

Standard 4

Standard #4 Measurement and Analysis of Student Learning and Performance

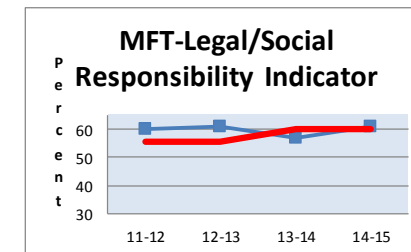
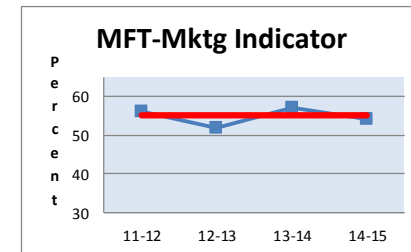
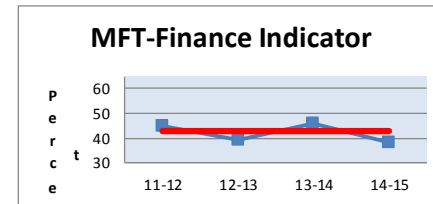
Performance Indicator	Definition																			
Performance Measure	What is your measurement instrument or process?	Current Results	Analysis of Results	Action Taken or Improvement made	Insert Graphs or Tables of Resulting Trends (3-5 data points preferred)															
Measurable goal	Do not use grades.	What are your current results?	What did you learn from the results?	What did you improve or what is your next step?	<p>— Benchmark</p> <p>— WVSU Results</p>															
What is your goal?	(Indicate type of instrument) direct, formative, internal, comparative																			
<p>Knowledge of foundation areas for undergraduate business program assessed through MFT. WVSU Mean Score will equal or exceed ETS Individual Mean Score</p>	<p>Summative, External, Comparative data derived from Business MFT</p>	<p>WVSU Mean is above ETS mean in one out of four academic years; relatively close to ETS mean in remaining years.</p>	<p>Provided item analysis to faculty in 2013-14. Added requirement to prepare an action plan for minor course level adjustments by assessment indicators in 2014-15. Results will be phased in over several years--some of the course level adjustments are at the freshman level while MFT is senior level.</p>	<p>Will review test content of MFT with faculty and map content to business core courses; prepare action plan based upon item analysis in 2015-16.</p>	<p>MFT in Business</p> <table border="1"> <caption>MFT in Business Data</caption> <thead> <tr> <th>Year</th> <th>Benchmark</th> <th>WVSU Results</th> </tr> </thead> <tbody> <tr> <td>11-12</td> <td>155</td> <td>155</td> </tr> <tr> <td>12-13</td> <td>155</td> <td>145</td> </tr> <tr> <td>13-14</td> <td>155</td> <td>155</td> </tr> <tr> <td>14-15</td> <td>155</td> <td>150</td> </tr> </tbody> </table>	Year	Benchmark	WVSU Results	11-12	155	155	12-13	155	145	13-14	155	155	14-15	155	150
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11-12	155	155																		
12-13	155	145																		
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<p>MFT Assessment Indicator 1: Accounting. Goal is for WVSU mean percent correct to at least equal ETS Mean Percent Correct</p>	<p>Summative, External, Comparative data derived from Business MFT</p>	<p>WVSU Mean is above ETS Mean for all periods.</p>	<p>Further review of item analysis revealed a relative weakness in financial statement preparation/usage.</p>	<p>Additional coverage in accounting classes, especially core accounting classes to reinforce financial statement preparation/usage.</p>	<p>MFT-Acctg Indicator</p> <table border="1"> <caption>MFT-Acctg Indicator Data</caption> <thead> <tr> <th>Year</th> <th>Benchmark</th> <th>WVSU Results</th> </tr> </thead> <tbody> <tr> <td>11-12</td> <td>45</td> <td>55</td> </tr> <tr> <td>12-13</td> <td>45</td> <td>48</td> </tr> <tr> <td>13-14</td> <td>45</td> <td>48</td> </tr> <tr> <td>14-15</td> <td>45</td> <td>48</td> </tr> </tbody> </table>	Year	Benchmark	WVSU Results	11-12	45	55	12-13	45	48	13-14	45	48	14-15	45	48
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11-12	45	55																		
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<p>MFT Assessment Indicator 2: Economics. Goal is for WVSU mean percent correct to at least equal ETS Mean Percent Correct</p>	<p>Summative, External, Comparative data derived from Business MFT</p>	<p>Results are mixed. WVSU Mean is equal to or slightly below the ETS Mean.</p>	<p>Further review of item analysis revealed a relative weakness dealing with market failure, monetary/fiscal policy, and supply and demand</p>	<p>ECON 201: Add writing on the causes and remedies to recessions in the United States. ECON 202: Add writing assignment on the imperfections of the free market. BA 115: Increase emphasis on supply and demand analysis. Increase class time on quantitative analysis in ECON 201 and ECON 202.</p>	<p>MFT-Econ Indicator</p> <table border="1"> <caption>MFT-Econ Indicator Data</caption> <thead> <tr> <th>Year</th> <th>WVSU Mean</th> <th>ETS Mean</th> </tr> </thead> <tbody> <tr> <td>11-12</td> <td>45</td> <td>45</td> </tr> <tr> <td>12-13</td> <td>40</td> <td>42</td> </tr> <tr> <td>13-14</td> <td>38</td> <td>40</td> </tr> <tr> <td>14-15</td> <td>35</td> <td>40</td> </tr> </tbody> </table>	Year	WVSU Mean	ETS Mean	11-12	45	45	12-13	40	42	13-14	38	40	14-15	35	40
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11-12	45	45																		
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<p>MFT Assessment Indicator 3: Management. Goal is for WVSU mean percent correct to at least equal ETS Mean Percent Correct</p>	<p>Summative, External, Comparative data derived from Business MFT</p>	<p>WVSU Mean is above ETS Mean for all periods</p>	<p>Further review of item analysis revealed a relative weakness in group/team dynamics, management principles history and theory, leadership and motivation, policy determination, strategic analysis, and international and cross-cultural management.</p>	<p>BA 115: Through lectures address policy determination, group/team dynamics, strategic analysis, and international and cross-cultural management. Add groupwork and/or assignments in these areas. BA 301: Increase emphasis on group/team dynamics through lectures/presentations. Add presentation on management history to supplement text materials.</p>	<p>MFT-Mgmt Indicator</p> <table border="1"> <caption>MFT-Mgmt Indicator Data</caption> <thead> <tr> <th>Year</th> <th>WVSU Mean</th> <th>ETS Mean</th> </tr> </thead> <tbody> <tr> <td>11-12</td> <td>60</td> <td>55</td> </tr> <tr> <td>12-13</td> <td>58</td> <td>52</td> </tr> <tr> <td>13-14</td> <td>55</td> <td>50</td> </tr> <tr> <td>14-15</td> <td>60</td> <td>50</td> </tr> </tbody> </table>	Year	WVSU Mean	ETS Mean	11-12	60	55	12-13	58	52	13-14	55	50	14-15	60	50
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<p>MFT Assessment Indicator 4: Quantitative Business Analysis. Goal is for WVSU mean percent correct to at least equal ETS Mean Percent Correct</p>	<p>Summative, External, Comparative data derived from Business MFT</p>	<p>Results are mixed; WVSU Mean is above or slightly below ETS Mean except for 2012-13. Possible contribution is change in prerequisite for MATH 120, College Algebra; minimum ACT score lowered from 21 to 19 in 2010.</p>	<p>Further review of item analysis revealed a relative weakness in hypothesis testing, time series forecasting, linear programming, and correlation and regression.</p>	<p>BA 203 and BA 209: Reinforce items with increased lecture and/or homework. Add Supplemental Instruction to these courses in Fall 2015. Also, effective Fall 2015 minimum ACT score for MATH 120 has been increased from 19 to 21.</p>	<p>MFT-Quant. Bus. Analysis Indicator</p> <table border="1"> <caption>MFT-Quant. Bus. Analysis Indicator Data</caption> <thead> <tr> <th>Year</th> <th>WVSU Mean</th> <th>ETS Mean</th> </tr> </thead> <tbody> <tr> <td>11-12</td> <td>45</td> <td>45</td> </tr> <tr> <td>12-13</td> <td>40</td> <td>42</td> </tr> <tr> <td>13-14</td> <td>38</td> <td>40</td> </tr> <tr> <td>14-15</td> <td>38</td> <td>40</td> </tr> </tbody> </table>	Year	WVSU Mean	ETS Mean	11-12	45	45	12-13	40	42	13-14	38	40	14-15	38	40
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<p>MFT Assessment Indicator 5: Finance. Goal is for WVSU mean percent correct to at least equal ETS Mean Percent Correct</p>	<p>Summative, External, Comparative data derived from Business MFT</p>	<p>Results are mixed.</p>	<p>Based on MFT in Spring 2012 and Fall 2012, in conjunction with student feedback, number of exams in BA 313 increased from three to five. MFT results increased in subsequent year.</p>	<p>MFT results trended down again in 2014-15. Student preparedness for Finance should improve due to changes made to prerequisites (MATH 120 and/or addition of supplemental instruction for BA 203 and 209).</p>
<p>MFT Assessment Indicator 6: Marketing. Goal is for WVSU mean percent correct to at least equal ETS Mean Percent Correct</p>	<p>Summative, External, Comparative data derived from Business MFT</p>	<p>Results are mixed.</p>	<p>Further review of item analysis indicated relative weakness in the areas of marketing research and information technology tools, target market selection and mix, and international marketing.</p>	<p>BA 115: Increase emphasis on marketing research and information technology via lectures. BA 305: Increase lecture time and/or rigor on items noted and strengthen related writing assignments.</p>
<p>MFT Assessment Indicator 7: Legal and Social Environment. Goal is for WVSU mean percent correct to at least equal ETS Mean Percent Correct</p>	<p>Summative, External, Comparative data derived from Business MFT</p>	<p>Results mostly indicate benchmark has been met.</p>	<p>Further review of item analysis indicated relative weakness in the areas of courts and legal systems, social responsibility, business organizations, and administrative law.</p>	<p>BA 115: Increase emphasis on courts and legal systems, social responsibility, and business organizations via lectures. BA 210: Review administrative law proceedings for state worker's compensation case and Federal National Labor Relations Board administrative actions.</p>



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<p>MFT Assessment Indicator 8: Information Systems. Goal is for WVSU mean percent correct to at least equal ETS Mean Percent Correct</p>	<p>Summative, External, Comparative data derived from Business MFT</p>	<p>Results are consistently below benchmark.</p>	<p>Increase use of technology in classroom.</p>	<p>BA 216: Require Excel when submitting at least two assignments per semester.</p>
<p>MFT Assessment Indicator 9: International Issues. Goal is for WVSU mean percent correct to at least equal ETS Mean Percent Correct</p>	<p>Summative, External, Comparative data derived from Business MFT</p>	<p>Results are mixed; two out of four years the benchmark was met.</p>	<p>Increase faculty awareness of this relative weakness through discussion of MFT results.</p>	<p>Finalize course creation of an introductory international perspectives class in economics to be offered in Spring 2016 as part of general education requirements. Business and economics students will be strongly encouraged to take the class.</p>

