## Condition on Standard 3, Criterion 3.3 and 3.8

The Business unit should periodically evaluate and improve its stakeholder listening and learning methods to keep them current with educational needs and directions. Although there are three sets of results for internship assessments, similar assessment results should be presented and analyzed for such things as stakeholder feedback, for the evaluation of listening and learning methods, student retention methods, and student stakeholder satisfaction and dissatisfaction.

### Response:

The Business Department periodically evaluates and improves its stakeholder listening methods. Figure 3.8.1 explains the methods used to meet this requirement.

Standard and Criteria Figure 3.8.1: Student and Stakeholder focused results.

Stakeholder Group	Performance Measure	Instrument	Current Results	Analysis of Results	Action Taken or Planned	Graph of Resulting Trends
Graduating seniors	93%, 100% & 88% of graduating seniors said that the department faculty influenced their choice of business major in Spring 23, Fall 23 & Spring 24, respectively	Senior Exit Survey	A overwhelming majority of the graduating seniors were influenced by their business faculty when choosing their majors	The Business Department has been hiring world class faculty that are having a major impact on student choices and success. The business department also organizes town hall meetings, research conferences, guest lectures, networking events, etc. to engage more with our students	Continue to hire well-trained and dedicated faculty members and offer them the support they need to serve our students best interests. Continue to offer events and other opportunities to engage with students and enhance their learning experiences	To What Extent did the Business Faculty Increase your Interest in the Major  Spring 24 Fall 23 Spring 23 80 85 90 95 100 105

Graduating Seniors	An overwhelming majority of the seniors graduating in Spring 23, Fall 23 and Spring 24 said that they were satisfied or very satisfied with the performance of the business faculty outside of the classroom i.e. advising, observing office hours, finding time address your concerns?	Senior Exit Survey	A vast majority of the graduating seniors over the last three data periods were satisfied or very satisfied with the performance of the Business Department faculty outside the classroom	The Business Department has been hiring world class faculty that are having a major impact on student choices and success	Continue to hire well-trained and dedicated faculty members and offer them the support they need to serve our students best interests.	Satisfaction with Faculty Outside Class %  92  90  88  86  84  82  80  78  Spring 2023 Fall 2023 Spring 2024
Graduating seniors	Graduating seniors were more than 80% satisfied each of the past semesters with the business department. This was significantly higher than the overall satisfaction with other departments at Fisk University.	Senior Exit Survey	Graduating seniors in the business department were very satisfied with their choice of majors	The results from the Senior Exit Survey over the past three semesters show a increase in satisfaction with the academic programs. Also, satisfaction for the Business Department students was much higher than overall Fisk University students	To continue offering high quality programs while increasing the amount of rigor. Also, work on offering new programs. Although a satisfaction score of 100% in Spring 24 is a great achievement, the Business Department plans to continue to work hard on student development and engagement to	Satisfaction with Business Dept. vs. Other Depts.  100 80 80 60 40 20 Spring 23 Fall 23 Fall 24  Business Department Other Depts at Fisk

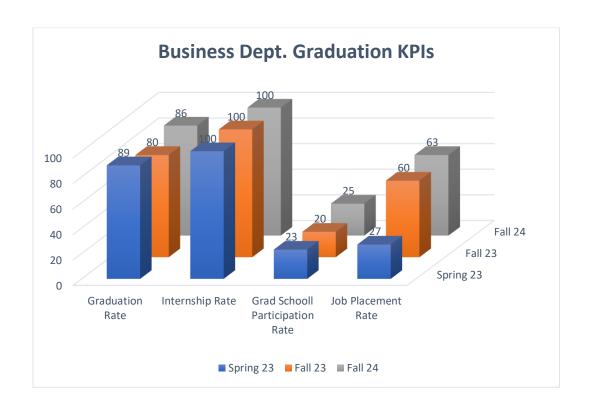
Graduating seniors	83%, 100% and 88% of graduating seniors were either satisfied or very satisfied with the academic advising they received in the Business Department in Spring 23, Fall 23 & Spring 24.	Senior Exit survey	Graduating seniors were very satisfied with the overall advising experience. However, there is room for improvement	The Business Department has implemented a rigorous advising training program for new faculty. Also, advising is discussed in all monthly department meetings	continue to produce highly satisfied students Continue with the advising training program and monitor new faculty as they master advising	How Satsfied are you with the Advising you Received?  120 100 80 60 40 20 Spring 23 Fall 23 Spring 24
Graduating seniors	A total of 83%, 100% and 88% of the graduating seniors believed that their advisors were interested or very interested in their success in Spring 23, Fall 23 & Spring 24.	Senior Exit survey	Graduating seniors were very satisfied with the overall advising experience	The Business Department faculty are very invested in student success and advising training is a top priority in the department	Keep student success as the top priority for all department faculty and discuss advising in all department meeting and student town halls The Department is also implementing new training and monitoring programs for new faculty to master advising	Rate Your Advisor's Interest in Your Success  Spring 24 Fall 23 Spring 23  0 50 100 150 Series2 Series1

Graduating seniors	A total of 83%, 80% and 75% of graduating seniors would recommend the Business Department to their friends and family in Spring 23, Fall 23 and Spring 24.	Senior Exit Survey	A significant majority of graduating seniors would recommend the Business Department to their friends and family	Although the results for all three semesters are satisfactory, there is a slight downward trend which is concerning. Th Business Department is planning on conducting a survey of all department students to better evaluate the reasons behind this decline and address any issues that we may uncover	Conduct research to evaluate reasons for a slight decline in recommendation scores and implement strategies to improve student satisfaction in the future. Continue to offer a positive experience to our students and work with department faculty and University stakeholder to keep improving our offerings	How Likely are you to Recommend the Business Dept?  Fall 24  Fall 23  Spring 23  80  Spring 23  80  85
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# **Department of Business Administration: Graduation KPIs**

The following KPIs indicate that Business Department students have been performing well in terms of graduation rates, internship placement rates, graduate school participation rates and job placement rates. However, it is important that we work hard with the Fisk University Career Center and offer more networking opportunities to our students to ensure continued growth and improvement across all the indicators below:

Key Performance Indicators	Spring 2023	Fall 2023	Spring 2024
Graduation Rate	89%	80%	86%
Internship Placement Rate	100%	100%	100%
Graduate School Participation Rate	23%	20%	25%
Job Placement Rate	27%	60%	63%



# **DEPARTMENTAL ROSTER – SPRING 2023**

Test: Business
Form Code: 4QMF

**Institution: Fisk University** 

Cohort: Spring 2023 Closed on: April 05, 2023

AUTHORIZATION	What is your concentration	TOTAL SCORE
5903485586	General Business	138
5903486349	Management	144
5903481021	Accounting	130
5903495925	Financial Economics	198
5903484780	General Business	164
5903494079	International Business	181
5903482123	Management	144
5903478125	International Business	198
5903490605	General Business	150
5903475458	Management	142
5903487665	General Business	134
5903476822	Accounting	150
5860801932	Management	152
5903493834	General Business	157
5860800454	Management	127
5903479468	Management	158
5903472999	Accounting	146
5903488344	Financial Economics	157
5903491389	General Business	124
5903477464	Management	128
5903471922	General Business	152
5903489030	Management	158
5903474620	General Business	132

5860803275	Management	153
5903492200	Management	126
5860802067	Management	173
5903483848	Management	136
5903480804	International Business	147
5903473525	Accounting	157

## Number of students tested: 29

Total score and sub-scores are reported as scale scores. The scale range for the total score is 120-200. The standard error of measurement, an index of the variation in all test scores due to the imperfect precision of the measurement process, should be considered when interpreting individual test results. See the "MFT Comparative Data Guide" on the web at www.ets.org/hea/mft/compare.html for an explanation and listing of the standard errors of measurement.

<sup>\*</sup> An asterisk preceding the name indicates that this student answered (marked) fewer than half of the questions. The scores of this student are not included in the group means.

#### **DEPARTMENTAL ROSTER – FALL 2023**

Test: Business
Form Code: 4QMF

**Institution: Fisk University** 

Cohort: Fall 2023

Closed on: April 03, 2024

AUTHORIZATION	What is your concentration?	TOTAL SCORE
5903498596	General Business	147
5903499900	Accounting	143
5903496095	General Business	137
5860799495	General Business	160
5903497538	Management	134
5903500132	Management	141
5968412097	Accounting	151

#### Number of students tested: 7

Total score and sub-scores are reported as scale scores. The scale range for the total score is 120-200. The standard error of measurement, an index of the variation in all test scores due to the imperfect precision of the measurement process, should be considered when interpreting individual test results. See the "MFT Comparative Data Guide" on the web at www.ets.org/hea/mft/compare.html for an explanation and listing of the standard errors of measurement.

<sup>\*</sup> An asterisk preceding the name indicates that this student answered (marked) fewer than half of the questions. The scores of this student are not included in the group means.

#### **DEPARTMENTAL ROSTER SPRING 2024**

Test: Business
Form Code: 4QMF

**Institution: Fisk University** 

Cohort: Fall 2024

Closed on: April 11, 2024

AUTHORIZATION	What is your concentration?	TOTAL SCORE
5998000573	General Business	181
5998014559	Management	179
5998002439	Management	173
5998003580	General Business	198
5997999360	Marketing	150
5998001322	Financial Economics	173
5998013305	Financial Economics	193
5998007294	Management	144
5998010579	Accounting	164
5998012896	Accounting	193
5998006683	Management	143
5998011841	Accounting	193
5998016251	Management	197
5997998965	Management	180
5998017304	General Business	190

#### Number of students tested: 15

Total score and sub-scores are reported as scale scores. The scale range for the total score is 120-200. The standard error of measurement, an index of the variation in all test scores due to the imperfect precision of the measurement process, should be considered when interpreting individual test results. See the "MFT Comparative Data Guide" on the web at www.ets.org/hea/mft/compare.html for an explanation and listing of the standard errors of measurement.

<sup>\*</sup> An asterisk preceding the name indicates that this student answered (marked) fewer than half of the questions. The scores of this student are not included in the group means.

## **Performance Results.**

Complete Table Standard 4 – Student Learning Results found under the Evidence File tab above. 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 4.1.6

group must score at or more than 60% on the senior exit exam		was 76.78% and for Spring 24 it was 78%	all three semesters. 96.67% of the students scored more than 60% in Spring 2023 while 100% of the students scored more than 60 % in Fall 23 and Spring 2024. Overall, an upward trend was observed in most subjects over time.	design homework that makes use of available resources such as Bloomberg software, Excel, library resources, etc. The Senior exam must also include a way to classify students by their majors/ concentrations	Senior Exit Exam Average  79 78 77 76 75 74 73 72 Spring 23 Fall 23 Spring 24
The student group should score at least 75% on all categories of internship supervisor/employer survey	External instrumen t: Employer survey	Students scored higher than 75% on all categories in Spring 23, Fall 23 and Spring 24	Continue with the professional training students receive in their classes and professional development and networking activities offered by Fisk University and the Business Department	<ol> <li>Integrate more on-the-job training and professional development actives in curriculum and out-of-class activities</li> <li>More exposure to industry professionals</li> </ol>	Internship Performance Analysis  120 100 80 60 40 20 0 Professionalism Personalism Reaging Survey Communication Co

## **Fisk University Department of Business Administration**

Note on Criterion 4.3: As continuous quality improvement actions are taken based on assessment, it would be helpful to document the process and make a direct link between the assessment measure, the results, the analysis and actual improvement.

# Response: Standard 4, criterion 4.3 Comparative Assessment of Results

The Business Department administers Senior Exit Exam to all graduating seniors each year to measure mastery and retention of information learned in the CPC. The following are the results from Spring 23, Fall 23 & Sprig 2024.

Goals	Type of Instrument	Current Results	Analysis of Results	Action Taken	Graphs of Resulting Trends
To show	Internal	For Spring	60% of the	Faculty needs to increase	
mastery and	instrument:	23, the	student met or	use of technology like	
retention,	Senior Exit	average	exceeded the	CANVAS, revise course	Senior Exit Exam Avg
60% of the	Exam	score was	60% score on	content to better reflect	
student	Exam	74.13%.	the Senior Exit	modern trends and	Scores/Subjects
group must		for Fall 23	Exam. 96.67% of	needs, design homework	
score at or		it was	the students	that makes use of	Bus Law
more than		76.78%	scored more	available resources such	Management
60% on the		and for	than 60% in	as Bloomberg software,	Quantitative
senior exit		Spring 24 it	Spring 2023	Excel, library resources,	Bus Info Sys
exam		was 78%	while 100% of	etc.	
			the students	The Senior exam must	Economics
			scored more	also include a way to	Finance
			than 60 % in Fall	classify students by their	Accounting
			23 and Spring	majors/concentrations	Marketing
			2024. Overall, an	More training specific to	
			upward trend	senior exam and	0 20 40 60 80 100 120
			was observed in	communicate the	■ Spring 24 ■ Fall 23 ■ Spring 23
			most subjects	importance to students	_ 5pg
			over time.		

# **Major Field Test**

The Business Department administers Major Fields Test set by the ETS to all graduating seniors

The following is the results and the analysis of the test and the graph shows Fisk student's performance in comparison to the national average for Spring 23, Fall 23 and Spring 24

Goals	Type of	Current Results	Analysis of	Action Taken		Graphs of Resulting Trends			
	Instrument		Results						
To show	External	ETS Releases	Fisk Business	Although we have seen					
retention	instrument	test reports	students have		provements over the				
and	– ETS	once a year	been showing a	past few years, we will			ETS Field Test - Fisk vs.		
mastery.	Major Field	hence the	steady growth in	continue to work with					
The Group	Test	previous year's	their		students to keep this		Natio	nal Aver	age
should		data was used.	performance on	pos	sitive trajectory in				0
score at or		For 2022, the	the ETS Major	performance. Some			Fisk National		
above the		national average	Field Test. They	stra	ategies include;				
national		was 150.3 while	have also	1.	Provide review	200			176.8
average		it was 150.2 for	demonstrated		sessions to	150	150.2	150.3	170.8 150.2
		2023. Fisk	exceptional		students in various	100			
		business	growth in in		classes and the				
		students	Spring 24 which		capstone course	50			
		performed	is a strong	2.	Include modern	0			
		almost as well as	indicator of the		curriculum in all		Spring 23	Fall 23	Spring 24
		the national	effects of		majors to better				
		average in	enhanced		reflect national				
		Spring 23 and	teaching,		trends and needs				
		Fall 24. However	mentorship,	3.	Provide practice				
		their	advising and		tests and specific				
		performance far	other initiatives		training each year				
		surpassed	being	4.	Track progress in				
		national average	undertaken by		performance each				
		in Spring 2024.	the Business		year				
			Department						

# **Internship Performance**

Each year, the Business Department surveys the internship supervisors of all department students with internships.

The following are the results of the survey over three semesters – Spring 23, Fall 23 and Spring 24.

Goals	Type of Instrument	Current Results	Analysis of Results		Action Taken	Graphs of Resulting Trends
The student group should score at least 75% on all categories of internship supervisor/employer survey	External instrument: Employer survey	Results Students scored higher than 75% on all categories in Spring 23, Fall 23 and Spring 24	Results  Continue with the professional training students receive in their classes and professional development and networking activities offered by Fisk University and the Business Department	4.	Integrate more on-the-job training and professional development actives in curriculum and out-of-class activities  More exposure to industry professionals	Internship Performance Analysis  Critical Thiking Skills  Teamwork  Communication Skills  Interpersonal Skills  Integrity & Ethics  Personality Traits  Professionalism  0 20 40 60 80 100 120  Spring 24 Fall 23 Spring 23