

Northwestern

OKLAHOMA STATE UNIVERSITY

DIVISION OF BUSINESS

**AY 2022-2023
ASSESSMENT REPORT**

Issued: Spring 2024

(updated: May 1, 2024)

The Peregrine Academic Services Assessment Test (PAS) is the instrument used to measure student performance in key indicators. Faculty believed that the PAS provided many benefits that could be instrumental to identifying, measuring, and amending student learning outcomes over the long-term. Among these benefits is having the raw data to be able to analyze, assessing the ACBSP Common Professional Component, breadth of outside benchmarking opportunities, and the pretest/posttest model. This approach has been used with only minor changes since the 2014-2015 academic year (See Appendix 1). To coincide with the ACBSP Reaffirmation process (and the 2021-2022 Self-Study Year), the decision was made to thoroughly review our Program Assessment processes, and make changes to the process, in the spirit of continuous improvement.

Program Outcomes for All Division of Business

1. Graduating students should have basic knowledge of the 12/13 disciplines of the ACBSP Undergraduate Common Professional Component.
 During the MGMT 4433 Business Policy course, the students will take the Peregrine Academic Services Assessment Test (PAS).

Measure 1

| | | Analysis of Results | | | | | | | | | | | | | | | | | | | | | |
|---|--|--|--|--|---|------|-------------------------------|--------|-------|----|-----|-------|-----|-----|-------|-----|-----|-------|-----|-----|-------|-----|-----|
| Performance Measure (Competency) | Description of Measurement Instrument | Areas of Success | Analysis and Action Taken | Results of Action Taken (occurs in the following year) | NWOSU scores above 50 th Percentile | | | | | | | | | | | | | | | | | | |
| 60% of the students will score above the 50 th percentile on the PAS | Peregrine Assessment Test Direct External Summative Comparative | Performance has been consistently below target, but has shown a positive trend. Scores are still below target. | Score reflects students' knowledge after all core courses are completed. Significant Faculty churn has taken place over the past five years. Wait to see if the higher score in 21-22 is an anomaly. | Take no action until after the 2023-24 Report. Monitor for continued positive trend. | <table border="1"> <caption>NWOSU scores above 50th Percentile</caption> <thead> <tr> <th>Year</th> <th>% At or above 50th Percentile</th> <th>Target</th> </tr> </thead> <tbody> <tr> <td>18-19</td> <td>4%</td> <td>60%</td> </tr> <tr> <td>19-20</td> <td>13%</td> <td>60%</td> </tr> <tr> <td>20-21</td> <td>17%</td> <td>60%</td> </tr> <tr> <td>21-22</td> <td>54%</td> <td>60%</td> </tr> <tr> <td>22-23</td> <td>31%</td> <td>60%</td> </tr> </tbody> </table> | Year | % At or above 50th Percentile | Target | 18-19 | 4% | 60% | 19-20 | 13% | 60% | 20-21 | 17% | 60% | 21-22 | 54% | 60% | 22-23 | 31% | 60% |
| Year | % At or above 50th Percentile | Target | | | | | | | | | | | | | | | | | | | | | |
| 18-19 | 4% | 60% | | | | | | | | | | | | | | | | | | | | | |
| 19-20 | 13% | 60% | | | | | | | | | | | | | | | | | | | | | |
| 20-21 | 17% | 60% | | | | | | | | | | | | | | | | | | | | | |
| 21-22 | 54% | 60% | | | | | | | | | | | | | | | | | | | | | |
| 22-23 | 31% | 60% | | | | | | | | | | | | | | | | | | | | | |

1. Graduating students should have basic knowledge of the 12/13 disciplines of the ACBSP Undergraduate Common Professional Component.

During the MGMT 4433 Business Policy course, the students will take the Peregrine Academic Services Assessment Test (PAS).

Measure 2

| Performance Measure (Competency) | Description of Measurement Instrument | Areas of Success | Analysis and Action Taken | Results of Action Taken (occurs in the following year) | NWOSU Mean Scores vs. ACBSP Region 6 | | | | | | | | | | | | | | | | | | |
|---|--|--|---|--|---|------|-------|--------|-------|----|----|-------|----|----|-------|----|----|-------|----|----|-------|----|----|
| The institution mean PAS score will be above the ACBSP Region 6 institutions. | Peregrine Assessment Test Direct External Summative Comparative | Performance of ACBSP Region 6 schools shows flat trend. NWOSU scores are slightly lower, but do seem to follow the Region 6 trend. | Scores are expected to mirror one another over the long term if external forces are not a significant factor. Since the Region 6 and NWOSU scores are close, and tend to follow Region 6 scores, no major action will be taken. | Continue to monitor for trend and/or match with Region 6 scores. | <table border="1"> <caption>NWOSU Mean Scores vs. ACBSP Region 6</caption> <thead> <tr> <th>Year</th> <th>NWOSU</th> <th>Target</th> </tr> </thead> <tbody> <tr> <td>18-19</td> <td>42</td> <td>55</td> </tr> <tr> <td>19-20</td> <td>48</td> <td>60</td> </tr> <tr> <td>20-21</td> <td>45</td> <td>58</td> </tr> <tr> <td>21-22</td> <td>48</td> <td>60</td> </tr> <tr> <td>22-23</td> <td>46</td> <td>60</td> </tr> </tbody> </table> | Year | NWOSU | Target | 18-19 | 42 | 55 | 19-20 | 48 | 60 | 20-21 | 45 | 58 | 21-22 | 48 | 60 | 22-23 | 46 | 60 |
| Year | NWOSU | Target | | | | | | | | | | | | | | | | | | | | | |
| 18-19 | 42 | 55 | | | | | | | | | | | | | | | | | | | | | |
| 19-20 | 48 | 60 | | | | | | | | | | | | | | | | | | | | | |
| 20-21 | 45 | 58 | | | | | | | | | | | | | | | | | | | | | |
| 21-22 | 48 | 60 | | | | | | | | | | | | | | | | | | | | | |
| 22-23 | 46 | 60 | | | | | | | | | | | | | | | | | | | | | |

Program Outcomes for All Division of Business

2. Graduating students should have well developed communication skills.

During GBUS 3753 Business Research students will prepare and make a presentation that will be assessed based on a faculty-approved rubric.

Measure 1

| | | Analysis of Results | | | | | | | | | | | | | | | | | | | | | |
|---|---|---|--|---|--|------|-------------|--------|-------|----|----|-------|----|----|-------|----|----|-------|----|----|-------|----|----|
| Performance Measure (Competency) | Description of Measurement Instrument | Areas of Success | Analysis and Action Taken | Results of Action Taken | Presentation Skills: GBUS3753 | | | | | | | | | | | | | | | | | | |
| 80% of the students must score at or higher than acceptable on a faculty-approved rubric. | Research presentations were assessed by faculty using the Presentation Assessment Rubric (Plan Attachment 1) Direct Formative Internal | Performance has improved over the previous 5 years with a significant decrease in 19-20, but a substantial increase in 20-21 through 2022-23. | The big drop for 19-20 seems to be an anomaly. Scores are back to where they were (on target) in previous years. | No changes are to be made. Continue to monitor for trend. 2023-2024 Assessment Committee may modify and/or recommend deletion or demotion of this measure. | <p align="center">Communication Skills</p> <table border="1"> <caption>Communication Skills Data</caption> <thead> <tr> <th>Year</th> <th>NWOSU Score</th> <th>Target</th> </tr> </thead> <tbody> <tr> <td>18-19</td> <td>80</td> <td>80</td> </tr> <tr> <td>19-20</td> <td>35</td> <td>80</td> </tr> <tr> <td>20-21</td> <td>65</td> <td>80</td> </tr> <tr> <td>21-22</td> <td>60</td> <td>80</td> </tr> <tr> <td>22-23</td> <td>80</td> <td>80</td> </tr> </tbody> </table> | Year | NWOSU Score | Target | 18-19 | 80 | 80 | 19-20 | 35 | 80 | 20-21 | 65 | 80 | 21-22 | 60 | 80 | 22-23 | 80 | 80 |
| Year | NWOSU Score | Target | | | | | | | | | | | | | | | | | | | | | |
| 18-19 | 80 | 80 | | | | | | | | | | | | | | | | | | | | | |
| 19-20 | 35 | 80 | | | | | | | | | | | | | | | | | | | | | |
| 20-21 | 65 | 80 | | | | | | | | | | | | | | | | | | | | | |
| 21-22 | 60 | 80 | | | | | | | | | | | | | | | | | | | | | |
| 22-23 | 80 | 80 | | | | | | | | | | | | | | | | | | | | | |

Program Outcomes for All Division of Business

2. Graduating students should have well developed communication skills.

During the MGMT 4433 Business Policy course, the students will prepare and make a presentation that will be assessed with a faculty-developed rubric.

Measure 2

| | | Analysis of Results | | | | | | | | | | | | | | | | | | | | | |
|---|--|---|---|---|--|------|-------------|--------|-------|----|----|-------|----|----|-------|----|----|-------|----|----|-------|----|----|
| Performance Measure (Competency) | Description of Measurement Instrument | Areas of Success | Analysis and Action Taken | Results of Action Taken | Oral Communication: MGMT4433 | | | | | | | | | | | | | | | | | | |
| 80% of the students must score at or higher than acceptable on a faculty-approved rubric. | Stockholder presentations were assessed by faculty using the Presentation Assessment Rubric (Plan Attachment 1) Direct Summative Internal | Results are steady and at or near target levels. Missing data for 21-22. | Long-term results indicate that adding presentations in multiple classes has largely been successful. No data for 2021-2022. See note below. New Faculty member for MGMT 4433. 22/23 data point may be outlier. | Continue with no adjustments. Monitor for substantial change in scores. Watch for trend in 2023-24 Report. | <p align="center">Communication Skills</p> <table border="1"> <caption>Communication Skills Data</caption> <thead> <tr> <th>Year</th> <th>NWOSU Score</th> <th>Target</th> </tr> </thead> <tbody> <tr> <td>18-19</td> <td>72</td> <td>80</td> </tr> <tr> <td>19-20</td> <td>70</td> <td>80</td> </tr> <tr> <td>20-21</td> <td>72</td> <td>80</td> </tr> <tr> <td>21-22</td> <td>80</td> <td>80</td> </tr> <tr> <td>22-23</td> <td>40</td> <td>80</td> </tr> </tbody> </table> | Year | NWOSU Score | Target | 18-19 | 72 | 80 | 19-20 | 70 | 80 | 20-21 | 72 | 80 | 21-22 | 80 | 80 | 22-23 | 40 | 80 |
| Year | NWOSU Score | Target | | | | | | | | | | | | | | | | | | | | | |
| 18-19 | 72 | 80 | | | | | | | | | | | | | | | | | | | | | |
| 19-20 | 70 | 80 | | | | | | | | | | | | | | | | | | | | | |
| 20-21 | 72 | 80 | | | | | | | | | | | | | | | | | | | | | |
| 21-22 | 80 | 80 | | | | | | | | | | | | | | | | | | | | | |
| 22-23 | 40 | 80 | | | | | | | | | | | | | | | | | | | | | |

NOTE: No Data for 2021-2022. This is due to the sole instructor for Business Policy leaving suddenly in August, 2022. The instructor was contacted in September, 2022 and asked to supply the information, but has declined to do so.

Program Outcomes for All Division of Business

3) Graduating students are expected to think critically.

During the MGMT 3063 Principles of Management course, students will prepare a case analysis demonstrating the ability to identify issues, analyze issues, develop reasonable alternatives and propose a plausible solution.

Measure 1

| | | Analysis of Results | | Critical Thinking: MGMT3063 | | | | | | | | | | | | | | | | | | | |
|---|--|---|---|--|---|---------------|----------------------|------------|-------|-----|----|-------|----|----|-------|----|----|-------|-----|----|-------|----|----|
| Performance Measure (Competency) | Description of Measurement Instrument | Areas of Success | Analysis and Action Taken | Results of Action Taken (occurs in the following year) | | | | | | | | | | | | | | | | | | | |
| 80% of the students will demonstrate (meet or exceed) acceptable critical thinking abilities using a faculty-approved rubric. | The assignment was assessed using the Critical Thinking Assessment Rubric (Plan Attachment 4) Direct Formative Internal | Performance is at or near target, with a significant decrease in AY18-19. AY19-20 through AY22-23 saw significant improvements in scores. | Student performance has improved since 18-19. Changes to the content and assignment were done in previous years which may be influencing the measurable outcome. Student perf. Appears to be steady. | No changes recommended. Continue to monitor for trend. | <table border="1"> <caption>Critical Thinking: MGMT3063 Performance Data</caption> <thead> <tr> <th>Academic Year</th> <th>NWSU Performance (%)</th> <th>Target (%)</th> </tr> </thead> <tbody> <tr> <td>18-19</td> <td>~50</td> <td>80</td> </tr> <tr> <td>19-20</td> <td>80</td> <td>80</td> </tr> <tr> <td>20-21</td> <td>80</td> <td>80</td> </tr> <tr> <td>21-22</td> <td>~68</td> <td>80</td> </tr> <tr> <td>22-23</td> <td>80</td> <td>80</td> </tr> </tbody> </table> | Academic Year | NWSU Performance (%) | Target (%) | 18-19 | ~50 | 80 | 19-20 | 80 | 80 | 20-21 | 80 | 80 | 21-22 | ~68 | 80 | 22-23 | 80 | 80 |
| Academic Year | NWSU Performance (%) | Target (%) | | | | | | | | | | | | | | | | | | | | | |
| 18-19 | ~50 | 80 | | | | | | | | | | | | | | | | | | | | | |
| 19-20 | 80 | 80 | | | | | | | | | | | | | | | | | | | | | |
| 20-21 | 80 | 80 | | | | | | | | | | | | | | | | | | | | | |
| 21-22 | ~68 | 80 | | | | | | | | | | | | | | | | | | | | | |
| 22-23 | 80 | 80 | | | | | | | | | | | | | | | | | | | | | |

NOTE: The composite score (78.8) was a composite of three MGMT 3063 classes across two instructors.

Program Outcomes for All Division of Business

4) Graduating students are expected to possess knowledge of leadership principles and demonstrate teamwork skills.

During the GBUS 3953 Business, Society & Government course, the students will complete a team Simulation and associated presentation. Peer evaluation of the interpersonal communication/teamwork on the simulation team will be measured using a rubric.

Measure 1

| | | Analysis of Results | | | Interpersonal Communication: GBUS3953 | | | | | | | | | | | | | | | | | | |
|---|---|--|--|---|---|------|-------------|--------------|-------|----|----|-------|----|----|-------|----|----|-------|----|----|-------|----|----|
| Performance Measure (Competency) | Description of Measurement Instrument | Areas of Success | Analysis and Action Taken | Results of Action Taken (occurs in the following year) | | | | | | | | | | | | | | | | | | | |
| 80% of the students must score at or higher than the acceptable on a faculty-approved rubric. | Peer Evaluations Indirect Formative Internal | Performance has remained near the target over 5 years. | Significant instructor churn has occurred in last 3 years. | Take no immediate action. Continue to monitor trend. | <table border="1"> <caption>Interpersonal Communication: GBUS3953 Data</caption> <thead> <tr> <th>Year</th> <th>NWOSU Score</th> <th>Target Score</th> </tr> </thead> <tbody> <tr> <td>18-19</td> <td>68</td> <td>80</td> </tr> <tr> <td>19-20</td> <td>82</td> <td>80</td> </tr> <tr> <td>20-21</td> <td>88</td> <td>80</td> </tr> <tr> <td>21-22</td> <td>90</td> <td>80</td> </tr> <tr> <td>22-23</td> <td>78</td> <td>80</td> </tr> </tbody> </table> | Year | NWOSU Score | Target Score | 18-19 | 68 | 80 | 19-20 | 82 | 80 | 20-21 | 88 | 80 | 21-22 | 90 | 80 | 22-23 | 78 | 80 |
| Year | NWOSU Score | Target Score | | | | | | | | | | | | | | | | | | | | | |
| 18-19 | 68 | 80 | | | | | | | | | | | | | | | | | | | | | |
| 19-20 | 82 | 80 | | | | | | | | | | | | | | | | | | | | | |
| 20-21 | 88 | 80 | | | | | | | | | | | | | | | | | | | | | |
| 21-22 | 90 | 80 | | | | | | | | | | | | | | | | | | | | | |
| 22-23 | 78 | 80 | | | | | | | | | | | | | | | | | | | | | |

NOTE: The composite score (76.5) was an average of two GBUS 3953 classes (same instructor).

Program Outcomes for All Division of Business

4) Graduating students are expected to possess knowledge of leadership principles and demonstrate teamwork skills.

During the MGMT 4433 Business Policy course, the students will complete a team Simulation and associated presentation. Peer evaluation of the interpersonal communication/teamwork on the simulation team will be measured using a rubric.

Measure 2

| | | Analysis of Results | | | | | | | | | | | | | | | | | | | | | |
|---|---|---|---|--|---|------|-------------|--------------|-------|----|----|-------|----|----|-------|----|----|-------|----|----|-------|----|----|
| Performance Measure (Competency) | Description of Measurement Instrument | Areas of Success | Analysis and Action Taken | Results of Action Taken (occurs in the following year) | Interpersonal Communication: MGMT4433 | | | | | | | | | | | | | | | | | | |
| 80% of the students must score at or higher than the acceptable on a faculty-approved rubric. | Peer Evaluations Indirect Summative Internal | For SP20, FA20, and SP21, the chaos from COVID affected participation and scores. Scores have improved for last two years. Close to target. | A new instructor was tasked with teaching the capstone class: Fall, 2022. | No change. Monitor for continued positive trend. | <table border="1"> <caption>Interpersonal Communication: MGMT4433 Data</caption> <thead> <tr> <th>Year</th> <th>NWOSU Score</th> <th>Target Score</th> </tr> </thead> <tbody> <tr> <td>18-19</td> <td>95</td> <td>80</td> </tr> <tr> <td>19-20</td> <td>75</td> <td>80</td> </tr> <tr> <td>20-21</td> <td>48</td> <td>80</td> </tr> <tr> <td>21-22</td> <td>68</td> <td>80</td> </tr> <tr> <td>22-23</td> <td>75</td> <td>80</td> </tr> </tbody> </table> | Year | NWOSU Score | Target Score | 18-19 | 95 | 80 | 19-20 | 75 | 80 | 20-21 | 48 | 80 | 21-22 | 68 | 80 | 22-23 | 75 | 80 |
| Year | NWOSU Score | Target Score | | | | | | | | | | | | | | | | | | | | | |
| 18-19 | 95 | 80 | | | | | | | | | | | | | | | | | | | | | |
| 19-20 | 75 | 80 | | | | | | | | | | | | | | | | | | | | | |
| 20-21 | 48 | 80 | | | | | | | | | | | | | | | | | | | | | |
| 21-22 | 68 | 80 | | | | | | | | | | | | | | | | | | | | | |
| 22-23 | 75 | 80 | | | | | | | | | | | | | | | | | | | | | |

Program Outcomes for All Division of Business

4) Graduating students are expected to possess knowledge of leadership principles and demonstrate teamwork skills.

During the MGMT 4433 Business Policy course, students will take the PAS assessment.

Measure 3

| | | Analysis of Results | | | | | | | | | | | | | | | | | | | | | |
|---|---------------------------------------|---|--|--|--|------|-------------|--------------|-------|----|----|-------|----|----|-------|----|----|-------|----|----|-------|----|----|
| Performance Measure (Competency) | Description of Measurement Instrument | Areas of Success | Analysis and Action Taken | Results of Action Taken (occurs in the following year) | Leadership Skills vs. ACBSP Region 6 | | | | | | | | | | | | | | | | | | |
| In the PAS Leadership score (Business or Accounting) the testing cohort frequency correct score will be higher than the ACBSP Region 6 frequency correct score. | PAS Direct Summative External | NWOSU student scores are slightly lower, but do come close, and typically mirror ACBSP Region 6 scores. | Scores have remained consistent for most testing periods. Over the last 5 years, score have held steady. | No change to report. Monitor for trend. | <table border="1"> <caption>Leadership Skills vs. ACBSP Region 6 Data</caption> <thead> <tr> <th>Year</th> <th>NWOSU Score</th> <th>Target Score</th> </tr> </thead> <tbody> <tr> <td>18-19</td> <td>48</td> <td>55</td> </tr> <tr> <td>19-20</td> <td>50</td> <td>58</td> </tr> <tr> <td>20-21</td> <td>48</td> <td>58</td> </tr> <tr> <td>21-22</td> <td>52</td> <td>60</td> </tr> <tr> <td>22-23</td> <td>48</td> <td>60</td> </tr> </tbody> </table> | Year | NWOSU Score | Target Score | 18-19 | 48 | 55 | 19-20 | 50 | 58 | 20-21 | 48 | 58 | 21-22 | 52 | 60 | 22-23 | 48 | 60 |
| Year | NWOSU Score | Target Score | | | | | | | | | | | | | | | | | | | | | |
| 18-19 | 48 | 55 | | | | | | | | | | | | | | | | | | | | | |
| 19-20 | 50 | 58 | | | | | | | | | | | | | | | | | | | | | |
| 20-21 | 48 | 58 | | | | | | | | | | | | | | | | | | | | | |
| 21-22 | 52 | 60 | | | | | | | | | | | | | | | | | | | | | |
| 22-23 | 48 | 60 | | | | | | | | | | | | | | | | | | | | | |

Program Outcomes for All Division of Business

5) Graduating students should have the ability to formulate good ethical judgments.

During the GBUS3953 Business, Society & Government course, students will use a simulation to verify the use of ethical decision-making processes.

Measure 1

| | | Analysis of Results | | | | | | | | | | | | | | | | | | | | | |
|---|---|---|--|--|---|------|-------------|--------------|-------|----|----|-------|----|----|-------|----|----|-------|----|----|-------|------|----|
| Performance Measure (Competency) | Description of Measurement Instrument | Areas of Success | Analysis and Action Taken | Results of Action Taken (occurs in the following year) | ETHICS SKILLS: GBUS3953 | | | | | | | | | | | | | | | | | | |
| 80% of the students must score at or higher than acceptable on a faculty-approved rubric. | Various "Ethics" simulations Direct Formative External | Performance is below target but trending upwards. Since AY18-19 scores have been close to target. | The low data point in AY18-19 is likely a transposing error (61-16). Faculty has changed from 21-22 to present. Scores from 19-20 to present suggest continued improvement in performance. | No changes for 2023-2024. Continue to monitor for trend. | <table border="1"> <caption>ETHICS SKILLS: GBUS3953 Data</caption> <thead> <tr> <th>Year</th> <th>NWOSU Score</th> <th>Target Score</th> </tr> </thead> <tbody> <tr> <td>18-19</td> <td>16</td> <td>80</td> </tr> <tr> <td>19-20</td> <td>65</td> <td>80</td> </tr> <tr> <td>20-21</td> <td>72</td> <td>80</td> </tr> <tr> <td>21-22</td> <td>64</td> <td>80</td> </tr> <tr> <td>22-23</td> <td>76.5</td> <td>80</td> </tr> </tbody> </table> | Year | NWOSU Score | Target Score | 18-19 | 16 | 80 | 19-20 | 65 | 80 | 20-21 | 72 | 80 | 21-22 | 64 | 80 | 22-23 | 76.5 | 80 |
| Year | NWOSU Score | Target Score | | | | | | | | | | | | | | | | | | | | | |
| 18-19 | 16 | 80 | | | | | | | | | | | | | | | | | | | | | |
| 19-20 | 65 | 80 | | | | | | | | | | | | | | | | | | | | | |
| 20-21 | 72 | 80 | | | | | | | | | | | | | | | | | | | | | |
| 21-22 | 64 | 80 | | | | | | | | | | | | | | | | | | | | | |
| 22-23 | 76.5 | 80 | | | | | | | | | | | | | | | | | | | | | |

NOTE: The composite score (76.5) was an average of two GBUS 3953 classes (same instructor).

PROGRAM GOALS FOR ACCOUNTING MAJOR

1. Graduating students should have appropriate accounting software skills.
 During the ACCT 3153 Cost Accounting I course, there will be an Excel-based project.
Measure 1

| | | Analysis of Results | | | Excel Scores: ACCT3153 | | | | | | | | | | | | | | | | | | | |
|--|---|---|---|--|---|--|------|-------------|--------------|-------|----|----|-------|----|----|-------|----|----|-------|----|----|-------|----|----|
| Performance Measure (Competency) | Description of Measurement Instrument | Areas of Success | Analysis and Action Taken | Results of Action Taken (occurs in the following year) | | | | | | | | | | | | | | | | | | | | |
| 80% of the students will score at or higher than acceptable on a faculty-approved rubric | In ACCT 3153 Cost Accounting I there will be an Excel-based project, as assessed by Accounting Student Excel Assessment Rubric (Plan Attachment 8) Direct Summative Internal | Scores have consistently improved over the time frame and are now above target levels. scores were low in AY18-19 but recovered since then. | Student scores have remained consistent, and close to target for 4 years. Excel has become utilized more in MIS along with other courses having major Excel-based projects. | No action taken. Continue to monitor trend. | <table border="1"> <caption>Excel Scores: ACCT3153</caption> <thead> <tr> <th>Year</th> <th>NWOSU Score</th> <th>Target Score</th> </tr> </thead> <tbody> <tr> <td>18-19</td> <td>58</td> <td>80</td> </tr> <tr> <td>19-20</td> <td>80</td> <td>80</td> </tr> <tr> <td>20-21</td> <td>82</td> <td>80</td> </tr> <tr> <td>21-22</td> <td>88</td> <td>80</td> </tr> <tr> <td>22-23</td> <td>80</td> <td>80</td> </tr> </tbody> </table> | | Year | NWOSU Score | Target Score | 18-19 | 58 | 80 | 19-20 | 80 | 80 | 20-21 | 82 | 80 | 21-22 | 88 | 80 | 22-23 | 80 | 80 |
| Year | NWOSU Score | Target Score | | | | | | | | | | | | | | | | | | | | | | |
| 18-19 | 58 | 80 | | | | | | | | | | | | | | | | | | | | | | |
| 19-20 | 80 | 80 | | | | | | | | | | | | | | | | | | | | | | |
| 20-21 | 82 | 80 | | | | | | | | | | | | | | | | | | | | | | |
| 21-22 | 88 | 80 | | | | | | | | | | | | | | | | | | | | | | |
| 22-23 | 80 | 80 | | | | | | | | | | | | | | | | | | | | | | |

NOTE: The score (80) was one ACCT 3153 class (same instructor).

PROGRAM GOALS FOR ACCOUNTING MAJOR

1. Graduating students should have appropriate accounting software skills.

During the ACCT 3133 Individual Income Tax course, there will be an income tax software-based project.

Measure 2

| | | Analysis of Results | | | | | | | | | | | | | | | | | | | | | |
|--|---|---|---|--|---|------|-------------|--------------|-------|----|----|-------|----|----|-------|----|----|-------|----|----|-------|----|----|
| Performance Measure (Competency) | Description of Measurement Instrument | Areas of Success | Analysis and Action Taken | Results of Action Taken (occurs in the following year) | Income Tax Software: ACCT3113 | | | | | | | | | | | | | | | | | | |
| 80% of the students will score at or higher than acceptable on a faculty-approved rubric | In ACCT 3133 Individual Income Tax there will be an income tax software-based project, as assessed using Income Tax Software Assessment Rubric (Plan Attachment 9) Direct Summative Internal | Scores have been erratic for five years. Scores in 19-20 dropped drastically. Instructors were same. Scores returned to above target for 2020-2021. Scores dropped again in 21-22. Up again in 22-23. | Major changes in the tax code took place recently and instructors did not use tax programs but hand-completed forms because tax software was not current. Lower scores could be attributed to the external elements of major changes in the tax code and faculty adjusted curriculum and content to be relevant and timely. | No action taken. Continue to monitor trend. | <table border="1"> <caption>Income Tax Software: ACCT3113 Data</caption> <thead> <tr> <th>Year</th> <th>NWOSU Score</th> <th>Target Score</th> </tr> </thead> <tbody> <tr> <td>18-19</td> <td>80</td> <td>80</td> </tr> <tr> <td>19-20</td> <td>50</td> <td>80</td> </tr> <tr> <td>20-21</td> <td>80</td> <td>80</td> </tr> <tr> <td>21-22</td> <td>65</td> <td>80</td> </tr> <tr> <td>22-23</td> <td>93</td> <td>80</td> </tr> </tbody> </table> | Year | NWOSU Score | Target Score | 18-19 | 80 | 80 | 19-20 | 50 | 80 | 20-21 | 80 | 80 | 21-22 | 65 | 80 | 22-23 | 93 | 80 |
| Year | NWOSU Score | Target Score | | | | | | | | | | | | | | | | | | | | | |
| 18-19 | 80 | 80 | | | | | | | | | | | | | | | | | | | | | |
| 19-20 | 50 | 80 | | | | | | | | | | | | | | | | | | | | | |
| 20-21 | 80 | 80 | | | | | | | | | | | | | | | | | | | | | |
| 21-22 | 65 | 80 | | | | | | | | | | | | | | | | | | | | | |
| 22-23 | 93 | 80 | | | | | | | | | | | | | | | | | | | | | |

NOTE: The score (93) was one ACCT 3133 class (same instructor).

PROGRAM GOALS FOR ACCOUNTING MAJOR

1. Graduating students should have appropriate accounting software skills.

During the MGMT 4433 Business Policy course, students will submit a detailed analysis demonstrating MS Word competency.

Measure 3

| | | Analysis of Results | | | | | | | | | | | | | | | | | | | | | |
|--|--|---|---|--|--|------|-------|--------|-------|----|----|-------|----|----|-------|----|----|-------|---------|----|-------|-----|----|
| Performance Measure (Competency) | Description of Measurement Instrument | Areas of Success | Analysis and Action Taken | Results of Action Taken (occurs in the following year) | MS Word Competency: MGMT4433 | | | | | | | | | | | | | | | | | | |
| 80% of the students will score at or higher than acceptable on a faculty-approved rubric | In MGMT 4433 Business Policy, students will submit a detailed analysis demonstrating MS Word competency, using MS Word Assessment Rubric (Plan Attachment 10) Direct Summative Internal | Improvements in student scores have been consistent. No data for 2021-2022. See note below. Improvement in scores for AY 2022-2023. | More written assignments with detailed instructions and guidance was provided in the assignment description. Additional assignments have been added in other classes as well. | No action taken. Continue to monitor trend. | <table border="1"> <caption>MS Word Competency: MGMT4433 Data</caption> <thead> <tr> <th>Year</th> <th>NWOSU</th> <th>Target</th> </tr> </thead> <tbody> <tr> <td>18-19</td> <td>85</td> <td>80</td> </tr> <tr> <td>19-20</td> <td>95</td> <td>80</td> </tr> <tr> <td>20-21</td> <td>95</td> <td>80</td> </tr> <tr> <td>21-22</td> <td>No Data</td> <td>80</td> </tr> <tr> <td>22-23</td> <td>100</td> <td>80</td> </tr> </tbody> </table> | Year | NWOSU | Target | 18-19 | 85 | 80 | 19-20 | 95 | 80 | 20-21 | 95 | 80 | 21-22 | No Data | 80 | 22-23 | 100 | 80 |
| Year | NWOSU | Target | | | | | | | | | | | | | | | | | | | | | |
| 18-19 | 85 | 80 | | | | | | | | | | | | | | | | | | | | | |
| 19-20 | 95 | 80 | | | | | | | | | | | | | | | | | | | | | |
| 20-21 | 95 | 80 | | | | | | | | | | | | | | | | | | | | | |
| 21-22 | No Data | 80 | | | | | | | | | | | | | | | | | | | | | |
| 22-23 | 100 | 80 | | | | | | | | | | | | | | | | | | | | | |

NOTE: The composite score (100) was an average of two MGMT 4433 classes (same instructor).

NOTE: No Data for 2021-2022. This is due to the sole instructor for Business Policy leaving suddenly in August, 2022. The instructor was contacted in September, 2022 and asked to supply the information, but has declined to do so.

PROGRAM GOALS FOR ACCOUNTING MAJOR

2. Graduating students should know the accounting standards of the accounting profession.
 During the ACCT 3103 Intermediate Accounting I course, students will take a test regarding Accounting standards.

Measure 1

| | | Analysis of Results | | | | | | | | | | | | | | | | | | | | | |
|---|--|--|--|---|--|------|-------------|--------------|-------|----|----|-------|----|----|-------|----|----|-------|----|----|-------|----|----|
| Performance Measure (Competency) | Description of Measurement Instrument | Areas of Success | Analysis and Action Taken | Results of Action Taken (occurs in the following year) | Accounting Standards: ACCT3103 | | | | | | | | | | | | | | | | | | |
| 80% of the students will score 80% or higher on the test. | Standards test in ACCT 3103 Direct Formative External | Scores have been erratic since 18-19. Scores improved substantially in 20-21, and 21-22, but dropped in 22-23. | There has been substantial ACCT Faculty turnover in 5 years. New Faculty member for 2022-23. | Monitor for trend based on new faculty teaching the course. | <table border="1"> <caption>Accounting Standards: ACCT3103 Data</caption> <thead> <tr> <th>Year</th> <th>NWOSU Score</th> <th>Target Score</th> </tr> </thead> <tbody> <tr> <td>18-19</td> <td>78</td> <td>80</td> </tr> <tr> <td>19-20</td> <td>62</td> <td>80</td> </tr> <tr> <td>20-21</td> <td>80</td> <td>80</td> </tr> <tr> <td>21-22</td> <td>95</td> <td>80</td> </tr> <tr> <td>22-23</td> <td>67</td> <td>80</td> </tr> </tbody> </table> | Year | NWOSU Score | Target Score | 18-19 | 78 | 80 | 19-20 | 62 | 80 | 20-21 | 80 | 80 | 21-22 | 95 | 80 | 22-23 | 67 | 80 |
| Year | NWOSU Score | Target Score | | | | | | | | | | | | | | | | | | | | | |
| 18-19 | 78 | 80 | | | | | | | | | | | | | | | | | | | | | |
| 19-20 | 62 | 80 | | | | | | | | | | | | | | | | | | | | | |
| 20-21 | 80 | 80 | | | | | | | | | | | | | | | | | | | | | |
| 21-22 | 95 | 80 | | | | | | | | | | | | | | | | | | | | | |
| 22-23 | 67 | 80 | | | | | | | | | | | | | | | | | | | | | |

NOTE: The composite score (67) was an average of two ACCT 3103 classes (same instructor).

PROGRAM GOALS FOR ACCOUNTING MAJOR

2. Graduating students should know the accounting standards of the accounting profession.
 During the ACCT 3113 Intermediate Accounting II course, students will take a test regarding Accounting standards.

Measure 2

| | | Analysis of Results | | | | | | | | | | | | | | | | | | | | | |
|---|--|---|---|---|--|------|-------------|--------------|-------|----|----|-------|----|----|-------|----|----|-------|----|----|-------|----|----|
| Performance Measure (Competency) | Description of Measurement Instrument | Areas of Success | Analysis and Action Taken | Results of Action Taken (occurs in the following year) | Accounting Standards: ACCT3113 | | | | | | | | | | | | | | | | | | |
| 80% of the students will score 80% or higher on the test. | Standards test in ACCT 3113 Direct Summative External | Performance was above target in all years except for 19-20. | New faculty member was hired in 2022-23 to teach Intermediate II. Scores have generally stayed steady. One data point (19-20) could be anomaly. | Monitor for trend based on new faculty teaching the course. | <table border="1"> <caption>Accounting Standards: ACCT3113 Data</caption> <thead> <tr> <th>Year</th> <th>NWOSU Score</th> <th>Target Score</th> </tr> </thead> <tbody> <tr> <td>18-19</td> <td>90</td> <td>80</td> </tr> <tr> <td>19-20</td> <td>58</td> <td>80</td> </tr> <tr> <td>20-21</td> <td>82</td> <td>80</td> </tr> <tr> <td>21-22</td> <td>85</td> <td>80</td> </tr> <tr> <td>22-23</td> <td>86</td> <td>80</td> </tr> </tbody> </table> | Year | NWOSU Score | Target Score | 18-19 | 90 | 80 | 19-20 | 58 | 80 | 20-21 | 82 | 80 | 21-22 | 85 | 80 | 22-23 | 86 | 80 |
| Year | NWOSU Score | Target Score | | | | | | | | | | | | | | | | | | | | | |
| 18-19 | 90 | 80 | | | | | | | | | | | | | | | | | | | | | |
| 19-20 | 58 | 80 | | | | | | | | | | | | | | | | | | | | | |
| 20-21 | 82 | 80 | | | | | | | | | | | | | | | | | | | | | |
| 21-22 | 85 | 80 | | | | | | | | | | | | | | | | | | | | | |
| 22-23 | 86 | 80 | | | | | | | | | | | | | | | | | | | | | |

NOTE: The composite score (86) was an average of two ACCT 3113 classes (same instructor).

3) Graduating students should recognize ethical conduct in Accounting.

During the MGMT 4433 Business Policy course, students will take the PAS assessment.

Measure 1

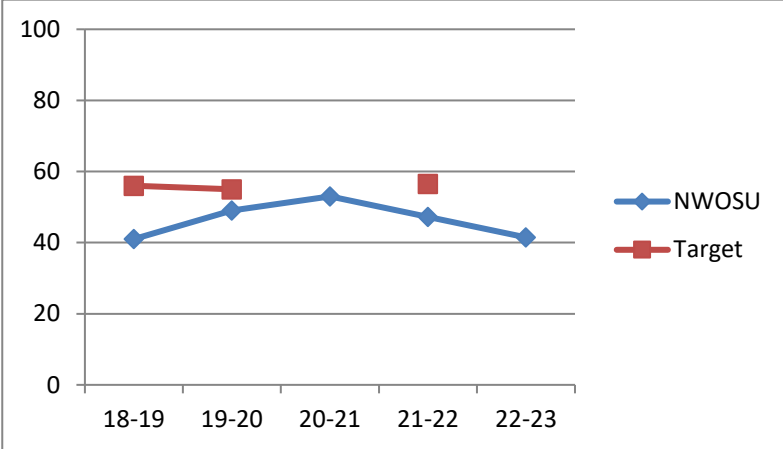
| Performance Measure (Competency) | Description of Measurement Instrument | Areas of Success | Analysis and Action Taken | Results of Action Taken (occurs in the following year) | Ethic Decisions: Accounting vs. ACBSP Region 6 | | | | | | | | | | | | | | | | | | | | | |
|--|---------------------------------------|--|---|--|---|------|-------------|--------------|-------|----|----|-------|----|----|-------|----|----|-------|----|----|-------|----|----|-------|------|----|
| On the Ethics section (Business or Accounting) the testing cohort frequency correct score will be higher than the ACBSP Region 6 frequency correct score | PAS Direct Summative External | Outcomes have jumped with no identifiable explanation. | ACBSP Region 6 scores did not appear on the report from PAS for 20-21 or 21-22. | No action to be taken. Monitor for trend. This outcome measure may be deleted or demoted to a course outcome in the 2023-2024 Program Assessment process. | <p style="text-align: center;">Ethical Decision Making</p> <table border="1"> <caption>Ethical Decision Making Data</caption> <thead> <tr> <th>Year</th> <th>NWOSU Score</th> <th>Target Score</th> </tr> </thead> <tbody> <tr> <td>17-18</td> <td>50</td> <td>58</td> </tr> <tr> <td>18-19</td> <td>50</td> <td>56</td> </tr> <tr> <td>19-20</td> <td>50</td> <td>59</td> </tr> <tr> <td>20-21</td> <td>65</td> <td>58</td> </tr> <tr> <td>21-22</td> <td>55</td> <td>57</td> </tr> <tr> <td>22-23</td> <td>44.5</td> <td>56</td> </tr> </tbody> </table> | Year | NWOSU Score | Target Score | 17-18 | 50 | 58 | 18-19 | 50 | 56 | 19-20 | 50 | 59 | 20-21 | 65 | 58 | 21-22 | 55 | 57 | 22-23 | 44.5 | 56 |
| Year | NWOSU Score | Target Score | | | | | | | | | | | | | | | | | | | | | | | | |
| 17-18 | 50 | 58 | | | | | | | | | | | | | | | | | | | | | | | | |
| 18-19 | 50 | 56 | | | | | | | | | | | | | | | | | | | | | | | | |
| 19-20 | 50 | 59 | | | | | | | | | | | | | | | | | | | | | | | | |
| 20-21 | 65 | 58 | | | | | | | | | | | | | | | | | | | | | | | | |
| 21-22 | 55 | 57 | | | | | | | | | | | | | | | | | | | | | | | | |
| 22-23 | 44.5 | 56 | | | | | | | | | | | | | | | | | | | | | | | | |

NOTE: The composite score (44.5) was an average of two MGMT 4433 classes (same instructor).

4) Graduating students should have the skills and knowledge to prepare and interpret financial statements and documents.

During the MGMT 4433 Business Policy course, students will take the PAS assessment.

Measure 1

| Performance Measure (Competency) | Description of Measurement Instrument | Areas of Success | Analysis and Action Taken | Results of Action Taken (occurs in the following year) | Accounting Performance Frequency MGMT4433 vs. ACBSP Region 6 | | | | | | | | | | | | | | | | | | |
|--|---------------------------------------|--|---|--|---|------|-------------|--------------|-------|----|----|-------|----|----|-------|----|---|-------|----|----|-------|----|---|
| On the Accounting section of the PAS assessment test, the testing cohort frequency correct score will be higher than the ACBSP Region 6 frequency correct score. | PAS Direct Summative External | Scores have been fairly consistent, but slightly below target. | ACBSP Region 6 scores not available from the PAS report for 20-21 or 22-23. | No action taken. Monitor for trend. | <p style="text-align: center;">Accounting Statements</p>  <table border="1" data-bbox="1031 440 1808 886"> <caption>Accounting Statements Performance Data</caption> <thead> <tr> <th>Year</th> <th>NWOSU Score</th> <th>Target Score</th> </tr> </thead> <tbody> <tr> <td>18-19</td> <td>40</td> <td>55</td> </tr> <tr> <td>19-20</td> <td>50</td> <td>53</td> </tr> <tr> <td>20-21</td> <td>53</td> <td>-</td> </tr> <tr> <td>21-22</td> <td>47</td> <td>57</td> </tr> <tr> <td>22-23</td> <td>41</td> <td>-</td> </tr> </tbody> </table> | Year | NWOSU Score | Target Score | 18-19 | 40 | 55 | 19-20 | 50 | 53 | 20-21 | 53 | - | 21-22 | 47 | 57 | 22-23 | 41 | - |
| Year | NWOSU Score | Target Score | | | | | | | | | | | | | | | | | | | | | |
| 18-19 | 40 | 55 | | | | | | | | | | | | | | | | | | | | | |
| 19-20 | 50 | 53 | | | | | | | | | | | | | | | | | | | | | |
| 20-21 | 53 | - | | | | | | | | | | | | | | | | | | | | | |
| 21-22 | 47 | 57 | | | | | | | | | | | | | | | | | | | | | |
| 22-23 | 41 | - | | | | | | | | | | | | | | | | | | | | | |

NOTE: The composite score (36.5) was an average of two MGMT 4433 classes (same instructor).

PROGRAM GOALS FOR BUSINESS ADMINISTRATION MAJOR

1) Graduating students will demonstrate elevated knowledge in the disciplines associated with their minor.

During the MGMT 4433 Business Policy course, students will take the PAS assessment test.

Measure 1 – Accounting minor

| | | Analysis of Results | | | Accounting Minors vs. non-Accounting minors Frequency Scores | | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|------|-------------|--------------|-------|---|----|-------|---|----|-------|---|----|-------|----|----|-------|-----|----|
| Performance Measure (Competency) | Description of Measurement Instrument | Areas of Success | Analysis and Action Taken | Results of Action Taken (occurs in the following year) | | | | | | | | | | | | | | | | | | | |
| On the Accounting portion of the PAS test, 80% of the Accounting minors will score above the average frequency correct score of non-Accounting minor students taking the same exam. | PAS Test Direct Summative External | N=<2 in most cohorts. Only 1 student in 21-22. Only 1 student in 22-23. | No results to analyze. Sample size too small. | This outcome measure will be modified or deleted in the 2023-2024 Program Assessment process. | <table border="1"> <caption>Accounting Minors vs. non-Accounting minors Frequency Scores</caption> <thead> <tr> <th>Year</th> <th>NWOSU Score</th> <th>Target Score</th> </tr> </thead> <tbody> <tr> <td>18-19</td> <td>0</td> <td>80</td> </tr> <tr> <td>19-20</td> <td>0</td> <td>80</td> </tr> <tr> <td>20-21</td> <td>0</td> <td>80</td> </tr> <tr> <td>21-22</td> <td>70</td> <td>80</td> </tr> <tr> <td>22-23</td> <td>100</td> <td>80</td> </tr> </tbody> </table> | Year | NWOSU Score | Target Score | 18-19 | 0 | 80 | 19-20 | 0 | 80 | 20-21 | 0 | 80 | 21-22 | 70 | 80 | 22-23 | 100 | 80 |
| Year | NWOSU Score | Target Score | | | | | | | | | | | | | | | | | | | | | |
| 18-19 | 0 | 80 | | | | | | | | | | | | | | | | | | | | | |
| 19-20 | 0 | 80 | | | | | | | | | | | | | | | | | | | | | |
| 20-21 | 0 | 80 | | | | | | | | | | | | | | | | | | | | | |
| 21-22 | 70 | 80 | | | | | | | | | | | | | | | | | | | | | |
| 22-23 | 100 | 80 | | | | | | | | | | | | | | | | | | | | | |

NOTE: Score (100) based on 1 ACCT major in Spring 2023.

PROGRAM GOALS FOR BUSINESS ADMINISTRATION MAJOR

1) Graduating students will demonstrate elevated knowledge in the disciplines associated with their minor.

During the MGMT 4433 Business Policy course, students will take the PAS assessment test.

Measure 1 – Management minor

| Analysis of Results | | | | | Management Minors vs. non-Management Minor Frequency | | | | | | | | | | | | | | | | | | |
|---|---|---------------------|--|---|---|------|-------------|--------------|-------|----|----|-------|----|----|-------|----|----|-------|----|----|-------|----|----|
| Performance Measure (Competency) | Description of Measurement Instrument | Areas of Success | Analysis and Action Taken | Results of Action Taken (occurs in the following year) | | | | | | | | | | | | | | | | | | | |
| On the Management portion of the PAS test, 80% of the Management minors will score above the average frequency correct score of non-Management minor students taking the same exam. | PAS Test Direct Summative External | Scores are erratic. | The small number of students within each minor per year, creates a situation where the scores vary so drastically that no reasonable conclusion can be made. | No action to take as scores have been inconsistent. This outcome measure may be modified or deleted in the 2023-2024 Program Assessment process. | <table border="1"> <caption>Management Minors vs. non-Management Minor Frequency</caption> <thead> <tr> <th>Year</th> <th>NWOSU Score</th> <th>Target Score</th> </tr> </thead> <tbody> <tr> <td>18-19</td> <td>58</td> <td>80</td> </tr> <tr> <td>19-20</td> <td>53</td> <td>80</td> </tr> <tr> <td>20-21</td> <td>68</td> <td>80</td> </tr> <tr> <td>21-22</td> <td>50</td> <td>80</td> </tr> <tr> <td>22-23</td> <td>50</td> <td>80</td> </tr> </tbody> </table> | Year | NWOSU Score | Target Score | 18-19 | 58 | 80 | 19-20 | 53 | 80 | 20-21 | 68 | 80 | 21-22 | 50 | 80 | 22-23 | 50 | 80 |
| Year | NWOSU Score | Target Score | | | | | | | | | | | | | | | | | | | | | |
| 18-19 | 58 | 80 | | | | | | | | | | | | | | | | | | | | | |
| 19-20 | 53 | 80 | | | | | | | | | | | | | | | | | | | | | |
| 20-21 | 68 | 80 | | | | | | | | | | | | | | | | | | | | | |
| 21-22 | 50 | 80 | | | | | | | | | | | | | | | | | | | | | |
| 22-23 | 50 | 80 | | | | | | | | | | | | | | | | | | | | | |

NOTE: Composite Scores (50) based on 1 MGMT minor in Fall 2022 (100), and 1 MGMT minor Spring 2023 (0).

PROGRAM GOALS FOR BUSINESS ADMINISTRATION MAJOR

1) Graduating students will demonstrate elevated knowledge in the disciplines associated with their minor.

During the MGMT 4433 Business Policy course, students will take the PAS assessment test.

Measure 1 – Marketing minor

| | | Analysis of Results | | | | | | | | | | | | | | | | | | | | | |
|---|---|---------------------|--|---|--|------|-------|--------|-------|----|----|-------|----|----|-------|----|----|-------|----|----|-------|----|----|
| Performance Measure (Competency) | Description of Measurement Instrument | Areas of Success | Analysis and Action Taken | Results of Action Taken (occurs in the following year) | Marketing Minor vs. non-Marketing Minor Frequency | | | | | | | | | | | | | | | | | | |
| On the Management portion of the PAS test, 80% of the Marketing minors will score above the average frequency correct score of non-Marketing minor students taking the same exam. | PAS Test Direct Summative External | Scores are erratic. | The small number of students within each minor per year, creates a situation where the scores vary so drastically that no reasonable conclusion can be made. | Declared minors have decreased in almost all areas except for General Business. Might need to consider reevaluating how this outcome is measured. | <table border="1"> <caption>Marketing Minor vs. non-Marketing Minor Frequency</caption> <thead> <tr> <th>Year</th> <th>NWOSU</th> <th>Target</th> </tr> </thead> <tbody> <tr> <td>18-19</td> <td>90</td> <td>80</td> </tr> <tr> <td>19-20</td> <td>33</td> <td>80</td> </tr> <tr> <td>20-21</td> <td>43</td> <td>80</td> </tr> <tr> <td>21-22</td> <td>57</td> <td>80</td> </tr> <tr> <td>22-23</td> <td>43</td> <td>80</td> </tr> </tbody> </table> | Year | NWOSU | Target | 18-19 | 90 | 80 | 19-20 | 33 | 80 | 20-21 | 43 | 80 | 21-22 | 57 | 80 | 22-23 | 43 | 80 |
| Year | NWOSU | Target | | | | | | | | | | | | | | | | | | | | | |
| 18-19 | 90 | 80 | | | | | | | | | | | | | | | | | | | | | |
| 19-20 | 33 | 80 | | | | | | | | | | | | | | | | | | | | | |
| 20-21 | 43 | 80 | | | | | | | | | | | | | | | | | | | | | |
| 21-22 | 57 | 80 | | | | | | | | | | | | | | | | | | | | | |
| 22-23 | 43 | 80 | | | | | | | | | | | | | | | | | | | | | |

NOTE: Composite Scores (43) based on 1 MKRT minor in Fall 2022 (0), and 6 MRKT minors Spring 2023 (50).

PROGRAM GOALS FOR BUSINESS ADMINISTRATION MAJOR

1) Graduating students will demonstrate elevated knowledge in the disciplines associated with their minor.

During the MGMT 4433 Business Policy course, students will take the PAS assessment test.

Measure 1 – General Business minor

| | | Analysis of Results | | | | | | | | | | | | | | | | | | | | | |
|--|---|----------------------------|--|---|---|------|-------------|--------------|-------|---|----|-------|----|----|-------|----|----|-------|----|----|-------|----|----|
| Performance Measure (Competency) | Description of Measurement Instrument | Areas of Success | Analysis and Action Taken | Results of Action Taken (occurs in the following year) | General Business Minors vs. non-Marketing minors Frequency Scores | | | | | | | | | | | | | | | | | | |
| On the Management portion of the PAS test, 80% of the General Business minors will score above the average frequency correct score of non-Marketing minor students taking the same exam. | PAS Test Direct Summative External | Scores are erratic. | The small number of students within each minor per year, creates a situation where the scores vary so drastically that no reasonable conclusion can be made. | Might need to consider reevaluating how this outcome is measured. | <table border="1"> <caption>General Business Minors vs. non-Marketing minors Frequency Scores</caption> <thead> <tr> <th>Year</th> <th>NWOSU Score</th> <th>Target Score</th> </tr> </thead> <tbody> <tr> <td>18-19</td> <td>0</td> <td>80</td> </tr> <tr> <td>19-20</td> <td>60</td> <td>80</td> </tr> <tr> <td>20-21</td> <td>35</td> <td>80</td> </tr> <tr> <td>21-22</td> <td>40</td> <td>80</td> </tr> <tr> <td>22-23</td> <td>55</td> <td>80</td> </tr> </tbody> </table> | Year | NWOSU Score | Target Score | 18-19 | 0 | 80 | 19-20 | 60 | 80 | 20-21 | 35 | 80 | 21-22 | 40 | 80 | 22-23 | 55 | 80 |
| Year | NWOSU Score | Target Score | | | | | | | | | | | | | | | | | | | | | |
| 18-19 | 0 | 80 | | | | | | | | | | | | | | | | | | | | | |
| 19-20 | 60 | 80 | | | | | | | | | | | | | | | | | | | | | |
| 20-21 | 35 | 80 | | | | | | | | | | | | | | | | | | | | | |
| 21-22 | 40 | 80 | | | | | | | | | | | | | | | | | | | | | |
| 22-23 | 55 | 80 | | | | | | | | | | | | | | | | | | | | | |

NOTE: Composite Scores (43) based on 8 GBUS minors in Fall 2022 (50), and 12 GBUS minors Spring 2023 (58).

PROGRAM GOALS FOR BUSINESS ADMINISTRATION MAJOR

1) Graduating students will demonstrate elevated knowledge in the disciplines associated with their minor.

During the GBUS 3613 Principles of Entrepreneurship course, Entrepreneurship minor students will prepare a business plan.

Measure 1 – Entrepreneurship minor

| | | Analysis of Results | | Business Plan GBUS3613 | | | | | | | | | | | | | | | | | | | |
|--|--|---------------------|---|---|---|------|------------|--------|-------|----|----|-------|----|----|-------|----|----|-------|----|----|-------|----|----|
| Performance Measure (Competency) | Description of Measurement Instrument | Areas of Success | Analysis and Action Taken | Results of Action Taken (occurs in the following year) | | | | | | | | | | | | | | | | | | | |
| 80% of the students will score at or higher than acceptable on a faculty-approved rubric | Business Plan assessed using Business Plan Assessment Rubric (Plan Attachment 11) Direct Summative External | No data collected. | Changes among faculty members who teach GBUS3613 makes this measurement difficult to obtain and data collected will be unreliable because of the fluidity of the assessment tool. Adjunct faculty, especially their first time assigned to the course have not followed the approved rubric or used it inconsistently from its original intent. | This outcome measure will be modified or deleted in the 2023-2024 Program Assessment process. | <table border="1"> <caption>Business Plan GBUS3613 Performance Data</caption> <thead> <tr> <th>Year</th> <th>NWOSU Mgmt</th> <th>Target</th> </tr> </thead> <tbody> <tr> <td>17-18</td> <td>80</td> <td>80</td> </tr> <tr> <td>18-19</td> <td>80</td> <td>80</td> </tr> <tr> <td>19-20</td> <td>80</td> <td>80</td> </tr> <tr> <td>20-21</td> <td>80</td> <td>80</td> </tr> <tr> <td>21-22</td> <td>80</td> <td>80</td> </tr> </tbody> </table> | Year | NWOSU Mgmt | Target | 17-18 | 80 | 80 | 18-19 | 80 | 80 | 19-20 | 80 | 80 | 20-21 | 80 | 80 | 21-22 | 80 | 80 |
| Year | NWOSU Mgmt | Target | | | | | | | | | | | | | | | | | | | | | |
| 17-18 | 80 | 80 | | | | | | | | | | | | | | | | | | | | | |
| 18-19 | 80 | 80 | | | | | | | | | | | | | | | | | | | | | |
| 19-20 | 80 | 80 | | | | | | | | | | | | | | | | | | | | | |
| 20-21 | 80 | 80 | | | | | | | | | | | | | | | | | | | | | |
| 21-22 | 80 | 80 | | | | | | | | | | | | | | | | | | | | | |

PROGRAM GOALS FOR BUSINESS ADMINISTRATION MAJOR

2) Graduating students should demonstrate sufficient knowledge of appropriate business software to prepare appropriate documents.
 During the MGMT 4433 Business Policy course, students will submit a written detailed analysis in MS Word (or compatible software) format.

Measure 1

| | | Analysis of Results | | | | | | | | | | | | | | | | | | | | | |
|--|---|---|---|---|---|------|-------------|--------------|-------|----|----|-------|----|----|-------|-----|----|-------|---------|----|-------|-----|----|
| Performance Measure (Competency) | Description of Measurement Instrument | Areas of Success | Analysis and Action Taken | Results of Action Taken (occurs in the following year) | MS Word Skills: MGMT4433 | | | | | | | | | | | | | | | | | | |
| 80% of the students must score at or higher than the acceptable on a faculty-approved rubric | Students will submit a written detailed analysis in MS Word (or compatible software) format using the MS Word Assessment Rubric (Plan Attachment 10) Direct Summative Internal | Scores have improved over the past few years. No data for 2021-2022. See note below. | Emphasis upon the specific features and in-class discussion and illustrations are covered in class. | This outcome measure may be deleted or demoted to a course outcome in the 2023-2024 Program Assessment process. | <table border="1"> <caption>MS Word Skills: MGMT4433 Data</caption> <thead> <tr> <th>Year</th> <th>NWOSU Score</th> <th>Target Score</th> </tr> </thead> <tbody> <tr> <td>18-19</td> <td>58</td> <td>80</td> </tr> <tr> <td>19-20</td> <td>72</td> <td>80</td> </tr> <tr> <td>20-21</td> <td>100</td> <td>80</td> </tr> <tr> <td>21-22</td> <td>No Data</td> <td>80</td> </tr> <tr> <td>22-23</td> <td>100</td> <td>80</td> </tr> </tbody> </table> | Year | NWOSU Score | Target Score | 18-19 | 58 | 80 | 19-20 | 72 | 80 | 20-21 | 100 | 80 | 21-22 | No Data | 80 | 22-23 | 100 | 80 |
| Year | NWOSU Score | Target Score | | | | | | | | | | | | | | | | | | | | | |
| 18-19 | 58 | 80 | | | | | | | | | | | | | | | | | | | | | |
| 19-20 | 72 | 80 | | | | | | | | | | | | | | | | | | | | | |
| 20-21 | 100 | 80 | | | | | | | | | | | | | | | | | | | | | |
| 21-22 | No Data | 80 | | | | | | | | | | | | | | | | | | | | | |
| 22-23 | 100 | 80 | | | | | | | | | | | | | | | | | | | | | |

NOTE: The composite score (100) was an average of two MGMT 4433 classes (same instructor).

NOTE: No Data for 2021-2022. This is due to the sole instructor for Business Policy leaving suddenly in August, 2022. The instructor was contacted in September, 2022 and asked to supply the information, but has declined to do so.

PROGRAM GOALS FOR BUSINESS ADMINISTRATION MAJOR

2) Graduating students should demonstrate sufficient knowledge of appropriate business software to prepare appropriate documents

During the MGMT 4433 Business Policy course, students will make a presentation using a PowerPoint (or compatible software) presentation.

Measure 2

| | | Analysis of Results | | | | | | | | | | | | | | | | | | | | | |
|--|--|---|--|--|--|------|-------------|--------------|-------|------|----|-------|----|----|-------|-----|----|-------|-----|----|-------|------|----|
| Performance Measure (Competency) | Description of Measurement Instrument | Areas of Success | Analysis and Action Taken | Results of Action Taken (occurs in the following year) | PPT Skills: MGMT4433 | | | | | | | | | | | | | | | | | | |
| 80% of the students must score at or higher than the acceptable on a faculty-approved rubric | Stockholder presentations using the PowerPoint Assessment Rubric (Plan Attachment 11) Direct Summative Internal | Scores have remained at or above the target for the past 5 years. | PPT assignments were required throughout the curriculum and program. Many courses now require a PPT assignment at either the individual or team level. Dip in scores (19-20) due to students not submitting assignments as required. | No action to be taken. Monitor for trend. | <table border="1"> <caption>PPT Skills: MGMT4433 Data</caption> <thead> <tr> <th>Year</th> <th>NWOSU Score</th> <th>Target Score</th> </tr> </thead> <tbody> <tr> <td>18-19</td> <td>92.5</td> <td>80</td> </tr> <tr> <td>19-20</td> <td>78</td> <td>80</td> </tr> <tr> <td>20-21</td> <td>100</td> <td>80</td> </tr> <tr> <td>21-22</td> <td>100</td> <td>80</td> </tr> <tr> <td>22-23</td> <td>92.5</td> <td>80</td> </tr> </tbody> </table> | Year | NWOSU Score | Target Score | 18-19 | 92.5 | 80 | 19-20 | 78 | 80 | 20-21 | 100 | 80 | 21-22 | 100 | 80 | 22-23 | 92.5 | 80 |
| Year | NWOSU Score | Target Score | | | | | | | | | | | | | | | | | | | | | |
| 18-19 | 92.5 | 80 | | | | | | | | | | | | | | | | | | | | | |
| 19-20 | 78 | 80 | | | | | | | | | | | | | | | | | | | | | |
| 20-21 | 100 | 80 | | | | | | | | | | | | | | | | | | | | | |
| 21-22 | 100 | 80 | | | | | | | | | | | | | | | | | | | | | |
| 22-23 | 92.5 | 80 | | | | | | | | | | | | | | | | | | | | | |

NOTE: The composite score (92.5) was an average of two MGMT 4433 classes (same instructor).

PROGRAM GOALS FOR BUSINESS ADMINISTRATION MAJOR

2) Graduating students should demonstrate sufficient knowledge of appropriate business software to prepare appropriate documents
 During the GBUS 3753 Business Research course, students will demonstrate their ability to use Excel (or compatible software) by completing an assignment
Measure 3

| | | Analysis of Results | | | | | | | | | | | | | | | | | | | | | |
|--|--|--|---|--|--|------|-------------|--------|-------|----|----|-------|----|----|-------|----|----|-------|----|----|-------|----|----|
| Performance Measure (Competency) | Description of Measurement Instrument | Areas of Success | Analysis and Action Taken | Results of Action Taken (occurs in the following year) | Excel Skills: GBUS3753 | | | | | | | | | | | | | | | | | | |
| 80% of the students must score at or higher than the acceptable on a faculty-approved rubric | Excel assignment (or compatible software) format using the Excel Assessment Rubric (Plan Attachment 13) Direct Summative Internal | Five years of reliable data indicates a consistent performance below target, trend is showing a very small, but consistent, increase in scores. Spring 2020 was unusually low at 38%. Scores jumped substantially for AY20-21. | Changes in curriculum, teaching methods have had some small incremental improvement in student skills. Faculty teaching GBUS3753 has changed effective AY19-20. Disruptions due to COVID-19 likely responsible for low score in AY 20-21. | No action to be taken. Monitor for trend. This outcome measure may be deleted or demoted to a course outcome in the 2023-2024 Program Assessment process. | <table border="1"> <caption>Excel Skills: GBUS3753 Performance Data</caption> <thead> <tr> <th>Year</th> <th>NWOSU Score</th> <th>Target</th> </tr> </thead> <tbody> <tr> <td>18-19</td> <td>70</td> <td>80</td> </tr> <tr> <td>19-20</td> <td>58</td> <td>80</td> </tr> <tr> <td>20-21</td> <td>82</td> <td>80</td> </tr> <tr> <td>21-22</td> <td>75</td> <td>80</td> </tr> <tr> <td>22-23</td> <td>80</td> <td>80</td> </tr> </tbody> </table> | Year | NWOSU Score | Target | 18-19 | 70 | 80 | 19-20 | 58 | 80 | 20-21 | 82 | 80 | 21-22 | 75 | 80 | 22-23 | 80 | 80 |
| Year | NWOSU Score | Target | | | | | | | | | | | | | | | | | | | | | |
| 18-19 | 70 | 80 | | | | | | | | | | | | | | | | | | | | | |
| 19-20 | 58 | 80 | | | | | | | | | | | | | | | | | | | | | |
| 20-21 | 82 | 80 | | | | | | | | | | | | | | | | | | | | | |
| 21-22 | 75 | 80 | | | | | | | | | | | | | | | | | | | | | |
| 22-23 | 80 | 80 | | | | | | | | | | | | | | | | | | | | | |

NOTE: The composite score (81) was an average of two GBUS 3753 classes (same instructor).

APPENDIX 1

In Spring 2014, Peregrine Academic Services assessment test (PAS) became the instrument for measuring student performance. The PAS is deemed to be a good fit for NWOSU-DOB for the following reasons:

- pre-test/post-test model
- separate Accounting and Business Administration tests
- PAS test tests the 12/13 CPC components of ACBSP standards
- Ability to customize the exams
- No proctor requirement – beneficial for online students
- Availability of raw data
- Pay as you go versus pre-payment of tests in blocks
- Longitudinal reporting availability
- Unlimited options regarding cohorts
- Immediate availability of results
- Subject-level analysis

After eight consecutive years of using the PAS and several years of no major curriculum changes, outcomes have a commonality of inputs and output measurements that will provide a meaningful and reliable review and analysis. This structural consistency establishes a foundation upon which reliable benchmarks can be established.

NOTE: Many Program Outcome Measure have been deleted this assessment cycle. The Outcome Measures have been renumbered in this Report.