



**IACBE**

International Assembly for Collegiate Business Education

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**Annual Report – Accredited Member**

**Institution:** \_\_\_\_\_ Ohio Valley University  
**Academic Business Unit:** \_\_\_\_\_ College of Business  
**Academic Year:** \_\_\_\_\_ 2010-11

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International Assembly for Collegiate Business Education  
P.O. Box 3960  
Olathe, Kansas 66063  
USA

**IACBE ANNUAL REPORT**  
**For Academic Year: 2010-11**

This annual report should be completed for your academic business unit and submitted to the IACBE by November 1 of each year.

**General Information**

Institution's Name: Ohio Valley University

Institution's Address: 1 Campus View Drive

City and State or Country: Vienna, WV Zip or Postal Code: 26105

Name of Submitter: Dr. C. Joy Jones

Title: Dean, College of Business

Your Email Address: joy.jones@ovu.edu

Telephone (with country code if outside of the United States): 304.865.6102

Date Submitted: October 31, 2011

**Accreditation Information**

1. If applicable, when is your next institutional accreditation site visit? 2012-13 Year
2. When is your next reaffirmation of IACBE accreditation site visit? 2012-13 Year
3. Provide the website address for the location of your public notification of accreditation by the IACBE: www.ovu.edu
4. Provide the website address for the location of your public disclosure of student learning results: www.ovu.edu
5. If your accreditation letter from the IACBE Board of Commissioners contains "notes" that identified areas needing corrective action, please list the number of the IACBE's Accreditation Principle for each note in the table below. Indicate whether corrective action has already been taken or that you have made plans to do so. (Insert additional rows as necessary.)

| <i>Commissioners' Notes</i> | <i>Action Already Taken</i> | <i>Action Planned</i> |
|-----------------------------|-----------------------------|-----------------------|
|                             |                             |                       |
|                             |                             |                       |
|                             |                             |                       |

**Administrative Information**

1. Provide the following information pertaining to the current president/chief executive officer of your institution:

Name: Dr. Harold Shank

Title: President

Highest Earned Degree: Ph.D. Email: harold.shank@ovu.edu

Telephone (with country code if outside of the United States): 304.865.6007 Fax (with country code if outside of the United States): 304.865.6001

Check here if this represents a change from the previous year.

2. Provide the following information pertaining to the current chief academic officer of your institution:

Name: Dr. Jim Bullock

Title: Vice President for Academic Affairs

Highest Earned Degree: Ph.D. Email: jim.bullock@ovu.edu

Telephone (with country code if outside of the United States): 304.865.6116 Fax (with country code if outside of the United States): 304.865.6001

Check here if this represents a change from the previous year.

3. Provide the following information pertaining to the current head of your academic business unit:

Name: Dr. C. Joy Jones

Title: Dean; College of Business

Highest Earned Degree: Ph.D. Email: joy.jones@ovu.edu

Telephone (with country code if outside of the United States): 304.865.6102 Fax (with country code if outside of the United States): 304.865.6166

Check here if this represents a change from the previous year.

4. Provide the following information pertaining to your current primary representative to the IACBE (if not the same as the head of the academic business unit):

Name: Dr. Larry Muller

Title: Associate Professor of Business

Highest Earned Degree: DBA Email: larry.muller@ovu.edu

Telephone (with country code if outside of the United States): 304.865.6174 Fax (with country code if outside of the United States): 304.865.6166

Check here if this represents a change from the previous year.

5. Provide the following information pertaining to your current alternate representative to the IACBE:

Name: David Hamm

Title: Chair of the School of Business and IT

Highest Earned Degree: MBA Email: david.hamm@ovu.edu

Telephone (with country code if outside of the United States): 304.865.6163 Fax (with country code if outside of the United States): 304.865.6166

Check here if this represents a change from the previous year.

### **Programmatic Information**

1. Did you terminate any business programs during the reporting year?

No

Yes. If yes, please identify the terminated programs on a separate page at the end of this report.

2. Were changes made in any of your business programs?

No

Yes. If yes, please identify the changes on a separate page at the end of this report.

3. Were any new business programs (including new majors, concentrations, and/or emphases) established during the academic year?

No (skip to the *Outcomes Assessment* section below)

Yes. If yes, please identify the new programs on a separate page at the end of this report, and answer item 4 below.

4. If applicable, was approval of your institutional accrediting body required for any of the programs identified in item 3 above?

NA No

       Yes. If yes, please attach a copy of the material that you sent to your institutional accrediting body.

### **Outcomes Assessment**

1. Has your outcomes assessment plan been submitted to the IACBE?

X Yes

       No. If no, when will the plan be submitted to IACBE? \_\_\_\_\_

2. Is the original or revised outcomes assessment plan that you submitted to the IACBE still current or have you made changes?

X The outcomes assessment plan that we have previously submitted is still current.

       Changes have been made and the revised plan is attached.

       We have made changes and the revised plan will be sent to the IACBE by: \_\_\_\_\_

3. Complete the Outcomes Assessment Results form below and include it with this annual report to the IACBE. **Note: Section II of the form (Operational Assessment) needs to be completed only if you received first-time accreditation or reaffirmation of accreditation after January 1, 2011.**

An example of a completed form can be found in a separate document that is available for download on the IACBE's website at: [www.iacbe.org/accreditation-documents.asp](http://www.iacbe.org/accreditation-documents.asp).

Section I (Student Learning Assessment) of the Outcomes Assessment Results form must be completed for each business program that is accredited by the IACBE (i.e., a separate table must be provided for each program).

Performance targets/criteria are the criteria used by the academic business unit in evaluating assessment results to determine whether intended outcomes have been achieved. For example, if the academic business unit is using the ETS Major Field Test as one of its direct measures of student learning, then a performance target might be that the Institutional Mean Total Score on the exam will place students in the upper quartile nationally; or if the academic business unit is using a comprehensive project in a capstone course as a direct measure of student learning, then a performance target might be that 80% of the students will score at the highest level (e.g., proficient, exemplary, etc.) on each project evaluation criterion.

Remember that your outcomes assessment plan needs to include two or more direct and two or more indirect measures of student learning. These measures should be used at the program level.

At the bottom of each section of the form, space is provided to identify changes and improvements that you plan to make as a result of your assessment activity.

Italicized entries in the form represent areas where the academic business unit should insert its own assessment information. Add tables and insert rows in the tables as needed.

**Other Issues**

Briefly comment on other issues pertaining to your academic business unit that you would like to share with the IACBE.

Operations Management was added to the curriculum to increase the students' success with quantitative business analysis.

Dr. Larry Muller returned to the College of Business as an Associate Professor in the fall of 2011.

## Outcomes Assessment Results

For Academic Year: 2010-11

### Section I: Student Learning Assessment

| <b>Student Learning Assessment for <i>BS in Business-All Majors</i></b>                                                                            |                                                                                                                                             |
|----------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------|
| Intended Student Learning Outcomes for <i>(Program 1)</i> :                                                                                        |                                                                                                                                             |
| 1. <i>A minimum score of 50% is expected in each of the eight areas of the MFT in Business showing knowledge gained.</i>                           |                                                                                                                                             |
| 2. <i>Graduates will show competency by scoring a minimum score of 70% on the capstone portfolio project.</i>                                      |                                                                                                                                             |
| 3. <i>Since HS GPA is one of the best indicators of future success, overall GPA of graduates will show no more than .25 deviation from HS GPA.</i> |                                                                                                                                             |
| 4. <i>Business Program evaluation by graduating seniors will show overall satisfaction with the program.</i>                                       |                                                                                                                                             |
| 5. <i>Knowledge, skills, and abilities will allow employment within six months of graduation in their area of study, at a competitive salary.</i>  |                                                                                                                                             |
| Assessment Tools for Intended Student Learning Outcomes—<br>Direct Measures of Student Learning:                                                   | Performance Targets/Criteria for Direct Measures:                                                                                           |
| 1. <i>MFT</i>                                                                                                                                      | <i>Value added improvement in scores from pre-test to post-test.<br/>Minimum score of 50% expected in each of the eight MFT categories.</i> |
| 2. <i>Capstone Portfolio Scores</i>                                                                                                                | <i>All students will attain a minimum score of 70% on portfolio based on the average scores of grading by three faculty members.</i>        |
| 3. <i>Comparison of HS GPA to OVU GPA at graduation</i>                                                                                            | <i>Student OVU GPA will not deviate more than .25 from his/her HS GPA.</i>                                                                  |
| Assessment Tools for Intended Student Learning Outcomes—<br>Indirect Measures of Student Learning:                                                 | Performance Targets/Criteria for Indirect Measures:                                                                                         |
| 1. <i>Exit Interviews</i>                                                                                                                          | <i>SWOT analysis with graduates will indicate where areas of improvement are needed.</i>                                                    |
| 2. <i>Written Anonymous Business Program Evaluation</i>                                                                                            | <i>Graduates will indicate overall satisfaction with the program and indicate any areas of weakness.</i>                                    |
| 3. <i>Graduate Job Placement</i>                                                                                                                   | <i>Students will self report employment.</i>                                                                                                |

| Summary of Results from Implementing Direct Measures of Student Learning:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Performance Target Was... |         |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------|---------|
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Met                       | Not Met |
| 1. <i>Students show value added improvement in scores from pre-test to post-test. There was a 20.7% gain. A minimum score of 50% was achieved in only one of the areas (management).</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | x                         | x       |
| 2. <i>One hundred per cent of the students scored 70% or above on the capstone portfolio project.</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | x                         |         |
| 3. <i>High school GPAs are available from less than 50% of our students. Of those for which we can make a comparison, 28.5% (4) of the student's OVU GPAs deviate by more than .25. The range is from -1.34 to 1.09 or an average of .975. However, the average deviation for those whom we can compare is .012.</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                           | x       |
| Summary of Results from Implementing Indirect Measures of Student Learning:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Performance Target Was... |         |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Met                       | Not Met |
| 1. <i>Exit interviews with graduates indicated overall satisfaction. Students were complimentary of the faculty, small class size, faculty concern for the students, and professional experience of the faculty.</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | x                         |         |
| 2. <i>Written anonymous business program evaluations showed 100% of the graduates were satisfied with the class sizes, opportunities to interact with the faculty and the opportunity to evaluate instructors. More than 94% were satisfied with the program; would choose the same major again; thought the program challenged them to do their best; thought they were well prepared for employment; thought the program had provided a good general education, a satisfactory quality of instruction in upper level courses, clear degree requirements, faculty concern for their intellectual development, a satisfactory degree of teamwork; and they had experienced fair, unbiased grading. More than 88% would recommend the business program, thought most professors were good teachers, the courses had prepared them for graduate school, thought their major curriculum was satisfactory, and the quality of the computer support was adequate. One third of graduates expressed concern for the lack of student professional business organizations and 28% did not have an opportunity to participate in department decisions.</i> | x                         |         |
| 3. <i>Of the 87% of 2011 traditional graduates reporting their current status, 85% were employed and 15% were attending graduate school. Of the 76% of 2010 graduates reporting, 75% were employed, 19% were attending graduate school and 6% were serving in the military. Of the 62.5% 2011 non-traditional SPS graduates reporting on current status, 100% were employed. Of the 69.5% 2010 non-traditional SPS graduates reporting on current status, one student was retired and the others were all employed.</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | x                         |         |

Proposed Courses of Action for Improvement In Areas for which Performance Targets Were Not Met:

1. *Increase the economics requirement from 3 academic credits to 6 academic credits in the lower division business core.*
2. *Add the requirement for a quantitative business analysis course (3 credit hours) in the upper division business core.*
3. *Remove the comparison of GPAs from the direct measures of student learning.*
4. *A student business professional organization will be added in the next year.*
3. *Encourage student reporting of employment so we will have closer to 100% reporting.*
4. *Continue to monitor scores on the sub-areas of the MFT to identify areas of concern.*