

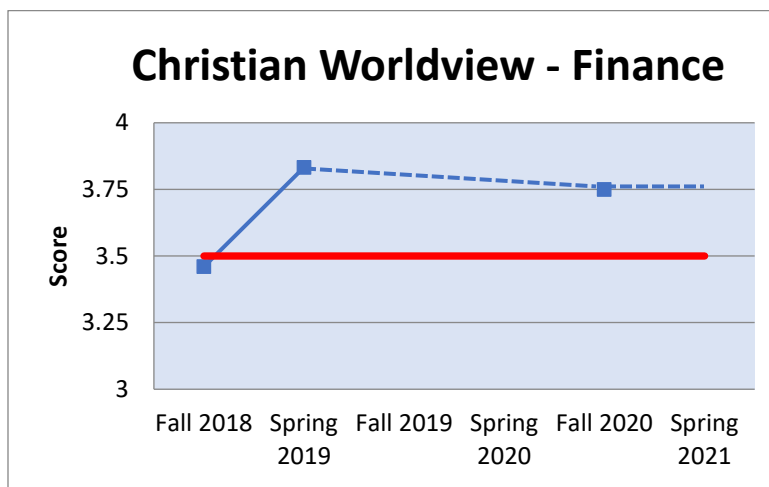
Oral Roberts University College of Business
Finance Program Assessment Outcome Report
2018-2021

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	22	3.46
Spring 2019	7	3.833
Fall 2019	13	No data available
Spring 2020	14	No data available
Fall 2020	9	3.75
Spring 2021	1	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 met.

[8/19/21] Mean goal appears to be met, but the number of students is low.

Actions Taken:

[8/5/20]: None available.

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

[8/19/21] No action needed since the goal was met and since this is an introductory baseline score for incoming freshman.

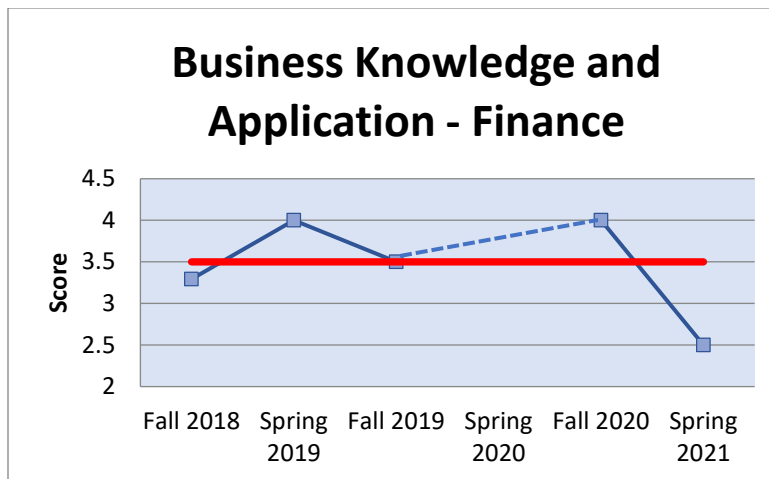
Note: The (N) in the above tables represents all (100%) students enrolled in this program who were assessed in this course.

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 finance

Longitudinal Data (Direct Measures):

Semester	N	Score
Fall 2018	13	3.292
Spring 2019	5	4.0
Fall 2019	7	3.5
Spring 2020	8	No data available
Fall 2020	3	4.0
Spring 2021	5	2.5



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]: The results were poor, but only five finance students took the exam. No significant conclusions can be drawn.

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]: 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.

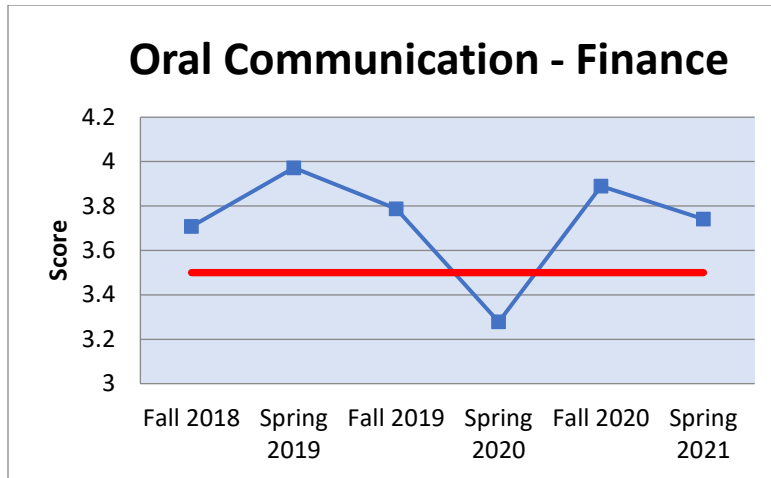
COB Shared Outcome #3 Assessment

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	24	3.708
Spring 2019	11	3.972
Fall 2019	16	3.787
Spring 2020	14	3.278
Fall 2020	2	3.89
Spring 2021	13	3.741

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 – no actions given.

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

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

Actions Taken:

[8/5/20]: No actions given.

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

[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.

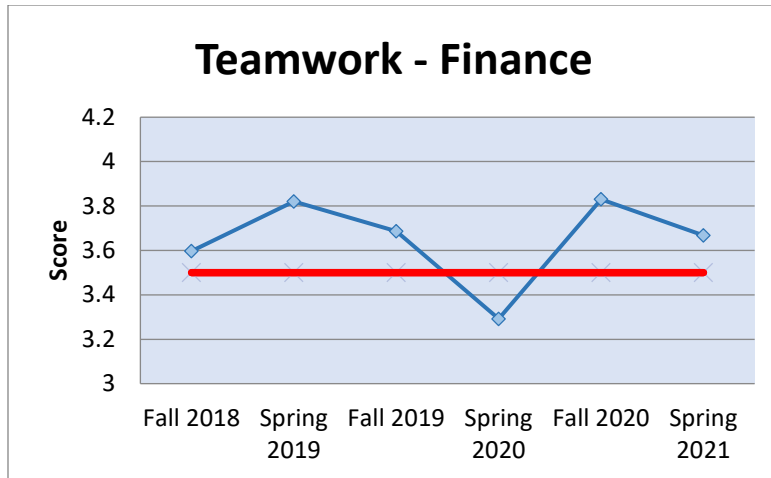
COB Shared Outcome #4 Assessment

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	16	3.597
Spring 2019	18	3.821
Fall 2019	15	3.687
Spring 2020	15	3.292
Fall 2020	5	3.83
Spring 2021	13	3.667

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 – no actions given.

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

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

Actions Taken:

[8/5/20]: No actions given.

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

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

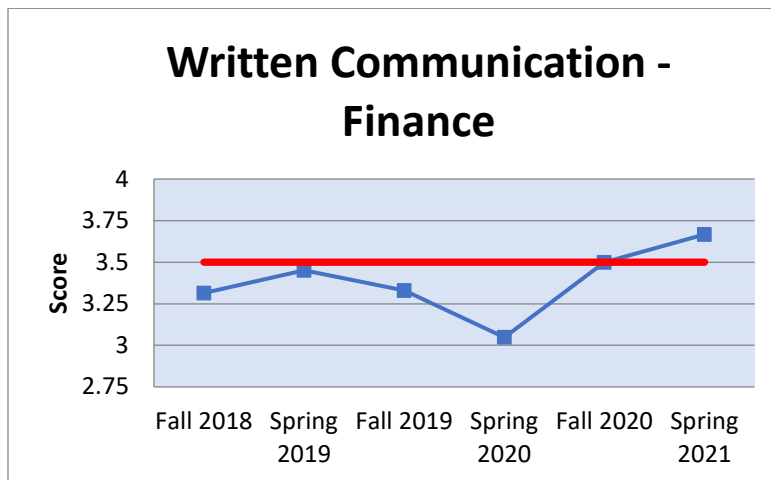
Note: The (N) in the above tables represents all (100%) students enrolled in this program who were assessed in this course.

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	14	3.315
Spring 2019	19	3.452
Fall 2019	17	3.329
Spring 2020	13	3.048
Fall 2020	12	3.5
Spring 2021	16	3.667



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 – remind students of APA and Grammarly course requirements and resources.

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

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

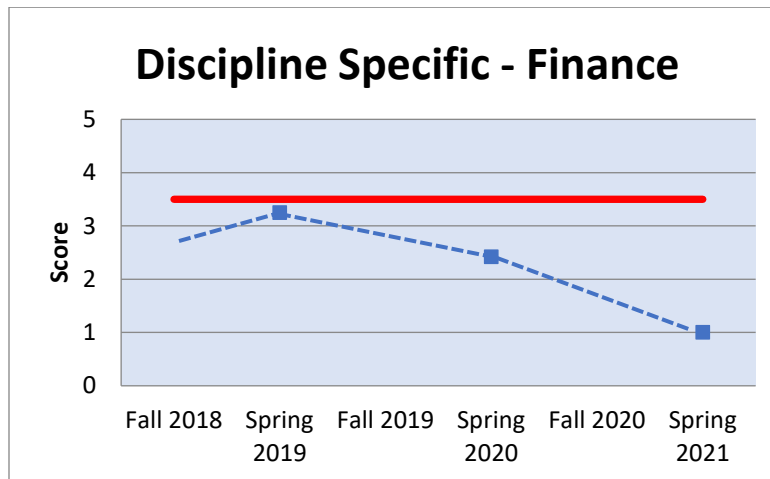
Note: The (N) in the above tables represents all (100%) students enrolled in this program who were assessed in this course.

COB Discipline Specific Outcome #6 Assessment

Program Goal	Program Learning Outcome	Course Outcome	Performance Activity (Artifact)	Criteria for Success
Demonstrate the ability to apply advanced financial management concepts and practices for financial planning, forecasting, and investment analysis.	Apply and assess the financial condition of a firm through the analysis of financial ratios, cost of capital, dividend policies, additional funds needed, and sources and uses of funds.	Demonstrate a comprehensive study of the acquisition and allocation of long-term sources of funds, emphasizing problems of measuring and influencing the cost of capital and the administration of fundraising for nonfinancial corporations. (FIN 438).	Completion of final advanced financial management project (FIN 438).	Mean of 3.5 or higher

Longitudinal Data (Direct Measures):

Semester	N	Score
Fall 2018	0	No data available
Spring 2019	18	3.25
Fall 2019	0	No data available
Spring 2020	13	2.417
Fall 2020	0	No data available
Spring 2021	12	1.0



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 – require students to have achieved a grade of C or better in pre-requisites before being allowed to add the class.

[1/6/21]: No data available for this assessment period.

[8/19/21]: There is a decline. Spring 2020 was affected by COVID-19 to some extent. For the Spring 2021 semester, student performance in the course as a whole was poor. Some of that may have been due to virtual work in the prior year (Spring 2020). Some of it was due to students who were unusually weaker in Financial Management in prior semesters.

Actions Taken:

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

[1/6/21]: None available.

[8/19/21]: The course structure will be reviewed. However, due to the issues associated with the Spring 2020 semester (and other COVID-19 semesters) potentially weakening student learning, the results may recover in subsequent semesters as students with more robust content foundations rotate into the class.

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