

## Outcomes Assessment Results

For Academic Year: 2010-11

### Section I: Student Learning Assessment

<b>Student Learning Assessment for Business Administration Major</b>	
Intended Student Learning Outcomes for Business Administration Major:	
1. Students will gain factual knowledge to identify and recall key facts, terms, and methods in business administration (IDEA 1).	
2. Students will learn fundamental principles, generalizations, or theories to identify, recall, and understand concepts relating to business administration (IDEA 2).	
3. Students will learn to apply course material to enable students to develop analytical and decision-making tools to apply to problem solving and planning in business administration such as analytical thinking, communication, computers, presentations, research, teamwork, and writing (IDEA 3).	
4. Students will develop skills, competencies, and points of view needed by professionals enabling students to develop in the skills of research, analytical thinking, communication, writing, presentations, and computer usage (IDEA 4).	
5. Students will develop a clearer understanding of, and commitment to, personal Biblical values enabling students to integrate faith and practice in business administration, specifically: a biblical worldview, personal ethics and integrity, social responsibility, moral character, and a strong work ethic (IDEA 10).	
Assessment Tools for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Targets/Criteria for Direct Measures:
1. Comprehensive Business Exam	All business administration major seniors will score a mean equivalent to or higher than the national mean of the CBE.
2. Global Business Plan Project	All business administration major seniors will score an average of 85% or higher on their Global Business Plan Project, which covers subjects from all core business courses.

Assessment Tools for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Targets/Criteria for Indirect Measures:	
1. Institutional Evaluation Survey	Student's perception of faculty's effectiveness will exceed the mean.	
2. Business Knowledge Test	Graduating business administration seniors will score a mean of 85% correct and higher than freshmen's Pre-Test. This test is given as a Pre-Test to Introduction to Business students (mostly freshmen) and as a Post-Test to business seniors in their last semester before graduation.	
Summary of Results from Implementing Direct Measures of Student Learning:	Performance Target Was...	
	Met	Not Met
1. The senior business administration majors took the CBE on April 18, 2011 and scored a raw mean score of 70.45. Compared to the CBE national raw mean score of 56.41, TFC senior business administrations majors exceeded the national raw mean score by 14.04 percentage points.	X	
2. All seniors take the core business course International Business where they work in teams to research, write, and present a Global Business Plan. The mean score was 92.25%.	X	
Summary of Results from Implementing Indirect Measures of Student Learning:	Performance Target Was...	
	Met	Not Met
1. The 2010-11 average Excellence of Teacher for the Business Administration Department was 4.63 out of 5, which is a measure of student perception. Compared to the TFC average of 4.60 the department scored above the average by 0.03.	X	
2. This year the freshmen class of business students scored a mean of 46.5% correct on their Business Knowledge Pre-Test (0.85 percentage points lower than the previous year's freshman). The graduating seniors scored a mean of 78.5% correct on the same test. Thus, the seniors did not meet the goal of 85% correct; however, the graduating seniors did exceed the goal of scoring better than the freshmen class and improved over the previous year's graduating seniors by 9 percentage points.		X
Proposed Courses of Action for Improvement in Areas for which Performance Targets Were Not Met:		
1. The results of the Business Knowledge Test will be broken down by subject discipline and shared with the business faculty for improvement purposes. Additionally, the Business Knowledge Test questions will be reviewed with the goal of updating the test to remove outdated questions and include new or updated questions based on current business and business education trends.		

**Student Learning Assessment for Cross-Cultural Business Administration Major**

**Intended Student Learning Outcomes for Cross-Cultural Business Administration Major:**

1. Students will learn fundamental principles, generalizations, or theories necessary to interpret cross-cultural business settings for ministry purposes (IDEA 2).
2. Students will learn to apply course material in cross-cultural business settings to enable more effective ministry (IDEA 3).
3. Students will develop skills, competencies, and points of view needed by professionals to understand unfamiliar business settings in a diverse culture (IDEA 4).
4. Students will develop a clearer understanding of, and commitment to, personal Biblical values in order to contextualize those values into another cultural setting (IDEA 10).

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

**Performance Targets/Criteria for Direct Measures:**

- |  |  |
|--|--|
| 1. Comparative Country Studies Paper/Project | CCBA majors seniors will earn a mean score of 87% on the Comparative Country Studies paper and project.  |
| 2. Global Business Plan Project              | CCBA major seniors will score an average of 87% or higher on their Global Business Plan Project, which covers subjects from all core business courses. |

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

**Performance Targets/Criteria for Indirect Measures:**

- |                                      |   |
|--------------------------------------|---|
| 1. Institutional Evaluation Survey   | Student's perception of faculty's effectiveness will exceed the mean.   |
| 2. International Business Internship | Students will score an average of 8.5 or better on a scale of 10.0 on the evaluation covering their field experience. |

Summary of Results from Implementing Direct Measures of Student Learning:	Performance Target Was...	
	Met	Not Met
1. CCBA graduating seniors earned a mean score above 87% on the Comparative Country Studies paper and project.	X	
2. CCBA graduating seniors scored an average of 92% on Global Business Plan Project.	X	

Summary of Results from Implementing Indirect Measures of Student Learning:	Performance Target Was...	
	Met	Not Met
1. The 2010-11 average Excellence of Teacher for the Business Administration Department was 4.74 out of 5, which is a measure of student perception. The TFC average is 4.60.	X	
2. CCBA graduating seniors scored above an average of 8.5 on the evaluation covering their field experience.	X	