

Capstone II AY17 Program Review: Capstone Rubric & 2017 Aggregate Scores

BUSINESS ADMINISTRATION

Assessment Type: Program

Year/Term: 2016-2017

Level: Business Administration Capstone

Learning Outcome: Program Learning Outcomes (PLOs)

Assessment Method/Tool: Outbound Peregrine General Business Exam

145 students were assessed by the Outbound Peregrine General Business exam in BA 428 (accounting concentration capstone) and BA 498 (marketing and management concentration capstone). This is a nationally normed exam with an average degree of difficulty of approximately 55%-60% and we compared our scores to IACBE Region 7 (Northwest region) in order to benchmark our students' performance against peer institutions. The categories examined with the 2017 percentage correct are:

Accounting - 51.79%
Business Ethics - 52.07%
Business Finance - 45.17%
Business Integration and Strategic Management - 54.76%
Business Leadership - 51.86%
Economics - 48.97%
Economics: Macroeconomics - 48.69%
Economics: Microeconomics - 49.24%
Global Dimensions of Business - 46.0%
Information Management Systems - 55.38%
Legal Environment of Business - 51.59%
Management - 55.24%
Management: Human Resource Management - 56.82%
Management: Operations/Production Management - 49.18%
Management: Organizational Behavior - 59.79%
Marketing - 48.41%
Quantitative Research Techniques and Statistics - 48.48%

2017 Closing the Loop Statement

Based upon the scores in these 17 categories, the 2017 students scored in the "average" category (40%-59%) ranging from 45.17% to 59.82% with an aggregate score of 50.81%. The average overall IACBE Region 7 aggregate score was 53.43% (~2.9% higher).

Given that we assess all concentrations with a general business exam and do not currently require all students to take all IACBE subject matter areas, it is to be expected that some students will not perform as well in some areas. Beginning fall 2017, an assessment will begin whereby we will discuss realignment of business curriculum to follow new IACBE standards changes (requiring all students to take all Core

Professional Competency courses) as well as changing the outbound exam to use three alternate Peregrine exams that reflect our concentrations (accounting, management, marketing). Students would then take the Peregrine exam aligned with their business concentration. This is expected to result in more accurate data reflective of student learning and should close the gap with our peer institutions.

Program Learning Outcomes

Must be abstracted from national assessment and aligned with University Learning Outcomes.

Content Knowledge: Students in the Business Administration degree program will demonstrate functional knowledge of the concepts, vocabulary, principles and practices that are commonly used in the business environment.

Communication Skills: Students in the Business Administration degree program will demonstrate advanced communication skills using appropriate methodologies and technologies.

Critical Thinking and Analytical Reasoning Skills: Students in the Business Administration degree program will demonstrate critical thinking and analytical reasoning skills.

Personal and Social Responsibility: Students in the Business Administration degree program will demonstrate an ability to incorporate diverse cultural perspectives, and ethical reasoning and action into decision making processes.

Inquiry and Integrated Learning: Students in the Business Administration degree program will demonstrate the ability to design and carry out an individual project that emphasizes practical applications of business concepts.