

Figure 4.2 - 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	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: 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.																																																																			
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(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.		Fall 2010	Spring 2011	Fall 2011	Spring 2012	Fall 2012	Spring 2012	Fall 2013																																																								
100% of the students in the ODU Volunteer Income Tax Assistance Program (VITA) will meet the Internal Revenue Service (IRS) Intermediate Examination standard of 80% on the exam.	Results of the IRS Advanced Exam were collected for students pursuing IRS certification as a preparer in the VITA program (ACT 425 Income Tax Practicum) for all course sessions since 2010. IRS passing score was set at 80% and ODU competency threshold was set at 85%.	All the students met the IRS Intermediate Examination standard of 80%. In all years, at least 75 % of the students have met the ODU 85% standard.	A large percentage of students could achieve scores higher than the IRS standard with better preparation in previous tax courses.	Assessment and improvement of outcomes in the income tax courses prior to participation in the VITA program	<table border="1"> <thead> <tr> <th colspan="4">Volunteer Income Tax Assistance (VITA)</th> </tr> <tr> <th>Year</th> <th># ODU Students</th> <th>BW HS Students</th> <th>Tax Returns Prepared</th> </tr> </thead> <tbody> <tr> <td>2018</td> <td>11</td> <td></td> <td>160</td> </tr> <tr> <td>2017</td> <td>13</td> <td></td> <td>153</td> </tr> <tr> <td>2016</td> <td>21</td> <td></td> <td>256</td> </tr> <tr> <td>2015</td> <td>17</td> <td></td> <td>203</td> </tr> <tr> <td>2014</td> <td>26</td> <td>8</td> <td>418</td> </tr> </tbody> </table> <table border="1"> <thead> <tr> <th colspan="4">ODU VITA Program IRS Advanced Exam for Volunteers</th> </tr> <tr> <th>Year</th> <th>Students meeting ODU 85% standard</th> <th>Total Students (all met IRS 80% standard)</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>2018</td> <td>11</td> <td>11</td> <td>100%</td> </tr> <tr> <td>2017</td> <td>13</td> <td>13</td> <td>100%</td> </tr> <tr> <td>2016</td> <td>21</td> <td>21</td> <td>100%</td> </tr> <tr> <td>2015</td> <td>17</td> <td>17</td> <td>100%</td> </tr> <tr> <td>2014</td> <td>18</td> <td>19</td> <td>85%</td> </tr> </tbody> </table> 	Volunteer Income Tax Assistance (VITA)				Year	# ODU Students	BW HS Students	Tax Returns Prepared	2018	11		160	2017	13		153	2016	21		256	2015	17		203	2014	26	8	418	ODU VITA Program IRS Advanced Exam for Volunteers				Year	Students meeting ODU 85% standard	Total Students (all met IRS 80% standard)	Percentage	2018	11	11	100%	2017	13	13	100%	2016	21	21	100%	2015	17	17	100%	2014	18	19	85%	146	151	140	146	146	147	152
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Average class score equal to, or greater than, National Mean Score in each content section of the ETS MBA Field Test content areas.	ETS MBA Field Test - A nationally normed and standardized test assessing competency in the following business content areas: Managerial Accounting, Management, Finance, Marketing and Strategic Integration (External, Summative, and Comparative).	The most recent iterations of the exam indicate a fluctuation in improvement and strength in some areas more than others year over year. We had strong performances in meeting or exceeding our goals from 2014-2017, with a dip in 2 categories in 2018, accounting and finance. We continue to make adjustments to realize the consistent gains desired. See tables - ETS Results, and narrative regarding additional actions by faculty.	Faculty review ETS results annually. As a part of this activity faculty have reviewed example ETS instruments as well as the learning objectives targeted by the instrument in each content area. We also review student test results by content section. Based on the review, the faculty work to continually assure content alignment. This produced positive changes in some areas more than others, continued integration and application efforts remain in place.	Additional actions were taken to assure students were utilizing content throughout the program and not taking a 'silo' approach. A number of changes were then made to encourage integration of course content to include the use of simulation assignments in required courses and case studies throughout the curriculum. Longitudinal results indicate that we are trending in the right direction for many of the competencies.	<table border="1"> <thead> <tr> <th colspan="7">MBA - ETS Results</th> </tr> <tr> <th colspan="7">8 Week Format</th> </tr> <tr> <th>Knowledge Area</th> <th>Spring 2014</th> <th>Spring 2015</th> <th>Spring 2016</th> <th>Spring 2017</th> <th>Spring 2018</th> <th>National Mean</th> </tr> </thead> <tbody> <tr> <td>Mgr. Accounting</td> <td>36</td> <td>43</td> <td>45</td> <td>37</td> <td>32</td> <td>58</td> </tr> <tr> <td>Management</td> <td>52</td> <td>49</td> <td>55</td> <td>46</td> <td>47</td> <td>59</td> </tr> <tr> <td>Finance</td> <td>33</td> <td>43</td> <td>46</td> <td>34</td> <td>24</td> <td>43</td> </tr> <tr> <td>Marketing</td> <td>47</td> <td>54</td> <td>53</td> <td>47</td> <td>54</td> <td>49</td> </tr> <tr> <td>Strategic Integ.</td> <td>41</td> <td>48</td> <td>45</td> <td>39</td> <td>40</td> <td>52</td> </tr> </tbody> </table>							MBA - ETS Results							8 Week Format							Knowledge Area	Spring 2014	Spring 2015	Spring 2016	Spring 2017	Spring 2018	National Mean	Mgr. Accounting	36	43	45	37	32	58	Management	52	49	55	46	47	59	Finance	33	43	46	34	24	43	Marketing	47	54	53	47	54	49	Strategic Integ.	41	48	45	39	40	52	Fall 2010	Spring 2011	Fall 2011	Spring 2012	Fall 2012	Spring 2012	Fall 2013																																																			
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Average class score, equal to or greater than, the GLO-BUS Simulation Average Scores, for that particular running of the simulation.	GLO-BUS Business Simulation is an international simulation currently used by 129 institutions from around the world. The simulation is often used in graduate MBA course work by users. The results provide comparisons between students from around the world with regard to their performance along seven different competency areas including Leadership Skills, Collaboration and Teamwork, Operations Management, Marketing Management, Human Resources Management, and Corporate Social Responsibility (External, Summative, and Comparative). The test has been administered consistently in the MBA program.	Results from the last 10 iterations of the GLO-BUS Simulation show that we consistently meet our goal in 5 out of the 7 content areas. No pattern is evident in the two content areas where we did not meet our goal. Finance and HR management dipped below our goal in Fall 2017, and Marketing Management dipped down in Fall 2018. These scores appear to be anomalies and not patterns, but are still being carefully monitored to sustain the consistent high-level performance over the past 10 iterations of the simulation.	Results are divided into skills (leadership & team) and 5 knowledge areas. Leadership has been consistently strong, and corporate social responsibility has grown significantly in the past two years. HR management and marketing management dipped in the last iteration, which does not indicate any pattern, but has been noted for awareness in the instruction and ongoing assessment in these areas.	Results correlate well with ETS Exam results. A number of changes have been made to encourage integration of course content to include the use of simulation assignments in the required courses and case studies throughout the curriculum. The GLO-BUS results indicate that we are on the right track, and occasionally there will be anomalies with specific teams.	<table border="1"> <thead> <tr> <th colspan="11">MBA - GLO-BUS Results - 8 Week Format</th> </tr> <tr> <th>Knowledge Area</th> <th>Spring 2014</th> <th>Fall 2014</th> <th>Spring 2015</th> <th>Fall 2015</th> <th>Spring 2016</th> <th>Fall 2016</th> <th>Spring 2017</th> <th>Fall 2017</th> <th>Spring 2018</th> <th>Fall 2018</th> <th>ODU Average</th> </tr> </thead> <tbody> <tr> <td>Leadership Skills</td> <td>75</td> <td>59</td> <td>56</td> <td>72</td> <td>63</td> <td>68</td> <td>57</td> <td>55</td> <td>56</td> <td>69</td> <td>63</td> </tr> <tr> <td>Collaboration & Teamwork</td> <td>79</td> <td>65</td> <td>57</td> <td>69</td> <td>68</td> <td>72</td> <td>51</td> <td>58</td> <td>51</td> <td>77</td> <td>65</td> </tr> <tr> <td>Financial Mgmt.</td> <td>69</td> <td>80</td> <td>51</td> <td>48</td> <td>68</td> <td>70</td> <td>52</td> <td>37</td> <td>62</td> <td>64</td> <td>60</td> </tr> <tr> <td>Operations Mgmt.</td> <td>34</td> <td>59</td> <td>55</td> <td>57</td> <td>46</td> <td>69</td> <td>30</td> <td>68</td> <td>79</td> <td>53</td> <td>55</td> </tr> <tr> <td>Marketing Mgmt.</td> <td>51</td> <td>53</td> <td>39</td> <td>49</td> <td>49</td> <td>62</td> <td>53</td> <td>62</td> <td>82</td> <td>39</td> <td>54</td> </tr> <tr> <td>HR Mgmt.</td> <td>82</td> <td>77</td> <td>56</td> <td>83</td> <td>79</td> <td>87</td> <td>85</td> <td>36</td> <td>73</td> <td>37</td> <td>70</td> </tr> <tr> <td>Corp. Social Responsibility</td> <td>52</td> <td>76</td> <td>70</td> <td>35</td> <td>59</td> <td>53</td> <td>58</td> <td>42</td> <td>71</td> <td>77</td> <td>60</td> </tr> </tbody> </table>							MBA - GLO-BUS Results - 8 Week Format											Knowledge Area	Spring 2014	Fall 2014	Spring 2015	Fall 2015	Spring 2016	Fall 2016	Spring 2017	Fall 2017	Spring 2018	Fall 2018	ODU Average	Leadership Skills	75	59	56	72	63	68	57	55	56	69	63	Collaboration & Teamwork	79	65	57	69	68	72	51	58	51	77	65	Financial Mgmt.	69	80	51	48	68	70	52	37	62	64	60	Operations Mgmt.	34	59	55	57	46	69	30	68	79	53	55	Marketing Mgmt.	51	53	39	49	49	62	53	62	82	39	54	HR Mgmt.	82	77	56	83	79	87	85	36	73	37	70	Corp. Social Responsibility	52	76	70	35	59	53	58	42	71	77	60							
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					Fall 2010	Spring 2011	Fall 2011	Spring 2012	Fall 2012	Spring 2012	Fall 2013		
Average ODU scores will show a positive trajectory over time and track the national averages. (Refer to the table below for the ETS results for traditional students)	Nationally normed ETS Field Test given annually to students in the business capstone course.	The results do not show consistent positive trajectory over the five years in most areas. However, except in QBA, the scores tend to have settled within certain ranges over the past three years. Similar to the national means, management, marketing, and IS remain are higher performance areas.	Though lower than we would like, the highest scores are in management, marketing, and IS. These track similar results for the national averages. Generally, business students take more of the marketing and management courses in their junior and senior years. There is a need to improve scores in QBA.	The plan is to add courses in data analytics and in business research. This will support a planned business analytics minor. We are considering implementing strategies for more integrative applications of accounting, economics, and international issues in the capstone course. Student scores in the IS area seem reasonable and may be due to the redefined emphasis on spreadsheet skills in the lone IS course. Also, there is more emphasis on conscious capitalism, and hence a greater focus on the role of business in society that may not be reflected in ETS scores.									
Average ODU scores will show a positive trajectory over time and track the national averages and traditional averages. (Refer to the table below for the ETS results for Adult and Continuing Education Students)	Nationally normed ETS Field Test given annually to students in the business capstone course	The results track the national averages in that they do not show consistent positive trajectory over the five years in most areas. However, most scores tend to have settled within certain ranges over the past three years. Similar to the national means, management, marketing, and IS are higher performance areas.	As expected, there are no significant differences between traditional scores and Adult and Continuing Education (ACE) scores. The outcomes for all the courses are the same and each section of a course is expected to achieve the same outcomes.	Similar plan and intent as the traditional students. As we go forward, the capstone course is expected to integratively address the relatively weak areas revealed by the scores. Also, there is more emphasis on conscious capitalism, and hence a greater focus on the role of business in society that may not be reflected in ETS scores.									
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Content Area	2014	2015	2016	National Mean 2016	2017	National Mean 2017	2018	National Mean 2018					
Accounting	38	37	41	41.3	37	43.2	39	43.1					
Economics	39	33	35	39.6	35	40.6	37	40.4					
Management	53	47	57	54.1	58	61.5	59	61.4					
QBA	35	33	33	36.3	25	34	28	33.9					
Finance	43	36	44	42.3	38	43.3	42	43.3					
Marketing	52	51	47	54.9	44	50.2	46	50.5					
Legal & Social	65	58	42	59.4	43	46.8	42	46.7					
IS	45	45	49	49.9	48	51.5	46	51.3					
International	38	34	35	40.1	38	40	36	39.8					
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Economics	35	40	35	39.6	36	40.6	35	40.4					
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