ability to develop financial statements.	Reinforce financial statement development concepts further before administering the assessment		3.24	3.33	3.73	2.89		
BS Business Administration							Fall 2020	Fall 2021	Fall 2022	Fall 2023	Fall 2024
SLO1 - Christian Worldview: Achieve a mean of 3.5 or higher in a written reflection paper with Christian business practices and ethical standards	Internal, direct, formative standardized assessment rubric	Results are significantly below the goal	As an entry level assessment, this tool captures early learnings about the incoming cohort and its response toward a Christian Worldview.	Develop a mastery level assessment at the Senior level to monitor if the curriculum makes an impact at the summative level		3.02	3.5	3.92	3.42	2.57	
SLO2 - Business Knowledge and Application: Overall Score in the 75th percentile; Mean of 3.5 or higher in management	External, direct, summative	Results are trending down	Students seem less prepared for the MFT	Provide a robust review before the exam to aid students in recalling concepts from prior semesters		4	3.5	3	2.75		
SLO3 - Oral Communication: Achieve a mean of 3.5 or higher in the oral presentation of a research project (MGT 341) and the oral presentation of strategic recommendations (MGT 431)	Internal, direct, formative (MGT 341) and summative (MGT 431) assessment rubrics	Results are slightly above or below the goal	Student performance is stable but decreased in the last assessment period	Increase presentation activities in the curriculum early coursework		3.81	3.75	3.48	3.5	3.36	
SLO4 - Teamwork and Collaboration: Achieve a mean of 3.5 or higher in the completion of a business plan for assigned company (BUS 499) and the completion of final cases analysis (MGT 431)	Internal, direct, summative assessment rubrics	Results are above the goal	Students tend to work well in team projects	Facilitate additional teamwork activities early in the curriculum		3.83	3.55	3.42	3.67	3.5	
SLO5 - Written Communication: Achieve a mean of 3.5 or higher in the completion of a business plan for assigned company (BUS 499) and the completion of a written business letter (MGT 431)	Internal, direct, summative assessment rubrics	Results trend below the goal	Students have an opportunity to further develop their writing skills	Require use of Grammarly throughout the program coursework		3.23	2.57	3.61	2.67	3.32	
SLO6 - Discipline Specific: Completion of strategic recommendations assignment with a 3.5 or higher mean	Internal, direct, summative assessment rubric	Results are trending upward	Students are becoming more proficient in developing strategic plans	Continue to develop entry-level strategic planning assignments in principles courses		3	3.83	3	3	3.6	
BS Business Analytics							Fall 2020	Fall 2021	Fall 2023	Fall 2024	
SLO1 - Christian Worldview: Achieve a mean of 3.5 or higher in a written reflection paper with Christian business practices and ethical standards	Internal, direct, formative standardized assessment rubric	Results are significantly below the goal	As an entry level assessment, this tool captures early learnings about the incoming cohort and its response toward a Christian Worldview.	Develop a mastery level assessment at the Senior level to monitor if the curriculum makes an impact at the summative level		4	4	3.88	2.93		
SLO2 - Business Knowledge and Application: Overall Score in the 75th percentile; Mean of 3.5 or higher in management	External, direct, summative	Results trend meets the goal	Business Analytics students are prepared for the MFT Management questions	Continue to emphasize the MFT review for appropriate student preparation toward this assessment		4	3	3.5	3.5	3.5	
SLO3 - Oral Communication: Achieve a mean of 3.5 or higher in the oral presentation of a research project (MGT 341) and the oral presentation of strategic recommendations (MGT 431)	Internal, direct, formative (MGT 341) and summative (MGT 431) assessment rubrics	Results trend above the goal	Students perform well in oral presentations	Increase presentation activities in the curriculum early coursework		4	4	3.67	3.78		
SLO4 - Teamwork and Collaboration: Achieve a mean of 3.5 or higher in the completion of a business plan for assigned company (BUS 499) and the completion of final cases analysis (MGT 431)	Internal, direct, summative assessment rubrics	Results trend below the goal	Students appear to perform lower in team collaboration activities	Increase teamwork opportunities in major specific coursework		3.7	4	3.25	3.19		
						3.7	4	3.25	3.19		
						Fall 2020	Fall 2021	Fall 2022	Fall 2024		

SLO5 - Written Communication: Achieve a mean of 3.5 or higher in the completion of a business plan for assigned company (BUS 499) and the completion of a written business letter (MGT 431)	Internal, direct, summative assessment rubrics	Results fluctuate close to the goal	Students perform fairly well in written communication, although room for improvement exists	Require use of Grammarly throughout the program coursework		3.83	2.83	3.83	3.33
SLO6 - Discipline Specific: Completion of strategic recommendations assignment with a 3.5 or higher mean	Internal, direct, summative assessment rubric	Results fluctuate close to the goal	Students perform at or below the goal in strategic plan design activities.	Develop strategic planning assignments in program courses		4	3	3.33	
BBA Entrepreneurship									
SLO1 - Christian Worldview: Achieve a mean of 3.5 or higher in a written reflection paper with Christian business practices and ethical standards	Internal, direct, formative standardized assessment rubric	Results are trending down	As an entry level assessment, this tool captures early learnings about the incoming cohort and its response toward a Christian Worldview.	Develop a mastery level assessment at the Senior level to monitor if the curriculum makes an impact at the summative level		3.5	3.58	3.28	3.09
SLO2 - Business Knowledge and Application: Overall Score in the 75th percentile; Mean of 3.5 or higher in management	External, direct, summative	Results are at above the goal	Students display appropriate business knowledge and application	Continue to reinforce requisite competencies through the Senior Seminar course		3.5	4	3.5	
SLO3 - Oral Communication: Achieve a mean of 3.5 or higher in the oral presentation of strategic recommendations (MGT 431)	Internal, direct, summative assessment rubric	Results fluctuate above and beneath the goal	Students may need additional reinforcement in their oral presentation capabilities	Incorporate individual activities in principles for courses for students to view, practice, and rate each other through an oral grading rubric that captures presentation tools for delivery success.		3.78	3.6	2.67	
SLO4 - Teamwork and Collaboration: Achieve a mean of 3.5 or higher in the completion of final cases analysis (MGT 431)	Internal, direct, summative assessment rubric	Results are above the goal	Students display teamwork capabilities	Facilitate additional teamwork activities early in the curriculum		4	3.85	3.67	
SLO5 - Written Communication: Achieve a mean of 3.5 or higher in the completion of a business plan for assigned company (ENT300)	Internal, direct, summative assessment rubric	Results are above the goal	Students display strong writing skills	Increased opportunities to develop writing skills should remain		3.4	3.7	4	
SLO6 - Discipline Specific: Completion of the Business Model Canvas to launch, manage, and grow a business (ENT 325) with a 3.5 or higher mean	Internal, direct, summative assessment rubric	Results are below the goal	Room for improvement exists in this strengthening this new program	Provide additional learning opportunities that emphasize the application of discipline concepts		2.17	3		
BS Finance									
SLO1 - Christian Worldview: Achieve a mean of 3.5 or higher in a written reflection paper with Christian business practices and ethical standards	Internal, direct, formative standardized assessment rubric	Results are trending down	As an entry level assessment, this tool captures early learnings about the incoming cohort and its response toward a Christian Worldview.	Develop a mastery level assessment at the Senior level to monitor if the curriculum makes an impact at the summative level		3.75	3.73	3.94	3.61
SLO2 - Business Knowledge and Application: Overall Score in the 75th percentile; Mean of 3.5 or higher in finance	External, direct, summative	Results are at or above the goal	Students perform well in the MFT finance questions	Continue enforcing review of competencies in the Senior Seminar class		4	4	4	3.5
SLO3 - Oral Communication: Achieve a mean of 3.5 or higher in the oral presentation of a research project (MGT 341) and the oral presentation of strategic recommendations (MGT 431)	Internal, direct, formative (MGT 341) and summative (MGT 431) assessment rubrics	Results fluctuate around the goal	Students had difficulty in language use and an excellent delivery	Provide students additional opportunities to present in principles classes		3.89	3.47	3.89	2.83
SLO4 - Teamwork and Collaboration: Achieve a mean of 3.5 or higher in the completion of a business plan for assigned company (BUS 499) and the completion of final cases analysis (MGT 431)	Internal, direct, summative assessment rubrics	Results are above the goal	Students tend to work well in team projects	Facilitate additional teamwork activities early in the curriculum		3.83	3.08	3.58	3.58
SLO5 - Written Communication: Achieve a mean of 3.5 or higher in the completion of a business plan for assigned company (BUS 499) and the completion of a written business letter (MGT 431)	Internal, direct, summative assessment rubrics	Results are trending below the goal	Student writing skills need improvement	Require use of Grammarly throughout the program coursework		2.56	2.54	3.08	
SLO6 - Discipline Specific: Completion of final advanced financial management project (FIN 438) with a 3.5 or higher mean	Internal, direct, summative assessment rubric	Results are close to the goal	Student performance is stable but slightly below the goal	Adjust final project into three segments to give students additional feedback to ensure appropriate learning		2.4	1	3.57	3.43
BS International Business									
SLO1 - Christian Worldview: Achieve a mean of 3.5 or higher in a written reflection paper with Christian business practices and ethical standards	Internal, direct, formative standardized assessment rubric	Results are above the goal	As an entry level assessment, this tool captures early learnings about the incoming cohort and its response toward a Christian Worldview.	Develop a mastery level assessment at the Senior level to monitor if the curriculum makes an impact at the summative level		3.5	3.65	4	4
SLO2 - Business Knowledge and Application: Overall Score in the 75th percentile; Mean of 3.5 or higher in management	External, direct, summative	Results are above the goal	Students perform well in the MFT management questions	Continue enforcing review of competencies in the Senior Seminar class		4	4	4	3.5
SLO3 - Oral Communication: Achieve a mean of 3.5 or higher in the oral presentation of a research project (MGT 341) and the oral presentation of strategic recommendations (MGT 431)	Internal, direct, formative (MGT 341) and summative (MGT 431) assessment rubrics	Results are above the goal	Students perform well in oral presentations	Increase presentation activities in the curriculum early coursework		3.42	3.78	4	3.5

Note: Entrepreneurship is a new program and does not have many assessment periods yet.

SLO4 - Teamwork and Collaboration: Achieve a mean of 3.5 or higher in the completion of a business plan for assigned company (BUS 499) and the completion of final cases analysis (MGT 431)	Internal, direct, summative assessment rubrics	Results are above or close to the goal	Students tend to work well in team projects	Facilitate additional teamwork activities early in the curriculum		3.78	3.38	4	3.17	3.88
						Fall 2020	Fall 2021	Fall 2023	Fall 2024	
SLO5 - Written Communication: Achieve a mean of 3.5 or higher in the completion of a business plan for assigned company (BUS 499) and the completion of a written business letter (MGT 431)	Internal, direct, summative assessment rubrics	Results are below the goal	Student writing skills need improvement	Require use of Grammarly throughout the program coursework		3.2	2.58	2.83	3	
						Spring 2020	Spring 2021	Spring 2024		
SLO6 - Discipline Specific: Completion of an international country assessment (BUS 361) with a 3.5 or higher mean	Internal, direct, summative assessment rubric	Results are trending below the goal	Room for improvement exists in student-developed international country assessment	Increase global business exposure in developing courses		3.5	3.3	3.13		
BS International Business and Ministry										
SLO1 - Christian Worldview: Achieve a mean of 3.5 or higher in a written reflection paper with Christian business practices and ethical standards	Internal, direct, formative standardized assessment rubric	Results are at or below the goal	As an entry level assessment, this tool captures early learnings about the incoming cohort and its response toward a Christian Worldview.	Develop a mastery level assessment at the Senior level to monitor if the curriculum makes an impact at the summative level		3.4	4	3.27	3.5	2.75
						Fall 2020	Fall 2022	Fall 2023		
SLO2 - Business Knowledge and Application: Overall Score in the 75th percentile; Mean of 3.5 or higher in management	External, direct, summative	Results are at or above the goal	Students perform well in the MFT management questions	Continue enforcing review of competencies in the Senior Seminar class		4	4	3.5		
						Fall 2020	Fall 2022	Fall 2023	Fall 2024	
SLO3 - Oral Communication: Achieve a mean of 3.5 or higher in the oral presentation of a research project (MGT 341) and the oral presentation of strategic recommendations (MGT 431)	Internal, direct, formative (MGT 341) and summative (MGT 431) assessment rubrics	Results are trending down	Student performance is stable but decreased in the last assessment period	Increase presentation activities in the curriculum early coursework		3.78	3.47	3.67	2.25	
						Fall 2020	Fall 2022	Fall 2023	Fall 2024	
SLO4 - Teamwork and Collaboration: Achieve a mean of 3.5 or higher in the completion of a business plan for assigned company (BUS 499) and the completion of final cases analysis (MGT 431)	Internal, direct, summative assessment rubrics	Results fluctuate above or below the goal	Students tend to work well in team projects	Facilitate additional teamwork activities early in the curriculum		3.83	4	4	3.17	
						Fall 2020	Fall 2021	Fall 2023	Fall 2024	
SLO5 - Written Communication: Achieve a mean of 3.5 or higher in the completion of a business plan for assigned company (BUS 499) and the completion of a written business letter (MGT 431)	Internal, direct, summative assessment rubrics	Results are trending up but below the goal	Student writing skills need improvement	Require use of Grammarly throughout the program coursework		3.33	2.5	2.67	3.17	
						Spring 2020	Spring 2024	Fall 2024	Spring 2025	
SLO6 - Discipline Specific: Completion of an international country assessment (BUS 361) with a 3.5 or higher mean	Internal, direct, summative assessment rubric	Results are at or below the goal	Room for improvement exists in student-developed international country assessment	Increase global business exposure in developing courses		3.5	3	4	3	
BS Management										
SLO1 - Christian Worldview: Achieve a mean of 3.5 or higher in a written reflection paper with Christian business practices and ethical standards	Internal, direct, formative standardized assessment rubric	Results are trending down below the goal	As an entry level assessment, this tool captures early learnings about the incoming cohort and its response toward a Christian Worldview.	Develop a mastery level assessment at the Senior level to monitor if the curriculum makes an impact at the summative level		3.5	3.7	3.5	3	2.67
						Fall 2020	Fall 2021	Fall 2022	Fall 2023	
SLO2 - Business Knowledge and Application: Overall Score in the 75th percentile; Mean of 3.5 or higher in management	External, direct, summative	Results are trending down below the goal	Students seem less prepared for the MFT	Provide a robust review before the exam to aid students in recalling concepts from prior semesters		4	3.5	3	2.6	
						Fall 2020	Fall 2021	Fall 2022	Fall 2023	Fall 2024
SLO3 - Oral Communication: Achieve a mean of 3.5 or higher in the oral presentation of a research project (MGT 341) and the oral presentation of strategic recommendations (MGT 431)	Internal, direct, formative (MGT 341) and summative (MGT 431) assessment rubrics	Results are trending down below the goal	Student performance has decreased in the last two assessment periods	Increase presentation activities in the curriculum early coursework		3.78	3.55	3.62	3.2	2.5
						Fall 2020	Fall 2021	Fall 2022	Fall 2023	Fall 2024
SLO4 - Teamwork and Collaboration: Achieve a mean of 3.5 or higher in the completion of a business plan for assigned company (BUS 499) and the completion of final cases analysis (MGT 431)	Internal, direct, summative assessment rubrics	Results fluctuate above or close to the goal	Students tend to work well in team projects	Facilitate additional teamwork activities early in the curriculum		3.7	3.15	3.56	3.42	3.54
						Fall 2020	Fall 2021	Fall 2022	Fall 2023	Fall 2024
SLO5 - Written Communication: Achieve a mean of 3.5 or higher in the completion of a business plan for assigned company (BUS 499) and the completion of a written business letter (MGT 431)	Internal, direct, summative assessment rubrics	Results trend below the goal	Student writing skills need improvement	Require use of Grammarly throughout the program coursework		3.31	2.55	3.83	2.57	3.25
						Fall 2020	Fall 2021	Fall 2022	Fall 2023	Fall 2024
SLO6 - Discipline Specific: Completion of an environmental analysis and competitive positioning (MGT 431) with a 3.5 or higher mean	Internal, direct, summative assessment rubric	Results are trending down below the goal	Room for improvement exists in student-developed environmental analyses and competitive positioning	Increase exposure to strategic management in principles courses		3.83	3.5	3.5	3.25	2.5
						Fall 2020	Fall 2021	Fall 2022	Fall 2023	Fall 2024
BS Marketing										
SLO1 - Christian Worldview: Achieve a mean of 3.5 or higher in a written reflection paper with Christian business practices and ethical standards	Internal, direct, formative standardized assessment rubric	Results are trending above or close to the goal	As an entry level assessment, this tool captures early learnings about the incoming cohort and its response toward a Christian Worldview.	Develop a mastery level assessment at the Senior level to monitor if the curriculum makes an impact at the summative level		3.05	3.67	3.57	3.39	3.41
						Fall 2020	Fall 2021	Fall 2022	Fall 2023	
SLO2 - Business Knowledge and Application: Overall Score in the 75th percentile; Mean of 3.5 or higher in marketing	External, direct, summative	Results are above or close to the goal	Students seem less prepared for the MFT	Provide a robust review before the exam to aid students in recalling concepts from prior semesters		4	4	4	3	
						Fall 2020	Fall 2021	Fall 2022	Fall 2023	Fall 2024

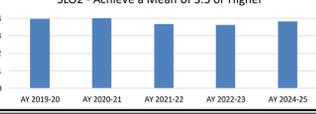
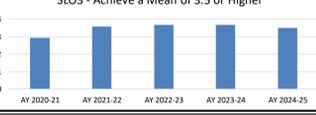
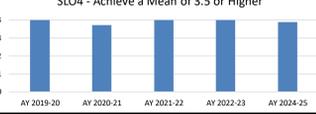
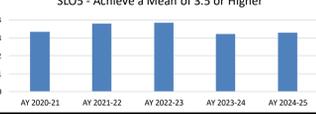
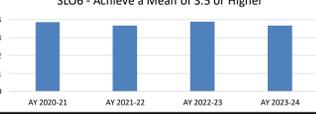
SLO3 - Oral Communication: Achieve a mean of 3.5 or higher in the oral presentation of a research project (MGT 341) and the oral presentation of strategic recommendations (MGT 431)	Internal, direct, formative (MGT 341) and summative (MGT 431) assessment rubrics	Results are above or close to the goal	Student performance is stable	Increase presentation activities in the curriculum early coursework		3.7	3.67	3.89	3.33	3.54
						Fall 2020	Fall 2021	Fall 2022	Fall 2023	Fall 2024
SLO4 - Teamwork and Collaboration: Achieve a mean of 3.5 or higher in the completion of a business plan for assigned company (BUS 499) and the completion of final cases analysis (MGT 431)	Internal, direct, summative assessment rubrics	Results trend above or close to the goal	Students tend to work well in team projects	Facilitate additional teamwork activities early in the curriculum		3.86	3.45	3.78	3.46	3.52
						Fall 2020	Fall 2021	Fall 2022	Fall 2023	Fall 2024
SLO5 - Written Communication: Achieve a mean of 3.5 or higher in the completion of a business plan for assigned company (BUS 499) and the completion of a written business letter (MGT 431)	Internal, direct, summative assessment rubrics	Results are above or below the goal	Student writing skills need improvement	Require use of Grammarly throughout the program coursework		3.25	2.46	3.84	2.6	3.26
						Spring 2020	Spring 2021	Spring 2023	Spring 2024	
SLO6 - Discipline Specific: Completion of a situation analysis, STP strategy, and a 4P tactical marketing program (MKT 455) with a 3.5 or higher mean	Internal, direct, summative assessment rubric	Results are above the goal	Students achieve the necessary capabilities to develop a well-designed marketing plan	Continue to reinforce the analysis of marketing plans at the principles level		3.78	3.59	3.52	3.82	
BS Marketing - Digital Marketing Specialization						Fall 2020	Fall 2021	Fall 2022	Fall 2023	Fall 2024
SLO1 - Christian Worldview: Achieve a mean of 3.5 or higher in a written reflection paper with Christian business practices and ethical standards	Internal, direct, formative standardized assessment rubric	Results are trending above or close to the goal	As an entry level assessment, this tool captures early learnings about the incoming cohort and its response toward a Christian Worldview.	Develop a mastery level assessment at the Senior level to monitor if the curriculum makes an impact at the summative level		3.05	3.67	3.57	3.39	3.41
						Fall 2020	Fall 2021	Fall 2022	Fall 2023	
SLO2 - Business Knowledge and Application: Overall Score in the 75th percentile; Mean of 3.5 or higher in marketing	External, direct, summative	Results are above or close to the goal	Students seem less prepared for the MFT	Provide a robust review before the exam to aid students in recalling concepts from prior semesters		4	4	4	3	
						Fall 2020	Fall 2021	Fall 2022	Fall 2023	Fall 2024
SLO3 - Oral Communication: Achieve a mean of 3.5 or higher in the oral presentation of a research project (MGT 341) and the oral presentation of strategic recommendations (MGT 431)	Internal, direct, formative (MGT 341) and summative (MGT 431) assessment rubrics	Results are above or close to the goal	Student performance is stable	Increase presentation activities in the curriculum early coursework		3.7	3.67	3.89	3.33	3.54
						Fall 2020	Fall 2021	Fall 2022	Fall 2023	Fall 2024
SLO4 - Teamwork and Collaboration: Achieve a mean of 3.5 or higher in the completion of a business plan for assigned company (BUS 499) and the completion of final cases analysis (MGT 431)	Internal, direct, summative assessment rubrics	Results trend above or close to the goal	Students tend to work well in team projects	Facilitate additional teamwork activities early in the curriculum		3.86	3.45	3.78	3.46	3.52
						Fall 2020	Fall 2021	Fall 2022	Fall 2023	Fall 2024
SLO5 - Written Communication: Achieve a mean of 3.5 or higher in the completion of a business plan for assigned company (BUS 499) and the completion of a written business letter (MGT 431)	Internal, direct, summative assessment rubrics	Results are above or below the goal	Student writing skills need improvement	Require use of Grammarly throughout the program coursework		3.25	2.46	3.84	2.6	3.26
						Spring 2020	Spring 2021	Spring 2023	Spring 2024	
SLO6 - Discipline Specific: Completion of a situation analysis, STP strategy, and a 4P tactical marketing program (MKT 455) with a 3.5 or higher mean	Internal, direct, summative assessment rubric	Results are above the goal	Students achieve the necessary capabilities to develop a well-designed marketing plan	Continue to reinforce the analysis of marketing plans at the principles level		3.78	3.59	3.52	3.82	
						Spring 2024	Spring 2025			
SLO7 - Discipline Specific: Completion of a social media campaign plan (MKT 400) with a 3.5 or higher mean	Internal, direct, summative assessment rubric	Results are below the goal	Program students need to develop their skills in developing a strong digital campaign plan	Further student exposure to campaign development processes and their strategic implications in pre-requisite courses		3.2	2.2			
BS Marketing - Marketing Analytics Specialization						Fall 2020	Fall 2021	Fall 2022	Fall 2023	Fall 2024
SLO1 - Christian Worldview: Achieve a mean of 3.5 or higher in a written reflection paper with Christian business practices and ethical standards	Internal, direct, formative standardized assessment rubric	Results are trending above or close to the goal	As an entry level assessment, this tool captures early learnings about the incoming cohort and its response toward a Christian Worldview.	Develop a mastery level assessment at the Senior level to monitor if the curriculum makes an impact at the summative level		3.05	3.67	3.57	3.39	3.41
						Fall 2020	Fall 2021	Fall 2022	Fall 2023	Fall 2024
SLO2 - Business Knowledge and Application: Overall Score in the 75th percentile; Mean of 3.5 or higher in marketing	External, direct, summative	Results are above or close to the goal	Students seem less prepared for the MFT	Provide a robust review before the exam to aid students in recalling concepts from prior semesters		4	4	4	3	
						Fall 2020	Fall 2021	Fall 2022	Fall 2023	Fall 2024
SLO3 - Oral Communication: Achieve a mean of 3.5 or higher in the oral presentation of a research project (MGT 341) and the oral presentation of strategic recommendations (MGT 431)	Internal, direct, formative (MGT 341) and summative (MGT 431) assessment rubrics	Results are above or close to the goal	Student performance is stable	Increase presentation activities in the curriculum early coursework		3.7	3.67	3.89	3.33	3.54
						Fall 2020	Fall 2021	Fall 2022	Fall 2023	Fall 2024
SLO4 - Teamwork and Collaboration: Achieve a mean of 3.5 or higher in the completion of a business plan for assigned company (BUS 499) and the completion of final cases analysis (MGT 431)	Internal, direct, summative assessment rubrics	Results trend above or close to the goal	Students tend to work well in team projects	Facilitate additional teamwork activities early in the curriculum		3.86	3.45	3.78	3.46	3.52
						Fall 2020	Fall 2021	Fall 2022	Fall 2023	Fall 2024
SLO5 - Written Communication: Achieve a mean of 3.5 or higher in the completion of a business plan for assigned company (BUS 499) and the completion of a written business letter (MGT 431)	Internal, direct, summative assessment rubrics	Results are above or below the goal	Student writing skills need improvement	Require use of Grammarly throughout the program coursework		3.25	2.46	3.84	2.6	3.26
						Spring 2020	Spring 2021	Spring 2023	Spring 2024	
SLO6 - Discipline Specific: Completion of a situation analysis, STP strategy, and a 4P tactical marketing program (MKT 455) with a 3.5 or higher mean	Internal, direct, summative assessment rubric	Results are above the goal	Students achieve the necessary capabilities to develop a well-designed marketing plan	Continue to reinforce the analysis of marketing plans at the principles level		3.78	3.59	3.52	3.82	
						Spring 2022	Spring 2023	Spring 2024		

Note: The Digital Marketing program is new and does not have many assessment periods.

SLO7 - Discipline Specific: Completion of a comprehensive marketing analytics report (MKT 449) with a 3.5 or higher mean	Internal, direct, summative assessment rubric	Results are trend upward above the goal	Program students are becoming stronger in developing marketing analytics	Continue to expose students to analytic techniques and their strategic implications in pre-requisite courses	<p>SLO7 - Achieve a Mean of 3.5 or Higher</p>	3.24	3.2	3.89		
BS Business Administration - Online										
SLO1 - Christian Worldview: Achieve a mean of 3.5 or higher in a written reflection paper with Christian business practices and ethical standards	Internal, direct, formative standardized assessment rubric	Results are trending above the goal	Students have a good grasp of a Christian worldview in business	Continue to emphasize Christian values in the early curriculum.	<p>SLO1 - Achieve a Mean of 3.5 or Higher</p>	3.86	4	3.6	4	
SLO2 - Business Knowledge and Application: Overall Score in the 75th percentile; Mean of 3.5 or higher in management	External, direct, summative	Results are trending upward toward meeting the goal	Students preparation toward the comprehensive exam is improving	Provide a robust review before the exam to aid students in recalling concepts from prior semesters	<p>SLO2 - Achieve a Mean of 3.5 or Higher</p>	3	2.5	3.33	3.33	
SLO3 - Oral Communication: Achieve a mean of 3.5 or higher in the oral presentation of a research project (MGT 341) and the oral presentation of strategic recommendations (MGT 431)	Internal, direct, formative (MGT 341) and summative (MGT 431) assessment rubrics	Results are above the goal	Student performance is stable	Increase presentation activities in the curriculum early coursework	<p>SLO3 - Achieve a Mean of 3.5 or Higher</p>	3.67	3.6	3.75	3.54	
SLO4 - Written Communication: Achieve a mean of 3.5 or higher in the completion of a business plan for assigned company (BUS 499) and the completion of a written business letter (MGT 431)	Internal, direct, summative assessment rubrics	Results are above or close to the goal	Student writing skills need improvement	Require use of Grammarly throughout the program coursework	<p>SLO4 - Achieve a Mean of 3.5 or Higher</p>	3.5	3.8	3.3	3.07	
SLO5 - Discipline Specific: Demonstrate the ability to apply business knowledge to create a company's strategic plan (MGT 431) with a 3.5 or higher mean	Internal, direct, summative assessment rubric	Results are above or close to the goal	Students develop requisite skills to design a strategic plan	Continue to reinforce the analysis of strategic plans at the principles level	<p>SLO5 - Achieve a Mean of 3.5 or Higher</p>	4	3	3	4	3.33
BS Financial Management - Online										
SLO1 - Christian Worldview: Achieve a mean of 3.5 or higher in a written reflection paper with Christian business practices and ethical standards	Internal, direct, formative standardized assessment rubric	Results are trending above the goal	Students have a good grasp of a Christian worldview in business	Continue to emphasize Christian values in the early curriculum.	<p>SLO1 - Achieve a Mean of 3.5 or Higher</p>	3.5	4	4	4	
SLO2 - Business Knowledge and Application: Overall Score in the 75th percentile; Mean of 3.5 or higher in management	External, direct, summative	Results are trending upward toward meeting the goal	Students preparation toward the comprehensive exam is improving	Provide a robust review before the exam to aid students in recalling concepts from prior semesters	<p>SLO2 - Achieve a Mean of 3.5 or Higher</p>	3	2.8	3.6		
SLO3 - Oral Communication: Achieve a mean of 3.5 or higher in the oral presentation of a research project (MGT 341) and the oral presentation of strategic recommendations (MGT 431)	Internal, direct, formative (MGT 341) and summative (MGT 431) assessment rubrics	Results fluctuate above and below the goal	Student performance is stable but trending down in the last term	Increase presentation activities in the curriculum early coursework	<p>SLO3 - Achieve a Mean of 3.5 or Higher</p>	4	4	2.67		
SLO4 - Written Communication: Achieve a mean of 3.5 or higher in the completion of a business plan for assigned company (BUS 499) and the completion of a written business letter (MGT 431)	Internal, direct, summative assessment rubrics	Results trend above the goal	Student writing skills need improvement	Require use of Grammarly throughout the program coursework	<p>SLO4 - Achieve a Mean of 3.5 or Higher</p>	4	4	2.83	3.54	
SLO5 - Discipline Specific: Demonstrate the ability to efficiently predict the financial health of a firm (FIN 438) with a 3.5 or higher mean	Internal, direct, summative assessment rubric	Results are close to or below the goal	Student capabilities to determine the financial health of a company are still developing	Reinforce the analysis of company financial indicators in pre-requisite coursework	<p>SLO5 - Achieve a Mean of 3.5 or Higher</p>	3.2	2.78			
BS Human Resources Management - Online										
SLO1 - Christian Worldview: Achieve a mean of 3.5 or higher in a written reflection paper with Christian business practices and ethical standards	Internal, direct, formative standardized assessment rubric	Results are trending below the goal	Students have an opportunity to develop a Christian worldview in business	Emphasize Christian values in the early curriculum and determine if an end of curriculum assessment may be appropriate.	<p>SLO1 - Achieve a Mean of 3.5 or Higher</p>	3.33	1	3.25		
SLO2 - Business Knowledge and Application: Overall Score in the 75th percentile; Mean of 3.5 or higher in management	External, direct, summative	Results are trending below the goal	Students preparation toward the comprehensive exam needs improvement	Provide a robust review before the exam to aid students in retaining concepts from prior semesters	<p>SLO2 - Achieve a Mean of 3.5 or Higher</p>	3	3	3	3	2
SLO3 - Oral Communication: Achieve a mean of 3.5 or higher in the oral presentation of a research project (MGT 341) and the oral presentation of strategic recommendations (MGT 431)	Internal, direct, formative (MGT 341) and summative (MGT 431) assessment rubrics	Results trend above the goal	Student performance is optimal	Increase presentation activities in the curriculum early coursework	<p>SLO3 - Achieve a Mean of 3.5 or Higher</p>	4	4	4		
SLO4 - Written Communication: Achieve a mean of 3.5 or higher in the completion of a business plan for assigned company (BUS 499) and the completion of a written business letter (MGT 431)	Internal, direct, summative assessment rubrics	Results fluctuate close to the goal	Student writing skills need improvement	Require use of Grammarly throughout the program coursework	<p>SLO4 - Achieve a Mean of 3.5 or Higher</p>	3	4	3.25		
SLO5 - Discipline Specific: Demonstrate the ability to apply business and human resource knowledge to create a hiring plan (MGT 353) with a 3.5 or higher mean	Internal, direct, summative assessment rubric	Results are trending above the goal	Student capabilities to develop a hiring plan are improving	Reinforce the competencies associated with developing hiring plans in pre-requisite coursework	<p>SLO5 - Achieve a Mean of 3.5 or Higher</p>	3	3	3	4	
BS International Business and Ministry - Online										
SLO1 - Christian Worldview: Achieve a mean of 3.5 or higher in a written reflection paper with Christian business practices and ethical standards	Internal, direct, formative standardized assessment rubric	Results are trending above the goal	Students exhibit a Christian worldview in business	Emphasize Christian values in the early curriculum and determine if an end of curriculum assessment may be appropriate.	<p>SLO1 - Achieve a Mean of 3.5 or Higher</p>	4	4	4	3	4

Note: The Financial Management program does not have a consistent number of enrollees, which causes data gaps in this assessment measure.

SLO2 - Business Knowledge and Application: Overall Score in the 75th percentile; Mean of 3.5 or higher in management	External, direct, summative	Results are trending above or close to the goal	Students preparation toward the comprehensive exam meets requisite criteria	Provide a robust review before the exam to aid students in retaining concepts from prior semesters		3	4	4	3.33	3.5
						Spring 2021	Spring 2022	Spring 2024	Summer 2024	Fall 2024
SLO3 - Oral Communication: Achieve a mean of 3.5 or higher in the oral presentation of a research project (MGT 341) and the oral presentation of strategic recommendations (MGT 431)	Internal, direct, formative (MGT 341) and summative (MGT 431) assessment rubrics	Results trend above the goal	Student performance is optimal	Increase presentation activities in the curriculum early coursework		3.5	4	3.58	3.45	3.67
						Spring 2022	Spring 2024	Summer 2024		
SLO4 - Written Communication: Achieve a mean of 3.5 or higher in the completion of a business plan for assigned company (BUS 499) and the completion of a written business letter (MGT 431)	Internal, direct, summative assessment rubrics	Results trend above the goal	Student writing skills meet criteria	Require use of Grammarly throughout the program coursework		3.67	3	3.71		
						Spring 2021	Fall 2021	Fall 2022	Fall 2023	
SLO5 - Discipline Specific: Demonstrate the ability to apply a critical analysis of the global marketplace through supply chain management, economics, finance, trade, politics, business strategy, social responsibility, and marketing (BUS 361) with a 3.5 or higher mean	Internal, direct, summative assessment rubric	Results are trending above the goal	Student capabilities to develop a global marketplace analysis are improving	Reinforce the competencies associated with developing global marketplace analyses in pre-requisite coursework		4	3	3	4	
BS Management - Online						Fall 2021	Fall 2023	Spring 2024	Fall 2024	
SLO1 - Christian Worldview: Achieve a mean of 3.5 or higher in a written reflection paper with Christian business practices and ethical standards	Internal, direct, formative standardized assessment rubric	Results are fluctuate close to the goal	Students have an opportunity to develop a Christian worldview in business	Emphasize Christian values in the early curriculum and determine if an end of curriculum assessment may be appropriate.		3.2	4	4	3	
						Summer 2022	Spring 2023	Fall 2023	Spring 2024	Fall 2024
SLO2 - Business Knowledge and Application: Overall Score in the 75th percentile; Mean of 3.5 or higher in management	External, direct, summative	Results are trending above the goal	Students preparation toward the comprehensive exam meets requisite criteria	Provide a robust review before the exam to aid students in retaining concepts from prior semesters		3	4	4	4	4
						Spring 2023	Fall 2023	Spring 2024	Summer 2024	Fall 2024
SLO3 - Oral Communication: Achieve a mean of 3.5 or higher in the oral presentation of a research project (MGT 341) and the oral presentation of strategic recommendations (MGT 431)	Internal, direct, formative (MGT 341) and summative (MGT 431) assessment rubrics	Results trend above the goal	Student performance is optimal	Increase presentation activities in the curriculum early coursework		4	3.67	3.5	4	4
						Spring 2023	Spring 2024	Summer 2024		
SLO4 - Written Communication: Achieve a mean of 3.5 or higher in the completion of a business plan for assigned company (BUS 499) and the completion of a written business letter (MGT 431)	Internal, direct, summative assessment rubrics	Results trend above the goal	Student writing skills meet criteria	Require use of Grammarly throughout the program coursework		3.33	3.61	3.56		
						Spring 2021	Fall 2021	Fall 2022	Fall 2023	
SLO5 - Discipline Specific: Demonstrate the ability to apply business knowledge to create a company's strategic plan (MGT 431) with a 3.5 or higher mean	Internal, direct, summative assessment rubric	Results are trending above the goal	Students develop requisite skills to design a strategic plan	Continue to reinforce the analysis of strategic plans at the principles level		4	3	3	4	
BS Marketing - Online						Fall 2022	Spring 2023	Fall 2023	Spring 2024	Fall 2024
SLO1 - Christian Worldview: Achieve a mean of 3.5 or higher in a written reflection paper with Christian business practices and ethical standards	Internal, direct, formative standardized assessment rubric	Results trend above the goal	Students exhibit a Christian worldview in business	Emphasize Christian values in the early curriculum and determine if an end of curriculum assessment may be appropriate.		4	4	4	2.5	4
						Spring 2022	Spring 2023	Fall 2023	Spring 2024	Fall 2024
SLO2 - Business Knowledge and Application: Overall Score in the 75th percentile; Mean of 3.5 or higher in management	External, direct, summative	Results are trending above the goal	Students preparation toward the comprehensive exam is improving	Provide a robust review before the exam to aid students in retaining concepts from prior semesters		3	3	3	3	4
						Spring 2023	Fall 2023	Spring 2024	Summer 2024	Fall 2024
SLO3 - Oral Communication: Achieve a mean of 3.5 or higher in the oral presentation of a research project (MGT 341) and the oral presentation of strategic recommendations (MGT 431)	Internal, direct, formative (MGT 341) and summative (MGT 431) assessment rubrics	Results fluctuate below or close to the goal	Student performance has an opportunity for development	Increase presentation activities in the curriculum early coursework		4	3.75	3.33	2.45	4
						Spring 2023	Fall 2023	Spring 2024	Summer 2024	
SLO4 - Written Communication: Achieve a mean of 3.5 or higher in the completion of a business plan for assigned company (BUS 499) and the completion of a written business letter (MGT 431)	Internal, direct, summative assessment rubrics	Results trend below the goal	Student writing skills need improvement	Require use of Grammarly throughout the program coursework		3.67	2.33	3.22	3.17	
						Spring 2021	Spring 2022	Spring 2023	Spring 2024	Summer 2024
SLO5 - Discipline Specific: Demonstrate the ability to apply various marketing tools to complete a comprehensive marketing plan (MKT 455) with a 3.5 or higher mean	Internal, direct, summative assessment rubric	Results are trending above the goal	Students develop requisite skills to design a strategic marketing plan	Continue to reinforce the development of marketing plans at the principles level		4	4	4	4	3.33
Master of Business Administration						Spring 2023	Fall 2023	Spring 2024	Fall 2024	Spring 2025
SLO3 - Critical Thinking: Demonstrate in depth understanding of integrated business strategy formulation and application (Mean of 3.5 or higher in Strategic Management final presentation - GBUS 579).	Internal, direct, summative assessment rubrics	Results trending close to the goal	Performance is close to the goal possibly due to faculty turnover affecting content emphasis	Develop a path to align course content with requisite competencies		3.61	3.67	3.26	3.5	3.42
						Fall 2022	Spring 2024	Fall 2024	Spring 2025	
SLO4 - Oral Communication: Demonstrate competencies in verbal skills using the latest technology when appropriate (Mean of 3.5 or higher in completion of a marketing report - GMKT 564).	Internal, direct, summative assessment rubric	Results trending close to the goal	Improvements are evident	Provide more presentation opportunities in earlier coursework to prepare students toward their capstone presentation experience		3.5	2.78	3.21	3.4	
						Spring 2023	Fall 2023	Spring 2024	Fall 2024	Spring 2025
SLO6 - Information Literacy: Demonstrate appropriate ability to ethically identify, access, evaluate, and apply business information in a business environment (Mean of 3.5 or higher in the completion of a competitive business intelligence final project - GBUS 574).	Internal, direct, summative assessment rubric	Results trending above goal	Students meeting criteria	Continuing modernization to GBUS 574 to include AI tools		3.9	3.15	3.6	3.5	3.6
Master of Business Administration in Leadership - Online						AY 23-24	AY 24-25			

<p>SLO1 - Business Knowledge and Application: Apply business theories and demonstrate in-depth comprehensive understanding of business knowledge and theory across the four major business disciplines of Accounting, Finance, Management, and Marketing (Mean of 3.5 or higher in Peregrine Test)</p>	<p>External, direct, summative rubric</p>	<p>Results are stable and below the goal</p>	<p>Peregrine performance improvement is an area of opportunity to strengthen student business knowledge</p>	<p>Consider providing a robust review before the exam to aid students in retaining concepts from prior terms</p>	<p>SLO1 - Achieve a Mean of 3.5 or Higher</p> 	<p>3.03</p>	<p>3</p>	<p>Note: The Peregrine assessment was initiated in 2023-24.</p>
<p>SLO2 - Ethical Leadership: Apply and demonstrate ethical reasoning for leaders on business topics or social issues in a business context (Mean of 3.5 or higher in Ethical Leadership Final Research Project - GBUS 572).</p>	<p>Internal, direct, summative rubric</p>	<p>Results trending above the goal</p>	<p>Students display a strong ethical leadership application to business topics.</p>	<p>Continue to emphasize ethical leadership principles throughout the curriculum</p>	<p>SLO2 - Achieve a Mean of 3.5 or Higher</p> 	<p>3.957</p>	<p>4</p>	<p>3.67</p>
<p>SLO3 - Written Communication: Apply and demonstrate the effective utilization of written communication skills within a contemporary business context (Mean of 3.5 or higher in a written strategic plan for an organization - L MBA 565).</p>	<p>Internal, direct, summative assessment rubric</p>	<p>Results trending above the goal</p>	<p>Students display strong writing skills</p>	<p>Require students to use Grammarly in all assignment submissions</p>	<p>SLO3 - Achieve a Mean of 3.5 or Higher</p> 	<p>2.933</p>	<p>3.57</p>	<p>3.67</p>
<p>SLO4 - Oral Communication: Apply and demonstrate the effective utilization of verbal communication skills incorporating appropriate presentation technology within a contemporary business context (Mean of 3.5 or higher in completion of ethical leadership presentation - GBUS 572).</p>	<p>Internal, direct, summative assessment rubrics</p>	<p>Results trending above the goal</p>	<p>Students display strong oral communication skills</p>	<p>Provide additional presentation opportunities in earlier coursework to prepare students toward their capstone presentation experience</p>	<p>SLO4 - Achieve a Mean of 3.5 or Higher</p> 	<p>4</p>	<p>3.72</p>	<p>4</p>
<p>SLO5 - Global Perspectives: Apply and demonstrate cultural sensitivity and respect for global perspectives and an ability to analyze market, economic, social and political trends in a global environment (Mean of 3.5 or higher in the completion of a global management perspectives foreign market report - L MBA 553).</p>	<p>Internal, direct, summative assessment rubric</p>	<p>Results trending close to the goal</p>	<p>Student structuring of global perspectives needs improvement.</p>	<p>Provide additional guidance in the curriculum to aid students in developing comprehensive global perspectives</p>	<p>SLO5 - Achieve a Mean of 3.5 or Higher</p> 	<p>3.33</p>	<p>3.8</p>	<p>3.83</p>
<p>SLO6 - Information Literacy: Apply and demonstrate an appropriate ability to ethically access, evaluate, and utilize business information as a business leader in a business environment (Mean of 3.5 or higher in the completion of a competitive business intelligence final project - GBUS 574).</p>	<p>Internal, direct, summative assessment rubric</p>	<p>Results trending above goal</p>	<p>Students meeting criteria</p>	<p>Continuing modernization of GBUS 574 to include AI tool evaluation and use in research</p>	<p>SLO6 - Achieve a Mean of 3.5 or Higher</p> 	<p>3.857</p>	<p>3.66</p>	<p>3.88</p>