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|  | Public Disclosure of Student Learning |  |
|  | Institution | Daemen College |  |
|  | Academic Business Unit | B.S. Business Administration |  |
|  | Academic Year | 2015-16 |  |
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**International Assembly for Collegiate Business Education**

Report of Student Learning and Achievement

***Daemen College***

***Business Administration***

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| **For Academic Year:** | 2015-16 |

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| **Mission of Daemen College Business Administration** |
| The Business Administration curriculum will assist in preparing students for business related roles in an increasingly complex global economy. Our program recognizes the importance of studying liberal arts while developing professional business related skills. As students progress through our program, their ability to think contextually, critically and ethically will be enhanced. There will be considerable focus on developing students' interpersonal, intercultural and written communication skills. Through such a foundation, students will be better prepared to contribute positively to their local and global business communities.The Business Administration degree will provide exposure to the total business organization through the presentation of functional, technical and human skills-based coursework. Particular emphasis will be placed on diversity, ethics and international issues. This broad-based exposure will be fine-tuned by coursework within an area of specialization chosen by the student. Specialization related internship experiences will supplement a student’s classroom knowledge, build professional interpersonal skills, develop liaisons with the business community, and provide concrete, resume building work experience.Key to student’s success in this integrated learning curriculum is assuming an active role in his or her own education and understanding that learning is a lifelong process. Daemen College business faculty will be available to encourage and mentor students while providing the initial foundation for this process. Students will be prepared and encourage to grow continuously in their personal and professional lives. |

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| **Student Learning Assessment for *B. S. Business Administration – General Business*** |
| **Program Intended Student Learning Outcomes (Program ISLOs)** |
| Upon completion of the Business Administration Program, students will provide evidence of having achieved an understanding of core business concepts by: |
| 1. applying quantitative and technology-based tools to effectively support business decisions;
 |
| 1. demonstrating knowledge of the functional areas of Business;
 |
| 1. integrating ethical concepts to inform business decisions;
 |
| 1. gathering information and conducting research to solve business-related problems;
 |
| 1. communicating effectively within various business contexts; and
 |
| 1. applying knowledge of business concepts and functions in an integrated manner.
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| **Assessment Instruments for Intended Student Learning Outcomes—****Direct Measures of Student Learning:** | **Performance Objectives (Targets/Criteria) for Direct Measures:** |
| Capstone Integrated Business Project Core ISLOs: 1, 2, 3, 4, 5, 6Specialization ISLOs: 7, 8, 9 | *Objective (Target/Criterion) for Direct Measure 1*Our goal is that 75% of students will be rated at Proficient or higher on an assessment of each Core Intended Student Learning Outcome (ISLO) and each Specialization ISLO. |
| Employer Internship Skills Assessment Core ISLOs: 2, 5 | *Objective (Target/Criterion) for Direct Measure 2*Our goal is that 85% students will receive a grade (an employer assessment) equal to 85% or above in their required internship. |
| Comprehensive Examination in last semester of programCore ISLOs: 1, 2, 3, 6Specialization ISLOs: 7, 8, 9 | *Objective (Target/Criterion) for Direct Measure 3*We expect that 90% of students will score average or higher on the Peregrine comprehensive examination of accounting and business skills assessed for each Core ISLOs. In addition, we expect that 90% of students will score average or higher on each Specialization ISLO assessed through advanced level questions. |
| **Assessment Instruments for Intended Student Learning Outcomes—****Indirect Measures of Student Learning:** | **Performance Objectives (Targets/Criteria) for Indirect Measures:** |
| Student Skill SurveyCore ISLOs: 1, 2, 3, 4, 5, 6Specialization ISLOs: 7, 8, 9 | *Objective (Target/Criterion) for Indirect Measure 1*A majority of students will rate their business skill level at average or higher on a departmental survey that will be administered in the capstone course. The survey asks students to assesss their competence relative to both core ISLOs as well as specialization ISLOs. |
| Student Learning Outcomes Personal Knowledge Growth SurveyCore ISLOs: 1, 2, 3, 4, 5, 6Specialization ISLOs: 7, 8, 9 | *Objective (Target/Criterion) for Indirect Measure 2*We expect that 90% of Business students would self-report at least an Average or higher skill level when responding to the core ISLOs and specialized program ISLOs assessed in the Personal Knowledge Growth Survey. The survey asks students to assess their growth in demonstrating content knowledge of core business concepts, as well as specialized knowledge appropriate to the business administration profession, and the ability to integrate this knowledge to produce, analyze and apply financial information for decision-making**.** |
| **Assessment Results: Business Administration – General Business** |
| **Summary of Results from Implementing Direct Measures of Student Learning:** |
| *Summary of Results for Direct Measure 1*: Student performance was rated at Proficient or higher on an assessment of each Core Intended Student Learning Outcome (ISLO) and each Specialization ISLO with the exception of our Core ISLO for application of quantitative methods and effective communication within various business contexts. Our assessment for this Core ISLO indicated that 69% of students scored Proficient or higher on application of quantitative methods, so we missed meeting this standard. Our assessment of effective communication within various business contexts indicated that 69% of students met this standard. In this case, we believe that our assessment of this standard is too narrow to reflect the variety of business contexts that are expected of business students and relies too heavily on a research paper rather than the broad range of business communication that would ordinarily be required.  |
| *Summary of Results for Direct Measure 2:* Internship results indicate that 67% of students earned an employer assessment of 85% or higher. This may be reflect the fact that internship numbers were low during this period. (n=6) This goal was not met. |
| *Summary of Results for Direct Measure 3:* 100% of Business Administration students – General Business achieved a score of Average or higher on the Peregrine comprehensive examination of accounting and business skills assessed for each Core ISLOs. |
| **Summary of Results from Implementing Indirect Measures of Student Learning:** |
| *Summary of Results for Indirect Measure 1*: For the academic year 2015-16, a majority of students rated themselves at least average in all categories relative to ISLOs; therefore, this standard is met. |
| *Summary of Results for Indirect Measure 2*: For the 2015-16 academic year, all students perceived at least average growth relative to the core ISLOs; therefore, this standard is met.  |
| **Summary of Achievement of Intended Student Learning Outcomes:** |
| **Intended Student Learning Outcomes** | **Learning Assessment Measures** |
| **Program ISLOs** | ***Direct Measure 1*** | ***Direct Measure 2*** | ***Direct Measure 3*** | ***Direct Measure 4*** | ***Indirect Measure 1*** | ***Indirect Measure 2*** | ***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…** |
| *Program Learning Outcome 1*applying quantitative and technology-based tools to effectively support business decisions | ISLO Not Met69% |  | Met100% | N/A | Met91% | Met100% | N/A | N/A |
| *Program Learning Outcome 2*demonstrating knowledge of the functional areas of Business | ISLO  Met100% | ISLONot met67% | Met100% | N/A | Met91% | Met100% | N/A | N/A |
| *Program Learning Outcome 3*integrating ethical concepts to inform business decisions | ISLO  Met100% |  | Met100% | N/A | Met91% | Met100% | N/A | N/A |
| *Program Learning Outcome 4*gathering information and conducting research to solve business-related problems | ISLO Met100% |  |  | N/A | Met82% | Met100% | N/A | N/A |
| *Program Learning Outcome 5*communicating effectively within various business contexts | ISLO Met100% | ILSO Not Met67% |  | N/A | Met91% | Met100% | N/A | N/A |
| *Program Learning Outcome 6*applying knowledge of business concepts and functions in an integrated manner | ISLO Met100% |  | Met100% | N/A | Met91% | Met100% | N/A | N/A |
| **Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:** |
| *Course of Action 1*: Direct Measure #1/Outcome #1: While the Capstone Course used for Direct Measure #1 indicated that only 67% of students performed at standard for both quantitative and technology, this contradicts the results of the Peregrine Comprehensive Exam (Direct Measure #3) which showed that 100% of all students performed at average or higher in testing relative to quantitative analysis and technology. We will evaluate the Capstone to consider its effectiveness in measuring technology and quantitative skills. Also, starting in 2016, most accounting and all Corporate Finance classes are being taught in a computer classroom with technology more full integrated into the courses with the expectation that this will strengthen students’ quantitative and technology skills. |
| *Course of Action 2*: The department will work with Career Services to identify areas of weakness noted and evaluate whether these weaknesses can be strengthened through our program. It is important to note that the number of internships were very small this year, so any one student receiving a low evaluation had a significant impact on our overall percentage of students achieving the goal. |

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| **Student Learning Assessment for *B. S. Business Administration – Human Resource Management*** |
| **Program Intended Student Learning Outcomes (Program ISLOs)** |
| Upon completion of the Business Administration Program with a specialization in Human Resource Management, students will provide evidence of having achieved an understanding of core business concepts by: |
| 1. applying quantitative and technology-based tools to effectively support business decisions;
 |
| 1. demonstrating knowledge of the functional areas of Business;
 |
| 1. integrating ethical concepts to inform business decisions;
 |
| 1. gathering information and conducting research to solve business-related problems;
 |
| 1. communicating effectively within various business contexts; and
 |
| 1. applying knowledge of business concepts and functions in an integrated manner.
 |
| 1. apply concepts, theories, and practices in Human Resource Management to management decision-making (Specialization ISLO);
 |
| 1. apply concepts, theories, and practices in Organizational Behavior to management decision-making (Specialization ISLO); and
 |
| 1. apply concepts, theories, and practices in Labor Relations to management decision-making (Specialization ISLO).
 |
| **Assessment Instruments for Intended Student Learning Outcomes—****Direct Measures of Student Learning:** | **Performance Objectives (Targets/Criteria) for Direct Measures:** |
| Capstone Integrated Business Project Core ISLOs: 1, 2, 3, 4, 5, 6Specialization ISLOs: 7, 8, 9 | *Objective (Target/Criterion) for Direct Measure 1*Our goal is that 75% of students will be rated at Proficient or higher on an assessment of each Core Intended Student Learning Outcome (ISLO) and each Specialization ISLO. |
| Employer Internship Skills Assessment Core ISLOs: 2, 5 | *Objective (Target/Criterion) for Direct Measure 2*Our goal is that 85% students will receive a grade (an employer assessment) equal to 85% or above in their required internship. |
| Comprehensive Examination in last semester of programCore ISLOs: 1, 2, 3, 6Specialization ISLOs: 7, 8, 9 | *Objective (Target/Criterion) for Direct Measure 3*We expect that 90% of students will score average or higher on the Peregrine comprehensive examination of accounting and business skills assessed for each Core ISLOs. In addition, we expect that 90% of students will score average or higher on each Specialization ISLO assessed through advanced level questions. |
| **Assessment Instruments for Intended Student Learning Outcomes—****Indirect Measures of Student Learning:** | **Performance Objectives (Targets/Criteria) for Indirect Measures:** |
| Student Skill SurveyCore ISLOs: 1, 2, 3, 4, 5, 6Specialization ISLOs: 7, 8, 9 | *Objective (Target/Criterion) for Indirect Measure 1*A majority of students will rate their business skill level at average or higher on a departmental survey that will be administered in the capstone course. The survey asks students to assesss their competence relative to both core ISLOs as well as specialization ISLOs. |
| Student Learning Outcomes Personal Knowledge Growth SurveyCore ISLOs: 1, 2, 3, 4, 5, 6Specialization ISLOs: 7, 8, 9 | *Objective (Target/Criterion) for Indirect Measure 2*We expect that 90% of Business students would self-report at least an Average or higher skill level when responding to the core ISLOs and specialized program ISLOs assessed in the Personal Knowledge Growth Survey. The survey asks students to assess their growth in demonstrating content knowledge of core business concepts, as well as specialized knowledge appropriate to the business administration profession, and the ability to integrate this knowledge to produce, analyze and apply financial information for decision-making**.** |
| **Assessment Results: Business Administration - Human Resource Management** |
| **Summary of Results from Implementing Direct Measures of Student Learning:** |
| *Summary of Results for Direct Measure 1*: Students missed the standard on almost all Core ISLOs (earning 67%) assessed by the capstone project, but 100% of students achieved the standard for application of quantitative methods. Students met all three specialization ISLOs, scoring 100% on each. This particular year we had an unusually low number of students graduating with the Human Resource specialization (3 students), so the outcome is greatly affected by the performance of one student on this measure. This standard is not met. |
| *Summary of Results for Direct Measure 2:* None of the Human Resource students earned an employer rating of 85% or higher. This may be affected by the low numbers of internship participants (n=2). This goal was not met.  |
| *Summary of Results for Direct Measure 3:* 100% of Business Administration – Human Resource Management students achieved an overall score of Average or higher on the Peregrine comprehensive examination of accounting and business skills assessed for each Core ISLOs. Results indicate that students achieved the goal of a minimum score of Average or higher on all but one specialization topic on the Peregrine comprehensive examination, so this goal was not met. The results for this measure are influenced by the fact that we only had one HR specialist taking the examination during the academic year; therefore, we do not consider this a reflection on the HR specialization overall.  |
| **Summary of Results from Implementing Indirect Measures of Student Learning:** |
| *Summary of Results for Indirect Measure 1*: All students in this specialization rated their business skill level at average or higher on a departmental survey that was administered in the capstone course, therefore, this standard is met. |
| *Summary of Results for Indirect Measure 2*: All Business students with a Human Resource specialization self-reported at least an Average or higher skill level when responding to the core ISLOs and specialized program ISLOs assessed in the Personal Knowledge Growth Survey; therefore, this standard is met. |
| **Summary of Achievement of Intended Student Learning Outcomes:** |
| **Intended Student Learning Outcomes** | **Learning Assessment Measures** |
| **Program ISLOs** | ***Direct Measure 1*** | ***Direct Measure 2*** | ***Direct Measure 3*** | ***Direct Measure 4*** | ***Indirect Measure 1*** | ***Indirect Measure 2*** | ***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…** |
| *Program Learning Outcome 1*applying quantitative and technology-based tools to effectively support business decisions | ISLONot Met100% |  | ISLOs Met 100%  | N/A | ISLOs Met 100%  | ISLOs Met 100%  | N/A | N/A |
| *Program Learning Outcome 2*demonstrating knowledge of the functional areas of Business | ISLONot Met67% | ISLONot Met0% | ISLOs Met 100% | N/A | ISLOs Met 100%  | ISLOs Met 100%  | N/A | N/A |
| *Program Learning Outcome 3*integrating ethical concepts to inform business decisions | ISLONot Met67% |  | ISLOsMet 100% | N/A | ISLOs Met 100%  | ISLOs Met 100%  | N/A | N/A |
| *Program Learning Outcome 4*gathering information and conducting research to solve business-related problems | ISLONot Met67% |  |  | N/A | ISLOs Met 100%  | ISLOs Met 100%  | N/A | N/A |
| *Program Learning Outcome 5*communicating effectively within various business contexts | ISLONot Met67% | ISLONot Met0% |  | N/A | ISLOs Met 100%  | ISLOs Met 100%  | N/A | N/A |
| *Program Learning Outcome 6*applying knowledge of business concepts and functions in an integrated manner | ISLONot Met67% |  | ISLOs Met100% | N/A | ISLOs Met 100%  | ISLOs Met 100%  | N/A | N/A |
| *Program Learning Outcome 7*apply concepts, theories, and practices in Human Resource Management to management decision-making; | Specialization ISLOs Met100% |  | Specialization ISLOs Not Met(only 1 student) | N/A | Specialization ISLOs Met100% | Specialization ISLOs Met100% | N/A | N/A |
| *Program Learning Outcome 8*apply concepts, theories, and practices in Organizational Behavior to management decision-making; and | Specialization ISLOs Met 100% |  | Specialization ISLOs Not Met(only 1 student) | N/A | Specialization ISLOs Met100% | Specialization ISLOs Met100% | N/A | N/A |
| *Program Learning Outcome 9*apply concepts, theories, and practices in Labor Relations to management decision-making. | Specialization ISLOs Met 100% |  | Specialization ISLOs Not Met(only 1 student) | N/A | Specialization ISLOs Met100% | Specialization ISLOs Met100% | N/A | N/A |
| **Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:** |
| *Course of Action 1*: Only 67% of HR students completing the capstone course met the target in all but one ISLO. We attribute the low percentage to the fact that the program only had 3 students this year, and one student performed below standard. Given the low number of students, one student’s performance had a significant impact on the overall goal for this measure. We expect that we will have some students who do not perform to standard and we will analyze this student’s performance to see if we can identify any opportunities for program improvement; however, we do not consider the performance of one student to be reflective of the program. |

**----------------------------------------------------------------------------Marketing---------------------------------------------------------------------------------------------**

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| **Student Learning Assessment for *B. S. Business Administration – Marketing*** |
| **Program Intended Student Learning Outcomes (Program ISLOs)** |
| Upon completion of the Business Administration Program with a specialization in Marketing, students will provide evidence of having achieved an understanding of core business concepts by: |
| 1. applying quantitative and technology-based tools to effectively support business decisions;
 |
| 1. demonstrating knowledge of the functional areas of Business;
 |
| 1. integrating ethical concepts to inform business decisions;
 |
| 1. gathering information and conducting research to solve business-related problems;
 |
| 1. communicating effectively within various business contexts; and
 |
| 1. applying knowledge of business concepts and functions in an integrated manner.
 |
| 1. apply concepts, theories, and practices in Advertising and Promotion to management decision-making (Specialization ISLO);
 |
| 1. apply concepts, theories, and practices in Distribution and Product Placement to management decision-making (Specialization ISLO);
 |
| 1. apply concepts, theories, and practices in Marketing Research and Strategy to management decision-making (Specialization ISLO);
 |
| **Assessment Instruments for Intended Student Learning Outcomes—****Direct Measures of Student Learning:** | **Performance Objectives (Targets/Criteria) for Direct Measures:** |
| Capstone Integrated Business Project Core ISLOs: 1, 2, 3, 4, 5, 6Specialization ISLOs: 7, 8, 9 | *Objective (Target/Criterion) for Direct Measure 1*Our goal is that 75% of students will be rated at Proficient or higher on an assessment of each Core Intended Student Learning Outcome (ISLO) and each Specialization ISLO. |
| Employer Internship Skills Assessment Core ISLOs: 2, 5 | *Objective (Target/Criterion) for Direct Measure 2*Our goal is that 85% students will receive a grade (an employer assessment) equal to 85% or above in their required internship. |
| Comprehensive Examination in last semester of programCore ISLOs: 1, 2, 3, 6Specialization ISLOs: 7, 8, 9 | *Objective (Target/Criterion) for Direct Measure 3*We expect that 90% of students will score average or higher on the Peregrine comprehensive examination of accounting and business skills assessed for each Core ISLOs. In addition, we expect that 90% of students will score average or higher on each Specialization ISLO assessed through advanced level questions. |
| **Assessment Instruments for Intended Student Learning Outcomes—****Indirect Measures of Student Learning:** | **Performance Objectives (Targets/Criteria) for Indirect Measures:** |
| Student Skill SurveyCore ISLOs: 1, 2, 3, 4, 5, 6Specialization ISLOs: 7, 8, 9 | *Objective (Target/Criterion) for Indirect Measure 1*A majority of students will rate their business skill level at average or higher on a departmental survey that will be administered in the capstone course. The survey asks students to assesss their competence relative to both core ISLOs as well as specialization ISLOs. |
| Student Learning Outcomes Personal Knowledge Growth SurveyCore ISLOs: 1, 2, 3, 4, 5, 6Specialization ISLOs: 7, 8, 9 | *Objective (Target/Criterion) for Indirect Measure 2*We expect that 90% of Business students would self-report at least an Average or higher skill level when responding to the core ISLOs and specialized program ISLOs assessed in the Personal Knowledge Growth Survey. The survey asks students to assess their growth in demonstrating content knowledge of core business concepts, as well as specialized knowledge appropriate to the business administration profession, and the ability to integrate this knowledge to produce, analyze and apply financial information for decision-making**.** |
| **Assessment Results: Business Administration - Marketing** |
| **Summary of Results from Implementing Direct Measures of Student Learning:** |
| *Summary of Results for Direct Measure 1*: 100% of Marketing students met this standard by achieving a rating of Proficient or higher on an assessment of each Core Intended Student Learning Outcome (ISLO) and each Specialization ISLO evaluated in the capstone project. This standard is met. |
| *Summary of Results for Direct Measure 2*: 83% of all Marketing students earned an employer evaluation of 85% or greater; so we just missed this measure. This may be affected by the low number of internship participants (n=6). |
| *Summary of Results for Direct Measure 3: 100% of all Business Administration – Marketing students achieved a score of Average or higher on the Peregrine Comprensive Examination, so our goal was met relative to the core ISLOs. 83% of all Business Administration – Marketing students achieved a score of Average or higher on all advanced marketing concepts tested on the Peregrine examination; therefore, this goal was not met.*  |
| **Summary of Results from Implementing Indirect Measures of Student Learning:** |
| *Summary of Results for Indirect Measure 1*: A majority of Marketing students rated their business skill level at average or higher on a departmental survey that was administered in the capstone course, therefore, this standard is met. |
| *Summary of Results for Indirect Measure 2*: All Business students with a Marketing specialization self-reported at least an Average or higher skill level when responding to the core ISLOs and specialized program ISLOs assessed in the Personal Knowledge Growth Survey; therefore, this standard is met. |
| **Summary of Achievement of Intended Student Learning Outcomes:** |
| **Intended Student Learning Outcomes** | **Learning Assessment Measures** |
| **Program ISLOs** | ***Direct Measure 1*** | ***Direct Measure 2*** | ***Direct Measure 3*** | ***Direct Measure 4*** | ***Indirect Measure 1*** | ***Indirect Measure 2*** | ***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…** |
| *Program Learning Outcome 1*applying quantitative and technology-based tools to effectively support business decisions | ISLOs Met 100% |  | ISLOs Met 100% | N/A | ISLOs Met 100% | ISLOs Met 100% | N/A | N/A |
| *Program Learning Outcome 2*demonstrating knowledge of the functional areas of Business | ISLOs Met 80% | ISLONot Met83% | ISLOs Met 100% | N/A | ISLOs Met 80% | ISLOs Met 100% | N/A | N/A |
| *Program Learning Outcome 3*integrating ethical concepts to inform business decisions | ISLOs Met 80% |  | ISLOs Met 100% | N/A | ISLOs Met 80% | ISLOs Met 100% | N/A | N/A |
| *Program Learning Outcome 4*gathering information and conducting research to solve business-related problems | ISLOs Met 100% |  |  | N/A | ISLOs Met 100% | ISLOs Met 100% | N/A | N/A |
| *Program Learning Outcome 5*communicating effectively within various business contexts | ISLOs Met 80% | ISLONot Met83% |  | N/A | ISLOs Met 80% | ISLOs Met 100% | N/A | N/A |
| *Program Learning Outcome 6*applying knowledge of business concepts and functions in an integrated manner | ISLOs Met 80% |  | ISLOs Met 100% | N/A | ISLOs Met 80% | ISLOs Met 100% | N/A | N/A |
| *Program Learning Outcome 7*apply concepts, theories, and practices in Advertising and Promotion to management decision-making; | Specialization ISLOs Met100% |  | Specialization ISLOs Achieved 83% Goal not met. | N/A | Specialization ISLOs Met 80% | Specialization ISLOs Met100% | N/A | N/A |
| *Program Learning Outcome 8*apply concepts, theories, and practices in Distribution and Product Placement to management decision-making; | Specialization ISLOs Met100% |  | Specialization ISLOs Achieved 83% Goal not met. | N/A | Specialization ISLOs Met 80% | Specialization ISLOs Met100% | N/A | N/A |
| *Program Learning Outcome 9*apply concepts, theories, and practices in Marketing Research and Strategy to management decision-making; | Specialization ISLOs Met100% |  | Specialization ISLOs Achieved 83% Goal not met. | N/A | Specialization ISLOs Met 80% | Specialization ISLOs Met100% | N/A | N/A |
| **Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:** |
| *Course of Action 1*: Our internship evaluations indicated that 83% on students earned an employer evaluation of 85% or greater, so we just missed this goal. This is unusual for our Marketing students and we will continue to work with Career Services to identify areas of weakness so that we can provide additional training in advance of internships. We also believe that our ability to achieve our goal was affected by the small number of interns this year (n=6) so the performance of one student had a significant impact on our results.  |
| *Course of Action 2*: Although 100% marketing students performed to standard on core ISLOs, student performance on specialization ISLOs did not meet out target. We hired a new marketing faculty member in 2014 with industry experience to supplement his academic background, and we expect to see improvement as our freshmen and sophmores move through the program under his guidance. |

**------------------------------------------------------------------------------Sport Management------------------------------------------------------------------------------**

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| **Student Learning Assessment for *B. S. Business Administration – Sport Management*** |
| **Program Intended Student Learning Outcomes (Program ISLOs)** |
| Upon completion of the Business Administration Program with a specialization in Sport Management, students will provide evidence of having achieved an understanding of core business concepts by: |
| 1. applying quantitative and technology-based tools to effectively support business decisions;
 |
| 1. demonstrating knowledge of the functional areas of Business;
 |
| 1. integrating ethical concepts to inform business decisions;
 |
| 1. gathering information and conducting research to solve business-related problems;
 |
| 1. communicating effectively within various business contexts; and
 |
| 1. applying knowledge of business concepts and functions in an integrated manner.
 |
| 1. apply concepts, theories, and practices in Sport Management to management decision-making (Specialization ISLO);
 |
| 1. apply concepts, theories, and practices in Sport Marketing to management decision-making (Specialization ISLO); and
 |
| 1. apply concepts, theories, and practices in Sport Law to management decision-making (Specialization ISLO).
 |
| **Assessment Instruments for Intended Student Learning Outcomes—****Direct Measures of Student Learning:** | **Performance Objectives (Targets/Criteria) for Direct Measures:** |
| Capstone Integrated Business Project Core ISLOs: 1, 2, 3, 4, 5, 6Specialization ISLOs: 7, 8, 9 | *Objective (Target/Criterion) for Direct Measure 1*Our goal is that 75% of students will be rated at Proficient or higher on an assessment of each Core Intended Student Learning Outcome (ISLO) and each Specialization ISLO. |
| Employer Internship Skills Assessment Core ISLOs: 2, 5 | *Objective (Target/Criterion) for Direct Measure 2*Our goal is that 85% students will receive a grade (an employer assessment) equal to 85% or above in their required internship. |
| Comprehensive Examination in last semester of programCore ISLOs: 1, 2, 3, 6Specialization ISLOs: 7, 8, 9 | *Objective (Target/Criterion) for Direct Measure 3*We expect that 90% of students will score average or higher on the Peregrine comprehensive examination of accounting and business skills assessed for each Core ISLOs. In addition, we expect that 90% of students will score average or higher on each Specialization ISLO assessed through advanced level questions. |
| **Assessment Instruments for Intended Student Learning Outcomes—****Indirect Measures of Student Learning:** | **Performance Objectives (Targets/Criteria) for Indirect Measures:** |
| Student Skill SurveyCore ISLOs: 1, 2, 3, 4, 5, 6Specialization ISLOs: 7, 8, 9 | *Objective (Target/Criterion) for Indirect Measure 1*A majority of students will rate their business skill level at average or higher on a departmental survey that will be administered in the capstone course. The survey asks students to assesss their competence relative to both core ISLOs as well as specialization ISLOs. |
| Student Learning Outcomes Personal Knowledge Growth SurveyCore ISLOs: 1, 2, 3, 4, 5, 6Specialization ISLOs: 7, 8, 9 | *Objective (Target/Criterion) for Indirect Measure 2*We expect that 90% of Business students would self-report at least an Average or higher skill level when responding to the core ISLOs and specialized program ISLOs assessed in the Personal Knowledge Growth Survey. The survey asks students to assess their growth in demonstrating content knowledge of core business concepts, as well as specialized knowledge appropriate to the business administration profession, and the ability to integrate this knowledge to produce, analyze and apply financial information for decision-making**.** |
| **Assessment Results: Business Administration – Sport Management** |
| **Summary of Results from Implementing Direct Measures of Student Learning:** |
| *Summary of Results for Direct Measure 1*: Students missed the standard on almost all Core ISLOs evaluated in the capstone project, but students achieved the standard for integrating ethical concepts to inform business decisions and gathering information and conducting research to solve business-related problems. 100% of students met the standard for specialized ISLOs. This standard was not met. |
| *Summary of Results for Direct Measure 2*: 88% of Sport Management interns earned a employer evaluation of 85% or better; therefore, this goal is met. |
| *Summary of Results for Direct Measure 3: 100% of all Business Administration – Sport Management students earned a score of Average or higher on the Peregrine Comprehensive Examination testing of core ISLOs; therefore, this goal was met. 78% of Business Administrative – Sport Management students earned a score of Average or higher on all advanced sport management concepts tested on the Peregrine examination; therefore, this goal was not met.* |
| **Summary of Results from Implementing Indirect Measures of Student Learning:** |
| *Summary of Results for Indirect Measure 1*: A majority of students with a Sport Management specialization rated their business skill level at average or higher on a departmental survey that was administered in the capstone course, therefore, this standard is met. |
| *Summary of Results for Indirect Measure 2*: All Business students with a Sport Management specialization self-reported at least an Average or higher skill level when responding to the core ISLOs and specialized program ISLOs assessed in the Personal Knowledge Growth Survey; therefore, this standard is met. |
| **Summary of Achievement of Intended Student Learning Outcomes:** |
| **Intended Student Learning Outcomes** | **Learning Assessment Measures** |
| **Program ISLOs** | ***Direct Measure 1*** | ***Direct Measure 2*** | ***Direct Measure 3*** | ***Direct Measure 4*** | ***Indirect Measure 1*** | ***Indirect Measure 2*** | ***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…** |
| *Program Learning Outcome 1*applying quantitative and technology-based tools to effectively support business decisions | ISLO Not Met63% |  | ISLOs Met 100% | N/A | ISLOs Met 100% | ISLOs Met 100% | N/A | N/A |
| *Program Learning Outcome 2*demonstrating knowledge of the functional areas of Business | ISLO Not Met63% | ISLOs Met88% | ISLOs Met 100% | N/A | ISLOs Met 100% | ISLOs Met 100% | N/A | N/A |
| *Program Learning Outcome 3*integrating ethical concepts to inform business decisions | ISLO Not Met75% |  | ISLOs Met 100% |  | ISLOs Met 100% | ISLOs Met 100% |  |  |
| *Program Learning Outcome 4*gathering information and conducting research to solve business-related problems | ISLO Not Met75% |  |  | N/A | ISLOs Met 100% | ISLOs Met 100% | N/A | N/A |
| *Program Learning Outcome 5*communicating effectively within various business contexts | ISLO Not Met63% | ISLOs Met88% |  | N/A | ISLOs Met 100% | ISLOs Met 100% | N/A | N/A |
| *Program Learning Outcome 6*applying knowledge of business concepts and functions in an integrated manner | ISLO Not Met63% |  | ISLOs Met 100% | N/A | ISLOs Met 100% | ISLOs Met 100% | N/A | N/A |
| *Program Learning Outcome 7*apply concepts, theories, and practices in Sport Management to management decision-making; | Specialization ISLOs Achieved 100% Goal met |  | Specialization ISLOs Achieved 78% Goal not met | N/A | Specialization ISLOs Achieved 100% Goal met | Specialization ISLOs Achieved 100% Goal met | N/A | N/A |
| *Program Learning Outcome 8*apply concepts, theories, and practices in Sport Marketing to management decision-making; and | Specialization ISLOs Achieved 100% Goal met |  | Specialization ISLOs Achieved 78% Goal not met | N/A | Specialization ISLOs Achieved 100% Goal met | Specialization ISLOs Achieved 100% Goal met | N/A | N/A |
| *Program Learning Outcome 9*apply concepts, theories, and practices in Sport Law to management decision-making. | Specialization ISLOs Achieved 100% Goal met |  | Specialization ISLOs Achieved 78% Goal not met | N/A | Specialization ISLOs Achieved 100% Goal met | Specialization ISLOs Achieved 100% Goal met | N/A | N/A |
| **Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:** |
| *Course of Action 1*: To strengthen our Sport Management students’ academic performance, we hired a part-time academic coach to provide structure to study and course requirements. While the academic coach was hired primarily to work with athletes, she also serves in this role for many Sport Management students. This hire occurred in fall 2015 and we hope to see a positive impact on student performance. |
| *Course of Action 2*: While 100% of students met the goal relative to the core ISLOs on the Peregrine Comprehensive Examination, only 78% met the goal relative to the specialized ISLOs tested by the exam. We will map the test content to our program content to identify any areas where the content may be different than that of our program to ensure that we are testing appropriately. We will also work with our academic coach and the faculty to identify strategies for improvement. |

**------------------------------------------------------------------International Business-----------------------------------------------------------------------------------**

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| **Student Learning Assessment for *B. S. Business Administration – International Business*** |
| **Program Intended Student Learning Outcomes (Program ISLOs)** |
| Upon completion of the Business Administration Program with a specialization in International Business, students will provide evidence of having achieved an understanding of core business concepts by: |
| 1. applying quantitative and technology-based tools to effectively support business decisions;
 |
| 1. demonstrating knowledge of the functional areas of Business;
 |
| 1. integrating ethical concepts to inform business decisions;
 |
| 1. gathering information and conducting research to solve business-related problems;
 |
| 1. communicating effectively within various business contexts; and
 |
| 1. applying knowledge of business concepts and functions in an integrated manner.
 |
| 1. apply concepts, theories, and practices in International Management to management decision-making;
 |
| 1. apply concepts, theories, and practices in International Marketing to management decision-making;
 |
| 1. apply concepts, theories, and practices in International Economics and Geography to management decision-making;
 |
| **Assessment Instruments for Intended Student Learning Outcomes—****Direct Measures of Student Learning:** | **Performance Objectives (Targets/Criteria) for Direct Measures:** |
| Capstone Integrated Business Project Core ISLOs: 1, 2, 3, 4, 5, 6Specialization ISLOs: 7, 8, 9 | *Objective (Target/Criterion) for Direct Measure 1*Our goal is that 75% of students will be rated at Proficient or higher on an assessment of each Core Intended Student Learning Outcome (ISLO) and each Specialization ISLO. |
| Employer Internship Skills Assessment Core ISLOs: 2, 5 | *Objective (Target/Criterion) for Direct Measure 2*Our goal is that 85% students will receive a grade (an employer assessment) equal to 85% or above in their required internship. |
| Comprehensive Examination in last semester of programCore ISLOs: 1, 2, 3, 6Specialization ISLOs: 7, 8, 9 | *Objective (Target/Criterion) for Direct Measure 3*We expect that 90% of students will score average or higher on the Peregrine comprehensive examination of accounting and business skills assessed for each Core ISLOs. In addition, we expect that 90% of students will score average or higher on each Specialization ISLO assessed through advanced level questions. |
| **Assessment Instruments for Intended Student Learning Outcomes—****Indirect Measures of Student Learning:** | **Performance Objectives (Targets/Criteria) for Indirect Measures:** |
| Student Skill SurveyCore ISLOs: 1, 2, 3, 4, 5, 6Specialization ISLOs: 7, 8, 9 | *Objective (Target/Criterion) for Indirect Measure 1*A majority of students will rate their business skill level at average or higher on a departmental survey that will be administered in the capstone course. The survey asks students to assesss their competence relative to both core ISLOs as well as specialization ISLOs. |
| Student Learning Outcomes Personal Knowledge Growth SurveyCore ISLOs: 1, 2, 3, 4, 5, 6Specialization ISLOs: 7, 8, 9 | *Objective (Target/Criterion) for Indirect Measure 2*We expect that 90% of Business students would self-report at least an Average or higher skill level when responding to the core ISLOs and specialized program ISLOs assessed in the Personal Knowledge Growth Survey. The survey asks students to assess their growth in demonstrating content knowledge of core business concepts, as well as specialized knowledge appropriate to the business administration profession, and the ability to integrate this knowledge to produce, analyze and apply financial information for decision-making**.** |
| **Assessment Results: Business Administration – International Business** |
| **Summary of Results from Implementing Direct Measures of Student Learning:** |
| *Summary of Results for Direct Measure 1*: All students (100%) met this standard for achieving a score of at least Proficient on all Core ISLOs and all Specialization ISLOs. |
| *Summary of Results for Direct Measure 2*: 100% of International Business students earned an evaluation of 85% or higher; therefore, this goal was met. |
| *Summary of Results for Direct Measure 3: All students in the International Business specialization earned a score of Average or higher on the Peregrine comprehensive examination, so this goal was met. Also, all students earned a score of Average or higher on advanced level International Business questions tested on the Peregrine comprensive examination; therefore, this goal was met.* |
| **Summary of Results from Implementing Indirect Measures of Student Learning:** |
| *Summary of Results for Indirect Measure 1*: 100% of International students rated their business skill level at average or higher on a departmental survey that was administered in the capstone course, therefore, this standard is met. |
| *Summary of Results for Indirect Measure 2*: All Business students with an International Business specialization self-reported at least an Average or higher skill level when responding to the core ISLOs and specialized program ISLOs assessed in the Personal Knowledge Growth Survey; therefore, this standard is met. |
| **Summary of Achievement of Intended Student Learning Outcomes:** |
| **Intended Student Learning Outcomes** | **Learning Assessment Measures** |
| **Program ISLOs** | ***Direct Measure 1*** | ***Direct Measure 2*** | ***Direct Measure 3*** | ***Direct Measure 4*** | ***Indirect Measure 1*** | ***Indirect Measure 2*** | ***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…** |
| *Program Learning Outcome 1*applying quantitative and technology-based tools to effectively support business decisions | ISLOs Met 100% |  | ISLOs Met 100% | N/A | ISLOs Achieved 100% Goal met | ISLOs Achieved 100% Goal met | N/A | N/A |
| *Program Learning Outcome 2*demonstrating knowledge of the functional areas of Business | ISLOs Met 100% | ISLOs Met100% | ISLOs Met 100% | N/A | ISLOs Achieved 100% Goal met | ISLOs Achieved 100% Goal met | N/A | N/A |
| *Program Learning Outcome 3*integrating ethical concepts to inform business decisions | ISLOs Met 100% |  | ISLOs Met 100% | N/A | ISLOs Achieved 100% Goal met | ISLOs Achieved 100% Goal met | N/A | N/A |
| *Program Learning Outcome 4*gathering information and conducting research to solve business-related problems | ISLOs Met 100% |  |  | N/A | ISLOs Achieved 100% Goal met | ISLOs Achieved 100% Goal met | N/A | N/A |
| *Program Learning Outcome 5*communicating effectively within various business contexts | ISLOs Met 100% | ISLOs Met100% |  | N/A | ISLOs Achieved 100% Goal met | ISLOs Achieved 100% Goal met | N/A | N/A |
| *Program Learning Outcome 6*applying knowledge of business concepts and functions in an integrated manner | ISLOs Met 100% |  | ISLOs Met 100% | N/A | ISLOs Achieved 100% Goal met | ISLOs Achieved 100% Goal met | N/A | N/A |
| *Program Learning Outcome 7*apply concepts, theories, and practices in International Management to management decision-making; | Specialization ISLOs Achieved Goal Met 100% |  | Specialization ISLOs Achieved 100% Goal met. | N/A | Specialization ISLOs Achieved 100% Goal met | Specialization ISLOs Achieved 100% Goal met | N/A | N/A |
| *Program Learning Outcome 8*apply concepts, theories, and practices in International Marketing to management decision-making; | Specialization ISLOs Achieved Goal Met 100% |  | Specialization ISLOs Achieved 100% Goal met. | N/A | Specialization ISLOs Achieved 100% Goal met | Specialization ISLOs Achieved 100% Goal met | N/A | N/A |
| *Program Learning Outcome 9*apply concepts, theories, and practices in International Economics and Geography to management decision-making; | Specialization ISLOs Achieved Goal Met 100% |  | Specialization ISLOs Achieved 100% Goal met. | N/A | Specialization ISLOs Achieved 100% Goal met | Specialization ISLOs Achieved 100% Goal met | N/A | N/A |
| **Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:** |
| *Course of Action 1* |
| *Course of Action 2* |
| *Course of Action 3* |
| *Course of Action 4* |