CoIS Assessment: Reporting Units

Lukenda School of Business 18sept18

Program (CoIS) - Accounting BS

Assessment Contact: Prof. Mindy McCready

Mission Statement: Undergraduate teaching and learning for undergraduate accounting students is designed to provide students with sufficient technical and professional knowledge as well as skills to form the foundation for a successful accounting career. The School of Business determines that there are three main knowledge areas to be: (1) professional knowledge; (2) professional skills; (3) and professional values and attitudes

Student Learning Outcomes	Assessment Criteria & Procedures	Assessment Results	Use of Results
Accounting Theory and Practice - Graduates will be able to apply accounting standards to information for financial accounting, managerial/cost accounting, governmental accounting, auditing, tax and accounting information systems purposes. **Goal Status:** Active **Goal Category:** Student Learning **Institutional Learning:** ILO2 - Use of Evidence - Students will identify the need for, gather, and accurately process the appropriate type, quality, and quantity of evidence to answer a complex question or solve a complex problem.	**Direct - Exam/Quiz - Standardized -** Students will be given a pre test at the beginning of Intermediate Accounting and the same test at the end of Advanced Accounting. The test includes questions from all the accounting courses in the curriculum. The test results will be analyzed to determine increased knowledge and skills. **Criteria Target:** Increase in the average score of accounting majors will be 60% or higher in the multiple choice section. **High Impact Program Practices 1:** Not applicable to this outcome **High Impact Program Practices 2:** Not applicable to this outcome	**Finding Reporting Year:** 2016-2017 **Goal met:** No The pre-test was first administered to ACTG232 students during the fall 2015 semester. The average score of the 21 students who took the test was 41%. The pre-test was not administered during 2016-2017. (08/29/2018)	**Use of Result:** The students who took the pre-test in fall 2015 will take the post-test in spring 2018. The change in the average score of all students and the change in each student's score will be measured. (08/29/2018)
		Finding Reporting Year: 2017-2018 **Goal met:** No Senior students took the post-test in spring 2018. The average score was 56% which was 37% higher than the average score of the pre-test taken in fall 2015. Six of the students who took the pre-test in fall 2015 took the post-test in spring 2018. The average increase of their individual scores was 44%. (08/29/2018)	**Use of Result:** Since this is the first time we were able to compare pre-test and post-test results, we will not make any changes at this point. We will continue to administer the tests until we have enough data to draw conclusions from. (08/29/2018)
	Direct - Exam/Quiz - Standardized - The Major Field Test (MFT) in Business is administered in the capstone course BUSN 466 - Business Policy. Students are tested in several specific business areas	**Finding Reporting Year:** 2016-2017 **Goal met:** Yes Fall 2016 - 99th percentile Spring 2017 - 99th percentile (08/13/2018)	**Use of Result:** Due to the positive results achieved over the last several years, the LSB has not made any changes to its accounting program based solely on this data. The LSB will continue

Student Learning Outcomes	Assessment Criteria & Procedures	Assessment Results	Use of Results
	including Accounting. **Criteria Target:** Accounting majors will score in the 80th percentile in the accounting section of the MFT. **High Impact Program Practices 1:** Not applicable to this outcome **High Impact Program Practices 2:** Not applicable to this outcome		to review scores in this area and watch for negative trends. (08/13/2018)
		Finding Reporting Year: 2017-2018 **Goal met:** No Fall 2017 - 26th percentile Spring 2018 - 99th percentile (08/13/2018)	**Use of Result:** During fall 2017, only one accounting student took the MFT. This student scored very low in each section. Due to the positive results achieved over the last several years, the LSB has not made any changes to its accounting program based solely on this data. The LSB will continue to review scores in this area and watch for negative trends. Qualitative feedback received from accounting majors indicates student learning is negatively impacted when adjunct instructors teach upper-level accounting courses. LSB faculty and staff will consider this when assigning courses to faculty and developing course schedules. (08/13/2018)
Effective Communication - Graduates	**Direct - Capstone Project - including**	**Finding Reporting Year:** 2016-2017	**Use of Result:** Although the goal

Student Learning Outcomes	Assessment Criteria & Procedures	Assessment Results	Use of Results
will be able to record, report and communicate accounting information relevant to internal and external users. **Goal Status:** Active **Goal Category:** Student Learning **Institutional Learning:** ILO1 - Formal Communication - Students will develop and clearly express complex ideas in written and oral presentations.	**undergraduate research -** Students are required to complete a business plan with complete financials and analysis for the capstone course BUSN 466 - Business Policy. **Criteria Target:** 80% of Accounting majors will score 85% or higher in the accounting section of the business plan. **High Impact Program Practices 1:** Capstone Course(s), Projects **High Impact Program Practices 2:** Capstone Course(s), Projects	**Goal met:** No Fall 2016 - 78% Spring 2017 - 75% (08/13/2018)	was not met, only 3 students did not score 85% or higher during the year. Qualitative feedback received from students indicated they were uncomfortable creating financial statements from scratch. They were confident with the structure of statements, but struggled with estimating amounts to include. (08/13/2018)
		Finding Reporting Year: 2017-2018 **Goal met:** Yes Fall 2017 - 0% Spring 2018 - 100% (08/13/2018)	**Use of Result:** The goal was met during the spring 2018 semester. Only one accounting major took BUSN466 during the fall 2017 semester. The target was met for the year, as 91% of accounting students scored 85% or higher. Accounting faculty will continue incorporating assignments into course curriculum that require accounting students to build financial statements based on their own estimates. (08/13/2018)
Business Ethics - Graduates will demonstrate an understanding of ethical accounting practices and the potential consequences of unethical business practices. **Goal Status:** Active **Goal Category:** Student Learning **Institutional Learning:** ILO4 - Professional Responsibility - Students will demonstrate the ability to apply professional ethics and intercultural competence when answering a question, solving a problem, or achieving a goal.	**Direct - Field Placement/Internship Evaluation -** Students completing internships must have at least one supervisor evaluation which includes an assessment of ethical conduct. (Active) **Criteria Target:** 80% of accounting majors will receive a rating of average or above in the "Ethical Conduct" section.	**Finding Reporting Year:** 2016-2017 **Goal met:** Yes 100% of students who completed accounting internships received the desired rating. (08/25/2018)	**Use of Result:** Because the goal was met, no changes will be made currently based on these results. (08/25/2018)
		Finding Reporting Year: 2017-2018 **Goal met:** Yes 100% of students who completed accounting internships received the desired rating. (08/25/2018)	**Use of Result:** Because the goal was met, no changes will be made currently based on these results. (08/25/2018)
	Indirect - Survey, including faculty, supervisors, employers - Lukenda School of Business Professional Advisory Board Survey **Criteria Target:** 80% of board	**Finding Reporting Year:** 2017-2018 **Goal met:** Yes 89% (1 board member indicated he or she was "unable to rate") (08/25/2018)	**Use of Result:** Because the goal was met, no changes will be made currently based on these results. The survey will be administered

Student Learning Outcomes	Assessment Criteria & Procedures	Assessment Results	Use of Results
	members will agree or strongly agree that LSB graduates lead moral and ethical lives.		again in 2020. (08/25/2018)
		Finding Reporting Year: 2016-2017 **Goal met:** Yes There are no current results to report, as the survey is administered every other year. All board members who completed the survey in spring 2016 agreed or strongly agreed that LSB graduates lead moral and ethical lives. (08/25/2018)	**Use of Result:** The survey will be administered again in 2018. (08/25/2018)
Global Business Awareness - Graduates will be aware of international accounting issues. **Goal Status:** Active **Goal Category:** Student Learning **Goal Level (Bloom/Webb):** Mid-Level (Analyzing/Applying)	**Direct - Exam/Quiz - Standardized -** The ETS Major Field Test international section **Criteria Target:** The average score of accounting majors will be in the 75th percentile or higher in the international section of the test. **High Impact Program Practices 1:** Not applicable to this outcome **High Impact Program Practices 2:** Not applicable to this outcome	**Finding Reporting Year:** 2016-2017 **Goal met:** Yes Fall 2016 - 98th percentile Spring 2017 - 92nd percentile (08/13/2018)	**Use of Result:** Because the goal was met, no changes will be made based on these results. Scores in the international section of the MFT will continued to be monitored to ensure accounting majors are receiving enough exposure to international business issues without being required to take an international business course. (08/13/2018)
		Finding Reporting Year: 2017-2018 **Goal met:** Yes Fall 2017 - 27th percentile Spring 2018 - 98th percentile (08/13/2018)	**Use of Result:** Only one student took the MFT during the fall 2017 semester. The average score of accounting students for the year was in the 98th percentile. Because the goal was met, no changes will be made based on these results. Scores in the international section of the MFT will continued to be monitored to ensure accounting majors are receiving enough exposure to international business issues without being required to take an international business course. (08/13/2018)
Teamwork - Graduates will be able to	**Indirect - Report/Audit - External -**	**Finding Reporting Year:** 2016-2017	**Use of Result:** Because the goal

Student Learning Outcomes	Assessment Criteria & Procedures	Assessment Results	Use of Results
work productively as a member of a team. **Goal Status:** Active **Goal Category:** Student Learning **Institutional Learning:** ILO4 - Professional Responsibility - Students will demonstrate the ability to apply professional ethics and intercultural competence when answering a question, solving a problem, or achieving a goal.	Students completing internships must have at least one supervisor evaluation which includes an assessment of teamwork abilities. **Criteria Target:** 80% of accounting majors will receive a rating of average or above in the teamwork section of the evaluation. **High Impact Program Practices 1:** Internships **Indirect - Survey, including self-evaluation, peers, or graduates -** Senior Survey completed by graduating students in BUSN466 (Business Policy) **Criteria Target:** 80% of accounting majors will indicate their ability to work cooperatively with others is stronger or much stronger compared to their ability as freshmen.	**Goal met:** Yes 100% of students who completed accounting internships during the year received the desired rating. (08/25/2018) **Finding Reporting Year:** 2017-2018 **Goal met:** Yes 100% of students who completed accounting internships during the year received the desired rating. (08/25/2018) **Finding Reporting Year:** 2016-2017 **Goal met:** No Fall 2016 - 100% Spring 2017 - 50% (2 out of 4 students indicated their skills did not change) (08/25/2018) **Finding Reporting Year:** 2017-2018 **Goal met:** Yes 84% (3 out of 19 students indicated their skills did not change) (08/25/2018)	was met, no changes will be made currently based on these results. (08/25/2018) **Use of Result:** Because the goal was met, no changes will be made currently based on these results. (08/25/2018) **Use of Result:** Additional group assignments were incorporated into the 400-level accounting courses. (08/25/2018) **Use of Result:** Since the results improved over last year, the additional group assignments will continue to be utilized in the 400-level accounting courses. (08/25/2018)
Business Knowledge - Graduates will demonstrate knowledge of business-core subjects. **Goal Status:** Active **Goal Category:** Student Learning **Goal Level (Bloom/Webb):** Level 2 (Skills and Concepts) [Webb] **Institutional Learning:** ILO2 - Use of Evidence - Students will identify the need for, gather, and accurately process the appropriate type, quality, and quantity of evidence to answer a complex question or solve a complex problem.	**Direct - Exam/Quiz - Standardized -** ETS Major Field Test in Business administered to graduating seniors in BUSN466 (Business Policy) **Criteria Target:** The Lukenda School of Business mean percent correct will equal or exceed the national mean in each assessment indicator area.	**Finding Reporting Year:** 2016-2017 **Goal met:** No Fall 2016: The LSB met its goal in each assessment indicator area. Spring 2017: The LSB met its goal in 7 of the 9 assessment indicator areas. The LSB mean score was slightly below the national mean in the quantitative business analysis and information systems areas. (08/29/2018)	**Use of Result:** Significant improvement has been made in the Quantitative Analysis and Information Systems sections since a management professor with a strong quantitative background was hired and courses in information systems and analytics were added to the common professional component of all business bachelor degrees. Goals in these sections were met during the 2016 and 2017 fall semesters. The LSB mean was only slightly below the national mean during the 2017 spring semester.

Student Learning Outcomes	Assessment Criteria & Procedures	Assessment Results	Use of Results
			(08/29/2018)
		Finding Reporting Year: 2017-2018 **Goal met:** No Fall 2017: The LSB met its goal in each assessment indicator area. Spring 2018: The LSB met its goal in 7 of the 9 assessment indicator areas. The LSB mean score was slightly below the national mean in the quantitative business analysis and information systems areas. (08/29/2018)	**Use of Result:** The LSB faculty member who teaches MGMT280 (Intro to Management Information Systems) and MGMT371 (Operations & Business Analytics) continues to make adjustments to teaching methods and assignments to deepen students' understanding of difficult concepts covered in these courses. Beginning fall 2018, the professor will implement quizzes to encourage students to read the textbook, assign graded homework, require an online subscription to study material and add more sophisticated Excel exercises. Also, she will begin the semester by giving a presentation on how to succeed in quantitative courses. (08/29/2018)
Professional Skills - Graduates will demonstrate skills in research, communications and critical thinking. **Goal Status:** Active **Goal Category:** Student Learning **Goal Level (Bloom/Webb):** Mid-Level (Analyzing/Applying) [Bloom] **Institutional Learning:** ILO4 - Professional Responsibility - Students will demonstrate the ability to apply professional ethics and intercultural competence when answering a question, solving a problem, or achieving a goal.	**Direct - Capstone Project - including undergraduate research -** Business plan project completed in capstone course (BUSN466-Business Policy) **Criteria Target:** At least 80% of students will earn 80% or higher **High Impact Program Practices 1:** Capstone Course(s), Projects	**Finding Reporting Year:** 2016-2017 **Goal met:** Yes Fall 2016 - 80% of students earned 80% of higher Spring 2017 - 100% of students earned 80% of higher (08/29/2018)	**Use of Result:** LSB faculty and staff are pleased with the improvement shown, as the LSB fell short of its goal during both the fall 2015 (71%) and spring 2016 (78%) semesters. The instructor of BUSN466 equates the improvement in student performance to the following actions: The instructor spent more time with individual students early in the process to provide guidance and mentorship. The instructor provided the grading rubric with the syllabus which provided an outline of each

Student Learning Outcomes	Assessment Criteria & Procedures	Assessment Results	Use of Results
			section. The grading rubric also provided LSB faculty with data on which sections students need improvement in that can be tied back to course content. (08/29/2018)
		Finding Reporting Year: 2017-2018 **Goal met:** Yes Fall 2017 - 100% of students scored 80% of higher Spring 2018 - 95% of students scored 80% of higher (08/29/2018)	**Use of Result:** LSB faculty and staff will review business plan results together at a School meeting each semester during which the instructor can provide feedback on student performance and curriculum adjustments can be discussed. (08/29/2018)

CoIS Assessment: Reporting Units

Lukenda School of Business 18sept18

LAKE SUPERIOR
STATE UNIVERSITY

Program (CoIS) - Business Administration BS

Assessment Contact: Prof. Mindy McCready

Mission Statement: Through dedication to excellence in teaching, the Lukenda School of Business develops students to become economically, socially, and environmentally responsible, and empowers them to become business and community leaders in a global society.

Student Learning Outcomes	Assessment Criteria & Procedures	Assessment Results	Use of Results
Business Core - Graduates will be able to demonstrate knowledge of business core subjects. **Goal Status:** Active **Goal Category:** Student Learning **Goal Level (Bloom/Webb):** Mid-Level (Analyzing/Applying) [Bloom] **Institutional Learning:** ILO2 - Use of Evidence - Students will identify the need for, gather, and accurately process the appropriate type, quality, and quantity of evidence to answer a complex question or solve a complex problem.	**Direct - Exam/Quiz - Standardized -** ETS major field test in business will be administered in BUSN 466 [Business Policy] and the scores are recorded. **Criteria Target:** LSB mean percent correct will equal or exceed the national mean in each assessment indicator area.	**Finding Reporting Year:** 2017-2018 **Goal met:** Yes Fall 2017-There was only one student who took the exam in this program. The score was in the 56th percentile. Spring 2018-The average score was in the 96th percentile. (08/13/2018)	**Use of Result:** Significant improvement has been made in the Quantitative Analysis and Information Systems sections since a management professor with a strong quantitative background was hired and courses in information systems and analytics were added to the common professional component of all business bachelor degrees. Goals in these sections were met during the 2016 and 2017 fall semesters. The LSB mean was only slightly below the national mean during the 2017 and 2018 spring semesters. The LSB faculty member who teaches MGMT280 and MGMT371 continues to make adjustments to teaching methods and assignments to deepen students' understanding of dificult concepts covered in these courses.

Student Learning Outcomes	Assessment Criteria & Procedures	Assessment Results	Use of Results
			Beginning fall 2018, the professor will implement quizzes to encourage students to read the textbook, assign graded homework, require an online subscription to study material and add more sophisticated Excel exercises. Also, she will begin the semester by giving a presentation on how to succeed in quantitative courses. (08/13/2018)
		Finding Reporting Year: 2016-2017 **Goal met:** Yes Fall 2016-Their total score is in the 69th percentile. Spring 2017-Their total score is in the 50th percentile. (08/13/2017)	**Use of Result:** No concerns at this time. Continue to monitor results in 2017-2018. (08/13/2017)
Business Plan - Graduates will demonstrate skills in research, communication and critical thinking. **Goal Status:** Active **Goal Category:** Student Learning **Goal Level (Bloom/Webb):** High-Level (Creating/Evaluating) [Bloom] **Institutional Learning:** ILO1 - Formal Communication - Students will develop and clearly express complex ideas in written and oral presentations., ILO3 - Analysis and Synthesis - Students will organize and synthesize evidence, ideas, or works of imagination to answer an open-ended question, draw a conclusion, achieve a goal, or create a substantial work of art. , ILO4 - Professional Responsibility - Students will demonstrate the ability to apply professional ethics and intercultural competence when	**Direct - Capstone Project - including undergraduate research -** Students in BUSN466 [Business Policy] will complete a business plan project. **Criteria Target:** At least 80% of students will score 80% or higher. **High Impact Program Practices 1:** Capstone Course(s), Projects	**Finding Reporting Year:** 2017-2018 **Goal met:** Yes Fall 2017- 100% of the students scored 80% or higher. Spring 2018-100% of the students scored 80% or higher. (08/13/2018)	**Use of Result:** LSB faculty and staff will review business plan results together at a School meeting each semester during which the instructor can provide feedback on student performance and curriculum adjustments can be discussed. Since the business plan is the capstone course project for all business programs, LSB faculty have concluded they all need to be involved in some capacity. During the fall 2018 semester, LSB faculty will develop a plan to be implemented during the spring 2019 semester when the majority of seniors will take BUSN466. Ideas being considered include participation in grading the written portion or the

Student Learning Outcomes	Assessment Criteria & Procedures	Assessment Results	Use of Results
answering a question, solving a problem, or achieving a goal.			presentation portion or mentorship of a group of students. (08/13/2018)
		Finding Reporting Year: 2016-2017 **Goal met:** Yes Fall 2016-100% of the students scored 80% or higher. Spring 2017-100% of the students scored 80% or higher. (08/13/2017)	**Use of Result:** No concerns at this time. Continue to monitor in 2017-2018. (08/13/2018)

CoIS Assessment: Reporting Units

Lukenda School of Business 18sept18

LAKE SUPERIOR
STATE UNIVERSITY

Program (CoIS) - Business Administration-Entrepreneurship BS

Assessment Contact: Prof. Robert Boston

Student Learning Outcomes	Assessment Criteria & Procedures	Assessment Results	Use of Results
Business Plan Development - Students will develop a sound and viable business plan for a new venture. **Goal Status:** Active **Goal Category:** Student Learning **Institutional Learning:** ILO2 - Use of Evidence - Students will identify the need for, gather, and accurately process the appropriate type, quality, and quantity of evidence to answer a complex question or solve a complex problem., ILO3 - Analysis and Synthesis - Students will organize and synthesize evidence, ideas, or works of imagination to answer an open-ended question, draw a conclusion, achieve a goal, or create a substantial work of art.	**Direct - Group project, collaborative learning -** Students will achieve a score of 75% on the development of their business plan in Marketing 389 [Entrepreneurship].	**Finding Reporting Year:** 2017-2018 **Goal met:** Yes This class was not offered during this period. (08/23/2018)	**Use of Result:** Will continue to monitor. (08/23/2018)
		Finding Reporting Year: 2016-2017 **Goal met:** Yes The average score on the business plans was 90%. (08/23/2017)	**Use of Result:** Will continue to monitor. (08/23/2018)
	Direct - Capstone Project - including undergraduate research - Students are required to complete a business plan for the capstone course BUSN 466 - Business Policy. **Criteria Target:** 80% of Entrepreneurship majors will score 80% or above on the project. **High Impact Program Practices 1:** Capstone Course(s), Projects	**Finding Reporting Year:** 2017-2018 **Goal met:** Yes No Entrepreneurship majors took BUSN 466 in this academic year. (08/25/2018)	**Use of Result:** LSB faculty and staff will review business plan results together at a School meeting each semester during which the instructor can provide feedback on student performance and curriculum adjustments can be discussed. Since the business plan is the capstone course project for all business programs, LSB faculty have concluded they all need to be involved in some capacity. During the fall 2018 semester, LSB faculty will develop a plan to be implemented during the spring 2019 semester when the majority of seniors will take BUSN466. Ideas being considered include

Student Learning Outcomes	Assessment Criteria & Procedures	Assessment Results	Use of Results
			participation in grading the written portion or the presentation portion or mentorship of a group of students. (08/25/2018)
		Finding Reporting Year: 2016-2017 **Goal met:** Yes 100% of Entrepreneurship majors scored 80% or above. (08/25/2017)	**Use of Result:** There are no concerns at this time. We will continue to monitor business plan results. (08/25/2018)
Human Resource Development - Students will be able to explain tools to motivate and retain workers in a small firm. **Goal Status:** Active **Goal Category:** Student Learning **Goal Level (Bloom/Webb):** Mid-Level (Analyzing/Applying) [Bloom] **Institutional Learning:** ILO1 - Formal Communication - Students will develop and clearly express complex ideas in written and oral presentations., ILO4 - Professional Responsibility - Students will demonstrate the ability to apply professional ethics and intercultural competence when answering a question, solving a problem, or achieving a goal.	**Direct - Group project, collaborative learning -** Students will complete the Management section of BUSN 466 Business Policy project. **Criteria Target:** Students will achieve a score of 75% or better on the Management section. **High Impact Program Practices 1:** Capstone Course(s), Projects	**Finding Reporting Year:** 2017-2018 **Goal met:** Yes Spring: The student achieved a score of 100%. (08/23/2018)	**Use of Result:** Will continue to monitor results. (08/23/2018)
		Finding Reporting Year: 2017-2018 **Goal met:** Yes Spring: The student achieved a score of 92%. (08/23/2018)	**Use of Result:** Will continue to monitor. (08/23/2018)
		Finding Reporting Year: 2016-2017 **Goal met:** Yes There were not any Entrepreneurship students during this time period. (08/23/2017)	**Use of Result:** Will continue to monitor. (08/23/2018)
Pitch Deck - Students will present a power point presentation to the class. **Goal Status:** Active **Goal Category:** Student Learning **Goal Level (Bloom/Webb):** Level 2 (Skills and Concepts) [Webb] **Institutional Learning:** ILO1 - Formal Communication - Students will develop and clearly express complex	Students will present their pitch deck successfully in Marketing 389-Entrepreneurship. **Criteria Target:** 80% of students will successfully complete their pitch deck with a minimum grade of 75%. **Schedule/Notes:** MRKT 389 is an alternate year course offered in the fall of even years.	**Finding Reporting Year:** 2016-2017 **Goal met:** Yes All students successfully presented their pitch deck to the class. (08/23/2018)	**Use of Result:** Will continue to monitor and ensure that all students complete presentation. (08/23/2018)
		Finding Reporting Year: 2017-2018 **Goal met:** Yes This class was not offered during this time period. (08/23/2018)	**Use of Result:** Will continue to monitor results. (08/23/2018)

Student Learning Outcomes	Assessment Criteria & Procedures	Assessment Results	Use of Results
ideas in written and oral presentations.			
Proforma Financial Statements - Students will develop proforma balance sheet and income statement. **Goal Status:** Active **Goal Category:** Student Learning **Goal Level (Bloom/Webb):** High-Level (Creating/Evaluating) [Bloom] **Institutional Learning:** ILO2 - Use of Evidence - Students will identify the need for, gather, and accurately process the appropriate type, quality, and quantity of evidence to answer a complex question or solve a complex problem., ILO3 - Analysis and Synthesis - Students will organize and synthesize evidence, ideas, or works of imagination to answer an open-ended question, draw a conclusion, achieve a goal, or create a substantial work of art.	Students will complete the proforma statement section of the final project in Marketing 389 Entrepreneurship. **Criteria Target:** Students will achieve a score of 75% on the proforma statement section of the final project in Marketing 389. **Schedule/Notes:** MRKT 389 is an alternate year course offered in the fall semester of even years.	**Finding Reporting Year:** 2016-2017 **Goal met:** Yes The average score on the proforma statements was 80%. (08/23/2018) — **Finding Reporting Year:** 2017-2018 **Goal met:** Yes The class was not offered during this period. (08/23/2018)	**Use of Result:** Will continue to monitor. (08/23/2018) — **Use of Result:** Will continue to monitor when the class is offered in Fall of 2018. (08/23/2018)
Business Knowledge - Graduates will demonstrate knowledge of business-core subjects. **Goal Status:** Active **Goal Category:** Student Learning **Goal Level (Bloom/Webb):** Level 2 (Skills and Concepts) [Webb] **Institutional Learning:** ILO2 - Use of Evidence - Students will identify the need for, gather, and accurately process the appropriate type, quality, and quantity of evidence to answer a complex question or solve a complex problem.	**Direct - Exam/Quiz - Standardized -** ETS Major Field Test in Business administered to graduating seniors in BUSN466 (Business Policy) **Criteria Target:** The Lukenda School of Business mean percent correct will equal or exceed the national mean in each assessment indicator area.	**Finding Reporting Year:** 2016-2017 **Goal met:** No Fall 2016: The LSB met its goal in each assessment indicator area. Spring 2017: The LSB met its goal in 7 of the 9 assessment indicator areas. The LSB mean score was slightly below the national mean in the quantitative business analysis and information systems areas. (08/30/2018)	**Use of Result:** Significant improvement has been made in the Quantitative Analysis and Information Systems sections since a management professor with a strong quantitative background was hired and courses in information systems and analytics were added to the common professional component of all business bachelor degrees. Goals in these sections were met during the 2016 and 2017 fall semesters. The LSB mean was only slightly below the national mean during the 2017 spring semester.

Student Learning Outcomes	Assessment Criteria & Procedures	Assessment Results	Use of Results
			(08/30/2018)
		Finding Reporting Year: 2017-2018 **Goal met:** No Fall 2017: The LSB met its goal in each assessment indicator area. Spring 2018: The LSB met its goal in 7 of the 9 assessment indicator areas. The LSB mean score was slightly below the national mean in the quantitative business analysis and information systems areas. (08/30/2018)	**Use of Result:** The LSB faculty member who teaches MGMT280 (Intro to Management Information Systems) and MGMT371 (Operations & Business Analytics) continues to make adjustments to teaching methods and assignments to deepen students' understanding of difficult concepts covered in these courses. Beginning fall 2018, the professor will implement quizzes to encourage students to read the textbook, assign graded homework, require an online subscription to study material and add more sophisticated Excel exercises. Also, she will begin the semester by giving a presentation on how to succeed in quantitative courses. (08/30/2018)
Professional Skills - Graduates will demonstrate skills in research, communications and critical thinking. **Goal Status:** Active **Goal Category:** Student Learning **Goal Level (Bloom/Webb):** Mid-Level (Analyzing/Applying) [Bloom] **Institutional Learning:** ILO4 - Professional Responsibility - Students will demonstrate the ability to apply professional ethics and intercultural competence when answering a question, solving a problem, or achieving a goal.	**Direct - Capstone Project - including undergraduate research -** Business plan project completed in capstone course (BUSN466-Business Policy) **Criteria Target:** At least 80% of students will earn 80% or higher	**Finding Reporting Year:** 2016-2017 **Goal met:** Yes Fall 2016 - 80% of students earned 80% of higher Spring 2017 - 100% of students earned 80% of higher (08/30/2018)	**Use of Result:** LSB faculty and staff are pleased with the improvement shown, as the LSB fell short of its goal during both the fall 2015 (71%) and spring 2016 (78%) semesters. The instructor of BUSN466 equates the improvement in student performance to the following actions: The instructor spent more time with individual students early in the process to provide guidance and mentorship. The instructor provided the grading rubric with the syllabus which provided an outline of each

Student Learning Outcomes	Assessment Criteria & Procedures	Assessment Results	Use of Results
			section. The grading rubric also provided LSB faculty with data on which sections students need improvement in that can be tied back to course content. (08/30/2018)
		Finding Reporting Year: 2017-2018 **Goal met:** Yes Fall 2017 - 100% of students scored 80% of higher Spring 2018 - 95% of students scored 80% of higher (08/30/2018)	**Use of Result:** LSB faculty and staff will review business plan results together at a School meeting each semester during which the instructor can provide feedback on student performance and curriculum adjustments can be discussed. (08/30/2018)

CoIS Assessment: Reporting Units

Lukenda School of Business 18sept18

LAKE SUPERIOR
STATE UNIVERSITY

Program (CoIS) - Business Administration-International Business BS

Assessment Contact: Dr. Ralf Wilhelms

Mission Statement: The mission of a Bachelor of Science Degree in Business Administration - International Business is to prepare students with fundamental managerial skills to succeed in a global business environment and to pursue careers in managerial positions in public or private companies and in non-profit organizations.

Student Learning Outcomes	Assessment Criteria & Procedures	Assessment Results	Use of Results
International business knowledge - Students will demonstrate an understanding of international business knowledge in the areas of management, marketing, economics, and business law **Goal Status:** Active **Goal Category:** Student Learning **Goal Level (Bloom/Webb):** Low-Level (Understanding/Remembering) [Bloom] **Institutional Learning:** ILO1 - Formal Communication - Students will develop and clearly express complex ideas in written and oral presentations., ILO2 - Use of Evidence - Students will identify the need for, gather, and accurately process the appropriate type, quality, and quantity of evidence to answer a complex question or solve a complex problem.	**Direct - Presentation, Performance -** Term Paper - Cultural Analysis of a Country in INTB389 [Competing in a Global Marketplace]. **Criteria Target:** 90% of the students will score proficient and above. **Schedule/Notes:** INTB 389 is an alternative year course. **High Impact Program Practices 1:** Undergraduate Research **High Impact Program Practices 2:** Writing-Intensive Course(s)	**Finding Reporting Year:** 2017-2018 **Goal met:** Yes 81.09% was the average score for the assignment. 87% of the students scored above 80% (07/20/2018)	**Use of Result:** The goal was achieved. We need to continue monitor the results and the tool for assessment as this is a young program and courses are offered on a 2-year rotation (08/13/2018)
	Direct - Capstone Project - including undergraduate research - Students in BUSN 466 [Business Policy] will complete a business plan. **Criteria Target:** At least 70% of students score 80% or above on their business plan.	**Finding Reporting Year:** 2017-2018 **Goal met:** No Fall 2017-No International Business Students Spring 2018-Out of two students 50% scored 80% or above on their business plan. (08/13/2018)	**Use of Result:** LSB faculty and staff will review business plan results together at a School meeting each semester during which the instructor can provide feedback on student performance and curriculum adjustments can be discussed. Since the business plan is the capstone course project for all business programs, LSB faculty have concluded they all need to

Student Learning Outcomes	Assessment Criteria & Procedures	Assessment Results	Use of Results
			be involved in some capacity. During the fall 2018 semester, LSB faculty will develop a plan to be implemented during the spring 2019 semester when the majority of seniors will take BUSN466. Ideas being considered include participation in grading the written portion or the presentation portion or mentorship of a group of students. (08/13/2018)
		Finding Reporting Year: 2016-2017 **Goal met:** Yes Fall 2016-No International Business students Spring 2017-100% of International Business students scored 80% or above. (08/13/2017)	**Use of Result:** No concerns at this time. Continue to monitor in 2017-2018. (08/13/2017)
Cultural systems - Students will be able to analyze how cultural, economic, geographical and political paradigms impact ethical issues in various international business decision processes **Goal Status:** Active **Goal Category:** Student Learning **Goal Level (Bloom/Webb):** Mid-Level (Analyzing/Applying) [Bloom] **Institutional Learning:** ILO3 - Analysis and Synthesis - Students will organize and synthesize evidence, ideas, or works of imagination to answer an open-ended question, draw a conclusion, achieve a goal, or create a substantial work of art.	**Indirect - Report/Audit - External -** Major Field Test (MFAT) -INTB 389 Competing in the Global Market Place, , INTB 420 Comparative International Management, INTB 486 International Marketing, ECON 408 International Economics - are key course to build the content for the MFAT **Criteria Target:** Students with International Business Major will score in the top 20% in the nation in the the International Business section on the MFAT - **High Impact Program Practices 1:** Not applicable to this outcome **High Impact Program Practices 2:** Not applicable to this outcome	**Finding Reporting Year:** 2017-2018 **Goal met:** Yes Students scored in the top 10% in the nation (MFAT) (07/20/2018) **Finding Reporting Year:** 2016-2017 **Goal met:** No Fall 2016- No International Business Students. Spring 2017-Only one student and student scored in the 27th percentile. (08/13/2017)	**Use of Result:** This was based upon a low number of students taking the MFAT. We will continue to monitor this outcome in 2018-2019. (08/13/2018) **Use of Result:** This was based upon a low number of students. We will continue to monitor this outcome in 2017-2018. (08/13/2017)
Synthesis - Students will be able to evaluate nature, significance and	**Direct - Case Analysis -** Students will analyze a case study in INTB420	**Finding Reporting Year:** 2017-2018 **Goal met:** Yes	**Use of Result:** The goal was achieved. We need to continue

Student Learning Outcomes	Assessment Criteria & Procedures	Assessment Results	Use of Results
context of managerial activities as undertaken by leadership in various organizations in international business contexts **Goal Status:** Active **Goal Category:** Student Learning **Goal Level (Bloom/Webb):** Mid-Level (Analyzing/Applying) [Bloom] **Institutional Learning:** ILO3 - Analysis and Synthesis - Students will organize and synthesize evidence, ideas, or works of imagination to answer an open-ended question, draw a conclusion, achieve a goal, or create a substantial work of art. , ILO4 - Professional Responsibility - Students will demonstrate the ability to apply professional ethics and intercultural competence when answering a question, solving a problem, or achieving a goal.	[International Comparative Management]. **Criteria Target:** At least 70% of students score 80% or able. **High Impact Program Practices 1:** Learning Communities	The average score was 84% with 87% of the students score 80% and above. Discussion board: The structure of international firm. This is part of INTB 420 International Comparative Management (07/20/2018) **Related Documents:** 5_F_17_ IB Program.pdf	monitor the results and the tool for assessment as part of INTB 420 courses are offered on a 2-year rotation (08/13/2018)
Critical Thinking - Students will be able to work in teams, use critical thinking to analyze and solve problems and effectively communicate legal issues pertaining to international business law and international business operations. **Goal Status:** Active **Goal Category:** Student Learning **Goal Level (Bloom/Webb):** Level 4 (Extended Thinking) [Webb]	**Indirect - Report/Audit - External -** Shipping document with terms - INTB 375 International Business Law - 2 year rotation **Criteria Target:** 80% of students will score 80% and above - INTB 375 International Business Law - the course is offered every 2 years. **High Impact Program Practices 1:** Not applicable to this outcome **High Impact Program Practices 2:** Not applicable to this outcome	**Finding Reporting Year:** 2017-2018 **Goal met:** Yes Assignment I: 82% of the students scored above the 80% mark (07/20/2018) **Related Documents:** 3_S17_Assign.pdf	**Use of Result:** The goal was achieved. We need to continue monitor the results and the tool for assessment as part of INTB 375 International Business Law courses are offered on a 2-year rotation. Students had to prepare a Pro Forma Invoice giving a Japanese buyer several options for shipping a product. The Pro Forma Invoice must be created based on information provided by a Fax from the Japanese Company. The students have to Prepare a letter to accompany the pro forma invoice explaining why payment

Student Learning Outcomes	Assessment Criteria & Procedures	Assessment Results	Use of Results
			by "cash against documents" would be fair to both parties. Also, the students have to determine the cost associated to the transaction and provide pricing for the product. (08/13/2018)
International marketing, culture and communication - Students will be able to function effectively in situations characterized by cultural diversity. This includes awareness of own cultural intelligence and awareness of the cultural intelligence of others. **Goal Status:** Active **Goal Category:** Student Learning **Goal Level (Bloom/Webb):** Level 4 (Extended Thinking) [Webb] **Institutional Learning:** ILO3 - Analysis and Synthesis - Students will organize and synthesize evidence, ideas, or works of imagination to answer an open-ended question, draw a conclusion, achieve a goal, or create a substantial work of art. , ILO4 - Professional Responsibility - Students will demonstrate the ability to apply professional ethics and intercultural competence when answering a question, solving a problem, or achieving a goal.	**Direct - Exam/Quiz - within the course -** Standardized Cultural IQ Quiz 7 point Likert type scale 3 categories- Cognitive Cultural IQ (4 questions) - Physical Cultural IQ (4 questions) - Emotional/Motivational Cultural IQ (4 questions) INTB 389 - Competing in the Global Marketplace INTB 420 - Comparative International Management INTB 486 - International Marketing **Criteria Target:** Mean of Agree (4) or above **Schedule/Notes:** annual **High Impact Program Practices 1:** Common Intellectual Experiences **High Impact Program Practices 2:** Common Intellectual Experiences	**Finding Reporting Year:** 2017-2018 **Goal met:** Yes Cultural IQ Quiz - 5 point Likert Type Scale Cognitive = mean = 3.4825 Physical = mean = 3.225 Emotional = mean = 4.0975 (07/20/2018) **Related Documents:** CQ Survey 17-18.pdf	**Use of Result:** The Physical aspect of the Cultural IQ Quiz is not meeting the standard established for the program. Need to meet with administration to create a common international experience for the students. I have been working with LSSU and Shaoxing University on an educational experience in China. The goal is to have 7 students go next summer to Shaoxing University. Most of the students come from towns with less then 100,000 population and many of them never left the US. (07/20/2018) **Budget Request:** 0
2.1 Program Enrollment - Strategy 2.1 The Program establishes realistic goals for program enrollment that are optimistic, realistic, achievable. **Goal Status:** Active **Goal Category:** Enrollment	**Other Findings**	**Finding Reporting Year:** 2017-2018 **Goal met:** Yes 12 students are enrolled in the International Business Major - this is a decrease by 15%. (07/20/2018)	**Use of Result:** The decrease in students is a combination of restructuring and overload teaching. I am not able to recruit students as I teach 5 courses for the last 2 academic years per

Student Learning Outcomes	Assessment Criteria & Procedures	Assessment Results	Use of Results
	Other Findings		semester. Also, I need to get one course (competing in the global marketplace) accepted as a general education course. This will allow me to recruit students to the major. (07/20/2018) **Budget Request:** 0
Business Knowledge - Graduates will demonstrate knowledge of business-core subjects. **Goal Status:** Active **Goal Category:** Student Learning **Goal Level (Bloom/Webb):** Level 2 (Skills and Concepts) [Webb] **Institutional Learning:** ILO2 - Use of Evidence - Students will identify the need for, gather, and accurately process the appropriate type, quality, and quantity of evidence to answer a complex question or solve a complex problem.	**Direct - Exam/Quiz - Standardized -** ETS Major Field Test in Business administered to graduating seniors in BUSN466 (Business Policy) **Criteria Target:** The Lukenda School of Business mean percent correct will equal or exceed the national mean in each assessment indicator area.	**Finding Reporting Year:** 2016-2017 **Goal met:** No Fall 2016: The LSB met its goal in each assessment indicator area. Spring 2017: The LSB met its goal in 7 of the 9 assessment indicator areas. The LSB mean score was slightly below the national mean in the quantitative business analysis and information systems areas. (08/30/2018)	**Use of Result:** Significant improvement has been made in the Quantitative Analysis and Information Systems sections since a management professor with a strong quantitative background was hired and courses in information systems and analytics were added to the common professional component of all business bachelor degrees. Goals in these sections were met during the 2016 and 2017 fall semesters. The LSB mean was only slightly below the national mean during the 2017 spring semester. (08/30/2018)
		Finding Reporting Year: 2017-2018 **Goal met:** No Fall 2017: The LSB met its goal in each assessment indicator area. Spring 2018: The LSB met its goal in 7 of the 9 assessment indicator areas. The LSB mean score was slightly below the national mean in the quantitative business analysis and information systems areas. (08/30/2018)	**Use of Result:** The LSB faculty member who teaches MGMT280 (Intro to Management Information Systems) and MGMT371 (Operations & Business Analytics) continues to make adjustments to teaching methods and assignments to deepen students' understanding of difficult concepts covered in these courses. Beginning fall 2018, the professor will implement quizzes to encourage students to read the textbook, assign graded

Student Learning Outcomes	Assessment Criteria & Procedures	Assessment Results	Use of Results
			homework, require an online subscription to study material and add more sophisticated Excel exercises. Also, she will begin the semester by giving a presentation on how to succeed in quantitative courses. (08/30/2018)
Professional Skills - Graduates will demonstrate skills in research, communications and critical thinking. **Goal Status:** Active **Goal Category:** Student Learning **Goal Level (Bloom/Webb):** Mid-Level (Analyzing/Applying) [Bloom] **Institutional Learning:** ILO4 - Professional Responsibility - Students will demonstrate the ability to apply professional ethics and intercultural competence when answering a question, solving a problem, or achieving a goal.	**Direct - Capstone Project - including undergraduate research -** Business plan project completed in capstone course (BUSN466-Business Policy) **Criteria Target:** At least 80% of students will earn 80% or higher	**Finding Reporting Year:** 2016-2017 **Goal met:** Yes Fall 2016 - 80% of students earned 80% of higher Spring 2017 - 100% of students earned 80% of higher (08/30/2018)	**Use of Result:** LSB faculty and staff are pleased with the improvement shown, as the LSB fell short of its goal during both the fall 2015 (71%) and spring 2016 (78%) semesters. The instructor of BUSN466 equates the improvement in student performance to the following actions: The instructor spent more time with individual students early in the process to provide guidance and mentorship. The instructor provided the grading rubric with the syllabus which provided an outline of each section. The grading rubric also provided LSB faculty with data on which sections students need improvement in that can be tied back to course content. (08/30/2018)
		Finding Reporting Year: 2017-2018 **Goal met:** Yes Fall 2017 - 100% of students scored 80% of higher Spring 2018 - 95% of students scored 80% of higher (08/30/2018)	**Use of Result:** LSB faculty and staff will review business plan results together at a School meeting each semester during which the instructor can provide feedback on student performance and curriculum adjustments can be discussed. (08/30/2018)

CoIS Assessment: Reporting Units

Lukenda School of Business 18sept18

LAKE SUPERIOR STATE UNIVERSITY

Program (CoIS) - Business Administration-Management BS

Assessment Contact: Prof. Marta Diaz

Student Learning Outcomes	Assessment Criteria & Procedures	Assessment Results	Use of Results
Leadership - Demonstrate leadership, utilizing exceptional interpersonal skills, inclusive practices and performance management strategies to engage and develop team and talent. **Goal Status:** Active **Goal Category:** Student Learning **Goal Level (Bloom/Webb):** High-Level (Creating/Evaluating) [Bloom] **Institutional Learning:** ILO4 - Professional Responsibility - Students will demonstrate the ability to apply professional ethics and intercultural competence when answering a question, solving a problem, or achieving a goal.	**Indirect - Survey, including self-evaluation, peers, or graduates -** Questions pertaining to Interpersonal skills, Ability to influence, and leadership abilities **Criteria Target:** 90% of students will score these skills as "Stronger" or higher on the Senior Survey, as a result of their management education.	**Finding Reporting Year:** 2017-2018 **Goal met:** Yes 90% of students reported achieving these outcomes on the Senior Survey. (08/23/2018) **Finding Reporting Year:** 2016-2017 **Goal met:** No 80% of students achieved this outcome. (08/23/2018)	**Use of Result:** Due to meeting the goal, we will continue using the learning strategies employed. (08/23/2018) **Use of Result:** We will utilize experiential leadership development activities within classes. (08/23/2018)
Management Practice - Develop goals, and design and implement control mechanisms towards the successful achievement of those goals, for themselves and others. **Goal Status:** Active **Goal Category:** Student Learning **Institutional Learning:** ILO3 - Analysis and Synthesis - Students will organize and synthesize evidence,	**Direct - Capstone Project - including undergraduate research -** Business Plan Assessment (Management) **Criteria Target:** 80% of management students will obtain 80% or above on their ability to manage. **High Impact Program Practices 1:** Capstone Course(s), Projects	**Finding Reporting Year:** 2017-2018 **Goal met:** Yes More than 80% of the management students on the Business Plan Assessment scored 80% or above. (08/23/2018) **Finding Reporting Year:** 2016-2017 **Goal met:** Yes More than 80 percent of the students obtained 80% or more on management criteria. (08/23/2018)	**Use of Result:** Continue employing strategies for management learning due to the success of student outcomes. (08/23/2018) **Use of Result:** Keep employing similar teaching strategies for engaging students in using management practices.

Student Learning Outcomes	Assessment Criteria & Procedures	Assessment Results	Use of Results
			(08/23/2018)
ideas, or works of imagination to answer an open-ended question, draw a conclusion, achieve a goal, or create a substantial work of art.			
Communication of Ethical and Critical Thinking - Be able to make ethical decisions, utilizing critical thinking skills, and clearly communicate the decisions made along with the rationale. **Goal Status:** Active **Goal Category:** Student Learning **Institutional Learning:** ILO1 - Formal Communication - Students will develop and clearly express complex ideas in written and oral presentations., ILO4 - Professional Responsibility - Students will demonstrate the ability to apply professional ethics and intercultural competence when answering a question, solving a problem, or achieving a goal.	**Indirect - Survey, including self-evaluation, peers, or graduates -** Lukenda School of Business Professional Advisory Board Survey (communication skills, critical thinking skills, interpersonal skills, work ethic) **Criteria Target:** 85% of Professional Advisory Board members will agree that business graduates have these skills.	**Finding Reporting Year:** 2017-2018 **Goal met:** Yes Students were reported within the 99th percentile of having these skills by Professional Advisory Board members. (08/23/2018) **Finding Reporting Year:** 2016-2017 **Goal met:** Yes Students were reported within the 99th percentile. (08/23/2018)	**Use of Result:** Continue to improve strategies to engage students in this important topic. (08/23/2018) **Use of Result:** Continue employing teaching strategies used. (08/23/2018)
Technology - Demonstrate the role and impact of technology on managers and the organization. **Goal Status:** Active **Goal Category:** Student Learning **Institutional Learning:** ILO2 - Use of Evidence - Students will identify the need for, gather, and accurately process the appropriate type, quality, and quantity of evidence to answer a complex question or solve a complex problem.	**Direct - Laboratory, Clinical, Skill/Competency Assessments -** Computer lab sessions with Excel and Access (MGMT 280 Introduction to Management Information Systems) **Criteria Target:** 85% of the students will obtain 75% or above. **Indirect - Report/Audit - External -** ETS Major Field Test in Business **Criteria Target:** Mean score of management students will meet or exceed the national average of the Information Systems section.	**Finding Reporting Year:** 2016-2017 **Goal met:** Yes 83% of students successfully completed the lab sessions. (08/23/2018) **Finding Reporting Year:** 2017-2018 **Goal met:** Yes 100% of students successfully completed the lab sessions. (08/23/2018) **Finding Reporting Year:** 2016-2017 **Goal met:** No Mean score of management students did not meet the national average in the Information Systems section. (08/23/2018) **Finding Reporting Year:** 2017-2018	**Use of Result:** Goal met. Correction action is not required. (08/23/2018) **Use of Result:** Goal met. Correction action is not required. (08/23/2018) **Use of Result:** Result was used to hire new professor to teach MGMT 280. (08/23/2018) **Use of Result:** Goal met.

Student Learning Outcomes	Assessment Criteria & Procedures	Assessment Results	Use of Results
		Goal met: Yes Mean score of management students exceeded the national average of the Information Systems section. (08/23/2018)	Correction action is not required. (08/23/2018)
Data-driven Decision-making - Develop and implement data-driven management decision-making in business operations. **Goal Status:** Active **Goal Category:** Student Learning **Institutional Learning:** ILO2 - Use of Evidence - Students will identify the need for, gather, and accurately process the appropriate type, quality, and quantity of evidence to answer a complex question or solve a complex problem.	**Direct - Group project, collaborative learning -** Survey research paper in APA format (MGMT 371 Operations and Business Analytics) **Criteria Target:** 70% of the students will obtain 75% or above.	**Finding Reporting Year:** 2017-2018 **Goal met:** Yes 70% of the students obtained 75% or above. (08/23/2018)	**Use of Result:** Goal met. Corrective action is not required. (08/23/2018)
		Finding Reporting Year: 2016-2017 **Goal met:** Yes 96% of students obtained 75% or above. (08/23/2018)	**Use of Result:** Goal met. Corrective action is not required. (08/23/2018)
	Indirect - Report/Audit - External - ETS Major Field Test in Business **Criteria Target:** Mean score of management students will meet or exceed the national average of the Quantitative Analysis section.	**Finding Reporting Year:** 2016-2017 **Goal met:** Yes Mean score of management students exceeded the national average of the Quantitative Analysis section. (08/23/2018)	**Use of Result:** Goal met. Correction action is not required. (08/23/2018)
		Finding Reporting Year: 2017-2018 **Goal met:** Yes Mean score of management students exceeded the national average of the Quantitative Analysis section. (08/23/2018)	**Use of Result:** Goal met. Correction action is not required. (08/23/2018)
Business Law - Define and explain the basic principles of contract, personal property and sales, agency, partnerships, corporate law, commercial paper law that apply to business transactions, etc. **Goal Status:** Active **Goal Category:** Student Learning **Goal Level (Bloom/Webb):** Mid-Level (Analyzing/Applying) [Bloom] **Institutional Learning:** ILO4 - Professional Responsibility - Students will demonstrate the ability to apply professional ethics and intercultural competence when answering a question, solving a problem, or achieving a goal.	**Indirect - Report/Audit - External -** ETS Major Field Test in Business **Criteria Target:** Mean score of management students will meet or exceed the national average in the Legal section.	**Finding Reporting Year:** 2016-2017 **Goal met:** Yes Mean score of management students exceeded the national average in the Legal section. (08/23/2018)	**Use of Result:** Goal met. Corrective action is not required. (08/23/2018)
		Finding Reporting Year: 2017-2018 **Goal met:** Yes Mean score of management students will meet or exceed the national average in the Legal section (08/23/2018)	**Use of Result:** Goal met. Corrective action is not required. (08/23/2018)
	Direct - Exam/Quiz - within the course - Average of all exams - (BUSN 350 or BUSN 355 Business Law I &II) **Criteria Target:** 70% of students will obtain 70% or higher.	**Finding Reporting Year:** 2016-2017 **Goal met:** Yes 75% of students obtained 70% or higher. (08/23/2018)	**Use of Result:** Goal met. Corrective action is not required. (08/23/2018)
		Finding Reporting Year: 2017-2018 **Goal met:** Yes 80% of students obtained 70% or higher. (08/23/2018)	**Use of Result:** Goal met. Correction action is not required. (08/23/2018)
Labor Law - Define and explain labor	**Indirect - Report/Audit - External -**	**Finding Reporting Year:** 2016-2017	**Use of Result:** Goal met.

Student Learning Outcomes	Assessment Criteria & Procedures	Assessment Results	Use of Results
law through case study method as it relates to Civil Rights Act, Age Discrimination Act, Family Medical Leave Act, OSHA, Unfair Labor Practices (union and employers), National Labor Relations Act, anti-trust laws, representative elections procedures, and other legislations, etc. **Goal Status:** Active **Goal Category:** Student Learning **Goal Level (Bloom/Webb):** Mid-Level (Analyzing/Applying) [Bloom] **Institutional Learning:** ILO4 - Professional Responsibility - Students will demonstrate the ability to apply professional ethics and intercultural competence when answering a question, solving a problem, or achieving a goal.	ETS Major Field Test in Business **Criteria Target:** Mean score of management students will meet or exceed the national average in the Legal section. **Direct - Exam/Quiz - within the course -** Average of all exams - MGMT 451 Labor Law **Criteria Target:** 50% of students will obtain 70% or higher.	**Goal met:** Yes Mean score of management students exceeded the national average in the Legal section. (08/23/2018) **Finding Reporting Year:** 2017-2018 **Goal met:** Yes Mean score of management students will meet or exceed the national average in the Legal section. (08/23/2018) **Finding Reporting Year:** 2017-2018 **Goal met:** No 40% of students obtained 70% or higher. (08/24/2018) **Finding Reporting Year:** 2016-2017 **Goal met:** No 45% of students obtained 70% or higher. (08/23/2018)	Correction action is not required. (08/23/2018) **Use of Result:** Goal met. Corrective action is not required. (08/23/2018) **Use of Result:** Students are given the opportunity to submit a term paper or summaries of chapters with no time constraints which will enhance their learning. (08/24/2018) **Use of Result:** Students are given the opportunity to submit a term paper or summaries of chapters with no time constraints which will enhance their learning. (08/23/2018)
HR Management - Define and explain all the functions of human resource management: recruiting, selecting, training and development, compensation, performance appraisals, labor relations, etc. **Goal Status:** Active **Goal Category:** Student Learning **Goal Level (Bloom/Webb):** Mid-Level (Analyzing/Applying) [Bloom] **Institutional Learning:** ILO4 - Professional Responsibility - Students will demonstrate the ability to apply professional ethics and intercultural competence when answering a question, solving a problem, or achieving a goal.	**Direct - Exam/Quiz - within the course -** Average of all exams - MGMT 365 Human Resource Management **Criteria Target:** 70% of students will obtain 70% or higher.	**Finding Reporting Year:** 2016-2017 **Goal met:** Yes 77% of students obtained 70% or higher. (08/23/2018) **Finding Reporting Year:** 2017-2018 **Goal met:** Yes 77% of students obtained 70% or higher. (08/23/2018)	**Use of Result:** Goal met. Corrective action is not required. (08/23/2018) **Use of Result:** Goal met. Corrective action is not required. (08/23/2018)
Business Knowledge - Graduates will	**Direct - Exam/Quiz - Standardized -**	**Finding Reporting Year:** 2016-2017	

Student Learning Outcomes	Assessment Criteria & Procedures	Assessment Results	Use of Results
demonstrate knowledge of business-core subjects. **Goal Status:** Active **Goal Category:** Student Learning **Goal Level (Bloom/Webb):** Level 2 (Skills and Concepts) [Webb] **Institutional Learning:** ILO2 - Use of Evidence - Students will identify the need for, gather, and accurately process the appropriate type, quality, and quantity of evidence to answer a complex question or solve a complex problem.	ETS Major Field Test in Business administered to graduating seniors in BUSN466 (Business Policy) **Criteria Target:** The Lukenda School of Business mean percent correct will equal or exceed the national mean in each assessment indicator area.	**Goal met:** No Fall 2016: The LSB met its goal in each assessment indicator area. Spring 2017: The LSB met its goal in 7 of the 9 assessment indicator areas. The LSB mean score was slightly below the national mean in the quantitative business analysis and information systems areas. (08/30/2018)	**Use of Result:** Significant improvement has been made in the Quantitative Analysis and Information Systems sections since a management professor with a strong quantitative background was hired and courses in information systems and analytics were added to the common professional component of all business bachelor degrees. Goals in these sections were met during the 2016 and 2017 fall semesters. The LSB mean was only slightly below the national mean during the 2017 spring semester. (08/30/2018)
		Finding Reporting Year: 2017-2018 **Goal met:** No Fall 2017: The LSB met its goal in each assessment indicator area. Spring 2018: The LSB met its goal in 7 of the 9 assessment indicator areas. The LSB mean score was slightly below the national mean in the quantitative business analysis and information systems areas. (08/30/2018)	**Use of Result:** The LSB faculty member who teaches MGMT280 (Intro to Management Information Systems) and MGMT371 (Operations & Business Analytics) continues to make adjustments to teaching methods and assignments to deepen students' understanding of difficult concepts covered in these courses. Beginning fall 2018, the professor will implement quizzes to encourage students to read the textbook, assign graded homework, require an online subscription to study material and add more sophisticated Excel exercises. Also, she will begin the semester by giving a presentation on how to succeed in quantitative courses. (08/30/2018)

Student Learning Outcomes	Assessment Criteria & Procedures	Assessment Results	Use of Results
Professional Skills - Graduates will demonstrate skills in research, communications and critical thinking. **Goal Status:** Active **Goal Category:** Student Learning **Goal Level (Bloom/Webb):** Mid-Level (Analyzing/Applying) [Bloom] **Institutional Learning:** ILO4 - Professional Responsibility - Students will demonstrate the ability to apply professional ethics and intercultural competence when answering a question, solving a problem, or achieving a goal.	**Direct - Capstone Project - including undergraduate research -** Business plan project completed in capstone course (BUSN466-Business Policy) **Criteria Target:** At least 80% of students will earn 80% or higher	**Finding Reporting Year:** 2016-2017 **Goal met:** Yes Fall 2016 - 80% of students earned 80% of higher Spring 2017 - 100% of students earned 80% of higher (08/30/2018)	**Use of Result:** LSB faculty and staff are pleased with the improvement shown, as the LSB fell short of its goal during both the fall 2015 (71%) and spring 2016 (78%) semesters. The instructor of BUSN466 equates the improvement in student performance to the following actions: The instructor spent more time with individual students early in the process to provide guidance and mentorship. The instructor provided the grading rubric with the syllabus which provided an outline of each section. The grading rubric also provided LSB faculty with data on which sections students need improvement in that can be tied back to course content. (08/30/2018)
		Finding Reporting Year: 2017-2018 **Goal met:** Yes Fall 2017 - 100% of students scored 80% of higher Spring 2018 - 95% of students scored 80% of higher (08/30/2018)	**Use of Result:** LSB faculty and staff will review business plan results together at a School meeting each semester during which the instructor can provide feedback on student performance and curriculum adjustments can be discussed. (08/30/2018)

CoIS Assessment: Reporting Units

Lukenda School of Business 18sept18

Program (CoIS) - Business Administration-Marketing BS

Assessment Contact: Prof. Valerie Philips

Student Learning Outcomes	Assessment Criteria & Procedures	Assessment Results	Use of Results
Basic Marketing Knowledge - Graduates will demonstrate basic knowledge of marketing and other functional areas of business and their relationship to each other. **Goal Status:** Active **Goal Category:** Student Learning **Goal Level (Bloom/Webb):** Low-Level (Understanding/Remembering) [Bloom] **Institutional Learning:** ILO2 - Use of Evidence - Students will identify the need for, gather, and accurately process the appropriate type, quality, and quantity of evidence to answer a complex question or solve a complex problem.	**Direct - Exam/Quiz - Standardized -** ETS Major Field Test in Business completed by graduating students in the capstone course, BUSN466 (Business Policy) **Criteria Target:** The mean score of marketing majors will be in the 75th percentile or above in the marketing section.	**Finding Reporting Year:** 2016-2017 **Goal met:** Yes Fall 2016 - 82nd percentile Spring 2017 - 79th percentile (08/13/2018) **Finding Reporting Year:** 2017-2018 **Goal met:** No Fall 2017 - 1st percentile Spring 2018 - 18th percentile (08/13/2018)	**Use of Result:** Because the goal was met during the reporting year, no specific action will be taken based on these results. (08/13/2018) **Use of Result:** One marketing major took the MFT during the fall 2017 semester and four during the spring 2018 semester. (08/13/2018)
Decision Making - Graduates will demonstrate ability to research, synthesize, analyze and accurately interpret quantitative and qualitative information to drive effective marketing decision making. **Goal Status:** Active **Goal Category:** Student Learning **Goal Level (Bloom/Webb):** Mid-Level (Analyzing/Applying) [Bloom]	**Direct - Capstone Project - including undergraduate research -** Business plan created in capstone course, BUSN466 (Business Policy) **Criteria Target:** 75% of marketing majors will receive 80% or higher in the marketing section	**Finding Reporting Year:** 2016-2017 **Goal met:** Yes Fall 2016 - 100% Spring 2017 - 88% (08/13/2018) **Finding Reporting Year:** 2017-2018 **Goal met:** Yes Fall 2017 - 100% Spring 2018 - 75% (08/13/2018)	**Use of Result:** Because the goal was met during the reporting year, no action will be taken based on these results. (08/13/2018) **Use of Result:** Because the goal was met during the reporting year, no action will be taken based on these results. (08/13/2018)

Student Learning Outcomes	Assessment Criteria & Procedures	Assessment Results	Use of Results
Institutional Learning: ILO3 - Analysis and Synthesis - Students will organize and synthesize evidence, ideas, or works of imagination to answer an open-ended question, draw a conclusion, achieve a goal, or create a substantial work of art.			
Communication in Marketing - Graduates will demonstrate the ability to communicate effectively, orally and in writing, their marketing observations, findings, research, and recommendations to a large audience. **Goal Status:** Active **Goal Category:** Student Learning **Goal Level (Bloom/Webb):** High-Level (Creating/Evaluating) [Bloom] **Institutional Learning:** ILO1 - Formal Communication - Students will develop and clearly express complex ideas in written and oral presentations.	**Direct - Writing Intensive Assignment -** Individual or Team Projects with Presentations: MRKT281 (Marketing Principles and Strategy) **Criteria Target:** 75% of Marketing majors receive 80% or higher on major project, written component and presentation in MRKT281 and 75% of Marketing majors receive 80% or higher on written case analyses in MRKT281 **High Impact Program Practices 1:** Writing-Intensive Course(s)	**Finding Reporting Year:** 2017-2018 **Goal met:** Yes 75% of Marketing majors earned 80% or higher in major project in MRKT 281 (08/31/2018) **Finding Reporting Year:** 2016-2017 **Goal met:** No 80% of Marketing majors received at least 80% on MRKT 281 project and presentation; 67% of Marketing majors receive 80% or higher on written case analyses in MRKT 281. (08/31/2018)	**Use of Result:** No further change in MRKT 281 project and presentations since SLO was met. As 67% of Marketing majors received 80% or higher on written case analyses, additional class time will focus on case analysis, and students will have to complete 3 (vs. 2) case analyses. (08/31/2018) **Use of Result:** MRKT 281 class will utilize more cases in instruction. (08/31/2018)
Employability Skills - Graduates will demonstrate entry-level, marketable skills appropriate to a marketing-related position and team in industry, such as in sales, event planning, marketing communications, public relations, retailing, market analysis, or product management. **Goal Status:** Active **Goal Category:** Student Learning **Goal Level (Bloom/Webb):** Mid-Level (Analyzing/Applying) [Bloom]	**Indirect - Survey, including faculty, supervisors, employers -** 1. Supervisor evaluations of internships; 2. Professional Advisory Board (PAB) Survey **Criteria Target:** 1. 80% of marketing majors receive "good" or better on supervisor evaluations; 2. 100% of PAB members indicate	**Finding Reporting Year:** 2017-2018 **Goal met:** Yes 100% of marketing majors received "good" or better on supervisor evaluations of internships (08/31/2018) **Finding Reporting Year:** 2016-2017 **Goal met:** No 95% of Marketing students earned "good" or higher on supervisor evaluations (08/31/2018) **Finding Reporting Year:** 2016-2017	**Use of Result:** Continued monitoring of internships to ensure 100% score (08/31/2018) **Use of Result:** Increase number of meetings with student while performing internship; make contact with employer at midpoint to ensure student performance is acceptable. (08/31/2018) **Use of Result:** Add SPSS project to

Student Learning Outcomes	Assessment Criteria & Procedures	Assessment Results	Use of Results
	that they agree or strongly agree that LSB graduates achieve the School's outcomes	**Goal met:** No 88% of PAB members believe that graduates have attained appropriate research skills (08/31/2018)	MRKT 480 Marketing Research; Investigate new Special Topics courses in mobile marketing metrics (08/31/2018)
		Finding Reporting Year: 2017-2018 **Goal met:** No 89% of PAB members believe students are involved in profession (08/31/2018)	**Use of Result:** Introduce BUSN 101 compulsory course to stress this involvement and encourage ways to become more involved (Fall 2018) (08/31/2018)
Use of Marketing Technology - Graduates will demonstrate the ability to use technology to assist with the synthesis and analysis of data, oral and written communications, and group collaboration.	**Direct - Group project, collaborative learning -** Group Research Project completed in MRKT480 (Marketing Research) that includes data collection, data analysis, a written report and an oral presentation	**Finding Reporting Year:** 2016-2017 **Goal met:** Yes 100% of students earned 80% or higher on the project (09/05/2018)	**Use of Result:** The class project consisted of conducting research on why students attend LSSU. The findings were shared with the faculty and staff of the Lukenda School of Business. (09/05/2018)
Goal Status: Active **Goal Category:** Student Learning **Goal Level (Bloom/Webb):** Mid-Level (Analyzing/Applying) [Bloom] **Institutional Learning:** ILO1 - Formal Communication - Students will develop and clearly express complex ideas in written and oral presentations.	**Criteria Target:** 75% of marketing majors receive 80% or higher on the group project **High Impact Program Practices 1:** Collaborative Assignments, Projects **High Impact Program Practices 2:** Undergraduate Research	**Finding Reporting Year:** 2017-2018 **Goal met:** Yes 100% of students earned 80% or higher on the group project (09/05/2018)	**Use of Result:** Because the goal was met, no changes will be made currently based on these results. The marketing faculty feel the group research project is an appropriate way to measure the learning outcome and will continue to implement the project going forward. (09/05/2018)
Business Knowledge - Graduates will demonstrate knowledge of business-core subjects. **Goal Status:** Active **Goal Category:** Student Learning **Goal Level (Bloom/Webb):** Level 2 (Skills and Concepts) [Webb] **Institutional Learning:** ILO2 - Use of Evidence - Students will identify the need for, gather, and accurately process the appropriate type, quality, and quantity of evidence to	**Direct - Exam/Quiz - Standardized -** ETS Major Field Test in Business administered to graduating seniors in BUSN466 (Business Policy) **Criteria Target:** The Lukenda School of Business mean percent correct will equal or exceed the national mean in each assessment indicator area.	**Finding Reporting Year:** 2016-2017 **Goal met:** No Fall 2016: The LSB met its goal in each assessment indicator area. Spring 2017: The LSB met its goal in 7 of the 9 assessment indicator areas. The LSB mean score was slightly below the national mean in the quantitative business analysis and information systems areas. (08/30/2018)	**Use of Result:** Significant improvement has been made in the Quantitative Analysis and Information Systems sections since a management professor with a strong quantitative background was hired and courses in information systems and analytics were added to the common professional component of all business bachelor degrees. Goals in these sections were met

Student Learning Outcomes	Assessment Criteria & Procedures	Assessment Results	Use of Results
answer a complex question or solve a complex problem.			during the 2016 and 2017 fall semesters. The LSB mean was only slightly below the national mean during the 2017 spring semester. (08/30/2018)
		Finding Reporting Year: 2017-2018 **Goal met:** No Fall 2017: The LSB met its goal in each assessment indicator area. Spring 2018: The LSB met its goal in 7 of the 9 assessment indicator areas. The LSB mean score was slightly below the national mean in the quantitative business analysis and information systems areas. (08/30/2018)	**Use of Result:** The LSB faculty member who teaches MGMT280 (Intro to Management Information Systems) and MGMT371 (Operations & Business Analytics) continues to make adjustments to teaching methods and assignments to deepen students' understanding of difficult concepts covered in these courses. Beginning fall 2018, the professor will implement quizzes to encourage students to read the textbook, assign graded homework, require an online subscription to study material and add more sophisticated Excel exercises. Also, she will begin the semester by giving a presentation on how to succeed in quantitative courses. (08/30/2018)
Professional Skills - Graduates will demonstrate skills in research, communications and critical thinking. **Goal Status:** Active **Goal Category:** Student Learning **Goal Level (Bloom/Webb):** Mid-Level (Analyzing/Applying) [Bloom] **Institutional Learning:** ILO4 - Professional Responsibility - Students will demonstrate the ability to apply professional ethics and intercultural competence when	**Direct - Capstone Project - including undergraduate research -** Business plan project completed in capstone course (BUSN466-Business Policy) **Criteria Target:** At least 80% of students will earn 80% or higher	**Finding Reporting Year:** 2016-2017 **Goal met:** Yes Fall 2016 - 80% of students earned 80% of higher Spring 2017 - 100% of students earned 80% of higher (08/30/2018)	**Use of Result:** LSB faculty and staff are pleased with the improvement shown, as the LSB fell short of its goal during both the fall 2015 (71%) and spring 2016 (78%) semesters. The instructor of BUSN466 equates the improvement in student performance to the following actions: The instructor spent more time with individual students early in the process to

Student Learning Outcomes	Assessment Criteria & Procedures	Assessment Results	Use of Results
answering a question, solving a problem, or achieving a goal.			provide guidance and mentorship. The instructor provided the grading rubric with the syllabus which provided an outline of each section. The grading rubric also provided LSB faculty with data on which sections students need improvement in that can be tied back to course content. (08/30/2018)
		Finding Reporting Year: 2017-2018 **Goal met:** Yes Fall 2017 - 100% of students scored 80% of higher Spring 2018 - 95% of students scored 80% of higher (08/30/2018)	**Use of Result:** LSB faculty and staff will review business plan results together at a School meeting each semester during which the instructor can provide feedback on student performance and curriculum adjustments can be discussed. (08/30/2018)

CoIS Assessment: Reporting Units

Lukenda School of Business 18sept18

Program (CoIS) - Finance and Economics BS

Assessment Contact: Prof. Gerald Root

Student Learning Outcomes	Assessment Criteria & Procedures	Assessment Results	Use of Results
Terminal Value - Students will be able to list two methods used to estimate Terminal Value and explain why it's important. **Goal Status:** Active **Goal Category:** Student Learning **Goal Level (Bloom/Webb):** Low-Level (Understanding/Remembering) [Bloom] **Institutional Learning:** ILO2 - Use of Evidence - Students will identify the need for, gather, and accurately process the appropriate type, quality, and quantity of evidence to answer a complex question or solve a complex problem.	**Direct - Exam/Quiz - within the course -** Students in Finance 446 will have an essay question on their final exam which asks them to list two methods used to estimate Terminal Value and explain it's importance. **Criteria Target:** 70% of students will score above 70% or higher **High Impact Program Practices 1:** Capstone Course(s), Projects **High Impact Program Practices 2:** Capstone Course(s), Projects	**Finding Reporting Year:** 2017-2018 **Goal met:** Yes students scored 165 total points out of a possible 190 points. 16 of 19 students scored the maximum ten points. (08/23/2018) **Finding Reporting Year:** 2016-2017 **Goal met:** Yes 78% correctly identified both methods (08/23/2018)	**Use of Result:** since the goal was met, test again in two years. (08/23/2018) **Use of Result:** since the result was met, test again in two years (08/23/2018)
Advanced understanding of Macroeconomics and Microeconomics - Students will be able to apply advanced concepts from macroeconomics and microeconomics to answer complex problems and draw conclusions. **Goal Status:** Active **Goal Category:** Student Learning **Goal Level (Bloom/Webb):** High-Level (Creating/Evaluating) [Bloom]	**Direct - Exam/Quiz - Standardized -** Students in BUSN 466 Business Policy will complete the Major Field Test exam and the Economics subsection scores will be recorded. **Criteria Target:** Students will be above the 50th percentile in the economics section of the MFT. **High Impact Program Practices 1:** Capstone Course(s), Projects	**Finding Reporting Year:** 2017-2018 **Goal met:** Yes Finance and Economics Grads scored in the 99th percentile. (08/23/2018) **Finding Reporting Year:** 2016-2017 **Goal met:** Yes The students were in the 98th percentile on the MFT. (08/23/2018)	**Use of Result:** I will continue to monitor results of the MFT each year. (08/23/2018) **Use of Result:** Will continue to monitor. (08/23/2018)

Student Learning Outcomes	Assessment Criteria & Procedures	Assessment Results	Use of Results
Institutional Learning: ILO2 - Use of Evidence - Students will identify the need for, gather, and accurately process the appropriate type, quality, and quantity of evidence to answer a complex question or solve a complex problem., ILO3 - Analysis and Synthesis - Students will organize and synthesize evidence, ideas, or works of imagination to answer an open-ended question, draw a conclusion, achieve a goal, or create a substantial work of art. **Assessment Year:** AY15-16			
Best Practices - Students will be able to calculate the Weighted Average Cost of Capital using best practices. **Goal Status:** Active **Goal Category:** Student Learning **Goal Level (Bloom/Webb):** Mid-Level (Analyzing/Applying) [Bloom] **Institutional Learning:** ILO2 - Use of Evidence - Students will identify the need for, gather, and accurately process the appropriate type, quality, and quantity of evidence to answer a complex question or solve a complex problem.	**Direct - Exam/Quiz - Standardized -** 80% of students in Finance 446 (Financial Analysis & Policy) will correctly write the WACC formula **Criteria Target:** 80% of students will score 80% or higher.	**Finding Reporting Year:** 2017-2018 **Goal met:** Yes 95% of students wrote the correct formula. (08/27/2018)	**Use of Result:** since the goal was met, we will test again the next time the course is offered (08/27/2018)
		Finding Reporting Year: 2016-2017 **Goal met:** No 61% of students wrote the correct formula (08/27/2018)	**Use of Result:** Spend more time on the cases that require the calculation of the WACC. (08/27/2018)
Business Knowledge - Graduates will demonstrate knowledge of business-core subjects. **Goal Status:** Active **Goal Category:** Student Learning **Goal Level (Bloom/Webb):** Level 2 (Skills and Concepts) [Webb] **Institutional Learning:** ILO2 - Use of Evidence - Students will identify the need for, gather, and accurately process the appropriate type,	**Direct - Exam/Quiz - Standardized -** ETS Major Field Test in Business administered to graduating seniors in BUSN466 (Business Policy) **Criteria Target:** The Lukenda School of Business mean percent correct will equal or exceed the national mean in each assessment indicator area.	**Finding Reporting Year:** 2016-2017 **Goal met:** No Fall 2016: The LSB met its goal in each assessment indicator area. Spring 2017: The LSB met its goal in 7 of the 9 assessment indicator areas. The LSB mean score was slightly below the national mean in the quantitative business analysis and information systems areas. (08/30/2018)	**Use of Result:** Significant improvement has been made in the Quantitative Analysis and Information Systems sections since a management professor with a strong quantitative background was hired and courses in information systems and analytics were added to the common professional component

Student Learning Outcomes	Assessment Criteria & Procedures	Assessment Results	Use of Results
quality, and quantity of evidence to answer a complex question or solve a complex problem.			of all business bachelor degrees. Goals in these sections were met during the 2016 and 2017 fall semesters. The LSB mean was only slightly below the national mean during the 2017 spring semester. (08/30/2018)
		Finding Reporting Year: 2017-2018 **Goal met:** No Fall 2017: The LSB met its goal in each assessment indicator area. Spring 2018: The LSB met its goal in 7 of the 9 assessment indicator areas. The LSB mean score was slightly below the national mean in the quantitative business analysis and information systems areas. (08/30/2018)	**Use of Result:** The LSB faculty member who teaches MGMT280 (Intro to Management Information Systems) and MGMT371 (Operations & Business Analytics) continues to make adjustments to teaching methods and assignments to deepen students' understanding of difficult concepts covered in these courses. Beginning fall 2018, the professor will implement quizzes to encourage students to read the textbook, assign graded homework, require an online subscription to study material and add more sophisticated Excel exercises. Also, she will begin the semester by giving a presentation on how to succeed in quantitative courses. (08/30/2018)
Professional Skills - Graduates will demonstrate skills in research, communications and critical thinking. **Goal Status:** Active **Goal Category:** Student Learning **Goal Level (Bloom/Webb):** Mid-Level (Analyzing/Applying) [Bloom] **Institutional Learning:** ILO4 - Professional Responsibility - Students will demonstrate the ability	**Direct - Capstone Project - including undergraduate research -** Business plan project completed in capstone course (BUSN466-Business Policy) **Criteria Target:** At least 80% of students will earn 80% or higher	**Finding Reporting Year:** 2016-2017 **Goal met:** Yes Fall 2016 - 80% of students earned 80% of higher Spring 2017 - 100% of students earned 80% of higher (08/30/2018)	**Use of Result:** LSB faculty and staff are pleased with the improvement shown, as the LSB fell short of its goal during both the fall 2015 (71%) and spring 2016 (78%) semesters. The instructor of BUSN466 equates the improvement in student performance to the following actions: The instructor spent

Student Learning Outcomes	Assessment Criteria & Procedures	Assessment Results	Use of Results
to apply professional ethics and intercultural competence when answering a question, solving a problem, or achieving a goal.			more time with individual students early in the process to provide guidance and mentorship. The instructor provided the grading rubric with the syllabus which provided an outline of each section. The grading rubric also provided LSB faculty with data on which sections students need improvement in that can be tied back to course content. (08/30/2018)
		Finding Reporting Year: 2017-2018 **Goal met:** Yes Fall 2017 - 100% of students scored 80% of higher Spring 2018 - 95% of students scored 80% of higher (08/30/2018)	**Use of Result:** LSB faculty and staff will review business plan results together at a School meeting each semester during which the instructor can provide feedback on student performance and curriculum adjustments can be discussed. (08/30/2018)

CoIS Assessment: Reporting Units

Lukenda School of Business 18sept18

LAKE SUPERIOR
STATE UNIVERSITY

Program (CoIS) - Small Business Administration AA

Assessment Contact: Prof. Marta Diaz

Student Learning Outcomes	Assessment Criteria & Procedures	Assessment Results	Use of Results
Management Functions - Graduates will be able to describe the functions of management and apply them appropriately in the workplace. **Goal Status:** Active **Goal Category:** Student Learning **Goal Level (Bloom/Webb):** Mid-Level (Analyzing/Applying) [Bloom] **Institutional Learning:** ILO4 - Professional Responsibility - Students will demonstrate the ability to apply professional ethics and intercultural competence when answering a question, solving a problem, or achieving a goal.	**Direct - Group project, collaborative learning -** Major Project group assignment completed in MGMT360 (Management Concepts & Applications) **Criteria Target:** 75% of students will score 75% or higher on the project **High Impact Program Practices 1:** Collaborative Assignments, Projects	**Finding Reporting Year:** 2016-2017 **Goal met:** No Fall 2016 - 9% of students scored 75% or higher (average score = 63%) Spring 2017 - 10% of students scored 75% or higher (average score = 66%) (08/29/2018)	**Use of Result:** This major group project was implemented during the fall 2016 semester. The instructor concluded many students did not understand the importance of all team members contributing equally throughout the project and how participation affected their grade. The instructor tried to communicate this more clearly during the spring 2017 semester. Because the results only improved slightly, the instructor will implement a peer evaluation component to the project going forward. (08/29/2018)
		Finding Reporting Year: 2017-2018 **Goal met:** No Fall 2017 - 43% of students scored 75% or higher (average score = 70%) Spring 2018 - 44% of students scored 75% or higher (average score = 66%) (08/29/2018)	**Use of Result:** Going forward, the instructor is going to allow students to apply a new concept to their projects during class time after it has been introduced and discussed. The instructor will provide feedback on their work and encourage students to contribute equally during this time. (08/29/2018)

Student Learning Outcomes	Assessment Criteria & Procedures	Assessment Results	Use of Results
Communication - Graduates will be able to demonstrate oral and written communication skills appropriate for a business environment. **Goal Status:** Active **Goal Category:** Student Learning **Goal Level (Bloom/Webb):** Level 2 (Skills and Concepts) [Webb] **Institutional Learning:** ILO1 - Formal Communication - Students will develop and clearly express complex ideas in written and oral presentations.	**Direct - Writing Intensive Assignment -** Individual Portfolio semester-long project completed in BUSN231 (Business Communications) **Criteria Target:** 75% of students will score 75% or higher	**Finding Reporting Year:** 2016-2017 **Goal met:** No 56% of students scored 75% or higher (08/29/2018)	**Use of Result:** This project was implemented during the spring 2017 semester. All students failed during their first attempt. The instructor provided feedback and allowed students to resubmit their projects. However, many students still did not meet the instructor's expectations and the target was not met. Going forward, the instructor will provide more examples of the type and quality of work that should be included in the portfolios. (08/29/2018)
		Finding Reporting Year: 2017-2018 **Goal met:** No Fall 2017 - 54% of students scored 75% or higher Spring 2018 - 95% of students scored 75% or higher (72% for the year) (08/29/2018)	**Use of Result:** After many of the students did not meet the instructor's expectations during the fall semester, the instructor provided more coaching to individual students and implemented peer review. The results significantly improved during the spring 2018 semester. The instructor provided bonus points during this semester but concluded this practice is not necessary and will discontinue this going forward. These results are based on every student who took BUSN231 during the academic year. Going forward, results will be separated and analyzed by student major program. (08/29/2018)
Technology - Graduates will be able to effectively utilize technology within the functional areas of	**Direct - Laboratory, Clinical, Skill/Competency Assessments -** Computer lab sessions with Excel	**Finding Reporting Year:** 2016-2017 **Goal met:** Yes 83% of students successfully completed the lab sessions	**Use of Result:** No corrective action will be taken currently since the goal was met.

Student Learning Outcomes	Assessment Criteria & Procedures	Assessment Results	Use of Results
business. **Goal Status:** Active **Goal Category:** Student Learning **Goal Level (Bloom/Webb):** Mid-Level (Analyzing/Applying) [Bloom]	and Access completed in MGMT 280 (Introduction to Management Information Systems) **Criteria Target:** 85% of the students will obtain 75% or above	(08/29/2018) **Finding Reporting Year:** 2017-2018 **Goal met:** Yes 100% of students successfully completed the lab sessions (08/29/2018)	(08/29/2018) **Use of Result:** Going forward, data will be separated and analyzed based on student major program. (08/29/2018)

CoIS Assessment: Reporting Units

Lukenda School of Business 18sept18

LAKE SUPERIOR
STATE UNIVERSITY

Program (CoIS) - Technical Accounting AA

Mission Statement: Undergraduate teaching and learning for undergraduate accounting students is designed to provide students with sufficient technical and professional knowledge as well as skills to form the foundation for a successful accounting career.
Assessment Contact: Prof. Mindy McCready

Student Learning Outcomes	Assessment Criteria & Procedures	Assessment Results	Use of Results
Accounting Principles - Graduates will be able to apply generally accepted accounting principles to record and report accounting information relevant to internal and external users. **Goal Status:** Active **Goal Category:** Student Learning **Goal Level (Bloom/Webb):** Level 2 (Skills and Concepts) [Webb] **Institutional Learning:** ILO2 - Use of Evidence - Students will identify the need for, gather, and accurately process the appropriate type, quality, and quantity of evidence to answer a complex question or solve a complex problem.	**Direct - Exam/Quiz - within the course -** Exam 1 completed in ACTG132 that requires students to perform the first 5 steps of the accounting cycle **Criteria Target:** 80% of students will score 75% or higher	**Finding Reporting Year:** 2016-2017 **Goal met:** Yes 86% of students scored 75% or higher (08/29/2018)	**Use of Result:** Because the goal was met, no changes will be made currently based on these results. (08/29/2018)
		Finding Reporting Year: 2017-2018 **Goal met:** Yes 90% of students scored 75% or higher (08/28/2018)	**Use of Result:** This data is based on all students who took ACTG132 during the fall 2017 semester. Going forward, we will separate and analyze the data by student major program. (08/28/2018)
	Direct - Exam/Quiz - within the course - Exam 2 completed in ACTG132 that requires students to perform the last 4 steps of the accounting cycle **Criteria Target:** 80% of students will score 75% or higher	**Finding Reporting Year:** 2016-2017 **Goal met:** No 67% of students scored 75% or higher (08/29/2018)	**Use of Result:** Students struggled with closing entries. Additional examples will be completed together in class going forward. (08/29/2018)
		Finding Reporting Year: 2017-2018 **Goal met:** No 71% of students scored 75% or higher (08/28/2018)	**Use of Result:** Students struggled with preparing closing entries. Additional class time will be allocated to this concept and additional related homework problems will be assigned. (08/28/2018)
Communication - Graduates will be	**Direct - Writing Intensive**	**Finding Reporting Year:** 2016-2017	

Student Learning Outcomes	Assessment Criteria & Procedures	Assessment Results	Use of Results
able to demonstrate oral and written communication skills appropriate for a business environment. **Goal Status:** Active **Goal Category:** Student Learning **Goal Level (Bloom/Webb):** Level 2 (Skills and Concepts) [Webb] **Institutional Learning:** ILO1 - Formal Communication - Students will develop and clearly express complex ideas in written and oral presentations.	**Assignment -** Individual Portfolio semester-long project completed in BUSN231 (Business Communications) **Criteria Target:** 75% of students will score 75% or higher **High Impact Program Practices 1:** Writing-Intensive Course(s)	**Goal met:** No 56% of students scored 75% or higher (08/29/2018)	**Use of Result:** This project was implemented during the spring 2017 semester. All students failed during their first attempt. The instructor provided feedback and allowed students to resubmit their projects. However, many students still did not meet the instructor's expectations and the target was not met. Going forward, the instructor will provide more examples of the type and quality of work that should be included in the portfolios. (08/29/2018)
		Finding Reporting Year: 2017-2018 **Goal met:** No Fall 2017 - 54% of students scored 75% or higher Spring 2018 - 95% of students scored 75% or higher (72% for the year) (08/29/2018)	**Use of Result:** After many of the students did not meet the instructor's expectations during the fall semester, the instructor provided more coaching to individual students and implemented peer review. The results significantly improved during the spring 2018 semester. The instructor provided bonus points during this semester but concluded this practice is not necessary and will discontinue this going forward. These results are based on every student who took BUSN231 during the academic year. Going forward, results will be separated and analyzed by student major program. (08/29/2018)
Taxation - Graduates will be able to apply the individual income tax laws of the Internal Revenue Code. **Goal Status:** Active	**Direct - Case Analysis -** Individual Tax Return Project completed in ACTG421 (Federal Taxation Accounting I)	**Finding Reporting Year:** 2016-2017 **Goal met:** Yes 85% of students scored 75% or higher (08/29/2018)	**Use of Result:** Based on feedback from students, two individual income tax return projects will be assigned going forward.

Student Learning Outcomes	Assessment Criteria & Procedures	Assessment Results	Use of Results
Goal Category: Student Learning **Goal Level (Bloom/Webb):** Level 2 (Skills and Concepts) [Webb]	**Criteria Target:** 80% of students will score 75% or higher.	**Finding Reporting Year:** 2017-2018 **Goal met:** Yes 87% of students scored 75% or higher (08/28/2018)	(08/29/2018) **Use of Result:** This data is based on all students who took ACTG421 during 2017-2018. Going forward, results will be separated by student major program. (08/28/2018)