

**ASSESSMENT RECORD FOR  
DEPARTMENT  
OF**

**Business Department**

(Academic Department Name)

**2009-2010**

(Assessment Period Covered)

**10/1/2010**

(Date Submitted)

**Includes Assessment Reports for those Instructional Programs listed below:**

Title of Instructional Degree Program

Degree Level

(Associate, Bachelors,  
Master's, etc.)

Business

Bachelors

Submitted By: Dell Ann Janney

(Departmental Chair or Faculty Assessment Representative)

**ASSESSMENT REPORT  
FOR  
Business  
Department (Major)**

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**2009-2010**

(Assessment Period Covered)

**10/1/2010**

(Date Submitted)

**Expanded Statement of Institutional Purpose Linkage:**

**College Mission Statement:** The mission of Culver-Stockton College is to provide students of promise a superb education within an active learning community founded upon integrity and the best values of faith and the human spirit.

**The Community**

Culver-Stockton College accomplishes this mission as a learning-centered community committed to freedom of inquiry, excellence in teaching, and its heritage as a midwestern college in covenant with the Christian Church (Disciples of Christ).

**Department Mission Statement:** The mission of the Culver-Stockton College Business Division is to prepare business students of promise for successful careers or graduate school through experiential learning and corporate experiences.

**College Objective(s):** To prepare the student for career or graduate study or a chosen career through programs that provide in-depth knowledge, disciplinary methodologies, professional specialization and experiential learning.

**Intended Outcomes/Objectives:**

- 1. Business graduates will demonstrate the ability to communicate effectively.**
- 2. Business graduates will demonstrate proficiency in general business concepts.**
- 3. Business graduates will be well prepared for their first employment upon graduation.**

# ASSESSMENT REPORT FOR

Business  
Academic Department (Major)

**2009-2010**  
(Assessment Period Covered)

**10/1/2010**  
(Date Submitted)

## Intended Outcomes/Objectives:

- 1. Business graduates will demonstrate the ability to communicate effectively.**

## First Means of Assessment for Objective Identified Above:

**Assessment Criteria and Procedures:** The faculty will collect artifacts for review as evidence of the students' ability to write effectively. The artifact will be rated by an independent faculty using a rubric. Graduates will achieve an average score of 80% or above (on a rubric scale of 0-100%.)

*Graduates will achieve an average score of 80% or above (on a rubric scale of 0-100%.)*

**Summary of Data Collected:** Students completed a research project in Business Strategy, the capstone course. The average rating on the research project was 84% for the forty projects assessed.

**Use of Results:** The research project score exceeded the desired average score. The data available is from the spring 2010 capstone courses. The research project completed by students is reviewed in rough drafts and students are given the opportunity to re-write, thus, possibly inflating the scores. Faculty will reevaluate the weighting of categories.

**Budget Implications:** None.

# ASSESSMENT REPORT

FOR

Business

Academic Department (Major)

2009-2010

(Assessment Period Covered)

10/1/2010

(Date Submitted)

## Intended Outcomes/Objectives:

2. Business graduates will demonstrate proficiency in Business concepts.

## First Means of Assessment for Objective Identified Above:

**Assessment Criteria and Procedures:** Business graduates will take a comprehensive examination covering general business concepts in the Business Strategy course. The ETS Major Fields Test will be required for a grade.

*Business graduates will score a minimum of one-standard deviation below the nationally-normed mean score in test sub-categories for all required courses.*

## Summary of Assessment Data Collected:

	<u>C-SC Mean Correct</u>	<u>National Mean Correct</u>	<u>Standard Deviation</u>
Accounting	48.6	49.8	7.1
Economics	42.4	47.8	7.1
Management	43.2	54.5	7.6
Finance	55.9	55	8.9
Marketing	47.1	51.9	7.0
Legal & Social Env.	45.1	45.9	6.3

**Use of Results:** The business graduates met the business division goal except for one area. In all areas except for management, students were within one standard deviation of the national mean. These results are fairly consistent with results from previous years. However, ETS is unable to provide cumulative data for 2008 and 2009.

To improve the test results in the management area, the management faculty will investigate the core concepts identified by ETS and determine where these concepts are covered in the curriculum. In addition, students will be required to review comprehensive study guides that have been developed in previous years. Note: ETS was again unable to separate data by individual student for major reporting purposes. Faculty will attempt to enroll students in co-horts by major.

**Budget Implications:** The cost of administering the ETS Major Fields examination is \$15 per graduate.

# ASSESSMENT REPORT FOR

Business  
Academic Department (Major)

2009-2010

(Assessment Period Covered)

10/1/2010

(Date Submitted)

## Intended Outcomes/Objectives:

3. Business graduates will be well prepared for their first employment upon graduation.

## First Means of Assessment for Objective Identified Above:

**Assessment Criteria and Procedures:** A survey of Business graduates one year out and five years out will be administered. Seventy-five percent of Business graduates who respond when surveyed will respond positively that they were well prepared for their first employment in each of the respective categories. A two-year moving average will be used.

## Summary of Assessment Data Collected:

- (1) 83% (19 out of 23) responded that the C-SC business administration curriculum prepared them for current employment in regard to effective writing.
- (2) 91% (21 out of 23) responded that the C-SC business administration curriculum prepared them for current employment in regard to business software applications.
- (3) 88% (14 out of 16) responded that the C-SC business administration curriculum prepared them for current employment in regard to business presentations.
- (4) 89% (24 out of 27) responded that the C-SC business administration curriculum prepared them for current employment in regard to general business concepts.

**Use of Results:** (1) A memo requirement has been incorporated into Business Strategy and Corporate Experience. (2) Most respondents indicated that they regularly use Excel as the most widely used business application. *We are now requiring Computer Applications in Business as well as offering an Advanced Excel workshop to further develop excel skills.*

Note: The above results only reflect two year's results as this is the second year of the new survey format. In 2010, the results will reflect a three-year moving average.

**Budget Implications:** None

## Second Means of Assessment for Objective Identified Above:

**Assessment Criteria and Procedures:** An evaluation will be completed by internship supervisor assessing intern performance (on a 5 point scale with 5 being excellent and 1 being poor.). The average rating received by Business graduates will be a 4.0 or above (average rating was increased from 3.5 to 4.0 in 2008-2009.) A three-year moving average will be used.

**Summary of Assessment Data Collected:** The average score received by Business majors is a 4.57. A three-year moving average was used due to the small numbers of graduates.

**Use of Results:** The scores received are above the average, indicating that students are performing well.

**Budget Implications:** None