

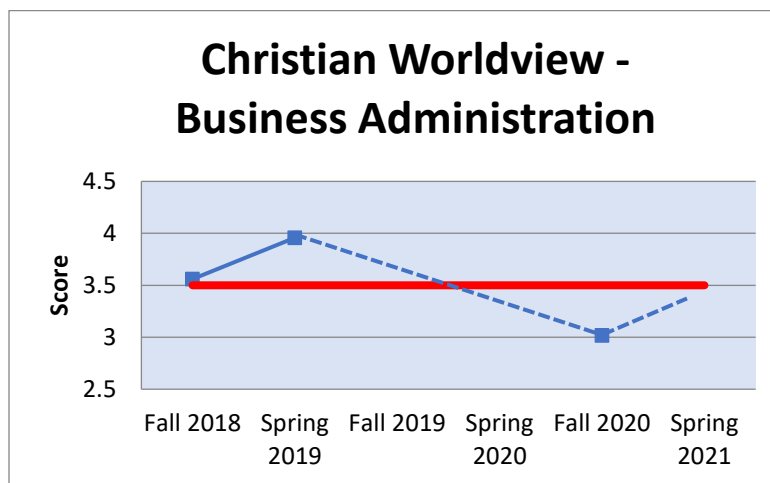
Oral Roberts University College of Business
Business Administration Program Assessment Outcome Report
2018-2021

COB Shared Outcome #1 Assessment

Program Goal	Program Learning Outcome	Course Outcome	Performance Activity (Artifact)	Criteria for Success
Demonstrate a Christian Worldview	Apply and identify appropriate business behaviors for Christian business practitioners through the integration of Christian worldview and professionalism.	Demonstrate a foundation for understanding business fundamentals and practicing business from a Christian perspective (BUS 100).	Completion of a written reflections paper with Christian business practices and ethical standards. (BUS 100).	Mean of 3.5 or higher

Longitudinal Data (Direct Measures):

Semester	N	Score
Fall 2018	19	3.56
Spring 2019	31	3.958
Fall 2019	42	No data available
Spring 2020	26	No data available
Fall 2020	16	3.02
Spring 2021	19	No data available



Note: The (N) in the above tables represents all (100%) students enrolled in this program who were assessed in this course.

Analysis - Conclusions Drawn from the Data:

[8/5/20]: No data was available for this assessment period.

[1/6/21]: Mean goal was not met – incorporate more Christian Worldview components in Senior Seminar and require biblical support for the ethics paper component of this class.

[8/19/21]: There was a slight increase in Fall 2018 to Spring 2019; after such, there was a year of data that was not provided. In Fall 2020, the score was down from the previous scores.

Actions Taken:

[8/5/20]: None available.

[1/6/21]: Implement above actions for improvements concluded from the data.

[8/19/21]: No action needed since this is an introductory baseline score for incoming freshman.

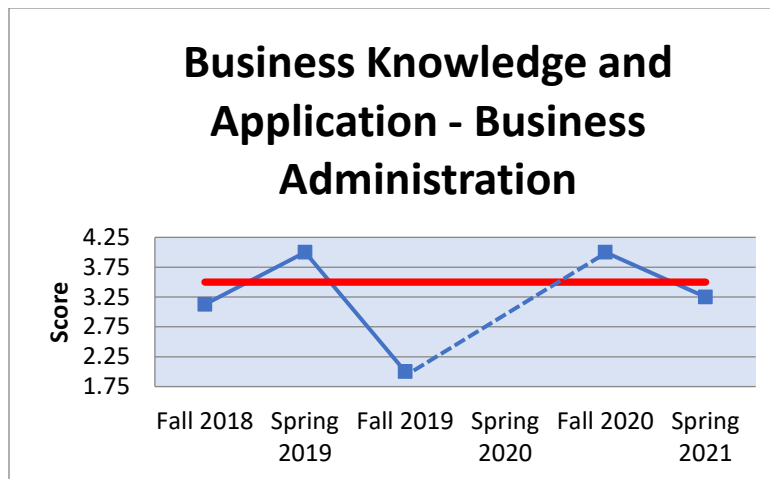
Note: The (N) in the above tables represents all (100%) students enrolled in this program who were assessed in this course.

COB Shared Outcome #2 Assessment

Program Goal	Program Learning Outcome	Course Outcome	Performance Activity (Artifact)	Criteria for Success
Demonstrate business knowledge and application	Apply business theories and concepts of the core functional areas of business (accounting, marketing, management, finance, and economics) in an integrated manner.	Examine and demonstrate an understanding of the operations of firms within industries from a macro perspective and the implementation of strategic planning (LMGT 431)	Completion of the Major Field Test (MGT 431).	Overall Score in the 75 th percentile; Mean of 3.5 or higher in management

Longitudinal Data (Direct Measures):

Semester	N	Score
Fall 2018	6	3.125
Spring 2019	4	4.0
Fall 2019	6	2.0
Spring 2020	10	No data available
Fall 2020	3	4.0
Spring 2021	7	3.25



Note: The (N) in the above tables represents all (100%) students enrolled in this program who were assessed in this course.

Analysis - Conclusions Drawn from the Data:

See MFT Report for Overall Score conclusions.

Discipline-specific comments below:

[8/5/20]: No data was available for this assessment period.

[1/6/21]: Mean goal was met.

[8/19/21] Mean goal was not met. It is down from prior year.

Actions Taken:

See MFT Report for Overall Score actions taken.

Discipline-specific actions taken below:

[8/5/20]: None available.

[1/6/21]: No actions taken since the goal was met.

[8/19/21]: Encourage students to become Business Administration majors before their junior year. A 2.4 GPA pre-requisite for the capstone course in which the test is administered was implemented this fall (2021). Lower performing students were highly correlated with low GPA's. Since a 2.5 GPA is required to graduate, a GPA requirement for the capstone course was supported by faculty.

Note: The (N) in the above tables represents all (100%) students enrolled in this program who were assessed in this course.

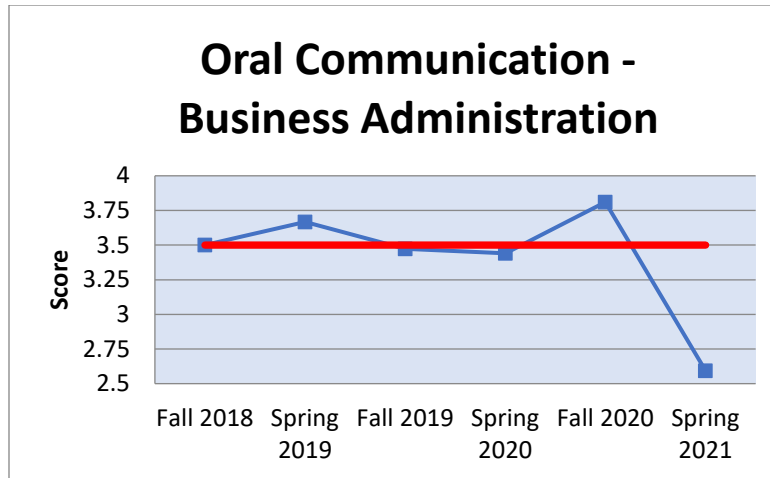
COB Shared Outcome #3 Assessment

Program Goal	Program Learning Outcome	Course Outcome	Performance Activity (Artifact)	Criteria for Success
Demonstrate effective oral communication skills	Apply and use effective oral communication skills in the context of business through formal or informal oral presentation and/or other business-related projects requiring oral communication.	Develop the necessary knowledge and skills of successful communication in the business field through oral presentations (MGT 341).	Completion of oral presentation of a research project (MGT 341).	Mean of 3.5 or higher
		Examine and demonstrate an understanding of the operations of firms within industries from a macro perspective and the implementation of strategic planning (MGT 431).	Completion of oral presentation of strategic recommendations (MGT 431).	Mean of 3.5 or higher

Longitudinal Data (Direct Measures):

Semester	N	Score
Fall 2018	20	3.5
Spring 2019	8	3.667
Fall 2019	18	3.474
Spring 2020	22	3.44
Fall 2020	11	3.81
Spring 2021	18	2.593

Note: The (N) in the above tables represents all (100%) students enrolled in this program who were assessed in this course.



Analysis - Conclusions Drawn from the Data:

[8/5/20]: Mean goal was not met – consider implementing more oral presentation practice sessions.

[1/6/21]: Mean goal was met.

[8/19/21] Mean goal was not met – identify courses where more oral presentation practice sessions can take place

Actions Taken:

[8/5/20]: Implement above actions for improvements concluded from the data.

[1/6/21]: No actions taken since the goal was met.

[8/19/21 identify courses where more oral presentation practice sessions can take place

Note: The (N) in the above tables represents all (100%) students enrolled in this program who were assessed in this course.

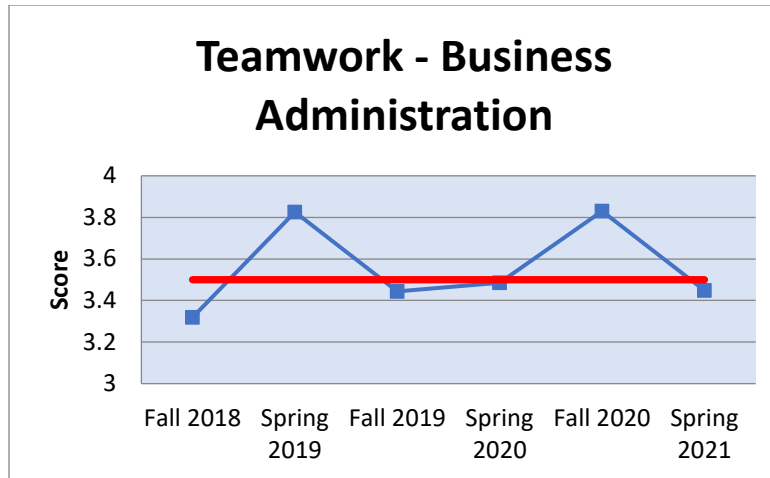
COB Shared Outcome #4 Assessment

Program Goal	Program Learning Outcome	Course Outcome	Performance Activity (Artifact)	Criteria for Success
Demonstrate teamwork and collaboration.	Apply and demonstrate an ability to collaborate as part of a team in order to solve business problems or achieve a common goal.	Collaborate with a team through business research and consulting to create a company business plan (BUS 499).	Completion of a business plan for assigned company (BUS 499).	Mean of 3.5 or higher
		Examine and demonstrate an understanding of the operations of firms within industries from a macro perspective and the implementation of strategic planning. (MGT 431).	Completion of final case analysis (MGT 431).	Mean of 3.5 or higher

Longitudinal Data (Direct Measures):

Semester	N	Score
Fall 2018	9	3.319
Spring 2019	10	3.825
Fall 2019	11	3.444
Spring 2020	21	3.486
Fall 2020	10	3.83
Spring 2021	11	3.448

Note: The (N) in the above tables represents all (100%) students enrolled in this program who were assessed in this course.



Analysis - Conclusions Drawn from the Data:

[8/5/20]: Mean goal was not met – Consider 2.4 GPA requirement since conflict in teams results from poorer performing students

[1/6/21]: Mean goal was met.

[8/19/21] Mean goal was not quite met.

Actions Taken:

[8/5/20]: Implement above actions for improvements concluded from the data.

[1/6/21]: No actions taken since the goal was met.

[8/19/21] A 2.4 GPA pre-requisite for the capstone course in which the test is administered was implemented this fall (2021).

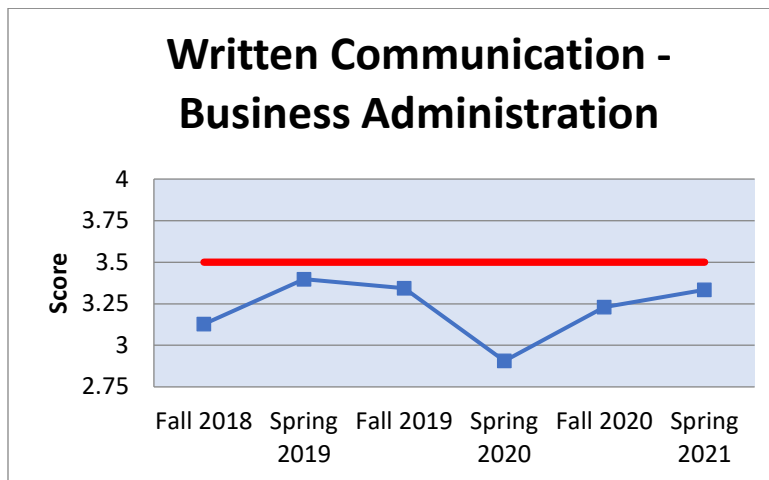
Note: The (N) in the above tables represents all (100%) students enrolled in this program who were assessed in this course.

COB Shared Outcome #5 Assessment

Program Goal	Program Learning Outcome	Course Outcome	Performance Activity (Artifact)	Criteria for Success
Demonstrate effective written communication skills.	Apply and use effective written communication skills in the context of business through formal or informal reports, papers, or other written business-related projects.	Demonstrate a thorough formation and collection of business research and consulting to create a company business plan (BUS 499).	Completion of a business plan for assigned company (BUS 499).	Mean of 3.5 or higher
		Develop the necessary knowledge and skills of successful communication in the business field through written reports. (MGT 341).	Completion of a written business letter (MGT 341).	Mean of 3.5 or higher

Longitudinal Data (Direct Measures):

Semester	N	Score
Fall 2018	17	3.128
Spring 2019	10	3.398
Fall 2019	17	3.343
Spring 2020	23	2.906
Fall 2020	15	3.23
Spring 2021	15	3.333



Note: The (N) in the above tables represents all (100%) students enrolled in this program who were assessed in this course.

Analysis - Conclusions Drawn from the Data:

[8/5/20]: Mean goal was not met

[1/6/21]: Mean goal was not met

[8/19/21] Mean goal was not met—reinforcing the importance of APA format and Grammarly in Introduction to Business may start showing results in future years.

Actions Taken:

[8/5/20]: Explored use of Grammarly in business classes. Consider utilizing the writing center for student assistance, and provide more detailed feedback on assignments.

[1/6/21]: Reinforce the importance of APA format and Grammarly in Senior Seminar and Introduction to Business.

[8/19/21] Reinforcing the use of Grammarly in Introduction to Business should begin to have an impact as these students become upper classman. Grammarly is now being used in many business classes. These actions should begin to have an impact on upper classman.

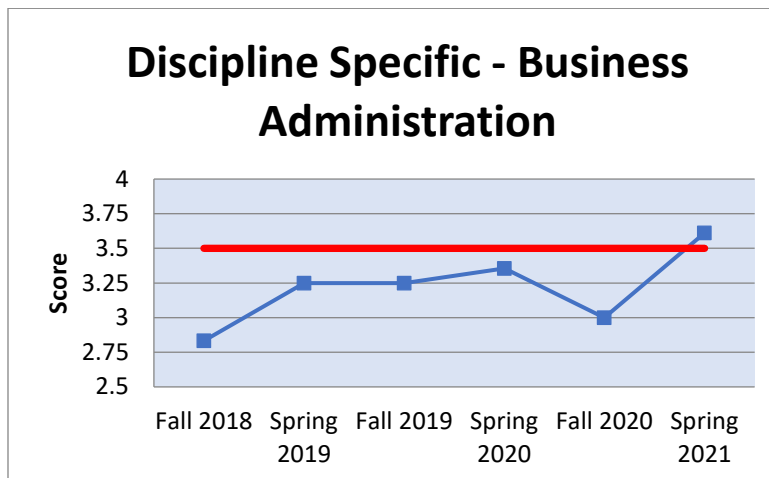
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COB Discipline Specific Outcome #6 Assessment

Program Goal	Program Learning Outcome	Course Outcome	Performance Activity (Artifact)	Criteria for Success
Demonstrate the ability to apply business knowledge to create a company's strategic plan.	Apply business knowledge to prepare a strategic plan for a company, discuss its present business position, its long-term direction, its resources and competitive capabilities, the strength of the present strategy and the company's opportunities for gaining sustainable competitive advantage.	Examine and demonstrate an understanding of the operations of firms within industries from a macro perspective and the implementation of strategic planning. (MGT 431).	Completion of strategic recommendations assignment (MGT 431).	Mean of 3.5 or higher

Longitudinal Data (Direct Measures):

Semester	N	Score
Fall 2018	6	2.833
Spring 2019	4	3.25
Fall 2019	6	3.25
Spring 2020	10	3.356
Fall 2020	3	3.0
Spring 2021	7	3.611



Note: The (N) in the above tables represents all (100%) students enrolled in this program who were assessed in this course.

Analysis - Conclusions Drawn from the Data:

[8/5/20]: Mean goal was not met – initiate a pre-requisite of a 2.4 GPA for Strategic Management.

[1/6/21]: Mean goal was not met - initiate a pre-requisite of a 2.4 GPA for Strategic Management.

[8/19/21] Mean goal was met.

Actions Taken:

[8/5/20]: Implement above actions for improvements concluded from the data.

[1/6/21]: Implement above actions for improvements concluded from the data.

[8/19/21] No actions taken since the goal was met.

Note: The (N) in the above tables represents all (100%) students enrolled in this program who were assessed in this course.