

Please make any necessary changes to the department's purpose statement, goals, or student learning outcomes. Remember each SLO must be assessed between program review cycles.

**Business Program Purpose Statement:**

The department commits itself to fostering students' learning so that they are prepared for professional pursuits and/or graduate study.

The department achieves this purpose when its graduates can:

<b>Program Student Learning Outcomes</b>	<b>2012-2013</b>	<b>2013-2014</b>	<b>2014-2015</b>	<b>2015-2016</b>	<b>2016-2017</b>	<b>2018-2019</b>
Demonstrate knowledge, understanding, and application of the principles, concepts, and tools in each key content area of their major	<b>Program Review</b>	X	X	<b>Assessment Planning</b>		<b>Program Review-Spring</b>
Perform research, analysis, and critical thinking necessary to integrate key content from various business disciplines and other dimensions of society		X	X			
Perform effectively in groups		X	X			
Persuasively communicate business-related ideas in a variety of media and settings		X	X		X	
Develop a global mindset recognizing the diversity of cultures, practices, traditions, and philosophies. Be able to adapt to a changing world.		X	X			

<b>1. Select Your Department</b>	Business
<b>2. Has the program's purpose, SLOs, or program review year changed from the above document?</b>	No
Upload the edited Purpose/SLO doc here.	
<b>3. Will/did the department submit a program review this year? If yes, please attach the final review as a pdf document.</b>	No
Upload program review pdf.	
<b>1. Please select the type of direct evidence of student learning that was gathered THIS YEAR.</b>	
-Oral performance (e.g. oral presentation, conference presentation)	yes
<b>2. Please select the type of indirect evidence of student learning that was gathered THIS YEAR.</b>	
-Student surveys (course evaluation additional questions, program created, from institutional student survey data) contain reports of SLO achievement	yes
<b>3. Please select how the evidence was evaluated, analyzed, or interpreted.</b>	
-Compiled survey results	yes
<b>4. Enter the number of students assessed for each SLO.</b>	73
<b>5. Summarize the results of the assessment activities including the percentage of students that met or exceeded each SLO and a list of student learning strengths and weaknesses.</b>	<p>Direct Assessment:(Oral presentation) All 8 teams consisting of 34 students scored at least 90% of total possible points for content and presentation. Six of the eight teams scored above 95%. The instructor reviewed the scoring done by other students of their peers and agreed with their scoring.</p> <p>Indirect Assessment: (Survey) OVERALL-The results indicated that faculty turnover in the last few years has a negative impact in Marketing and Management. For communications results of the survey the results on question #14 indicate that 86% (63/73) strongly agree or agree that the program has improved the student's oral and written communications skills and the students feel adequately prepared to communicate in a professional setting.</p>
<b>6. Please upload any supporting documentation (i.e. rubrics, data analysis, charts/tables, department minutes, etc.)</b>	<a href="http://app.captainform.com/upload_dld.php?fileid=c99f4d1aa759b37746eed92318383cac">app.captainform.com/upload_dld.php?fileid=c99f4d1aa759b37746eed92318383cac</a>
<b>7. What describes how the program plans to use the results?</b>	
-Assessment procedure changes (SLOs, curriculum map rubrics, evidence collected, sampling, communications with	yes
-Personnel or resource allocation changes	yes
-Results indicated no action needed because students met expectations	yes
Please describe any other uses not listed:	Assessment Procedure: Direct evidence-The department will discuss whether to develop a better rubric for the oral presentations. Personnel changes: With the hiring of Professor Porter for 2016-2017 we are seeing an improvement in the Management Emphasis. With the recent hire of Professor Godfrey we anticipate that the scores for Marketing will improve. According to the student survey overall ratings indicate that 88.7% ((326+523)/957) strongly agree or agree that the department is meeting its mission. We are puzzled why there seems to be 0-5 respondents whom are "unsure" in one of the fourteen areas surveyed.

<b>1. The department will submit a program review NEXT YEAR.</b>	Yes
<b>2. SLO(s) the department will assess NEXT YEAR is/are:</b>	
<b>3. Please select the type of direct evidence of student learning the department plans to use NEXT YEAR.</b>	
-Artistic exhibition/performance	no
-Assignment/exam paper completed as part of regular coursework and used for program-level assessment	no
-Capstone work product (e.g. written paper, presentation, research)	no
-Exam created by department or external agency	no
-Exit exam created by the program	no
-Oral performance (e.g. oral presentation, conference presentation)	no
-Portfolio of student work	no
-Supervisor or employer evaluation of student performance outside the classroom (internship, field experience, practicum, student teaching)	no
Please describe any other direct evidence planned for next year:	
<b>4. Please select the type of indirect evidence of student learning that was gathered NEXT YEAR.</b>	
-Interviews or focus groups that contain self-reports of SLO achievement	no
-Employer meetings/discussions/survey interview of student SLO achievement	no
-Student reflective writing assignment (essay, journal entry, self-assessment) on their SLO achievement	no
-Alumni survey that contains self-reports of SLO achievement	no
-Student surveys (course evaluation additional questions, program created, from institutional student survey data) contain reports of SLO achievement	no
Please describe any other indirect evidence planned for next year:	
<b>5. Based on previous assessment data, what percentage of students does the department expect to meet or exceed the SLO(s)?</b>	
<b>6. Is the department interested in learning how to apply for an assessment grant?</b>	No

## Business Department

### No-Frills Department Annual Assessment Plan for 2016-2017

1. **Goals**-List all department/program goals.

The department commits itself to fostering students' learning so that they are prepared for professional pursuits and/or graduate study.

The department achieves this purpose when its graduates can

1. Demonstrate knowledge, understanding, and application of the principles, concepts, and tools in each key content area of their major.
2. Perform research, analysis, and critical thinking necessary to integrate key content from various business disciplines and other dimensions of society.
3. Perform effectively in groups.
4. Persuasively communicate business-related ideas in a variety of media and settings.
5. Develop a global mindset recognizing the diversity of cultures, practices, traditions, and philosophies. Be able to adapt to a changing world.

2. **Objective**- Select one objective to report; it can be a department or program objective.

Persuasively communicate business-related ideas in a variety of media and settings.

3. **Student learning outcome(s)** associated with the reporting objective:

Students can communicate effectively in various professional settings such as marketing and management presentations.

4. **Assessment** methods used for reporting purposes:

- Direct assessment method: Students' presentations are assessed using the department group oral presentation rubric. (See attachment)
- Indirect assessment method: Students are surveyed about their communication skills using the department assessment instrument. (See attachment)

## Business Department Presentation Rating Form Data

Team #	# of people	Content					Total/TPP*	Presentation					Total/TPP*	Grand Total/TPP*
		5 Excellent	4 Good	3 Average	2 Fair	1 Poor		5 Excellent	4 Good	3 Average	2 Fair	1 Poor		
1	4	11					55/55	10	1				54/55	109/110
2	4	11	1				59/60	12					60/60	119/120
3	3	10	2	1			61/65	7	3	3			56/65	117/130
4	5	13					65/65	8	5				60/65	125/130
1A	5	7	6	1			62/70	10	3	1			65/70	127/140
2B	5	13	2				73/75	12	2	1			71/75	144/150
3C	3	14	3				82/85	16	1				84/85	166/170
4D	5	11	1				59/60	10	2				58/60	117/120

\*TPP=Total Points Possible

**McPherson College**  
**Business Department**  
**Group Project**  
**Presentation Rating Form**

GROUP NUMBER/TOPIC \_\_\_\_\_

	Poor	Fair	Average	Good	Excellent
Rating System	1	2	3	4	5

**I. CONTENT:**

- Technical Content (significance, value of information presented)
- Apply the fundamentals of the various areas of Research Methods
- Carry out effective research in their area of concentration and interpret findings
- Plan and implement recommendations, as per problem statement and purpose
- Diagnosis, Design, Data collection and Data analysis were adequate
- Organization (logical organization of oral presentation)
- Relevance of information
- Feasibility & practicality
- Clarity (ability of Speaker to explain technical material well)

**II. PRESENTATION:**

- Preparedness (delivery quality, absence of lengthy pauses, presentation length, effective use of aids)
- Delivery (conviction, forcefulness)
- Clarity (easily understood)
- Impact (ability of Speaker to hold audience attention)
- Originality of product/service (idea)
- Aids (clarity and quality of overhead slides)
- Creativity in presentation of self (appearance)
- Appropriate of dress (presenters)
- Post-talk Discussion (Speaker response effectiveness to questions and defense of conclusions)

**Total (out of 10)**.....

**Remarks (Feedback, Constructive Criticism):**

\_\_\_\_\_  
 \_\_\_\_\_

Presenter Name \_\_\_\_\_ Date \_\_\_\_\_

Presenter Signature \_\_\_\_\_

Business Department Assessment Results, 2016-2017

Management Majors

Questions 2-14 are on following pages

	Seniors					Juniors				
	Strongly Agree	Agree	Disagree	Strongly Disagree	Unsure	Strongly Agree	Agree	Disagree	Strongly Disagree	Unsure
1. This program has provided me an adequate level of competence in management to prepare me for my career.	13	13	1	0	1	2	8	0	0	0

Sophomores					Other					Ratings Total				
Strongly Agree	Agree	Disagree	Strongly Disagree	Unsure	Strongly Agree	Agree	Disagree	Strongly Disagree	Unsure	Strongly Agree	Agree	Disagree	Strongly Disagree	Unsure
2	11	2	0	2	1	2	0	0	0	18	34	3	0	3

Business Department Assessment Results, 2016-2017

Marketing Majors

	Seniors					Juniors				
	Strongly Agree	Agree	Disagree	Strongly Disagree	Unsure	Strongly Agree	Agree	Disagree	Strongly Disagree	Unsure
1. I believe I am able to appropriately apply marketing principles to real life situations.	3	5	7	2	1	2	4	1	0	2

Sophomores					Other					Ratings Total				
Strongly Agree	Agree	Disagree	Strongly Disagree	Unsure	Strongly Agree	Agree	Disagree	Strongly Disagree	Unsure	Strongly Agree	Agree	Disagree	Strongly Disagree	Unsure
2	8	1	1	1	1	2	0	0	0	8	19	9	3	4

Business Department Assessment Results, 2016-2017

Finance Majors

	Seniors					Juniors				
	Strongly Agree	Agree	Disagree	Strongly Disagree	Unsure	Strongly Agree	Agree	Disagree	Strongly Disagree	Unsure
1. This program has adequately prepared me for a career in the Finance field.	10	5	0	0	0	4	2	0	0	0

Sophomores					Other					Totals				
Strongly Agree	Agree	Disagree	Strongly Disagree	Unsure	Strongly Agree	Agree	Disagree	Strongly Disagree	Unsure	Strongly Agree	Agree	Disagree	Strongly Disagree	Unsure
5	6	1	0	2	1	2	0	0	0	20	15	1	0	2

Business Department Assessment Results, 2016-2017

Accounting Majors

	Seniors					Juniors				
	Strongly Agree	Agree	Disagree	Strongly Disagree	Unsure	Strongly Agree	Agree	Disagree	Strongly Disagree	Unsure
1. This program has adequately prepared me for a career in the accounting field.	8	5	1	0	0	3	2	0	0	0

Sophomores					Other					Ratings Total				
Strongly Agree	Agree	Disagree	Strongly Disagree	Unsure	Strongly Agree	Agree	Disagree	Strongly Disagree	Unsure	Strongly Agree	Agree	Disagree	Strongly Disagree	Unsure
4	8	0	0	3	1	2	0	0	0	16	17	1	0	3

Business Department Assessment Results, 2016-2017

All Majors

Business Department Assessment Results	Seniors					Juniors				
	Strongly Agree	Agree	Disagree	Strongly Disagree	Unsure	Strongly Agree	Agree	Disagree	Strongly Disagree	Unsure
2. This program has given me a broad understanding of the interrelationships among different business functions and how they must all be integrated to create successful business or organization.	15	24	0	0	0	5	7	0	0	0
3. This program has enhanced my ethical decision making.	12	24	3	0	0	6	6	0	0	0
4. This program has enhanced my critical thinking.	21	18	0	0	0	6	5	0	0	1
5. This program has provided me with adequate teamwork skills for any challenges and situations that I might face in and outside of the classroom.	21	17	0	0	1	3	9	0	0	0
6. This program has provided me with adequate awareness of the global, economic, environmental, political, ethical, legal and regulatory contexts of business practice.	7	29	1	1	1	4	8	0	0	0
7. This program has provided me with adequate academic advising for me to set academic goals and create a plan for achieving them.	13	20	5	1	0	5	6	1	0	0
8. I am very satisfied with the course offerings in the department.	8	22	5	0	4	3	7	2	0	0
9. The course in the department are reasonable in terms of workload and faculty standards.	9	23	5	1	0	4	8	0	0	0
10. The faculty is open and accessible to students.	21	18	0	0	0	7	5	0	0	0
11. I am comfortable working with my professors one-on-one.	27	12	0	0	0	7	5	0	0	0
12. My work in the department has adequately prepared me for work and/or graduate school.	11	25	2	0	1	5	6	0	0	1
13. I have had opportunities to apply what I have learned in the courses outside of the classroom (through co-curricular activities or off-campus study).	12	21	5	0	1	4	7	1	0	0
14. This program has improved my oral and written communication skills, and I feel adequately prepared to communicate in a professional setting.	14	24	0	0	1	3	7	0	0	2
	177	277	27	10	9	72	55	4	0	4

The questions on this page start on #2 because of question #1 is major specific.

Sophomores										Other	Rabbits Total				
Strongly Agree	Agree	Disagree	Strongly Disagree	Unsure	Strongly Agree	Agree	Disagree	Strongly Disagree	Unsure	Strongly Agree	Agree	Disagree	Strongly Disagree	Unsure	
4	12	2	0	0	1	3	0	0	0	25	46	2	0	0	
4	9	5	0	0	0	3	1	0	0	22	42	9	0	0	
5	10	2	0	1	0	3	1	0	0	32	36	3	0	2	
2	11	5	0	1	2	1	1	0	0	23	38	5	0	2	
2	9	5	0	2	1	2	1	0	0	14	48	7	1	3	
5	13	0	0	1	2	2	0	0	0	25	41	6	1	1	
3	12	2	1	1	2	2	0	0	0	16	43	9	1	5	
4	12	2	0	1	1	2	0	0	2	18	45	7	1	3	
8	10	0	0	1	1	3	0	0	0	37	36	0	0	1	
9	7	0	0	3	1	3	0	0	0	44	27	0	0	3	
6	9	3	0	1	1	3	0	0	0	23	43	5	0	3	
3	7	7	1	1	1	2	1	0	0	20	37	14	1	2	
4	8	4	0	2	1	2	0	1	0	22	41	4	1	5	
55	24	7	2	5	10	11	5	1	2	326	572	72	6	30	

## McPherson College Business Department Assessment Instrument

### Seniors:

- To me, it seems like the "core" classes of the management business courses are top-notch (Accounting, Small Business Management, Strategy and Policy, Intro to Business, etc). However, the other courses have seemed to be lacking. I am aware this is mainly due to the high turn-over of professors. Would love to see them improved!
- It was fine. No Division I education but Rod did a damn good job.
- Rod classes certainly offer the best real-world experience.
- My experience as a Business major has been pretty great. However, I am disappointed that a new professor would be allowed to "teach" a senior capstone class. Market Research has lowered my views of this department. I feel jipped that I paid to take this course. My career is in market research and I will have to rely on my own outside learning to make it through. Outside of the marketing classes the past four years, I loved the business courses.
- Learned more in Strat & Policy than I did in 4 years.
- Make surveys more specific and less broad. One cannot point out specifically who is doing well or not. It will score an average even though some professors are spectacular, while other are lackluster.
- All of my Business classes have been favorable until Marketing Research based on the fact that the professor doesn't really know what he is doing.
- Rod is great and so is Matt. I feel however that over the past 4 years I was led time and money on previous business classes because the professors sucked.
- Great program. Rod is an amazing teacher.
- Strongest department in my opinion. Great with open communication channels.
- The accounting and finance classes are quite strong. However, I believe at least the marketing area needs some work.
- Some professors over the years made "learning" difficult.
- One area of the business department that needs improvement is the marketing area. Better professors for this area.
- My experience has been great overall except this last semester. The main reason: Tom Barlow. There were multiple times he spent on stories on his life rather than focusing on the material and his grading techniques are flawed.
- The course could be more equal in difficult.

### Juniors:

- Overall, I have a very positive experience with the business department.
- The professors do a great job at applying real world situations and cases to the classroom.
- The classes offered are good, but it is difficult to get things with some only offered Fall/Spring every 2 years.

- I think this class was taught really well and I couldn't find anything I would want to improve.
- For marketing, I wish we had more real-life experience and ways to apply what we had learned.
- My experience in the Business program here has been great, and I am excited to see what the new professor brings to the table. The professors are the best ones on campus.

**Sophomores:**

- Overall, this department is solid and I have gained a lot of knowledge. Thank you McPherson College.
- The professors are very accessible to the students.

**McPherson College**  
**Business Department Assessment Instrument**

This survey is being administered to all sophomore, junior and senior majors in order for us to get valuable information that will be used in our department review. Please answer these questions as honestly and thoughtfully as possible, and make additional comments where appropriate.

**PLEASE ONE OF THE FOLLOWING: Sophomore \_\_\_\_\_; Junior \_\_\_\_\_; Senior \_\_\_\_\_**

**Management Majors**

1. This program has provided me an adequate level of competence in management to prepare me for my career.

Strongly agree       Agree       Disagree       Strongly disagree       Unsure

**Marketing Majors**

1. I believe I am able to appropriately apply marketing principles to real life situations.

Strongly agree       Agree       Disagree       Strongly disagree       Unsure

**Accounting Majors**

1. This program has adequately prepared me for a career in the accounting field.

Strongly agree       Agree       Disagree       Strongly disagree       Unsure

**Finance Major**

1. This program has adequately prepared me for a career in the Finance field.

Strongly agree       Agree       Disagree       Strongly disagree       Unsure

**All Majors**

2. This program has given me a broad understanding of the interrelationships among different business functions and how they must all be integrated to create a successful business or organization.

Strongly agree       Agree       Disagree       Strongly disagree       Unsure

3. This program has enhanced my ethical decision making.

Strongly agree       Agree       Disagree       Strongly disagree       Unsure

4. This program has enhanced my critical reasoning.

Strongly agree       Agree       Disagree       Strongly disagree       Unsure

5. This program has provided me with adequate teamwork skills for any challenges and situations that I might face in and outside of the classroom.
- Strongly agree     Agree     Disagree     Strongly disagree     Unsure
6. This program has provided me with adequate awareness of the global, economic, environmental, political, ethical, legal and regulatory contexts of business practice.
- Strongly agree     Agree     Disagree     Strongly disagree     Unsure
7. This program has provided me with adequate academic advising for me to set academic goals and create a plan for achieving them.
- Strongly agree     Agree     Disagree     Strongly disagree     Unsure
8. I am very satisfied with the course offerings in the department.
- Strongly agree     Agree     Disagree     Strongly disagree     Unsure
9. The courses in the department are reasonable in terms of workload and faculty standards.
- Strongly agree     Agree     Disagree     Strongly disagree     Unsure
10. The faculty is open and accessible to students.
- Strongly agree     Agree     Disagree     Strongly disagree     Unsure
11. I am comfortable working with my professors one-on-one.
- Strongly agree     Agree     Disagree     Strongly disagree     Unsure
12. My work in the department has adequately prepared me for work and/or graduate school.
- Strongly agree     Agree     Disagree     Strongly disagree     Unsure
13. I have had opportunities to apply what I have learned in courses outside of the classroom (through co-curricular activities or off-campus study).
- Strongly agree     Agree     Disagree     Strongly disagree     Unsure
14. This program has improved my oral and written communication skills, and I feel adequately prepared to communicate in a professional setting.

Strongly agree     Agree     Disagree     Strongly disagree     Unsure

15. Please feel free to make any additional comments about your experience as a Business major.