

Norris-Vincent College of Business Academic Assessment Report Academic Year 2018-19

I. Direct Assessment Measures for BBA Program Learning Goals:

LG1: *Demonstrate proficiency in problem solving through analytical thinking, critical analysis, and/or creativity, as applied to business problems*

Assessment Measures for LG1:

1. Five embedded questions in ECON 2301 - Principles of Macroeconomics (also a measure of Critical Thinking student learning objective for University Core Curriculum Assessment)

Benchmark score: Average score of 55 percent

Year	Benchmark value	Result	Sample size	Interpretation of results
2018-19	55%	68.7%	21 (OL)	<i>Benchmark met</i>
2018-19	55%	67.4%	37 (F2F)	<i>Benchmark met</i>
2017-18	55%	61.6%	52 (F2F)	<i>Benchmark met</i>
2016-17	55%	65.2%	51 (F2F)	<i>Benchmark met</i>
2016-17	55%	64.8%	32 (OL)	<i>Benchmark met</i>

2. Five embedded questions in ECON 2302 - Principles of Microeconomics (also a measure of Critical Thinking student learning objective for University Core Curriculum Assessment)

Benchmark score: Average score of 55 percent

Year	Benchmark value	Result	Sample size	Interpretation of results
2018-19	55%	70.0%	23 (OL)	<i>Benchmark met</i>
2016-17	55%	77.4%	53 (F2F)	<i>Benchmark met</i>

3. Five embedded questions in FINC 3361 – Financial Management

Benchmark value: Average score of 50 percent

Year	Benchmark value	Result	Sample size	Interpretation of results
2018-19	50%	65.6%	78	<i>Benchmark met</i>
2017-18	50%	64.2%	73	<i>Benchmark met</i>
2016-17	50%	59%	66	<i>Benchmark met</i>

4. Case analysis in MGMT 4303 – Strategic Management

Benchmark value: Average score of 75 percent

Year	Benchmark value	Result	Sample size	Interpretation of results
2018-19	75%	86.2%	33 (F2F)	<i>Benchmark met</i>
2018-19	75%	78.9%	21 (OL)	<i>Benchmark met</i>

5. Exit survey of graduating seniors in MGMT 4303 – Strategic Management

Benchmark value: 50% respond “very well prepared” for problem solving

Year	Benchmark value	Result	Sample size	Interpretation of results
2018-19	50%	66.1%	56	<i>Benchmark met</i>
2017-18	50%	58.5%	63	<i>Benchmark met</i>
2016-17	50%	56.3%	48	<i>Benchmark met</i>

LG2a: *Demonstrate competency in basic business skills in the area of interpersonal oral and written communications*

Assessment Measures for LG2a:

1. Written career interview in COMM 3352 – Communication in Professional Life

Benchmark value: Average score of 75 out of 100 possible points

Year	Benchmark value	Result	Sample size	Interpretation of results
2018-19	75	96	90	<i>Benchmark met</i>

2. Oral career interview in COMM 3352 – Communication in Professional Life

Benchmark value: Average score of 75 out of 100 possible points

Year	Benchmark value	Result	Sample size	Interpretation of results
2018-19	75	85	90	<i>Benchmark met</i>

3. Embedded short answer questions in ECON 2301 - Principles of Macroeconomics

Benchmark score: Average score of 55 percent

Year	Benchmark value	Result	Sample size	Interpretation of results
2018-19	55%	87.0%	21 (OL)	<i>Benchmark met</i>
2018-19	55%	76.7%	37 (F2F)	<i>Benchmark met</i>

4. Written case situation analysis in MGMT 4303 – Strategic Management

Benchmark value: Average score of 75 percent

Year	Benchmark value	Result	Sample size	Interpretation of results
2018-19	75%	71.7%	25 (OL)	<i>Benchmark not met</i>
2018-19	75%	86.1%	34 (F2F)	<i>Benchmark met</i>
2017-18	75%	75%	22 (OL)	<i>Benchmark met</i>
2016-17	75%	81.2%	20 (OL)	<i>Benchmark met</i>

5. Oral presentation of case situation analysis in MGMT 4303 – Strategic Management

Benchmark value: Average score of 75 percent

Year	Benchmark value	Result	Sample size	Interpretation of results
2018-19	75%	77.3%	25 (OL)	<i>Benchmark met</i>
2018-19	75%	89.2%	34 (F2F)	<i>Benchmark met</i>
2017-18	90%	84.3%	22 (OL)	<i>Benchmark not met</i>
2016-17	80%	55%	35 (F2F)	<i>Benchmark not met</i>

6. Exit survey of graduating seniors in MGMT 4303 – Strategic Management

Benchmark value: 50% respond “very well prepared” regarding oral communication skills

Year	Benchmark value	Result	Sample size	Interpretation of results
2018-19	50%	67.9%	56	<i>Benchmark met</i>
2017-18	50%	56%	63	<i>Benchmark met</i>

Results for F2F and Online students combined.

7. Exit survey of graduating seniors in MGMT 4303 – Strategic Management

Benchmark value: 50% respond “very well prepared” regarding written communication skills

Year	Benchmark value	Result	Sample size	Interpretation of results
2018-19	50%	71.4%	56	<i>Benchmark met</i>
2017-18	50%	54%	63	<i>Benchmark met</i>

Results for F2F and Online students combined.

LG2b: Demonstrate competency in basic business skills in the area of quantitative literacy

Assessment Measures for LG2b:

1. Five embedded questions in ECON 2301 - Principles of Macroeconomics (also a measure of Empirical & Quantitative Skills student learning objective for University Core Curriculum Assessment)

Benchmark score: Average score of 55 percent

Year	Benchmark value	Result	Sample size	Interpretation of results
2018-19	55%	49.6%	21 (OL)	<i>Benchmark not met</i>
2018-19	55%	53.5%	37 (F2F)	<i>Benchmark not met</i>
2017-18	55%	59.5%	52 (F2F)	<i>Benchmark met</i>
2016-17	55%	75.1%	29 (OL)	<i>Benchmark met</i>

2. Five embedded questions in ECON 2302 - Principles of Microeconomics (also a measure of Empirical & Quantitative Skills student learning objective for University Core Curriculum Assessment)

Benchmark score: Average score of 55 percent

Year	Benchmark value	Result	Sample size	Interpretation of results
2018-19	55%	79.7%	59 (F2F)	<i>Benchmark met</i>
2018-19	55%	58.5%	22 (OL)	<i>Benchmark met</i>
2017-18	55%	56.8%	19 (OL)	<i>Benchmark met</i>
2017-18	55%	69.1%	33 (F2F)	<i>Benchmark met</i>
2016-17	55%	78.0%	20 (OL)	<i>Benchmark met</i>

3. Ten embedded questions in MGMT 2331 – Applied Business Statistics

Benchmark value: Average score of 70 percent

Year	Benchmark value	Result	Sample size	Interpretation of results
2018-19	70%	82%	127 (F2F)	<i>Benchmark met</i>
2017-18	75%	69.4%	66 (F2F)	<i>Benchmark not met</i>
2016-17	75%	83%	108 (F2F)	<i>Benchmark met</i>

4. Exit survey of graduating seniors in MGMT 4303 – Strategic Management

Benchmark value: 50% respond “very well prepared” in quantitative literacy

Year	Benchmark value	Result	Sample size	Interpretation of results
2018-19	50%	66.1%	56	<i>Benchmark met</i>
2017-18	50%	57.5%	63	<i>Benchmark met</i>
2016-17	50%	56.3%	48	<i>Benchmark met</i>

Results for F2F and Online students combined.

LG2c: Demonstrate competency in basic business skills in the area of the use of business productivity software

Assessment Measures for LG2c:

1. Excel capstone project in BCIS 1305 – Business Computer Applications

Benchmark value: Average score of 85 percent

Year	Benchmark value	Result	Sample size	Interpretation of results
2018-19	85%	85.6%	118 (F2F)	<i>Benchmark met</i>
2017-18	85%	91%	96 (F2F)	<i>Benchmark met</i>
2016-17	85%	93%	77 (F2F)	<i>Benchmark met</i>

2. Ten embedded questions in MGMT 2331 – Applied Business Statistics

Benchmark value: Average score of 70 percent

Year	Benchmark value	Result	Sample size	Interpretation of results
2018-19	70%	53%	127 (F2F)	<i>Benchmark not met</i>
2017-18	75%	45.8%	66 (F2F)	<i>Benchmark not met</i>
2016-17	75%	60%	108 (F2F)	<i>Benchmark not met</i>

3. Exit survey of graduating seniors in MGMT 4303 – Strategic Management

Benchmark value: 50% respond “very well prepared” in the use of productivity software

Year	Benchmark value	Result	Sample size	Interpretation of results
2018-19	50%	78.6%	56	<i>Benchmark met</i>
2017-18	50%	57.5%	63	<i>Benchmark met</i>
2016-17	50%	52.1%	48	<i>Benchmark met</i>

Results for F2F and Online students combined.

LG3a: Demonstrate knowledge of contemporary business theory and practice in both domestic and global settings

Assessment Measures for LG3a:

1. Two embedded exams in MGMT 3311 – International Business

Benchmark value: Average score of 80 percent

Year	Benchmark value	Result	Sample size	Interpretation of results
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2018-19	85%	91.2%	36 (F2F)	<i>Benchmark met</i>
2018-19	85%	85.3%	47 (OL)	<i>Benchmark met</i>
2017-18	80%	83.2%	72 (F2F)	<i>Benchmark met</i>

2. Two embedded exams in MGMT 3312 – International Management

Benchmark value: Average score of 85 percent

Year	Benchmark value	Result	Sample size	Interpretation of results
2018-19	75%	85%	39 (F2F)	<i>Benchmark met</i>
2017-18	85%	86.5%	20 (F2F)	<i>Benchmark met</i>

3. Ten embedded questions in ECON 4307 – International Economics

Benchmark value: Average score of 60 percent

Year	Benchmark value	Result	Sample size	Interpretation of results
2018-19	60%	56.4%	24 (F2F)	<i>Benchmark not met</i>
2017-18	60%	67.2%	32 (F2F)	<i>Benchmark met</i>
2016-17	60%	67.3%	22 (F2F)	<i>Benchmark met</i>

4. Embedded questions in FINC 4367 – International Finance

Benchmark value: 50% of class earns a score of 18 out of 25 possible points

Year	Benchmark value	Result	Sample size	Interpretation of results
2018-19	50% earns 18 pts.	69%	13 (F2F)	<i>Benchmark met</i>
2017-18	50% earns 18 pts.	61.1%	18 (F2F)	<i>Benchmark met</i>

5. Embedded questions in MKTG 4321 – International Marketing

Benchmark value: Average score of 80 percent

Year	Benchmark value	Result	Sample size	Interpretation of results
2018-19	80%	88%	33 (F2F)	<i>Benchmark met</i>
2017-18	80%	89.6%	40 (F2F)	<i>Benchmark met</i>
2016-17	80%	79%	25 (F2F)	<i>Benchmark met</i>

6. Exit survey of graduating seniors in MGMT 4303 – Strategic Management

Benchmark value: 50% respond “very well prepared” in business theory and practice

Year	Benchmark value	Result	Sample size	Interpretation of results
2018-19	50%	75%	56	<i>Benchmark met</i>
2017-18	50%	59%	63	<i>Benchmark met</i>
2016-17	50%	60.4%	48	<i>Benchmark met</i>

Results for F2F and Online students combined.

LG3b: Demonstrate knowledge of contemporary theory and practice in their chosen area of specialization

Assessment Measures for LG3b:

Accounting majors:

1. Twenty embedded questions in ACCT 3304 – Intermediate Accounting II

Benchmark value: Average score of 3.0 on a scale from 1 to 5

Year	Benchmark value	Result	No. of ACCT majors	Interpretation of results
2018-19	3.0	2.52	27 (F2F)	<i>Benchmark not met</i>
2017-18	2.5	3.66	29 (F2F)	<i>Benchmark met</i>
2016-17	60%	61.5%	13 (F2F)	<i>Benchmark met</i>

2. Accounting score from MFT for ACCT majors only

Benchmark value: National average score

Accounting				
Year	Benchmark value	Result	No. of ACCT majors	Interpretation of results
2018-19	43	53	33	<i>Benchmark met</i>
2017-18	43.1	57	38	<i>Benchmark met</i>
2016-17	43	53	29	<i>Benchmark met</i>

3. Exit survey of ACCT major graduating seniors in MGMT 4303 – Strategic Management

Benchmark value: 50% respond “very well prepared” for a career in accounting

Year	Benchmark value	Result	No. of ACCT majors	Interpretation of results
2018-19	50%	76.9%	13	<i>Benchmark met</i>
2017-18	50%	44.4%	27	<i>Benchmark not met</i>
2016-17	50%	33.3%	9	<i>Benchmark not met</i>

Results for F2F and Online students combined.

Finance majors:

1. Twenty question multiple choice exam in FINC 4364 – Security Analysis and Portfolio Management

Benchmark value: 50% of students score 18 out of 24 possible points

Year	Benchmark value	Result	No. of FINC majors	Interpretation of results
2018-19	50%	51.9%	27 (F2F)	<i>Benchmark met</i>
2017-18	50%	68.2%	22 (F2F)	<i>Benchmark met</i>
2016-17	50%	62.5%	8	<i>Benchmark met</i>

2. Finance score from MFT for FINC majors only

Benchmark value: National average score

Finance				
Year	Benchmark value	Result	No. of FINC majors	Interpretation of results
2018-19	43	48	19	<i>Benchmark met</i>
2017-18	43.3	46	22	<i>Benchmark met</i>
2016-17	43	50	13	<i>Benchmark met</i>

3. Exit survey of graduating seniors in MGMT 4303 – Strategic Management

Benchmark value: 50% respond “very well prepared” for a career in finance

Year	Benchmark value	Result	No. of FINC majors	Interpretation of results
2018-19	50%	75%	8	<i>Benchmark met</i>
2017-18	50%	62.5%	16	<i>Benchmark met</i>
2016-17	50%	100%	2	<i>Benchmark met</i>

Results for F2F and Online students combined.

International Business majors:

1. Embedded questions in MKTG 4321 – International Marketing

Benchmark value: Average score of 80 percent

Year	Benchmark value	Result	No. of IBUS majors	Interpretation of results
2018-19	80%	89%	9 (F2F)	<i>Benchmark met</i>
2017-18	80%	96%	4 (F2F)	<i>Benchmark met</i>
2016-17	80%	89%	6 (F2F)	<i>Benchmark met</i>

2. International Issues score from MFT for IBUS majors only

Benchmark value: National average score

International Issues				
Year	Benchmark value	Result	No. of IBUS majors	Interpretation of results
2018-19	51	39	10	<i>Benchmark not met</i>
2017-18	39.8	33	12	<i>Benchmark not met</i>
2016-17	40	45	9	<i>Benchmark met</i>

3. Exit survey of graduating seniors in MGMT 4303 – Strategic Management

Benchmark value: 50% respond “very well prepared” for a career in international business

Year	Benchmark value	Result	No. of IBUS majors	Interpretation of results
2018-19	50%	50%	2	<i>Benchmark met</i>
2017-18	50%	60%	5	<i>Benchmark met</i>
2016-17	50%	33.3%	3	<i>Benchmark not met</i>

Results for F2F and Online students combined.

Management majors:

1. Embedded questions in MGMT 3304 – Organization Behavior

Benchmark value: Average score of 75 percent

Year	Benchmark value	Result	No. of MGMT majors	Interpretation of results
2018-19	75%	76.25%	42 (F2F)	<i>Benchmark met</i>
2017-18	75%	77.25%	20 (F2F)	<i>Benchmark met</i>
2016-17	75%	33%	62 (F2F)	<i>Benchmark not met</i>

2. Management score from MFT for MGMT majors only

Benchmark value: National average score

Management				
Year	Benchmark value	Result	No. of MGMT majors	Interpretation of results
2018-19	61	61	62	<i>Benchmark met</i>
2017-18	61.4	61	70	<i>Benchmark not met</i>
2016-17	61	63	76	<i>Benchmark met</i>

3. Exit survey of graduating seniors in MGMT 4303 – Strategic Management

Benchmark value: 50% respond “very well prepared” for a career in management

Year	Benchmark value	Result	No. of MGMT majors	Interpretation of results
2018-19	50%	70%	20	<i>Benchmark met</i>
2017-18	50%	75.7%	37	<i>Benchmark met</i>
2016-17	50%	44.0%	25	<i>Benchmark not met</i>

Results for F2F and Online students combined.

Management Information Systems majors:

1. Embedded questions in MGMT 4343 – System Analysis and Design

Benchmark value: 80% of the class scores 80 percent

Year	Benchmark value	Result	No. of MIS majors	Interpretation of results
2018-19	80%	58.3%	12 (F2F)	<i>Benchmark not met</i>
2017-18	80%	88.9%	9 (F2F)	<i>Benchmark met</i>
2016-17	50 pt. increase in pre/post-test score	60.0	7 (F2F)	<i>Benchmark met</i>

2. Information Systems score from MFT for MIS majors only

Benchmark value: National average score

Information Systems				
Year	Benchmark value	Result	No. of MIS majors	Interpretation of results
2018-19	51	65	16	<i>Benchmark met</i>
2017-18	51.3	58	6	<i>Benchmark met</i>
2016-17	51	68	5	<i>Benchmark met</i>

3. Exit survey of graduating seniors in MGMT 4303 – Strategic Management

Benchmark value: 50% respond “very well prepared” for a career in MIS

Year	Benchmark value	Result	No. of MIS majors	Interpretation of results
2018-19	50%	100%	2	<i>Benchmark met</i>
2017-18	50%	66.7%	3	<i>Benchmark met</i>
2016-17	50%	50%	2	<i>Benchmark met</i>

Results for F2F and Online students combined.

Marketing majors:

1. Twenty embedded questions in MKTG 4325 – Marketing Management

Benchmark value: Average score of 70 percent

Year	Benchmark value	Result	No. of MKTG majors	Interpretation of results
2018-19	70%	59.8%	41 (F2F)	<i>Benchmark not met</i>
2017-18	70%	59.2%	25 (F2F)	<i>Benchmark not met</i>
2016-17	70%	57.6%	21 (F2F)	<i>Benchmark not met</i>

2. Marketing score from MFT for MKTG majors only

Benchmark value: National average score

Marketing				
Year	Benchmark value	Result	No. of MKTG majors	Interpretation of results
2018-19	50	55	41	<i>Benchmark met</i>
2017-18	50.5	56	23	<i>Benchmark met</i>
2016-17	50	55	34	<i>Benchmark met</i>

3. Exit survey of graduating seniors in MGMT 4303 – Strategic Management

Benchmark value: 50% respond “very well prepared” for a career in marketing

Year	Benchmark value	Result	No. of MKTG majors	Interpretation of results
2018-19	50%	66.7%	9	<i>Benchmark met</i>
2017-18	50%	58.8%	17	<i>Benchmark met</i>
2016-17	50%	100%	7	<i>Benchmark met</i>

Results for F2F and Online students combined.

LG4: *Demonstrate appreciation of ethical issues and sustainability in order to conduct business in a socially responsible manner*

Assessment Measures for LG4:

1. Five embedded questions in ECON 2301 - Principles of Macroeconomics (also a measure of Social Responsibility student learning objective for University Core Curriculum Assessment)

Benchmark score: Average score of 55 percent

Year	Benchmark value	Result	Sample size	Interpretation of results
2018-19	55%	56.5%	21 (OL)	<i>Benchmark met</i>

2018-19	55%	61.4%	29 (F2F)	<i>Benchmark met</i>
2017-18	50%	52.3%	29 (OL)	<i>Benchmark met</i>

2. Five embedded questions in ECON 2302 - Principles of Microeconomics (also a measure of Social Responsibility student learning objective for University Core Curriculum Assessment)

Benchmark score: Average score of 55 percent

Year	Benchmark value	Result	Sample size	Interpretation of results
2018-19	55%	61.7%	59 (F2F)	<i>Benchmark met</i>
2018-19	55%	70.0%	23 (OL)	<i>Benchmark met</i>
2017-18	50%	67.8%	49 (F2F)	<i>Benchmark met</i>

3. Case analysis in BUSI 2301 – Legal and Ethical Environment of Business

Benchmark value: Average score of 90 percent

Year	Benchmark value	Result	Sample size	Interpretation of results
2018-19	90%	94.8%	33 (OL)	<i>Benchmark met</i>
2017-18	80%	64.1%	39 (F2F)	<i>Benchmark not met</i>
2017-18	80%	84.2%	57 (OL)	<i>Benchmark met</i>
2016-17	80%	80.9%	152	<i>Benchmark met</i>

4. Three embedded questions in MGMT 3301 – Principles of Management

Benchmark value: 90% of students score 80 percent

Year	Benchmark value	Result	Sample size	Interpretation of results
2018-19	90% score 80%	89.9%	109 (F2F)	<i>Benchmark not met</i>
2018-19	90% score 80%	95.7%	47 (OL)	<i>Benchmark met</i>
2017-18	75%	85.3%	52	<i>Benchmark met</i>
2016-17	75%	73.6%	120	<i>Benchmark not met</i>

5. Exit survey of graduating seniors in MGMT 4303 – Strategic Management

Benchmark value: 50% respond “very well prepared” for ethical and CSR issues

Year	Benchmark value	Result	Sample size	Interpretation of results
2018-19	50%	76.8%	56	<i>Benchmark met</i>
2017-18	50%	66%	63	<i>Benchmark met</i>
2016-17	50%	72.9%	48	<i>Benchmark met</i>

Results for F2F and Online students combined.

LG5: Demonstrate respect for diversity and cultural differences in both domestic and global settings

Assessment Measures for LG5:

1. Embedded diversity exercise in MGMT 3301 – Principles of Management

Benchmark value: 90% of students score 80%

Year	Benchmark value	Result	Sample size	Interpretation of results
2018-19	90% score 80%	80.7%	109 (F2F)	<i>Benchmark not met</i>
2018-19	90% score 80%	73.3%	47 (OL)	<i>Benchmark not met</i>
2017-18	75%	80.1%	52	<i>Benchmark met</i>
2016-17	75%	92.2%	116	<i>Benchmark met</i>

2. Class presentation of final project in MGMT 3311 – International Business

Benchmark value: Average score of 85 percent

Year	Benchmark value	Result	Sample size	Interpretation of results
2018-19	85%	87.0%	36 (F2F)	<i>Benchmark met</i>
2018-19	85%	79.0%	47 (OL)	<i>Benchmark not met</i>
2017-18	85%	86.3%	72	<i>Benchmark met</i>
2016-17	75%	90.2%	184	<i>Benchmark met</i>

3. Two embedded quizzes in MGMT 3312 – International Management

Benchmark value: Average score of 90 percent

Year	Benchmark value	Result	Sample size	Interpretation of results
2018-19	90%	75%	39 (F2F)	<i>Benchmark not met</i>
2017-18	90%	92.2%	20	<i>Benchmark met</i>

4. Project presentation in FINC 4367 – International Finance

Benchmark value: 50% of students score 27 out of 30 possible points

Year	Benchmark value	Result	Sample size	Interpretation of results
2018-19	50% score 27 pts.	77%	13 (F2F)	<i>Benchmark met</i>
2017-18	50% score 27 pts.	66.7%	18 (F2F)	<i>Benchmark met</i>
2016-17	50% score 27 pts.	78.9%	19 (F2F)	<i>Benchmark met</i>

5. Comprehensive case study in MKTG 4321 – International Marketing

Benchmark value: Average score of 80 percent

Year	Benchmark value	Result	Sample size	Interpretation of results
2018-19	80%	90%	33 (F2F)	<i>Benchmark met</i>
2017-18	80%	92.2%	40 (F2F)	<i>Benchmark met</i>
2016-17	80%	88%	25 (F2F)	<i>Benchmark met</i>

6. Exit survey of graduating seniors in MGMT 4303 – Strategic Management

Benchmark value: 50% respond “very well prepared” for diversity issues

Year	Benchmark value	Result	Sample size	Interpretation of results
2018-19	50%	78.6%	56	<i>Benchmark met</i>
2017-18	50%	62%	63	<i>Benchmark met</i>
2016-17	50%	77.1%	48	<i>Benchmark met</i>

Results for F2F and Online students combined.

Summative Assessment Measures across all BBA Majors:

1. ETS Major Field Test for Business (administered within MGMT 4303) – Overall Performance

Benchmark value: National average score

Year	Benchmark value	Average Overall Score	Sample size	Interpretation of results
2018-19	149	149	181	<i>Benchmark met</i>
2017-18	149.5	150	184	<i>Benchmark met</i>
2016-17	151.8	152	166	<i>Benchmark met</i>

2. ETS Major Field Test for Business (administered within MGMT 4303) – Performance in Individual Content Areas

Benchmark value: National average score for each assessment indicator area

Accounting			
Year	Benchmark value	Average score	Interpretation of results
2018-19	43	45	<i>Benchmark met</i>
2017-18	43.1	44	<i>Benchmark met</i>
2016-17	43	44	<i>Benchmark met</i>

Economics			
Year	Benchmark value	Average score	Interpretation of results
2018-19	40	40	<i>Benchmark met</i>

2017-18	40.4	41	<i>Benchmark met</i>
2016-17	41	43	<i>Benchmark met</i>

Management			
Year	Benchmark value	Average score	Interpretation of results
2018-19	61	60	<i>Benchmark not met</i>
2017-18	61.4	62	<i>Benchmark met</i>
2016-17	61	64	<i>Benchmark met</i>

Quantitative Business Analysis			
Year	Benchmark value	Average score	Interpretation of results
2018-19	34	34	<i>Benchmark met</i>
2017-18	33.9	34	<i>Benchmark met</i>
2016-17	34	33	<i>Benchmark not met</i>

Finance			
Year	Benchmark value	Average score	Interpretation of results
2018-19	43	43	<i>Benchmark met</i>
2017-18	43.3	41	<i>Benchmark not met</i>
2016-17	43	43	<i>Benchmark met</i>

Marketing			
Year	Benchmark value	Average score	Interpretation of results
2018-19	50	51	<i>Benchmark met</i>
2017-18	50.5	53	<i>Benchmark met</i>
2016-17	50	54	<i>Benchmark met</i>

Legal and Social Environment			
Year	Benchmark value	Average score	Interpretation of results
2018-19	47	45	<i>Benchmark not met</i>
2017-18	46.7	47	<i>Benchmark met</i>
2016-17	47	47	<i>Benchmark met</i>

Information Systems			
Year	Benchmark value	Average score	Interpretation of results
2018-19	51	53	<i>Benchmark met</i>
2017-18	51.3	53	<i>Benchmark met</i>
2016-17	51	56	<i>Benchmark met</i>

International Issues			
Year	Benchmark value	Average score	Interpretation of results
2018-19	40	39	<i>Benchmark not met</i>
2017-18	39.8	41	<i>Benchmark met</i>
2016-17	40	45	<i>Benchmark met</i>

General summary of BBA Assessment findings:

For all BBA majors: (LG1-LG3a, LG4-LG5)

BBA Learning Goal	Benchmarks met?		
	2018-19	2017-18	2016-17
LG1: Problem-solving	5 of 5 met	3 of 3 met	4 of 4 met
LG2a: Oral/written communication skills	6 of 7 met	3 of 4 met	1 of 2 met
LG2b: Quantitative literacy	3 of 4 met	3 of 4 met	4 of 4 met
LG2c: Productivity software	2 of 3 met	2 of 3 met	2 of 3 met
LG3a: Contemporary business theory & practice in domestic & global settings	5 of 6 met	6 of 6 met	3 of 3 met
LG4: Ethical & CSR issues	4 of 5 met	4 of 5 met	2 of 3 met
LG5: Diversity & cultural issues	3 of 6 met	6 of 6 met	5 of 5 met

LG3b by major:

BBA Major	Benchmark met?								
	EI			MFTA			ES		
	18-19	17-18	16-17	18-19	17-18	16-17	18-19	17-18	16-17
Accounting	No	Yes	Yes	Yes	Yes	Yes	Yes	No	No
Finance	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
International Business	Yes	Yes	Yes	No	No	Yes	Yes	Yes	No
Management	Yes	Yes	No	Yes	No	Yes	Yes	Yes	No
Management Information Systems	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Marketing	No	No	No	Yes	Yes	Yes	Yes	Yes	Yes

Legend: EI = Embedded instrument; MFTA = MFT area score; ES = Exit survey

Narrative discussion for BBA assessment:

The longitudinal assessment data presented above measure student success of the BBA learning goals across the first 3 years under the revised BBA curricula, which became effective Fall 2016.

For the learning goals covered by the BBA core curriculum which applies to all 6 BBA majors (LG1-3a, 4-5), the assessment results indicate that student learning has consistently met the benchmarks for LG1 – Problem-solving across all 3 years. However, for the six remaining learning goals, LG2a – Written and oral communication skills, LG2b – Quantitative literacy, LG2c – Use of productivity software, LG3a – Contemporary business theory and practice in domestic and global settings, LG4 – Ethical and corporate social responsibility issues, and LG5 – Diversity and cultural issues, the results are mixed. In summary, the data show that:

- BBA students’ oral communication skills have shown some improvement, but their written communication skills still need to improve (LG2a)
- BBA students’ quantitative literacy skills are generally strong (LG2b)
- BBA students’ Excel skills as measured in MGMT 2331 have fallen short of the benchmark levels for three straight years (LG2c)

- BBA students' knowledge of contemporary business theory and practice in both domestic and global settings is generally strong (LG3a)
- BBA students' understanding of ethical issues is generally strong (LG4)
- BBA students' respect for diversity and cultural differences has room for improvement (LG5)

The summative measures provided by the MFT for Business indicate satisfactory learning overall, with the overall average score reaching the national average in each year. For 2018-19, the assessment indicator area scores exceeded the benchmarks in only 6 of the 9 areas, falling short in management, legal and social environment, and international issues. In the two previous years these scores exceeded the benchmarks for 8 of 9 areas.

For the major-specific learning goals (LG3b), the main areas of concern are in the embedded questions for Marketing majors (benchmark was not met on these for three straight years), and MFT area scores for International Business majors. The indirect measures taken from the BBA exit survey were improved over last year, with all six majors now reporting that they feel they are very well prepared for success in their chosen major.

Use of Results

Recognizing the ongoing need for additional instruction in written communication skills, the BBA core curriculum was revised effective Fall 2019 to require that all BBA majors take ENGL 2311 – Business and Technical Writing, a new general education core course that will be taught for the first time in Fall 2019. To improve BBA students' Excel skills, starting in Fall 2019 faculty in the Department of Management and Marketing will increase the number of required homework assignments in MGMT 2311 – Applied Business Statistics that must be completed using Excel. The assessment measures being used to measure LG5 in MGMT 3301 – Principles of Management and MGMT 3312 – International Management should be reviewed for clarity and relevance by the Assessment Committee during 2019-20 to make sure they are properly measuring student learning of that goal.

With regard to the major-specific learning goals (LG3b), during 2019-20 the Marketing faculty should review the direct assessment instrument they are using in their capstone course MKTG 4325 – Marketing Management to be sure it is cast at an appropriate level, since Marketing majors have fallen well short of the benchmark in each of the past three years. The major requirements for the International Business major were revised to eliminate the modern language requirement effective Fall 2019 and thereby provide more free electives. The major requirements for the MIS major were revised effective Fall 2019 to bring the major coursework more in line with current industry expectations and to put more of a focus on attaining MIS-related certifications before graduation.

II. MBA Program Learning Goals:

LG1: *Apply advanced knowledge skills and values to develop integrative solutions to management problems*

Assessment Measures for LG1:

1. Embedded chapter application cases in ACCT 6301 – Advanced Management Accounting

Benchmark value: 80% of students score 80% on each of 8 cases

Year	Benchmark value	Result	Sample size	Interpretation of results
2018-19	80% on all 8	80% on 7 of 8	13 (F2F)	<i>Benchmark not met</i>
2018-19	80% on all 8	80% on 7 of 8	39 (OL)	<i>Benchmark not met</i>
2017-18	70% score 75%	68.75% scored 75%	16 (F2F)	<i>Benchmark not met</i>
2017-18	70% score 75%	57.1% scored 75%	14 (OL)	<i>Benchmark not met</i>
2016-17	85% on all 7	85% on 3	55	<i>Benchmark not met</i>

2. Twenty embedded questions in FINC 6301 – Financial Management

Benchmark value: 50% of students score 42 out of 60 possible points

Year	Benchmark value	Result	Sample size	Interpretation of results
2018-19	50% score 42 pts.	83.3% scored 42	6 (F2F)	<i>Benchmark met</i>
2018-19	50% score 42 pts.	77% scored 42	34 (OL)	<i>Benchmark met</i>
2017-18	50% score 42 pts.	87.5% scored 42	14 (F2F)	<i>Benchmark met</i>
2016-17	80% avg score	92.6%	31 (OL)	<i>Benchmark met</i>

3. Three embedded short answer problems in ECON 6311 – Managerial Economics

Benchmark value: Average score of 65 percent

Year	Benchmark value	Result	Sample size	Interpretation of results
2018-19	65%	77%	35 (OL)	<i>Benchmark met</i>
2017-18	65%	77%	18 (F2F)	<i>Benchmark met</i>
2016-17	65%	68%	49 (OL)	<i>Benchmark met</i>
2016-17	65%	74%	11 (F2F)	<i>Benchmark met</i>

4. Embedded questions in MGMT 6301 – Management of Information Systems

Benchmark value: Average score of 85 percent

Year	Benchmark value	Result	Sample size	Interpretation of results
2018-19	85%	87.5%	38 (OL)	<i>Benchmark met</i>

5. Embedded questions in MGMT 6303 – Advanced Data Analytics

Benchmark value: Average score of 85 percent

Year	Benchmark value	Result	Sample size	Interpretation of results
2018-19	85%	91.4% - Spring	33 (OL)	<i>Benchmark met</i>
2018-19	85%	90.5% - Fall	40 (OL)	<i>Benchmark met</i>
2017-18	85%	90.7%	56 (OL)	<i>Benchmark met</i>
2016-17	80%	82%	11 (F2F)	<i>Benchmark met</i>

6. Written report in MGMT 6311 – Organizational Behavior and Leadership

Benchmark value: Average score of 70 percent

Year	Benchmark value	Result	Sample size	Interpretation of results
2018-19	70%	89.1%	10 (F2F)	<i>Benchmark met</i>
2018-19	70%	87.4%	33 (OL)	<i>Benchmark met</i>
2017-18	70%	71.9%	14 (F2F)	<i>Benchmark met</i>
2017-18	70%	56.9%	26 (OL)	<i>Benchmark not met</i>
2016-17	80%	89.8%	53 (OL)	<i>Benchmark met</i>

7. Ten embedded questions, and ten embedded problems in MGMT 6312 – Operations and Supply Chain Management

Benchmark value: Average score of 70 percent

Year	Benchmark value	Result	Sample size	Interpretation of results
2018-19	70%	81.8%	32 (OL)	<i>Benchmark met</i>
2017-18	70%	85.4%	18 (F2F)	<i>Benchmark met</i>
2016-17	70%	79.4%	52 (OL)	<i>Benchmark met</i>
2016-17	70%	84.9%	11 (F2F)	<i>Benchmark met</i>

8. Embedded questions in MKTG 6301 – Marketing Management

Benchmark value: Average score of 80 percent

Year	Benchmark value	Result	Sample size	Interpretation of results
2017-18	80%	85.2%	13 (F2F)	<i>Benchmark met</i>
2016-17	80%	85.8%	42 (OL)	<i>Benchmark met</i>

9. Exit survey of graduating MBA students in MGMT 6313 – Strategic Management in a Global Environment

Benchmark value: 50% “very well prepared” to develop integrative solutions

Year	Benchmark value	Result	Sample size	Interpretation of results
2018-19	50%	47.7%	44	<i>Benchmark not met</i>
2017-18	50%	61%	51	<i>Benchmark met</i>
2016-17	50%	46.2%	13	<i>Benchmark not met</i>

Results for F2F and Online students combined.

LG2a: Demonstrate effective written and oral communication skills appropriate to business

Assessment Measures for LG2a (Written):

1. Written case analysis in MKTG 6301 – Marketing Management

Benchmark value: Average score of 80 percent

Year	Benchmark value	Result	Sample size	Interpretation of results
2018-19	80%	90%	10 (F2F)	<i>Benchmark met</i>
2017-18	80%	91.2%	13 (F2F)	<i>Benchmark met</i>
2016-17	80%	85.4%	42 (OL)	<i>Benchmark met</i>

2. Written assignment in MGMT 6303 – Advanced Data Analytics

Benchmark value: Average score of 85 percent

Year	Benchmark value	Result	Sample size	Interpretation of results
2018-19	85%	88.0%	33 (OL)	<i>Benchmark met</i>

3. Exit survey of graduating MBA students in MGMT 6313 – Strategic Management in a Global Environment

Benchmark value: 50% respond “very well prepared” for written communication

Year	Benchmark value	Result	Sample size	Interpretation of results
2018-19	50%	43.2%	44	<i>Benchmark not met</i>
2017-18	50%	56%	39	<i>Benchmark met</i>

Results for F2F and Online students combined.

Assessment Measure for LG2a (Oral):

1. Quality of oral presentation in MGMT 6303 – Advanced Data Analytics

Benchmark value: Average of 80 points on a rubric with 100 possible points

Year	Benchmark value	Result	Sample size	Interpretation of results
2017-18	80	85.5	56 (OL)	<i>Benchmark met</i>
2016-17	80	70.0	11 (F2F)	<i>Benchmark not met</i>

2. Quality of oral presentation in MGMT 6311 – Organizational Behavior and Leadership

Benchmark value: Average score of 35 pts on a rubric with 50 possible pts (70%) for face-to-face students; average score of 14 pts on a rubric with 20 possible pts (70%) for online students

Year	Benchmark value	Result	Sample size	Interpretation of results
2018-19	70%	95.5%	10 (F2F)	<i>Benchmark met</i>
2018-19	70%	88.8%	33 (OL)	<i>Benchmark met</i>
2017-18	70%	82.4%	14 (F2F)	<i>Benchmark met</i>
2017-18	70%	87.0%	26 (OL)	<i>Benchmark met</i>

3. Quality of oral presentation in MKTG 6301 – Marketing Management

Benchmark value: Average score of 80 percent

Year	Benchmark value	Result	Sample size	Interpretation of results
2018-19	80%	90%	10 (F2F)	<i>Benchmark met</i>

4. Exit survey of graduating MBA students in MGMT 6313 – Strategic Management in a Global Environment

Benchmark value: 50% respond “very well prepared” for oral communication

Year	Benchmark value	Result	Sample size	Interpretation of results
2018-19	50%	43.2%	44	<i>Benchmark not met</i>
2017-18	50%	49%	39	<i>Benchmark not met</i>

Results for F2F and Online students combined.

LG2b: Demonstrate knowledge of the global nature of business

Assessment Measures for LG2b:

1. Twenty-five embedded questions in FINC 6301 – Financial Management

Benchmark value: 50% of students score 18 out of 25 possible points

Year	Benchmark value	Result	Sample size	Interpretation of results
2018-19	50% score 18	20% scored 18	5 (F2F)	<i>Benchmark not met</i>
2018-19	50% score 18	63% scored 18	34 (OL)	<i>Benchmark met</i>
2017-18	50% score 18	87.5% scored 18	14 (F2F)	<i>Benchmark met</i>
2016-17	75% avg score	81.3%	31 (OL)	<i>Benchmark met</i>

2. Twenty embedded questions in MGMT 6312 – Operations and Supply Chain Management

Benchmark value: Average score of 80 percent

Year	Benchmark value	Result	Sample size	Interpretation of results
2018-19	80%	88.5%	32 (OL)	<i>Benchmark met</i>
2017-18	70%	85.9%	18 (F2F)	<i>Benchmark met</i>
2016-17	70%	86.1%	35 (OL)	<i>Benchmark met</i>
2016-17	70%	78.5%	10 (F2F)	<i>Benchmark met</i>

3. Paper assignment on global nature of business in MGMT 6313 – Strategic Management in a Global Environment

Benchmark value: Average score of 48 out of 60 possible points

Year	Benchmark value	Result	Sample size	Interpretation of results
2018-19	48	55.6	42 (OL)	<i>Benchmark met</i>
2017-18	70%	95.9%	16 (OL)	<i>Benchmark met</i>
2016-17	90%	91.9%	27 (OL)	<i>Benchmark met</i>

4. Exit survey of graduating MBA students in MGMT 6313 – Strategic Management in a Global Environment

Benchmark value: 50% respond “very well prepared” to understand global nature of business

Year	Benchmark value	Result	Sample size	Interpretation of results
2018-19	50%	47.7%	44	<i>Benchmark not met</i>
2017-18	50%	53%	51	<i>Benchmark met</i>

Results for F2F and Online students combined.

LG3a: Demonstrate ethical reasoning and awareness appropriate to business decision making, social responsibility and sustainability

Assessment Measures for LG3a:

1. Case study in MKTG 6301 – Marketing Management

Benchmark value: Average score of 80 percent

Year	Benchmark value	Result	Sample size	Interpretation of results
2017-18	80%	88%	13 (F2F)	<i>Benchmark met</i>

2. Simulation on ethics in BUSI 6302 – Legal and Social Environment of Business

Benchmark value: Average score of 80 percent

Year	Benchmark value	Result	Sample size	Interpretation of results
2018-19	80%	84%	47 (OL)	<i>Benchmark met</i>
2017-18	80% score 80%	97.9%	47 (OL)	<i>Benchmark met</i>
2016-17	80% score 80%	100%	10 (F2F)	<i>Benchmark met</i>

3. Exit survey of graduating MBA students in MGMT 6313 – Strategic Management in a Global Environment

Benchmark value: 50% respond “very well prepared” for ethical and CSR issues

Year	Benchmark value	Result	Sample size	Interpretation of results
2018-19	50%	68.2%	44	<i>Benchmark met</i>
2017-18	50%	69%	51	<i>Benchmark met</i>

Results for F2F and Online students combined.

LG3b: Demonstrate an appreciation for the value of diversity in the workplace

Assessment Measures for LG3b:

1. Simulation on diversity in BUSI 6302 – Legal and Social Environment of Business

Benchmark value: Average score of 80 percent

Year	Benchmark value	Result	Sample size	Interpretation of results
2018-19	80%	86%	47 (OL)	<i>Benchmark met</i>
2017-18	80% score 80%	55.3%	47 (OL)	<i>Benchmark not met</i>
2016-17	80% score 80%	90%	10 (F2F)	<i>Benchmark met</i>

2. Response to the discussion prompt in MGMT 6311 – Organizational Behavior and Leadership

Benchmark value: Average score of 14 out of 20 possible points

Year	Benchmark value	Result	Sample size	Interpretation of results
2018-19	14	18.6	10 (F2F)	<i>Benchmark met</i>
2018-19	14	19.2	33 (OL)	<i>Benchmark met</i>
2017-18	14	15.4	14 (F2F)	<i>Benchmark met</i>
2017-18	14	18.3	26 (OL)	<i>Benchmark met</i>

3. Exit survey of graduating MBA students in MGMT 6313 – Strategic Management in a Global Environment

Benchmark value: 50% respond “very well prepared” for working in a diverse workplace

Year	Benchmark value	Result	Sample size	Interpretation of results
2018-19	50%	72.7%	44	<i>Benchmark met</i>
2017-18	50%	73%	51	<i>Benchmark met</i>

Results for F2F and Online students combined.

LG3c: Lead others and work effectively in a team setting

Assessment Measures for LG3c:

1. Team member evaluations of group presentations in face-to-face sections of MGMT 6311 – Organizational Behavior and Leadership

Benchmark value: Average score of 40 out of 50 possible points (80%)

Year	Benchmark value	Result	Sample size	Interpretation of results
2018-19	80%	95.5%	10 (F2F)	<i>Benchmark met</i>
2017-18	80%	82.4%	14 (F2F)	<i>Benchmark met</i>

2. Teamwork digital badges in online sections of MGMT 6311 – Organizational Behavior and Leadership

Benchmark value: Average score of 32 out of 40 possible points

Year	Benchmark value	Result	Sample size	Interpretation of results
2018-19	32 out of 40 pts.	40 pts.	33 (OL)	<i>Benchmark met</i>
2017-18	32 out of 40 pts.	40 pts.	26 (OL)	<i>Benchmark met</i>
2016-17	19 out of 24 pts.	20.9 pts.	53 (OL)	<i>Benchmark met</i>

3. Group project in MGMT 6313 – Strategic Management in a Global Economy

Benchmark value: Average score of 56 out of 70 possible points (Fall 2018); Average score of 16 out of 20 possible points, including peer assessment (Spring 2019)

Year	Benchmark value	Result	Sample size	Interpretation of results
Spring 2019	16	19.5	42 (OL)	<i>Benchmark met</i>
Fall 2018	56	67.33	36 (OL)	<i>Benchmark met</i>

4. Exit survey of graduating MBA students in MGMT 6313 – Strategic Management in a Global Environment

Benchmark value: 50% respond “very well prepared” for working in a team setting

Year	Benchmark value	Result	Sample size	Interpretation of results
2018-19	50%	68.2%	44	<i>Benchmark met</i>
2017-18	50%	73%	51	<i>Benchmark met</i>

Results for F2F and Online students combined.

Summative Assessment Measure for the MBA Program:

1. The overall score on the MFT for MBA Test, which is a required component of MGMT 6313 – Strategic Management in a Global Environment

Benchmark value: National institutional mean overall score

Year	Benchmark value	Average Overall Score	Sample size	Interpretation of results
2018-19	248	250	84	<i>Benchmark met</i>
2017-18	248.4	248.9	62*	<i>Benchmark met</i>

*Results for online MBA students only

2. The MFT for MBA Test scores for each assessment indicator area

Benchmark value: National average score for each assessment indicator area

Accounting			
Year	Benchmark value	Average score	Interpretation of results
2018-19	41	43	<i>Benchmark met</i>
2017-18	41.3	43	<i>Benchmark met</i>

Finance			
Year	Benchmark value	Average score	Interpretation of results
2018-19	36	34	<i>Benchmark not met</i>
2017-18	35.7	32	<i>Benchmark not met</i>

Management			
Year	Benchmark value	Average score	Interpretation of results
2018-19	56	58	<i>Benchmark met</i>
2017-18	55.8	59	<i>Benchmark met</i>

Marketing			
Year	Benchmark value	Average score	Interpretation of results
2018-19	59	62	<i>Benchmark met</i>
2017-18	58.8	60	<i>Benchmark met</i>

Strategic Integration			
Year	Benchmark value	Average score	Interpretation of results
2018-19	49	51	<i>Benchmark met</i>
2017-18	49.3	50	<i>Benchmark met</i>

General summary of MBA Assessment findings and discussion of areas where student learning did not meet the benchmark value:

MBA Learning Goal	Benchmarks met?		
	2018-19	2017-18	2016-17
LG1: Integrative solutions to management problems	7 of 9 met	6 of 8 met	6 of 8 met

LG2a: Oral/written communication skills	Written: 2 of 3 met Oral: 2 of 3 met	Written: 2 of 2 met Oral: 2 of 3 met	Written: 1 of 1 met Oral: 0 of 1 met
LG2b: Global nature of business	4 of 5 met	4 of 4 met	3 of 3 met
LG3a: Ethical & CSR issues	2 of 2 met	3 of 3 met	1 of 1 met
LG3b: Diversity issues	4 of 4 met	3 of 4 met	1 of 1 met
LG3c: Teamwork	5 of 5 met	3 of 3 met	1 of 1 met

The longitudinal assessment data presented above measure student success of the MBA learning goals across the first 3 years under the revised MBA curriculum, which became effective Fall 2016.

Since the majority of MBA students are online students, most of the data on student learning over this three-year period comes from online sections. However, separate data on student learning for certain face-to-face MBA sections has been collected. The conclusions presented here are based on the totality of assessment data collected. As more longitudinal data for the face-to-face MBA sections become available, it will be eventually be possible to separately assess student learning of the MBA program goals for each distinct delivery mode.

The assessment measures for the MBA program from 2016-17 through 2018-19 present a generally favorable view of MBA student learning under the new curriculum. In summary, the results show that:

- MBA students continue to do well in all subject areas except managerial accounting, where the direct assessment measures have never reached the benchmark levels (LG1)
- Measures of both written and oral communication skills for MBA students are generally favorable (LG2a)
- Measures of MBA students' knowledge of the global nature of business indicate some difficulty, especially in finance (LG2b)
- MBA students' ethical reasoning and awareness of CSR issues appear to be satisfactory (LG3a)
- MBA students' appreciation of diversity in the workplace seems to have improved in 2018-19, especially in BUSI 6302 – Legal and Social Environment of Business; this course had a change of instructor for 2018-19 and a new direct assessment instrument was used (LG3b)
- Measures of MBA students' ability to lead others and work in teams continue to indicate success in this learning goal (LG3c)

The MFT for the MBA was used as a summative measure of student learning for the second year, being first implemented in the 2017-18 year. The results from these two years indicate satisfactory learning overall, with the overall average institutional score exceeding the national average in each year. In both years, the assessment indicator area scores exceeded the benchmarks for all areas except finance. However, the score for the finance area did improve in 2018-19.

Use of Results

The direct assessment instrument used to measure student learning of managerial accounting should be reviewed by accounting faculty and the Assessment Committee to make sure that the instrument is appropriate, since the overall results for the accounting area of the MFT exceed the national average in each year. Finance faculty made some changes to their pedagogy during 2018-19 in light of the disappointing results for the finance area; these changes appear to have produced some improvement in that area. If the MFT results for finance continue to fall below the national average, additional changes in finance content coverage or pedagogy may be called for.

III. MPAc Program Learning Goals:

LG1a: *Apply advanced knowledge skills and values to develop integrative solutions to accounting problems*

Assessment Measures for LG1a:

1. Embedded exam in ACCT 6317 – Accounting Theory

Benchmark value: Average score of 70 percent

Year	Benchmark value	Result	Sample size	Interpretation of results
2018-19	70%	82.5%	12 (F2F)	<i>Benchmark met</i>
2017-18	75% score 70%	71%	21 (F2F)	<i>Benchmark not met</i>
2016-17	80%	78.1%	8 (F2F)	<i>Benchmark not met</i>

2. 50 question final exam on corporate taxation in ACCT 6361 – Advanced Tax Accounting

Benchmark value: 60% of students score 75 percent

Year	Benchmark value	Result	Sample size	Interpretation of results
2018-19	60% score 75%	93%	14 (F2F)	<i>Benchmark met</i>
2017-18	60% score 75%	82%	11 (F2F)	<i>Benchmark met</i>
2016-17	60% score 75%	82%	8 (F2F)	<i>Benchmark met</i>

3. Embedded application questions in ACCT 6313 – Accounting Information Systems

Benchmark value: 80% of students score 80 percent

Year	Benchmark value	Result	Sample size	Interpretation of results
2018-19	80% score 80%	100%	19 (F2F)	<i>Benchmark met</i>
2017-18	70% score 75%	90%	10 (F2F)	<i>Benchmark met</i>

4. Application case analysis in ACCT 6313 – Accounting Information Systems

Benchmark value: 80% of students score 80 percent

Year	Benchmark value	Result	Sample size	Interpretation of results
2018-19	80% score 80%	63.2%	19 (F2F)	<i>Benchmark not met</i>

5. Exit survey of graduating MPAC students

Benchmark value: 50% respond “very well prepared” to develop integrative solutions

Year	Benchmark value	Result	Sample size	Interpretation of results
2018-19	50%	n.a.		Exit survey not done
2017-18	50%	43%	7 (F2F)	<i>Benchmark not met</i>

LG1b: Demonstrate skills in the use of current information resources to research advanced accounting problems

Assessment Measure for LG1b:

1. Two research assignments in ACCT 6362 – Tax Research Methodology

Benchmark value: 75% will score 8 points out of 10 possible points on each assignment

Year	Benchmark value	Result	Sample size	Interpretation of results
2018-19	75% score 8 on both	78.6%	14 (F2F)	<i>Benchmark met</i>
2017-18	70% score 36	86.7%	15 (F2F)	<i>Benchmark met</i>

2. Exit survey of graduating MPAC students

Benchmark value: 50% respond “very well prepared” to research advanced accounting problems

Year	Benchmark value	Result	Sample size	Interpretation of results
2018-19	50%	n.a.		Exit survey not done
2017-18	50%	86%	7 (F2F)	<i>Benchmark met</i>

LG2a: Demonstrate effective written and oral communication skills appropriate to accounting

Assessment Measures for LG2a (written):

1. Written group memo analyzing audited financial statements in ACCT 6303 – Applied Auditing

Benchmark value: 80% of students get a grade of 3 using a rubric from 1 to 4 for all 6 measures assessed

Year	Benchmark value	Result	Sample size	Interpretation of results
2018-19	80% score 3 pts. on all 6	81%	16 (F2F)	<i>Benchmark met</i>
2017-18	75% score 3 pts. on all 6	84%	19 (F2F)	<i>Benchmark met</i>

2. Exit survey of graduating MPAC students

Benchmark value: 50% respond “very well prepared” in written communication

Year	Benchmark value	Result	Sample size	Interpretation of results
2018-19	50%	n.a.		Exit survey not done
2017-18	50%	57%	7 (F2F)	<i>Benchmark met</i>

Assessment Measure for LG2a (oral):

1. In-class presentation of a group analysis in ACCT 6325 – Financial Statement Analysis

Benchmark value: Each group receives a single overall score of 90% that is applied to all students

Year	Benchmark value	Result	Sample size	Interpretation of results
2018-19	100% score 90%	100%	16 (F2F)	<i>Benchmark met</i>
2017-18	100% score 90%	100%	9 (F2F)	<i>Benchmark met</i>

2. Exit survey of graduating MPAC students

Benchmark value: 50% respond “very well prepared” for oral communication

Year	Benchmark value	Result	Sample size	Interpretation of results
2018-19	50%	n.a.		Exit survey not done
2017-18	50%	57%	7 (F2F)	<i>Benchmark met</i>

LG2b: Demonstrate knowledge of the global nature of accounting

Assessment Measure for LG2b:

1. Embedded questions on global topics in ACCT 6309 – Advanced Accounting

Benchmark value: Average score of 70 percent

Year	Benchmark value	Result	Sample size	Interpretation of results
2018-19	70%	78.5%	13 (F2F)	<i>Benchmark met</i>
2017-18	75% score 13	83.3%	18 (F2F)	<i>Benchmark met</i>
2016-17	80%	80.8%	7 (F2F)	<i>Benchmark met</i>

2. Exit survey of graduating MPAC students

Benchmark value: 50% respond “very well prepared” to understand the global nature of accounting

Year	Benchmark value	Result	Sample size	Interpretation of results
2018-19	50%	n.a.		Exit survey not done
2017-18	50%	57%	7 (F2F)	<i>Benchmark met</i>

LG3a: Demonstrate ethical reasoning and awareness appropriate to accounting decision-making, social responsibility and sustainability

Assessment Measure for LG3a:

1. 20 questions on the concept of CPA independence in practice in ACCT 6332 – Ethics in Accounting

Benchmark value: 60% of students score 75%

Year	Benchmark value	Result	Sample size	Interpretation of results
2018-19	60% score 75%	4.8%	21 (F2F)	<i>Benchmark not met</i>
2017-18	60% score 75%	25%	8 (F2F)	<i>Benchmark not met</i>

2. Exit survey of graduating MPAC students

Benchmark value: 50% respond “very well prepared” for ethical and CSR issues

Year	Benchmark value	Result	Sample size	Interpretation of results
2018-19	50%	n.a.		Exit survey not done
2017-18	50%	86%	7 (F2F)	<i>Benchmark met</i>

LG3b: Lead others and work effectively in a team setting

Assessment Measure for LG3b:

1. Group assessment of a company’s financial health in ACCT 6325 – Financial Statement Analysis

Benchmark value: Each group receives a single overall score of 90% which is applied to all students

Year	Benchmark value	Result	Sample size	Interpretation of results
2018-19	100% score 90%	100%	16 (F2F)	<i>Benchmark met</i>
2017-18	100% score 90%	100%	9 (F2F)	<i>Benchmark met</i>

2. Exit survey of graduating MPAC students

Benchmark value: 50% respond “very well prepared” to work in a team

Year	Benchmark value	Result	Sample size	Interpretation of results
2018-19	50%	n.a.		Exit survey not done
2017-18	50%	71%	7 (F2F)	<i>Benchmark met</i>

General summary of MPAC Assessment findings and discussion of areas where student learning did not meet the benchmark value:

MPAc Learning Goal	Benchmark met?		
	2018-19	2017-18	2016-17
LG1a: Integrative solutions to accounting problems	4 of 4 met	2 of 4 met	1 of 2 met
LG1b: Use of information resources	1 of 1 met	2 of 2 met	n.a.
LG2a: Oral/written communication skills	Written: 1 of 1 met Oral: 1 of 1 met	Written: 2 of 2 met Oral: 2 of 2 met	n.a.
LG2b: Global nature of accounting	1 of 1 met	2 of 2 met	1 of 1 met
LG3a: Ethical & CSR issues	0 of 1 met	1 of 2 met	n.a.
LG3b: Leadership and Teamwork	1 of 1 met	2 of 2 met	n.a.

The longitudinal assessment data presented above measure student success of the MPAC learning goals across the first three years since the curriculum was revised effective Fall 2016.

The assessment measures for the MPAC program from 2016-17 through 2018-19 present a generally favorable view of MPAC student learning under the new curriculum. In summary, the results show that:

- MPAC students have improved in their ability to develop integrative solutions to accounting problems (LG1a)
- MPAC students continue to do well in using information resources to research accounting issues (LG1b)
- Measures of both written and oral communication skills for MPAC students are very favorable (LG2a)
- Measures of MPAC students' knowledge of the global nature of accounting are favorable (LG2b)
- MPAC students' ethical reasoning and awareness of CSR issues continues to fall short of the desired level (LG3a)
- Measures of MPAC students' ability to lead others and work in teams continue to indicate success in this learning goal (LG3bc)

Use of Results

The direct instrument used to assess learning of LG3a should be carefully reviewed by the accounting faculty and the Assessment Committee, since the result for 2018-19 is even farther below the benchmark value than it was in 2017-18. If the measure is deemed to be appropriate, then the accounting faculty should consider ways to change the curriculum or pedagogy for ACCT 6332 to improve student learning of this important goal.