



Public Disclosure of Student Learning

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| Institution | D'Youville College |
| Academic Business Unit | School of Arts, Sciences, and Education Business Department |
| Academic Year | 2015-2016 |

Report of Student Learning and Achievement
D'Youville College
School of Arts, Sciences, and Education
Business Department

For Academic Year: 2015-2016

| Mission of the Business Department |
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| The D'Youville College Business department provides student-centered and theoretically sound instruction that is to today's organizational demands. Our programs integrate classroom knowledge with professional skills development, backed up by sound experience. We mold tomorrow's business and promote intellectual curiosity through a focus on critical inquiry, scholarship, ethics, and service. |

| Student Learning Assessment for : <i>Business Management (BS)</i> | |
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| Program Intended Student Learning Outcomes (Program ISLOs) | |
| 1. <i>The student will be able to demonstrate knowledge in the core areas of business.</i> | |
| 2. <i>The student will be able to use effective communication strategies and understand the implications of the distinct communication flows in an organizational setting.</i> | |
| 3. <i>The student will be able to analyze organizational situations (status/problems) to enable decision making and facilitate the planning process.</i> | |
| 4. <i>The student will be able to recommend alternative solutions to business issues and demonstrate a global perspective of corporate social responsibility in decision-making.</i> | |
| 5. <i>The student will be able to integrate business concepts and align business functions to make recommendations to management.</i> | |
| Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning: | Performance Objectives (Targets/Criteria) for Direct Measures: |
| 1. <i>End-of-Program Comprehensive Exam</i> Program ISLOs Assessed by this Measure: 1 | <i>At least 70% of all graduating Business Management students will score 70% or higher on each subset of examination questions related to each of the program ISLOs assessed by this measure</i> |
| 2. <i>Case Study in Capstone Course (MGT 412)</i> | <i>On the rating scale in the case study evaluation (with "excellent") being the highest rating, at least 70% of all graduating Business Management</i> |

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| Program ISLOs Assessed by this Measure: 1,2,3,4,5 | <i>students will achieve a performance rating of “good” or “excellent” on each evaluation criterion associated as defined in the program ISLOs and assessed by this measure</i> |
| Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning: | Performance Objectives (Targets/Criteria) for Indirect Measures: |
| 1. <i>Student Exit Survey</i> Program ISLOs Assessed by this Measure: 1,3 | <i>On the exit survey instrument, at least 70% of all graduating Business Management students will indicate that they “agree” or “strongly agree” in achieving each of the program ISLOs</i> |
| 2. <i>Student Self-Assessment of Case Study-Rubric</i> Program ISLOs Assessed by this Measure: 1,3,5 | <i>On the Student Self-Assessment of Case study Rubric, at least 70% of all graduating Business Management students will indicate a performance rating of “good” or “excellent” on each evaluation criterion associated as defined in the program ISLOs and assessed by this measure</i> |
| Learning Assessment Results: Business Management (BS) | |
| Summary of Results from Implementing Direct Measures of Student Learning: | |
| 1. End-of Program Comprehensive Examination: <i>6 Management students participated in the comprehensive exam: 0 out of the 6 received 70% on all 14 sections (Total number of students: 6):</i> | |
| 2. Case Study In Capstone course (MGT 412) 6 Business Management students participated in the Case Study in Capstone course: 88% of the students received a performance rating of “good” or “excellent” on each of the evaluation criterion (Total number of Students: 6) | |
| Summary of Results from Implementing Indirect Measures of Student Learning: | |
| 1. Student Exit Survey <i>6 Business Management students participated in the Student Exit Survey 97% of the students indicated that they “Agree” or “strongly agree” in achieving each of the program ISLOs (Total number of 6 students):</i> | |
| 2. Student Self-Assessment of Case Study-Rubric 6 Business Management Students participated in the Student Self-Assessment of Case Study Rubric 88% of the students indicated a performance rating of “good” or “excellent” on each evaluation criterion (Total number of 6 students) : | |

Summary of Achievement of Intended Student Learning Outcomes:

| Intended Student Learning Outcomes | Learning Assessment Measures | | | | | | | |
|--|--|--------------------------------------|---------------------------|---------------------------|---------------------------|---|---------------------------|---------------------------|
| Program ISLOs | <i>End-of-Program Comprehensive Exam</i> | <i>Case Study in Capstone Course</i> | <i>Direct Measure 3</i> | <i>Direct Measure 4</i> | <i>Exit Survey</i> | <i>Student Self-Assessment of Case Study Rubric</i> | <i>Indirect Measure 3</i> | <i>Indirect Measure 4</i> |
| | Performance Target Was... | Performance Target Was... | Performance Target Was... | Performance Target Was... | Performance Target Was... | Performance Target Was... | Performance Target Was... | Performance Target Was... |
| 1. <i>The student will be able to demonstrate knowledge in the core areas of business</i> | Not Met | Met | | | Met | Met | | |
| 2. <i>The student will be able to use effective communication strategies and understand the implications of the distinct communication flows in an organizational setting</i> | N/A | Met | | | N/A | N/A | | |
| 3. <i>The student will be able to analyze organizational situations (status/problems) to enable decision making and facilitate the planning process</i> | N/A | Met | | | Met | Met | | |
| 4. <i>The student will be able to recommend alternative solutions to business issues and demonstrate a global perspective of corporate social responsibility in decision-making.</i> | N/A | Met | | | N/A | N/A | | |
| 5. <i>The student will be able to integrate business concepts and align business functions to make recommendations to management</i> | N/A | Met | | | N/A | Met | | |

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

1. **Program ISLO 1:** *The performance targets for this program ISLO dealing with knowledge in the core areas of business were not met on the comprehensive examination. The department has decided to change how the exam is given; it will continue to be taken on-line, but it will be done as a whole, in a classroom setting and it will be comprised of 30 randomly picked questions – 10 from each level (200,300,400) of study. This will allow the department to see at which level of study the student is not performing up to expectations and as a department we will work on a plan to strengthen that material throughout each level of study.*

Student Learning Assessment for: Advance Management (BS)

Program Intended Student Learning Outcomes Advancement Management (BS)

1. *The student will be able to demonstrate knowledge in the core areas of business*
2. *The student will be able to use effective communication strategies and understand the implications of the distinct communication flows in an organizational setting.*
3. *The student will be able to analyze organizational situations (status/problems) to enable decision making and facilitate the planning process.*
4. *The student will be able to recommend alternative solutions to business issues and demonstrate a global perspective of corporate social responsibility in decision-making.*
5. *The student will be able to integrate business concepts and align business functions to make recommendations to management.*

**Assessment Instruments for Intended Student Learning Outcomes—
Direct Measures of Student Learning:**

Performance Objectives (Targets/Criteria) for Direct Measures:

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| <p>1. <i>End-of-Program Comprehensive Exam</i> Program ISLOs Assessed by this Measure: 1</p> | <p><i>At least 70% of all graduating Advance Management students will score 70% or higher on each subset of examination questions related to each of the program ISLOs assessed by this measure</i></p> |
| <p>2. <i>Case Study in Capstone course (MGT 412V)</i> Program ISLOs Assessed by this Measure: 1,2,3,4,5</p> | <p><i>On the rating scale in the case study evaluation rubric (with “excellent”) being the highest rating, at least 70% of all graduating Advance Management students will achieve a performance rating of “good” or “excellent” on each evaluation criterion associated as defined in the program ISLOs and assessed by this measure</i></p> |

| Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning: | | Performance Objectives (Targets/Criteria) for Indirect Measures: | | | | | | |
|---|-----------------------|---|-------------------------|-------------------------|--------------------|--------------------------------|---------------------------|---------------------------|
| 1. <i>Student Exit Survey</i> Program ISLOs Assessed by this Measure: 1,3 | | <i>On the exit survey instrument, at least 70% of all graduating Advance Management students will indicate that they “agree” or “strongly agree” in achieving each of the program ISLOs</i> | | | | | | |
| 2. <i>Student Self-Assessment of Case Study-Rubric</i> Program ISLOs Assessed by this Measure: 1,3,5 | | <i>On the Student Self-Assessment of Case study Rubric, at least 70% of all graduating Advance Management students will indicate a performance rating of “good” or “excellent” on each evaluation criterion associated as defined in the program ISLOs and assessed by this measure</i> | | | | | | |
| Learning Assessment Results: Bachelor of Science in Advance Management (BS) | | | | | | | | |
| Summary of Results from Implementing Direct Measures of Student Learning: | | | | | | | | |
| 1. End-of Program Comprehensive Examination: <i>8 Advance Management students participated in the comprehensive exam: 0 out of 8 received 70% on all 14 sections (Total number of students: 8):</i> | | | | | | | | |
| 2. Case Study In Capstone course (MGT 412) The Case Study was not given out in the Capstone course for Spring 2016 (Total number of Students: 8) | | | | | | | | |
| Summary of Results from Implementing Indirect Measures of Student Learning: | | | | | | | | |
| 1. Student Exit Survey <i>8 Advance Management students participated in the Student Exit Survey 93% of the students indicated that they “Agree” or “strongly agree” in achieving each of the program ISLOs (Total number of students: 8)</i> | | | | | | | | |
| 2. Student Self-Assessment of Case Study-Rubric The Student Self-Assessment of Case Study Rubric was not given out in class for Spring 2016 (Total number of students: 8) | | | | | | | | |
| Summary of Achievement of Intended Student Learning Outcomes: | | | | | | | | |
| Intended Student Learning Outcomes | | Learning Assessment Measures | | | | | | |
| Program ISLOs | <i>End-of-Program</i> | <i>Case Study in</i> | <i>Direct Measure 3</i> | <i>Direct Measure 4</i> | <i>Exit Survey</i> | <i>Student Self-Assessment</i> | <i>Indirect Measure 3</i> | <i>Indirect Measure 4</i> |

| | <i>Comprehensive Exam</i> | <i>Capstone Course</i> | | | | <i>of Case Study Rubric</i> | | |
|--|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-----------------------------|---------------------------|---------------------------|
| | Performance Target Was... | Performance Target Was... | Performance Target Was... | Performance Target Was... | Performance Target Was... | Performance Target Was... | Performance Target Was... | Performance Target Was... |
| 1. <i>The student will be able to demonstrate knowledge in the core areas of business</i> | Not Met | Not Met | | | Met | Not Met | | |
| 2. <i>The student will be able to use effective communication strategies and understand the implications of the distinct communication flows in an organizational setting</i> | N/A | Not Met | | | N/A | N/A | | |
| 3. <i>The student will be able to analyze organizational situations (status/problems) to enable decision making and facilitate the planning process</i> | N/A | Not Met | | | Met | Not Met | | |
| 4. <i>The student will be able to recommend alternative solutions to business issues and demonstrate a global perspective of corporate social responsibility in decision-making.</i> | N/A | Not Met | | | N/A | N/A | | |
| 5. <i>The student will be able to integrate business concepts and align business functions to make recommendations to management</i> | N/A | Not Met | | | N/A | Not Met | | |
| Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met: | | | | | | | | |
| 1. Program ISLO 1: <i>The performance targets for this program ISLO dealing with knowledge in the core areas of business were not met on the comprehensive examination, case study in capstone course and student self-assessment of case study rubric. The department has decided to change how the exam is given; the exam will continue to be taken on-line, but it will be done as a whole, in a classroom setting and it will be comprised of 30 randomly picked questions – 10 from each level (200,300,400) of study. This will allow the department to see at which level</i> | | | | | | | | |

of study the student is not performing up to expectations and as a department we will work on a plan to strengthen that material throughout each level of study. In the case of the case study and the student self-assessment of case study the performance target was not met because the actual assessments were not given out in class. The department has recently obtained an administrative assistant who will work closely with the department chair to coordinate all assessments. This individual is specifically tasked with getting rubrics for all assessments to the appropriate individuals and following-up on all assessments (rubric) to make sure everything is handed out and completed in full. This should help the department reduce/eliminate the chances of assessments being overlooked or not being completed in full.

2. Program ISLO 2: *The performance target for this program ISLO dealing with using effective communication strategies and understanding the implications of the distinct communication flows in an organizational setting was not met on the case study in capstone course. This ISLO's was not met due to the assessment not being given out in class. The department has recently obtained an administrative assistant who will work closely with the department chair to coordinate all assessments. This individual is specifically tasked with getting rubrics for all assessments to the appropriate individuals and following-up on all assessments (rubric) to make sure everything is handed out and completed in full. This should help the department reduce/eliminate the chances of assessments being overlooked or not being completed in full.*

3. Program ISLO 3: *The performance target for this program ISLO dealing with analyzing organizational situations to enable decision making and facilitate the planning process were not met on the case study in capstone course and student self-assessment of case study rubric. These ISLO's were not met due to the assessment not being given out in class. The department has recently obtained an administrative assistant who will work closely with the department chair to coordinate all assessments. This individual is specifically tasked with getting rubrics for all assessments to the appropriate individuals and following-up on all assessments (rubric) to make sure everything is handed out and completed in full. This should help the department reduce/eliminate the chances of assessments being overlooked or not being completed in full.*

4. Program ISLO 4: *The performance target for this program ISLO dealing with recommending alternative solutions to business issues and demonstrating a global perspective of corporate social responsibility in decision-making were not met on the case study in the capstone course. This ISLO was not met due to the assessment not being given out in class. The department has recently obtained an administrative assistant who will work closely with the department chair to coordinate all assessments. This individual is specifically tasked with getting rubrics for all assessments to the appropriate individuals and following-up on all assessments (rubric) to make sure everything is handed out and completed in full. This should help the department reduce/eliminate the chances of assessments being overlooked or not being completed in full.*

5. Program ISLO 5: *The performance target for this program ISLO dealing with ability to integrate business concepts and align business functions to make recommendations to management were not met on the case study in the capstone course or in the student self-assessment of case study rubric. These ISLO's were not met due to the assessment not being given out in class. The department has recently obtained an administrative assistant who will work closely with the department chair to coordinate all assessments. This individual is specifically tasked with getting rubrics for all assessments to the appropriate individuals and following-up on all assessments (rubric) to make sure everything is handed out and completed in full. This should help the department reduce/eliminate the chances of assessments being*

overlooked or not being completed in full.

Student Learning Assessment for: Bachelor of Science in Accounting (BS)

Program Intended Student Learning Outcomes Bachelor of Science in Accounting (BS)

1. *The student will be able to demonstrate knowledge in the core areas of business*
2. *The student will be able to use communication strategies and flows in an organizational setting.*
3. *The student will be able to analyze organizational situations (status/problems) to inform decision making and planning process. (technology)*
4. *The student will be able to recommend alternatives that address a global perspective of corporate social responsibility in decision-making.*
5. *The student will be able to integrate business concepts and align business functions to make recommendations to management.*
6. *The student will be able to analyze and interpret financial and accounting information based on US GAAP and various international accounting standards*
7. *The student will be able to communicate complex accounting outcomes to diverse audiences in an ethical and professional manner.*

**Assessment Instruments for Intended Student Learning Outcomes—
Direct Measures of Student Learning:**

Performance Objectives (Targets/Criteria) for Direct Measures:

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|--|---|
| <p>1. <i>End-of-Program Comprehensive Exam</i> Program ISLOs Assessed by this Measure: 1</p> | <p><i>At least 70% of all graduating Accounting students will score 70% or higher on each subset of examination questions related to each of the program ISLOs assessed by this measure</i></p> |
| <p>2. <i>Case Study in Capstone Course (ACC 404)</i> Program ISLOs Assessed by this Measure: 2,3,4,5,6,7</p> | <p><i>On the rating scale in the case study evaluation rubric (with “excellent”) being the highest rating, at least 70% of all graduating Accounting students will achieve a performance rating of “good” or “excellent” on each evaluation criterion associated as defined in the program ISLOs and assessed by this measure</i></p> |

**Assessment Instruments for Intended Student Learning Outcomes—
Indirect Measures of Student Learning:**

Performance Objectives (Targets/Criteria) for Indirect Measures:

| | |
|--|--|
| <p>1. <i>Student Exit Survey</i> Program ISLOs Assessed by this Measure: 1,5</p> | <p><i>On the exit survey instrument, at least 70% of all graduating Accounting students will indicate that they “agree” or “strongly agree” in achieving each of the program ISLOs</i></p> |
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| <p>2. <i>Alumni Student Survey</i></p> <p>Program ISLOs Assessed by this Measure: 1</p> | <p><i>On the alumni survey, at least 70% of all Accounting students who graduated six months to one year will indicate “excellent” or “good” in achieving each of the program ISLOs.</i></p> |
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Learning Assessment Results: Bachelor of Science in Accounting (BS)

Summary of Results from Implementing Direct Measures of Student Learning:

1. **End-of Program Comprehensive Examination:**
 3 Accounting students participated in the comprehensive exam: 0 out of the 3 received 70% on all 7 sections
 (Total number of students: 3):

2. **Case Study In Capstone course (ACC 404)**
 The Case Study was not given in the Capstone course.

Summary of Results from Implementing Indirect Measures of Student Learning:

1. **Student Exit Survey**
 3 Accounting students participated in the Student Exit Survey
 71% of the students indicated that they “Agree” or “strongly agree” in achieving each of the program ISLOs
 (Total number of 3 students):

2. **Alumni Survey**
 0 student participation
 It has not been 6 months-1 year since the student graduated.

Summary of Achievement of Intended Student Learning Outcomes:

| Intended Student Learning Outcomes | Learning Assessment Measures | | | | | | | |
|---|--|--------------------------------------|---------------------------|---------------------------|----------------------------|---------------------------|---------------------------|---------------------------|
| Program ISLOs | <i>End-of-Program Comprehensive Exam</i> | <i>Case Study in Capstone Course</i> | <i>Direct Measure 3</i> | <i>Direct Measure 4</i> | <i>Student Exit Survey</i> | <i>Alumni Survey</i> | <i>Indirect Measure 3</i> | <i>Indirect Measure 4</i> |
| | Performance Target Was... | Performance Target Was... | Performance Target Was... | Performance Target Was... | Performance Target Was... | Performance Target Was... | Performance Target Was... | Performance Target Was... |
| 1. <i>The student will be able to demonstrate knowledge in the core areas of business</i> | Not Met | N/A | | | Met | N/A This year | | |

| | | | | | | | | |
|--|-----|---------|--|--|-----|-----|--|--|
| 2. <i>The student will be able to use communication strategies and flows in an organizational setting</i> | N/A | Not Met | | | N/A | N/A | | |
| 3. <i>The student will be able to analyze organizational situations (status/problems) to enable decision making and facilitate the planning process(technology)</i> | N/A | Not Met | | | N/A | N/A | | |
| 4. <i>The student will be able to recommend alternatives that address a global perspective of corporate social responsibility in decision-making.</i> | N/A | Not Met | | | N/A | N/A | | |
| 5. <i>The student will be able to integrate business concepts and align business functions to make recommendations to management</i> | N/A | Not Met | | | Met | N/A | | |
| 6. <i>The student will be able to analyze and interpret financial and accounting information based on US GAAP and various international accounting standards</i> | N/A | Not Met | | | N/A | N/A | | |
| 7. <i>The student will be able to communicate complex accounting outcomes to diverse audiences in an ethical and professional manner</i> | N/A | Not Met | | | N/A | N/A | | |
| Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met: | | | | | | | | |
| 1. Program ISLO 1: <i>The performance targets for this program ISLO dealing with knowledge in the core areas of business were not met on the comprehensive examination. The department has decided to change how the exam is given. The exam will continue to be taken on-line, but it will be done as a whole, in a classroom setting and it will be comprised of 30 randomly picked questions – 10 from each level (200,300,400) of study. This will allow the department to see at which level of study the student is not performing up to expectations and as a department</i> | | | | | | | | |

we will work on a plan to strengthen that material throughout each level of study

2. Program ISLO 2: *The performance target for this program ISLO dealing with using effective communication strategies and flows in an organizational setting was not met on the case study in capstone course. This ISLO's was not met due to the assessment not being given out in class. The department has recently obtained an administrative assistant who will work closely with the department chair to coordinate all assessments. This individual is specifically tasked with getting rubrics for all assessments to the appropriate individuals and following-up on all assessments (rubric) to make sure everything is handed out and completed in full. This should help the department reduce/eliminate the chances of assessments being overlooked or not being completed in full.*

3. Program ISLO 3: *The performance target for this program ISLO dealing with analyzing organizational situations to enable decision making and facilitate the planning process were not met on the case study in capstone course. This ISLO's were not met due to the assessment not being given out in class. The department has recently obtained an administrative assistant who will work closely with the department chair to coordinate all assessments. This individual is specifically tasked with getting rubrics for all assessments to the appropriate individuals and following-up on all assessments (rubric) to make sure everything is handed out and completed in full. This should help the department reduce/eliminate the chances of assessments being overlooked or not being completed in full.*

4. Program ISLO 4: *The performance target for this program ISLO dealing with recommending alternative solutions to that address a global perspective of corporate social responsibility in decision-making were not met on the case study in the capstone course. This ISLO was not met due to the assessment not being given out in class. The department has recently obtained an administrative assistant who will work closely with the department chair to coordinate all assessments. This individual is specifically tasked with getting rubrics for all assessments to the appropriate individuals and following-up on all assessments (rubric) to make sure everything is handed out and completed in full. This should help the department reduce/eliminate the chances of assessments being overlooked or not being completed in full.*

5. Program ISLO 5 *The performance target for this program ISLO dealing with ability to integrate business concepts and align business functions to make recommendations to management were not met on the case study in the capstone course. This ISLO's were not met due to the assessment not being given out in class. The department has recently obtained an administrative assistant who will work closely with the department chair to coordinate all assessments. This individual is specifically tasked with getting rubrics for all assessments to the appropriate individuals and following-up on all assessments (rubric) to make sure everything is handed out and completed in full. This should help the department reduce/eliminate the chances of assessments being overlooked or not being completed in full.*

6. Program ISLO 6: *The performance targets for this program ISLO dealing with analyzing and interpreting financial /accounting information based on US GAAP and various international accounting standards were not met on the case study in the capstone course. This ISLO's were not met due to the assessment not being given out in class. The department has recently obtained an administrative assistant who will work closely with the department chair to coordinate all assessments. This individual is specifically tasked with getting rubrics for all assessments to the appropriate individuals and following-up on all assessments (rubric) to make sure everything is handed out and completed in full. This should help the department reduce/eliminate the chances of assessments being overlooked or not being completed in full.*

7. Program ISLO 7: *The performance targets for this program ISLO dealing with communicating complex accounting outcomes to diverse audiences*

in an ethical and professional manner were not met on the case study in the capstone course. This ISLO's were not met due to the assessment not being given out in class. The department has recently obtained an administrative assistant who will work closely with the department chair to coordinate all assessments. This individual is specifically tasked with getting rubrics for all assessments to the appropriate individuals and following-up on all assessments (rubric) to make sure everything is handed out and completed in full. This should help the department reduce/eliminate the chances of assessments being overlooked or not being completed in full.

Student Learning Assessment for: Bachelor of Science in Accounting (BS) & Masters of Science in International Business – 5 Year Program

Program Intended Student Learning Outcomes Accounting (BS) assessments completed in year 4 of the 5 Year Program

1. *The student will be able to demonstrate knowledge in the core areas of business*
2. *The student will be able to use communication strategies and flows in an organizational setting.*
3. *The student will be able to analyze organizational situations (status/problems) to inform decision making and planning process. (technology)*
4. *The student will be able to recommend alternatives that address a global perspective of corporate social responsibility in decision-making.*
5. *The student will be able to integrate business concepts and align business functions to make recommendations to management.*
6. *The student will be able to analyze and interpret financial and accounting information based on US GAAP and various international accounting standards*
7. *The student will be able to communicate complex accounting outcomes to diverse audiences in an ethical and professional manner.*

**Assessment Instruments for Intended Student Learning Outcomes—
Direct Measures of Student Learning:**

Performance Objectives (Targets/Criteria) for Direct Measures:

- | | |
|--|---|
| <p>1. <i>End-of-Program Comprehensive Exam</i> Program ISLOs Assessed by this Measure: 1</p> | <p><i>At least 70% of all graduating Accounting students will score 70% or higher on each subset of examination questions related to each of the program ISLOs assessed by this measure</i></p> |
| <p>2. <i>Case Study in Capstone Course (ACC 404)</i> Program ISLOs Assessed by this Measure: 2,3,4,5,6,7</p> | <p><i>On the rating scale in the case study evaluation rubric (with “excellent”) being the highest rating, at least 70% of all graduating Accounting students will achieve a performance rating of “good” or “excellent” on each evaluation criterion associated as defined in the program ISLOs and assessed by this measure</i></p> |

**Assessment Instruments for Intended Student Learning Outcomes—
Indirect Measures of Student Learning:**

Performance Objectives (Targets/Criteria) for Indirect Measures:

| | |
|--|---|
| 1. <i>Student Exit Survey</i> Program ISLOs Assessed by this Measure: 1,5 | <i>On the exit survey instrument, at least 70% of all graduating Accounting students will indicate that they “agree” or “strongly agree” in achieving each of the program ISLOs</i> |
| 2. <i>Alumni Student Survey</i> Program ISLOs Assessed by this Measure: 1 | <i>On the alumni survey, at least 70% of all Accounting students who graduated six months to one year will indicate “excellent” or “good” in achieving each of the program ISLOs.</i> |

Learning Assessment Results: Accounting (BS) assessments completed in year 4 of the 5 Year Program

Summary of Results from Implementing Direct Measures of Student Learning:

1. **End-of Program Comprehensive Examination:**
*5 students participated in the comprehensive exam: 0 out of 5 received 70% on all 7 sections
 (Total number of students: 5):*

2. **Case Study In Capstone course (ACC 404)**
 This assessment was not given in the Capstone Course

Summary of Results from Implementing Indirect Measures of Student Learning:

1. **Student Exit Survey**
*5 students participated in the Student Exit Survey
 100% of the students indicated that they “Agree” or “strongly agree” in achieving each of the program ISLOs
 (Total of 5 students):*

2. **Alumni Survey**
 0 student participation
 This data has not been collected – will be done in November 2016

Summary of Achievement of Intended Student Learning Outcomes:

| Intended Student Learning Outcomes | Learning Assessment Measures | | | | | | | |
|------------------------------------|--|--------------------------------------|-------------------------|-------------------------|----------------------------|----------------------|---------------------------|---------------------------|
| Program ISLOs | <i>End-of-Program Comprehensive Exam</i> | <i>Case Study in Capstone Course</i> | <i>Direct Measure 3</i> | <i>Direct Measure 4</i> | <i>Student Exit Survey</i> | <i>Alumni Survey</i> | <i>Indirect Measure 3</i> | <i>Indirect Measure 4</i> |

| | Performance Target Was... | Performance Target Was... | Performance Target Was... | Performance Target Was... | Performance Target Was... | Performance Target Was... | Performance Target Was... | Performance Target Was... |
|---|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|
| 1. <i>The student will be able to demonstrate knowledge in the core areas of business</i> | Not Met | N/A | | | Met | N/A this year | | |
| 2. <i>The student will be able to communication strategies and flows in an organizational setting</i> | N/A | Not Met | | | N/A | N/A | | |
| 3. <i>The student will be able to analyze organizational situations (status/problems) to enable decision making and facilitate the planning process(technology)</i> | N/A | Not Met | | | N/A | N/A | | |
| 4. <i>The student will be able to recommend alternatives that address a global perspective of corporate social responsibility in decision-making.</i> | N/A | Not Met | | | N/A | N/A | | |
| 5. <i>The student will be able to integrate business concepts and align business functions to make recommendations to management</i> | N/A | Not Met | | | Met | N/A | | |
| 6. <i>The student will be able to analyze and interpret financial and accounting information based on US GAAP and various international accounting standards</i> | | Not Met | | | N/A | N/A | | |
| 7. <i>The student will be able to communicate complex accounting outcomes to diverse audiences in an ethical and professional manner</i> | | Not Met | | | N/A | N/A | | |

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

1. **Program ISLO 1:** *The performance targets for this program ISLO dealing with knowledge in the core areas of business were not met on the comprehensive examination. The department has decided to change how the exam is given; the exam will continue to be taken on-line, but it will be done as a whole, in a classroom setting and it will be comprised of 30 randomly picked questions – 10 from each level (200,300,400) of study. This will allow the department to see at which level of study the student is not performing up to expectations and as a department we will work on a plan to strengthen that material throughout each level of study*
2. **Program ISLO 2:** *The performance target for this program ISLO dealing with using effective communication strategies and flows in an organizational setting was not met on the case study in capstone course. This ISLO's was not met due to the assessment not being given out in class. The department has recently obtained an administrative assistant who will work closely with the department chair to coordinate all assessments. This individual is specifically tasked with getting rubrics for all assessments to the appropriate individuals and following-up on all assessments (rubric) to make sure everything is handed out and completed in full. This should help the department reduce/eliminate the chances of assessments being overlooked or not being completed in full.*
3. **Program ISLO 3:** *The performance target for this program ISLO dealing with analyzing organizational situations to enable decision making and facilitate the planning process were not met on the case study in capstone course. This ISLO's were not met due to the assessment not being given out in class. The department has recently obtained an administrative assistant who will work closely with the department chair to coordinate all assessments. This individual is specifically tasked with getting rubrics for all assessments to the appropriate individuals and following-up on all assessments (rubric) to make sure everything is handed out and completed in full. This should help the department reduce/eliminate the chances of assessments being overlooked or not being completed in full.*
4. **Program ISLO 4:** *The performance target for this program ISLO dealing with recommending alternative solutions to that address a global perspective of corporate social responsibility in decision-making were not met on the case study in the capstone course. This ISLO was not met due to the assessment not being given out in class. The department has recently obtained an administrative assistant who will work closely with the department chair to coordinate all assessments. This individual is specifically tasked with getting rubrics for all assessments to the appropriate individuals and following-up on all assessments (rubric) to make sure everything is handed out and completed in full. This should help the department reduce/eliminate the chances of assessments being overlooked or not being completed in full.*
5. **Program ISLO 5:** *The performance target for this program ISLO dealing with ability to integrate business concepts and align business functions to make recommendations to management were not met on the case study in the capstone course. This ISLO's were not met due to the assessment not being given out in class. The department has recently obtained an administrative assistant who will work closely with the department chair to coordinate all assessments. This individual is specifically tasked with getting rubrics for all assessments to the appropriate individuals and following-up on all assessments (rubric) to make sure everything is handed out and completed in full. This should help the department reduce/eliminate the chances of assessments being overlooked or not being completed in full.*
6. **Program ISLO 6:** *The performance targets for this program ISLO dealing with analyzing and interpreting financial /accounting information based on US GAAP and various international accounting standards were not met on the case study in the capstone course. This ISLO's were not met due*

to the assessment not being given out in class. The department has recently obtained an administrative assistant who will work closely with the department chair to coordinate all assessments. This individual is specifically tasked with getting rubrics for all assessments to the appropriate individuals and following-up on all assessments (rubric) to make sure everything is handed out and completed in full. This should help the department reduce/eliminate the chances of assessments being overlooked or not being completed in full.

7. **Program ISLO 7:** The performance targets for this program ISLO dealing with communicating complex accounting outcomes to diverse audiences in an ethical and professional manner were not met on the case study in the capstone course. This ISLO's were not met due to the assessment not being given out in class. The department has recently obtained an administrative assistant who will work closely with the department chair to coordinate all assessments. This individual is specifically tasked with getting rubrics for all assessments to the appropriate individuals and following-up on all assessments (rubric) to make sure everything is handed out and completed in full. This should help the department reduce/eliminate the chances of assessments being overlooked or not being completed in full.

Student Learning Assessment for: Bachelor of Science in Accounting (BS) & Masters of Science in International Business – 5 Year Program

Program Intended Student Learning Outcomes International Business (MS) assessments completed in year5 of the 5 Year Program

1. The student will be able to demonstrate knowledge in the core areas of International Business
2. The student will be able to use communication strategies and flows in an organizational setting.
3. The student will be able to analyze organizational situations (status/problems) to inform decision making and planning (technology)
4. The student will be able to recommend alternatives that address a global perspective of corporate social responsibility in decision-making.
5. The student will be able to integrate business concepts and align business functions to make recommendations to management.
6. The student will be able to conduct research on diverse international business issues/topics and make sound and specific recommendations/solutions
7. The student will be able to analyze and interpret research results

| Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning: | Performance Objectives (Targets/Criteria) for Direct Measures: |
|--|---|
| 1. End-of-Program Comprehensive Exam Program ISLOs Assessed by this Measure: 1 | At least 70% of all graduating International Business students will score 70% or higher on each subset of examination questions related to each of the program ISLOs assessed by this measure |
| 2. Project Paper Rubric Program ISLOs Assessed by this Measure: 2,3,4,5,6,7 | On the rating scale in project paper rubric (with “exemplary” being the highest rating), at least 70% of all graduating International Business |

| | |
|---|---|
| | <i>students will achieve a performance rating of “proficient” or “exemplary” on each evaluation criterion associated with the program ISLOs assessed by this measure</i> |
| Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning: | Performance Objectives (Targets/Criteria) for Indirect Measures: |
| 1. <i>Student Exit Survey</i> Program ISLOs Assessed by this Measure: 1 | <i>On the exit survey instrument, at least 70% of all graduating International Business students will indicate that they “agree” or “strongly agree” in achieving each of the program ISLOs</i> |
| 2. <i>Project Formal Oral Communication Rubric</i> Program ISLOs Assessed by this Measure: 2,3,4,6 | <i>On the rating scale in the Formal Oral Communication rubric (with “Sophisticated” being the highest rating), at least 70% of all graduating International Business students will achieve a performance rating of “Competent” or “Sophisticated” on each of the evaluation criterion associated with the program ISLOs assessed by this measure</i> |
| Learning Assessment Results: International Business (MS) assessments completed in year 5 of the 5 Year Program | |
| Summary of Results from Implementing Direct Measures of Student Learning: | |
| 1. <i>End-of Program Comprehensive Examination:</i> <i>5 students participated in the comprehensive exam: 0 out of 5 received 70% on all 7 sections (Total number of students: 5):</i> | |
| 2. <i>Project Paper Rubric</i> 100% of the students received a performance rating of “proficient” or “exemplary” on each evaluation criterion associated with the program ISLOs assessed by this measure (Total number of Students: 3) | |
| Summary of Results from Implementing Indirect Measures of Student Learning: | |
| 1. <i>Student Exit Survey</i> <i>5 students participated in the Student Exit Survey 100% of the students indicated that they “Agree” or “strongly agree” in achieving each of the program ISLOs (Total number of students: 5)</i> | |
| 2. <i>Project Formal Oral Communication Rubric</i> 100% of the students received a performance rating of “Competent” or “Sophisticated” on each of the evaluation criterion associated with the | |

program ISLOs assessed by this measure
(Total number of students: 3)

Summary of Achievement of Intended Student Learning Outcomes:

| Intended Student Learning Outcomes | Learning Assessment Measures | | | | | | | |
|---|--|-----------------------------|---------------------------|---------------------------|----------------------------|---|---------------------------|---------------------------|
| Program ISLOs | <i>End-of-Program Comprehensive Exam</i> | <i>Project Paper Rubric</i> | <i>Direct Measure 3</i> | <i>Direct Measure 4</i> | <i>Student Exit Survey</i> | <i>Project Formal Oral Communication Rubric</i> | <i>Indirect Measure 3</i> | <i>Indirect Measure 4</i> |
| | Performance Target Was... | Performance Target Was... | Performance Target Was... | Performance Target Was... | Performance Target Was... | Performance Target Was... | Performance Target Was... | Performance Target Was... |
| 1. <i>The student will be able to demonstrate knowledge in the core areas of International Business</i> | Not Met | N/A | | | Met | N/A | | |
| 2. <i>The student will be able to use communication strategies and flows in an organizational setting</i> | N/A | Met | | | N/A | MET | | |
| 3. <i>The student will be able to analyze organizational situations (status/problems) to inform decision making and planning (technology)</i> | N/A | Met | | | N/A | MET | | |
| 4. <i>The student will be able to recommend alternatives that address a global perspective of corporate social responsibility in decision-making.</i> | N/A | Met | | | N/A | MET | | |
| 5. <i>The student will be able to integrate business concepts and align business functions to make recommendations to management</i> | N/A | Met | | | N/A | N/A | | |

| | | | | | | | | |
|--|-----|-----|--|--|-----|-----|--|--|
| 6. <i>The student will be able to conduct research on diverse international business issues/topics and make sound and specific recommendations/solutions</i> | N/A | Met | | | N/A | MET | | |
| 7. <i>The student will be able to analyze and interpret research results</i> | N/A | Met | | | N/A | N/A | | |

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

1. **Program ISLO 1:** *The performance targets for this program ISLO dealing with knowledge in the core areas of business were not met on the comprehensive examination. The department has decided to change how the exam is given; the exam will continue to be taken on-line, but it will be done as a whole, in a classroom setting and it will be comprised of 30 randomly picked questions – 15 from each level (500,600) of study. This will allow the department to see at which level of study the student is not performing up to expectations and as a department we will work on a plan to strengthen that material throughout each level of study*

Student Learning Assessment for: International Business (BS/MS)– 5 Year Program

Program Intended Student Learning Outcomes International Business (BS/MS)

1. The student will be able to demonstrate knowledge in the core areas of International Business
2. *The student will be able to use communication strategies and flows in an organizational setting.*
3. *The student will be able to analyze organizational situations (status/problems) to inform decision making and planning (technology)*
4. *The student will be able to recommend alternatives that address a global perspective of corporate social responsibility in decision-making.*
5. *The student will be able to integrate business concepts and align business functions to make recommendations to management.*
6. *The student will be able to conduct research on diverse international business issues/topics and make sound and specific recommendations/solutions*
7. *The student will be able to analyze and interpret research results*

**Assessment Instruments for Intended Student Learning Outcomes—
Direct Measures of Student Learning:**

Performance Objectives (Targets/Criteria) for Direct Measures:

- | | |
|---|---|
| 1. <i>End-of-Program Comprehensive Exam</i> | <i>At least 70% of all graduating International Business students will score 70% or higher on each subset of examination questions related to each of</i> |
|---|---|

| | |
|--|---|
| Program ISLOs Assessed by this Measure: 1 | <i>the program ISLOs assessed by this measure</i> |
| 2. <i>Project Paper Rubric</i> Program ISLOs Assessed by this Measure: 2,3,4,5,6,7 | <i>On the rating scale in project paper rubric (with “exemplary” being the highest rating), at least 70% of all graduating International Business students will achieve a performance rating of “proficient” or “exemplary” on each evaluation criterion associated with the program ISLOs assessed by this measure</i> |
| Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning: | Performance Objectives (Targets/Criteria) for Indirect Measures: |
| 1. <i>Student Exit Survey</i> Program ISLOs Assessed by this Measure: 1 | <i>On the exit survey instrument, at least 70% of all graduating International Business students will indicate that they “agree” or “strongly agree” in achieving each of the program ISLOs</i> |
| 2. <i>Project Formal Oral Communication Rubric</i> Program ISLOs Assessed by this Measure: 2,3,4,6 | <i>On the rating scale in the Formal Oral Communication rubric (with “Sophisticated” being the highest rating), at least 70% of all graduating International Business students will achieve a performance rating of “Competent” or “Sophisticated” on each of the evaluation criterion associated with the program ISLOs assessed by this measure</i> |
| Learning Assessment Results: International Business (BS/MS) | |
| Summary of Results from Implementing Direct Measures of Student Learning: | |
| 1. <i>End-of Program Comprehensive Examination:</i> No data collected – no graduating students | |
| 2. <i>Project Paper Rubric</i> No data collected - No graduating students | |
| Summary of Results from Implementing Indirect Measures of Student Learning: | |
| 1. <i>Student Exit Survey</i> <i>No data collected - No graduating students</i> | |
| 2. <i>Project Formal Oral Communication Rubric</i> No data collected - No graduating students | |

| Summary of Achievement of Intended Student Learning Outcomes: | | | | | | | | |
|---|-----------------------------------|---------------------------|---------------------------|---------------------------|---------------------------|--|---------------------------|---------------------------|
| Intended Student Learning Outcomes | Learning Assessment Measures | | | | | | | |
| Program ISLOs | End-of-Program Comprehensive Exam | Project Paper Rubric | Direct Measure 3 | Direct Measure 4 | Student Exit Survey | Project Formal Oral Communication Rubric | Indirect Measure 3 | Indirect Measure 4 |
| | Performance Target Was... | Performance Target Was... | Performance Target Was... | Performance Target Was... | Performance Target Was... | Performance Target Was... | Performance Target Was... | Performance Target Was... |
| 1. <i>The student will be able to demonstrate knowledge in the core areas of International Business</i> | | | | | | | | |
| 2. <i>The student will be able to use communication strategies and flows in an organizational setting</i> | | | | | | | | |
| 3. <i>The student will be able to analyze organizational situations (status/problems) to inform decision making and planning (technology)</i> | | | | | | | | |
| 4. <i>The student will be able to recommend alternatives that address a global perspective of corporate social responsibility in decision-making.</i> | | | | | | | | |
| 5. <i>The student will be able to integrate business concepts and align business functions to make recommendations to management</i> | | | | | | | | |
| 6. <i>The student will be able to conduct research on diverse international business issues/topics and make</i> | | | | | | | | |

| | | | | | | | | |
|--|--|--|--|--|--|--|--|--|
| <i>sound and specific recommendations/solutions</i> | | | | | | | | |
| 7. <i>The student will be able to analyze and interpret research results</i> | | | | | | | | |

Student Learning Assessment for: Master of Science in International Business (MS)

Program Intended Student Learning Outcomes International Business (MS)

1. The student will be able to demonstrate knowledge in the core areas of International Business
2. *The student will be able to use communication strategies and flows in an organizational setting.*
3. *The student will be able to analyze organizational situations (status/problems) to inform decision making and planning (technology)*
4. *The student will be able to recommend alternatives that address a global perspective of corporate social responsibility in decision-making.*
5. *The student will be able to integrate business concepts and align business functions to make recommendations to management.*
6. *The student will be able to conduct research on diverse international business issues/topics and make sound and specific recommendations/solutions*
7. *The student will be able to analyze and interpret research results*

| Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning: | Performance Objectives (Targets/Criteria) for Direct Measures: |
|--|---|
| 1. <i>End-of-Program Comprehensive Exam</i> Program ISLOs Assessed by this Measure: 1 | <i>At least 70% of all graduating International Business students will score 70% or higher on each subset of examination questions related to each of the program ISLOs assessed by this measure</i> |
| 2. <i>Project Paper Rubric</i> Program ISLOs Assessed by this Measure: 2,3,4,5,6,7 | <i>On the rating scale in project paper rubric (with “exemplary” being the highest rating), at least 70% of all graduating International Business students will achieve a performance rating of “proficient” or “exemplary” on each evaluation criterion associated with the program ISLOs assessed by this measure</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 Survey</i> Program ISLOs Assessed by this Measure: 1</p> | <p><i>On the exit survey instrument, at least 70% of all graduating International Business students will indicate that they “agree” or “strongly agree” in achieving each of the program ISLOs</i></p> |
| <p>2. <i>Project Formal Oral Communication Rubric</i> Program ISLOs Assessed by this Measure: 2,3,4,6</p> | <p><i>On the rating scale in the Formal Oral Communication rubric (with “Sophisticated being the highest rating), at least 70% of all graduating International Business students will achieve a performance rating of “Competent” or “Sophisticated” on each of the evaluation criterion associated with the program ISLOs assessed by this measure</i></p> |
| <p>Learning Assessment Results: International Business (MS)</p> | |
| <p>Summary of Results from Implementing Direct Measures of Student Learning:</p> | |
| <p>1. <i>End-of Program Comprehensive Examination:</i> <i>5 students participated in the comprehensive exam: 0 out of 5 received 70% on all 8 sections</i> <i>(Total number of students: 5):</i></p> | |
| <p>2. <i>Project Paper Rubric</i> 100% of the students received a performance rating of “proficient” or “exemplary” on each evaluation criterion associated with the program ISLOs assessed by this measure (Total number of Students: 2)</p> | |
| <p>Summary of Results from Implementing Indirect Measures of Student Learning:</p> | |
| <p>1. <i>Student Exit Survey</i> <i>5 students participated in the Student Exit Survey</i> <i>100% of the students indicated that they “Agree” or “strongly agree” in achieving each of the program ISLOs</i> <i>(Total number of students: 5)</i></p> | |
| <p>2. <i>Project Formal Oral Communication Rubric</i> 70% of the students received a performance rating of “Competent” or “Sophisticated” on each of the evaluation criterion associated with the program ISLOs assessed by this measure (Total number of students: 2)</p> | |
| <p>Summary of Achievement of Intended Student Learning Outcomes:</p> | |
| <p>Intended Student Learning Outcomes</p> | <p>Learning Assessment Measures</p> |

| Program ISLOs | End-of-Program Comprehensive Exam | Project Paper Rubric | Direct Measure 3 | Direct Measure 4 | Student Exit Survey | Project Formal Oral Communication Rubric | Indirect Measure 3 | Indirect Measure 4 |
|--|-----------------------------------|---------------------------|---------------------------|---------------------------|---------------------------|--|---------------------------|---------------------------|
| | Performance Target Was... | Performance Target Was... | Performance Target Was... | Performance Target Was... | Performance Target Was... | Performance Target Was... | Performance Target Was... | Performance Target Was... |
| 1. <i>The student will be able to demonstrate knowledge in the core areas of International Business</i> | Not Met | N/A | | | Met | N/A | | |
| 2. <i>The student will be able to use communication strategies and flows in an organizational setting</i> | N/A | Met | | | N/A | MET | | |
| 3. <i>The student will be able to analyze organizational situations (status/problems) to inform decision making and planning (technology)</i> | N/A | Met | | | N/A | MET | | |
| 4. <i>The student will be able to recommend alternatives that address a global perspective of corporate social responsibility in decision-making.</i> | N/A | Met | | | N/A | MET | | |
| 5. <i>The student will be able to integrate business concepts and align business functions to make recommendations to management</i> | N/A | Met | | | N/A | N/A | | |
| 6. <i>The student will be able to conduct research on diverse international business issues/topics and make sound and specific recommendations/solutions</i> | N/A | Met | | | N/A | MET | | |

| | | | | | | | | |
|---|-----|-----|--|--|---|-----|--|--|
| 7. <i>The student will be able to analyze and interpret research results</i> | N/A | Met | | | N/A | N/A | | |
| Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met: | | | | | | | | |
| 1. Program ISLO 1: <i>The performance targets for this program ISLO dealing with knowledge in the core areas of business were not met on the comprehensive examination. The department has decided to change how the exam is given; the exam will continue to be taken on-line, but it will be done as a whole, in a classroom setting and it will be comprised of 30 randomly picked questions – 15 from each level (500, 600) of study. This will allow the department to see at which level of study the student is not performing up to expectations and as a department we will work on a plan to strengthen that material throughout each level of study</i> | | | | | | | | |
| Student Learning Assessment for: Master of Business Administration (MBA) | | | | | | | | |
| Program Intended Student Learning Outcomes Master of Business Administration (MBA) | | | | | | | | |
| 1. The student will be able to integrate theory and practice for the purpose of strategic analysis | | | | | | | | |
| 2. The student will be able to employ quantitative techniques and methods in the analysis of real-world business | | | | | | | | |
| 3. The student will be able to communicate clear, consistent, effective forms of communication through varied forms of communication channels | | | | | | | | |
| 4. The student will be able to work effectively with a team of colleagues on diverse projects | | | | | | | | |
| 5. The student will be able to demonstrate knowledge in the core areas of business | | | | | | | | |
| Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning: | | | | | Performance Objectives (Targets/Criteria) for Direct Measures: | | | |
| 1. <i>End-of-Program Comprehensive Exam</i> Program ISLOs Assessed by this Measure: 5 | | | | | <i>At least 70% of all graduating MBA students will score 70% or higher on each subset of examination questions related to each of the program ISLOs assessed by this measure</i> | | | |
| 2. <i>Portfolio</i> Program ISLOs Assessed by this Measure: 1,5 | | | | | <i>On the portfolio rubric (with “meets criteria” being the “pass” criteria) at least 70% of all graduating MBA students will be rated at meeting the criteria 100% on each evaluation criterion associated with the ISLOs assessed by this measure</i> | | | |
| Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning: | | | | | Performance Objectives (Targets/Criteria) for Indirect Measures: | | | |
| 1. <i>Student Exit Survey</i> | | | | | <i>On the exit survey instrument, at least 70% of all graduating MBA students will indicate that they “agree” or “strongly agree” in achieving</i> | | | |

| | |
|--|--|
| Program ISLOs Assessed by this Measure: 1,5 | <i>each of the program ISLOs</i> |
| 2. <i>Case Study Self-Assessment Rubric</i> Program ISLOs Assessed by this Measure: 1,5 | <i>On the rating scale in the case study evaluation rubric (with “excellent” being the highest rating), at least 70% of all graduating MBA students will achieve a performance rating of “good” or “excellent” on each evaluation criterion associated with the program ISLOs assessed by this measure</i> |
| Learning Assessment Results: Master of Business Administration(MBA) | |
| Summary of Results from Implementing Direct Measures of Student Learning: | |
| 1. End-of Program Comprehensive Examination: <i>7 students participated in the comprehensive exam: 0 out of 7 received 70% on all 10 sections (Total number of students: 7):</i> | |
| 2. Portfolio <i>90% of the students were rated at “meeting” the criteria 100% on each of evaluation criterion associated with the ISLOs assessed by this measure (Total number of Students: 7)</i> | |
| Summary of Results from Implementing Indirect Measures of Student Learning: | |
| 3. Student Exit Survey <i>7 students participated in the Student Exit Survey 100% of the students indicated that they “Agree” or “strongly agree” in achieving each of the program ISLOs (Total number of students: 7)</i> | |
| 4. Case Study Self-Assessment Rubric <i>90% of the students indicated a performance rating of “good” or “excellent” on each evaluation criterion (Total number of students: 7)</i> | |
| Summary of Achievement of Intended Student Learning Outcomes: | |
| Intended Student Learning Outcomes | Learning Assessment Measures |

| Program ISLOs | End-of-Program Comprehensive Exam | Portfolio | Direct Measure 3 | Direct Measure 4 | Student Exit Survey | Case Study Self-Assessment Rubric | Indirect Measure 3 | Indirect Measure 4 |
|---|-----------------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-----------------------------------|---------------------------|---------------------------|
| | Performance Target Was... | Performance Target Was... | Performance Target Was... | Performance Target Was... | Performance Target Was... | Performance Target Was... | Performance Target Was... | Performance Target Was... |
| 1. The student will be able to integrate theory and practice for the purpose of strategic analysis | N/A | MET | | | MET | MET | | |
| 2. The student will be able to employ quantitative techniques and methods in the analysis of real-world business | N/A | N/A | | | N/A | N/A | | |
| 3. The student will be able to communicate clear, consistent, effective forms of communication through varied forms of communication channels | N/A | N/A | | | N/A | N/A | | |
| 4. The student will be able to work effectively with a team of colleagues on diverse projects | N/A | N/A | | | N/A | N/A | | |
| 5. The student will be able to demonstrate knowledge in the core areas of business | NOT MET | MET | | | MET | MET | | |
| Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met: | | | | | | | | |
| <p>1. Program ISLO 5: <i>The performance targets for this program ISLO dealing with knowledge in the core areas of business were not met on the comprehensive examination. The department has decided to change how the exam is given; the exam will continue to be taken on-line, but it will be done as a whole, in a classroom setting and it will be comprised of 30 randomly picked questions – 15 from each level (500,600) of study. This will allow the department to see at which level of study the student is not performing up to expectations and as a department we will work on a plan to strengthen that material throughout each level of study</i></p> | | | | | | | | |

Student Learning Assessment for: Master of Business Administration (MBA)

Program Intended Student Learning Outcomes Master of Business Administration (MBA) with Marketing Concentration

1. The student will be able to integrate theory and practice for the purpose of strategic analysis
2. The student will be able to employ quantitative techniques and methods in the analysis of real-world business
3. The student will be able to communicate clear, consistent, effective forms of communication through varied forms of communication channels
4. The student will be able to work effectively with a team of colleagues on diverse projects
5. The student will be able to demonstrate knowledge in the core areas of business
6. The student will integrate core areas/functions of marketing management related to strategic business decision making
7. The student will be able to create a thorough marketing plan
8. The student will be able to identify relevant legalities and risks as they apply to marketing of products and/or services

**Assessment Instruments for Intended Student Learning Outcomes—
Direct Measures of Student Learning:**

Performance Objectives (Targets/Criteria) for Direct Measures:

| | |
|--|--|
| <p>1. <i>End-of-Program Comprehensive Exam</i> Program ISLOs Assessed by this Measure: 5</p> | <p><i>At least 70% of all graduating MBA students will score 70% or higher on each subset of examination questions related to each of the program ISLOs assessed by this measure</i></p> |
| <p>2. <i>Portfolio</i> Program ISLOs Assessed by this Measure: 1,5,7</p> | <p><i>On the portfolio rubric (with “meets criteria” being the “pass” criteria) at least 70% of all graduating MBA students will be rated at meeting the criteria 100% on each evaluation criterion associated with the ISLOs assessed by this measure</i></p> |

**Assessment Instruments for Intended Student Learning Outcomes—
Indirect Measures of Student Learning:**

Performance Objectives (Targets/Criteria) for Indirect Measures:

| | |
|--|---|
| <p>3. <i>Student Exit Survey</i> Program ISLOs Assessed by this Measure: 1,5,6,7</p> | <p><i>On the exit survey instrument, at least 70% of all graduating MBA students will indicate that they “agree” or “strongly agree” in achieving each of the program ISLOs</i></p> |
|--|---|

| | |
|---|---|
| <p>4. <i>Case Study Self-Assessment Rubric</i></p> <p>Program ISLOs Assessed by this Measure: 1,5,6,8</p> | <p><i>On the rating scale in the case study evaluation rubric (with “excellent” being the highest rating), at least 70% of all graduating MBA students will achieve a performance rating of “good” or “excellent” on each evaluation criterion associated with the program ISLOs assessed by this measure</i></p> |
|---|---|

Learning Assessment Results: Master of Business Administration(MBA) with Marketing Concentration

Summary of Results from Implementing Direct Measures of Student Learning:

1. **End-of Program Comprehensive Examination:**
*9 students participated in the comprehensive exam: 0 out of 9 received 70% on all 11 sections
(Total number of students: 9):*
2. **Portfolio**
93% of the students were rated at “meeting” the criteria 100% on each of evaluation criterion associated with the ISLOs assessed by this measure
(Total number of Students: 9)

Summary of Results from Implementing Indirect Measures of Student Learning:

1. **Student Exit Survey**
*9 students participated in the Student Exit Survey
93% of the students indicated that they “Agree” or “strongly agree” in achieving each of the program ISLOs
(Total number of students: 9)*
2. **Case Study Self-Assessment Rubric**
100% of the students indicated a performance rating of “good” or “excellent” on each evaluation criterion
(Total number of students: 9)

Summary of Achievement of Intended Student Learning Outcomes:

| Intended Student Learning Outcomes | Learning Assessment Measures | | | | | | | |
|------------------------------------|--|------------------|-------------------------|-------------------------|----------------------------|--|---------------------------|---------------------------|
| Program ISLOs | <i>End-of-Program Comprehensive Exam</i> | <i>Portfolio</i> | <i>Direct Measure 3</i> | <i>Direct Measure 4</i> | <i>Student Exit Survey</i> | <i>Case Study Self-Assessment Rubric</i> | <i>Indirect Measure 3</i> | <i>Indirect Measure 4</i> |

| | Performance Target Was... | Performance Target Was... | Performance Target Was... | Performance Target Was... | Performance Target Was... | Performance Target Was... | Performance Target Was... | Performance Target Was... |
|---|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|
| 1. The student will be able to integrate theory and practice for the purpose of strategic analysis | N/A | MET | | | MET | MET | | |
| 2. The student will be able to employ quantitative techniques and methods in the analysis of real-world business | N/A | N/A | | | N/A | N/A | | |
| 3. The student will be able to communicate clear, consistent, effective forms of communication through varied forms of communication channels | N/A | N/A | | | N/A | N/A | | |
| 4. The student will be able to work effectively with a team of colleagues on diverse projects | N/A | N/A | | | N/A | N/A | | |
| 5. The student will be able to demonstrate knowledge in the core areas of business | NOT MET | MET | | | MET | MET | | |
| 6. The student will integrate core areas/functions of marketing management related to strategic business decision making | N/A | N/A | | | MET | MET | | |
| 7. The student will be able to create a thorough marketing plan | N/A | MET | | | MET | N/A | | |
| 8. The student will be able to identify relevant legalities and risks as they apply to marketing of products and/or services | N/A | N/A | | | N/A | MET | | |

| Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met: | |
|---|--|
| <p>1. Program ISLO 5: <i>The performance targets for this program ISLO dealing with knowledge in the core areas of business were not met on the comprehensive examination. The department has decided to change how the exam is give; the exam will continue to be taken on-line, but it will be done as a whole, in a classroom setting and it will be comprised of 40 randomly picked questions – 15 from each level (500,600) and 10 from (MKT concentration courses) of study. This will allow the department to see at which level of study the student is not performing up to expectations and as a department we will work on a plan to strengthen that material throughout each level of study</i></p> | |
| Student Learning Assessment for: Master of Business Administration (MBA) | |
| Program Intended Student Learning Outcomes Master of Business Administration (MBA) with Human Resources Concentration | |
| 1. The student will be able to integrate theory and practice for the purpose of strategic analysis | |
| 2. The student will be able to employ quantitative techniques and methods in the analysis of real-world business | |
| 3. The student will be able to communicate clear, consistent, effective forms of communication through varied forms of communication channels | |
| 4. The student will be able to work effectively with a team of colleagues on diverse projects | |
| 5. The student will be able to demonstrate knowledge in the core areas of business | |
| 6. The student will be able to integrate the core areas/functions of human resources management to inform strategic business decision making | |
| 7. The student will be able to create a variety of employee human resource documents | |
| 8. The student will be able to identify relevant legalities and risks as they apply to human resources and as they apply to organizational compliance | |
| Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning: | Performance Objectives (Targets/Criteria) for Direct Measures: |
| <p>1. <i>End-of-Program Comprehensive Exam</i> Program ISLOs Assessed by this Measure: 5</p> | <p><i>At least 70% of all graduating MBA students will score 70% or higher on each subset of examination questions related to each of the program ISLOs assessed by this measure</i></p> |
| <p>2. <i>Portfolio</i> Program ISLOs Assessed by this Measure: 1,5,7</p> | <p><i>On the portfolio rubric (with “meets criteria” being the “pass” criteria) at least 70% of all graduating MBA students will be rated at meeting the criteria 100% on each evaluation criterion associated with the ISLOs assessed by this measure</i></p> |
| Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning: | Performance Objectives (Targets/Criteria) for Indirect Measures: |

| | |
|--|---|
| <p>1. <i>Student Exit Survey</i> Program ISLOs Assessed by this Measure: 1,5,6,8</p> | <p><i>On the exit survey instrument, at least 70% of all graduating MBA students will indicate that they “agree” or “strongly agree” in achieving each of the program ISLOs</i></p> |
| <p>2. <i>Case Study Self-Assessment Rubric</i> Program ISLOs Assessed by this Measure: 1,5,6,8</p> | <p><i>On the rating scale in the case study evaluation rubric (with “excellent” being the highest rating), at least 70% of all graduating MBA students will achieve a performance rating of “good” or “excellent” on each evaluation criterion associated with the program ISLOs assessed by this measure</i></p> |
| <p>Learning Assessment Results: Master of Business Administration(MBA) with Human Resources Concentration</p> | |
| <p>Summary of Results from Implementing Direct Measures of Student Learning:</p> | |
| <p>1. <i>End-of Program Comprehensive Examination:</i> <i>4 students participated in the comprehensive exam: 0 out of 4 received 70% on all 11 sections</i> <i>(Total number of students: 4):</i></p> | |
| <p>2. <i>Portfolio</i> 100% of the students were rated at “meeting” the criterial 100% on each of evaluation criterion associated with the ISLOs assessed by this measure (Total number of Students: 4)</p> | |
| <p>Summary of Results from Implementing Indirect Measures of Student Learning:</p> | |
| <p>1. <i>Student Exit Survey</i> <i>4 students participated in the Student Exit Survey</i> <i>100% of the students indicated that they “Agree” or “strongly agree” in achieving each of the program ISLOs</i> <i>(Total number of students: 4)</i></p> | |
| <p>2. <i>Case Study Self-Assessment Rubric</i> 100% of the students indicated a performance rating of “good” or “excellent” on each evaluation criterion (Total number of students: 4)</p> | |
| <p>Summary of Achievement of Intended Student Learning Outcomes:</p> | |
| <p>Intended Student Learning Outcomes</p> | <p>Learning Assessment Measures</p> |

| Program ISLOs | End-of-Program Comprehensive Exam | Portfolio | Direct Measure 3 | Direct Measure 4 | Student Exit Survey | Case Study Self-Assessment Rubric | Indirect Measure 3 | Indirect Measure 4 |
|---|-----------------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-----------------------------------|---------------------------|---------------------------|
| | Performance Target Was... | Performance Target Was... | Performance Target Was... | Performance Target Was... | Performance Target Was... | Performance Target Was... | Performance Target Was... | Performance Target Was... |
| 1. The student will be able to integrate theory and practice for the purpose of strategic analysis | N/A | MET | | | MET | MET | | |
| 2. The student will be able to employ quantitative techniques and methods in the analysis of real-world business | N/A | N/A | | | N/A | N/A | | |
| 3. The student will be able to communicate clear, consistent, effective forms of communication through varied forms of communication channels | N/A | N/A | | | N/A | N/A | | |
| 4. . The student will be able to work effectively with a team of colleagues on diverse projects | N/A | N/A | | | N/A | N/A | | |
| 5. The student will be able to demonstrate knowledge in the core areas of business | NOT MET | MET | | | MET | MET | | |
| 6. <i>The student will be able to integrate the core areas/functions of human resources management to inform strategic business decision making</i> | N/A | N/A | | | MET | MET | | |
| 7. <i>The student will be able to create a variety of employee human resource documents</i> | N/A | MET | | | N/A | N/A | | |

| | | | | | | | | |
|--|-----|-----|--|--|-----|-----|--|--|
| 8. <i>The student will be able to identify relevant legalities and risks as they apply to human resources and as they apply to organizational compliance</i> | N/A | N/A | | | MET | MET | | |
|--|-----|-----|--|--|-----|-----|--|--|

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

1. **Program ISLO 5:** *The performance targets for this program ISLO dealing with knowledge in the core areas of business were not met on the comprehensive examination. The department has decided to change how the exam is given; the exam will continue to be taken on-line, but it will be done as a whole, in a classroom setting and it will be comprised of 40 randomly picked questions – 15 from each level (500,600) and 10 from (HRM concentration courses) of study. This will allow the department to see at which level of study the student is not performing up to expectations and as a department we will work on a plan to strengthen that material throughout each level of study*