

ECCLESIA COLLEGE PROGRAM LEARNING OBJECTIVES (PLOs)
Assessed by Student Learning Outcomes (SLOs)
B.S. in Business Administration/Marketing Degree
2019-2022 Report

EC Mission

As an institution of biblical higher education, Ecclesia College equips Christ followers with godly character traits, academic competencies, and work skills to be effective leaders for the advance of Christ's Kingdom within our troubled world.

EC Motto

Pursuing Truth - Transforming Lives

EC Missional Institutional Competencies

**Biblical Worldview and Faith – Critical and Creative Thinking – Effective Communication
Integrity – Leadership – Lifelong Learning – Service and Stewardship**

EC Institutional Goals (also referred to as Institutional Learning Objectives)

Biblical Worldview and Faith: Ecclesia College graduates will make mature, independent choices based on principles of the Christian faith and a biblical worldview.

Critical and Creative Thinking: Ecclesia College graduates will apply critical thinking skills based on a biblical worldview and principles to making personal and professional decisions.

Effective Communication: Ecclesia College graduates will communicate effectively, using verbal, non-verbal, written, listening and electronic technologies, as appropriate to the occasion, task, and context.

Integrity: Ecclesia College graduates will live their lives, personally and professionally, based on integrity and the highest ethical standards.

Leadership: Ecclesia College graduates will demonstrate leadership skills within vocational, church, community, and service contexts.

Lifelong Learning: Ecclesia College graduates will pursue ongoing development of intellectual, creative, and theological knowledge and skills necessary to learn and grow throughout life.

Service and Stewardship: Ecclesia College graduates will practice the biblical imperatives to serve people and be faithful stewards of the Church and God's created resources.

Acknowledgement

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Abbreviations

EC – Ecclesia College

ILO – Institutional Learning Objective

PLO – Program Learning Objective

SLO – Student Learning Outcome

BW – Biblical Worldview

SL – Service Learning Program

WLS – Work Learning Service Program

BSBA – Business Administration degree or program of study

MGMT – Management concentration

MKTG - Marketing concentration

EC College General Benchmark for Assessment of Student Learning

The College has established a minimum 75% benchmark or equivalent to measure undergraduate student learning success. Unless otherwise stated, this demonstrates at least a 75% aggregate completion score in a specific measure.

However, the Business Administration Department has chosen to use as its benchmark for successful demonstration of undergraduate student learning an aggregate of 80% of students to earn at least 75% or higher collectively in a specific measure or composite score for SLO assessment, unless otherwise stated.

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***Assessment of B.S. in Business Administration/Marketing Degree
Program Learning Objectives (PLOs)***

Introduction

The B.S. in Business Administration (BSBA) degree is offered face-to-face on campus in Springdale, Arkansas, and also via EC online. Students may choose one of two concentrations: Management (MGMT) or Marketing (MKTG). This report concerns itself with the MKTG concentration.

Fourteen students earned the BSBA degree between Fall of 2019 and Spring of 2022; four of these were in the MKTG concentration. Because a number of the courses in this degree also are a requirement for other EC degrees, the data will reflect a larger number of students enrolled in classes in some instances.

As an institution of biblical higher education, Ecclesia College prepares and enables graduates and alumni to achieve competence in seven broad areas: Biblical Worldview & Faith, Critical & Creative Thinking, Effective Communication, Integrity, Leadership, Lifelong Learning, and Service & Stewardship. Students seeking a BSBA degree in MKTG will also be prepared to demonstrate major field competency in eight programmatic areas:

Program Learning Objective 1: Business Foundations

Ecclesia College graduates will apply and synthesize the foundational areas of business to make sound business decisions.

Instrument Measures. (1) MGMT 4380 Business Leadership & Strategic Management Semester Project Paper and Oral Presentation; (2) ECON 2330/3330 Principles of Macroeconomics Term Paper; (3) BSBA Courses Mapped to PLO 1.

Measure #1: MGMT 4380 Business Leadership & Strategic Management (BLSM) Semester Project Paper and Oral Presentation. The course is a requirement for all students in the Business Administration (BSBA) degree. BLSM serves as a senior capstone course for both degree concentrations: Management (MGMT) and Marketing (MKTG).

Students are required to complete a semester project in a team environment that incorporates what they have learned in business management and marketing courses at EC. Student oral and written products are assessed by the professor using rubrics applicable to PLO 1.

The benchmark for the Business Leadership & Strategic Management business degree capstone course is established in the College Catalog as 100% of students must earn a B grade or above (equivalent to 81% according to the EC official grading scale) to be eligible for graduation. Therefore, the benchmark for this measure is that 100% of BSBA graduates must achieve an aggregate average of 81% for the course.

Table 1-1: MGMT 4380 Semester Project Paper and Oral Presentation

Course History	n=Number of Students	Average Score	Outcome Benchmark Met (Yes/No)
Spring '19 – Spring '22			
Spring 2022	n=6	83.8%	Yes
Spring 2021	n=5	94.3%	Yes
Spring 2020	n=4	85.6%	Yes
Spring 2019	n=5	88.2%	Yes

Result: The benchmark was met by an aggregate number of 20 students completing these measures with an average score of 88% in this reporting cycle.

Measure #2: ECON 2330/3330 Principles of Macroeconomics Term Paper. Students in Principles of Macroeconomics are required to research and write a term paper that discusses a fundamental principle of macroeconomics or profiles an economist who has influenced the field, e.g. Adam Smith, the Invisible Hand, Social Security, Opportunity Cost.

The benchmark requires an aggregate of 80% of students to earn 75% or higher collectively for this assignment, graded by rubric and evaluated by the professor in the spring semester of 2022. (ECON 2330 and ECON 3330 were offered as duplicate course numbers; aggregate data reported using both numbers.)

Result: The benchmark was met by an aggregate number of 15 students completing this measure with an average score of 85.3%

Measure #3: BSBA Courses Mapped to PLO 1. The Business Administration faculty mapped courses to program learning objectives (PLOs) classified as introductory, developing or advanced. In most cases in this document, the PLOs are advanced. However, in the case of PLO 1, courses that enhance student learning, fund of knowledge and application are mostly identified as introductory or developing.

Aggregate results and final average scores that support PLO 1 from Fall 2019 to Spring 2022 are reported in Table 1-3. Case studies, worksheets, discussion forums, essays, PowerPoint presentations, research and written papers, team collaboration and individual presentations are just some examples of student artifacts required in the various courses. Assignments are graded by rubric and assessed by the course professor.

The benchmark is 80% of students to earn 75% or higher collectively as a final score in this assessment cycle.

Table 1-2: BSBA Courses Mapped to PLO 1

Course Analysis	n=Number of Students in Courses Fall '19 – Spring '22	Course Average Fall '19 – Spring '22	Outcome Benchmark Met (Yes/No)
ACCT 2300 Principles of Accounting I	n=48	86.7%	Yes
ACCT 2310 Principles of Accounting II	n= 41	83.6%	Yes
BUSN 1300 Business Foundations	n=55	92.9%	Yes
BUSN 2320/3330 Data Analysis & Interpretation	n=28	89.9%	Yes
ECON 2340 Principles of Microeconomics	n=23	91.7%	Yes
MKTG 2300 Principles of Marketing	n=5	97.4%	Yes

Note: BUSN 2320 Data Analysis & Interpretation was officially changed to BUSN 3330 in the spring of 2022.

Result: The benchmark was met by an aggregate number of students completing courses with an average score greater than 80% of students scoring at least 75% in this reporting cycle.

Table 1-3: Summary of Assessment Items for PLO 1

Item	Benchmark Met?	Conclusion
MGMT 4380 Semester Project Paper and Oral Presentation	Yes	The Ecclesia College undergraduate benchmark is 75% of measurements must be met. Three out of three (3/3) (100%) of the items for this PLO were met; thus, the comprehensive outcome for PLO 1 was achieved for these data
ECON 2330/3330 Principles of Macroeconomics Term Paper	Yes	
BSBA Courses Mapped to PLO 1	Yes	

Program Learning Objective 2: Business Decision-Making

Ecclesia College graduates will access, use, and evaluate information in business decision-making.

Instrument Measures. (1) MGMT 4380 Business Leadership & Strategic Management Semester Project Paper and Oral Presentation; (2) BUSN 4390 Business Internship Bi-Weekly Log Reports; (3) BSBA Courses Mapped to PLO 2.

Measure #1: MGMT 4380 Business Leadership & Strategic Management (BLSM) Semester Project Paper and Oral Presentation. Students are required to complete a semester project in a team environment that incorporates what they have learned in business management and marketing courses at EC. Student oral and written products are assessed by the professor using rubrics applicable to PLO 2.

The benchmark for this measure is that 100% of BSBA graduates must achieve at least an aggregate average of 81% for the course.

Table 2-1: MGMT 4380 Semester Project Paper and Oral Presentation

Course History Spring '19 – Spring '22	n=Number of Students	Average Score	Outcome Benchmark Met (Yes/No)
Spring 2022	n=6	83.8%	Yes
Spring 2021	n=5	94.3%	Yes
Spring 2020	n=4	85.6%	Yes
Spring 2019	n=5	88.2%	Yes

Result: The benchmark was met by an aggregate number of 20 students completing these measures with an average score of 88% in this reporting cycle.

Measure #2: BUSN 4390 Business Internship Bi-Weekly Log Reports. Students are required to complete bi-weekly logs, a company profile, resume, and a presentation. An evaluation performed by the employer is also a part of the course. For this measure, students are asked to submit a log of assigned tasks and to identify what learning outcomes from classes taken have been used to accomplish the assigned tasks.

The benchmark for the semester assignments is an aggregate of 80% of students to earn 75% or higher collectively over these assignments.

Table 2-2: BUSN 4390 Bi-Weekly Log Reports

Course History	n=Number of Students	Average Score	Outcome Benchmark Met (Yes/No)
Spring 2022	n=2	99.0%	Yes
Fall 2021	n=3	88.0%	Yes
Spring 2021	n=2	100%	Yes

Result: The benchmark was met by an aggregate number of 7 students completing the measure with an average score of 95.7% in this reporting cycle.

Measure #3: BSBA Courses Mapped to PLO 2. Aggregate results and final average scores that support PLO 2 from Fall 2019 to Spring 2022 are reported in Table 2-3. Case studies, worksheets, discussion forums, essays, PowerPoint presentations, research and written papers, team collaboration and individual presentations are just some examples of student artifacts required in the various courses. Assignments are graded by rubric and assessed by the course professor.

The benchmark is 80% of students to earn 75% or higher collectively as a final score in this assessment cycle.

Table 2-3: BSBA Courses Mapped to PLO 2

Course Analysis	n=Number of Students in Courses Fall '19 – Spring '22	Course Average Fall '19 – Spring '22	Outcome Benchmark Met (Yes/No)
BUSN 2300/3340 Legal Environment of Business	n=12	85.9%	Yes
BUSN 2320/3330 Data Analysis & Interpretation	n=28	89.9%	Yes
COMM 2320 Business Communications	n=13	85.1%	Yes
MGMT 3360 Supply Chain Management	n=15	93.2%	Yes

Note: BUSN 2300 was officially changed to BUSN 3340 and BUSN 2320 was officially changed to BUSN 3330 in the spring of 2022. The aggregate data is therefore reported using both sets of course numbers.

Result: The benchmark was met by an aggregate number of students completing courses with an average score greater than 80% of students scoring at least 75% in this reporting cycle.

Table 2-4: Summary of Assessment Items for PLO 2

Item	Benchmark Met?	Conclusion
MGMT 4380 Semester Project Paper and Oral Presentation	Yes	The Ecclesia College undergraduate benchmark is 75% of measurements must be met. Three out of three (3/3) (100%) of the items for this PLO were met; thus, the comprehensive outcome for PLO 2 was achieved for these data.
BUSN 4390 Bi-Weekly Log Reports	Yes	
BSBA Courses Mapped to PLO 2	Yes	

Program Learning Objective 3: Quantitative & Qualitative Analysis

Ecclesia College graduates will use quantitative and qualitative analytical and critical thinking skills to evaluate information, solve problems, and make sound decisions.

Instrument Measures. (1) MGMT 4380 Business Leadership & Strategic Management Semester Project Paper and Oral Presentation; (2) BUSN 4390 Business Internship Company Profile Analysis; (3) BSBA Courses Mapped to PLO 3.

Measure #1: MGMT 4380 Business Leadership & Strategic Management Semester Project Paper and Oral Presentation. Students are required to complete a semester project in a team environment that incorporates what they have learned in business management and marketing courses at EC. Student oral and written products are assessed by the professor using rubrics applicable to PLO 3.

The benchmark for this measure is that 100% of BSBA graduates must achieve at least an aggregate average of 81% for the course.

Table 3-1: MGMT 4380 Semester Project Paper and Oral Presentation

Course History Spring '19 – Spring '22	n=Number of Students	Average Score	Outcome Benchmark Met (Yes/No)
Spring 2022	n=6	83.8%	Yes
Spring 2021	n=5	94.3%	Yes
Spring 2020	n=4	85.6%	Yes
Spring 2019	n=5	88.2%	Yes

Result: The benchmark was met by an aggregate number of 20 students completing these measures with an average score of 88% in this reporting cycle.

Measure #2: BUSN 4390 Business Internship Company Profile Analysis. Students are required to complete bi-weekly logs, a company profile, resume, and a presentation. An evaluation performed by the employer is also a part of this course. For this measure, students are asked to research and submit a company profile analysis.

The benchmark for the semester assignments is an aggregate of 80% of students to earn 75% or higher collectively over these assignments.

Table 3-2: BUSN 4390 Company Profile Analysis

Course History	n=Number of Students	Average Score	Outcome Benchmark Met (Yes/No)
Spring 2022	n=2	83.5%	Yes
Spring 2021	n=2	100%	Yes
Fall 2021	n=3	89.0%	Yes

Result: The benchmark was met by an aggregate number of 7 students completing the measure with an average score of 90.8% in this reporting cycle.

Measure #3: BSBA Courses Mapped to PLO 3. Aggregate results and final average scores that support PLO 3 from Fall 2019 to Spring 2022 are reported in Table 3-3. Case studies, worksheets, discussion forums, essays, PowerPoint presentations, research and written papers, team collaboration and individual presentations are just some examples of student artifacts required in the various courses. Assignments are graded by rubric and assessed by the course professor.

The benchmark is 80% of students to earn 75% or higher collectively as a final score in this assessment cycle.

Table 3-3: BSBA Courses Mapped to PLO 3

Course Analysis	n=Number of Students in Courses Fall '19 – Spring '22	Course Average Fall '19 – Spring '22	Outcome Benchmark Met (Yes/No)
ACCT 2300 Principles of Accounting I	n=48	86.7%	Yes
ACCT 2310 Principles of Accounting II	n=41	83.6%	Yes
MGMT 3360 Supply Chain Management	n=15	93.2%	Yes
MKTG 2300 Principles of Marketing	n=5	97.4%	Yes
MKTG 3320 Promotional Strategy	n=8	85.6%	Yes
MKTG 4390 Marketing Internship	n=5	97.8%	Yes

Result: The benchmark was met by an aggregate number of students completing courses with an average score greater than 80% of students scoring at least 75% in this reporting cycle.

Table 3-4: Summary of Assessment Items for PLO 3

Item	Benchmark Met?	Conclusion
MGMT 4380 Semester Project Paper and Oral Presentation	Yes	The Ecclesia College undergraduate benchmark is 75% of measurements must be met. Three out of three (3/3) (100%) of the items for this PLO were met; thus, the comprehensive outcome for PLO 3 was achieved for these data.
BUSN 4390 Company Profile Analysis	Yes	
BSBA Courses Mapped to PLO 3	Yes	

Program Learning Objective 4: Business Communication

Ecclesia College graduates will effectively use various forms of business communication.

Instrument Measures. (1) MGMT 4380 Business Leadership & Strategic Management Semester Project Paper and Oral Presentation; (2) BUSN 4390 Business Internship Oral Presentation; (3) BSBA Courses Mapped to PLO 4.

Measure #1: MGMT 4380 Business Leadership & Strategic Management Semester Project Paper and Oral Presentation. Students are required to complete a semester project in a team environment that incorporates what they have learned in business management and marketing courses at EC. Student oral and written products are assessed by the professor using rubrics applicable to PLO 4.

The benchmark for this measure is that 100% of BSBA graduates must achieve at least an aggregate average of 81% for the course.

Table 4-1: MGMT 4380 Semester Project Paper and Oral Presentation

Course History Spring '19 – Spring '22	n=Number of Students	Average Score	Outcome Benchmark Met (Yes/No)
Spring 2022	n=6	83.8%	Yes
Spring 2021	n=5	94.3%	Yes
Spring 2020	n=4	85.6%	Yes
Spring 2019	n=5	88.2%	Yes

Result: The benchmark was met by an aggregate number of 20 students completing these measures with an average score of 88% in this reporting cycle.

Measure #2: BUSN 4390 Business Internship Oral Presentation. Students are asked to submit an oral presentation of all “deliverables”--to include bi-weekly logs, company profile, job tasks, description of internship with application of the tasks undertaken and how they relate to what the student has learned in his/her coursework and then how that information was applied during the student’s internship.

The benchmark for the semester assignments is an aggregate of 80% of students to earn 75% or higher collectively over this assignment.

Table 4-2: BUSN 4390 Oral Presentation

Course History	n=Number of Students	Average Score	Outcome Benchmark Met (Yes/No)
Spring 2022	n=2	96.0%	Yes
Fall 2021	n=3	95.0%	Yes
Spring 2021	n=2	92.5%	Yes

Result: The benchmark was met by an aggregate number of 7 students completing the measure with an average score of 94.5% in this reporting cycle.

Measure #3: BSBA Courses Mapped to PLO 4. Aggregate results and final average scores that support PLO 4 from Fall 2019 to Spring 2022 are reported in Table 4-3. Case studies, worksheets, discussion forums, essays, PowerPoint presentations, research and written papers, team collaboration and individual

presentations are just some examples of student artifacts required in the various courses. Assignments are graded by rubric and assessed by the course professor.

The benchmark is 80% of students to earn 75% or higher collectively as a final score in this assessment cycle.

Table 4-3 BSBA Courses Mapped to PLO 4

Course Analysis	n=Number of Students in Courses Fall '19 – Spring '22	Course Average Fall '19 – Spring '22	Outcome Benchmark Met (Yes/No)
BUSN 3310 International Business	n=29	85.5%	Yes
COMM 2320 Business Communications	n=13	85.1%	Yes
MKTG 2300 Principles of Marketing	n=5	97.4%	Yes
MKTG 3320 Promotional Strategy	n=8	85.6%	Yes
MKTG 4365 Advertising & Public Relations	n=7	79.2%	Yes
STDV 4340 Diversity & Multicultural Communication	n=40	92.0%	Yes

Result: The benchmark was met by an aggregate number of students completing courses with an average score greater than 80% of students scoring at least 75% in this reporting cycle.

Table 4-4: Summary of Assessment Items for PLO 3

Item	Benchmark Met?	Conclusion
MGMT 4380 Semester Project Paper and Oral Presentation	Yes	The Ecclesia College undergraduate benchmark is 75% of measurements must be met. Three out of three (3/3) (100%) of the items for this PLO were met; thus, the comprehensive outcome for PLO43 was achieved for these data.
BUSN 4390 Oral Presentation	Yes	
BSBA Courses Mapped to PLO 4	Yes	

Program Learning Objective 5: Ethical Behavior

Ecclesia College graduates will apply prescribed ethical codes and behaviors in a business and professional environment.

Instrument Measures. (1) MGMT 4380 Business Leadership & Strategic Management Semester Project Paper and Oral Presentation; (2) BUSN 4390 Business Internship Bi-Weekly Log Reports; (3) BSBA Courses Mapped to PLO 5.

Measure #1: MGMT 4380 Business Leadership & Strategic Management Semester Project Paper and Oral Presentation. Students are required to complete a semester project in a team environment that incorporates what they have learned in business management and marketing courses at EC. Student oral and written products are assessed by the professor using rubrics applicable to PLO 5.

The benchmark for this measure is that 100% of BSBA graduates must achieve at least an aggregate average of 81% for the course.

Table 5-1: MGMT 4380 Semester Project Paper and Oral Presentation

Course History Spring '19 – Spring '22	n=Number of Students	Average Score	Outcome Benchmark Met (Yes/No)
Spring 2022	n=6	83.8%	Yes
Spring 2021	n=5	94.3%	Yes
Spring 2020	n=4	85.6%	Yes
Spring 2019	n=5	88.2%	Yes

Result: The benchmark was met by an aggregate number of 20 students completing these measures with an average score of 88% in this reporting cycle.

Measure #2: BUSN 4390 Business Internship Bi-Weekly Log Reports. For this measure, students are asked to submit a log of assigned tasks and to identify and articulate what learning outcomes from classes taken have been used to accomplish the assigned tasks.

The benchmark for the semester assignments is an aggregate of 80% of students to earn 75% or higher collectively over these assignments.

Table 5-2: BUSN 4390 Bi-Weekly Log Reports

Course History	n=Number of Students	Average Score	Outcome Benchmark Met (Yes/No)
Spring 2022	n=2	99.0%	Yes
Fall 2021	n=3	88.0%	Yes
Spring 2021	n=2	100%	Yes

Result: The benchmark was met by an aggregate number of 7 students completing the measure with an average score of 95.7% in this reporting cycle.

Measure #3: BSBA Courses Mapped to PLO 5. Aggregate results and final average scores that support PLO 5 from Fall 2019 to Spring 2022 are reported in Table 5-3. Case studies, worksheets, discussion forums, essays, PowerPoint presentations, research and written papers, team collaboration and individual presentations are just some examples of student artifacts required in the various courses. Assignments are graded by rubric and assessed by the course professor.

The benchmark is 80% of students to earn 75% or higher collectively as a final score in this assessment cycle.

Table 5-3: BSBA Courses Mapped to PLO 5

Course Analysis	n=Number of Students in Courses Fall '19 – Spring '22	Course Average Fall '19 – Spring '22	Outcome Benchmark Met (Yes/No)
BUSN 2300/3340 Legal Environment of Business	n=12	85.9%	Yes
MKTG 3320 Promotional Strategy	n=9	85.6%	Yes
MKTG 4365 Advertising & Public Relations	n=7	79.2%	Yes
MKTG 4390 Marketing Internship	n=5	97.8%	Yes
STDV 2300 Ethical Decisions in the Workplace	n=90	82.6%	Yes

Note: BUSN 2300 was officially changed to BUSN 3340 in the spring of 2022 and therefore the aggregate data is reported using both course numbers.

Result: The benchmark was met by an aggregate number of students completing courses with an average score greater than 80% of students scoring at least 75% in this reporting cycle.

Table 5-4: Summary of Assessment Items for PLO 5

Item	Benchmark Met?	Conclusion
MGMT 4380 Semester Project Paper and Oral Presentation	Yes	The Ecclesia College undergraduate benchmark is 75% of measurements must be met. Three out of three (3/3) (100%) of the items for this PLO were met; thus, the comprehensive outcome for PLO 5 was achieved for these data.
BUSN 4390 Bi-Weekly Log Reports	Yes	
BSBA Courses Mapped to PLO 5	Yes	

Program Learning Objective 6: Team Collaboration

Ecclesia College graduates will collaborate effectively in team settings to analyze marketing decisions.

Instrument Measures. (1) MGMT 4380 Business Leadership & Strategic Management Semester Project Paper and Oral Presentation; (2) BUSN 4390 Business Internship Bi-Weekly Log Reports; (3) BSBA/MKTG Courses Mapped to PLO 6.

Measure #1: MGMT 4380 Business Leadership & Strategic Management Semester Project Paper and Oral Presentation. Students are required to complete a semester project in a team environment that incorporates what they have learned in business management and marketing courses at EC. Student oral and written products are assessed by the professor using rubrics applicable to PLO 6.

The benchmark for this measure is that 100% of BSBA graduates must achieve at least an aggregate average of 81% for the course.

Table 6-1: MGMT 4380 Semester Project Paper and Oral Presentation

Course History Spring '19 – Spring '22	n=Number of Students	Average Score	Outcome Benchmark Met (Yes/No)
Spring 2022	n=6	83.8%	Yes
Spring 2021	n=5	94.3%	Yes
Spring 2020	n=4	85.6%	Yes
Spring 2019	n=5	88.2%	Yes

Result: The benchmark was met by an aggregate number of 20 students completing these measures with an average score of 88% in this reporting cycle.

Measure #2: BUSN 4390 Business Internship Bi-Weekly Log Reports. For this measure, students are asked to submit a log of assigned tasks, identifying how they are working within the organization and describing their experience in team collaboration.

The benchmark for the semester assignments is an aggregate of 80% of students to earn 75% or higher collectively over these assignments.

Table 6-2: BUSN 4390 Bi-Weekly Log Reports

Course History	n=Number of Students	Average Score	Outcome Benchmark Met (Yes/No)
Spring 2022	n=2	99.0%	Yes
Fall 2021	n=3	88.0%	Yes
Spring 2021	n=2	100%	Yes

Result: The benchmark was met by an aggregate number of 7 students completing the measure with an average score of 95.7% in this reporting cycle.

Measure #3: BSBA/MGMT Courses Mapped to PLO 6. Aggregate results and final average scores that support PLO 6 from Fall 2019 to Spring 2022 are reported in Table 6-3.

Case studies, worksheets, discussion forums, essays, PowerPoint presentations, research and written papers, team collaboration and individual presentations are just some examples of student artifacts required in the various courses. Assignments are graded by rubric and assessed by the course professor.

The benchmark is 80% of students to earn 75% or higher collectively as a final score in this assessment cycle.

Table 6-3: BSBA/MKTG Courses Mapped to PLO 6

Course Analysis	n=Number of Students in Courses Fall '19 – Spring '22	Course Average Fall '19 – Spring '22	Outcome Benchmark Met (Yes/No)
MKTG 2300 Principles of Marketing	n=5	97.4%	Yes
MKTG 3320 Promotional Strategy	n=8	85.6%	Yes
MKTG 4390 Marketing Internship	n=5	97.8%	Yes
STDV 4340 Diversity & Multicultural Communication	n=40	92.0%	Yes

Result: The benchmark was met by an aggregate number of students completing courses with an average score greater than 80% of students scoring at least 75% in this reporting cycle.

Table 6-4: Summary of Assessment Items for PLO 6

Item	Benchmark Met?	Conclusion
MGMT 4380 Semester Project Paper and Oral Presentation	Yes	The Ecclesia College undergraduate benchmark is 75% of measurements must be met. Three out of three (3/3) (100%) of the items for this PLO were met; thus, the comprehensive outcome for PLO 6 was achieved for these data.
BUSN 4390 Bi-Weekly Log Reports	Yes	
BSBA/MKTG Courses Mapped to PLO 6	Yes	

Program Learning Objective 7: Cultural Sensitivity & Respect

Ecclesia College graduates will demonstrate cultural sensitivity and respect for individual perspectives when working in teams.

Instrument Measures. (1) MGMT 4380 Business Leadership & Strategic Management Semester Project Paper and Oral Presentation; (2) BUSN 4390 Business Internship Bi-Weekly Log Reports; (3) BSBA/MKTG Courses Mapped to PLO 7.

Measure #1: MGMT 4380 Business Leadership & Strategic Management Semester Project Paper and Oral Presentation. Students are required to complete a semester project in a team environment that incorporates what they have learned in business management and marketing courses at EC. Student oral and written products are assessed by the professor using rubrics applicable to PLO 7.

The benchmark for this measure is that 100% of BSBA graduates must achieve at least an aggregate average of 81% for the course.

Table 7-1: MGMT 4380 Semester Project Paper and Oral Presentation

Course History Spring '19 – Spring '22	n=Number of Students	Average Score	Outcome Benchmark Met (Yes/No)
Spring 2022	n=6	83.8%	Yes
Spring 2021	n=5	94.3%	Yes
Spring 2020	n=4	85.6%	Yes
Spring 2019	n=5	88.2%	Yes

Result: The benchmark was met by an aggregate number of 20 students completing these measures with an average score of 88% in this reporting cycle.

Measure #2: BUSN 4390 Business Internship Bi-Weekly Log Reports. For this measure, students are asked to submit a log of assigned tasks describing the team environment and the organizational culture.

The benchmark for the semester assignments is an aggregate of 80% of students to earn 75% or higher collectively over these assignments.

Table 7-2: BUSN 4390 Bi-Weekly Log Reports

Course History	n=Number of Students	Average Score	Outcome Benchmark Met (Yes/No)
Spring 2022	n=2	99.0%	Yes
Fall 2021	n=3	88.0%	Yes
Spring 2021	n=2	100%	Yes

Result: The benchmark was met by an aggregate number of 7 students completing the measure with an average score of 95.7% in this reporting cycle.

Measure #3: BSBA/MKTG Courses Mapped to PLO 7. Aggregate results and final average scores that support PLO 7 from Fall 2019 to Spring 2022 are reported in Table 7-3. Case studies, projects, worksheets, discussion forums, essays, PowerPoint presentations, research and written papers, team collaboration and individual presentations are just some examples of student artifacts required in the various courses. Assignments are graded by rubric and assessed by the course professor.

The benchmark is 80% of students to earn 75% or higher collectively as a final score in this assessment cycle.

Table 7-3: BSBA/MKTG Courses Mapped to PLO 7

Course Analysis	n=Number of Students in Courses Fall '19 – Spring '22	Course Average Fall '19 – Spring '22	Outcome Benchmark Met (Yes/No)
BUSN 3310 International Business	n=29	85.5%	Yes
COMM 2320 Business Communication	n=13	85.1%	Yes
MKTG 3320 Promotional Strategy	n=8	85.6%	Yes

MKTG 4365 Advertising & Public Relations	n=7	79.2%	Yes
MKTG 4390 Marketing Internship	n=5	97.8%	Yes
STDV 4340 Diversity & Multicultural Communication	n=40	92.0%	Yes

Result: The benchmark was met by an aggregate number of students completing courses with an average score greater than 80% of students scoring at least 75% in this reporting cycle.

Table 7-4: Summary of Assessment Items for PLO 7

Item	Benchmark Met?	Conclusion
MGMT 4380 Semester Project Paper and Oral Presentation	Yes	The Ecclesia College undergraduate benchmark is 75% of measurements must be met. Three out of three (3/3) (100%) of the items for this PLO were met; thus, the comprehensive outcome for PLO 7 was achieved for these data.
BUSN 4390 Bi-Weekly Log Reports	Yes	
BSBA/MKTG Courses Mapped to PLO 7	Yes	

Program Learning Objective 8: Professionalism

Ecclesia College graduates will exhibit professionalism in marketing assignments.

Instrument Measures. (1) MGMT 4380 Business Leadership & Strategic Management Semester Project Paper and Oral Presentation; (2) BUSN 4390 Business Internship Oral Presentation; (3) BSBA/MKTG Courses Mapped to PLO 8.

Measure #1: MGMT 4380 Business Leadership & Strategic Management Semester Project Paper and Oral Presentation. Students are required to complete a semester project in a team environment that incorporates what they have learned in business management and marketing courses at EC. Student oral and written products are assessed by the professor using rubrics applicable to PLO 8.

The benchmark for this measure is that 100% of BSBA graduates must achieve at least an aggregate average of 81% for the course.

Table 8-1: MGMT 4380 Semester Project Paper and Oral Presentation

Course History Spring '19 – Spring '22	n=Number of Students	Average Score	Outcome Benchmark Met (Yes/No)
Spring 2022	n=6	83.8%	Yes
Spring 2021	n=5	94.3%	Yes
Spring 2020	n=4	85.6%	Yes
Spring 2019	n=5	88.2%	Yes

Result: The benchmark was met by an aggregate number of 20 students completing these measures with an average score of 88% in this reporting cycle.

Measure #2: BUSN 4390 Business Internship Oral Presentation. Students are asked to submit an oral presentation of all “deliverables”--to include bi-weekly logs, company profile, job tasks, description of internship with application of the tasks undertaken and how they relate to what the student has learned in his/her coursework and then how that information was applied during the student’s internship.

The benchmark for the semester assignments is an aggregate of 80% of students to earn 75% or higher collectively over these assignments.

Table 8-2: BUSN 4390 Oral Presentation

Course History	n=Number of Students	Average Score	Outcome Benchmark Met (Yes/No)
Spring 2022	n=2	96.0%	Yes
Fall 2021	n=3	95.0%	Yes
Spring 2021	n=2	92.5%	Yes

Result: The benchmark was met by an aggregate number of 7 students completing the measure with an average score of 94.5% in this reporting cycle.

Measure #3: BSBA/MKTG Courses Mapped to PLO 8. Aggregate results and final average scores that support PLO 8 from Fall 2019 to Spring 2022 are reported in Table 8-3. Case studies, worksheets, discussion forums, essays, PowerPoint presentations, research and written papers, team collaboration and individual presentations are just some examples of student artifacts required in the various courses. Assignments are graded by rubric and assessed by the course professor.

The benchmark is 80% of students to earn 75% or higher collectively as a final score in this assessment cycle.

Table 8-3: BSBA/MKTG Courses Mapped to PLO 8

Course Analysis	n=Number of Students in Courses Fall ‘19 – Spring ‘22	Course Average Fall ‘19 – Spring ‘22	Outcome Benchmark Met (Yes/No)
MKTG 3320 Promotional Strategy	n=8	85.6%	Yes
MKTG 4365 Advertising & Public Relations	n=7	79.2%	Yes
MKTG 4390 Marketing Internship	n=5	97.8%	Yes
STDV 2300 Ethical Decisions in the Workplace	n=90	82.6%	Yes
STDV 4340 Diversity & Multicultural Communication	n=40	92.0%	Yes

Result: The benchmark was met by an aggregate number of students completing courses with an average score greater than 80% of students scoring at least 75% in this reporting cycle.

Table 8-4: Summary of Assessment Items for PLO 8

Item	Benchmark Met?	Conclusion
MGMT 4380 Semester Project Paper and Oral Presentation	Yes	The Ecclesia College undergraduate benchmark is 75% of measurements must be met. Three out of three (3/3) (100%) of the items for this PLO were met; thus, the comprehensive outcome for PLO 8 was achieved for these data.
BUSN 4390 Oral Presentation	Yes	
BSBA/MKTG Courses Mapped to PLO 8	Yes	

Evaluative Summary

The following table displays a summary of the assessment of undergraduate student learning outcomes for Ecclesia College's Bachelor of Science in Business Administration/Marketing programmatic learning objectives (PLOs).

Table 9-1: Summary of Student Learning Outcomes for EC's Program Learning Objectives

PLO #	Program Learning Objectives	Outcome Benchmark Met (Yes/No)
1	Business Foundations	Yes
2	Business Decision-Making	Yes
3	Quantitative & Qualitative Analysis	Yes
4	Business Communication	Yes
5	Ethical Behavior	Yes
6	Team Collaboration	Yes
7	Cultural Sensitivity & Respect	Yes
8	Professionalism	Yes

Conclusion

All programmatic learning outcome benchmarks were met or exceeded for the Bachelor of Science in Business Administration degree with a concentration in Marketing.