

# University of the Incarnate Word

## H-E-B School of Business and Administration (HEBSBA)

### 2014 - 2015 Student Learning Outcomes Report

The information in this report highlights the Student Learning Outcomes in the HEBSBA. These results are reported to the HEBSBA accreditation agency, ACBSP.

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**Figure 4.1 - HEBSBA Student Learning Outcomes Assessment Data**

<b>HEBSBA <u>Undergraduate</u> Degree Program</b>	<b>Internal Data and Information</b>	<b>External Data and Information</b>
BBA Program	UIW UG Exit Survey Summative	1. NSSE – Senior Year Results Summative 2. ETS-MFT in Business - Overall Score - Summative Item Analysis (ALL) - Formative
BBA in Accounting	UIW UG Exit Survey Summative	1. NSSE – Senior Year Results Summative 2. ETS-MFT in Business - Accounting Indicator Score - Summative Accounting Item Analysis - Formative
BBA in Finance	UIW UG Exit Survey Summative	1. NSSE- Senior Year Results Summative 2. ETS-MFT in Business - Finance Indicator Score - Summative Finance Item Analysis - Formative
BBA in Economics	UIW UG Exit Survey Summative	1. NSSE- Senior Year Results Summative 2. ETS-MFT in Business - Economics Indicator Score - Summative Economics Item Analysis - Formative
BBA in General Business	UIW UG Exit Survey Summative	1. NSSE- Senior Year Results Summative 2. ETS-MFT in Business Overall Score - Summative Item Analysis (ALL) - Formative
BBA in Management Information System	UIW UG Exit Survey Summative	1. NSSE- Senior Year Results Summative 2. ETS-MFT in Business - Info. Systems Indicator Score - Summative Info. Systems Item Analysis - Formative
BBA in International Business	UIW UG Exit Survey Summative	1. NSSE- Senior Year Results Summative 2. ETS-MFT in Business - International Indicator Score - Summative International Item Analysis - Formative
BBA in Management	UIW UG Exit Survey Summative	1. NSSE- Senior Year Results Summative 2. ETS-MFT in Business - Management Indicator Score - Summative Management Item Analysis - Formative
BBA in Marketing	UIW UG Exit Survey Summative	1. NSSE- Senior Year Results Summative 2. ETS-MFT in Business - Marketing Indicator Score - Summative Marketing Item Analysis - Formative

BBA in Sport Management	UIW UG Exit Survey Summative	1. NSSE- Senior Year Results Summative 2. ETS-MFT in Business – Management Indicator Score - Summative Management Item Analysis - Formative
<b>HEBSBA <u>Graduate Degree Program</u></b>	<b>Internal Data and Information</b>	<b>External Data and Information</b>
General MBA	UIW Graduate Exit Survey - Summative	ETS-MFT for MBA Programs – Overall Scores - Summative Item Analysis (ALL) - Formative
MBA in Finance	UIW Graduate Exit Survey - Summative	ETS-MFT for MBA Programs – Finance Indicator Score – Summative Finance Item Analysis - Formative
MBA in International Business	UIW Graduate Exit Survey - Summative	ETS-MFT for MBA Programs – Overall Scores - Summative Item Analysis (ALL) - Formative
MBA in Marketing	UIW Graduate Exit Survey - Summative	ETS-MFT for MBA Programs – Marketing Indicator Score - Summative Marketing Item Analysis – Formative
MBA in Sports Management	UIW Graduate Exit Survey - Summative	ETS-MFT for MBA Programs – Overall Scores - Summative Item Analysis (ALL) - Formative
MS in Accounting	UIW Graduate Exit Survey - Summative	ETS-MFT for MBA Programs – Accounting Indicator Score – Summative Accounting Item Analysis - Formative

Undergraduate Note: Since 2007 – 2008 the HEBSBA has confirmed only one Associate of Arts in Business Degree. For this reason, the Associates of Arts in Business has been excluded from this criterion.

Graduate Note: Since 2007 – 2008 the HEBSBA has had only one International Business Strategy Cohort. For this reason, the MBA in International Business Strategy excluded from this criterion.

**Figure 4.2.1 - HEBSBA BBA Assessment Information**

<b>HEBSBA BBA Student Learning Outcomes</b>			
<b>BBA SLO 1.</b> Demonstrate an awareness of domestic and global social issues and the role of business in solving them.	<b>Measurement</b>	<b>Trend</b>	<b>% Change</b>
2004 – 2010 NSSE Survey	1. % that plan to do - Study Abroad 2. % that plan to do – Community Service	1. Negative 2. Positive	1. -9.09% 2. +13.04%
<b>BBA SLO 2.</b> Use proficiently technology to support analysis and decision making skills.	<b>Measurement</b>	<b>Trend</b>	<b>% Change</b>
2004 – 2010 NSSE Survey	1. Average Score – Used Computing and Informational Technology 2. Average Score – Used Electronic Media	1. Positive 2. Negative	3. +4.82% 2. -13.31%
2013 – 2015 UIW BBA Exit Survey	1. % Used advanced technology in your major.	1. Negative	3. -4.60%
<b>BBA SLO 3.</b> Demonstrate the ability to think critically and communicate complex ideas.	<b>Measurement</b>	<b>Trend</b>	<b>% Change</b>
2004 – 2010 NSSE Survey	1. Average Score – Solving Complex Problems 2. Average Score – Analytical Quantitative Information	1. Positive 2. Positive	3. +4.95% 2. +13.20%
2013 – 2015 UIW BBA Exit Survey	1. % Used mathematical skills beyond basic applications. 2. % Think critical thinking and demonstrate advanced decision making and problem solving. 3. % Write Effectively 4. % Speak Effectively	1. Negative 2. Positive 3. Positive 4. Positive	3. -8.16% 2. +14.97% 3. +7.14% 4. +22.68%
<b>BBA SLO 4.</b> Demonstrate knowledge of the fundamental disciplines of business.	<b>Measurement</b>	<b>Trend</b>	<b>% Change</b>
2009 – 2015 BBA ETS-MFT	1. Overall Score 2. Accounting Score 3. Economics Score 4. Management Score 5. Quant. Analysis Score 6. Finance Score 7. Marketing Score 8. Legal/ Social Score 9. Inform. Systems Score 10. International Score	1. Positive 2. Negative 3. Negative 4. Positive 5. Negative 6. Negative 7. Positive 8. Positive 9. Negative 10. Negative	1. +.68% 2. -18.42% 3. -18.92% 4. +3.92% 5. -12.82% 6. -27.50% 7. +14.04% 8. +31.67% 9. -4.17% 10. -23.26%

**Figure 4.2.2 - HEBSBA BBA Assessment Information**

<b>HEBSBA BBA Student Learning Outcomes</b>			
<b>MBA SLO 1.</b> Demonstrate an awareness of domestic and global social issues and the role of business in solving them.	<b>Measurement</b>	<b>Trend</b>	<b>% Change</b>
2013 – 2015 MBA UIW Exit Survey	1. % Very Sat. and Sat. – Developed Concerned and Enlightened Leaders 2. % Very Sat. and Sat – Instilled service, ethical behavior, and enlightened leaders.	1. Negative 2. Negative	1. -46.20% 2. -21.24%
<b>MBA SLO 2.</b> Demonstrate mastery in the efficient and effective use of technology to achieve organizational and professional goals.	<b>Measurement</b>	<b>Trend</b>	<b>% Change</b>
2013 – 2015 MBA UIW Exit Survey	1. % Very Sat. and Sat. – Computer and technology availability	1. Negative	1. -12.42%
<b>MBA SLO 3.</b> Demonstrate mastery in critical thinking as it applies to solving problems, making decisions and communicating results.	<b>Measurement</b>	<b>Trend</b>	<b>% Change</b>
2013 – 2015 MBA UIW Exit Survey	1. Progressively more advanced Academic Work then your Undergraduate experience.	1. Negative	1. -37.57%
<b>MBA SLO 4.</b> Demonstrate mastery of the principles and practices in business operations and management.	<b>Measurement</b>	<b>Trend</b>	<b>% Change</b>
2009 – 2015 MBA ETS-MFT	1. Overall Score 2. Marketing Score 3. Management Score 4. Finance Score 5. Accounting Score 6. Strategic Integration Score	1. Positive 2. Positive 3. Positive 4. Positive 5. Positive 6. Positive	1. +.82% 2. +8.93% 3. +5.45% 4. +4.88% 5. +4.44% 6. +7.84%