Accreditation Council for Business Schools and Programs (ACBSP) <u>Quality Assurance (QA) Report</u>

<u>for</u>

Baccalaureate/Graduate Degree Programs

Current as of February 2011

Overview (O)1. Complete all information requ	aested.
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Submit your report as an attachment to reports@acbsp.org on or before February 27th or September 30th.

This report should be limited to maximum of 50 pages. The average length of most good reports is 30 pages. To help reduce the page numbers you can remove the ACBSP examples used in this report template to help you complete the report.

O2. Institution Name: Oakwood University Address: 7000 Adventist Blvd. Huntsville, AL 3	Date:						
03. Year Accredited/Reaffirmed:2008/	This Report Covers Years: 2011-2013						
04. List All Accredited Programs (as they appear in	your catalog):						
B.S. Accounting							
B.B.A. Business Administration with en Healthcare Administration	nphasis in:						
Management							
Marketing							
B.S. Finance							
B.S. Organizational Management							

O5. List all programs that are in your business unit that are **not** accredited by ACBSP and how you distinguish accurately to the public between programs that have achieved accredited status and those that have not.

Management Information Systems (B.S.) This program came about as the result of merging IT and CIS programs.

The curriculum was revised very recently and this is the first time we have listed the program in our bulletin. the ACBSP accreditation for this program.	Nevertheless, we intend to get
O6. List all campuses that a student can earn a business degree from your institution: Oakwood University Campus, Huntsville, AL	
O7. Person completing report Name: Habtalem Kenea	
Phone: 256 726 7439	
E-mail address: fbrathwaite@oakwood.edu	
ACBSP Champion name: Faye Brathwaite	
ACBSP Co-Champion name: Habtalem Kenea	

Standard #1 Leadership

Organization

a. List any organizational or administrative personnel changes within the business unit since your last report.

The Business and Information Systems Department has a new chair, beginning the fall semester 2011-12. In 2012, the University restructured academic programs into schools. Hence, a new position, Dean of School of Business and Adult and Continuing Education has been created.

b. List all new sites where students can earn an accredited business degree (international campus, off-campus or on campus, on-line) that have been added since your last report?

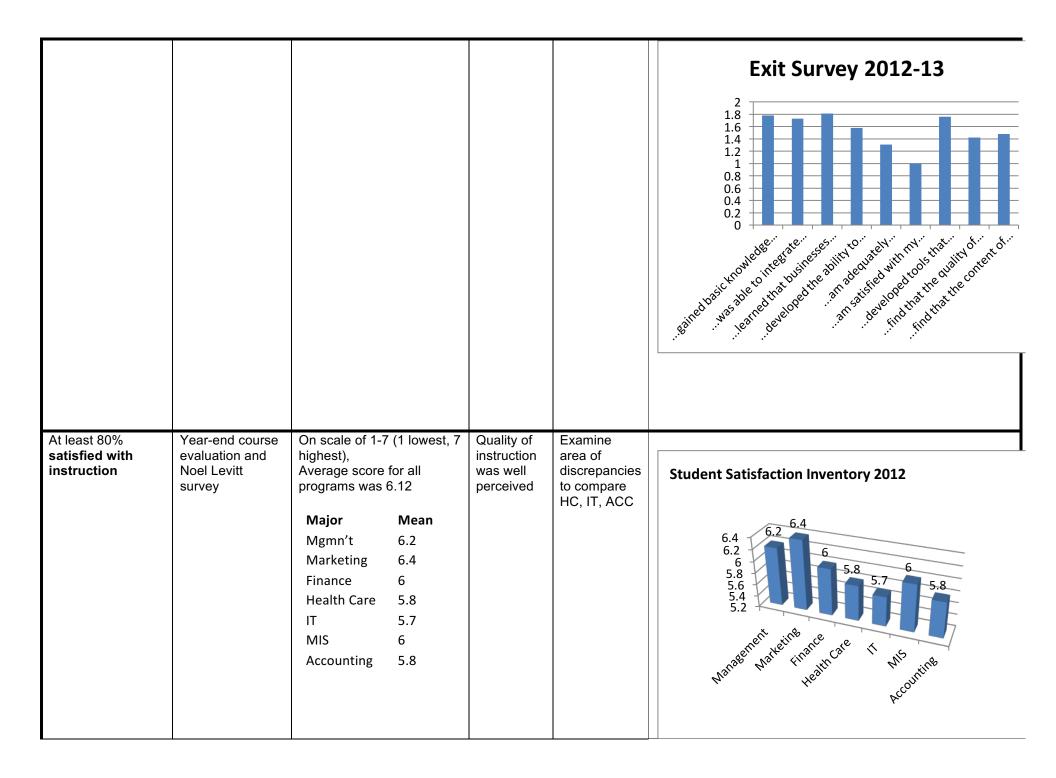
None

Standard #2 Strategic Planning (this standard not typically addressed in the QA report) This is used as a place holder to allow all the other standards to be addressed in the QA report and keep the numbering system consistent with self-studies and QA reports.

Not reporting on this.

Standard #3 Student and Stakeholder Focus

		Analysis	of Results		
Performance Measure Measurable goal What is your goal?	What is your measurement instrument or process? (Indicate length of cycle)	Current Results What are your current results?	Analysis of Results What did you learn from the results?	Action Taken or Improvement made What did you improve or what is your next step?	Graphs or Tables of Resulting Trends
Seniors in all programs will show an average of less than 2.5 satisfaction level on selected indicators (1 is highest; 5 is worst). *Critical Indicators are shown in Appendix A	Seniors exit survey Length of cycle End of academic year	Seniors indicated strong satisfaction level on all indicators	Continue to strengthen our programs	Emphasize strengths and focus on some areas rated slightly weak.	1.8 1.6 1.4 1.2 1 0.8 0.6 0.4 0.2 0 1 2 3 4 5 6 7 8 9 10 11



Standard #4 Measurement and Analysis of Student Learning and Performance

a. Program Outcomes

List outcomes, by accredited program. Many of the program outcomes should be used as part of a student learning assessment plan and be measurable.

Standard #4 Measurement and Analysis of Student Learning and Performance

b. Program Outcomes

List outcomes, by accredited program. Many of the program outcomes should be used as part of a student learning assessment plan and be measurable.

B.S. Accounting; Finance; Management Information Systems; Organizational Management B.B.A. Business Administration with Emphasis in: Health Care Administration, Management, Marketing

Graduates of the Department of Business and Information Systems will satisfy the following learning outcomes:

- 1. Demonstrate effective technological and communication skills
- 2. Gain proficiency in written and oral presentations
- 3. Develop knowledge and skills for business decisions
- 4. Apply the principles of financial analysis for business
- 5. Practice and apply interpersonal skills in group settings
- 6. Be aware of the social and ethical responsibilities of business

ANALYSIS OF RESULTS								
Performance Measure (Competency)	Description of Measurement Instrument	Areas of Success (Results)	Analysis and Action Taken (Improvement)	Results of Action Taken (occurs in the following year)	Graphs or Tables of Resulting Trends for 3-5 Years			
80% Target pass rate	Accounting AC 431 Auditing I Project Type of Assessment Internal; Summative	2011-12 94% 2012-13 100%	Improved passing rate	No new action seemed necessary	100			
80% Target pass rate	AC 350 Turbo Tax and Comprehensive Problem Type of Assessment Internal; Summative	2011-12 100% 2012-13 100%	Great results	No new actions	100			

	ANALYSIS OF RESULTS								
Performance Measure (Competency)	Description of Measurement Instrument	Areas of Success (Results)	Analysis and Action Taken (Improvement)	Results of Action Taken (occurs in the following year)	Graphs or Tables of Resulting Trends for 3-5 Years				
80% Target pass rate	AC 432 Auditing II Project Type of Assessment Internal; Summative	2011-12 82% 2012-13 100%	Pass rate was achieved albeit slightly higher than planned	Additional help was provided and pass rate significantly improved	100				
80%	AC492 Internship	2011-12 84% 2012-13 100%	One student failed to submit report	Good results	100				
					■ 2011-12 ■ 2012-13				

	ANALYSIS OF RESULTS								
Performance Measure (Competency)	Description of Measurement Instrument	Areas of Success (Results)	Analysis and Action Taken (Improvement)	Results of Action Taken (occurs in the following year)	Graphs or Tables of Resulting Trends for 3-5 Years				
80% Target pass rate	Health Care Admin HC Senior Capstone Project Type of Assessment Internal; summative	2011-12 Pass rare: 100% 2012-13 Pass rare: 100%	Great results	No new action was felt necessary	100				
80% Target pass rate	Type of Assessment Internal, summative	2011-12 Pass rate: 100% 2012-13 Passing rate: 100%	Good results	No new action was necessary	100				

	ANALYSIS OF RESULTS								
Performance Measure (Competency)	Description of Measurement Instrument	Areas of Success (Results)	Analysis and Action Taken (Improvement)	Results of Action Taken (occurs in the following year)	Graphs or Tables of Resulting Trends for 3-5 Years				
80% Target pass rate	Long-Term Care Project Type of Assessment Internal, summative	2011-12 Pass rate: 100% 2012-13 Pass rate: 100%	Same results for both academic years	No new action was necessary	100				
80% Target pass rate	Exit exam Type of Assessment External, Summative	2011-12 Pass rate: 100% 2012-13 Pass rate: 100%	Target achieved	No new action was necessary	100% 80% 60% 40% 20%				
80% Target pass rate	Credit and loan analysis project Type of Assessment Internal, Summative	2011-12 Pass rate: 100% 2012-13 Pass rate: 100%	Average grades for both academic years were 80% and 85% respectively	No additional measures were necessary. However, we strive for better performance more than the average grades indicated					

			NALYSIS OF RESULTS		
Performance Measure (Competency)	Description of Measurement Instrument	Areas of Success (Results)	Analysis and Action Taken (Improvement)	Results of Action Taken (occurs in the following year)	Graphs or Tables of Resulting Trends for 3-5 Years
80% Target pass rate	Investment portfolio project Type of Assessment Internal, Summative	2011-12 Pass rate: 100% 2012-13 Pass rate: 100%	Good results	None	100% 80% 60% 40% 20%
80%	FN492 Internship	2011-12 Pass rate: 100% 2012-13 Pass rate: 100%	Good results	None	100

			A	NALYSIS OF RESULTS	
Performance Measure (Competency)	Description of Measurement Instrument	Areas of Success (Results)	Analysis and Action Taken (Improvement)	Results of Action Taken (occurs in the following year)	Graphs or Tables of Resulting Trends for 3-5 Years
80% Target pass rate	Management Human Resource Management: Type of Assessment Internal, Summative	2011-12 Pass rate: 83% 2012-13 Pass rate: 85%	Students who did not pass in this class came from non-business majors.	Tutorial programs will be offered to assist these students	100% 90% 80% 70% 60% 50% 40% 30% 20% 10% 0%
80% Target pass rate	Organizational Behavior Type of Assessment Internal, Summative	2011-12 Pass rate: 100% 2012-13 Pass rate: 100%	Results were more than target rate	No action was necessary to change the results	100 90 80 70 60 50 40 30 20 10 2 3 4 2 3 4

			A	ANALYSIS OF RESULTS	
Performance Measure (Competency)	Description of Measurement Instrument	Areas of Success (Results)	Analysis and Action Taken (Improvement)	Results of Action Taken (occurs in the following year)	Graphs or Tables of Resulting Trends for 3-5 Years
80% Target pass rate	Organizational Management OM304 Prepare written reports and business correspondence Type of Assessment Internal, Summative	2011-12 Pass rate: 100% 2012-13 Pass rate: 80%	Although during the fall 2011-12 target passing rate was exceeded, performance of students during the Fall 2012 did not meet the passing rate target.	The department is still investigating why there was such disparity. It is hoped that this was only a one time situation and no such low pass rate will repeat.	100 90 80 70 60 50 40 30 20 10 0 2011-12 2012-13
80% Target pass rate	OM 308 Marketing for Managers Conduct basic research. Type of Assessment Internal, Summative	2011-12 Pass rate: 79% 2012-13 Pass rate: 94%	For OM308, Target was not met during the 2011-12 but exceeded the following academic year.	These students are adult learners and appear to have significant interference from their full time jobs with their academic commitments. We are observing their progress in this course with the newly assigned faculty to teach. No additional action was necessary	94

	ANALYSIS OF RESULTS								
Performance Measure (Competency)	Description of Measurement Instrument	Areas of Success (Results)	Analysis and Action Taken (Improvement)	Results of Action Taken (occurs in the following year)	Graphs or Tables of Resulting Trends for 3-5 Years				
	OM430Research Design & Analysis Type of Assessment Internal, Summative	2011-12 Pass rate: 97% 2012-13 Pass rate: 65%	Target exceeded Target was lower	A different faculty has been assigned to teach this course	97				

			A	ANALYSIS OF RESULTS	
Performance Measure (Competency)	Description of Measurement Instrument	Areas of Success (Results)	Analysis and Action Taken (Improvement)	Results of Action Taken (occurs in the following year)	Graphs or Tables of Resulting Trends for 3-5 Years
80% Target pass rate	OM305 Formulate and make responsible decisions in a team environment Type of Assessment Internal, Summative	2011-12 90% 2012-13 75%	Result of 2012- 13 was below target.	Different faculty has been assigned this year	75
75% Target Pass rate	Marketing Demonstrate the ability to create and effectively execute written and oral reports Type of Assessment Internal, Summative	2011-12 100% 2012-13 100%	80% of class performed better than target pass rate	No new action was necessary but same strategy will continue	100

			Α	NALYSIS OF RESULTS	
Performance Measure (Competency)	Description of Measurement Instrument	Areas of Success (Results)	Analysis and Action Taken (Improvement)	Results of Action Taken (occurs in the following year)	Graphs or Tables of Resulting Trends for 3-5 Years
Target Pass rate 75%	Demonstrate the ability to apply business knowledge and skill through the internship program. Type of Assessment External	2011-12 100% 2012-13 100%	All students who participated in internship had positive rating from supervisors	Present internship strategies will continue	100
Target Pass rate 75%	Demonstrate the ability to apply decision-making processes to collect and analyze pertinent data to arrive at correct solutions. Type of Assessment Internal, Summative	2011-12 100% 2012-13 100%	80% of students performed better than target pass rate	No new action or strategy was necessary	100

ANALYSIS OF RESULTS										
Performance Measure (Competency)	Description of Measurement Instrument	Areas of Success (Results)	Analysis and Action Taken (Improvement)	Results of Action Taken (occurs in the following year)	Graphs or Tables of Resulting Trends for 3-5 Years					
Target Pass rate 75%	Written report on marketing practice and development Type of Assessment Internal, Summative	2011-12 100% 2012-13 100%	It was discovered that students needed to know the rubrics for grading	Rubric has been developed and being used beginning 2012-13	100					
	Management Information Systems	Our first graduate from this program will be in May 2014	No analysis for this program							

Standard #5 Faculty and Staff Focus

Complete the following table. Use a maximum of three or four examples, reporting what you consider to be the most important data. It is not necessary to provide results for every process.

Standard 5 - Faculty- and Staff-Focused Results

						Scholarly Activ	vities					T
								Р	rofessional	Activities		
						Unpublishe			Professio			
					Published	d			nal			
		Profession			Articles/	Articles/			Conferen	Professi	Professi	
	Highest	al			Manuscripts	Manuscript		Professional	ces/	onal	onal	
	Degree	Certificati		Papers	/	s/		Related	Worksho	Meeting	Membe	Othe
Faculty Member	Earned	on	Year	Presented	Books	Books	Consulting	Service	ps	S	rships	r
Anderson, John Edward	Ph.D.		2011-2012 2012-2013						A = 1			
Brathwaite, Faye A.	D.B.A	СРА	2011-2012 2012-2013	B = 1		B = 1	D = 8	6	3	2	2	
Brown, Theodore	Ph.D.		2011-2012 2012-2013	C = 1 D = 2			B = 2 D = 3	8	4	3	6	
Burton, Hyacinth L.	M.S.	IC3, MOS	2011-2012 2012-2013	C = 1						4	2	
Cort, Lucy	MPH		2011-2012 2012-2013	B=1		B=1						
Gohanna, Vern E	M.B.A.		2011-2012 2012-2013									
Gunn, Ruth L	M.B.A.		2011-2012 2012-2013					2	3	2	1	
Howard, Christopher N.	M.B.A. M.P.H.		2011-2012 2012-2013						1		1	

Kenea, Habtalem	Ph.D.		2011-2012 2012-2013					2	2	2		
Kessio, Japheth K.	Ph.D.		2011-2012 2012-2013						4	1	3	
Lai Hing, Esther	M.S.		2011-2012 2012-2013						3	1	2	
Roach, Shaunda A	M.B.A.	IC3, MOS	2011-2012 2012-2013				2	2	1			
Roper, Everett K.	Ph.D.	PSP1, PSP2, PSP Instructor Training PSP Launch Coach CMMI	2011-2012 2012-2013		1			2	3	1		
Selassie, Moges	M.B.A.		2011-2012 2012-2013		2		2	1		2	2	
Part Time Faculty												
Brooks, Gloria	M.S.	0		0	0	0	0	0	0	0	0	
Daniels, Daniel	Ph.D.	2		B=2	1	C=1	6	5	4	8	9	
Emeka, Dunu	Ph.D.	0		B=3	0	0	D=2	0	0	1	0	
Enyinda, Christopher	Ph. D	0		0	0	0	0	0	0	0	0	
Henry, David	M.S.	0		0	0	0	0	0	0	0	0	
Kelly, Justin	M.S.			0	0	0	0	0	0	0	0	
Mendenhall, Linda	JD			0	0	0	0	0	0	0	0	

Profitt, Bridgette	MS	0	0	0	0	0	2	2	3	2	
Wen, Sheng	MS	0	0	0	0	0	0	0	0	0	
Wimbley, Arlene	MS	1	0	0	0	0	0	0	0	0	

Standard #6 Educational and Business Process Management

a. Curriculum

- 1. List any existing accredited degree programs/curricula that have been **substantially revised** since your last report and attach a Table Standard 6, Criterion 6.1.3 Undergraduate CPC Coverage for each program. **None**
- 2. List any **new** degree programs that have been developed and attach a Table Standard 6, Criterion 6.1.3 Undergraduate CPC Coverage for each new program since your last report. **None**

Note: If you have a new degree at a level currently accredited by ACBSP, then report information on: student enrollment, program objectives, instructional resources, faculty qualifications, facilities and equipment, admissions requirements, graduation statistics, core professional components (CPCs) and the outcomes assessment process to ACBSP. If the new degree is at a higher level then what is currently accredited, the school must complete a self-study to add the degree.

3. List any accredited programs that have been terminated since your last report. NONE

Complete table 6.1. Provide three or four examples, reporting what you consider to be the most important data. It is not necessary to provide results for every process.

Table 6.1 Standard 6 - Organizational Performance Results

5. Organizational Eff	fectiveness Results	have a student perform Key indi use of w	Organizational effectiveness results examine attainment of organizational goals. Each business un have a systematic reporting mechanism for each business program that charts enrollment pastudent retention, student academic success, and other characteristics reflecting students' performance. Key indicators may include: graduation rates, enrollment, improvement in safety, hiring equity, incluse of web-based technologies, use of facilities by community organizations, contributions to the community, or partnerships, retention rates by program, and what you report to governing boards administrative units.					
		Analysi	is of Results					
Performance Measure	What is your measurement instrument or process?	Current Results	Analysis of Results	Action Taken or Improvement made	Insert Graphs or Tables of Resulting Trends			
Measurable goal What is your goal?	(Indicate length of cycle)	What are your current results?	What did you learn from the results?	What did you improve or what is your next step?	(3-5 data points preferred)			
Analysis of Results								
Performance Measure Measurable goal What is your goal?	What is your measurement instrument or process? (Indicate length of cycle)	Current Results What are your current results?	Analysis of Results What did you learn from the results?	Action Taken or Improvement made What did you improve or what is your next step?	Insert Graphs or Tables of Resulting Trends (3-5 data points preferred)			
Faculty number of advisees will not exceed 20 students	Number of advisees	Average number of advisee	This number varies depending	The fewer the	For the current reporting period, number of advisees did not exceed 20 students per faculty.			

Income Tax Preparation At least 20 people will be assisted with free tax return preparation every	Number of free services Number of people assisted	per faculty was 18 2011 – 15 people 2012 – 20 people	on the level of enrollment in each program Tax preparation need to start earlier in the year	number of advisees, the more effective it is to advise Started tax preparation first week in February	
year (AC350-01) Community Service At least 20 students will be involved in Community Service (AC432-01)	Number of students participating in Cancer Awareness Program	2011 – 12 2012 – 15	Increase of number of students participating in Community Service. Goal not met	Plan to embed community service Business Policy for the coming year so that every student must participate in Community Service (BA495-01)	
Partnerships At least four new Partnerships will be added to the department each year	Number of Partnerships started in 2011 and 2012	Number of Partnership s added to the departmen t. 2011 – 3 2012 – 4	Continue to increase number of Partnerships	Continue to improve number of Partnership programs with Universities and Businesses	