

College of Business
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The College of Business (COB) is committed to excellence and the academic growth and achievement of our students. We believe in accountability, performance disclosure and continuous improvement.

Three college student learning outcomes (CSLOs) are assessed regularly to measure student learning and gauge the effectiveness of teaching.¹

CSLO #1. COB Business students will demonstrate an ability to write intelligently about business.

CSLO #2. COB Business students will be able to present at a professional level about business.

CSLO #3. COB Business students will demonstrate acquisition of up-to-date business content knowledge expected of a graduate with the BS or BA degree.

CSLO #1 is assessed once a year in the Fall semester. Student artifacts are collected from *BSAD30000 Business Communication*, *ORGL42000 Leadership for Service*, and *SPMT41000 Research in Sport Management*. Assessors assigned by the COB Assessment Committee evaluate student artifacts based on the writing assessment rubric created by the COB Assessment Committee. Assessment results of writing skills are first reviewed by the COB Assessment Committee and then shared with all COB faculty.

¹ The B.S. Supply Chain Management program moved to the College of Business in Fall 2021. No reportable data are available.

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Table 1: COB Assessment Results of Writing Skills (Out of 24 points)

Program	Fall 2013	Fall 2014	Fall 2015	Fall 2016	Fall 2017	Fall 2018	Fall 2019	Fall 2020	Fall 2021
Accounting (B.S.)	21.03	19.63	19.50	19.25	19.01	21.42	20.00	20.63	21.50
Business Administration (B.S.)	18.88	17.46	18.00	18.05	20.37	(T) 20.07	(T) 20.81	(T) 20.13	(T) 20.14
(A) 20.88						(A) 21.35	(A) 21.21	(A) 21.50	
International Business (B.S.)						NA	18.75	NA	21.50
Business Analytics (B.S.)	This program started in Fall 2020.								20.38
Economics (B.S.)	NA	21.76	21.25	16.00	20.00	NA	23.00	NA	24.00
Finance (B.S.)	20.83	21.14	20.50	16.00	20.00	22.42	20.67	21.50	20.44
Marketing (B.S.)	21.27	20.75	18.75	15.45	19.46	23.10	21.25	19.41	19.89
Digital Marketing (B.S.)						NA	23.00	NA	22.00
Organizational Leadership (B.A.)	This program was in another college before Fall 2018.					(A) 21.75	(A) 21.77	(A) 20.71	(A) 21.14
Sport Management (B.A.)	This program was in another college before Fall 2018.					NA	NA	20.30	19.46

Notes: Writing skills are assessed based on "Correct," "Clear," "Concise," "Format," "Concrete," "Coherent," "Complete," and "Courteous." The target for each program is 16 points/24 points. (T) = Traditional Program; (A) = Accelerated Program.

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CSLO #2 is assessed once a year in the Spring semester. Assessors assigned by the COB Assessment Committee attend *BSAD30000 Business Communication in the Digital Age* and evaluate student presentations based on the oral presentation assessment rubric created by the COB Assessment Committee. Student presentations in *ORGL45000 Capstone: The Future of Leadership* and *SPMT41000 Research in Sport Management* are evaluated based on the same rubric. Assessment results of oral presentation skills are shared with all COB faculty after the reviews are completed by the COB Assessment Committee.

Table 2: COB Assessment Results of Oral Presentation Skills (Out of 25 points)

Program	Spring 2014	Spring 2015	Spring 2016	Spring 2017	Spring 2019	Spring 2020	Spring 2021
Accounting (B.S.)	17.70	14.99	20.08	22.14	21.46	20.13	19.10
Business Administration (B.S.)	17.53	16.15	21.24	21.94	21.61	19.30	19.82
International Business (B.S.)					23.00	21.50	21.50
Business Analytics (B.S.)	This program started in Fall 2020.						18.25
Economics (B.S.)	17.53	17.50	19.73	21.50	24.50	24.25	18.00
Finance (B.S.)					21.59	20.56	19.43
Marketing (B.S.)	16.57	16.60	22.13	23.50	22.30	18.67	19.13
Digital Marketing (B.S.)					NA	NA	22.00
Organizational Leadership (B.A.)	This program was in another college before Fall 2018.				(A) 21.67	(A) 22.00	(A) 22.00
Sport Management (B.A.)	This program was in another college before Fall 2018.				NA	15.90	15.76

Notes: Oral presentation skills are assessed based on "Organization," "Language," "Delivery," "Supporting Material," and "Central Message." The target for each program is 18 points/25 points. (A) = Accelerated Program.

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CSLO #3 is assessed through the Peregrine Test. Assessment results are reviewed by the COB Assessment Committee and then shared with all COB faculty. (Before Spring 2021, CSLO#3 was assessed through the Major Field Test.)

At the graduate level, business content knowledge is assessed through the Peregrine Test with program-specific test areas. Assessment results are reviewed by the COB Assessment Committee and then shared with all COB faculty. (Before Spring 2021, business content knowledge in graduate programs was assessed through the Major Field Test.)

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**Table 3: Assessment of Business Content Knowledge
Spring 2021-Spring 2022 Peregrine Test Scores External Comparison**

Test Area (Undergraduate)	Lewis COB Spring 2021	Lewis COB Fall 2021	Lewis COB Spring 2022		ACBSP Institutions (U.S.A.)	ACBSP Region 4 Institutions (Great Lakes Council)
Accounting	49.67	57.00	55.26	(T) 54.52	53.35	51.71
				(A) 62.14		
				(IL) 55.43		
				(NM) 60.00		
Business Communications	60.99	68.50	64.04	(T) 62.90	63.53	61.03
				(A) 68.57		
				(IL) 63.81		
				(NM) 55.00		
Business Ethics	53.55	59.25	61.40	(T) 60.43	56.31	54.06
				(A) 63.57		
				(IL) 60.86		
				(NM) 60.00		
Business Finance	47.52	55.75	56.14	(T) 54.62	50.22	48.73
				(A) 65.71		
				(IL) 56.00		
				(NM) 60.00		
Business Integration and Strategic Management	55.62	63.00	61.23	(T) 59.14	59.62	57.19
				(A) 71.43		
				(IL) 60.76		
				(NM) 60.00		
Business Leadership	53.55	58.25	56.67	(T) 54.84	56.52	54.53
				(A) 65.71		
				(IL) 56.10		
				(NM) 65.00		
Economics (Macroeconomics & Microeconomics)	52.31	60.75	58.95	(T) 57.20	53.45	52.22
				(A) 66.43		
				(IL) 58.67		
				(NM) 45.00		

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Test Area (Undergraduate)	Lewis COB Spring 2021	Lewis COB Fall 2021	Lewis COB Spring 2022	ACBSP Institutions (U.S.A.)	ACBSP Region 4 Institutions (Great Lakes Council)	
Global Dimensions of Business	50.25	59.25	57.89	(T) 56.77	54.44	52.56
				(A) 65.00		
				(IL) 57.71		
				(NM) 65.00		
Information Management Systems	56.53	67.00	62.37	(T) 61.51	60.63	58.81
				(A) 71.43		
				(IL) 62.38		
				(NM) 85.00		
Legal Environment of Business	54.55	62.75	61.49	(T) 58.92	59.22	56.57
				(A) 77.14		
				(IL) 60.86		
				(NM) 85.00		
Management (Human Resource Management, Operations/Procurement Management, and Organizational Behavior)	52.89	65.25	58.60	(T) 56.67	57.40	55.38
				(A) 70.71		
				(IL) 58.76		
				(NM) 45.00		
Marketing	57.93	64.75	65.00	(T) 64.09	59.42	57.54
				(A) 71.43		
				(IL) 64.95		
				(NM) 70.00		
Quantitative Research Technique and Statistics	51.65	53.50	54.47	(T) 53.66	52.49	51.19
				(A) 63.57		
				(IL) 54.95		
				(NM) 55.00		

Notes: A Peregrine Test that covers all the test areas in Table 3 is deployed in *BGEN39600 Accreditation Assessment Exam* each semester. Undergraduate students in Accounting, Business Administration, Business Analytics, Digital Marketing, Economics, Finance, International Business, and Marketing are required to take the test before graduation. (A) = Accelerated Program; (T) = Traditional Program; (IL) = Romeoville Illinois; (NM) = Albuquerque New Mexico.

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**Table 4: Assessment of Business Content Knowledge
Spring 2021-Spring 2022 Peregrine Test Scores External Comparison (B.A. Organizational Leadership)**

Test Area (Undergraduate)	Lewis COB Spring 2021	Lewis COB Spring 2022		ACBSP Institutions (U.S.A.)	ACBSP Region 4 Institutions (Great Lakes Council)
		(A) 68.33	(IL) 70.00 (NM) 67.50		
Business Ethics	(A) 59.33	(A) 68.33	(IL) 70.00 (NM) 67.50	56.31	54.06
Business Leadership	(A) 68.67	(A) 68.33	(IL) 70.00 (NM) 67.50	56.52	54.43

Notes: A Peregrine Test that covers the two test areas in Table 4 is deployed in *ORGL45000 Capstone: The Future of Leadership* each time when the course is offered. (A) = Accelerated Program; (IL) = Romeoville Illinois; (NM) = Albuquerque New Mexico.

**Table 5: Assessment of Business Content Knowledge
Fall 2021-Spring 2022 Peregrine Test Scores External Comparison (B.A. Sport Management)**

Test Area (Undergraduate)	Lewis COB Fall 2021	Lewis COB Spring 2022	ACBSP Institutions (U.S.A.)	ACBSP Region 4 Institutions (Great Lakes Council)
Business Ethics	50.00	38.46	56.31	54.06
Business Leadership	48.00	43.07	56.52	54.43
Contemporary Issues in Sport Marketing and Management	58.00	50.00	NA	NA

Notes: A Peregrine Test that covers the three test areas in Table 5 is deployed in *SPMT47100 Sport Management Pre-Internship Seminar* each time when the course is offered.

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**Table 6: Assessment of Business Content Knowledge
Spring 2021-Spring 2022 Peregrine Test Scores External Comparison (MBA)**

Test Area (Graduate)	Lewis COB Spring 2021	Lewis COB Fall 2021	Lewis COB Spring 2022	ACBSP Institutions (U.S.A.)	ACBSP Region 4 Institutions (Great Lakes Council)
Accounting	55.40	66.28	(T) 58.62	56.64	52.72
			(A) 52.14		
Business Communications	72.40	80.93	(T) 77.93	69.34	69.38
			(A) 72.86		
Business Ethics	60.20	70.23	(T) 66.90	62.11	59.28
			(A) 72.86		
Business Finance	54.20	63.72	(T) 64.83	54.92	52.27
			(A) 52.14		
Business Integration and Strategic Management	60.20	68.60	(T) 65.86	60.87	58.78
			(A) 63.57		
Business Leadership	62.60	73.49	(T) 70.34	61.43	61.44
			(A) 65.00		
Economics (Macroeconomics & Microeconomics)	56.80	66.74	(T) 63.79	56.66	52.93
			(A) 66.43		
Global Dimensions of Business	50.60	64.42	(T) 58.97	55.78	53.49
			(A) 53.57		
Legal Environment of Business	54.20	69.30	(T) 65.52	59.42	57.61
			(A) 57.14		
Management (Human Resource Management, Operations/Procurement Management, and Organizational Behavior)	59.00	70.23	(T) 64.83	58.92	56.39
			(A) 55.00		

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Test Area (Graduate)	Lewis COB Spring 2021	Lewis COB Fall 2021	Lewis COB Spring 2022		ACBSP Institutions (U.S.A.)	ACBSP Region 4 Institutions (Great Lakes Council)
Marketing	64.00	75.12	73.64	(T) 73.10	65.02	62.63
				(A) 73.57		

Notes: A Peregrine Test that covers all the test areas in Table 6 is deployed in *BGEN69600 Accreditation Assessment Exam* each semester. MBA students are required to take the test before graduation. (A) = Accelerated Program; (T) = Traditional Program.

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**Table 7: Assessment of Business Content Knowledge
Spring 2021-Spring 2022 Peregrine Test Scores External Comparison (MSF)**

Test Area (Graduate)	Lewis COB Spring 2021	Lewis COB Fall 2021	Lewis COB Spring 2022	ACBSP Institutions (U.S.A.)	ACBSP Region 4 Institutions (Great Lakes Council)
Business Finance	53.33	80.00	60.00	54.92	52.37
Capital Budgeting Cash Flows	50.00	70.00	70.00	NA	NA
Capital Budgeting Techniques	60.00	90.00	80.00	NA	NA
Capital Investment Decisions and the Time Value of Money	43.33	80.00	60.00	NA	NA
Interest Rates and Bond Valuation	53.33	90.00	70.00	NA	NA
Risk and Refinements in Capital Budgeting	36.67	30.00	80.00	NA	NA
Risk and Return	56.67	60.00	100.00	NA	NA
Roles of Managerial Finance	63.33	60.00	60.00	NA	NA
The Cost of Capital	40.00	70.00	80.00	NA	NA
Time Value of Money	43.33	80.00	40.00	NA	NA

Notes: A Peregrine Test that covers all the test areas in Table 7 is deployed in *BGEN69600 Accreditation Assessment Exam* each semester. MSF students are required to take the test before graduation.

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**Table 8: Assessment of Business Content Knowledge
Spring 2021-Spring 2022 Peregrine Test Scores External Comparison (M.A. Organizational Leadership)**

Test Area (Graduate)	Lewis COB Spring 2021	Lewis COB Fall 2021	Lewis COB Spring 2022	ACBSP Institutions (U.S.A.)	ACBSP Region 4 Institutions (Great Lakes Council)
Business Ethics	(A) 62.38	(A) 61.11	(A) 67.69	62.11	59.28
Business Leadership	(A) 70.95	(A) 57.78	(A) 68.46	61.43	61.44

Notes: A Peregrine Test that covers the two test areas in Table 8 is deployed in *ORGL59500 Capstone: Leadership and the Future* each time when the course is offered. (A) = Accelerated Program.

**Table 9: Assessment of Business Content Knowledge
Fall 2021-Spring 2022 Peregrine Test Scores External Comparison (M.S. Project Management)**

Test Area (Graduate)	Lewis COB Fall 2021	Lewis COB Spring 2022	ACBSP Institutions (U.S.A.)	ACBSP Region 4 Institutions (Great Lakes Council)
Business Communications	66.67	80.00	69.34	69.38
Business Leadership	59.17	80.00	61.43	61.44
Information Management Systems	52.50	70.00	58.06	59.14
Management (Human Resource Management, Operations/Procurement Management, and Organizational Behavior)	46.67	70.00	58.92	56.39

Notes: A Peregrine Test that covers the four test areas in Table 9 is deployed in *PROJ69500 Project Management Capstone* each time when the course is offered.