

Table 4.1 – Standard 4 Student Learning Assessment

Use this table to supply data for Criterion 4.1

Performance Indicator	You must provide minimum 2-3 assessments results for each program, concentration, specialization, etc. accredited or to be accredited. You must have direct, summative, formative and comparative results for each program.
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Delete examples after entering your data

1. Student Learning Results	A student learning outcome is one that measures a specific competency attainment. <i>Examples of a direct assessment (evidence) of student learning attainment that might be used include: capstone performance, third-party examination, faculty-designed examination, professional performance, licensure examination.</i> Add these to the description of the measurement instrument in column two: Direct – Assessing student performance by examining samples of student work Indirect – Assessing indicators other than student work such as getting feedback from the student or other persons who may provide relevant information. Formative – An assessment conducted during the student's education. Summative – An assessment conducted at the end of the student's education. Internal – An assessment instrument that was developed within the business unit. External – An assessment instrument that was developed outside the business unit. Comparative – Compare results to external students using data from i.e. the U.S. Department of Education Research and Statistics, or results from a vendor providing comparable data. Internal comparative data may be between classes, online and on ground classes, professors, programs, campuses, etc.				
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Identified in Criterion 4.2		Identified in Criterion 4.1		Analysis of Results		Identified in Criterion 4.4		Identified in Criterion 4.3								
Approach	Deployment (Do not use course grades or GPA) What is your measurement instrument or process? Measurable Goals 80%, 5.5 or above, etc.	Deployment (Do not use course grades or GPA) What is your measurement instrument or process? Measurable Goals 80%, 5.5 or above, etc.	Results	Analysis of Results	Improvement Action Taken or Improvement made What did you improve or what is your next step?	Insert Graphs or Tables of Trends (3-6 data points) Report sample or population size n = #	Insert Graphs or Tables of Trends (3-6 data points) Report sample or population size n = #	Insert Graphs or Tables of Trends (3-6 data points) Report sample or population size n = #	Insert Graphs or Tables of Trends (3-6 data points) Report sample or population size n = #							
BS Accounting SLO 5 - Examining business ethical standards in accounting derived from a Christian Foundation. (70% of students will perform at 70% or better)	Text Ch 5 & Final Exam	Text Ch 5 & Final Exam	Majority of students demonstrated proficiency.	Students demonstrated proficiency on these assessments, reflecting and understanding an awareness of ethical issues an situation that can arise in a business environment.	These assessments will continue to be used to ensure a students understanding and awareness of these issues that can potentially arise in a business environment.	<table><tr><th>Year</th><th>Performance</th></tr><tr><td>2022-23</td><td>100%</td></tr><tr><td>2023-24</td><td>94%</td></tr><tr><td>2024-25</td><td>71%</td></tr></table>	Year	Performance	2022-23	100%	2023-24	94%	2024-25	71%		
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SLO 4 - Demonstrate knowledge of accounting in a dynamic global marketplace. (70% of students will perform at 70% or better)	Project (Direct, Summative, Internal)	Project (Direct, Summative, Internal)	All students that submitted the project performed higher than 70%. One student did not submit the project at all.	All students submitting the project demonstrated proficiency on navigating a company's annual report, locating various elements of the report, interpreting the report, and providing appropriate financial analysis	This project continues to be a favorite of students and has shown to be successful in demonstrating that students have a working knowledge of financial statement presentation and analysis. Additional video support was added after 2024 to assist students who struggled with some of the concepts.	<table><tr><th>Year</th><th>Performance</th></tr><tr><td>2022-23</td><td>100%</td></tr><tr><td>2023-24</td><td>100%</td></tr><tr><td>2024-25</td><td>100%</td></tr></table>	Year	Performance	2022-23	100%	2023-24	100%	2024-25	100%		
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SLO 1-5 (Students when compared to other students across the US will average 50% higher)	Learning Assurance Report (Directive, Summative, Comparative)	Learning Assurance Report (Directive, Summative, Comparative)	Students scored an average of 48.625% when compared to other students completing the same assessment in the US.	Students declined in certain areas such as leadership and collaboration. Will review those sections for the upcoming academic year.	Continued review of areas that we should focus additional learning such as leadership and collaboration.	<table><tr><th>Year</th><th>Performance</th></tr><tr><td>2022-23</td><td>64%</td></tr><tr><td>2023-24</td><td>100%</td></tr><tr><td>2024-25</td><td>49%</td></tr></table>	Year	Performance	2022-23	64%	2023-24	100%	2024-25	49%		
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BS Economics/Finance SLO1 - Develop critical thinking skills in economics/finance that are vital for success in an entry level professional career. (70% of students to make 70% or better on the assignment)	Case Studies (Direct, Formative)	Case Studies (Direct, Formative)	85% of students performed above 70%	This benchmark is a representation of acceptable learning within this course. All students were assigned the case study that brings together all of the chapter material covered in the semester.	Continue to adjust case study assignment each semester to make sure it continues to be relevant.	<table><tr><th>Year</th><th>Performance</th></tr><tr><td>2022-23</td><td>85%</td></tr><tr><td>2023-24</td><td>80%</td></tr><tr><td>2024-25</td><td>90%</td></tr></table>	Year	Performance	2022-23	85%	2023-24	80%	2024-25	90%		
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SLO4 - Demonstrate knowledge of economics/finance in a dynamic global marketplace. (70% of students will perform at or above 70%)	Research Paper (Direct, Summative)	Research Paper (Direct, Summative)	100% of students performed above 70%	This benchmark is a representation of acceptable learning within this course. This research paper is designed to allow students to apply specific chapter material covered throughout the semester.	Continue to adjust research topics to make sure they remain current.	<table><tr><th>Year</th><th>Performance</th></tr><tr><td>2022-23</td><td>82%</td></tr><tr><td>2023-24</td><td>93%</td></tr><tr><td>2024-25</td><td>100%</td></tr></table>	Year	Performance	2022-23	82%	2023-24	93%	2024-25	100%		
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BS Healthcare Management SLO2 Develop soft skills in Healthcare Management that are vital for success in an entry level professional career. (70% of students will perform at 70% or better.)	Final Exam (Direct, Formative)	Final Exam (Direct, Formative)	100% of students performed at or above 70%	Students demonstrated proficiency in the materials.	In 2023, examined changing the format of the final exam. Modifications were made in 2024.	<table><tr><th>Year</th><th>Performance</th></tr><tr><td>2022-23</td><td>83%</td></tr><tr><td>2023-24</td><td>100%</td></tr><tr><td>2024-25</td><td>100%</td></tr></table>	Year	Performance	2022-23	83%	2023-24	100%	2024-25	100%		
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SLO5 Demonstrate knowledge of Healthcare Management in a dynaic global marketplace	Internship (Direct, Summative)	Internship (Direct, Summative)	100% of students performed at or above 70%	Students continue to be proficient in the workplace. Students excel in utilizing their skills learned in the program and putting them to practice in the field.	Continue to monitor internship experiences. Continue to collect information on new experiences, student experiences, and industry experiences to ensure quality learning for the students.	<table><tr><th>Year</th><th>Performance</th></tr><tr><td>2022-23</td><td>100%</td></tr><tr><td>2023-24</td><td>100%</td></tr><tr><td>2024-25</td><td>100%</td></tr></table>	Year	Performance	2022-23	100%	2023-24	100%	2024-25	100%		
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BS International Business SLO1 - Develop critical thinking skills in international business that are vital for success in an entry level professional career. (70% of students to make 70% or better on the assignment)	Case Studies (Direct, Formative)	Case Studies (Direct, Formative)	85% of students performed above 70%	This benchmark is a representation of acceptable learning within this course. All students were assigned the case study that brings together all of the chapter material covered in the semester.	Continue to adjust case study assignment each semester to make sure it continues to be relevant.	<table><tr><th>Year</th><th>Performance</th></tr><tr><td>2022-23</td><td>85%</td></tr><tr><td>2023-24</td><td>80%</td></tr><tr><td>2024-25</td><td>90%</td></tr></table>	Year	Performance	2022-23	85%	2023-24	80%	2024-25	90%		
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SLO4 - Demonstrate knowledge of international business in a dynamic global marketplace. (70% of students to perform at 70% or better)	Cumulative Project (Directive Summative)	Cumulative Project (Directive Summative)	100% of students performed above 70%	Some students elected not to participate in parts of the project that created a situation in 2023. Slight modifications in explanation of program assisted with student success.	Slight modifications in explanation of assignments helped to improve student outcomes in completing the project.	<table><tr><th>Year</th><th>Performance</th></tr><tr><td>2022-23</td><td>87%</td></tr><tr><td>2023-24</td><td>100%</td></tr><tr><td>2024-25</td><td>100%</td></tr></table>	Year	Performance	2022-23	87%	2023-24	100%	2024-25	100%		
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BS Management SLO1 - Develop critical thinking skills in management that are vital for success in an entry level professional career. (70% of students will perform at 70% or better)	Final Exam (Direct, Formative, Internal)	Final Exam (Direct, Formative, Internal)	Students continue to achieve this benchmark over the course of the past 3 academic years.	Small incremental changes with lower numbers of students who are failing. Continue additional preparation methods for final exam.	Encouraged more class participation. Students who participate are more likely to retain the information.	<table><tr><th>Year</th><th>Performance</th></tr><tr><td>2022-23</td><td>94%</td></tr><tr><td>2023-24</td><td>97%</td></tr><tr><td>2024-25</td><td>95%</td></tr></table>	Year	Performance	2022-23	94%	2023-24	97%	2024-25	95%		
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SLO 4 - Demonstrate knowledge of management in a dynamic global marketplace. (70% of students will perform at 70% or better)	Cumulative Project (Direct, Summative, Internal)	Cumulative Project (Direct, Summative, Internal)	Students are achieving the goal of 70% or better for past two years.	All students scored above a 70% on the simulation. Students show a good understanding of strategy and its application on micro and macro decisions within a firm.	Simulation scores will continue to be monitored.	<table><tr><th>Year</th><th>Performance</th></tr><tr><td>2022-23</td><td>87%</td></tr><tr><td>2023-24</td><td>100%</td></tr><tr><td>2024-25</td><td>100%</td></tr></table>	Year	Performance	2022-23	87%	2023-24	100%	2024-25	100%		
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BS Management Information Systems SLO1 Develop critical thinking skills in management information systems that are vital for success in an entry level professional career. (70% of students will perform at 70% or better)	Project (Direct, Formative, Internal)	Project (Direct, Formative, Internal)	Students performed well on the assignment, demonstrating their dept of knowledge and skills learned through the course.	Continuous improvement is always necessary. Additional communication is key to success with students.	Project instructions were rewritten to show clear requirements and objectives.	<table><tr><th>Year</th><th>Performance</th></tr><tr><td>2022-23</td><td>88%</td></tr><tr><td>2023-24</td><td>100%</td></tr><tr><td>2024-25</td><td>100%</td></tr></table>	Year	Performance	2022-23	88%	2023-24	100%	2024-25	100%		
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SLO2 - Develop soft skills in management information systems that are vital for success in an entry level professional career. (70% of students will perform at 70% or better)	Project (Direct, Summative, Internal)	Project (Direct, Summative, Internal)	Students completed the project successfully.	Continuous improvement is always necessary. Additional communication is key to success with students.	Previous students found the project a little abstract, so the instructions were rewritten with additional information and details.	<table><tr><th>Year</th><th>Performance</th></tr><tr><td>2022-23</td><td>100%</td></tr><tr><td>2023-24</td><td>100%</td></tr><tr><td>2024-25</td><td>100%</td></tr></table>	Year	Performance	2022-23	100%	2023-24	100%	2024-25	100%		
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BS Marketing SLO1 Develop critical thinking skills in marketing that are vital for success in an entry level professional career. (70% of students perform at 70% or better)	Project (Directive, Formative)	Project (Directive, Formative)	74% of students performed at 70% or better.	Students prepared a marketing plan. This is a writing intensive course, so students were to plan throughout the semester.	Students continue to need to develop writing skills and presentation skills. Most students continue to be successful. The ones that tend to not do well, simply do not submit materials or parts of the project. In 2024-25 project was completely updated. Additional review of project needed.	<table><tr><th>Year</th><th>Performance</th></tr><tr><td>2022-23</td><td>96%</td></tr><tr><td>2023-24</td><td>94%</td></tr><tr><td>2024-25</td><td>74%</td></tr></table>	Year	Performance	2022-23	96%	2023-24	94%	2024-25	74%		
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SLO4 Demonstrate knowledge of marketing in a dynamic global marketplace (70% of students perform at 70% or better)	Project (Directive, Summative)	Project (Directive, Summative)	100% of students performed at 70% of better	Students work in partnership with organizations to create a marketing strategy.	Continue to develop this project. Some semesters the entire class works on one project for one firm. Other semesters it is multiple organizations with multiple groups. 2025 the class was split into 3 groups and they competed for the win of implementation. That seemed to provide a competitive spirit that helped the students.	<table><tr><th>Year</th><th>Performance</th></tr><tr><td>2022-23</td><td>100%</td></tr><tr><td>2023-24</td><td>100%</td></tr><tr><td>2024-25</td><td>100%</td></tr></table>	Year	Performance	2022-23	100%	2023-24	100%	2024-25	100%		
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BS Sports Management SLO1 Develop critical thinking skills in sport management that are vital for success in an entry level professional career (70% of students perform at 70% or better)	Final Exam (Directive, Formative)	Final Exam (Directive, Formative)	70% of the students performed better than 70%	Students seem uninterested in materials and need new pathways for studying.	In order to improve on the individual that are below the 70%, there will be a mandatory note taking requirement as part of the Participation grade. This will help the individuals apply the concepts learned in class on the essay questions.	<table><tr><th>Year</th><th>Performance</th></tr><tr><td>2022-23</td><td>86%</td></tr><tr><td>2023-24</td><td>78%</td></tr><tr><td>2024-25</td><td>70%</td></tr></table>	Year	Performance	2022-23	86%	2023-24	78%	2024-25	70%		
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SLO5 Examine business ethical standards in sport management derived from a Christian foundation.	Final Project (Directive, Summative)	Final Project (Directive, Summative)	70% of the students performed better than 70%	Students must present their research in an ethical issue and synthesized it with their Christian World View and Moral Values	To continue to improve additional presentations will be added for practice.	<table><tr><th>Year</th><th>Performance</th></tr><tr><td>2022-23</td><td>80%</td></tr><tr><td>2023-24</td><td>100%</td></tr><tr><td>2024-25</td><td>70%</td></tr></table>	Year	Performance	2022-23	80%	2023-24	100%	2024-25	70%		
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Master of Business Administration SLO1 Adapt themselves in advanced professional career positions in business, government, and other areas of human endeavor where organizational, managerial, and analytical skills in business administration are vital for success. (80% of Students will perform at 80% or better)	Project (Directive, Formative, Comparative)	Project (Directive, Formative, Comparative)	2024-2025 terms were taught by different faculty. Some were seated and some online. The 90% is the average. Once class was actually 94% while the other was 86%.	The students prepare a full business plan report for a company the select. The business plan Report includes: SWOT analysis, Marketing, Operations, and Financial report.	A majority of students performed well through the process of building their business plan - through engaging in group discussion and attending Zoom sessions that are meant to assist in completing Steps and build the business plan. Typical scores were in the ninety percentage range. One scored low as they were unable to complete assignments in a timely manner. The material was discussed throughout the semester and all students participated in discussion board and zoom sessions to build their knowledge base.	<table><tr><th>Year</th><th>Performance</th></tr><tr><td>2022-23</td><td>92%</td></tr><tr><td>2023-24</td><td>100%</td></tr><tr><td>2024-25</td><td>90%</td></tr></table>	Year	Performance	2022-23	92%	2023-24	100%	2024-25	90%		
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SLO2 Learn new advanced mangerial skills in international business that required advanced knowledge of computerized technology applications in business (80% of students will perform at 80% or better)	Project (Direct, Formative)	Project (Direct, Formative)	70% of students are performing at or above 80%	Courses existed in a new accelerated format between 23-24. Students fell behind or did not follow directions.	Continue to review instructions for clarity, revise grading rubric, and add additional prompts and reminders to help students know what is due and when. Students in the 2025 year really struggled with the project.	<table><tr><th>Year</th><th>Performance</th></tr><tr><td>2022-23</td><td>80%</td></tr><tr><td>2023-24</td><td>78%</td></tr><tr><td>2024-25</td><td>70%</td></tr></table>	Year	Performance	2022-23	80%	2023-24	78%	2024-25	70%		
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SLO 1, 2 & 3 (Students will perform at a 50% overall average compared to students other other institutions across the US.)	Learning Assessment Report - BSG (Comparative, Summative)	Learning Assessment Report - BSG (Comparative, Summative)	Overall Average 44%	Students continue to show success in certain areas, including financial management, analytics, strategy, etc. Students show they need support in leadership and human resource management.	Focusing on developing students in leadership and human resource management by implementing additional content in these areas. Feel that additional support in these areas will help us to improve.	<table><tr><th>Year</th><th>Performance</th></tr><tr><td>2022-23</td><td>47.11%</td></tr><tr><td>2023-24</td><td>50.78%</td></tr><tr><td>2024-25</td></tr></table>	Year	Performance	2022-23	47.11%	2023-24	50.78%	2024-25			
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