

**Table 4.1 - Standard 4 Student Learning Assessment**

**Student Learning Results:** A student learning outcome is one that measures a specific competency attainment. *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).*

		Analysis of Results																											
Approach	Deployment (Do not use course grades or GPA)	Results	Analysis of Results	Improvement Action Taken or Improvement made	Insert Graphs or Tables of Trends (3-5 data points) Report sample or population size n = #																								
Program Learning objectives SLO1, SLO2, etc.	What is your measurement instrument or process?	What are your current results?	What did you learn from the results?	What did you improve or what is your next step?																									
BA in Marketing																													
Student Learning Outcome 1: Acquire, comprehend, organize, and apply knowledge in the major area Goal: All comparisons greater than 50%	Peregrine Standard Exam. External, Comparative, Summative	Measure: Ottawa University Marketing (BUS). 2022 66.77%. 2023 49.09%. 2024 49.09%. Observation: Exceeded expectations in 2022, then scores dropped.	We have moved from fully in-person instruction to hybrid instruction in this program.	Explore additional teaching techniques in hybrid format to increase student engagement.	<table border="1"> <caption>Marketing (BUS) 3 Year Comparison</caption> <thead> <tr> <th>Category</th> <th>May 1, 2024 - May 1, 2025</th> <th>May 1, 2023 - May 1, 2024</th> <th>May 1, 2023 - May 1, 2023</th> </tr> </thead> <tbody> <tr> <td>Score</td> <td>49.09</td> <td>49.09</td> <td>49.09</td> </tr> <tr> <td>4-Year Institution</td> <td>66.404</td> <td>67.093</td> <td>67.093</td> </tr> <tr> <td>ACBSP (U.S.) - Accreditation Council for Business Schools and Programs</td> <td>66.012</td> <td>66.404</td> <td>66.404</td> </tr> <tr> <td>Faith-based Institution</td> <td>66.003</td> <td>66.012</td> <td>66.012</td> </tr> <tr> <td>Higher Learning Commission</td> <td>66.511</td> <td>66.003</td> <td>66.003</td> </tr> </tbody> </table>	Category	May 1, 2024 - May 1, 2025	May 1, 2023 - May 1, 2024	May 1, 2023 - May 1, 2023	Score	49.09	49.09	49.09	4-Year Institution	66.404	67.093	67.093	ACBSP (U.S.) - Accreditation Council for Business Schools and Programs	66.012	66.404	66.404	Faith-based Institution	66.003	66.012	66.012	Higher Learning Commission	66.511	66.003	66.003
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Student Learning Outcome 4: Demonstrate oral and written competence in the major field. Goal: Writing competency at 80% or better.	Capstone Papers/Projects - University-wide process managed by the Office of Institutional Effectiveness Internal, standardized, formative, direct	First time review of written and oral competencies (internal assessment). Written Competencies--goal met for applying concepts in discipline, and central idea.	Writing competencies are consistent, but have room for improvement.	Provide additional training to faculty in this area through the School of Education.	<table border="1"> <caption>Assessment Written and Oral Competencies Average Scores</caption> <thead> <tr> <th>Competency</th> <th>Average Score</th> </tr> </thead> <tbody> <tr> <td>4.g Format (professional genre: report, analysis, case study...)</td> <td>3.56</td> </tr> <tr> <td>4.f Writing Conventions</td> <td>3.22</td> </tr> <tr> <td>4.e Evidence Use (Research, Data, Graphics, &amp; Illustrations)</td> <td>3.11</td> </tr> <tr> <td>4.d Audience &amp; Purpose</td> <td>3.44</td> </tr> <tr> <td>4.c Applying Concepts in Discipline</td> <td>4.11</td> </tr> <tr> <td>4.b Organization</td> <td>3.56</td> </tr> <tr> <td>4.a Central Idea</td> <td>4.11</td> </tr> </tbody> </table>	Competency	Average Score	4.g Format (professional genre: report, analysis, case study...)	3.56	4.f Writing Conventions	3.22	4.e Evidence Use (Research, Data, Graphics, & Illustrations)	3.11	4.d Audience & Purpose	3.44	4.c Applying Concepts in Discipline	4.11	4.b Organization	3.56	4.a Central Idea	4.11								
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