

## Soderquist College of Business

### Student Learning Outcomes and Assessment Results

The Soderquist College of Business offers ten undergraduate programs for online traditional students, two undergraduate programs for online students and nine master's programs. Student learning outcomes for these programs include:

#### *Traditional Undergraduate*

- **Effective Communication:** Communicate effectively and professionally in various contexts using diverse techniques and contemporary media.
- **Critical Reasoning and Research:** Conceptualize, apply, analyze, synthesize, and evaluate information to address questions, perform analyses, understand and apply results, reach conclusions, and assess impact.
- **Business Skills and Knowledge:** Demonstrate skills and knowledge relevant to a business focus necessary for professional growth and success in global and culturally diverse contexts.
- **Ethical and Legal Issues and Christian Worldview:** Anticipate, identify, and resolve moral, ethical, and legal dilemmas through their understanding and application of the Christian Worldview.
- **Accounting Knowledge and Skills (Program Specific Outcome):** Apply advanced accounting concepts to financial information in order to analyze and communicate the financial position and performance of organizations.
- **Data Analytics Skills and Knowledge (Program Specific Outcome):** Construct and present actionable insights from unclean data to solve a specific organizational problem.
- **Economics Skills and Knowledge (Program Specific Outcome):** Articulate essential theories of the market, economic growth, and business cycles, explain the effects of related public policies, and use data effectively to explore and explain economic phenomena.
- **Entrepreneurship & Innovation Skills and Knowledge (Program-Specific Outcome):** Formulate hypotheses, design and conduct experiments to test assumptions about customers and develop innovative business models which demonstrate product-market fit.
- **Finance Skills and Knowledge (Program Specific Outcome):** Demonstrate understanding of financial principles by applying knowledge and skills to personal and organizational challenges in the field of finance.
- **International Business Skills and Knowledge (Program Specific Outcome):** Demonstrate understanding of cross cultural and global dynamics of conducting business around the world by applying principles aligned with global organizational strategies.
- **Management Skills and Knowledge (Program Specific Outcome):** Construct logical and creative solutions to complex management problems through synthesis and evaluation of both qualitative and quantitative data.

- **Marketing Skills and Knowledge** (Program-Specific Outcome): Design a customer centric multi-channel marketing strategy to define opportunities, solve problems, and measure performance in a way that creates value for stakeholders.

The B.A. and B.S. in Economics programs share the following student learning outcomes:

- **Analytical Skills:** Visualize data, compute and interpret statistics, create forecasts, and explain relationships among economic variables, with applications to help solve problems in business and public policy. Communicate analysis effectively, both in writing and orally
- **Christian Worldview and Human Flourishing:** Explain the significance of economic considerations in the fulfillment of God's purposes for humans from a biblical perspective, incorporating stewardship of resources and love for neighbor.
- **Global Perspective:** Articulate both the opportunities and the challenges created by globalization, international trade, foreign investment, and migration, with a focus on long term development and poverty alleviation.
- **Economics Knowledge and Skills:** Articulate essential theories of the market, economic growth, and business cycles, explain the effects of related public policies, and use data effectively to explore and explain economic phenomena.

Student learning outcomes for the B.S. in Integrated Marketing Communications include:

- **Effective Communication:** Communicate effectively and professionally in various contexts using diverse techniques and contemporary media.
- **Critical Reasoning and Research:** Conceptualize, apply, analyze, synthesize, and evaluate information to address questions, perform analyses, understand and apply results, reach conclusions, and assess impact.
- **Ethical and Legal Issues and Christian Worldview:** Anticipate, identify, and resolve moral, ethical and legal dilemmas through an understanding and application of the Christian worldview.
- **Integrated Marketing Communication Skills and Knowledge:** Design a customer-centric multi-channel marketing strategy to define opportunities, solve problems, design solutions, measure performance, analyze data, and present information in a way that creates value for stakeholders.

### **Online Undergraduate**

- **Effective Communication:** *Communicate effectively and professionally in various contexts using diverse techniques and contemporary media.*
- **Critical Reasoning and Research:** *Conceptualize, apply, analyze, synthesize, and evaluate information to address questions, perform analyses, understand and apply results, reach conclusions, and assess impact.*
- **Global Leadership and Teams:** *Understand the servant leadership model and be able to lead individuals and teams to perform effectively in global and culturally-diverse contexts.*
- **Business/Organizational Skills and Knowledge:** *Demonstrate skills and knowledge relevant to a leadership and management focus necessary for professional growth and success in global and culturally diverse contexts.*
- **Christian Worldview and Ethics:** *Anticipate, identify, and resolve moral, ethical and legal dilemmas through their understanding and application of the Christian worldview.*

### **Graduate**

- **Ethics and Christian Worldview:** *Demonstrate redemptive behavior by integrating global, ethical and moral practices from a Christian worldview.*
- **Global Leadership:** *Equip with the leadership tools needed to build effective organizations in culturally diverse and global contexts.*
- **Business/Organizational Skills and Knowledge:** *Demonstrate advanced business/organizational skills and knowledge necessary for professional growth and success.*
- **Critical Thinking and Communication:** *Analyze complex situations, identify relevant issues, apply appropriate concepts and skills, develop conclusions and implement effective actions.*
- **Information Literacy and Research:** *Design and implement business research that yields actionable insights.*

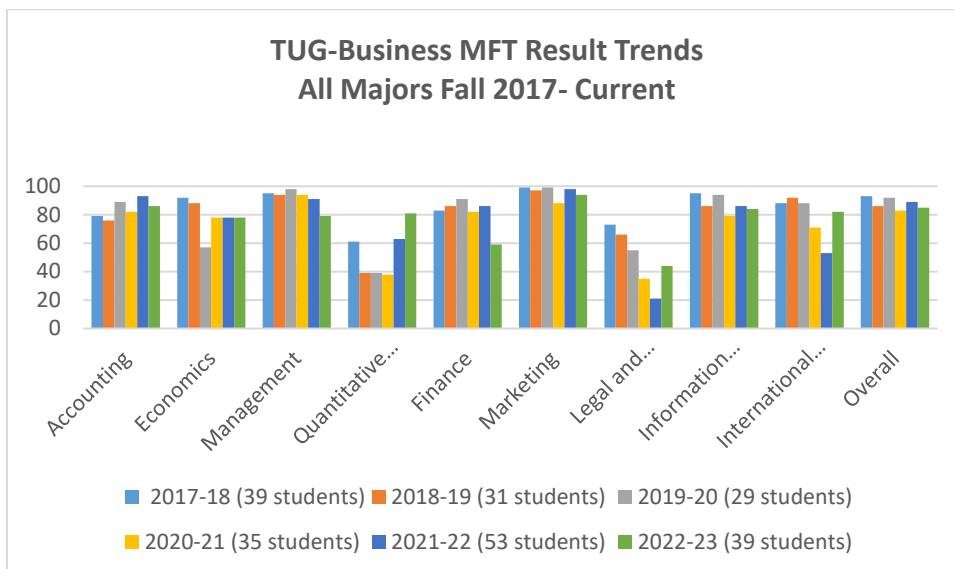
Methods used to assess student learning outcome achievement include, but are not limited to, the following:

- **Nationally normed exams:** administered to students as they complete their degree. The Major Field Test (MFT) in business is administered to traditional undergraduate students and online undergraduate students majoring in Business Administration. The MFT-MBA exam is administered to MBA students and the Peregrine exam is administered to BS, Organizational Leadership and MS students. The nationally normed exams help us to determine how our students are doing in relationship to learning outcome achievement as compared to students at other institutions.
- **Internship supervisor surveys:** intern supervisors for traditional undergraduate students are asked to rate achievement of learning outcomes.
- **Student surveys:** students are asked to self-assess their achievement of learning outcomes.

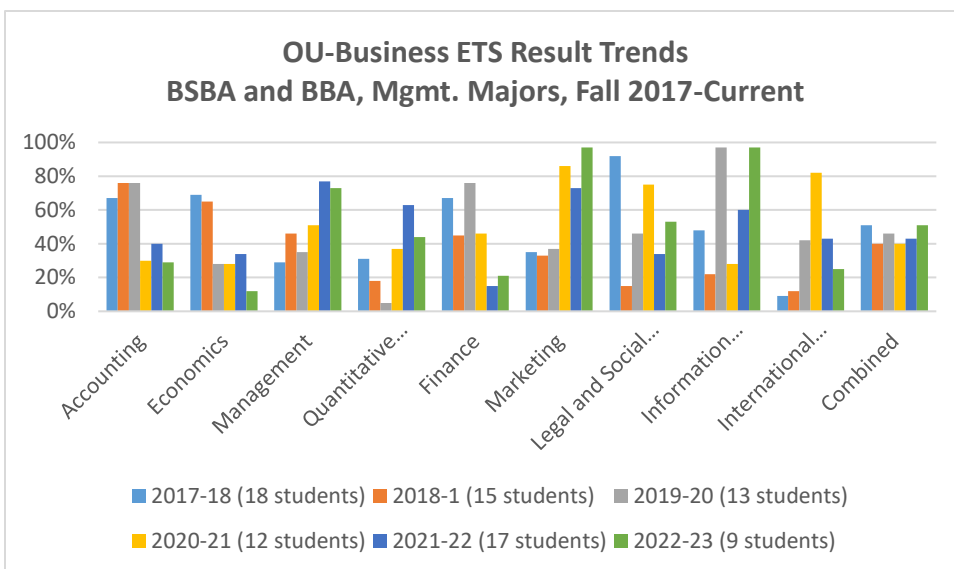
Results are below:

### NATIONALLY NORMED EXAM RESULTS

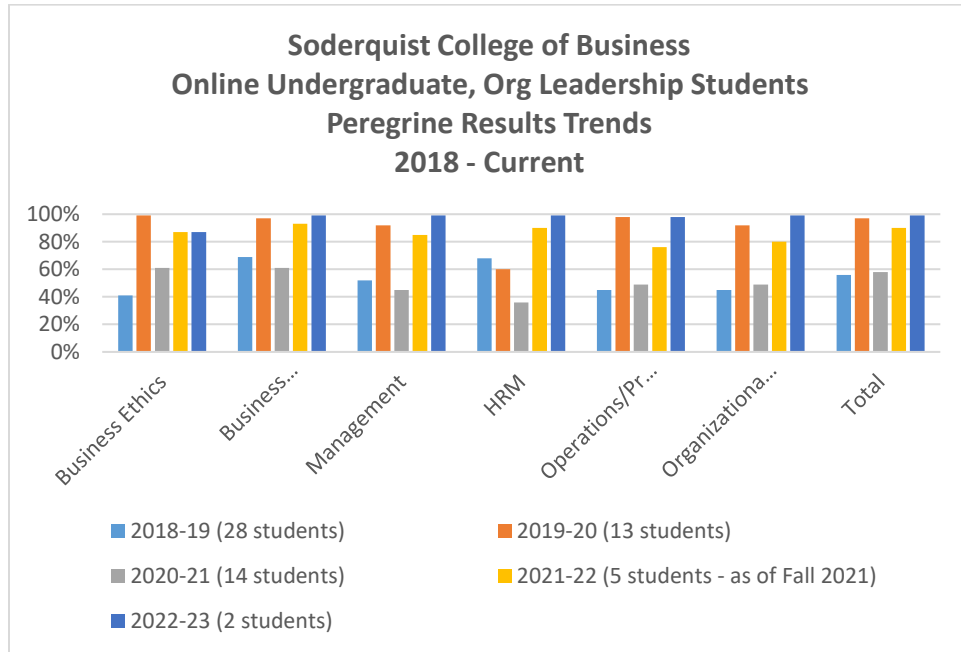
Overall MFT percentile rankings for all Traditional Undergraduate Business Students combined are shown below. JBU students consistently score above the 80<sup>th</sup> percentile in comparison to other business students in the nation. Results for each subject area are below.



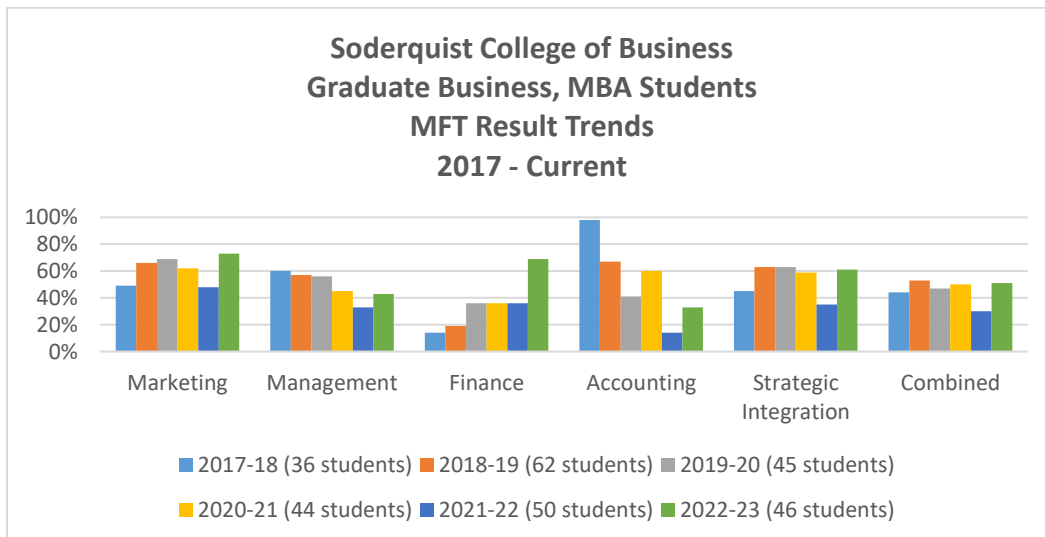
Undergraduate Online Business Administration and BBA, Management majors also take the MFT exam. The chart below shows trends for BSBA and BBA, Management majors.



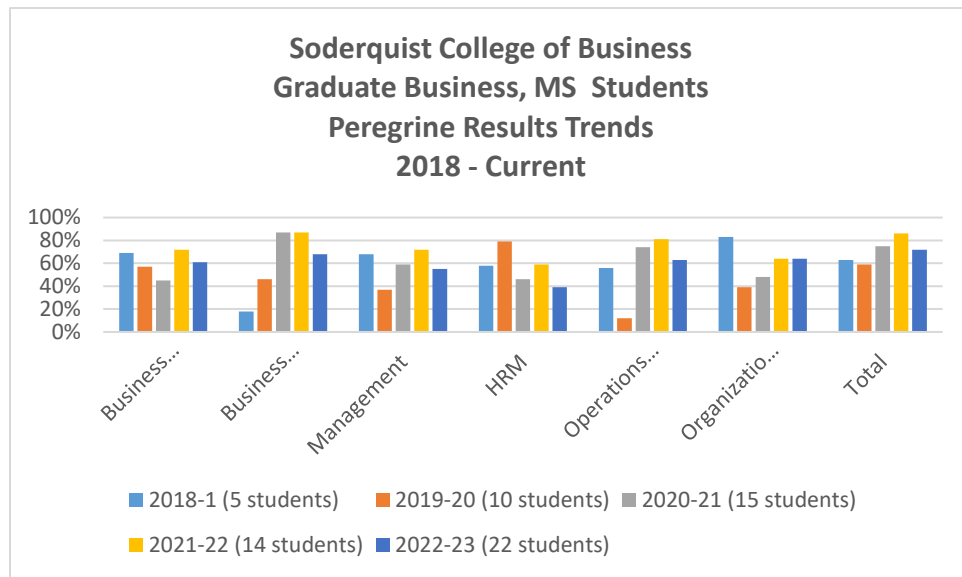
Online Undergraduate Organizational Leadership Students take the Peregrine exam. Results are shown in the table below.



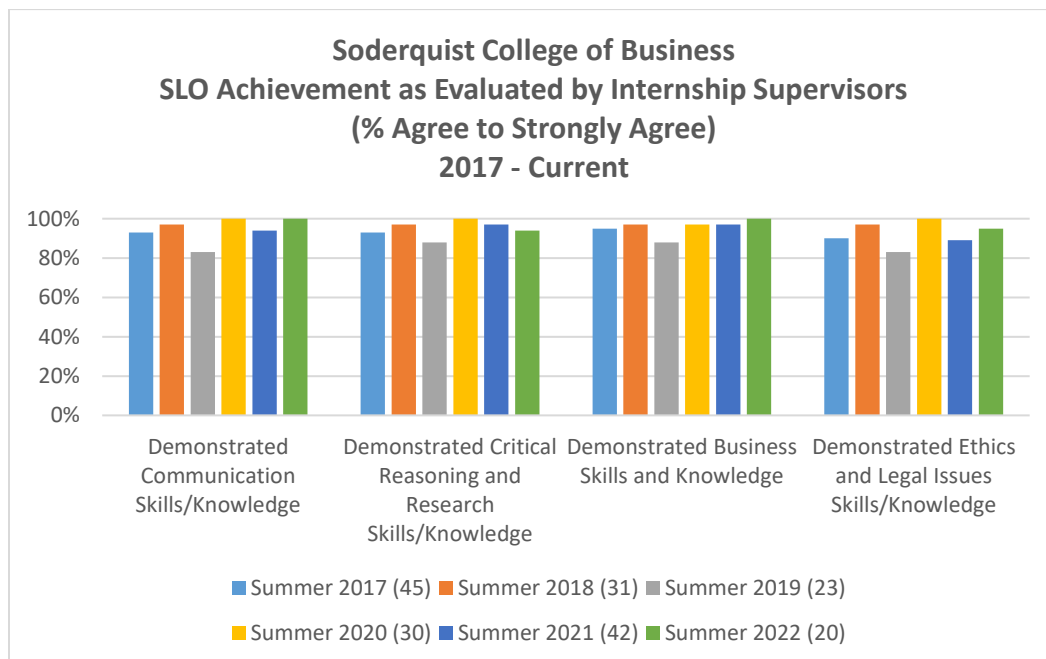
Graduate MBA students take the MFT-MBA exam. Results for all MBA students combined are below:



Graduate MS students take the Peregrine exam. Results are shown below.

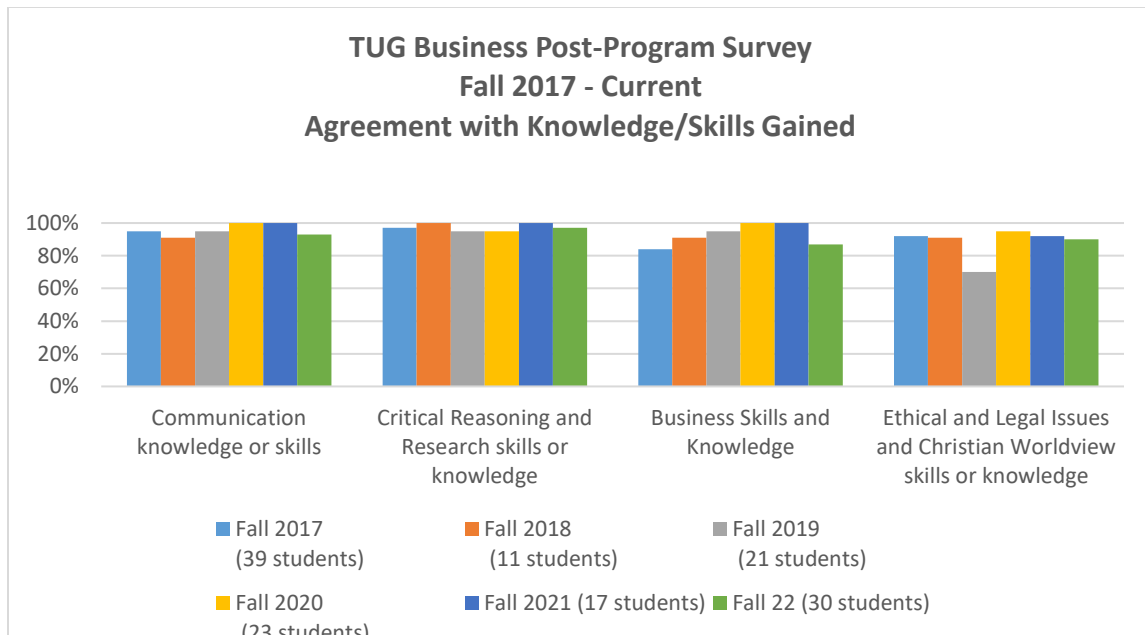


### INTERNSHIP SUPERVISOR SURVEY RESULTS

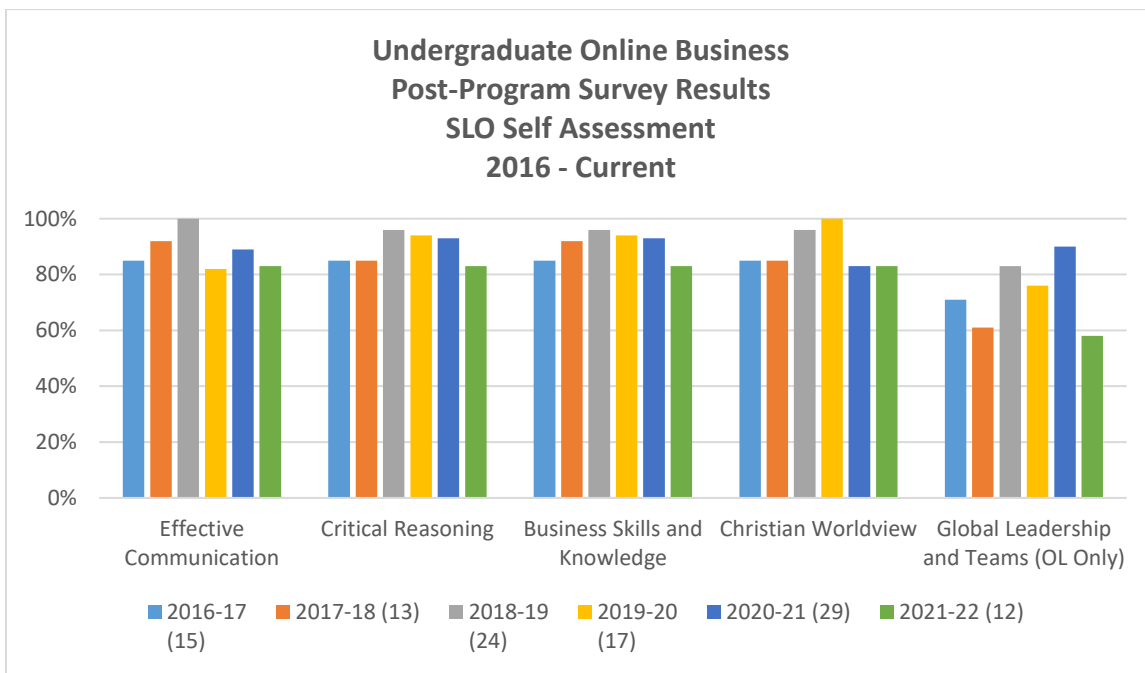


## STUDENT SURVEY SELF ASSESSMENT RESULTS

### *Traditional Undergraduate Students*



### *Online Undergraduate Students*



**Graduate Students**

