



# Report of Outcomes Assessment Results

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**Institution:** \_\_\_\_\_ Alaska Pacific University

**Academic Business Unit:** \_\_\_\_\_ Business Administration Department

**Academic Year:** \_\_\_\_\_ 2013-14

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## Outcomes Assessment

1. Do you offer any majors, concentrations, specializations, emphases, options, or tracks as part of your business programs?

Yes. If yes, proceed to item 2 below.

No. If no, proceed to item 4 below.

2. Do your majors, concentrations, specializations, emphases, options, or tracks appear on students' transcripts, diplomas, diploma supplements, or other official records of program completion?

Yes. If yes, proceed to item 3 below.

No. If no, proceed to item 4 below.

3. Does your current outcomes assessment plan include student learning assessment information for all majors, concentrations, specializations, emphases, options, and tracks contained within your business programs?

Yes\*. If yes, proceed to item 4 below.

No. If no, please submit a revised outcomes assessment plan with your interim report that addresses student learning assessment for all majors, concentrations, specializations, emphases, options, and tracks comprising any portion of your business programs. Information about this requirement can be found on the IACBE website at the following address: [www.iacbe.org/oa-key-areas.asp](http://www.iacbe.org/oa-key-areas.asp).

- \* Revised OAP dated November 2015 includes learning assessment information for all concentrations and emphases.

4. Is the outcomes assessment plan that you submitted to the IACBE still current or have you made changes?

The outcomes assessment plan that we have previously submitted is still current.

Changes have been made and the revised plan is attached. Revised OAP was submitted to IACBE on Nov 15, 2015.

We have made changes and the revised plan will be sent to the IACBE by: \_\_\_\_\_

*Outcomes Assessment Results*  
**For Academic Year: 2013-14**

**Section I: Student Learning Assessment**

***Business Administration Department***

**Student Learning Assessment for *Business Administration & Management***

Intended Student Learning Outcomes for Business Administration and Management :

1. *Manage Organizational Change*: Developed competencies in the core areas of business
2. *Leadership*: Learn to identify different leadership strategies to motivate employees and effectively manage organizations
3. *Global Strategy*: Acquired knowledge on techniques for achieving competitive advantage in the global market environment
4. *Written & Oral Communication*: Developed written and oral communications skills for effective performance in the work place
5. *Problem Solving*: Developed competencies in the methods of inquiry to solve organizational problems
6. *Financial Management*: Attained an understanding of business financial management including financial statement analysis, financing and investing
7. *Law & Ethics*: Understand the law of contracts & legal and ethical issues involved with business management
8. *Research & Application*: Gained an understanding of the research process and its application

Assessment Tools for Intended Student Learning Outcomes—  
 Direct Measures of Student Learning:

Performance Targets/Criteria for Direct Measures:

1. *Senior Project—Written Project*

*At least 80% of students receive an average score of 70% or higher*

	<i>100% of students met target</i>																		
2. <i>Senior Project—Oral Presentation</i>	<i>At least 80% of students receive an average score of 70% or higher 100% of students met Target</i>																		
3. <i>Graduation Competencies</i>	<i>At least 75% of students receive an average score or higher: No results for 2013 -14. This outcomes metric is changed going forward</i>																		
4. <i>Collegiate Learning Assessment(CLA)</i>	<i>At least 80% of students receive an average score of 70% or higher 2013-14: Results determined not applicable</i>																		
Assessment Tools for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Targets/Criteria for Indirect Measures:																		
1. <i>Student survey</i>	<p><i>At least 90% of students will indicate “met expectations” or “exceeds expectation” in achieving the intended learning outcomes ( n=29):</i></p> <table> <tr> <td><i>Manage organizational change</i></td> <td><i>Did not assess</i></td> </tr> <tr> <td><i>Leadership</i></td> <td><i>(83%) Did not meet Target</i></td> </tr> <tr> <td><i>Global strategy</i></td> <td><i>(86%) Did not meet target</i></td> </tr> <tr> <td><i>Written communication</i></td> <td><i>(93%) Met Target</i></td> </tr> <tr> <td><i>Oral communication</i></td> <td><i>(97%) Met Target</i></td> </tr> <tr> <td><i>Problem solving</i></td> <td><i>(97%) Met Target</i></td> </tr> <tr> <td><i>Financial management</i></td> <td><i>Did not assess</i></td> </tr> <tr> <td><i>Law &amp; ethics</i></td> <td><i>(97%) Met Target</i></td> </tr> <tr> <td><i>Research &amp; application</i></td> <td><i>(97%) Met Target</i></td> </tr> </table>	<i>Manage organizational change</i>	<i>Did not assess</i>	<i>Leadership</i>	<i>(83%) Did not meet Target</i>	<i>Global strategy</i>	<i>(86%) Did not meet target</i>	<i>Written communication</i>	<i>(93%) Met Target</i>	<i>Oral communication</i>	<i>(97%) Met Target</i>	<i>Problem solving</i>	<i>(97%) Met Target</i>	<i>Financial management</i>	<i>Did not assess</i>	<i>Law &amp; ethics</i>	<i>(97%) Met Target</i>	<i>Research &amp; application</i>	<i>(97%) Met Target</i>
<i>Manage organizational change</i>	<i>Did not assess</i>																		
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<i>Oral communication</i>	<i>(97%) Met Target</i>																		
<i>Problem solving</i>	<i>(97%) Met Target</i>																		
<i>Financial management</i>	<i>Did not assess</i>																		
<i>Law &amp; ethics</i>	<i>(97%) Met Target</i>																		
<i>Research &amp; application</i>	<i>(97%) Met Target</i>																		
2. <i>Alumni survey</i>	<i>At least 90% of alumni will indicate “met expectations” or “exceeds expectation” in competency criterion</i>																		

	Alumni Survey was not administered in 2014.
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## ACCELERATED OPTION FOR THE BAM/MBA PROGRAM

Student Learning Assessment for the BA and MBA Accelerated Option in Business Administration and Management and Master of Business Administration

Intended Student Learning Outcomes for *Business Administration & Management and Master of Business Administration*:

Intended Student Learning Outcomes for *Business Administration & Management*:

1. *Manage Organizational Change*: Developed competencies in the core areas of business
2. *Leadership*: Learn to identify different leadership strategies to motivate employees and effectively manage organizations
3. *Global Strategy*: Acquired knowledge on techniques for achieving competitive advantage in the global market environment
4. *Written & Oral Communication*: Developed written and oral communications skills for effective performance in the work place
5. *Problem Solving*: Developed competencies in the methods of inquiry to solve organizational problems
6. *Financial Management*: Attained an understanding of business financial management including financial statement analysis, financing and investing
7. *Law & Ethics*: Understand the law of contracts & legal and ethical issues involved with business management
8. *Research & Application*: Gained an understanding of the research process and its application

Intended Student Learning Outcomes for *Master of Business Administration*:

1. Gain an appreciation of the local, domestic, and global environments as they relate to business management
2. Enhance business judgment and identify sound management methods including the ability to think critically and strategically
3. Attain an understanding of, and ability to appropriately leverage, interpersonal relationships and team work
4. Develop analytical expertise and functional frameworks drawn from a broad range of managerial skills including accounting, finance, economics, marketing, management, and law

5. Acquire an ability to incorporate appropriate quantitative and qualitative data, including an appreciation for the value and costs of obtaining data, into management decisions	
6. Establish outstanding multi-method communication skills	
7. Recognize the value of effective and ethical leadership so they can lead themselves, others, and organizations	
Assessment Tools for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Targets/Criteria for Direct Measures:
Business Administration & Management Direct Measures:	
1. <i>Graduation Competencies</i>	<i>At least 75% of students receive an average score or higher No Accelerated BAM/MBA graduates in this year</i>
2. <i>Collegiate Learning Assessment(CLA)</i>	<i>At least 80% of students receive an average score of 70% or higher Not applicable</i>
MBA Direct Measures:	
1. <i>Capstone student presentation &amp; performance</i>	<i>At least 80% of students receive an average score of 80% or higher No Accelerated BAM/MBA graduates in this year</i>
2. <i>Capstone CompXM</i>	<i>Average score of 750 or higher No Accelerated BAM/MBA graduates in this year</i>
Assessment Tools for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Targets/Criteria for Indirect Measures:
Business Administration & Management Indirect Measures:	
1. <i>Student exit survey</i>	<i>At least 90% of graduating seniors will indicate “met expectations” or “exceeds expectation” in achieving the intended learning outcomes No Accelerated BAM/MBA graduates in this year</i>

2. <i>Employer survey</i>	<p><i>At least 90% of employers will indicate “met expectations” or “exceeds expectation” in employee competency criterion</i></p> <p><i>No Accelerated BAM/MBA graduates in this year</i></p>
MBA Indirect Measures:	
1. <i>Student exit survey</i>	<p><i>At least 90% of graduating seniors will indicate “met expectations” or “exceeds expectation” in achieving the intended learning outcomes</i></p> <p><i>No Accelerated BAM/MBA graduates in this year</i></p>
2. <i>Employer survey</i>	<p><i>At least 90% of employers will indicate “met expectations” or “exceeds expectation” in employee competency criterion</i></p> <p><i>No Accelerated BAM/MBA graduates in this year</i></p>

## MASTER'S-LEVEL PROGRAMS

### Student Learning Assessment for Master of Business Administration

Intended Student Learning Outcomes for <i>Master of Business Administration</i> :	
1.	Gain an appreciation of the local, domestic, and global environments as they relate to business management
2.	Enhance business judgment and identify sound management methods including the ability to think critically and strategically
3.	Attain an understanding of, and ability to appropriately leverage, interpersonal relationships and team work
4.	Develop analytical expertise and functional frameworks drawn from a broad range of managerial skills including accounting, finance, economics, marketing, management, and law
5.	Acquire an ability to incorporate appropriate quantitative and qualitative data, including an appreciation for the value and costs of obtaining data, into management decisions
6.	Establish outstanding multi-method communication skills
7.	Recognize the value of effective and ethical leadership so they can lead themselves, others, and organizations
Assessment Tools for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Targets/Criteria for Direct Measures:
1. <i>Capstone student presentation &amp; performance</i>	<i>At least 80% of students receive an average score of 80% or higher Target not met 50% of students received average score of 80 % or higher*</i>
2. <i>Capstone CompXM</i>	<i>Average score of 750 or higher Target not met 0% received average score of 750 or higher* (*Target too high. New target used in 2015 revised OAP)</i>
Assessment Tools for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Targets/Criteria for Indirect Measures:



1. <i>Student exit survey</i>	<i>At least 90% of graduating seniors will indicate “met expectations” or “exceeds expectation” in achieving the intended learning outcomes</i> <i>Survey not conducted</i>
2. <i>Employer survey</i>	<i>At least 90% of employers will indicate “met expectations” or “exceeds expectation” in employee competency criterion</i> <i>Survey not conducted</i>

Student Learning Assessment for Executive MBA in Strategic Leadership

Intended Student Learning Outcomes for Executive MBA in Strategic Leadership:	
1. Gain an appreciation of the local, domestic, and global environments as they relate to business leadership	
2. Enhance business judgment and identify sound management methods including the ability to think critically and strategically	
3. Attain an understanding of, and ability to appropriately leverage, interpersonal relationships and team work within an organization	
4. Develop analytical expertise and functional frameworks drawn from a broad range of managerial skills including accounting, finance, economics, marketing, management, and law; understand organizational systems to accommodate and build on these functional areas	
5. Acquire an ability to incorporate appropriate quantitative and qualitative data, including an appreciation for the value and costs of obtaining data, into management decisions	
6. Establish outstanding multi-method communication skills appropriate for leadership positions	
7. Recognize the value of effective and ethical leadership so they can lead themselves, others, and organizations	
Assessment Tools for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Targets/Criteria for Direct Measures:
1. <i>Capstone student presentation &amp; performance</i>	<i>At least 80% of students receive an average score of 80% or higher</i> <i>Did not meet target</i>

	<i>60% of students received average score of 80% or higher*</i>
2. <i>Capstone CompXM</i>	<p><i>Average score of 750 or higher</i></p> <p><i>Target not met.</i></p> <p><i>0% received average score of 750 or higher*</i></p> <p><i>(*Target too high. New target used in 2015 revised OAP)</i></p>
Assessment Tools for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Targets/Criteria for Indirect Measures:
1. <i>Student exit survey</i>	<p><i>At least 90% of graduating seniors will indicate “met expectations” or “exceeds expectation” in achieving the intended learning outcomes</i></p> <p><i>Survey not conducted</i></p>
2. <i>Employer survey</i>	<p><i>At least 90% of employers will indicate “met expectations” or “exceeds expectation” in employee competency criterion</i></p> <p><i>Survey not conducted</i></p>

