



IACBE

International Accreditation Council for Business Education

Report of Outcomes Assessment Results

Institution Concordia University Texas

Academic Business Unit College of Business and Communication

Academic Year 2017-2018

BLANK PAGE

BLANK PAGE

**Outcomes Assessment Results
For Academic
Year: 2017-2018**

Section I: Student Learning Assessment

Student Learning Assessment for: <i>Bachelor of Business Administration (BBA)</i>	
Program Intended Student Learning Outcomes (Program ISLOs)	
1. Students will be able to identify and use effective communication (written, spoken) using a variety of mediums (person to person, visual, social, etc.) in order to collaborate effectively with teams, supervisors, peers and associates.	
2. Students will be able use qualitative and quantitative analytical skills to think creatively in problem solving and decision-making.	
3. Students will be able to draw upon a Christian worldview to think strategically, make decisions, and engage in business practices as they act as leaders and stewards of their talents, organizational resources, and the earth.	
4. Students in Business will demonstrate and effectively practice their profession upon graduation by demonstrating knowledge and competency in the following areas: Accounting, Economics, Management, Quantitative Analysis, Finance, Marketing, Legal/Social Environment, and International issues.	
5. Students will apply professional competence and personal convictions to add value to their employers and communities.	
Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
Direct Measure 1: Required Internship Program ISLOs Assessed by this Measure: 1,3, 4, 5	At least 80% of student interns will achieve a performance rating by their supervisors of “meets expectations” or higher on each evaluation criterion associated with the program ISLOs assessed by a rating scale by the internship supervisor. Using a rubric likert scale of “outstanding” with a 4 rating to 1 as “unacceptable.”
Direct Measure 2: Team Evaluation Program ISLOs Assessed by this Measure: 1, 2, 3	90% of students in BADM 3310 (Leadership and Business), and BADM 4312 (Strategic Management) will attain a mean score of 3 or better on the COB Team Evaluation Rubric which assesses team interactions, contributions, collaboration, and communications.

Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Indirect Measures:
1. Indirect Measure 1 Internship Experience Survey (post-graduation) Program ISLOs Assessed by this Measure: 1, 2, 3, 4, 5	On the alumni outcomes survey, at least 80% of graduating seniors who participated in the survey will indicate that internships were instrumental in preparing for their current position.
2. Indirect Measure 2 National Survey of Student Experience (NSSE) 2017 – Major Field Test Business Majors Program ISLOs Assessed by this Measure: 1, 2	On the NSSE Major Field Test, 90% of students who took the survey will indicate that “often” or “very often” they work with fellow students on team projects and presentations.
Learning Assessment Results: <i>Bachelor of Business Administration (BBA)</i>	
Summary of Results from Implementing Direct Measures of Student Learning:	
Required Internship: Number of students receiving a supervisor performance rating of Meets Expectations or higher from rubric rating (unacceptable, needs improvement, meets expectations, and outstanding)) on Program-ISLO-Related Criteria: Written and Oral Communication Skills - Program ISLOs Assessed by this Measure: 1, 3, 4, 5 (91% of Total) Business Knowledge/Application Skills Program ISLOs Assessed by this Measure: 2, 3, 5 (94% of Total) N= 59 Student Interns	
Team Evaluation: Number of students attaining a mean score of 3 or better on the Evaluation Rubric, which assesses team interaction, contribution, collaboration, and communication.	

90% of students in BADM 3310 (Leadership and Business), and BADM 4312 (Strategic Management) will attain a mean score of 3 or better on the COB Team Evaluation Rubric which assesses team interactions, contributions, collaboration, and communications.

Written and Oral Communication Skills - Program ISLOs Assessed by this Measure: 1, 3

Strategic Thinking and Ethical Decision-Making Skills - Program ISLOs Assessed by this Measure: 1, 3

Number of Students:

BADM 3310 - 23

BADM 4312 – Not Assessed

N=23

Summary of Results from Implementing Indirect Measures of Student Learning:

Internship Experience Survey

Number of students rating their Internship experience of the Program ISLOs as “Helpful” or “Very Helpful” in preparing students for the workplace/careers?

Program ISLOs Assessed by this Measure: 3, 4, 5

N= 59 undergraduates

National Survey of Student Engagement (NSSE) 2017

Number of students rating who took the survey rated equal or above peer universities in working with collaboratively with students on a project and team presentations.

Program ISLOs Assessed by this Measure: 1, 2

N=62 students

Scoring mean university peers = 2.8

Scoring mean Concordia/ Business = 3.1

Summary of Achievement of Intended Student Learning Outcomes:

Intended Student Learning Outcomes	Learning Assessment Measures							
Program ISLOs	Required Internship	Team Evaluation	Direct Measure 3	Direct Measure 4	Internship Alumni Survey	Program Exit Survey	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 be able to identify and use effective communication (written, spoken) using a variety of mediums (person to person, visual, social, etc.) in order to collaborate effectively with teams, supervisors, peers and associates.	Met	Met	N/A	N/A	N/A	N/A	N/A	N/A
2. Students will be able use qualitative and quantitative analytical skills to think creatively in problem solving and decision-making.	Met	Met			N/A	N/A		
3. Students will be able to draw upon a Christian worldview to think strategically, make decisions, and engage in business practices as they act as leaders and stewards of their talents, organizational resources, and the earth.	Met	Met			Met	N/A		
4. Students in Business will demonstrate and effectively practice their profession upon graduation by demonstrating knowledge and competency in the following areas: Accounting,	Met	N/A			Met	N/A		

Economics, Management, Quantitative Analysis, Finance, Marketing, Legal/Social Environment, and International issues.								
5. Students will apply professional competence and personal convictions to add value to their employers and communities.	Met	N/A			Met	N/A		
Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:								
1. <i>Course of Action 1</i>								
2. <i>Course of Action 2</i>								
3. <i>Course of Action 3</i>								
4. <i>Course of Action 4</i>								

Section I: Student Learning Assessment

Student Learning Assessment for: <i>Masters of Business Administration (MBA)</i>
Program Intended Student Learning Outcomes (Program ISLOs)
1. Students will master core business concepts and analytical tools in marketing, economics, finance, management, operations, strategy, entrepreneurship, and leadership.
2. Students will be able to make courageous and effective decisions about complex business situations by utilizing quantitative and qualitative information along with ethics and personal values.
3. Students will be able to identify, organize, and deploy resources necessary for an effective and efficient business or undertaking that positively impacts the community.
4. Students will be able to effectively communicate and collaborate with team members, those they are leading, and community/business partners.

5. Students will develop and deepen their personal commitment, values, and vision in order to be an authentic presence that brings good to the world.

**Assessment Instruments for Intended Student Learning Outcomes—
Direct Measures of Student Learning:**

Performance Objectives (Targets/Criteria) for Direct Measures:

Capstone Project
Program ISLOs Assessed by this Measure: 1,2,3,4,5

Students will develop as business consultants and work with actual companies in their last semester to produce high quality business reports with recommendations for implementation. 90% of students will earn (4 out of 5) for project and presentation quality in their final consulting report deliverables based on the rubric.

Professional Development Portfolio
Program ISLOs Assessed by this Measure: 2,3,4,5

Students will work the MBA director and career coaches to strategically develop and manage career goals, which include career assessments, optimization of LinkedIn presence, networking, and deepening communication and soft skills. 85% of students will achieve (4 out of 5) from their final professional development and coaching portfolio.

**Assessment Instruments for Intended Student Learning Outcomes—
Indirect Measures of Student Learning:**

Performance Objectives (Targets/Criteria) for Indirect Measures:

Alumni Survey (focus groups)
Program ISLOs Assessed by this Measure: 1,2,3,4,5

At least 85% of alumni who participated in the interview will indicate the MBA program had a "significant" or "very significant" impact on their careers since graduation.

Program Exit Survey

Not administered

Learning Assessment Results: *Master of Business Administration (MBA)*

Summary of Results from Implementing Direct Measures of Student Learning:

MBA Capstone Project

90% of students will earn (3 or higher) for project and presentation quality in their final consulting report deliverables based on the rubric of Exceeds, Meets, Below or Unacceptable Expectations on a likert scale of 1 to 4.

At least 85% of alumni who participated in the interview will indicate the MBA program had a “significant” or “very significant” impact on their careers since graduation.

Program ISLO-Related Criteria:

- Business Application and Decision Making Skills (Program ISLO 1, 2): 92% met this criteria
- Business Application of Resources and Community Impact (Program ISLO 1, 2, 3): 87% met this criteria
- Communication and Teamwork (Program ISLO, 4) 90% met this criteria
- Personal Commitment (Program ISLO, 3,4,5) 95% met this criteria

N= 82 Capstone Students
49 Austin, 33 Online

Professional Development Portfolio

90% of students will earn (4 out of 5) for project and presentation quality in their final consulting report deliverables based on the rubric.

- Communication and Teamwork (Program ISLO, 4) – 92%
- Personal Commitment (Program ISLO, 3,4,5) – 96%

N= 82 Capstone Students
49 Austin, 33 Online

Summary of Results from Implementing Indirect Measures of Student Learning:

Program Exit Survey (not administered)

Alumni Survey (focus groups)

Number of students who participated in Alumni focus groups from 2017-2018 indicated that coursework, action learning projects and professional development contributed in their overall confidence to pursue higher level positions that resulted in higher wages.

Program ISLOs Assessed by this Measure: 1, 2, 3, 4, 5

N= 46 MBA Alumni participated

Summary of Achievement of Intended Student Learning Outcomes:

Intended Student Learning Outcomes	Learning Assessment Measures							
Program ISLOs	<i>Capstone Project</i>	<i>Professional Portfolio</i>	<i>Direct Measure 3</i>	<i>Direct Measure 4</i>	<i>Program Exit Survey</i>	<i>Alumni Focus Group</i>	<i>Indirect Measure 3</i>	<i>Indirect Measure 4</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. Students will master core business concepts and analytical tools in marketing, economics, finance, management, operations, strategy, entrepreneurship, and leadership.	Met	Met			N/A	Met		
2. Students will be able to make courageous and effective decisions about complex business situations by utilizing quantitative and qualitative information along with ethics and personal values.	Met	N/A			N/A	Met		
3. Students will be able to identify, organize, and deploy resources necessary for an effective and efficient business or undertaking that positively impacts the community.	Met	Met			N/A	Met		
4. Students will be able to effectively communicate and collaborate with team members,	Met	Met			N/A	Met		

those they are leading, and community/business partners.								
5. Students will develop and deepen their personal commitment, values, and vision in order to be an authentic presence that brings good to the world.	N/A	Met			N/A	Met		

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

Course of Action 1 – The program exit survey was not administered during the academic year, but focus groups of alumni were used as the indirect measure. The exit survey proves to be a valuable resource and will be revised and administered during the academic year of 2018-2019, fall term.

Course of Action 2

Course of Action 3

Course of Action 4

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

Operational Assessment	
Intended Operational Outcomes	
1. The College of Business will offer curriculum that is relevant to ensure student employability and career advancement.	
2. The College of Business will offer quality advising for students by faculty and staff.	
3. The College of Business will recruit and hire faculty who dedicated to teaching, scholarly enrichment, service in their community, and ethical leadership.	
4. The College of Business will develop community partnerships that will aid in enrollment growth and financial sustainability.	
5. Faculty members in the College of Business will engage in professional development activities related to their field on an annual basis.	
Assessment Measures/Methods for Intended Operational Outcomes:	Performance Objectives (Targets/Criteria) for Operational Assessment Measures/Methods:
Required Internships & Capstone Projects Intended Operational Outcomes Assessed by this Measure: 1, 2, 3	All BBA and MBA students will participate in a semester long internship and action-learning projects (capstone) related to their academic degrees and faculty advisors.
Student Advising Intended Operational Outcomes Assessed by this Measure: 1, 2, 3	On the exit survey instruments, at least 85% of graduating seniors will indicate that they were "satisfied" or "very satisfied" with the academic advising that they had received.
Faculty Recruitment Intended Operational Outcomes Assessed by this Measure: 2, 5	The College and University will budget appropriately to recruit a diverse group of faculty on an annual basis.
Community Partnerships Intended Operational Outcomes Assessed by this Measure: 2, 4	The University will budget and hire staff to develop business

	partnerships in the community to increase enrollment on an annual basis.
Faculty Development Intended Operational Outcomes Assessed by this Measure: 3, 5	At least 80% of the College's full-time faculty members will attend one or more instructional-development conferences, seminars, or workshops each year related to their field of expertise and research interests.

Summary of Results from Implementing Operational Assessment Measures/Methods:

1. Per a review of the enrolled students in Internship and Capstone courses for AY 2017-2018
2. According to the NSSE survey, advising module in (2017) and Major Field Tests by Business Major (2017-2018), there was an increase in the value of student advising by 6% over the last academic year due to Student Central and faculty partnering to improve the student advising model.
3. The annual strategic plan prepared by the College of Business and University has allocated resources to find, recruit and retain faculty talent that aligns with our mission. Two new faculty members in the department were hired for undergraduate BBA programs (Jeremy Miller) who will receive his doctorate in 2019 and professor Dr. Todd Hostager who will teach in the MBA program.
4. Concordia has contracted with a new learning partner in 2018 to provide enrollment growth, improve the online learning experience and provide IT support for all online and ground programs.
5. With a new professional development budget implemented in 2017, the funds allow all faculty to participate in annual and international conferences on a rotating schedule. Therefore, all business full-time faculty were able to attend at least one professional conference during AY2017-2018.
6. *Summary of Results for Measure/Method 6*
7. *Summary of Results for Measure/Method 7*

Summary of Achievement of Intended Operational Outcomes:

Intended Operational Outcomes	Operational Assessment Measures/Methods							
	<i>Enrollment Master Schedule</i>	<i>NSSE Survey</i>	<i>Provost Report</i>	<i>Mission Officer Annual Report</i>	<i>CV and Faculty Reports</i>	<i>Operational Assessment Measure/ Method 6</i>	<i>Operational Assessment Measure/ Method 7</i>	<i>Operational Assessment Measure/ Method 8</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. The College of Business will offer curriculum that is relevant to ensure student employability and career advancement.	Met	Met	N/A	N/A	Met			
2. The College of Business will offer quality advising for students by faculty and staff.	Met	Met	Met	N/A	Met			
3. The College of Business will recruit and hire faculty who dedicated to teaching, scholarly enrichment, service in their community, and ethical leadership.	N/A	N/A	Met	N/A	Met			
4. The College of Business will develop community partnerships that will aid in enrollment growth and financial sustainability.	Met	N/A	Met	Met	N/A			
5. Faculty members in the College of Business will engage in professional development activities related to their field on an annual basis.	N/A	N/A	N/A	N/A	Not met			

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

1. The Center for Vocation and Professional Development (Career Services) has not tracked career placement after graduation. A survey instrument was developed and administered to alumni in AY 2017-2018. However, a new model of tracking is currently underway.
2. The Office of Admissions recently hired in AY 2017-2018 community partnership specialists who will focus on increasing enrollment by building employer relationships. A process is in place to track progress if hiring the specialists will result in increased enrollment.

3. *Course of Action 3*

4. *Course of Action 4*