

*College of Business*  
LEWIS UNIVERSITY

The College of Business (COB) is committed to excellence and the academic growth and achievement of our students. We believe in accountability, performance disclosure and continuous improvement.

Three college student learning outcomes (CSLOs) are assessed regularly to measure student learning and gauge the effectiveness of teaching.

CSLO #1. COB Business students will demonstrate an ability to write intelligently about business.

CSLO #2. COB Business students will be able to present at a professional level about business.

CSLO #3. COB Business students will demonstrate acquisition of up-to-date business content knowledge expected of a graduate with the BS or BA degree.

CSLO #1 is assessed once a year in the Fall semester. Student artifacts are collected from *BSAD-30000 Business Communication* and *ORGL-42000 Leadership for Service*. Assessors assigned by the COB Assessment Committee evaluate student artifacts based on the writing assessment rubric created by the COB Assessment Committee. Assessment results of writing skills are first reviewed by the COB Assessment Committee and then shared with all COB faculty.

**Table 1: COB Assessment Results of Writing Skills (Out of 24 points)**

Program	Fall 2013	Fall 2014	Fall 2015	Fall 2016	Fall 2017	Fall 2018		Fall 2019	
Accounting (B.S.)	21.03	19.63	19.50	19.25	19.01	21.42		20.00	
Business Administration (B.S.)	18.88	17.46	18.00	18.05	20.37	20.50	(T) 20.07	21.02	(T) 20.81
(A) 20.88							(A) 21.35		
International Business (B.S.)	NA		18.75						
Economics (B.S.)	NA	21.76	21.25	16.00	20.00	NA		23.00	
Finance (B.S.)	20.83	21.14	20.50	16.00	20.00	22.42		20.67	
Information Systems (B.S.)	21.67	21.81	19.00	16.60	23.00	NA	(T) 19.25	20.60	(T) 20.25
(A) NA							(A) 22.00		
Information Security Management (B.S.)	20.57	(T) 21.40	19.79	(T) 19.10					
(A) 18.50					(A) 21.50				
Marketing (B.S.)	23.10		21.25						
Digital Marketing (B.S.)	21.27	20.75	18.75	15.45	19.46	NA		23.00	
Organizational Leadership (B.A.)	The program was in another college before Fall 18.					(A) 21.75		(A) 21.77	

Notes: Writing skills are assessed based on "Correct," "Clear," "Concise," "Format," "Concrete," "Coherent," "Complete," and "Courteous."

The target for each program is 16 points/24 points. (T) = Traditional Program; (A) = Accelerated Program

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CSLO #2 is assessed once a year in the Spring semester. Assessors assigned by the COB Assessment Committee attend *BSAD-30000 Business Communication in the Digital Age* and evaluate student presentations based on the oral presentation assessment rubric created by the COB Assessment Committee. Student presentations in *ORGL-45000 Capstone: The Future of Leadership* are evaluated based on the same rubric. Assessment results of oral presentation skills are shared with all COB faculty after the reviews are completed by the COB Assessment Committee.

**Table 2: COB Assessment Results of Oral Presentation Skills (Out of 25 points)**

<b>Program</b>	<b>Spring 2014</b>	<b>Spring 2015</b>	<b>Spring 2016</b>	<b>Spring 2017</b>	<b>Spring 2019</b>
Accounting (B.S.)	17.70	14.99	20.08	22.14	21.46
Business Administration (B.S.)	17.53	16.15	21.24	21.94	21.61
International Business (B.S.)					23.00
Economics (B.S.)	17.53	17.50	19.73	21.50	24.50
Finance (B.S.)					21.59
Information Systems (B.S.)	21.00	17.14	21.63	24.00	20.70
Information Security Management (B.S.)					20.20
Marketing (B.S.)	16.57	16.60	22.13	23.50	22.30
Digital Marketing (B.S.)					NA
Organizational Leadership (B.A.)	The program was in another college before Fall 18.				(A) 21.67

Notes: Oral presentation skills are assessed based on "Organization," "Language," "Delivery," "Supporting Material," and "Central Message." The target for each program is 18 points/25 points. (A) = Accelerated Program

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CSLO #3 is assessed each semester through the Major Field Test (MFT). Assessment results are reviewed by the COB Assessment Committee and then shared with all COB faculty.

**Table 3: Assessment of Business Content Knowledge  
MFT Undergraduate Spring 2013 - Spring 2019 Comparative Results**

Semester	Proposed Target Score	COB College Mean	Accounting Program Mean	Business Admin & Management Program Mean	Economics Program Mean	Finance Program Mean	ISM & MIS Program Mean	International Business Program Mean	Marketing Program Mean
Spring 2013	150	146.77	149.22	145.62	165.00	152.50	149.14	138.00	142.13
Fall 2013	150	148.07	153.83	148.70	NA	146.25	149.00	141.00	144.50
Spring 2014	150	144.28	148.13	143.70	NA	149.24	144.57	143.00	134.23
Fall 2014	150	145.66	147.38	146.17	148.00	147.18	152.00	NA	139.40
Spring 2015	150	145.73	146.00	143.37	146.75	148.88	150.17	133.00	144.50
Fall 2015	150	145.96	140.86	146.83	NA	146.50	157.33	148.00	142.38
Spring 2016	150	142.84	145.82	144.09	152.00	145.67	145.57	139.00	135.92
Fall 2016	150	141.69	140.25	144.04	153.50	142.00	143.25	132.50	135.36
Spring 2017	150	145.78	144.23	144.00	138.00	146.84	152.75	136.50	144.74
Fall 2017	150	137.42	141.38	136.39	NA	134.20	140.33	NA	134.19
Spring 2018	150	141.61	142.21	138.66	148.50	146.62	144.33	138.00	139.79
Fall 2018	150	142.07	148.89	141.83	NA	149.60	137.95	137.00	141.56
Spring 2019	150	143.35	146.9	141.43	NA	149.4	142.35	NA	139.67

Notes: The proposed target mean score was the average MFT national mean score in 2013-2017.

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**Table 4: Undergraduate MFT Comparison**

<b>Semester</b>	<b>MFT Version</b>	<b>COB Mean</b>	<b>Mean of 10 Peer Institutions</b>
Spring 2013	4GMF	146.77	149.30
Fall 2013	4JMF	148.07	149.20
Spring 2014	4JMF	144.28	149.20
Fall 2014	4JMF	145.66	149.20
Spring 2015	4JMF	145.73	149.20
Fall 2015	4JMF	145.96	149.20
Spring 2016	4JMF	142.84	149.20
Fall 2016	4MMF	141.69	147.30
Spring 2017	4MMF	145.78	147.30
Fall 2017	4MMF	137.42	147.30
Spring 2018	4MMF	141.61	147.30
Fall 2018	4MMF	142.07	147.30
Spring 2019	4MMF	143.35	147.30

Notes: The COB has identified the following ten peer institutions: Ashland University, OH; Dominican University, IL; North Central College, IL; North Park University, IL; Olivet Nazarene University, IL; Saint Xavier University, IL; University of Detroit Mercy, MI; University of Findlay, OH; University of Indianapolis, IN; University of Saint Francis (IN), IN.

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**Table 5: Assessment of Business Content Knowledge  
MFT Graduate Spring 2013 - Spring 2019 Comparative Results**

<b>Semester</b>	<b>Proposed Target Score</b>	<b>COB College Mean</b>	<b>MBA Program Mean</b>	<b>MSF Program Mean</b>
Spring 2013	249	237.61	236.88	244.43
Fall 2013	249	237.73	237.50	243.50
Spring 2014	249	237.31	236.98	240.33
Fall 2014	249	239.25	239.29	231.00
Spring 2015	249	233.40	233.33	234.20
Fall 2015	249	239.23	239.77	235.50
Spring 2016	249	242.14	241.94	244.50
Fall 2016	249	235.23	234.80	239.00
Spring 2017	249	234.09	233.85	238.43
Fall 2017	249	231.77	230.85	240.33
Spring 2018	249	235.16	234.29	247.00
Fall 2018	249	233.53	233.26	239.00
Spring 2019	249	234.93	235.75	227.50

Notes: The proposed target mean score was the average MFT national mean score in 2013-2017.

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**Table 6: Graduate MFT Comparison**

<b>Semester</b>	<b>MFT Version</b>	<b>COB Mean</b>	<b>Mean of 10 Peer Institutions</b>
Spring 2013	4FMF	237.61	248.80
Fall 2013	4JMF	237.73	241.00
Spring 2014	4JMF	237.31	241.00
Fall 2014	4JMF	239.25	241.00
Spring 2015	4JMF	233.40	241.00
Fall 2015	4JMF	239.23	241.00
Spring 2016	4JMF	242.14	241.00
Fall 2016	4JMF	235.23	241.00
Spring 2017	4JMF	234.09	241.00
Fall 2017	4NMF	231.77	242.00
Spring 2018	4NMF	235.16	242.00
Fall 2018	4NMF	233.53	242.00
Spring 2019	4NMF	234.93	242.00

Notes: The COB has identified the following ten peer institutions: Ashland University, OH; Dominican University, IL; North Central College, IL; North Park University, IL; Olivet Nazarene University, IL; Saint Xavier University, IL; University of Detroit Mercy, MI; University of Findlay, OH; University of Indianapolis, IN; University of Saint Francis (IN), IN.