



## Public Disclosure of Student Learning

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Institution	<u>Gwynedd Mercy University</u>
Academic Business Unit	<u>School of Business</u>
Academic Year	<u>2015-2016</u>

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

For Academic Year: 2015-2016

**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. Ivy Software 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: Accounting students met the benchmark in Financial Analysis (80%), Financial Management (100%), Marketing Management (100%). Students did not meet the benchmark in the area of Operations Management (60%) and Human Resource Management (20%).

ISLO 3: Accounting students met the benchmark for Corporate Social Responsibility (100%)

(N = 5 Accounting students used this measure)

2. Business Capstone: Case Study Results N= 5

ISLO 6 80% of students received a score of 70 or higher on this measure.

ISLO 7 60% of students received a score of 70 or higher on this measure

ISLO 8 60 % of students received a score of 70 or higher on this measure.

3. Ivy Software Field Test Results:

ISLO 2: Students met the benchmark in the areas of economics and marketing. Students did not meet the benchmark in the areas of business law, marketing, management and finance.

ISLO3: Students did not meet the benchmark in the area of ethics on the instrument.

ISLO 4: Students met the benchmark in the area of quantitative methods,, but did not meet the benchmark in the area information systems.

ISLO 6: Students achieved the desired benchmark in the auditing and the intermediate accounting .

ISLO 7: Students did not meet the desired benchmark in the area of Tax Accounting

ISLO 8: Students did not meet the desired benchmark in the area of managerial accounting

(N = 5 students

4. Capstoner Reflection Paper. 60% of graduates received a score of 70 or higher on the Grammarly writing assessment measure

**Summary of Results from Implementing Indirect Measures of Student Learning:**

Undergraduate Exit Survey: N = 6 students

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

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

ISLO 3: 83% of students rated as good to excellent

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

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 83% 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: 100% 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							
Program ISLOs	<i>Simulation</i>	<i>Case Study</i>	<i>IVY 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				Not Met	Met	Met		
2. <i>General Busin Skills</i>	Not Met		Not met		Met	Met		
3. <i>Ethical Decision-making</i>	Met		Not Met		Met	Met		
4. <i>Decision Support Tools</i>			Met		Met	Met		
5. <i>Find/ Evaluate Information</i>					Met	Met		
6. <i>Generally accepted acc Princ</i>		Met			Met	Met		
7. <i>Tax Accounting</i>		Not Met			Met	Met		
8. <i>Management Account tools</i>		Not Met			Met	Met		

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

1. *ISLO 1* This is the first year that the Grammarly measure has been used. Continued usage of the Grammarly evaluation tool will be used and the results evaluated when a larger N can be obtained.
2. *ISLO 2* While the general business skills measures were not completely met in all disciplines, improvement in scores in many areas can be seen with respect to 2015.
3. *ISLO 3* This measure improved from 2015 in direct measure 1, where students did not meet the benchmark in 2015. In 2016, the School of Business will be using the Peregrine Assessment tool in replacement of the IVY software test.

**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, Ivy Software 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	75% of students will achieve a grammarly writing score of 7- or above
<b>Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:</b>	<b>Performance Objectives (Targets/Criteria) for Indirect Measures:</b>
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.
<b>Learning Assessment Results: BS in Finance</b>	
<b>Summary of Results from Implementing Direct Measures of Student Learning:</b>	
1. Business Capstone Simulation: (N = 10 students) Core ISLO 2: Students met the benchmark in the areas of financial management (90%), financial analysis (100%), marketing management (100%) and strategic analysis (90%). Students did not meet the benchmark in the area of Operations Management (60%). Core ISLO 3: Students did meet the benchmark in the area of Corporate Social Responsibility (80%)	
2. Business Case Study: N=10 ISLO 8 80% of students met or exceeded the benchmark for this objective.	
3. Ivy Software Exit Exam: Core ISLO 2: Students met the benchmark in the areas of Financial Accounting, Marketing, Management, and Business Law. The benchmark was not achieved in the areas of Economics, Finance, and International Business. Core ISLO 3: Students failed to achieve the benchmark score in the Ethics area of the test Core ISLO 4: Students met the benchmark score in the area of Information systems and Quantitative Analysis	
4. Reflection Paper	

ISLO 1: 80 % of students achieved a writing score of 75 or better in the Grammarly writing assessment tool. This met the benchmark

**Summary of Results from Implementing Indirect Measures of Student Learning:**

1. Undergraduate Exit Survey: N = 9

- Core ISLO 1: 89% of students rated as good to excellent
- Core ISLO 2: 100% of students rated as good to excellent
- Core ISLO 3: 89% of students rated as good to excellent
- Core ISLO 4: 100% of students rated as good to excellent
- Core ISLO 5: 89% of students rated as good to excellent
- FIN ISLO 1 89% of students rated as good to excellent.
- FIN ISLO 2 89% of students rated as good to excellent.
- FIN ISLO 3 78% 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 80% of students reported achieving this objective.
- ISLO 7 80% 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>Ivy 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>	Met		Not Met		Met	Met		
3. <i>Ethical Decision-Making</i>	Met		Not Met		Met	Met		
4. <i>Decision Support Tools</i>			Met		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:**

4. The Finance program is currently under revision including a revision of the assessment Case Study. This is the first year that a number of the assessment measures have been used. After 2 years of data, the faculty will evaluate the performance of the assessment measures and the students.

## 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, Ivy Software 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
<b>Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:</b>	<b>Performance Objectives (Targets/Criteria) for Indirect Measures:</b>
1. Student exit survey questions <i>Core ISLO 1,2,3,4,5 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 ISLO 6, 7, 8</i>	80% of students meet or exceed expectations for each ISLO.
<b>Learning Assessment Results: <i>BS in Marketing</i></b>	
<b>Summary of Results from Implementing Direct Measures of Student Learning:</b>	
1. Business Capstone Simulation: (N=4) Core ISLO 2: Students met the performance benchmarks in Financial Management (100%), Operations Management (100%), and Marketing Management (100%). Students did not meet expectations in the areas of Financial Analysis (75%). Core ISLO 3: Students did not meet the benchmark in Corporate Social Responsibility	
2. Business Case Study: N=2 ISLO 6, 50% 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. Ivy Software Exit Exam: N = 4 Core ISLO 2: Students met the performance benchmarks in Business Law , Economics ,Financial Accounting, Management , Marketing , and Operations Management. Students did not meet the performance benchmarks in the areas of Finance, International Business , Managerial Accounting .	

Core ISLO 3: Students did not meet the performance benchmark in the Ethics area .

Core ISLO 4: Students met the benchmark for Information systems but not the benchmark for Quantitative Methods

#### 4. Reflection Paper N=3

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 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=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: 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

**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 <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.
<b>Learning Assessment Results: <i>BS in Management</i></b>	
Summary of Results from Implementing Direct Measures of Student Learning:	
1. Business Capstone Simulation: N = 4 Core ISLO 2: Students met the benchmark in the areas of Financial Analysis (100%), Financial Management (100%), Marketing (100%), and Strategic Management (100%). Students failed to meet the benchmark in the areas of Operations Management (60%). Core ISLO 3: Students met the benchmark in the area of corporate social responsibility (100%).	
2. Business Case Study: N=4 ISLO 6 25% of students met this objective ISLO 7 75% of students met this objective ISLO 8 75% of students met this objective	
3. Ivy Software Exit Exam: N = 4 Core ISLO 2: Students achieved the benchmark score in the areas of Economics , Finance, Financial Accounting, Management , Marketing , Operations Management (89%) and Strategy (56%). Students did not meet the expectations in Business Law , International Business , and Managerial Accounting, Core ISLO 3: Students did not meet the benchmark score in Ethics. Core ISLO 4: Students met the benchmark score in Information Systems . Students did not meet the benchmark score in Quantitative Methods	
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=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
- 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=4.

- 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>Ivy 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. Communication Skills				Met	Met	Met		
2. General Business Knowledge	Met		Not Met		Met	Met		
3. Ethical Decision-Making	Met		Not Met		Met	Met		
4. Decision Support Tools			Not Met		Met	Met		
5. Find, evaluate information					Met	Met		
6. Four Functions		Not Met			Met	Met		
7. Motivation		Met			Met	Met		
8. Strategic Management		Met			Met	Met		

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

*ISLO 2, 3, 4* Certain areas of the IVY software test yielded results for these ISLO's that were less than the benchmark. Other measures indicated that students met the objectives. In 2016-17, the School of Business is moving to the Peregrine Assessment Measure. At this time, we do not feel that making changes is indicated based solely on these measures.

*ISLO 6* The low performance on this measure for this objective will be followed in the 2016-2017 year. Only 4 students were part of the assessment process in this first year.

**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. *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 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  $\geq$  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. Ivy Software 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 Sports Management***

**Summary of Results from Implementing Direct Measures of Student Learning:**

1. Business Capstone Simulation: N= 1

Core ISLO 2: Students met expectations in the areas of Financial Management , Financial Analysis, Marketing Management (89%), and Strategic Management . Students did not meet the expectation in the areas of Operations Management

Core ISLO 3: Students met the benchmark for the corporate social responsibility measure .

2. Business Case Study: N=1

ISLO 6 0% of students met the objective

ISLO 7 0% of students met the objective

ISLO 8 100% of students met the objective

3. Ivy Software Exit Exam: N= 1

Core ISLO 2: The student met the benchmark in the areas of Business Law, Management, Marketing, Human Resource Management. The student did not meet the benchmark in business law, finance, financial accounting, and international business.

Core ISLO 3: Students did not meet 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=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=1

No responses from the sports management majors were received.

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

**Summary of Achievement of Intended Student Learning Outcomes:**

Intended Student Learning Outcomes	Learning Assessment Measures						
	<i>Simulation</i>	<i>Case Study</i>	<i>Ivy 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	No Data	Met	
<i>2. General Business Knowledge</i>	Met		Not Met		No Data	Met	
<i>3. Ethical Decision-Making</i>	Met		Not Met		No Data	Met	
<i>4. Decision Support Tools</i>			Met		No Data	Met	
<i>5. Find, evaluate information</i>					No Data	Met	
<i>6. Title IX</i>		Not Met			No Data	Met	
<i>7. Finance and Facilities</i>		Not Met			No Data	Met	
<i>8. Athletic Administration</i>		Met			No Data	Met	

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

*ISLO 2, 3, 6, 7* Our small number of students graduating in the program has made program assessment difficult. The School will continue to follow the results in the 2016-17 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.

<b>Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:</b>	<b>Performance Objectives (Targets/Criteria) for Direct Measures:</b>
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

<p>3, Ivy Software Field Test for the Discipline / Rubric <i>Core ISLO 2, 3, 4</i></p>	<p>50% of students meet or exceed the average score for IACBE institutions in each section of the exam.</p>
<p>4. Reflection Paper ISLO 1</p>	<p><i>75% of students will achieve a grammarly writing score of 7- or above</i></p>
<p><b>Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:</b></p>	<p><b>Performance Objectives (Targets/Criteria) for Indirect Measures:</b></p>
<p>1. Student exit survey questions <i>Core ISLO 1,2,3,4,5</i> <i>ISLO 6, 7, 8</i></p>	<p>70% of students rate attainment as good or excellent for each ISLO</p>
<p>2. Business Capstone Reflection Paper/ Rubric <i>Core ISLO 1, 2, 3, 4, 5</i> <i>ISLO 6, 7, 8</i></p>	<p>80% of students meet or exceed expectations for each ISLO.</p>
<p align="center"><b>Learning Assessment Results: <i>BS in Human Resource management</i></b></p>	
<p><b>Summary of Results from Implementing Direct Measures of Student Learning:</b></p>	
<p>1. Business Capstone Simulation: N= 1 ISLO Students met the benchmark in Financial Management, Operations Management, and Marketing Management. Students did not meet the benchmark in the areas of financial analysis and human resource management. ISLO 3 Students met the benchmark in the area of Corporate Social Responsibility</p>	
<p>2. Business Case Study: N=1 ISLO 6 0% of students met the benchmark. ISLO 7 100% of students met the benchmark ISLO 8 100% of students met the benchmark</p>	

3. Ivy Software Exit Exam: N= 1

Core ISLO 2: Met Finance, Financial Accounting, Human Resource Management. Did not meet : Management, Marketing, Economics , Law

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

No responses from the human resource management majors were received.

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>Ivy 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>					No data	Met		
2. <i>General Business Knowledge</i>	Met		Not Met		No data	Met		
3. <i>Ethical Decision-Making</i>	Met		Not Met		No data	Met		
4. <i>Decision Support Tools</i>			Met		No data	Met		
5. <i>Find, evaluate information</i>					No data	Met		
6. <i>Laws relating to HRM</i>		Not Met			No data	Met		
7. <i>Generalist Role HRM Manager</i>		Met			No data	Met		
8. <i>Strategic Mgmt Human Res</i>		Met			No data	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. 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.
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



<p>2. ASBA Capstone Reflection Paper/ Rubric <i>ISLO 1, 2, 3, 4</i></p>	<p>80% of students meet or exceed expectations for each ISLO.</p>
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**Learning Assessment Results: ASBA**

**Summary of Results from Implementing Direct Measures of Student Learning:**

1. Business Case Study N= 13  
 ISLO 2 55% of students met expectations related to quantitative analysis .  
 ISLO 4: 55% of students met the expectation on the financial analysis portion of the assessment  
       82% of students met the expectation on the marketing section of the assessment  
       64% of students met the expectation on the organizational management section of the assessment.  
       82% of students met the expectation on strategic analysis sections of the assessment.

2. Business Case Study written assignment n = 13  
 ISLO 1 92% of students scored above a 75 in the Grammarly writing assessment.

3. Ivy Software Exit Exam: The IVY exam was not a graded assignment and was administered on a voluntary basis. Unfortunately, this did not prove an effective strategy as no students elected to complete the assessment.

**Summary of Results from Implementing Indirect Measures of Student Learning:**

1. Undergraduate Exit Survey: Adult students did not elect to complete the exit survey.

2 Capstone Reflection Paper This assignment was converted to a direct measure.

Intended Student Learning Outcomes	Learning Assessment Measures							
Program ISLOs	<i>Case Study</i>	<i>Writing</i>	<i>Ivy Test</i>		<i>Exit Survey</i>	<i>Reflection Paper</i>		

	Performance Target Was...	Performance Target Was...	Performance Target Was...		Performance Target Was...	Performance Target Was...		
1. <i>Communication Skills</i>		Met						
2. <i>Quantitative Analysis</i>	Not Met							
3. <i>Ethical Decision-Making</i>	N/A							
4. <i>General Business Knowledge</i>	Not Met							

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

1. *Proposed course of action* : The vast majority of adult students intend to pursue their bachelor degree. Due to the requirement to have a minimum of 46 transferable credits to enter the BSBA program, most students are forced into the ASBA. More students each year are completing only the minimum requirements to transfer into the BSBA program and not opting to complete the ASBA program. These tend to be the strongest students, skewing the ASBA outcomes data. The decision has been made to phase out the ASBA program and reduce the minimum number of credits required to enter the BSBA program.

**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. *Direct Measure 1: Capstone Business Simulation/Rubric*

*Objective (Target/Criterion) for Direct Measure 1: 80% of students score ≥*

General Program ISLOs Assessed by this Measure: <i>Core ISLO 2,3</i>	<i>40 for each subject area.</i>
2.. <i>Direct Measure 3: IVY 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>
<b>Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:</b>	<b>Performance Objectives (Targets/Criteria) for Indirect Measures:</b>
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>
<b>Assessment Results: BSBA</b>	
<b>Summary of Results from Implementing Direct Measures of Student Learning</b>	
1 Business Capstone Simulation N=24 · Core ISLO 2: Students achieved the benchmark in the areas of Financial Management (88%), Operations Management (83%) and Marketing management (88%). Students failed to meet the benchmark in the areas of Financial analysis (70%), and Human Resource management (58%). Core ISLO 3: Students did not meet the performance benchmark in the area of Corporate Social Responsibility (63%).	
2 Ivy Software Assessment Exam The IVY exam was not a graded assignment and was administered on a voluntary basis. Unfortunately, this did not prove an effective strategy as no students elected to complete the assessment.	
3 Capstone Reflection Paper N=3 · ISLO 1 100% 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 Adult students did not elect to complete the exit survey.

2 Capstone Reflection Paper N = 3

- 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	Simulation	Ivy Test	Reflection Paper	Exit Survey	Reflection Paper		
	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...		
1. Communication Skills		n/a	Met	n/a	Met		
2. General Business Knowledge	Not Met	n/a		n/a	Met		
3. Ethical Decision-Making	Not Met	n/a		n/a	Met		
4. Decision Support Tools		n/a		n/a	Met		
5. Find, evaluate information		n/a		n/a	Met		

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

1. *Proposed course of action* Results for ISLO2 and 3 were inconsistent between the simulation and reflection paper. Per the Simulation, BSBA students met ISLO 2 in the areas of Financial Management, Operations Management and Marketing Management. Preparatory course work in Human Resource Management will be reviewed and strengthened. While students met the objective in Financial Management, they fell short in Financial Analysis. Preparatory coursework in finance will be reviewed to enhance the exposure to analysis and critical thinking. Based on the inconsistency of results for ISLO 3, no improvement action will be taken at this point but we will continue to carefully monitor this area.
2. *Both the IVY Software test and the Exit Survey were sent to program completers following their final course. Since this was optional, there was no incentive for students to complete it. IVY has been replaced with Peregrine and this assessment has been integrated into the capstone*

*course as a graded assignment. The exit survey has also been integrated into the Capstone course to ensure results will be available for evaluation.*