

# UNDERGRADUATE BUSINESS DIVISION

## 2011-12 Goals and Objectives

### Outcome Assessment

<b>Student Learning Information for Business Division Programs</b>	
<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>

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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>	<i>At least 80% of surveyed employer will at least "somewhat agree."</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>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>98% of students received passing grade on team project</i>	X	
3. (2.C.1) <i>97% 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>96% 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>84% 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>82% 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>99% 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>96% 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>91% of surveyed alumni at least "somewhat agreed" with the statement "Teamwork skills enhanced while at Webber".</i>	X	
9. (2.C.2) <i>91% 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>91% 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>73% of graduates accepted relevant positions or continue on to graduate school.</i>		X
14. (3.A.2) <i>97% 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>98% of surveyed employer will at least "somewhat agreed" Webber employees attend regularly.</i>	X	
16. (3.B.2) <i>90% 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>81% 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:
<p>IM 3. <i>During this course I feel I have learned to provide support and argument for my opinion</i> – based on student evaluations of courses this objective was not met. Students need assistance identifying instances where this is a target. Not all courses should be evaluated on this objective. This objective needs better measurement.</p>
<p>IM 13. <i>Graduates accepted relevant positions or continue on to graduate school</i> – this again maybe a measurement problem. Alumni surveys which have return of 6-9% are used for this measurement. Florida Department of Labor has measured this objective. The economy may also have been a factor.</p>

Measurement Tools:	
Direct	Undergraduate Official Course Grade Analysis (1.B.1, 2.A.4, 2.C.1, 2.D.1, 3.A.3)
Indirect	UG Standard Alumni Survey – 6 months out (1.A.2, 2.B.2, 2.C.2, 2.D.2, 3.A.1)
Indirect	UG Standard Alumni Survey – 2 years out (1.A.2, 2.B.2, 2.C.2, 2.D.2, 3.A.1)
Indirect	Teamwork Perception Survey (2.A.1, 2.A.2, 2.A.3, 2.B.1)
Indirect	Internship Employer Evaluations (2.C.3, 2.D.3)
Indirect	UG Faculty/Course Evaluations (1.A.1, 1.B.2)

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**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 2010	100%
• Spring 2011	88%
Total	94%

**GOAL MET – 94% Achieved**

**Proposed Courses of Action for Improvement:**

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

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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 MET – 82% Achieved**

**Proposed Courses of Action for Improvement:**

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

	<b>BS 2010 Grads 6 months out survey (Oct 2011) 9% response rate</b>	<b>BS 2009 – 2 yrs out survey (Oct 2011) 6% response rate</b>	<b>At least “Somewhat Agree” Combined Rating 7.8% response rate</b>	<b>Goal Met</b>
<b>Critical Thinking Skills</b>	71%	100%	82%	Yes

	<b>strongly agree</b>	<b>somewhat agree</b>	<b>neither agree nor disagree</b>	<b>somewhat disagree</b>	<b>strongly disagree</b>		
<b>2 year analysis</b>							
Critical thinking skills were enhanced while at Webber	3	1	0	0	0	100%	0.4
	75%	25%	0%	0%	0%		
<b>6 month analysis</b>							
Critical thinking skills were enhanced while at Webber	4	1	2	0	0	71%	0.426
	57%	14%	29%	0%	0%		82.60%

**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:**

- 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)
- 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)

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**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 100%*

Course	Goal 1, Obj B: The percent of students that passed a portion of the class exams that are designed to develop strategies to respond to business challenges:
PLW 499	100%
MGT3251	90%
SMT 460	100%
MGT499	100%
MGT 3252	100%
MKT 4801	100%
MKT 4802	100%
MGT 3251	100%
MGT 325A	100%
HTM 475 1	80%
Average	97%

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)

**2010 Fall      78% Goal Not Met**

**2011 Spring    76% Goal Met**

**2010-11      77% Goal Not Met**

**Proposed Courses of Action for Improvement:**

Develop writing instruments which specifically address building critical thinking and developing supporting argument. Based on student evaluations of courses this objective was not met. Students need assistance identifying instances where this is a target. Not all courses should be evaluated on this objective. This objective needs better measurement. Use of a Live text instrument and a critical thinking rubric might be applicable as well.

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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:**

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:**

**2011-10 Teamwork Perception Survey**

*Response Rate 96%*

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 – 98% Achieved**

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2. At least 80% of students somewhat agree with the statement “I understand the complexities of teamwork”. (Indirect measure, Q #2).

**GOAL MET – 99% 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 – 84% Achieved**

	strongly agree	somewhat agree	neither agree nor disagree	somewhat disagree	s
I understand the necessity to work closely with team members to complete projects.	65 71%	25 27%	1 1%	1 1%	
I understand the complexities of teamwork.	77 85%	13 14%	1 1%	0 0%	
Even though I sometimes might not agree with other team member’s views, I have to go along for the good of the team.	32 35%	45 49%	11 12%	4 4%	

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

**GOAL MET – 98% Achieved**

**UG Official Course Grade Analysis**

*Response Rate 100%*

UG Course Number:	Goal 2, Obj A: The percent of students that received a passing grade on team project:
CIS485	100%
PLW 499	N/A
MGT3251	90%
SMT 460	100%
MGT499	100%
MGT 3252	100%
MKT 4801	100%
MKT 4802	100%
MGT 3251	100%
MGT 325A	100%
HTM 475 1	90%
Average	98%



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**OBJECTIVE B:**

Sensitize students about respectful behavior toward teammates.

**Quantifiable outcomes:**

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**  
**2011-10 Teamwork Perception Survey**  
*Response Rate 96%*

strongly agree	somewhat agree	neither agree nor disagree	somewhat disagree	strongly disagree
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2.

I am aware of the importance to respect others' right to express themselves in ways that I might not choose to express myself.	68	20	2	1
	75%	22%	2%	1%

3. 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 – 91% Achieved**

	BS 2010 Grads 6 months out survey (Oct 2011) <i>9% response rate</i>	BS 2009 – 2 yrs out survey (Oct 2011) <i>6% response rate</i>	At least “Somewhat Agree” Combined Rating <i>7.8% response rate</i>	Goal Met
<b>Teamwork skills were enhanced while at Webber</b>	100%	84%	92%	YES

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strongly agree	somewhat agree	neither agree nor disagree	somewhat disagree	strongly disagree
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**WRITTEN COMMUNICATION SKILLS**

2 year analysis

Teamwork skills were enhanced while at Webber	3	1	0	0	0		
	75%	25%	0%	0%	0%		

6 month analysis

Teamwork skills were enhanced while at Webber	5	1	1	0	0		
	71%	14%	14%	0%	0%		

**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)
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 - 97% Achieved**

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**UG Official Course Grade Analysis**

*Response Rate 100%*

<b>UG Course Number:</b>	<b>Goal 2, Obj C:</b> The percentage of students that achieved a passing grade on the pertinent component of "written answers" listed in the "Methods" section below: "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."
CIS485	100%
PLW 499	100%
MGT3251	90%
SMT 460	100%
MGT499	100%
MGT 3252	100%
MKT 4801	100%
MKT 4802	100%
MGT 3251	100%
MGT 325A	100%
HTM 4751	80%
Average	97%

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 – 91% Achieved**

**Proposed Courses of Action for Improvement:**

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

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	<b>BS 2010 Grads 6 months out survey (Oct 2011)</b> <i>9% response rate</i>	<b>BS 2009 – 2 yrs out survey (Oct 2011)</b> <i>6% response rate</i>	<b>At least “Somewhat Agree” Combined Rating</b> <i>7.8% response rate</i>	<b>Goal Met</b>
<b>Written Communication Skills</b>	85%	100%	91%	Yes

strongly agree	somewhat agree	neither agree nor disagree	somewhat disagree	strongly disagree
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2 year analysis

Writing skills were enhanced while at Webber	2 50%	2 50%	0 0%	0 0%	0 0%	100%	0.4
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6 month analysis

Writing skills were enhanced while at Webber	5 71%	1 14%	1 14%	0 0%	0 0%	85%	0.51 91.00%
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3. At least 80% of surveyed employers will at least “somewhat agree” that a knowledge of written communication skills were demonstrated by their Webber employees. (Indirect measure, Q#13C)

**GOAL MET: 100% Achieved**

	<b>StronglyAgree</b>	<b>SomewhatAgree</b>	<b>Neutral</b>	<b>SomewhatDisagree</b>	<b>StronglyDisagree</b>
Written communication skills	43 75%	14 25%	0 0%	0 0%	0 0%

**ORAL COMMUNICATION SKILLS**

**OBJECTIVE D:**

Students develop strong business oral communication skills.

**Methods to accomplish objective:**

Class discussions, in class presentations.

**Quantifiable outcomes:**

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

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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 – 96% Achieved  
UG Official Course Grade Analysis**

*Response Rate 100%*

<b>UG Course Number:</b>	<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."
CIS485	NA
PLW 499	100%
MGT3251	90%
SMT 460	100%
MGT499	100%
MGT 3252	100%
MKT 4801	100%
MKT 4802	83%
MGT 3251	100%
MGT 325A	100%
HTM 4751	90%
Average	96%

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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 – 91% Achieved**

- Alumni Survey

	<b>BS 2010 Grads 6 months out survey (Oct 2011)</b> <i>9% response rate</i>	<b>BS 2009 – 2 yrs out survey (Oct 2011)</b> <i>6% response rate</i>	<b>At least “Somewhat Agree” Combined Rating</b> <i>7.8% response rate</i>	<b>Goal Met</b>
<b>Oral Communication Skills</b>	85%	100%	91%	YES

strongly agree	somewhat agree	neither agree nor disagree	somewhat disagree	strongly disagree
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- 3.

2 year analysis

Verbal communication skills were enhanced while at Webber	2 50%	2 50%	0 0%	0 0%	0 0%	100%
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6 month analysis

Verbal communication skills were enhanced while at Webber	5 71%	1 14%	1 14%	0 0%	0 0%	85%
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4. 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**

StronglyAgree	SomewhatAgree	Neutral	SomewhatDisagree	StronglyDisagree
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Oral communication skills	50 85%	9 15%	0 0%	0 0%	0 0%
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100%

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**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.

**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 – 73% Achieved**

**Proposed Courses of Action for Improvement:**

Alumni surveys which have return of 6-9% are used for this measurement. Florida Department of Labor has measured this objective. The economy may also have been a factor. Use another measurement to identify opportunities for improvement – If Goal is still not met we need to work with seniors and career development

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	<b>BS 2010 Grads 6 months out survey (Oct 2011)</b> <i>9% response rate</i>	<b>BS 2009 – 2 yrs out survey (Oct 2011)</b> <i>6% response rate</i>	<b>At least “Somewhat Agree” Combined Rating</b> <i>7.8% response rate</i>	<b>Goal Met</b>
After obtaining my Bachelor's degree from Webber, I either accepted a position relative to my major or continued on to graduate school.	72%	75%	73%	NO

strongly agree	somewhat agree	neither agree nor disagree	somewhat disagree	strongly disagree
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2 year analysis

6. After obtaining my Bachelor's degree from Webber, I either accepted a position relative to my major or continued on to graduate school.	2	1	1	0	0	75%	0.3
	50%	25%	25%	0%	0%		

6 month analysis

6. After obtaining my Bachelor's degree from Webber, I either accepted a position relative to my major or continued on to graduate school.	3	2	1	0	1	72%	0.432 73.20%
	43%	29%	14%	0%	14%		



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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: 97% Achieved**

12. Knowledge Base Demonstrates knowledge of . . .						
Administrative practices	43	12	2	0	0	96%
	75%	21%	4%	0%	0%	
Organizational policies	43	12	1	0	0	98%
	77%	21%	2%	0%	0%	
Financial procedures	38	9	2	0	0	96%
	78%	18%	4%	0%	0%	
Public relations	42	9	3	0	0	95%
	78%	17%	6%	0%	0%	
Marketing	40	10	2	0	0	96%
	77%	19%	4%	0%	0%	
Documentations procedures	46	8	1	0	0	99%
	84%	15%	2%	0%	0%	

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 – 96% Achieved**

**UG Official Course Grade Analysis**

*Response Rate 100%*

UG Course Number:	<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."
CIS485	100%
PLW 499	100%
MGT3251	90%
SMT 460	100%
MGT499	100%
MGT 3252	100%
MKT 4801	100%
MKT 4802	100%
MGT 3251	100%
MGT 325A	100%
HTM 4751	80%
Average	97%

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**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.

**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 - 98% Achieved**

Is punctual	46	11	2	0	0	97%
	78%	19%	3%	0%	0%	
Attends regularly	53	5	1	0	0	98%
	90%	8%	2%	0%	0%	
Follows directions	52	7	0	0	0	100%
	88%	12%	0%	0%	0%	
Completes assignments	52	6	1	0	0	98%
	88%	10%	2%	0%	0%	

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 MET - 90% Achieved**

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 - 81% Achieved**

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- Graduate Survey

	<b>BS 2010 Grads 6 months out survey (Oct 2011)</b> <i>9% response rate</i>	<b>BS 2009 – 2 yrs out survey (Oct 2011)</b> <i>6% response rate</i>	<b>At least “Somewhat Agree” Combined Rating</b> <i>7.8% response rate</i>	<b>Goal Met</b>
<b><u>My work ethic</u> was enhanced while at Webber</b>	100%	75%	90%	YES
<b><u>My professional attitude</u> was enhanced while at Webber</b>	86%	75%	81%	YES

strongly agree	somewhat agree	neither agree nor disagree	somewhat disagree	strongly disagree
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**2 year analysis**

My work ethic was enhanced while at Webber	2	1	1	0	0	
	50%	25%	25%	0%	0%	75%

**6 month analysis**

My work ethic was enhanced while at Webber	6	1	0	0	0	
	86%	14%	0%	0%	0%	100%

**2 year analysis**

My professional attitude was enhanced while at Webber	3	0	1	0	0	
	75%	0%	25%	0%	0%	75%

**6 month analysis**

My professional attitude was enhanced while at Webber	6	0	1	0	0	
	86%	0%	14%	0%	0%	86%