



THE MASTER'S
UNIVERSITY

AEFIS Direct Assessment Summary Report

For the **BS in Business Administration** Program

for the Fall 2017 – Spring 2019 Terms

Including Program-level Learning Outcome Data for:

BS in Business Administration – Core

BS in Business Administration – Accounting

BS in Business Administration – Finance

BS in Business Administration – Management

BS in Business Administration – Marketing

BS in Business Administration – Public Relations



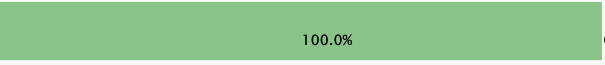
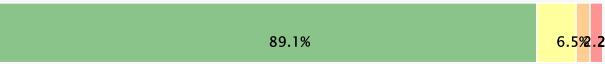
Report Parameters

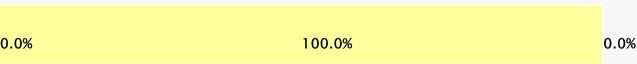
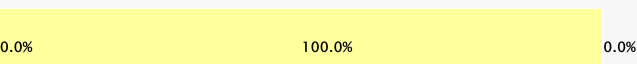
Program: **TMU BS in Business Administration - Core**
 Term: **2019 Spring TMU Trad, 2018 Summer TMU Trad and 3 more...**
 Detail Level: **Learning Indicator**
 Athletic Status: **No records found!**
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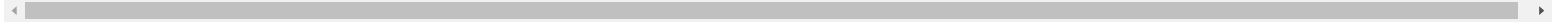
Direct Assessment Summary Report

Export ?

PLO & PI Id	Program Level Learning Outcome	Total Obs.	Cumulative Percent Distribution of Student Performance Levels	% at Mastery
U.BS.BUS.10	Demonstrate the ability to interpret business-related qualitative and quantitative analyses, and to explain them to others in both written and oral form.			
U.BS.BUS.10.PI01	Includes a relatively thorough analysis of industry trend and corporate performance data.	45		100 %
U.BS.BUS.10.PI02	Includes informed description of corporate management styles.	46		100 %
U.BS.BUS.10.PI03	Includes analysis of the corporate approach to marketing.	46		100 %
U.BS.BUS.10.PI04	Includes identification of strengths, weaknesses, opportunities, & threats.	46		100 %
U.BS.BUS.10.PI05	Demonstrates effective and professional oral presentation skills.	46		85 %
Average Student Performance Level across all PIs for this PLO.		229		97 %
U.BS.BUS.11	Demonstrate the ability to work effectively in teams.			
U.BS.BUS.11.PI01	Team member's contribution to the team exhibits quality.	46		100 %
U.BS.BUS.11.PI02	Team member carries his / her share of the workload.	46		100 %
U.BS.BUS.11.PI03	Team member demonstrates knowledge, skills, and abilities.	46		100 %

Average Student Performance Level across all PIs for this PLO.		138		0.0%	100 %
U.BS.BUS.12	For given business ethics situations, identify applicable biblical imperatives.				
U.BS.BUS.12.PI01	Demonstrates a well-reasoned ethical base which reflects biblical principles.	46		6.5%	2% 96 %
U.BS.BUS.12.PI02	Personal business philosophy is effectively applied to relevant business issues.	46		6.5%	2% 96 %
Average Student Performance Level across all PIs for this PLO.		92		6.5%	2% 96 %
U.BS.BUS.01	Demonstrate a strong working knowledge of accounting.				
U.BS.BUS.01.PI01	Student Percentile Score on the ETS MFT Business - Accounting Assessment Indicator	20		0.0%	100 %
Average Student Performance Level across all PIs for this PLO.		20		0.0%	100 %
U.BS.BUS.02	Demonstrate a strong working knowledge of economics.				
U.BS.BUS.02.PI01	Student Percentile Score on the ETS MFT Business - Economics Assessment Indicator	20		0.0%	100 %
Average Student Performance Level across all PIs for this PLO.		20		0.0%	100 %
U.BS.BUS.03	Demonstrate a strong working knowledge of the management field.				
U.BS.BUS.03.PI01	Student Percentile Score on the ETS MFT Business - Management Assessment Indicator	20		0.0%	100 %
Average Student Performance Level across all PIs for this PLO.		20		0.0%	100 %
U.BS.BUS.05	Demonstrate a strong working knowledge of finance.				
U.BS.BUS.05.PI01	Student Percentile Score on the ETS MFT Business - Finance Assessment Indicator	20		0.0%	100 %

Average Student Performance Level across all PIs for this PLO.		20		100 %
U.BS.BUS.06	Demonstrate a strong working knowledge of international commerce.			
U.BS.BUS.06.PI01	Student Percentile Score on the ETS MFT Business - International Issues Assessment Indicator	20		100 %
Average Student Performance Level across all PIs for this PLO.		20		100 %
U.BS.BUS.07	Demonstrate a strong working knowledge of marketing.			
U.BS.BUS.07.PI01	Student Percentile Score on the ETS MFT Business - Marketing Assessment Indicator	20		100 %
Average Student Performance Level across all PIs for this PLO.		20		100 %
U.BS.BUS.08	Demonstrate a strong working knowledge of the quantitative analysis techniques applied within common business situations.			
U.BS.BUS.08.PI01	Student Percentile Score on the ETS MFT Business - Quantitative Analysis Assessment Indicator	20		100 %
Average Student Performance Level across all PIs for this PLO.		20		100 %
U.BS.BUS.09	Demonstrate a thorough working knowledge of business law including: partnerships, contracts, and personnel.			
U.BS.BUS.09.PI01	Student Percentile Score on the ETS MFT Business - Legal & Social Environment Assessment Indicator	20		100 %
Average Student Performance Level across all PIs for this PLO.		20		100 %
Average Student Performance Level across all PLOs in this Program.		619		98 %





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U.BS.BUS.ACC.04	Demonstrate a working knowledge of cost accounting principles within a business situation.			
U.BS.BUS.ACC.4.PI1	Student % score on cost accounting principles exam.	12		100 %
Average Student Performance Level across all PIs for this PLO.		12		100 %
U.BS.BUS.ACC.02	Describe auditing standards, reports, and procedures necessary for performing an audit.			
U.BS.BUS.ACC.2.PI1	Student % score on auditing standards exam.	25		100 %
Average Student Performance Level across all PIs for this PLO.		25		100 %
Average Student Performance Level across all PLOs in this Program.		37		100 %



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U.BS.BUS.FIN.01	Demonstrate a working knowledge of the role of banking in the financial community.					
U.BS.BUS.FIN.1.P11	The report includes a brief history of the FEDERAL RESERVE.	24	79.2%	20.8%	0.0%	100 %
U.BS.BUS.FIN.1.P12	The report includes an explanation of the importance of the independence of the FEDERAL RESERVE.	24	87.5%	12.5%	0.0%	100 %
U.BS.BUS.FIN.1.P13	The report includes a description of the role of the FEDERAL RESERVE in our banking system.	24	87.5%	12.5%	0.0%	100 %
U.BS.BUS.FIN.1.P14	The report includes a description of the role of the FEDERAL RESERVE in our overall economic system including its effectiveness.	24	83.3%	16.7%	0.0%	100 %
Average Student Performance Level across all PIs for this PLO.		96	84.4%	15.6%	0.0%	100 %
U.BS.BUS.FIN.02	Demonstrate a basic working knowledge of vehicles and strategies which relate to investments in the stock and bond markets.					
U.BS.BUS.FIN.2.P11	The report evidences the appropriate use of tables and graphs.	33	75.8%	18.2%	0.0%	94 %
U.BS.BUS.FIN.2.P12	The student demonstrates the ability to assess his/her overall performance in the market.	33	69.7%	21.2%	3.0%	91 %
U.BS.BUS.FIN.2.P13	The student demonstrates in the investment portfolio an appropriate diversification of investments.	33	63.6%	30.3%	0.0%	94 %
U.BS.BUS.FIN.2.P14	The student demonstrates a clear understanding of risk using the beta criteria.	33	66.7%	21.2%	6.1%	88 %

U.BS.BUS.FIN.2.PI5	The student demonstrates an understanding of key financial statistics related to the companies in the investment portfolio.	33		91 %
Average Student Performance Level across all PIs for this PLO.		165		92 %
U.BS.BUS.FIN.04	Demonstrate a basic working knowledge of real estate principles.			
U.BS.BUS.FIN.4.PI1	The student accurately assesses his/her ability to qualify for purchase of the property based on projected income levels.	27		81 %
U.BS.BUS.FIN.4.PI2	The student accurately assesses comparable real estate values within the local market area including local demographics.	27		81 %
U.BS.BUS.FIN.4.PI3	The student utilizes a cash flow statement to analyze all expenses associated with the purchase and on-going ownership costs.	27		81 %
Average Student Performance Level across all PIs for this PLO.		81		81 %
Average Student Performance Level across all PLOs in this Program.		342		92 %



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U.BS.BUS.MGT.01	Given a business situation, identify and develop appropriate quantitative tools for operational management.			
U.BS.BUS.MGT.1.PI1	Student % score on Quantitative Tools exam.	21		95 %
Average Student Performance Level across all PIs for this PLO.		21		95 %
Average Student Performance Level across all PLOs in this Program.		21		95 %



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U.BS.BUS.MKT.01	Demonstrate ability to construct effective marketing strategies.			
U.BS.BUS.MKT.1.PI1	The target market is properly identified.	44		93 %
U.BS.BUS.MKT.1.PI2	An appropriate methodology is used.	23		100 %
U.BS.BUS.MKT.1.PI3	Final product has high potential for effectiveness.	44		93 %
Average Student Performance Level across all PIs for this PLO.		111		95 %
U.BS.BUS.MKT.02	Conduct appropriate market research.			
U.BS.BUS.MKT.2.PI1	The student designs an appropriate research tool.	21		100 %
U.BS.BUS.MKT.2.PI2	The student effectively conducts market research using the designed tool.	21		100 %
U.BS.BUS.MKT.2.PI3	The student analyzes and summarizes the results of the survey research using the appropriate statistical tools.	21		100 %
Average Student Performance Level across all PIs for this PLO.		63		100 %
U.BS.BUS.MKT.03	Evaluate marketing approaches through a Biblical filter.			
U.BS.BUS.MKT.3.PI1	Accurately identifies the distinctive characteristics of a Christian market.	23		100 %

U.BS.BUS.MKT.3.PI2	Identifies biblically consistent strategies for marketing to any audience.	23		100 %
U.BS.BUS.MKT.3.PI3	Utilizes biblical principles to effectively respond to questionable situations that could potentially harm the testimony of the individuals involved.	23		100 %
Average Student Performance Level across all PIs for this PLO.		69		100 %
Average Student Performance Level across all PLOs in this Program.		243		98 %





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U.BS.BUS.PR.03	Demonstrate the ability to make effective written and oral presentations using both logical and persuasive reasoning.			
U.BS.BUS.PR.3.PI01	Adequacy of shape and structure of the student's written report.	41		95 %
U.BS.BUS.PR.3.PI02	Goals and objectives for the sales presentation are made clear.	41		98 %
U.BS.BUS.PR.3.PI03	Student's ability to analyze, interpret and summarize sales problem-related information.	41		93 %
U.BS.BUS.PR.3.PI04	Report and presentation use relevant logical arguments and appropriate examples.	41		98 %
U.BS.BUS.PR.3.PI05	Presentation incorporates various aspects of nonverbal communication, including intonation, pause, gesture, and body language.	41		100 %
U.BS.BUS.PR.3.PI06	Report and presentation presents information, ideas, positions, or opinions in a manner that reflects the virtues of clarity, concision, accuracy, and persuasion.	41		98 %
Average Student Performance Level across all PIs for this PLO.		246		97 %
Average Student Performance Level across all PLOs in this Program.		246		97 %