

**2007-2008 ANNUAL DEPARTMENTAL
ASSESSMENT OF STUDENT LEARNING**

BUSINESS PROGRAMS

November 5, 2008

Table of Contents

List of Tables	4
Preface.....	5
Degrees offered in the Department.....	5
Undergraduate Majors	5
Graduate Majors:	5
SECTION I: Learning Outcomes for majors in the Business Programs	5
Goals and Learning Outcomes of the Business Programs	5
Goal 1	5
Goal 2.....	6
Goal 3.....	6
Goal 4.....	6
Goal 5.....	7
SECTION II: Methods	8
Major Field Test.....	8
Business Simulation.....	8
Business Skills Based Assessment Center	8
Internship/Practicum Evaluation.....	8
Business Programs Employer Survey	8
Alumni Survey	8
Arbitration/Mock Trial.....	8
Sports Marketing Plan.....	8
SECTION III: Data and Analysis	14
A. Data	14
Learning Outcome 1A.....	14
Learning Outcome 1B.....	17
Learning Outcome 1C.....	17
Learning Outcome 2A.....	18
Learning Outcome 2B.....	18
Learning Outcome 2C.....	18
Learning Outcome 3A.....	20
Learning Outcome 3B.....	20
Learning Outcome 3C.....	20
Learning Outcome 4A1.....	21
Learning Outcome 4A2.....	21
Learning Outcome 4A3.....	23
Learning Outcome 4B1.....	23
Learning Outcome 4B2.....	23
Learning Outcome 4B3.....	24
Learning Outcome 4C1.....	24
Learning Outcome 4C2.....	24
Learning Outcome 4C3.....	26

Learning Outcome 4C4.....	26
Learning Outcome 4D1.....	26
Learning Outcome 4D2.....	26
Learning Outcome 4E1.....	26
Learning Outcome 4E2.....	27
Learning Outcome 4E3.....	27
Learning Outcome 4E4.....	28
Learning Outcome 4F1.....	28
Learning Outcome 4G1.....	29
Learning Outcome 4G2.....	30
Learning Outcome 4G3.....	30
Learning Outcome 5A1.....	30
Learning Outcome 5A2.....	32
Learning Outcome 5A3.....	32
Learning Outcome 5A4.....	32
Learning Outcome 5B1.....	32
Learning Outcome 5B2.....	33
Learning Outcome 5C1.....	33
Learning Outcome 5D1.....	35
Learning Outcome 5D2.....	37
Learning Outcome 5D3.....	37
B. Analysis.....	37
Goal 1.....	37
Goal 2.....	37
Goal 3.....	37
Goal 4.....	38
Goal 5.....	38
SECTION IV: Response.....	38
Goal 1.....	38
Goal 2.....	38
Goal 3.....	39
Goal 4.....	39
Goal 5.....	39

List of Tables

Table 1. Undergraduate Assessment Instruments	10
Table 2. Graduate Assessment Instruments	12
Table 3. Outcome 1A Data	14
Table 4. Outcome 1B Data	17
Table 5. Outcome 1C Data	17
Table 6. Outcome 2A Data	18
Table 7. Outcome 2 B Data	18
Table 8. Outcome 2C Data	19
Table 9. Outcome 3A Data	20
Table 10. Outcome 3B Data	20
Table 11. Outcome 3C Data	21
Table 12. Outcome 4A1 Data	21
Table 13. Outcome 4A2 Data	21
Table 14. Outcome 4A3 Data	23
Table 15. Outcome 4B1 Data	23
Table 16. Outcome 4B2 Data	23
Table 17. Outcome 4B3 Data	24
Table 18. Outcome 4C1 Data	24
Table 19. Outcome 4C2 Data	24
Table 20. Outcome 4C3 Data	26
Table 21. Outcome 4C4 Data	26
Table 22. Outcome 4D1 Data	26
Table 23. Outcome 4D2 Data	26
Table 24. Outcome 4E1 Data	27
Table 25. Outcome 4E2 Data	27
Table 26. Outcome 4E3 Data	27
Table 27. Outcome 4E4 Data	28
Table 28. Outcome 4F1 Data	28
Table 29. Outcome 4G1 Data	29
Table 30. Outcome 4G2 Data	30
Table 31. Outcome 4G3 Data	30
Table 32. Outcome 5A1 Data	30
Table 33. Outcome 5A2 Data	32
Table 34. Outcome 5A3 Data	32
Table 35. Outcome 5A4 Data	32
Table 36. Outcome 5B1 Data	33
Table 37. Outcome 5B2 Data	33
Table 38. Outcome 5C1 Data	33
Table 39. Outcome 5D1 Data	35
Table 40. Outcome 5D2 Data	37
Table 41. Outcome 5D3 Data	37

2007-2008 Annual Departmental Assessment of Student Learning Business Programs

Preface

Degrees offered in the Department:

Undergraduate Majors¹:

- Bachelor of Science in Business Administration
- Bachelor of Business Administration (OPTIONS)
- Bachelor of Science in Sports Management
- Bachelor of Arts in Organizational Studies (OPTIONS)
- Bachelor of Arts in Contemporary Studies (OPTIONS)
- Bachelor of Arts in Corporate Communication (OPTIONS)
- Bachelor of Science in Sports & Entertainment Management (OPTIONS)

Graduate Majors:

- Master of Business Administration (International, Weekend, Chrysler, & OPTIONS)
- Master of Science in Accounting
- Master of Science in Taxation
- Master of Management (OPTIONS)

SECTION I: Learning Outcomes for majors in the Business Programs

The mission of the Business Programs at Fontbonne University is to educate students by providing academically sound traditional and non-traditional business programs that are responsive to current and future business needs. The programs strive to create a supportive environment that provides individualized attention to a diverse student population. Consistent with the liberal arts orientation of the University, the programs are designed to enhance students' ethical and global perspective, their overall quality of life both professionally and personally, and prepare them for successful careers upon graduation.

Goals and Learning Outcomes of the Business Programs:

Goal 1: To confirm the mission, values, and purposes of Fontbonne University by continuing to provide distinctive programs recognized for their academic excellence and enhancing students' personal and professional quality of life by preparing them for successful business careers.

Upon completion of a major in the Business Programs, students will be able to:

- A. Use business knowledge and understanding to think critically and analytically, communicate effectively, demonstrate technological competence, act ethically, and make ethical decisions.
- B. Recognize the responsibility of the individual and business organization to the social environment within a global perspective.
- C. Assume responsibility as citizens and business leaders.

¹ Gateway is a curriculum administered by Business Programs which offers courses leading to the completion of the University's general education requirement prior to entering a formal degree program. Gateway does not award degrees, does not offer any business courses and only provides a portal for entry into other OPTIONS Bachelor's degree programs.

Goal 2: To actively support the ongoing initiatives of Fontbonne University by enhancing students' ethical and global perspective,

Upon completion of a major in the Business Programs, students will be able to:

- A. Identify their responsibilities in the continuous pursuit of individual and corporate ethical behavior and global citizenship.
- B. Understand the impact global perspectives have on the development of solutions and implementation of resolutions to issues.
- C. Achieve personal and professional goals by participating in organizations that embrace ethical standards, diversity, and pursue excellence.

Goal 3: To provide quality business educational experiential and active learning methods reflective of a liberal and professional body of knowledge.

Upon completion of a major in the Business Programs, students will be able to:

- A. Demonstrate their understanding of forces that shape business practices: ethical, global, social/cultural, legal, and technological issues in real world business settings.
- B. Use the business knowledge skills obtained, to solve complex business problems.
- C. Use interpersonal and organizational dynamics in order to succeed in business.

Goal 4: Demonstrate knowledge, skills, and abilities required of the undergraduate business degree.

- A. Bachelor of Science in Business Administration
 1. Obtain the foundation for more in-depth study of specific business topics.
 2. Acquire competencies needed for positions in business or advancement in their current jobs.
 3. Examine business practices pertaining to effectively managing organizational needs.
- B. Bachelor of Business Administration (OPTIONS)
 1. Obtain the foundation for more in-depth study of specific business topics.
 2. Acquire competencies needed for positions in business or advancement in their current jobs.
 3. Examine business practices pertaining to effectively managing organizational needs.
- C. Bachelor of Science in Sports Management
 1. Obtain the foundation for more in-depth study of specific sports management topics.
 2. Acquire competencies needed for positions in the sports management business or advancement in their current jobs.
 3. Gain knowledge and skills necessary to coordinate and conduct a sporting event.
 4. Identify legal issues and critically analyze legal facts in a sports management scenario.
- D. Bachelor of Science in Sports & Entertainment Management (OPTIONS)
 1. Examine topics and issue pertaining to managing sports and entertainment values and figures.
 2. Acquire competencies needed for positions in the sports management or entertainment business or advancement in their current jobs.
- E. Bachelor of Arts in Organizational Studies (OPTIONS)
 1. Obtain the foundation for more in-depth study of specific organizational studies topics.
 2. Develop leadership and administrative qualities to assume managerial positions.
 3. Examine management, motivational, and communication techniques used in leadership roles.
 4. Acquire competencies needed for positions in business or advancement in their current jobs.
- F. Bachelor of Arts in Contemporary Studies (OPTIONS)

1. Examine ethics, leadership, and public responsibility issues in relation to individual, management, and corporate liability.
- G. Bachelor of Arts in Corporate Communication (OPTIONS)
1. Develop writing and speaking skills to effectively present ideas and information.
 2. Communicate effectively within the corporate and global communities.
 3. Acquire competencies needed for positions in business or advancement in their current jobs.

Goal 5: Demonstrate knowledge, skills, and abilities required of the graduate business degree.

- A. Master of Business Administration (International, Weekend, Chrysler, & OPTIONS)
1. Acquire the competencies needed for obtaining or advancement in managerial careers through a professional business education, assessment, self-reflection, and skill development.
 2. Recognize the interrelationships between the functional areas of business, and leverage this knowledge to analyze and solve complex business problems.
 3. Understand how the rapidly changing political, economic, global, legal, technological, and social environments interact with organizations to guide ethical short- and long-term decision-making.
 4. Understand the strategic manager's role in leading others, developing potential, and building social capital within organizations.
- B. Master of Science in Accounting
1. Acquire the competencies needed for obtaining or advancement in accounting careers through a professional business education, assessment, self-reflection, and skill development.
 2. Use the knowledge and skills obtained to gain further professional certification and.
- C. Master of Science in Taxation
1. Acquire the competencies needed for obtaining or advancement in taxation careers through a professional business education, assessment, self-reflection, and skill development.
- D. Master of Management (OPTIONS)
1. 1. Acquire the competencies needed for obtaining or advancement in managerial careers through a professional business education, assessment, self-reflection, and skill development.
 2. Examine internal organizational operations to streamline processes.
 3. Understand the strategic manager's role in leading others, developing potential, and building social capital within organizations.

SECTION II: Methods

Below is a list of internal assessment tools that are implemented/ currently under development by Business Programs.

Major Field Test:

This test is designed to assess mastery of concepts, principles, and knowledge expected of students at the conclusion of an academic major in specific subject areas. In addition to factual knowledge, the tests evaluate students' abilities to analyze and solve problems, understand relationships, and interpret material.

Business Simulation:

Students participate in a computer-generated simulation as a decision-making manager of a fictitious global company. This manager works within a management team to run the company as it competes against other companies. Each student will be involved in developing strategy, executing tactics, and analyzing competitors while learning many business concepts.

Business Skills Based Assessment Center:

This course assesses business skills essential to students' professional careers. Business skills assessed may include decision-making, communication skills, and teamwork. Activities in this assessment may include group meetings, speeches and in-basket exercises. From this assessment students receive feedback of their performance and suggestions for performance management and improvement.

Internship/Practicum Evaluation:

This instrument is administered by the Business Programs upon completion of the internship/practicum for each student. Forms are sent to the employers who provided the internship/practicum to Fontbonne Business Programs' students. Information captured includes feedback on assignments completed, interpretation of work concepts, and student intern performance concerning dealing with ambiguity, analytical thinking, problem solving, written and oral communication, and technology use.

Business Programs Employer Survey:

This instrument will be administered by the Business Programs at the end of each semester to past, current, and potential employers. Information captured will include assessment of Market research will include a needs approach within a scope of desired skill-sets, achieved experience, and education levels. (Survey is still being developed.)

Alumni Survey:

The Business Programs Alumni Survey is sent to all university graduates to measure their activities. This survey will be performed annually to capture information such as the percentage who are employed, the types of industries where students are employed, the percentage who have continued their education, and alumni perception of their preparation for their chosen career. (Survey is still being developed.)

Arbitration/Mock Trial:

Students participate in a mock arbitration for a major league baseball player. Students try to achieve a favorable outcome by incorporating sports-related legal issues learned, such as contract law, torts in sports, and the law of collective bargaining.

Sports Marketing Plan:

Students will demonstrate Sports Marketing knowledge and skills by creating and implementing a sports marketing plan for a sporting event.

Table 1. Undergraduate Assessment Instruments

Undergraduate Students						
Method of Assessment (implemented)	Years Used	Students Assessed	When Assessment Done	Administration of Assessment	Goals/Outcomes Addressed	Rationale for Method to Assess the Goals/Outcome
Major Field Test (Fall 07 Traditional) (Spring 08 OPTIONS)	1 year	BBA, BUS Students	Near end of program; Last few classes: Fall, Spring, & Summer BBA435 BUS470	Business Programs faculty and outcomes measured by ETS (an external assessment company).	1A 2B 4A1, 4B1	<ul style="list-style-type: none"> Provides an objective and efficient method to assess student's broad base of business knowledge. Provides for easy comparison of scores within the university's business programs and against other universities with national normative data. The MFT is easily administered, inexpensive, and provides for benchmarking and trend analysis.
Business Simulation (Fall 2007)	1 year	BBA, BUS, students	Capstone Course / End of program: Fall & Spring BBA435 BUS470	Business Programs faculty and outcomes measured by Management Systems Inc. (an external assessment company).	1A 2B 3A, 3B 4A1, 4A2 4B1, 4B2, 4B3	<ul style="list-style-type: none"> Measures knowledge of business in an active, applied methodology Objective automated evaluation (based on Dept. set criteria) Realistic preview into the business world including applying business functions, forecasting business trends, and accommodating fast changing consumer preferences
Business Skills Assessment Center (Implemented in stages: February 07 first OPTIONS groups, Traditional students added February 08, more programs added on a continuous basis)	1.5 years	BCC, BOS, BBA, BUS, SPT students	Early in core program and late in core program; no specific course; Fall, Spring , & Summer	Business Programs faculty and Staff run center and outcomes measured by Iliad (an external assessment company).	1A 3A 4A2, 4B2, 4C2 4E2, 4E3, 4E4 4G1, 4G2, 4G3	<ul style="list-style-type: none"> Provides a method of measuring skills Gives students skills feedback for development Measures business skills in an active, applied methodology Hands on opportunity to experience a simulated business environment

Undergraduate Students						
Method of Assessment (implemented)	Years Used	Students Assessed	When Assessment Done	Administration of Assessment	Goals/Outcomes Addressed	Rationale for Method to Assess the Goals/Outcome
Business Programs Employer Survey (to be developed for implementation Fall 2009)	0 years	All graduates	Post graduation	Business Programs faculty	1C 2C 3C 4A2, 4B2, 4E1 4F1, 4G2	<ul style="list-style-type: none"> • Provide an external perspective • Identify gaps between business education and what is needed for job and career success
Business Programs Alumni Survey (to be developed for implementation Fall 2009)	0 years	Graduates from prior calendar year		Business Programs faculty & University Office of Student Affairs	1B, 1C, 2A, 2C, 3B, 3C 4A2, 4B2, 4E1, 4E2 4F1, 4D1, 4D2	<ul style="list-style-type: none"> • Provides an internal (prior student) and external (alumni) perspective • Identify gaps between education and what is needed for job and career success
Internship/ Practicum Evaluation more than 5 years; data for 3 semesters	>5 years Data from 3 semesters	BUS, SPT students	Junior or Senior year Fall, Spring, & Summer	Business Programs faculty	1A, 1B, 1C 2A, 2C 3A, 3B, 3C 4A1, 4A2, 4C1	<ul style="list-style-type: none"> • Provides a professional vs. academic perspective. • Identifies gaps between business education and what is needed for job and career success. • Determines whether students' have a comprehensive, practical, and productive understanding of the business environment.
Sports Marketing Plan (Fall 2006)	2 years 0 years of archived data	BUS 354 students	Spring & Fall Semester	BUS 354 instructor and Director of Sports Management	1A, 2A, 3B 4C1, 4C2, 4C3	<ul style="list-style-type: none"> • Analyzes student skills to market a business through sports. • Provides a method of assessing students' sports management knowledge and skills.
Arbitration/ Mock Trial (Spring 2006)	2 years 0 years of archived data	SPT 300 students	Spring Semester SPT 300	SPT 300 instructor and Director of Sports Management	1A, 2A, 3B 4C1, 4C2, 4C4	<ul style="list-style-type: none"> • Provides a method of measuring student skills to critically analyze case scenarios. • Provides a method of assessing student knowledge of sports law. • Measures communication and analytical skills in an applied setting.

Table 2. Graduate Assessment Instruments

Graduate Students						
Method of Assessment	Years Used	Students Assessed	When Assessment Done	Administration of Assessment	Goals/Outcomes Addressed	Rationale for Method to Assess Goals/Outcome
Major Field Test (Fall 07 Traditional) (Spring 08 OPTIONS)	1 year	MBA students	Near end of program; Last few classes: MBA519 BUS 589 Fall & Spring	Business Programs faculty and outcomes measured by ETS (an external assessment company).	1A, 2B 5A1	<ul style="list-style-type: none"> • Provides an objective and efficient method to assess student's broad base of business knowledge. • Provides for easy comparison of scores within the university's business programs and against other universities with national normative data. • The MFT is easily administered, inexpensive, and provides for benchmarking and trend analysis.
Business Simulation (Fall 2007)	1 year	MBA, MM students	Capstone Course / End of program MBA516 MGT518 BUS 589 Fall & Spring	Business Programs faculty and outcomes measured by Management Systems Inc. (an external assessment company).	1A, 2B, 3B 5A1, 5A2, 5A3 5D1, 5D2	<ul style="list-style-type: none"> • Measures knowledge of business in an active, applied methodology • Objective automated evaluation (based on Dept. set criteria) • Realistic preview into the business world including applying business functions, forecasting business trends, and accommodating fast changing consumer preferences
Business Skills Assessment Center (Implemented in stages: February 07 first OPTIONS groups, Traditional students added February 08, more programs added on a continuous basis)	1.5 years	MBA, MM, MST (not international MBA)	Early in core program and late in core program; no specific course; Fall, Spring , Summer semester	Business Programs faculty and Staff run center and outcomes measured by Iliad (an external assessment company).	1A, 3A 5A1, 5C1, 5D1	<ul style="list-style-type: none"> • Provides a method of measuring skills • Gives students skills feedback for development • Measures business skills in an active, applied methodology • Hands on opportunity to experience a simulated business environment
Business Programs Employer Survey (to be developed for implementation Fall 2009)	0 years	All graduates	Post graduation	Business Programs faculty	1C, 2C, 3C 5B1, 5C1, 5D1	<ul style="list-style-type: none"> • Provides a method of measuring skills • Gives students skills feedback for development • Measures business skills in an active, applied methodology • Hands on opportunity to experience a simulated business environment

Graduate Students						
Method of Assessment	Years Used	Students Assessed	When Assessment Done	Administration of Assessment	Goals/Outcomes Addressed	Rationale for Method to Assess Goals/Outcome
Business Programs Alumni Survey (to be developed for implementation Fall 2009)	0 years	Graduates from prior calendar year	Annually	Business Programs faculty & University Office of Student Affairs	1B, 1C, 2A, 2C 3B, 3C 5A3, 5A4, 5B1, 5B2 5D1, 5D3	<ul style="list-style-type: none"> • Provide an external perspective • Identify gaps between business education and what is needed for job and career success

SECTION III: Data and Analysis

A. Data

Since many of our assessment methods are new, and we are in the process of revising several of our existing assessment methods, there is little data available at this time.

Learning Outcome 1A: *Upon completion of a major in the Business Programs, students will be able to: Use business knowledge and understanding to think critically and analytically, communicate effectively, demonstrate technological competence, act ethically, and make ethical decisions.*

Table 3. Outcome 1A Data

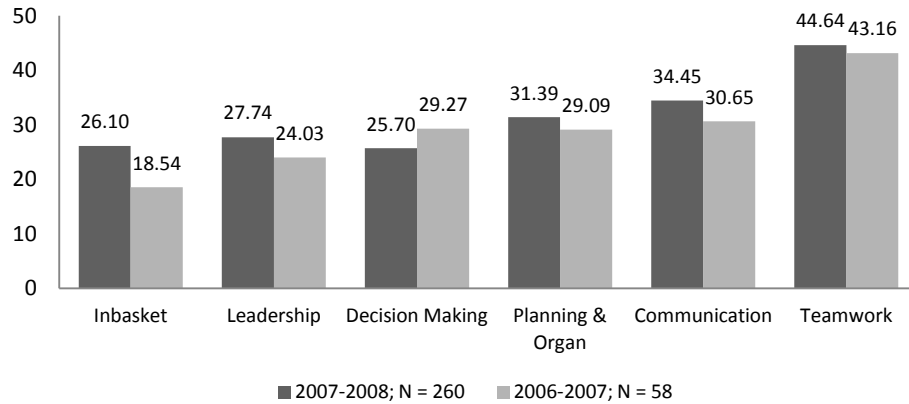
Method of Assessment	Data																																																				
Major Field Test	<ul style="list-style-type: none"> Data for the Major Field Tests has been collected and analyzed for a small number of students over a few semesters in 2007-2008.² <table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th colspan="4" style="text-align: center;">TREND DATA FOR THE MAJOR FIELD TEST BY SUBJECT FOR TRADITIONAL STUDENTS (OPTIONS student data has not been collected until the 2008-2009 academic year)</th> </tr> <tr> <th colspan="2" style="text-align: center;">BUSINESS (Undergraduate BUS)</th> <th colspan="2" style="text-align: center;">MBA (Graduate MBA)</th> </tr> <tr> <th colspan="2" style="text-align: center;">Mean Percent Correct</th> <th colspan="2" style="text-align: center;">Mean Percent Correct</th> </tr> <tr> <th style="text-align: center;">Subject</th> <th style="text-align: center;">2007-2008 N = 17</th> <th style="text-align: center;">Subject</th> <th style="text-align: center;">2007-2008 N= 35</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">Accounting</td> <td style="text-align: center;">53</td> <td style="text-align: center;">Marketing</td> <td style="text-align: center;">27</td> </tr> <tr> <td style="text-align: center;">Economics</td> <td style="text-align: center;">42</td> <td style="text-align: center;">Management</td> <td style="text-align: center;">35</td> </tr> <tr> <td style="text-align: center;">Management</td> <td style="text-align: center;">51</td> <td style="text-align: center;">Finance</td> <td style="text-align: center;">31</td> </tr> <tr> <td style="text-align: center;">Quantitative Business Analysis</td> <td style="text-align: center;">40</td> <td style="text-align: center;">Managerial Accounting</td> <td style="text-align: center;">32</td> </tr> <tr> <td style="text-align: center;">Finance</td> <td style="text-align: center;">51</td> <td style="text-align: center;">Strategic Integration</td> <td style="text-align: center;">30</td> </tr> <tr> <td style="text-align: center;">Marketing</td> <td style="text-align: center;">48</td> <td></td> <td></td> </tr> <tr> <td style="text-align: center;">Legal and Social Environment</td> <td style="text-align: center;">49</td> <td></td> <td></td> </tr> <tr> <td style="text-align: center;">Information Systems</td> <td style="text-align: center;">60</td> <td></td> <td></td> </tr> <tr> <td style="text-align: center;">International Issues</td> <td style="text-align: center;">47</td> <td></td> <td></td> </tr> </tbody> </table>	TREND DATA FOR THE MAJOR FIELD TEST BY SUBJECT FOR TRADITIONAL STUDENTS (OPTIONS student data has not been collected until the 2008-2009 academic year)				BUSINESS (Undergraduate BUS)		MBA (Graduate MBA)		Mean Percent Correct		Mean Percent Correct		Subject	2007-2008 N = 17	Subject	2007-2008 N= 35	Accounting	53	Marketing	27	Economics	42	Management	35	Management	51	Finance	31	Quantitative Business Analysis	40	Managerial Accounting	32	Finance	51	Strategic Integration	30	Marketing	48			Legal and Social Environment	49			Information Systems	60			International Issues	47		
TREND DATA FOR THE MAJOR FIELD TEST BY SUBJECT FOR TRADITIONAL STUDENTS (OPTIONS student data has not been collected until the 2008-2009 academic year)																																																					
BUSINESS (Undergraduate BUS)		MBA (Graduate MBA)																																																			
Mean Percent Correct		Mean Percent Correct																																																			
Subject	2007-2008 N = 17	Subject	2007-2008 N= 35																																																		
Accounting	53	Marketing	27																																																		
Economics	42	Management	35																																																		
Management	51	Finance	31																																																		
Quantitative Business Analysis	40	Managerial Accounting	32																																																		
Finance	51	Strategic Integration	30																																																		
Marketing	48																																																				
Legal and Social Environment	49																																																				
Information Systems	60																																																				
International Issues	47																																																				
Business Simulation	Data is not available at this time, but is expected by Fall 2008																																																				

² Norms are provided at www.ets.org

Business Skills Assessment Center

- Data is provided for the 06-07 & 07-08 Fiscal Years. This is a pre-test/post-test assessment, however only Pre-test (PMA I) data is available. Pre-test/post-test comparison data will be available by Fall 2008.
- We show percentiles here because last year's data was represented in percentile format. Percentiles for Fontbonne students are based on scores from roughly 6,000-7,000 students across 11 university business programs.

Undergraduate Student PMA I Percentile Averages

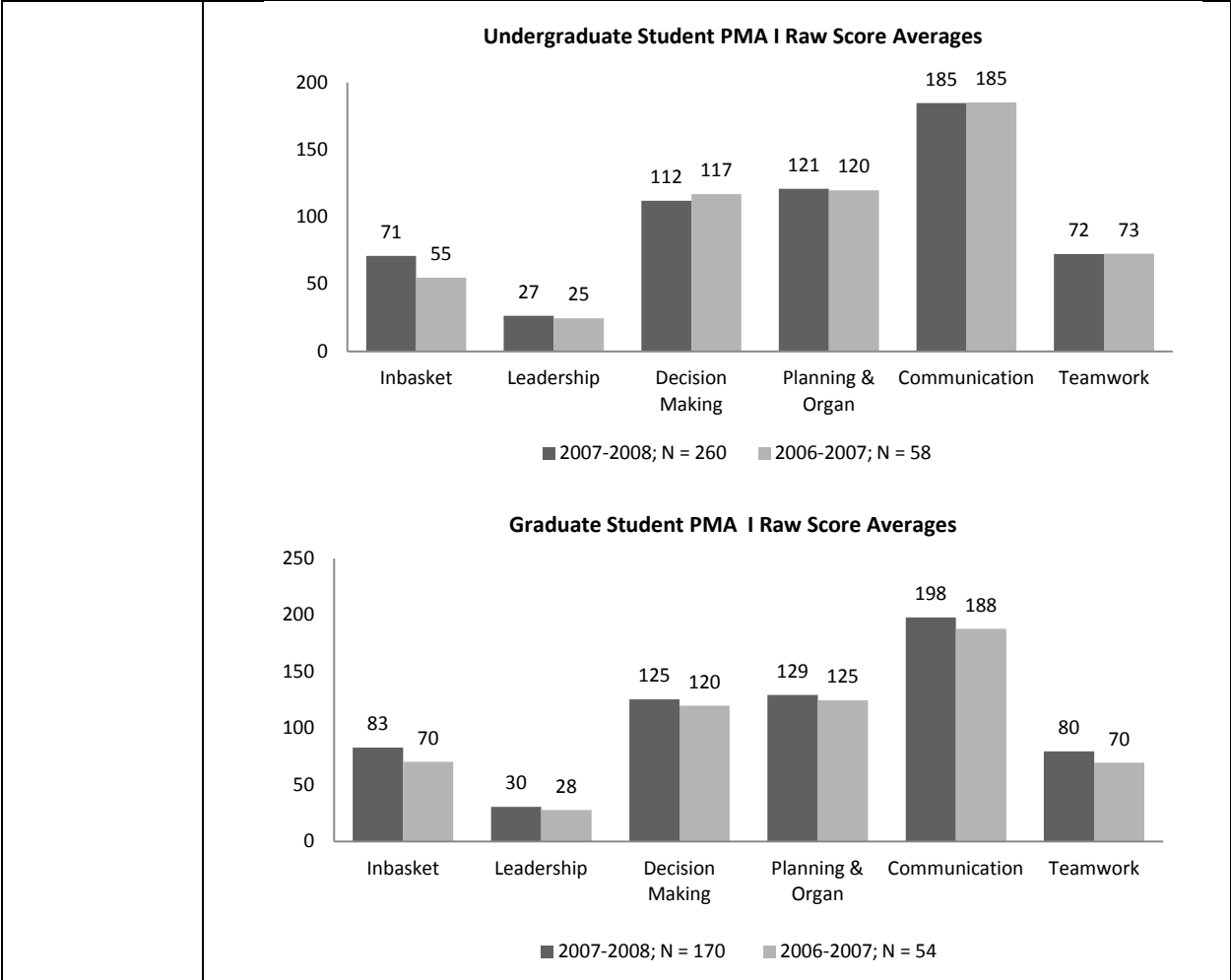


Graduate Student PMA I Percentile Averages



- Raw data presented below offers a more direct comparison.
- Population norms from 6/2008 are as follows:

	N	Mean	Std. Deviation
INITIAT	7085	41.62	19.73
DECMAKE	7084	140.02	30.67
ORGANIZE	7085	135.57	22.23
COMMUN	7085	201.86	27.94
TEAMWORK	7084	76.89	18.25
INBASKET	7085	114.75	52.14
TOTAL	7083	595.94	89.87



Internship/
Practicum
Survey

Internship Practicum Evaluations					
Data from Spring 2008 has yet to be presented for analysis					
Employers rate students using a Likert scale ranging from 1 (excellent) to 4 (poor). 5 represents “unable to evaluate”; no 5’s were given.					
Term	A) Broad Business Knowledge	B) Communication	C) Analytical thinking	D) Technology	N
FA07	3.14	3.36	3.44	3.80	7
SP07	3.14	3.36	3.44	3.80	11

Arbitration/
Mock Trial

- Data is not available at this time, but is expected by Spring 2009.

Sports
Marketing
Plan

- Data is not available at this time, but is expected by Spring 2009.

Learning Outcome 1B: Upon completion of a major in the Business Programs, students will be able to: Recognize the responsibility of the individual and business organization to the social environment within a global perspective.

Table 4. Outcome 1B Data

Method of Assessment	Data																																				
Business Programs Alumni Survey	<ul style="list-style-type: none"> Data is not available at this time because this survey has not yet been implemented. 																																				
Internship/Practicum Evaluation	<table border="1"> <thead> <tr> <th colspan="6">Internship Practicum Evaluations</th> </tr> <tr> <th colspan="6">Data from Spring 2008 has yet to be presented for analysis</th> </tr> <tr> <td colspan="6">Employers rate students using a Likert scale ranging from 1 (excellent) to 4 (poor). 5 represents "unable to evaluate"; no 5's were given.</td> </tr> <tr> <th>Term</th> <th>A) Broad Business Knowledge</th> <th>B) Communication</th> <th>C) Analytical thinking</th> <th>D) Technology</th> <th>N</th> </tr> </thead> <tbody> <tr> <td>FA07</td> <td>3.14</td> <td>3.36</td> <td>3.44</td> <td>3.80</td> <td>7</td> </tr> <tr> <td>SP07</td> <td>3.14</td> <td>3.36</td> <td>3.44</td> <td>3.80</td> <td>11</td> </tr> </tbody> </table>	Internship Practicum Evaluations						Data from Spring 2008 has yet to be presented for analysis						Employers rate students using a Likert scale ranging from 1 (excellent) to 4 (poor). 5 represents "unable to evaluate"; no 5's were given.						Term	A) Broad Business Knowledge	B) Communication	C) Analytical thinking	D) Technology	N	FA07	3.14	3.36	3.44	3.80	7	SP07	3.14	3.36	3.44	3.80	11
Internship Practicum Evaluations																																					
Data from Spring 2008 has yet to be presented for analysis																																					
Employers rate students using a Likert scale ranging from 1 (excellent) to 4 (poor). 5 represents "unable to evaluate"; no 5's were given.																																					
Term	A) Broad Business Knowledge	B) Communication	C) Analytical thinking	D) Technology	N																																
FA07	3.14	3.36	3.44	3.80	7																																
SP07	3.14	3.36	3.44	3.80	11																																

Learning Outcome 1C: Upon completion of a major in the Business Programs, students will be able to: Assume responsibility as citizens and business leaders.

Table 5. Outcome 1C Data

Method of Assessment	Data
Internship/Practicum Evaluation	<ul style="list-style-type: none"> Data is provided in Learning Outcome 1A.
Business Programs Employer Survey	<ul style="list-style-type: none"> Data is not available at this time because this survey has not yet been implemented.
Business Programs Alumni Survey	<ul style="list-style-type: none"> Data is not available at this time because this survey has not yet been implemented.

Learning Outcome 2A: *Upon completion of a major in the Business Programs, students will be able to:* Identify their responsibilities in the continuous pursuit of individual and corporate ethical behavior and global citizenship.

Table 6. Outcome 2A Data

Method of Assessment	Data					
Internship/ Practicum Evaluation	Internship Practicum Evaluations					
	Data from Spring 2008 has yet to be presented for analysis					
	Employers rate students using a Likert scale ranging from 1 (excellent) to 4 (poor). 5 represents “unable to evaluate”; no 5’s were given.					
		A) Broad Business Knowledge	B) Communication	C) Analytical thinking	D) Technology	N
	Term					
FA07	3.14	3.36	3.44	3.80	7	
SP07	3.14	3.36	3.44	3.80	11	
Business Programs Alumni Survey	<ul style="list-style-type: none"> Data is not available at this time because this survey has not yet been implemented. 					
Arbitration/ Mock Trial	<ul style="list-style-type: none"> Data is not available at this time, but is expected by Spring 2009. 					
Sports Marketing Plan	<ul style="list-style-type: none"> Data is not available at this time, but is expected by Spring 2009. 					

Learning Outcome 2B: *Upon completion of a major in the Business Programs, students will be able to:* Understand the impact global perspectives have on the development of solutions and implementation of resolutions to issues.

Table 7. Outcome 2 B Data

Method of Assessment	Data
Major Field Test	<ul style="list-style-type: none"> Data is provided in Learning Outcome 1A.
Business Simulation	<ul style="list-style-type: none"> Data is not available at this time, but is expected by Fall 2008.

Learning Outcome 2C: *Upon completion of a major in the Business Programs, students will be able to:* Achieve personal and professional goals by participating in organizations that embrace ethical standards, diversity, and pursue excellence.

Table 8. Outcome 2C Data

Method of Assessment	Data					
Internship/ Practicum Evaluation	Internship Practicum Evaluations Data from Spring 2008 has yet to be presented for analysis					
	Employers rate students using a Likert scale ranging from 1 (excellent) to 4 (poor). 5 represents “unable to evaluate”; no 5’s were given.					
		A) Broad Business Knowledge	B) Communication	C) Analytical thinking	D) Technology	N
	FA07	3.14	3.36	3.44	3.80	7
	SP07	3.14	3.36	3.44	3.80	11
Business Programs Employer Survey	<ul style="list-style-type: none"> Data is not available at this time, but is expected by Fall 2008. 					
Business Programs Alumni Survey	<ul style="list-style-type: none"> Data is not available at this time because this survey has not yet been implemented. 					

Learning Outcome 3A: Upon completion of a major in the Business Programs, students will be able to: Demonstrate their understanding of forces that shape business practices: ethical, global, social/cultural, legal, and technological issues in real world business settings.

Table 9. Outcome 3A Data

Method of Assessment	Data					
Business Simulation	<ul style="list-style-type: none"> Data is not available at this time, but is expected by Fall 2008. 					
Business Skills Assessment Center	<ul style="list-style-type: none"> Data is provided in Learning Outcome 1A. 					
Internship/ Practicum Evaluation	Internship Practicum Evaluations					
	Data from Spring 2008 has yet to be presented for analysis					
	Employers rate students using a Likert scale ranging from 1 (excellent) to 4 (poor). 5 represents “unable to evaluate”; no 5’s were given.					
	Term	A) Broad Business Knowledge	B) Communication	C) Analytical thinking	D) Technology	N
	FA07	3.14	3.36	3.44	3.80	7
SP07	3.14	3.36	3.44	3.80	11	

Learning Outcome 3B: Upon completion of a major in the Business Programs, students will be able to: Use the business knowledge skills obtained, to solve complex business problems.

Table 10. Outcome 3B Data

Method of Assessment	Data
Business Simulation	<ul style="list-style-type: none"> Data is not available at this time, but is expected by Fall 2008.
Internship/Practicum Evaluation	<ul style="list-style-type: none"> Data is provided in Learning Outcome 1A.
Business Programs Alumni Survey	<ul style="list-style-type: none"> Data is not available at this time because this survey has not yet been implemented.
Arbitration/Mock Trial	<ul style="list-style-type: none"> Data is not available at this time, but is expected by Spring 2009.
Sports Marketing Plan	<ul style="list-style-type: none"> Data is not available at this time, but is expected by Spring 2009.

Learning Outcome 3C: Upon completion of a major in the Business Programs, students will be able to: Use interpersonal and organizational dynamics in order to succeed in business.

Table 11. Outcome 3C Data

Method of Assessment	Data
Internship/Practicum Evaluation	<ul style="list-style-type: none"> Data is provided in Learning Outcome 1A.
Business Programs Employer Survey	<ul style="list-style-type: none"> Data is not available at this time because this survey has not yet been implemented.
Business Programs Alumni Survey	<ul style="list-style-type: none"> Data is not available at this time because this survey has not yet been implemented.

Learning Outcome 4A1: *Upon completion of a Bachelor of Science in Business Administration, students will be able to:* Obtain the foundation for more in-depth study of specific business topics.

Table 12. Outcome 4A1 Data

Method of Assessment	Data
Major Field Test	<ul style="list-style-type: none"> Data is provided in Learning Outcome 1A.
Business Simulation	<ul style="list-style-type: none"> Data is not available at this time, but is expected by Fall 2008.
Internship/Practicum Evaluation	<ul style="list-style-type: none"> Data is provided in Learning Outcome 1A.

Learning Outcome 4A2: *Upon completion of a Bachelor of Science in Business Administration, students will be able to:* Acquire competencies needed for positions in business or advancement in their current jobs.

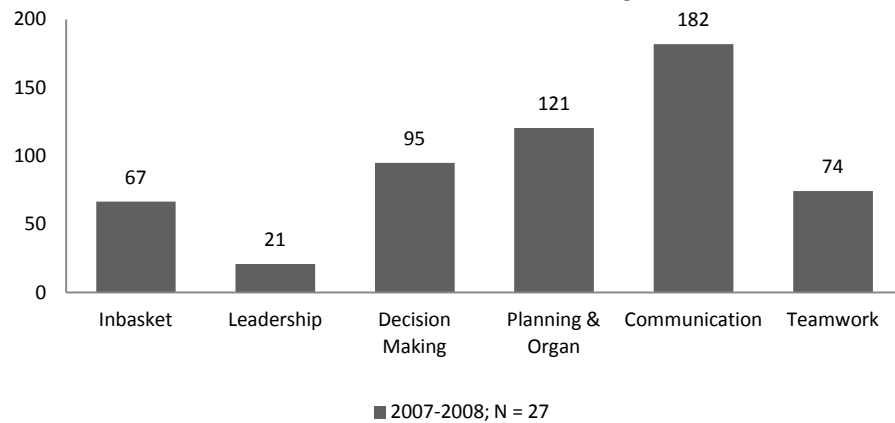
Table 13. Outcome 4A2 Data

Method of Assessment	Data
Business Simulation	<ul style="list-style-type: none"> Data is not available at this time, but is expected by Fall 2008.
Business Skills Assessment Center	<ul style="list-style-type: none"> Data is provided for the 07-08 Fiscal Year. No data is provided for the 06-07 Fiscal Year because the first group of traditional students participated in this assessment in February of 2008. This is a pre-test/post-test assessment, however only Pre-test (PMA I) data is available. Pre-test/post-test comparison data will be available by Fall 2008. Percentiles for Fontbonne students are based on scores from roughly 6,000-7,000 students across 11 university business programs.

BUS Student PMA I Percentile Averages



BUS Student PMA I Raw Score Averages



- Raw data presented below offers a more direct comparison.
- Population norms from 6/2008 are as follows:

	N	Mean	Std. Deviation
INITIAT	7085	41.62	19.73
DECMAKE	7084	140.02	30.67
ORGANIZE	7085	135.57	22.23
COMMUN	7085	201.86	27.94
TEAMWORK	7084	76.89	18.25
INBASKET	7085	114.75	52.14
TOTAL	7083	595.94	89.87

Internship/Practicum Evaluation	<ul style="list-style-type: none"> • Data is provided in Learning Outcome 1A.
Business Programs Employer Survey	<ul style="list-style-type: none"> • Data is not available at this time because this survey has not yet been implemented.
Business Programs Alumni Survey	<ul style="list-style-type: none"> • Data is not available at this time because this survey has not yet been implemented.

Learning Outcome 4A3: *Upon completion of a Bachelor of Science in Business Administration, students will be able to:* Examine business practices pertaining to effectively managing organizational needs.

Table 14. Outcome 4A3 Data

Method of Assessment	Data
Business Simulation	<ul style="list-style-type: none"> Data is not available at this time, but is expected by Fall 2008.

Learning Outcome 4B1: *Upon completion of a Bachelor in Business Administration, students will be able to:* Obtain the foundation for more in-depth study of specific business topics.

Table 15. Outcome 4B1 Data

Method of Assessment	Data
Major Field Test	<ul style="list-style-type: none"> Data is not available at this time, but is expected by Spring 2008.
Business Simulation	<ul style="list-style-type: none"> Data is not available at this time, but is expected by Fall 2008.

Learning Outcome 4B2: *Upon completion of a Bachelor in Business Administration, students will be able to:* Acquire competencies needed for positions in business or advancement in their current jobs.

Table 16. Outcome 4B2 Data

Method of Assessment	Data
Business Simulation	<ul style="list-style-type: none"> Data is not available at this time, but is expected by Fall 2008.
Business Programs Employer Survey	<ul style="list-style-type: none"> Data is not available at this time because this survey has not yet been implemented.
Business Programs Alumni Survey	<ul style="list-style-type: none"> Data is not available at this time because this survey has not yet been implemented.

Learning Outcome 4B3: *Upon completion of a Bachelor in Business Administration, students will be able to:* Examine business practices pertaining to effectively managing organizational needs.

Table 17. Outcome 4B3 Data

Method of Assessment	Data
Business Simulation	<ul style="list-style-type: none"> Data is not available at this time, but is expected by Fall 2008.

Learning Outcome 4C1: *Upon completion of a Bachelor of Science in Sports Management, students will be able to:* Obtain the foundation for more in-depth study of specific sports management topics.

Table 18. Outcome 4C1 Data

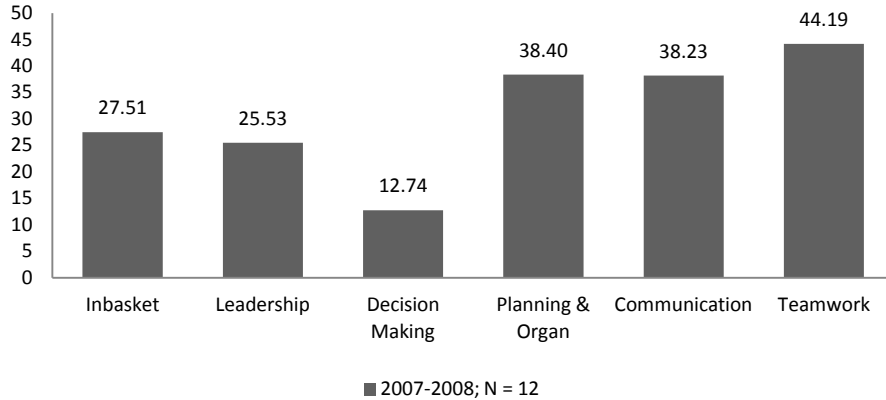
Method of Assessment	Data
Internship/Practicum Evaluation	<ul style="list-style-type: none"> Data is provided in Learning Outcome 1A.
Arbitration/Mock Trial	<ul style="list-style-type: none"> Data is not available at this time, but is expected by Spring 2009.
Sports Marketing Plan	<ul style="list-style-type: none"> Data is not available at this time, but is expected by Spring 2009.

Learning Outcome 4C2: *Upon completion of a Bachelor of Science in Sports Management, students will be able to:* Acquire competencies needed for positions in the sports management business or advancement in their current jobs.

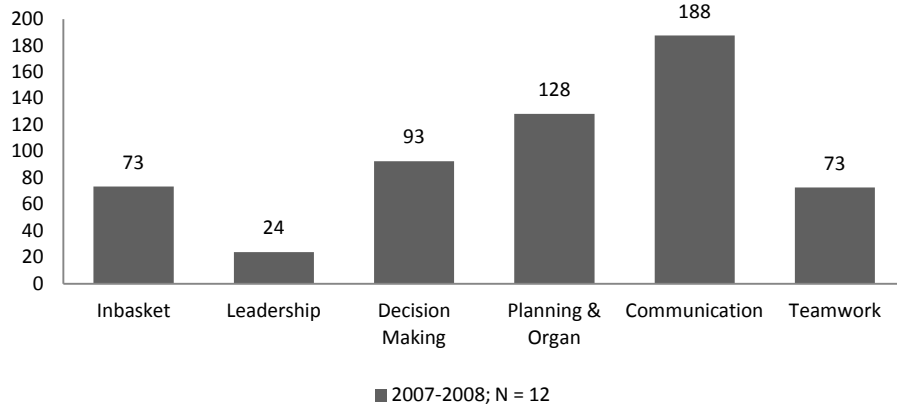
Table 19. Outcome 4C2 Data

Method of Assessment	Data
Business Skills Assessment Center	<ul style="list-style-type: none"> Data is provided for the 07-08 Fiscal Year. No data is provided for the 06-07 Fiscal Year because the first group of traditional students participated in this assessment in February of 2008. This is a pre-test/post-test assessment, however only Pre-test (PMA I) data is available. Pre-test/post-test comparison data will be available by Fall 2008. Percentiles for Fontbonne students are based on scores from roughly 6,000-7,000 students across 11 university business programs.

SPT PMA I Percentile Averages



SPT PMA I Raw Score Averages



- Raw data presented below offers a more direct comparison.
- Population norms from 6/2008 are as follows:

	N	Mean	Std. Deviation
INITIAT	7085	41.62	19.73
DECMAKE	7084	140.02	30.67
ORGANIZE	7085	135.57	22.23
COMMUN	7085	201.86	27.94
TEAMWORK	7084	76.89	18.25
INBASKET	7085	114.75	52.14
TOTAL	7083	595.94	89.87

Internship/ Practicum Evaluation	<ul style="list-style-type: none"> • Data is provided in Learning Outcome 1A.
Arbitration/ Mock Trial	<ul style="list-style-type: none"> • Data is not available at this time, but is expected by Spring 2009.
Sports Marketing Plan	<ul style="list-style-type: none"> • Data is not available at this time, but is expected by Spring 2009.

Learning Outcome 4C3: *Upon completion of a Bachelor of Science in Sports Management, students will be able to:* Gain knowledge and skills necessary to coordinate and conduct a sporting event.

Table 20. Outcome 4C3 Data

Method of Assessment	Data
Sports Marketing Plan	<ul style="list-style-type: none"> Data is not available at this time, but is expected by Spring 2009.

Learning Outcome 4C4: *Upon completion of a Bachelor of Science in Sports Management, students will be able to:* Identify legal issues and critically analyze legal facts in a sports management scenario.

Table 21. Outcome 4C4 Data

Method of Assessment	Data
Arbitration/Mock Trial	<ul style="list-style-type: none"> Data is not available at this time, but is expected by Spring 2009.

Learning Outcome 4D1: *Upon completion of Bachelor of Science in Sports & Entertainment Management, students will be able to:* Examine topics and issue pertaining to managing sports and entertainment values and figures.

Table 22. Outcome 4D1 Data

Method of Assessment	Data
Business Programs Alumni Survey	<ul style="list-style-type: none"> Data is not available at this time because this survey has not yet been implemented.

Learning Outcome 4D2: *Upon completion of a major in Bachelor of Science in Sports & Entertainment Management, students will be able to:* Acquire competencies needed for positions in the sports management business or advancement in their current jobs.

Table 23. Outcome 4D2 Data

Method of Assessment	Data
Business Programs Alumni Survey	<ul style="list-style-type: none"> Data is not available at this time because this survey has not yet been implemented.

Learning Outcome 4E1: *Upon completion of a Bachelor of Arts in Organizational Studies, students will be able to:* Obtain the foundation for more in-depth study of specific organizational studies topics.

Table 24. Outcome 4E1 Data

Method of Assessment	Data
Business Programs Employer Survey	<ul style="list-style-type: none"> Data is not available at this time because this survey has not yet been implemented.
Business Programs Alumni Survey	<ul style="list-style-type: none"> Data is not available at this time because this survey has not yet been implemented.

Learning Outcome 4E2: Upon completion of a Bachelor of Arts in Organizational Studies, students will be able to: Develop leadership and administrative qualities to assume managerial positions.

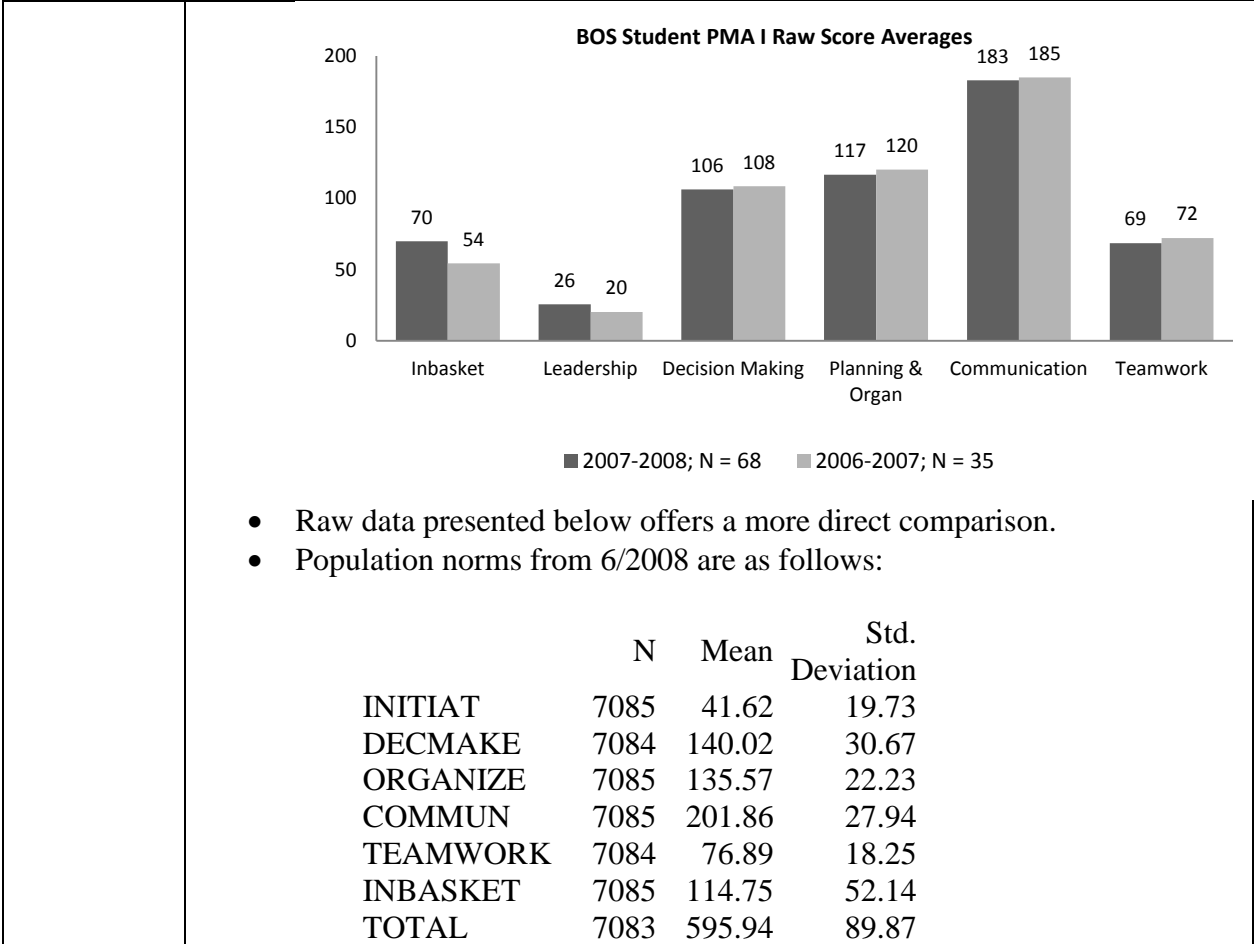
Table 25. Outcome 4E2 Data

Method of Assessment	Data
Business Programs Alumni Survey	<ul style="list-style-type: none"> Data is not available at this time because this survey has not yet been implemented.

Learning Outcome 4E3: Upon completion of a Bachelor of Arts in Organizational Studies, students will be able to: Examine management, motivational, and communication techniques used in leadership roles.

Table 26. Outcome 4E3 Data

Method of Assessment	Data																					
Business Skills Assessment Center	<ul style="list-style-type: none"> Data is provided for the 06-07 & 07-08 Fiscal Years. This is a pre-test/post-test assessment, however only Pre-test (PMA I) data is available. Pre-test/post-test comparison data will be available by Fall 2008. Percentiles for Fontbonne students are based on scores from roughly 6,000-7,000 students across 11 university business programs. <div style="text-align: center;"> <p>BOS Student PMA I Percentile Averages</p> <table border="1"> <caption>BOS Student PMA I Percentile Averages</caption> <thead> <tr> <th>Category</th> <th>2007-2008; N = 68</th> <th>2006-2007; N = 35</th> </tr> </thead> <tbody> <tr> <td>Inbasket</td> <td>24.42</td> <td>18.51</td> </tr> <tr> <td>Leadership</td> <td>26.48</td> <td>18.24</td> </tr> <tr> <td>Decision Making</td> <td>21.54</td> <td>22.41</td> </tr> <tr> <td>Planning & Organ</td> <td>27.84</td> <td>29.88</td> </tr> <tr> <td>Communication</td> <td>34.60</td> <td>30.61</td> </tr> <tr> <td>Teamwork</td> <td>38.08</td> <td>42.87</td> </tr> </tbody> </table> </div>	Category	2007-2008; N = 68	2006-2007; N = 35	Inbasket	24.42	18.51	Leadership	26.48	18.24	Decision Making	21.54	22.41	Planning & Organ	27.84	29.88	Communication	34.60	30.61	Teamwork	38.08	42.87
Category	2007-2008; N = 68	2006-2007; N = 35																				
Inbasket	24.42	18.51																				
Leadership	26.48	18.24																				
Decision Making	21.54	22.41																				
Planning & Organ	27.84	29.88																				
Communication	34.60	30.61																				
Teamwork	38.08	42.87																				



Learning Outcome 4E4: Upon completion of a Bachelor of Arts in Organizational Studies, students will be able to: Acquire competencies needed for positions in business or advancement in their current jobs.

Table 27. Outcome 4E4 Data

Method of Assessment	Data
Business Skills Assessment Center	<ul style="list-style-type: none"> • Data is provided in Learning Outcome 4E3.

Learning Outcome 4F1: Upon completion of a Bachelor of Arts in Contemporary Studies, students will be able to: Examine ethics, leadership, and public responsibility issues in relation to individual, management, and corporate liability.

Table 28. Outcome 4F1 Data

Method of Assessment	Data
Business Programs	<ul style="list-style-type: none"> • Data is not available at this time because this survey has not yet been

Employer Survey	implemented.
Business Programs Alumni Survey	<ul style="list-style-type: none"> Data is not available at this time because this survey has not yet been implemented.

Learning Outcome 4G1: *Upon completion of a Bachelor of Arts in Corporate Communications, students will be able to:* Develop writing and speaking skills to effectively present ideas and information.

Table 29. Outcome 4G1 Data

Method of Assessment	Data																												
Business Skills Assessment Center	<ul style="list-style-type: none"> Data is provided for the 07-08 Fiscal Year. No data is provided for the 06-07 Fiscal Year because the first group of BCC students participated in this assessment in April of 2008. This is a pre-test/post-test assessment, however only Pre-test (PMA I) data is available. Pre-test/post-test comparison data will be available by Fall 2008. Percentiles for Fontbonne students are based on scores from roughly 6,000-7,000 students across 11 university business programs. <p style="text-align: center;">BCC Student PMA I Percentile Averages</p> <table border="1"> <caption>BCC Student PMA I Percentile Averages</caption> <thead> <tr> <th>Category</th> <th>Percentile Average</th> </tr> </thead> <tbody> <tr> <td>Inbasket</td> <td>35.28</td> </tr> <tr> <td>Leadership</td> <td>29.31</td> </tr> <tr> <td>Decision Making</td> <td>16.31</td> </tr> <tr> <td>Planning & Organ</td> <td>23.71</td> </tr> <tr> <td>Communication</td> <td>36.50</td> </tr> <tr> <td>Teamwork</td> <td>61.78</td> </tr> </tbody> </table> <p style="text-align: center;">■ 2007-2008; N = 13</p> <p style="text-align: center;">BCC Student PMA I Raw Score Averages</p> <table border="1"> <caption>BCC Student PMA I Raw Score Averages</caption> <thead> <tr> <th>Category</th> <th>Raw Score Average</th> </tr> </thead> <tbody> <tr> <td>Inbasket</td> <td>87</td> </tr> <tr> <td>Leadership</td> <td>27</td> </tr> <tr> <td>Decision Making</td> <td>104</td> </tr> <tr> <td>Planning & Organ</td> <td>114</td> </tr> <tr> <td>Communication</td> <td>182</td> </tr> <tr> <td>Teamwork</td> <td>82</td> </tr> </tbody> </table> <p style="text-align: center;">■ 2007-2008; N = 13</p> <ul style="list-style-type: none"> Raw data presented below offers a more direct comparison. 	Category	Percentile Average	Inbasket	35.28	Leadership	29.31	Decision Making	16.31	Planning & Organ	23.71	Communication	36.50	Teamwork	61.78	Category	Raw Score Average	Inbasket	87	Leadership	27	Decision Making	104	Planning & Organ	114	Communication	182	Teamwork	82
Category	Percentile Average																												
Inbasket	35.28																												
Leadership	29.31																												
Decision Making	16.31																												
Planning & Organ	23.71																												
Communication	36.50																												
Teamwork	61.78																												
Category	Raw Score Average																												
Inbasket	87																												
Leadership	27																												
Decision Making	104																												
Planning & Organ	114																												
Communication	182																												
Teamwork	82																												

	<ul style="list-style-type: none"> Population norms from 6/2008 are as follows: 																																
	<table> <thead> <tr> <th></th> <th>N</th> <th>Mean</th> <th>Std. Deviation</th> </tr> </thead> <tbody> <tr> <td>INITIAT</td> <td>7085</td> <td>41.62</td> <td>19.73</td> </tr> <tr> <td>DECMAKE</td> <td>7084</td> <td>140.02</td> <td>30.67</td> </tr> <tr> <td>ORGANIZE</td> <td>7085</td> <td>135.57</td> <td>22.23</td> </tr> <tr> <td>COMMUN</td> <td>7085</td> <td>201.86</td> <td>27.94</td> </tr> <tr> <td>TEAMWORK</td> <td>7084</td> <td>76.89</td> <td>18.25</td> </tr> <tr> <td>INBASKET</td> <td>7085</td> <td>114.75</td> <td>52.14</td> </tr> <tr> <td>TOTAL</td> <td>7083</td> <td>595.94</td> <td>89.87</td> </tr> </tbody> </table>		N	Mean	Std. Deviation	INITIAT	7085	41.62	19.73	DECMAKE	7084	140.02	30.67	ORGANIZE	7085	135.57	22.23	COMMUN	7085	201.86	27.94	TEAMWORK	7084	76.89	18.25	INBASKET	7085	114.75	52.14	TOTAL	7083	595.94	89.87
	N	Mean	Std. Deviation																														
INITIAT	7085	41.62	19.73																														
DECMAKE	7084	140.02	30.67																														
ORGANIZE	7085	135.57	22.23																														
COMMUN	7085	201.86	27.94																														
TEAMWORK	7084	76.89	18.25																														
INBASKET	7085	114.75	52.14																														
TOTAL	7083	595.94	89.87																														

Learning Outcome 4G2: *Upon completion of a Bachelor of Arts in Corporate Communications, students will be able to:* Communicate effectively within the corporate and global communities.

Table 30. Outcome 4G2 Data

Method of Assessment	Data
Business Skills Assessment Center	<ul style="list-style-type: none"> Data is provided in Learning Outcome 4G1.
Business Programs Employer Survey	<ul style="list-style-type: none"> Data is not available at this time because this survey has not yet been implemented.

Learning Outcome 4G3: *Upon completion of a Bachelor of Arts in Corporate Communications, students will be able to:* Acquire competencies needed for positions in business or advancement in their current jobs.

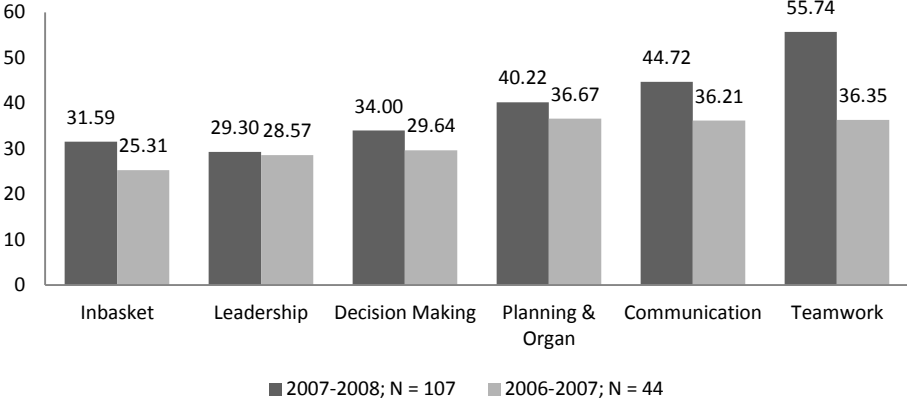
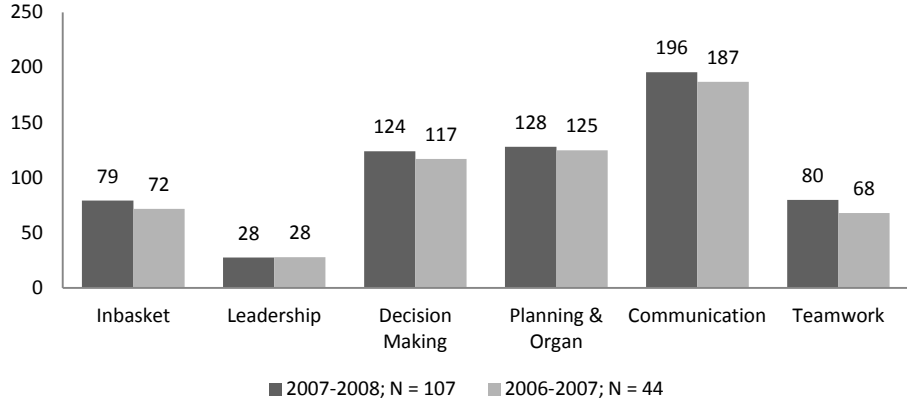
Table 31. Outcome 4G3 Data

Method of Assessment	Data
Business Skills Assessment Center	<ul style="list-style-type: none"> Data is provided in Learning Outcome 4G1.

Learning Outcome 5A1: *Upon completion of a Master of Business Administration, students will be able to:* Acquire the competencies needed for obtaining or advancement in managerial careers through a professional business education, assessment, self-reflection, and skill development.

Table 32. Outcome 5A1 Data

Method of Assessment	Data
Major Field	<ul style="list-style-type: none"> Data is presented in Learning Outcome 1A.

Test																																																																			
Business Simulation	<ul style="list-style-type: none"> Data is not available at this time, but is expected by Fall 2008. 																																																																		
Business Skills Assessment Center	<ul style="list-style-type: none"> Data is provided for the 06-07 & 07-08 Fiscal Years. This is a pre-test/post-test assessment, however only Pre-test (PMA I) data is available. Pre-test/post-test comparison data will be available by Fall 2008. Percentiles for Fontbonne students are based on scores from roughly 6,000-7,000 students across 11 university business programs. <p style="text-align: center;">MBA Student PMA I Percentile Averages</p>  <table border="1" style="margin-left: auto; margin-right: auto;"> <caption>MBA Student PMA I Percentile Averages</caption> <thead> <tr> <th>Category</th> <th>2007-2008; N = 107</th> <th>2006-2007; N = 44</th> </tr> </thead> <tbody> <tr> <td>Inbasket</td> <td>31.59</td> <td>25.31</td> </tr> <tr> <td>Leadership</td> <td>29.30</td> <td>28.57</td> </tr> <tr> <td>Decision Making</td> <td>34.00</td> <td>29.64</td> </tr> <tr> <td>Planning & Organ</td> <td>40.22</td> <td>36.67</td> </tr> <tr> <td>Communication</td> <td>44.72</td> <td>36.21</td> </tr> <tr> <td>Teamwork</td> <td>55.74</td> <td>36.35</td> </tr> </tbody> </table> <p style="text-align: center;">MBA Student PMA I Raw Score Averages</p>  <table border="1" style="margin-left: auto; margin-right: auto;"> <caption>MBA Student PMA I Raw Score Averages</caption> <thead> <tr> <th>Category</th> <th>2007-2008; N = 107</th> <th>2006-2007; N = 44</th> </tr> </thead> <tbody> <tr> <td>Inbasket</td> <td>79</td> <td>72</td> </tr> <tr> <td>Leadership</td> <td>28</td> <td>28</td> </tr> <tr> <td>Decision Making</td> <td>124</td> <td>117</td> </tr> <tr> <td>Planning & Organ</td> <td>128</td> <td>125</td> </tr> <tr> <td>Communication</td> <td>196</td> <td>187</td> </tr> <tr> <td>Teamwork</td> <td>80</td> <td>68</td> </tr> </tbody> </table> <ul style="list-style-type: none"> Raw data presented below offers a more direct comparison. Population norms from 6/2008 are as follows: <table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th></th> <th>N</th> <th>Mean</th> <th>Std. Deviation</th> </tr> </thead> <tbody> <tr> <td>INITIAT</td> <td>7085</td> <td>41.62</td> <td>19.73</td> </tr> <tr> <td>DECMAKE</td> <td>7084</td> <td>140.02</td> <td>30.67</td> </tr> <tr> <td>ORGANIZE</td> <td>7085</td> <td>135.57</td> <td>22.23</td> </tr> <tr> <td>COMMUN</td> <td>7085</td> <td>201.86</td> <td>27.94</td> </tr> <tr> <td>TEAMWORK</td> <td>7084</td> <td>76.89</td> <td>18.25</td> </tr> </tbody> </table>	Category	2007-2008; N = 107	2006-2007; N = 44	Inbasket	31.59	25.31	Leadership	29.30	28.57	Decision Making	34.00	29.64	Planning & Organ	40.22	36.67	Communication	44.72	36.21	Teamwork	55.74	36.35	Category	2007-2008; N = 107	2006-2007; N = 44	Inbasket	79	72	Leadership	28	28	Decision Making	124	117	Planning & Organ	128	125	Communication	196	187	Teamwork	80	68		N	Mean	Std. Deviation	INITIAT	7085	41.62	19.73	DECMAKE	7084	140.02	30.67	ORGANIZE	7085	135.57	22.23	COMMUN	7085	201.86	27.94	TEAMWORK	7084	76.89	18.25
Category	2007-2008; N = 107	2006-2007; N = 44																																																																	
Inbasket	31.59	25.31																																																																	
Leadership	29.30	28.57																																																																	
Decision Making	34.00	29.64																																																																	
Planning & Organ	40.22	36.67																																																																	
Communication	44.72	36.21																																																																	
Teamwork	55.74	36.35																																																																	
Category	2007-2008; N = 107	2006-2007; N = 44																																																																	
Inbasket	79	72																																																																	
Leadership	28	28																																																																	
Decision Making	124	117																																																																	
Planning & Organ	128	125																																																																	
Communication	196	187																																																																	
Teamwork	80	68																																																																	
	N	Mean	Std. Deviation																																																																
INITIAT	7085	41.62	19.73																																																																
DECMAKE	7084	140.02	30.67																																																																
ORGANIZE	7085	135.57	22.23																																																																
COMMUN	7085	201.86	27.94																																																																
TEAMWORK	7084	76.89	18.25																																																																

	INBASKET	7085	114.75	52.14
	TOTAL	7083	595.94	89.87

Learning Outcome 5A2: *Upon completion of a Master of Business Administration, students will be able to: Recognize the interrelationships between the functional areas of business, and leverage this knowledge to analyze and solve complex business problems.*

Table 33. Outcome 5A2 Data

Method of Assessment	Data
Business Simulation	<ul style="list-style-type: none"> Data is not available at this time, but is expected by Fall 2008.

Learning Outcome 5A3: *Upon completion of a Master of Business Administration, students will be able to: Understand how the rapidly changing political, economic, global, legal, technological, and social environments interact with organizations to guide ethical short- and long-term decision-making.*

Table 34. Outcome 5A3 Data

Method of Assessment	Data
Business Simulation	<ul style="list-style-type: none"> Data is not available at this time, but is expected by Fall 2008.
Business Programs Alumni Survey	<ul style="list-style-type: none"> Data is not available at this time because this survey has not yet been implemented.

Learning Outcome 5A4: *Upon completion of a Master of Business Administration, students will be able to: Understand the strategic manager's role in leading others, developing potential, and building social capital within organizations.*

Table 35. Outcome 5A4 Data

Method of Assessment	Data
Business Programs Alumni Survey	<ul style="list-style-type: none"> Data is not available at this time because this survey has not yet been implemented.

Learning Outcome 5B1: *Upon completion of a Master of Science in Accounting, students will be able to: Acquire the competencies needed for obtaining or advancement in accounting careers through a professional business education, assessment, self-reflection, and skill development.*

Table 36. Outcome 5B1 Data

Method of Assessment	Data
Business Programs Employer Survey	<ul style="list-style-type: none"> Data is not available at this time because this survey has not yet been implemented.
Business Programs Alumni Survey	<ul style="list-style-type: none"> Data is not available at this time because this survey has not yet been implemented.

Learning Outcome 5B2: *Upon completion of a Master of Science in Accounting, students will be able to: Use the knowledge and skills obtained to gain further professional certification and development.*

Table 37 Outcome 5B2 Data

Method of Assessment	Data
Business Programs Alumni Survey	<ul style="list-style-type: none"> Data is not available at this time because this survey has not yet been implemented.

Learning Outcome 5C1: *Upon completion of a Master of Science in Taxation, students will be able to: Acquire the competencies needed for obtaining or advancement in taxation careers through a professional business education, assessment, self-reflection, and skill development.*

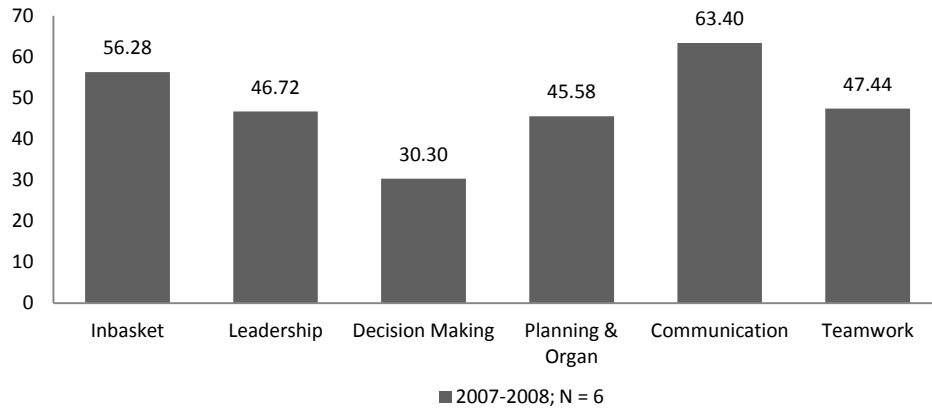
Table 38. Outcome 5C1 Data

Method of Assessment	Data
----------------------	------

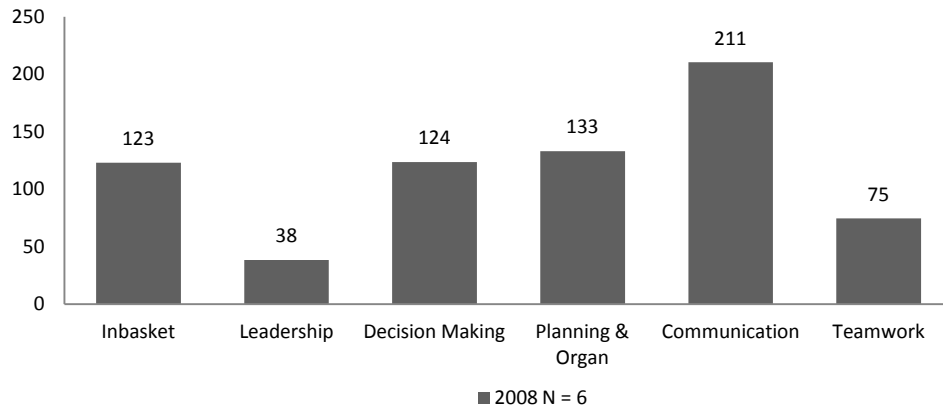
Business Skills Assessment Center

- Data is provided for the 07-08 Fiscal Year. No data is provided for the 06-07 Fiscal Year because the first group of traditional students participated in this assessment in February of 2008. This is a pre-test/post-test assessment, however only Pre-test (PMA I) data is available. Pre-test/post-test comparison data will be available by Fall 2008.
- Percentiles for Fontbonne students are based on scores from roughly 6,000-7,000 students across 11 university business programs.

MST Student PMA I Percentile Averages



MST Student PMA I Raw Score Averages



- Raw data presented below offers a more direct comparison.
- Population norms from 6/2008 are as follows:

	N	Mean	Std. Deviation
INITIAT	7085	41.62	19.73
DECMAKE	7084	140.02	30.67
ORGANIZE	7085	135.57	22.23
COMMUN	7085	201.86	27.94
TEAMWORK	7084	76.89	18.25
INBASKET	7085	114.75	52.14

	TOTAL 7083 595.94 89.87
Business Programs Employer Survey	<ul style="list-style-type: none"> Data is not available at this time because this survey has not yet been implemented.
Business Programs Alumni Survey	<ul style="list-style-type: none"> Data is not available at this time because this survey has not yet been implemented.

Learning Outcome 5D1: *Upon completion of a Master of Management, students will be able to: Acquire the competencies needed for obtaining or advancement in managerial careers through a professional business education, assessment, self-reflection, and skill development.*

Table 39. Outcome 5D1 Data

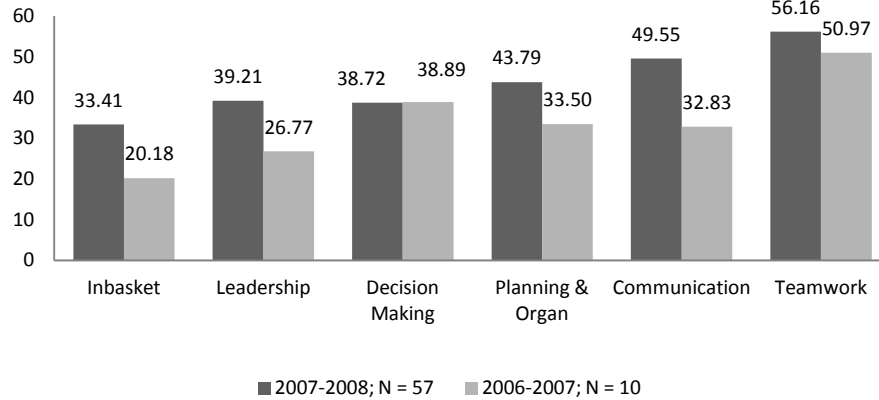
Method of Assessment	Data
Business Simulation	<ul style="list-style-type: none"> Data is not available at this time, but is expected by Fall 2008.
Business Skills	<ul style="list-style-type: none"> Data is provided for the 06-07 & 07-08 Fiscal Years. This is a pre-test/post-test assessment, however only Pre-test (PMA I) data is available.

Assessment Center

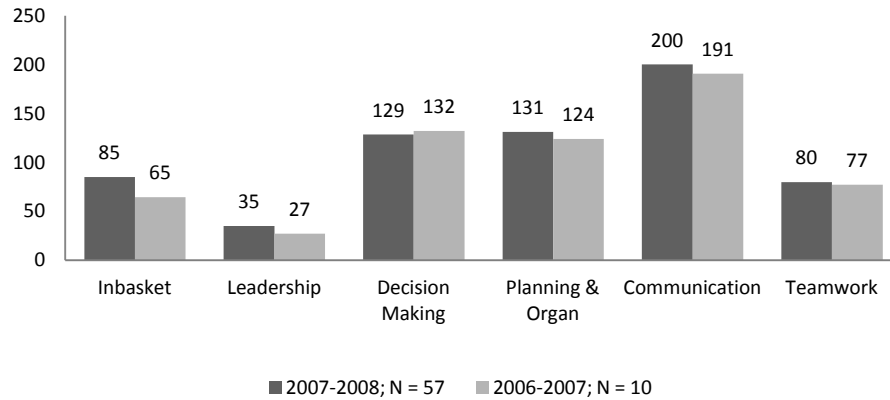
Pre-test/post-test comparison data will be available by Fall 2008.

- Percentiles for Fontbonne students are based on scores from roughly 6,000-7,000 students across 11 university business programs.

MGT Student PMA I Percentile Averages



MGT Student PMA I Raw Score Averages



- Raw data presented below offers a more direct comparison.
- Population norms from 6/2008 are as follows:

	N	Mean	Std. Deviation
INITIAT	7085	41.62	19.73
DECMAKE	7084	140.02	30.67
ORGANIZE	7085	135.57	22.23
COMMUN	7085	201.86	27.94
TEAMWORK	7084	76.89	18.25
INBASKET	7085	114.75	52.14
TOTAL	7083	595.94	89.87

Business Programs Employer

- Data is not available at this time because this survey has not yet been implemented.

Survey	
Business Programs Alumni Survey	<ul style="list-style-type: none"> Data is not available at this time because this survey has not yet been implemented.

Learning Outcome 5D2: *Upon completion of a Master of Management, students will be able to: Examine internal organizational operations to streamline processes.*

Table 40. Outcome 5D2 Data

Method of Assessment	Data
Business Simulation	<ul style="list-style-type: none"> Data is not available at this time, but is expected by Fall 2008.

Learning Outcome 5D3: *Upon completion of a Master of Management, students will be able to: Understand the strategic manager's role in leading others, developing potential, and building social capital within organizations.*

Table 41. Outcome 5D3 Data

Method of Assessment	Data
Business Programs Alumni Survey	<ul style="list-style-type: none"> Data is not available at this time because this survey has not yet been implemented.

B. Analysis

Goal 1: To confirm the mission, values, and purposes of Fontbonne University by enhancing students' ethical and global perspective, personal and professional quality of life, and preparing them for successful business careers.

Future trend data is necessary before any conclusions may be drawn. At least two years or six semesters of OPTIONS and Traditional assessment scores (and two years of both PMA I and PMA II data) are needed to provide a sufficient understanding of the knowledge base and analytical abilities of graduating students.

Goal 2: To actively support the ongoing initiatives of Fontbonne University by continuing to provide distinctive programs recognized for their academic excellence.

Future trend data is necessary before any conclusions may be drawn. At least two years or six semesters of OPTIONS and Traditional assessment scores (and two years of both PMA I and PMA II data) are needed to provide a sufficient understanding of the knowledge base and analytical abilities of graduating students.

Goal 3: To provide quality business educational experiential and active learning methods reflective of a liberal and professional body of knowledge.

Future trend data is necessary before any conclusions may be drawn. At least two years or six semesters of OPTIONS and Traditional assessment scores (and two years of both PMA I and PMA II data) are needed to provide a sufficient understanding of the knowledge base and analytical abilities of graduating students.

Goal 4: Demonstrate knowledge, skills, and abilities required of the undergraduate business degree.

Future trend data is necessary before any conclusions may be drawn. At least two years or six semesters of OPTIONS and Traditional assessment scores (and two years of both PMA I and PMA II data) are needed to provide a sufficient understanding of the knowledge base and analytical abilities of graduating students.

At present, in many instances, Fontbonne University's students score lower on the Performance Management Assessment than its comparison universities. It is important to understand that these comparison universities are not comparative universities. Fontbonne is unique due to its small size and its admissions standards and guidelines. It is our hope that this assessment tool will, in the future, be extended to other small, religiously-minded, Midwestern universities with similar admissions standards.

Goal 5: Demonstrate knowledge, skills, and abilities required of the graduate business degree.

Future trend data is necessary before any conclusions may be drawn. At least two years or six semesters of OPTIONS and Traditional assessment scores (and two years of both PMA I and PMA II data) are needed to provide a sufficient understanding of the knowledge base and analytical abilities of graduating students.

At present, in many instances, Fontbonne University's students score lower on the Performance Management Assessment than its comparison universities. It is important to understand that these comparison universities are not comparative universities. Fontbonne is unique due to its small size and its admissions standards and guidelines. It is our hope that this assessment tool will, in the future, be extended to other small, religiously-minded, Midwestern universities with similar admissions standards.

SECTION IV: Response

Goal 1: To confirm the mission, values, and purposes of Fontbonne University by enhancing students' ethical and global perspective, personal and professional quality of life, and preparing them for successful business careers.

Once we are able to form conclusions (after data is available and analyzed), we will indicate changes to improve our weaknesses, such as curriculum changes, changes in methods of assessment, additions or deletions of methods of assessments, changing learning outcomes, etc.

Goal 2: To actively support the ongoing initiatives of Fontbonne University by continuing to provide distinctive programs recognized for their academic excellence.

Once we are able to form conclusions (after data is available and analyzed), we will indicate changes to improve our weaknesses, such as curriculum changes, changes in methods of assessment, additions or deletions of methods of assessments, changing learning outcomes, etc.

Goal 3: To provide quality business educational experiential and active learning methods reflective of a liberal and professional body of knowledge.

Once we are able to form conclusions (after data is available and analyzed), we will indicate changes to improve our weaknesses, such as curriculum changes, changes in methods of assessment, additions or deletions of methods of assessments, changing learning outcomes, etc.

Goal 4: Demonstrate knowledge, skills, and abilities required of the undergraduate business degree.

Once we are able to form conclusions (after data is available and analyzed), we will indicate changes to improve our weaknesses, such as curriculum changes, changes in methods of assessment, additions or deletions of methods of assessments, changing learning outcomes, etc.

Goal 5: Demonstrate knowledge, skills, and abilities required of the graduate business degree.

Once we are able to form conclusions (after data is available and analyzed), we will indicate changes to improve our weaknesses, such as curriculum changes, changes in methods of assessment, additions or deletions of methods of assessments, changing learning outcomes, etc.