

IACBE Annual Report

For Academic Year 2008-2009

Program-Level Intended Outcomes Form

Student Learning Information for <i>(Program 1)</i>	
Mission of the Business Administration Department	The Business Department of Concordia University, Nebraska seeks to enhance the university's mission of preparing men and women for learning, service and leadership by offering the master of business administration degree and undergraduate degrees in business administration, accounting, marketing, information systems, and business communication.
Intended Student Learning Outcomes for the Business Administration Department	
1.	Students will develop a broad set of the management and leadership skills necessary for successful achievement of organizational goals.
2.	Students will gain an understanding of advanced business and management concepts and be able to integrate concepts from various business disciplines.
3.	Students will develop communication skills appropriate for use in the business and professional communities in which they will work.
4.	Students will develop skills for effective use of computer technology and will gain an understanding of the impact of technology on organizations.
5.	Students will develop the skills and attitudes to enable them to make sound ethical decisions in the work place.
Assessment Tools/Methods for Intended Student Learning Outcomes— Direct Measures of Student Learning	Performance Targets/Criteria for Direct Measures:
1. Case presentations and reflection papers	Students in Administrative Policy will perform at or above the 85% level as assessed by the departmentally developed rubric for assessing attainment of departmental goals.
2. Internship evaluation form	Interns will average at least 4.0 on a five-point scale across 12 measures of performance.
Assessment Tools/Methods for Intended Student Learning Outcomes— Indirect Measures of Student Learning	Performance Targets/Criteria for Indirect Measures:
1. Institutional Satisfaction Survey and Noel-Levitz Student Satisfaction Inventory	Graduating seniors and alumni of the business program will express satisfaction levels equal to or better than those of graduates of other

Exhibit A

	programs and of peer institutions.	
2. Senior exit interviews	This has been our most helpful tool in assessing needs and identifying strengths, weaknesses and opportunities in/for the program. By its nature, the results of this assessment tool are not easily quantifiable. A number of enhancements to our program have been made over the years that are at least partially attributable to the input we have received by conducting senior exit interviews, e.g. the concentration in agricultural business added in 2009.	
Summary of Results from Implementing Direct Measures of Student Learning:		Performance Target Was...
		Met Not Met
1. Students in Administrative Policy will perform at or above the 85% level as assessed by the departmentally developed rubric for assessing attainment of departmental goals.	X	
2. Interns will average at least 4.0 on a five-point scale across 12 measures of performance.	X	
Summary of Results from Implementing Indirect Measures of Student Learning:		Performance Target Was...
		Met Not Met
1. Graduating seniors and alumni of the business program will express satisfaction levels equal to or better than those of graduates of other programs and of peer institutions.	X	
2. Improvements/enhancements are made to the program as a result of input from the senior exit interviews.	X	
Proposed Courses of Action for Improvement in Areas for which Performance Targets Were Not Met:		
1. Not applicable		
2. Not applicable		
3. Not applicable		
4. Not applicable		