Academic Year | 2017/2018

OKLAHOMA CHRISTIAN UNIVERSITY

COLLEGE OF BUSINESS ADMINISTRATION

Assessment Report

PO BOX 11000 Oklahoma City, OK 73136-1100

Introduction

The foundation of the College of Business Administration (COBA) assessment program is the mission of the institution and the learning goals of COBA developed in support of that mission.

The learning goals are:

- Students will gain competency in the foundational areas of business
- Students will understand the importance of ethics, values, morals and social responsibility and relate them to the Christian worldview
- Students will possess critical thinking, analytical, and problem-solving skills
- Students will be able to work effectively in a global context
- Students will develop professional and persuasive communication skills

This assessment report includes the measurement and results of analysis relative to each learning goal.

Prior to reporting the direct measures pertaining to student learning, this report first analyzes other departmental data that provides a better understanding of the students of the COBA. Understanding the composition, backgrounds, and trends of the student body better enable the COBA faculty to respond to those changes to deliver a high quality educational service.

CLOSING THE LOOP

Throughout the report a box like this will highlight actions that have been or plan to be taken as a result of this assessment.

General Departmental Data

[Note: Unless otherwise indicated, the student statistics include the Sports, Wellness and Recreation major]

Demographics

Figure 1 below shows the gender composition of business majors. The undergraduate COBA population is comprised of 68 percent males and 32 percent females in the fall semester of 2017. This was significantly higher than the 50/50 split reported at many other schools of business at other institutions of various types (i.e. public vs. private). The fall 2016 male percentage is higher than the last two years with 61% in 2015 and 64% in 2016.

Figure 1

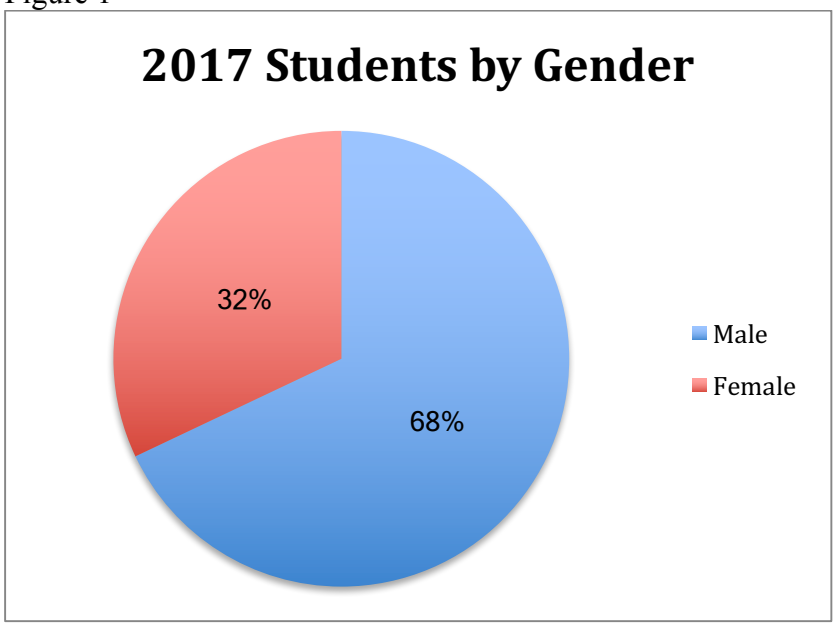
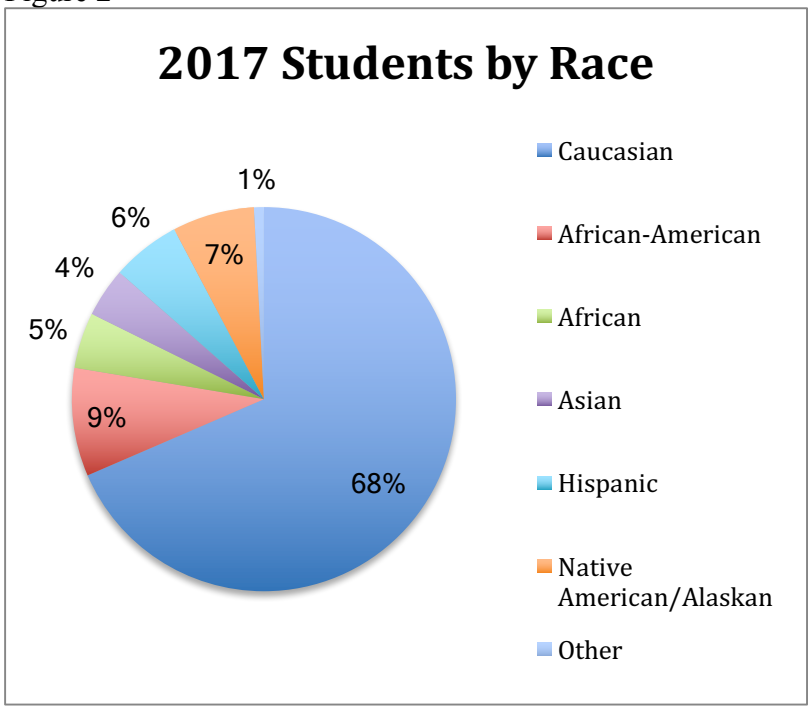


Figure 2 displays the racial make-up of declared undergraduate business majors. The COBA student body has been trending to become a more diverse group when measured by race and nationality, however, the percentage of Caucasian students increased somewhat in 2017. Caucasians account for a majority of the students of the SOBA; 68 percent of the students report this as their race. This percentage is down from 82 percent reported ten years ago, but up from 65 percent reported in 2016.

Figure 2



The COBA students come from 18 different nations. See *Table 1* for a listing of all countries represented and the number of students from each. About 11% of the students are from nations other than they United States. This is a decrease from 17% in 2015 and 19% in 2013

Table 1

Nationality	2017
United States	321
Rwanda	12
China	9
Burundi	3
Brazil	2
Canada	2
Mexico	2
Argentina	1
Chile	1
Japan	1
Korea	1
Nigeria	1
New Zealand	1
Palestine	1
Serbia	1
Slovakia	1
Uganda	1
U.A.E.	1
	362

Rwanda/Burundi and China continue to be the leading countries outside of the U.S.A. from which students come. Of the 362 undergraduate students in the COBA, fifteen (4%) are from Rwanda/Burundi and nine (2.5%) are from China. The number of Chinese students in the COBA has dropped significantly from 25 students in 2014.

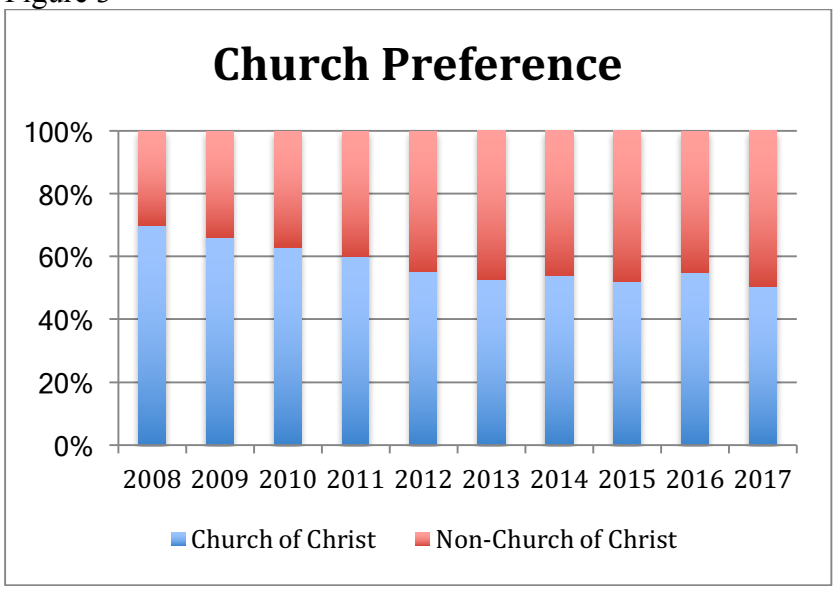
While these students tend to do well in the classroom when measured by GPA, there does appear to be a significant difference in the reported MFT scores of students whose native language is not English compared to the scores of students who are native English speakers.

Finally, another continued demographic trend is the smaller proportion of students claiming to be from the Church of Christ. See *Table 2*. There are 182 (50%) business majors from the Church of Christ heritage. This is down from 70 percent in 2008 and 60 percent in 2011.

Table 2

	2017
Church of Christ	182
Non-Church of Christ	180
Baptist	43
Christian Church	40
Catholic	21
Methodist	10
Community Church	6
Presbyterian	5
Other	44
None	11
Total	362

Figure 3



Major Programs

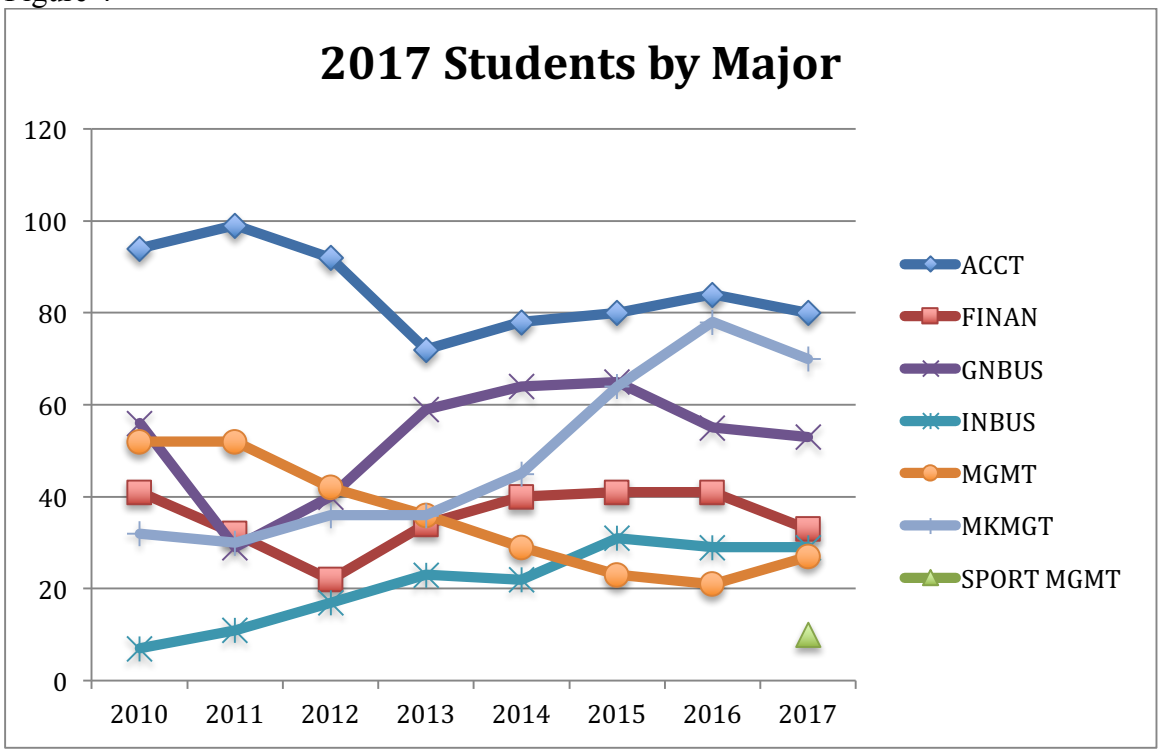
[Note: These amounts exclude Sports Wellness and Recreation, which had 60 majors in fall 2017)

Table 3 and *Figure 4* below show the current number of students by declared major and the trend for the past five years. Overall, the total number of undergraduate students in the COBA decreased 2% from the previous year but increased 21% from 2012. The management major had experienced five years of declining enrollment, losing 36 percent of the enrollment it had in 2012, however it had a uptick of 29% in 2017. The marketing management major experienced a slight decline in 2017 of 10%, but is 95% higher than in 2012. The accounting major (including Accounting/Finance double majors) declined by 5% from the previous year and by 13% from 2012, however it is still the largest business major at 80 students in 2017. The finance major declined 20% from the previous year, but has increased by 50% over 2012. The international business program was flat from the previous year, but is up by 71% over 2012. The COBA realized a 4% decrease in the number of students selecting General Business as a major, however, this is 33% higher than in 2012.

Table 3

Major	**# of students**	**% Change YTD**	**5-yr % Change**
Accounting	80	-5%	-13%
Finance	33	-20%	50%
General Business	53	-4%	33%
International Bus.	29	0%	71%
Management	27	29%	-36%
Marketing Mgt.	70	-10%	94%
Sports Management	10	N/A	N/A
Total COBA	302	2%	21%

Figure 4



CLOSING THE LOOP

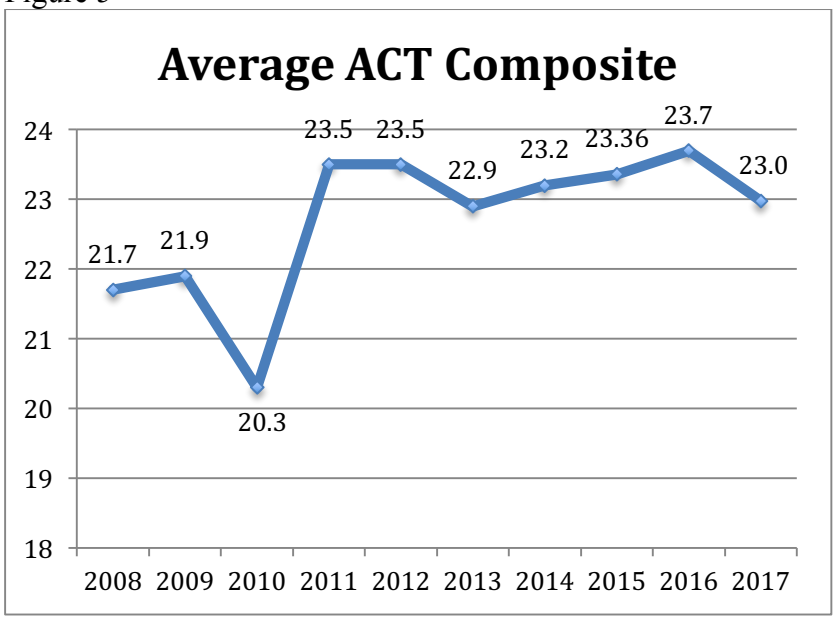
General Business

The COBA faculty and employers prefer students to focus on a specific field of business. Therefore, it is concerning that we have experienced a significant amount of growth in the number of students declaring a General Business major. This issue will need to be investigated and discussed at a future COBA faculty meeting in order to determine how to best address it.

Academic Preparation

Figure 5 shows that the SOBA continues to attract well-qualified students as measured by the average ACT Composite score of 23.0 for all students who took that exam.

Figure 5



Assessment of Learning Goals

The learning goals are:

- Students will gain competency in the foundational areas of business
- Students will understand the importance of ethics, values, morals and social responsibility and relate them to the Christian worldview
- Students will possess critical thinking, analytical, and problem-solving skills
- Students will be able to work effectively in a global context
- Students will develop professional and persuasive communication skills

Learning goals are directly measured using two instruments: the Major Field Test in Business (MFT) and the Learning Assessment Report (LAR). Both are validated, standardized instruments used by numerous institutions of higher learning as part of their formal assessment process. The MFT is a product of Educational Testing Services administered as a stand-alone test and is designed to measure a student's subject knowledge and the ability to apply facts, concepts, theories and analytical methods. The MFT was originally administered to this cohort of students at the beginning of their business studies as a pre-test and again at the end of their studies as a post-test.

The LAR provides empirical data regarding the business skills and decision-making capabilities of the students relative to students at other business schools. It captures the data in the context of an Internet-based business simulation. The LAR reports the percentile rankings of student performance in nine different areas relative to 51,071 students in 524 college/university campus locations in 52 different countries different nations (www.bsg-online.com).

Table 4 presents the results of the results of the MFT testing along with the mean scores of all MFT undergraduate test-takers regardless of institution.

The comparison of the pre- and post-test scores demonstrates that significant learning has occurred in each of the learning assessment areas. The percentage change from pre- to post-score was positive for every area. The average improvement for all areas was 37 percent with the highest percentage improvement being in the area of *Marketing* (47%) and *Management* (47%) followed by *Accounting* (41%) and *Finance* (41%) For the aggregate MFT score increased from to 155 from 137.

Table 4

Learning Area	Cohort Pre-test	Cohort Post-test	MFT Percentile Pre-test	MFT Percentile Post-test
Accounting	32	45	3rd	55th
Economics	32	43	8th	61st
Management	47	69	5th	82nd
Quantitative Analysis	28	38	12th	74th
Finance	32	45	4th	57th
Marketing	36	53	3rd	55th
Legal & Social Environment	40	52	6th	86th
Information Systems	41	52	3rd	46th
International Issues	32	42	7th	56th
Total Aggregate Score	135	154	3rd	70th

When comparing OC students to the general population of business students taking the MFT, OC ranks in the 70th percentile overall. Our standard is to perform above the 50th percentile in all areas. Thus, we are well above our target goal for the year.

The learning areas where OC student performed the best were in *Legal and Social Environment* (86th percentile), *Management* (82nd percentile) and *Quantitative Analysis* (74th percentile). The scores for all but one area were above the 50th percentile.

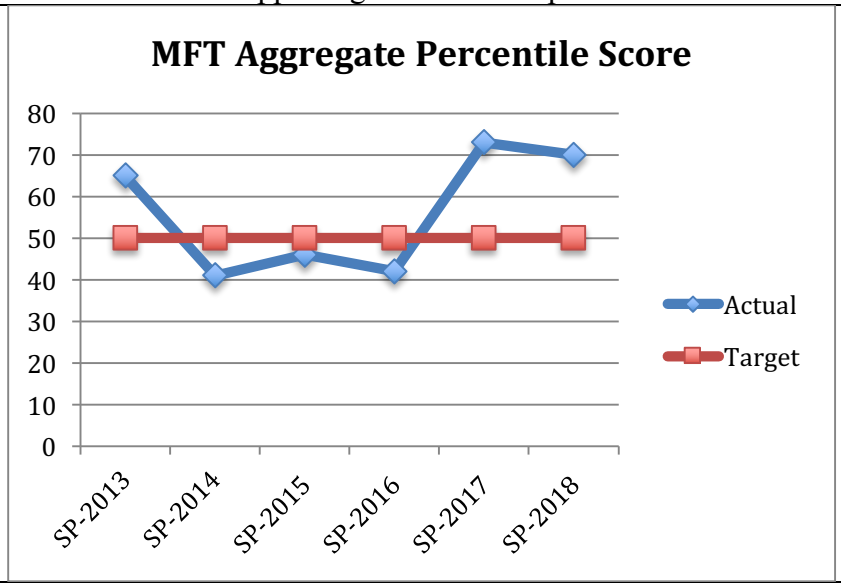
Perhaps the most telling evidence of student learning is found by comparing the pre-test percentile rankings to the post-test percentile rankings. In every learning area new OC students ranked in a single-digit percentile (except for quantitative analysis) and the total aggregate score was in the 3rd percentile. By the time these students finished the program at OC they improved to the 70th percentile.

Each learning goal was assessed using multiple measurements. The results, analysis, and resulting actions taken are presented in a tabular format required by the ACBSP, the organization through which the OC School of Business is accredited.

Program Outcomes for All Undergraduate Business Departments

Student Learning Outcome #1: Students will gain competency in the foundational areas of business.

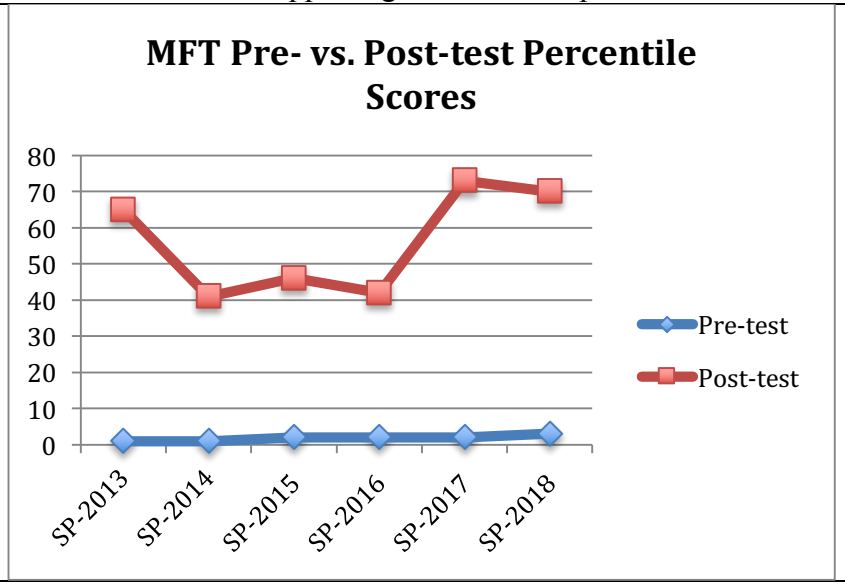
During the MGMT-4613 Strategic Management (Capstone) course students will take the ETS Major Field Test in Business.

		Analysis of Results			
Performance Measure (Competency)	Description of Measurement Instrument	Areas of Success	Analysis and Actions Taken	Results of Actions Taken (occurs the following year)	Supporting Charts or Graphs
The aggregate cohort score will be above the 50th percentile of the Major Field Test in Business.	Major Field Test Direct External Summative Comparative	Scores Have consistently increased and are currently well above target.	N/A	Continue monitoring and analysis.	

Program Outcomes for All Undergraduate Business Departments

Student Learning Outcome #1: Students will gain competency in the foundational areas of business.

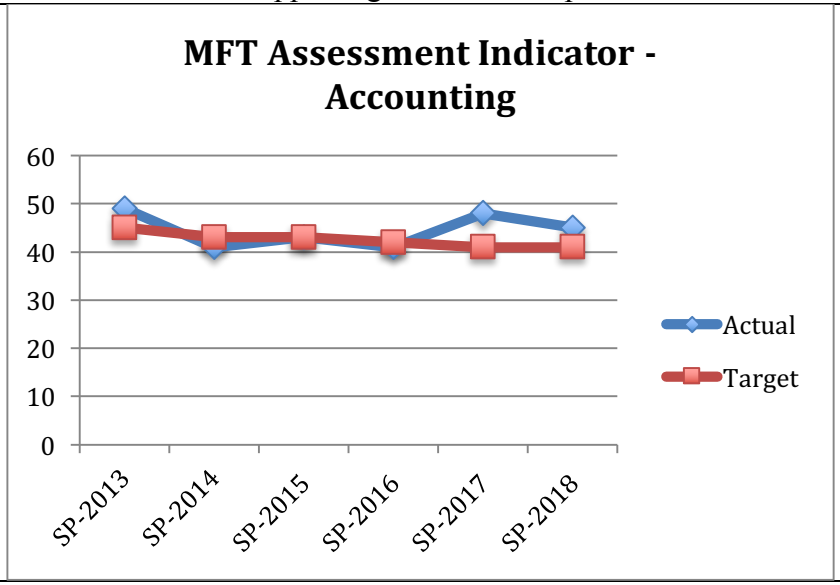
During the BUSA-1121 Introduction to Business course students take the ETS Major Field Test in Business then two years later during the MGMT-4613 Strategic Management (Capstone) course students will take again.

		Analysis of Results			
Performance Measure (Competency)	Description of Measurement Instrument	Areas of Success	Analysis and Actions Taken	Results of Actions Taken (occurs the following year)	Supporting Charts or Graphs
The aggregate cohort score on the Major Field Test will increase from Pre-test to Post-Test	Major Field Test Direct External Formative Comparative	Post-test scores have been significantly better than the Pre-test score.	No action taken since the aggregate score continues to be above the target measure.	From the data collected so far, it appears as though students have been experienced significant learning.	

Program Outcomes for All Undergraduate Business Departments

Student Learning Outcome #1: Students will gain competency in the foundational areas of business.

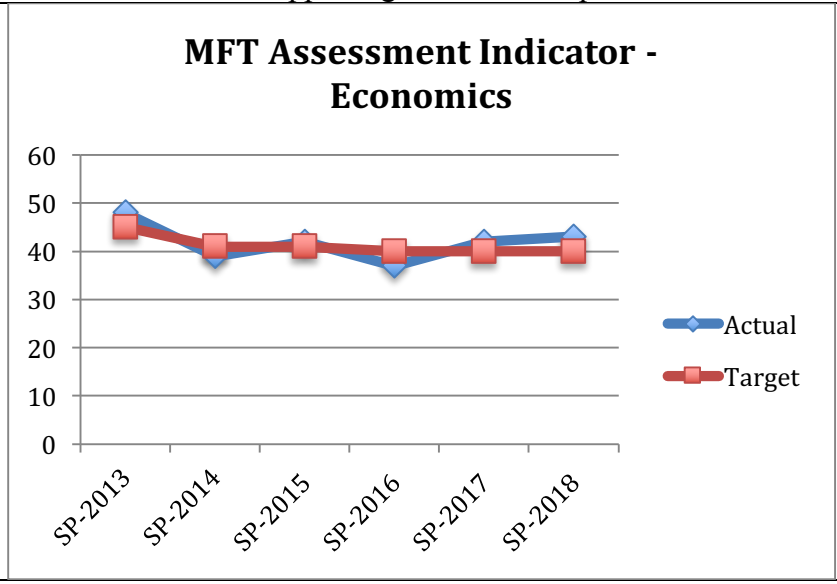
During the MGMT-4613 Strategic Management (Capstone) course students will take the ETS Major Field Test in Business.

		Analysis of Results			
Performance Measure (Competency)	Description of Measurement Instrument	Areas of Success	Analysis and Actions Taken	Results of Actions Taken (occurs the following year)	Supporting Charts or Graphs
The cohort score on the *Accounting* assessment indicator sub-score on the Major Field Test will be above the 50th percentile.	Major Field Test Direct External Summative Comparative	Scores have been at or above target in the last two years with a slight decline in the past year.	The COBA faculty will continue to monitor this measurement.	Continue monitoring and analysis.	

Program Outcomes for All Undergraduate Business Departments

Student Learning Outcome #1: Students will gain competency in the foundational areas of business.

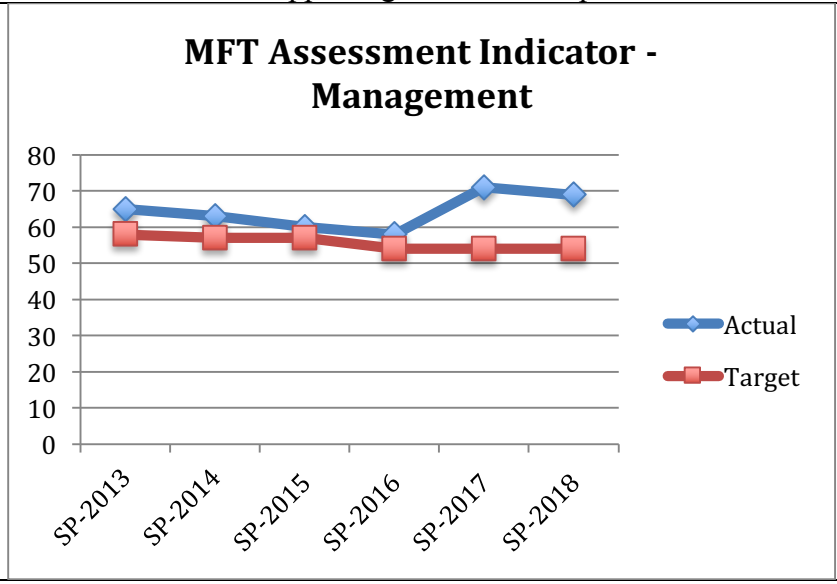
During the MGMT-4613 Strategic Management (Capstone) course students will take the ETS Major Field Test in Business.

		Analysis of Results			
Performance Measure (Competency)	Description of Measurement Instrument	Areas of Success	Analysis and Actions Taken	Results of Actions Taken (occurs the following year)	Supporting Charts or Graphs
The cohort score on the *Economics* assessment indicator sub-score on the Major Field Test will be above the 50th percentile.	Major Field Test Direct External Summative Comparative	Scores have been at or above target for the last two years.	The COBA faculty will continue to monitor this measurement.	Continue monitoring and analysis.	

Program Outcomes for All Undergraduate Business Departments

Student Learning Outcome #1: Students will gain competency in the foundational areas of business.

During the MGMT-4613 Strategic Management (Capstone) course students will take the ETS Major Field Test in Business.

		Analysis of Results			
Performance Measure (Competency)	Description of Measurement Instrument	Areas of Success	Analysis and Actions Taken	Results of Actions Taken (occurs the following year)	Supporting Charts or Graphs
The cohort score on the *Management* assessment indicator sub-score on the Major Field Test will be above the 50th percentile.	Major Field Test Direct External Summative Comparative	Scores have been consistently above the target standard. There was a noticeable improvement in SP-2017.	No action taken since the score continues to be above the target measure.	No action needed.	

Program Outcomes for All Undergraduate Business Departments

Student Learning Outcome #1: Students will gain competency in the foundational areas of business.

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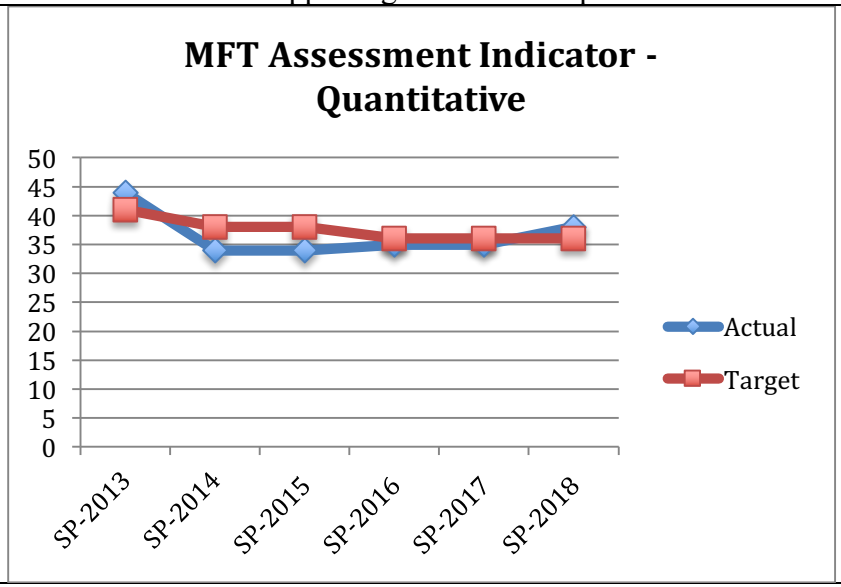
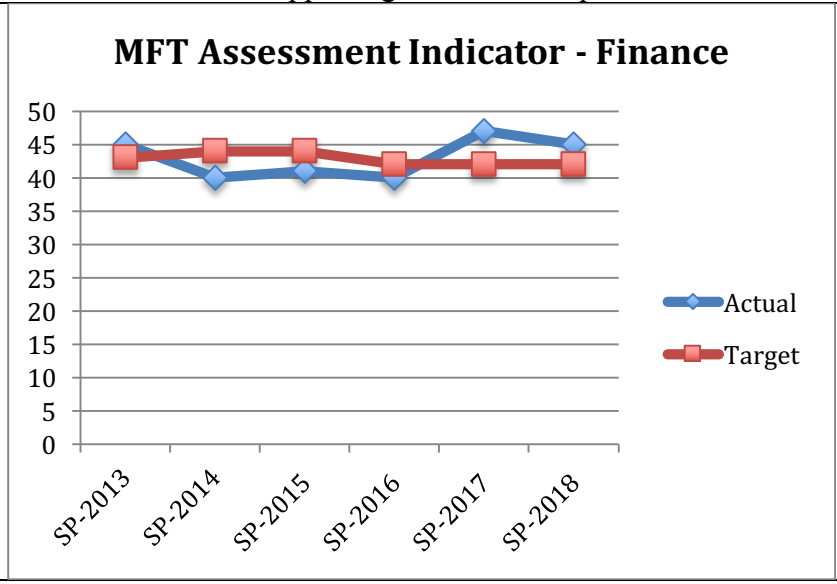
		Analysis of Results			
Performance Measure (Competency)	Description of Measurement Instrument	Areas of Success	Analysis and Actions Taken	Results of Actions Taken (occurs the following year)	Supporting Charts or Graphs
The cohort score on the *Quantitative Analysis* assessment indicator sub-score on the Major Field Test will be above the 50th percentile.	Major Field Test Direct External Summative Comparative	The target has been met the last two years.	The COBA faculty will continue to monitor this measurement.	Continue monitoring and analysis.	

Program Outcomes for All Undergraduate Business Departments

Student Learning Outcome #1: Students will gain competency in the foundational areas of business.

During the MGMT-4613 Strategic Management (Capstone) course students will take the ETS Major Field Test in Business.

		Analysis of Results			
Performance Measure (Competency)	Description of Measurement Instrument	Areas of Success	Analysis and Actions Taken	Results of Actions Taken (occurs the following year)	Supporting Charts or Graphs
The cohort score on the *Finance* assessment indicator sub-score on the Major Field Test will be above the 50th percentile.	Major Field Test Direct External Summative Comparative	Scores had fallen below target for three years. There was a noticeable improvement in SP-2017, when target was exceeded.	The COBA faculty will continue to monitor this measurement.	Continue monitoring and analysis.	

Program Outcomes for All Undergraduate Business Departments

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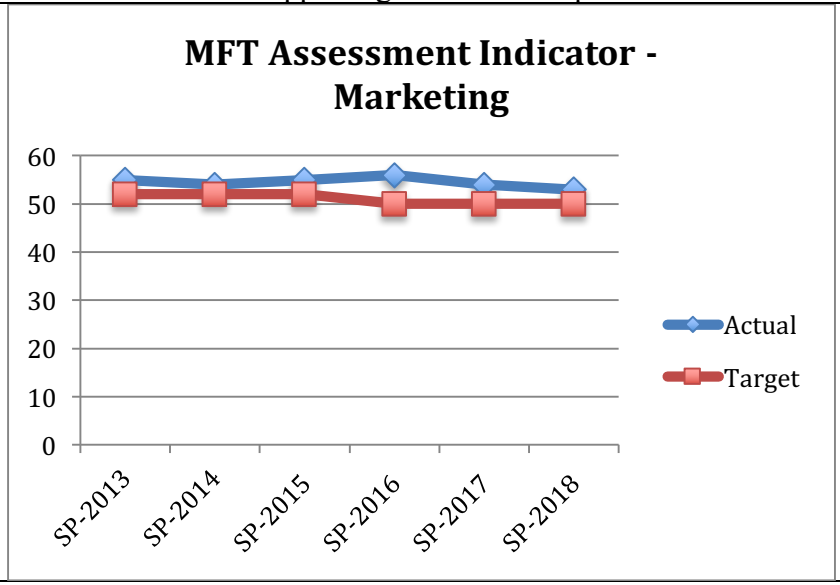
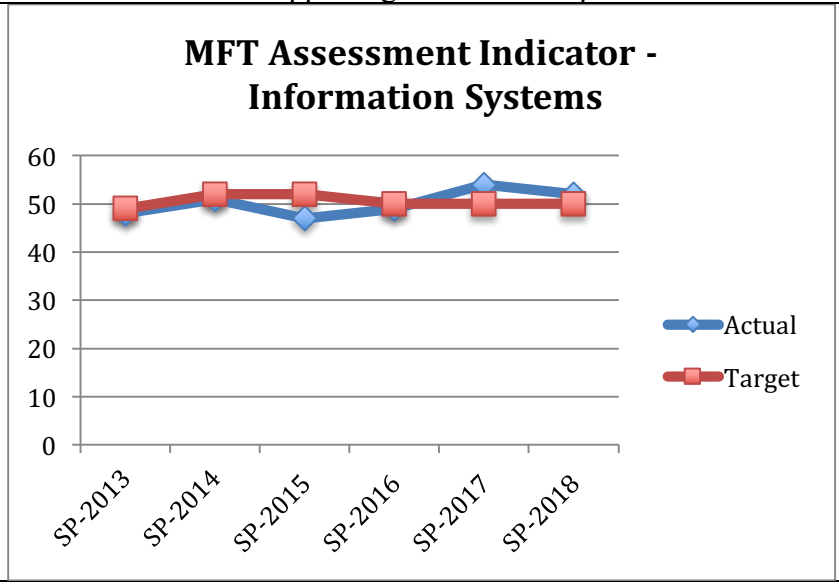
		Analysis of Results			
Performance Measure (Competency)	Description of Measurement Instrument	Areas of Success	Analysis and Actions Taken	Results of Actions Taken (occurs the following year)	Supporting Charts or Graphs
The cohort score on the *Marketing* assessment indicator sub-score on the Major Field Test will be above the 50th percentile.	Major Field Test Direct External Summative Comparative	Scores have been consistently above target.	The COBA faculty has focused on this area in the past to generate above average (i.e. target) scores.	Continue to monitor.	

Program Outcomes for All Undergraduate Business Departments

Student Learning Outcome #1: Students will gain competency in the foundational areas of business.

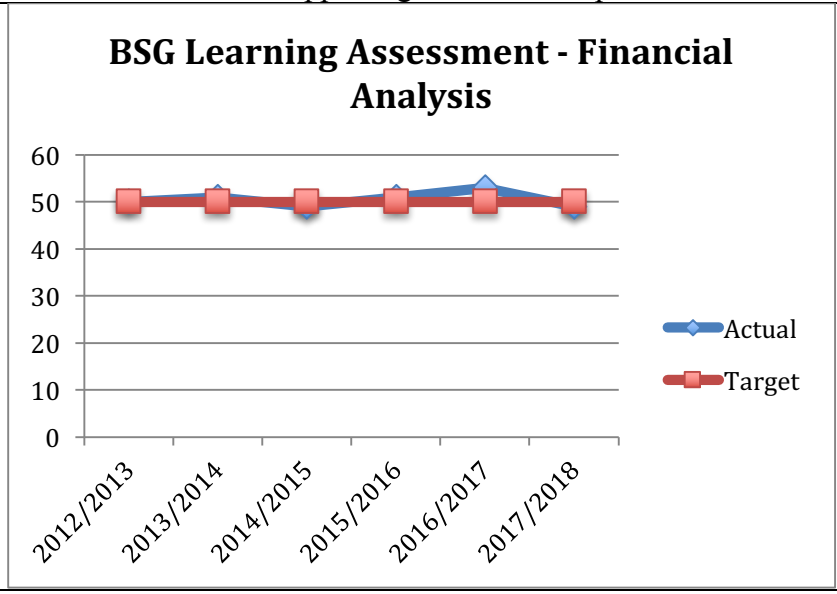
During the MGMT-4613 Strategic Management (Capstone) course students will take the ETS Major Field Test in Business.

		Analysis of Results			
Performance Measure (Competency)	Description of Measurement Instrument	Areas of Success	Analysis and Actions Taken	Results of Actions Taken (occurs the following year)	Supporting Charts or Graphs
The cohort score on the *Information Systems* assessment indicator sub-score on the Major Field Test will be above the 50th percentile.	Major Field Test Direct External Summative Comparative	There was a noticeable improvement since SP-2015 and have been above target for the past two years.	The COBA faculty will continue to monitor this measurement.	Continue monitoring and analysis.	

Program Outcomes for All Undergraduate Business Departments

Student Learning Outcome #1: Students will gain competency in the foundational areas of business.

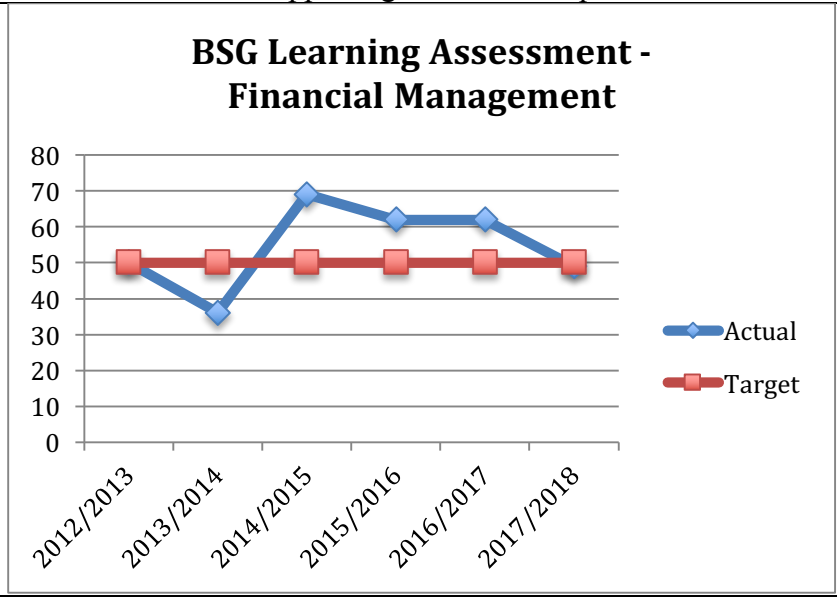
During the MGMT-4613 Strategic Management (Capstone) course students will participate in the BSG – Business Simulation Game.

		Analysis of Results			
Performance Measure (Competency)	Description of Measurement Instrument	Areas of Success	Analysis and Actions Taken	Results of Actions Taken (occurs the following year)	Supporting Charts or Graphs
The cohort score on the *Financial Analysis* learning goal on the BSG Learning Assessment Report will be above the 50th percentile.	Learning Assessment Report of the BSG – Business Simulation Game Direct External Summative Comparative	Scores had been at or above target level but this year dipped below.	Score will continue to be monitored to ensure they remain at or above the target.	No action needed.	

Program Outcomes for All Undergraduate Business Departments

Student Learning Outcome #1: Students will gain competency in the foundational areas of business.

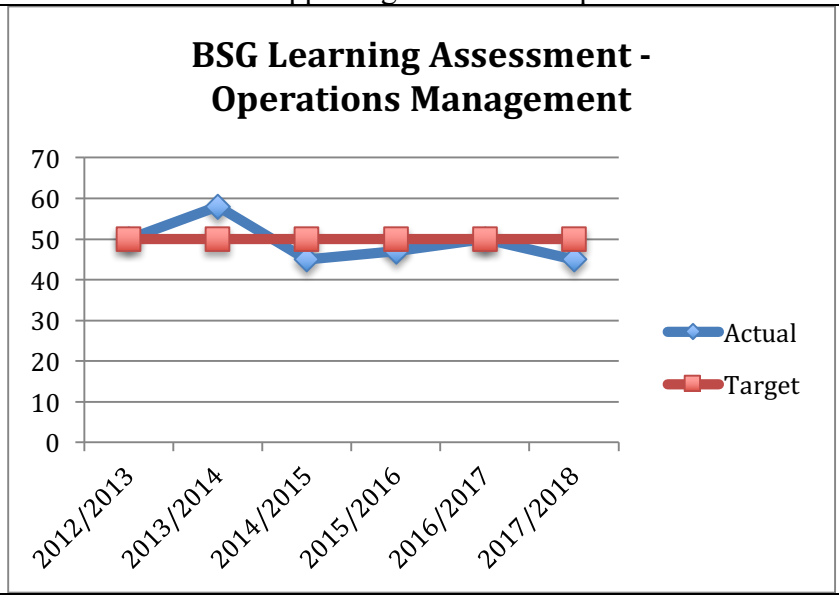
During the MGMT-4613 Strategic Management (Capstone) course students will participate in the BSG – Business Simulation Game.

		Analysis of Results			
Performance Measure (Competency)	Description of Measurement Instrument	Areas of Success	Analysis and Actions Taken	Results of Actions Taken (occurs the following year)	Supporting Charts or Graphs
The cohort score on the *Financial Management* learning goal on the BSG Learning Assessment Report will be above the 50th percentile.	Learning Assessment Report of the BSG – Business Simulation Game Direct External Summative Comparative	The score in 2013/2014 was below the target, but was well above target in the last three years.	The faculty will continue to monitor the results of this measure to ensure that the score remains at or above target.	Continue monitoring and analysis.	

Program Outcomes for All Undergraduate Business Departments

Student Learning Outcome #1: Students will gain competency in the foundational areas of business.

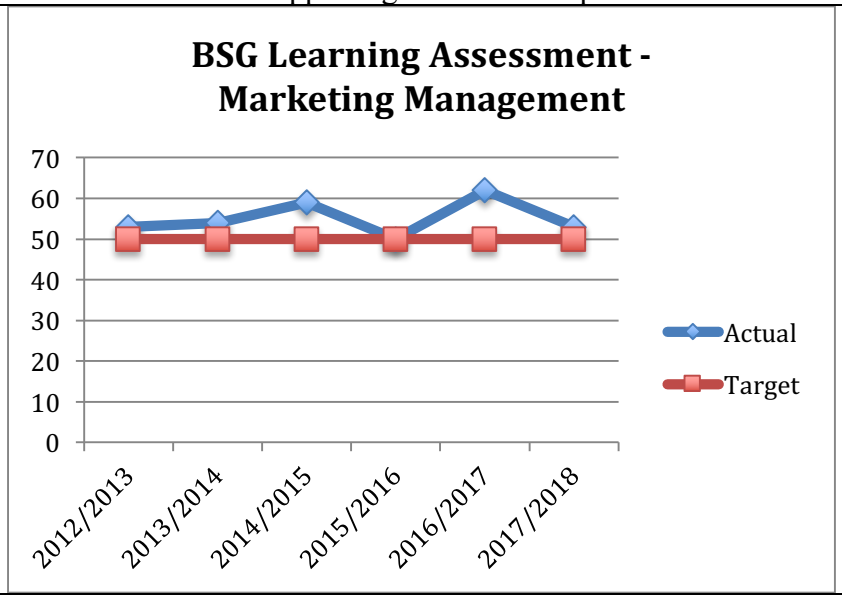
During the MGMT-4613 Strategic Management (Capstone) course students will participate in the BSG – Business Simulation Game.

		Analysis of Results			
Performance Measure (Competency)	Description of Measurement Instrument	Areas of Success	Analysis and Actions Taken	Results of Actions Taken (occurs the following year)	Supporting Charts or Graphs
The cohort score on the *Operations Management* learning goal on the BSG Learning Assessment Report will be above the 50th percentile.	Learning Assessment Report of the BSG – Business Simulation Game Direct External Summative Comparative	The score dipped slightly below target in 2015 and 2016, but reached the target level in 2017.	The COBA faculty will continue to monitor this measurement for further trends	Continue monitoring and analysis	

Program Outcomes for All Undergraduate Business Departments

Student Learning Outcome #1: Students will gain competency in the foundational areas of business.

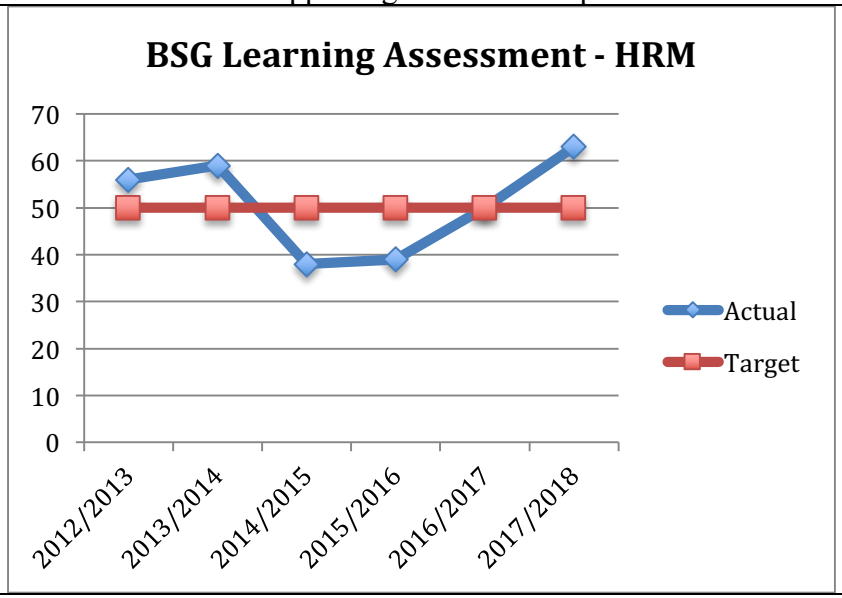
During the MGMT-4613 Strategic Management (Capstone) course students will participate in the BSG – Business Simulation Game.

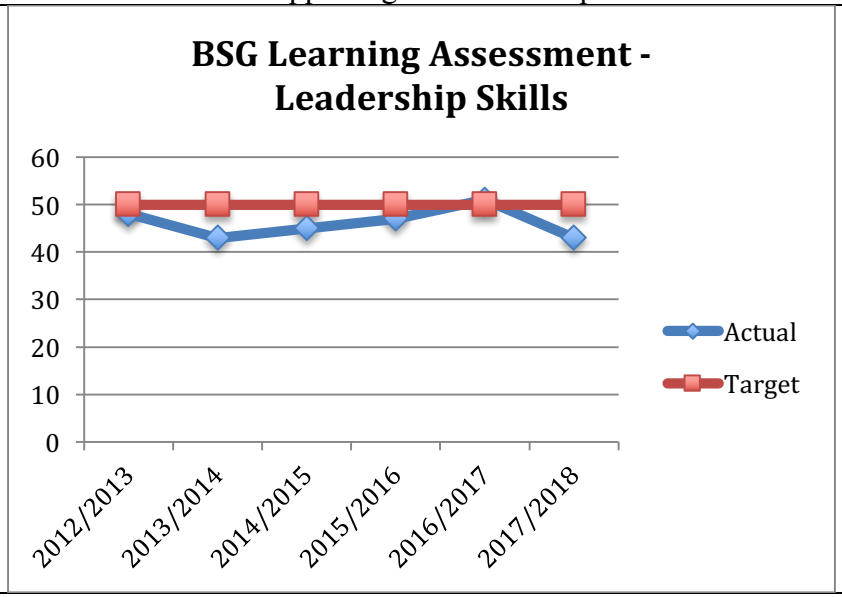
		Analysis of Results			
Performance Measure (Competency)	Description of Measurement Instrument	Areas of Success	Analysis and Actions Taken	Results of Actions Taken (occurs the following year)	Supporting Charts or Graphs
The cohort score on the *Marketing Management* learning goal on the BSG Learning Assessment Report will be above the 50th percentile.	Learning Assessment Report of the BSG – Business Simulation Game Direct External Summative Comparative	Scores have been inconsistent but hovered around the target measure, meeting target in 2016 and exceeding the target in 2017 and 2018.	The faculty will continue to monitor the results of this measure to ensure that the score stays at or above target.	Continue monitoring and analysis.	

Program Outcomes for All Undergraduate Business Departments

Student Learning Outcome #1: Students will gain competency in the foundational areas of business.

During the MGMT-4613 Strategic Management (Capstone) course students will participate in the BSG – Business Simulation Game.

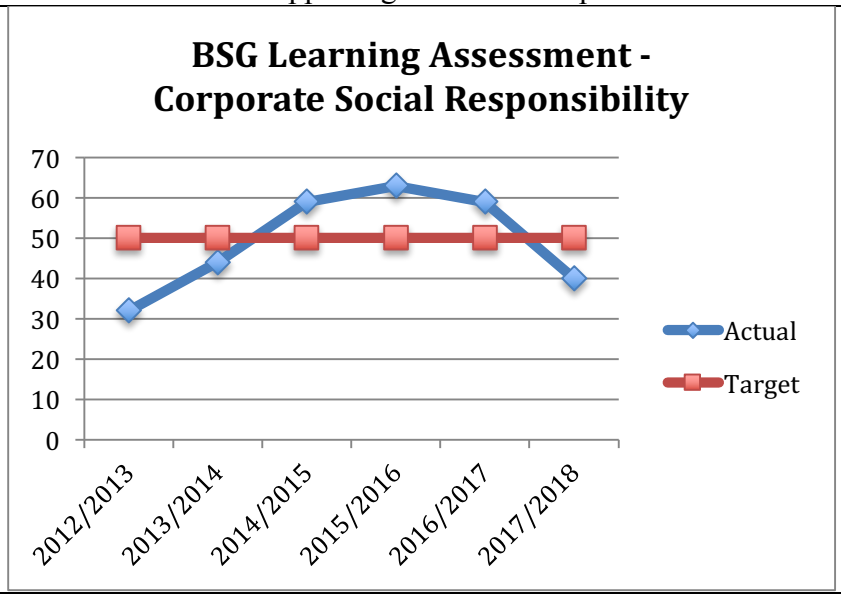
		Analysis of Results			
Performance Measure (Competency)	Description of Measurement Instrument	Areas of Success	Analysis and Actions Taken	Results of Actions Taken (occurs the following year)	Supporting Charts or Graphs
The cohort score on the *Human Resources Management* learning goal on the BSG Learning Assessment Report will be above the 50th percentile.	Learning Assessment Report of the BSG – Business Simulation Game Direct External Summative Comparative	The score fell below target in 2015 and 2016 but has been rising and is now above the target.	The faculty will continue to monitor the results of this measure to ensure that the score stays at or above target.	Continue monitoring and analysis.	

Program Outcomes for All Undergraduate Business Departments					
Student Learning Outcome #2: Students will possess critical thinking, analytical, and problem-solving skills. During the MGMT-4613 Strategic Management (Capstone) course students will participate in the BSG – Business Simulation Game.					
		Analysis of Results			
Performance Measure (Competency)	Description of Measurement Instrument	Areas of Success	Analysis and Actions Taken	Results of Actions Taken (occurs the following year)	Supporting Charts or Graphs
The cohort score on the *Leadership Skills* learning goal on the BSG Learning Assessment Report will be above the 50th percentile.	Learning Assessment Report of the BSG – Business Simulation Game Direct External Summative Comparative	The results have been slightly below the target for the past five years.	The COBA faculty are considering significant changes to the management and business administration curriculum.	Continue monitoring and analysis.	

Program Outcomes for All Undergraduate Business Departments

Student Learning Outcome #3: Students will understand the importance of ethics, values, morals, and social responsibility and relate them to the Christian worldview.

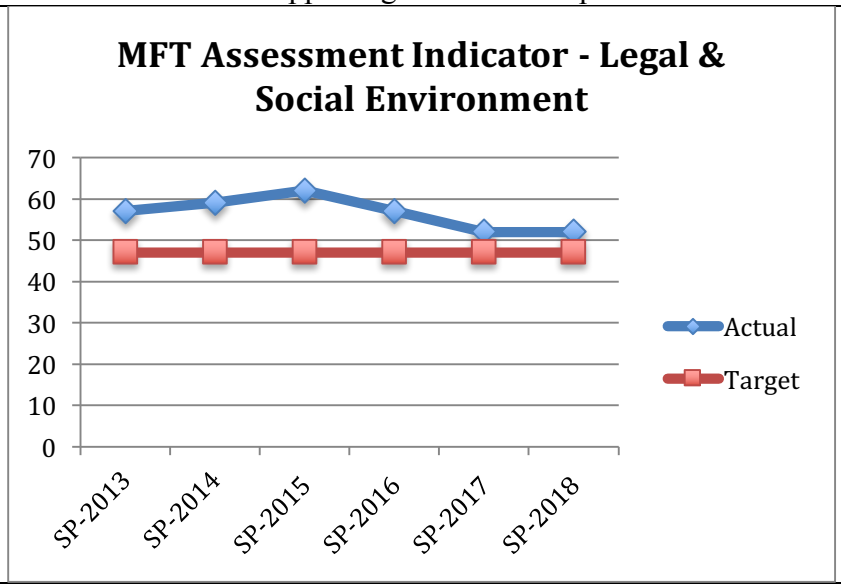
During the MGMT-4613 Strategic Management (Capstone) course students will participate in the BSG – Business Simulation Game.

		Analysis of Results			
Performance Measure (Competency)	Description of Measurement Instrument	Areas of Success	Analysis and Actions Taken	Results of Actions Taken (occurs the following year)	Supporting Charts or Graphs
The cohort score on the *Corporate Social Responsibility* learning goal on the BSG Learning Assessment Report will be above the 50th percentile.	Learning Assessment Report of the BSG – Business Simulation Game Direct External Summative Comparative	The score has been above target for the last three years but have dropped below this year.	The faculty will continue to monitor the results of this measure to ensure that the score stays at or above target.	Continue monitoring and analysis.	

Program Outcomes for All Undergraduate Business Departments

Student Learning Outcome #3: Students will understand the importance of ethics, values, morals, and social responsibility and relate them to the Christian worldview.

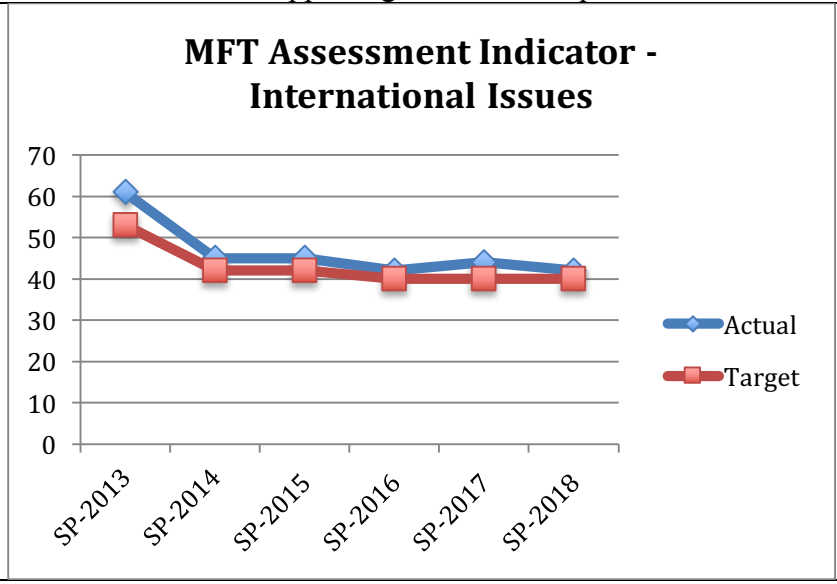
During the MGMT-4613 Strategic Management (Capstone) course students will take the ETS Major Field Test in Business.

		Analysis of Results			
Performance Measure (Competency)	Description of Measurement Instrument	Areas of Success	Analysis and Actions Taken	Results of Actions Taken (occurs the following year)	Supporting Charts or Graphs
The cohort score on the *Legal & Social Environment* assessment indicator sub-score on the Major Field Test will be above the 50th percentile.	Major Field Test Direct External Summative Comparative	Score are inconsistent but have fallen below target the last two years with a negative trend.	The COBA faculty will discuss this measurement in the Fall 2017 COBA meetings to determine action items to take.	TBD.	

Program Outcomes for All Undergraduate Business Departments

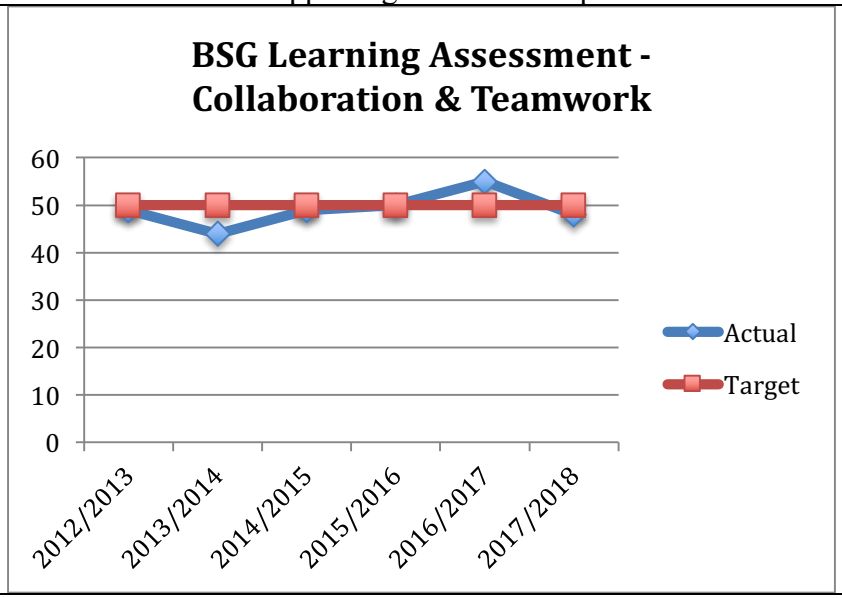
Student Learning Outcome #4: Students will be able to work effectively in a global context.

During the MGMT-4613 Strategic Management (Capstone) course students will take the ETS Major Field Test in Business.

		Analysis of Results			
Performance Measure (Competency)	Description of Measurement Instrument	Areas of Success	Analysis and Actions Taken	Results of Actions Taken (occurs the following year)	Supporting Charts or Graphs
The cohort score on the *International Issues* assessment indicator sub-score on the Major Field Test will be above the 50th percentile.	Major Field Test Direct External Summative Comparative	Scores are consistently above the target percentile.	Score will continue to be monitored to ensure they remain at or above the target.	Continue monitoring and analysis.	

Program Outcomes for All Undergraduate Business Departments

Student Learning Outcome #4: Students will be able to work effectively in a global context.

During the MGMT-4613 Strategic Management (Capstone) course students will take the ETS Major Field Test in Business.

		Analysis of Results			
Performance Measure (Competency)	Description of Measurement Instrument	Areas of Success	Analysis and Actions Taken	Results of Actions Taken (occurs the following year)	Supporting Charts or Graphs
The cohort score on the *Collaboration & Teamwork* assessment goal on the BSG Learning Assessment Report will be above the 50th percentile.	Learning Assessment Report of the BSG – Business Simulation Game Direct External Summative Comparative	Score have seen a positive trend over the past four years and exceeded target in 2017	The faculty will continue to monitor the results of this measure to ensure that improvement continues.	Continue monitoring and analysis.