

APPENDIX 15



**DIVISION OF BUSINESS**  
**AY 2010-2011 ASSESSMENT REPORT**  
**ISSUED: FALL 2011**

## Program Outcomes for All Division of Business

### 1. Student Learning Results

**Graduating students should have basic knowledge of the various disciplines in business.**

During the MGMT 4433 Business Policy course the students will take the Major Field Test (MFT).

		Analysis of Results			Insert Graphs or Tables of Resulting Trends for 3-5 Years (please graph all available data up to five years)																		
Performance Measure (Competency)	Description of Measurement Instrument	Areas of Success	Analysis and Action Taken	Results of Action Taken (occurs in the following year)																			
75% of the students will score above the 50 <sup>th</sup> percentile on the Major Field Test in Business.	Major Field Test  Direct External Summative Comparative	Scores have remained fairly consistent over past five years. The scores have not been close to meeting target.	<p>As of 2010-11 the MFT was incorporated into Policy class. The MFT was worth 5% of the student's grade.</p> <p>The historic MFT results were one factor in the decision to seek ACBSP accreditation.</p> <p>The MFT scores and ACBSP accreditation process resulted in a significant change in the curriculum effective in Fall 2010.</p> <p>Effective AY 2011-12, instituted course-level assessment to standardized learning outcomes for each course.</p>	<p>It is too early to determine if the ACBSP accreditation process, course-level assessment and curriculum changes have had an impact, as the graduating students in 2010-11 were under the old curriculum. It will not be until AY 2012-13 that the graduating seniors will be under the new curriculum.</p> <p>As for incorporating the MFT into a class, the impact was minimal at best. The percentage of the grade was increased to 10% in AY 2011-12.</p>	<table border="1"> <caption>Data for Student Learning Results Graph</caption> <thead> <tr> <th>Year</th> <th>% At or above 50th Percentile</th> <th>Target</th> </tr> </thead> <tbody> <tr> <td>2007</td> <td>41</td> <td>50</td> </tr> <tr> <td>2008</td> <td>37</td> <td>50</td> </tr> <tr> <td>2009</td> <td>36</td> <td>50</td> </tr> <tr> <td>2010</td> <td>33</td> <td>50</td> </tr> <tr> <td>2011</td> <td>34</td> <td>75</td> </tr> </tbody> </table>	Year	% At or above 50th Percentile	Target	2007	41	50	2008	37	50	2009	36	50	2010	33	50	2011	34	75
Year	% At or above 50th Percentile	Target																					
2007	41	50																					
2008	37	50																					
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2010	33	50																					
2011	34	75																					

1. Student Learning Results (continued)																				
<b>Graduating students should have basic knowledge of the various disciplines in business.</b> During the MGMT 4433 Business Policy course the students will take the Major Field Test (MFT).																				
Performance Measure (Competency)	Description of Measurement Instrument	Areas of Success	Analysis and Action Taken	Results of Action Taken (occurs in the following year)	Insert Graphs or Tables of Resulting Trends for 3-5 Years (please graph all available data up to five years)															
The institution mean MFT score will be above our identified peer institutions.	Major Field Test  Direct External Summative Comparative	This assessment process was instituted in AY 2010-11  Summer 2011 – 149.2  Spring 2011 -152.3  Fall 2010 – 151.3  Peer Institution Mean – 152.2	Seek ACBSP accreditation  Change curriculum to a more traditional Business curriculum  Incorporate MFT into Business Policy and have the MFT results count toward the final grade.  Effective AY 2010-11, instituted course-level assessment to standardized learning outcomes for each course.	It is too early to determine if the ACBSP accreditation process, course-level assessment and curriculum changes have had an impact, as the graduating students in 2010-11 were under the old curriculum. It will not be until AY 2012-13 that the graduating seniors will be under the new curriculum.  As for incorporating the MFT into a class, the impact was minimal at best. The percentage of the grade was increased to 10% in AY 2011-12.	<table border="1"> <caption>MFT Score Trends (Fall 2010 - Fall 2011)</caption> <thead> <tr> <th>Year</th> <th>NWOSU</th> <th>Peer Mean</th> </tr> </thead> <tbody> <tr> <td>Fall 2010</td> <td>151.3</td> <td>152.2</td> </tr> <tr> <td>Spring 2011</td> <td>152.3</td> <td>152.2</td> </tr> <tr> <td>Summer 2011</td> <td>149.2</td> <td>152.2</td> </tr> <tr> <td>Fall 2011</td> <td>152.3</td> <td>152.2</td> </tr> </tbody> </table>	Year	NWOSU	Peer Mean	Fall 2010	151.3	152.2	Spring 2011	152.3	152.2	Summer 2011	149.2	152.2	Fall 2011	152.3	152.2
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Fall 2010	151.3	152.2																		
Spring 2011	152.3	152.2																		
Summer 2011	149.2	152.2																		
Fall 2011	152.3	152.2																		

## Program Outcomes for All Division of Business

### 2. Student Learning Results

**Graduating students should have well developed communication skills and be competent in the use of technology.**

During MGMT 4433 *Business Policy* course the students will prepare and make a presentation that will be assessed based on a faculty-developed rubric.

<b>Analysis of Results</b>																													
Performance Measure (Competency)	Description of Measurement Instrument	Areas of Success	Analysis and Action Taken	Results of Action Taken (occurs in the following year)	Insert Graphs or Tables of Resulting Trends for 3-5 Years (please graph all available data up to five years)																								
80% of the students must score at or higher than acceptable on a faculty-approved rubric.	Stockholder presentations were assessed by faculty using a 5-point scale with an average score of 3.0 or above meeting the criteria  Direct Summative Internal	Spring 2011- 22 out of 24 students (92%) scored 3.0 or above on the communication skills element  20 out of 24 students (83%) scored 3.0 or higher on technology competency  Summer 2011- 18 out of 20 students (90%) scored 3.0 or above on the communication skills element  13 out of 20 students (65%) scored 3.0 or higher on technology competency	The assessment for this outcome provided data that demonstrated that students exceeded the expected level of assessment for communication skills.  Data demonstrates that students are not meeting expectations in technology competence. This measure should be monitored for further data collection.  No change is planned in the immediate future as further data points are necessary to determine whether changes are necessary.		<div style="text-align: center;"><b>Communication Skills</b></div> <table border="1" style="display: none;"> <caption>Communication Skills Data</caption> <thead> <tr> <th>Year</th> <th>Actual</th> <th>Goal</th> </tr> </thead> <tbody> <tr> <td>Spring 2011</td> <td>92</td> <td>80</td> </tr> <tr> <td>Summer 2011</td> <td>90</td> <td>80</td> </tr> <tr> <td>Fall 2011</td> <td>-</td> <td>80</td> </tr> </tbody> </table> <div style="text-align: center;"><b>Technology Competence</b></div> <table border="1" style="display: none;"> <caption>Technology Competence Data</caption> <thead> <tr> <th>Year</th> <th>Actual</th> <th>Goal</th> </tr> </thead> <tbody> <tr> <td>Spring 2011</td> <td>83</td> <td>80</td> </tr> <tr> <td>Summer 2011</td> <td>65</td> <td>80</td> </tr> <tr> <td>Fall 2011</td> <td>-</td> <td>80</td> </tr> </tbody> </table>	Year	Actual	Goal	Spring 2011	92	80	Summer 2011	90	80	Fall 2011	-	80	Year	Actual	Goal	Spring 2011	83	80	Summer 2011	65	80	Fall 2011	-	80
Year	Actual	Goal																											
Spring 2011	92	80																											
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Fall 2011	-	80																											

### Program Outcomes for All Division of Business

3) Graduating students are expected to think critically.

Analysis of Results																	
Performance Measure (Competency)	Description of Measurement Instrument	Areas of Success	Analysis and Action Taken	Results of Action Taken (occurs in the following year)	Insert Graphs or Tables of Resulting Trends for 3-5 Years (please graph all available data up to five years)												
The class median percentile on Business Acumen and Business Knowledge will each be at or above the 50 <sup>th</sup> percentile.	Students participated in Comp-XM simulation  Direct Summative External Comparative	Comp-XM scores two measures – Business Acumen (BA) and Business Knowledge (BK).	Seek ACBSP accreditation	It is too early to determine if the ACBSP accreditation process and curriculum changes have had an impact, as the graduating students in 2010-11 were under the old curriculum. It will not be until AY 2012-13 that the graduating seniors will be under the new curriculum.  Course-level assessment has not completed one cycle yet, so it is too early to see an impact	<p style="text-align: center;"><b>BUSINESS ACUMEN</b></p> <table border="1"> <caption>BUSINESS ACUMEN</caption> <thead> <tr> <th>Year</th> <th>NWOSU</th> <th>Target</th> </tr> </thead> <tbody> <tr> <td>Fall 2010</td> <td>29</td> <td>50</td> </tr> <tr> <td>Spring 2011</td> <td>25</td> <td>50</td> </tr> <tr> <td>Summer 2011</td> <td>23</td> <td>50</td> </tr> </tbody> </table>	Year	NWOSU	Target	Fall 2010	29	50	Spring 2011	25	50	Summer 2011	23	50
		Year	NWOSU			Target											
		Fall 2010	29			50											
Spring 2011	25	50															
Summer 2011	23	50															
Results in AY 2010-11 were:	Change curriculum to a more traditional Business curriculum	Institute course-level assessment															
Fall 2010 – BA 29 <sup>th</sup> percentile BK 53 <sup>rd</sup> percentile	In FIN 3163 coverage of cost of capital was doubled in Fall 2011.																
Spring 2011 – BA 25 <sup>th</sup> percentile BK 35 <sup>th</sup> percentile			<p style="text-align: center;"><b>BUSINESS KNOWLEDGE</b></p> <table border="1"> <caption>BUSINESS KNOWLEDGE</caption> <thead> <tr> <th>Year</th> <th>NWOSU</th> <th>Target</th> </tr> </thead> <tbody> <tr> <td>Fall 2010</td> <td>53</td> <td>50</td> </tr> <tr> <td>Spring 2011</td> <td>35</td> <td>50</td> </tr> <tr> <td>Summer 2011</td> <td>14</td> <td>50</td> </tr> </tbody> </table>	Year	NWOSU	Target	Fall 2010	53	50	Spring 2011	35	50	Summer 2011	14	50		
Year	NWOSU	Target															
Fall 2010	53	50															
Spring 2011	35	50															
Summer 2011	14	50															
Summer 2011 – BA 23 <sup>rd</sup> percentile BK 14 <sup>th</sup> percentile																	

### Program Outcomes for All Division of Business

**4) Graduating students are expected to possess good interpersonal skills.**

During the MGMT 4433 Business Policy course the students will complete a team Simulation and associated presentation. Peer evaluation of the interpersonal communication/teamwork on the simulation team will be measured using a rubric.

		Analysis of Results															
Performance Measure (Competency)	Description of Measurement Instrument	Areas of Success	Analysis and Action Taken	Results of Action Taken (occurs in the following year)	Insert Graphs or Tables of Resulting Trends for 3-5 Years (please graph all available data up to five years)												
80% of the students must score at or higher than the acceptable on a faculty-approved rubric.	Peer Evaluations  Indirect Summative Internal	Fall 2010 – 100%  Spring 2011 – 65%  Summer 2011 – 76%	Data collected show that student performance has been inconsistent across three data points available.  Starting in Fall 2012 a group simulation will be incorporated into MRKT 3043 to introduce the group work and the idea of peer evaluation prior to a student reaching the capstone course.		<table border="1"> <caption>Performance Data for Interpersonal Skills</caption> <thead> <tr> <th>Year</th> <th>Actual</th> <th>Goal</th> </tr> </thead> <tbody> <tr> <td>Fall 2010</td> <td>100</td> <td>80</td> </tr> <tr> <td>Spring 2011</td> <td>65</td> <td>80</td> </tr> <tr> <td>Summer 2011</td> <td>76</td> <td>80</td> </tr> </tbody> </table>	Year	Actual	Goal	Fall 2010	100	80	Spring 2011	65	80	Summer 2011	76	80
Year	Actual	Goal															
Fall 2010	100	80															
Spring 2011	65	80															
Summer 2011	76	80															

**Program Outcomes for All Division of Business**

**5) Graduating students should have the ability to formulate good ethical judgments.**

		<b>Analysis of Results</b>															
Performance Measure (Competency)	Description of Measurement Instrument	Areas of Success	Analysis and Action Taken	Results of Action Taken (occurs in the following year)	Insert Graphs or Tables of Resulting Trends for 3-5 Years (please graph all available data up to five years)												
80% of the students must score at or higher than acceptable on a faculty-approved rubric.	Ethics Game simulation  Direct Formative External	Fall 2010: 92%  Spring 2011: 92%	It is too early to determine if the ACBSP accreditation process and curriculum changes have had an impact, as the graduating students in 2010-11 were under the old curriculum. It will not be until AY 2012-13 that the graduating seniors will be under the new curriculum.  The new curriculum includes GBUS 3953 Business, Society & Govt. as part of the core.  Current data demonstrates that students are exceeding the desired level of outcomes for this measurement.	Further data collection is needed to determine if changes are needed.	<table border="1"> <caption>Actual vs Goal Performance Data</caption> <thead> <tr> <th>Year</th> <th>Actual</th> <th>Goal</th> </tr> </thead> <tbody> <tr> <td>Fall 2010</td> <td>92</td> <td>80</td> </tr> <tr> <td>Spring 2011</td> <td>92</td> <td>80</td> </tr> <tr> <td>Fall 2011</td> <td>92</td> <td>80</td> </tr> </tbody> </table>	Year	Actual	Goal	Fall 2010	92	80	Spring 2011	92	80	Fall 2011	92	80
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Fall 2010	92	80															
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5) Graduating students should have the ability to formulate good ethical judgments. (continued)																	
Performance Measure (Competency)	Description of Measurement Instrument	Areas of Success	Analysis and Action Taken	Results of Action Taken (occurs in the following year)	Insert Graphs or Tables of Resulting Trends for 3-5 Years (please graph all available data up to five years)												
80% of the students must score at or higher than acceptable on a faculty-approved rubric.	Business Policy case analysis  Direct Summative Internal	Fall 2010: Consideration of stakeholders 40%	Current data demonstrates that students are not meeting the desired level of outcomes for stakeholder consideration measurements.	It is too early to determine if the ACBSP accreditation process and curriculum changes have had an impact, as the graduating students in 2010-11 were under the old curriculum. It will not be until AY 2012-13 that the graduating seniors will be under the new curriculum	<p style="text-align: center;"><b>Considered Stakeholders in Analysis</b></p> <table border="1"> <caption>Considered Stakeholders in Analysis</caption> <thead> <tr> <th>Year</th> <th>Actual</th> <th>Target</th> </tr> </thead> <tbody> <tr> <td>Fall 2010</td> <td>40%</td> <td>80%</td> </tr> <tr> <td>Spring 2011</td> <td>30%</td> <td>80%</td> </tr> <tr> <td>Summer 2011</td> <td>29%</td> <td>80%</td> </tr> </tbody> </table>	Year	Actual	Target	Fall 2010	40%	80%	Spring 2011	30%	80%	Summer 2011	29%	80%
		Year	Actual			Target											
		Fall 2010	40%			80%											
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Ethical Solution 100%	Students are currently meeting or exceeding the desired outcome for the ethical solution measurements.	Ethical Solution 96%	Further data collection is needed to determine if changes are needed for either of the outcomes.														
Spring 2011: Consideration of stakeholders 30%	Students are currently meeting or exceeding the desired outcome for the ethical solution measurements.	Ethical Solution 80%	In Business Policy students are reminded of the importance of ethical considerations in case analyses.														
Summer 2011: Consideration of stakeholders 29%	Faculty added a case study that includes stakeholder analysis to the required Principles of Management course.			<p style="text-align: center;"><b>Proposed Ethical Solution</b></p> <table border="1"> <caption>Proposed Ethical Solution</caption> <thead> <tr> <th>Year</th> <th>Actual</th> <th>Goal</th> </tr> </thead> <tbody> <tr> <td>Fall 2010</td> <td>100%</td> <td>80%</td> </tr> <tr> <td>Spring 2011</td> <td>96%</td> <td>80%</td> </tr> <tr> <td>Summer 2011</td> <td>80%</td> <td>80%</td> </tr> </tbody> </table>	Year	Actual	Goal	Fall 2010	100%	80%	Spring 2011	96%	80%	Summer 2011	80%	80%	
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**PROGRAM GOALS FOR ACCOUNTING MAJOR**

1. Each graduating student should have appropriate accounting software skills.

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Performance Measure (Competency)	Description of Measurement Instrument	Areas of Success	Analysis and Action Taken	Results of Action Taken (occurs in the following year)	Insert Graphs or Tables of Resulting Trends for 3-5 Years (please graph all available data up to five years)															
80% of the students will score at or higher than acceptable on a faculty-approved rubric	In ACCT 4133 Accounting Information Systems students complete a computer software project with a written report  Direct Formative Internal	AY 2010: 91% of the students met the standard	This measure was instituted in AY 2010-11. Generally, ACCT 4133 is only offered once per year.  Although the goal was met in the first year, no general conclusions can be made with one data point. The DOB will need to see if a trend develops in the future.		<table border="1"> <caption>Actual vs Goal Data</caption> <thead> <tr> <th>Year</th> <th>Actual</th> <th>Goal</th> </tr> </thead> <tbody> <tr> <td>AY 2010-11</td> <td>91</td> <td>80</td> </tr> <tr> <td>AY 2011-12</td> <td>-</td> <td>80</td> </tr> <tr> <td>AY 2012-13</td> <td>-</td> <td>80</td> </tr> <tr> <td>AY 2013-14</td> <td>-</td> <td>80</td> </tr> </tbody> </table>	Year	Actual	Goal	AY 2010-11	91	80	AY 2011-12	-	80	AY 2012-13	-	80	AY 2013-14	-	80
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AY 2010-11	91	80																		
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**PROGRAM GOALS FOR ACCOUNTING MAJOR**

2. Each graduating student should know the accounting standards of the accounting profession.

Analysis of Results																				
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A majority of the students who took the majority of their Accounting classes from NWOSU who sit for CPA exam in Oklahoma will pass.	Oklahoma CPA exam  Direct Summative External	The pass rates for NWOSU as reported by the OSCP are:  2008 – 67% 2009-67% 2010-46% 2011-26%	Seeking ACBSP accreditation, curriculum changes and course-level assessment are actions taken to address this goal.  Regarding the curriculum change, Accounting majors are now required to take Governmental/Non-profit Accounting and International Accounting and an additional 3 hours of upper level Accounting coursework.  Current data demonstrates a downward trend that resulted in not meeting the goal the past two years. Further data collection is needed to determine if additional changes are needed.	It is too early to determine if the ACBSP accreditation process and curriculum changes have had an impact, as the graduating students in 2010-11 were under the old curriculum. It will not be until AY 2012-13 that the graduating seniors will be under the new curriculum.	<table border="1"> <caption>Pass Rates for CPA Exam</caption> <thead> <tr> <th>Year</th> <th>NWOSU</th> <th>Goal</th> </tr> </thead> <tbody> <tr> <td>2008</td> <td>67%</td> <td>50%</td> </tr> <tr> <td>2009</td> <td>67%</td> <td>50%</td> </tr> <tr> <td>2010</td> <td>46%</td> <td>50%</td> </tr> <tr> <td>2011</td> <td>26%</td> <td>50%</td> </tr> </tbody> </table>	Year	NWOSU	Goal	2008	67%	50%	2009	67%	50%	2010	46%	50%	2011	26%	50%
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The Oklahoma CPA exam pass rate for students who took the majority of the Accounting classes from NWOSU will be at or above the median pass rate for all Oklahoma, 4-year institutions.	Oklahoma CPA exam  Direct Summative External Comparative	The pass rates for NWOSU as reported by the OSCPA are:  2008 – 67% 2009-67% 2010-46% 2011-26%	Seeking ACBSP accreditation, curriculum changes and course-level assessment are actions taken to address this goal.  Regarding the curriculum change, Accounting majors are now required to take Governmental/Non-profit Accounting and International Accounting and an additional 3 hours of upper level Accounting coursework.  Current data demonstrates a downward trend that resulted in not meeting the goal this past year. Further data collection is needed to determine if additional changes are needed.	It is too early to determine if the ACBSP accreditation process and curriculum changes have had an impact, as the graduating students in 2010-11 were under the old curriculum. It will not be until AY 2012-13 that the graduating seniors will be under the new curriculum.	<table border="1"> <caption>CPA Exam Pass Rates Data</caption> <thead> <tr> <th>Year</th> <th>NWOSU</th> <th>Mean</th> </tr> </thead> <tbody> <tr> <td>2008</td> <td>67%</td> <td>44%</td> </tr> <tr> <td>2009</td> <td>67%</td> <td>40%</td> </tr> <tr> <td>2010</td> <td>46%</td> <td>40%</td> </tr> <tr> <td>2011</td> <td>26%</td> <td>44%</td> </tr> </tbody> </table>	Year	NWOSU	Mean	2008	67%	44%	2009	67%	40%	2010	46%	40%	2011	26%	44%
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**PROGRAM GOALS FOR ACCOUNTING MAJOR**

3. Graduating students should know the code of conduct which is required by certifying bodies.

Analysis of Results																				
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A majority of the students who took the majority of their Accounting classes from NWOSU who sit for CPA exam in Oklahoma will pass.	Oklahoma CPA exam  Direct Summative External	The pass rates for NWOSU as reported by the OSCPA are:  2008 – 67% 2009-67% 2010-46% 2011-26%	Seeking ACBSP accreditation, curriculum changes and course-level assessment are actions taken to address this goal.  Regarding the curriculum change, Accounting majors are now required to take Advanced Business Law/Ethics in which 1/3 of the class centers on professional conduct.  Current data demonstrates a downward trend that resulted in not meeting the goal the past two years. Further data collection is needed to determine if additional changes are needed.	It is too early to determine if the ACBSP accreditation process and curriculum changes have had an impact, as the graduating students in 2010-11 were under the old curriculum. It will not be until AY 2012-13 that the graduating seniors will be under the new curriculum.	<table border="1"> <caption>Pass Rates for CPA Exam</caption> <thead> <tr> <th>Year</th> <th>NWOSU Pass Rate (%)</th> <th>Goal (%)</th> </tr> </thead> <tbody> <tr> <td>2008</td> <td>67</td> <td>50</td> </tr> <tr> <td>2009</td> <td>67</td> <td>50</td> </tr> <tr> <td>2010</td> <td>46</td> <td>50</td> </tr> <tr> <td>2011</td> <td>26</td> <td>50</td> </tr> </tbody> </table>	Year	NWOSU Pass Rate (%)	Goal (%)	2008	67	50	2009	67	50	2010	46	50	2011	26	50
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3. Graduating students should know the code of conduct which is required by certifying bodies. (continued)																				
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The Oklahoma CPA exam pass rate for students who took the majority of the Accounting classes from NWOSU will be at or above the median pass rate for all Oklahoma public 4-year universities.	Oklahoma CPA exam  Direct Summative External Comparative	The pass rates for NWOSU as reported by the OSCPA are:  2008 – 67% 2009-67% 2010-46% 2011-26%	Seeking ACBSP accreditation, curriculum changes and course-level assessment are actions taken to address this goal.  Regarding the curriculum change, Accounting majors are now required to take Advanced Business Law/Ethics in which 1/3 of the class centers on professional conduct.  Current data demonstrates a downward trend that resulted in not meeting the goal the past two years. Further data collection is needed to determine if additional changes are needed.	It is too early to determine if the ACBSP accreditation process and curriculum changes have had an impact, as the graduating students in 2010-11 were under the old curriculum. It will not be until AY 2012-13 that the graduating seniors will be under the new curriculum.	<table border="1"> <caption>CPA Exam Pass Rates and Mean</caption> <thead> <tr> <th>Year</th> <th>NWOSU</th> <th>Mean</th> </tr> </thead> <tbody> <tr> <td>2008</td> <td>67%</td> <td>44%</td> </tr> <tr> <td>2009</td> <td>67%</td> <td>40%</td> </tr> <tr> <td>2010</td> <td>46%</td> <td>39%</td> </tr> <tr> <td>2011</td> <td>26%</td> <td>43%</td> </tr> </tbody> </table>	Year	NWOSU	Mean	2008	67%	44%	2009	67%	40%	2010	46%	39%	2011	26%	43%
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2008	67%	44%																		
2009	67%	40%																		
2010	46%	39%																		
2011	26%	43%																		

**PROGRAM GOALS FOR BUSINESS ADMINISTRATION MAJOR**

1. Graduating Business Administration majors, as a graduating class, will demonstrate a basic knowledge of the functional areas of accounting, business law, economics, finance, management and marketing.

**Analysis of Results**

Performance Measure (Competency)	Description of Measurement Instrument	Areas of Success	Analysis and Action Taken	Results of Action Taken (occurs in the following year)	Insert Graphs or Tables of Resulting Trends for 3-5 Years (please graph all available data up to five years)																		
75% of the students will score above the 50 <sup>th</sup> percentile on the Major Field Test in Business.	Major Field Test  Direct Summative External	Scores have remained fairly consistent over past five years. The scores have not been close to meeting target	As of 2010-11 the MFT was incorporated into Policy class. The MFT was worth 5% of the student's grade.  The historic MFT results were one factor in the decision to seek ACBSP accreditation.  The MFT scores and ACBSP accreditation process resulted in a significant change in the curriculum effective in Fall 2010.  Effective AY 2011-12, instituted course-level assessment to standardized learning outcomes for each course.	It is too early to determine if the ACBSP accreditation process, course-level assessment and curriculum changes have had an impact, as the graduating students in 2010-11 were under the old curriculum. It will not be until AY 2012-13 that the graduating seniors will be under the new curriculum.  As for incorporating the MFT into a class, the impact was minimal at best. The percentage of the grade was increased to 10% in AY 2011-12.	<table border="1"> <caption>Resulting Trends for 3-5 Years</caption> <thead> <tr> <th>Year</th> <th>% At or above 50th Percentile</th> <th>Target</th> </tr> </thead> <tbody> <tr> <td>2007</td> <td>36</td> <td>50</td> </tr> <tr> <td>2008</td> <td>23</td> <td>50</td> </tr> <tr> <td>2009</td> <td>25</td> <td>50</td> </tr> <tr> <td>2010</td> <td>21</td> <td>50</td> </tr> <tr> <td>2011</td> <td>24</td> <td>75</td> </tr> </tbody> </table>	Year	% At or above 50th Percentile	Target	2007	36	50	2008	23	50	2009	25	50	2010	21	50	2011	24	75
Year	% At or above 50th Percentile	Target																					
2007	36	50																					
2008	23	50																					
2009	25	50																					
2010	21	50																					
2011	24	75																					

Graduating Business Administration majors, as a graduating class, will demonstrate a basic knowledge of the functional areas of accounting, business law, economics, finance, management and marketing. (continued)

		Analysis of Results																		
The institution overall score will be above the median score of our identified peer institutions.	Major Field Test  Direct Summative External Comparative	Summer 2011 – 144.3	Seek ACBSP accreditation	It is too early to determine if the ACBSP accreditation process, course-level assessment and curriculum changes have had an impact, as the graduating students in 2010-11 were under the old curriculum. It will not be until AY 2012-13 that the graduating seniors will be under the new curriculum.  As for incorporating the MFT into a class, the impact was minimal at best. The percentage of the grade was increased to 10% in AY 2011-12.	<table border="1"> <caption>Score Data from Graph</caption> <thead> <tr> <th>Term</th> <th>NWOSU Score</th> <th>Peer Mean</th> </tr> </thead> <tbody> <tr> <td>Fall 2010</td> <td>149.8</td> <td>152.2</td> </tr> <tr> <td>Spring 2011</td> <td>150.1</td> <td>152.2</td> </tr> <tr> <td>Summer 2011</td> <td>144.3</td> <td>152.2</td> </tr> <tr> <td>Fall 2011</td> <td>149.8</td> <td>152.2</td> </tr> </tbody> </table>	Term	NWOSU Score	Peer Mean	Fall 2010	149.8	152.2	Spring 2011	150.1	152.2	Summer 2011	144.3	152.2	Fall 2011	149.8	152.2
		Term	NWOSU Score			Peer Mean														
		Fall 2010	149.8			152.2														
		Spring 2011	150.1			152.2														
Summer 2011	144.3	152.2																		
Fall 2011	149.8	152.2																		
Spring 2011 -150.1	Change curriculum to a more traditional Business curriculum																			
Fall 2010 – 149.8	Incorporate MFT into Business Policy and have the MFT results count toward the final grade.																			
Peer Institution Mean – 152.2	Effective AY 2010-11, instituted course-level assessment to standardized learning outcomes for each course.																			

Graduating Business Administration majors, as a graduating class, will demonstrate a basic knowledge of the functional areas of accounting, business law, economics, finance, management and marketing. (continued)

		Analysis of Results												
<p>In all 9 assessment indicators of the MFT, the mean percent correct should be 50 or higher.</p>	<p>Major Field Test  Direct Summative External</p>	<p>Only 4 of the 9 measures were at or above a mean percent correct of 50 or higher.  However three other measures were between 45-49%</p>	<p>Seek ACBSP accreditation  Change curriculum to a more traditional Business curriculum  Incorporate MFT into Business Policy and have the MFT results count toward the final grade.  Effective AY 2010-11, instituted course-level assessment to standardized learning outcomes for each course.</p>	<p>It is too early to determine if the ACBSP accreditation process, course-level assessment and curriculum changes have had an impact, as the graduating students in 2010-11 were under the old curriculum. It will not be until AY 2012-13 that the graduating seniors will be under the new curriculum.  As for incorporating the MFT into a class, the impact was minimal at best. The percentage of the grade was increased to 10% in AY 2011-12.</p>	<table border="1"> <caption>Graph Data</caption> <thead> <tr> <th>Year</th> <th>NWOSU</th> <th>Goal</th> </tr> </thead> <tbody> <tr> <td>2010-11</td> <td>4</td> <td>9</td> </tr> <tr> <td>2011-12</td> <td>-</td> <td>9</td> </tr> </tbody> </table>	Year	NWOSU	Goal	2010-11	4	9	2011-12	-	9
Year	NWOSU	Goal												
2010-11	4	9												
2011-12	-	9												



Graduating Business Administration majors, as a graduating class, will demonstrate a basic knowledge of the functional areas of accounting, business law, economics, finance, management and marketing. (continued)

Analysis of Results																	
<p>In each of seven disciplines, 70% of the students will meet or exceed expectations in response to the statement “The team member demonstrate a clear understanding of _____ principles.”</p>	<p>MGMT 4433 simulation presentations</p> <p>Direct Summative Internal</p>	<p>This assessment measure was first implemented in Spring 2011.</p> <p>Spring 2011- 20% met the standard</p> <p>Summer 2011 – 0% met the standard</p> <p>(See Appendix 1)</p>	<p>Seek ACBSP accreditation</p> <p>Change curriculum to a more traditional Business curriculum</p> <p>Effective AY 2010-11, instituted course-level assessment to standardized learning outcomes for each course.</p> <p>Starting in AY 2011-12 a case study was included in MGMT 3043 Principles of Management</p> <p>Starting in AY 2012-13 a simulation will be included in MRKT 3063 Principles of Marketing.</p>	<p>It is too early to determine if the ACBSP accreditation process, course-level assessment and curriculum changes have had an impact, as the graduating students in 2010-11 were under the old curriculum. It will not be until AY 2012-13 that the graduating seniors will be under the new curriculum.</p> <p>It is too early to know if the MGMT 3043 case study has helped.</p>	<table border="1"> <caption>Actual vs Goal Performance</caption> <thead> <tr> <th>Term</th> <th>Actual</th> <th>Goal</th> </tr> </thead> <tbody> <tr> <td>Spring 2011</td> <td>2</td> <td>7</td> </tr> <tr> <td>Summer 2011</td> <td>0</td> <td>7</td> </tr> <tr> <td>Fall 2011</td> <td>-</td> <td>7</td> </tr> </tbody> </table>	Term	Actual	Goal	Spring 2011	2	7	Summer 2011	0	7	Fall 2011	-	7
Term	Actual	Goal															
Spring 2011	2	7															
Summer 2011	0	7															
Fall 2011	-	7															

**PROGRAM GOALS FOR BUSINESS ADMINISTRATION MAJOR**

**2. Graduating students should demonstrate the necessary skill to identify, conceptualize, diagnose, evaluate, and analyze business problems.**

Analysis of Results																	
Performance Measure (Competency)	Description of Measurement Instrument	Areas of Success	Analysis and Action Taken	Results of Action Taken (occurs in the following year)	Insert Graphs or Tables of Resulting Trends for 3-5 Years (please graph all available data up to five years)												
80% of the students will score at least 20 points on the assessment rubric.	MGMT 4433 Case analysis  Direct Summative Internal	Students did not exceed 20% toward achieving the goal.  Fall 2010 – 20%  Spring 2011 – 13%  Summer 2011 – 0%	Seek ACBSP accreditation  Change curriculum to a more traditional Business curriculum  Effective AY 2010-11, instituted course-level assessment to standardized learning outcomes for each course.  Starting in AY 2011-12 a case study was included in MGMT 3043 Principles of Management  Starting in AY 2012-13 a simulation will be included in MRKT 3063 Principles of Marketing.	It is too early to determine if the ACBSP accreditation process, course-level assessment and curriculum changes have had an impact, as the graduating students in 2010-11 were under the old curriculum. It will not be until AY 2012-13 that the graduating seniors will be under the new curriculum.  It is too early to know if the MGMT 3043 case study has helped.	<table border="1"> <caption>Actual vs Goal Performance Data</caption> <thead> <tr> <th>Year</th> <th>Actual</th> <th>Goal</th> </tr> </thead> <tbody> <tr> <td>Fall 2011</td> <td>20</td> <td>80</td> </tr> <tr> <td>Spring 2011</td> <td>13</td> <td>80</td> </tr> <tr> <td>Summer 2011</td> <td>0</td> <td>80</td> </tr> </tbody> </table>	Year	Actual	Goal	Fall 2011	20	80	Spring 2011	13	80	Summer 2011	0	80
Year	Actual	Goal															
Fall 2011	20	80															
Spring 2011	13	80															
Summer 2011	0	80															

**PROGRAM GOALS FOR ORGANIZATIONAL LEADERSHIP MAJOR**

1. Graduating students should be able to integrate prior work experience with complimentary knowledge of business principles grounded in an academic environment.

		<b>Analysis of Results</b>			
Performance Measure (Competency)	Description of Measurement Instrument	Areas of Success	Analysis and Action Taken	Results of Action Taken (occurs in the following year)	Insert Graphs or Tables of Resulting Trends for 3-5 Years (please graph all available data up to five years)
80% of the students will show at least a 50% reduction in errors from the pre-test.	A pretest will be administered in the first ORGL class – Foundations. A post-test will be administered in the final ORGL class – Capstone.  Direct Summative Internal	This goal, and thus this measure, began with AY 2010-11.  Therefore there has been no measurement yet, as no students have gone through the program having taken the pre-test.			

**PROGRAM GOALS FOR ORGANIZATIONAL LEADERSHIP MAJOR**

2. Graduating students should demonstrate the necessary skills to identify, conceptualize, diagnose, evaluate and analyze business problems.

		<b>Analysis of Results</b>															
Performance Measure (Competency)	Description of Measurement Instrument	Areas of Success	Analysis and Action Taken	Results of Action Taken (occurs in the following year)	Insert Graphs or Tables of Resulting Trends for 3-5 Years (please graph all available data up to five years)												
80% of the students will score at least 80% on a faculty-approved assessment rubric.	Students in ORGL 4553 Capstone will perform a detailed case analysis  Direct Summative Internal	Only two NWOSU students in the program have taken ORGL 4553 since this measure was adopted. Both students took the class in Spring 2011 and exceeded the standard.	Too few students have been observed to make any type of conclusion. We need to continue to monitor this measure.		<table border="1"> <caption>Performance Trends Data</caption> <thead> <tr> <th>Year</th> <th>% At or above 50th Percentile</th> <th>Target</th> </tr> </thead> <tbody> <tr> <td>Fall 2010</td> <td>80</td> <td>80</td> </tr> <tr> <td>Spring 2011</td> <td>100</td> <td>80</td> </tr> <tr> <td>Summer 2011</td> <td>80</td> <td>80</td> </tr> </tbody> </table>	Year	% At or above 50th Percentile	Target	Fall 2010	80	80	Spring 2011	100	80	Summer 2011	80	80
Year	% At or above 50th Percentile	Target															
Fall 2010	80	80															
Spring 2011	100	80															
Summer 2011	80	80															

**PROGRAM GOALS FOR TECHNICAL MANAGEMENT MAJOR**

1. Graduating students should have added commentary knowledge of business principles to the skills gained from their career specialty.

**Analysis of Results**

Performance Measure (Competency)	Description of Measurement Instrument	Areas of Success	Analysis and Action Taken	Results of Action Taken (occurs in the following year)	Insert Graphs or Tables of Resulting Trends for 3-5 Years (please graph all available data up to five years)																		
80% of the students will show at least a 50% reduction in errors from the pre-test.	<p>A pretest will be administered by the program advisor before students take their first class in the program.</p> <p>A post-test will be administered in the MGMT 4433 Business Policy.</p> <p>Direct Summative Internal</p>	<p>This goal, and thus this measure, began with AY 2010-11.</p> <p>Therefore there has been no measurement yet, as no students have gone through the program having taken the pre-test.</p>			<table border="1"> <caption>Graph Data</caption> <thead> <tr> <th>Year</th> <th>Target (%)</th> <th>% At or above 50th Percentile (%)</th> </tr> </thead> <tbody> <tr> <td>2011-12</td> <td>80</td> <td>-</td> </tr> <tr> <td>2012-13</td> <td>80</td> <td>-</td> </tr> <tr> <td>2013-14</td> <td>80</td> <td>-</td> </tr> <tr> <td>2014-15</td> <td>80</td> <td>-</td> </tr> <tr> <td>2015-16</td> <td>80</td> <td>-</td> </tr> </tbody> </table>	Year	Target (%)	% At or above 50th Percentile (%)	2011-12	80	-	2012-13	80	-	2013-14	80	-	2014-15	80	-	2015-16	80	-
Year	Target (%)	% At or above 50th Percentile (%)																					
2011-12	80	-																					
2012-13	80	-																					
2013-14	80	-																					
2014-15	80	-																					
2015-16	80	-																					

**PROGRAM GOALS FOR TECHNICAL MANAGEMENT MAJOR**

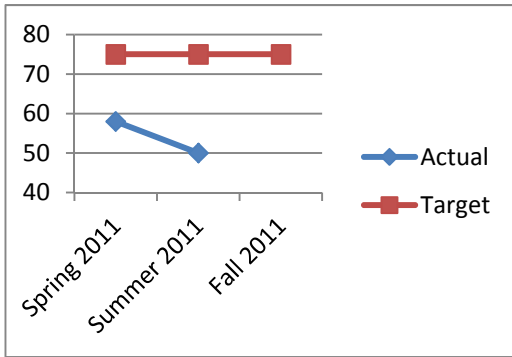
2. Graduating students should demonstrate the necessary skills to identify, conceptualize, diagnose, evaluate and analyze business problems.

		<b>Analysis of Results</b>															
Performance Measure (Competency)	Description of Measurement Instrument	Areas of Success	Analysis and Action Taken	Results of Action Taken (occurs in the following year)	Insert Graphs or Tables of Resulting Trends for 3-5 Years (please graph all available data up to five years)												
80% of the students will score at least 20 points on a faculty-approved assessment rubric.	Students in MGMT 4433 Business Policy will perform a detailed case analysis  Direct Summative Internal	No Technical Management students have taken MGMT 4433 since this measure was adopted.			<p>The graph displays performance data for three periods: Fall 2010, Spring 2011, and Summer 2011. The Y-axis represents a percentage score from 0 to 90. Two data series are plotted: the '% At or above 50th Percentile' (blue line with diamond markers) and the 'Target' (red line with square markers). Both series maintain a constant value of 80% across all three periods.</p> <table border="1"> <caption>Performance Trends Data</caption> <thead> <tr> <th>Year</th> <th>% At or above 50th Percentile</th> <th>Target</th> </tr> </thead> <tbody> <tr> <td>Fall 2010</td> <td>80</td> <td>80</td> </tr> <tr> <td>Spring 2011</td> <td>80</td> <td>80</td> </tr> <tr> <td>Summer 2011</td> <td>80</td> <td>80</td> </tr> </tbody> </table>	Year	% At or above 50th Percentile	Target	Fall 2010	80	80	Spring 2011	80	80	Summer 2011	80	80
Year	% At or above 50th Percentile	Target															
Fall 2010	80	80															
Spring 2011	80	80															
Summer 2011	80	80															

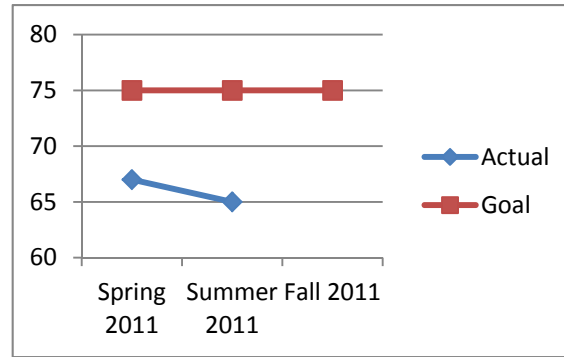
## APPENDIX 1

Performance in each of the 7 disciplines reported from MGMT 4433 Simulation presentations

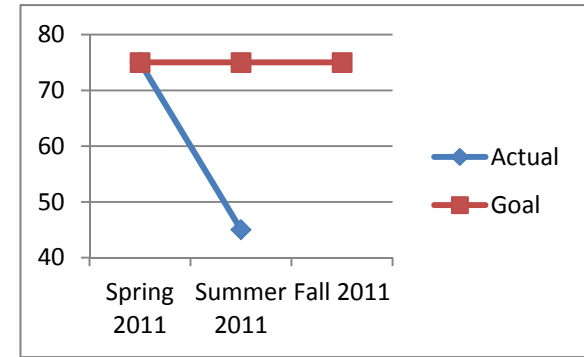
### Strategy



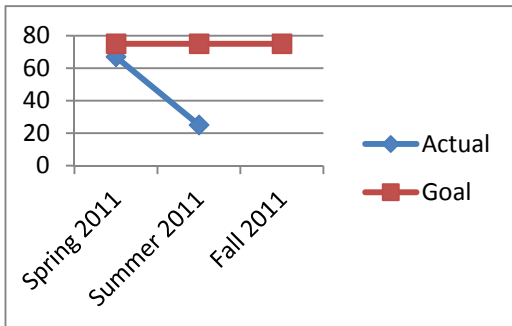
### Marketing



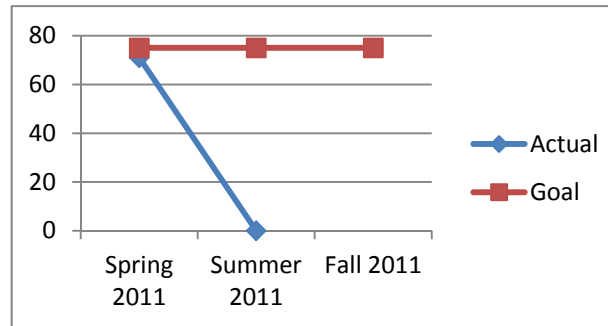
### Operations



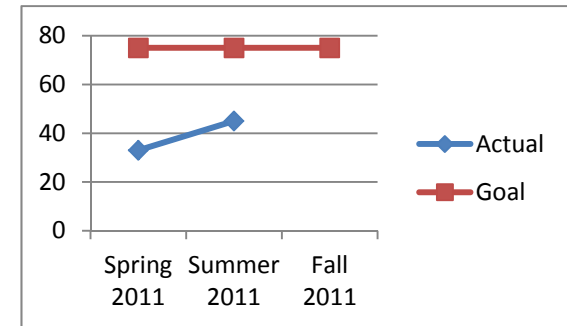
### Accounting



### Economics



### Finance



## General Business

