



Management

Program Review | 2018-2021

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I. Number of Majors | 2018 - 2021

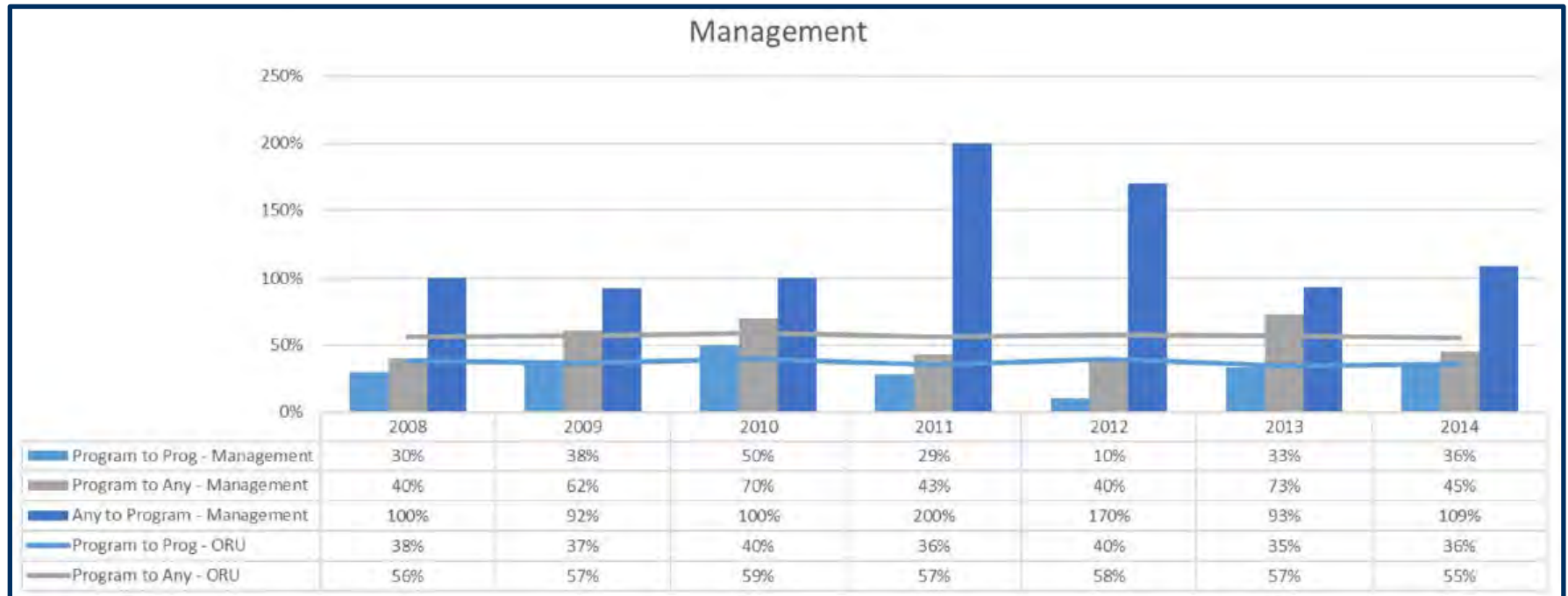
Residential:

Fall 2018	Fall 2019	Fall 2020	Fall 2021
47	46	54	43

Online:

Fall 2018	Fall 2019	Fall 2020	Fall 2021
7	7	14	14

II. Graduation Rate | Cohort of 2008 - 2014



III. Program Outcomes

#	Program Outcome
1	Apply and identify appropriate business behaviors for Christian business practitioners through the integration of Christian worldview and professionalism.
2	Apply business theories and concepts of the core functional areas of business (accounting, marketing, management, finance, and economics) in an integrated manner.
3	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.
4	Apply and demonstrate an ability to collaborate as part of a team in order to solve business problems or achieve a common goal. Residential only.
5	Apply and use effective written communication skills in the context of business through formal or informal reports, papers, or other written business-related projects.
6	Apply business knowledge to prepare a strategic plan for a company, discuss its present business position, its long-term direction, its resources and competitive capabilities, the strength of the present strategy and the company's opportunities for gaining sustainable competitive advantage.

IV. Artifact Descriptions

Artifact Descriptions
<ol style="list-style-type: none"> 1. More than a Hobby Reflections Paper (BUS 100): Students demonstrate a foundation for understanding and practicing business from a Christian perspective through the completion of a written reflections paper that displays Christian business practices and ethical standards. 2. Major Field Test (MGT 431): Students demonstrate business knowledge and application of the core functional area of business (accounting, marketing, management, finance, and economics) through the completion of the Major Field Test. 3. Business Communications Oral Research Topic Presentation (MGT 341): Students demonstrate the necessary skills for successful communication in the business field through the completion of an oral research presentation. 4. Strategic Management Recommendations Presentation (MGT 431): Students demonstrate the necessary and effective oral communication skills needed in the business field through the completion of an oral presentation of strategic recommendations for a company. 5. Senior Paper Written Business Plan (BUS 499): Students demonstrate the ability to collaborate with a team through business research and consulting through the creation and completion of a business plan for an assigned company. 6. Strategic Management Team Final Case Analysis (MGT 431): Students demonstrate the ability to collaborate with a team to examine and demonstrate an understanding of the operations of firms within industries through the implementation of strategic planning and the completion of a final case analysis. 7. Business Communications Written Business Letter (MGT 341): Students demonstrate effective written communication skills through the completion of a written business letter. 8. Senior Paper Team Business Plan (BUS 499): Students demonstrate the application of effective written communication skills through the formation and collection of business research and consulting to create and complete a written business plan for an assigned company. 9. Strategic Management Recommendations Assignment (MGT 431/ LMGT 431): Students demonstrate an understanding of the operations of firms within industries through the completion of a strategic recommendations assignment.

V. Artifact and Program Outcome Alignment

1. Residential

Management Program				
College of Business Program Goal	Program Outcome	Supporting Course Outcomes	Performance Activity	Type
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).	Internal, formative
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. (MGT 431).	Completion of the Major Field Test (MGT 431).	External, summative
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).	Internal, summative
		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).	Internal, summative

<p>Demonstrate teamwork and collaboration.</p>	<p>Apply and demonstrate an ability to collaborate as part of a team in order to solve business problems or achieve a common goal.</p>	<p>Collaborate with a team through business research and consulting to create a company business plan (BUS 499).</p>	<p>Completion of a business plan for assigned company (BUS 499).</p>	<p>Internal, summative</p>
		<p>Examine and demonstrate an understanding of the operations of firms within industries from a macro perspective and the implementation of strategic planning. (MGT 431).</p>	<p>Completion of final case analysis (MGT 431).</p>	<p>Internal, summative</p>
<p>Demonstrate effective written communication skills.</p>	<p>Apply and use effective written communication skills in the context of business through formal or informal reports, papers, or other written business-related projects.</p>	<p>Demonstrate a thorough formation and collection of business research and consulting to create a company business plan (BUS 499).</p>	<p>Completion of a business plan for assigned company (BUS 499).</p>	<p>Internal, summative</p>
		<p>Develop the necessary knowledge and skills of successful communication in the business field through written reports. (MGT 341).</p>	<p>Completion of a written business letter (MGT 341).</p>	<p>Internal, summative</p>
<p>Demonstrate the ability to apply the efficient strategic implementation of managerial responsibilities for company execution and planning.</p>	<p>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.</p>	<p>Examine and demonstrate an understanding of the operations of firms within industries from a macro perspective and the implementation of strategic planning. (MGT 431).</p>	<p>Completion of environmental analysis and competitive positioning (MGT 431).</p>	<p>Internal, summative</p>

2. Online

Management Program				
College of Business Program Goal	Program Outcome	Supporting Course Outcomes	Performance Activity	Type
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. (LBUS 100).	Completion of a written reflections paper with Christian business practices and ethical standards. (LBUS 100).	Internal, formative
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 Peregrine Comprehensive Exam (LMGT 431).	External, summative
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. (LMGT 341).	Completion of oral presentation of a research project. (LMGT 341).	Internal, summative
		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 oral presentation of strategic recommendations. (LMGT 431).	Internal, summative
Demonstrate effective written communication skills.	Apply and use effective written communication skills in the context of business through formal or informal reports,	Demonstrate a thorough formation and collection of business research and consulting to create a company business plan (LBUS 499).	Completion of a business plan for assigned company (LBUS 499).	Internal, summative

	papers, or other written business-related projects.	Develop the necessary knowledge and skills of successful communication in the business field through written reports. (LMGT 341).	Completion of a written business letter (LMGT 341).	Internal, summative
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. (LMGT 431).	Completion of environmental analysis and competitive positioning (LMGT 431).	Internal, summative

Scale			
4.00	90%+	3.00	60%
3.66	80%	2.00	35%
3.33	70%	1.00	15%

VI. Primary Evidence

A. Program Outcomes:

Please see Appendix A for a thorough report with analysis and actions taken for each program outcome.

1. Residential

Program Outcomes	2018 - 2019		2019 - 2020		2020 - 2021	
	n	score	n	score	n	score
Apply and identify appropriate business behaviors for Christian business practitioners through the integration of Christian worldview and professionalism.	38	3.500	-	-	16	3.417
Apply business theories and concepts of the core functional areas of business (accounting, marketing, management, finance, and economics) in an integrated manner.	26	3.583	10	3.500	20	3.500
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.	78	3.344	57	3.229	51	3.806
Apply and demonstrate an ability to collaborate as part of a team in order to solve business problems or achieve a common goal.	120	3.391	100	2.951	64	3.717
Apply and use effective written communication skills in the context of business through formal or informal reports, papers, or other written business-related projects.	156	3.052	108	3.188	60	3.500
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.	19	3.347	11	3.200	10	3.917

Scale			
4.00	90%+	3.00	60%
3.66	80%	2.00	35%
3.33	70%	1.00	15%

2. Online

Program Outcomes	2018 - 2019		2019 - 2020		2020 - 2021	
	n	score	n	score	n	score
Apply and identify appropriate business behaviors for Christian business practitioners through the integration of Christian worldview and professionalism.	-	-	6	3.83	29	3.90
Apply business theories and concepts of the core functional areas of business (accounting, marketing, management, finance, and economics) in an integrated manner.	-	-	-	-	-	-
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.	13	3.54	39	3.82	57	3.65
Apply and use effective written communication skills in the context of business through formal or informal reports, papers, or other written business-related projects.	28	3.36	44	3.39	45	3.31
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.	26	3.46	17	3.47	21	3.86

Scale			
4.00	90%+	3.00	60%
3.66	80%	2.00	35%
3.33	70%	1.00	15%

B. Artifact Outcomes

1. Residential

Artifact Outcomes	2018 - 2019		2019 - 2020		2020 - 2021	
	n	score	n	score	n	score
WPA-MGT-Complete a Portfolio of Written Business Communication Letters	16	3.49	6	3.83	5	3.27
WPA-MGT-Create a Business Plan for Assigned Company	14	2.44	14	2.52	9	3.09
WPA-MGT-Create a Business Plan for Assigned Company Teamwork	13	2.96	12	3.00	8	3.84
WPA-MGT-Environmental Analysis and Competitive Positioning	19	3.32	14	3.29	11	3.91
WPA-MGT-Final Case Analysis	20	3.64	14	3.11	10	3.60
WPA-MGT-Major Field Test and Specific Perform Question	13	3.77	5	3.50	11	3.45
WPA-MGT-More than a Hobby Reflection Paper	19	3.63	-	-	9	3.28
WPA-MGT-Orally Present a Research Project	15	3.58	8	3.62	8	3.50
WPA-MGT-Orally Present Strategic Recommendations	12	3.33	14	3.26	11	3.94

Scale			
4.00	90%+	3.00	60%
3.66	80%	2.00	35%
3.33	70%	1.00	15%

2. Online

Course	Artifact Outcomes	2018 - 2019		2019 - 2020		2020 - 2021	
		n	score	n	score	n	score
LBUS 100	Called to Create P5a OR P7	-	-	6	3.83	29	3.90
LMGT 341	Presentation P5 OR A Powerful Presentation P6	13	3.54	22	3.86	28	3.43
LMGT 431	Robin Hood Proposal P6	-	-	17	3.76	29	3.86
LBUS 499	Final Draft P7	15	3.13	22	3.18	18	2.89
LMGT 341	Research Project White Paper P8 OR Drafting A Persuasive Message P4	13	3.62	22	3.59	27	3.59
LMGT 431	Generic & Supplemental Strategies OR Ricoh Canada's Competitive Position Proposal P4	26	3.46	17	3.47	21	3.86

Scale			
4.00	90%+	3.00	60%
3.66	80%	2.00	35%
3.33	70%	1.00	15%

C. Criterion Outcomes - Residential

Criterion Outcomes	2018 - 2019		2019 - 2020		2020 - 2021	
	n	score	n	score	n	score
MGT-1-A-Christian Values	19	3.68	-	-	9	3.22
MGT-1-B-Biblical Support	19	3.58	-	-	9	3.33
MGT-2-A-Overall Score on the MFT	13	4.00	5	3.00	11	3.45
MGT-2-B-Management MFT Score	6	3.00	5	4.00	11	3.45
MGT-3-A-Organization	27	3.56	22	3.45	19	3.79
MGT-3-B-Language	27	3.41	22	3.50	19	3.79
MGT-3-C-Delivery	27	3.44	22	3.23	19	3.68
MGT-4-A-Attendance/Engagement	33	3.30	26	3.19	18	3.78
MGT-4-B-Quality of Ideas/Work	33	3.30	26	2.73	18	3.67
MGT-4-C-Timeliness	33	3.48	26	3.12	18	3.61
MGT-4-D-Fosters Team Climate	33	3.39	26	3.19	18	3.78
MGT-5-A-Grammar and Spelling	30	3.03	20	2.85	14	2.79
MGT-5-B-Organization	30	3.00	20	3.05	14	3.71
MGT-5-C-Content	30	2.90	20	3.40	14	3.57
MGT-5-D-Vocabulary	30	3.20	20	3.25	14	3.36
MGT-5-E-Sources and Evidence	30	3.23	20	3.15	14	3.64
MGT-5-F-APA Format	30	2.63	20	1.80	14	1.86
MGT-6-A-Market and Competitive Analysis	19	3.32	14	3.29	11	3.91

Scale			
4.00	90%+	3.00	60%
3.66	80%	2.00	35%
3.33	70%	1.00	15%

D. University Whole Person Outcomes

ORU Whole Person Outcomes		2018 - 2019		2019 - 2020		2020 - 2021	
		n	score	n	score	n	score
1A	Biblical Literacy	30	3.944	-	-	20	3.969
1B	Spiritual Formation	10	3.929	20	3.867	48	3.907
2A	Critical Thinking, Creativity & Aesthetic Appreciation	71	3.530	42	3.278	17	3.688
2B	Global & Historical Perspectives	76	3.520	7	3.833	4	3.667
2C	Information Literacy	31	3.258	47	3.571	50	2.849
2D	Knowledge of the Physical & Natural World	12	3.029	14	3.444	6	3.833
3A	Healthy Lifestyle	10	2.700	32	2.597	14	2.458
3B	Physically Disciplined Lifestyle	41	3.805	64	3.500	70	3.506
4A	Ethical Reasoning & Behavior	59	3.749	58	3.516	52	3.689
4B	Intercultural Knowledge & Engagement	12	3.750	12	3.875	6	4.000
4C	Written & Oral Communication	72	2.834	63	3.619	38	2.594
4D	Leadership Capacity	56	3.671	95	3.736	56	3.712

VII. Program Assessment Process Description

Assessment and Recommended Improvements: Though there is some variation, review of data and recommendations for improvement generally happen each semester.

Implementation of Changes: Faculty make many of the changes to their curriculum during the summer for fall implementation. There may be some instances where changes take place each semester.

Process details: For analysis, pivot tables are created from the data provided by Raphael to create reports for faculty to review. In semi-annual, all COB faculty, assessment meetings and multiple college meetings, faculty review the data for each program in lead teams (teams formed by business programs/disciplines, e.g., accounting, marketing, finance, etc.). Lead teams review the data for the COB outcomes for their respective programs and make recommendations for implementation in the following semester. Some implementation cycles may take longer depending on the nature of the recommendation. For example, placing a GPA pre-requisite for a course to improve student test responses will need to go through a University curriculum cycle. An assessment coordinator compiles the reports and updates the website: <https://oru.edu/academics/cob/assessment/index.php>

Accreditation Reports: These reports are developed every two years reflecting on-going assessment reports.

External Community Stakeholder Advisory Board: An alumni survey was issued to alumni and the COB Advisory Board in January 2020 to solicit feedback on industry relevance and program changes. COB Advisory Board feedback is solicited in multiple meetings during the year. Faculty Lead times have met with Advisory Board members that represent their industry. Feedback influences on-going discussions about curriculum and certifications. Some curriculum changes have been made and certifications continue to be added.

Closing the Feedback Loop: Changes are reviewed in assessment data following the implementation. For example, the number of business writing assignments has been implemented in some courses resulting in improved scores in writing outcomes.

1. Residential

COB Assessment Plan Process: Undergraduate Program – All Majors

Shared Outcomes

Learning Outcome	Collect Data	Assess	Recommend Improvements	Implement Changes
1. Christian Worldview	-Every semester	-Every semester	-End of Academic Year	-Fall
2. Business Knowledge and Application	- Every semester	-Every semester	- End of Academic Year	-Fall
3.Oral Communication	-Every semester	- Every semester	- End of Academic Year	-Fall
4. Teamwork and Collaboration	-Every semester	-Every semester	- End of Academic Year	-Fall
5. Written Communication	-Every semester	-Every semester	- End of Academic Year	-Fall
6. Discipline Specific	-Every semester -Annual	-Every semester -Annual	- End of Academic Year	-Fall

2.Online

COB Assessment Plan Process: Undergraduate Online Program – All Majors

Shared Outcomes

Learning Outcome	Collect Data	Assess	Recommend Improvements	Implement Changes
1. Christian Worldview	-*Courses offered subject to demand	-Every semester that the course is offered.	-End of Residential Academic Year	-Fall
2. Business Knowledge and Application	-*Courses offered subject to demand	- Every semester that the course is offered.	-End of Residential Academic Year	-Fall
3.Oral Communication	-*Courses offered subject to demand	- Every semester that the course is offered.	-End of Residential Academic Year	-Fall
4. Written Communication	-*Courses offered subject to demand	- Every semester that the course is offered.	-End of Residential Academic Year	-Fall
5. Discipline Specific	-*Coursed offered subject to demand	-Every semester that the course is offered.	-End of Residential Academic Year	-Fall

* 3 times a year unless the course is not offered due to demand.

VIII. Continuous Program Improvement Description

Online:

- In the Spring of 2016 the College of Business, in cooperation with Online and Lifelong Learning approved the launch of this degree, to parallel its on campus offering. Three online conversions of residential elective courses were created the following year for this new program.
- Fall 2019: General Education requirements were updated to reflect residential requirements (maintaining the online distinctives in GEN and HPE). Major was updated to allow major elective options, and cognate underwent several changes including creation of BUS 100/400--all to match residential COB program requirements.
- The College of Business and ORU Online request approval of revisions to this 2019-2020 B.S. in Management (MGT-OL) Online degree prompted by catalogue revisions in General Education introduced on-campus last Fall.

Faculty Feedback on Course Changes (Can you use scores in your feedback here and how improvements were made?)

(From 1/10/21 Faculty Meeting)

Consider Changed curriculum, degree plan changes, improved handouts, textbook changes, improved case studies, improved use of technology, improved interaction, use of innovative technology, etc. Use as many pages as needed.

Course Name and Number: Principles of Management MGT 130

Concern (s) Identified:

Poor Written Communication

Poor Teamwork

Lacking quality Textbook/Online resources

Improvements Planned or Implemented:

Require Grammarly Reports for written assignments (planned). Require APA format for written assignments (implemented).
 More discussion and deliberation around team formation (implemented).
 Required earlier deliverables for group project to develop team building earlier in the semester (implemented).
 Switched to new Cengage book (implemented)

Date Planned for Implementation: Spring 2021

Or

Date Implemented: Fall 2020

What were the results of improvements?

Team issues were identified and addressed earlier in the semester. **Resulted in higher peer evaluations for team members and lower** team issues brought to instructor's attention. Multiple individuals demonstrated leadership in the scope of the group project. New textbook provided excellent online resources implemented into assignments, test review, case discussions, etc.

Can you provide evidence of results/improvements? For example, change in test scores, change in assignment grades, SOS Student Comments, better SOS scores, etc. Yes - Higher Peer Evaluation feedback scores, higher group project grades (better quality work). Improved grades on tests. Higher grades on written assignments.

Course Name and Number: Organizational Behavior MGT 352

Concern (s) Identified:

Lacked relevant real-world focus and application opportunities
Poor Written Communication

Improvements Planned or Implemented:

Changed course project to be real-world focused
Require Grammarly Reports for written assignments (planned). Require APA format for written assignments (implemented).

Date Planned for Implementation: Fall 2021

Or

Date Implemented: Fall 2020

What were the results of improvements?

Students were pleased to have a relevant course project. Quality of work was higher and student comments were positive.

Can you provide evidence of results/improvements? For example, change in test scores, change in assignment grades, SOS Student Comments, better SOS scores, etc.

Improved group project quality. Positive SOS student comments, improved SOS scores. Higher grades on written assignments.

Course Name and Number: Human Resource Management MGT 353

Concern (s) Identified:

Lacking relevant real-world project.
Poor Written Communication
Poor Teamwork

Improvements Planned or Implemented:

Update HR project to be more real-world relevant.
Require Grammarly Reports for written assignments (planned). Require APA format for written assignments (planned).
More deliberation and discussion around team formation and teamwork.

Date Planned for Implementation: Spring 2021

Or

Date Implemented: Spring 2020

What were the results of improvements?

Teamwork increased

n/a

Can you provide evidence of results/improvements? For example, change in test scores, change in assignment grades, SOS Student Comments, better SOS scores, etc.

Higher grades on group project.

Course Name and Number: ___MGT 431 – Strategic Management_____

Concern (s) Identified:

Continuous Improvement of the Strategic Management Content/Processes and Student Engagement/Performance, including the MFT results.

Improvements Planned or Implemented:

- 1. Assigned one case per team for the entire semester (as contrasted with more than one case used previously) so students can focus on continuous improvement quality rather than quantity.**
- 2. Split up the case work into small groups that then feed into the larger team work, rather than doing large team work only.**
- 3. Changed the content and processes to mirror some of Grad Strat Concepts (with possibility of Advanced Standing) to allow for a stronger transition from the undergraduate to the graduate program.**
- 4. Coordinated with Senior Seminar course for a core business courses review.**

Date Planned for Implementation: **_Fall 2021_**

AND

Date Implemented: **_2019 - 2020**

What were the results of improvements?

- 1. Increased student engagement as supported by EBI results and SOS scores.**
- 2. Increased student perception of “Quality of Instruction” scores as evidenced by EBI and SOS scores and comments.**
- 3. Increased MFT results, though this is only for one semester. We will need to see if these higher MFT scores can be sustained.**
- 4. Beginning Fall 2021, we are requiring that students must have a cumulative GPA of 2.4 to enroll in Strat.**
- 5. Beginning Fall 2021, we are requiring that students must have completed both Oral Communications (in English) and Business Communications to enroll in Strat.**

Can you provide evidence of results/improvements? For example, change in test scores, change in assignment grades, SOS Student Comments, better SOS scores, etc. **Yes. See above.**

<p>Concern (s) Identified: Teamwork needed improvement.</p>
<p>Improvements Planned or Implemented: In Fall 2020 a new semester-long project was implemented to align with strategic management. The goal was to have deliverables throughout the semester to foster teamwork development. At the beginning of the project students are asked to submit their group expectations for the project. In Fall 2020, a written feedback assignment was requested in Week 8 to assess their team. In Spring 2021, a Qualtrics survey will be developed to use as a new measurement tool to assess teamwork in Week 8 and at the end of the semester.</p>
<p>Date Planned for Implementation: __Spring 2021 – new teamwork assessment survey____ Or Date Implemented: __Fall 2020 – new group project____</p> <p>What were the results of improvements?</p> <p>I was pleased with most of the results from the project. Some teams did better than others. However, having deliverables throughout the semester gave an opportunity to coach students and help them revise as needed. Also, bringing Jane Malcolm into the class early on helped to show the students how to conduct research for the project.</p>
<p>Can you provide evidence of results/improvements? For example, change in test scores, change in assignment grades, SOS Student Comments, better SOS scores, etc.</p> <p>I will know better after the Spring 2021 semester.</p>

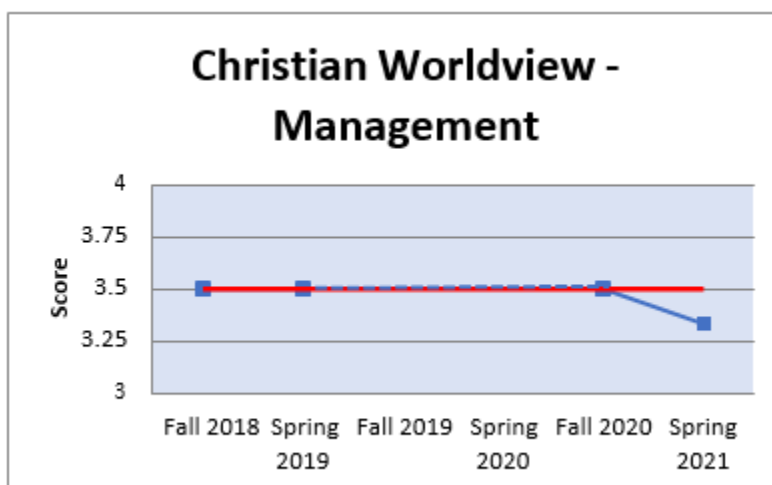
IX. Appendix A

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.

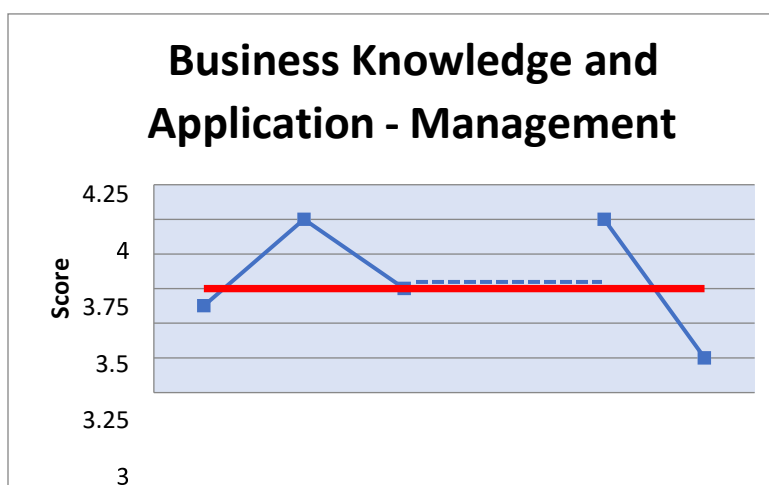
Note: The (N) in the above tables represents all (100%) students enrolled in this program who were assessed in this course.

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.

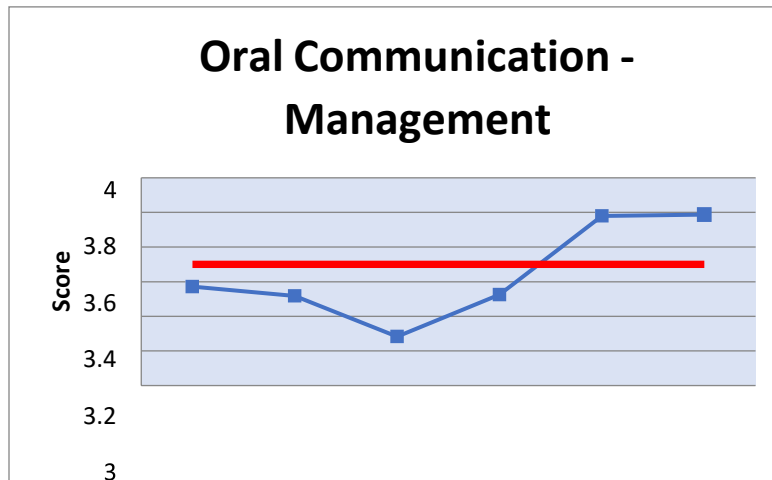
COB Shared Outcome #3 Assessment

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.

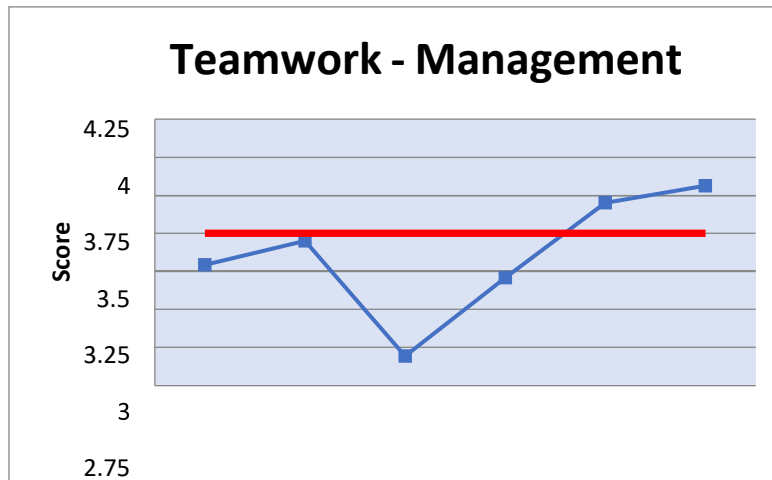
COB Shared Outcome #4 Assessment

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.

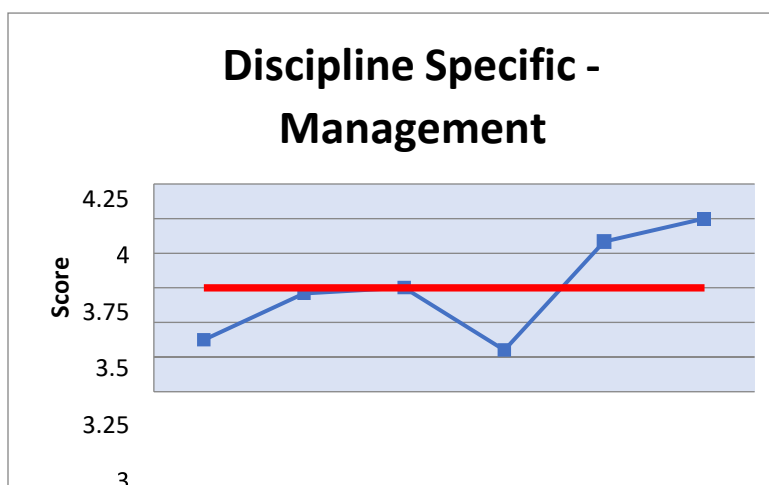
Note: The (N) in the above tables represents all (100%) students enrolled in this program who were assessed in this course.

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.