



School of Business

Report on Learning Outcomes
2020

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School of Business

Program Learning Outcomes

There are five basic learning outcomes for every student earning a bachelor's degree in Business Administration.

1. **PROFESSIONAL** - Demonstrate the ability to apply and synthesize the functional areas of business to make sound business decisions.
2. **INFORMATION LITERACY** - Access, use and evaluate information in business decision making.
3. **DISCIPLINED INQUIRY** - Use quantitative and qualitative analytical and critical thinking skills to evaluate information, solve problems and make sound decisions.
4. **COMMUNICATION SKILLS** - Communicate effectively in various forms.
5. **ETHICS** - Demonstrate knowledge and application of prescribed ethical codes and behaviors in the workplace.

Business students are assessed using a variety of methods to prove proficiency of program learning outcomes.



Comprehensive
Business Plan



Major Field Test



Business Plan
Presentation



*Total
Performance*



Community-based
Research



Internship



Business Simulation
Game



University
Assessment

Comprehensive Business Plan

Students in the bachelor of science or arts in Business Administration are required to complete a business plan for their senior capstone.

Students are required to apply what is learned in their core business courses and create a feasible business plan. Students present their plan to their peers, department faculty, and their instructor.



Student performance

BUSINESS PLAN ASSESSMENT

In 2018-2019, business plans submitted by four sections of BA 499 were evaluated using a common rubric. A total of 30 plans were rated based on a scale of 1-4 for each section. Over the last three years, the overall mean score has improved.

section 03

BA 499 BUSINESS PLAN

Means Scores on Elements of the Business Plan, 2015-2018

Criterion
Sample Size
Technology Plan
Marketing Plan and Sales Strategy
The Competition
Risk Assessment
Strategic Position
Formatting and Referencing
Financial Information
Community Involvement and Social Responsibility
The Target Market
Development, Milestones and Exit Plan
Industry Analysis and Trends
Operations
Management and Organization
Documentation and support
Writing Mechanics
Company Description
Executive Summary
Appendices

Overall Average Rating

2015 37	2016 24	2017 44	2018 30
3.0131	3.3333	3.6591	3.7333
2.8108	3.2917	3.5909	3.9000
3.0000	3.6111	3.6136	3.7667
2.9730	3.0972	3.4773	3.7000
3.1351	3.4861	3.6591	3.4333
3.1351	3.2917	3.2597	3.5926
3.1081	2.4444	3.6222	3.1111
3.1081	3.2778	3.5767	3.6000
3.1351	3.3056	3.5000	3.8000
3.2703	2.1944	3.3604	3.8000
3.2432	3.5139	3.6364	3.7333
3.2973	3.1389	3.7443	3.8000
3.5135	3.5139	3.7879	3.9000
3.3243	3.0833	3.2273	3.4000
3.4324	3.7917	3.5682	3.2333
3.7027	3.3889	3.5682	3.6000
3.6486	3.3194	3.1818	3.3000
3.7568	3.7361	3.5909	3.3667
3.2560	3.2677	3.5347	3.5984

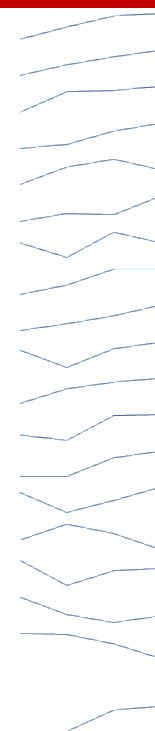
Red fill means decline in average score

Green fill means increase in average score

Rating Scale 1-4

- 4 - Exemplary
- 3 - Accomplished
- 2 - Developing
- 1 - Beginning

4-Year Trends



Internships and Business Research



As part of the core business requirements, students must complete an internship or a practical business research project working with an external business client. In 2018-19 there were 123 students who chose to do an internship and 63 who chose to complete Business Research.

Assessment Method

Practical Application

Business Research

Students participate in a community-based group research project

34%

Internships

Typically 120 hours of internship work are completed in a term

66%

Internship or Business Research?

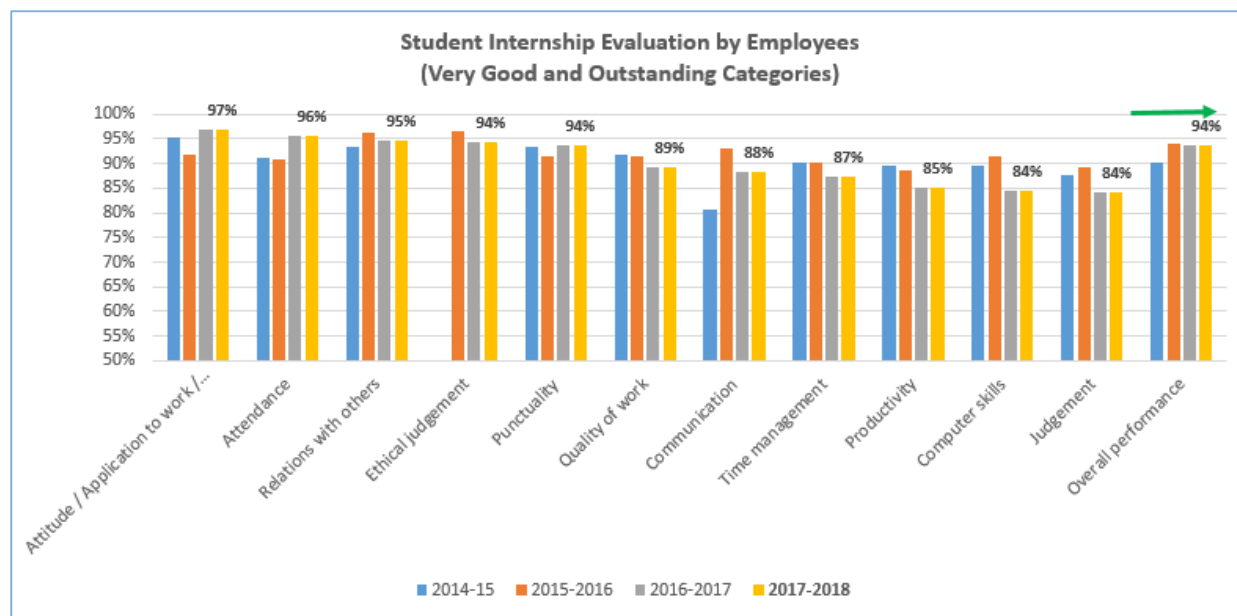
Student Performance

Internships

Employers are required to complete a final evaluation of the student's performance in the internship experience.

The **overall performance** of students over the past three years has been **high and steady**.

This chart displays the categories in which students are evaluated and the percentage who performed at the “**Very Good**” and “**Outstanding**” level in each category over the last three years.



Student Performance

Employers rate students consistently high in the areas of :

- Attitude/Application to Work/Learning
- Attendance
- Relations with others
- Punctuality
- Ethical Judgment

Areas of concern in the past showed significant improvement in 2018-19:

- Quality of Work
- Time management
- Communication
- Productivity
- Computer skills
- Judgment

Internships

Percent of Internship Evaluation by Employer in the Outstanding and Very Good Categories					
	2014-15	2015-2016	2016-2017	2017-2018	2018-2019
Attitude / Application to work / learning	95%	92%	97%	97%	98%
Attendance	91%	91%	96%	96%	100%
Relations with others	93%	96%	95%	95%	99%
Ethical judgement	0%	97%	94%	94%	99%
Punctuality	94%	92%	94%	94%	100%
Quality of work	92%	92%	89%	89%	100%
Communication	81%	93%	88%	88%	99%
Time management	90%	90%	87%	87%	100%
Productivity	90%	89%	85%	85%	100%
Computer skills	90%	91%	84%	84%	99%
Judgement	88%	89%	84%	84%	99%
Overall performance	90%	94%	94%	94%	100%
Number of Students Evaluated	125	131	94	123	102

Internships

The Internship evaluation also calls for open-ended responses of student performance.

Strengths:

A common theme in the open-ended comments included strong team contribution, positive attitude, big picture view, new perspective, streamlining processes, and organization skills.

Weaknesses:

Only a few students did not show positive work results in their internship. The problems related to timeliness and dependability and being able to understand instructions.

Suggestions and Areas for Improvement:

Areas for improvement had much to do with lack of experience. Some employers noted that the intern lacked confidence, attention to detail, and problem-solving abilities. They also noted that improvement comes with experience on the job. They stressed that students need to continue having a learning attitude beyond college.



Business Research

Students conduct primary research for a business client. They are evaluated by the business client using a rubric with defined evaluation criteria.

Evaluation Criteria
Communication Skills
Objectives Met
Cooperation
Incorporation of Client's Suggestions
Value Added to the Business
Presentation of Report

Assessment Method

University Assessment Committee

In 2017-18, the University Assessment Committee requested all the senior capstone projects from every department. A sample was randomly chosen for evaluation.

The papers were evaluated based on content, fluency, convention, focus, evidence, inferences, and conclusion.

The scores for business students were compared against the University as a whole.

**Business students
outperformed other
seniors on writing quality
and demonstration of
critical thinking.**



Senior Writing Assessment

2017-18

For the most part, Business Seniors scored higher in written communication and critical thinking assessments than other SOU seniors.

Sample	Content Development/ Organization	Fluency of Expression	Standard Convention	Sustained Focus	Evidence	Valid inferences/ Conclusion
All University Seniors (n=189)	2.61	2.61	2.75	2.61	2.39	2.36
Business Seniors (n=29)	3.42	2.86	2.43	3.86	2.86	2.57

SCALE: 4 = Exemplary, 3=Accomplished, 2=Developing, 1=Beginning

Senior Quantitative Reasoning

2017-18

Business Seniors also scored higher in quantitative reasoning assessments than other SOU seniors.

Sample	Extent of Inclusion	Integration	Credibility	Visuals
All University Seniors (n=189)	2.42	2.4	2.49	2.19
Business Seniors (n=23)	3.28	3.43	3.00	3.14

SCALE: 4 = Exemplary, 3=Accomplished, 2=Developing, 1=Beginning

Assessment Method

Business Strategy Game

In the Business Strategy Game (BSG), groups of students are assigned to operate an athletic footwear company that produces and markets both branded and private-label footwear and competes head-to-head against footwear companies run by other members of the class. The companies compete in a global market arena, selling in four geographic regions—Europe-Africa, North America, Asia-Pacific, and Latin America.

SOU business students consistently rank in the Global Top 100.



The BSG

The Decisions That Company Co-Managers Have to Make. Each decision round, company co-managers are faced with 53 types of decisions, spread across the functional spectrum as follows:

- Corporate social responsibility and citizenship (up to 6 decision entries)
- Production operations (up to 10 decision entries for each plant, with a maximum of 4 plants)
- Plant capacity additions/sales/upgrades (up to 6 decision entries per plant)
- Worker compensation and training (3 decision entries per plant)
- Shipping (up to 8 decision entries each plant)
- Pricing and marketing (up to 10 decision entries in each of 4 geographic regions)
- Bids to sign celebrities (2 decision entries per bid)

Performance Categories Evaluated:

1. Earnings per share
2. Return on equity
3. Stock price
4. Overall score

BSG Global Top 100 Ranking



Each week, the best-performing **BSG** companies measured on 4 performance variables (Overall Score, EPS, ROE, and Stock Price) are honored on this page. During the week of Monday, 10-Jun through Sunday, 16-Jun there were 1424 teams from 108 colleges/universities participating in the simulation world-wide.

The Top performances for each week are posted every Sunday night at 23:59 hours, GMT (Greenwich Mean Time).

[View List Criteria](#)

Week of Monday, 10-Jun-2019 through Sunday, 16-Jun-2019
[< See week of 3-Jun-2019](#) [See week of 17-Jun-2019 >](#)

Top 100: Overall Game-To-Date Score

The Overall Game-To-Date Score rankings are always based on a 50%-50% weighting for the Investor Expectations and the Best-in-Industry scoring standards, yielding a maximum weighted average score of 110. To further ensure that the overall performance scores of all companies worldwide are calculated on the same basis and thus truly comparable, bonus points are not included.

Rank	Company Name	School / Organization	Score
1 (tie)	A IgniteU	UNIVERSIDAD DE LIMA	110.0
	Industry 1	Instructor: Pablo Rojas Jaen	
1 (tie)	C ULSA Brand	Universidad La Salle	110.0
	Industry 1	Instructor: Jose Ramon Fernandez	
1 (tie)	Journey Athletics	Northwest Missouri State University	110.0
	Industry 1	Instructor: Ben Blackford	
1 (tie)	Athletic Performance	Salem University	110.0
	Industry 26	Instructor: Timothy Glaid	
1 (tie)	B Sneaks	DeSales University	110.0
91	Aldo	Northern Alberta Institute of Technology	\$12.86
	Industry 1	Instructor: Rod Prendergast	
92	Blade Runners	Southern Oregon University	\$12.71
	Industry 28	Instructor: Ordonez/Fretwell	
93	J Company	Northwest Missouri State University	\$12.69
	Industry 2	Instructor: Chi Lo Lim	
94	L twinstrike	Universidad de Lima	\$12.60
	Industry 2	Instructor: Caridad Aguilar Lozano	
95	Hodor Inc	Appalachian State University	\$12.50
	Industry 94	Instructor: Kelly Henson	
96	Dynamic Soles	Lake Forest Graduate School of Management	\$12.42
	Industry 1	Instructor: Monty Edson	

Top 100: Stock Price			
Rank	Company Name	School / Organization	Stock Price
1	Chip-Mark Inc.	Dakota State University	\$1028.35
	Industry 1	Instructor: Jack Walters	
2	Cantaloupe	Northern Alberta Institute of Technology	\$940.67
	Industry 389	Instructor: Terry Sulyma	
3	Dr Martians	St. Mary's University	\$911.56
	Industry 2	Instructor: Florence Tarrant	
79	I Converkers	Universidad de Lima	\$312.35
	Industry 2	Instructor: Caridad Aguilar Lozano	
80	G Just Kicks	Florida International University	\$311.43
	Industry 6	Instructor: Fichman/Neira	
81	F Latona	Universidad de Lima	\$310.94
	Industry 3	Instructor: Caridad Aguilar Lozano	
82	Elite Feet	Montana State University	\$310.27
	Industry 1	Instructor: F William Brown	
83	Endeavor Shoes	Northwest University	\$306.94
	Industry 3	Instructor: Janelle Harrison	
84	Hulkamania	Paul Smith's College	\$306.03
	Industry 121	Instructor: Brendan Gnall	
85	Blade Runners	Southern Oregon University	\$305.68
	Industry 28	Instructor: Ordonez/Fretwell	
86	Dothraki Cleats	Cleveland State University	\$304.75
	Industry 1	Instructor: Susan Storrud-Barnes	
87	Jays on my feet	The University of Alabama	\$304.04
	Industry 3	Instructor: Joyce Meyer	
88	Boss Footwear	Georgia Gwinnett College	\$299.48
	Industry 34	Instructor: Pingping Song	
89	D zapatones S.A.	UNIVERSIDAD DE LIMA	\$299.26
	Industry 1	Instructor: Pablo Rojas Jaen	
90	ASPORT STORE	Universidad La Salle	\$298.92
	Industry 1	Instructor: Jose Ramon Fernandez	
91	APEX	University of Pittsburgh	\$298.43
	Industry 27	Instructor: Tom Davis	

Assessment Method

Major Field Test

The ETS® Major Field Test is a comprehensive undergraduate and MBA outcomes assessment designed to measure the critical knowledge and understanding obtained by students in their major field of study. The test goes beyond the measurement of factual knowledge. It evaluates a student's ability to analyze and solve problems, understand relationships and interpret material from their major field of study. The test consists of multiple-choice questions, half of which are based on short case-study scenarios.



Questions use materials such as diagrams, graphs and statistical data.

Major Field Test Outline

1. Marketing
2. Management
3. Finance
4. Accounting

section 03

- <https://www.ets.org/mft/about/content/mba>

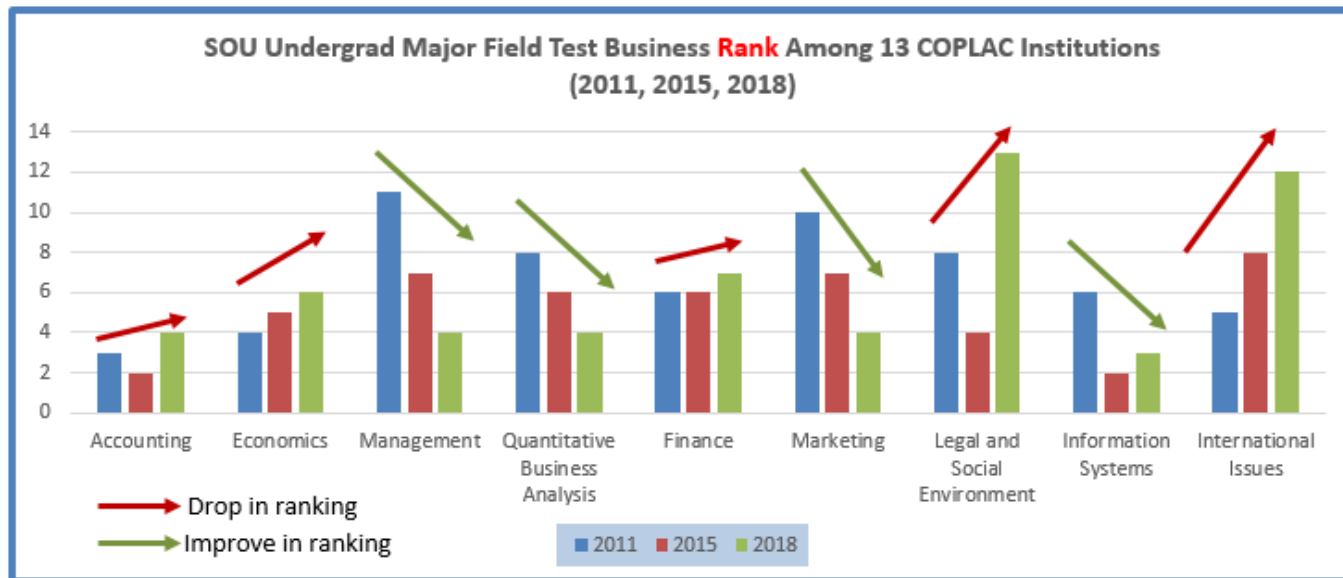
Major Field Test

- Both undergraduate and graduate students who are near the end of their program of study were incentivized to participate in the major field test.

Number	2018-19 (n=26)	2015-2016 (n=30)	2010-2011 (n=47)
Count above 50 th percentile	54%	70%	51.1%
Count below 50 th percentile	46%	30%	48.9%

Major Field Test (Undergraduate Programs)

- Compared to comparative COPLAC programs (13), SOU ranks highly in accounting, management, quantitative business analysis, marketing, and information systems.



Lower bars are ideal (means higher ranking)

Student Performance

Major Field Test (MBA Programs)

- In 2019, SOU MBA students, as a group, had higher averages than the national group (206 programs) in percent correct in all five business components of business.

MFT Custom Comparative Data for SOU - S19 and Su19 Online vs F2F, SOU vs All 206 Institutions
Mean Percent Correct in MBA Major Field Test, By Area
 Spring and Summer 2019 Cohorts
 MBA Program

Business Component	SOU S19 Online MBA Class (n=31)	SOU S19 Evening MBA Class (n = 12)	All SOU MBA (S19 Evening and Online Combined, n=43)	All US (207 MBA Programs)
Marketing	66	58	64	58.2
Management	62	55	60	55.1
Finance	37	35	37	35.1
Acctg	48	43	47	40.6
Strategic Integration	55	47	52	48.6
Average Percent Score	53.6	47.6	52	47.52

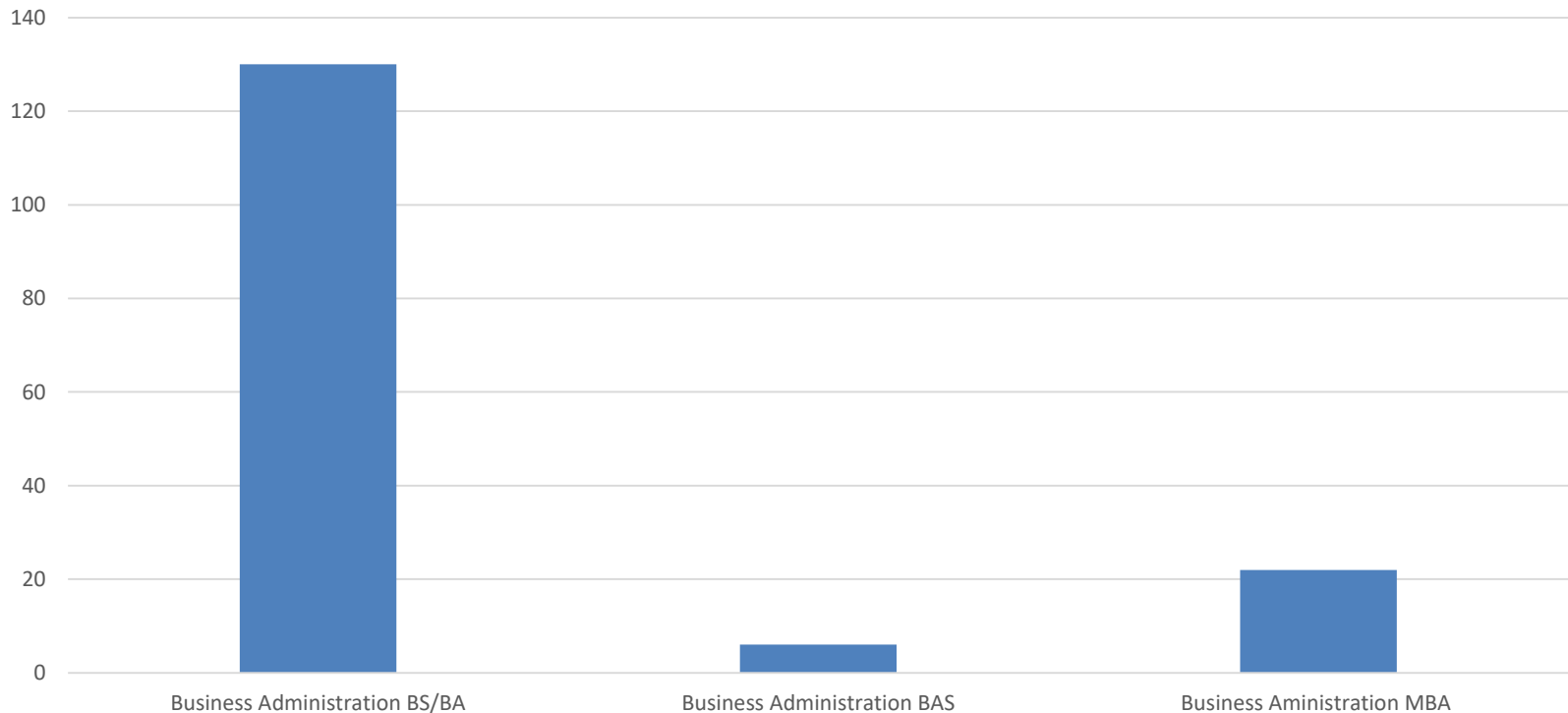
Business Graduates

The number of program completers remains fairly constant in all areas. The 2017-18 year shows a decline, which is reflective of lower enrollment in 2012 and 2013.

Academic Year	Number of Graduates
Undergraduate Business School Degree Conferment	
• 2014-15	• 146
• 2015-16	• 144
• 2016-17	• 143
• 2017-18	• 136
Business Certificates Awarded	
• 2014-15	• 73
• 2015-16	• 95
• 2016-17	• 86
• 2017-18	• 73
Business Minors Awarded	
• 2014-15	• 25
• 2015-16	• 17
• 2016-17	• 27
• 2017-18	• 25

All Business Programs

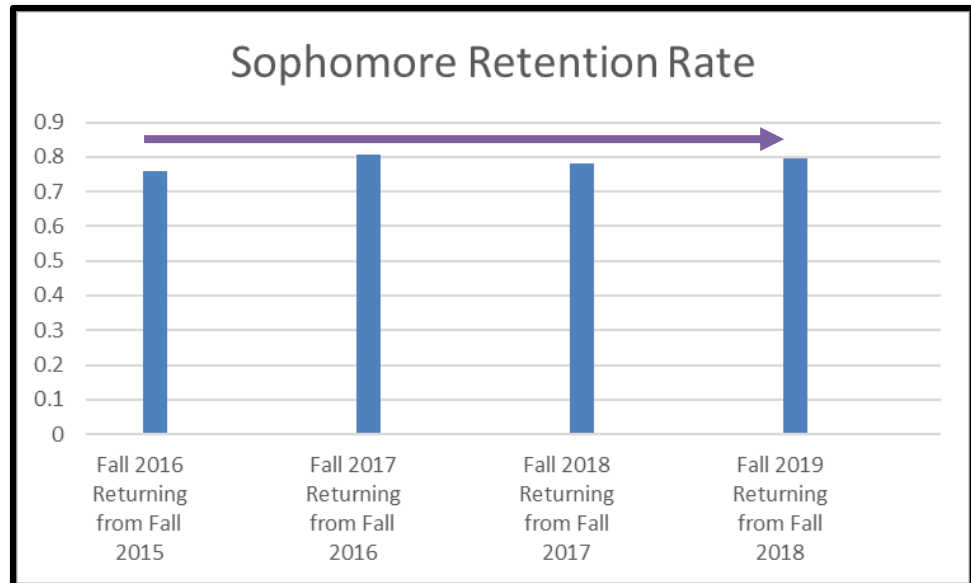
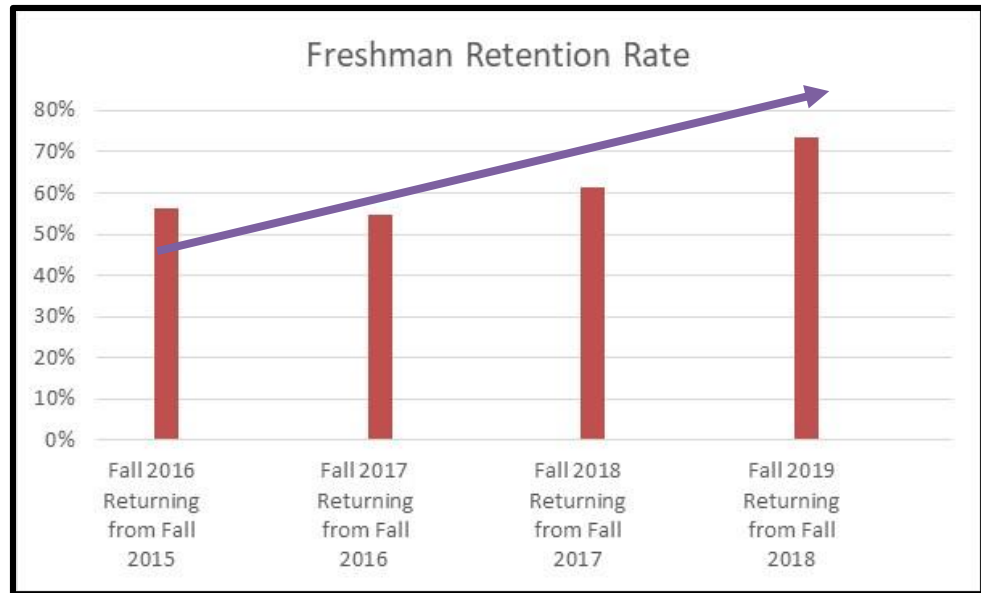
Graduates by ACBSP Accredited Programs 2018



Student Retention

The retention rate of business freshmen has increased over the last three years.

The retention rate of business sophomores has remained flat over the last three years.



Changes Based on Assessment

A Result of Our Assessments



- While employer ratings for the internship have increased, more fine tuning is needed in the Internship evaluation form to provide more specificity.
- The new format for the Orientation to the School of Business was piloted in 2018-19 and retention increased. Retention will continue to be tracked.
- A standard format for all online courses was implemented in 2018-19 in an effort to increase consistency, simplify navigation, and improve understanding of course expectations across all courses.
- In 2019-20, we will start obtaining client evaluations on student research projects in BA428 Business Research.
- As of Fall 2019, an Exit Survey is given to all seniors in the capstone class to measure student experience in the program related to advising, business skills, capstone preparation, and career preparation.

thank you

•contact information

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