

General Information

Institution's Name:	Oklahoma Wesleyan University				
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IACBE Annual Report
For Academic Year 2008-2009

Program-Level Intended Outcomes Form

Student Learning Information for <i>Bachelors degrees</i>	
Mission of the School of Business:	Through its curricular and co-curricular programs, the School of Business strives to develop graduates who are technically and academically excellent, professionally qualified, ethically strong, and spiritually mature.
Intended Student Learning Outcomes for Bachelors-level degrees :	
1.	Graduates will demonstrate the ability to apply theoretical concepts to actual business situations and utilize critical thinking and decision-making skills to identify, analyze, and develop practical solutions to management problems in an increasingly global environment. <i>Assessment Methods: Comprehensive Case Analysis, ETS Exam.</i>
2.	Graduates will express ideas clearly, concisely, and logically, through effective speech, written communication, and interpersonal human relations skills. <i>Assessment Methods: Class Projects and presentations, Comprehensive Case Analysis.</i>

3. Graduates will integrate management ethics based on a Christian worldview in the functions and processes of management. Assessment Methods: <i>Comprehensive Case Analysis, Internship program (for traditional students)</i>			
4. Graduates will develop a base of knowledge and/or a range of skills that demonstrate mastery of modern business, financial, management, and economics concepts, including the formulation and implementation of strategic business policy. Assessment Methods: <i>Comprehensive Case Analysis, ETS Exam</i>			
Graduates will qualify for a wide range of entry-level or executive management positions and/or positions of increasing responsibility, authority, and leadership. Assessment Method: <i>Alumni Survey</i>			
Assessment Tools/Methods for Intended Student Learning Outcomes— Direct Measures of Student Learning		Performance Targets/Criteria for Direct Measures:	
1. Comprehensive Exam		The School of Business has an expectation that a minimum of 50% of business graduates will individually score at or above the 40 th percentile nationally. This exam is given at the end of the academic program.	
2. Comprehensive Case Analysis		The School of Business has an expectation that a minimum of 70% of business graduates will score at or above 80% on this assessment.	
Assessment Tools/Methods for Intended Student Learning Outcomes— Indirect Measures of Student Learning		Performance Targets/Criteria for Indirect Measures:	
1. Alumni Survey		The alumni survey is given annually (or more often, as necessary). The School of Business has an expectation of a 40% response rate.	
2. Focus Group		The focus group interview shall be a group interview of each cohort during the middle course of the academic program. The interview shall query various aspects of student learning, workplace applicability, instructional methods, and OWU customer service	
Summary of Results from Implementing Direct Measures of Student Learning:		Performance Target Was...	
		Met	Not Met
1. Comprehensive Exam		x	
2. Comprehensive Case Analysis		x	

Summary of Results from Implementing Indirect Measures of Student Learning:	Performance Target Was...	
	Met	Not Met
1. Alumni Survey	x	
2. Focus Group (This is a new assessment that has not yet been implemented)	N/A	
Proposed Courses of Action for Improvement in Areas for which Performance Targets Were Not Met:		
1. None.		
2.		
3.		
4.		