



IACBE

International Assembly for Collegiate Business Education

Public Disclosure of Student Learning

Institution Marian University, Wisconsin

Academic Business Unit School of Business

Academic Year 2015-2016



Report of Student Learning and Achievement
Marian University, Wisconsin
School of Business

For Academic Year: 2015-2016

Mission of the <i>Name of your Academic Business Unit</i>
The Mission of the School of Business is to educate students for professional roles in rapidly changing global environments through pragmatically oriented programs that promote critical thinking and ethical values.

Student Learning Assessment for <i>Program 1</i>	
Program Intended Student Learning Outcomes (Program ISLOs) for Bachelor of Science in Business Administration and Bachelor of Business Administration	
1. Students will possess an integrated knowledge of business functions & systems.	
2. Students will Possess effective written communications skills.	
3. Students will Possess effective oral communications skills.	
4. Students will be able to effectively apply critical thinking skills to business problems.	
Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
1. <i>Direct Measure 1</i> <i>Program ISLOs Assessed by this Measure:</i> Peregrine CPC-COMP	<i>Objective (Target/Criterion) for Direct Measure 1:</i> ≥ 50th Percentile nationally on CPC.
2. <i>Direct Measure 2</i> <i>Program ISLOs Assessed by this Measure:</i> CAPSIM Business Simulation	<i>Objective (Target/Criterion) for Direct Measure 2:</i> ≥ 60th Percentile nationally on Balanced Scorecard.
3. <i>Direct Measure 3</i> <i>Program ISLOs Assessed by this Measure:</i> Effective Business Report Writing: Report on Business Simulation	<i>Objective (Target/Criterion) for Direct Measure 3:</i> ≥ 80 percent of the capstone teams will score of 3 or above (4-point scale) on the Total Score on the Rubric for Assessing Business Capstone Written Projects.
4. <i>Direct Measure 4</i>	<i>Objective (Target/Criterion) for Direct Measure 4:</i> ≥ 80% of the teams will score 3.0 or above on the 5-point rubric scale (1 to 5).

<p><i>Program ISLOs Assessed by this Measure:</i> Oral Presentation Communication: Presentation on Business Simulation and Capstone Experience</p>		
<p>5. <i>Direct Measure 5</i> <i>Program ISLOs Assessed by this Measure:</i> Effective Critical Thinking as assessed using the Critical Thinking section of the Rubric for writing in evaluating the Capstone Business Report</p>		<p><i>Objective (Target/Criterion) for Direct Measure 5:</i> ≥ 80% of the capstone teams will score of 3 or above (4-point scale) on the Critical Thinking section of the Rubric for Assessing Business Capstone Written Projects</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. <i>Indirect Measure 1</i> <i>Program ISLOs Assessed by this Measure:</i> IDEA Student Ratings of Instruction: Progress on Relevant Objectives</p>		<p><i>Objective (Target/Criterion) for Indirect Measure 1:</i> ≥ national mean.</p>
<p>2. <i>Indirect Measure 2</i> <i>Program ISLOs Assessed by this Measure:</i> Student Satisfaction Inventory (SSI): #16. Instruction in my field is excellent.</p>		<p><i>Objective (Target/Criterion) for Indirect Measure 2:</i> ≥ national mean.</p>
<p>3. <i>Indirect Measure 3</i> <i>Program ISLOs Assessed by this Measure:</i> Adult Student Priorities Survey (ASPS): #35. Quality of Instruction in my program is excellent.</p>		<p><i>Objective (Target/Criterion) for Indirect Measure 3:</i> ≥ national mean.</p>
<p>Assessment Results: Bachelor of Science in Business Administration and Bachelor of Business Administration</p>		
<p>Summary of Results from Implementing Direct Measures of Student Learning:</p>		
<p>1. <i>Summary of Results for Direct Measure 1: Peregrine CPC-COMP</i></p>		
<p><u>Marian results</u></p> <p>64.6 percentile (60.1) = Marian Avg. 67.6 percentile (62.0) = Traditional Avg. 59.5 percentile (57.0) = Adult Avg.</p>	<p><u>Comparison groups</u></p> <p>52 percentile (53.0) = IACBE Avg. 39 percentile (47.8) = ACBSP Avg.</p>	<p><u>Success of individual students</u></p> <p>22 (35%) ≥ 80 percentile 36 (58%) ≥ 60 percentile 44 (71%) ≥ 50 percentile</p>
<p><u>Assessment</u></p> <ul style="list-style-type: none"> • The average score of Marian students, both traditional and adult was above comparison group averages. • 71 percent of Marian students scored above the 50th percentile. 		
<p>2. <i>Summary of Results for Direct Measure 2: CAPSIM Business Simulation</i></p>		

<u>Marian overall results</u>	<u>Marian subgroup results</u>	<u>Assessment</u>
<u>Overall Team Performance:</u> 3 (of 22) = Teams in Top 10% nationally 6 (of 22) = Teams in Top 20% nationally 8 (of 22) = Teams in Top 40% nationally 11 (of 22) = Teams above national Medn.	<u>Traditional Students:</u> 10 (of 11) = Teams above national Medn. <u>Adult Program Students:</u> 1 (of 11) = Teams above national Medn.	<ul style="list-style-type: none"> Some teams performed very well. In general, teams in traditional 14-week classes perform at a higher rate than student in accelerated 7-week classes.

3. *Summary of Results for Direct Measure 3: Business Report*

<u>Marian results</u>	<u>Assessment</u>
Team scores ranged from .8 to 3.9 (on 4-point scale) Average Score: 2.72	Students struggle with: <ul style="list-style-type: none"> Writing formally Using business terms and concepts in describing processes, strategy and environmental scans

4. *Summary of Results for Direct Measure 4: Business Presentation*

<u>Marian results</u>	<u>Assessment</u>
Team Scores ranged from 3.5 to 5.0. 2 = Teams scored 5 (Mastery) 5 = Teams scored 4 (Developed)	<ul style="list-style-type: none"> There was wide variety in quality of presentations: several were very creative, insightful, and engaging; one barely met requirements. Some students seem unmotivated to explore beyond the basic concepts.

5. *Summary of Results for Direct Measure 5: Effective Critical Thinking in the Capstone Business report*

<u>Marian Overall results</u>	<u>Team data</u>	<u>Assessment</u>
Only 57% of teams scored at or above 3 (above average) on critical thinking.	28% of teams scored 4: Superior Work 28% of teams scored 3: Above Average 28% of teams scored 2: Average. 14% of teams scored 1: Below Average.	<ul style="list-style-type: none"> While understanding business concepts is a strength, many students are challenged by the incorporation of data and statistics into business analyses and business strategy

Summary of Results from Implementing Indirect Measures of Student Learning:

1. *Summary of Results for Indirect Measure 1: IDEA Student Ratings of Instruction: Progress on Relevant Objectives*

<u>Adjusted Ratings</u>	<u>Traditional Students</u>	<u>Traditional Students</u>	<u>Adult Students</u>	<u>Adult Students</u>	<u>Benchmark</u>	<u>Assessment</u>
	<u>Fall 2015</u>	<u>Spring 2016</u>	<u>Fall 2015</u>	<u>Spring 2016</u>	<u>IDEA Average</u>	Ratings are generally positive. There is room for improvement – students are making progress on achieving objectives, but more could be done.
High % (56+)	11%	21%	47%	33%		
Similar % (45-55)	52%	45%	53%	53%		
Average Rating	3.8	3.8	4.2	3.9	3.8	

2. *Summary of Results for Indirect Measure 2: Student Satisfaction Inventory (SSI): #16. Instruction in my field is excellent.*

<u>Adjusted Ratings</u>	<u>School of Busienss Students</u>	<u>Marian Average</u>	<u>National Average</u>	<u>Assessment</u>
Instruction in my field is excellent.	4.81	5.33	5.68	Scores are below average. There is a student perception that instruction could be improved.

3. *Summary of Results for Indirect Measure 3: Adult Student Priorities Survey (ASPS): #35. Quality of Instruction in my program is excellent.*

Adjusted Ratings	School of Busienss Students	Marian Students	National Average	Assessment
Quality of instruction in my program is excellent.	5.47	6.07	5.87	Scores are below average. There is a student perception that instruction could be improved.

Summary of Achievement of Intended Student Learning Outcomes:

Intended Student Learning Outcomes	Learning Assessment Measures							
Program ISLOs	<i>Direct Measure 1: Peregrine CPC-COMP</i>	<i>Direct Measure 2: CAPSIM Business Simulation</i>	<i>Direct Measure 3: Report on Business Simulation</i>	<i>Direct Measure 4: Business Presentation in Capstone</i>	<i>Direct Measure 5: Effective Critical Think in Business Report</i>	<i>Indirect Measure 1: IDEA</i>	<i>Indirect Measure 2: SSI</i>	<i>Indirect Measure 3: ASPS</i>
	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...
1. <i>Program Learning Outcome 1: Integrated knowledge of business functions & systems</i>	Met	Not Met *				Met	Not Met %	Not Met %
2. <i>Program Learning Outcome 2: Effective written communications skills.</i>			Not Met @					
3. <i>Program Learning Outcome 3: Effective oral communications skills.</i>				Met				
4. <i>Program Learning Outcome 4: Effective critical thinking skills.</i>					Not Met \$			

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

- * Course of Action 1.* Outcome 1, Direct Measure 2: Investigate differences between performance of students in traditional vs. accelerated (Adult) courses. Performance may be related to acceleration (7-week vs. 14-week course duration); it may be related to instruction; or it may be other factors.
- @ Course of Action 2.* Outcome 2, Direct Measure 3: Expand the business analyses of the simulation to include more Report Writing exercises.
- \$ Course of Action 3.* Outcome 4, Direct Measure 4: Work on use of data and evidence in support of solutions to business problems.
- % Course of Action 4.* Indirect Measures 2 and 3: Discuss among faculty ways to enhance instruction and engagement of students.