



International Assembly for Collegiate Business Education

**Business Department  
Defiance College  
Outcomes Assessment Results  
For Academic Year: 2012-13**

**Section I: Student Learning Assessment**

<b>Student Learning Assessment for Bachelor's-Level Programs</b>	
Intended Student Learning Outcomes for Bachelor of Arts in Business Administration:	
1. Analyze and interpret information to solve business situations.	
2. Communicate orally and in writing, and utilize emergent technology, in interpersonal and group business communication settings.	
3. Analyze and evaluate the legal and ethical ramifications in business situations.	
4. Integrate in practice each functional area of business.	
Assessment Tools for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Targets/Criteria for Direct Measures:
1. Business Major Field Assessment Test (BMFAT)	Of the total graduating seniors, 50% will attain a passing score.
2. Capstone course written project with oral presentation	Using a 5-point scale rubric, with 5 as the highest possible score, at least 90% will score 4 or 5.

Assessment Tools for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Targets/Criteria for Indirect Measures:	
1. First Destination Survey	Based on questionnaire responses, at least 50% of graduates report working in their field of study or attending graduate school within 6 months of graduation.	
2. Employer Satisfaction	Based on questionnaire responses of employers who have hired graduates within the past 1-2 years, at least 80% report that they are satisfied or highly satisfied with the knowledge and skills the graduate brought to the workplace from their undergraduate education.	
Summary of Results from Implementing Direct Measures of Student Learning:	Performance Target Was...	
	Met	Not Met
1. The mean percent correct for fall 2012 (the most recent data we have received) for all sections except Accounting (reported below) ranged from 36-56%, with Finance (36%), Quantitative Business Analysis (40%), Information Systems (42%), and Economics (45%) falling below our performance target of 50%. We met our performance target in International Issues (50%), Legal and Social Environment (55%), Marketing (56%), and Management (56%).		X
2. 87.5% of students met the performance criteria.		X
Summary of Results from Implementing Indirect Measures of Student Learning:	Performance Target Was...	
	Met	Not Met
1. Of the 70.6% of Business Administration graduates who completed the survey, 76.5% reported working in their field of study or attending graduate school.	X	
2. We have not yet implemented the Noel Levitz Employer Satisfaction Survey and so do not have results.		X
Proposed Courses of Action for Improvement in Areas for which Performance Targets Were Not Met:		
1. With just 8 students, the 1 student who did not meet the performance criteria brought the percentage below 90%. We do not plan a course of action at this time.		
2. As our performance target of 50% is modest and given that we only met the target in 4 of the 8 sections, we will conduct a comprehensive review of our curriculum to determine core competency areas that must be strengthened.		
3. We will implement the Noel Levitz Employer Satisfaction Survey in spring 2013. We will conduct a content analysis of the results and will		

implement revisions to the Business Administration program based upon the patterns and trends identified in the employer responses.		
Intended Student Learning Outcomes for Bachelor of Arts in Accounting:		
1. Prepare, analyze, and interpret financial statements.		
2. Apply accounting information to make internal decisions.		
3. Develop accounting information systems.		
4. Prepare tax returns for individuals and businesses that follow Internal Revenue Service rules and guidelines.		
5. Integrate in practice each functional area of business.		
Assessment Tools for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Targets/Criteria for Direct Measures:	
1. Business Major Field Assessment Test (BMFAT)	Of the total graduating seniors, 50% will attain a passing score.	
2. Capstone course written project with oral presentation	Using a 5-point scale rubric, with 5 as the highest possible score, at least 90% will score 4 or 5.	
Assessment Tools for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Targets/Criteria for Indirect Measures:	
1. First Destination Survey	Based on questionnaire responses, at least 50% of graduates report working in their field of study or attending graduate school within 6 months of graduation.	
2. Employer Satisfaction	Based on questionnaire responses of employers who have hired graduates within the past 1-2 years, at least 80% report that they are satisfied or highly satisfied with the knowledge and skills the graduate brought to the workplace from their undergraduate education.	
Summary of Results from Implementing Direct Measures of Student Learning:	Performance Target Was...	
	Met	Not Met
1. On the Accounting portion of the BMFAT, the mean percent correct for fall 2012 (the most recent data we have received) was 32%.		X
2. 100% of students met the performance criteria.	X	

Summary of Results from Implementing Indirect Measures of Student Learning:	Performance Target Was...	
	Met	Not Met
1. Of the 81.8% of Accounting graduates who completed the survey, 72.7% report working in their field of study or attending graduate school.	X	
2. We have not yet implemented the Noel Levitz Employer Satisfaction Survey and so do not have results.		X
Proposed Courses of Action for Improvement in Areas for which Performance Targets Were Not Met:		
1. As our performance target of 50% is modest and given that we fell far below this target, we will conduct a comprehensive review of our accounting curriculum to determine core competency areas that must be strengthened.		
2. We will implement the Noel Levitz Employer Satisfaction Survey in spring 2013. We will conduct a content analysis of the results and will implement revisions to the Business Administration program based upon the patterns and trends identified in the employer responses.		

Student Learning Assessment for Master's-Level Programs	
Intended Student Learning Outcomes for Bachelor of Arts in Business Administration:	
1. Apply knowledge of management, accounting, economics, marketing, and finance to solve complex business problems.	
2. Identify the legal and ethical considerations involved in making business decisions.	
3. Consider the relationship between the business organization, external market factors, and economic environment to relevant stakeholders within and outside the organization when identifying business opportunities.	
4. Recognize qualities of leadership in effective business organizations.	
Assessment Tools for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Targets/Criteria for Direct Measures:
1. Analysis of a workplace environment	At least 80% on the project in Organizational Communication and Interpersonal Development (BA 512)
2. Case study of an organization	At least 80% on the project in Organizational Systems and Strategy Development (BA 575)

3. Case study of leadership	At least 80% in the project in Case Studies in Leadership (BA 577)	
Assessment Tools for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Targets/Criteria for Indirect Measures:	
1. First Destination Survey	Based on questionnaire responses, at least 75% of graduates report employment in a business work environment.	
2. Employer Satisfaction	Based on questionnaire responses of employers who have hired graduates within the past 1-2 years, at least 80% report that they are satisfied or highly satisfied with the knowledge and skills the graduate brought to the workplace from their graduate education.	
Summary of Results from Implementing Direct Measures of Student Learning:	Performance Target Was...	
	Met	Not Met
1. 100% of the students received greater than 80% on the analysis of the workplace environment in Organizational Communication and Interpersonal Development (BA 512).	X	
2. 84.2% of the students received greater than 80% on the case study of an organization in Organizational Systems and Strategy Development (BA 575).	X	
3. 100% of the students received greater than 80% on the case study of leadership in Case Studies in Leadership (BA 577).	X	
Summary of Results from Implementing Indirect Measures of Student Learning:	Performance Target Was...	
	Met	Not Met
1. MBA graduates were omitted from the 2013 survey and so we do not have results.		X
2. We have not yet implemented the Noel Levitz Employer Satisfaction Survey and so do not have results.		X
Proposed Courses of Action for Improvement in Areas for which Performance Targets Were Not Met:		
1. We will include the MBA students in the annual First Destination Survey. If our performance targets are not met, we will work to identify the reasons our students are not attaining employment in a business work environment.		
2. We will implement the Noel Levitz Employer Satisfaction Survey in spring 2013. We will conduct a content analysis of the results and will implement revisions to the Business Administration program in areas based upon the patterns and trends identified in the employer responses.		

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

<b>Operational Assessment for the Business Department at Defiance College</b>	
<b>Mission of the Business Department:</b>	
The mission of the Business Department at Defiance College is to provide students with rigorous academic programming and distinctive and dynamic service learning experiences that prepares students to lead in their professions in a spirit of global service. In alignment with the mission of Defiance College, the Business Department emphasizes learning based on the four pillars of our educational philosophy: to know, to understand, to lead, and to serve.	
<b>Intended Operational Outcomes:</b>	
1.	Placement of students in business positions within a year of completing their education.
2.	Qualifications of faculty demonstrate that they are highly qualified and current in their discipline.
3.	Teaching performance of faculty demonstrates that they are pedagogically skilled and knowledgeable of the content they teach.
4.	Satisfaction of employers with the knowledge and skills of graduates.
<b>Assessment Measures for Intended Operational Outcomes:</b>	
<b>Performance Targets/Criteria for Operational Assessment Measures:</b>	
1. Course evaluations	At least 85% of instructors receive an average of 4 or better (on a 5-point scale)
2. First Destination Survey	Based on questionnaire responses, at least 70% of graduates report employment in a business work environment.
3. Employer Satisfaction	Based on questionnaire responses of employers who have hired graduates within the past 1-2 years, at least 80% report that they are satisfied or highly satisfied with the knowledge and skills the graduate brought to the workplace.
4. Faculty Annual Report	At least 90% of faculty engage in curriculum review and revision activities, professional development activities, and co-curricular projects

	that connect students to the practice of business each academic year.	
Summary of Results from Implementing Operational Assessment Measures:	Performance Target Was...	
	Met	Not Met
1. Review of course evaluations for all instructors teaching Business Department courses demonstrates an average that is above 4 points on a 5-point scale.	X	
2. Above 70% of graduates of the B.A. in Business Administration and B.A. in Accounting programs attained employment in a business work environment or attended graduate school subsequent to graduation. We did not collect outcomes data for graduates of the M.B.A. program.	X	
1. As we have not yet implemented the Noel Levitz Employer Satisfaction Survey, we do not have results for employer satisfaction with the knowledge and skills of our graduates.		X
2. Review of the annual reports submitted by faculty demonstrate that more than 90% of the Business Department faculty engage in curriculum review and revision activities, professional development activities, and co-curricular projects that connect students to the practice of business each year.	X	
Proposed Courses of Action for Improvement in Areas for which Performance Targets Were Not Met:		
1. We will implement the Noel Levitz Employer Satisfaction Survey in spring 2013. We will conduct a content analysis of the results and will implement revisions to the Business Administration program based upon the patterns and trends identified in the employer responses.		