



Public Disclosure of Student Learning Form

Institution:	Davis & Elkins College
Academic Business Unit:	Department of Business and Entrepreneurship
Academic Year:	2016-2017

Report of Student Learning and Achievement
Davis & Elkins College
Department of Business & Entrepreneurship

For Academic Year: 2016-2017

Mission of the *Department of Business and Entrepreneurship*

The mission of the Department of Business and Entrepreneurship at Davis & Elkins College is to prepare our students to successfully compete in a global economy and to be thoughtful and respectful citizens of the world.

Student Learning Assessment for *Bachelor of Science Degree; Bachelor of Arts Degree*

General Program Intended Student Learning Outcomes (Program ISLOs)

1. Our students will learn and be able to apply the knowledge and skills relevant to their respective major fields of study
2. Our students will take part in experiential learning opportunities related to their respective majors in order to develop skills needed to compete in a global business environment.
3. Our students will effectively communicate both orally and in writing to wide and varied audiences.
4. Our students will learn how to behave ethically and with social responsibility in all aspects of business, both here in this country and around the globe.
5. Our students will graduate with the tools necessary not to just get a job, but to develop their own successful businesses should they so choose.

Intended Student Learning Outcomes: *Bachelor of Science, Accounting*

1. Students will demonstrate the ability to apply knowledge of generally accepted accounting principles
2. Students will demonstrate the ability to effectively work within a group setting
3. Students will demonstrate the ability to successfully use technology to aid critical thinking skills and application of accounting

<p>concepts</p> <p>4. Students will be able to demonstrate the ability to communicate effectively in the form of financial statements prepared in accordance with generally accepted accounting principles.</p>
<p>5. Students will demonstrate they received appropriate curriculum and professional instruction to enable job placement upon graduation.</p>
<p style="text-align: center;">Intended Student Learning Outcomes: <i>Bachelor of Science, Economics</i></p>
<p>1. Students will demonstrate an understanding of various economic laws and theories and be able to demonstrate the ability to apply economic theory as it relates to real-world economic issues</p>
<p>2. Students will demonstrate an understanding of various economic indicators and the ability to interpret them</p>
<p>3. Students will demonstrate effective written and oral communication skills</p>
<p>4. Students will demonstrate the ability to use technology that is expected in the economics field</p>
<p style="text-align: center;">Intended Student Learning Outcomes: <i>Bachelor of Science, Finance</i></p>
<p>1. Students will demonstrate an understanding of financial principles and will demonstrate the ability to interpret financial statements</p>
<p>2. Students will demonstrate an understanding of various stock market indicators and the ability to interpret them</p>
<p>3. Students will demonstrate effective written and oral communication skills</p>
<p>4. Students will demonstrate the ability to use technology that is expected in the financial field</p>
<p style="text-align: center;">Intended Student Learning Outcomes: <i>Bachelor of Science, Management</i></p>
<p>1. Students will demonstrate the ability to apply current management theory and to understand its relationship and impact on a successful business</p>
<p>2. Students will demonstrate the ability to work, communicate and interact successfully as a team</p>
<p>3. Students will demonstrate the ability to communicate effectively both orally and in writing</p>
<p>4. Students will demonstrate the ability to use technology to develop successful strategies for a business</p>

Intended Student Learning Outcomes: <i>Bachelor of Science, Management with Entrepreneurship Concentration</i>
1. Students will demonstrate the ability to understand entrepreneurial concepts and apply them by developing a business plan
2. Students will demonstrate the ability to use technology as a tool for successful strategic planning and implementation
3. Students will demonstrate the ability to work, communicate and interact successfully as a team
4. Students will demonstrate the ability to communicate effectively both orally and in writing
Intended Student Learning Outcomes: <i>Bachelor of Science, Marketing</i>
1. Students will demonstrate an understanding of the role of marketing in the economy and in society
2. Students will apply marketing theory and its relationship and impact on the economy
3. Students will demonstrate the ability to work, communicate, and interact successfully as a team
Intended Student Learning Outcomes: <i>Bachelor of Arts, Hospitality Management</i>
1. Students will demonstrate the ability to manage a motel, hotel, resort, inn, restaurant, or any hospitality business
2. Students will demonstrate the ability to secure, train, and maintain a qualified staff for hospitality and lodging operations
3. Students will identify the guest activities and services that must be provided in the hospitality industry
4. Students will understand and apply food preparation and cost control systems necessary in the hospitality industry

Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures
<p><i>Direct Measure</i></p> <p>GLO-BUS Computer Simulation</p> <p>General Program ISLOs Assessed by this Measure: (1,2,3,4) Major, Concentration, Specialization, Emphasis, Option, Track ISLOs Assessed by this Measure: <i>Outcomes List</i></p> <p>(B.S. – Accounting 1,2,3,4,5) (B.S. –Economics 1,2,3,4) (B.S. – Finance 1,2,3,4) (B.S. –Management 1,2,3,4) (B.S. –Management w/Concentration in Entrepreneurship 1,2,3,4) (B.S. –Marketing 1,2,3)</p>	<p><i>Objective (Target/Criterion) for Direct Measure 1</i></p> <p>It is expected that group means will be higher than the 50th percentile on the Learning Assurance Report.</p>
Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Indirect Measures:
<p><i>Indirect Measure</i></p> <p>Senior Exit Survey</p> <p>General Program ISLOs Assessed by this Measure: (1,2,3,4,5) Major, Concentration, Specialization, Emphasis, Option, Track ISLOs Assessed by this Measure: <i>Outcomes List</i></p> <p>(B.S. – Accounting 1,2,3,4,5) (B.S. –Economics 1,2,3,4) (B.S. – Finance 1,2,3,4) (B.A. – Hospitality and Tourism Management, 1,2,3,4) (B.S. –Management 1,2,3,4) (B.S. –Management w/Concentration in Entrepreneurship (1,2,3,4) (B.S. –Marketing 1,2,3)</p>	<p><i>Objective (Target/Criterion) for Indirect Measure 1</i></p> <p>This Senior Exit Survey will serve to assess (a) student satisfaction and evaluation of academic programs, and (b) student learning outcomes. It is expected that 75% of all senior respondents will either “Agree” or “Strongly Agree” on survey questions used to asses both “a” and “b” above.</p>

Summary of Results from Implementing Direct Measures of Student Learning:

Summary of Results for Direct Measure – Glo-Bus. The GLO-BUS Learning Assurance Outcome Report was used to assess students in the capstone course. Out of the eight Learning Measures, five of the categories achieved a score equal to or greater than the 50th percentile (Leadership Skills, Collaboration and Teamwork, Financial Management, Operation Management, and Human Resource Management).

Summary of Results from Implementing Indirect Measures of Student Learning:

1. *Summary of Results for Indirect Measure 1* – The Senior Exit Survey was taken by 19 business majors in spring 2017 to assess student satisfaction and evaluation of academic programs and to determine if student learning outcomes were met. It was expected that 75% of all seniors graduating with a business degree would either “agree” or “strongly agree” on the following questions (percentages are provided also).

Q46 – “The courses I have taken at Davis & Elkins College have, in general”:

- a. Prepared me well for employment after college – 84%
- b. Exposed me to human and cultural diversity – 84%
- c. Prepared me well for graduate or advanced education – 68%
- d. Prepared me to live a life of perspective and meaning – 89%
- e. Prepared me to act responsibly as a citizen of multiple communities – 89%

Q48 – “The courses I’ve taken in my major have”:

- a. Helped me develop knowledge of my particular field and/or discipline – 100%
- b. Inspired me to seek out answers to my own questions within my discipline and provided me with the support and knowledge to do so – 89%
- c. Exposed me to a breadth of academic and intellectual world perspectives – 79%
- d. Engaged me in mastering modes of inquiry and/or creative work – 89%

Q46 – “As a result of courses I have taken in my major”:

- a. My writing skill have improved – 84%
- b. My oral presentation skills have improved – 89%
- c. My qualitative reasoning skills have improved – 100%
- d. My critical thinking skills have improved – 100%
- e. My information literacy skills have improved – 84%
- f. My major program(s) of study and Davis & Elkins College engaged me in developing skills adaptable to changing environments – 89%

Q48 – “As a result of the courses I have taken in fulfillment of general education requirements and as electives”:

- a. My writing skill have improved – 79%
- b. My oral presentation skills have improved -89%
- c. My qualitative reasoning skills have improved – 89%
- d. My critical thinking skills have improved – 89%

- e. My information literacy skills have improved – 79%
- f. I have been well-prepared to live a life of perspective and meaning – 89%
- g. I have been well-prepared to act responsibly as a citizen of multiple communities – 95%
- h. I have been exposed to a breadth of academic and intellectual world perspectives – 79%

Q23 – “Please rate your general level of satisfaction regarding the following”:

- a. I was “very satisfied/satisfied” with the required courses in your major – N/A
- b. I was “very satisfied/satisfied” with the professional/career advising I received from professors in my major – 95%
- c. I was “very satisfied/satisfied” with the internship opportunities that were available to me – 68%
- d. I was “very satisfied/satisfied” with the library resources available in support of your major – 74%

Q52 – “Professors in your major have”:

- a. Encouraged me to achieve my professional goals – 100%
- b. Helped me with a research project – 79%
- c. Offered advice and guidance about my educational program – 95%
- d. Written a letter of recommendation for you – 74%
- e. Offered honest and constructive feedback about your skills, abilities, and academic work – 100%
- f. Were available to discuss coursework and other academic issues outside of class – 100%
- g. Provided you with opportunities to apply classroom learning to “real life” situations – 100%

Extent of Accomplishment of Intended Student Learning Outcomes:												
Program 1 : Bachelor of Science - Accounting												
Intended Student Learning Outcomes	Learning Assessment Measures											
	GLO-BUS Computer Simulation						Senior Exit Survey					
General Program Intended Student Learning Outcomes	Performance Target Was...						Performance Target Was...					
	Met	Not Met	N/A				Met	Not Met	N/A			
1. Our students will learn and be able to apply the knowledge and skills relevant to their respective major fields of study	X						X					
2. Our students will take part in experiential learning opportunities related to their respective majors in order to develop skills needed to compete in a global business environment	X						X					
3. Our students will effectively communicate both orally and in writing to wide and varied audiences	X						X					
4. Our students will learn how to behave ethically and with social responsibility in all aspects of business, both here in this country and around the globe	X						X					
5. Our students will graduate with the tools necessary not to just get a job, but to develop their own successful businesses should they so choose	X						X					

Intended Student Learning Outcomes:	GLO-BUS Computer Simulation						Senior Exit Survey					
	Performance Target Was...						Performance Target Was...					
	Met	Not Met	N/A				Met	Not Met	N/A			
1. Students will demonstrate the ability to apply knowledge of generally accepted accounting principles	X						X					
2. Students will demonstrate the ability to effectively work within a group setting							X					
3. Students will demonstrate the ability to successfully use technology to aid critical thinking skills and application of accounting concepts	X						X					
4. Students will be able to demonstrate the ability to communicate effectively in the form of financial statements prepared in accordance with generally accepted accounting principles	X						X					
5. Students will demonstrate they received appropriate curriculum and professional instruction to enable job placement upon graduation	X						X					

Program 2: Bachelor of Science – Economics

Intended Student Learning Outcomes	Learning Assessment Measures											
General Program Intended Student Learning Outcomes	<i>GLO-BUS Computer Simulation</i>						<i>Senior Exit Survey</i>					
	Performance Target Was...						Performance Target Was...					
	Met	Not Met	N/A				Met	Not Met	N/A			
1. Our students will learn and be able to apply the knowledge and skills relevant to their respective major fields of study	X						X					
2. Our students will take part in experiential learning opportunities related to their respective majors in order to develop skills needed to compete in a global business environment	X						X					
3. Our students will effectively communicate both orally and in writing to wide and varied audiences	X						X					
4. Our students will learn how to behave ethically and with social responsibility in all aspects of business, both here in this country and around the globe	X						X					
5. Our students will learn and be able to apply the knowledge and skills relevant to their respective major fields of study	X						X					

Intended Student Learning Outcomes: <i>Major, Concentration, Specialization, Emphasis, Option, or Track in Area 2</i>	GLO-BUS Computer Simulation						Senior Exit Survey					
	Performance Target Was...						Performance Target Was...					
	Met	Not Met	N/A				Met	Not Met	N/A			
1. Students will demonstrate an understanding of various economic laws and theories and be able to demonstrate the ability to apply economic theory as it relates to real-world economic issues	X						X					
2. Students will demonstrate an understanding of various economic indicators and the ability to interpret them	X						X					
3. Students will demonstrate effective written and oral communication skills	X						X					
4. Students will demonstrate the ability to use technology that is expected in the economics field	X						X					
				Program 3: Bachelors of Science in Finance								
General Program Intended Student Learning Outcomes	GLO-BUS Computer Simulation						Senior Exit Survey					
	Performance Target Was...						Performance Target Was...					
	Met	Not Met	N/A				Met	Not Met	N/A			
1. Our students will learn and be	X						X					

able to apply the knowledge and skills relevant to their respective major fields of study												
2. Our students will take part in experiential learning opportunities related to their respective majors in order to develop skills needed to compete in a global business environment	X						X					
3. Our students will effectively communicate both orally and in writing to wide and varied audiences	X						X					
4. Our students will learn how to behave ethically and with social responsibility in all aspects of business, both here in this country and around the globe	X						X					
5. Our students will learn and be able to apply the knowledge and skills relevant to their respective major fields of study	X						X					
Intended Student Learning Outcomes: Major, Concentration, Specialization, Emphasis, Option, or Track in Area 2	<i>GLO-BUS Computer Simulation</i>						<i>Senior Exit Survey</i>					
	Performance Target Was...						Performance Target Was...					
	Met	Not Met	N/A				Met	Not Met	N/A			

1. Students will demonstrate an understanding of financial principles and will demonstrate the ability to interpret financial statements	X						X					
2. Students will demonstrate an understanding of various stock market indicators and the ability to interpret them	X						X					
3. Students will demonstrate effective written and oral communication skills	X						X					
4. Students will demonstrate the ability to use technology that is expected in the financial field	X						X					

Program 4: Bachelor of Science – Management												
Intended Student Learning Outcomes	Learning Assessment Measures											
General Program Intended Student Learning Outcomes	GLO-BUS Computer Simulation						Senior Exit Survey					
	Performance Target Was...						Performance Target Was...					
	Met	Not Met	N/A			N/A	Met	Not Met	N/A			
1. Our students will learn and be able to apply the knowledge and skills relevant to their respective major fields of study	X						X					
2. Our students will take part in experiential learning opportunities related to their respective majors in order to	X						X					

develop skills needed to compete in a global business environment												
3. Our students will effectively communicate both orally and in writing to wide and varied audiences	X						X					
4. Our students will learn how to behave ethically and with social responsibility in all aspects of business, both here in this country and around the globe	X						X					
5. Our students will learn and be able to apply the knowledge and skills relevant to their respective major fields of study	X						X					
Intended Student Learning Outcomes: Major, Concentration, Specialization, Emphasis, Option, or Track in Area 2	<i>GLO-BUS Computer Simulation</i>						<i>Senior Exit Survey</i>					
	Performance Target Was...						Performance Target Was...					
	Met	Not Met	N/A			N/A	Met	Not Met	N/A	Met	Not Met	
1. Students will demonstrate the ability to understand entrepreneurial concepts and apply them by developing a business plan	X						X					
2. Students will demonstrate the ability to use technology as a tool for successful strategic planning and implementation	X						X					
3. Students will demonstrate the ability to work, communicate	X						X					

and interact successfully as a team												
4. Students will demonstrate the ability to communicate effectively both orally and in writing	X						X					
Program 5: Bachelor of Science Degree – Management w/Entrepreneursip Concentration – NO STUDENTS ARE CURRENTLY PURSUING												
Intended Student Learning Outcomes	Learning Assessment Measures											
General Program Intended Student Learning Outcomes	GLO-BUS Computer Simulation						Senior Exit Survey					
	Performance Target Was...						Performance Target Was...					
	Met	Not Met	N/A				Met	Not Met	N/A			
1. Our students will learn and be able to apply the knowledge and skills relevant to their respective major fields of study			X						X			
2. Our students will take part in experiential learning opportunities related to their respective majors in order to develop skills needed to compete in a global business environment			X						X			
3. Our students will effectively communicate both orally and in writing to wide and varied audiences			X						X			
4. Our students will learn how to behave ethically and with social responsibility in all aspects of business, both here in this			X						X			

country and around the globe												
5. Our students will learn and be able to apply the knowledge and skills relevant to their respective major fields of study			X						X			
Intended Student Learning Outcomes: Major, Concentration, Specialization, Emphasis, Option, or Track in Area 2	GLO-BUS Computer Simulation						Senior Exit Survey					
	Performance Target Was...						Performance Target Was...					
	Met	Not Met	N/A				Met	Not Met	N/A			
1. Students will demonstrate the ability to apply current management theory and to understand its relationship and impact on a successful business			X						X			
2. Students will demonstrate the ability to work, communicate and interact successfully as a team			X						X			
3. Students will demonstrate the ability to communicate effectively both orally and in writing			X						X			
4. Students will demonstrate the ability to use technology to develop successful strategies for a busi			X						X			

Program 6: Bachelor of Science Degree - Marketing

Intended Student Learning Outcomes	Learning Assessment Measures											
General Program Intended Student Learning Outcomes	<i>GLO-BUS Computer Simulation</i>						<i>Senior Exit Survey</i>					
	Performance Target Was...						Performance Target Was...					
	Met	Not Met	N/A				Met	Not Met	N/A			
1. Our students will learn and be able to apply the knowledge and skills relevant to their respective major fields of study	X						X					
2. Our students will take part in experiential learning opportunities related to their respective majors in order to develop skills needed to compete in a global business environment	X						X					
3. Our students will effectively communicate both orally and in writing to wide and varied audiences	X						X					
4. Our students will learn how to behave ethically and with social responsibility in all aspects of business, both here in this country and around the globe	X						X					
5. Our students will learn and be able to apply the knowledge and skills relevant to their respective major fields of study	X						X					

Intended Student Learning Outcomes: <i>Major, Concentration, Specialization, Emphasis, Option, or Track in Area 2</i>	<i>GLO-BUS Computer Simulation</i>						<i>Senior Exit Survey</i>					
	Performance Target Was...						Performance Target Was...					
	Met	Not Met	N/A				Met	Not Met	N/A			
1. Students will demonstrate an understanding of the role of marketing in the economy and in society	X						X					
2. Students will apply marketing theory and its relationship and impact on the economy	X						X					
3. Students will demonstrate the ability to work, communicate, and interact successfully as a team	X						X					

Program 7: Bachelor of Arts Degree – Hospitality Management

Intended Student Learning Outcomes	Learning Assessment Measures											
General Program Intended Student Learning Outcomes	Internship Performance Target Was...						Senior Exit Survey Performance Target Was...					
	Met	Not Met	N/A				Met	Not Met	N/A			
1. Our students will learn and be able to apply the knowledge and skills relevant to their respective major fields of study	X						X					
2. Our students will take part in experiential learning opportunities related to their respective majors in order to develop skills needed to compete in a global business environment	X						X					
3. Our students will effectively communicate both orally and in writing to wide and varied audiences	X						X					
4. Our students will learn how to behave ethically and with social responsibility in all aspects of business, both here in this country and around the globe	X						X					
5. Our students will learn and be able to apply the knowledge and skills relevant to their respective major fields of study	X						X					

Intended Student Learning Outcomes: <i>Major, Concentration, Specialization, Emphasis, Option, or Track in Area 2</i>	Internship						Senior Exit Survey					
	Performance Target Was...						Performance Target Was...					
	Met	Not Met	N/A				Met	Not Met	N/A			
1. Students will demonstrate the ability to manage a motel, hotel, resort, inn, restaurant, or any hospitality business	X						X					
2. Students will demonstrate the ability to secure, train, and maintain a qualified staff for hospitality and lodging operations	X						X					
3. Students will identify the guest activities and services that must be provided in the hospitality industry	X						X					
4. Students will understand and apply food preparation and cost control systems necessary in the hospitality industry			X				X					

Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:

Course of Action : Direct Measure 1.– The Glo-Bus goal of having group means equal to or higher than the 50th percentile on the Learning Assurance Report were not met in all categories. While it has been reported in the “Extent of Accomplishment of Intended Student Outcomes” that our performance targets were met *overall*, the results of the second quiz negatively affected the rankings of analytical skills, management, and strategic analysis. In the future, the class will work to strengthen the scores on both quiz #1 and #2. This will improve the overall as well as the specific learning measures.

Course of Action : Direct Measure 2 – Internships: 100% of all internship reviews by employers were rated as “very satisfactory” or “satisfactory”

Course of Action : The indirect measure provided by the Senior Exit Survey showed two areas that need improvement.

- a. To address the Internship opportunity score (68%) we will work more closely with our Director of Career Services and Student Employment; inviting her to speak to our freshman seminar classes regarding internships and work with her to find internship opportunities in our related fields. We will monitor and measure results moving forward.
- b. To address the question regarding being prepared to attend graduate school, we will work with our Advisory Board to determine what courses of action should be taken to improve .