

**ASSESSMENT RECORD FOR
DEPARTMENT
OF**

Business

(Academic Department Name)

June 1, 2007 – May 31, 2008

September 9, 2008

(Assessment Period Covered)

(Date Submitted)

Includes Assessment Reports for those Instructional Programs listed below:

Title of Instructional Degree Program

Degree Level

(Associate, Bachelors,
Master's, etc.)

Business

BA

Submitted By: Charles Torti

(Departmental Chair or Faculty Assessment Representative)

ASSESSMENT REPORT FOR

Business

(Instructional Degree Program)

BA

(Degree Level)

June 1, 2007 – May 31, 2008

(Assessment Period Covered)

September 9, 2008

(Date Submitted)

Expanded Statement of Institutional Purpose Linkage:

Institutional Mission Reference: As a university committed to the liberal arts as fundamental to education and committed to our affiliation with the Presbyterian Church (U.S.A.), Schreiner is dedicated to excellence in preparing students to live purposeful, humane and productive lives in their work, faith groups, families and communities.

College/University Goal(s) Supported: Schreiner is dedicated primarily to educating undergraduate students in the liberal arts, sciences, and professional disciplines, preparing them for entry into specific careers and graduate or professional programs.

Intended Educational (Student) Outcomes:

1. Upon completion of a BA in Business, students will demonstrate a general understanding of how to accomplish organizational goals through resources. Specifically, students will exhibit organizing & planning skills, decision making, written communications, and analytical skills through a major field exam.

2. Graduates will employ core business functions: management, marketing, and finance in addressing typical business issues and problems encountered in the U.S. Specifically students will exhibit teamwork, oral & written communications, computer literacy, empirical research skills, decision making, organizing & planning skills, and ethical behavior in confronting and adapting to competition through a business plan and a major field exam.

ASSESSMENT REPORT FOR

Business

(Instructional Degree Program)

June 1, 2007 – May 31, 2008

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BA

(Degree Level)

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Intended Educational (Student) Outcome:

NOTE: There should be one form C for each intended outcome listed on form B. Intended outcome should be restated in the box immediately below and the intended outcome number entered in the blank spaces.

1 Upon completion of a BA in Business, students will demonstrate a general understanding of how to accomplish organizational goals through resources. Specifically, students will exhibit organizing & planning skills, decision making, written communications, and analytical skills through a major field exam.

First Means of Assessment for Outcome Identified Above:

1 a. Means of Program Assessment & Criteria for Success: ETS Major Field Test for Business with assessment indicators: accounting, economics, management, quantitative analysis, finance, marketing, legal, information systems, and international issues. Scores are reported on a scale of 120-200 and national comparative data for 447 colleges are used to compare scores of SU BA- Business seniors.

1 a. Summary of Assessment Data Collected: The ETS Major Field Test for Business resulted in a national mean score of 152.1 and SU scored 145; weaknesses were noted in economics and finance.

1 a. Use of Results to Improve Instructional Program: SU did not have enough students take the exam in order to qualify for the detail analysis. Accordingly, the finance and economic professors are aware of the weakness and are attempting to strengthen the respective courses. In future exam cycles, SU will receive the detail analysis and will focus modules accordingly. Also, faculty members attended a major field exam review in Summer 08.

Second Means of Assessment for Outcome Identified Above:

b. Means of Program Assessment & Criteria for Success:

b. Summary of Assessment Data Collected:

b. Use of Results to Improve Instructional Program:

ASSESSMENT REPORT FOR

Business

(Instructional Degree Program)

June 1, 2007 – May 31, 2008

(Assessment Period Covered)

BA

(Degree Level)

September 9, 2008

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Intended Educational (Student) Outcome:

NOTE: There should be one form C for each intended outcome listed on form B. Intended outcome should be restated in the box immediately below and the intended outcome number entered in the blank spaces.

2 Graduates will employ core business functions: management, marketing, and finance in addressing typical business issues and problems encountered in the U.S. Specifically students will exhibit teamwork, oral & written communications, computer literacy, empirical research skills, decision making, organizing & planning skills, and ethical behavior in confronting and adapting to competition through a business plan and a major field exam.

First Means of Assessment for Outcome Identified Above:

2 a. Means of Program Assessment & Criteria for Success: Business Plans are submitted to loan officers of banks/Business Advisory Board for review and success is measured if a proposed business plan is rated as “investment worthy”.

2 a. Summary of Assessment Data Collected: Only 40% of the Business Plans were investment worthy; weaknesses were financial statements and cash flow projections.

2 a. Use of Results to Improve Instructional Program: Cash flow and financial statements modules were strengthened in Entrepreneurship. The Chair of Accounting agreed to strengthen these modules in ACCT 2301 and 2302.

Second Means of Assessment for Outcome Identified Above:

b. Means of Program Assessment & Criteria for Success: ETS Major Field Test for Business with assessment indicators: accounting, economics, management, quantitative analysis, finance, marketing, legal, information systems, and international issues. Scores are reported on a scale of 120-200 and national comparative data for 447 colleges are used to compare scores of SU BA- Business seniors.

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