

General Information

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IACBE Annual Report
For Academic Year 2008-2009

Program-Level Intended Outcomes Form

Student Learning Information for <i>Master of Business Administration</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 <i>Master of Business Administration</i>:	
1.	Possess a managerial perspective and knowledge of finance and accounting and be able to utilize and analyze financial/accounting information in the decision-making process
2.	Develop and apply marketing strategies to position a product or service in domestic and international markets
3.	Be able to apply organizational behavior and leadership theories in order to motivate and lead employees toward the achievement of organizational objectives
4.	Use computer technology and statistical techniques as tools for business decision making
	Possess an acute knowledge of Christian values, ethical issues, and legal processes as they affect the workforce, the workplace, and the business environment
6.	Develop a broad understanding of economic practices, applications, and techniques directly related to business issues
7.	Masterfully present ideas logically and persuasively in writing and speech, with emphasis on effective business presentations using technology
8.	Work effectively as a member of a team and demonstrate leadership skills as appropriate in a team environment
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 MBA graduates will individually score at or above the 50 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 75% of MBA 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	N/A	
Proposed Courses of Action for Improvement in Areas for which Performance Targets Were Not Met:		
1. Revise Accounting and Finance course to extend the length of course and implement a skills seminar.		
2. Revise MBA course sequence.		
3. Initiate budget planning process for an additional doctorally-qualified business professor.		
4.		