

Evidence of Student Learning

Evidence of achievement of student learning outcomes is collected in every course through the use of signature assignments. The signature assignment for a particular course is designed to measure student learning for one or more of the Program Learning Outcomes associated with the course. Examples of signature assignments include research papers, presentations, tests, film projects, and business plans. Student scores on the signature assignments are collected and reviewed to determine how well students are achieving the Program Learning Outcomes. The following tables provide a summary of the average scores for each Program Learning Outcome.

All scores on signature assignments are given on a 4 point scale, or are converted to this scale. A score of 1 indicates work that "Needs Improvement," a score of 2 indicates work that is "Developing," a score of 3 indicates work that is "Proficient," and a score of 4 indicates work that is "Outstanding." The scores for each learning outcome are given at the Introduced, Developed, and Mastery level. This designates whether the course and signature assignment are meant to introduce students to a learning outcome, help them develop their skills in that area, or demonstrate mastery of the learning outcome.

Data shown in these tables are average scores from signature assignments collected from Fall 2014 through Summer 2015.

General Education			
Program Learning Outcomes	Average Score		
	Introduced	Developed	Mastery
Describe strategies and demonstrate a desire to learn independently.	3.0	3.6	3.4
Use critical thinking and logical reasoning to sift truth from falsehood.	3.0	3.3	3.3
Communicate and evangelize using empathetic listening and applying reason in a logical form.	3.6	3.5	3.3
Analyze the causes of culture and evaluate culture's impact on the individual, family and society.	3.5	3.6	3.1
Demonstrate a friendship with Jesus Christ through an understanding of prayer and virtue.	3.0	3.1	3.2
Demonstrate intimacy with the Sacred Page through academic work.	3.0	3.1	2.9
Demonstrate an understanding of the teaching of the Catholic Church.	3.2	3.5	3.4
Articulate an individual code of ethics and apply it to predict and assess probable life situations.	3.0	3.5	3.1

BS Communications Media			
Program Learning Outcomes	Average Score		
	Introduced	Developed	Mastery
Students articulate a response to an ethical dilemma they are likely to encounter while working in media, based on a personal code of ethics informed by the teachings of Jesus Christ.	3.1	3.3	4.0
Students apply the concepts of storytelling, as practiced by the commercial entertainment industry, to create forward-thinking projects that communicate meaning and benefit their audience.	3.5	3.1	3.5
Students demonstrate a knowledge of media production from concept through end use.	3.4	3.2	3.6
Students analyze media products at all stages of development from multiple points of view for technical and artistic excellence, effectiveness and meaning.	3.5	3.3	3.5
Students analyze the commercial prospects for media products and use their understanding of the business of media to recognize and take advantage of business opportunities in both traditional and new media.	2.9	3.2	3.3
Students identify their specialized interest and value within media and use the specialized knowledge, skills and experience necessary to be hired by media companies, and promote themselves to such industry.	3.2	3.2	3.8

Note: The BS Communications Media Program Learning Outcomes were revised in Spring 2015. Complete data is not yet available for the new learning outcomes, so data for the previous learning outcomes is shown here.

BS Business			
Program Learning Outcomes	Average Score		
	Introduced	Developed	Mastery
Students articulate how business impacts the spiritual life of all stakeholders (customers, employees, community, etc.).	3.0	3.3	3.7
Students describe and respond to ethical dilemmas that they are likely to encounter while working in business, based on a personal code of ethics informed by the teachings of Jesus Christ.	3.3	3.5	3.7
Students can apply the approach of business storytelling to communicate effectively in oral and written communications.	3.0	3.5	3.1
Students can explain the principles and basic practices in the following core business disciplines including: accounting, economics, finance, management, leadership, information systems, marketing, risk management, strategy and law.	3.0	3.4	3.3
Students can identify core business problems and develop concrete proposals as solutions to those problems.	3.0	3.1	3.3
Graduates will be able to describe the process of developing business opportunities and how to develop and synthesize the knowledge of the program into a viable business plan.	3.0	3.3	2.9

MA Biblical Theology			
Program Learning Outcomes	Average Score		
	Introduced	Developed	Mastery
Analyze and explain the literary, historical, and theological dimensions of the books of the Bible.	3.0	3.4	3.5
Critique contemporary biblical scholarship from a Catholic perspective.	3.0	3.5	3.5
Analyze the various branches of Catholic theology (e.g. dogmatic, sacramental, moral) and their relationship with one another, with particular attention to how the "study of the sacred page" informs each field.	3.0	3.5	3.7
Develop ways to effectively improve their ability to communicate and/or teach their understanding of Scripture and Theology to others.	3.0	3.5	3.5

MBA Film Producing			
Program Learning Outcomes	Average Score		
	Introduced	Developed	Mastery
Production Theory: Graduates will design a systematic and in-depth production plan, for execution within a typical production environment, from idea to distribution that analyzes, identifies and addresses the ethical challenges and dilemmas based on a personal code of ethics informed by the teachings of Jesus Christ.	3.4	3.2	3.2
Production Analysis: Graduates will evaluate the potentials and limitations of each medium and select the most effective medium based upon the financial return and the overall benefit to their audience.	3.3	3.4	3.1
Synthesis of Theory and Practice: Graduates will successfully plan, create and distribute a significant (greater than 30 minutes) media project.	3.3	3.0	3.1
Critical Evaluation: Graduates will evaluate, critique and discuss literary and other works that serve as a basis for a compelling visual story, with a view to generate, develop, refine and package, scripts and projects for the screen.	3.2	3.5	3.4
Research Skills: Graduates, using their media market and finance research skills, will contrast and compare through careful analysis the commercial prospects for select media ideas and justify their chosen media endeavor.	3.2	3.5	3.1