

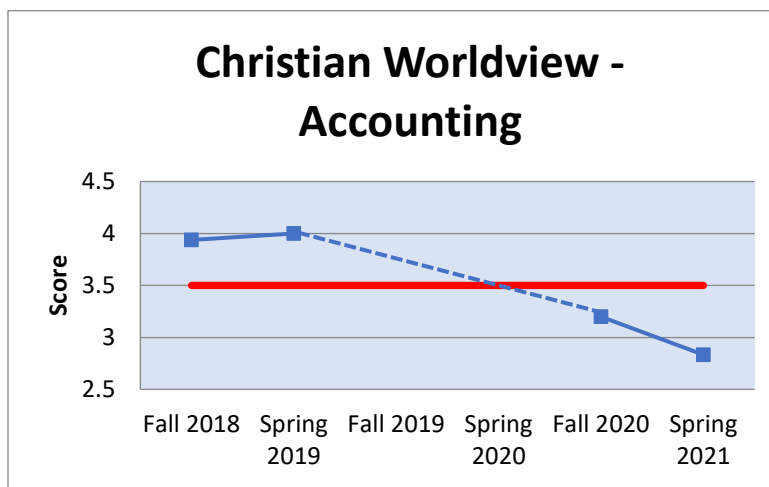
Oral Roberts University College of Business
Accounting Program Assessment Outcome Report
2018-2021

COB Shared Outcome #1 Assessment

Program Goal	Program Learning Outcome	Course Outcome	Performance Activity (Artifact)	Criteria for Success
Demonstrate a Christian Worldview	Apply and identify appropriate business behaviors for Christian business practitioners through the integration of Christian worldview and professionalism.	Demonstrate a foundation for understanding business fundamentals and practicing business from a Christian perspective (BUS 100).	Completion of a written reflections paper with Christian business practices and ethical standards. (BUS 100).	Mean of 3.5 or higher

Longitudinal Data (Direct Measures):

Semester	N	Score
Fall 2018	12	3.938
Spring 2019	12	4.00
Fall 2019	23	No data available
Spring 2020	7	No data available
Fall 2020	9	3.2
Spring 2021	7	2.833



Note: The (N) in the above tables represents all (100%) students enrolled in this program who were assessed in this course.

Analysis - Conclusions Drawn from the Data:

[8/5/20]: No data was available for this assessment period.

[1/6/21]: Mean goal was not met, no analysis or conclusions given.

[8/19/21]: Mean goal was not met. Assessment is in an introductory course for new students. No action can be taken.

Actions Taken:

[8/5/20]: None available.

[1/6/21]: No actions taken or improvements made.

[8/19/21]: No actions to be taken

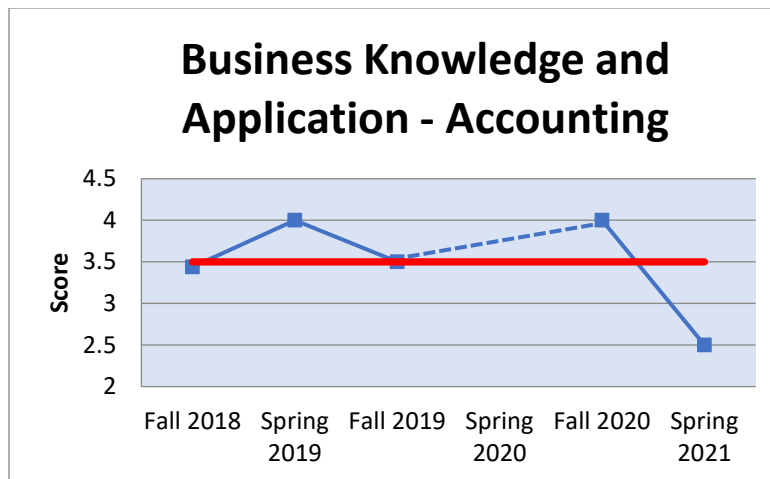
Note: The (N) in the above tables represents all (100%) students enrolled in this program who were assessed in this course.

COB Shared Outcome #2 Assessment

Program Goal	Program Learning Outcome	Course Outcome	Performance Activity (Artifact)	Criteria for Success
Demonstrate business knowledge and application	Apply business theories and concepts of the core functional areas of business (accounting, marketing, management, finance, and economics) in an integrated manner.	Examine and demonstrate an understanding of the operations of firms within industries from a macro perspective and the implementation of strategic planning (LMGT 431)	Completion of the Major Field Test (MGT 431).	Overall Score in the 75 th percentile; Mean of 3.5 or higher in accounting

Longitudinal Data (Direct Measures):

Semester	N	Score
Fall 2018	10	3.438
Spring 2019	6	4.0
Fall 2019	14	3.5
Spring 2020	9	No data available
Fall 2020	4	4.0
Spring 2021	19	2.5



Note: The (N) in the above tables represents all (100%) students enrolled in this program who were assessed in this course.

Analysis - Conclusions Drawn from the Data:

See MFT Report for Overall Score conclusions.

Discipline-specific comments below:

[8/5/20]: No data was available for this assessment period due to COVID.

[1/6/21]: Mean goal was met.

[8/19/21] Mean goal was not met.

- 1) The scores may have been affected by physical and mental fatigue due to shortened semester and the lack of a spring break. Many significant projects due the same time.
- 2) English was not the primary language for 16.67%
- 3) Students who took the MFT in spring 2021 were academically weaker than in the fall of 2020.
 - a. 11.11% % of students had D's or Fs in upper-level accounting courses (they repeated courses and two students did not graduate due to Ds in Spring of 2021)
 - b. 16.67% of students had Ds in Financial Management
 - c. 27.8% % of students had a cumulative GPAs below 3.0 and Fall 0% had GPAs below 3.0
 - d. 33.33% had withdrawn from Upper-level accounting courses due to poor performance.
 - e. 11.11% had two or more withdrawals from Upper-level accounting courses.
 - f. The average cumulative GPA was 3.31 in Spring 2021 and 3.66 in the Fall 2020
 - g. Fall 18 Students (1 accounting major did not take the MFT) , Spring 4 Students
- 4) The policy of 2.4 GPA Strategic Management pre-requisite should reduce the number of academically weak students who are taking the MFT

Actions Taken:

See MFT Report for Overall Score actions taken.

Discipline-specific actions taken below:

[8/5/20]: None available.

[1/6/21]: No action taken since the goal was met.

[8/19/21] Recommend changing testing period from morning to an afternoon or evening

Change degree plan to required Accounting majors to have a C in Financial Management.

Note: The (N) in the above tables represents all (100%) students enrolled in this program who were assessed in this course.

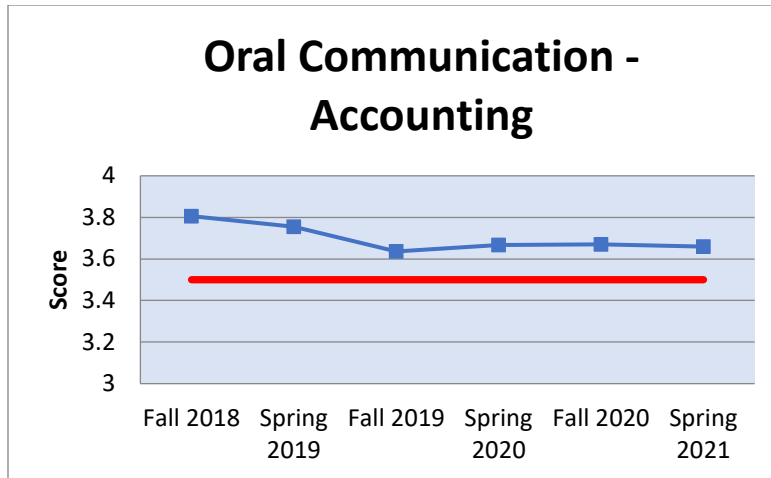
COB Shared Outcome #3 Assessment

Program Goal	Program Learning Outcome	Course Outcome	Performance Activity (Artifact)	Criteria for Success
Demonstrate effective oral communication skills	Apply and use effective oral communication skills in the context of business through formal or informal oral presentation and/or other business-related projects requiring oral communication.	Develop the necessary knowledge and skills of successful communication in the business field through oral presentations (MGT 341).	Completion of oral presentation of a research project (MGT 341).	Mean of 3.5 or higher
		Examine and demonstrate an understanding of the operations of firms within industries from a macro perspective and the implementation of strategic planning (MGT 431).	Completion of oral presentation of strategic recommendations (MGT 431).	Mean of 3.5 or higher

Longitudinal Data (Direct Measures):

Semester	N	Score
Fall 2018	14	3.806
Spring 2019	19	3.755
Fall 2019	23	3.636
Spring 2020	22	3.667
Fall 2020	15	3.67
Spring 2021	26	3.659

Note: The (N) in the above tables represents all (100%) students enrolled in this program who were assessed in this course.



Analysis - Conclusions Drawn from the Data:

[8/5/20] Mean goal was met.

[1/6/21]: Mean goal was met.

[8/19/21] Mean goal was met

Actions Taken:

[8/5/20]: No actions taken since the goal was met.

[1/6/21]: No actions taken since the goal was met.

[8/19/21] No actions taken since the goal was met.

Note: The (N) in the above tables represents all (100%) students enrolled in this program who were assessed in this course.

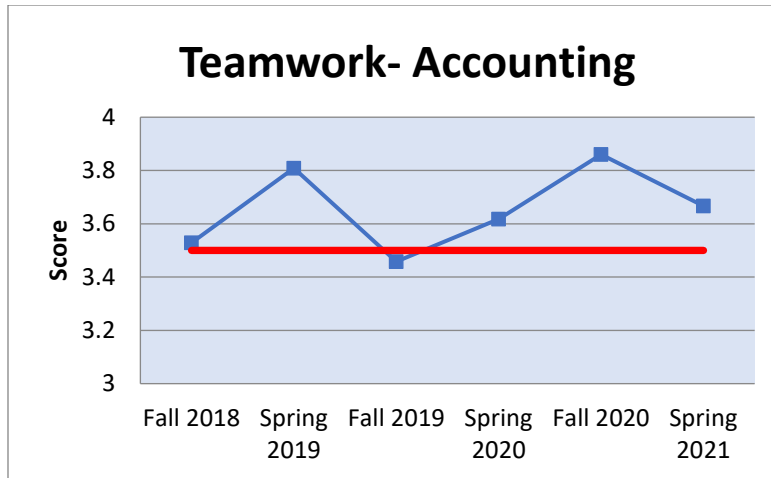
COB Shared Outcome #4 Assessment

Program Goal	Program Learning Outcome	Course Outcome	Performance Activity (Artifact)	Criteria for Success
Demonstrate teamwork and collaboration.	Apply and demonstrate an ability to collaborate as part of a team in order to solve business problems or achieve a common goal.	Collaborate with a team through business research and consulting to create a company business plan (BUS 499).	Completion of a business plan for assigned company (BUS 499).	Mean of 3.5 or higher
		Examine and demonstrate an understanding of the operations of firms within industries from a macro perspective and the implementation of strategic planning. (MGT 431).	Completion of final case analysis (MGT 431).	Mean of 3.5 or higher

Longitudinal Data (Direct Measures):

Semester	N	Score
Fall 2018	23	3.529
Spring 2019	17	3.809
Fall 2019	25	3.458
Spring 2020	22	3.618
Fall 2020	20	3.86
Spring 2021	30	3.667

Note: The (N) in the above tables represents all (100%) students enrolled in this program who were assessed in this course.



Analysis - Conclusions Drawn from the Data:

[8/5/20]: Mean goal was met.

[1/6/21]: Mean goal was met.

[8/19/21] Mean goal was met

Actions Taken:

[8/5/20]: No actions taken since the goal was met.

[1/6/21]: No actions taken since the goal was met.

[8/19/21] No actions taken since the goal was met.

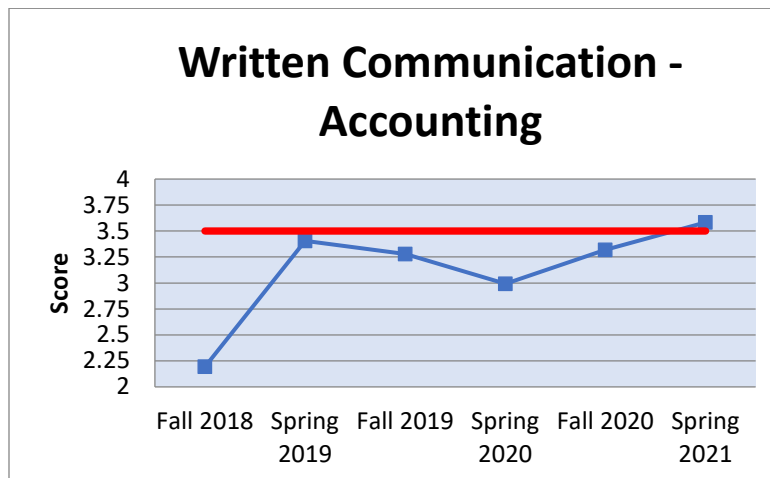
Note: The (N) in the above tables represents all (100%) students enrolled in this program who were assessed in this course.

COB Shared Outcome #5 Assessment

Program Goal	Program Learning Outcome	Course Outcome	Performance Activity (Artifact)	Criteria for Success
Demonstrate effective written communication skills.	Apply and use effective written communication skills in the context of business through formal or informal reports, papers, or other written business-related projects.	Demonstrate a thorough formation and collection of business research and consulting to create a company business plan (BUS 499).	Completion of a business plan for assigned company (BUS 499).	Mean of 3.5 or higher
		Develop the necessary knowledge and skills of successful communication in the business field through written reports. (MGT 341).	Completion of a written business letter (MGT 341).	Mean of 3.5 or higher

Longitudinal Data (Direct Measures):

Semester	N	Score
Fall 2018	17	2.194
Spring 2019	24	3.404
Fall 2019	20	3.279
Spring 2020	26	2.994
Fall 2020	27	3.32
Spring 2021	18	3.583



Note: The (N) in the above tables represents all (100%) students enrolled in this program who were assessed in this course.

Analysis - Conclusions Drawn from the Data:

[8/5/20]: Mean goal was not met – implement a writing assignment (APA Format) in each accounting course with a requirement of a 90 or higher Grammarly Score (set to Academic standards).

[1/6/21]: Mean goal was not met – implement a writing assignment (APA Format) in each accounting course with a requirement of a 90 or higher Grammarly Score (set to Academic standards).

[8/19/21] Mean goal was met. The increase in writing abilities can be contributed to

- a. The requirement to submit a Grammarly report score of 90 or higher on written assignments,
- b. Training in APA in Business Communications
- c. The availability of APA training and certification through the ORU Library
- d. Increased emphasis on writing in all Business Courses
- e. Assessment of writing in Senior Paper course

Actions Taken:

[8/5/20]: Implement above actions for improvements concluded from the data.

[1/6/21]: Implement above actions for improvements concluded from the data.

[8/19/21] No action needed

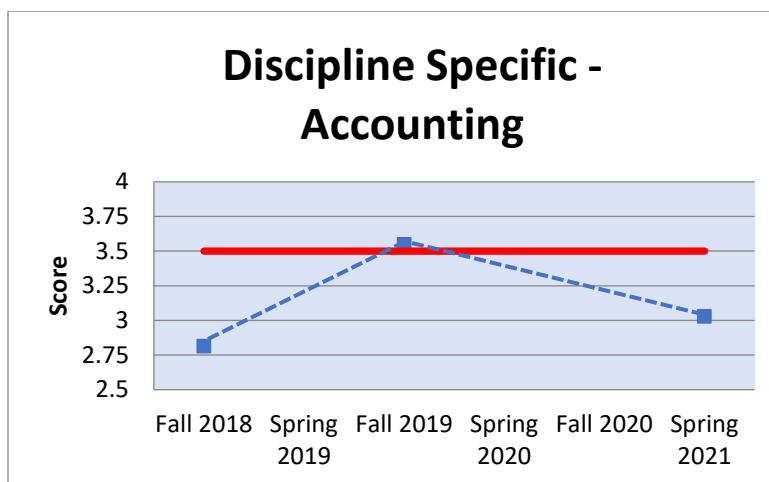
Note: The (N) in the above tables represents all (100%) students enrolled in this program who were assessed in this course.

COB Discipline Specific Outcome #6 Assessment

Program Goal	Program Learning Outcome	Course Outcome	Performance Activity (Artifact)	Criteria for Success
Demonstrate the ability to apply generally accepted accounting principles to prepare and communicate financial statements.	Apply generally accepted accounting principles to prepare and communicate the relationship between financial statements with a balance sheet approach to the study or recording, analyzing and interpreting data.	Demonstrate a comprehensive study of intermediate accounting theory and practice (ACT 327).	Completion of financial statements computer project (ACT 327).	Mean of 3.5 or higher

Longitudinal Data (Direct Measures):

Semester	N	Score
Fall 2018	32	2.815
Spring 2019	0	No data available
Fall 2019	36	3.55
Spring 2020	0	No data available
Fall 2020	0	No data available
Spring 2021	35	3.03



Note: The (N) in the above tables represents all (100%) students enrolled in this program who were assessed in this course.

Analysis - Conclusions Drawn from the Data:

[8/5/20]: No data available for this assessment period.

[1/6/21]: No data was available for this assessment period.

[8/19/21] Students need additional feedback between computer problem one and computer problem two. Students need more training in the use of Excel

Actions Taken:

[8/5/20]: None available.

[1/6/21]: None available.

[8/19/21] Intermediate Accounting professor will meet with each student individually to review their assignment and suggest improvements.

Financial Accounting course will include Excel Training assignments.

Note: The (N) in the above tables represents all (100%) students enrolled in this program who were assessed in this course.