

**Oklahoma Wesleyan University**  
**Annual Outcomes Assessment Results**  
**For Academic**  
**Year: 2015-16**

**Section I: Mission and Broad-Based Goals**

Mission Statement

**Mission of the Chesapeake Energy School of Business:**

The Chesapeake Energy School of Business at Oklahoma Wesleyan University is a community of scholar practitioners (students, faculty, staff and community) delivering excellence in business education. Grounded unapologetically in the Christian faith, the Chesapeake Energy School of Business exists to teach learners to communicate effectively, think strategically and lead with integrity. As a professional field within a Christian liberal arts University, the Chesapeake Energy School of Business seeks to advance the professional and academic competence of its students by balancing academic theory with practical application.

Broad-Based Goals

**Broad-Based Student Learning Goals:**

1. Students will acquire the relevant disciplinary comprehension and competencies appropriate to their programs of study
2. Students will acquire excellence in business practice and professional skills coupled with an understanding of how business intersects with a Christian worldview
3. Students will apply techniques in costing, budgeting, and performance management
4. Students will be able to communicate effectively, think strategically, and lead with integrity

**Broad-Based Operational Learning Goals:**

1. The academic business unit will provide a rigorous, yet supportive learning environment that facilitates student success
2. The academic business unit will provide a business education that meets both the personal and industry-related needs of the student
3. The academic business unit will provide modern educational opportunities that meet the current business environment

## Section II: Student Learning Assessment

<i>Chesapeake Energy School of Business</i>	
<b>Student Learning Assessment for <i>Bachelor of Science/Arts in Traditional Programs</i></b>	
<b>General Program Intended Student Learning Outcomes (common to all programs)</b>	
1. Students will demonstrate the ability to apply theoretical concepts to actual business situations and utilize critical thinking and decision-making skills to identify, analyze, and develop practical solutions to management problems in an increasingly global environment.	
2. Students will express ideas clearly, concisely, and logically, through effective speech, written communication, and interpersonal human relations skills.	
3. Students will integrate management ethics—based on a Christian worldview—into the functions and processes of management.	
4. Students will develop a base of knowledge and/or a range of skills that demonstrate mastery of modern business, financial, management, and economics concepts, including the formulation and implementation of strategic business policy.	
<b>Intended Student Learning Outcomes: <i>Business</i></b>	
5. Students will demonstrate capabilities to be a business generalist in for-profit, non-profit, and governmental organizations	
<b>Intended Student Learning Outcomes: <i>Accounting</i></b>	
6. Students will demonstrate capabilities to be an accounting professional in for-profit, non-profit, and governmental organizations	
<b>Intended Student Learning Outcomes: <i>Financial Economics</i></b>	
7. Students will demonstrate capabilities to be a finance professional in for-profit, non-profit, and governmental organizations	
<b>Intended Student Learning Outcomes: <i>Marketing</i></b>	
8. Students will demonstrate capabilities to be a marketing professional in for-profit, non-profit, and governmental organizations	
<b>Intended Student Learning Outcomes: <i>Management &amp; Leadership</i></b>	
9. Students will demonstrate capabilities to be a management professional in for-profit, non-profit, and governmental organizations	
<b>Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:</b>	<b>Performance Objectives (Targets/Criteria) for Direct Measures:</b>
Comprehensive Exam (ETS)	A minimum of 50% of graduates will score at or above the 40 <sup>th</sup> percentile nationally on each content area given in the comprehensive

1. General Program ISLOs Assessed by this Measure: 1, 4	examination. This exam is given at the end of the academic program. Collected during the student's final semester/trimester.							
2. Comprehensive Case Analysis General Program ISLOs Assessed by this Measure: 2, 3, 5-9	A minimum of 70% of graduates will "Meet Expectations" or "Exceed Expectations" for the Intended Student Learning Outcomes. Collected during the student's capstone course.							
3. Business Strategy Game A) General Program ISLOs Assessed by this Measure: 1,4  B) Specific Program ISLOs Assessed by this Measure: 5, 7,8, 9	A) Using the Learning Assurance report generated by the game, 100% of students individually score at or above the 40 <sup>th</sup> percentile across all aspects measured in the Business Strategy Game. Collected during student's capstone course.  B) Using the Learning Assurance report generated by the game, average score at or above the 50 <sup>th</sup> percentile in the specific ISLO business disciplines of "Financial Management", "Marketing", "Business", and "Management & Leadership." Collected during student's capstone course.							
<b>Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:</b>								
1. Student Exit Survey General and Concentration Program ISLOs Assessed by this Measure: 1, 2, 3, 4, 5, 6, 7, 8, 9	On the exit survey, at least 80% of graduating students considered the education "very successful" or "successful" in increasing their ability to analyze and understand the Individual SLOs							
<b>Summary of Achievement of Intended Student Learning Outcomes:</b>								
<b>Intended Student Learning Outcomes</b>		<b>Learning Assessment Measures</b>						
<b>General Program ISLOs</b>	<i>Direct Measure 1: ETS</i>	<i>Direct Measure 2: Case Analysis</i>	<i>Direct Measure 3: Business Strategy Game</i>		<i>Indirect Measure 1: Exit Survey</i>			
	<b>Performance Target Was...</b>	<b>Performance Target Was...</b>	<b>Performance Target Was...</b>		<b>Performance Target Was...</b>			
1. Demonstrate the ability to apply theoretical concepts to actual			<b>Met 100% of students score</b>		<b>Met (100%)</b>			

business situations and utilize critical thinking and decision-making skills to identify, analyze, and develop practical solutions to management problems in an increasingly global environment.	<b>Met:</b> 67% Met the 40% threshold		<b>at or above the 40th percentile.</b> 81% ; 44.5% ; 55.5% ; 46% ; 56.3% ; 76.8% ; 60.5% ; 48% ; 75.2% ; 43.8% ; 75.2% ; 43.8%					
2. Express ideas clearly, concisely, and logically, through effective speech, written communication, and interpersonal human relations skills.		<b>Met</b>			<b>Met (100%)</b>			
3. Integrate management ethics—based on a Christian worldview—into the functions and processes of management.		<b>Met</b>			<b>Met (100%)</b>			
4. Develop a base of knowledge and/or a range of skills that demonstrate mastery of modern business, financial, management, and economics concepts, including the formulation and implementation of strategic business policy.	<b>Met:</b> 67% Met the 40% threshold		<b>Met 100% of students score at or above the 40th percentile.</b> 81% ; 44.5% ; 55.5% ; 46% ; 56.3% ; 76.8% ; 60.5% ; 48% ; 75.2% ; 43.8% ; 75.2% ; 43.8%		<b>Met (87.5%)</b>			
<b>Intended Student Learning Outcomes:</b> <i>Business</i>	<i>Direct Measure 1: ETS</i>	<i>Direct Measure 2: Case Analysis</i>	<i>Direct Measure 3: BSG</i>		<i>Indirect Measure 1</i>			
	Performance Target Was...	Performance Target Was...			Performance Target Was...			
5. Demonstrate capabilities to be a business generalist in for-profit, non-profit, and governmental organizations		<b>Met</b>	<b>Met (100%)</b>		<b>Met (100%)</b>			

<b>Intended Student Learning Outcomes: Accounting</b>	<i>Direct Measure 1: ETS</i>	<i>Direct Measure 2: Case Analysis</i>	<i>Direct Measure 3: BSG</i>		<i>Indirect Measure 1</i>			
	Performance Target Was...	Performance Target Was...			Performance Target Was...			
6. Demonstrate capabilities to be an accounting professional in for-profit, non-profit, and governmental organizations		<b>Met</b>			<b>Met (87.5%)</b>			
<b>Intended Student Learning Outcomes: Finance</b>	<i>Direct Measure 1: ETS</i>	<i>Direct Measure 2: Case Analysis</i>	<i>Direct Measure 3: BSG</i>		<i>Indirect Measure 1</i>			
	Performance Target Was...	Performance Target Was...			Performance Target Was...			
7. Demonstrate capabilities to be a finance professional in for-profit, non-profit, and governmental organizations		<b>Met</b>	<b>Met (100%)</b>		<b>Met (100%)</b>			
<b>Intended Student Learning Outcomes: Marketing</b>	<i>Direct Measure 1: ETS</i>	<i>Direct Measure 2: Case Analysis</i>	<i>Direct Measure 3: BSG</i>		<i>Indirect Measure 1</i>			
	Performance Target Was...	Performance Target Was...			Performance Target Was...			
8. Demonstrate capabilities to be a marketing professional in for-profit, non-profit, and governmental organizations		<b>Met</b>	<b>Met (100%)</b>		<b>Met (100%)</b>			
<b>Intended Student Learning Outcomes:</b>	<i>Direct Measure 1: ETS</i>	<i>Direct Measure 2: Case</i>	<i>Direct Measure 3: BSG</i>		<i>Indirect Measure 1</i>			

<i>Management</i>		<i>Analysis</i>						
	Performance Target Was...	Performance Target Was...			Performance Target Was...			
9. Demonstrate capabilities to be a management professional in for-profit, non-profit, and governmental organizations		<b>Met</b>	<b>Met (100%)</b>		<b>Met (100%)</b>			

*Chesapeake Energy School of Business*

**Student Learning Assessment for *Bachelor of Science in Organizational Management***

**General Program Intended Student Learning Outcomes (General Program ISLOs)**

1. Demonstrate the ability to apply biblical principles of ethics as well as management and organizational theory.
2. Demonstrate the ability to apply theoretical concepts to actual business situations and utilize critical thinking and decision-making skill to identify, analyze, and develop practical solutions to management problems.
3. Express ideas clearly, concisely, and logically, through effective speech and/or written communication, and interpersonal human relations skills.
4. Acquire a body of knowledge in marketing, general management, ethics, and business leadership.

**Assessment Instruments for Intended Student Learning Outcomes—  
Direct Measures of Student Learning:**

**Performance Objectives (Targets/Criteria) for Direct Measures:**

1. Comprehensive Exam  
General Program ISLOs Assessed by this Measure: 2, 4

Currently, an internally-created exam is being used as the comprehensive exam. 50% of OME graduates will score at or above 70% on this assessment. This exam is given at the end of the academic program. Collected during the student's final semester/trimester.

2. Comprehensive Case Analysis  
General Program ISLOs Assessed by this Measure: 1, 3

Currently, a comprehensive case is given during the last course. The School of Business has an expectation that a minimum of 50% of OME graduates will score at or above 70% on this assessment. Collected during the student's capstone course.

**Assessment Instruments for Intended Student Learning Outcomes—  
Indirect Measures of Student Learning:**

**Performance Objectives (Targets/Criteria) for Indirect Measures:**

1. Student Survey  
General Program ISLOs Assessed by this Measure: 1, 3

Conduct student satisfaction survey annually to determine program strengths, opportunities for improvement, and to solicit suggested change recommendations to strengthen the business program. 70% of students will score the program a 3 or higher on a 5 point Likert scale.

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

<b>Intended Student Learning Outcomes</b>	<b>Learning Assessment Measures</b>
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<b>General Program ISLOs</b>	<i>Direct Measure 1</i>	<i>Direct Measure 2</i>			<i>Indirect Measure 1</i>			
	<b>Performance Target Was...</b>	<b>Performance Target Was...</b>			<b>Performance Target Was...</b>			
1. Demonstrate the ability to apply biblical principles of ethics as well as management and organizational theory.		<b>Met</b>			<b>Met</b>			
2. Demonstrate the ability to apply theoretical concepts to actual business situations and utilize critical thinking and decision-making skill to identify, analyze, and develop practical solutions to management problems.	<b>Not Met</b>				<b>Met</b>			
3. Express ideas clearly, concisely, and logically, through effective speech and/or written communication, and interpersonal human relations skills.		<b>Met</b>			<b>Met</b>			
4. Acquire a body of knowledge in marketing, general management, ethics, and business leadership.	<b>Not Met</b>				<b>Met</b>			



<i>Chesapeake Energy School of Business</i>	
<b>Student Learning Assessment for <i>Master of Business Administration</i></b>	
<b>General Program Intended Student Learning Outcomes (General Program ISLOs)</b>	
1. Possess a managerial perspective of finance, economics, accounting, and statistical techniques to be able to utilize and analyze information in the strategic decision-making process	
2. Develop and apply innovative marketing strategies to position a product or service within a market	
3. Be able to apply organizational behavior, team dynamics, and leadership theories in order to motivate and lead employees toward the achievement of organizational objectives	
4. Survey the strategic landscape of an organization and make strategic decisions that position the firm for future success	
5. Possess an awareness of Christian values, ethical dilemmas, and legal processes as they affect the workforce, the workplace, and the business environment	
6. Masterfully communicate ideas logically and persuasively in writing and/or speech. With emphasis on effective business presentations and executive presence.	
<b>Intended Student Learning Outcomes: <i>Finance</i></b>	
7. Possess the abilities and knowledge to be an effective finance professional in an executive or managerial role.	
<b>Intended Student Learning Outcomes: <i>Marketing</i></b>	
8. Possess the abilities and knowledge to be an effective marketing professional in an executive or managerial role.	
<b>Intended Student Learning Outcomes: <i>Human Resource Management</i></b>	
9. Possess the abilities and knowledge to be an effective human resource management professional in an executive or managerial role.	
<b>Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:</b>	<b>Performance Objectives (Targets/Criteria) for Direct Measures:</b>
1. Business Strategy Game General Program ISLOs Assessed by this Measure: 1, 2, 3, & 4	Using the Learning Assurance report generated by the game, 80% of students will average a score of 40 or higher on all content areas of the report. Collected during student’s capstone course.
2. Capstone Case Presentation General Program ISLOs Assessed by this Measure: 1, 2, 3, 4,	A minimum of 70% of graduates will Meet Expectations or Exceed Expectations for the Intended Student Learning Outcomes. Collected during the student’s capstone course.

5, 6, 7, 8, 9	
3. Business Strategy Game: <b>Financial Management &amp; Marketing</b> Learning Assurance Score Concentration ISLOs Assessed by this Measure: 7, 8,	Using the Specific Learning Assurance Report (Financial Management & Marketing) sub-score, students will average a score of 50 or higher in this specific measure
4. Business Strategy Game: <b>Human Resources Management</b> Learning Assurance Score Concentration ISLOs Assessed by this Measure: 9	Using the Specific Learning Assurance Report (Human Resource Management) sub-score, students will average a score of 50 or higher in this specific measure
<b>Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:</b>	<b>Performance Objectives (Targets/Criteria) for Indirect Measures:</b>
1. Student Exit Survey General and Concentration ISLOs Assessed by this Measure: 1, 2, 3, 4, 5, 6, 7, 8 & 9	On the exit survey, at least 80% of graduating students considered the education “very successful” or “successful” in increasing their ability to analyze and understand the Individual and Concentration SLOs

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

Intended Student Learning Outcomes	Learning Assessment Measures							
General Program ISLOs	<i>Direct Measure 1 Business Strategy Game</i>	<i>Direct Measure 2: Capstone Case</i>	<i>Direct Measure 3: Business Strategy Game F&amp;M</i>	<i>Direct Measure 4: Business Strategy Game HR</i>		<i>Indirect Measure 1: Exit Survey</i>		
	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...		Performance Target Was...		
1. Possess a managerial perspective of finance, economics, accounting, and statistical techniques to be able to utilize and analyze information in the strategic decision-making process	Met	Met				Met		
2. Develop and apply innovative marketing strategies to position a product or service within a	Met	Met				Met		

market								
3. Be able to apply organizational behavior, team dynamics, and leadership theories in order to motivate and lead employees toward the achievement of organizational objectives	Met	Met				Met		
4. Survey the strategic landscape of an organization and make strategic decisions that position the firm for future success	Met	Met				Met		
5. Possess an awareness of Christian values, ethical dilemmas, and legal processes as they affect the workforce, the workplace, and the business environment		Met				Met		
6. Masterfully communicate ideas logically and persuasively in writing and/or speech. With emphasis on effective business presentations and executive presence.		Met				Met		
<b>Intended Student Learning Outcomes:</b> <i>Major, Concentration, Specialization, Emphasis, Option, or Track in Area 1</i>	<i>Direct Measure 1: Business Strategy Game</i>	<i>Direct Measure 2: Capstone Case</i>	<i>Direct Measure 3: Business Strategy Game F&amp;M</i>	<i>Direct Measure 4: Business Strategy Game HR</i>		<i>Indirect Measure 1: Exit Survey</i>		
	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...		Performance Target Was...		
7. Possess the abilities and knowledge to be an effective <b>finance</b> professional in an executive or managerial role.		Met	Met		Met	Met		

<b>Intended Student Learning Outcomes:</b> <i>Major, Concentration, Specialization, Emphasis, Option, or Track in Area 1</i>	<i>Direct Measure 1</i> <i>Business Strategy Game</i>	<i>Direct Measure 2:</i> <i>Capstone Case</i>	<i>Direct Measure 3:</i> <i>Business Strategy Game F&amp;M</i>	<i>Direct Measure 4:</i> <i>Business Strategy Game HR</i>		<i>Indirect Measure 1:</i> <i>Exit Survey</i>		
	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...		Performance Target Was...		
8. Possess the abilities and knowledge to be an effective <b>marketing</b> professional in an executive or managerial role.		Met	<b>Not Met</b> <b>47%</b>			Met		
<b>Intended Student Learning Outcomes:</b> <i>Major, Concentration, Specialization, Emphasis, Option, or Track in Area 1</i>	<i>Direct Measure 1</i> <i>Business Strategy Game</i>	<i>Direct Measure 2:</i> <i>Capstone Case</i>	<i>Direct Measure 3:</i> <i>Business Strategy Game F&amp;M</i>	<i>Direct Measure 4:</i> <i>Business Strategy Game HR</i>		<i>Indirect Measure 1:</i> <i>Exit Survey</i>		
	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...		Performance Target Was...		
9. Possess the abilities and knowledge to be an effective <b>human resource management professional</b> in an executive or managerial role.		Met		Met		Met		

*Chesapeake Energy School of Business*

**Student Learning Assessment for *Bachelor of Science in Business Administration (AGS)***

**General Program Intended Student Learning Outcomes (General Program ISLOs)**

1. Demonstrate the ability to apply theoretical concepts to actual business situations and utilize critical thinking and decision-making skills to identify, analyze, and develop practical solutions to management problems in an increasingly global environment.
2. Express ideas clearly, concisely, and logically, through effective speech, written communication, and interpersonal human relations skills.
3. Integrate management ethics—based on a Christian worldview—into the functions and processes of management.
4. Develop a base of knowledge and/or a range of skills that demonstrate mastery of modern business, financial, management, and economics concepts, including the formulation and implementation of strategic business policy.

**Intended Student Learning Outcomes: *Finance***

5. Demonstrate capabilities to be a finance professional in for-profit, non-profit, and governmental organizations

**Intended Student Learning Outcomes: *Management***

6. Demonstrate capabilities to be a management professional in for-profit, non-profit, and governmental organizations

**Assessment Instruments for Intended Student Learning Outcomes—  
Direct Measures of Student Learning:**

**Performance Objectives (Targets/Criteria) for Direct Measures:**

1. Comprehensive Exam (ETS)  
General Program ISLOs Assessed by this Measure: 1, 4

A minimum of 50% of graduates will score at or above the 40<sup>th</sup> percentile nationally on each content area given in the comprehensive examination. This exam is given at the end of the academic program. Collected during the student’s final semester/trimester.

2. Comprehensive Case Analysis  
General Program ISLOs Assessed by this Measure: 2, 3, 4, 5, 6

A minimum of 70% of graduates will Meet Expectations or Exceed Expectations for the Intended Student Learning Outcomes. Collected during the student’s capstone course.

**Assessment Instruments for Intended Student Learning Outcomes—  
Indirect Measures of Student Learning:**

**Performance Objectives (Targets/Criteria) for Indirect Measures:**

1. Student Focus Group

70% of students will score the program a 3 or higher on a 5 point

General Program & Emphasis ISLOs Assessed by this Measure: 2, 3, 4

Likert scale.

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

<b>Intended Student Learning Outcomes</b>	<b>Learning Assessment Measures</b>							
<b>General Program ISLOs</b>	<i>Direct Measure 1: (ETS)</i>	<i>Direct Measure 2: (Case Analysis)</i>			<i>Indirect Measure 1: (Student Focus Group)</i>			
	<b>Performance Target Was...</b>	<b>Performance Target Was...</b>			<b>Performance Target Was...</b>			
1. Demonstrate the ability to apply theoretical concepts to actual business situations and utilize critical thinking and decision-making skills to identify, analyze, and develop practical solutions to management problems in an increasingly global environment.	Not Met				Met			
2. Express ideas clearly, concisely, and logically, through effective speech, written communication, and interpersonal human relations skills.		Met			Met			
3. Integrate management ethics—based on a Christian worldview—into the functions and processes of management.		Met			Met			
4. Develop a base of knowledge and/or a range of skills that demonstrate mastery of modern business, financial,	Not Met	Met			Met			

management, and economics concepts, including the formulation and implementation of strategic business policy.								
<b>Intended Student Learning Outcomes: Finance</b>	<i>Direct Measure 1 (ETS)</i>	<i>Direct Measure 2 (Case Analysis)</i>			<i>Indirect Measure 1: (Student Focus Group)</i>			
	<b>Performance Target Was...</b>	<b>Performance Target Was...</b>			<b>Performance Target Was...</b>			
5. Demonstrate capabilities to be a finance professional in for-profit, non-profit, and governmental organizations	Not Met	Met			Met			
<b>Intended Student Learning Outcomes: Management</b>	<i>Direct Measure 1 (ETS)</i>	<i>Direct Measure 2 (Case Analysis)</i>			<i>Indirect Measure 1: (Student Focus Group)</i>			
	<b>Performance Target Was...</b>	<b>Performance Target Was...</b>			<b>Performance Target Was...</b>			
6. Demonstrate capabilities to be a management professional in for-profit, non-profit, and governmental organizations	Not Met	Met			Met			

**Section II: Operational Assessment (Note: Complete this section only if you received first-time accreditation or reaffirmation of accreditation after January 1, 2011.)**

<i>Chesapeake Energy School of Business</i>								
Operational Assessment								
Intended Operational Outcomes:								
1. The Chesapeake Energy School of Business will graduate its students in a timely manner								
2. The Chesapeake Energy School of Business faculty and staff will successfully provide effective academic and career advising to its students								
3. The Chesapeake Energy School of Business will incorporate innovative instructional methodologies in their classes								
Assessment Measures/Methods for Intended Operational Outcomes:				Performance Objectives (Targets/Criteria) for Operational Assessment Measures/Methods:				
1. <b>Graduation Rate of students</b> Intended Operational Outcomes Assessed by this Measure: <i>Outcomes 1</i>				55% of students entering business programs will graduate in 6 years as identified by the university IPED report.				
2. <b>Satisfaction score on focus group assessment</b> Intended Operational Outcomes Assessed by this Measure: <i>Outcomes 2</i>				70% of students will score academic advising and career advising at a 3 or higher on a 5 point Likert scale.				
3. <b>Course changes in full-time faculty curriculum</b> Intended Operational Outcomes Assessed by this Measure: <i>Outcomes 3</i>				Full-time faculty will report innovative course changes every two years in the annual Office of Assessment survey: Note: This has become a weekly focus point among the Business School Faculty				
Summary of Achievement of Intended Operational Outcomes:								
Intended Operational Outcomes	Operational Assessment Measures/Methods							
	<i>Operational Assessment Measure/ Method 1</i>	<i>Operational Assessment Measure/ Method 2</i>	<i>Operational Assessment Measure/ Method 3</i>					
	Performance Target Was...	Performance Target Was...	Performance Target Was...					



1. <i>Intended Operational Outcome 1</i>	Met							
2. <i>Intended Operational Outcome 2</i>		Met						
3. <i>Intended Operational Outcome 3</i>			Met					