



# *IACBE*

Advancing Academic Quality in  
Business Education Worldwide



## Example of a Completed Report of Outcomes Assessment Results

International Assembly for Collegiate Business Education  
11374 Strang Line Road  
Lenexa, Kansas 66215, USA





## Report of Outcomes Assessment Results

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Institution International Academy of Commerce and Business Enterprise

Academic Business Unit School of Management Studies

Academic Year Last Year

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## Outcomes Assessment Results

For Academic Year:     Last Year    

### Section I: Student Learning Assessment

Student Learning Assessment for: Bachelor of Business Administration (BBA)	
Program Intended Student Learning Outcomes (Program ISLOs)	
1. Students will be able to distinguish the principal concepts, theories, and practices in and recognize the interrelationships between the functional areas of business.	
2. Students will be able to recognize the intercultural dimensions of management.	
3. Students will be able to evaluate legal and ethical principles in business and apply them to organizational decision making.	
4. Students will be able to construct coherent oral and written forms of communication and present them in a professional context.	
5. Students will be able to apply theory and practice in the business functional areas to the analysis of organizational problems and challenges.	
Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
1. End-of-Program Comprehensive Examination Program ISLOs Assessed by this Measure: 1, 2, 3	At least 80% of graduating BBA students will score at least 70% on each subset of examination questions related to each of the program ISLOs assessed by this measure.
2. Required Internship Program ISLOs Assessed by this Measure: 4, 5	On the rating scale in the internship supervisor evaluation rubric (with “exemplary” being the highest rating), at least 80% of student interns will achieve a performance rating by their supervisors of “acceptable” or higher on each evaluation criterion associated with the program ISLOs assessed by this measure.
Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Indirect Measures:
1. Senior Exit Survey Program ISLOs Assessed by this Measure: 1, 2, 3, 4, 5	On the exit survey instrument, at least 80% of graduating BBA students will indicate that they were “successful” or “very successful” in achieving each of the program ISLOs assessed by this measure.

## Learning Assessment Results: Bachelor of Business Administration (BBA)

### Summary of Results from Implementing Direct Measures of Student Learning:

#### 1. End-of-Program Comprehensive Examination:

Number of Students Achieving a Subscore of 70% or Higher on Each of the Program-ISLO-Related Set of Examination Questions:

- |  |                   |
|--|-------------------|
| • Accounting Principles (Program ISLO 1):            | 30 (60% of Total) |
| • Financial Management (Program ISLO 1):             | 20 (40% of Total) |
| • Fundamentals of Management (Program ISLO 1):       | 45 (90% of Total) |
| • Marketing Principles (Program ISLO 1):             | 42 (84% of Total) |
| • International Business (Program ISLO 2):           | 33 (66% of Total) |
| • Legal/Ethical Issues in Business (Program ISLO 3): | 35 (70% of Total) |

(Total Number of Students: 50)

#### 2. Required Internship:

Number of Students Receiving a Supervisor Performance Rating of Acceptable or Higher (Acceptable, Above Average, or Exemplary) on Program-ISLO-Related Criteria:

- |   |                   |
|---|-------------------|
| • Written and Oral Communication Skills (Program ISLO 4): | 35 (70% of Total) |
| • Business Application Skills (Program ISLO 5):           | 41 (82% of Total) |

(Total Number of Student Interns: 50)

### Summary of Results from Implementing Indirect Measures of Student Learning:

#### 1. Senior Exit Survey:

Number of Students Rating Their Degree of Success in Achieving the Program ISLOs as “Successful” or “Very Successful”:

- |   |                   |
|---|-------------------|
| Program ISLO 1 (Knowledge of the the Functional Areas of Business):         | 47 (94% of Total) |
| Program ISLO 2 (Knowledge of the the Intercultural Dimensions of Business): | 42 (84% of Total) |
| Program ISLO 3 (Legal/Ethical Issues in Business):                          | 40 (80% of Total) |
| Program ISLO 4 (Communications Skills):                                     | 35 (70% of Total) |
| Program ISLO 5 (Business Application Skills):                               | 42 (84% of Total) |

(Total Number of Students: 50)

**Summary of Achievement of Intended Student Learning Outcomes:**

Intended Student Learning Outcomes	Learning Assessment Measures							
Program ISLOs	End-of-Program Comprehensive Examination	Required Internship	<i>Direct Measure 3</i>	<i>Direct Measure 4</i>	Senior Exit Survey	<i>Indirect Measure 2</i>	<i>Indirect Measure 3</i>	<i>Indirect Measure 4</i>
	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...
1. Students will be able to distinguish the principal concepts, theories, and practices in and recognize the interrelationships between the functional areas of business.	Not Met	NA			Met			
2. Students will be able to recognize the intercultural dimensions of management.	Not Met	NA			Met			
3. Students will be able to evaluate legal and ethical principles in business and apply them to organizational decision making.	Not Met	NA			Met			
4. Students will be able to construct coherent oral and written forms of communication and present them in a professional context.	NA	Not Met			Not Met			
5. Students will be able to apply theory and practice in the business functional areas to the analysis of organizational problems and challenges.	NA	Met			Met			

**Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:**

- 1. Program ISLO 1:** The performance target for this program ISLO dealing with knowledge of the functional areas of business was not met on the comprehensive examination. In particular, the results indicated that students were not performing up to expectations in the areas of accounting principles and financial management. Faculty in the school's Department of Accounting and Finance will be reviewing the business core curriculum in order to seek ways of reinforcing accounting concepts in the advanced, non-accounting courses in the core. In addition, the department's faculty will be supplementing the required course in corporate finance with more in-depth coverage of financial statement analysis.
- 2. Program ISLO 2:** The performance target for this program ISLO dealing with the global/intercultural dimensions of business was not met on the comprehensive examination. Although the business core curriculum already integrates international business throughout the curriculum, the school will be evaluating the possibility of adding a separate course in international business to the core curriculum in order to provide more depth in the global dimensions of management and marketing.
- 3. Program ISLO 3:** The performance target for this program ISLO dealing with legal and ethical principles in business was not met on the comprehensive examination. Although the business core curriculum already includes a required course in business law, the faculty in the school's Department of Accounting and Finance, Department of Management, and Department of Marketing will be reviewing content in the core curriculum in order to find ways of incorporating additional coverage of legal issues in the core's accounting, finance, management, and marketing courses. In addition, the school will be evaluating the possibility of adding a separate course in business ethics to the core curriculum.
- 4. Program ISLO 4:** The performance targets for this program ISLO dealing with students' written and oral communication skills were not met on any of the assessment measures that are used to assess this particular ISLO. The Dean of the School of Management Studies has directed faculty in all of the school's departments to incorporate additional writing assignments in courses throughout the business core curriculum and the curricula comprising each of the concentrations. Furthermore, the Dean has also instructed all departments to require oral presentations, where appropriate, in both core and concentration courses. In addition, the School of Management Studies will be establishing a Communications Skills Lab, staffed by competent peer tutors, to assist students in developing their written and oral communications skills. The lab will offer assistance in the review and evaluation of written assignments and research papers, and will provide facilities for the video recording of student presentations, which will then be critiqued by both the peer tutors and the students.

## Section II: Operational Assessment

Operational Assessment	
Intended Operational Outcomes	
1. The School of Management Studies will be successful in placing its graduates in appropriate entry-level positions or in graduate school on an annual basis.	
2. Faculty members in the School of Management Studies will engage in appropriate professional development activities on an annual basis.	
3. The School of Management Studies will be successful in providing high-quality instruction to its students.	
4. The School of Management Studies will be successful in providing high-quality advising to its students.	
5. Students in the School of Management Studies will participate in relevant internships on an annual basis.	
6. Students in the School of Management Studies will participate in service-learning projects and socially-responsible activities on an annual basis.	
7. The School of Management Studies will be successful in retaining its students on an annual basis.	
Assessment Measures/Methods for Intended Operational Outcomes:	Performance Objectives (Targets/Criteria) for Operational Assessment Measures/Methods:
1. Annual Report of the Office of Career Planning and Placement Intended Operational Outcomes Assessed by this Measure: 1	The School of Management Studies will place 95% or more of its graduates in degree-related positions or in graduate school within six months of graduation.
2. Faculty Performance Reviews Intended Operational Outcomes Assessed by this Measure: 2	At least 80% of the school’s full-time faculty members will attend two or more relevant disciplinary or instructional-development conferences, seminars, or workshops each year.
3. Senior Exit Survey Intended Operational Outcomes Assessed by this Measure: 3, 4	IOO #3: On the exit survey instrument, at least 90% of graduating seniors will indicate that they were “satisfied” or “very satisfied” with the teaching of their professors.  IOO #4: On the exit survey instrument, at least 90% of graduating seniors will indicate that they were “satisfied” or “very satisfied” with the academic advising that they had received.

<p>4. Annual Report of the Director of Experiential Education Intended Operational Outcomes Assessed by this Measure: 5, 6</p>	<p>IOO #5: At least 50% of the school’s students will participate in internships related to their degree programs each year.</p> <p>IOO #6: At least 50% of the school’s students will participate in service-learning projects and socially-responsible activities each year.</p>
<p>5. Retention Data from the Registrar’s Office Intended Operational Outcomes Assessed by this Measure: 7</p>	<p>The School of Management Studies will retain at least 90% of its students from year-to-year.</p>
<p><b>Summary of Results from Implementing Operational Assessment Measures/Methods:</b></p>	
<p>1. According to the Annual Report of the Office of Career Planning and Placement, of the 50 graduating seniors in the School of Management Studies, 38 had secured degree-related positions and 10 were admitted to graduate school within six months of graduation. This represents an overall placement rate of 96%.</p>	
<p>2. Based on information obtained from Faculty Performance Reviews, only 18 of the school’s 30 full-time faculty members (60%) attended at least two relevant conferences, seminars, and workshops last year.</p>	
<p>3. On a rating scale with 1 representing “very dissatisfied” and 4 representing “very satisfied,” 47 of the 50 graduating seniors (94%) responded with either a 3 or 4 on the senior exit survey (i.e., indicated that they were either “satisfied” or “very satisfied ” with the teaching of their professors).</p>	
<p>4. On a rating scale with 1 representing “very dissatisfied” and 4 representing “very satisfied,” 45 of the 50 graduating seniors (90%) responded with either a 3 or 4 on the senior exit survey (i.e., indicated that they were either “satisfied” or “very satisfied ” with the academic advising that they had received).</p>	
<p>5. According to the Annual Report of the Director of Experiential Education, 40% of the school’s students participated in relevant internships last year.</p>	
<p>6. According to the Annual Report of the Director of Experiential Education, 20% of the school’s students participated in relevant service-learning projects and socially-responsible activities last year.</p>	
<p>7. Data from the Registrar’s Office indicate that the School of Management Studies had a retention rate of 93% from the previous year.</p>	



**Summary of Achievement of Intended Operational Outcomes:**

Intended Operational Outcomes	Operational Assessment Measures/Methods							
	Annual Report of the Office of Career Planning and Placement	Faculty Performance Reviews	Senior Exit Survey	Annual Report of the Director of Experiential Education	Retention Data from the Registrar's Office	Operational Assessment Measure/ Method 6	Operational Assessment Measure/ Method 7	Operational Assessment Measure/ Method 8
	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...
1. The School of Management Studies will be successful in placing its graduates in appropriate entry-level positions or in graduate school on an annual basis.	Met	NA	NA	NA	NA			
2. Faculty members in the School of Management Studies will engage in appropriate professional development activities on an annual basis.	NA	Not Met	NA	NA	NA			
3. The School of Management Studies will be successful in providing high-quality instruction to its students.	NA	NA	Met	NA	NA			
4. The School of Management Studies will be successful in providing high-quality advising to its students.	NA	NA	Met	NA	NA			
5. Students in the School of Management Studies will participate in relevant internships on an annual basis.	NA	NA	NA	Not Met	NA			

Intended Operational Outcomes	Annual Report of the Office of Career Planning and Placement	Faculty Performance Reviews	Senior Exit Survey	Annual Report of the Director of Experiential Education	Retention Data from the Registrar's Office	Operational Assessment Measure/ Method 6	Operational Assessment Measure/ Method 7	Operational Assessment Measure/ Method 8
	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...
6. Students in the School of Management Studies will participate in service-learning projects and socially-responsible activities on an annual basis.	NA	NA	NA	Not Met	NA			
7. The School of Management Studies will be successful in retaining its students on an annual basis.	NA	NA	NA	NA	Met			
<b>Proposed Courses of Action for Improvement in Operational Outcomes for which Performance Targets Were Not Met:</b>								
1. <b>Intended Operational Outcome 2:</b> New internal and external development funding will be sought in order to encourage faculty to engage in additional professional development activities.								
2. <b>Intended Operational Outcome 5:</b> The Dean of the School of Management Studies will meet with the school's Business Advisory Council to discuss the provision of additional internship opportunities for its management students.								
3. <b>Intended Operational Outcome 6:</b> The Dean of the School of Management Studies will meet with relevant non-profit organizations and NGOs in the region to discuss additional opportunities for service learning and socially-responsible activities.								