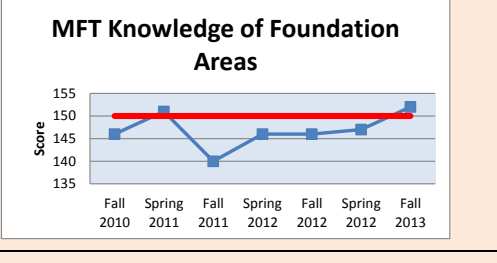


**Standard #4 Measurement and Analysis of Student Learning and Performance**

Use this table to supply data for Criterion 4.2.

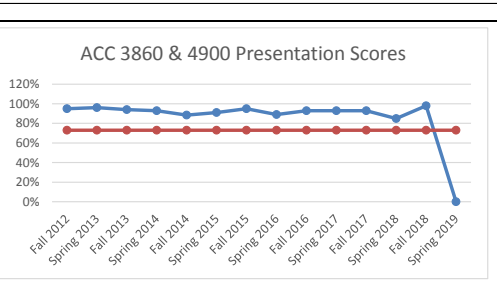
	Performance Indicator	Definition
1. Student Learning Results		<p>A student learning outcome is one that measures a specific competency attainment. <i>Examples of a direct assessment (evidence) of student learning attainment that might be used include: capstone performance, third-party examination, faculty-designed examination, professional performance, licensure examination.</i> Add these to the description of the measurement instrument in column two:</p> <p>Direct - Assessing student performance by examining samples of student work          Indirect - Assessing indicators other than student work such as getting feedback from the student or other persons who may provide relevant information.          Formative – An assessment conducted during the student’s education.          Summative – An assessment conducted at the end of the student’s education.          Internal – An assessment instrument that was developed within the business unit.          External – An assessment instrument that was developed outside the business unit.          Comparative – Compare results between classes, between online and on ground classes, Between professors, between programs, between campuses, or compare to external results such as results from the U.S. Department of Education Research and Statistics, or results from a vendor providing comparable data.</p>

Analysis of Results						
	Performance Measure	What is your measurement instrument or process?	Current Results	Analysis of Results	Action Taken or Improvement made	Insert Graphs or Tables of Resulting Trends (3-5 data points preferred)
Program	Measurable goal	Do not use grades.	What are your current results?	What did you learn from the results?	What did you improve or what is your next step?	
(Example) Accounting Major	(Example) Knowledge of foundation areas for MBA program will score 150 and above	Summative, External, Comparative data derived from Business MFT	A goal of 150 was set as a benchmark with an average score of 152 in 2013	Evaluation of all course learning outcomes for consistency, more oral presentations and more written assignments were added.	Increased use of Blackboard platform to support course. Uploaded syllabi, videos, documents, etc.	

Undergraduate and graduate academic programs for accreditation are detailed below. The respective performance measure and measurement instrument/process are presented.

The analysis of results described below is as of the 2016-2017 academic year. Trend data is provided.

All graphs depicted below contain the goal (red line) versus the actual results (blue line) for each assessment performance measure.

Accounting Major	Students in ACC 3860 or ACC 4900 will average a score of 73% or higher on a rubric for a presentation. Generally, ACC 4900 courses are offered in the fall and ACC 3860 courses are offered in the spring.	Internal, formative, rubric	ACC 4900: the class average score for an oral presentation for ACC 4900 was 98%. This clearly exceeds the goal of 73%. With a professor change and curriculum change, the ACC 3860 course will discontinue assessing presentations.	The professors’ method of instruction is working. The goal was met for the fall of 2018.	As of the spring of 2019, the ACC 3860 presentation is no longer required. For ACC 4900 during 2018-2019, the professor changed the assignment and monitored results. Students scored lower in the Conclusion on the presentation. For the fall 2019 course, the professor plans to discuss the Conclusion expectation in more detail. Results will be monitored for improvement in this area.	
------------------	--	-----------------------------	---	--	--	---

<p><b>Business Administration Major</b></p>	<p>Students in the Business 2430 course will have a class average score of at least 75% on a student essay as evaluated with a rubric.</p>	<p>Internal, formative, rubric</p>	<p>Student class average score for BUS 2430 for the Fall was 87% for the essays and for the Spring was 89% for the essays.</p>	<p>For Business 2430, since 2013-2014, faculty decided to add additional assignments, which resulted in more writing student feedback prior to the student assessment essay. Scores have remained above the goal.</p>	<p>For 2019-2020, trends will continue to be monitored. Additionally, rubric scores will be analyzed for further enhancements to student learning.</p>	<p><b>BUS 2430 Class Average Essay Scores</b></p> <table border="1"> <caption>BUS 2430 Class Average Essay Scores</caption> <thead> <tr> <th>Term</th> <th>Score (%)</th> <th>Goal (%)</th> </tr> </thead> <tbody> <tr><td>Fall 2012</td><td>80</td><td>75</td></tr> <tr><td>Spring 2013</td><td>80</td><td>75</td></tr> <tr><td>Fall 2013</td><td>78</td><td>75</td></tr> <tr><td>Spring 2014</td><td>78</td><td>75</td></tr> <tr><td>Fall 2014</td><td>80</td><td>75</td></tr> <tr><td>Spring 2015</td><td>78</td><td>75</td></tr> <tr><td>Fall 2015</td><td>78</td><td>75</td></tr> <tr><td>Spring 2016</td><td>80</td><td>75</td></tr> <tr><td>Fall 2016</td><td>82</td><td>75</td></tr> <tr><td>Spring 2017</td><td>80</td><td>75</td></tr> <tr><td>Fall 2017</td><td>80</td><td>75</td></tr> <tr><td>Spring 2018</td><td>82</td><td>75</td></tr> <tr><td>Fall 2018</td><td>80</td><td>75</td></tr> <tr><td>Spring 2019</td><td>80</td><td>75</td></tr> </tbody> </table>	Term	Score (%)	Goal (%)	Fall 2012	80	75	Spring 2013	80	75	Fall 2013	78	75	Spring 2014	78	75	Fall 2014	80	75	Spring 2015	78	75	Fall 2015	78	75	Spring 2016	80	75	Fall 2016	82	75	Spring 2017	80	75	Fall 2017	80	75	Spring 2018	82	75	Fall 2018	80	75	Spring 2019	80	75
Term	Score (%)	Goal (%)																																																	
Fall 2012	80	75																																																	
Spring 2013	80	75																																																	
Fall 2013	78	75																																																	
Spring 2014	78	75																																																	
Fall 2014	80	75																																																	
Spring 2015	78	75																																																	
Fall 2015	78	75																																																	
Spring 2016	80	75																																																	
Fall 2016	82	75																																																	
Spring 2017	80	75																																																	
Fall 2017	80	75																																																	
Spring 2018	82	75																																																	
Fall 2018	80	75																																																	
Spring 2019	80	75																																																	
<p><b>Entrepreneurship Major</b></p>	<p>Students in the ENP 3010 course will average a score of at least 70% or higher on the writing and presentation of a business plan.</p>	<p>Internal, summative, business plan</p>	<p>Student class average for the financial business plan components in the fall was 86%.</p>	<p>Goal was met for the fall 2018. Data was not available for the spring of 2019.</p>	<p>ENP 3010 scores for this assessment continue to exceed the goal. Through item analysis, we will continue to work with adjuncts and faculty on ways to promote student learning moving forward.</p>	<p><b>ENP 3010 Writing &amp; Presentation of a Business Plan Average Scores</b></p> <table border="1"> <caption>ENP 3010 Writing &amp; Presentation of a Business Plan Average Scores</caption> <thead> <tr> <th>Term</th> <th>Score (%)</th> <th>Goal (%)</th> </tr> </thead> <tbody> <tr><td>Fall 2012</td><td>95</td><td>70</td></tr> <tr><td>Spring 2013</td><td>90</td><td>70</td></tr> <tr><td>Fall 2013</td><td>90</td><td>70</td></tr> <tr><td>Spring 2014</td><td>90</td><td>70</td></tr> <tr><td>Fall 2014</td><td>90</td><td>70</td></tr> <tr><td>Spring 2015</td><td>90</td><td>70</td></tr> <tr><td>Fall 2015</td><td>90</td><td>70</td></tr> <tr><td>Spring 2016</td><td>75</td><td>70</td></tr> <tr><td>Fall 2016</td><td>90</td><td>70</td></tr> <tr><td>Spring 2017</td><td>90</td><td>70</td></tr> <tr><td>Fall 2017</td><td>90</td><td>70</td></tr> <tr><td>Spring 2018</td><td>90</td><td>70</td></tr> <tr><td>Fall 2018</td><td>90</td><td>70</td></tr> <tr><td>Spring 2019</td><td>75</td><td>70</td></tr> </tbody> </table>	Term	Score (%)	Goal (%)	Fall 2012	95	70	Spring 2013	90	70	Fall 2013	90	70	Spring 2014	90	70	Fall 2014	90	70	Spring 2015	90	70	Fall 2015	90	70	Spring 2016	75	70	Fall 2016	90	70	Spring 2017	90	70	Fall 2017	90	70	Spring 2018	90	70	Fall 2018	90	70	Spring 2019	75	70
Term	Score (%)	Goal (%)																																																	
Fall 2012	95	70																																																	
Spring 2013	90	70																																																	
Fall 2013	90	70																																																	
Spring 2014	90	70																																																	
Fall 2014	90	70																																																	
Spring 2015	90	70																																																	
Fall 2015	90	70																																																	
Spring 2016	75	70																																																	
Fall 2016	90	70																																																	
Spring 2017	90	70																																																	
Fall 2017	90	70																																																	
Spring 2018	90	70																																																	
Fall 2018	90	70																																																	
Spring 2019	75	70																																																	
<p><b>Financial Economics Major</b></p>	<p>Financial economics students will score at least 70% or 2.8 on a written paper dealing with Macroeconomics.</p>	<p>External, formative, rubric</p>	<p>Students had a class average score of 3.11, which exceeded the minimum assessment benchmark of 2.8.</p>	<p>The department goal was met.</p>	<p>This is a new assessment to replace the prior post test assessments in lower economic core courses. The professor performed item analysis to determine areas where students scored lower. Empirical Analysis was the lowest at 2.89; however the score was still above the 2.8 goal. Professors will focus more on instruction in this area for 2019-2020.</p>	<p><b>ECO 3140 Written Essay Class Average Scores</b></p> <table border="1"> <caption>ECO 3140 Written Essay Class Average Scores</caption> <thead> <tr> <th>Year</th> <th>Score</th> <th>Goal</th> </tr> </thead> <tbody> <tr><td>2016-2017</td><td>3.0</td><td>2.8</td></tr> <tr><td>2017-2018</td><td>3.0</td><td>2.8</td></tr> <tr><td>2018-2019</td><td>3.1</td><td>2.8</td></tr> </tbody> </table>	Year	Score	Goal	2016-2017	3.0	2.8	2017-2018	3.0	2.8	2018-2019	3.1	2.8																																	
Year	Score	Goal																																																	
2016-2017	3.0	2.8																																																	
2017-2018	3.0	2.8																																																	
2018-2019	3.1	2.8																																																	

<p><b>Management Major</b></p>	<p>Graduating seniors with a management major will score at or above the peer institutional mean on the management section of the MFT.</p>	<p>External, summative, Comparative data derived from Business MFT</p>	<p>The management major score for the 3 students who took the MFT during the Capstone BUS 4700 course during the Fall was a mean of 61 as compared with the peer institutional mean of 57 on the management section of the exam. For the Spring, there were no management majors enrolled in BUS 4700.</p>	<p>Results for the most recent years reveals that MU major students scored higher than the peer institutional mean on the management section of the exam. Instances where scores are at 0 indicate that there were no management majors for the semester.</p>	<p>Since 2016-2017, we have taken steps to identify low-performing areas of the MFT for instructional focus, and to ensure BUS 4700 students are seniors or near graduation to ensure an appropriate background for success on the MFT exam. These efforts are beginning to show demonstrable results.</p>	<p>Management Majors MFT Management Scores VS. Peer Mean MFT Management Scores</p> <table border="1"> <caption>Management Majors MFT Management Scores VS. Peer Mean MFT Management Scores</caption> <thead> <tr> <th>Semester</th> <th>Management Majors Score</th> <th>Peer Mean Score</th> </tr> </thead> <tbody> <tr><td>Fall 2013</td><td>61</td><td>57</td></tr> <tr><td>Spring 2014</td><td>0</td><td>57</td></tr> <tr><td>Fall 2014</td><td>0</td><td>57</td></tr> <tr><td>Spring 2015</td><td>0</td><td>57</td></tr> <tr><td>Fall 2015</td><td>40</td><td>57</td></tr> <tr><td>Spring 2016</td><td>0</td><td>57</td></tr> <tr><td>Fall 2016</td><td>61</td><td>57</td></tr> <tr><td>Spring 2017</td><td>61</td><td>57</td></tr> <tr><td>Fall 2017</td><td>61</td><td>57</td></tr> <tr><td>Spring 2018</td><td>0</td><td>57</td></tr> <tr><td>Fall 2018</td><td>61</td><td>57</td></tr> <tr><td>Spring 2019</td><td>0</td><td>57</td></tr> </tbody> </table>	Semester	Management Majors Score	Peer Mean Score	Fall 2013	61	57	Spring 2014	0	57	Fall 2014	0	57	Spring 2015	0	57	Fall 2015	40	57	Spring 2016	0	57	Fall 2016	61	57	Spring 2017	61	57	Fall 2017	61	57	Spring 2018	0	57	Fall 2018	61	57	Spring 2019	0	57						
Semester	Management Majors Score	Peer Mean Score																																																	
Fall 2013	61	57																																																	
Spring 2014	0	57																																																	
Fall 2014	0	57																																																	
Spring 2015	0	57																																																	
Fall 2015	40	57																																																	
Spring 2016	0	57																																																	
Fall 2016	61	57																																																	
Spring 2017	61	57																																																	
Fall 2017	61	57																																																	
Spring 2018	0	57																																																	
Fall 2018	61	57																																																	
Spring 2019	0	57																																																	
<p><b>Management Major</b></p>	<p>Students in the Business Ethics (BUS 3150/3200) class will average a score of at least 75% on a textbook case.</p>	<p>Internal, summative, case analysis</p>	<p>With a new faculty member, data was unavailable for the Fall 2018. Class average score for the Spring was 86%.</p>	<p>Results reveal that the desired departmental goal was met for spring semester.</p>	<p>This metric shows consistent performance above benchmark. Ethical issues in business are constantly evolving; cases that were timely last year are rapidly outdated. Faculty will collaborate to implement case studies which are more timely and better challenge students in developing ethical reasoning in business contexts.</p>	<p>BUS 3150 Class Average Score on an Ethics Textbook Case</p> <table border="1"> <caption>BUS 3150 Class Average Score on an Ethics Textbook Case</caption> <thead> <tr> <th>Semester</th> <th>Class Average Score</th> <th>Benchmark</th> </tr> </thead> <tbody> <tr><td>Fall 2012</td><td>45%</td><td>75%</td></tr> <tr><td>Spring 2013</td><td>75%</td><td>75%</td></tr> <tr><td>Fall 2013</td><td>75%</td><td>75%</td></tr> <tr><td>Spring 2014</td><td>55%</td><td>75%</td></tr> <tr><td>Fall 2014</td><td>75%</td><td>75%</td></tr> <tr><td>Spring 2015</td><td>75%</td><td>75%</td></tr> <tr><td>Fall 2015</td><td>75%</td><td>75%</td></tr> <tr><td>Spring 2016</td><td>75%</td><td>75%</td></tr> <tr><td>Fall 2016</td><td>75%</td><td>75%</td></tr> <tr><td>Spring 2017</td><td>75%</td><td>75%</td></tr> <tr><td>Fall 2017</td><td>75%</td><td>75%</td></tr> <tr><td>Spring 2018</td><td>15%</td><td>75%</td></tr> <tr><td>Fall 2018</td><td>75%</td><td>75%</td></tr> <tr><td>Spring 2019</td><td>86%</td><td>75%</td></tr> </tbody> </table>	Semester	Class Average Score	Benchmark	Fall 2012	45%	75%	Spring 2013	75%	75%	Fall 2013	75%	75%	Spring 2014	55%	75%	Fall 2014	75%	75%	Spring 2015	75%	75%	Fall 2015	75%	75%	Spring 2016	75%	75%	Fall 2016	75%	75%	Spring 2017	75%	75%	Fall 2017	75%	75%	Spring 2018	15%	75%	Fall 2018	75%	75%	Spring 2019	86%	75%
Semester	Class Average Score	Benchmark																																																	
Fall 2012	45%	75%																																																	
Spring 2013	75%	75%																																																	
Fall 2013	75%	75%																																																	
Spring 2014	55%	75%																																																	
Fall 2014	75%	75%																																																	
Spring 2015	75%	75%																																																	
Fall 2015	75%	75%																																																	
Spring 2016	75%	75%																																																	
Fall 2016	75%	75%																																																	
Spring 2017	75%	75%																																																	
Fall 2017	75%	75%																																																	
Spring 2018	15%	75%																																																	
Fall 2018	75%	75%																																																	
Spring 2019	86%	75%																																																	
<p><b>Marketing Major</b></p>	<p>Students will have a class average score of 75% or higher on a research study completed during MKT 3900.</p>	<p>Internal, formative, research study</p>	<p>For the Fall MKT 3900 course, the class average was an 88%.</p>	<p>Trend results show consistency in meeting the goal. For the Fall of 2015, results show 0 as data was not available.</p>	<p>During the fall of 2016, a new faculty member revised the course to significantly enhance the student experience in this class, which resulted in a strong score. Since then, item analysis has been performed to enable the professor to identify key areas where students score lower. The professor will focus more on these areas in the 2019-2020 academic year.</p>	<p>MKT 3900 Class Average Scores on a Research Study</p> <table border="1"> <caption>MKT 3900 Class Average Scores on a Research Study</caption> <thead> <tr> <th>Semester</th> <th>Class Average Score</th> <th>Benchmark</th> </tr> </thead> <tbody> <tr><td>Fall 2013</td><td>88%</td><td>75%</td></tr> <tr><td>Fall 2014</td><td>88%</td><td>75%</td></tr> <tr><td>Fall 2015</td><td>0%</td><td>75%</td></tr> <tr><td>Fall 2016</td><td>88%</td><td>75%</td></tr> <tr><td>Fall 2017</td><td>88%</td><td>75%</td></tr> <tr><td>Fall 2018</td><td>88%</td><td>75%</td></tr> </tbody> </table>	Semester	Class Average Score	Benchmark	Fall 2013	88%	75%	Fall 2014	88%	75%	Fall 2015	0%	75%	Fall 2016	88%	75%	Fall 2017	88%	75%	Fall 2018	88%	75%																								
Semester	Class Average Score	Benchmark																																																	
Fall 2013	88%	75%																																																	
Fall 2014	88%	75%																																																	
Fall 2015	0%	75%																																																	
Fall 2016	88%	75%																																																	
Fall 2017	88%	75%																																																	
Fall 2018	88%	75%																																																	

<p><b>Sport Management Major</b></p>	<p>Students will demonstrate professionalism, think critically, and exhibit problem solving skills while participating in internship experiences. Internship Paper: Students must demonstrate above average proficiency on their internship reflection paper. New assessment strategy for 2016-2017.</p>	<p>Internal, formative, rubric</p>	<p>A proficiency level of "excellent" (80% or greater) when completing an internship paper by 80% of the SMA majors. Internship Paper 100% or 5/5.</p>	<p>The goal was met.</p>	<p>Expectations were once again modified for the internship during 2018-19. The students excelled under these new expectations. The results of the internship paper increased from 85% to 100% meeting the proficiency level. The writing level has improved in all SMA courses. We will continue with the goal of enhancing the current student learning mindset to excellence ongoing.</p>	<p>SMA Internship Paper Scores</p> <table border="1"> <caption>SMA Internship Paper Scores</caption> <thead> <tr> <th>Year</th> <th>Score (%)</th> </tr> </thead> <tbody> <tr> <td>2016-2017</td> <td>50</td> </tr> <tr> <td>2017-2018</td> <td>85</td> </tr> <tr> <td>2018-2019</td> <td>100</td> </tr> </tbody> </table>	Year	Score (%)	2016-2017	50	2017-2018	85	2018-2019	100																																		
Year	Score (%)																																															
2016-2017	50																																															
2017-2018	85																																															
2018-2019	100																																															
<p><b>The Professional MBA At Methodist University with a focus in Organizational Management and Leadership</b></p>	<p>Students will have an average score at or above the peer institutional mean for the Management section of the Major Field Test Exam. Assessment results of 0 indicate there were no student scores for that period. The MFT national mean score is obtained from ETS and changes only periodically.</p>	<p>External, summative, Comparative data derived from Business MFT</p>	<p>Students will achieve a score at or above the mean score of peer institutions on the management section of the major field test (MFT). The mean score of peer institutions is 57.1 on the management section of the MFT. Results were 62 and 55 for the fall of 2018 and spring of 2019, respectively.</p>	<p>Results show improvement in student learning outcomes as compared with recent years. The current results show that we exceeded the goal in the fall semester and were slightly under during the spring semester.</p>	<p>Course content, pedagogy and additional focus on appropriate learning material for students were some changes that were implemented in 2015. Since then, the results seem to indicate that the changes have had a positive impact on learning outcomes. The next goal is to achieve consistent scores at or above the mean peer score. Faculty will continue to evaluate curriculum and pedagogy for further enhancement to student learning.</p>	<p>MBA - Major Field Test Management Mean Score</p> <table border="1"> <caption>MBA - Major Field Test Management Mean Score</caption> <thead> <tr> <th>Year</th> <th>Score</th> </tr> </thead> <tbody> <tr><td>Fall 2009</td><td>57.1</td></tr> <tr><td>Spring 2010</td><td>57.1</td></tr> <tr><td>Fall 2010</td><td>57.1</td></tr> <tr><td>Spring 2011</td><td>57.1</td></tr> <tr><td>Fall 2011</td><td>57.1</td></tr> <tr><td>Spring 2012</td><td>57.1</td></tr> <tr><td>Fall 2012</td><td>57.1</td></tr> <tr><td>Spring 2013</td><td>57.1</td></tr> <tr><td>Fall 2013</td><td>57.1</td></tr> <tr><td>Spring 2014</td><td>0</td></tr> <tr><td>Fall 2014</td><td>57.1</td></tr> <tr><td>Spring 2015</td><td>57.1</td></tr> <tr><td>Fall 2015</td><td>57.1</td></tr> <tr><td>Spring 2016</td><td>57.1</td></tr> <tr><td>Fall 2016</td><td>57.1</td></tr> <tr><td>Spring 2017</td><td>57.1</td></tr> <tr><td>Fall 2017</td><td>57.1</td></tr> <tr><td>Spring 2018</td><td>57.1</td></tr> <tr><td>Fall 2018</td><td>62</td></tr> <tr><td>Spring 2019</td><td>55</td></tr> </tbody> </table>	Year	Score	Fall 2009	57.1	Spring 2010	57.1	Fall 2010	57.1	Spring 2011	57.1	Fall 2011	57.1	Spring 2012	57.1	Fall 2012	57.1	Spring 2013	57.1	Fall 2013	57.1	Spring 2014	0	Fall 2014	57.1	Spring 2015	57.1	Fall 2015	57.1	Spring 2016	57.1	Fall 2016	57.1	Spring 2017	57.1	Fall 2017	57.1	Spring 2018	57.1	Fall 2018	62	Spring 2019	55
Year	Score																																															
Fall 2009	57.1																																															
Spring 2010	57.1																																															
Fall 2010	57.1																																															
Spring 2011	57.1																																															
Fall 2011	57.1																																															
Spring 2012	57.1																																															
Fall 2012	57.1																																															
Spring 2013	57.1																																															
Fall 2013	57.1																																															
Spring 2014	0																																															
Fall 2014	57.1																																															
Spring 2015	57.1																																															
Fall 2015	57.1																																															
Spring 2016	57.1																																															
Fall 2016	57.1																																															
Spring 2017	57.1																																															
Fall 2017	57.1																																															
Spring 2018	57.1																																															
Fall 2018	62																																															
Spring 2019	55																																															