

Assurance of Student Learning Report 2023-2024	
<i>Gordon Ford College of Business</i>	<i>BA Interdisciplinary Executive Decision Making Certificate</i>
<i>Dana M. Cosby, Ph.D.</i>	

**Is this an online program?** X ☐ Yes ☐ No

<i>Use this page to list learning outcomes, measurements, and summarize results for your program. Detailed information must be completed in the subsequent pages.</i>			
<b>Student Learning Outcome 1: Students will analyze how decision making frameworks can be used in moral reasoning in business applications.</b>			
<b>Instrument 1</b>	<b>Business Case Analysis on Decision Making Framework</b>		
<b>Instrument 2</b>			
<b>Instrument 3</b>			
Based on your results, check whether the program met the goal Student Learning Outcome 1.			<input checked="" type="checkbox"/> Met <input type="checkbox"/> Not Met
<b>Student Learning Outcome 2: Students will investigate ways to make ethically/defensible decisions regarding business dilemmas.</b>			
<b>Instrument 1</b>	<b>Business Case Analysis on Ethical Dilemmas and Ethically Defensible Decisions</b>		
<b>Instrument 2</b>			
<b>Instrument 3</b>			
Based on your results, check whether the program met the goal Student Learning Outcome 2.			<input checked="" type="checkbox"/> Met <input type="checkbox"/> Not Met
<b>Student Learning Outcome 3: Students will explore the context of business decisions through the lens of macroeconomic concepts/applications.</b>			
<b>Instrument 1</b>	<b>Business Case analysis on Executive Decisions Making and Application of Basic Financial Analysis, Critical Thinking, Strategic Leadership, and Macroeconomics.</b>		
<b>Instrument 2</b>			
<b>Instrument 3</b>			
Based on your results, check whether the program met the goal Student Learning Outcome 3.			<input checked="" type="checkbox"/> Met <input type="checkbox"/> Not Met
<b>Program Summary (Briefly summarize the action and follow up items from your detailed responses on subsequent pages.)</b>			

Student Learning Outcome 1	
<b>Student Learning Outcome</b>	Students will analyze how decision making frameworks can be used in moral reasoning in business applications.

<b>Measurement Instrument 1</b>	Written case study analysis highlighting a selected decision making framework, with justification of selection, description of framework, and application to study.		
<b>Criteria for Student Success</b>	<i>Students will receive a score of “Acceptable” or better on each rubric measure.</i>		
<b>Program Success Target for this Measurement</b>	Students will meet 80% of the rubric criteria	<b>Percent of Program Achieving Target</b>	100%
<b>Methods</b>	This was a pilot year for our assessment process, with three students completing the certificate in May 2024. Students were enrolled in the BA 596 Assessment course and completed a Case study application paper.		
<b>Measurement Instrument 2</b>			
<b>Criteria for Student Success</b>			
<b>Program Success Target for this Measurement</b>		<b>Percent of Program Achieving Target</b>	
<b>Methods</b>			
<b>Measurement Instrument 3</b>			
<b>Criteria for Student Success</b>			
<b>Program Success Target for this Measurement</b>		<b>Percent of Program Achieving Target</b>	
<b>Methods</b>			

Based on your results, highlight whether the program met the goal Student Learning Outcome 1.	<input type="checkbox"/> Met	<input type="checkbox"/> Not Met
<b>Actions</b>		
<b>Follow-Up</b>		
<b>Next Assessment Cycle Plan</b>		

Student Learning Outcome 2			
<b>Student Learning Outcome</b>	<b>Students will investigate ways to make ethically/defensible decisions regarding business dilemmas.</b>		
<b>Measurement Instrument 1</b>	Written case study analysis on actual business ethical dilemmas, choices, and decision models used. Students will prepare an analysis summarizing the decision, provide context for the decision, describe ethical model used, report on outcome, and provide either justification or an alternate recommendation for the dilemma.		
<b>Criteria for Student Success</b>	<i>Students will receive a score of “Acceptable” or better on each rubric measure.</i>		
<b>Program Success Target for this Measurement</b>	Students will meet 80% of the rubric criteria	<b>Percent of Program Achieving Target</b>	100%.
<b>Methods</b>	This was a pilot year for our assessment process, with three students completing the certificate in May 2024. Students were enrolled in the BA 596 Assessment course and completed a Case study application paper.		
<b>Measurement Instrument 2</b>			
<b>Criteria for Student Success</b>			
<b>Program Success Target for this Measurement</b>		<b>Percent of Program Achieving Target</b>	
<b>Methods</b>			
<b>Measurement Instrument 3</b>			

<b>Criteria for Student Success</b>			
<b>Program Success Target for this Measurement</b>		<b>Percent of Program Achieving Target</b>	
<b>Methods</b>			
Based on your results, circle or highlight whether the program met the goal Student Learning Outcome 2.			<input checked="checked" type="checkbox"/> Met <input type="checkbox"/> Not Met
<b>Actions</b> (Describe the decision-making process and actions planned for program improvement. The actions should include a timeline.)			
<b>Follow-Up</b> (Provide your timeline for follow-up. If follow-up has occurred, describe how the actions above have resulted in program improvement.)			
<b>Next Assessment Cycle Plan</b> (Please describe your assessment plan timetable for this outcome)			
Spring 2025			

<b>Student Learning Outcome 3</b>			
<b>Student Learning Outcome</b>	Students will explore the context of business decisions through the lens of macroeconomic concepts/applications.		
<b>Measurement Instrument 1</b>	Written Case Study Analysis Demonstrating Application of Basic Financial Analysis, Critical Thinking, Strategic Leadership, and Macroeconomics. Assessed with Rubric for same.		
<b>Criteria for Student Success</b>	<i>Students will receive a score of “Competent” or better on each rubric measure.</i>		
<b>Program Success Target for this Measurement</b>	80% of program completers will meet the standard.	<b>Percent of Program Achieving Target</b>	100%
<b>Methods</b>	Students will prepare a written analysis paper that will be evaluated with the Rubric: Case Study Analysis Demonstrating Application of Basic Financial Analysis, Critical Thinking, Strategic Leadership, and Macroeconomics.		

<b>Based on your results, circle or highlight whether the program met the goal Student Learning Outcome 3.</b>	<input checked="" type="checkbox"/> <b>Met</b>	<input type="checkbox"/> <b>Not Met</b>
<b>Actions</b> (Describe the decision-making process and actions for program improvement. The actions should include a timeline.)		
<b>Follow-Up</b> (Provide your timeline for follow-up. If follow-up has occurred, describe how the actions above have resulted in program improvement.)	The assessment process needs to be refined for the next cycle. Currently, one case and rubric are used for evaluation. The program can improve communication with the students about the Assessment course requirements and consider changing the due date to earlier in the semester.	
<b>Next Assessment Cycle Plan</b> (Please describe your assessment plan timetable for this outcome)	This certificate should be reassessed Spring 2025 and include data from Summer 2024, Fall 2024, and Spring 2025.	

\*\*\* Please include Curriculum Map (below/next page) as part of this document

## CURRICULUM MAP TEMPLATE

<b>Program name:</b>	Executive Decision Making Certificate
<b>Department:</b>	BA Interdisciplinary
<b>College:</b>	Gordon Ford College of Business
<b>Contact person:</b>	Dana Henson
<b>Email:</b>	<a href="mailto:Dana.Henson@wku.edu">Dana.Henson@wku.edu</a>

### KEY:

**I = Introduced**

**R = Reinforced/Developed**

**M = Mastered**

**A = Assessed**

			Learning Outcomes		
			<b>LO1:</b>	<b>LO2:</b>	<b>LO3:</b>

			Students will understand decision making frameworks and how they can be used in moral reasoning in business applications	Students will investigate ethical dilemmas in business and explore ways in making ethically defensible decisions.	Students will gain understanding of the context of business decisions through the lens of microeconomic concepts and applications
<b>Course Subject</b>	<b>Number</b>	<b>Course Title</b>		R	R
BA	520	Critical Thinking and Ethics	I	R	R
BA	555	Strategic Leadership	I	R	R
BA	519	Advanced Finance		I	R
BA	511	Advanced Economics	I	R	R
BA	596	Portfolio Course	M	M	M