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|  | Report of Outcomes Assessment Results | |  |
|  | Institution | Shepherd University |  |
|  | Academic Business Unit | College of Business |  |
|  | Academic Year | 2018-2019 |  |
|  |  |  |  |

**International Accreditation Council for Business Education**

**Outcomes Assessment Plan**

Is the outcomes assessment plan that you submitted to the IACBE still current or have you made changes?

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| --- | --- | --- |
| x | 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

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| **For Academic Year:** | 2018-2019 |

**Section I: Student Learning Assessment**

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| **Student Learning Assessment for**B.S. Business Administration**:** | |
| **Program Intended Student Learning Outcomes (Program ISLOs)** | |
| 1. Students will demonstrate knowledge of general business principles and practices which align with generally accepted standards of business education. | |
| 2. Students will apply analytical and critical thinking skills to successfully assess business. | |
| 3. Students will demonstrate an understanding of the legal, ethical and economic standards of business in a global environment. | |
| 4. Students will demonstrate an ability to work effectively in team situations. | |
| 5. Students will demonstrate effective verbal and written business presentation skills | |
| **Assessment Instruments for Intended Student Learning Outcomes—**  **Direct Measures of Student Learning:** | **Performance Objectives (Targets/Criteria) for Direct Measures:** |
| 1. ETS Major Field Test (MFT) in Business    Program ISLOs Assessed by this Measure: 1, 2, 3 | At least 50 percent of the students will have an overall score that is greater than or equal to the national mean. For each of the 9 subscores (accounting, economics, management, quantitative analysis, finance, marketing, law, IS, and international) at least 50 percent of the students will have a subscore that is greater than or equal to that subscore’s national mean. |
| 2. Capstone Project Evaluation Rubric--Instructor    Program ISLOs Assessed by this Measure: 4, 5 | At least 80 percent of the teams will achieve a proficient (70-89 points) or distinguished rating (90-100 points on a 100 point scale) on questions pertaining to the student’s teamwork and business presentation skills. |
| **Assessment Instruments for Intended Student Learning Outcomes—**  **Indirect Measures of Student Learning:** | **Performance Objectives (Targets/Criteria) for Indirect Measures:** |
| 1. West Virginia Survey of Graduating Seniors  Program ISLOs Assessed by this Measure: 2, 4, 5 | The median score will be 4 or higher(on a 5 point scale) on questions pertaining to the students academic program. |
| 2. Capstone Project Evaluation Rubric—Peers  Program ISLOs Assessed by this Measure: 4, 5 | At least 80 percent of the teams will achieve a proficient (70-89 points) or distinguished mean (90-100 points on a 100 point scale) rating on questions pertaining to the student’s teamwork and business presentation skills. |
| 3. National Survey of Student Engagement (NSSE)  Program ISLOs Assessed by this Measure: 1, 2, 3, 4, 5 | At least 50 percent of the student will rate their perceived gains in the various areas as 3 or 4 (on a 4 point scales where 3 indicates “quite a bit” and 4 indicates “very much”. |
| **Learning Assessment Results: *Name of Program 1*** | | |
| **Summary of Results from Implementing Direct Measures of Student Learning:** | | |
| 1. Major Field Test in Business:   |  |  |  |  |  | | --- | --- | --- | --- | --- | |  | **Percent of Students At or Above the National Mean** | | | | |  | 2016/17 | 2017/18 | 2018/19 | Average | | Total (ISLO 2) | 54 | 66 | 49 | 56.3 | | Accounting (ISLO 1) | 63 | 53 | 46 | 54 | | Economics (ISLO 1, 3) | 37 | 42 | 57 | 45.3 | | Management (ISLO 1) | 57 | 69 | 63 | 63 | | Quantitative (ISLO 2) | 34 | 35 | 48 | 39 | | Finance (ISLO 2) | 63 | 61 | 62 | 62 | | Marketing (ISLO 1) | 61 | 76 | 55 | 64 | | Legal (ISLO 3) | 51 | 49 | 42 | 47.3 | | IS (ISLO 1) | 51 | 42 | 48 | 47 | | International (ISLO 3) | I52 | 49 | 46 | 49 | | **Number of Students** | 67 | 71 | 65 |  | | | |
| 2. Capstone Project Presentation—Instructor Evaluation. 100% percent of the teams achieved a proficient (70-89 points) or distinguished (90-100 points on a 100 point scale) mean rating on questions pertaining to the student’s teamwork (Preparedness) and business presentation skills (Clarity of Presentation). | | |
| **Summary of Results from Implementing Indirect Measures of Student Learning:** | | |
| 1. WV Survey of Graduating Seniors:   |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | **WV Survey of Graduating Seniors** | |  | **Median Response (on a 5 point Scale with 5 being Strongly Agree)** | | | | | | | | | **Academic Program Questions:** |  |  |  | | 2016/17 | 2017/18 | 2018/19 |  |  |  | | Develop the ability to write effectively? (ISLO 5) | |  |  | | 4.5 | 4 | 5 |  |  |  | | Develop critical thinking skills? (ISLO 2) | |  |  | | 5 | 5 | 5 |  |  |  | | Develop effective public speaking? (ISLO 5) | |  |  | | 4.5 | 4 | 4 |  |  |  | | Develop computer/technical literacy and competency skills? (ISLO 1) | | | | 4 | | 4 | 4 |  |  |  | | Develop multicultural and global perspective? (ISLO 3) | | |  | | 4 | 4 | 4 |  |  |  | | Number of Shepherd Business Graduates | | |  | | 31 | 40 | 31 |  |  |  | | | |
| 2. Capstone Project Presentation—Peer Evaluation. 100% percent of the teams achieved a proficient (70-89 points) or distinguished (90-100 points on a 100 point scale) mean rating on questions pertaining to the student’s teamwork (Preparedness) and business presentation skills (Clarity of Presentation). | | |
| |  |  |  | | --- | --- | --- | | **3. NSSE Survey of Seniors** |  | **Percent Respond 3 or 4** | | **Perceived Gains in:** | ISLO | **(quite a bit or very much)** | | Writing clearly and effectively | 5 | 56% | | Speaking clearly and effectively | 5 | 50% | | Thinking critically and analytically | 2 | 83% | | Analyzing numerical and statistical information | 2 | 72% | | Acquiring job related knowledge and skills | 1 | 71% | | Working effectively with others | 4 | 78% | | Developing values and ethics | 3 | 61% | | Understanding people of other backgrounds | 3 | 41% | | Solving complex real-world problems | 2 | 50% | |  |  |  | | | |

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| **Summary of Achievement of Intended Student Learning Outcomes:** | | | | | | | | |
| **Intended Student Learning Outcomes** | **Learning Assessment Measures** | | | | | | | |
| **Program ISLOs** | ***Direct Measure 1*** | ***Direct Measure 2*** | ***Direct Measure 3*** | ***Direct Measure 4*** | ***Indirect Measure 1*** | ***Indirect Measure 2*** | ***Indirect Measure 3*** | ***Indirect Measure 4*** |
| **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. Students will demonstrate knowledge of general business principles and practices which align with generally accepted standards of business education. | Partially Met: Accounting, Management Marketing | NA |  |  | MET | NA | MET |  |
| 2. Students will apply analytical and critical thinking skills to successfully assess business. | Partially Met with overall exam score and Finance, not quantitative | NA |  |  | MET | NA | MET |  |
| 3. Students will demonstrate an understanding of the legal, ethical and economic standards of business in a global environment. | Not Met:  Economic, Legal and Internation all under 50 | NA |  |  | MET | NA | PARTIALLY MET |  |
| 4. Students will demonstrate an ability to work effectively in team situations. | NA | MET |  |  | NA | MET | MET |  |
| 5. Students will demonstrate effective verbal and written business presentation skills | NA | MET |  |  | MET | MET | MET |  |

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| **Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:** | | | | | | | | | | | | | |
| 1. Review content of MFT and adjust content coverage in core business courses as needed. | | | | | | | | | | | | | |
| 1. Develop underegraduate end-of-program survey that more effectively assesses ISLOs. | | | | | | | | | | | | | |
| **2018 2019 Undergraduate MFAT Results** | | | |  |  |  |  |  |  |  |  |
|  |  | TOTAL | ACCT | ECON | MANAGE | QUANT | FINANCE | MARKET | LEGAL | IS | INTERNA |
| National Means | | 149.3 | 43 | 40.2 | 61.2 | 33.9 | 43.1 | 50.4 | 46.6 | 51.2 | 39.7 |
| Cohort Id | Form Designation | Total Score | Total AI1 | Total AI2 | Total AI3 | Total AI4 | Total AI5 | Total AI6 | Total AI7 | Total AI8 | Total AI9 |
| 96570 | 4MMF | 141 | 35 | 40 | 56 | 54 | 50 | 27 | 64 | 0 | 50 |
| 96570 | 4MMF | **150** | 59 | 53 | 56 | 8 | 44 | 60 | 45 | 42 | 38 |
| 96570 | 4MMF | 144 | 65 | 47 | 56 | 38 | 31 | 27 | 36 | 33 | 25 |
| 96570 | 4MMF | 145 | 41 | 33 | 38 | 23 | 50 | 60 | 36 | 67 | 50 |
| 96570 | 4MMF | 138 | 29 | 13 | 56 | 38 | 31 | 53 | 36 | 50 | 25 |
| 96570 | 4MMF | **172** | 41 | 53 | 100 | 54 | 44 | 80 | 64 | 58 | 63 |
| 96570 | 4MMF | 145 | 59 | 47 | 56 | 15 | 31 | 67 | 18 | 42 | 50 |
| 96570 | 4MMF | **152** | 41 | 53 | 56 | 23 | 50 | 67 | 45 | 50 | 50 |
| 96570 | 4MMF | 138 | 53 | 40 | 44 | 38 | 38 | 33 | 18 | 33 | 38 |
| 96570 | 4MMF | 139 | 29 | 27 | 63 | 38 | 44 | 33 | 36 | 42 | 25 |
| 96570 | 4MMF | 147 | 41 | 40 | 50 | 23 | 50 | 47 | 55 | 58 | 50 |
| 96570 | 4MMF | 173 | 59 | 53 | 94 | 62 | 50 | 73 | 36 | 67 | 63 |
| 96570 | 4MMF | 138 | 35 | 27 | 63 | 15 | 44 | 40 | 27 | 50 | 25 |
| 96570 | 4MMF | 145 | 29 | 33 | 75 | 54 | 31 | 47 | 36 | 42 | 50 |
| 96570 | 4MMF | 159 | 35 | 47 | 63 | 62 | 44 | 60 | 82 | 50 | 50 |
| 96570 | 4MMF | 167 | 53 | 53 | 75 | 46 | 50 | 67 | 64 | 67 | 38 |
| 96570 | 4MMF | 147 | 59 | 47 | 56 | 38 | 25 | 53 | 36 | 42 | 50 |
| 96570 | 4MMF | 146 | 47 | 33 | 44 | 31 | 44 | 40 | 64 | 58 | 25 |
| 96570 | 4MMF | 158 | 47 | 27 | 88 | 31 | 31 | 53 | 82 | 75 | 38 |
| 96570 | 4MMF | 138 | 29 | 47 | 44 | 8 | 38 | 40 | 45 | 58 | 63 |
| 96570 | 4MMF | 153 | 47 | 40 | 38 | 69 | 44 | 80 | 45 | 33 | 25 |
| 96570 | 4MMF | 136 | 29 | 13 | 63 | 23 | 19 | 40 | 36 | 75 | 13 |
| 99054 | 4MMF | 163 | 47 | 40 | 69 | 62 | 56 | 73 | 45 | 58 | 63 |
| 99054 | 4MMF | 144 | 35 | 40 | 69 | 23 | 50 | 47 | 45 | 25 | 63 |
| 99054 | 4MMF | 170 | 65 | 67 | 81 | 54 | 38 | 53 | 64 | 67 | 63 |
| 99054 | 4MMF | 163 | 41 | 53 | 88 | 62 | 63 | 53 | 45 | 42 | 38 |
| 99054 | 4MMF | 163 | 47 | 60 | 69 | 38 | 56 | 47 | 82 | 58 | 38 |
| 99054 | 4MMF | 145 | 29 | 40 | 63 | 23 | 44 | 60 | 36 | 50 | 63 |
| 99054 | 4MMF | 143 | 41 | 27 | 69 | 15 | 31 | 40 | 73 | 42 | 38 |
| 99054 | 4MMF | 131 | 29 | 27 | 56 | 15 | 19 | 33 | 55 | 33 | 25 |
| 99054 | 4MMF | 137 | 41 | 27 | 50 | 8 | 38 | 33 | 64 | 42 | 25 |
| 99054 | 4MMF | 156 | 53 | 40 | 81 | 31 | 50 | 60 | 36 | 50 | 63 |
| 99054 | 4MMF | 161 | 59 | 60 | 75 | 46 | 44 | 53 | 55 | 42 | 63 |
| 99054 | 4MMF | 159 | 47 | 40 | 69 | 69 | 44 | 60 | 45 | 58 | 63 |
| 99054 | 4MMF | 140 | 29 | 27 | 50 | 8 | 38 | 47 | 64 | 67 | 25 |
| 99054 | 4MMF | 144 | 24 | 33 | 75 | 23 | 50 | 33 | 45 | 58 | 25 |
| 99054 | 4MMF | 129 | 29 | 13 | 63 | 15 | 19 | 20 | 73 | 25 | 25 |
| 99054 | 4MMF | 153 | 59 | 40 | 88 | 46 | 31 | 47 | 36 | 42 | 38 |
| 99054 | 4MMF | 147 | 53 | 40 | 44 | 31 | 50 | 60 | 18 | 58 | 38 |
| 99054 | 4MMF | 143 | 41 | 33 | 81 | 15 | 44 | 40 | 36 | 33 | 13 |
| 99054 | 4MMF | 154 | 53 | 33 | 69 | 31 | 50 | 73 | 36 | 50 | 25 |
| 99054 | 4MMF | 149 | 47 | 27 | 63 | 38 | 50 | 53 | 45 | 42 | 38 |
| 99054 | 4MMF | 138 | 24 | 33 | 50 | 31 | 38 | 40 | 36 | 58 | 25 |
| 99054 | 4MMF | 152 | 53 | 47 | 69 | 46 | 31 | 67 | 18 | 50 | 50 |
| 99054 | 4MMF | 147 | 35 | 40 | 56 | 23 | 31 | 60 | 55 | 67 | 63 |
| 99054 | 4MMF | 149 | 41 | 33 | 81 | 8 | 44 | 40 | 55 | 67 | 63 |
| 99054 | 4MMF | 156 | 41 | 33 | 88 | 31 | 50 | 60 | 64 | 42 | 50 |
| 99054 | 4MMF | 136 | 24 | 33 | 31 | 15 | 44 | 53 | 36 | 58 | 38 |
| 99054 | 4MMF | 156 | 53 | 33 | 75 | 46 | 31 | 67 | 55 | 50 | 38 |
| 99054 | 4MMF | 152 | 47 | 53 | 69 | 38 | 31 | 60 | 27 | 58 | 50 |
| 99054 | 4MMF | 153 | 53 | 33 | 38 | 69 | 50 | 40 | 45 | 75 | 38 |
| 99054 | 4MMF | 143 | 41 | 20 | 56 | 46 | 38 | 40 | 45 | 50 | 25 |
| 99054 | 4MMF | 153 | 65 | 27 | 50 | 38 | 56 | 53 | 45 | 58 | 38 |
| 99054 | 4MMF | 173 | 53 | 87 | 81 | 38 | 69 | 47 | 64 | 58 | 38 |
| 99054 | 4MMF | 162 | 35 | 60 | 88 | 38 | 50 | 67 | 73 | 33 | 38 |
| 99054 | 4MMF | 157 | 59 | 47 | 69 | 15 | 63 | 47 | 55 | 58 | 25 |
| 99054 | 4MMF | 154 | 41 | 47 | 63 | 31 | 44 | 73 | 55 | 50 | 50 |
| 99054 | 4MMF | 174 | 53 | 73 | 88 | 31 | 56 | 80 | 55 | 67 | 50 |
| 99054 | 4MMF | 157 | 35 | 27 | 81 | 38 | 50 | 60 | 73 | 58 | 50 |
| 99054 | 4MMF | 144 | 35 | 47 | 69 | 31 | 38 | 47 | 36 | 33 | 38 |
| 99054 | 4MMF | 154 | 41 | 33 | 81 | 23 | 44 | 80 | 45 | 50 | 50 |
| 99054 | 4MMF | 138 | 41 | 33 | 63 | 8 | 38 | 33 | 27 | 58 | 63 |
| 99054 | 4MMF | 180 | 53 | 60 | 94 | 46 | 44 | 80 | 91 | 75 | 50 |
| 99054 | 4MMF | 161 | 53 | 40 | 69 | 38 | 44 | 60 | 64 | 75 | 25 |
| 99054 | 4MMF | 140 | 29 | 47 | 56 | 31 | 31 | 40 | 36 | 50 | 63 |
| **Number Above National Mean** | | 32 | 30 | 37 | 41 | 31 | 40 | 36 | 27 | 31 | 30 |
| **% Above National Mean** | | 49% | 46% | 57% | 63% | 48% | 62% | 55% | 42% | 48% | 46% |

Outcomes Assessment Results

**Section I: Student Learning Assessment**

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| **Student Learning Assessment for:** MBA | |
| **Program Intended Student Learning Outcomes (Program ISLOs)** | |
| 1. Students will demonstrate mastery of subject areas utilizing concepts, definitions, and theories in accounting, economics, management, marketing, leadership, information systems, and ethics. | |
| 1. Students will demonstrate the ability to apply ethical criteria, leadership skills, problem solving, analytical skills and quantitative skills to resolve a variety of business situations and problems. | |
| 3. Students will demonstrate the ability to communicate professionally and effectively. M.B.A. graduates will demonstrate the ability to communicate professionally and effectively. | |
| 4. Students will demonstrate an understanding of the role of teams, groups, and individual behavior in relation to organizational success. | |
| 5. Students will demonstrate an understanding of the economic, political, legal and social forces that influence both domestic and international organizations | |
| 6. Students will conduct and present the research that transcends functional boundaries, synthesizing and integrating information for complex problem solving. | |
| **Assessment Instruments for Intended Student Learning Outcomes—**  **Direct Measures of Student Learning:** | **Performance Objectives (Targets/Criteria) for Direct Measures:** |
| 1. ETS MBA Major Field Test (MFT).  Program ISLOs Assessed by this Measure: 1, 2, 5, 6 | At least 50 percent of the students will have an overall score that is greater than or equal to the national mean. For each of the 5 subscores (accounting, marketing, management, finance, and strategic integration) at least 50 percent of the students will have a subscore that is greater than or equal to that subscore’s national mean. |
| *2.* Capstone Course    Program ISLOs Assessed by this Measure: 3, 4 | Students have a choice of capstone experiences (MBA 590—Applied Research Project or MBA 591—Internship). In MBA 590 at least 70% of the students will complete the final paper and powerpoint presentation with a satisfactory or better (A or B) rating. In MBA 591 at least 70% of the students will complete most or all of the internship goals and objectives as evaluated by the on-site mentor. |
| **Assessment Instruments for Intended Student Learning Outcomes—**  **Indirect Measures of Student Learning:** | **Performance Objectives (Targets/Criteria) for Indirect Measures:** |
| 1. Survey of Current MBA Students    Program ISLOs Assessed by this Measure: 1, 2, 3, 4, 5, 6 | At least 70 percent of the MBA students will be “satisfied” or “very satisfied” (4 or 5 on a 5 point scale) with the MBA program. At least 70 percent of the MBA students will be “likely” or “very likely” (4 or 5 on a 5 point scale) to recommend the MBA program. At least 70 percent of the MBA students will be “likely” or “very likely” to select the Shepherd MBA program again. |
| 2. Survey of MBA Graduates    Program ISLOs Assessed by this Measure: 1, 2, 3, 4, 5, 6 | At least 70 percent of the MBA graduates will be “satisfied” or “very satisfied” (4 or 5 on a 5 point scale) with the MBA program. At least 70 percent of the MBA graduates will be “likely” or “very likely” (4 or 5 on a 5 point scale) to recommend the MBA program. At least 70 percent of the MBA graduates will be “likely” or “very likely” to select the Shepherd MBA program again. |
| **Learning Assessment Results: *Name of Program 1*** | | |
| **Summary of Results from Implementing Direct Measures of Student Learning:** | | |
| 1. ETS MBA Major Field Test (MFT)   |  |  |  |  |  | | --- | --- | --- | --- | --- | |  | **Percent of Students At or Above the National Mean** | | | | |  | 2016/17 | 2017/18 | 2018/19 | Average | | Total | 43.8 | 25 | 22.2 | 29.63704 | | Marketing | 50 | 35 | 27.7 | 37.01111 | | Management | 62.5 | 55 | 27.7 | 48.12222 | | Finance | 25 | 25 | 5.6 | 18.53333 | | Accounting | 56.3 | 35 | 16.7 | 35.21111 | | Strategic Integration | 43.8 | 35 | 33.3 | 37.04074 | | **Number of Students** | 16 | 20 | 18 |  | |  |  |  |  |  | | | |
| |  |  |  | | --- | --- | --- | | **2. MBA 590 and MBA 591** | |  | |  |  |  | | **Percent of Students** | |  | | **With Satisfactory of Better Rating** | | | | **on the Paper and Presentation** | | | | Semester | Number | MBA 590 | | Fall 18 | 6 | 100% | | Spring 19 | 12 | 92% | | Summer 19 | 3 | 100% | |  |  |  | | **Percent of Students Completing** | | | | **Most or All of Goals and Objectives** | | | | Semester | Number | MBA 591 | | Fall 18 | 4 | 100% | | Spring 19 | 0 |  | | Summer 19 | 4 | 100% | | | |
| **Summary of Results from Implementing Indirect Measures of Student Learning:** | | |
| |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | | 1. MBA Survey of Current Students | | |  |  |  |  |  |  | | **Question** |  |  |  |  |  |  |  | **Response** (4 or 5 on 5 point scale) | | What is your overall level of satisfaction with the MBA program at Shepherd University? | | | | | | | | 81% very or somewhat satisfied | | How likely is it that you would recommend this MBA program to a friend or colleague? | | | | | | | | 79% likely or very likely | | If you were doing it again, how likely is it that you would select this MBA program? | | | | | | | | 79% likely or very likely | | | |
| |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | | 2. MBA Survey of Graduates | | |  |  |  |  |  |  | | **Question** |  |  |  |  |  |  |  | **Response** (4 or 5 on 5 point scale) | | What is your overall level of satisfaction with the MBA program at Shepherd University? | | | | | | | | 97% very or somewhat satisfied | | How likely is it that you would recommend this MBA program to a friend or colleague? | | | | | | | | 85% likely or very likely | | If you were doing it again, how likely is it that you would select this MBA program? | | | | | | | | 75% likely or very likely | |  | | | | | | | |  | | | |

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| **Summary of Achievement of Intended Student Learning Outcomes:** | | | | | | | | |
| **Intended Student Learning Outcomes** | **Learning Assessment Measures** | | | | | | | |
| **Program ISLOs** | ***Direct Measure 1*** | ***Direct Measure 2*** | ***Direct Measure 3*** | ***Direct Measure 4*** | ***Indirect Measure 1*** | ***Indirect Measure 2*** | ***Indirect Measure 3*** | ***Indirect Measure 4*** |
| **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. Students will demonstrate mastery of subject areas utilizing concepts, definitions, and theories in accounting, economics, management, marketing, leadership and ethics. | NOT MET | NA |  |  | MET | MET |  |  |
| 2. Students will demonstrate the ability to apply ethical criteria, leadership skills, problem solving, analytical skills and quantitative skills to resolve a variety of business situations and problems. | NOT MET | NA |  |  | MET | MET |  |  |
| 3. Students will demonstrate the ability to communicate professionally and effectively. M.B.A. graduates will demonstrate the ability to communicate professionally and effectively. | NA | MET |  |  | MET | MET |  |  |
| 4. Students will demonstrate an understanding of the role of teams, groups and individual behavior in relation to organizational success. | NA | MET |  |  | MET | MET |  |  |
| 5. Students will demonstrate an understanding of the economic, political, legal and social forces that influence both domestic and international organizations | nOT MET | NA |  |  | MET | MET |  |  |
| 6. Students will conduct the research that transcends functional boundaries, synthesizing and integrating information for complex problem solving. | NOT MET | NA |  |  | MET | MET |  |  |

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| **Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:** |
| 1. Identify a end-of-program course in which to administer the MFT and make part of the course grade so that students have an incentive to do well. |
| *2.* Review content of MFT to insure topics are being covered in the core MBA courses. Align course content if necessary. |
| 1. Develop an end-of-program survey that incorporates the MBA ISLOs and the IOOs. |

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| 2018-2019 MBA MFAT Scores | | |  |  |  |  |  |
|  |  | **Total** | **Market** | **Manage** | **Finance** | **Account** | **Strategic** |
|  | **National Means** | **247** | **58.1** | **55** | **35.1** | **40.6** | **48.6** |
| Subject | Form Designation | Total Score | Total AI1 | Total AI2 | Total AI3 | Total AI4 | Total AI5 |
| MBA | 4NMF | 222 | 39 | 37 | 21 | 20 | 32 |
| MBA | 4NMF | 222 | 39 | 33 | 21 | 27 | 22 |
| MBA | 4NMF | 253 | 61 | 77 | 31 | 37 | 53 |
| MBA | 4NMF | 220 | 32 | 20 | 31 | 13 | 27 |
| MBA | 4NMF | 220 | 16 | 27 | 28 | 10 | 20 |
| MBA | 4NMF | 242 | 68 | 47 | 28 | 33 | 44 |
| MBA | 4NMF | 224 | 48 | 33 | 21 | 20 | 20 |
| MBA | 4NMF | 221 | 29 | 27 | 34 | 23 | 17 |
| MBA | 4NMF | 224 | 42 | 33 | 21 | 30 | 34 |
| MBA | 4NMF | 246 | 61 | 70 | 24 | 30 | 49 |
| MBA | 4NMF | 220 | 29 | 23 | 21 | 23 | 22 |
| MBA | 4NMF | 276 | 77 | 77 | 52 | 63 | 71 |
| MBA | 4NMF | 248 | 55 | 67 | 28 | 43 | 47 |
| MBA | 4NMF | 244 | 55 | 57 | 31 | 40 | 53 |
| MBA | 4NMF | 256 | 68 | 53 | 28 | 63 | 54 |
| MBA | 4NMF | 221 | 29 | 23 | 31 | 30 | 29 |
| MBA | 4NMF | 233 | 48 | 33 | 34 | 37 | 53 |
| MBA | 4NMF | 229 | 45 | 33 | 34 | 27 | 37 |
| **Number Above National Mean** | | 4 | 5 | 5 | 1 | 3 | 6 |
| **Percent Above National Mean** | | 22.2 | 27.7 | 27.7 | 5.6 | 16.7 | 33.3 |

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

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| **Operational Assessment** | |
| **Intended Operational Outcomes** | |
| 1. The College of Business will be successful at placing its undergraduate students in career related positions and graduate school. | |
| 2. The College of Business will be successful in contributing to the career advancement of its MBA graduates. | |
| 3. Faculty members in the College of Business will be highly qualified in their teaching disciplines. | |
| 4. Faculty members in the College of Business will be engaged in the discipline, with appropriate scholarly and professional development activities | |
| 5. The College of Business will provide effective academic advising to its students. | |
| 6. The College of Business will be successful in providing quality instruction to its students. | |
| 7. The College of Business will be successful at placing students in internships, cooperative education and externship positions. | |
| **Assessment Measures/Methods for Intended Operational Outcomes:** | **Performance Objectives (Targets/Criteria) for Operational Assessment Measures/Methods:** |
| 1. Career Center Survey of Recent Graduates  Intended Operational Outcomes Assessed by this Measure: 1 | At least 70% or more of the graduates in business surveyed will be employed or in graduate school. |
| 2. MBA Alumni Survey  Intended Operational Outcomes Assessed by this Measure: 2 | On the MBA Alumni Survey, at least 70% of the survey respondents will respond “yes, definitely” or “yes, maybe” to question 19 “Do you feel that this program will advance your employment opportunities.” |
| 3. Faculty Credentials File  Intended Operational Outcomes Assessed by this Measure: 3 | At least 90 percent of the faculty in the College of Business will be academically qualified or professionally qualified to teach in their disciplinary field. |
| 4. Faculty Annual Report  Intended Operational Outcomes Assessed by this Measure: 4 | At least 80 percent of the full-time tenured or tenure track faculty in the College of Business will report at least two scholarly and/or professional development activities. |
| 5. Academic Advising Center Annual Advisor evaluations.  Intended Operational Outcomes Assessed by this Measure: 5 | At least 70 percent of the survey respondents will agree or strongly agree (5 or 6 on a 6 point scale) with the statement “I would recommend my advisor to other students.” |
| *6.* WV Survey of Graduating Seniors  Intended Operational Outcomes Assessed by this Measure: 5, 6 | The median score will be 4 or higher(on a 5 point scale) on questions pertaining to the graduates satisfaction with the quality of advising and the qualtity of teaching. |
| 7. Annual enrollment in Internships, coops and externships  Intended Operational Outcomes Assessed by this Measure: 7 | The annual enrollment in internships, coops and externships offered by the College of Business will increase by at least 10% each year. |
| 8. NSSE Survey  Broad-Based Operational Goals to which this Outcome is linked: 5, 6 | At least 70 percent of the student will rate the quality of their interacts with faculty and advisors as 5 or higher on a 7 point scales with 7 being excellent |
| **Summary of Results from Implementing Operational Assessment Measures/Methods:** | |
| 1. The Career Center 2019 survey of 2017 and 2018 graduates found that 88% of the students who graduated with a Bachelor’s degree in Business Administration were either employed full time or in graduate school. Of those employed full time, 73% were in a position related to their major field and 80% felt that their major prepared them for their intended career. | |
| 2. On the most recent MBA Alumni Survey 100% of the respondents indicate “yes, maybe” or “yes, definitely” the program will advance their employment opportunities. | |
| 3. A review of the faculty credentials file found that 100% of the full-time and part-time faculty teaching in the College of Business during the 2018-2019 academic year were either academically or professional qualified to teach in their disciplinary field. | |
| |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | | 4. 2018-2019 | Number of Professional Development Activities | | | | | | Faculty | **Scholarship of:** | |  | **Professional** | | | Member | **Teaching** | **Discovery** | **Application** | **Activities** |  | | Files | 2 |  |  | 3 |  | | Gocmen | 2 |  |  | 2 |  | | Goolsby | 1 |  |  | 1 |  | | Hamood | 1 |  |  | 1 |  | | Hoy | 2 | 2 |  | 3 |  | | Lynch |  |  |  | 4 |  | | Mandzik | 2 |  |  | 1 |  | | Martz |  | 2 | 1 |  |  | | Reid | 1 |  |  | 1 |  | | Scales |  |  |  | 5 |  | | Scott | 1 | 2 |  | 6 |  | | Vance | 1 |  |  | 12 |  | | Xie |  | 3 |  | 2 |  |   100% of the full time faculty in the COB were engaged in two or more scholarship and/or professional development activities. | |
| 5. From the survey tool administered by the Academic Advising Center Fall Semester 2018, 77.5% of the survey respondents from the College of Business indicated that they agreed or strongly agreed (5 or 6 on a 6 point scale) with the statement “I would recommend my advisor to other students.” | |
| |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | **6. WV Survey of Graduating Seniors** | | |  | **Median Response (on a 5 point Scale with 5 being Strongly Agree)** | | | | | | | | | **Satisfaction with** |  |  |  |  | | 2016/17 | 2017/18 | 2018/19 |  |  | | The quality of teaching | |  |  |  | | 4 | 4 | 4 |  |  | | The quality of advising | |  |  |  | | 4 | 4 | 5 |  |  | | Adequately prepared for a career and/or grad school | | | | | | 4 | 4 | 4 |  |  | | Number of Shepherd Business Graduates | | |  | |  | 31 | 40 | 31 |  |  | | |
| 7.   |  |  |  |  |  | | --- | --- | --- | --- | --- | | Annual Enrollment in Internships, Externships and Coops | | | | | |  | 2016/2017 | 2017/2018 | 2018/2019 | | ACCT 392 | 1 | 3 | 4 | | BADM 385 | 45 | 25 | 17 | | BADM 392 | 7 | 19 | 9 | | ECON 392 | 7 | 1 | 2 | | MBA 590 | 13 | 19 | 21 | | MBA 591 | 12 | 15 | 4 | | Total | 85 | 82 | 57 | | |
| |  |  | | --- | --- | |  | 8. NSSE Survey Results:  84% of the students rated the quality of their interactions with their faculty advisors as 5 or higher on a 7 point scale (IOO 5). 81% of the students rated the quality of their interactions with the faculty as a 5 or higher on a 7 point scale (IOO 6). | | |

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| **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. The College of Business will be successful at placing its undergraduate students in career related positions and graduate school. | MET | NA | NA | NA | NA | NA | NA | NA |
| 1. The College of Business will be successful in contributing to the career advancement of its MBA graduates. | NA | MET | NA | NA | NA | NA | NA | NA |
| 1. Faculty members in the College of Business will be highly qualified in their teaching disciplines. | NA | NA | MET | NA | NA | NA | N | NA |
| 1. Faculty members in the College of Business will be engaged in the discipline, with appropriate scholarly and professional development activities | NA | NA | NA | MET | NA | NA | NA | NA |
| 1. The College of Business will provide effective academic advising to its students. | NA | NA | NA | NA | MET | MET | NA | NA |
| 1. The College of Business will be successful in providing quality instruction to its students. | NA | NA | NA | NA | NA | ME | NA | MET |
| 1. . The College of Business will be successful at placing students in internships, cooperative education and externship positions. | NA | NA | NA | NA | NA | NA | NOT MET | NA |

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| **Proposed Courses of Action for Improvement in Operational Outcomes for which Performance Targets Were Not Met:** |
| 1. Monitor enrollments in internships, cooperative education and externship positions and make sure academic advisors are fully aware of the opportunities available |
| 1. Develop new end-of-program and alumni surveys (undergraduate and M.B.A.) that more effectively assess IOOs. |
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