

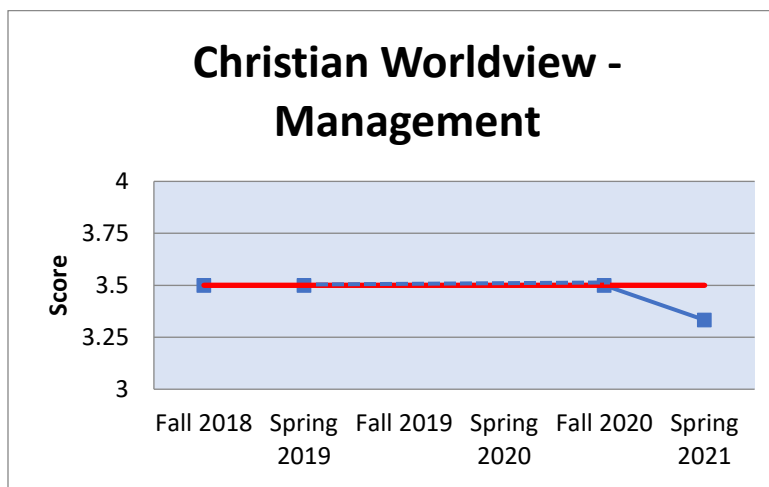
Oral Roberts University College of Business
Management Program Assessment Outcome Report
2018-2021

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	4	3.5
Spring 2019	15	3.5
Fall 2019	13	No data available
Spring 2020	7	No data available
Fall 2020	11	3.5
Spring 2021	9	3.333



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 met.

[8/19/21]: Score 3.333 = below 3.5

Actions Taken:

[8/5/20]: None available.

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

[8/19/21]: No action needed since this is an introductory baseline score for incoming freshman.

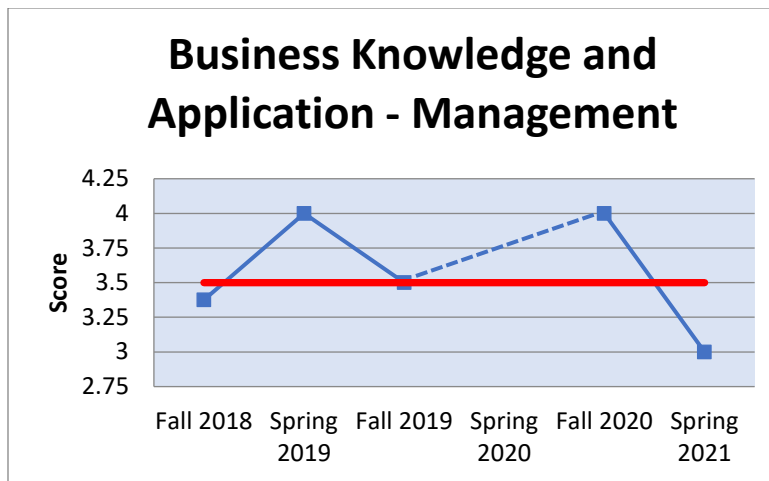
Note: The (N) in the above tables represents all (100%) students enrolled in this program who were assessed in this course.

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 management

Longitudinal Data (Direct Measures):

Semester	N	Score
Fall 2018	7	3.375
Spring 2019	7	4.0
Fall 2019	5	3.5
Spring 2020	8	No data available
Fall 2020	5	4.0
Spring 2021	8	3.0



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 available for this assessment period due to COVID.

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

[8/19/21]: Score 3.0 = below 3.5

Actions Taken:

See MFT Report for Overall Sections taken.

Discipline-specific actions taken below:

[8/5/20]: None available.

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

[8/19/21]: A 2.4 GPA pre-requisite for the capstone course in which the test is administered was implemented this fall (2021). Lower performing students were highly correlated with low GPA's. Since a 2.5 GPA is required to graduate, a GPA requirement for the capstone course was supported by faculty.

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

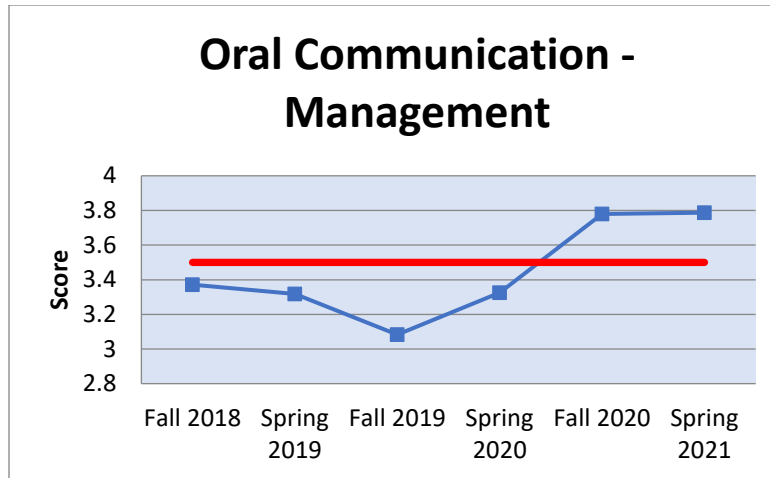
COB Shared Outcome #3 Assessment

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	17	3.371
Spring 2019	13	3.317
Fall 2019	14	3.083
Spring 2020	16	3.326
Fall 2020	17	3.78
Spring 2021	18	3.787

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 – require more team and individual oral communication assignments, require all team members to present.

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

[8/19/21]: Mean goal was met.

Actions Taken:

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

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

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

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

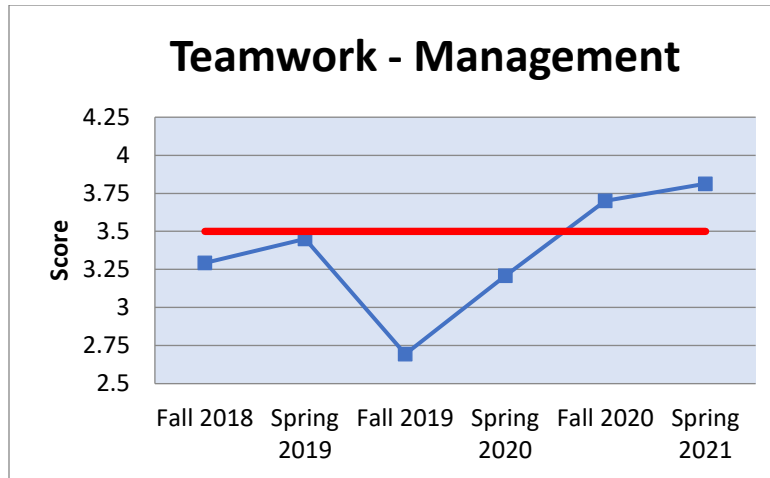
COB Shared Outcome #4 Assessment

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	11	3.292
Spring 2019	16	3.45
Fall 2019	12	2.694
Spring 2020	16	3.208
Fall 2020	12	3.7
Spring 2021	13	3.813

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 – require that students take Business Communications before senior-level classes, consistency with how teamwork is measured across all management courses, provide opportunity for midterm evaluation, and provide clear expectation for team member behavior.

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

[8/19/21]: Mean goal was met.

Actions Taken:

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

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

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

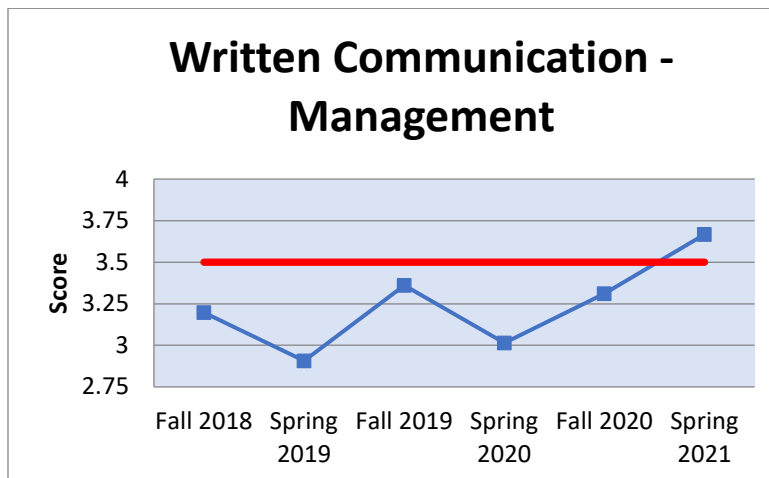
Note: The (N) in the above tables represents all (100%) students enrolled in this program who were assessed in this course.

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	14	3.197
Spring 2019	15	2.907
Fall 2019	16	3.361
Spring 2020	16	3.014
Fall 2020	19	3.31
Spring 2021	15	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 not met – require students to take Business Communication prior to all senior-level courses, consistency with APA guidelines and standards for all classes.

[1/6/21]: Mean goal was not met – implement a stand-alone research writing/APA class for all COB students.

[8/19/21]: Mean goal was met.

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 actions taken since goal was met.

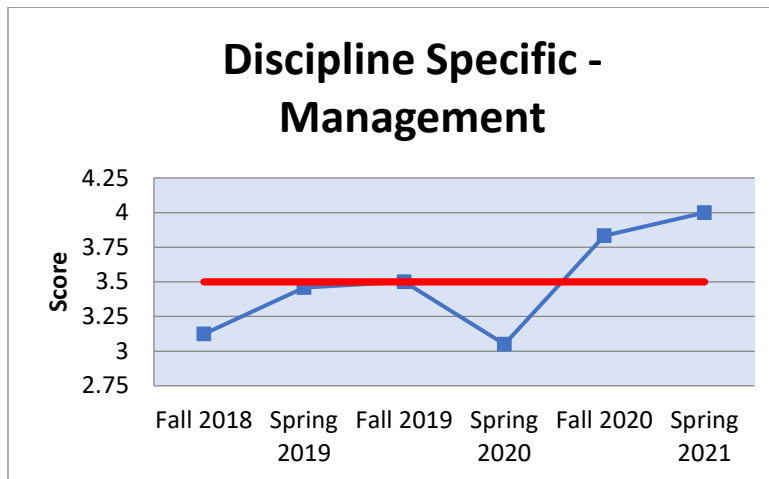
Note: The (N) in the above tables represents all (100%) students enrolled in this program who were assessed in this course.

COB Discipline Specific Outcome #6 Assessment

Program Goal	Program Learning Outcome	Course Outcome	Performance Activity (Artifact)	Criteria for Success
Demonstrate the ability to apply the efficient strategic implementation of managerial responsibilities for company execution and planning.	Apply and identify the managerial tasks associated with implementing and executing company strategies, the range of actions managers can take to promote competent strategy execution and to be able to function effectively as part of company's strategy-implementing team.	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 environmental analysis and competitive positioning (MGT 431).	Mean of 3.5 or higher

Longitudinal Data (Direct Measures):

Semester	N	Score
Fall 2018	7	3.125
Spring 2019	7	3.458
Fall 2019	5	3.5
Spring 2020	8	3.05
Fall 2020	5	3.833
Spring 2021	8	4.0



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 – lower scores on MFT could be related to inherent biases in MFT and not related to GPA.

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

[8/19/21]: Mean goal was met.

Actions Taken:

[8/5/20]: No actions provided.

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

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

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