



Public Disclosure of Student Learning Form

Institution:	D'Youville College
Academic Business Unit:	Business Department
Academic Year:	2013 - 2014

Report of Student Learning and Achievement
D'Youville College
Department of Business

For Academic Year: 2013-2014

Mission of the *Business Department*

Consistent with D'Youville mission, the Business Department prepares its students for today's global business environment by providing theoretically sound instruction that centers on integrating classroom knowledge with professional application in fields of strategic and HRM management, marketing, accounting and finance, and international business. The main focus is to develop important business, personal, and professional skills that are valuable in business and other related professions. Thus, business programs at D'Youville College reflect the institution's commitment to academic, social, professional, and spiritual development of students.

Student Learning Assessment for (*Management and Advance – B.S.*)

General Program Intended Student Learning Outcomes (Program ISLOs)

1. *Prepare business managers for today's global environment by providing them with specialized training, skills, and knowledge in business.*
2. *Provide students with strong statistics, economics, and information technology background that serves as a foundation for more advanced areas of management, finance, accounting, international business, human resources management, and marketing.*
3. Integrate theoretical concepts with practical aspects of operational, functional, and strategic areas of business.
4. Become stronger researchers and more effective decision-makers in today's corporate environment.
5. Become more productive professional and ethical people through strong classroom instruction, professional training, volunteer work and community service, and participation in campus-wide activities and organizations.

Intended Student Learning Outcomes: Business Management – B.S.

1. Comprehend important micro and macroeconomic principles that are the foundation for more advanced business topics.
2. *Understand the importance of communication strategies and flow in an organizational setting.*
3. *Comprehend the theory of management and how it relates to four major management functions of planning, organizing, leading, and controlling.*
4. *Relate the importance of operations and supply-chain management in today's global environment.*

5. Understand how management relates to financial analysis and how managerial decisions impact financial position of an organization.	
6. Explore the role of information and communication technology in management of people and organizations.	
7. Appreciate the importance of ethics and ethical conduct in the business world.	
8. Understand the role of public policy and corporate strategy in running an organization.	
Intended Student Learning Outcomes: <i>Business Advance – B. S.</i>	
1. Comprehend important micro and macroeconomic principles that are the foundation for more advanced business topics.	
2. <i>Understand the importance of communication strategies and flow in an organizational setting.</i>	
3. <i>Comprehend the theory of management and how it relates to four major management functions of planning, organizing, leading, and controlling.</i>	
4. <i>Relate the importance of operations and supply-chain management in today’s global environment.</i>	
5. Understand how management relates to financial analysis and how managerial decisions impact financial position of an organization.	
6. Explore the role of information and communication technology in management of people and organizations.	
7. Appreciate the importance of ethics and ethical conduct in the business world.	
8. Understand the role of public policy and corporate strategy in running an organization.	
Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
1. <i>Comprehensive Exam</i> General Program ISLOs Assessed by this Measure: 1, 2, 3, Management ISLOs Assessed by this Measure: 1, 2, 3, 4, 7, 8	<i>Minimum of 60% of graduating students obtain a passing score.</i>
2. <i>Paper of a Case Study in Business</i> General Program ISLOs Assessed by this Measure: 3, 4, 5 Management ISLOs Assessed by this Measure: 3, 5, 6, 7	<i>Minimum of 80% of graduating students score a 1 or 2 on all parts of the project.</i>
Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Indirect Measures:
1. <i>Student Exit Interview</i>	<i>Minimum of 90% of graduates perceive the program to be of good</i>

General Program ISLOs Assessed by this Measure: 1, 5 Managements ISLOs Assessed by this Measure: 5, 7, 8	quality.
2. Alumni Survey General Program ISLOs Assessed by this Measure: 1, 5 Management ISLOs Assessed by this Measure: 5, 7, 8	Minimum of 90% of graduates employed in business field or attending graduate school.

Assessment of Learning Results: Business (Management and Advance – B.S.)

Summary of Results from Implementing Direct Measures of Student Learning:				
1. A total of 12 students completed the comprehensive exam with 6 achieving a passing score (50%). Outcome goal not met.				
2. A total of 25 students completed the case study in business with a total of 25 students achieving a passing score (100%). Outcome goal met.				
Summary of Results from Implementing Indirect Measures of Student Learning:				
1. A total of 10 students completed the exit survey will all 10 rating the program a “4” or “5” (100%)				
2. The College is implementing a new ERP system. As a result of this process, the Alumni Survey results were not collected and/or available at the time of this report.				
Summary of Achievement of Intended Student Learning Outcomes:				
Intended Student Learning Outcomes	Learning Assessment Measures			
General Program Intended Student Learning Outcomes	<i>Direct Measure 1</i>	<i>Direct Measure 2</i>	<i>Indirect Measure 1</i>	<i>Indirect Measure 2</i>
	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...
1. Prepare business managers for today’s global environment by providing them with specialized training, skills, and knowledge in business.	Not Met	Not Assessed by this Measure	Was Met	Unknown
2. Provide students with strong statistics, economics, and information technology	Not Assessed by this Measure	Not Assessed by this Measure	Was Met	Not Assessed by this Measure

<i>background that serves as a foundation for more advanced areas of management, finance, accounting, international business, human resources management, and marketing.</i>				
3. Integrate theoretical concepts with practical aspects of operational, functional, and strategic areas of business.	Not Met	Was Met	Was Met	Not Assessed by this Measure
4. Become stronger researchers and more effective decision-makers in today's corporate environment.	Not Assessed by this Measure	Was Met	Not Assessed by this Measure	Not Assessed by this Measure
5. Become more productive professional and ethical people through strong classroom instruction, professional training, volunteer work and community service, and participation in campus-wide activities and organizations.	Not Met	Was Met	Not Assessed by this Measure	Unknown
Intended Student Learning Outcomes: Major, Concentration, Specialization, Emphasis, Option, or Track in Area 1	Direct Measure 1	Direct Measure 2	Indirect Measure 1	Indirect Measure 2
	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...
1. Comprehend important micro and macroeconomic principles that are the foundation for more advanced business topics.	Not Met	Not Assessed by this Measure	Was Met	Not Assessed by this Measure
2. <i>Understand the importance of communication strategies and flow in an organizational setting.</i>	Not Met	Not Assessed by this Measure	Was Met	Not Assessed by this Measure

3. <i>Comprehend the theory of management and how it relates to four major management functions of planning, organizing, leading, and controlling.</i>	Not Met	Was Met	Was Met	Not Assessed by this Measure
4. <i>Relate the importance of operations and supply-chain management in today's global environment.</i>	Not Met	Not Assessed by this Measure	Was Met	Not Assessed by this Measure
5. Understand how management relates to financial analysis and how managerial decisions impact financial position of an organization.	Not Assessed by this Measure	Was Met	Not Assessed by this Measure	Unknown
6. Explore the role of information and communication technology in management of people and organizations.	Not Assessed by this Measure	Was Met	Not Assessed by this Measure	Not Assessed by this Measure
7. Appreciate the importance of ethics and ethical conduct in the business world.	Not Met	Was Met	Was Met	Unknown
8. Understand the role of public policy and corporate strategy in running an organization.	Not Met	Not Assessed by this Measure	Was Met	Unknown

Business (Management and Advance – B.S.)

Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met

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|---|
| <p>1. <i>The comprehensive exam questions have been selected based on their applicability to individual courses within the curriculum. They have not however been chosen to meet the broad or major ISLO goals. The entire comprehensive exam sequence is being reinvented to better align with the new IACBE annual report and outcomes assessments initiatives. New comprehensive exam questions will be chosen such that they can be mapped to the ISLO goals. This will take place during the 2014-2015 academic year.</i></p> |
| <p>2. <i>During this assessment year the comprehensive exam was changed from a paper-based format to an online format. It is unclear what, if any, affect this had on the results of the exam. The department is considering changes to how the comprehensive exam is administered. For example, the exam was not complete in a classroom setting this year. It is proposed that the exam will be provided in a classroom setting this coming year to see if this raises the completion rate and if this has any effect on the results.</i></p> |
| <p>3.</p> |
| <p>4.</p> |

Student Learning Assessment for Accounting – B.S.

General Program Intended Student Learning Outcomes (Program ISLOs)
1. <i>Prepare business managers for today's global environment by providing them with specialized training, skills, and knowledge in business.</i>
2. <i>Provide students with strong statistics, economics, and information technology background that serves as a foundation for more advanced areas of management, finance, accounting, international business, human resources management, and marketing.</i>
3. Integrate theoretical concepts with practical aspects of operational, functional, and strategic areas of business.
4. Become stronger researchers and more effective decision-makers in today's corporate environment.
5. Become more productive professional and ethical people through strong classroom instruction, professional training, volunteer work and community service, and participation in campus-wide activities and organizations.
Intended Student Learning Outcomes: Accounting – B.S.
1. <i>Comprehend principles of financial and managerial accounting to be used as foundation for more advanced and complex accounting concepts and topics.</i>
2. <i>Through intermediate courses in financial and managerial accounting, develop an analytical approach in preparing financial statements for external as well as internal users.</i>
3. <i>Understand and analyze various corporate and individual tax laws related to financial and managerial accounting.</i>
4. Comprehend business legal environment, particularly as it relates to taxation, investments, sales and contracts, torts, insurance and risk management, and corporate law.
5. Specialize in accounting by taking advanced accounting courses in accounting theory and application, corporate finance, auditing, and corporate taxation.
6. Prepare Certified Public Accountants (CPA) exam entrants by familiarizing them with theoretical and practical analysis of CPA exam through analysis of issues facing corporate, non-profit, and public sectors.
7. Cover other important topics such as fund accounting for non-profit organizations, corporate finance, and taxation for corporations and partnerships.
8. Recognize how discipline of accounting relates to other sub disciplines such as management, finance, marketing, and international business, and how critical accounting information is to the overall strategic decision making process of a firm.
9. Understand the importance of transparency and ethical conduct on the part of an accountant as an employee in corporate, government, and

institutional or legal environments.	
10. Familiarize with role of information technology, accounting information systems, and communication in accounting, and their importance in financial and managerial accounting.	
Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
1. <i>Comprehensive Exam</i> General Program ISLOs Assessed by this Measure: 1, 2, 3, Management ISLOs Assessed by this Measure: 1, 2, 3, 4, 7, 8	<i>Minimum of 60% of graduating students obtain a passing score.</i>
2. <i>Paper in ACC 404 Advanced Accounting</i> General Program ISLOs Assessed by this Measure: 3, 4, 5 Management ISLOs Assessed by this Measure: 3, 5, 6, 7, 8, 9, 10	<i>Minimum of 80% of graduating students score a 1 or 2 on all parts of the paper.</i>
Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Indirect Measures:
1. <i>Student Exit Interview</i> General Program ISLOs Assessed by this Measure: 1, 5 Managements ISLOs Assessed by this Measure: 5, 7, 8	<i>Minimum of 90% of graduates perceive the program to be of good quality.</i>
2. <i>Alumni Survey</i> General Program ISLOs Assessed by this Measure: 1, 5 Management ISLOs Assessed by this Measure: 5, 7, 8	<i>Minimum of 90% of graduates employed in business field or attending graduate school.</i>

Assessment of Learning Results: Accounting – B.S.

Summary of Results from Implementing Direct Measures of Student Learning:
1. <i>A total of 1 student completed the comprehensive exam with 0 achieving a passing score (00%). Outcome goal not met.</i>
2. <i>A total of 4 students completed the paper assessment and a total of 4 achieved a passing score (100%). Outcome goal was met.</i>
Summary of Results from Implementing Indirect Measures of Student Learning:

1. A total of 0 students completed the exit survey – no results to report.
2. *The College is implementing a new ERP system. As a result of this process, the Alumni Survey results were not collected and/or available at the time of this report.*

Summary of Achievement of Intended Student Learning Outcomes:

Intended Student Learning Outcomes	Learning Assessment Measures			
	<i>Direct Measure 1</i> Performance Target Was...	<i>Direct Measure 2</i> Performance Target Was...	<i>Indirect Measure 1</i> Performance Target Was...	<i>Indirect Measure 2</i> Performance Target Was...
1. <i>Prepare business managers for today's global environment by providing them with specialized training, skills, and knowledge in business.</i>	Not Met	Not Assessed by this Measure	Unknown	Unknown
2. <i>Provide students with strong statistics, economics, and information technology background that serves as a foundation for more advanced areas of management, finance, accounting, international business, human resources management, and marketing.</i>	Not Assessed by this Measure	Not Assessed by this Measure	Unknown	Not Assessed by this Measure
3. Integrate theoretical concepts with practical aspects of operational, functional, and strategic areas of business.	Not Met	Was Met	Unknown	Not Assessed by this Measure
4. Become stronger researchers and more effective decision-makers in today's corporate environment.	Not Assessed by this Measure	Was Met	Not Assessed by this Measure	Not Assessed by this Measure
5. Become more productive	Not Met	Was Met	Not Assessed by this	Unknown

professional and ethical people through strong classroom instruction, professional training, volunteer work and community service, and participation in campus-wide activities and organizations.			Measure	
Intended Student Learning Outcomes: Major, Concentration, Specialization, Emphasis, Option, or Track in Area 1	Direct Measure 1 Performance Target Was...	Direct Measure 2 Performance Target Was...	Indirect Measure 1 Performance Target Was...	Indirect Measure 2 Performance Target Was...
1. <i>Comprehend principles of financial and managerial accounting to be used as foundation for more advanced and complex accounting concepts and topics.</i>	Not Met	Not Assessed by this Measure	Unknown	Not Assessed by this Measure
2. <i>Through intermediate courses in financial and managerial accounting, develop an analytical approach in preparing financial statements for external as well as internal users.</i>	Not Met	Not Assessed by this Measure	Unknown	Not Assessed by this Measure
3. <i>Understand and analyze various corporate and individual tax laws related to financial and managerial accounting.</i>	Not Met	Was Met	Unknown	Not Assessed by this Measure
4. Comprehend business legal environment, particularly as it relates to taxation, investments, sales and contracts, torts, insurance and risk management, and corporate law.	Not Met	Not Assessed by this Measure	Unknown	Not Assessed by this Measure

5. Specialize in accounting by taking advanced accounting courses in accounting theory and application, corporate finance, auditing, and corporate taxation.	Not Assessed by this Measure	Was Met	Not Assessed by this Measure	Unknown
6. Prepare Certified Public Accountants (CPA) exam entrants by familiarizing them with theoretical and practical analysis of CPA exam through analysis of issues facing corporate, non-profit, and public sectors.	Not Assessed by this Measure	Was Met	Not Assessed by this Measure	Not Assessed by this Measure
7. Cover other important topics such as fund accounting for non-profit organizations, corporate finance, and taxation for corporations and partnerships.	Not Met	Was Met	Unknown	Unknown
8. Recognize how discipline of accounting relates to other sub disciplines such as management, finance, marketing, and international business, and how critical accounting information is to the overall strategic decision making process of a firm.	Not Met	Was Met	Unknown	Unknown
9. Understand the importance of transparency and ethical conduct on the part of an accountant as an employee in corporate, government, and institutional or legal environments.	Not Assessed by this Measure	Was Met	Unknown	Not Assessed by this Measure
10. Familiarize with role of	Not Assessed by this	Was Met	Unknown	Not Assessed by this

information technology, accounting information systems, and communication in accounting, and their importance in financial and managerial accounting.	Measure			Measure
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Business (Accounting – BS)

Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met

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|---|
| 1. <i>Only 1 of a possible 9 accounting students completed the comprehensive exam. The one student did not achieve a passing score but it is not appropriate to draw conclusions on the effectiveness of the program with such a small sample size. However, the fact that only 1 student completed the exam is a major concern. The department is planning on providing the comprehensive exam this coming year within the classroom setting to encourage a higher participation rate. Once this rate is increased it will better reflect the learning outcomes.</i> |
| 2. <i>Similar to the concern with regard to the comprehensive exam for this academic year no accounting students completed the exit survey. So, no data exists to report. The department is in discussion to make changes to how the exit survey is administered so that the participation/completion rate increases. One strong possibility is to include the measure within the classroom setting for completion.</i> |
| 3. |
| 4. |

Student Learning Assessment for *International Business (Combined B.S.and M.S.)*

General Program Intended Student Learning Outcomes (Program ISLOs)	
1. <i>Prepare business managers for today’s global environment by providing them with specialized training, skills, and knowledge in business.</i>	
2. <i>Provide students with strong statistics, economics, and information technology background that serves as a foundation for more advanced areas of management, finance, accounting, international business, human resources management, and marketing.</i>	
3. Integrate theoretical concepts with practical aspects of operational, functional, and strategic areas of business.	
4. Become stronger researchers and more effective decision-makers in today’s corporate environment.	
5. Become more productive professional and ethical people through strong classroom instruction, professional training, volunteer work and community service, and participation in campus-wide activities and organizations.	
Intended Student Learning Outcomes: International Business (Combined B.S. and M.S.)	
1. <i>Cover important theories and concepts in international management, economics and finance, cross-culture management and global leadership. international trade and investment, and economic geography.</i>	
2. <i>Increase ability to function in a global environment and increase individual marketability by showing mastery in a foreign language.</i>	
3. <i>Focus on more specialized functional and operational areas such as multinational corporate finance, international marketing, supply-chain and logistics management, financial reporting, and strategic management.</i>	
4. <i>Develop research skills by producing a research project based on a problem statement, comprehensive theoretical construct and literature review, sound methodology, and an application-oriented final project.</i>	
Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
1. <i>Comprehensive Exam</i> General Program ISLOs Assessed by this Measure: 1, 2, 3, 5 Management ISLOs Assessed by this Measure: 1, 2, 3	<i>Minimum of 60% of graduating students obtain a passing score.</i>
2. <i>IB Project and Participation in Project Poster Presentation Day</i> General Program ISLOs Assessed by this Measure: 1, 2, 3, 4, 5 Management ISLOs Assessed by this Measure: 1, 2, 3, 4	<i>Minimum of 80% of graduating students score a 1 or 2 on all parts of the paper.</i>
Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Indirect Measures:

<p>1. <i>Student Exit Interview</i></p> <p>General Program ISLOs Assessed by this Measure: 1, 2, 3, 4, 5</p> <p>Managements ISLOs Assessed by this Measure: 1, 2, 3, 4</p>	<p><i>Minimum of 90% of graduates perceive the program to be of good quality.</i></p>
<p>2. <i>Alumni Survey</i></p> <p>General Program ISLOs Assessed by this Measure: 1, 5</p> <p>Management ISLOs Assessed by this Measure: 2</p>	<p><i>Minimum of 90% of graduates employed in business field or attending graduate school.</i></p>

Assessment of Learning Results: *International Business (Combined B.S. and M.S.)*

Summary of Results from Implementing Direct Measures of Student Learning:				
1. <i>A total of 4 students completed the comprehensive exam with 4 achieving a passing score (100%). Outcome goal was met.</i>				
2. <i>A total of 3 students completed the Poster Presentation with 3 students passing (100%). Outcome goal was met.</i>				
Summary of Results from Implementing Indirect Measures of Student Learning:				
1. <i>A total of 5 students completed the exit survey and 5 scored the program a "4" or "5" (100%) – Outcome goal was met.</i>				
2. <i>Due to the implementation of a college-wide new ERP system, the results of the Alumni Survey were not available at the time of this report.</i>				
Summary of Achievement of Intended Student Learning Outcomes:				
Intended Student Learning Outcomes	Learning Assessment Measures			
General Program Intended Student Learning Outcomes	<i>Direct Measure 1</i>	<i>Direct Measure 2</i>	<i>Indirect Measure 1</i>	<i>Indirect Measure 2</i>
	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...
1. <i>Prepare business managers for today's global environment by providing them with specialized training, skills, and knowledge in business.</i>	Was Met	Was Met	Was Met	Unknown
2. <i>Provide students with strong statistics, economics, and information technology background that serves as a foundation for more advanced</i>	Was Met	Was Met	Was Met	Not Assessed by this Measure

<i>areas of management, finance, accounting, international business, human resources management, and marketing.</i>				
3. Integrate theoretical concepts with practical aspects of operational, functional, and strategic areas of business.	Was Met	Was Met	Was Met	Not Assessed by this Measure
4. Become stronger researchers and more effective decision-makers in today's corporate environment.	Not Assessed by this Measure	Was Met	Was Met	Not Assessed by this Measure
5. Become more productive professional and ethical people through strong classroom instruction, professional training, volunteer work and community service, and participation in campus-wide activities and organizations.	Was Met	Was Met	Was Met	Unknown
Intended Student Learning Outcomes: Major, Concentration, Specialization, Emphasis, Option, or Track in Area 1	<i>Direct Measure 1</i>	<i>Direct Measure 2</i>	<i>Indirect Measure 1</i>	<i>Indirect Measure 2</i>
	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...
1. <i>Cover important theories and concepts in international management, economics and finance, cross-culture management and global leadership, international trade and investment, and economic geography.</i>	Was Met	Was Met	Was Met	Not Assessed by this Measure
2. <i>Increase ability to function in a global environment and increase individual marketability by showing mastery in a foreign</i>	Was Met	Was Met	Was Met	Unknown

<i>language.</i>				
3. <i>Focus on more specialized functional and operational areas such as multinational corporate finance, international marketing, supply-chain and logistics management, financial reporting, and strategic management.</i>	Was Met	Was Met	Was Met	Not Assessed by this Measure
4. <i>Develop research skills by producing a research project based on a problem statement, comprehensive theoretical construct and literature review, sound methodology, and an application-oriented final project.</i>	Not Assessed by this Measure	Was Met	Was Met	Not Assessed by this Measure

International Business (Combined B.S. and M.S.)

Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met

1. <i>All performance targets were met this academic year for students graduating in this program. However, the results of one assessment (Alumni Survey) could not be articulated as they were unavailable at the time of this report. It is anticipated that after the full implementation of the College's new ERP system the results of this survey will be more readily accessible.</i>
2.
3.
4.

Student Learning Assessment for Accounting/International Business (Combined B.S.and M.S.)

General Program Intended Student Learning Outcomes (Program ISLOs)
1. <i>Prepare business managers for today's global environment by providing them with specialized training, skills, and knowledge in business.</i>
2. <i>Provide students with strong statistics, economics, and information technology background that serves as a foundation for more advanced areas of management, finance, accounting, international business, human resources management, and marketing.</i>
3. <i>Integrate theoretical concepts with practical aspects of operational, functional, and strategic areas of business.</i>
4. <i>Become stronger researchers and more effective decision-makers in today's corporate environment.</i>
5. <i>Become more productive professional and ethical people through strong classroom instruction, professional training, volunteer work and community service, and participation in campus-wide activities and organizations.</i>
Intended Student Learning Outcomes: Accounting/ International Business (Combined B.S. and M.S.)
1. <i>Cover important theories and concepts in international management, economics and finance, cross-culture management and global leadership, international trade and investment, and economic geography.</i>
2. <i>Increase ability to function in a global environment and increase individual marketability by showing mastery in a foreign language.</i>
3. <i>Focus on more specialized functional and operational areas such as multinational corporate finance, international marketing, supply-chain and logistics management, financial reporting, and strategic management.</i>
4. <i>Develop research skills by producing a research project based on a problem statement, comprehensive theoretical construct and literature review, sound methodology, and an application-oriented final project.</i>
5. <i>Comprehend principles of financial and managerial accounting to be used as foundation for more advanced and complex accounting concepts and topics.</i>
6. <i>Through intermediate courses in financial and managerial accounting, develop an analytical approach in preparing financial statements for external as well as internal users.</i>
7. <i>Understand and analyze various corporate and individual tax laws related to financial and managerial accounting.</i>
8. <i>Comprehend business legal environment, particularly as it relates to taxation, investments, sales and contracts, torts, insurance and risk management, and corporate law.</i>
9. <i>Specialize in accounting by taking advanced accounting courses in accounting theory and application, corporate finance, auditing, and corporate taxation.</i>
10. <i>Prepare Certified Public Accountants (CPA) exam entrants by familiarizing them with theoretical and practical analysis of CPA exam through analysis of issues facing corporate, non-profit, and public sectors.</i>

11. Cover other important topics such as fund accounting for non-profit organizations, corporate finance, and taxation for corporations and partnerships.	
12. Recognize how discipline of accounting relates to other sub disciplines such as management, finance, marketing, and international business, and how critical accounting information is to the overall strategic decision making process of a firm.	
13. Understand the importance of transparency and ethical conduct on the part of an accountant as an employee in corporate, government, and institutional or legal environments.	
14. Familiarize with role of information technology, accounting information systems, and communication in accounting, and their importance in financial and managerial accounting.	
Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
1. <i>Comprehensive Exam</i> General Program ISLOs Assessed by this Measure: 1, 2, 3, 5 Management ISLOs Assessed by this Measure: 1, 2, 3, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14	<i>Minimum of 60% of graduating students obtain a passing score.</i>
2. <i>IB Project and Participation in Project Poster Presentation Day</i> General Program ISLOs Assessed by this Measure: 1, 2, 3, 4, 5 Management ISLOs Assessed by this Measure: 1, 2, 3, 4	<i>Minimum of 80% of graduating students score a 1 or 2 on all parts of the paper.</i>
Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Indirect Measures:
1. <i>Student Exit Interview</i> General Program ISLOs Assessed by this Measure: 1, 2, 3, 4, 5 Managements ISLOs Assessed by this Measure: 1, 2, 3, 4	<i>Minimum of 90% of graduates perceive the program to be of good quality.</i>
2. <i>Alumni Survey</i> General Program ISLOs Assessed by this Measure: 1, 5 Management ISLOs Assessed by this Measure: 2	<i>Minimum of 90% of graduates employed in business field or attending graduate school.</i>

Assessment of Learning Results: Accounting/International Business (Combined B.S. and M.S.)

Summary of Results from Implementing Direct Measures of Student Learning:

1. A total of 2 students completed the comprehensive exam with 2 achieving a passing score (100%). Outcome goal was met.				
2. A total of 2 students completed the Poster Presentation with 2 students passing (100%). Outcome goal was met.				
Summary of Results from Implementing Indirect Measures of Student Learning:				
1. A total of 2 students completed the exit survey and 2 scored the program a “4” or “5” (100%) – Outcome goal was met.				
2. Due to the implementation of a college-wide new ERP system, the results of the Alumni Survey were not available at the time of this report.				
Summary of Achievement of Intended Student Learning Outcomes:				
Intended Student Learning Outcomes	Learning Assessment Measures			
General Program Intended Student Learning Outcomes	<i>Direct Measure 1</i> Performance Target Was...	<i>Direct Measure 2</i> Performance Target Was...	<i>Indirect Measure 1</i> Performance Target Was...	<i>Indirect Measure 2</i> Performance Target Was...
1. Prepare business managers for today’s global environment by providing them with specialized training, skills, and knowledge in business.	Was Met	Was Met	Was Met	Unknown
2. Provide students with strong statistics, economics, and information technology background that serves as a foundation for more advanced areas of management, finance, accounting, international business, human resources management, and marketing.	Was Met	Was Met	Was Met	Not Assessed by this Measure
3. Integrate theoretical concepts with practical aspects of operational, functional, and strategic areas of business.	Was Met	Was Met	Was Met	Not Assessed by this Measure
4. Become stronger researchers and more effective decision-makers in today’s corporate environment.	Not Assessed by this Measure	Was Met	Was Met	Not Assessed by this Measure

5. Become more productive professional and ethical people through strong classroom instruction, professional training, volunteer work and community service, and participation in campus-wide activities and organizations.	Was Met	Was Met	Was Met	Unknown
Intended Student Learning Outcomes: Major, Concentration, Specialization, Emphasis, Option, or Track in Area 1	<i>Direct Measure 1</i>	<i>Direct Measure 2</i>	<i>Indirect Measure 1</i>	<i>Indirect Measure 2</i>
	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...
1. <i>Cover important theories and concepts in international management, economics and finance, cross-culture management and global leadership, international trade and investment, and economic geography.</i>	Was Met	Was Met	Was Met	Not Assessed by this Measure
2. <i>Increase ability to function in a global environment and increase individual marketability by showing mastery in a foreign language.</i>	Was Met	Was Met	Was Met	Unknown
3. <i>Focus on more specialized functional and operational areas such as multinational corporate finance, international marketing, supply-chain and logistics management, financial reporting, and strategic management.</i>	Was Met	Was Met	Was Met	Not Assessed by this Measure
4. <i>Develop research skills by producing a research project based on a problem statement,</i>	Not Assessed by this Measure	Was Met	Was Met	Not Assessed by this Measure

<i>comprehensive theoretical construct and literature review, sound methodology, and an application-oriented final project.</i>				
5. <i>Comprehend principles of financial and managerial accounting to be used as foundation for more advanced and complex accounting concepts and topics.</i>	Was Met	Not Assessed by this Measure	Not Assessed by this Measure	Not Assessed by this Measure
6. <i>Through intermediate courses in financial and managerial accounting, develop an analytical approach in preparing financial statements for external as well as internal users.</i>	Was Met	Not Assessed by this Measure	Not Assessed by this Measure	Not Assessed by this Measure
7. <i>Understand and analyze various corporate and individual tax laws related to financial and managerial accounting.</i>	Was Met	Not Assessed by this Measure	Not Assessed by this Measure	Not Assessed by this Measure
8. <i>Comprehend business legal environment, particularly as it relates to taxation, investments, sales and contracts, torts, insurance and risk management, and corporate law.</i>	Was Met	Not Assessed by this Measure	Not Assessed by this Measure	Not Assessed by this Measure
9. <i>Specialize in accounting by taking advanced accounting courses in accounting theory and application, corporate finance, auditing, and corporate taxation.</i>	Was Met	Not Assessed by this Measure	Not Assessed by this Measure	Not Assessed by this Measure
10. <i>Prepare Certified Public Accountants (CPA) exam entrants by familiarizing them with theoretical and practical analysis</i>	Was Met	Not Assessed by this Measure	Not Assessed by this Measure	Not Assessed by this Measure

of CPA exam through analysis of issues facing corporate, non-profit, and public sectors.				
11. Cover other important topics such as fund accounting for non-profit organizations, corporate finance, and taxation for corporations and partnerships.	Was Met	Not Assessed by this Measure	Not Assessed by this Measure	Not Assessed by this Measure
12. Recognize how discipline of accounting relates to other sub disciplines such as management, finance, marketing, and international business, and how critical accounting information is to the overall strategic decision making process of a firm.	Was Met	Not Assessed by this Measure	Not Assessed by this Measure	Not Assessed by this Measure
13. Understand the importance of transparency and ethical conduct on the part of an accountant as an employee in corporate, government, and institutional or legal environments.	Was Met	Not Assessed by this Measure	Not Assessed by this Measure	Not Assessed by this Measure
14. Familiarize with role of information technology, accounting information systems, and communication in accounting, and their importance in financial and managerial accounting.	Was Met	Not Assessed by this Measure	Not Assessed by this Measure	Not Assessed by this Measure

Accounting/International Business (Combined B.S. and M.S.)

Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met

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|--|
| 1. <i>All performance targets were met this academic year for students graduating in this program. However, the results of one assessment (Alumni Survey) could not be articulated as they were unavailable at the time of this report. It is anticipated that after the full implementation of the College's new ERP system the results of this survey will be more readily accessible.</i> |
| 2. There are a number of ISLOs that are not assessed by a measure other than the comprehensive exam. It appears that there are too many ISLOs (14) and that they need to be altered to more effectively fit within a comprehensive outcomes assessment plan. The Department of Business will make any changes to the ISLOs in the coming academic year. |
| 3. |
| 4. |

Student Learning Assessment for *International Business (M.S.)*

General Program Intended Student Learning Outcomes (Program ISLOs)	
1. <i>Prepare business managers for today’s global environment by providing them with specialized training, skills, and knowledge in business.</i>	
2. <i>Provide students with strong statistics, economics, and information technology background that serves as a foundation for more advanced areas of management, finance, accounting, international business, human resources management, and marketing.</i>	
3. Integrate theoretical concepts with practical aspects of operational, functional, and strategic areas of business.	
4. Become stronger researchers and more effective decision-makers in today’s corporate environment.	
5. Become more productive professional and ethical people through strong classroom instruction, professional training, volunteer work and community service, and participation in campus-wide activities and organizations.	
Intended Student Learning Outcomes: International Business (M.S.)	
1. <i>Cover important theories and concepts in international management, economics and finance, cross-culture management and global leadership, international trade and investment, and economic geography.</i>	
2. <i>Increase ability to function in a global environment and increase individual marketability by showing mastery in a foreign language.</i>	
3. <i>Focus on more specialized functional and operational areas such as multinational corporate finance, international marketing, supply-chain and logistics management, financial reporting, and strategic management.</i>	
4. <i>Develop research skills by producing a research project based on a problem statement, comprehensive theoretical construct and literature review, sound methodology, and an application-oriented final project.</i>	
Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
1. <i>Online simulation/quiz - Globus</i> General Program ISLOs Assessed by this Measure: 1, 2, 3, 5 Management ISLOs Assessed by this Measure: 1, 2, 3	<i>Minimum of 60% of graduating students obtain a passing score.</i>
2. <i>IB Project and Participation in Project Poster Presentation Day</i> General Program ISLOs Assessed by this Measure: 1, 2, 3, 4, 5 Management ISLOs Assessed by this Measure: 1, 2, 3, 4	<i>Minimum of 80% of graduating students score a 1 or 2 on all parts of the paper.</i>
Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Indirect Measures:

<p>1. <i>Student Exit Interview</i></p> <p>General Program ISLOs Assessed by this Measure: 1, 2, 3, 4, 5</p> <p>Managements ISLOs Assessed by this Measure: 1, 2, 3, 4</p>	<p><i>Minimum of 90% of graduates perceive the program to be of good quality.</i></p>
<p>2. <i>Alumni Survey</i></p> <p>General Program ISLOs Assessed by this Measure: 1, 5</p> <p>Management ISLOs Assessed by this Measure: 2</p>	<p><i>Minimum of 90% of graduates employed in business field or attending graduate school.</i></p>

Assessment of Learning Results: *International Business (M.S.)*

Summary of Results from Implementing Direct Measures of Student Learning:				
1. <i>A total of 4 students completed the Globus simulation with 4 achieving a passing score (100%). Outcome goal was met.</i>				
2. <i>A total of 4 students completed the Poster Presentation with 4 students passing (100%). Outcome goal was met.</i>				
Summary of Results from Implementing Indirect Measures of Student Learning:				
1. <i>A total of 5 students completed the exit survey and 5 scored the program a "4" or "5" (100%) – Outcome goal was met.</i>				
2. <i>Due to the implementation of a college-wide new ERP system, the results of the Alumni Survey were not available at the time of this report.</i>				
Summary of Achievement of Intended Student Learning Outcomes:				
Intended Student Learning Outcomes	Learning Assessment Measures			
General Program Intended Student Learning Outcomes	<i>Direct Measure 1</i>	<i>Direct Measure 2</i>	<i>Indirect Measure 1</i>	<i>Indirect Measure 2</i>
	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...
1. <i>Prepare business managers for today's global environment by providing them with specialized training, skills, and knowledge in business.</i>	Was Met	Was Met	Was Met	Unknown
2. <i>Provide students with strong statistics, economics, and information technology background that serves as a foundation for more advanced</i>	Was Met	Was Met	Was Met	Not Assessed by this Measure

<i>areas of management, finance, accounting, international business, human resources management, and marketing.</i>				
3. Integrate theoretical concepts with practical aspects of operational, functional, and strategic areas of business.	Was Met	Was Met	Was Met	Not Assessed by this Measure
4. Become stronger researchers and more effective decision-makers in today's corporate environment.	Not Assessed by this Measure	Was Met	Was Met	Not Assessed by this Measure
5. Become more productive professional and ethical people through strong classroom instruction, professional training, volunteer work and community service, and participation in campus-wide activities and organizations.	Was Met	Was Met	Was Met	Unknown
Intended Student Learning Outcomes: Major, Concentration, Specialization, Emphasis, Option, or Track in Area 1	<i>Direct Measure 1</i>	<i>Direct Measure 2</i>	<i>Indirect Measure 1</i>	<i>Indirect Measure 2</i>
	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...
1. <i>Cover important theories and concepts in international management, economics and finance, cross-culture management and global leadership, international trade and investment, and economic geography.</i>	Was Met	Was Met	Was Met	Not Assessed by this Measure
2. <i>Increase ability to function in a global environment and increase individual marketability by showing mastery in a foreign</i>	Was Met	Was Met	Was Met	Unknown

<i>language.</i>				
3. <i>Focus on more specialized functional and operational areas such as multinational corporate finance, international marketing, supply-chain and logistics management, financial reporting, and strategic management.</i>	Was Met	Was Met	Was Met	Not Assessed by this Measure
4. <i>Develop research skills by producing a research project based on a problem statement, comprehensive theoretical construct and literature review, sound methodology, and an application-oriented final project.</i>	Not Assessed by this Measure	Was Met	Was Met	Not Assessed by this Measure

International Business (M.S.)

Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met

1. <i>All performance targets were met this academic year for students graduating in this program. However, the results of one assessment (Alumni Survey) could not be articulated as they were unavailable at the time of this report. It is anticipated that after the full implementation of the College's new ERP system the results of this survey will be more readily accessible.</i>
2. <i>The results of one assessment (Alumni Survey) could not be articulated as they were unavailable at the time of this report. It is anticipated that after the full implementation of the College's new ERP system the results of this survey will be more readily accessible.</i>
3.
4.

Student Learning Assessment for *Business Administration (M.B.A.- General)*

General Program Intended Student Learning Outcomes (Program ISLOs)
1. <i>Prepare business managers for today's global environment by providing them with specialized training, skills, and knowledge in business.</i>
2. <i>Provide students with strong statistics, economics, and information technology background that serves as a foundation for more advanced areas of management, finance, accounting, international business, human resources management, and marketing.</i>
3. Integrate theoretical concepts with practical aspects of operational, functional, and strategic areas of business.
4. Become stronger researchers and more effective decision-makers in today's corporate environment.
5. Become more productive professional and ethical people through strong classroom instruction, professional training, volunteer work and community service, and participation in campus-wide activities and organizations.
Intended Student Learning Outcomes: Business Administration (M.B.A. - General)
1. Comprehending fundamental principles of human resources management, business math and statistics, corporate finance and financial and managerial accounting to be used in managerial and financial decision-making.
2. Understanding economic concepts relevant to trade, commerce and investment.
3. Explaining the importance of leadership and communication strategies in the commercial environment and recognizing the flow of critical information within an organization.
4. Applying sophisticated methods of investment analysis and decision making in both corporate and non-profit environments.
5. Assessing US corporate law and regulations from the perspective of business practitioners by applying principles of corporate governance, contracts and business tort law.
6. Understanding the importance of marketing activities in the strategic management of an organization; and ascertaining customer needs and the consequence of pricing, promotion and marketing decisions within a diverse population.
7. Examining the importance of timely, efficient, and cost-effective logistics, transportation and distribution management for the movement of goods and services in today's global economy.
8. Gaining in-depth knowledge of current management issues and special problems relevant to organizational dynamics of human resources, corporate operations, finance, investment and strategic management.
9. Recognizing the importance of effective long-term strategy to maintain competitive advantages in varied commercial markets.
10. Obtaining specialized knowledge in concepts of marketing or human resource management, or a combination of these disciplines.
11. Problem recognition
12. Strategic analysis and integration

13. Application of quantitative methods to real-world business situations	
14. Communication to relevant publics: a. Ability to communicate effectively in written materials b. Ability to communicate effectively orally in one-on-one or business presentation situations	
15. Teamwork skills: ability to work with a team of colleagues on projects	
16. Project management skills	
17. Professional ethics	
Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
1. <i>Online simulation/quiz - Globus</i> General Program ISLOs Assessed by this Measure: 1, 2, 3, 5 Management ISLOs Assessed by this Measure: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16	<i>Minimum of 60% of graduating students obtain a passing score.</i>
2. <i>Portfolio of Coursework from the Program</i> General Program ISLOs Assessed by this Measure: 1, 2, 3, 4, 5 Management ISLOs Assessed by this Measure: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16	<i>Minimum of 80% of graduating students score a 1 or 2 on all parts of the paper.</i>
Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Indirect Measures:
1. <i>Student Exit Interview</i> General Program ISLOs Assessed by this Measure: 1, 2, 3, 4, 5 Managements ISLOs Assessed by this Measure: 1, 2, 3, 4	<i>Minimum of 90% of graduates perceive the program to be of good quality.</i>
2. <i>Alumni Survey</i> General Program ISLOs Assessed by this Measure: 1, 5 Management ISLOs Assessed by this Measure: 2	<i>Minimum of 90% of graduates employed in business field or attending graduate school.</i>

Assessment of Learning Results: *Business Administration (M.B.A. - General)*

Summary of Results from Implementing Direct Measures of Student Learning:				
1. A total of 11 students completed the Globus Simulation with 10 achieving a passing score (91%). Outcome goal was met.				
2. A total of 11 students completed the Portfolio with 11 students passing (100%). Outcome goal was met.				
Summary of Results from Implementing Indirect Measures of Student Learning:				
1. A total of 8 students completed the exit survey and 8 scored the program a “4” or “5” (100%) – Outcome goal was met.				
2. Due to the implementation of a college-wide new ERP system, the results of the Alumni Survey were not available at the time of this report.				
Summary of Achievement of Intended Student Learning Outcomes:				
Intended Student Learning Outcomes	Learning Assessment Measures			
	<i>Direct Measure 1</i>	<i>Direct Measure 2</i>	<i>Indirect Measure 1</i>	<i>Indirect Measure 2</i>
General Program Intended Student Learning Outcomes	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...
1. Prepare business managers for today’s global environment by providing them with specialized training, skills, and knowledge in business.	Was Met	Was Met	Was Met	Unknown
2. Provide students with strong statistics, economics, and information technology background that serves as a foundation for more advanced areas of management, finance, accounting, international business, human resources management, and marketing.	Was Met	Was Met	Was Met	Not Assessed by this Measure
3. Integrate theoretical concepts with practical aspects of operational, functional, and strategic areas of business.	Was Met	Was Met	Was Met	Not Assessed by this Measure

4. Become stronger researchers and more effective decision-makers in today's corporate environment.	Not Assessed by this Measure	Was Met	Was Met	Not Assessed by this Measure
5. Become more productive professional and ethical people through strong classroom instruction, professional training, volunteer work and community service, and participation in campus-wide activities and organizations.	Was Met	Was Met	Was Met	Unknown
Intended Student Learning Outcomes: Major, Concentration, Specialization, Emphasis, Option, or Track in Area 1	<i>Direct Measure 1</i>	<i>Direct Measure 2</i>	<i>Indirect Measure 1</i>	<i>Indirect Measure 2</i>
	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...
1. Comprehending fundamental principles of human resources management, business math and statistics, corporate finance and financial and managerial accounting to be used in managerial and financial decision-making.	Was Met	Was Met	Was Met	Not Assessed by this Measure
2. Understanding economic concepts relevant to trade, commerce and investment.	Was Met	Was Met	Was Met	Unknown
3. Explaining the importance of leadership and communication strategies in the commercial environment and recognizing the flow of critical information within an organization.	Was Met	Was Met	Was Met	Not Assessed by this Measure
4. Applying sophisticated methods of investment analysis and decision making in both corporate and non-profit environments.	Not Assessed by this Measure	Was Met	Was Met	Not Assessed by this Measure
5. Assessing US corporate law and regulations from the perspective	Was Met	Was Met	Not Assessed by this Measure	Not Assessed by this Measure

of business practitioners by applying principles of corporate governance, contracts and business tort law.				
6. Understanding the importance of marketing activities in the strategic management of an organization; and ascertaining customer needs and the consequence of pricing, promotion and marketing decisions within a diverse population.	Was Met	Was Met	Not Assessed by this Measure	Not Assessed by this Measure
7. Examining the importance of timely, efficient, and cost-effective logistics, transportation and distribution management for the movement of goods and services in today's global economy.	Was Met	Was Met	Not Assessed by this Measure	Not Assessed by this Measure
8. Gaining in-depth knowledge of current management issues and special problems relevant to organizational dynamics of human resources, corporate operations, finance, investment and strategic management.	Was Met	Was Met	Not Assessed by this Measure	Not Assessed by this Measure
9. Recognizing the importance of effective long-term strategy to maintain competitive advantages in varied commercial markets.	Was Met	Was Met	Not Assessed by this Measure	Not Assessed by this Measure
10. Obtaining specialized knowledge in concepts of marketing or human resource management, or a combination of these disciplines.	Was Met	Was Met	Not Assessed by this Measure	Not Assessed by this Measure
11. Problem recognition	Was Met	Was Met	Not Assessed by this Measure	Not Assessed by this Measure
12. Strategic analysis and integration	Was Met	Was Met	Not Assessed by this Measure	Not Assessed by this Measure

13. Application of quantitative methods to real-world business situations	Was Met	Was Met	Not Assessed by this Measure	Not Assessed by this Measure
14. Communication to relevant publics: a. Ability to communicate effectively in written materials b. Ability to communicate effectively orally in one-on-one or business presentation situations	Was Met	Was Met	Not Assessed by this Measure	Not Assessed by this Measure
15. Teamwork skills: ability to work with a team of colleagues on projects	Was Met	Was Met	Not Assessed by this Measure	Not Assessed by this Measure
16. Project management skills	Was Met	Was Met	Not Assessed by this Measure	Not Assessed by this Measure
17. Professional ethics	Not Assessed by this Measure	Was Met	Not Assessed by this Measure	Not Assessed by this Measure

Business Administration (M.B.A. - General)

Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met

1. <i>All performance targets were met this academic year for students graduating in this program. However, the results of one assessment (Alumni Survey) could not be articulated as they were unavailable at the time of this report. It is anticipated that after the full implementation of the College's new ERP system the results of this survey will be more readily accessible.</i>
2. There are a number of ISLOs that are not assessed by a measure other than the comprehensive exam. It appears that there are too many ISLOs (17) and that they need to be altered to more effectively fit within a comprehensive outcomes assessment plan. The Department of Business will make any changes to the ISLOs in the coming academic year.
3.
4.

Student Learning Assessment for Business Administration (M.B.A.- Marketing Concentration)

General Program Intended Student Learning Outcomes (Program ISLOs)
1. <i>Prepare business managers for today's global environment by providing them with specialized training, skills, and knowledge in business.</i>
2. <i>Provide students with strong statistics, economics, and information technology background that serves as a foundation for more advanced areas of management, finance, accounting, international business, human resources management, and marketing.</i>
3. Integrate theoretical concepts with practical aspects of operational, functional, and strategic areas of business.
4. Become stronger researchers and more effective decision-makers in today's corporate environment.
5. Become more productive professional and ethical people through strong classroom instruction, professional training, volunteer work and community service, and participation in campus-wide activities and organizations.
Intended Student Learning Outcomes: Business Administration (M.B.A. – Marketing Concentration)
1. Comprehending fundamental principles of human resources management, business math and statistics, corporate finance and financial and managerial accounting to be used in managerial and financial decision-making.
2. Understanding economic concepts relevant to trade, commerce and investment.
3. Explaining the importance of leadership and communication strategies in the commercial environment and recognizing the flow of critical information within an organization.
4. Applying sophisticated methods of investment analysis and decision making in both corporate and non-profit environments.
5. Assessing US corporate law and regulations from the perspective of business practitioners by applying principles of corporate governance, contracts and business tort law.
6. Understanding the importance of marketing activities in the strategic management of an organization; and ascertaining customer needs and the consequence of pricing, promotion and marketing decisions within a diverse population.
7. Examining the importance of timely, efficient, and cost-effective logistics, transportation and distribution management for the movement of goods and services in today's global economy.
8. Gaining in-depth knowledge of current management issues and special problems relevant to organizational dynamics of human resources, corporate operations, finance, investment and strategic management.
9. Recognizing the importance of effective long-term strategy to maintain competitive advantages in varied commercial markets.
10. Obtaining specialized knowledge in concepts of marketing or human resource management, or a combination of these disciplines.
11. Problem recognition
12. Strategic analysis and integration
13. Application of quantitative methods to real-world business situations

14. Communication to relevant publics: a. Ability to communicate effectively in written materials b. Ability to communicate effectively orally in one-on-one or business presentation situations	
15. Teamwork skills: ability to work with a team of colleagues on projects	
16. Project management skills	
17. Professional ethics	
Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
1. <i>Online simulation/quiz - Globus</i> General Program ISLOs Assessed by this Measure: 1, 2, 3, 5 Management ISLOs Assessed by this Measure: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16	<i>Minimum of 60% of graduating students obtain a passing score.</i>
2. <i>Portfolio of Coursework from the Program</i> General Program ISLOs Assessed by this Measure: 1, 2, 3, 4, 5 Management ISLOs Assessed by this Measure: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16	<i>Minimum of 80% of graduating students score a 1 or 2 on all parts of the paper.</i>
Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Indirect Measures:
1. <i>Student Exit Interview</i> General Program ISLOs Assessed by this Measure: 1, 2, 3, 4, 5 Managements ISLOs Assessed by this Measure: 1, 2, 3, 4	<i>Minimum of 90% of graduates perceive the program to be of good quality.</i>
2. <i>Alumni Survey</i> General Program ISLOs Assessed by this Measure: 1, 5 Management ISLOs Assessed by this Measure: 2	<i>Minimum of 90% of graduates employed in business field or attending graduate school.</i>

Assessment of Learning Results: *Business Administration (M.B.A. – Marketing Concentration)*

Summary of Results from Implementing Direct Measures of Student Learning:				
1. A total of 1 student completed the Globus simulation with 1 achieving a passing score (100%). Outcome goal was met.				
2. A total of 1 student completed the Portfolio with 1 students passing (100%). Outcome goal was met.				
Summary of Results from Implementing Indirect Measures of Student Learning:				
1. A total of 1 student completed the exit survey and 1 scored the program a “4” or “5” (100%) – Outcome goal was met.				
2. Due to the implementation of a college-wide new ERP system, the results of the Alumni Survey were not available at the time of this report.				
Summary of Achievement of Intended Student Learning Outcomes:				
Intended Student Learning Outcomes	Learning Assessment Measures			
	<i>Direct Measure 1</i>	<i>Direct Measure 2</i>	<i>Indirect Measure 1</i>	<i>Indirect Measure 2</i>
General Program Intended Student Learning Outcomes	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...
1. Prepare business managers for today’s global environment by providing them with specialized training, skills, and knowledge in business.	Was Met	Was Met	Was Met	Unknown
2. Provide students with strong statistics, economics, and information technology background that serves as a foundation for more advanced areas of management, finance, accounting, international business, human resources management, and marketing.	Was Met	Was Met	Was Met	Not Assessed by this Measure
3. Integrate theoretical concepts with practical aspects of operational, functional, and strategic areas of business.	Was Met	Was Met	Was Met	Not Assessed by this Measure

4. Become stronger researchers and more effective decision-makers in today's corporate environment.	Not Assessed by this Measure	Was Met	Was Met	Not Assessed by this Measure
5. Become more productive professional and ethical people through strong classroom instruction, professional training, volunteer work and community service, and participation in campus-wide activities and organizations.	Was Met	Was Met	Was Met	Unknown
Intended Student Learning Outcomes: Major, Concentration, Specialization, Emphasis, Option, or Track in Area 1	<i>Direct Measure 1</i>	<i>Direct Measure 2</i>	<i>Indirect Measure 1</i>	<i>Indirect Measure 2</i>
	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...
1. Comprehending fundamental principles of human resources management, business math and statistics, corporate finance and financial and managerial accounting to be used in managerial and financial decision-making.	Was Met	Was Met	Was Met	Not Assessed by this Measure
2. Understanding economic concepts relevant to trade, commerce and investment.	Was Met	Was Met	Was Met	Unknown
3. Explaining the importance of leadership and communication strategies in the commercial environment and recognizing the flow of critical information within an organization.	Was Met	Was Met	Was Met	Not Assessed by this Measure
4. Applying sophisticated methods of investment analysis and decision making in both corporate and non-profit environments.	Not Assessed by this Measure	Was Met	Was Met	Not Assessed by this Measure
5. Assessing US corporate law and regulations from the perspective	Was Met	Was Met	Not Assessed by this Measure	Not Assessed by this Measure

of business practitioners by applying principles of corporate governance, contracts and business tort law.				
6. Understanding the importance of marketing activities in the strategic management of an organization; and ascertaining customer needs and the consequence of pricing, promotion and marketing decisions within a diverse population.	Was Met	Was Met	Not Assessed by this Measure	Not Assessed by this Measure
7. Examining the importance of timely, efficient, and cost-effective logistics, transportation and distribution management for the movement of goods and services in today's global economy.	Was Met	Was Met	Not Assessed by this Measure	Not Assessed by this Measure
8. Gaining in-depth knowledge of current management issues and special problems relevant to organizational dynamics of human resources, corporate operations, finance, investment and strategic management.	Was Met	Was Met	Not Assessed by this Measure	Not Assessed by this Measure
9. Recognizing the importance of effective long-term strategy to maintain competitive advantages in varied commercial markets.	Was Met	Was Met	Not Assessed by this Measure	Not Assessed by this Measure
10. Obtaining specialized knowledge in concepts of marketing or human resource management, or a combination of these disciplines.	Was Met	Was Met	Not Assessed by this Measure	Not Assessed by this Measure
11. Problem recognition	Was Met	Was Met	Not Assessed by this Measure	Not Assessed by this Measure
12. Strategic analysis and integration	Was Met	Was Met	Not Assessed by this Measure	Not Assessed by this Measure

13. Application of quantitative methods to real-world business situations	Was Met	Was Met	Not Assessed by this Measure	Not Assessed by this Measure
14. Communication to relevant publics: a. Ability to communicate effectively in written materials b. Ability to communicate effectively orally in one-on-one or business presentation situations	Was Met	Was Met	Not Assessed by this Measure	Not Assessed by this Measure
15. Teamwork skills: ability to work with a team of colleagues on projects	Was Met	Was Met	Not Assessed by this Measure	Not Assessed by this Measure
16. Project management skills	Was Met	Was Met	Not Assessed by this Measure	Not Assessed by this Measure
17. Professional ethics	Not Assessed by this Measure	Was Met	Not Assessed by this Measure	Not Assessed by this Measure

Business Administration (M.B.A. – Marketing Concentration)

Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met

1. <i>All performance targets were met this academic year for students graduating in this program. However, the results of one assessment (Alumni Survey) could not be articulated as they were unavailable at the time of this report. It is anticipated that after the full implementation of the College's new ERP system the results of this survey will be more readily accessible.</i>
2. There are a number of ISLOs that are not assessed by a measure other than the comprehensive exam. It appears that there are too many ISLOs (17) and that they need to be altered to more effectively fit within a comprehensive outcomes assessment plan. The Department of Business will make any changes to the ISLOs in the coming academic year.
3.
4.

Student Learning Assessment for *Business Administration (M.B.A.- Human Resources Concentration)*

General Program Intended Student Learning Outcomes (Program ISLOs)
1. <i>Prepare business managers for today's global environment by providing them with specialized training, skills, and knowledge in business.</i>
2. <i>Provide students with strong statistics, economics, and information technology background that serves as a foundation for more advanced areas of management, finance, accounting, international business, human resources management, and marketing.</i>
3. Integrate theoretical concepts with practical aspects of operational, functional, and strategic areas of business.
4. Become stronger researchers and more effective decision-makers in today's corporate environment.
5. Become more productive professional and ethical people through strong classroom instruction, professional training, volunteer work and community service, and participation in campus-wide activities and organizations.
Intended Student Learning Outcomes: Business Administration (M.B.A. – Human Resources Concentration)
1. Comprehending fundamental principles of human resources management, business math and statistics, corporate finance and financial and managerial accounting to be used in managerial and financial decision-making.
2. Understanding economic concepts relevant to trade, commerce and investment.
3. Explaining the importance of leadership and communication strategies in the commercial environment and recognizing the flow of critical information within an organization.
4. Applying sophisticated methods of investment analysis and decision making in both corporate and non-profit environments.
5. Assessing US corporate law and regulations from the perspective of business practitioners by applying principles of corporate governance, contracts and business tort law.
6. Understanding the importance of marketing activities in the strategic management of an organization; and ascertaining customer needs and the consequence of pricing, promotion and marketing decisions within a diverse population.
7. Examining the importance of timely, efficient, and cost-effective logistics, transportation and distribution management for the movement of goods and services in today's global economy.
8. Gaining in-depth knowledge of current management issues and special problems relevant to organizational dynamics of human resources, corporate operations, finance, investment and strategic management.
9. Recognizing the importance of effective long-term strategy to maintain competitive advantages in varied commercial markets.
10. Obtaining specialized knowledge in concepts of marketing or human resource management, or a combination of these disciplines.
11. Problem recognition
12. Strategic analysis and integration
13. Application of quantitative methods to real-world business situations

14. Communication to relevant publics: a. Ability to communicate effectively in written materials b. Ability to communicate effectively orally in one-on-one or business presentation situations	
15. Teamwork skills: ability to work with a team of colleagues on projects	
16. Project management skills	
17. Professional ethics	
Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
1. <i>Online simulation/quiz - Globus</i> General Program ISLOs Assessed by this Measure: 1, 2, 3, 5 Management ISLOs Assessed by this Measure: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16	<i>Minimum of 60% of graduating students obtain a passing score.</i>
2. <i>Portfolio of Coursework from the Program</i> General Program ISLOs Assessed by this Measure: 1, 2, 3, 4, 5 Management ISLOs Assessed by this Measure: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16	<i>Minimum of 80% of graduating students score a 1 or 2 on all parts of the paper.</i>
Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Indirect Measures:
1. <i>Student Exit Interview</i> General Program ISLOs Assessed by this Measure: 1, 2, 3, 4, 5 Managements ISLOs Assessed by this Measure: 1, 2, 3, 4	<i>Minimum of 90% of graduates perceive the program to be of good quality.</i>
2. <i>Alumni Survey</i> General Program ISLOs Assessed by this Measure: 1, 5 Management ISLOs Assessed by this Measure: 2	<i>Minimum of 90% of graduates employed in business field or attending graduate school.</i>

Assessment of Learning Results: *Business Administration (M.B.A. – Human Resources Concentration)*

Summary of Results from Implementing Direct Measures of Student Learning:				
1. A total of 2 students completed the Globus simulation with 1 achieving a passing score (50%). Outcome goal was not met.				
2. A total of 2 students completed the Portfolio with 2 students passing (100%). Outcome goal was met.				
Summary of Results from Implementing Indirect Measures of Student Learning:				
1. A total of 2 students completed the exit survey and 2 scored the program a “4” or “5” (100%) – Outcome goal was met.				
2. Due to the implementation of a college-wide new ERP system, the results of the Alumni Survey were not available at the time of this report.				
Summary of Achievement of Intended Student Learning Outcomes:				
Intended Student Learning Outcomes	Learning Assessment Measures			
	<i>Direct Measure 1</i>	<i>Direct Measure 2</i>	<i>Indirect Measure 1</i>	<i>Indirect Measure 2</i>
General Program Intended Student Learning Outcomes	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...
1. Prepare business managers for today’s global environment by providing them with specialized training, skills, and knowledge in business.	Not Met	Was Met	Was Met	Unknown
2. Provide students with strong statistics, economics, and information technology background that serves as a foundation for more advanced areas of management, finance, accounting, international business, human resources management, and marketing.	Not Met	Was Met	Was Met	Not Assessed by this Measure
3. Integrate theoretical concepts with practical aspects of operational, functional, and strategic areas of business.	Not Met	Was Met	Was Met	Not Assessed by this Measure

4. Become stronger researchers and more effective decision-makers in today's corporate environment.	Not Assessed by this Measure	Was Met	Was Met	Not Assessed by this Measure
5. Become more productive professional and ethical people through strong classroom instruction, professional training, volunteer work and community service, and participation in campus-wide activities and organizations.	Not Met	Was Met	Was Met	Unknown
Intended Student Learning Outcomes: Major, Concentration, Specialization, Emphasis, Option, or Track in Area 1	<i>Direct Measure 1</i>	<i>Direct Measure 2</i>	<i>Indirect Measure 1</i>	<i>Indirect Measure 2</i>
	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...
1. Comprehending fundamental principles of human resources management, business math and statistics, corporate finance and financial and managerial accounting to be used in managerial and financial decision-making.	Not Met	Was Met	Was Met	Not Assessed by this Measure
2. Understanding economic concepts relevant to trade, commerce and investment.	Not Met	Was Met	Was Met	Unknown
3. Explaining the importance of leadership and communication strategies in the commercial environment and recognizing the flow of critical information within an organization.	Not Met	Was Met	Was Met	Not Assessed by this Measure
4. Applying sophisticated methods of investment analysis and decision making in both corporate and non-profit environments.	Not Assessed by this Measure	Was Met	Was Met	Not Assessed by this Measure
5. Assessing US corporate law and regulations from the perspective	Not Met	Was Met	Not Assessed by this Measure	Not Assessed by this Measure

of business practitioners by applying principles of corporate governance, contracts and business tort law.				
6. Understanding the importance of marketing activities in the strategic management of an organization; and ascertaining customer needs and the consequence of pricing, promotion and marketing decisions within a diverse population.	Not Met	Was Met	Not Assessed by this Measure	Not Assessed by this Measure
7. Examining the importance of timely, efficient, and cost-effective logistics, transportation and distribution management for the movement of goods and services in today's global economy.	Not Met	Was Met	Not Assessed by this Measure	Not Assessed by this Measure
8. Gaining in-depth knowledge of current management issues and special problems relevant to organizational dynamics of human resources, corporate operations, finance, investment and strategic management.	Not Met	Was Met	Not Assessed by this Measure	Not Assessed by this Measure
9. Recognizing the importance of effective long-term strategy to maintain competitive advantages in varied commercial markets.	Not Met	Was Met	Not Assessed by this Measure	Not Assessed by this Measure
10. Obtaining specialized knowledge in concepts of marketing or human resource management, or a combination of these disciplines.	Not Met	Was Met	Not Assessed by this Measure	Not Assessed by this Measure
11. Problem recognition	Not Met	Was Met	Not Assessed by this Measure	Not Assessed by this Measure
12. Strategic analysis and integration	Not Met	Was Met	Not Assessed by this Measure	Not Assessed by this Measure

13. Application of quantitative methods to real-world business situations	Not Met	Was Met	Not Assessed by this Measure	Not Assessed by this Measure
14. Communication to relevant publics: a. Ability to communicate effectively in written materials b. Ability to communicate effectively orally in one-on-one or business presentation situations	Not Met	Was Met	Not Assessed by this Measure	Not Assessed by this Measure
15. Teamwork skills: ability to work with a team of colleagues on projects	Not Met	Was Met	Not Assessed by this Measure	Not Assessed by this Measure
16. Project management skills	Not Met	Was Met	Not Assessed by this Measure	Not Assessed by this Measure
17. Professional ethics	Not Assessed by this Measure	Was Met	Not Assessed by this Measure	Not Assessed by this Measure

Business Administration (-M.B.A. – Human Resources Concentration)

Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met

1. <i>The results of one assessment (Alumni Survey) could not be articulated as they were unavailable at the time of this report. It is anticipated that after the full implementation of the College's new ERP system the results of this survey will be more readily accessible.</i>
2. There are a number of ISLOs that are not assessed by a measure other than the comprehensive exam. It appears that there are too many ISLOs (17) and that they need to be altered to more effectively fit within a comprehensive outcomes assessment plan. The Department of Business will make any changes to the ISLOs in the coming academic year.
3. It is unclear at this time if the results of the Globus simulation are an anomaly or a trend as there was a small sample size (2) for this academic year for this program. This will be monitored in future years to determine if these results are valid.
4.