

DELTA STATE UNIVERSITY



GRADUATION & RETENTION RATES

6-Year Graduation Rates for Fall 2011 Cohort	
COBA students graduated within COBA	43%
COBA students graduated from any college	52%

SOURCE: IHL Student File, IHL Degree File, Argos Graduate Degree Information - IRP, CDM 1/10/18

Fall 2016 to Fall 2017 Retention	
	F16 to F17
COBA students retained in COBA	52.8%
COBA students retained at DSU	66.0%

SOURCE: IHL Student File - IRP, CDM 1/10/18



**College of Business & Aviation
Division of Accountancy,
Computer Information Systems, & Finance
Student Learning Outcomes
2014-2017**



Program Outcomes – Accountancy

Accounting majors will demonstrate the ability to prepare a Balance Sheet, an Income Statement, and a Cash Flow Statement, the foundational financial statements used in business, in accordance with United States Generally Accepted Accounting Principles (USGAAP).

Accounting majors will demonstrate the ability to perform an audit in accordance with United States Generally Accepted Audit Standards.

Accounting majors will demonstrate the ability to prepare a Federal Income Tax Return.

Accounting majors will demonstrate the ability to account for project costing.

Accounting majors will demonstrate the ability to perform transactional accounting in order to determine that governmental funds were used appropriately.

BACHELOR OF BUSINESS ADMINISTRATION (BBA) ACCOUNTANCY - Financial Accounting			
Comparative Information and Data		Analysis of Results	
Performance Measure (Competency)	Data Collection (Evidence)	Results of Evaluation	Analysis and Action Taken
A. Sixty-seven percent (67%) of accounting majors will demonstrate the ability to prepare a Balance Sheet, an Income Statement, and a Cash Flow Statement, the foundational financial statements used in business, in accordance with United States Generally Accepted Accounting Principles (USGAAP).	Evaluation of these financial statements in appropriate accounting classes.	In AY 2016-17, 83% of accounting majors prepared acceptable financial statements, compared to 81% in AY 2015-16, and 67% in AY 2014-15.	The faculty will consider other courses in which financial statement preparation and analysis may be incorporated.

**BACHELOR OF BUSINESSADMINISTRATION (BBA)
ACCOUNTANCY - Auditing**

		Analysis of Results	
Performance Measure (Competency)	Data Collection (Evidence)	Results of Evaluation	Analysis and Action Taken
<p>B. Three-fourths of Accounting majors will demonstrate the ability to perform an audit in accordance with United States Generally Accepted Audit Standards.</p>	<p>Evaluation of students' audit reports in ACC 475 - Auditing</p>	<p>In AY 2016-17, 86% of accounting majors submitted acceptable audit reports compared to 83% in AY 2015-16, and 89% in AY 2014-15.</p>	<p>The faculty is contemplating teaching methodology and additional resources to strengthen learning because auditing is a critical accounting function.</p>

**BACHELOR OF BUSINESS ADMINISTRATION (BBA)
ACCOUNTANCY - Taxation**

		Analysis of Results	
Performance Measure (Competency)	Data Collection (Evidence)	Results of Evaluation	Analysis and Action Taken
C. Accounting majors will demonstrate the ability to prepare a Federal Income Tax Return.	Students were required to prepare income tax returns using supplied data in ACC 452.	In AY 2016-17, 91% of accounting majors prepared acceptable federal partnership tax returns compared to 81% in AY 2015-16, and AY 2014-15.	The faculty will consider other courses in which the concepts of partnership taxation can be taught, such as ACC 451 Tax Accounting I in which individual tax returns of Partners are taught and additional teaching and learning aids to assist learning.

**BACHELOR OF BUSINESS ADMINISTRATION (BBA)
ACCOUNTANCY - Management or Cost Accounting**

		Analysis of Results	
Performance Measure (Competency)	Data Collection (Evidence)	Results of Evaluation	Analysis and Action Taken
D. Sixty-seven percent (67%) of accounting majors will demonstrate the ability to account for project costing.	Evaluation of students' budgets for project costing in ACC 361-Cost Accounting.	In AY 2016-17, 82% of accounting majors correctly created flexible budgets and Master budgets for project costing compared to 73% in AY 2015-16, and 83% in AY 2014-15.	The faculty will teach various types of jobs to illustrate project costing.

**BACHELOR OF BUSINESS ADMINISTRATION (BBA)
ACCOUNTANCY - Governmental or Not-For-Profit Accounting**

		Analysis of Results	
Performance Measure (Competency)	Data Collection (Evidence)	Results of Evaluation	Analysis and Action Taken
D. Sixty-seven percent (67%) of accounting majors will demonstrate the ability to perform transactional accounting in order to determine that governmental funds were used appropriately.	Evaluation of students' general accounting journal entries involving governmental funds.	In AY 2016-17, 69% of accounting majors demonstrated the proper recording skills to appropriately account for governmental transactions compared to 66% in AY 2015-16, and 72% in AY 2014-15.	The faculty will continue to review U.S. Generally Accepted Accounting Principles (USGAAP) to insure accurate instruction regarding the accounting of this type of funds. Faculty will continue to monitor this important function.

Program Outcomes – Computer Information Systems

Computer Information Systems majors will demonstrate the ability to analyze, design and implement an information system to meet desired needs.

Computer Information Systems majors will demonstrate the ability to maintain computer information system security.

**BACHELOR OF BUSINESS ADMINISTRATION (BBA)
COMPUTER INFORMATION SYSTEMS - Information Systems Design**

		Analysis of Results	
Performance Measure (Competency)	Data Collection (Evidence)	Results of Evaluation	Analysis and Action Taken
A. Sixty-seven (67%) percent of computer Information Systems majors will demonstrate the ability to analyze, design and implement an information system to meet desired needs.	Evaluation of the analysis performed and the solutions recommended to particular information system problems; Evaluation of a team project for the design & implementation of a complete information system.	In AY 2016-17, 85% of CIS majors were able to analyze, design and implement an information system to meet desired needs, compared to 70% in AY 2015-16, and AY 2014-15.	Faculty members are constantly analyzing the information system needs of businesses and adjusting problems and projects to reflect this rapidly changing environment.

**BACHELOR OF BUSINESS ADMINISTRATION (BBA)
COMPUTER INFORMATION SYSTEMS - Information Systems Security**

		Analysis of Results	
Performance Measure (Competency)	Data Collection (Evidence)	Results of Evaluation	Analysis and Action Taken
B. Sixty-seven percent (67%) of computer Information Systems majors will demonstrate the ability to maintain computer information system security.	Evaluation of the security design of an information system.	In AY 2016-17, 72% of CIS majors were capable of evaluating a security system for an existing information system compared to 67% in AY 2015-16 and AY 2014-15.	Faculty are constantly analyzing the security needs of information system and adjusting problems and projects to reflect this rapidly changing environment.

Program Outcomes – Finance

Finance majors will be able to measure or formulate the time value of money, capital budgeting, risk and return, and working capital management.

Finance majors will be able to evaluate investments (stocks and bonds).

**BACHELOR OF BUSINESS ADMINISTRATION (BBA)
FINANCE - Financial Management**

		Analysis of Results	
Performance Measure (Competency)	Data Collection (Evidence)	Results of Evaluation	Analysis and Action Taken
A. Sixty-seven percent (67%) of finance majors will be able to measure or formulate the time value of money, capital budgeting, risk and return, and working capital management.	Evaluation of students' tests scores and case studies on the time value of money, capital budgeting, risk and return, and working capital management.	In AY 2016-17, 80% of finance majors were able to measure or formulate the time value of money, capital budgeting, risk and return, and working capital management. compared to 70% in AY 2015-16.	The Faculty analyze different business scenarios and case studies to teach these concepts.

**BACHELOR OF BUSINESS ADMINISTRATION (BBA)
FINANCE - Principles of Investing**

		Analysis of Results	
Performance Measure (Competency)	Data Collection (Evidence)	Results of Evaluation	Analysis and Action Taken
B. Seventy-five percent (75%) of finance majors will be able to evaluate investments (stocks and bonds).	Evaluation of students' investment programs.	In AY 2016-17, 90% of finance majors enrolled in FIN 450, correctly evaluated securities based on yield and security in assigned projects compared to 75 in AY 2015-16.	The Faculty consider different stocks and bonds for student analysis.

MPAC - MASTER OF PROFESSIONAL ACCOUNTANCY

Program Outcomes – Master of Professional Accountancy	
Graduate Accounting students will demonstrate the ability to apply appropriate audit procedures.	
Graduate Accounting students will compose accurate briefs of case law regarding tax situations.	

MASTER OF PROFESSIONAL ACCOUNTANCY (MPAC)			
Auditing Standards			
		Analysis of Results	
Performance Measure (Competency)	Data Collection (Evidence)	Results of Evaluation	Analysis and Action Taken
A. Three-fourths of Graduate Accounting students will demonstrate the ability to apply appropriate audit procedures.	Evaluation of graduate students' audit practice	In AY 2016-17, 81% of graduate Accounting majors applied appropriate audit case studies compared to 78% in AY 2015-16.	The graduate faculty consider other teaching methodology to keep students current with auditing standards.

MASTER OF PROFESSIONAL ACCOUNTANCY (MPAC)			
Tax Law			
		Analysis of Results	
Performance Measure (Competency)	Data Collection (Evidence)	Results of Evaluation	Analysis and Action Taken
B. Three-fourths of Graduate Accounting students will compose accurate briefs of case law regarding tax situations.	Evaluation of accounting graduate students' written case briefs.	In AY 2016-17, 87% of graduate Accounting majors composed accurate tax briefs compared to 92% in AY 2015-16.	New cases are reviewed each year.

GENERAL EDUCATION STUDENT LEARNING OUTCOMES

Program Outcomes – General Education

Students will demonstrate skills required to search for and evaluate raw data and electronic information that illustrate an understanding of the nature and limits of computer technology. Students will demonstrate proficiency in Microsoft Word, Microsoft Excel, Microsoft Access, and Microsoft PowerPoint.

Students will demonstrate knowledge of and appreciation for economic, social, and political elements which influence relations in the societies and nations in their contemporary dimensions.

Student will demonstrate knowledge of and appreciation for economic, social, and political elements which influence relations in the societies and nations in their contemporary dimensions.

BACHELOR OF BUSINESS ADMINISTRATION (BBA) GENERAL EDUCATION General Education - Competency – Critical Thinking & Inquiry

Analysis of Results

Performance Measure (Competency)	Data Collection (Evidence)	Results of Evaluation	Analysis and Action Taken
<p>A. Students will demonstrate skills required to research, analyze, solve problems, and develop a response using raw data and electronic information that illustrate an understanding of the nature and limits of computer technology.</p>	<p>Students enrolled in CIS 205 will master setting tab stops using Microsoft Word. Mastery means students can set right, left, center, decimal, and vertical tab stops. Setting tab stops is an advanced feature of Microsoft Word; Master pie charts using Microsoft Excel. Mastery means students can convert raw data to 2D and 3D pie charts. Creating pie charts requires advanced knowledge of entering data and applying formulas; Master creating forms using Microsoft Access. Mastery means students can create simple forms, split forms, and columnar forms using the form wizard. Creating forms requires a higher level of skills of entering fields, records, tables, and queries; Master updating the Master slide using Microsoft PowerPoint. Mastery means students can switch to the Master slide view and modify the template. Updating the Master slide requires a higher skill set.</p>	<p>In AY 2016-17, 60% of students were able to perform correctly the functions, 85% mastered setting tab stops in Microsoft Word compared to 85% in AY 2015-16 and 85% in 2014-15. In AY 2016-17, 99.5% mastered creating charts in Microsoft Excel compared to 85% in AY 2015-16 and 85% in 2014-15. In AY 2016-17, 95% mastered creating forms in Microsoft Access compared to 85% in AY 2015-16 and 85% in 2014-15.</p> <p>In AY 2016-17, 96% mastered updating the Master slide, compared to 85% in AY 2015-16 and 85% in 2014-15.</p>	<p>Faculty reviewed exam results and determined the following methods to improve learning outcomes: Assign an additional Microsoft Word project including tasks creating and using tab stops; Assign an additional Microsoft Excel project including entering data, applying formulas to the data, and creating pie charts; Assign an additional Microsoft Access project including creating forms using the wizard; Assign an additional Microsoft PowerPoint project to update the Master slide.</p>

**BACHELOR OF BUSINESS ADMINISTRATION (BBA) GENERAL
EDUCATION
General Education - Competency – Critical Thinking & Inquiry
Macroeconomics Perspectives**

		Analysis of Results	
Performance Measure (Competency)	Data Collection (Evidence)	Results of Evaluation	Analysis and Action Taken
B. Students will demonstrate knowledge of and appreciation for economic, social, and political elements which influence relations in the societies and nations in their contemporary dimensions.	<p>Students enrolled in ECO 210 – Principles of Macroeconomics will complete in-class and independent assignments and interactive assignments and quizzes via the Internet.</p> <p>Objective 1: 80% of the students will correctly measure employment, unemployment, and labor force participation and Gross Domestic Product.</p> <p>Objective 2: 80% of the students will correctly measure economic fluctuations with regard to Aggregate Demand and Aggregate Supply.</p> <p>Objective 3: 80% of the students will correctly our Monetary System and our Federal Reserve System.</p>	<p>In AY 2016-17, 80% of students correctly measured employment, unemployment, and labor force participation compared to 80% in 2015-16, and 73.6% in AY 2014-15. In AY 2016-17, 80% answered correctly measured GDP, compared to 80% in 2015-16, and 52% in 2014-15. In AY 2016-17, 80% answered correctly measured economic fluctuations with regards to Aggregate Demand and Aggregate Supply, compared to 80% in 2015-16, and 60.4% in 2014-15. In AY 2016-17, 80% correctly explained our Monetary System, compared to 80% in 2015-16, and 83.9% in 2014-15. In AY 2016-17, 80% answered correctly explained our Federal Reserve System, compared to 80% in 2015-16, and 72.6% in 2014-15.</p>	<p>Faculty will review test results on these topics to determine if better methods to measure these macroeconomic factors would more accurately indicate students' knowledge. Faculty will also monitor student performance to gauge consistency of results and to further inform curriculum decisions. National and international economic indicators are monitored by the faculty to determine which concepts are most relevant.</p>

**BACHELOR OF BUSINESS ADMINISTRATION (BBA)
- GENERAL EDUCATION
General Education - Competency - Microeconomics Perspectives**

		Analysis of Results	
Performance Measure (Competency)	Data Collection (Evidence)	Results of Evaluation	Analysis and Action Taken
<p>C. Students will demonstrate knowledge of, and appreciation for economic, social, and political elements which influence relations in the societies and nations in their contemporary dimensions.</p>	<p>Students enrolled in ECO 211 will complete in-class and independent assignments and interactive assignments and quizzes via the Internet.</p> <p>Objective 1: 80% of the students will demonstrate the ability to determine price equilibrium, explain the factors that determine a change in demand and quantity demanded, and explain the factors that determine a change in supply and quantity supplied.</p> <p>Objective 2: 80% of the students will demonstrate the ability to explain and apply the concept of elasticity.</p> <p>Objective 3: 80% of the students will demonstrate the ability to determine how price and output are determined in various market structures.</p> <p>Objective 4: 80% of the students will correct explain movements along versus shifts of demand and supply curves.</p> <p>Objective 5: 80% of the students will correctly calculate price elasticity of demand.</p> <p>Objective 6: 80% of the students will correctly calculate profit maximization in a cost-curve diagram.</p>	<p>In AY 2016-17, 75% of the students demonstrated the ability to determine price equilibrium, explain the factors that determine a change in demand and quantity demanded, and explain the factors that determine a change in supply and quantity supplied, compared to 80% in 2015-16, and 72.6% in 2014-15.</p> <p>In AY 2016-17, 75% of the students demonstrated the ability to explain and apply the concept of elasticity, compared to 80% in 2015-16, and 72.6% in 2014-15.</p> <p>In AY 2016-17, 80% of the students demonstrated the ability to determine how price and output are determined in various market structures, compared to 80% in 2015-16, and 72.6% in 2014-15.</p> <p>In AY 2016-17, 75% of the students correctly explained movements along versus shifts of demand and supply curves, compared to 80% in 2015-16, and 72.6% in 2014-15.</p> <p>In AY 2016-17, 70% of the students correctly calculated price elasticity of demand, compared to 80% in 2015-16, and 72.6% in 2014-15.</p> <p>In AY 2016-17, 80% of the students correctly calculated profit maximization in a cost-curve diagram, compared to 80% in 2015-16, and 72.6% in 2014-15.</p>	<p>Faculty will review test results on these topics to determine if better methods to measure these macroeconomic factors would more accurately indicate students' knowledge. Faculty will also monitor student performance to gauge consistency of results and to further inform curriculum decisions. National and international economic indicators are monitored by the faculty to determine which concepts are most relevant.</p>



**College of Business and Aviation
Division of Management, Marketing, & Business
Administration**

Student Learning Outcomes

2015-2017



Program Outcomes – General Business Administration

General Business majors will understand the concepts in the major areas of business.

General Business majors will be proficient in professional selling techniques.

General Business majors will understand the components of a business plan.

General Business majors will be proficient in decision making/problem solving techniques.

General Business majors will demonstrate the ability to work as a team member.

General Business majors will be proficient in critical/creative thinking skills.

BACHELOR OF BUSINESS ADMINISTRATION (BBA)			
GENERAL BUSINESS ADMINISTRATION - Business Concepts			
		Analysis of Results	
Performance Measure (Competency)	Data Collection (Evidence)	Results of Evaluation	Analysis and Action Taken
<p>A. General Business majors will understand the concepts in the major areas of business.</p>	<p>80% of general business majors will earn a grade of B or better on their projects in MGT 499</p>	<p>In AY 2016-17 100% of General Business majors earned a B or better on projects that indicated an understanding of concepts in the major areas of business, compared to 67.4% in AY 2015-16 and 100% in AY 2014-15.</p>	<p>The data are used to determine whether students actually understand the major areas of business. Also, Faculty will continue to review and revise, if needed, the measuring rubrics.</p>

BACHELOR OF BUSINESS ADMINISTRATION (BBA) GENERAL BUSINESS ADMINISTRATION - Professional Selling			
		Analysis of Results	
Performance Measure (Competency)	Data Collection (Evidence)	Results of Evaluation	Analysis and Action Taken
B. General Business majors will understand the components of a business plan.	80% of general business majors will earn a grade of B or better on their projects in MKT 321.	In AY 2016-17 100% of General Business majors earned a B or better on their projects.	The data are used to determine whether students actually understand the techniques used in professional selling.

BACHELOR OF BUSINESS ADMINISTRATION (BBA) GENERAL BUSINESS ADMINISTRATION - Business Plans			
		Analysis of Results	
Performance Measure (Competency)	Data Collection (Evidence)	Results of Evaluation	Analysis and Action Taken
C. General Business majors will understand the components of a business plan.	80% of general business majors will earn a grade of B or better on their business plans in MGT/MKT 370 and MGT 460.	In AY 2016-17 100% of General Business majors earned a B or better on their business plan projects compared to 100% in AY 2015-16 and 80% in AY 2014-15.	The data are used to determine whether students actually understand the components of a business plan. Also, data are used so that students can take theoretical concepts and apply them to real life situations.

**BACHELOR OF BUSINESS ADMINISTRATION (BBA)
GENERAL BUSINESS ADMINISTRATION - Decision Making**

		Analysis of Results	
Performance Measure (Competency)	Data Collection (Evidence)	Results of Evaluation	Analysis and Action Taken
D. General Business majors will be proficient in decision making/problem solving techniques.	At least 80% of General Business majors will earn a grade of B or better on their project in MGT 499.	In AY 2016-17, 100% of General Business majors earned a B or better on projects that indicated they understood the concepts of problem solving/decision techniques, compared to 93.9% in AY 2015-16 and 100% in AY 2014-15.	The data are used to determine whether students actually understand the components of decision making and problem solving. Also, data are used so that students can take theoretical concepts and apply them to real life situations.

**BACHELOR OF BUSINESS ADMINISTRATION (BBA)
GENERAL BUSINESS ADMINISTRATION - Teamwork**

		Analysis of Results	
Performance Measure (Competency)	Data Collection (Evidence)	Results of Evaluation	Analysis and Action Taken
E. General Business majors will demonstrate the ability to work as a team.	At least 80% of General Business majors will earn an average grade of B or better on their group evaluations in MGT 435 and MGT 499.	In AY 2016-17, 83.3% of General Business majors earned a B or better on group evaluations demonstrating the ability to work as a team, compared to 84.7% in AY 2015-16.	The data are used to determine whether students actually understand the importance of functioning as a team member. Also, data are used so that students can take theoretical concepts and apply them to real life situations.

**BACHELOR OF BUSINESS ADMINISTRATION (BBA)
GENERAL BUSINESS ADMINISTRATION - Critical Thinking**

		Analysis of Results	
Performance Measure (Competency)	Data Collection (Evidence)	Results of Evaluation	Analysis and Action Taken
F. General Business majors will be proficient critical/creative thinking skills.	At least 80% of General Business majors will earn an average grade of B or better in MGT 499 on their projects that indicated they are proficient in critical/creative thinking skills.	In AY 2016-17, 100% of General Business majors earned a B or better on projects demonstrating the ability to think creatively and critically.	The data are used to determine whether students actually understand the critical and creative thinking. Also, faculty will review and revise, if needed, the measuring rubrics.

Program Outcomes – Health Care Administration

Health Care Administration majors will be able to apply the functions of management: planning, organizing, controlling, and leading.

Health Care Administration majors will be proficient in professional selling solving techniques.

Health Care Administration majors will understand the components of a business plan.

Health Care Administration majors will be proficient in decision making/problem solving techniques.

Health Care Administration majors will demonstrate the ability to work as a team member.

Health Care Administration majors will be proficient in critical/creative thinking skills.

BACHELOR OF BUSINESS ADMINISTRATION (BBA) HEALTH CARE ADMINISTRATION - Management Functions			
		Analysis of Results	
Performance Measure (Competency)	Data Collection (Evidence)	Results of Evaluation	Analysis and Action Taken
<p>A. Health Care Administration majors will be able to apply the functions of management: planning, organizing, controlling, and leading.</p>	<p>80% of health care administration majors taking HCA 495 or MGT 495 will earn a grade of B or better on their projects indicating they can apply the functions of management: Planning, organizing, controlling, and leading.</p>	<p>Management/Health Care Administration faculty will collect data to determine the percentage of the Health Care Administration majors taking HCA 495 or MGT 495 earned a B or better in projects that indicated they are knowledgeable of leadership styles in AY 2017-18.</p>	<p>Collect data for this learning outcome.</p>

**BACHELOR OF BUSINESS ADMINISTRATION (BBA)
HEALTH CARE ADMINISTRATION - Health Care Integration**

		Analysis of Results	
Performance Measure (Competency)	Data Collection (Evidence)	Results of Evaluation	Analysis and Action Taken
<p align="center">B. Health Care</p> <p>Administration majors will understand the integration of the functional areas of business in the Health Care industry.</p>	<p>80% of the Health Care Administration majors taking MGT 302 or HCA 302, HCA 335, and HCA 440 will earn a B or better in projects that indicated they understand the integration of the functional areas of business in the Health Care industry.</p>	<p>Data will be collected by the Management/Health Care Administration faculty to determine the percentage of the Health Care Administration majors taking MGT 302, HCA 302, HCA 335, and HCA 440 earned a B or better in projects that indicated they understand the integration of the functional areas of business in the Health Care industry in AY 2017-18.</p>	<p>Collect data for this learning outcome.</p>

BACHELOR OF BUSINESS ADMINISTRATION (BBA) HEALTH CARE ADMINISTRATION - Business Concepts			
		Analysis of Results	
Performance Measure (Competency)	Data Collection (Evidence)	Results of Evaluation	Analysis and Action Taken
C. Health Care Administration will understand the concepts in the major areas of business.	80% of the Health Care Administration majors taking MGT 499 will earn a B or better in projects that indicated they understood the concepts in the major areas of business.	In AY 2016-17 100% of Health Care Administration majors earned a B or better on their projects.	The data are used to determine whether students actually understand the concepts in the major areas of business. Also, data are used so that students can take theoretical concepts and apply them to real life situations.

BACHELOR OF BUSINESS ADMINISTRATION (BBA) HEALTH CARE ADMINISTRATION - Decision Making			
		Analysis of Results	
Performance Measure (Competency)	Data Collection (Evidence)	Results of Evaluation	Analysis and Action Taken
D. Health Care majors will be proficient in decision making/problem solving techniques.	At least 80% of Health Care majors will earn a grade of B or better on their project in MGT 499.	In AY 2016-17, 100% of Health Care majors earned a B or better on projects that indicated they understood the concepts of problem solving/decision techniques.	The data are used to determine whether students actually understand the components of decision making and problem solving.

BACHELOR OF BUSINESS ADMINISTRATION (BBA) HEALTH CARE ADMINISTRATION - Teamwork			
		Analysis of Results	
Performance Measure (Competency)	Data Collection (Evidence)	Results of Evaluation	Analysis and Action Taken
E. Health Care majors will demonstrate the ability to work as a team.	At least 80% of Health Care majors will earn an average grade of B or better on their group evaluations in MGT 435 and MGT 499.	In AY 2016-17, 100% of Health Care majors earned a B or better on group evaluations demonstrating the ability to work as a team.	The data are used to determine whether students actually understand the importance of functioning as a team member. Also, data are used so that students can take theoretical concepts and apply them to real life situations.

BACHELOR OF BUSINESS ADMINISTRATION (BBA) HEALTH CARE ADMINISTRATION - Critical Thinking			
		Analysis of Results	
Performance Measure (Competency)	Data Collection (Evidence)	Results of Evaluation	Analysis and Action Taken
F. Health Care majors will be proficient critical/creative thinking skills.	At least 80% of Health Care majors will earn an average grade of B or better in MGT 499 on their projects that indicated they are proficient in critical/creative thinking skills.	In AY 2016-17, 100% of Health Care majors earned a B or better on projects demonstrating the ability to think creatively and critically.	The data are used to determine whether students actually understand the critical and creative thinking. Also, faculty will review and revise, if needed, the measuring rubrics.

Program Outcomes – Management

Management majors will understand the functions of management: Planning, organizing, controlling, and leading.

Management majors will be knowledgeable of leadership styles.

Management majors will understand the concepts in the major areas of business.

Management majors will be proficient in decision making/problem solving techniques.

Management majors will demonstrate ability to work as a team member.

Management majors will be proficient in critical/creative thinking skills.

BACHELOR OF BUSINESS ADMINISTRATION (BBA) MANAGEMENT - Management Functions			
		Analysis of Results	
Performance Measure (Competency)	Data Collection (Evidence)	Results of Evaluation	Analysis and Action Taken
A. Management majors will understand the functions of management: Planning, organizing, controlling, and leading.	At least 80% of Management majors will earn a grade of B or better on their project in MGT 475, MGT 484 or MGT 495.	In AY 2016-17, 100% of Management majors earned a B or better on projects that indicated they understood the functions of management: planning, organizing, controlling, and leading, compared to 81.8% in AY 2015-16 and 93% in AY 2014-15.	The data are used to determine whether students actually understand the main functions of management. Also, data are used so that students can take theoretical concepts and apply them to real life situations.

BACHELOR OF BUSINESS ADMINISTRATION (BBA) MANAGEMENT - Leadership			
		Analysis of Results	
Performance Measure (Competency)	Data Collection (Evidence)	Results of Evaluation	Analysis and Action Taken
B. Management majors will be knowledgeable of leadership styles.	At least 80% of management majors will earn a grade of B or better on their project in MGT 305 or MGT 484.	In AY 2016-17, 81% of Management majors earned a B or better on projects that indicated they were knowledgeable of leadership styles, compared to 85.7% in AY 2015-16 and 81% in AY 2014-15.	The data are used to determine whether students actually are knowledgeable of leadership styles. Also, data are used so that students can take theoretical concepts and apply them to real life situations.

BACHELOR OF BUSINESS ADMINISTRATION (BBA) MANAGEMENT - Business Concepts			
		Analysis of Results	
Performance Measure (Competency)	Data Collection (Evidence)	Results of Evaluation	Analysis and Action Taken
C. Management majors will understand the concepts in the major areas of business.	80% of the management majors taking MGT 499 will earn a B or better in projects that indicated they understood the concepts in the major areas of business.	In AY 2016-17 85.7% of management majors earned a B or better on their projects.	The data are used to determine whether students actually understand the concepts in the major areas of business. Also, data are used so that students can take theoretical concepts and apply them to real life situations.

BACHELOR OF BUSINESS ADMINISTRATION (BBA)			
MANAGEMENT - Decision Making			
		Analysis of Results	
Performance Measure (Competency)	Data Collection (Evidence)	Results of Evaluation	Analysis and Action Taken
D. Management majors will be proficient in decision making/problem solving techniques.	At least 80% of Management majors will earn a grade of B or better on their project in MGT 499.	In AY 2016-17, 85.7% of Management majors earned a B or better on projects that indicated they understood the concepts of problem solving/decision techniques.	The data are used to determine whether students actually understand the components of decision making and problem solving. Also, data are used so that students can take theoretical concepts and apply them to real life situations.

BACHELOR OF BUSINESS ADMINISTRATION (BBA)			
MANAGEMENT - Teamwork			
		Analysis of Results	
Performance Measure (Competency)	Data Collection (Evidence)	Results of Evaluation	Analysis and Action Taken
E. Management majors will demonstrate the ability to work as a team member.	At least 80% of Management majors will earn an average grade of B or better on their group evaluations in MGT 435 and MGT 499.	In AY 2016-17, 81.3% of Management majors earned a B or better on group evaluations demonstrating the ability to work as a team, compared to 84.7% in AY 2015-16.	The data are used to determine whether students actually understand the importance of functioning as a team member. Also, data are used so that students can take theoretical concepts and apply them to real life situations.

**BACHELOR OF BUSINESS ADMINISTRATION (BBA)
MANAGEMENT - Critical Thinking**

		Analysis of Results	
Performance Measure (Competency)	Data Collection (Evidence)	Results of Evaluation	Analysis and Action Taken
F. Management majors will be proficient in critical/creative thinking skills.	At least 80% of Management majors will earn a grade of B or better on their project in MGT 499.	In AY 2016-17, 85.7% of Management majors earned a B or better on projects indicating proficiency in critical/creative thinking skills, compared to 65.1% in AY 2015-16 and 100% in AY 2014-15.	The data are used to determine whether students are proficient in critical/creative thinking skills. Also, data are used so that students can take theoretical concepts and apply them to real life situations.

Program Outcomes – Marketing

Marketing majors will be proficient in professional selling techniques.

Marketing majors will be knowledgeable in quantitative research skills.

Marketing majors will understand the components of a marketing plan.

Marketing majors will be proficient in decision making/problem solving techniques.

Marketing majors will demonstrate ability to work as a team member.

Marketing majors will be proficient in critical/creative thinking skills.

BACHELOR OF BUSINESS ADMINISTRATION (BBA) MARKETING - Professional Selling Techniques			
		Analysis of Results	
Performance Measure (Competency)	Data Collection (Evidence)	Results of Evaluation	Analysis and Action Taken
A. Marketing majors will be proficient in professional selling techniques.	At least 80% of Marketing majors will earn a grade of B or better on their sales presentations in MKT 321.	In AY 2016-17, 95% of Marketing majors earned a B or better on projects indicating proficiency in professional selling techniques, compared to 92.3% in AY 2015-16 and 82% in AY 2014-15.	The data are used to revise the project and associated assignments to create checkpoints every three weeks to keep students focused and on task. Also, data are used so that students can take theoretical concepts and apply them to real life situations.

**BACHELOR OF BUSINESS ADMINISTRATION (BBA)
MARKETING - Quantitative Research Skills**

		Analysis of Results	
Performance Measure (Competency)	Data Collection (Evidence)	Results of Evaluation	Analysis and Action Taken
B. Marketing majors will be knowledgeable in quantitative research skills.	At least 80% of Marketing majors will earn an average grade of B or better on their quantitative homework assignments in MKT 388.	In AY 2016-17, 84.2% of Marketing majors earned a B or better on projects indicating proficiency in quantitative research skills, compared to 75.8% in AY 2015-16 and 100% in AY 2014-15.	The results indicate that it may be prudent to either introduce students to some more advanced statistical means of data analysis or ask students to work with a local business to solve a research problem for that business using the statistical techniques for which they are familiar.

BACHELOR OF BUSINESS ADMINISTRATION (BBA)			
MARKETING - Marketing Plans			
		Analysis of Results	
Performance Measure (Competency)	Data Collection (Evidence)	Results of Evaluation	Analysis and Action Taken
C. Marketing majors will understand the components of a marketing plan.	80% of marketing majors will earn a grade of B or better on their marketing plan in MKT 499.	In AY 2016-17, 86.7% of Marketing majors earned a B or better on projects indicating an understanding of the components of a marketing plan, compared to 100% in AY 2015-16 and 100% in AY 2014-15.	Faculty will consider projects in which students work with a local business to develop a marketing plan for that business.

BACHELOR OF BUSINESS ADMINISTRATION (BBA)			
MARKETING - Decision Making			
		Analysis of Results	
Performance Measure (Competency)	Data Collection (Evidence)	Results of Evaluation	Analysis and Action Taken
D. Marketing majors will be proficient in decision making/problem solving techniques.	At least 80% of Marketing majors will earn a grade of B or better on their project in MGT 499.	In AY 2016-17, 100% of Marketing majors earned a B or better on projects that indicated they understood the concepts of problem solving/decision techniques.	The data are used to determine whether students actually understand the components of decision making and problem solving. Also, data are used so that students can take theoretical concepts and apply them to real life situations.

BACHELOR OF BUSINESS ADMINISTRATION (BBA)			
MARKETING - Teamwork			
		Analysis of Results	
Performance Measure (Competency)	Data Collection (Evidence)	Results of Evaluation	Analysis and Action Taken
E. Marketing majors will demonstrate ability to work as a team member.	80% of marketing majors will earn an average grade of B or better on their group evaluations in MGT 435 and MGT 499.	In AY 2016-17, 100% of Marketing majors earned a B or better on group evaluation indicating an ability work as a team member, compared to 84.7% in AY 2015-16 and 90% in AY 2014-15.	The data indicates that students actually understand the theoretical concept of teamwork and actually participate as a team member at a level that is acceptable to other team members.

BACHELOR OF BUSINESS ADMINISTRATION (BBA)			
MARKETING - Critical Thinking			
Analysis of Results			
Performance Measure (Competency)	Data Collection (Evidence)	Results of Evaluation	Analysis and Action Taken
F. Marketing majors will be proficient in critical/creative thinking skills.	At least 80% of Marketing majors will earn a grade of B or better on their project in MGT 499.	In AY 2016-17, 100% of Marketing majors earned a B or better on projects indicating proficiency in critical/creative thinking skills.	The data are used to determine whether students are proficient in critical/creative thinking skills. Also, data are used so that students can take theoretical concepts and apply them to real life situations.

Program Outcomes – MBA/iMBA

MBA and iMBA majors will demonstrate the ability to perform professional research and analysis.

MBA and iMBA majors will understand the integration of the functional areas of business.

MBA and iMBA students will understand the concepts in the major areas of business.
 MBA and iMBA students will be proficient in decision making/problem solving techniques.

MBA and iMBA majors will demonstrate ability to work as a team member.
 MBA and iMBA students will be proficient in critical/creative thinking skills.

MASTER OF BUSINESS ADMINISTRATION (MBA)			
MBA/iMBA - Business Research Analysis			
		Analysis of Results	
Performance Measure (Competency)	Data Collection (Evidence)	Results of Evaluation	Analysis and Action Taken
B. MBA and iMBA majors will demonstrate the ability to perform professional research and analysis.	80% of MBA and iMBA students will earn an average grade of B or better on their research and analysis homework assignments in all graduate courses ** MBA/iMBA majors will score the national average on the Quantitative Research Techniques and Statistics section of Peregrine CPC exam.	In AY 2016-17, 48.8% of MBA/iMBA majors earned a B or better on homework assignments, demonstrating the ability to perform professional research and analysis, compared to 73.9% in AY 2015-16 and 83% in AY 2014-15. ** MBA/iMBA In AY 2016-17, students scored 50% compared to a national average of 52.96%.	The data indicates that students are able to provide examples of the proper way to analyze articles and provide additional resources to acquire peer reviewed journal articles. Future homework assignments should provide students with an increased analysis process exposing them to more advanced research procedures.

**MASTER OF BUSINESS ADMINISTRATION (MBA)
MBA/iMBA - Integration of Business Function Areas**

		Analysis of Results	
Performance Measure (Competency)	Data Collection (Evidence)	Results of Evaluation	Analysis and Action Taken
C. MBA and iMBA majors will understand of the integration of the functional areas of business.	<p>* At least 80% of all MBA and iMBA students will earn an average grade of B or better on their projects in all graduate courses.</p> <p>** MBA/iMBA majors will score the national average on the Business Integration and Strategic Management section of Peregrine CPC exam.</p>	<p>In AY 2016-17, 15% of MBA/iMBA majors earned a B or better on analysis projects indicating they understand the integration of the functional areas of business, compared to 78.1% in AY 2015-16 and 84% in AY 2014-15.</p> <p>** MBA/iMBA students scored 62.41% compared to a national average of 55.36%.</p>	<p>Future projects should be expanded to allow students to work with local businesses to increase student exposure to more advanced integration techniques within the functional areas of business.</p>

**MASTER OF BUSINESS ADMINISTRATION (MBA)
MBA/iMBA - Business Concepts**

		Analysis of Results	
Performance Measure (Competency)	Data Collection (Evidence)	Results of Evaluation	Analysis and Action Taken
C. MBA and iMBA majors will understand the concepts in the major areas of business.	* 80% of the MBA and iMBA majors will earn an average grade of B or better in projects that indicated they understood the concepts in the major areas of business in all graduate courses.	In AY 2016-17, 86.7% of the MBA and iMBA majors earned an average grade of B or better in projects that indicated they understood the concepts in the major areas of business in all graduate courses.	Review and revise, if needed, project and measuring rubrics.

**MASTER OF BUSINESS ADMINISTRATION (MBA)
MBA/iMBA - Decision Making**

		Analysis of Results	
Performance Measure (Competency)	Data Collection (Evidence)	Results of Evaluation	Analysis and Action Taken
D. MBA and iMBA students will be proficient in decision making/problem solving techniques.	* 80% of the MBA and iMBA majors will earn an average grade of B or better in projects that indicated they understood the concepts of problem solving/decision techniques in all graduate courses.	In AY 2016-17, 78.4% of the MBA and iMBA majors earned an average grade of B or better in projects that indicated they understood the concepts of problem solving/decision techniques in all graduate courses.	Continue to expose students to decision making/problem solving techniques.

**MASTER OF BUSINESS ADMINISTRATION (MBA)
MBA/iMBA - Teamwork**

		Analysis of Results	
Performance Measure (Competency)	Data Collection (Evidence)	Results of Evaluation	Analysis and Action Taken
E. MBA and iMBA students will demonstrate ability to work as a team member.	* 80% of the MBA and iMBA majors will earn an average grade of B or better on their group evaluations demonstrating the ability to work as a team member in all graduate courses.	In AY 2016-17, 99% of the MBA and iMBA majors earned an average grade of B or better on their group evaluations demonstrating the ability to work as a team member in all graduate courses.	Review and revise, if needed, impact on course grade for group work.

**MASTER OF BUSINESS ADMINISTRATION (MBA)
MBA/iMBA - Critical/Creative Thinking Skills**

		Analysis of Results	
Performance Measure (Competency)	Data Collection (Evidence)	Results of Evaluation	Analysis and Action Taken
F. MBA and iMBA students will be proficient in critical/creative thinking skills.	<p>* 80% of the MBA and iMBA majors will earn an average grade of B or better in projects that indicated they are proficient in critical/creative thinking skills in all graduate courses.</p> <p>** MBA/iMBA majors will score the national average on the Business Leadership section of Peregrine CPC exam.</p>	<p>* In AY 2016-17, 50.7% of the MBA and iMBA majors earned an average grade of B or better in projects that indicated they are proficient in critical/creative thinking skills in all graduate courses. 2014-15.</p> <p>** MBA/iMBA students scored 63.28% compared to a national average of 56.85%.</p>	Continue to expose students to critical/creative thinking skills.

COLLEGE OF BUSINESS –BUSINESS CORE

Program Outcomes

College of Business & Aviation majors will be able to measure or formulate the time value of money, capital budgeting, and risk and return.

College of Business & Aviation majors will understand the concepts in the major areas of business.

College of Business & Aviation majors will be proficient in decision making/problem solving techniques.

College of Business & Aviation majors will demonstrate effective communication skills.

BACHELOR OF BUSINESS ADMINISTRATION (BBA) COLLEGE OF BUSINESS & AVIATION - Financial Management			
		Analysis of Results	
Performance Measure (Competency)	Data Collection (Evidence)	Results of Evaluation	Analysis and Action Taken
<p>A. College of Business & Aviation majors will be able to measure or formulate the time value of money, capital budgeting, and risk and return.</p>	<p>College of Business & Aviation and Aviation majors will score the national mean average on the Business Finance section of the Peregrine Common Professional Component (CPC) exam.</p>	<p>In fall 2017, College of Business & Aviation undergraduate majors scored an average of 45.90 compared to a national average of 45.88, this represented a significant improvement over the 2014 results of 38 compared to a national average of 44.7.</p>	<p>The Faculty analyze different business scenarios and case studies to teach these concepts.</p>

**BACHELOR OF BUSINESS ADMINISTRATION (BBA)
COLLEGE OF BUSINESS & AVIATION - Business Concepts**

		Analysis of Results	
Performance Measure (Competency)	Data Collection (Evidence)	Results of Evaluation	Analysis and Action Taken
B. College of Business & Aviation majors will understand the concepts in the major areas of business.	College of Business & Aviation majors will score the national average on the Integration of Business and Strategic Management on the Peregrine CPC.	In fall 2017, College of Business & Aviation undergraduate majors scored an average of 59.49 compared to a national average 57.17, this represented a significant improvement over the 2014 result of 42 compared to a national average of 54.	The data are used to determine whether students actually understand the major areas of business. Also, data are used so that students can take theoretical concepts and apply them to real life situations.

**BACHELOR OF BUSINESS ADMINISTRATION (BBA)
COLLEGE OF BUSINESS & AVIATION - Quantitative Research Skills**

		Analysis of Results	
Performance Measure (Competency)	Data Collection (Evidence)	Results of Evaluation	Analysis and Action Taken
B. College of Business & Aviation majors will be knowledgeable in quantitative research skills.	College of Business & Aviation majors will score the national average on the Quantitative Research Techniques and Statistics on the Peregrine CPC.	In fall 2017, College of Business & Aviation undergraduate majors scored an average of 53.85 compared to a national average 49.51.	The data are used to determine whether students actually understand quantitative research techniques and statistics. Also, data are used so that students can take theoretical concepts and apply them to real life situations.