

Standard #4 Measurement and Analysis of Student Learning and Performance (BBA)

Use this table to supply data for Criterion 4.2. (Figure 4.2 in self-study)

Performance Indicator	Definition				
<p>1. Student Learning Results</p>	<p>A student learning outcome is one that measures a specific competency attainment. Examples of a direct assessment (evidence) of student learning attainment that might be used include: capstone performance, third-party examination, faculty-designed examination, professional performance, licensure examination). Add these to the description of the measurement instrument in column two: Direct - Assessing student performance by examining samples of student work Indirect - Assessing indicators other than student work such as getting feedback from the student or other persons who may provide relevant information. Formative – An assessment conducted during the student’s education. Summative – An assessment conducted at the end of the student’s education. Internal – An assessment instrument that was developed within the business unit. External – An assessment instrument that was developed outside the business unit. Comparative – Compare results between classes, between online and on ground classes, Between professors, between programs, between campuses, or compare to external results such as results from the U.S. Department of Education Research and Statistics, or results from a vendor providing comparable data.</p>				
Performance Measure	What is your measurement instrument or process?	Current Results	Analysis of Results	Action Taken or Improvement made	Insert Graphs or Tables of Resulting Trends (3-5 data points preferred)
Measurable goal	Do not use grades.	What are your current results?	What did you learn from the results?	What did you improve or what is your next step?	
What is your goal?	(Indicate type of instrument) direct, formative, internal, comparative				
<p>Student Learning Outcome 1: Utilize management and leadership concepts in the process of decision making.</p>	<p>Method 1: Direct, Formative, Internal data derived from the Organizational Behavior: Week 5 Summary Quiz</p>	<p>A goal of 90% of the students will achieve a score of 70% or better was set. This goal was exceeded in all three reporting periods. This course was not offered during the Summer of 2016.</p>	<p>Goal was met.</p>	<p>Continue to monitor student performance.</p>	
	<p>Method 2: Direct, Formative, Internal data derived from the Managing Human Resources: Week 5 Presentation</p>	<p>A goal was set that 90% of the students will be deemed as outstanding or proficient per the standardized presentation rubric included in the course curriculum. This goal was met in all three reporting periods.</p>	<p>Goal was met.</p>	<p>Continue to monitor student performance.</p>	
	<p>Method 3: Indirect and internal data derived from the Employment and Enrollment Survey</p>	<p>A goal was set that 50% of BBA graduates rate their skill level as high or very high. The goal has been met or exceeded in each reporting period.</p>	<p>While this goal has been met or exceeded in each reporting period, there seems to be a downward trend. Some of this may be due to fewer alumni responding to the Employment and Enrollment Survey.</p>	<p>Review comments in survey and continue to monitor trend and work with Institutional Effectiveness office to try to gather additional information from graduates if their satisfaction with skill level continues to trend downward.</p>	
<p>Student Learning Outcome 2: Recommend solutions to organizational challenges based on ethics, relevant formal research and understanding of the environments in which organizations function.</p>	<p>Method 1: Direct, Formative, Internal data derived from the Management and Leadership Techniques: Week 5 Case Study Analysis</p>	<p>A goal was set that 90% of the students will be deemed as outstanding or proficient per the standardized case rubric included in the course curriculum. Goal has been met or exceeded in all reporting periods.</p>	<p>Goal was met.</p>	<p>Continue to monitor student performance.</p>	
	<p>Method 2: Direct, Formative, Internal data derived from the Ethics and Law: Government Regulation/Ethical Compliance Report</p>	<p>A goal was set that 90% of the students will achieve a score of 70% or better. Goal has been exceeded in all reporting periods.</p>	<p>Goal was exceeded.</p>	<p>Continue to monitor student performance.</p>	
<p>Student Learning Outcome 3: Apply analytical tools and skills used in organizations</p>	<p>Method 1: Direct, Formative, Internal data derived from the Fundamentals of Accounting Final Exam</p>	<p>A goal was set that 90% of the students will achieve a score of 70% or better. Goal has been met in one reporting period.</p>	<p>Recent trends indicate the accounting measure has improved. This will be watched closely in future periods to make sure the positive trend continues. Course objectives, outcomes, and assignments will also be reviewed.</p>	<p>Continue to monitor student performance.</p>	
	<p>Method 2: Direct, Formative, Internal data derived from the Spreadsheets for Leaders: Week 2 Hands-On Exam</p>	<p>A goal was set that 90% of the students will achieve a score of 70% or better. This goal has not been met, but students are close to meeting this goal.</p>	<p>This will be watched closely in future periods. Course objectives, outcomes, and assignments will also be reviewed.</p>	<p>Continue to monitor student performance.</p>	

<p>Student Learning Outcome 4: Apply the functional areas of business and demonstrate an understanding of their interrelationships with organizations</p>	<p>Method 1: Direct, Summative, External, Comparative data derived from Peregrine end of program test overall average score</p>	<p>A goal was set that BBA students will exceed national averages. Students performance against thenational average met desired outcomes. In a comparative analysis from 1/1/16- 6/30/17, MVNU BBA students outperformed the ACBSP average and the Faith-Based Institutions average.</p>	<p>Goal has been met.</p>	<p>Continue to monitor student performance.</p>	<p>% of BBA students composite scores that exceed national average.</p> <table border="1"> <tr><th>Term</th><th>Percentage</th></tr> <tr><td>SPRING 2017</td><td>64%</td></tr> <tr><td>FALL 2016</td><td>40%</td></tr> <tr><td>SUMMER 2016</td><td>54%</td></tr> <tr><td>SPRING 2016</td><td>64%</td></tr> </table> <p>PEREGRINE, OUTBOUND EXAM</p> <table border="1"> <tr><th>Category</th><th>Score</th></tr> <tr><td>MVNU, BBA</td><td>56.3</td></tr> <tr><td>ACBSP</td><td>51.9</td></tr> <tr><td>Faith Based</td><td>50.7</td></tr> </table>	Term	Percentage	SPRING 2017	64%	FALL 2016	40%	SUMMER 2016	54%	SPRING 2016	64%	Category	Score	MVNU, BBA	56.3	ACBSP	51.9	Faith Based	50.7
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	<p>Method 2: Direct, Summative, Internal data derived from the Strategic Planning: Strategic Audit</p>	<p>A goal was set that 90% of the students will achieve a score of 70% or better. Outcome has been met or almost met in three of the last four reporting periods.</p>	<p>Upward trend in meeting goal identified. Will continue to monitor and review student learning outcomes, course objectives, and assignments.</p>	<p>Continue to monitor student performance.</p>	<p>STRATEGIC AUDIT: % OF STUDENTS WITH A SCORE OF 70% OR BETTER.</p> <table border="1"> <tr><th>Term</th><th>Percentage</th></tr> <tr><td>SPRING 2016</td><td>60%</td></tr> <tr><td>SUMMER 2016</td><td>90%</td></tr> <tr><td>FALL 2016</td><td>87%</td></tr> <tr><td>SPRING 2017</td><td>100%</td></tr> </table>	Term	Percentage	SPRING 2016	60%	SUMMER 2016	90%	FALL 2016	87%	SPRING 2017	100%								
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<p>Student Learning Outcome 5: Apply critical thinking skills</p>	<p>Method 1: Direct, Summative, Internal data derived from the Strategic Planning: Strategic Audit</p>	<p>A goal was set that 90% of the students will achieve a score of 70% or better. Outcome has been met or almost met in three of the last four reporting periods.</p>	<p>Upward trend in meeting goal identified. Will continue to monitor and review student learning outcomes, course objectives, and assignments.</p>	<p>Continue to monitor student performance.</p>	<p>STRATEGIC AUDIT: % OF STUDENTS WITH A SCORE OF 70% OR BETTER.</p> <table border="1"> <tr><th>Term</th><th>Percentage</th></tr> <tr><td>SPRING 2016</td><td>60%</td></tr> <tr><td>SUMMER 2016</td><td>88%</td></tr> <tr><td>FALL 2016</td><td>87%</td></tr> <tr><td>SPRING 2017</td><td>100%</td></tr> </table>	Term	Percentage	SPRING 2016	60%	SUMMER 2016	88%	FALL 2016	87%	SPRING 2017	100%								
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	<p>Method 2: Direct, Summative, Internal data derived from the Business Finance: Final Project</p>	<p>A goal was set that 90% of the students will achieve a score of 70% or better. Outcome has been met or exceeded in three of the last four reporting periods. In the period that the goal was not met, 82% of students achieved a score of 70% or better.</p>	<p>Will continue to monitor and review student learning outcomes, course objectives, and assignments.</p>	<p>Continue to monitor student performance.</p>	<p>Final Project: % of students with a score of 70% or better.</p> <table border="1"> <tr><th>Term</th><th>Percentage</th></tr> <tr><td>SPRING 2016</td><td>100%</td></tr> <tr><td>SUMMER 2016</td><td>82%</td></tr> <tr><td>FALL 2016</td><td>100%</td></tr> <tr><td>SPRING 2017</td><td>100%</td></tr> </table>	Term	Percentage	SPRING 2016	100%	SUMMER 2016	82%	FALL 2016	100%	SPRING 2017	100%								
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