



Report of Outcomes Assessment Results

Institution: Kentucky Wesleyan College
Academic Business Unit: Center for Business Studies: Accounting & Business Administration

Academic Year: 2018-2019

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: 2018 - 2019

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)	
<i>1. Students will be able to analyze the impact of business solutions in a global, economic, environmental, technological, ethical and societal context (critical thinking).</i>	
<i>2. Students will be able to identify, formulate, and solve business problems using information sources properly (information literacy and quantitative/analytical analysis).</i>	
<i>3. Students will be able to communicate effectively verbally and in writing as the context requires (oral and written communication).</i>	
<i>4. Students will be able to collaborate with people of diverse backgrounds (teamwork).</i>	
Intended Student Learning Outcomes: <i>Accounting</i>	
<i>1. Students will be able to explain the major concepts, theories and practices in Accounting and apply them to management decision-making (critical thinking).</i>	
<i>2. Students will be able to evaluate business situations and recommend solutions in business appropriate writing formats (written communication).</i>	
<i>3. Students will be able to evaluate business situations and recommend solutions in appropriate verbal formats (oral communication).</i>	
<i>4. Students will be able to effectively apply quantitative methods to business problems (quantitative/analytical analysis).</i>	
<i>5. Students will be able to effectively solve business problems and communicate solutions using appropriate computer applications (information literacy).</i>	
<i>6. 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. <i>Case Analysis</i> 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 rubric 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 – 88% 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 – 96% of the classes scored above 70% on the Simulation exercise regarding strategic management.	
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. [2016-2017 survey]

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 91% experienced quite a bit or very much application of facts, theories, or methods to practical or new situations; 100% experienced analyzing an idea, experience, or line of reasoning in depth by examining its parts; and 91% experienced evaluating a point of view, decision, or information source.

73% of KWC responding Seniors learned something that changed the way they understood an issue or concept often or very often. 100% of KWC responding Seniors connected ideas from their courses to their prior experiences and knowledge often or very often.

82% of KWC responding Seniors identified key information from reading assignments often or very often.

64% of KWC responding Seniors used numerical information to examine a real-world problem or issue often or very often.
36% of KWC responding Seniors evaluated what others have concluded from numerical information sometimes, often or very often.

73% of KWC responding Seniors explained course material to one or more students sometimes, often or very often; only 64% of seniors reported working with other students on course projects or assignments often or very often, asked another student to help them understand course material often or very often; and prepared for exams by discussing or working through course material with other students often or very often.

64% of KWC responding seniors said they had discussions with someone of a different race or ethnicity often or very often; an identical number was reported for different religious beliefs often or very often.

Summary of Achievement of Intended Student Learning Outcomes: Accounting

Intended Student Learning Outcomes	Learning Assessment Measures			
General Program ISLOs	<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>
	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	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	Met	Met	Not Met
3. <i>Students will be able to communicate effectively verbally and in writing as the context requires (oral and written communication).</i>	Met	Met	Met	Met
4. <i>Students will be able to collaborate with people of diverse backgrounds (teamwork).</i>	Met	Not Met	Met	Not 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. Students will be able to explain the major concepts, theories and practices in Accounting and apply them to management decision- making (critical thinking).	Met	Met	Met	Met

2. Students will be able to evaluate business situations and recommend solutions in business appropriate writing formats (written communication).	Met	Met	Met	Met
3. Students will be able to evaluate business situations and recommend solutions in appropriate verbal formats (oral communication).	Met	Met	Met	Met
4. Students will be able to effectively apply quantitative methods to business problems (quantitative/analytical analysis).	Met	Met	Met	Not Met
5. <i>Students will be able to effectively solve business problems and communicate solutions using appropriate computer applications (information literacy).</i>	Met	Met	Met	Met
6. <i>Students will be able to collaborate with diverse people ethically and respectfully (teamwork).</i>	Met	Not Met	Met	Not Met

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

1. *With regards to the quantitative reasoning objective, BA 359 (Managerial Statistics) is being redesigned to incorporate more spreadsheet based material and assignments. This should increase the familiarity of students with the types of questions that can be asked analytically and quantitatively, as well as giving them the tools to solve such problems.*
2. *To improve collaboration, BA 325, BA 406, BA 458 and ECON 430 are being redesigned to include more group case studies. In addition to the learning benefits of case studies, the group assignment structure encourages communication and collaboration for the students.*
3. *A new faculty position has been created which will add to the division of business. This will help in the coming year, to expand the range of course offerings and expertise.*

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:
1. Case Analysis 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	<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>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><i>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</i></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 2017 through Spring 2018 (24 Traditional Students)

Accounting (7 students)	Percentage of Students ranking 70% or higher	Performance Targets met/unmet
Collaboration & Teamwork	57%	Unmet
Financial Management	29%	Unmet
Marketing Management	43%	Unmet
Human Resource Management	29%	Unmet
Strategic Analysis & Planning	86%	Met

Business Administration (17 students)	Percentage of Students ranking 70% or higher	Performance Targets met/unmet
Collaboration & Teamwork	65%	Unmet
Financial Management	47%	Unmet
Marketing Management	65%	Unmet
Human Resource Management	41%	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; this is the most recent semester for which data is available) 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 91% experienced quite a bit or very much application of facts, theories, or methods to practical or new situations; 100% experienced analyzing an idea, experience, or line of reasoning in depth by examining its parts; and 91% experienced evaluating a point of view, decision, or information source.

73% of KWC responding Seniors learned something that changed the way they understood an issue or concept often or very often.
100% of KWC responding Seniors connected ideas from their courses to their prior experiences and knowledge often or very often.

82% of KWC responding Seniors identified key information from reading assignments often or very often.

64% of KWC responding Seniors used numerical information to examine a real-world problem or issue often or very often.

36% of KWC responding Seniors evaluated what others have concluded from numerical information sometimes, often or very often.

73% of KWC responding Seniors explained course material to one or more students sometimes, often or very often; only 64% of seniors reported working with other students on course projects or assignments often or very often, asked another student to help them understand course material often or very often; and prepared for exams by discussing or working through course material with other students often or very often.

64% of KWC responding seniors said they had discussions with someone of a different race or ethnicity often or very often; an identical number was reported for different religious beliefs often or very often.

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	Not Met		

3. <i>Students will be able to communicate effectively verbally and in writing as the context requires (oral and written communication).</i>	Met	Met			Met	Met		
4. <i>Students will be able to collaborate with people of diverse backgrounds (teamwork).</i>	Not Met	Not Met			Met	Not Met		
Intended Student Learning Outcomes: Business Administration with all Emphases: General Business Administration, Marketing and Human Resource Management	<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	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	Met			Met	Met		
3. <i>Students will be able to evaluate business situations within context and recommend solutions verbally (oral communication).</i>	Met	Met			Met	Met		

4. <i>Students will effectively apply quantitative methods to business problems (quantitative/analytical analysis).</i>	Met	Met			Met	Not Met		
5. <i>Students will use computer software applications to solve business problems (information literacy).</i>	Met	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 (most recent years for which Survey was conducted):

(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 91% experienced quite a bit or very much application of facts, theories, or methods to practical or new situations; 100% experienced analyzing an idea, experience, or line of reasoning in depth by examining its parts; and 91% experienced evaluating a point of view, decision, or information source.

73% of KWC responding Seniors learned something that changed the way they understood an issue or concept often or very often.

100% of KWC responding Seniors connected ideas from their courses to their prior experiences and knowledge often or very often.

82% of KWC responding Seniors identified key information from reading assignments often or very often.

64% of KWC responding Seniors used numerical information to examine a real-world problem or issue often or very often.

36% of KWC responding Seniors evaluated what others have concluded from numerical information sometimes, often or very often.

73% of KWC responding Seniors explained course material to one or more students sometimes, often or very often; only 64% of seniors reported working with other students on course projects or assignments often or very often, asked another student to help them understand course material often or very often; and prepared for exams by discussing or working through course material with other students often or very often.

64% of KWC responding seniors said they had discussions with someone of a different race or ethnicity often or very often; an identical number was reported for different religious beliefs often or very often.

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

1. *With regards to the quantitative reasoning objective, BA 359 (Managerial Statistics) is being redesigned to incorporate more spreadsheet based material and assignments. This should increase the familiarity of students with the types of questions that can be asked analytically and quantitatively, as well as giving them the tools to solve such problems.*
2. *To improve collaboration, BA 325, BA 406, BA 458 and ECON 430 are being redesigned to include more group case studies. In addition to the learning benefits of case studies, the group assignment structure encourages communication and collaboration for the students.*
3. *A new faculty position has been created which will add to the division of business. This will help in the coming year, to expand the range of course offerings and expertise.*

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

<i>Name of Academic Business Unit</i>	
Operational Assessment	
Intended Operational Outcomes:	
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 doing internships	
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>New computers for the Business Computer Lab</i>	<i>Objective (Target/Criterion) for Measure/Method 1</i> <i>Purchase 4 new computers for the Business Computer Lab</i>
2. <i>Operational Assessment Measure/Method 2</i> <i>Development funds for maintenance of conference room/classroom</i>	<i>Objective (Target/Criterion) for Measure/Method 2</i> <i>Use of funds to upgrade chairs in classrooms and conference room.</i> <i>Use of funds to improve learning technology.</i>
3. <i>Operational Assessment Measure/Method 3</i> <i>Continued work with Career Development, demonstrated by an increasing number of business relevant events</i>	<i>Objective (Target/Criterion) for Measure/Method 3</i> <i>A target of at least 75% of business students participation in one or more these events.</i>

<p>4. <i>Operational Assessment Measure/Method 4</i></p> <p><i>Within five years, 80% of all Business/Accounting students will be involved in experiential learning opportunities within the Owensboro/Daviess County area.</i></p>	<p><i>Objective (Target/Criterion) for Measure/Method 4</i></p> <p><i>Sign-in sheets from Career Development Events & Corresponding Reflection Papers will reflect the number of students involved in experiential learning opportunities</i></p> <p><i>At least 80% of Student Evaluations will reflect participation in experiential learning over the course of the academic year as part of coursework</i></p>
---	--

Summary of Results from Implementing Operational Assessment Measures/Methods:

1. *No new computers were purchased*
2. *New chairs purchased for the two primary Business class rooms. No additional learning technology.*
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 2017, 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, most Accounting students participate in internships every spring. 30% 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. New computers in the Business Computer Lab	Not Met							

2. Development funds for maintenance of conference room/classroom		Met	Not Met					
3. Continued work with Career Development				Met				
4. Within five years, 70% of all Business/Accounting students will be involved in experiential learning opportunities within the Owensboro/Daviess County area.					Not Met			

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

1. Funds will need to be allocated to update the computers in the Business Computer Lab

2. Teaching technology options need to be researched, and grant proposals to the college's Center for Teaching and Learning should be considered.

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. Most 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 2018-2019:

1. Increased use of computational computing in BA 359 and subsequent courses
2. Increased use of case studies in ECON 430, BA 325, BA 406, BA 458
3. Continued work with Career Development
4. An increase in the number of Business Administration students doing business internships

