



## Public Disclosure of Student Learning Form

---

<b>Institution:</b>	_____ Kentucky Wesleyan College _____
<b>Academic Business Unit:</b>	_____ Center for Business Studies _____
<b>Academic Year:</b>	_____ 2013-14 _____

---

**Report of Student Learning and Achievement**  
**Kentucky Wesleyan College**  
**Center for Business Studies**

For Academic Year: 2013-14

<b>Mission of the <i>Name of your Academic Business Unit</i></b>
<p><i>Mission Statement</i></p> <p><i>Our mission is to graduate students according to the mission of Kentucky Wesleyan College, preparing students for professional careers in Business and graduate studies through a curricula that stresses analysis and communication while emphasizing both theory and practice.</i></p>

**Student Learning Assessment for *Accounting***

<b>General Program Intended Student Learning Outcomes (Program ISLOs)</b>	
1. <i>Students will be able to analyze the impact of business solutions in a global, economic, environmental, technological, ethical and societal context.</i>	
2. <i>Students will be able to identify, formulate, and solve business problems using information sources properly.</i>	
3. <i>Students will be able to communicate effectively verbally and in writing as the context requires.</i>	
4. <i>Students will be able to work with people of diverse backgrounds.</i>	
<b>Intended Student Learning Outcomes: <i>Accounting</i></b>	
1. <i>Students will be able to explain the major concepts, theories and practices in Accounting and apply them to management decision-making.</i>	
2. <i>Students will be able to evaluate business situations and recommend solutions in business appropriate writing formats.</i>	
3. <i>Students will be able to evaluate business situations and recommend solutions in appropriate verbal formats.</i>	
4. <i>Students will be able to effectively apply quantitative methods to business problems.</i>	
5. <i>Students will be able to effectively solve business problems and communicate solutions using appropriate computer applications.</i>	
6. <i>Students will be able to work effectively with diverse people ethically and respectfully.</i>	
<b>Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:</b>	<b>Performance Objectives (Targets/Criteria) for Direct Measures:</b>

<p>1. <i>Case analysis</i></p> <p>General Program ISLOs Assessed by this Measure: 1, 2, 3 &amp; 4  Major, Concentration, Specialization, Emphasis, Option, Track ISLOs Assessed by this Measure: 1, 2, 4, &amp; 5</p>	<p><i>70% of seniors analyzing the case will score in the mastery level of the Written Communication, Ethical Reasoning, and Critical Thinking Rubrics used.</i></p>
<p>2. <i>Strategy Simulation (BA4306) – Learning Assurance Report</i></p> <p>General Program ISLOs Assessed by this Measure: 1, 2, 3 &amp; 4  Major, Concentration, Specialization, Emphasis, Option, Track ISLOs Assessed by this Measure: 1, 2, 3, 4, 5, &amp; 6</p>	<p><i>Target of 75% of students taking the simulation ranking 70% or higher in leadership skills, collaboration &amp; teamwork, financial analysis, financial management, operations management, marketing management, human resource management, strategic analysis and planning, corporate social responsibility</i></p> <p><i>70% of seniors will score in the mastery level of the Oral Communication, Intercultural Knowledge, and Quantitative rubrics used to assess the Oral presentation derived from the simulation experience.</i></p>
<p><b>Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:</b></p>	<p><b>Performance Objectives (Targets/Criteria) for Indirect Measures:</b></p>
<p>1. <i>Senior Exit Survey</i></p> <p>General Program ISLOs Assessed by this Measure: 1, 2, 3 &amp; 4  Major, Concentration, Specialization, Emphasis, Option, Track ISLOs Assessed by this Measure: 1, 2, 5 &amp; 6</p>	<p><i>50% rate of return with 70% or higher score in satisfaction, advising, preparation for career/grad school and confidence for both Business Administration and Accounting students.</i></p>
<p>2. <i>Students SWOT of Program</i></p> <p>General Program ISLOs Assessed by this Measure: 1, 3, 4  Major, Concentration, Specialization, Emphasis, Option, Track ISLOs Assessed by this Measure: 1, 2, 4, 5, &amp; 6</p>	<p><i>100% rate of return; student responses identifying areas of strength primarily in advising, preparation for career/grad school and satisfaction with curriculum; student responses also identifying areas of weakness, as well as recommendations for change.</i></p>

**Assessment of Learning Results: Accounting**

<b>Summary of Results from Implementing Direct Measures of Student Learning:</b>				
1. 88% of Accounting students received a 3 or better for criteria 1 on case study rubric; 82% received a 3 or better for criteria 2 on case study rubric. New assessment plan implemented in Fall 2014, assessment of criteria 3 and 4 will be completed for the first time this fall semester.				
2. Spring 2014 first time simulation used for assessment. 27% of Accounting students scored 75% or higher in Leadership; 45% scored 75% or higher in collaboration & teamwork; 54% scored 75% or higher in financial analysis; 0% scored 75% or higher for financial management; 0% scored 75% or higher for Operations management, marketing management and human resource management; 27% scored 75% or higher for Strategic Analysis and Planning; 18% scored 75% or higher in Corporate social responsibility.				
<b>Summary of Results from Implementing Indirect Measures of Student Learning:</b>				
1. Senior Exit Survey: 80% of graduating seniors answered agree or strongly agree to question 9 , “ My experience in the Department of Business has helped prepare me for a variety of career opportunities.				
2. Students SWOT analysis being used for the first time as an indirect measure of assessment in the Fall 2014 semester. Of the four seniors completing the SWOT, three students completed the SWOT identifying class size and instructor contact as a strength, while the small size of the college and the small number of Business faculty were listed as weaknesses. Threats were identified as colleges in the area, e.g. Brescia University. Opportunities were not readily identified.				
<b>Summary of Achievement of Intended Student Learning Outcomes:</b>				
<b>Intended Student Learning Outcomes</b>	<b>Learning Assessment Measures</b>			
<b>General Program Intended Student Learning Outcomes</b>	<b>Direct Measure 1 Performance Target Was...</b>	<b>Direct Measure 2 Performance Target Was...</b>	<b>Indirect Measure 1 Performance Target Was...</b>	<b>Indirect Measure 2 Performance Target Was...</b>
1. Students will be able to analyze the impact of business solutions in a global, economic, environmental, technological, ethical and societal context.	MET	MET	MET	NOT MET
2. Students will be able to identify, formulate, and solve business problems using information sources properly.	MET	MET	MET	NOT MET

3. <i>Students will be able to communicate effectively verbally and in writing as the context requires.</i>	MET	MET	MET	NOT MET
4. <i>Students will be able to work with people of diverse backgrounds.</i>	MET	MET	MET	NOT MET
<b>Intended Student Learning Outcomes: Major, Concentration, Specialization, Emphasis, Option, or Track in Area 1</b>	<b><i>Direct Measure 1</i></b> Performance Target Was...	<b><i>Direct Measure 2</i></b> Performance Target Was...	<b><i>Indirect Measure 1</i></b> Performance Target Was...	<b><i>Indirect Measure 2</i></b> Performance Target Was...
1. <i>Students will be able to explain the major concepts, theories and practices in Accounting and apply them to management decision-making.</i>	MET	MET	MET	MET
2. <i>Students will be able to evaluate business situations and recommend solutions in business appropriate writing formats.</i>	MET	MET	MET	MET
3. <i>Students will be able to evaluate business situations and recommend solutions in appropriate verbal formats.</i>	MET	MET	MET	MET
4. <i>Students will be able to effectively apply quantitative methods to business problems.</i>	MET	MET	MET	MET
5. <i>Students will be able to effectively solve business problems and communicate solutions using appropriate computer applications.</i>	MET	MET	NOT MET	MET

6. <i>Students will be able to work effectively with diverse people ethically and respectfully.</i>	MET	MET	MET	NOT MET
---	-----	-----	-----	---------

**Student Learning Assessment for Business Administration (as of Fall 2014 new emphases will be available in HRM, Marketing and MIS)**

<b>General Program Intended Student Learning Outcomes (Program ISLOs)</b>	
1. Students will be able to analyze the impact of business solutions in a global, economic, environmental, technological, ethical and societal context.	
2. <i>Students will be able to identify, formulate, and solve business problems using information sources properly.</i>	
3. <i>Students will be able to communicate effectively verbally and in writing as the context requires.</i>	
4. <i>Students will be able to work with people of diverse backgrounds.</i>	
<b>Intended Student Learning Outcomes: General Business Administration (face-to-face program)</b>	
1. <i>Students will be able to explain the major concepts, theories and practices in General Business Administration, and apply them to management decision-making.</i>	
2. <i>Students will evaluate business situations within context and recommend solutions in business appropriate writing formats.</i>	
3. <i>Students will evaluation business situations within context and recommend solution verbally.</i>	
4. <i>Students will effectively apply quantitative methods to business problems.</i>	
5. <i>Students will use computer software applications to solve business problems.</i>	
6. <i>Students will work effectively with people with diverse backgrounds on projects</i>	
<b>Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:</b>	<b>Performance Objectives (Targets/Criteria) for Direct Measures:</b>
1. <i>Case Analysis</i>  General Program ISLOs Assessed by this Measure: 1, 2, 3, 4 <i>Major, Concentration, Specialization, Emphasis, Option, Track ISLOs Assessed by this Measure: 1, 2, 4, &amp; 5</i>	<i>70# of seniors analyzing the case will score at the mastery level of the Written Communication, Ethical Reasoning, and Critical Thinking Rubrics used.</i>
2. <i>Strategy Simulation (BA 4306) – BSG Learning Assurance Report</i>  General Program ISLOs Assessed by this Measure: 1, 2, 3, & 4 <i>Major, Concentration, Specialization, Emphasis, Option, Track ISLOs Assessed by this Measure: 1, 2, 3, 4, 5, &amp; 6</i>	<i>70% of students ranking 70% of higher in leadership skills, collaboration &amp; teamwork, financial analysis, financial management, operations management, strategic analysis and planning, and corporate social responsibility.</i>  <i>In addition, 70# of seniors will score at the mastery level of the Oral Communication, Intercultural Knowledge, and Quantitative Rubrics used</i>

	<i>to assess the presentations derived from the simulation experience</i>
<b>Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:</b>	<b>Performance Objectives (Targets/Criteria) for Indirect Measures:</b>
1. <i>Senior Exit Survey (All Business Students)</i> General Program ISLOs Assessed by this Measure: 1, 2 <i>Major, Concentration, Specialization, Emphasis, Option, Track ISLOs Assessed by this Measure: 1, 2, 3</i>	<i>70% of graduating seniors will agree or strongly agree to question 9: My experience in the Department of Business has helped prepare me for a variety of career opportunities.”</i>
2. <i>Student SWOT Analysis (All Business Students)</i> General Program ISLOs Assessed by this Measure: 1, 2, 3, 4 <i>Major, Concentration, Specialization, Emphasis, Option, Track ISLOs Assessed by this Measure: 1, 2, 5, &amp; 6</i>	<i>100 % rate of return; student responses identifying areas of strength and weakness, as well as recommendations for improvement</i>

**Intended Student Learning Outcomes: General Business Administration (online program)**

1. <i>Students will have a basic understanding of the underlying theories of business.</i>	
2. <i>Students will utilize the analytical, technological and critical thinking skills related to business.</i>	
3. <i>Students will have business level written and verbal communication skills.</i>	
4. <i>Students will have an understanding of the interdependency of economics in the global marketplace.</i>	
5. <i>Students will have an ethical awareness to make socially responsible decisions.</i>	
6. <i>Students will have mastered the knowledge necessary to compete in one’s chosen profession.</i>	
<b>Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:</b>	<b>Performance Objectives (Targets/Criteria) for Direct Measures:</b>
1. <i>1000 – 2000 level courses – Pre/Post test</i> General Program ISLOs Assessed by this Measure: 1, 2 <i>Major, Concentration, Specialization, Emphasis, Option, Track ISLOs Assessed by this Measure: 1, 2</i>	<i>70% of those taking the pretest will have improved scores by greater than 20%.</i>
2. <i>Strategy Simulation (BA 4306) – BSG Learning Assurance Report</i>	<i>70% of students will score at the corresponding national mean score or</i>



General Program ISLOs Assessed by this Measure: 1, 2, 3, & 4	<i>better in the simulation learning assurance report. 70% of students will earn a score of 3 or better in each category of the rubric used for an online presentation based on the simulation experience.</i>
3. 1000-4000 level courses – Course Paper/Projects General Program ISLOs Assessed by this Measure: 1, 2, 3	70% of students will score 3 or better in each relevant category of the rubric used.
<b>Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:</b>	<b>Performance Objectives (Targets/Criteria) for Indirect Measures:</b>
1. <i>Senior Exit Survey (All Business Students)</i> General Program ISLOs Assessed by this Measure: 1, 2 <i>Major, Concentration, Specialization, Emphasis, Option, Track ISLOs Assessed by this Measure: 1, 2, 3</i>	<i>70% of graduating seniors will agree or strongly agree to question 9: My experience in the Department of Business has helped prepare me for a variety of career opportunities.”</i>
2. <i>Student SWOT Analysis (All Business Students)</i> General Program ISLOs Assessed by this Measure: 1, 2, 3, 4 <i>Major, Concentration, Specialization, Emphasis, Option, Track ISLOs Assessed by this Measure: 1, 2, 5, &amp; 6</i>	<i>100 % rate of return; student responses identifying areas of strength and weakness, as well as recommendations for improvement</i>

**Assessment of Learning Results: General Business Administration (face to face and online)**

<b>Summary of Results from Implementing Direct Measures of Student Learning:</b>
1. <i>Case Analysis: Not used in 2013-14</i>
2. <i>Simulation for BA 4306: Online Business Administration students – 66% scored 70% or higher in leadership skills, financial management, and marketing management. 100% scored over 70% in strategic analysis and planning, as well as corporate social responsibility. 33% scored 70% or higher in financial analysis, and operations management. No one scored over 60% in Human Resource Management (HRM). Simulation for BA4306: General Business Administration (face-to-face) students – no students scored at or above 70% in financial analysis, financial management, human resource management (HRM), operations management and marketing management. 15% scored 70% or higher in leadership skills and strategic management and planning. 25% scored over 75% in corporate social responsibility. 42% scored over 70% in teamwork and collaboration.</i>

*These results correlate with ETS-MFAT results that accrued over five years (2008 through 2013). The ETS results indicated that all Center for Business Studies students scored at or below the 50<sup>th</sup> percentile in all subjects except Legal/Social, i.e. Finance, Statistics, Information Technology, Accounting and International Business.*

*An examination of incoming freshman ACT scores indicates poor preparation (usually) in Math and Reading. However, faculty work with students enough that the students generally pass courses with high grades. This seems to indicate both grade inflation of a sort, as well as short term memory use, meaning subjects are not well-integrated and concepts are learned but can not be applied.*

*After much discussion, the faculty agreed to augment courses with internships and extra-curricular activities, as well as require students to write about their experiences. More integration will be sought between disciplines so that students may benefit. Discussion will continue about how to integrate subjects across the curriculum. Discussion will also continue about getting students to apply concepts and retain knowledge.*

**Summary of Results from Implementing Indirect Measures of Student Learning:**

1. *Senior Exit Survey: 90% of graduating seniors answered agree or strongly agree to question 9: "My experience in the Department of Business has helped prepare me for a variety of career opportunities."*
2. *Student SWOT analyses: exercise not implemented until Fall 2014.*

**Summary of Achievement of Intended Student Learning Outcomes: Business Administration**

Intended Student Learning Outcomes	Learning Assessment Measures			
	<i>Direct Measure 1</i>	<i>Direct Measure 2</i>	<i>Indirect Measure 1</i>	<i>Indirect Measure 2</i>
	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...
1. <i>Students will be able to analyze the impact of business solutions in a global, economic, environmental, technological, ethical and societal context</i>	Not Met	MET	MET	Not Met
2. <i>Students will be able to identify, formulate, and solve business problems using information sources properly.</i>	Not Met	MET	MET	Not Met
3. <i>Students will be able to communicate effectively verbally and in writing as the context</i>	Not Met	MET	MET	Not Met

<i>requires.</i>				
4. <i>Students will be able to work with people of diverse backgrounds.</i>	Not Met	MET	MET	Not Met
<b>Intended Student Learning Outcomes: General Business Administration (face-to-face)</b>	<b>Direct Measure 1</b>	<b>Direct Measure 2</b>	<b>Indirect Measure 1</b>	<b>Indirect Measure 2</b>
	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...
1. <i>Students will be able to explain the major concepts, theories and practices in General Business Administration, and apply them to management decision-making.</i>	Not Met	MET	MET	Not Met
2. <i>Students will evaluate business situations within context and recommend solutions in business appropriate writing formats.</i>	Not Met	MET	MET	Not Met
3. <i>Students will evaluation business situations within context and recommend solution verbally.</i>	Not Met	MET	MET	Not Met
4. <i>Students will effectively apply quantitative methods to business problems.</i>	Not Met	MET	MET	Not Met
5. <i>Students will use computer software applications to solve business problems.</i>	Not Met	MET	MET	Not Met
6. <i>Students will work effectively with people with diverse backgrounds on projects</i>	Not Met	MET	MET	Not Met
<b>Intended Student Learning Outcomes:</b>	<b>Direct Measure 1</b>	<b>Direct Measure 2</b>	<b>Indirect Measure 1</b>	<b>Indirect Measure 2</b>

<b>General Business Administration (online program)</b>	<b>Performance Target Was...</b>	<b>Performance Target Was...</b>	<b>Performance Target Was...</b>	<b>Performance Target Was...</b>
1. <i>Students will have a basic understanding of the underlying theories of business.</i>	MET	MET	MET	MET
2. <i>Students will utilize the analytical, technological and critical thinking skills related to business</i>	MET	MET	MET	MET
3. <i>Students will have business level written and verbal communication skills.</i>	MET	MET	MET	MET
4. <i>Students will have an understanding of the interdependency of economics to the global marketplace.</i>	Not MET	Not MET	Not MET	Not MET
5. <i>Students will have an ethical awareness to make socially responsible business decisions.</i>	MET	MET	MET	MET
6. <i>Students will have mastered the knowledge necessary to compete in one's chosen profession.</i>	Not MET	MET	MET	Not Met