

# Report of Student Learning and Achievement

## For Academic Year: 2008-09

Student Learning Information for Business Division Programs	
Mission of the School of Business: <i>Webber International University educates students in preparation for careers in the worldwide business environment. Emphasis is placed on development of skills in administration and strategic planning, oral and written communication, applied modern business practices, personal growth, entrepreneurship and professional development. The University offers educational programs at the associate, bachelor and master levels exclusively in areas of business.</i>	
Intended Student Learning Outcomes:	
Goal 1. <i>Students develop critical skills to take advantage of opportunities and to resolve adversities.</i>	
Goal 2. <i>Students develop communication skills,</i>	
Goal 3. <i>Students receive professional training in order to obtain a relevant entry level position,</i>	
Assessment Tools/Methods for Intended Student Learning Outcomes— <b>Direct Measures</b> of Student Learning	Performance Targets/Criteria for Direct Measures:
1. (1.B.1) <i>UG Official Course Grade Analysis (in each of the “Strategy” or “Capstone” Courses).</i>	<i>At least 80% of students pass portion of class exams that are designed to develop strategies to respond to business challenges.</i>
2. (2.A.4) <i>UG Official Course Grade Analysis (in each of the “Strategy” or “Capstone” Courses).</i>	<i>At least 80% of students receive passing grade on team project.</i>
3. (2.C.1) <i>UG Official Course Grade Analysis (in each of the “Strategy” or “Capstone” Courses).</i>	<i>At least 80% of students achieve a passing grade on the pertinent component of “written answers.”</i>
4. (2.D.1) <i>UG Official Course Grade Analysis (in each of the “Strategy” or “Capstone” Courses).</i>	<i>At least 80% of students achieve 70% of the grade allotted to the component of “oral presentation.”</i>
5. (3.A.3) <i>UG Official Course Grade Analysis (in each of the “Strategy” or “Capstone” Courses).</i>	<i>At least 80% of students achieve 70% of the grade allotted to the component of “Business Skill Set”.</i>
Assessment Tools/Methods for Intended Student Learning Outcomes— <b>Indirect Measures</b> of Student Learning	Performance Targets/Criteria for Indirect Measures:
1. (1.A.1) <i>Faculty/Course Evaluation: “The instructor for this course invited students to critique methods and ideas”.</i>	<i>At least 80% of students at least “somewhat agree” with the statement.</i>
2. (1.A.2) <i>Standard Alumni Survey: “Critical thinking skills were enhanced while at Webber.”</i>	<i>At least 80% of surveyed alumni at least “somewhat agree” with the statement.</i>
3. (1.B.2) <i>Faculty/Course Evaluation: “During this course I feel I have learned to provide support and argument for my opinion”.</i>	<i>At least 80% of students at least “somewhat agree” with the statement.</i>
4. (2.A.1) <i>Teamwork Perceptions Survey: “I understand the necessity to work closely with team members to complete projects.”</i>	<i>At least 80% of students at least “somewhat agree” with the statement.</i>
5. (2.A.2) <i>Teamwork Perceptions Survey: “I understand the complexities of teamwork”</i>	<i>At least 80% of students at least “somewhat agree” with the statement.</i>
6. (2.A.3) <i>Teamwork Perceptions Survey: “Even though I sometimes might not agree with other team member’s views, I have to go along for the good of the team”</i>	<i>At least 80% of students at least “somewhat agree” with the statement.</i>
7. (2.B.1) <i>Teamwork Perceptions Survey: “I am aware of the importance to respect others’ right to express themselves in ways that I might or might not choose to express myself.”</i>	<i>At least 80% of students at least “somewhat agree” with the statement.</i>
8. (2.B.2) <i>Standard Alumni Survey: “Teamwork skills enhanced while at Webber”.</i>	<i>At least 80% of surveyed alumni at least “somewhat agree” with the statement.</i>
9. (2.C.2) <i>Standard Alumni Survey: “Writing skills were enhanced while at Webber”.</i>	<i>At least 80% of surveyed alumni at least “somewhat agree” with the statement.</i>
10. (2.C.3) <i>Internship Employee Evaluations: “Knowledge of written communication skills were demonstrated by their Webber employees”</i>	<i>At least 80% of surveyed employer will at least “somewhat agree.”</i>
11. (2.D.2) <i>Standard Alumni Survey: “Oral skills were enhanced while at Webber”.</i>	<i>At least 80% of surveyed alumni at least “somewhat agree” with the statement.</i>
12. (2.D.3) <i>Internship Employee Evaluations: “Webber employees demonstrate knowledge of oral communication skills.”</i>	<i>At least 80% of surveyed employer will at least “somewhat agree.”</i>
13. (3.A.1) <i>Standard Alumni Survey:</i>	<i>At least 80% of graduates will accept relevant positions or continue on to graduate school.</i>
14. (3.A.2) <i>Internship Employee Evaluations: technical knowledge-base skills have been enhanced while at Webber and appropriate for entry.</i>	<i>At least 80% of surveyed employer will at least “somewhat agree.”</i>

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<i>level positions.</i>			
15. (3.B.1) <i>Internship Employee Evaluations: Webber employees attend regularly.</i>	<i>At least 80% of surveyed employer will at least "somewhat agree."</i>		
16. (3.B.2) <i>Standard Alumni Survey: their work ethic has been enhanced at least "somewhat" while at Webber.</i>	<i>At least 80% of surveyed alumni at least "somewhat agree" with the statement.</i>		
17. (3.B.3) <i>Standard Alumni Survey: their professional attitude has been enhanced at least "somewhat" while at Webber.</i>	<i>At least 80% of surveyed alumni at least "somewhat agree" with the statement.</i>		
Summary of Results from Implementing <b>Direct Measures</b> of Student Learning:		Performance Target Was...	
		Met	Not Met
1. (1.B.1) <i>99% of students passed portion of class exams that are designed to develop strategies to respond to business challenges.</i>		X	
2. (2.A.4) <i>100% of students received passing grade on team project</i>		X	
3. (2.C.1) <i>99% of students achieved a passing grade on the pertinent component of "written answers,"</i>		X	
4. (2.D.1) <i>96% of students achieved 70% of the grade allotted to the component of "oral presentation."</i>		X	
5. (3.A.3) <i>85% of students achieved 70% of the grade allotted to the component of "Business Skill Set".</i>		X	
Summary of Results from Implementing <b>Indirect Measures</b> of Student Learning:		Performance Target Was...	
		Met	Not Met
1. (1.A.1) <i>89% of students at least "somewhat agreed" with the statement, "The instructor of this course invited students to critique methods and ideas."</i>		X	
2. (1.A.2) <i>76% of surveyed alumni at least "somewhat agreed" with the statement that "Critical thinking skills were enhanced while at Webber."</i>			X
3. (1.B.2) <i>77% of students at least "somewhat agreed" with the statement in the teaching evaluation instrument that states "During this course I feel I have learned to provide support and argument for my opinion".</i>			X
4. (2.A.1) <i>98% of students at least "somewhat agreed" with the statement "I understand the necessity to work closely with team members to complete projects."</i>		X	
5. (2.A.2) <i>98% of students at least "somewhat agreed" with the statement "I understand the complexities of teamwork"</i>		X	
6. (2.A.3) <i>84% of students at least "somewhat agreed" with the statement "Even though I sometimes might not agree with other team member's views, I have to go along for the good of the team"</i>		X	
7. (2.B.1) <i>94% of students at least "somewhat agreed" with the statement "I am aware of the importance to respect others' right to express themselves in ways that I might or might not choose to express myself."</i>		X	
8. (2.B.2) <i>90% of surveyed alumni at least "somewhat agreed" with the statement "Teamwork skills enhanced while at Webber".</i>		X	
9. (2.C.2) <i>73% of surveyed alumni at least "somewhat agreed" with the statement. "Writing skills were enhanced while at Webber".</i>			X
10. (2.C.3) <i>94% of surveyed employer at least "somewhat agreed" knowledge of written communication skills were demonstrated by their Webber employees.</i>		X	
11. (2.D.2) <i>85% of surveyed alumni at least "somewhat agreed" with the statement. "Oral skills were enhanced while at Webber".</i>		X	
12. (2.D.3) <i>100% of surveyed employer will at least "somewhat agreed" Webber employees demonstrate knowledge of oral communication skills.</i>		X	
13. (3.A.1) <i>82% of graduates accepted relevant positions or continue on to graduate school.</i>		X	
14. (3.A.2) <i>98% of surveyed employer at least "somewhat agreed" technical knowledge-base skills have been enhanced while at Webber and appropriate for entry.</i>		X	
15. (3.B.1) <i>96% of surveyed employer will at least "somewhat agreed" Webber employees attend regularly.</i>		X	
16. (3.B.2) <i>68% of surveyed alumni at least "somewhat agreed" with the statement that their work ethic has been enhanced at least "somewhat" while at Webber.</i>			X
17. (3.B.3) <i>90% of surveyed alumni at least "somewhat agreed" with the statement that their professional attitude has been enhanced at least "somewhat" while at Webber.</i>		X	

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Proposed Courses of Action for Improvement in Areas for which Performance Targets Were Not Met:
2. (1.A.2) <i>Targeted outcome was 80% with 76% realized. Last year, targeted outcome was met at 85%. It is believed the low response rate this year, decline of 11%, may have been partially responsible. Efforts will be made to increase response rate. In addition, critical thinking skills should be targeted for improvement for the next academic year.</i>
3. (1.B.2) <i>Although the outcome increased from 75% last year to 77% this year, the 80% target was not met. Efforts will be made to increase response rate. In addition, this objective should be targeted for improvement by faculty members.</i>
9. (2.C.2) <i>The alumni survey response rate declined by 11% from previous year. Webber's QEP's focus is on written and oral communication skills. Improvement should be realized in written communication skills in the next several years. In addition, efforts will be made to increase response rate.</i>
16. (3.B.2) <i>The response rate declined by 11% from previous year. Efforts will be made to increase response rate. Work ethic should be targeted for improvement for the next academic year.</i>