



Public Disclosure of Student Learning

Institution	<u>Gwynedd Mercy University</u>
Academic Business Unit	<u>School of Business</u>
Academic Year	<u>2016-2017</u>

Report of Student Learning and Achievement
Gwynedd Mercy University
School of Business

For Academic Year: 2016-2017

Mission of the School of Business

The goal of the School of Business is to reflect the mission of the University by preparing our students with professional competencies strongly integrated with the liberal arts, deeply rooted in the Mercy ideals and distinctive values that are Mercy Catholic higher education. The programs of the School of Business strive to educate the whole person.

The programs of the School of Business provide a solid foundation for continued professional development. Each student enrolled in the programs of the School will be knowledgeable in the core areas of the discipline. The student will balance these professional areas with a strong background in liberal arts including: English, literature, communication, philosophy, religion, history, government, the behavioral sciences and the natural sciences.

Also inherent in our professional development mission is a strong commitment to prepare our students for continued life-long learning. It is this part of our mission that encourages us to educate our students in such a way that they are equipped not only to be successful at the undergraduate level, but to enter graduate school and successfully complete the advanced degree program.

Student Learning Assessment for: *BS in Accounting*

Program Intended Student Learning Outcomes (Program ISLOs)

1. The student will be able to prepare effective and clearly written business communications.
2. Business students will demonstrate general business knowledge and skills and apply them to make appropriate business decisions.
3. The student will be able to apply ethical and moral decision-making principles to business situations.
4. The student will demonstrate decision-support tools required for business professionals.
5. The student will demonstrate the ability to find, evaluate, and apply sources of information relevant to business issues and situations.
6. Students demonstrate proficiency with Generally Accepted Accounting Principles
7. Students demonstrate proficiency with taxation issues, returns, and planning

8. Students will demonstrate proficiency with measures used to evaluate and manage businesses

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

Performance Objectives (Targets/Criteria) for Direct Measures:

1. BUS Capstone Business Simulation / Rubric
Program ISLO 2, 3

80% of students score \geq 40% for each subject area.

2. Business Capstone Project – Case Study / Rubric
Program ISLO, 6, 7, 8

70% of students sampled meet or exceed standards for each ISLO

3. Peregrine Field Test for the Discipline / Rubric
Program ISLO 2, 3, 4, 5, 6, 7, 8

50% of students meet or exceed the average score for IACBE institutions in each section of the exam.

4. *Refleciton Paper*
Program ISLO 1

At least 75% of students attain a score of 70 or better on the Grammarly writing assessment measure

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

Performance Objectives (Targets/Criteria) for Indirect Measures:

1. Student Exit Survey
Program ISLO 1, 2, 3, 4, 5, 6, 7, 8

70% of students rate attainment as good or excellent for each ISLO

2. Business Capstone Reflection Paper/ Rubric
Program ISLO 1, 2, 3, 4, 5, 6, 7, 8

80% of students meet or exceed expectations for each ISLO.

Learning Assessment Results: *BS in Accounting*

Summary of Results from Implementing Direct Measures of Student Learning:

1. Business Capstone Simulation Results.

ISLO 2: Students met the goal in the areas of Financial Management (80%), Financial Analysis(100%), Operations Management (86%), Marketing (90%)and Strategic management (85%).

ISLO 3: Students did not meet the goal in the area of Corporate Social Responsibility (71%)

(N = 14 Accounting students used this measure)

2. Business Capstone: Case Study Results N= 13

ISLO 6 76% of students met the goal with regard to GAAP

ISLO 7 83% of students met the goal with regards to Tax accounting

ISLO 8 100% of students met the goal regarding management accounting measures

3. Peregrine Field Test Results:

ISLO 2: 57% of students scored the IACBE average or higher.

ISLO3: 47% of students scored at the IACBE average or higher.

ISLO 4: 42% of student achieved the IACBE average or higher.

ISLO 6. 62% of students scored at the IACBE average or higher.

ISLO 7: 57% of students scored at the IACBE average or higher.

ISLO 8: 43% of students scored at the IACBE average or higher

(N = 14 students)

4. Capstone Reflection Paper.

92% of students achieved a writing score of 70% or better

Summary of Results from Implementing Indirect Measures of Student Learning:

Undergraduate Exit Survey: N = students

ISLO 1: 100% of students rated as good to excellent

ISLO 2 100% of students rated as good to excellent

ISLO 3: 100% of students rated as good to excellent

ISLO 4 93% of student rated as good to excellent technology skills, 86% good to excellent quantitative skills

ISLO 5: 100% of students rated as good to excellent

ISLO 6, 86% of Students rated as good to excellent

iSLO 7, 93% of students rated as good to excellent.

ISLO 8 93% of students rated as good to excellent

2. Capstone Reflection Paper:

ISLO 1: 100%of students rated as having achieved the goal.

ISLO 2: 100%of students rated as having achieved the goal.

ISLO 3: 100% of students rated as having achieved the goal.

ISLO 4: 83% of students rated as having achieved the goal.

ISLO 5: 100% of students rated as having achieved the goal.

ISLO 6, 100% of Students rated as having achieved the goal.

iSLO 7, 100% of students rated as having achieved the goal.

ISLO 8 100% of students rated as having achieved the goal.

Summary of Achievement of Intended Student Learning Outcomes:

Intended Student Learning Outcomes	Learning Assessment Measures						
	<i>Simulation</i>	<i>Case Study</i>	<i>Peregrine Test</i>	<i>Reflection Paper -Direct</i>	<i>Survey</i>	<i>Reflection Paper</i>	
	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	
1. Communication				Met	Met	Met	
2. <i>General Busin Skills</i>	Met		Met		Met	Met	
3. <i>Ethical Decision-making</i>	Not Met		Not Met		Met	Met	
4. <i>Decision Support Tools</i>			Not Met		Met	Met	
5. <i>Find/ Evaluate Information</i>					Met	Met	
6. <i>Generally accepted acc Princ</i>		Met	Met		Met	Met	
7. <i>Tax Accounting</i>		Met	Met		Met	Met	
8. <i>Management Account tools</i>		Met	Not Met		Met	Met	

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

1. *ISLO 1* This measure showed a marked improvement from 2015-16 scores.

2. *ISLO 3* While students felt that they achieved a satisfactory level of understanding of ethical decision-making, their scores on the direct meases did not meet the goals. This needs to be monitored in the 2017_2018 year.

Student Learning Assessment for: *BS in Finance*

Program Intended Student Learning Outcomes (Program ISLOs)

1.The student will be able to prepare effective and clearly written business communications. Relates to the institutional goal of Written/Oral Communications.

2.Business students will demonstrate general business knowledge and skills and apply them to make appropriate business decisions. *Relates to the institutional goals of professional competency and leadership.*

3.The student will be able to apply ethical and moral decision-making principles to business situations. *Relates to the institutional goal of ethical moral judgment.*

4.The student will demonstrate decision-support tools required for business professionals. *Relates to the institutional goal of critical and competent use of technology; problem-solving.*

5. The student will demonstrate the ability to find, evaluate, and apply sources of information relevant to business issues and situations. *Relates to the institutional goal of critical thinking.*

6. Students will demonstrate an understanding of financial markets and institutions.

7. Students will display an understanding of investment options and analysis.

6. Students will display an understanding of financial management of institutions.

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

Performance Objectives (Targets/Criteria) for Direct Measures:

1. BUS Capstone Business Simulation / Rubric
Core ISLO 2, 3

80% of students score \geq 40% for each subject area.

2. Business Capstone Project – Case Study / Rubric
Core ISLO 5
ISLO 8

80% of students sampled meet or exceed standards for each ISLO

3, Peregrine Field Test for the Discipline / Rubric
Core ISLO 2, 3, 4
ISLO 6, 7, 8

50% of students meet or exceed the average score for IACBE institutions in each section of the exam.

4. Reflection Paper ISLO 1	<i>75% of students will achieve a grammarly writing score of 7- or above</i>
Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Indirect Measures:
1. Student exit survey questions <i>Core ISLO 1,2,3,4,5</i> <i>Finance ISLO 1,2,3</i>	70% of students rate attainment as good or excellent for each ISLO
2. Business Capstone Reflection Paper/ Rubric <i>Core ISLO 1, 2, 3, 4, 5</i> <i>Finance ISLO 1,2,3</i>	80% of students meet or exceed expectations for each ISLO.
Learning Assessment Results: <i>BS in Finance</i>	
Summary of Results from Implementing Direct Measures of Student Learning:	
1. Business Capstone Simulation: (N = 2 students) Core ISLO 2: Students met the benchmark in the areas of financial management (100%), financial analysis (100%), marketing management (100%) and operations management(100%). Students did not meet the benchmark in the area of Strategic Management (50%). Core ISLO 3: Students did meet the benchmark in the area of Corporate Social Responsibility (100%)	
2. Business Case Study: N=2 ISLO 8 .100% of students met the benchmark in this case	
3. Peregrine Exit Exam: Core ISLO 2: . Students met the benchmark in every area measured. Core ISLO 3: 50% of students scored at the IACBE average or better in the Business Ethics section. Core ISLO 4: students did not meet the benchmark in the area of Information systems (0%), but achieved the benchmark in Quantitative Analysis (50%)	
4. Reflection Paper	

ISLO 1: 50 % of students achieved a writing score of 70 or better in the Grammarly writing assessment tool.

Summary of Results from Implementing Indirect Measures of Student Learning:

1. Undergraduate Exit Survey: N = 1

Core ISLO 1: 100% of students rated as good to excellent

Core ISLO 2: 0% of students rated as good to excellent

Core ISLO 3: 100% of students rated as good to excellent

Core ISLO 4: 0% of students rated as good to excellent

Core ISLO 5: 100% of students rated as good to excellent

FIN ISLO 1 100% of students rated as good to excellent.

FIN ISLO 2 100% of students rated as good to excellent.

FIN ISLO 3 100% of students rated as good to excellent

2. Reflection Paper Results

Core ISLO 1: 100% of students reported achieving this objective.

Core ISLO 2: 100% of students reported achieving this objective

Core ISLO 3: 100% of students reported achieving this objective

Core ISLO 4: 100% of students reported achieving this objective

Core ISLO 5: 100% of students reported achieving this objective

ISLO 6 100% of students reported achieving this objective.

ISLO 7 100% of students reported achieving this objective.

ISLO 8 100% of students reported achieving this objective

Summary of Achievement of Intended Student Learning Outcomes:

Intended Student Learning Outcomes	Learning Assessment Measures							
Program ISLOs	<i>Simulation</i>	<i>Case Study</i>	<i>Peregrine Test</i>	<i>Reflection Paper</i>	<i>Exit Survey</i>	<i>Reflection Paper</i>		
	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...		

1. <i>Communication Skills</i>				Not Met	Met	Met		
2. <i>General Business Knowledge</i>	Met		Met		Not Met	Met		
3. <i>Ethical Decision-Making</i>	Met		Met		Met	Met		
4. <i>Decision Support Tools</i>			Met		Not Met	Met		
5. <i>Find, evaluate information</i>					Met	Met		
6. <i>Financial Markets</i>					Met	Met		
7. <i>Manage investments</i>					Met	Met		
8. <i>Financial management corp</i>		Met			Met	Met		

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

3. Objectives for the finance program are being revised to reflect the changing curriculum.

Student Learning Assessment for: *BS in Marketing*

Program Intended Student Learning Outcomes (Program ISLOs)

1. The student will be able to prepare effective and clearly written business communications. *Relates to the institutional goal of Written/Oral Communications.*
2. Business students will demonstrate general business knowledge and skills and apply them to make appropriate business decisions. *Relates to the institutional goals of professional competency and leadership.*
3. The student will be able to apply ethical and moral decision-making principles to business situations. *Relates to the institutional goal of ethical moral judgment.*
4. The student will demonstrate decision-support tools required for business professionals. *Relates to the institutional goal of critical and competent use of technology; problem-solving.*
5. The student will demonstrate the ability to find, evaluate, and apply sources of information relevant to business issues and situations. *Relates to the institutional goal of critical thinking.*
6. Students will demonstrate their ability to construct a marketing mix strategy by applying marketing theory to a practical situation.
7. Students will demonstrate their ability to critically reflect on ethical issues within the profession of marketing.
8. Students will demonstrate their ability to construct a strategic marketing plan.

Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
1. BUS Capstone Business Simulation / Rubric Core ISLO 2, 3	80% of students score \geq 40% for each subject area.
2. Business Capstone Project – Case Study / Rubric <i>Core ISLO 5</i> <i>ISLO 6, 7, 8</i>	80% of students sampled meet or exceed standards for each ISLO
3, Peregrine Field Test for the Discipline / Rubric <i>Core ISLO 2, 3, 4</i> <i>ISLO 6, 7, 8</i>	50% of students meet or exceed the average score for IACBE institutions in each section of the exam.

4. Reflection Paper ISLO 1	75% of students will achieve a grammarly writing score of 7- or above
Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Indirect Measures:
1. Student exit survey questions <i>Core ISLO 1,2,3,4,5</i> <i>ISLO 6, 7, 8</i>	70% of students rate attainment as good or excellent for each ISLO
2. Business Capstone Reflection Paper/ Rubric <i>Core ISLO 1, 2, 3, 4, 5</i> <i>ISLO 6, 7, 8</i>	80% of students meet or exceed expectations for each ISLO.

Learning Assessment Results: *BS in Marketing*

Summary of Results from Implementing Direct Measures of Student Learning:

1. Business Capstone Simulation: (N=5)
Core ISLO 2: Students met the goal in Financial Management (100%) and Marketing (100%), Students did not meet the goal in the areas of Financial Analysis and Operations Management/
Core ISLO 3: Student met the goal in the area of Corporate Social Responsibility (80%)
2. Business Case Study: N=5
ISLO 6, 100% of students met the goal in Marketing research, 100% met the goal in the SWOT analysis.
ISLO 7 100% met this goal
ISLO 8 100% of students achieved goals in all areas except defining objectives and defining the target market.
3. Peregrine Software Exit Exam: N = 5
Core ISLO 2 Students exceeded the IACBE average score in all major business subjects.
Core ISLO 3 Students exceeded the IACBE average in the area of Ethical Analysis and Decision-Making (80%)
Core ISLO 4 Students exceeded the IACNE average in Quantitative Analysis and Decision-Making (80%)

ISLO 6 Students exceeded the IACBE average in the area of Advanced Marketing (80%)

4. Reflection Paper N=5

Core ISLO 1 100% of students achieved a score of 70 or better on the Grammarly writing assessment.

Summary of Results from Implementing Indirect Measures of Student Learning:

1. Undergraduate Exit Survey N=5

Core ISLO 1: 100% of students rated as good to excellent

Core ISLO 2: 100% of students rated as good to excellent

Core ISLO 3: 100% of students rated as good to excellent

Core ISLO 4: 100% of students rated as good to excellent

Core ISLO 5: 100% of students rated as good to excellent

MKT ISLO 6, 100% of students rated as good to excellent

MKT ISLO 7, 100% of students rated as good to excellent

MKT ISLO 8. 100% of students rated as good to excellent

2 Capstone Reflection Paper N=5

Core ISLO 1: 100% of students reported achieving this objective.

Core ISLO 2: 100% of students reported achieving this objective

Core ISLO 3: 100% of students reported achieving this objective

Core ISLO 4: 100% of students reported achieving this objective

Core ISLO 5: 100% of students reported achieving this objective

ISLO 6 100% of students reported achieving this objective.

ISLO 7 100% of students reported achieving this objective.

ISLO 8 100% of students reported achieving this objective

Summary of Achievement of Intended Student Learning Outcomes:

Intended Student Learning Outcomes	Learning Assessment Measures
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Program ISLOs	Simulation	Case Study	Peregrine Test	Reflection Paper -Direct	Survey	Reflection Paper		
	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...		
1. Communication				Met	Met	Met		
2. General Busin Skills	Not Met		Met		Met	Met		
3. Ethical Decision-making	Met		Met		Met	Met		
4. Decision Support Tools					Met	Met		
5. Find/ Evaluate Information					Met	Met		
6. Marketing Mix		Met	Met		Met	Met		
7. Ethical Issues		Met			Met	Met		
8. Strategic Marketing Plan		Met			Met	Met		

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

1. Students in the marketing program performed exceptionally in all assessment areas but 1. No plans are indicated at this time.

Student Learning Assessment for: BS in Management

Program Intended Student Learning Outcomes (Program ISLOs)

- 1.The student will be able to prepare effective and clearly written business communications. Relates to the institutional goal of Written/Oral Communications.
- 2.Business students will demonstrate general business knowledge and skills and apply them to make appropriate business decisions. *Relates to the institutional goals of professional competency and leadership.*
- 3.The student will be able to apply ethical and moral decision-making principles to business situations. *Relates to the institutional goal of ethical moral judgment.*
- 4.The student will demonstrate decision-support tools required for business professionals. *Relates to the institutional goal of critical and competent use of technology; problem-solving.*
5. The student will demonstrate the ability to find, evaluate, and apply sources of information relevant to business issues and situations. *Relates to the institutional goal of critical thinking.*

6. Students will demonstrate proficiency in the four functions of management.

7. Students will describe and apply the theories of motivation.

8. Students will discuss the role of the manager in the strategic planning process.

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

Performance Objectives (Targets/Criteria) for Direct Measures:

1. BUS Capstone Business Simulation / Rubric
Core ISLO 2, 3

80% of students score \geq 40% for each subject area.

2. Business Capstone Project – Case Study / Rubric
Core ISLO 5
ISLO 6, 7, 8

80% of students sampled meet or exceed standards for each ISLO

3, Peregrine Field Test for the Discipline / Rubric
Core ISLO 2, 3, 4

50% of students meet or exceed the average score for IACBE institutions in each section of the exam.

4. Reflection Paper
ISLO 1

75% of students will achieve a grammarly writing score of 7- or above

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

Performance Objectives (Targets/Criteria) for Indirect Measures:

1. Student exit survey questions
Core ISLO 1,2,3,4,5
ISLO 6, 7, 8

70% of students rate attainment as good or excellent for each ISLO

2. Business Capstone Reflection Paper/ Rubric
Core ISLO 1, 2, 3, 4, 5
ISLO 6, 7, 8

80% of students meet or exceed expectations for each ISLO.

Learning Assessment Results: *BS in Management*

Summary of Results from Implementing Direct Measures of Student Learning:

1. Business Capstone Simulation: N = 6

Core ISLO 2: Students met the benchmark in the areas of Financial Analysis (100%), Financial Management (100%), Marketing (100%), and Strategic Management (100%) and Operations Management (60%).

Core ISLO 3: Students did not meet the benchmark in the area of corporate social responsibility (50%).

2. Business Case Study: N=6

ISLO 6 83% of students met this objective

ISLO 7 83% of students met this objective

ISLO 8 83% of students met this objective

3. Peregrine Exit Exam: N = 6

Core ISLO 2: Students achieved the benchmark score in the areas of Finance, Accounting, Management, Marketing, and all Management areas. Students did not meet the expectations in Economics, International Business, and Marketing.

Core ISLO 3: Students met the benchmark score in Ethics (50%).

Core ISLO 4: Students met the benchmark score in Information Systems (50%) and in Quantitative Methods (67%).

4. Reflection Paper N=4

100% of students met the goal on the Grammarly writing assessment too.

Summary of Results from Implementing Indirect Measures of Student Learning:

1. Undergraduate Exit Survey N=7

Core ISLO 1: 100% of students rated as good to excellent

Core ISLO 2: 100% of students rated as good to excellent

Core ISLO 3: 100% of students rated as good to excellent

Core ISLO 4: 85% of students rated as good to excellent

Core ISLO 5: 100% of students rated as good to excellent

ISLO 6, 100% of students rated as good to excellent

ISLO 7, 100% of students rated as good to excellent

ISLO 8. 100% of students rated as good to excellent

2 Capstone Reflection Paper N=6.
 Core ISLO 1: 100% of students reported achieving this objective.
 Core ISLO 2: 100% of students reported achieving this objective
 Core ISLO 3: 100% of students reported achieving this objective
 Core ISLO 4: 100% of students reported achieving this objective
 Core ISLO 5: 100% of students reported achieving this objective
 ISLO 6 100% of students reported achieving this objective.
 ISLO 7 100% of students reported achieving this objective.
 ISLO 8 100% of students reported achieving this objective

Summary of Achievement of Intended Student Learning Outcomes:

Intended Student Learning Outcomes	Learning Assessment Measures						
	<i>Simulation</i>	<i>Case Study</i>	<i>Peregrine Test</i>	<i>Reflection Paper</i>	<i>Exit Survey</i>	<i>Reflection Paper</i>	
	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	
<i>1. Communication Skills</i>				Met	Met	Met	
<i>2. General Business Knowledge</i>	Met		Not Met		Met	Met	
<i>3. Ethical Decision-Making</i>	Met		Met		Met	Met	
<i>4. Decision Support Tools</i>			Met		Met	Met	
<i>5. Find, evaluate information</i>					Met	Met	
<i>6. Four Functions</i>		Met			Met	Met	
<i>7. Motivation</i>		Met			Met	Met	

8. Strategic Management		Met			Met	Met		
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Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:
<i>ISLO 2</i> , While other measures indicated achievement of this goal, the Peregrine test yielded low results for Economics, Global Business, and Marketing. This is the first year for this test. We will have to determine if these results continue over time.

Student Learning Assessment for: BS in Sports Management	
Program Intended Student Learning Outcomes (Program ISLOs)	
1.The student will be able to prepare effective and clearly written business communications. Relates to the institutional goal of Written/Oral Communications.	
2.Business students will demonstrate general business knowledge and skills and apply them to make appropriate business decisions. <i>Relates to the institutional goals of professional competency and leadership.</i>	
3.The student will be able to apply ethical and moral decision-making principles to business situations. <i>Relates to the institutional goal of ethical moral judgment.</i>	
4.The student will demonstrate decision-support tools required for business professionals. <i>Relates to the institutional goal of critical and competent use of technology; problem-solving.</i>	
5. The student will demonstrate the ability to find, evaluate, and apply sources of information relevant to business issues and situations. <i>Relates to the institutional goal of critical thinking.</i>	
6. Students will be able to identify and discuss implications related to Title IX legislation.	
7. Students will demonstrate proficiencies in sport finance and facilities management.	
8. Students will be able to analyze the challenges faced by the athletics administrator.	
Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
1. BUS Capstone Business Simulation / Rubric Core ISLO 2, 3	80% of students score ≥ 40% for each subject area.

2. Business Capstone Project – Case Study / Rubric <i>Core ISLO 5</i> <i>ISLO 6, 7, 8</i>	80% of students sampled meet or exceed standards for each ISLO
3, Ivy Software Field Test for the Discipline / Rubric <i>Core ISLO 2, 3, 4</i>	50% of students meet or exceed the average score for IACBE institutions in each section of the exam.
4. Reflection Paper ISLO 1	<i>75% of students will achieve a grammarly writing score of 7- or above</i>
Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Indirect Measures:
1. Student exit survey questions <i>Core ISLO 1,2,3,4,5</i> <i>ISLO 6, 7, 8</i>	70% of students rate attainment as good or excellent for each ISLO
2. Business Capstone Reflection Paper/ Rubric <i>Core ISLO 1, 2, 3, 4, 5</i> <i>ISLO 6, 7, 8</i>	80% of students meet or exceed expectations for each ISLO.
Learning Assessment Results: <i>BS in Sports Management</i>	
Summary of Results from Implementing Direct Measures of Student Learning:	
1. Business Capstone Simulation: N= Core ISLO 2: Students did not meet expectations in the areas of Financial Analysis, Operations Management , and Strategic Management . Students met expectations in the areas of Financial Management and Marketing. Core ISLO 3: Students did not meet the benchmark for the corporate social responsibility measure (67%) .	
2. Business Case Study: N= 5	

ISLO 6 80% of students met the objective

ISLO 7 80% of students met the objective

ISLO 8 80% of students met the objective

3. Peregrine Exit Exam: N= 5

Core ISLO 2: The student met the benchmark in the areas of Accounting, Finance and all management fields. Students did not meet expectations in Economics, Global Business.

Core ISLO 3: Students met the expectations for the ethics area of the exam .

Core ISLO 4: Students met the benchmark in the areas of Information Systems and Quantitative Methods .

4. Reflection Paper N=5

80% of students met the goal on the Grammarly writing assessment tool.

Summary of Results from Implementing Indirect Measures of Student Learning:

1. Undergraduate Exit Survey N=3

Core ISLO 1: 100% of students reported achieving this objective.

Core ISLO 2: 100% of students reported achieving this objective

Core ISLO 3: 100% of students reported achieving this objective

Core ISLO 4: 67% of students reported achieving this objective

Core ISLO 5: 100% of students reported achieving this objective

ISLO 6 67% of students reported achieving this objective.

ISLO 7 100% of students reported achieving this objective.

ISLO 8 67% of students reported achieving this objective

2 Capstone Reflection Paper N=5.

Core ISLO 1: 100% of students reported achieving this objective.

Core ISLO 2: 100% of students reported achieving this objective

Core ISLO 3: 100% of students reported achieving this objective

Core ISLO 4: 100% of students reported achieving this objective

Core ISLO 5: 100% of students reported achieving this objective

ISLO 6 100% of students reported achieving this objective.

ISLO 7 100% of students reported achieving this objective.

ISLO 8 100% of students reported achieving this objective

Summary of Achievement of Intended Student Learning Outcomes:

Intended Student Learning Outcomes	Learning Assessment Measures							
	<i>Simulation</i>	<i>Case Study</i>	<i>Peregrine Test</i>	<i>Reflection Paper</i>	<i>Exit Survey</i>	<i>Reflection Paper</i>		
	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...		
<i>1. Communication Skills</i>				Met	Met	Met		
<i>2. General Business Knowledge</i>	Not Met		Not Met		Met	Met		
<i>3. Ethical Decision-Making</i>	Not Met		Met Met		Met	Met		
<i>4. Decision Support Tools</i>			Met		Not Met	Met		
<i>5. Find, evaluate information</i>					Met	Met		
<i>6. Title IX</i>		Met			Not Met	Met		
<i>7. Finance and Facilities</i>		Met			Met	Met		
<i>8. Athletic Administration</i>		Met			Not Met	Met		

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

ISLO 2, 3, 6, 8 Our small number of students graduating in the program has made program assessment difficult. The School will continue to follow the results in the 2017-2018 year

Student Learning Assessment for: BS in Human Resource Management

Program Intended Student Learning Outcomes (Program ISLOs)

1.The student will be able to prepare effective and clearly written business communications. Relates to the institutional goal of Written/Oral Communications.

2.Business students will demonstrate general business knowledge and skills and apply them to make appropriate business decisions. *Relates to the institutional goals of professional competency and leadership.*

3.The student will be able to apply ethical and moral decision-making principles to business situations. *Relates to the institutional goal of ethical moral judgment.*

4.The student will demonstrate decision-support tools required for business professionals. *Relates to the institutional goal of critical and competent use of technology; problem-solving.*

5. The student will demonstrate the ability to find, evaluate, and apply sources of information relevant to business issues and situations. *Relates to the institutional goal of critical thinking.*

6. Students will apply the laws that relate to the human resource function.

7. Students will define the generalist role of the Human Resource Manager.

8. Students will examine the relationship between the Human Resource Manager and the strategic planning process.

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

Performance Objectives (Targets/Criteria) for Direct Measures:

1. BUS Capstone Business Simulation / Rubric
Core ISLO 2, 3

80% of students score \geq 40% for each subject area.

2. Business Capstone Project – Case Study / Rubric
Core ISLO 5
ISLO 6, 7, 8

80% of students sampled meet or exceed standards for each ISLO

3, Peregrine Field Test for the Discipline / Rubric
Core ISLO 2, 3, 4

50% of students meet or exceed the average score for IACBE institutions in each section of the exam.

4. Reflection Paper
ISLO 1

75% of students will achieve a grammarly writing score of 7- or above

Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Indirect Measures:
1. Student exit survey questions <i>Core ISLO 1,2,3,4,5</i> <i>ISLO 6, 7, 8</i>	70% of students rate attainment as good or excellent for each ISLO
2. Business Capstone Reflection Paper/ Rubric <i>Core ISLO 1, 2, 3, 4, 5</i> <i>ISLO 6, 7, 8</i>	80% of students meet or exceed expectations for each ISLO.
Learning Assessment Results: <i>BS in Human Resource management</i>	
Summary of Results from Implementing Direct Measures of Student Learning:	
1. Business Capstone Simulation: N= 2 ISLO Students met the benchmark in Financial Analysis, Strategic Management, and Marketing Management. Students did not meet the benchmark in the areas of financial management. ISLO 3 Students did not meet the benchmark in the area of Corporate Social Responsibility	
2. Business Case Study: N=2 ISLO 6 50% of students met the benchmark. ISLO 7 100% of students met the benchmark ISLO 8 100% of students met the benchmark	
3. Peregrine Exit Exam: N= 2 Core ISLO 2: The benchmark was met in all general business areas Core ISLO 3: Did not meet the benchmark in the area of Ethics Core ISLO 4: Met the Benchmark in Information Systems and quantitative methods.	
4. Reflection Paper N=1 100% of students met the goal on the Grammarly writing assessment too.	

Summary of Results from Implementing Indirect Measures of Student Learning:

1. Undergraduate Exit Survey N = 2

Core ISLO 1: 100% of students reported achieving this objective.

Core ISLO 2: 100% of students reported achieving this objective

Core ISLO 3: 100% of students reported achieving this objective

Core ISLO 4: 100% of students reported achieving this objective

Core ISLO 5: 100% of students reported achieving this objective

ISLO 6 100% of students reported achieving this objective.

ISLO 7 100% of students reported achieving this objective.

ISLO 8 100% of students reported achieving this objective

2 Capstone Reflection Paper N=1.

Core ISLO 1: 100% of students reported achieving this objective.

Core ISLO 2: 100% of students reported achieving this objective

Core ISLO 3: 100% of students reported achieving this objective

Core ISLO 4: 100% of students reported achieving this objective

Core ISLO 5: 100% of students reported achieving this objective

ISLO 6 100% of students reported achieving this objective.

ISLO 7 100% of students reported achieving this objective.

ISLO 8 100% of students reported achieving this objective

Intended Student Learning Outcomes	Learning Assessment Measures							
Program ISLOs	<i>Simulation</i>	<i>Case Study</i>	<i>Peregrine Test</i>	<i>Reflection Paper</i>	<i>Exit Survey</i>	<i>Reflection Paper</i>		
	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...		
1. <i>Communication Skills</i>				Met	Met	Met		

2. <i>General Business Knowledge</i>	Not Met		Met		Met	Met		
3. <i>Ethical Decision-Making</i>	Not Met		Not Met		Met	Met		
4. <i>Decision Support Tools</i>			Met		Met	Met		
5. <i>Find, evaluate information</i>					Met	Met		
6. <i>Laws relating to HRM</i>		Not Met			Met	Met		
7. <i>Generalist Role HRM Manager</i>		Met			Met	Met		
8. <i>Strategic Mgmt Human Res</i>		Met			Met	Met		

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

1. Due to the small group assessed here, we will not be recommending any changes to the program at this time.

School of Graduate and Professional Studies

Student Learning Assessment for: AS in Business Administration	
Program Intended Student Learning Outcomes (Program ISLOs)	
1. The student will be able to prepare effective and clearly written business communications.	
2. The student will display appropriate quantitative problem-solving abilities in the context of a business problem.	
3. The student will be able to apply ethical and moral decision-making principles to business situations.	
4. The student will demonstrate proficiency in the business areas of accounting, management, marketing, and economics.	
Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
1. Business Case Study ISLO 2, 4	75% of students will meet the goal in each subject area.
2. Business Case study writing assessment <i>ISLO 1</i>	80% of students will attain a score of 75 or higher on the Grammarly writing assessment
3 Bus 292 Ethics Case Study ISLO 3	80% of students meet or exceed expectations on each ethical element
3, Peregrine Field Test for the Discipline / Rubric <i>Core ISLO 2, 3, 4</i>	50% of students meet or exceed the average score for IACBE institutions in each section of the exam.
Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Indirect Measures:
1. Student exit survey questions <i>ISLO 1,2,3,4</i>	70% of students rate attainment as good or excellent for each ISLO

2. ASBA Capstone Reflection Paper/ Rubric <i>ISLO 1, 2, 3, 4</i>	80% of students meet or exceed expectations for each ISLO.
Learning Assessment Results: ASBA	
Summary of Results from Implementing Direct Measures of Student Learning:	
<p>1. Business Case Study N= 12 ISLO 2 75% of students met expectations related to quantitative analysis . ISLO 4: 58% of students met the expectation on the financial analysis portion of the assessment 83% of students met the expectation on the marketing section of the assessment 83% of students met the expectation on the organizational mamnagement section of the assessment. 100% of students met the expectation on strategic analysis sections of the assessment.</p>	
<p>2. Business Case Study written assignment n = 12 ISLO 1 92% of students scored above a 75 in the Grammarly writing assessment.</p>	
<p>3. Ethical Case Study no data</p>	
<p>3. Peregrine Exit Exam: N = 12 ISLO 4 Students met expectations in the areas of General Economics, Microeconomics, Management, Organizational Behaviour, information systems. Students did not meet expectations in the areas of Macroeconomics and Operations Management</p>	
Summary of Results from Implementing Indirect Measures of Student Learning:	
<p>1. Undergraduate Exit Survey N=12 ISLO 1 94% rated themselves as Excellent or very good ISLO 2 75% rated themselves as Excellent or very good</p>	

ISLO 3 94% rated themselves as Excellent or very good
 ISLO 4 94% rated themselves as Excellent or very good

2 Capstone Reflection Paper n=5
 ISLO 1 100% indicated achievement of this goal
 ISLO 2 100% indicated achievement of this goal
 ISLO 3 100% indicated achievement of this goal
 ISLO 4 100% indicated achievement of this goal

Intended Student Learning Outcomes		Learning Assessment Measures						
Program ISLOs	Case Study	Writing	Ethical Case	Ivy Test	Exit Survey	Reflection Paper		
	Performance Target Was...	Performance Target Was...	Performance Target Was...		Performance Target Was...	Performance Target Was...		
1. Communication Skills		Met				Met	Met	
2. Quantitative Analysis	Met					Met	Met	
3. Ethical Decision-Making			No Data			Met	Met	
4. General Business Knowledge	Not Met					Met	Met	

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

1. The ASBA program is being phased out. No recommended changes are suggested at this time

School of Graduate and Professional Studies

Student Learning Assessment for *Bachelor of Science in Business Administration (BSBA)*

General Program Intended Student Learning Outcomes (General Program ISLOs)

1. *The students will be able to prepare effective and clearly written business communications.*
2. *Business students will apply knowledge and skills to make appropriate business decisions.*
3. *The student will be able to apply ethical and moral decision-making principles to business situations.*
4. *The student will demonstrate decision-support tools required for business professionals.*
5. *The student will demonstrate the ability to find, evaluate, and apply sources of information relevant to business issues and situations.*

Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
1. <i>Direct Measure 1: Capstone Business Simulation/Rubric</i> General Program ISLOs Assessed by this Measure: <i>Core ISLO 2,3</i>	<i>Objective (Target/Criterion) for Direct Measure 1: 80% of students score ≥ 40 for each subject area.</i>
2. <i>Direct Measure 3: Peregrine Software Core Proficiencies Test</i> General Program ISLOs Assessed by this Measure: <i>Core ISLO 2,3,4</i>	<i>Objective (Target/Criterion) for Direct Measure 3: 80% of students meet or exceed the average score for IACBE institutions in each section of the exam.</i>
Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Indirect Measures:
1. <i>Indirect Measure 1</i> <i>Student exit survey questions</i> <i>ISLO 1,2,3,4,5</i>	<i>Objective (Target/Criterion) for Indirect Measure 1: 70% of students rate attainment as good or excellent for each ISLO.</i>
2. <i>Indirect Measure 2</i> <i>Business Capstone Reflection Paper/Rubric</i> <i>ISLO 1,2,3,4,5</i>	<i>Objective (Target/Criterion) for Indirect Measure 2: 80% of students meet or exceed expectations for each ISLO</i>

Assessment Results: BSBA

Summary of Results from Implementing Direct Measures of Student Learning

1 Business Capstone Simulation N=44

- Core ISLO 2: Students failed to achieved the benchmark in the areas of Financial Management (48%), Operations Management (30%) and Marketing management (36%), Financial analysis (57%), and Human Resource manag.
- Core ISLO 3: Students did not meet the performance benchmark in the area of Corporate Social Responsibility (56%).

2 Peregrine Assessment Exam n=14

- Core ISLO 2: Students met the benchmark in the areas of Accounting, Economics, Macroeconomics, and Management. Students failed to meet the benchmark in the areas of Operations management and Microeconomics.
- Core ISLO 4 Students met the benchmark in the areas of Information Systems Management

3 Capstone Reflection Paper N=15

- ISLO 1 87% of students achieved a writing score in excess of 75 on the instrument.

Summary of Results from Implementing Indirect Measures of Student Learning:

1 Undergraduate Exit Survey N =1

- ISLO 1 100% good or excellent
- ISLO 2 100% good or excellent
- ISLO 3 100 % good or excellent
- ISLO 4 100% good or excellent
- ISLO5 100% good or excellent

2 Capstone Reflection Paper N = 15

- ISLO 1 100% met goal
- ISLO 2 100% met goal
- ISLO 3 100 % met goal
- ISLO 4 100% met goal
- ISLO5 100% met goal

Intended Student Learning Outcomes

Learning Assessment Measures

Program ISLOs	<i>Simulation</i>	<i>Case Study</i>	<i>Peregrine Test</i>	<i>Reflection Paper</i>	<i>Exit Survey</i>	<i>Reflection Paper</i>		
	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...		
1. <i>Communication Skills</i>				Met	Met	Met		
2. <i>General Business Knowledge</i>	Not Met		Met		Met	Met		
3. <i>Ethical Decision-Making</i>	Not Met				Met	Met		
4. <i>Decision Support Tools</i>			Met		Met	Met		
5. <i>Find, evaluate information</i>					Met	Met		

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

Peregrine Assesment test will be modified to include sections on ethics and Quantative Methods

