

# UNDERGRADUATE BUSINESS DIVISION

## 2009-10 Goals and Objectives

### Outcome Assessment

Student Learning Information for Business Division Programs	
<p>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></p>	
<p>Intended Student Learning Outcomes:</p>	
<p>Goal 1. <i>Students develop critical skills to take advantage of opportunities and to resolve adversities.</i></p>	
<p>Goal 2. <i>Students develop communication skills,</i></p>	
<p>Goal 3. <i>Students receive professional training in order to obtain a relevant entry level position,</i></p>	
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>

# UNDERGRADUATE BUSINESS DIVISION

## 2009-10 Goals and Objectives

### Outcome Assessment

14. (3.A.2) <i>Internship Employee Evaluations: technical knowledge-base skills have been enhanced while at Webber and appropriate for entry. level positions.</i>	At least 80% of surveyed employer will at least "somewhat agree."	
15. (3.B.1) <i>Internship Employee Evaluations: Webber employees attend regularly.</i>	At least 80% of surveyed employer will at least "somewhat agree."	
16. (3.B.2) <i>Standard Alumni Survey: their work ethic has been enhanced at least "somewhat" while at Webber.</i>	At least 80% of surveyed alumni at least "somewhat agree" with the statement.	
17. (3.B.3) <i>Standard Alumni Survey: their professional attitude has been enhanced at least "somewhat" while at Webber.</i>	At least 80% of surveyed alumni at least "somewhat agree" with the statement.	
Summary of Results from Implementing <b>Direct Measures</b> of Student Learning:	Performance Target Was...	
	Met	Not Met
1. (1.B.1) <i>97% 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>97% 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>97% of students achieved 70% of the grade allotted to the component of "oral presentation."</i>	X	
5. (3.A.3) <i>95% 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>69% 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>96% 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>83% 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>97% 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>92% of surveyed alumni at least "somewhat agreed" with the statement "Teamwork skills enhanced while at Webber".</i>	X	
9. (2.C.2) <i>68% of surveyed alumni at least "somewhat agreed" with the statement. "Writing skills were enhanced while at Webber".</i>		X
10. (2.C.3) <i>100% 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>100% 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>76% of graduates accepted relevant positions or continue on to graduate school.</i>		X
14. (3.A.2) <i>100% 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>76% 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>83% 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	

# UNDERGRADUATE BUSINESS DIVISION

## 2009-10 Goals and Objectives

### Outcome Assessment

---

Proposed Courses of Action for Improvement in Areas for which Performance Targets Were Not Met:
1. (1.A.1) Develop writing instruments which specifically address building critical thinking and developing supporting argument
2. (1.A.2) Develop writing instruments which specifically address building critical thinking and developing supporting argument
3. (1.B.2) Develop writing instruments which specifically address building critical thinking and developing supporting argument
9. (2.C.2) Webber adopted a QEP directly targeting this topic – it can be measured through the Live Text Instrument
13. (3.A.1) use a more direct measurement and target career development during the senior year
16. (3.B.2) Biased by survey tool – this goal is not relevant. Business Faculty needs to look to this goal and evaluate whether this is a reasonable outcome

Measurement Tools:	
Direct	Undergraduate Official Course Grade Analysis
Indirect	UG Standard Alumni Survey – 6 months out
Indirect	UG Standard Alumni Survey – 2 years out
Indirect	Teamwork Perception Survey
Indirect	Internship Employer Evaluations
Indirect	UG Faculty/Course Evaluations

UNDERGRADUATE BUSINESS DIVISION  
2009-10 Goals and Objectives  
Outcome Assessment

---

**GOAL #1:** Students develop critical skills to take advantage of opportunities and to resolve adversities.

**OBJECTIVE A:**

Incorporate in the “strategy” or “capstone” classes materials that present diverse points of view.

**Methods to accomplish objective:**

At least 25% of class materials relate to issues that are debated within the discipline.

**Quantifiable outcome:**

1. At least 80% of students at least “somewhat agree” with the statement, “The instructor for this course invited students to critique methods and ideas”. (Indirect measure, Q#8)
2. At least 80% of surveyed alumni at least “somewhat agree” with the statement that “Critical thinking skills were enhanced while at Webber.” (Indirect measure, Q#1)

**Measurement tools:**

1. Standard teaching evaluation instrument (“Faculty/Course Evaluation”).  
Instrument must be distributed and administered each semester and questions necessary for outcomes assessment need to be extracted, compiled and reported.
2. Standard Alumni Survey.

**Results:**

1. At least 80% of students at least “somewhat agree” with the statement, “The instructor for this course invited students to critique methods and ideas”. (Indirect measure, Q#8)

• Fall 2009	50%
• Spring 2010	87%
Total	69%

**GOAL NOT MET – 69% Achieved**

**Proposed Courses of Action for Improvement:**

Develop writing instruments which specifically address building critical thinking and developing supporting argument.

UNDERGRADUATE BUSINESS DIVISION  
2009-10 Goals and Objectives  
Outcome Assessment

---

2. At least 80% of surveyed alumni at least “somewhat agree” with the statement that “Critical thinking skills were enhanced while at Webber.” (Indirect measure, Q#1)

**GOAL NOT MET – 55% Achieved**

**Proposed Courses of Action for Improvement:**

Develop writing instruments which specifically address building critical thinking and developing supporting argument.

	<b>BS 2009 Grads 6 months out survey (Nov '09)</b> <i>10% response rate</i>	<b>BS 2008 – 2 yrs out survey (May '10)</b> <i>14% response rate</i>	<b>At least “Somewhat Agree” Combined Rating</b> <i>12% response rate</i>	<b>Goal Met</b>
<b>Critical Thinking Skills</b>	33%	77%	55%	No

**BS 2009 Grads 6 months out survey**

1. Please indicate the level of your agreement with the following statements.					
	strongly agree	somewhat agree	neither agree nor disagree	somewhat disagree	strongly disagree
<b>Critical thinking skills were enhanced while at Webber</b>	1 33%	0 0%	2 67%	0 0%	0 0%

UNDERGRADUATE BUSINESS DIVISION  
2009-10 Goals and Objectives  
Outcome Assessment

**BS 2008 – 2 yrs out survey**

1. Please indicate the level of your agreement with the following statements.					
	strongly agree	somewhat agree	neither agree nor disagree	somewhat disagree	strongly disagree
Critical thinking skills were enhanced while at Webber	4 31%	6 46%	2 15%	1 8%	0 0%

**OBJECTIVE B:**

Require students to develop arguments to support their personal views.

**Methods to accomplish objective:**

Essay exams that require development of arguments to support whatever view, in class discussions, and written homework assignments.

**Quantifiable Outcome:**

1. At least 80% of students pass portion of class exams that are designed to develop strategies to respond to business challenges. (Direct measure, Q#2)
2. At least 80% of students at least “somewhat agree” 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”. (Indirect measure, Q # 19)

**Measurement tools:**

1. UG Official Course Grade Analysis (in each of the “Strategy” or “Capstone” Courses).
2. Standard teaching evaluation instrument. (“Faculty/Course Evaluation”)

**Results:**

1. At least 80% of students pass portion of class exams that are designed to develop strategies to respond to business challenges. (Direct measure, Q#2)

**GOAL MET – 97% Achieved**

**UG Official Course Grade Analysis**

*Response Rate 80%*

Term	Course	Professor	
20095	MGT3251	Nichols	<b>Goal 1, Obj B:</b> The percent of students that passed a portion of the class exams that are designed to develop strategies to respond to business challenges:
20101	CIS4851	Wunker	

95%

UNDERGRADUATE BUSINESS DIVISION  
2009-10 Goals and Objectives  
Outcome Assessment

20101	HTM4751	David	
20101	MGT3251	Nichols	100%
20101	MGT3252	Nichols	95%
20101	MGT4991	Nikos	95%
20101	MKT4801	Wolfe	100%
20101	MKT4802	Wolfe	89%
20101	PLW4991	Wiseman	100%
20201	SMT4601	Aaron	100%
<b>Average</b>			<b>97%</b>

2. At least 80% of students at least “somewhat agree” 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”. (Indirect measure, Q # 19)

**2009 Fall      74% Goal Not Met**  
**2010 Spring   80% Goal Met**  
**2009-10        77% Goal Not Met**

**Proposed Courses of Action for Improvement:**

Develop writing instruments which specifically address building critical thinking and developing supporting argument.

**GOAL #2: Students develop communication skills**

**INTERPERSONAL COMMUNICATION SKILLS**

**OBJECTIVE A:**

Students are exposed to the potential positive and negative aspects of teamwork.

**Methods to accomplish objective: A & B (see below)**

All students work in teams completing applied projects in designated senior level classes. Students evaluate each other’s performance in class projects. Students receive group grade adjusted for contribution assessed by team members.

**Quantifiable outcome:**

UNDERGRADUATE BUSINESS DIVISION  
2009-10 Goals and Objectives  
Outcome Assessment

---

1. At least 80% of students somewhat agree with the statement “I understand the necessity to work closely with team members to complete projects.” (Indirect measure, Q #1)
2. At least 80% of students somewhat agree with the statement “I understand the complexities of teamwork”. (Indirect measure, Q #2).
3. At least 80% of students somewhat agree 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”. (Indirect measure, Q #3).
4. At least 80% of students receive passing grade on team project. (Direct measure, Q#3)

**Measurement tools:**

1. In class “Teamwork Perceptions Survey”.
2. UG Official Course Grade Analysis (in each of the “Strategy” or “Capstone” Courses - Professors report on team grades)

**Results:**

**2009-10 Teamwork Perception Survey**

*Response Rate 77%*

1. At least 80% of students somewhat agree with the statement “I understand the necessity to work closely with team members to complete projects.” (Indirect measure, Q #1)  
**GOAL MET – 96% Achieved**
2. At least 80% of students somewhat agree with the statement “I understand the complexities of teamwork”. (Indirect measure, Q #2).  
**GOAL MET – 98% Achieved**
3. At least 80% of students somewhat agree 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”. (Indirect measure, Q #3).  
**GOAL MET – 83% Achieved**

**UNDERGRADUATE BUSINESS DIVISION**  
**2009-10 Goals and Objectives**  
**Outcome Assessment**

1. Please indicate the level of your agreement with the following statements concerning teamwork.							
	strongly agree	somewhat agree	neither agree nor disagree	somewhat disagree	strongly disagree	At least somewhat agree	Goal Met
I understand the necessity to work closely with team members to complete projects.	62 78%	14 18%	2 2%	2 2%	0 0%	96%	YES
I understand the complexities of teamwork.	67 84%	11 14%	2 2%	0 0%	0 0%	98%	YES
Even though I sometimes might not agree with other team member's views, I have to go along for the good of the team.	35 44%	31 39%	11 14%	3 4%	0 0%	83%	YES

4. At least 80% of students receive passing grade on team project. (Direct measure, Q#3)

**GOAL MET – 97% Achieved**

**UG Official Course Grade Analysis**

*Response Rate 80%*

Term	UG Course Number:	Professor:	Goal 2, Obj A: The percent of students that received a passing grade on team project:
20095	MGT3251	Nichols	95%
20101	CIS4851	Wunker	
20101	HTM4751	David	
20101	MGT3251	Nichols	100%
20101	MGT3252	Nichols	95%
20101	MGT4991	Nikos	100%
20101	MKT4801	Wolfe	100%
20101	MKT4802	Wolfe	89%
20101	PLW4991	Wiseman	n/a
20101	SMT4601	Aaron	100%
<b>AVERAGE</b>			<b>97%</b>

**OBJECTIVE B:**

Sensitize students about respectful behavior toward teammates.

**Quantifiable outcomes:**

**UNDERGRADUATE BUSINESS DIVISION  
2009-10 Goals and Objectives  
Outcome Assessment**

---

1. At least 80% of students “somewhat agree” 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. (Indirect measure, Q #4).
2. At least 80% of surveyed alumni will at least “somewhat agree” with the statement that “Teamwork skills enhanced while at Webber”. (Indirect measure, Q #2).

**Measurement tools:**

1. In class “Teamwork Perceptions Survey”.
2. Standard Alumni Survey.

**Results:**

1. At least 80% of students “somewhat agree” 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. (Indirect measure, Q #4).

**GOAL MET – 97% Achieved**

**2009-10 Teamwork Perception Survey**

*Response Rate 77%*

1. Please indicate the level of your agreement with the following statements concerning teamwork.							
	strongly agree	somewhat agree	neither agree nor disagree	somewhat disagree	strongly disagree	At least somewhat agree	Goal Met
I am aware of the importance to respect others’ right to express themselves in ways that I might not choose to express myself.	63	14	3	0	0	97%	YES
	79%	18%	4%	0%	0%		

2. At least 80% of surveyed alumni will at least “somewhat agree” with the statement that “Teamwork skills enhanced while at Webber”. (Indirect measure, Q #2).

**GOAL MET – 92% Achieved**

	BS 2009 Grads 6 months out survey (Nov '09)	BS 2008 – 2 yrs out survey (May '10)	At least “Somewhat Agree” Combined Rating	Goal Met
	<i>10% response</i>	<i>14% response</i>	<i>12% response</i>	

UNDERGRADUATE BUSINESS DIVISION  
2009-10 Goals and Objectives  
Outcome Assessment

	<i>rate</i>	<i>rate</i>	<i>rate</i>	
<u>Teamwork skills were enhanced while at Webber</u>	100%	84%	92%	YES

**BS 2009 Grads 6 months out survey**

1. Please indicate the level of your agreement with the following statements.					
Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	strongly agree	somewhat agree	neither agree nor disagree	somewhat disagree	strongly disagree
<u>Teamwork skills were enhanced while at Webber</u>	1 33%	2 67%	0 0%	0 0%	0 0%

**BS 2008 – 2 yrs out survey**

1. Please indicate the level of your agreement with the following statements.					
	strongly agree	somewhat agree	neither agree nor disagree	somewhat disagree	strongly disagree
Teamwork skills were enhanced while at Webber	9 69%	2 15%	2 15%	0 0%	0 0%

**WRITTEN COMMUNICATION SKILLS**

**OBJECTIVE C:**

Train students to effectively express their views in written form.

**Methods to accomplish objective:**

Students prepare frequent written answers to assigned class material including exams with essay portions, case analysis, written problem analysis, homework assignment or other written essays.

**Quantifiable outcomes:**

1. At least 80% of students achieve a passing grade on the pertinent component of “written answers” listed in the “Methods” section above. (Direct measure Q#4)

**UNDERGRADUATE BUSINESS DIVISION  
2009-10 Goals and Objectives  
Outcome Assessment**

---

2. At least 80% of surveyed alumni will at least “somewhat agree” with the statement that “Writing skills were enhanced while at Webber”. (Indirect measure, Q#3)
3. At least 80% of surveyed employer will at least “somewhat agree” that a knowledge of written communication skills were demonstrated by their Webber employees. (Indirect measure, Q#13C)

**Measurement tools:**

1. UG Official Course Grade Analysis (in each of the “Strategy” or “Capstone” Courses).
2. Standard Alumni Survey
3. Internship Employee Evaluations

**Results:**

1. At least 80% of students achieve a passing grade on the pertinent component of “written answers” listed in the “Methods” section above. (Direct measure Q#4)

**GOAL MET - 96% Achieved**

**UG Official Course Grade Analysis**

*Response Rate 80%*

Term	UG Course Number:	Professor:	Methods
20095	MGT3251	Nichols	95%
20101	CIS4851	Wunker	
20101	HTM4751	David	
20101	MGT3251	Nichols	100%
20101	MGT3252	Nichols	95%
20101	MGT4991	Nikos	100%
20101	MKT4801	Wolfe	100%
20101	MKT4802	Wolfe	78%
20101	PLW4991	Wiseman	100%
20101	SMT4601	Aaron	100%
<b>AVERAGE</b>			<b>96%</b>

2. At least 80% of surveyed alumni will at least “somewhat agree” with the statement that “Writing skills were enhanced while at Webber”. (Indirect measure, Q#3)

**GOAL NOT MET – 68% Achieved**

**Proposed Courses of Action for Improvement:**

Webber adopted a QEP directly targeting this topic – it can be measured through the Live Text Instrument

UNDERGRADUATE BUSINESS DIVISION  
2009-10 Goals and Objectives  
Outcome Assessment

	<b>BS 2009 Grads 6 months out survey (Nov '08)</b> <i>10% response rate</i>	<b>BS 2008 – 2 yrs out survey (May '10)</b> <i>14% response rate</i>	<b>At least “Somewhat Agree” Combined Rating</b> <i>12% response rate</i>	<b>Goal Met</b>
<b>Written Communication Skills</b>	66%	69%	68%	NO

**BS 2009 Grads 6 months out survey**

1. Please indicate the level of your agreement with the following statements.					
	strongly agree	somewhat agree	neither agree nor disagree	somewhat disagree	strongly disagree
<u>Writing skills</u> were enhanced while at Webber	1 33%	1 33%	1 33%	0 0%	0 0%

**BS 2008 – 2 yrs out survey**

1. Please indicate the level of your agreement with the following statements.					
	strongly agree	somewhat agree	neither agree nor disagree	somewhat disagree	strongly disagree
Writing skills were enhanced while at Webber	5 38%	4 31%	2 15%	2 15%	0 0%

3. At least 80% of surveyed employer will at least “somewhat agree” that a knowledge of written communication skills were demonstrated by their Webber employees. (Indirect measure, Q#13C) (30% response rate)

**GOAL MET: 100% Achieved**

**Proposed Courses of Action for Improvement:**

Although the goal was met for this objective, the response rate needs to be increased from 30% for next academic year.

UNDERGRADUATE BUSINESS DIVISION  
2009-10 Goals and Objectives  
Outcome Assessment

---

**ORAL COMMUNICATION SKILLS**

**OBJECTIVE D:**

Students develop strong business oral communication skills.

**Methods to accomplish objective:**

Class discussions, in class presentations.

**Quantifiable outcomes:**

1. At least 80% of students achieve 70% of the grade allotted to the component of “oral presentation”. (Direct measure, Q#5)
2. At least 80% of surveyed alumni will at least “somewhat agree” with the statement that “Oral skills were enhanced while at Webber”. (Indirect measure, Q #4)
3. At least 80% of surveyed employers will at least “somewhat agree” that their Webber employees demonstrate knowledge of oral communication skills. (Indirect measure, Q #13D)

**Measurement tools:**

1. UG Official Course Grade Analysis (in each of the “Strategy” or “Capstone” Courses).
2. Standard Alumni Survey
3. Internship Employer Evaluation

**Results:**

1. At least 80% of students achieve 70% of the grade allotted to the component of “oral presentation”. (Direct measure, Q#5)

**GOAL MET – 97% Achieved**

UNDERGRADUATE BUSINESS DIVISION  
2009-10 Goals and Objectives  
Outcome Assessment

---

**UG Official Course Grade Analysis**

*Response Rate 80%*

Term	UG Course Number:	Professor:	<b>Goal 2, Obj D:</b> The percent of students that achieved a score of at least 70% of the grade allotted to the component of the "oral presentation."
20095	MGT3251	Nichols	100%
20101	CIS4851	Wunker	
20101	HTM4751	David	
20101	MGT3251	Nichols	90%
20101	MGT3252	Nichols	95%
20101	MGT4991	Nikos	95%
20101	MKT4801	Wolfe	100%
20101	MKT4802	Wolfe	100%
20101	PLW4991	Wiseman	n/a
20201	SMT4601	Aaron	100%
<b>AVERAGE</b>			<b>83%</b>

2. At least 80% of surveyed alumni will at least “somewhat agree” with the statement that “Oral skills were enhanced while at Webber”. (Indirect measure, Q #4)

**GOAL MET – 100% Achieved**

- Alumni Survey

	<b>BS 2009 Grads 6 months out survey (Nov '08)</b> <i>10% response rate</i>	<b>BS 2008 – 2 yrs out survey (May '10)</b> <i>14% response rate</i>	<b>At least “Somewhat Agree” Combined Rating</b> <i>12% response rate</i>	<b>Goal Met</b>
<b>Oral Communication Skills</b>	100%	100%	100%	YES

UNDERGRADUATE BUSINESS DIVISION  
2009-10 Goals and Objectives  
Outcome Assessment

**BS 2009 Grads 6 months out survey**

1. Please indicate the level of your agreement with the following statements.					
	strongly agree	somewhat agree	neither agree nor disagree	somewhat disagree	strongly disagree
<b>Verbal communication skills were enhanced while at Webber</b>	1 33%	2 67%	0 0%	0 0%	0 0%

**BS 2008 – 2 yrs out survey**

1. Please indicate the level of your agreement with the following statements.					
Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	strongly agree	somewhat agree	neither agree nor disagree	somewhat disagree	strongly disagree
Verbal communication skills were enhanced while at Webber	7 54%	6 46%	0 0%	0 0%	0 0%

3. At least 80% of surveyed employers will at least “somewhat agree” that their Webber employees demonstrate knowledge of oral communication skills. (Indirect measure, Q #13D)

**GOAL MET: 100% Achieved**

**GOAL #3:** Students receive professional training in order to obtain a relevant entry level position

**OBJECTIVE A:**

Webber graduates possess the technical skills required to attain a relevant specialty position.

**Methods to accomplish objective:**

Curriculum design integrates that provide technical training in several dimensions. Internship opportunities providing students with relevant experience.

UNDERGRADUATE BUSINESS DIVISION  
2009-10 Goals and Objectives  
Outcome Assessment

---

**Quantifiable outcomes:**

1. At least 80% of graduates will accept relevant positions or continue on to graduate school. (Direct measure, Q #14)
2. At least 80% of employers will at least “somewhat agree” that technical knowledge base skills have been enhanced while at Webber and appropriate for entry level positions. (Indirect measure, Q #7)
3. At least 80% of students achieve 70% of the grade allotted to the component of “Business Skill Set”. (Direct measure, Q#6)

**Measurement tools:**

1. Standard Alumni Survey
2. Internship Employer Survey
3. UG Official Course Grade Analysis (in each of the “Strategy” or “Capstone” Courses).

**Results:**

1. At least 80% of graduates will accept relevant positions or continue on to graduate school. (Direct measure, Q #14)

**GOAL NOT MET – 76% Achieved**

**Proposed Courses of Action for Improvement:**

Use another measurement to identify opportunities for improvement – If Goal is still not met we need to work with seniors and career development

Graduate Survey

	<b>BS 2009 Grads 6 months out survey (Nov '09) <i>10% response rate</i></b>	<b>BS 2008 – 2 yrs out survey (May '10) <i>14% response rate</i></b>	<b>At least “Somewhat Agree” Combined Rating <i>12% response rate</i></b>	<b>Goal Met</b>
<b>After obtaining my Bachelor's degree from Webber, I either accepted a position relative to my major or continued on to graduate school.</b>	66%	85%	76%	NO

UNDERGRADUATE BUSINESS DIVISION  
2009-10 Goals and Objectives  
Outcome Assessment

---

**BS 2008 Grads 6 months out survey**

6. After obtaining my Bachelor's degree from Webber, I either accepted a position relative to my major or continued on to graduate school.			At least somewhat agree	Goal Met
strongly agree	1	33%	33%	NO
somewhat agree	1	33%		
neither agree nor disagree	0	0%		
somewhat disagree	0	0%		
strongly disagree		0%		
<b>Total</b>	<b>3</b>	<b>100%</b>		

**BS 2007 – 2 yrs out survey**

6. After obtaining my Bachelor's degree from Webber, I either accepted a position relative to my major or continued on to graduate school.				
strongly agree	7	54%	74%	NO
somewhat agree	4	31%		
neither agree nor disagree	1	8%		
somewhat disagree	1	8%		
strongly disagree	1	11%		
<b>Total</b>	<b>13</b>	<b>100%</b>		

2. At least 80% of employers will at least “somewhat agree” that technical knowledge base skills have been enhanced while at Webber and appropriate for entry level positions. (Indirect measure, Q #13)

**GOAL MET: 96% Achieved**

3. At least 80% of students achieve 70% of the grade allotted to the component of “Business Skill Set”. (Direct measure, Q#6)

**GOAL MET – 95% Achieved**

**UNDERGRADUATE BUSINESS DIVISION**  
**2009-10 Goals and Objectives**  
**Outcome Assessment**

---

**UG Official Course Grade Analysis**

*Response Rate 80%*

<b>Term</b>	<b>UG Course Number:</b>	<b>Professor:</b>	<b>Goal 3, Obj A:</b> The percent of students that achieved a score of at least 70% of the grade allotted to the component of the "business skill set."
20095	MGT3251	Nichols	100%
20101	CIS4851	Wunker	
20101	HTM4751	David	
20101	MGT3251	Nichols	90%
20101	MGT3252	Nichols	95%
20101	MGT4991	Nikos	100%
20101	MKT4801	Wolfe	100%
20101	MKT4802	Wolfe	78%
20101	PLW4991	Wiseman	100%
20201	SMT4601	Aaron	100%
<b>AVERAGE</b>			<b>95%</b>

**OBJECTIVE B:**

Webber graduates have the work ethic to maintain a relevant specialty position.

**Methods to accomplish objective:**

Class set ups that require work outside the classroom, encourage attendance and punctuality.

**Quantifiable outcomes:**

1. At least 80% of surveyed employers will at least “somewhat agree” that their Webber employees attend regularly. (Indirect measure, Q #2)
2. At least 80% of alumni surveyed will indicate that their work ethic has been enhanced at least “somewhat” while at Webber. (Indirect measure, Q #5)
3. At least 80% of surveyed alumni will indicate that their professional attitude has been enhanced at least “somewhat” while at Webber. (Indirect measure, Q #6)

**Measurement tools:**

1. Internship Employer Survey
2. Standard Alumni Survey.

**UNDERGRADUATE BUSINESS DIVISION  
2009-10 Goals and Objectives  
Outcome Assessment**

**Results:**

1. At least 80% of surveyed employers will at least “somewhat agree” that their Webber employees attend regularly. (Indirect measure, Q #2)  
**GOAL MET AT - 100% Achieved**
  
2. At least 80% of alumni surveyed will indicate that their work ethic has been enhanced at least “somewhat” while at Webber. (Indirect measure, Q #5)  
**GOAL NOT MET - 76% Achieved**

**Proposed Courses of Action for Improvement:**

Biased by survey tool – this goal is not relevant. Business Faculty needs to look to this goal and evaluate whether this is a reasonable outcome

3. At least 80% of surveyed alumni will indicate that their professional attitude has been enhanced at least “somewhat” while at Webber. (Indirect measure, Q #6)  
**GOAL MET AT - 83% Achieved**
  - Graduate Survey

	<b>BS 2009 Grads 6 months out survey (Nov '09)</b> <i>10% response rate</i>	<b>BS 2008 – 2 yrs out survey (May '10)</b> <i>14% response rate</i>	<b>At least “Somewhat Agree” Combined Rating</b> <i>12% response rate</i>	<b>Goal Met</b>
<b><u>My work ethic was enhanced while at Webber</u></b>	66%	85%	76%	NO
<b><u>My professional attitude was enhanced while at Webber</u></b>	66%	100%	83%	YES

**BS 2009 Grads 6 months out survey**

<b>1. Please indicate the level of your agreement with the following statements.</b>							
	strongly agree	somewhat agree	neither agree nor disagree	somewhat disagree	strongly disagree	At least somewhat agree	Goal Met
<b><u>My work ethic was enhanced while at Webber</u></b>	1 33%	1 33%	1 33%	0 0%	0 0%	66%	NO
<b><u>My professional attitude was enhanced while at Webber</u></b>	1 33%	1 33%	1 33%	0 0%	0 0%	66%	NO

UNDERGRADUATE BUSINESS DIVISION  
2009-10 Goals and Objectives  
Outcome Assessment

---

**BS 2008 – 2 yrs out survey**

1. Please indicate the level of your agreement with the following statements.							
	strongly agree	somewhat agree	neither agree nor disagree	somewhat disagree	strongly disagree	At least somewhat agree	Goal Met
My work ethic was enhanced while at Webber	4 31%	7 54%	2 15%	0 0%	0 0%	83%	YES
My professional attitude was enhanced while at Webber	4 31%	9 69%	0 0%	0 0%	0 0%	100%	YES