

Chesapeake Energy School of Business

2019-2020

Student Learning Assessment for Traditional Bachelor's Business Degrees			
a. Summary of Results from Implementing Direct Measures of Student Learning:			
1.	At least 70% of graduates will achieve at or above 80% on the capstone project.		
b. Summary of Results from Implementing Indirect Measures of Student Learning:			
1.	At least 60% of alumni “agree” or “highly agree” on the alumni survey, that their business education increased their ability to analyze and understand complex business issues.		
c. Summary of Achievement of Intended Student Learning Outcomes:			
Intended Student Learning Outcomes (ISLOs)	Learning Assessment Measures		
	Direct Measures of Student Learning	Indirect Measures of Student Learning	
Program ISLOs	<i>Comprehensive Case Analysis</i>	<i>Alumni Survey</i>	
	Performance Objective Was...	Performance Objective Was...	
1.	Demonstrate the ability to apply theoretical concepts to actual business situations and utilize critical thinking and decision-making skills to identify, analyze, and develop practical solutions to management problems in an increasingly global environment.	Met	Met
2.	Express ideas clearly, concisely, and logically, through effective speech, written communication, and interpersonal human relations skills	Met	Met
3.	Integrate management ethics—based on a Christian worldview—into the functions and processes of management	Met	Met
4.	Develop a base of knowledge and/or a range of skills that demonstrate mastery of modern business, financial, management, and economics concepts, including the formulation and implementation of strategic business policy	Met	Met
5.	Demonstrate capabilities to be a business professional in for-profit, non-profit, and governmental organizations	Met	Met

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Student Learning Assessment for AGS Bachelor's Business Degrees			
b. Summary of Results from Implementing Direct Measures of Student Learning:			
1.	At least 70% of graduates will achieve at or above 80% on the capstone project.		
c. Summary of Results from Implementing Indirect Measures of Student Learning:			
1.	At least 60% of alumni "agree" or "highly agree" that ISLO achieved		
d. Summary of Achievement of Intended Student Learning Outcomes:			
Intended Student Learning Outcomes (ISLOs)	Learning Assessment Measures		
	Direct Measures of Student Learning	Indirect Measures of Student Learning	
Program ISLOs	<i>Comprehensive Project</i>	<i>Alumni Survey</i>	
	Performance Objective Was...	Performance Objective Was...	
1.	Demonstrate the ability to apply theoretical concepts to actual business situations and utilize critical thinking and decision-making skills to identify, analyze, and develop practical solutions to management problems in an increasingly global environment	Met	Met
2.	Express ideas clearly, concisely, and logically, through effective speech, written communication, and interpersonal human relations skills.	Met	Met
3.	Integrate management ethics—based on a Christian worldview—into the functions and processes of management.	Met	Met
4.	Develop a base of knowledge and/or a range of skills that demonstrate mastery of modern business, financial, management, and economics concepts, including the formulation and implementation of strategic business policy.	Met	Met
5.	Demonstrate capabilities to be a business professional in for-profit, non-profit, and governmental organizations.	Met	Met

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Student Learning Assessment for MBA Graduate Business Degree			
c. Summary of Results from Implementing Direct Measures of Student Learning:			
1.	At least 70% of graduates will achieve at or above 80% on the capstone project.		
d. Summary of Results from Implementing Indirect Measures of Student Learning:			
1.	At least 60% of alumni “agree” or “highly agree” that ISLO achieved		
e. Summary of Achievement of Intended Student Learning Outcomes:			
Intended Student Learning Outcomes (ISLOs)	Learning Assessment Measures		
	Direct Measures of Student Learning	Indirect Measures of Student Learning	
Program ISLOs	Comprehensive Case Analysis	Alumni Survey	
	Performance Objective Was...	Performance Objective Was...	
1.	Possess a managerial perspective and knowledge of finance and accounting and be able to utilize and analyze financial/accounting information in the strategic decision-making process.	Met	Met
2.	Develop and apply innovative marketing strategies to position a product or service within a market.	Met	Met
3.	Be able to apply organizational behavior and leadership theories in order to motivate and lead employees toward the achievement of organizational objectives.	Met	Met
4.	Understand and utilize computer technology and statistical techniques as tools for business decision making.	Met	Not Measured
5.	Possess an awareness of Christian values, ethical dilemmas, and legal processes as they affect the workforce, the workplace, and the business environment.	Met	Met
6.	Develop a broad understanding of economic practices, applications, and techniques directly related to business issues.	Met	Met

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7.	Masterfully communicate ideas logically and persuasively in writing and/or speech, with emphasis on effective business presentations and executive presence.	Met	Met
8.	Secure a broad understanding of team dynamics and obtain an understanding of how to develop and effectively lead a team-oriented environment.	Met	Met
9.	Survey the strategic landscape of an organization and make strategic decisions that position the firm for future success.	Met	Not Measured

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<i>Student Learning Assessment for MSL Graduate Degree</i>			
d. Summary of Results from Implementing Direct Measures of Student Learning:			
1.	At least 70% of graduates will achieve at or above 80% on the capstone project.		
e. Summary of Results from Implementing Indirect Measures of Student Learning:			
1.	At least 60% of alumni “agree” or “highly agree” that ISLO achieved		
f. Summary of Achievement of Intended Student Learning Outcomes:			
Intended Student Learning Outcomes (ISLOs)		Learning Assessment Measures	
Program ISLOs		Direct Measures of Student Learning	Indirect Measures of Student Learning
Program ISLOs		<i>Comprehensive Case Analysis</i>	<i>Alumni Survey</i>
Program ISLOs		Performance Objective Was...	Performance Objective Was...
1.	Develop the solid foundation in theoretical concepts and leadership skill needed to lead business organizations.	Met	Met
2.	Describe and critically analyze strategic planning theories and methodologies required to lead organizational initiatives.	Met	Met
3.	Understand and appreciate the criticality of the effective delivery of leadership in organizations.	Met	Met
4.	Secure an understanding of the ethical and legal environment in which leaders determine and implement decisions.	Met	Met
5.	Develop an awareness of teaming dynamics within the context of leadership.	Met	Met