



Report of Outcomes Assessment Results

Institution	Saint Mary's University of Minnesota
Academic Business Unit	Business – Undergraduate BA
Academic Year	2017-2018

Outcomes Assessment Plan

Is the outcomes assessment plan that you submitted to the IACBE still current or have you made changes?

The outcomes assessment plan that we have previously submitted is still current.

Changes have been made and the revised plan is attached.

We have made changes and the revised plan will be sent to the IACBE by: September 2017

Outcomes Assessment Results

For Academic Year: 2017-2018

Section I: Student Learning Assessment

Student Learning Assessment for: <i>Name of Program 1</i>	
Program Intended Student Learning Outcomes (Program ISLOs)	
1. <i>Program Learning Outcome 1 Students will be able to describe fundamental business concepts, theories, and practices</i>	
2. <i>Program Learning Outcome 2 Students will be able to recognize and explain business environmental business-factors at both domestic and global levels</i>	
3. <i>Program Learning Outcome 3 Students will be able to recognize legal and ethical principles in business and understand the application of these principles in business decision-making</i>	
4. <i>Program Learning Outcome 4 Students will be able to recognize and apply business-related quantitative methods and tools to aid decision-making</i>	
5. <i>Program Learning Outcome 5 Students will be able to apply knowledge of business concepts/functions and recognize interrelated associations between functional areas</i>	
6. <i>Program Learning Outcome Students will be able to work effectively with diverse colleagues in team situations</i>	
7. <i>Program Learning Outcome Students will be able to construct and present effective oral and written forms of professional communications</i>	
Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
1. <i>Direct Measure 1 ETS Major Field Test in Business</i> Program ISLOs Assessed by this Measure: 1, 2, 3, 4	<i>Objective (Target/Criterion) for Direct Measure 1 At least 50% of all graduating BA business students will score at the national mean or higher on the ETS major field test. The graduating student cohort will score at or above the national mean on each subset of exam questions representing the associated ISLOs assessed by this measure.</i>
2. <i>Direct Measure 2 Glo-Bus Strategic Management Simulation</i> Program ISLOs Assessed by this Measure: 3, 4, 5	<i>Objective (Target/Criterion) for Direct Measure 2 At least 50% of all graduating BA business students will score 50% or higher on each subset of simulation learning areas related to each program ISLOs assessed by this measure (as a percentile ranking vs. all simulation players in the US over the last 12 months).</i>
3. <i>Direct Measure 3 Business Capstone: Strategic Management Case Competition</i>	<i>Objective (Target/Criterion) for Direct Measure 3 On the rating scale in the Strategic Management Case Competition evaluation rubric (with levels of</i>

Program ISLOs Assessed by this Measure: 1, 2, 3, 4, 5, 6, 7	<i>beginning, competent, and accomplished), at least 80% of all graduating BA business students will achieve a performance rating of “competent” or higher on each evaluation criterion associated with the program ISLOs assessed by this measure.</i>
3. <i>Direct Measure 4</i> Program ISLOs Assessed by this Measure: <i>Outcomes List</i>	<i>Objective (Target/Criterion) for Direct Measure 4</i>
Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Indirect Measures:
1. <i>Indirect Measure 1 Student Exit Survey</i> Program ISLOs Assessed by this Measure: 1, 2, 3, 4, 5, 6, 7	<i>Objective (Target/Criterion) for Indirect Measure 1 On the Student Exit Survey, at least 80% of all graduating BA business students will indicate “successful” or “very successful” in achieving each of the program ISLOs assessed by this measure.</i>
2. <i>Indirect Measure 2</i> Program ISLOs Assessed by this Measure: <i>Outcomes List</i>	<i>Objective (Target/Criterion) for Indirect Measure 2</i>
3. <i>Indirect Measure 3</i> Program ISLOs Assessed by this Measure: <i>Outcomes List</i>	<i>Objective (Target/Criterion) for Indirect Measure 3</i>
4. <i>Indirect Measure 4</i> Program ISLOs Assessed by this Measure: <i>Outcomes List</i>	<i>Objective (Target/Criterion) for Indirect Measure 4</i>
Learning Assessment Results: <i>Name of Program 1</i>	
Summary of Results from Implementing Direct Measures of Student Learning:	
1. <i>Summary of Results for Direct Measure 1 ETS Major Field Test</i>	
<u>Percentage of Student Cohort Scoring At or Above the National Mean on the MFT Exam:</u>	
<ul style="list-style-type: none"> ETS Major Field Test Score (Program ISLO 1, 2, 3, 4): 41% of SMUMN students scored at or above the National Mean 	
<u>Student Cohort Scoring At or Above the National Mean on each of The Program ISLO-Related MFT Business Exam Questions by Subset:</u>	
<ul style="list-style-type: none"> Accounting (Program ISLO 1): Economics (Program ISLO 1, 2): 	<ul style="list-style-type: none"> SMUMN Mean 43 (National Mean 43.2) SMUMN Mean 38 (National Mean 40.6)

- Management (Program ISLO 1): SMUMN Mean 64 (National Mean 61.5)
- Quantitative Business Analysis (Program ISLO 4): SMUMN Mean 31 (National Mean 34.0)
- Finance (Program ISLO 1): SMUMN Mean 43 (National Mean 43.3)
- Marketing (Program ISLO 1): SMUMN Mean 52 (National Mean 50.2)
- Legal and Social Environment (Program ISLO 3): SMUMN Mean 46 (National Mean 46.8)
- Information Systems (Program ISLO 1): SMUMN Mean 51 (National Mean 51.5)
- International Issues (Program ISLO 2): SMUMN Mean 39 (National Mean 40.0)

(Total Number of Students: 91)

2. Summary of Results for Direct Measure 2 Glo-Bus Strategic Management Simulation

Number of Students Scoring 50% or Higher on the Program ISLO-Related Simulation Learning Areas:

- Analytical Skills (Program ISLO 4, 5): 29/30 (97% of Total)
- Financial Management (Program ISLO 4, 5): 55/91 (60% of Total)
- Operational Management (Program ISLO 4, 5): 57/91 (63% of Total)
- Marketing Management (Program ISLO 4, 5): 77/91 (85% of Total)
- HR Management (Program ISLO 4, 5): 48/91 (53% of Total)
- Corporate Social Responsibility (Program ISLO 3): 35/91 (35% of Total)

(Total Number of Students: 91)

3. Summary of Results for Direct Measure 3 Business Capstone

Number of Students Receiving a Rating of "Competent" or Higher on the Program ISLOs:

- Program ISLO 1 (Knowledge of the Functional Areas of Business): 86/89 (97% of Total)
- Program ISLO 2 (Knowledge of Environmental Business-Factors): 87/89 (98% of Total)
- Program ISLO 3 (Legal and Ethical Issues in Business) : 87/89 (98% of Total)
- Program ISLO 4 (Business Quantitative Skills): 86/89 (97% of Total)
- Program ISLO 5 (Business Application Skills): 87/89 (98% of Total)
- Program ISLO 6 (Team Skills): 89/89 (100% of Total)
- Program ISLO 7 (Communications Skills): 87/89 (98% of Total)

(Total Number of Students: 89)

4. *Summary of Results for Direct Measure 4*

Summary of Results from Implementing Indirect Measures of Student Learning:

1. *Summary of Results for Indirect Measure 1 Student Exit Survey*

Number of Students Rating Their Degree of Success in Achieving the Program ISLOs as “Successful” or “Very Successful”:

- Program ISLO 1 (Knowledge of the Functional Areas of Business): 90/90 (100% of Total)
- Program ISLO 2 (Knowledge of Environmental Business-Factors): 85/90 (94% of Total)
- Program ISLO 3 (Legal and Ethical Issues in Business) : 89/90 (99% of Total)
- Program ISLO 4 (Business Quantitative Skills): 84/90 (93% of Total)
- Program ISLO 5 (Business Application Skills): 85/90 (94% of Total)
- Program ISLO 6 (Team Skills): 89/90 (99% of Total)
- Program ISLO 7 (Communications Skills): 87/90 (97% of Total)

(Total Number of Students: 90)

2. *Summary of Results for Indirect Measure 2*

3. *Summary of Results for Indirect Measure 3*

4. *Summary of Results for Indirect Measure 4*

Summary of Achievement of Intended Student Learning Outcomes:

Intended Student Learning Outcomes	Learning Assessment Measures							
	<i>ETS Major Field Test</i>	<i>GLO-BUS Simulation</i>	<i>Business Capstone</i>	<i>Direct Measure 4</i>	<i>Student Exit Survey</i>	<i>Indirect Measure 2</i>	<i>Indirect Measure 3</i>	<i>Indirect Measure 4</i>
	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...
1. <i>Program Learning Outcome 1</i>	Not Met	NA	Met		Met			
2. <i>Program Learning Outcome 2</i>	Not Met	NA	Met		Met			
3. <i>Program Learning Outcome 3</i>	Not Met	Not Met	Met		Met			
4. <i>Program Learning Outcome 4</i>	Not Met	Met	Met		Met			

5. <i>Program Learning Outcome 5</i>	NA	Met	Met		Met		
6. <i>Program Learning Outcome 6</i>	NA	NA	Met		Met		
7. <i>Program Learning Outcome 7</i>	NA	NA	Met		Met		

Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:

1. *Course of Action 4 **Program ISLO 1:** The performance target dealing with this program ISLO addressing ability to describe fundamental business concepts, theories and practices was not met in the ETS Major Field Test. This failure was due to the student cohort scoring below the national mean on the ETS Major Field Test for Business (SMUMN mean 41% scoring below the national mean; goal of 50% scoring at or above the national mean not met). In addition, the SMUMN mean score for Economic subset questions (38) was below the national mean (40.6). These two indicators suggest a review of economic concept delivery and assessment of student learning is needed. Faculty involved with delivering the economics courses to follow-up.*

2. *Course of Action 1 **Program ISLO 2:** The performance target dealing with this program ISLO addressing recognizing and explaining environmental factors impacting businesses was not met on the ETS Major Field Test examination. The results indicated that students were not performing up to expectations in the area of international issues. As a result, faculty who teach international business and management courses in the business core will be reviewing curriculum to identify ways to reinforce environmental factors and their impact on business operations. In addition, the business capstone course (BU452 Strategic Management) will place additional emphasis on factor analysis within course case assignments.*

3. *Course of Action 2 **Program ISLO 3:** The performance target dealing with this program ISLO addressing legal and ethical principles in business was met on the ETS Major Field Test examination (up from the 2016-2017 assessment year) yet not met on the Glo-Bus assessment. The business core curriculum includes required courses in business law and business ethics. Glo-Bus simulation has specific measures as to the student' engagement of CSR topics which scored below goal level. Faculty will review coverage and understanding of CSR topics in relation to the Glo-Bus simulation and within the Strategic Management course..*

4. *Course of Action 3 **Program ISLO 4:** The performance target dealing with this program ISLO addressing quantitative methods and decision-making was not met in the ETS Major Field Test examination yet the goal was met on the GLO-BUS Strategic Management Simulation learning. The assessment data was a little mixed in its results as the ETS Major Field Test exam scores indicated weakness in the quantitative business analysis topic area yet areas of Finance, Accounting, and Marketing were at or above the national mean. The 2018-2019 academic year will see the introduction of a QR course for Freshmen as part of the General Education Program. In addition, faculty will review coverage of quant analysis in the business core curriculum.*

Section II: Operational Assessment

Operational Assessment	
Intended Operational Outcomes	
1. <i>Intended Operational Outcome 1 The Business Department will be successful assisting undergraduate students in obtaining appropriate career positions or graduate school programs on an annual basis</i>	
2. <i>Intended Operational Outcome 2 The Business Department will graduate its students in a timely manner</i>	
3. <i>Intended Operational Outcome 3 The Business Department will consist of qualified faculty</i>	
4. <i>Intended Operational Outcome 4 The Business Department faculty will be engaged in appropriate scholarly and professional development activities on an annual basis</i>	
5. <i>Intended Operational Outcome 5 The Business Department will support student achievement through providing an encouraging learning environment</i>	
6. <i>Intended Operational Outcome 6 The Business Department will provide students with high quality learning and technological resources to its students</i>	
7. <i>Intended Operational Outcome 7 The Business Department faculty will incorporate innovative instructional methods in their courses</i>	
Assessment Measures/Methods for Intended Operational Outcomes:	Performance Objectives (Targets/Criteria) for Operational Assessment Measures/Methods:
1. <i>Operational Assessment Measure/Method 1 Post-Baccalaureate Status Report for the Class of 2016 (issued in August by Career Services & Internship Office each year)</i> Intended Operational Outcomes Assessed by this Measure: 1	<i>Objective (Target/Criterion) for Measure/Method 1 The Business Department will place 80% or more of its undergraduate students in appropriate career positions or in graduate school within 12 months of graduation.</i>
2. <i>Operational Assessment Measure/Method 2 Business Department Annual Graduation Data (four-year, six-year)</i> Intended Operational Outcomes Assessed by this Measure: 2	<i>Objective (Target/Criterion) for Measure/Method 2 The Business Department will have a four-year undergraduate student graduation rate of at least 75% and a six-year graduation rate of 95%.</i>
3. <i>Operational Assessment Measure/Method 3 5 Faculty Credentials File</i> Intended Operational Outcomes Assessed by this Measure: 3	<i>Objective (Target/Criterion) for Measure/Method 3 Performance objective is for 70% of the department's full-time and part-time faculty members to be either doctorally or professional-qualified to teach in their respective disciplinary areas.</i>
4. <i>Operational Assessment Measure/Method 4 Faculty Scholarship and Professional Development File</i>	<i>Objective (Target/Criterion) for Measure/Method 4 At least 80% of the department's full-time faculty undertake at least one "scholarship and</i>

Intended Operational Outcomes Assessed by this Measure: 4	<i>creative works” activity and engage in at least two professional development activities (workshops, conferences, webinars, etc) each year.</i>
5. <i>Operational Assessment Measure/Method 5 Student Exit Survey</i> Intended Operational Outcomes Assessed by this Measure: 5, 6, 7	<i>Objective (Target/Criterion) for Measure/Method 5 On the Student Exit Survey, at least 80% of all graduating students will indicate that the business department learning environment, learning and technology resources, as well as innovative instructional methods were “good” or “excellent”.</i>
6. <i>Operational Assessment Measure/Method 6</i> Intended Operational Outcomes Assessed by this Measure: <i>Outcomes List</i>	<i>Objective (Target/Criterion) for Measure/Method 6</i>
7. <i>Operational Assessment Measure/Method 7</i> Intended Operational Outcomes Assessed by this Measure: <i>Outcomes List</i>	<i>Objective (Target/Criterion) for Measure/Method 7</i>

Summary of Results from Implementing Operational Assessment Measures/Methods:

1. *Summary of Results for Measure/Method 1 The post baccalaureate status report (First Destination Survey) shows 85% of students are in appropriate career positions or graduate school within 12 months.*
2. *Summary of Results for Measure/Method 2 The Business Department has achieved a four-year undergraduate student graduation rate of at least 75% and a six-year graduation rate of 95%. The four-year undergraduate graduation rate for 2019 - 20113 was 77% and the six-year graduation for 2007 - 2011 rate was 91%. These results met the established performance objective for the four-year but not the six-year graduation rate. THIS DATA WILL NEED TO BE UPDATED ONCE AUGUST 2018 GRADS ARE FINALIZED*
3. *Summary of Results for Measure/Method 3 An audit of current full-time and part-time faculty for the 2017-2018 academic year indicated 60% of the faculty were either doctorally or professionally-qualified. In this case the established performance objective was met.*
4. *Summary of Results for Measure/Method 4 An audit of full-time faculty vita updated at the end of the academic year indicated 100% of the department’s full -time faculty undertook at least one “scholarship and creative works” activity and engaged in at least two professional development activities (workshops, conferences, webinars, etc) during the 2017-2018 academic year. These results met the established performance objective.*
5. *Summary of Results for Measure/Method 5 On a rating scale of 1 representing “Poor” to 4 representing “Excellent” graduating seniors responded as follows (performance target of 80% was set):*
 - Learning Environment (Intendend Operational Outcome 5)

- Faculty 88/90 (97.8%) responded with an either 3 or 4 on the senior exit survey
- Faculty advising 80/90 (88.9%) responded with an either 3 or 4 on the senior exit survey
- Curriculum 86/90 (95.6%) responded with an either 3 or 4 on the senior exit survey
- Courses & career goals 76/90 (84.4%) responded with an either 3 or 4 on the senior exit survey
- Course variety 76/90 (84.5%) responded with an either 3 or 4 on the senior exit survey
- Class size 87/89 (97.7%) responded with an either 3 or 4 on the senior exit survey
- Access/availability of faculty 83/90 (92.2%) responded with an either 3 or 4 on the senior exit survey
- Student clubs 57/85 (67%) responded with an either 3 or 4 on the senior exit survey
- Business program quality 86/89 (96.6%) responded with an either 3 or 4 on the senior exit survey
- Learning and Technology Resources (Intendend Operational Outcome 6)
 - Classroom facilities 86/90 (95.5%) responded with an either 3 or 4 on the senior exit survey
 - Learning and technology 83/90 (92.2%) responded with an either 3 or 4 on the senior exit survey
 - Library resources 76/86 (88%) responded with an either 3 or 4 on the senior exit survey
 - Career services 70/87 (80.5%) responded with an either 3 or 4 on the senior exit survey
 - Academic support services 77/82 (94%) responded with an either 3 or 4 on the senior exit survey
 - Internship opportunities 55/84 (89%) responded with an either 3 or 4 on the senior exit survey
 - Study abroad opportunities 68/84 (80.9%) responded with an either 3 or 4 on the senior exit survey
- Innovative Teaching Methods (Intendend Operational Outcome 7)
 - Creativity of faculty 83/90 (92.3%) responded with an either 3 or 4 on the senior exit survey
 - Teaching methods 82/90 (91.1%) responded with an either 3 or 4 on the senior exit survey

(Total Number of Respondants: 82-90)

6. *Summary of Results for Measure/Method 6*

7. *Summary of Results for Measure/Method 7*

Summary of Achievement of Intended Operational Outcomes:

Intended Operational Outcomes	Operational Assessment Measures/Methods							
	<i>Post Baccalaureate Status Report</i>	<i>Annual Graduation Data</i>	<i>Faculty Credentials File</i>	<i>Faculty Scholarship and Creative Works File</i>	<i>Student Exit Survey</i>	<i>Operational Assessment Measure/ Method 6</i>	<i>Operational Assessment Measure/ Method 7</i>	<i>Operational Assessment Measure/ Method 8</i>
	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...
1. <i>Intended Operational Outcome 1</i>	Met	NA	NA	NA	NA			
2. <i>Intended Operational Outcome 2</i>	NA	Not Met	NA	NA	NA			

3. <i>Intended Operational Outcome 3</i>	NA	NA	Met	NA	NA			
4. <i>Intended Operational Outcome 4</i>	NA	NA	NA	Met	NA			
5. <i>Intended Operational Outcome 5</i>	NA	NA	NA	NA	Not Met			
6. <i>Intended Operational Outcome 6</i>	NA	NA	NA	NA	Met			
7. <i>Intended Operational Outcome 7</i>	NA	NA	NA	NA	Met			

Proposed Courses of Action for Improvement in Operational Outcomes for which Performance Targets Were Not Met:

1. *Course of Action 1 **Operational Outcome 2:** The four year graduation rates, but not the six year graduation rates were met. In the near term, a business department faculty representative will be assigned to work with the registrar and the student success area at the University to encourage those just shy of graduation to complete the necessary requirements in a reasonable time frame. This group will evaluate the need for a longer term solution University wide.*

2. *Course of Action 2 **Operational Outcome 5:** The only surveyed item that did not meet the intended goal was the student satisfaction level with organizations and clubs. Department faculty that serve as student club faculty advisors will be asked to seek out ways to energize the student club experience for students*