



Report of Outcomes Assessment Results

Institution:	Kentucky Wesleyan College
Academic Business Unit:	Center for Business Studies: Accounting & Business Administration
Academic Year:	2016-2017

International Assembly for Collegiate Business Education
11374 Strang Line Road
Lenexa, Kansas 66215
USA

Outcomes Assessment

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: _____

Outcomes Assessment Results

For Academic Year: 2017 - 2016

Section I: Student Learning Assessment

<i>Accounting</i>	
Student Learning Assessment for <i>Program 1</i>	
General Program Intended Student Learning Outcomes (General Program ISLOs)	
1. <i>Students will be able to analyze the impact of business solutions in a global, economic, environmental, technological, ethical and societal context (critical thinking).</i>	
2. <i>Students will be able to identify, formulate, and solve business problems using information sources properly (information literacy and quantitative/analytical analysis).</i>	
3. <i>Students will be able to communicate effectively verbally and in writing as the context requires (oral and written communication).</i>	
4. <i>Students will be able to collaborate with people of diverse backgrounds (teamwork).</i>	
Intended Student Learning Outcomes: <i>Accounting</i>	
1. <i>Students will be able to explain the major concepts, theories and practices in Accounting and apply them to management decision-making (critical thinking).</i>	
2. <i>Students will be able to evaluate business situations and recommend solutions in business appropriate writing formats (written communication).</i>	
3. <i>Students will be able to evaluate business situations and recommend solutions in appropriate verbal formats (oral communication).</i>	
4. <i>Students will be able to effectively apply quantitative methods to business problems (quantitative/analytical analysis).</i>	
5. <i>Students will be able to effectively solve business problems and communicate solutions using appropriate computer applications (information literacy).</i>	
6. <i>Students will be able to collaborate with diverse people ethically and respectfully (teamwork).</i>	
Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
1. Case Analysis General Program ISLOs Assessed by this Measure: <i>1, 2, 3, 4</i> Accounting Program ISLOs Assessed by this Measure: <i>1, 2, 3, 4, 5, 6</i>	<i>Target of 70 percent of seniors analyzing the case will score at the accomplished level of the Case Analysis Rubric approved by the Center for Business Studies faculty. This rebric is the same as posted on the AACBE</i>

	<i>Website, with minor modifications to reflect its use at Kentucky Wesleyan College.</i>
<p>2. Strategy Simulation (BA4306) – BSG-Online.com Learning Assurance Report</p> <p>General Program ISLOs Assessed by this Measure: 1, 2, 3, 4 Accounting Program ISLOs Assessed by this Measure: 1, 2, 3, 4, 5, 6</p>	<i>Target of 70 percent of students ranking 70 percent or higher in collaboration and teamwork, financial analysis, financial management, marketing management, human resource management, and strategic analysis.</i>
Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Indirect Measures:
<p>1. Senior exit survey – used with permission from Dennis Gash</p> <p>General Program ISLOs Assessed by this Measure: 1, 2, & 3. Accounting Program ISLOs Assessed by this Measure: 1, & 2.</p>	<i>Target of 50 percent rate of return with 70 percent or higher score in ISLO attainment, advising, preparation for career/grad school and confidence for Accounting students.</i>
<p>2. NSSE (National Survey of Student Engagement) – Selected student characteristics: Seniors in Accounting, Business Administration, Entrepreneurship, International Business, Management, Marketing, Management Information Systems, Organizational Leadership/Behavior, Supply Chain, Other business</p> <p>General Program ISLOs Assessed by this Measure: 1, 2 & 4 Accounting Program ISLOs Assessed by this Measure: 1, 2, 3, 4, & 5</p>	<i>Comparing Kentucky Wesleyan College Seniors to Carnegie Peers, 50% of all Business students surveyed should report “Quite a bit” or “Very much” to the following questions: During the current school year, how much has your coursework emphasized the ...applying fact, theories or methods to practical problems or new situations, analyzing an idea, experience, or line of reasoning in depth by examining its parts, evaluating a point of view, decision, or information source and forming a new idea or understanding from various pieces of information (higher order learning by institution). The same results should be attained for reflective & Integrative Learning by Institution, Learning Strategies by Institution, Quantitative Reasoning by Institution, Collaborative Learning by Institution, Discussions with Diverse Others by Institution, Student-Faculty Interaction by Institution, Effective Teaching Practices by Institution, Quality of Interactions by Institution, and Supportive Environment by Institution.</i>
Assessment Results: Accounting	
Summary of Results from Implementing Direct Measures of Student Learning:	
1. Case Analyses – 80% of the classes scored Accomplished demonstrating detailed description of the problems and issues central to the case; providing a well-focused diagnosis of strategic issues and key problems that demonstrated an grasp of the company’s present situation and strategic challenges.	
2. Simulation – Performance Targets were unmet. Student performance was subpar in all areas.	
Summary of Results from Implementing Indirect Measures of Student Learning:	

1. Only 1 Accounting student out of 3 returned the Senior Exit Survey, scoring strongly agree in response to all statements.

2. *Summary of Results for Indirect Measure 2 (NSSE)*

With the exception of “forming a new idea or understanding from various pieces of information, KWC Seniors responding indicated 84% experienced quite a bit or very much application of facts, theories, or methods to practical or new situations; 80% experienced analyzing an idea, experience, or line of reasoning in depth by examining its parts; and 77% experienced evaluating a point of view, decision, or information source.

77% of KWC responding Seniors learned something that changed the way they understood an issue or concept often or very often.

88% of KWC responding Seniors connected ideas from their courses to their prior experiences and knowledge often or very often.

90% of KWC responding Seniors identified key information from reading assignments often or very often.

8% of KWC responding Seniors used numerical information to examine a real-world problem or issue often or very often.

93% of KWC responding Seniors evaluated what others have concluded from numerical information sometimes, often or very often.

With the exception of working with other students on course projects or assignments (47% often or very often), 80% of KWC responding Seniors asked another student to help them understand course material; 95% of KWC responding Seniors explained course material to one or more students sometimes, often or very often; and 78% prepared for exams by discussing or working through course material with other students.

Summary of Achievement of Intended Student Learning Outcomes: Accounting

Intended Student Learning Outcomes	Learning Assessment Measures			
	<i>Direct Measure 1: Case Analysis</i>	<i>Direct Measure 2: Simulation Learning Assurance Report</i>	<i>Indirect Measure 1: Senior Exit Survey</i>	<i>Indirect Measure 2: NSSE</i>
General Program ISLOs	Performance Target Was 70% achieve Mastery	Performance Target Was 70% achieve Mastery	Performance Target Was 70%	Performance Target Was 70%
1. <i>Students will be able to analyze the impact of business solutions in global, economic, environmental, technological, ethical, and societal context (critical thinking).</i>	MET	Not Met	Met	Met
2. <i>Students will be able to identify, formulate, and solve business problems using information sources properly (information</i>	Met	Not Met	Met	Met

<i>literacy and quantitative/analytical analysis).</i>				
3. <i>Students will be able to communicate effectively verbally and in writing as the context requires (oral and written communication).</i>	Met	Not Met	Met	Met
4. <i>Students will be able to collaborate with people of diverse backgrounds (teamwork).</i>	Met	Not Met	Met	Met
Intended Student Learning Outcomes: Accounting	Direct Measure 1: Case Analysis	Direct Measure 2: Simulation Learning Assurance Report	Indirect Measure 1: Senior Exit Survey	Indirect Measure 2: NSSE
	Performance Target Was 70% achieve Mastery	Performance Target Was 70% achieve Mastery	Performance Target Was 70%	Performance Target Was 70%
1. <i>Students will be able to explain the major concepts, theories and practices in Accounting and apply them to management decision-making (critical thinking).</i>	Met	Not Met	Met	Met
2. <i>Students will be able to evaluate business situations and recommend solutions in business appropriate writing formats (written communication).</i>	Met	Not Met	Met	Met
3. <i>Students will be able to evaluate business situations and recommend solutions in appropriate verbal formats (oral communication).</i>	Met	Not Met	Met	Met
4. <i>Students will be able to effectively apply quantitative methods to business problems (quantitative/analytical analysis).</i>	Met	Not Met	Met	Met

5. <i>Students will be able to effectively solve business problems and communicate solutions using appropriate computer applications (information literacy).</i>	<i>MET</i>	<i>Not Met</i>	<i>Met</i>	<i>Met</i>
6. <i>Students will be able to collaborate with diverse people ethically and respectfully (teamwork).</i>	<i>Met</i>	<i>Not Met</i>	<i>Met</i>	<i>Not Met</i>

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

1. *The simulation for the capstone course, BA406, has been changed from BSG-online to Capstone from Capsim. When it was discovered that students had found the cheat sheets for the BSG simulation, the faculty agreed to find another simulation. At this point, the simulation is being used not as a competitive tool, but as a teaching tool. Groups of students performing the best are teaching other students in the class about the simulation, how to read the operations print-outs. A Reflection paper has been incorporated into the course forcing students to reflect on the decisions they have made during the week, reasoning out why the decisions were made and why were the outcomes they way they were.*
2. *An adjunct has been hired to teach BA 341 Principles of Financial Management, but student performance is still unsatisfactory when students come to the capstone. Either the use of simulations must be undertaken by each instructor, or the material must be gone over even more slowly to ensure students are understanding the material. An adjunct with a background in corporate financial management is being sought.*

Section I: Student Learning Assessment

Center for Business Studies Programs	
Student Learning Assessment for all Center for Business Studies Programs	
General Program Intended Student Learning Outcomes (General Program ISLOs)	
1. <i>Students will be able to analyze the impact of business solutions in a global, economic, environmental, technological, ethical and societal context (critical thinking).</i>	
2. <i>Students will be able to identify, formulate, and solve business problems using information sources properly (information literacy and quantitative/analytical analysis).</i>	
3. <i>Students will be able to communicate effectively verbally and in writing as the context requires (oral and written communication).</i>	
4. <i>Students will be able to collaborate with people of diverse backgrounds (teamwork).</i>	
Intended Student Learning Outcomes: Business Administration with an Emphasis in General Business Administration, Marketing, Human Resource Management	
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 (critical thinking).</i>	
2. <i>Students will be able to evaluate business situations within context and recommend solutions in business appropriate writing formats (written communication).</i>	
3. <i>Students will be able to evaluate business situations within context and recommend solutions verbally (oral communication).</i>	
4. <i>Students will effectively apply quantitative methods to business problems (quantitative/analytical analysis).</i>	
5. <i>Students will use computer software applications to solve business problems (information literacy).</i>	
6. <i>Students will collaborate with people with diverse backgrounds on projects (teamwork).</i>	
Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
<p>1. Case Analysis</p> <p>General Program ISLOs Assessed by this Measure: 1, 2, 3, 4 Business Administration with an emphasis in General Business Administration, or with an emphasis in Human Resource Management, or with an emphasis in Marketing or an emphasis in Management Information Systems ISLOs Assessed by this Measure: 1, 3, 4, 5</p>	<p><i>Target of 70 percent of seniors analyzing the case will score at the accomplished level of the Case Analysis Rubric approved by the Center for Business Studies faculty. This rubric is the same as posted on the AACBE Website, with minor modifications to reflect its use at Kentucky Wesleyan College.</i></p>

<p>2. Strategy Simulation (BA4306) – BSG-Online.com Learning Assurance Report</p> <p>General Program ISLOs Assessed by this Measure: 1, 2, 3, 4 Business Administration with an emphasis in General Business Administration, or with an emphasis in Human Resource Management, or with an emphasis in Marketing or an emphasis in Management Information Systems ISLOs Assessed by this Measure: 1, 3, 4, 5</p>	<p><i>Target of 70 percent of all students participating in the course simulation ranking 70 percent or higher in the assessed areas of collaboration and teamwork, financial analysis, financial management, marketing management, human resource management, and strategic analysis.</i></p>
<p>Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:</p>	<p>Performance Objectives (Targets/Criteria) for Indirect Measures:</p>
<p>1. Senior exit survey – used with permission from Dennis Gash</p> <p>General Program ISLOs Assessed by this Measure: 1, 2, & 3 Business Administration with an emphasis in General Business Administration, or with an emphasis in Human Resource Management, or with an emphasis in Marketing or an emphasis in Management Information Systems ISLOs Assessed by this Measure: 1, 3, 4, 5</p>	<p><i>Target of 50 percent rate of return with 70 percent or higher score in ISLO attainment, advising, preparation for career/grad school and confidence for both Business Administration and Accounting students.</i></p>
<p>2. NSSE (National Survey of Student Engagement) – Selected student characteristics: Seniors in Accounting, Business Administration, Entrepreneurship, International Business, Management, Marketing, Management Information Systems, Organizational Leadership/Behavior, Supply Chain, Other business</p> <p>General Program ISLOs Assessed by this Measure: 1, 2 & 4 Business Administration with an emphasis in General Business Administration, or with an emphasis in Human Resource Management, or with an emphasis in Marketing or an emphasis in Management Information Systems ISLOs Assessed by this Measure: 1, 2, 3, 4, & 5</p>	<p><i>Comparing Kentucky Wesleyan College Seniors to Carnegie Peers, 70% of all Business students surveyed should report “Quite a bit” or “Very much” to the following questions: During the current school year, how much has your coursework emphasized the ...applying fact, theories or methods to practical problems or new situations, analyzing an idea, experience, or line of reasoning in depth by examining its parts, evaluating a point of view, decision, or information source and forming a new idea or understanding from various pieces of information (higher order learning by institution). The same results should be attained for reflective & Integrative Learning by Institution, Learning Strategies by Institution, Quantitative Reasoning by Institution, Collaborative Learning by Institution, Discussions with Diverse Others by Institution, Student-Faculty Interaction by Institution, Effective Teaching Practices by Institution, Quality of Interactions by Institution, and Supportive Environment by Institution.</i></p>

Assessment Results: Business Administration with an Emphasis in General Business Administration

Summary of Results from Implementing Direct Measures of Student Learning: Business Administration with All Emphases: General Business Administration, Marketing and Human Resource Management

2. Assessment of Fall 2016 through Spring 2017 (14/19 Traditional Students)

Accounting (4 students)	Percentage of Students ranking 70% or higher	Performance Targets met/unmet
Collaboration & Teamwork	50%	Unmet
Financial Management	25%	Unmet
Marketing Management	25%	Unmet
Human Resource Management	25%	Unmet
Strategic Analysis & Planning	50%	Unmet

Business Administration (14 students)	Percentage of Students ranking 70% or higher	Performance Targets met/unmet
Collaboration & Teamwork	44%	Unmet
Financial Management	28%	Unmet
Marketing Management	16%	Unmet
Human Resource Management	55%	Unmet
Strategic Analysis & Planning	67%	Unmet

Students overall were weak with the highest scores in Analytical skills.

Results for the online students (4 from the 2017 spring semester) indicates an inability to meet the standards of Collaboration & Teamwork, Financial Management, Marketing Management, Human Resource Management and Strategy Analysis & Planning. The results for the four students were:

Collaboration & Teamwork	50%
Financial Management	54%
Marketing Management	41%
Human Resource Management	52%
Strategic Analysis & Planning	0%

Summary of Results from Implementing Indirect Measures of Student Learning: *Business Administration with all Emphases: General Business Administration, Marketing, and Human Resource Management*

1. Senior Exit Survey Demographics

Eight out of 15 possible respondents completed the Senior Exit Survey

As a result of my experience in the Business programs at Kentucky Wesleyan College	A. Strongly Agree	B. Agree	C. Neutral	D. Disagree	E. Strongly Disagree
1. I can identify business problems	6	2			
2. I can recommend solutions to business problems I have identified	6	2			
3. I can write in various business formats confidently	5	3			
4. I can present my ideas verbally with confidence	7	1			
5. I can analyze complex problems by identifying and evaluating the components of the problem	6	2			
6. I can identify a problem and evaluate it using the appropriate information	6	2			
7. I can identify a problem and evaluate it using information properly	5	3			
8. I can use statistics properly in the evaluation of a business problem	3	3	1	1	
9. I can use a computer to solve business problems	6	2			
10. I can use the appropriate software to communicate a business issue	5	3			
11. I can work effectively with people I do not know well to successfully complete a project	8				
12. I can work effectively in a team to successfully complete a project	8				

The following statements refer to your experience with faculty and staff; please check the box which reflects your agreement or disagreement with each statement.

13. The Business faculty actively assisted me in pursuing my goals.	7	1			
14. The Business faculty actively encouraged me to recognize and analyze ethical issues.	7	1			
15. The advising I received was helpful and did not impede the completion of my program	7		1		
16. In general, the teaching of my professors was satisfactory	7	1			
17. Career Development helped me to find an internship	4	1	2		
18. Career Development offered experiences that helped me prepare for my career search	4	2	1		
19. The facilities were clean	2	5			
20. When I had an academic problem I knew the appropriate faculty, staff or administrator to approach for help	6	1			

If you want to provide additional information about any of the statements and your response, please write your comments below.

2. Summary of Results for Indirect Measure 2 (NSSE)

With the exception of “forming a new idea or understanding from various pieces of information, KWC Seniors responding indicated 84% experienced quite a bit or very much application of facts, theories, or methods to practical or new situations; 80% experienced analyzing an idea, experience, or line of reasoning in depth by examining its parts; and 77% experienced evaluating a point of view, decision, or information source.

77% of KWC responding Seniors learned something that changed the way they understood an issue or concept often or very often.

88% of KWC responding Seniors connected ideas from their courses to their prior experiences and knowledge often or very often.

90% of KWC responding Seniors identified key information from reading assignments often or very often.

8% of KWC responding Seniors used numerical information to examine a real-world problem or issue often or very often.

93% of KWC responding Seniors evaluated what others have concluded from numerical information sometimes, often or very often.

With the exception of working with other students on course projects or assignments (47% often or very often), 80% of KWC responding Seniors asked another student to help them understand course material; 95% of KWC responding Seniors explained course material to one or more students sometimes, often or very often; and 78% prepared for exams by discussing or working through course material with other students.

Summary of Achievement of Intended Student Learning Outcomes: *Business Administration with All Emphases: General Business Administration, Marketing and Human Resource Management*

Intended Student Learning Outcomes	Learning Assessment Measures							
General Program ISLOs	<i>Direct Measure 1</i>	<i>Direct Measure 2</i>	<i>Direct Measure 3</i>	<i>Direct Measure 4</i>	<i>Indirect Measure 1</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>Students will be able to analyze the impact of business solutions in a global, economic, environmental, technological, ethical and societal context (critical thinking).</i>	MET	NOT MET			MET	MET		
2. <i>Students will be able to identify, formulate, and solve business problems using information sources properly (information literacy and quantitative/analytical analysis).</i>	MET	NOT MET			MET	MET		
3. <i>Students will be able to communicate effectively verbally and in writing as the context requires (oral and written communication).</i>	MET	NOT MET			MET	MET		
4. <i>Students will be able to collaborate with people of diverse backgrounds (teamwork).</i>	MET	NOT MET			MET	MET		
Intended Student Learning Outcomes: <i>Business Administration with all Emphases: General Business Administration, Marketing and Human Resource Management</i>	<i>Direct Measure 1</i>	<i>Direct Measure 2</i>	<i>Direct Measure 3</i>	<i>Direct Measure 4</i>	<i>Indirect Measure 1</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>Students will be able to explain the major concepts, theories and practices in General Business Administration and apply them to management decision-making (critical thinking).</i>	MET	NOT MET			MET	MET		
2. <i>Students will be able to evaluate business situations within context and recommend solutions in business appropriate writing formats (written communication).</i>	MET	NOT MET			MET	MET		
3. <i>Students will be able to evaluate business situations within context and recommend solutions verbally (oral communication).</i>	MET	NOT MET			MET	MET		
4. <i>Students will effectively apply quantitative methods to business problems (quantitative/analytical analysis).</i>	MET	NOT MET			MET	MET		
5. <i>Students will use computer software applications to solve business problems (information literacy).</i>	MET	NOT MET			MET	MET		
6. <i>Students will collaborate with people with diverse backgrounds on projects (teamwork).</i>	MET	NOT MET			MET	MET		

Summary of Results from Implementing Indirect Measures of Student Learning: *Business Administration with an Emphasis in Management Information Systems*

1. **Results of Senior Exit Survey, 2016-2017:**
(10 out of 14 responded)
- 71% agreed or strongly agreed that faculty helped them to think more critically.
 - 72% agreed or strongly agreed that faculty helped them to think in a logical manner.
 - 62% agreed or strongly agreed that faculty helped them to be a more effective communicator.
 - 72% agreed or strongly agreed that faculty helped them receive a variety of information, analyze and formulate appropriate responses to problems.

- 84% agreed or strongly agreed that faculty gave them more confidence and they were more prepared to begin their careers in comparison to students in other majors.
- 30% agreed or strongly agreed that faculty helped them to be adequately prepared for graduate school.
- 60% agreed or strongly agreed that faculty helped them grow intellectually.
- 72% agreed or strongly agreed that faculty encouraged them to recognize and analyze ethical issues.

85% agreed that teaching was satisfactory.

85.72% agreed that advising was satisfactory.

85.71% agreed that faculty actively assisted them in pursuing their goals.

2. *Summary of Results for Indirect Measure 2 (NSSE)*

With the exception of “forming a new idea or understanding from various pieces of information, KWC Seniors responding indicated 84% experienced quite a bit or very much application of facts, theories, or methods to practical or new situations; 80% experienced analyzing an idea, experience, or line of reasoning in depth by examining its parts; and 77% experienced evaluating a point of view, decision, or information source.

77% of KWC responding Seniors learned something that changed the way they understood an issue or concept often or very often.

88% of KWC responding Seniors connected ideas from their courses to their prior experiences and knowledge often or very often.

90% of KWC responding Seniors identified key information from reading assignments often or very often.

8% of KWC responding Seniors used numerical information to examine a real-world problem or issue often or very often.

93% of KWC responding Seniors evaluated what others have concluded from numerical information sometimes, often or very often.

With the exception of working with other students on course projects or assignments (47% often or very often), 80% of KWC responding Seniors asked another student to help them understand course material; 95% of KWC responding Seniors explained course material to one or more students sometimes, often or very often; and 78% prepared for exams by discussing or working through course material with other students.

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

1. *The simulation for the capstone course, BA406, has been changed from BSG-online to Capstone from Capsim. When it was discovered that students had found the cheat sheets for the BSG simulation, the faculty agreed to find another simulation. At this point, the simulation is being used not as a competitive tool, but as a teaching tool. Groups of students performing the best are teaching other students in the class about the simulation, how to read the operations print-outs. A Reflection paper has been incorporated into the course forcing students to reflect on the decisions they have made during the week, reasoning out why the decisions were made and why were the outcomes they way they were.*

2. An adjunct has been hired to teach BA 341 Principles of Financial Management, but student performance is still unsatisfactory when students come to the capstone. Either the use of simulations must be undertaken by each instructor, or the material must be gone over even more slowly to ensure students are understanding the material. An adjunct with a background in corporate financial management is being sought.

Section II: Operational Assessment (Note: Complete this section only if you received first-time accreditation or reaffirmation of accreditation after January 1, 2011.)

Name of Academic Business Unit	
Operational Assessment	
Intended Operational Outcomes:	
1. <i>In an effort to incorporate more information technology in Accounting courses, and AIS course will be developed and offered to Accounting students, taking the place of BA 357 MIS which is required for all Business/Accounting students.</i>	
2. <i>A New Economics faculty member will be hired to replace Dr. Sally Asefa who is retiring.</i>	
3. <i>Eighty percent of all Business/Accounting students will participate in career development activities before graduation, including but not limited to careers fairs, etiquette dinners, resume writing workshops and speed mock interviews.</i>	
4. <i>Within five years, 70% of all Business/Accounting students will be involved in experiential learning opportunities within the Owensboro/Daviess County area.</i>	
Assessment Measures/Methods for Intended Operational Outcomes:	Performance Objectives (Targets/Criteria) for Operational Assessment Measures/Methods:
1. <i>Operational Assessment Measure/Method 1</i> <i>In an effort to incorporate more information technology in Accounting courses, and AIS course will be developed and offered to Accounting students, taking the place of BA 357 MIS which is required for all Business/Accounting students.</i>	<i>Objective (Target/Criterion) for Measure/Method 1</i> <i>Course is scheduled to run Spring 2018 for first time. 10 -15 anticipated student registrations.</i> <i>Student evaluations should indicate an enhanced understanding of Accounting Information Systems.</i>
2. <i>Operational Assessment Measure/Method 2</i> <i>A New Economics faculty member will be hired to replace Dr. Sally Asefa who is retiring.</i>	<i>Objective (Target/Criterion) for Measure/Method 2</i> <i>New faculty hired.</i>
3. <i>Operational Assessment Measure/Method 3</i> <i>Eighty percent of all Business/Accounting students will participate in career development activities before graduation, including but not limited to careers fairs, etiquette dinners, resume writing workshops and speed mock interviews.</i>	<i>Objective (Target/Criterion) for Measure/Method 3</i> <i>Sign-in Sheets from Career Development Events& Corresponding Reflection Papers will note the number of students attending events 100% of Faculty Annual Evaluation/Assessment by Division Chair will reflect career development opportunities as a priority in advising and coursework</i>

	At least 70% of Student Evaluations will reflect adequate support for career development
4. <i>Operational Assessment Measure/Method 4</i> <i>Within five years, 70% of all Business/Accounting students will be involved in experiential learning opportunities within the Owensboro/Daviess County area.</i>	<i>Objective (Target/Criterion) for Measure/Method 4</i> <i>Sign-in sheets from Career Development Events & Corresponding Reflection Papers will reflect the number of students involved in experiential learning opportunities</i> <i>At least 70% of Student Evaluations will reflect participation in experiential learning over the course of the academic year as part of coursework</i>

Summary of Results from Implementing Operational Assessment Measures/Methods:

1. *Mrs. Agnes Church developed an AIS course which was approved by the faculty. The course will take the place of BA 357 MIS for all Accounting students and is being offered for the first time in the spring 2018 semester.*
2. *Dr. Sally Asefa, Economist, retired May 30, 2017 and Dr. Stephen Roberts, Economist, was hired to replace her*
3. *At this point 75% of all Center for Business Studies students participate in a variety of career development activities before graduation. At the last event – speed mock interviews, of the anticipated 41 graduates for the coming spring 2017 semester, 20 participated, with an additional 15 students participating in the career fair offered in September 2016, and 30 participated in resume writing workshops in the same month. Career Development continues to offer different activities and maintains a count of students who participate for the Center for Business Studies.*
4. *At this point, all Accounting students participate in internships every spring. 50% of all Business Administration students, regardless of emphasis area, participate in internships. This goal has not been met, but we are working with Career Development to make consistent progress towards our goal.*

Summary of Achievement of Intended Operational Outcomes:

Intended Operational Outcomes	Operational Assessment Measures/Methods							
	Operational Assessment Measure/ Method 1	Operational Assessment Measure/ Method 2	Operational Assessment Measure/ Method 3	Operational Assessment Measure/ Method 4	Operational Assessment Measure/ Method 5	Operational Assessment Measure/ Method 6	Operational Assessment Measure/ Method 7	Operational Assessment Measure/ Method 8
	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>In an effort to incorporate more information technology in Accounting courses, and AIS course will be developed and offered to Accounting students, taking the</i>	MET							

<i>place of BA 357 MIS which is required for all Business/Accounting students.</i>								
2. <i>A New Economics faculty member will be hired to replace Dr. Sally Asefa who is retiring.</i>		MET						
3. <i>Eighty percent of all Business/Accounting students will participate in career development activities before graduation, including but not limited to careers fairs, etiquette dinners, resume writing workshops and speed mock interviews.</i>			MET	MET				
4. <i>Within five years, 70% of all Business/Accounting students will be involved in experiential learning opportunities within the Owensboro/Daviess County area.</i>			MET	MET				

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

1. *Mrs. Church has developed an AIS for Accounting students which will go live in the spring 2018. All courses, as of August 25, 2016 use information technology for some form of delivery and all faculty have received training in the delivery systems using at Kentucky Wesleyan College. Additional progress will be made in all courses to use technology and to discuss the role of technology in Business. An adjunct has been hired to help integrate technology into the Finance course better.*
2. *Dr. Sally Asefa retired at the end of the spring semester. Dr. Stephen Roberts was hired during the spring 2017 to replace Dr. Asefa.*
3. *The Center for Business Studies continues to work with Career Development to get students to participate in career development activities. Part of the problem is that 56% of the student population are athletes, making it difficult for those students to participate during the academic year. This now is becoming an advising issue that all faculty will work on this academic year.*
4. *All Accounting students complete internships. A lesser number of Business Administration students complete internships or any form of experiential learning. Faculty have been trained on forms of experiential learning and the college has developed a QEP around experiential learning. More data collecting is occurring to see who is doing what in their classes with a mind to be able to present multiple opportunities to students for learning that will not compete with athletics or work.*

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

Proposed Operational Outcomes for 2017-2018:

1. New computers in the Business Computer Lab
2. Development funds for maintenance of conference room/classroom
3. Continued work with Career Development
4. An increase in the number of Business Administration students involved in Internships, from 30% to 70%.