

## Standard #4 Measurement and Analysis of Student Learning and Performance

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Performance Measure	What is your measurement instrument or process? Do not use grades.	Analysis of Results			Insert Graphs or Tables of Resulting Trends (3-5 data points preferred)	Year/Semester	Year/Semester	Year/Semester
		Current Results	Analysis of Results	Action Taken or Improvement made				
Measurable goal		What are your current results?	What did you learn from the results?	What did you improve or what is your next step?				
What is your goal?	(Indicate type of instrument) direct, formative, internal, comparative							
The graduate of the Business Administration program will have a basic knowledge of all business areas. The goal is for the average percentage to be at or above 80%	Summative, External data derived from ETS comprehensive field exam	A goal of 80% was set as a benchmark and the average percentage showed three years above the percentage goal	Students are obtaining a basic knowledge of the various business disciplines being taught in the program.	Provide consistent professional development opportunities for faculty to ensure that they are teaching knowledge relevant to today's work environment		81	82	86
<b>Year</b>	<b>n</b>	<b>Total</b>	<b>Goal</b>					
2015 (n=32)		32	81%	80%				
2016 (n=27)		27	82%	80%				
2017 (n=31)		31	86%	80%				
The graduate of the Business Administration program will be able to demonstrate an ability to collect, analyze and interpret data. The goal is for the average percentage to be at or above 75%	Direct assessment derived from research report conducted in Business Communication	A goal of 75% was set as a benchmark and the average percentage has improved from 72 to 80 percent over the 3 year period	Students are showing a gradual increase in the ability to collect, analyze and interpret data. The numbers show a steady increase over the three year period.	Continue to expose students to research projects throughout the business program, to improve their ability to conduct research. The next step is consistency of the percentage of students that surpass the goal over the next three years.		72	74	80
<b>Semester</b>	<b>n</b>	<b>Total</b>	<b>Goal</b>					
Spring 2016 (n=15)		15	72%	75%				
Fall 2016 (n=16)		16	74%	75%				
Spring 2017 (n=13)		13	80%	75%				
The graduate of the Business Administration program will be able to complete a marketing plan. The goal is for the average percentage to be at or above 80%	Direct assessment derived from marketing plan conducted in Principles of Marketing	A goal of 80% was set as a benchmark and the average percentage is currently at 86%.	Students are improving their ability to conduct market research and write a complete marketing plan	Slowly transition the marketing plan to a complete business plan to help the students understand the steps needed to start a new business.		81	84	86
<b>Semester</b>	<b>n</b>	<b>Total</b>	<b>Goal</b>					
Fall 2014 (n=24)		24	81%	80%				
Fall 2015 (n=29)		29	84%	80%				
Fall 2016 (n=35)		35	86%	80%				