

Oral Roberts University College of Business
International Business and Ministry Program Assessment Outcome Report
2018-2021

COB Shared Outcome #1 Assessment

Program Goal	Program Learning Outcome	Course Outcome	Performance Activity (Artifact)	Criteria for Success
Demonstrate a Christian Worldview	Apply and identify appropriate business behaviors for Christian business practitioners through the integration of Christian worldview and professionalism.	Demonstrate a foundation for understanding business fundamentals and practicing business from a Christian perspective (BUS 100).	Completion of a written reflections paper with Christian business practices and ethical standards. (BUS 100).	Mean of 3.5 or higher

Longitudinal Data (Direct Measures):

Semester	N	Score
Fall 2018	1	No data available
Spring 2019	2	No data available
Fall 2019	11	No data available
Spring 2020	1	No data available
Fall 2020	13	3.4
Spring 2021	6	3.6



Note: The (N) in the above tables represents all (100%) students enrolled in this program who were assessed in this course.

Analysis - Conclusions Drawn from the Data:

[8/5/20]: No data was available for this assessment period.

[1/6/21]: Mean goal was not met – implement more Christian Worldview and biblical support assignments.

[8/19/21]: Mean goal was met.

Actions Taken:

[8/5/20]: None available.

[1/6/21]: Implement above actions for improvements concluded from the data.

[8/19/21]: No actions taken since the goal was met.

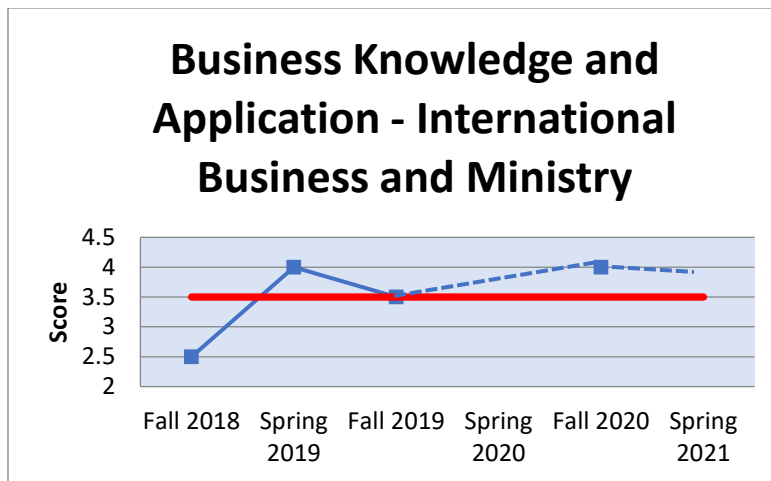
Note: The (N) in the above tables represents all (100%) students enrolled in this program who were assessed in this course.

COB Shared Outcome #2 Assessment

Program Goal	Program Learning Outcome	Course Outcome	Performance Activity (Artifact)	Criteria for Success
Demonstrate business knowledge and application	Apply business theories and concepts of the core functional areas of business (accounting, marketing, management, finance, and economics) in an integrated manner.	Examine and demonstrate an understanding of the operations of firms within industries from a macro perspective and the implementation of strategic planning (LMGT 431)	Completion of the Major Field Test (MGT 431).	Overall Score in the 75 th percentile; Mean of 3.5 or higher in management

Longitudinal Data (Direct Measures):

Semester	N	Score
Fall 2018	2	2.5
Spring 2019	3	4.0
Fall 2019	3	3.5
Spring 2020	4	No data available
Fall 2020	1	4.0
Spring 2021	1	No data available



Note: The (N) in the above tables represents all (100%) students enrolled in this program who were assessed in this course.

Analysis - Conclusions Drawn from the Data:

See MFT Report for Overall Score conclusions.

Discipline-specific comments below:

[8/5/20]: No data was available for this assessment period due to COVID.

[1/6/21]: Mean goal was met.

[8/19/21]: Mean goal was not met.

Actions Taken:

See MFT Report for Overall Score actions taken.

Discipline-specific actions taken below:

[8/5/20]: None available.

[1/6/21]: No action taken since the goal was met.

[8/19/21]: A 2.4 GPA pre-requisite for the capstone course in which the test is administered was implemented this fall (2021). Lower performing students were highly correlated with low GPA's. Since a 2.5 GPA is required to graduate, a GPA requirement for the capstone course was supported by faculty. Consider adding international courses to major electives.

Note: The (N) in the above tables represents all (100%) students enrolled in this program who were assessed in this course.

COB Shared Outcome #3 Assessment

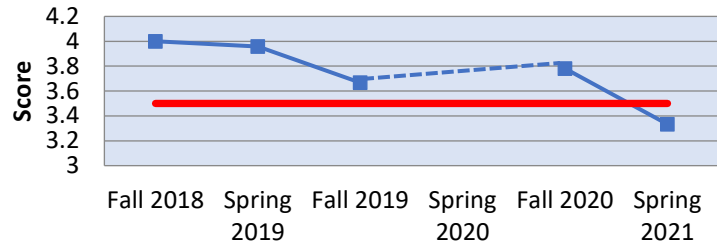
Program Goal	Program Learning Outcome	Course Outcome	Performance Activity (Artifact)	Criteria for Success
Demonstrate effective oral communication skills	Apply and use effective oral communication skills in the context of business through formal or informal oral presentation and/or other business-related projects requiring oral communication.	Develop the necessary knowledge and skills of successful communication in the business field through oral presentations (MGT 341).	Completion of oral presentation of a research project (MGT 341).	Mean of 3.5 or higher
		Examine and demonstrate an understanding of the operations of firms within industries from a macro perspective and the implementation of strategic planning (MGT 431).	Completion of oral presentation of strategic recommendations (MGT 431).	Mean of 3.5 or higher

Longitudinal Data (Direct Measures):

Semester	N	Score
Fall 2018	6	4.0
Spring 2019	6	3.958
Fall 2019	5	3.667
Spring 2020	7	No data available
Fall 2020	3	3.78
Spring 2021	3	3.333

Note: The (N) in the above tables represents all (100%) students enrolled in this program who were assessed in this course.

Oral Communication - International Business and Ministry



Analysis - Conclusions Drawn from the Data:

[8/5/20]: No data was available for this assessment period.

[1/6/21]: Mean goal was met.

[8/19/21]: Mean goal was not met.

Actions Taken:

[8/5/20]: None available.

[1/6/21]: No actions taken since the goal was met.

[8/19/21]: Review the number of oral presentations in International Business courses

Note: The (N) in the above tables represents all (100%) students enrolled in this program who were assessed in this course.

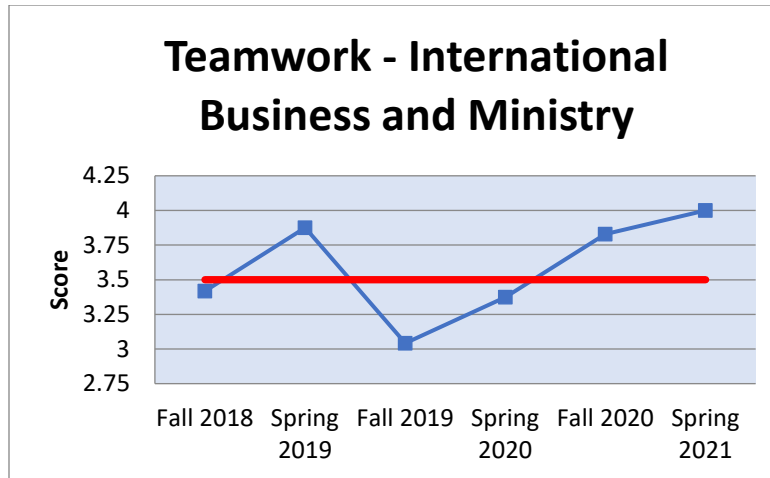
COB Shared Outcome #4 Assessment

Program Goal	Program Learning Outcome	Course Outcome	Performance Activity (Artifact)	Criteria for Success
Demonstrate teamwork and collaboration.	Apply and demonstrate an ability to collaborate as part of a team in order to solve business problems or achieve a common goal.	Collaborate with a team through business research and consulting to create a company business plan (BUS 499).	Completion of a business plan for assigned company (BUS 499).	Mean of 3.5 or higher
		Examine and demonstrate an understanding of the operations of firms within industries from a macro perspective and the implementation of strategic planning. (MGT 431).	Completion of final case analysis (MGT 431).	Mean of 3.5 or higher

Longitudinal Data (Direct Measures):

Semester	N	Score
Fall 2018	4	3.417
Spring 2019	5	3.875
Fall 2019	7	3.042
Spring 2020	6	3.375
Fall 2020	3	3.83
Spring 2021	2	4.0

Note: The (N) in the above tables represents all (100%) students enrolled in this program who were assessed in this course.



Analysis - Conclusions Drawn from the Data:

[8/5/20]: Mean goal was not met – implement team-based projects in International Business classes.

[1/6/21]: Mean goal was met.

[8/19/21]: Mean goal was met

Actions Taken:

[8/5/20]: Implement above actions for improvements concluded from the data.

[1/6/21]: No actions taken since the goal was met.

[8/19/21]: No actions taken since the goal was met.

Note: The (N) in the above tables represents all (100%) students enrolled in this program who were assessed in this course.

COB Shared Outcome #5 Assessment

Program Goal	Program Learning Outcome	Course Outcome	Performance Activity (Artifact)	Criteria for Success
Demonstrate effective written communication skills.	Apply and use effective written communication skills in the context of business through formal or informal reports, papers, or other written business-related projects.	Demonstrate a thorough formation and collection of business research and consulting to create a company business plan (BUS 499).	Completion of a business plan for assigned company (BUS 499).	Mean of 3.5 or higher
		Develop the necessary knowledge and skills of successful communication in the business field through written reports. (MGT 341).	Completion of a written business letter (MGT 341).	Mean of 3.5 or higher

Longitudinal Data (Direct Measures):

Semester	N	Score
Fall 2018	6	2.611
Spring 2019	5	3.833
Fall 2019	6	2.542
Spring 2020	2	2.417
Fall 2020	4	3.33
Spring 2021	3	No data available



Note: The (N) in the above tables represents all (100%) students enrolled in this program who were assessed in this course.

Analysis - Conclusions Drawn from the Data:

[8/5/20]: Mean goal was not met – implement additional written assignments and APA standards for International Business courses.

[1/6/21]: Mean goal was not met - implement additional written assignments and APA standards for International Business courses.

[8/19/21]: Mean goal was met.

Actions Taken:

8/5/20]: Explored use of Grammarly in all business classes. Consider utilizing the writing center for student assistance, and provide more detailed feedback on assignments.

[1/6/21]: Reinforce the importance of APA format and Grammarly in Senior Seminar and Introduction to Business.

[8/19/21]: No actions were taken because the goal was met which may be primarily due to reinforcement of APA and use of Grammarly in Senior Seminar.

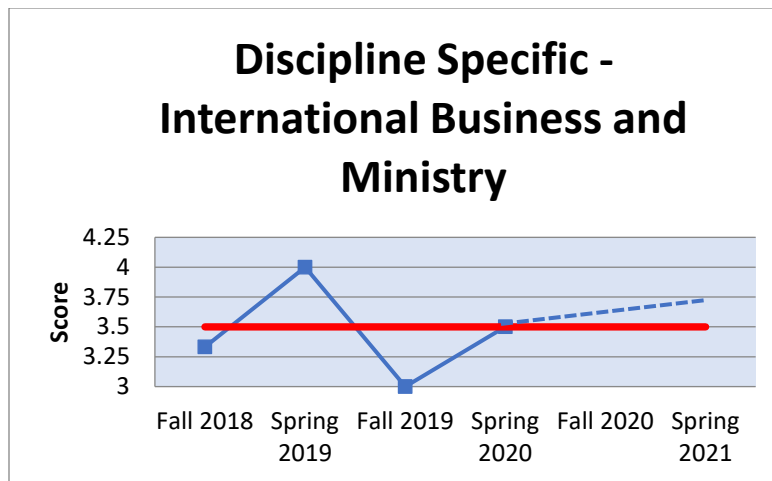
Note: The (N) in the above tables represents all (100%) students enrolled in this program who were assessed in this course.

COB Discipline Specific Outcome #6 Assessment

Program Goal	Program Learning Outcome	Course Outcome	Performance Activity (Artifact)	Criteria for Success
Demonstrate the ability to apply a critical analysis of the global marketplace through supply chain management, economies, finance, trade, politics, business strategy, social responsibility, and marketing.	Apply international business concepts that will allow organizations to capitalize on opportunities and foresee threats in a global environment.	Demonstrate a comprehensive understanding of the opportunities and challenges of transacting commerce in the global marketplace. (BUS 361).	Completion of an international country assessment (BUS 361).	Mean of 3.5 or higher

Longitudinal Data (Direct Measures):

Semester	N	Score
Fall 2018	18	3.333
Spring 2019	14	4.0
Fall 2019	19	3.0
Spring 2020	19	3.5
Fall 2020	13	No data available
Spring 2021	18	No data available



Note: The (N) in the above tables represents all (100%) students enrolled in this program who were assessed in this course.

Analysis - Conclusions Drawn from the Data:

[8/5/20]: Mean goal was met.

[1/6/21]: No data was available for this assessment period.

[8/19/21]: Mean goal was met.

Actions Taken:

[8/5/20]: No actions taken since goal was met.

[1/6/21]: None available.

[8/19/21]: No actions were taken because the goal was met.

Note: The (N) in the above tables represents all (100%) students enrolled in this program who were assessed in this course.