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|  | Report of Outcomes Assessment Results | |  |
|  | Institution | Davenport University |  |
|  | Academic Business Unit | Donald W. Maine College of Business |  |
|  | Academic Year | 2016 - 2017 |  |
|  |  |  |  |

**International Assembly for Collegiate Business Education**

**Outcomes Assessment Plan**

Is the outcomes assessment plan that you submitted to the IACBE still current or have you made changes?

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| X | The outcomes assessment plan that we have previously submitted is still current. | |
|  | Changes have been made and the revised plan is attached. | |
|  | We have made changes and the revised plan will be sent to the IACBE by: |  |

**Directions**

Complete the Outcomes Assessment Results form below. **Note:** Section II of the form (Operational Assessment) needs to be completed only if you received first-time accreditation or reaffirmation of accreditation after January 1, 2011.

An example of a completed form can be found in a separate document that is available for download on the IACBE’s website at: [www.iacbe.org/accreditation-documents.asp](http://www.iacbe.org/accreditation-documents.asp).

Section I (Student Learning Assessment) of the Outcomes Assessment Results form must be completed for each business program that is accredited by the IACBE (i.e., a separate table must be provided for each program).

Add tables, and insert or delete rows in the tables as needed in order to accommodate the number of your (i) business programs, (ii) intended student learning outcomes, and (iii) intended operational outcomes. In the sections of the assessment results tables entitled “Summary of Achievement of Intended Student Learning Outcomes” and “Summary of Achievement of Intended Operational Outcomes,” **do not add or delete columns**. Space is provided in these sections for four direct measures of student learning, four indirect measures of student learning, and eight operational assessment measures/methods. If you are employing fewer than this number of assessment instruments, simply leave cells in the unused columns blank. If you are employing more than this number of instruments, you will need to create additional summary-of-achievement tables to report your assessment information.

In the sections of the assessment results tables entitled “Summary of Achievement of Intended Student Learning Outcomes” and “Summary of Achievement of Intended Operational Outcomes,” enter “Met” in a given cell of the table if the performance target for the instrument in that column was achieved for the intended outcome in that row; “Not Met” if the performance target for the instrument in that column was not achieved for the intended outcome in that row; or “NA” (Not Assessed) if the instrument in that column does not measure the intended outcome in that row.

At the bottom of each assessment results table, space is provided to identify changes and improvements that you plan to make as a result of your assessment activity.

Italicized entries in the form represent areas where the academic business unit should insert its own assessment information.

Please be sure to delete these directions before submitting your form to the IACBE.

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Associate of Business Administration (ABA) Programs

Outcomes Assessment Results

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| **For Academic Year:** | 2016-2017 |

# Section I: Student Learning Assessment

## Associates of Business Administration Degree

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| **Student Learning Assessment for: *Associate of Business Administration Programs*** | |
| **Program Intended Student Learning Outcomes (Program ISLOs)** | |
| 1. *Program Learning Outcome 1:*   ***Integrate key business principles for business decision-making.*** | |
| 1. *Program Learning Outcome 2:*   ***Develop business communication based on professional standards.*** | |
| 1. *Program Learning Outcome 3:*   ***Explain ethical and legal principles that apply to business.*** | |
| **Assessment Instruments for Intended Student Learning Outcomes—**  **Direct Measures of Student Learning:** | **Performance Objectives (Targets/Criteria) for Direct Measures:** |
| 1. *Direct Measure 1*   **MKTG211 – Marketing Foundations**  ***Marketing Plan Analysis***  Program ISLOs Assessed by this Measure:  ***#1 Integrate key business principles for business decision-making.***  ***#2 Develop business communication based on professional standards.*** | *Objective (Target/Criterion) for Direct Measure 1*  *85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.* |
| 1. *Direct Measure 2*   **BUSN210 – Professional Ethics**  ***Ethics Paper***  Program ISLOs Assessed by this Measure:  ***#1 Integrate key business principles for business decision-making.***  ***#2 Develop business communication based on professional standards.***  ***#3 Explain ethical and legal principles that apply to business.*** | *Objective (Target/Criterion) for Direct Measure 2*  *85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.* |
| **Assessment Instruments for Intended Student Learning Outcomes—**  **Indirect Measures of Student Learning:** | **Performance Objectives (Targets/Criteria) for Indirect Measures:** |
| 1. *Indirect Measure 1*   ***Student Survey of Student Learning.***  Program ISLOs Assessed by this Measure:  ***#1 Integrate key business principles for business decision-making.***  ***#2 Develop business communication based on professional standards.***  ***#3 Explain ethical and legal principles that apply to business.*** | *Objective (Target/Criterion) for Indirect Measure 1*  *85% of student responses state gaining proficiency in the learning outcomes.* |
| 1. *Indirect Measure 2*   ***Faculty perception of Student Learning***  Program ISLOs Assessed by this Measure:  ***#1 Integrate key business principles for business decision-making.***  ***#2 Develop business communication based on professional standards.***  ***#3 Explain ethical and legal principles that apply to business.*** | *Objective (Target/Criterion) for Indirect Measure 2*  *85% of student responses state gaining proficiency in the learning outcomes.* |
| **Learning Assessment Results: *Associate of Business Administration Programs*** | | |
| **Summary of Results from Implementing Direct Measures of Student Learning:** | | |
| 1. *Summary of Results for Direct Measure 1*   **MKTG211 – Marketing Foundations**  ***Marketing Plan Analysis***  Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.  Program ISLOs Assessed by this Measure:  ***#1 Integrate key business principles for business decision-making.***  *N = 560*  *Results = 78%*  ***#2 Develop business communication based on professional standards.***  *N = 559*  *Results = 77%* | | |
| 1. *Summary of Results for Direct Measure 2*   **BUSN210 – Professional Ethics**  ***Ethics Paper***  Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.  Program ISLOs Assessed by this Measure:  ***#1 Integrate key business principles for business decision-making.***  *N = 667*  *Results = 88%*  ***#2 Develop business communication based on professional standards.***  *N = 709*  *Results = 92%*  ***#3 Explain ethical and legal principles that apply to business.***  *N = 709*  *Results = 92%* | | |
| **Summary of Results from Implementing Indirect Measures of Student Learning:** | | |
| 1. *Summary of Results for Indirect Measure 1*   ***Student Survey of Student Learning.***  Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.  Program ISLOs Assessed by this Measure:  ***#1 Integrate key business principles for business decision-making.***  *N = 66*  *Results = 86%*  ***#2 Develop business communication based on professional standards.***  *N = 65*  *Results = 99%*  ***#3 Explain ethical and legal principles that apply to business.***  *N = 65*  *Results = 99%* | | |
| 1. *Summary of Results for Indirect Measure 2*   ***Faculty perception of Student Learning***  Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.  Program ISLOs Assessed by this Measure:  ***#1 Integrate key business principles for business decision-making.***  *N = 121*  *Results = 97%*  ***#2 Develop business communication based on professional standards.***  *N = 119*  *Results = 96%*  ***#3 Explain ethical and legal principles that apply to business.***  *N = 116*  *Results = 96%* | | |

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| **Summary of Achievement of Intended Student Learning Outcomes:** | | | | |
| **Intended Student Learning Outcomes** | **Learning Assessment Measures** | | | |
| **Program ISLOs** | ***Direct Measure 1 –***  ***MKTG211*** | ***Direct Measure 2 –***  ***BUSN210*** | ***Indirect Measure 1 –***  ***Student Survey*** | ***Indirect Measure 2 –***  ***Faculty Perception*** |
| **Performance Target Was…** | **Performance Target Was…** | **Performance Target Was…** | **Performance Target Was…** |
| 1. Integrate *key business principles for business decision-making.* | Not Met | Met | Met | Met |
| 1. Develop business communication based on professional standards. | Not Met | Met | Met | Met |
| 1. Explain ethical and legal principles that apply to business. | N/A | Met | Met | Met |

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| **Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:** |
| 1. *Course of Action 1*: MKTG211 – Direct Measure #1 - *The two learning outcomes were not met. However, both of the indirect measures show that*   *performance targets were met from both the student and faculty perspectives.*  ***Action Plan****: During the 2017-2018 academic year, the Legal Studies Department will meet to discuss the results and use them to inform curriculum improvement.* |

ABA – Business Administration

**Section I: Student Learning Assessment**

## ABA – Business Administration

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| **Student Learning Assessment for: *ABA – Business Administration*** | |
| **Program Intended Student Learning Outcomes (Program ISLOs)** | |
| 1. *Program Learning Outcome 1:*   ***Integrate key business functional area principles to analyze business decisions.*** | |
| 1. *Program Learning Outcome 2:*   ***Explain ethical and legal concepts in a business context. .*** | |
| **Assessment Instruments for Intended Student Learning Outcomes—**  **Direct Measures of Student Learning:** | **Performance Objectives (Targets/Criteria) for Direct Measures:** |
| 1. *Direct Measure 1*   **LEGL210 – Business Law Foundations**  **Ethics Paper**  Program ISLOs Assessed by this Measure:  ***#1 Integrate key business functional area principles to analyze business decisions.***  ***#2 Explain ethical and legal concepts in a business context.*** | *Objective (Target/Criterion) for Direct Measure 1*  *85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.* |
| **Assessment Instruments for Intended Student Learning Outcomes—**  **Indirect Measures of Student Learning:** | **Performance Objectives (Targets/Criteria) for Indirect Measures:** |
| 1. *Indirect Measure 1*   ***Student Survey of Student Learning.***  Program ISLOs Assessed by this Measure:  ***#1 Integrate key business functional area principles to analyze business decisions.***  ***#2 Explain ethical and legal principles that apply to business.*** | *Objective (Target/Criterion) for Indirect Measure 1*  *85% of student responses state gaining proficiency in the learning outcomes.* |
| **Learning Assessment Results: *ABA – Business Administration*** | | |
| **Summary of Results from Implementing Direct Measures of Student Learning:** | | |
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| 1. *Summary of Results for Direct Measure 1*   **LEGL210 – Business Law Foundations**  **Ethics Paper**  Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.  Program ISLOs Assessed by this Measure:  ***#1 Integrate key business functional area principles to analyze business decisions.***  *N = 433*  *Results = 85%*  ***#2 Explain ethical and legal concepts in a business context.***  *N = 426*  *Results = 79%* | | |
| **Summary of Results from Implementing Indirect Measures of Student Learning:** | | |
| 1. *Summary of Results for Indirect Measure 1*   **Student Survey of Student Learning.**  Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.  Program ISLOs Assessed by this Measure:  ***#1 Integrate key business functional area principles to analyze business decisions.***  *N = 53*  *Results = 97%*  ***#2 Explain ethical and legal principles that apply to business.***  *N = 53*  *Results = 97%* | | |

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| **Summary of Achievement of Intended Student Learning Outcomes:** | | | | | | | | |
| **Intended Student Learning Outcomes** | **Learning Assessment Measures** | | | | | | | |
| **Program ISLOs** | ***Direct Measure 1 –***  ***LEGL210*** | ***Direct Measure 2*** | ***Direct Measure 3*** | ***Direct Measure 4*** | ***Indirect Measure 1 –***  ***Student Survey*** | ***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…** |
| 1. *Integrate key business functional area principles to analyze business decisions.* | Met |  |  |  | Met |  |  |  |
| 1. *Explain ethical and legal principles that apply to business.* | Not Met |  |  |  | Met |  |  |  |

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| **Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:** |
| 1. *Course of Action 1*: *Learning outcome #2 was not met. However, the indirect measure shows that performance targets were met from the*   *student perspective.*  ***Action Plan***: *During the 2017-2018 academic year, the Legal Studies Department will meet to discuss the results and use them to inform curriculum improvement.* |

ABA - Accounting

**Section I: Student Learning Assessment**

## ABA - Accounting

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| **Student Learning Assessment for: *ABA - Accounting*** | |
| **Program Intended Student Learning Outcomes (Program ISLOs)** | |
| 1. *Program Learning Outcome 1:*   ***Describe financial statements according to Generally Accepted Accounting Principles (GAAP).*** | |
| 1. *Program Learning Outcome 2:*   ***Explain the results of a financial statement analysis of a company such that organizational performance and financial condition can be evaluated.*** | |
| 1. *Program Learning Outcome 3:*   ***Identify GAAP compliant journal entries.*** | |
| **Assessment Instruments for Intended Student Learning Outcomes—**  **Direct Measures of Student Learning:** | **Performance Objectives (Targets/Criteria) for Direct Measures:** |
| 1. *Direct Measure 1*   **ACCT302 – Intermediate Accounting II**  **Project**  Program ISLOs Assessed by this Measure:  ***#1 Describe financial statements according to Generally Accepted Accounting Principles (GAAP).***  ***#2 Explain the results of a financial statement analysis of a company such that organizational performance and financial condition can be evaluated.***  ***#3 Identify GAAP compliant journal entries.*** | *Objective (Target/Criterion) for Direct Measure 1*  *85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.* |
| **Assessment Instruments for Intended Student Learning Outcomes—**  **Indirect Measures of Student Learning:** | **Performance Objectives (Targets/Criteria) for Indirect Measures:** |
| 1. *Indirect Measure 1*   ***Student Survey of Student Learning.***  Program ISLOs Assessed by this Measure:  ***#1 Describe financial statements according to Generally Accepted Accounting Principles (GAAP).***  ***#2 Explain the results of a financial statement analysis of a company such that organizational performance and financial condition can be evaluated.***  ***#3 Identify GAAP compliant journal entries.*** | *Objective (Target/Criterion) for Indirect Measure 1*  *85% of student responses state gaining proficiency in the learning outcomes.* |
| **Learning Assessment Results: *ABA - Accounting*** | | |
| **Summary of Results from Implementing Direct Measures of Student Learning:** | | |
| 1. *Summary of Results for Direct Measure 1*   **ACCT302 – Intermediate Accounting II**  **Project**  Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.  Program ISLOs Assessed by this Measure:  ***#1 Describe financial statements according to Generally Accepted Accounting Principles (GAAP).***  *N = 139*  *Results = 94%*  ***#2 Explain the results of a financial statement analysis of a company such that organizational performance and financial condition can be evaluated.***  *N = 139*  *Results = 90%*  ***#3 Identify GAAP compliant journal entries.***  *N = 139*  *Results = 96%* | | |
| **Summary of Results from Implementing Indirect Measures of Student Learning:** | | |
| 1. *Summary of Results for Indirect Measure 1*   ***Student Survey of Student Learning.***  Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.  ***#1 Describe financial statements according to Generally Accepted Accounting Principles (GAAP).***  *N = 9*  *Results = 100%*  ***#2 Explain the results of a financial statement analysis of a company such that organizational performance and financial condition can be evaluated.***  *N = 9*  *Results = 100%*  ***#3 Identify GAAP compliant journal entries.***  *N =9*  *Results = 100%* | | |

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| **Summary of Achievement of Intended Student Learning Outcomes:** | | | | | | | | |
| **Intended Student Learning Outcomes** | **Learning Assessment Measures** | | | | | | | |
| **Program ISLOs** | ***Direct Measure 1 –***  ***ACCT302*** | ***Direct Measure 2*** | ***Direct Measure 3*** | ***Direct Measure 4*** | ***Indirect Measure 1 –***  ***Student Survey*** | ***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…** |
| 1. Describe financial statements according to Generally Accepted Accounting Principles (GAAP). | Met |  |  |  | Met |  |  |  |
| 1. *Explain the results of a financial statement analysis of a company such that organizational performance and financial condition can be evaluated.* | Met |  |  |  | Met |  |  |  |
| 1. *Identify GAAP compliant journal entries.* | Met |  |  |  | Met |  |  |  |

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

ABA - Finance

**Section I: Student Learning Assessment**

## ABA - Finance

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| **Student Learning Assessment for: *ABA - Finance*** | |
| **Program Intended Student Learning Outcomes (Program ISLOs)** | |
| 1. *Program Learning Outcome 1:*   ***Explain how finance knowledge is used to make business decisions.*** | |
| 1. *Program Learning Outcome 2:*   ***Explain the results of a financial statement analysis of a company such that organizational performance and financial condition can be evaluated.*** | |
| 1. *Program Learning Outcome 3:*   ***Interpret financial and investment data and give appropriate investment recommendations.*** | |
| **Assessment Instruments for Intended Student Learning Outcomes—**  **Direct Measures of Student Learning:** | **Performance Objectives (Targets/Criteria) for Direct Measures:** |
| 1. *Direct Measure 1*   **FINC235 – Financial Analysis for Business Managers**  ***Team Project***  Program ISLOs Assessed by this Measure:  ***#1 Explain how finance knowledge is used to make business decisions.***  ***#2 Explain the results of a financial statement analysis of a company such that organizational performance and financial condition can be evaluated.***  ***#3 Interpret financial and investment data and give appropriate investment recommendations.*** | *Objective (Target/Criterion) for Direct Measure 1*  *85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.* |
| **Assessment Instruments for Intended Student Learning Outcomes—**  **Indirect Measures of Student Learning:** | **Performance Objectives (Targets/Criteria) for Indirect Measures:** |
| 1. *Indirect Measure 1*   ***Student Survey of Student Learning.***  Program ISLOs Assessed by this Measure:  ***#1 Explain how finance knowledge is used to make business decisions.***  ***#2 Explain the results of a financial statement analysis of a company such that organizational performance and financial condition can be evaluated.***  ***#3 Interpret financial and investment data and give appropriate investment recommendations.*** | *Objective (Target/Criterion) for Indirect Measure 1*  *85% of student responses state gaining proficiency in the learning outcomes.* |
| **Learning Assessment Results: *ABA - Finance*** | | |
| **Summary of Results from Implementing Direct Measures of Student Learning:** | | |
| 1. *Summary of Results for Direct Measure 1*   **FINC235 – Financial Analysis for Business Managers**  ***Team Project***  Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.  Program ISLOs Assessed by this Measure:  ***#1 Explain how finance knowledge is used to make business decisions.***  *N = 331*  *Results = 98%*  ***#2 Explain the results of a financial statement analysis of a company such that organizational performance and financial condition can be evaluated.***  *N = 331*  *Results = 98%*  ***#3 Interpret financial and investment data and give appropriate investment recommendations.***  *N = 331*  *Results = 98%* | | |
| **Summary of Results from Implementing Indirect Measures of Student Learning:** | | |
| 1. *Summary of Results for Indirect Measure 1*   ***Student Survey of Student Learning.***  Program ISLOs Assessed by this Measure:  ***#1 Explain how finance knowledge is used to make business decisions.***  *N = 3*  *Results = 100%*  ***#2 Explain the results of a financial statement analysis of a company such that organizational performance and financial condition can be evaluated.***  *N = 3*  *Results = 100%*  ***#3 Interpret financial and investment data and give appropriate investment recommendations.***  *N = 3*  *Results = 100%* | | |

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| **Summary of Achievement of Intended Student Learning Outcomes:** | | | | | | | | |
| **Intended Student Learning Outcomes** | **Learning Assessment Measures** | | | | | | | |
| **Program ISLOs** | ***Direct Measure 1 –***  ***FINC235*** | ***Direct Measure 2*** | ***Direct Measure 3*** | ***Direct Measure 4*** | ***Indirect Measure 1 –***  ***Student Survey*** | ***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…** |
| 1. *Explain how finance knowledge is used to make business decisions.* | Met |  |  |  | Met |  |  |  |
| 1. *Explain the results of a financial statement analysis of a company such that organizational performance and financial condition can be evaluated.* | Met |  |  |  | Met |  |  |  |
| 1. *Interpret financial and investment data and give appropriate investment recommendations.* | Met |  |  |  | Met |  |  |  |

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

Associate of Science Program (AS)

**Section I: Student Learning Assessment**

## Associate of Science Program

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| **Student Learning Assessment for: *Associate of Science Program*** | |
| **Program Intended Student Learning Outcomes (Program ISLOs)** | |
| 1. *Program Learning Outcome 1:*   ***Apply accounting principles to inform decision-making in a business setting.*** | |
| 1. *Program Learning Outcome 2:*   ***Illustrate the principles of professional business ethics utilized in business decision-making.*** | |
| 1. *Program Learning Outcome 3:*   ***Use computer application technologies in the creation of business documents.*** | |
| **Assessment Instruments for Intended Student Learning Outcomes—**  **Direct Measures of Student Learning:** | **Performance Objectives (Targets/Criteria) for Direct Measures:** |
| 1. *Direct Measure 1*   **ACCT201 – Accounting Foundations I: *Final Exam***  Program ISLOs Assessed by this Measure:  ***#1 Apply accounting principles to inform decision-making in a business setting.***  ***#2 Illustrate the principles of professional business ethics utilized in business decision-making.***  ***#3 Use computer application technologies in the creation of business documents.*** | *Objective (Target/Criterion) for Direct Measure 1*  *85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.* |
| 1. *Direct Measure 2*   **LEGL220 – Technology for Paralegals:**  **Portfolio Project**  Program ISLOs Assessed by this Measure:  ***#2 Illustrate the principles of professional business ethics utilized in business decision-making.***  ***#3 Use computer application technologies in the creation of business documents.***  Specific to Legal Studies:  ***A. Apply the state professional code of ethics to fact scenarios involving the use of paralegals.***  ***B. Prepare legal and business documents using a variety of software applications, including legal specialty software.***  ***C. Create a portfolio of the prepared documents consistent with that of a legal file.*** | *Objective (Target/Criterion) for Direct Measure 1*  *85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.* |
| **Assessment Instruments for Intended Student Learning Outcomes—**  **Indirect Measures of Student Learning:** | **Performance Objectives (Targets/Criteria) for Indirect Measures:** |
| 1. *Indirect Measure 1*   ***Faculty perception of Student Learning***  Program ISLOs Assessed by this Measure:  ***#1 Apply accounting principles to inform decision-making in a business setting.***  ***#2 Illustrate the principles of professional business ethics utilized in business decision-making.***  ***#3 Use computer application technologies in the creation of business documents.*** | *Objective (Target/Criterion) for Indirect Measure 1*  *85% of student responses state gaining proficiency in the learning outcomes.* |
| 1. *Indirect Measure 2*   ***Student Survey of Student Learning***  Program ISLOs Assessed by this Measure:  ***#1 Apply accounting principles to inform decision-making in a business setting.***  ***#2 Illustrate the principles of professional business ethics utilized in business decision-making.*** | *Objective (Target/Criterion) for Indirect Measure 1*  *85% of student responses state gaining proficiency in the learning outcomes.* |
| **Learning Assessment Results: *Associate of Science Program*** | | |
| **Summary of Results from Implementing Direct Measures of Student Learning:** | | |
| 1. *Summary of Results for Direct Measure 1*   **ACCT201 – Accounting Foundations I: *Final Exam***  Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.  Program ISLOs Assessed by this Measure:  ***#1 Apply accounting principles to inform decision-making in a business setting.***  *N = 658*  *Results = 70%*  ***#2 Illustrate the principles of professional business ethics utilized in business decision-making***  *N = 631*  *Results = 81%*  ***#3 Use computer application technologies in the creation of business documents.***  *N = 697*  *Results = 83%* | | |
| 1. *Summary of Results for Direct Measure 2*   **LEGL220 – Technology for Paralegals:**  **Portfolio Project**  Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.  Program ISLOs Assessed by this Measure:  ***#2 Illustrate the principles of professional business ethics utilized in business decision-making.***  *N = 34*  *Results = 91%*  ***#3 Use computer application technologies in the creation of business documents.***  *N = 34*  *Results = 91%* | | |
| **Summary of Results from Implementing Indirect Measures of Student Learning:** | | |
| 1. *Summary of Results for Indirect Measure 1*   ***Faculty perception of Student Learning***  Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.  Program ISLOs Assessed by this Measure:  ***#1 Apply accounting principles to inform decision-making in a business setting.***  *N = 48*  *Results = 94%*  ***#2 Illustrate the principles of professional business ethics utilized in business decision-making.***  *N = 62*  *Results = 100%*  ***#3 Use computer application technologies in the creation of business documents.***  *N = 60*  *Results = 100%* | | |
| 1. *Summary of Results for Indirect Measure 2*   ***Student Survey of Student Learning***  Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.  Program ISLOs Assessed by this Measure:  ***#1 Apply accounting principles to inform decision-making in a business setting.***  *N = 3*  *Results = 100%*  ***#2 Illustrate the principles of professional business ethics utilized in business decision-making.***  *N = 3*  *Results = 100%*  ***#3 Use computer application technologies in the creation of business documents.***  *N = 3*  *Results = 100%* | | |

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| **Summary of Achievement of Intended Student Learning Outcomes:** | | | | | | | | |
| **Intended Student Learning Outcomes** | **Learning Assessment Measures** | | | | | | | |
| **Program ISLOs** | ***Direct Measure 1 –***  ***ACCT201*** | ***Direct Measure 2 –***  ***LEGL220*** | ***Direct Measure 3*** | ***Direct Measure 4*** | ***Indirect Measure 1 –***  ***Faculty Survey*** | ***Indirect Measure 2 –***  ***Student Survey*** | ***Indirect Measure 3*** | ***Indirect Measure 4*** |
| **Performance Target Was…** | **Performance Target Was…** | **Performance Target Was…** | **Performance Target Was…** | **Performance Target Was…** | **Performance Target Was…** | **Performance Target Was…** | **Performance Target Was…** |
| 1. *Apply accounting principles to inform decision-making in a business setting.* | Not Met | N/A |  |  | Met | Met |  |  |
| 1. *Illustrate the principles of professional business ethics utilized in business decision-making.* | Not Met | Met |  |  | Met | Met |  |  |
| 1. *Use computer application technologies in the creation of business documents.* | Not Met | Met |  |  | Met | Met |  |  |

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| **Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:** |
| 1. *Course of Action 1*: *ACCT201 – all learning outcomes were not met. However, the indirect measures show that performance targets were met*   *from both the student and faculty perspectives.*  ***Action Plan***: *During the 2017-2018 academic year, the Accounting Department implemented accounting study tables to provide additional support to students. The department will continue to meet to discuss the results and use them to inform curriculum improvement.* |

Associate of Science (AS) - Paralegal Studies

**Section I: Student Learning Assessment**

## AS – Paralegal Studies

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| **Student Learning Assessment for: *AS – Paralegal Studies*** | |
| **Program Intended Student Learning Outcomes (Program ISLOs)** | |
| 1. *Program Learning Outcome 1:*   ***Explain the relevancy of the Code of Professional Responsibility and how it relates to the paralegal profession.*** | |
| 1. *Program Learning Outcome 2:*   ***Apply technology to produce legal documents in the area of business and personal legal services.*** | |
| 1. *Program Learning Outcome 3:*   ***Create legal documents similar in content and quality to those routinely produced in business and personal legal setting.*** | |
| **Assessment Instruments for Intended Student Learning Outcomes—**  **Direct Measures of Student Learning:** | **Performance Objectives (Targets/Criteria) for Direct Measures:** |
| 1. *Direct Measure 1*   **LEGL 220 – Technology for Paralegals:**  Portfolio Project Program ISLOs Assessed by this Measure:  ***#1 Explain the relevancy of the Code of Professional Responsibility and how it relates to the paralegal profession.***  ***#2 Apply technology to produce legal documents in the area of business and personal legal services.***  ***#3 Create legal documents similar in content and quality to those routinely produced in business and personal legal setting.*** | *Objective (Target/Criterion) for Direct Measure 1*  *85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.* |
| **Assessment Instruments for Intended Student Learning Outcomes—**  **Indirect Measures of Student Learning:** | **Performance Objectives (Targets/Criteria) for Indirect Measures:** |
| 1. *Indirect Measure 2*   ***Student Survey of Student Learning***  Program ISLOs Assessed by this Measure:  ***#1 Explain the relevancy of the Code of Professional Responsibility and how it relates to the paralegal profession.***  ***#2 Apply technology to produce legal documents in the area of business and personal legal services.***  ***#3 Create legal documents similar in content and quality to those routinely produced in business and personal legal setting.*** | *Objective (Target/Criterion) for Indirect Measure 1*  *85% of student responses state gaining proficiency in the learning outcomes.* |
| **Learning Assessment Results: *AS – Paralegal Studies*** | | |
| **Summary of Results from Implementing Direct Measures of Student Learning:** | | |
| 1. *Summary of Results for Direct Measure 1*   **LEGL 220 – Technology for Paralegals:**  Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.  Portfolio Project Program ISLOs Assessed by this Measure:  ***#1 Explain the relevancy of the Code of Professional Responsibility and how it relates to the paralegal profession.***  *N = 34*  *Results = 94%*  ***#2 Apply technology to produce legal documents in the area of business and personal legal services.***  *N = 34*  *Results = 94%*  ***#3 Create legal documents similar in content and quality to those routinely produced in business and personal legal setting.***  *N = 34*  *Results = 94%* | | |
| **Summary of Results from Implementing Indirect Measures of Student Learning:** | | |
| 1. *Summary of Results for Indirect Measure 1*   ***Student Survey of Student Learning***  Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.  Program ISLOs Assessed by this Measure:  ***#1 Explain the relevancy of the Code of Professional Responsibility and how it relates to the paralegal profession.***  *N = 3*  *Results = 100%*  ***#2 Apply technology to produce legal documents in the area of business and personal legal services.***  *N = 3*  *Results = 100%*  ***#3 Create legal documents similar in content and quality to those routinely produced in business and personal legal setting.***  *N = 3*  *Results = 100%* | | |

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| **Summary of Achievement of Intended Student Learning Outcomes:** | | | | | | | | |
| **Intended Student Learning Outcomes** | **Learning Assessment Measures** | | | | | | | |
| **Program ISLOs** | ***Direct Measure 1 –***  ***LEGL220*** | ***Direct Measure 2*** | ***Direct Measure 3*** | ***Direct Measure 4*** | ***Indirect Measure 1 –***  ***Student Survey*** | ***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…** |
| 1. *Explain the relevancy of the Code of Professional Responsibility and how it relates to the paralegal profession.* | Met |  |  |  | Met |  |  |  |
| 1. *Apply technology to produce legal documents in the area of business and personal legal services.* | Met |  |  |  | Met |  |  |  |
| 1. *Create legal documents similar in content and quality to those routinely produced in business and personal legal setting.* | Met |  |  |  | Met |  |  |  |

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

Bachelor of Business Administration (BBA) Programs

**Section I: Student Learning Assessment**

## Bachelor of Business Administration Degree Programs

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| **Student Learning Assessment for: *Bachelor of Business Administration Programs*** | |
| **Program Intended Student Learning Outcomes (Program ISLOs)** | |
| 1. *Program Learning Outcome 1:*   ***Apply business decision tools to inform business decision-making.*** | |
| 1. *Program Learning Outcome 2:*   ***Integrate major principles in the functional areas of accounting, marketing, finance, human resources, and management to make business decisions.*** | |
| 1. *Program Learning Outcome 3:*   ***Develop and present business communication based on professional standards.*** | |
| 1. *Program Learning Outcome 4:*   ***Apply the principles of ethical, legal, and cultural dimensions as considered in business decision-making.*** | |
| 1. *Program Learning Outcome 5:*   ***Apply knowledge of the global business environment.*** | |
| **Assessment Instruments for Intended Student Learning Outcomes—**  **Direct Measures of Student Learning:** | **Performance Objectives (Targets/Criteria) for Direct Measures:** |
| 1. *Direct Measure 1*   **Capstone Class Projects for each major:**  ***BBA in Accounting: ACCT495 – Accounting Issues and Research***  ***BBA in Accounting Fraud Investigation: ACCT495 – Accounting Issues and Research***  ***BBA in Human Resource Management: HRMG453 – Strategic Human Resources***  ***BBA in Finance: FINC495: Financial Plan Development***  ***BBA in Marketing: MKTG441 – Strategic Marketing***  ***BBA in Management: BUSN495 – Business Planning Capstone***  ***BBA in Sport Management: MGMT421 (SPMG421) – Sport Governance and Regulation***  ***BBA in General Business: BUSN495 – Business Planning Capstone***  ***BBA in International Business: BUSN496 – International Business Capstone***  Portfolio Project Program ISLOs Assessed by this Measure:  ***#1 Apply business decision tools to inform business decision-making.***  ***#2 Integrate major principles in the functional areas of accounting, marketing, finance, human resources, and management to make business decisions.***  ***#3 Develop and present business communication based on professional standards.***  ***#4 Understand the principles of ethical, legal, and cultural dimensions as considered in business decision-making.***  ***#5 Develop business decisions based on distinctions in cultural and operational business practices.*** | *Objective (Target/Criterion) for Direct Measure 1*  *85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.* |
| 1. *Direct Measure 2*   **Comprehensive Case Study Embedded in the capstone course of each BBA Major listed below*:***  ***BBA in Accounting: ACCT495 – Accounting Issues and Research***  ***BBA in Accounting Fraud Investigation: ACCT495 – Accounting Issues and Research***  ***BBA in Human Resource Management: HRMG453 – Strategic Human Resources***  ***BBA in Finance: FINC495: Financial Plan Development***  ***BBA in Marketing: MKTG441 – Strategic Marketing***  ***BBA in Management: BUSN495 – Business Planning Capstone***  ***BBA in Sport Management: MGMT421 (SPMG421) – Sport Governance and Regulation***  ***BBA in General Business: BUSN495 – Business Planning Capstone***  ***BBA in International Business: BUSN496 – International Business Capstone***  Portfolio Project Program ISLOs Assessed by this Measure:  ***#1 Apply business decision tools to inform business decision-making.***  ***#2 Integrate major principles in the functional areas of accounting, marketing, finance, human resources, and management to make business decisions.***  ***#3 Develop and present business communication based on professional standards.***  ***#4 Understand the principles of ethical, legal, and cultural dimensions as considered in business decision-making.***  ***#5 Develop business decisions based on distinctions in cultural and operational business practices.*** | *Objective (Target/Criterion) for Direct Measure 2*  *85% of the students will either Meet or Exceed Expectations for the grading rubric for this measure.* |
| **Assessment Instruments for Intended Student Learning Outcomes—**  **Indirect Measures of Student Learning:** | **Performance Objectives (Targets/Criteria) for Indirect Measures:** |
| 1. *Indirect Measure 1*   ***Student Survey of Student Learning***  Program ISLOs Assessed by this Measure:  ***#1 Apply business decision tools to inform business decision-making.***  ***#2 Integrate major principles in the functional areas of accounting, marketing, finance, human resources, and management to make business decisions.***  ***#3 Develop and present business communication based on professional standards.***  ***#4 Understand the principles of ethical, legal, and cultural dimensions as considered in business decision-making.***  ***#5 Apply knowledge of the global business environment.*** | *Objective (Target/Criterion) for Indirect Measure 1*  *85% of student responses state gaining proficiency in the learning outcomes.* |
| 1. *Indirect Measure 2*   ***Student reflection paper embedded in the capstone courses.***  Program ISLOs Assessed by this Measure:  ***#1 Apply business decision tools to inform business decision-making.***  ***#2 Integrate major principles in the functional areas of accounting, marketing, finance, human resources, and management to make business decisions.***  ***#3 Develop and present business communication based on professional standards.***  ***#4 Understand the principles of ethical, legal, and cultural dimensions as considered in business decision-making.***  ***#5 Apply knowledge of the global business environment.*** | *Objective (Target/Criterion) for Indirect Measure 2*  *85% of students reflect gaining proficiency in the learning outcomes.* |
| **Learning Assessment Results: *Bachelor of Business Administration Programs*** | | |
| **Summary of Results from Implementing Direct Measures of Student Learning:** | | |
| 1. *Direct Measure 1*   **Capstone Class Projects for each major:**  ***BBA in Accounting: ACCT495 – Accounting Issues and Research***  Portfolio Project Program ISLOs Assessed by this Measure:  ***#1 Apply business decision tools to inform business decision-making.***  *N = 102*  *Results = 100%*  ***#2 Integrate major principles in the functional areas of accounting, marketing, finance, human resources, and management to make business decisions.***  *N = 102*  *Results = 100%*  ***#3 Develop and present business communication based on professional standards.***  *N = 102*  *Results = 99%*  ***#4 Understand the principles of ethical, legal, and cultural dimensions as considered in business decision-making.***  *N = 102*  *Results = 100%*  ***#5 Develop business decisions based on distinctions in cultural and operational business practices.***  *N = 102*  *Results = 92%*  ***BBA in Accounting Fraud Investigation: ACCT495 – Accounting Issues and Research*** Portfolio Project Program ISLOs Assessed by this Measure:  ***#1 Apply business decision tools to inform business decision-making.***  *N = 8*  *Results = 100%*  ***#2 Integrate major principles in the functional areas of accounting, marketing, finance, human resources, and management to make business decisions.***  *N = 8*  *Results = 100%*  ***#3 Develop and present business communication based on professional standards.***  *N = 8*  *Results = 100%*  ***#4 Understand the principles of ethical, legal, and cultural dimensions as considered in business decision-making.***  *N = 8*  *Results = 100%*  ***#5 Develop business decisions based on distinctions in cultural and operational business practices.***  *N = 8*  *Results = 100%*  ***BBA in Human Resource Management: HRMG453 – Strategic Human Resources***  Portfolio Project Program ISLOs Assessed by this Measure:  ***#1 Apply business decision tools to inform business decision-making.***  *N = 50*  *Results = 94%*  ***#2 Integrate major principles in the functional areas of accounting, marketing, finance, human resources, and management to make business decisions.***  *N = 50*  *Results = 80%*  ***#3 Develop and present business communication based on professional standards.***  *N = 50*  *Results = 80%*  ***#4 Understand the principles of ethical, legal, and cultural dimensions as considered in business decision-making.***  *N = 50*  *Results = 94%*  ***#5 Develop business decisions based on distinctions in cultural and operational business practices.***  *N = 50*  *Results = 88%*  ***BBA in Finance: FINC495: Financial Plan Development***  Portfolio Project Program ISLOs Assessed by this Measure:  ***#1 Apply business decision tools to inform business decision-making.***  *N = 33*  *Results = 91%*  ***#2 Integrate major principles in the functional areas of accounting, marketing, finance, human resources, and management to make business decisions.***  *N = 33*  *Results = 91%*  ***#3 Develop and present business communication based on professional standards.***  *N = 33*  *Results = 91%*  ***#4 Understand the principles of ethical, legal, and cultural dimensions as considered in business decision-making.***  *N = 33*  *Results = 91%*  ***#5 Develop business decisions based on distinctions in cultural and operational business practices.***  *N = 33*  *Results = 91%*  ***BBA in Marketing: MKTG441 – Strategic Marketing***  Portfolio Project Program ISLOs Assessed by this Measure:  ***#1 Apply business decision tools to inform business decision-making.***  *N = 25*  *Results = 100%*  ***#2 Integrate major principles in the functional areas of accounting, marketing, finance, human resources, and management to make business decisions.***  *N = 25*  *Results = 92%*  ***#3 Develop and present business communication based on professional standards.***  *N = 25*  *Results = 100%*  ***#4 Understand the principles of ethical, legal, and cultural dimensions as considered in business decision-making.***  *N = 25*  *Results = 100%*  ***#5 Develop business decisions based on distinctions in cultural and operational business practices.***  *N = 25*  *Results = 100%*  ***BBA in Management: BUSN495 – Business Planning Capstone***  Portfolio Project Program ISLOs Assessed by this Measure:  ***#1 Apply business decision tools to inform business decision-making.***  *N = 77*  *Results = 94%*  ***#2 Integrate major principles in the functional areas of accounting, marketing, finance, human resources, and management to make business decisions.***  *N = 77*  *Results = 94%*  ***#3 Develop and present business communication based on professional standards.***  *N = 77*  *Results = 97%*  ***#4 Understand the principles of ethical, legal, and cultural dimensions as considered in business decision-making.***  *N = 77*  *Results = 97%*  ***#5 Develop business decisions based on distinctions in cultural and operational business practices.***  *N = 77*  *Results = 84%*  ***BBA in Sport Management: MGMT421 (SPMG421) – Sport Governance and Regulation***  Portfolio Project Program ISLOs Assessed by this Measure:  ***#1 Apply business decision tools to inform business decision-making.***  *N = 45*  *Results = 84%*  ***#2 Integrate major principles in the functional areas of accounting, marketing, finance, human resources, and management to make business decisions.***  *N = 45*  *Results = 92%*  ***#3 Develop and present business communication based on professional standards.***  *N = 45*  *Results = 89%*  ***#4 Understand the principles of ethical, legal, and cultural dimensions as considered in business decision-making.***  *N = 45*  *Results = 66%*  ***#5 Develop business decisions based on distinctions in cultural and operational business practices.***  *N = 45*  *Results = 29%*  ***BBA in General Business: BUSN495 – Business Planning Capstone***  Portfolio Project Program ISLOs Assessed by this Measure:  ***#1 Apply business decision tools to inform business decision-making.***  *N = 77*  *Results = 94%*  ***#2 Integrate major principles in the functional areas of accounting, marketing, finance, human resources, and management to make business decisions.***  *N = 77*  *Results = 94%*  ***#3 Develop and present business communication based on professional standards.***  *N = 77*  *Results = 97%*  ***#4 Understand the principles of ethical, legal, and cultural dimensions as considered in business decision-making.***  *N = 77*  *Results = 97%*  ***#5 Develop business decisions based on distinctions in cultural and operational business practices.***  *N = 77*  *Results = 84%*  ***BBA in International Business: BUSN496 – International Business Capstone***  Portfolio Project Program ISLOs Assessed by this Measure:  ***#1 Apply business decision tools to inform business decision-making.***  *N = 20*  *Results = 100%*  ***#2 Integrate major principles in the functional areas of accounting, marketing, finance, human resources, and management to make business decisions.***  *N = 20*  *Results = 100%*  ***#3 Develop and present business communication based on professional standards.***  *N = 20*  *Results = 100%*  ***#4 Understand the principles of ethical, legal, and cultural dimensions as considered in business decision-making.***  *N = 20*  *Results = 100%*  ***#5 Develop business decisions based on distinctions in cultural and operational business practices.***  *N = 20*  *Results = 100%* | | |
| 1. *Direct Measure 2*   **Comprehensive Case Study Embedded in the capstone course of each BBA Major listed below*:***  ***BBA in Accounting: ACCT495 – Accounting Issues and Research***  Portfolio Project Program ISLOs Assessed by this Measure:  ***#1 Apply business decision tools to inform business decision-making.***  *N = 102*  *Results = 98%*  ***#2 Integrate major principles in the functional areas of accounting, marketing, finance, human resources, and management to make business decisions.***  *N = 102*  *Results = 96%*  ***#3 Develop and present business communication based on professional standards.***  *N = 102*  *Results = 97%*  ***#4 Understand the principles of ethical, legal, and cultural dimensions as considered in business decision-making.***  *N = 102*  *Results = 96%*  ***#5 Develop business decisions based on distinctions in cultural and operational business practices.***  *N = 102*  *Results = 89%*  ***BBA in Accounting Fraud Investigation: ACCT495 – Accounting Issues and Research***  Portfolio Project Program ISLOs Assessed by this Measure:  ***#1 Apply business decision tools to inform business decision-making.***  *N = 102*  *Results = 98%*  ***#2 Integrate major principles in the functional areas of accounting, marketing, finance, human resources, and management to make business decisions.***  *N = 102*  *Results = 96%*  ***#3 Develop and present business communication based on professional standards.***  *N = 102*  *Results = 97%*  ***#4 Understand the principles of ethical, legal, and cultural dimensions as considered in business decision-making.***  *N = 102*  *Results = 96%*  ***#5 Develop business decisions based on distinctions in cultural and operational business practices.***  *N = 102*  *Results = 89%*  ***BBA in Human Resource Management: HRMG453 – Strategic Human Resources***  Portfolio Project Program ISLOs Assessed by this Measure:  ***#1 Apply business decision tools to inform business decision-making.***  *N = 62*  *Results = 94%*  ***#2 Integrate major principles in the functional areas of accounting, marketing, finance, human resources, and management to make business decisions.***  *N = 62*  *Results = 92%*  ***#3 Develop and present business communication based on professional standards.***  *N = 62*  *Results = 95%*  ***#4 Understand the principles of ethical, legal, and cultural dimensions as considered in business decision-making.***  *N = 62*  *Results = 95%*  ***#5 Develop business decisions based on distinctions in cultural and operational business practices.***  *N = 40*  *Results = 90%*  ***BBA in Finance: FINC495: Financial Plan Development***  Portfolio Project Program ISLOs Assessed by this Measure:  ***#1 Apply business decision tools to inform business decision-making.***  *N = 21*  *Results = 86%*  ***#2 Integrate major principles in the functional areas of accounting, marketing, finance, human resources, and management to make business decisions.***  *N = 21*  *Results = 86%*  ***#3 Develop and present business communication based on professional standards.***  *N = 21*  *Results = 86%*  ***#4 Understand the principles of ethical, legal, and cultural dimensions as considered in business decision-making.***  *N = 21*  *Results = 86%*  ***#5 Develop business decisions based on distinctions in cultural and operational business practices.***  *N = 21*  *Results = 86%*  ***BBA in Marketing: MKTG441 – Strategic Marketing***  Portfolio Project Program ISLOs Assessed by this Measure:  ***#1 Apply business decision tools to inform business decision-making.***  *N = 23*  *Results = 93%*  ***#2 Integrate major principles in the functional areas of accounting, marketing, finance, human resources, and management to make business decisions.***  *N = 23*  *Results = 93%*  ***#3 Develop and present business communication based on professional standards.***  *N = 23*  *Results = 93%*  ***#4 Understand the principles of ethical, legal, and cultural dimensions as considered in business decision-making.***  *N = 23*  *Results = 93%*  ***#5 Develop business decisions based on distinctions in cultural and operational business practices.***  *N = 23*  *Results = 93%*  ***BBA in Management: BUSN495 – Business Planning Capstone***  Portfolio Project Program ISLOs Assessed by this Measure:  ***#1 Apply business decision tools to inform business decision-making.***  *N = 77*  *Results = 97%*  ***#2 Integrate major principles in the functional areas of accounting, marketing, finance, human resources, and management to make business decisions.***  *N = 77*  *Results = 95%*  ***#3 Develop and present business communication based on professional standards.***  *N = 77*  *Results = 97%*  ***#4 Understand the principles of ethical, legal, and cultural dimensions as considered in business decision-making.***  *N = 77*  *Results = 99%*  ***#5 Develop business decisions based on distinctions in cultural and operational business practices.***  *N = 76*  *Results = 99%*  ***BBA in Sport Management: MGMT421 (SPMG421) – Sport Governance and Regulation***  Portfolio Project Program ISLOs Assessed by this Measure:  ***#1 Apply business decision tools to inform business decision-making.***  *N = 45*  *Results = 89%*  ***#2 Integrate major principles in the functional areas of accounting, marketing, finance, human resources, and management to make business decisions.***  *N = 45*  *Results = 82%*  ***#3 Develop and present business communication based on professional standards.***  *N = 45*  *Results = 89%*  ***#4 Understand the principles of ethical, legal, and cultural dimensions as considered in business decision-making.***  *N = 45*  *Results = 84%*  ***#5 Develop business decisions based on distinctions in cultural and operational business practices.***  *N = 45*  *Results = 79%*  ***BBA in General Business: BUSN495 – Business Planning Capstone***  Portfolio Project Program ISLOs Assessed by this Measure:  ***#1 Apply business decision tools to inform business decision-making.***  *N = 77*  *Results = 97%*  ***#2 Integrate major principles in the functional areas of accounting, marketing, finance, human resources, and management to make business decisions.***  *N = 77*  *Results = 95%*  ***#3 Develop and present business communication based on professional standards.***  *N = 77*  *Results = 97%*  ***#4 Understand the principles of ethical, legal, and cultural dimensions as considered in business decision-making.***  *N = 77*  *Results = 99%*  ***#5 Develop business decisions based on distinctions in cultural and operational business practices.***  *N = 76*  *Results = 99%*  ***BBA in International Business: BUSN496 – International Business Capstone***  Portfolio Project Program ISLOs Assessed by this Measure:  ***#1 Apply business decision tools to inform business decision-making.***  *N = 20*  *Results = 100%*  ***#2 Integrate major principles in the functional areas of accounting, marketing, finance, human resources, and management to make business decisions.***  *N = 20*  *Results = 100%*  ***#3 Develop and present business communication based on professional standards.***  *N = 20*  *Results = 100%*  ***#4 Understand the principles of ethical, legal, and cultural dimensions as considered in business decision-making.***  *N = 20*  *Results = 100%*  ***#5 Develop business decisions based on distinctions in cultural and operational business practices.***  *N = 20*  *Results = 100%* | | |
| **Summary of Results from Implementing Indirect Measures of Student Learning:** | | |
| 1. *Summary of Results for Indirect Measure 1*   ***Student Survey of Student Learning***  Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.  Portfolio Project Program ISLOs Assessed by this Measure:  ***#1 Apply business decision tools to inform business decision-making.***  *N = 376*  *Results = 100%*  ***#2 Integrate major principles in the functional areas of accounting, marketing, finance, human resources, and management to make business decisions.***  *N = 373*  *Results = 99%*  ***#3 Develop and present business communication based on professional standards.***  *N = 375*  *Results = 99%*  ***#4 Understand the principles of ethical, legal, and cultural dimensions as considered in business decision-making.***  *N = 375*  *Results = 100%*  ***#5 Develop business decisions based on distinctions in cultural and operational business practices.***  *N = 368*  *Results = 96%* | | |
| 1. *Summary of Results for Indirect Measure 2*   ***Student reflection paper embedded in the capstone courses.***  Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.  Portfolio Project Program ISLOs Assessed by this Measure:  ***#1 Apply business decision tools to inform business decision-making.***  *N = 146*  *Results = 97%*  ***#2 Integrate major principles in the functional areas of accounting, marketing, finance, human resources, and management to make business decisions.***  *N = 145*  *Results = 98%*  ***#3 Develop and present business communication based on professional standards.***  *N = 148*  *Results = 98%*  ***#4 Understand the principles of ethical, legal, and cultural dimensions as considered in business decision-making.***  *N = 142*  *Results = 97%*  ***#5 Develop business decisions based on distinctions in cultural and operational business practices.***  *N = 137*  *Results = 95%* | | |

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| **Summary of Achievement of Intended Student Learning Outcomes:** | | | | | | | | | |
| **Intended Student Learning Outcomes** | **Learning Assessment Measures** | | | | | | | | |
| **Program ISLOs**  **DIRECT MEASURE #1** | ***ACCT495 (ACT)*** | ***ACCT495 (AFI)*** | ***HRMG453*** | ***FINC495*** | ***MKTG441*** | ***BUSN495 (MGMT)*** | ***MGMT421 (SPMG421)*** | ***BUSN495 (GB)*** | ***BUSN496*** |
| **Performance Target Was…** | **Performance Target Was…** | **Performance Target Was…** | **Performance Target Was…** | **Performance Target Was…** | **Performance Target Was…** | **Performance Target Was…** | **Performance Target Was…** | **Performance Target Was…** |
| 1. *Apply business decision tools to inform business decision-making.* | Met | Met | Met | Met | Met | Met | Not  Met | Met | Met |
| 1. *Integrate major principles in the functional areas of accounting, marketing, finance, human resources, and management to make business decisions.* | Met | Met | Not Met | Met | Met | Met | Met | Met | Met |
| 1. *Develop and present business communication based on professional standards.* | Met | Met | Not Met | Met | Met | Met | Met | Met | Met |
| 1. *Understand the principles of ethical, legal, and cultural dimensions as considered in business decision-making.* | Met | Met | Met | Met | Met | Met | Not  Met | Met | Met |
| 1. *Develop business decisions based on distinctions in cultural and operational business practices.* | Met | Met | Met | Met | Met | Not Met | Not  Met | Not  Met | Met |
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| **Summary of Achievement of Intended Student Learning Outcomes:** | | | | | | | | | |
| **Intended Student Learning Outcomes** | **Learning Assessment Measures** | | | | | | | | |
| **Program ISLOs**  **DIRECT MEASURE #2** | ***ACCT495 (ACT)*** | ***ACCT495 (AFI)*** | ***HRMG453*** | ***FINC495*** | ***MKTG441*** | ***BUSN495 (MGMT)*** | ***MGMT421 (SPMG421)*** | ***BUSN495 (GB)*** | ***BUSN496*** |
| **Performance Target Was…** | **Performance Target Was…** | **Performance Target Was…** | **Performance Target Was…** | **Performance Target Was…** | **Performance Target Was…** | **Performance Target Was…** | **Performance Target Was…** | **Performance Target Was…** |
| *1. Apply business decision tools to inform business decision-making.* | Met | Met | Met | Met | Met | Met | Met | Met | Met |
| *2. Integrate major principles in the functional areas of accounting, marketing, finance, human resources, and management to make business decisions.* | Met | Met | Met | Met | Met | Met | Not  Met | Met | Met |
| 1. *Develop and present business communication based on professional standards.* | Met | Met | Met | Met | Met | Met | Met | Met | Met |
| 1. *Understand the principles of ethical, legal, and cultural dimensions as considered in business decision-making.* | Met | Met | Met | Met | Met | Met | Not  Met | Met | Met |
| 1. *Develop business decisions based on distinctions in cultural and operational business practices.* | Met | Met | Met | Met | Met | Met | Not  Met | Met | Met |
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| **Summary of Achievement of Intended Student Learning Outcomes:** | | | | | | | | | |
| **Intended Student Learning Outcomes** | **Learning Assessment Measures** | | | | | | | | |
| **Program ISLOs**  **INDIRECT MEASURE#1** | ***Indirect Measure #1 –***  ***Student Survey*** | | | | | | | | |
| **Performance Target Was…** | | | | | | | | |
| 1. *Apply business decision tools to inform business decision-making.* | Met | | | | | | | | |
| 1. *Integrate major principles in the functional areas of accounting, marketing, finance, human resources, and management to make business decisions.* | Met | | | | | | | | |
| 1. *Develop and present business communication based on professional standards.* | Met | | | | | | | | |
| 1. *Understand the principles of ethical, legal, and cultural dimensions as considered in business decision-making.* | Met | | | | | | | | |
| 1. *Develop business decisions based on distinctions in cultural and operational business practices.* | Met | | | | | | | | |

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| **Summary of Achievement of Intended Student Learning Outcomes:** | | | | | | | | | |
| **Intended Student Learning Outcomes** | **Learning Assessment Measures** | | | | | | | | |
| **Program ISLOs**  **INDIRECT MEASURE#2** | ***ACCT495 (ACT)*** | ***ACCT495 (AFI)*** | ***HRMG453*** | ***FINC495*** | ***MKTG441*** | ***BUSN495 (MGMT)*** | ***MGMT421 (SPMG421)*** | ***BUSN495 (GB)*** | ***BUSN496*** |
| **Performance Target Was…** | **Performance Target Was…** | **Performance Target Was…** | **Performance Target Was…** | **Performance Target Was…** | **Performance Target Was…** | **Performance Target Was…** | **Performance Target Was…** | **Performance Target Was…** |
| *1. Apply business decision tools to inform business decision-making.* | Met | Met | Met | Met | Met | Met | Met | Met | Met |
| *2. Integrate major principles in the functional areas of accounting, marketing, finance, human resources, and management to make business decisions.* | Met | Met | Met | Met | Met | Met | Not  Met | Met | Met |
| 1. *Develop and present business communication based on professional standards.* | Met | Met | Met | Met | Met | Met | Met | Met | Met |
| 1. *Understand the principles of ethical, legal, and cultural dimensions as considered in business decision-making.* | Met | Met | Met | Met | Met | Met | Not  Met | Met | Met |
| 1. *Develop business decisions based on distinctions in cultural and operational business practices.* | Met | Met | Met | Met | Met | Met | Not  Met | Met | Met |

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| **Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:** |
| 1. *Course of Action 1:* HRMG453 – Direct Measure #1 - *Learning outcomes #2 and #3 were not met. However, the indirect measures show that*   *performance targets were met from both the student and faculty perspective.*  ***Action Plan***: *During the 2017-2018 academic year, the Human Resource Management Department will meet to discuss the results and use them to inform curriculum improvement.* |
| 1. *Course of Action 2:* BUSN495 – Direct Measure #1 - Learning outcome #5 was not met. However, the indirect measures show that performance targets were met from both the student and faculty perspective.   ***Action Plan***: *During the 2017-2018 academic year, the Business and Management Departments will meet to disucss the results and use them to inform curriculum improvement.* |
| 1. *Course of Action 3:* MGMT421(SPMG421) – Direct Measure #1 – *Learning outcomes 1, 4, and 5 were not met. However, the indirect measures show that performance targets were met from both the student and faculty perspective.*   ***Action Plan****: During the 2017-2018 academic year, the Sport Management Department will meet to disucss the results and use them to inform curriculum improvement.* |
| 1. *Course of Action 4:* MGMT421(SPMG421) – Direct Measure #2 – *Learning outcomes 2, 4, and 5 were not met. However, the indirect measures show that performance targets were met from both the student and faculty perspective.*   ***Action Plan****: During the 2017-2018 academic year, the Sport Management Department will meet to discuss the results and use them to inform curriculum improvement.* |
| 1. *Cour of Action 5:* MGMT421(SPMG421) – Indirect Measure #2 – *Learning outcomes 2, 3, 4, and 5 pertaining to the student reflection paper assignment were not met.*   ***Action Plan****: During the 2017-2018 academic year, the Sport Management Department will meet to discuss the results and use them to inform curriculum improvement.* |

BBA - Human Resource Management

**Section I: Student Learning Assessment**

## BBA – Human Resource Management

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| **Student Learning Assessment for: *BBA – Human Resource Management*** | |
| **Program Intended Student Learning Outcomes (Program ISLOs)** | |
| 1. *Program Learning Outcome 1:*   ***Assess organizational needs in workforce planning, training and development, recruitment and staffing, total rewards and benefits systems, and propose solutions.*** | |
| 1. *Program Learning Outcome 2:*   ***Determine the applicable employment and labor laws and regulations that require organizational compliance.*** | |
| 1. *Program Learning Outcome 3:*   ***Propose effective employee and labor relations practices.*** | |
| 1. *Program Learning Outcome 4:*   ***Discuss the strategic planning process and how each human resource management function contributes to organizational effectiveness.*** | |
| **Assessment Instruments for Intended Student Learning Outcomes—**  **Direct Measures of Student Learning:** | **Performance Objectives (Targets/Criteria) for Direct Measures:** |
| 1. *Direct Measure 1*   **HRMG 453 – Strategic Human Resources:**  ***Capstone / Comprehensive Case Study***  Portfolio Project Program ISLOs Assessed by this Measure:  ***#1 Assess organizational needs in workforce planning, training and development, recruitment and staffing, total rewards and benefits systems, and propose solutions.***  ***#2 Determine the applicable employment and labor law and regulations that require organizational compliance.***  ***#3 Propose effective employee and labor relations practices.***  ***#4 Discuss the strategic planning process and how each human resource management function contributes to organizational effectiveness.*** | *Objective (Target/Criterion) for Direct Measure 1*  *85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.* |
| **Assessment Instruments for Intended Student Learning Outcomes—**  **Indirect Measures of Student Learning:** | **Performance Objectives (Targets/Criteria) for Indirect Measures:** |
| 1. *Indirect Measure 1*   ***Student Survey of Student Learning***  Program ISLOs Assessed by this Measure:  ***#1 Assess organizational needs in workforce planning, training and development, recruitment and staffing, total rewards and benefits systems, and propose solutions.***  ***#2 Determine the applicable employment and labor law and regulations that require organizational compliance.***  ***#3 Propose effective employee and labor relations practices.***  ***#4 Discuss the strategic planning process and how each human resource management function contributes to organizational effectiveness.*** | *Objective (Target/Criterion) for Indirect Measure 1*  *85% of student responses state gaining proficiency in the learning outcomes.* |
| **Learning Assessment Results: *BBA – Human Resource Management*** | | |
| **Summary of Results from Implementing Direct Measures of Student Learning:** | | |
| 1. *Summary of Results for Direct Measure 1*   **HRMG 453 – Strategic Human Resources:**  ***Capstone / Comprehensive Case Study***  Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.  Portfolio Project Program ISLOs Assessed by this Measure:  ***#1 Assess organizational needs in workforce planning, training and development, recruitment and staffing, total rewards and benefits systems, and propose solutions.***  *N = 50*  *Results = 98%*  ***#2 Determine the applicable employment and labor law and regulations that require organizational compliance.***  *N = 50*  *Results = 92%*  ***#3 Propose effective employee and labor relations practices.***  *N = 50*  *Results = 98%*  ***#4 Discuss the strategic planning process and how each human resource management function contributes to organizational effectiveness.***  *N = 50*  *Results = 98%* | | |
| **Summary of Results from Implementing Indirect Measures of Student Learning:** | | |
| 1. *Summary of Results for Indirect Measure 1*   ***Student Survey of Student Learning***  Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.  Portfolio Project Program ISLOs Assessed by this Measure:  ***#1 Assess organizational needs in workforce planning, training and development, recruitment and staffing, total rewards and benefits systems, and propose solutions.***  *N = 45*  *Results = 100%*  ***#2 Determine the applicable employment and labor law and regulations that require organizational compliance.***  *N = 45*  *Results = 100%*  ***#3 Propose effective employee and labor relations practices.***  *N = 45*  *Results = 100%*  ***#4 Discuss the strategic planning process and how each human resource management function contributes to organizational effectiveness.***  *N = 45*  *Results = 100%* | | |

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| **Summary of Achievement of Intended Student Learning Outcomes:** | | | | | | | | |
| **Intended Student Learning Outcomes** | **Learning Assessment Measures** | | | | | | | |
| **Program ISLOs** | ***Direct Measure 1 –***  ***HRMG453*** | ***Direct Measure 2*** | ***Direct Measure 3*** | ***Direct Measure 4*** | ***Indirect Measure 1 –***  ***Student Survey*** | ***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…** |
| 1. *Assess organizational needs in workforce planning, training and development, recruitment and staffing, total rewards and benefits systems, and propose solutions.* | Met |  |  |  | Met |  |  |  |
| 1. *Determine the applicable employment and labor law and regulations that require organizational compliance.* | Met |  |  |  | Met |  |  |  |
| 1. *Propose effective employee and labor relations practices.* | Met |  |  |  | Met |  |  |  |
| 1. *Discuss the strategic planning process and how each human resource management function contributes to organizational effectiveness.* | Met |  |  |  | Met |  |  |  |

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

BBA - Accounting Fraud Investigation

**Section I: Student Learning Assessment**

## BBA – Accounting Fraud Investigation

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| **Student Learning Assessment for: *BBA – Accounting Fraud Investigation*** | |
| **Program Intended Student Learning Outcomes (Program ISLOs)** | |
| 1. *Program Learning Outcome 1:*   ***Prepare financial statements according to Generally Accepted Accounting Principles (GAAP).*** | |
| 1. *Program Learning Outcome 2:*   ***Conduct a fraud risk assessment.*** | |
| 1. *Program Learning Outcome 3:*   **Describe fraud scheme approaches** | |
| **Assessment Instruments for Intended Student Learning Outcomes—**  **Direct Measures of Student Learning:** | **Performance Objectives (Targets/Criteria) for Direct Measures:** |
| 1. *Direct Measure 1*   **ACCT495 – Accounting Issues & Research: *Project that includes financial statement preparation.***  Portfolio Project Program ISLOs Assessed by this Measure:  ***#1 Prepare financial statements according to Generally Accepted Accounting Principles (GAAP).*** | *Objective (Target/Criterion) for Direct Measure 1*  *85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.* |
| 1. *Direct Measure 2*   **ACCT310 – Accounting Fraud Examination:**  ***Fraud Risk Assessment Project***  Portfolio Project Program ISLOs Assessed by this Measure:  ***#2 Conduct a fraud risk assessment.***  ***#3 Describe fraud scheme approaches.*** | *Objective (Target/Criterion) for Direct Measure 1*  *85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.* |
| **Assessment Instruments for Intended Student Learning Outcomes—**  **Indirect Measures of Student Learning:** | **Performance Objectives (Targets/Criteria) for Indirect Measures:** |
| 1. *Indirect Measure 1*   ***Student Survey of Student Learning***  Program ISLOs Assessed by this Measure:  ***1. Prepare financial statements according to Generally Accepted Accounting Principles (GAAP).***  ***2. Conduct a fraud risk assessment.***  ***3. Describe fraud scheme approaches.*** | *Objective (Target/Criterion) for Indirect Measure 1*  *85% of student responses state gaining proficiency in the learning outcomes.* |
| **Learning Assessment Results: *BBA – Accounting Fraud Investigation*** | | |
| **Summary of Results from Implementing Direct Measures of Student Learning:** | | |
| 1. *Summary of Results for Direct Measure 1*   **ACCT495 – Accounting Issues & Research: *Project that includes financial statement preparation.***  Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.  Portfolio Project Program ISLOs Assessed by this Measure:  ***#1 Prepare financial statements according to Generally Accepted Accounting Principles (GAAP).***  *N = 3*  *Results = 100%* | | |
| 1. *Summary of Results for Direct Measure 2*   **ACCT310 – Accounting Fraud Examination:**  ***Fraud Risk Assessment Project***  Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.  Portfolio Project Program ISLOs Assessed by this Measure:  ***#2 Conduct a fraud risk assessment.***  *N = 90*  *Results = 98%*  ***#3 Describe fraud scheme approaches.***  *N = 90*  *Results = 97%* | | |
| **Summary of Results from Implementing Indirect Measures of Student Learning:** | | |
| 1. *Summary of Results for Indirect Measure 1*   ***Student Survey of Student Learning***  Program ISLOs Assessed by this Measure:  ***#1 Prepare financial statements according to Generally Accepted Accounting Principles (GAAP).***  *N = 12*  *Results = 100%*  ***#2 Conduct a fraud risk assessment.***  *N = 12*  *Results = 100%*  ***#3 Describe fraud scheme approaches.***  *N = 12*  *Results = 100%* | | |

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| **Summary of Achievement of Intended Student Learning Outcomes:** | | | | | | | | |
| **Intended Student Learning Outcomes** | **Learning Assessment Measures** | | | | | | | |
| **Program ISLOs** | ***Direct Measure 1 –***  ***ACCT495*** | ***Direct Measure 2 –***  ***ACCT310*** | ***Direct Measure 3*** | ***Direct Measure 4*** | ***Indirect Measure 1 – Student Survey*** | ***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…** |
| 1. *Prepare financial statements according to Generally Accepted Accounting Principles (GAAP).* | Met | Met |  |  | Met |  |  |  |
| 1. *Conduct a fraud risk assessment.* | Met | Met |  |  | Met |  |  |  |
| 1. *Describe fraud scheme approaches.* | Met | Met |  |  | Met |  |  |  |

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

BBA - Accounting

**Section I: Student Learning Assessment**

## BBA - Accounting

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| **Student Learning Assessment for: *BBA – Accounting*** | |
| **Program Intended Student Learning Outcomes (Program ISLOs)** | |
| 1. *Program Learning Outcome 1:*   ***Prepare financial statements according to Generally Accepted Accounting Principles (GAAP).*** | |
| 1. *Program Learning Outcome 2:*   ***Perform a financial statement analysis of a company such that organizational performance and financial condition can be evaluated.*** | |
| 1. *Program Learning Outcome 3:*   ***Apply Generally Accepted Accounting Principles (GAAP) to business events involving the key elements of financial reporting such that GAAP compliant journal entries can be created.*** | |
| **Assessment Instruments for Intended Student Learning Outcomes—**  **Direct Measures of Student Learning:** | **Performance Objectives (Targets/Criteria) for Direct Measures:** |
| 1. *Direct Measure 1*   **ACCT495 – Accounting Issues & Research: *Final Project***  Portfolio Project Program ISLOs Assessed by this Measure:  ***#1 Prepare financial statements according to Generally Accepted Accounting Principles (GAAP).***  ***#2 Preform a financial statement analysis of a company such that organizational performance and financial condition can be evaluated.***  ***#3 Apply Generally Accepted Accounting Principles (GAAP) to business events involving the key elements of financial reporting such that GAAP compliant journal entries can be created.*** | *Objective (Target/Criterion) for Direct Measure 1*  *85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.* |
| **Assessment Instruments for Intended Student Learning Outcomes—**  **Indirect Measures of Student Learning:** | **Performance Objectives (Targets/Criteria) for Indirect Measures:** |
| 1. *Indirect Measure 1*   ***Student Survey of Student Learning***  Program ISLOs Assessed by this Measure:  ***#1 Prepare financial statements according to Generally Accepted Accounting Principles (GAAP).***  ***#2 Preform a financial statement analysis of a company such that organizational performance and financial condition can be evaluated.***  ***#3 Apply Generally Accepted Accounting Principles (GAAP) to business events involving the key elements of financial reporting such that GAAP compliant journal entries can be created.*** | *Objective (Target/Criterion) for Indirect Measure 1*  *85% of student responses state gaining proficiency in the learning outcomes.* |
| **Learning Assessment Results: *BBA – Accounting*** | | |
| **Summary of Results from Implementing Direct Measures of Student Learning:** | | |
| 1. *Summary of Results for Direct Measure 1*   **ACCT495 – Accounting Issues & Research: *Final Project***  Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.  Portfolio Project Program ISLOs Assessed by this Measure:  ***#1 Prepare financial statements according to Generally Accepted Accounting Principles (GAAP).***  *N = 102*  *Results = 97%*  ***#2 Preform a financial statement analysis of a company such that organizational performance and financial condition can be evaluated.***  *N = 102*  *Results = 95%*  ***#3 Apply Generally Accepted Accounting Principles (GAAP) to business events involving the key elements of financial reporting such that GAAP compliant journal entries can be created.***  *N = 102*  *Results = 92%* | | |
| **Summary of Results from Implementing Indirect Measures of Student Learning:** | | |
| 1. *Indirect Measure 1*   ***Student Survey of Student Learning***  Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.  Program ISLOs Assessed by this Measure:  ***#1 Prepare financial statements according to Generally Accepted Accounting Principles (GAAP).***  *N = 58*  *Results = 100%*  ***#2 Preform a financial statement analysis of a company such that organizational performance and financial condition can be evaluated.***  *N = 58*  *Results = 100%*  ***#3 Apply Generally Accepted Accounting Principles (GAAP) to business events involving the key elements of financial reporting such that GAAP compliant journal entries can be created.***  *N = 58*  *Results = 100%* | | |

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| **Summary of Achievement of Intended Student Learning Outcomes:** | | | | | | | | |
| **Intended Student Learning Outcomes** | **Learning Assessment Measures** | | | | | | | |
| **Program ISLOs** | ***Direct Measure 1 –***  ***ACCT495*** | ***Direct Measure 2*** | ***Direct Measure 3*** | ***Direct Measure 4*** | ***Indirect Measure 1 –***  ***Student Survey*** | ***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…** |
| 1. *Prepare financial statements according to Generally Accepted Accounting Principles (GAAP).* | Met |  |  |  | Met |  |  |  |
| 1. *Preform a financial statement analysis of a company such that organizational performance and financial condition can be evaluated.* | Met |  |  |  | Met |  |  |  |
| 1. *Apply Generally Accepted Accounting Principles (GAAP) to business events involving the key elements of financial reporting such that GAAP compliant journal entries can be created.* | Met |  |  |  | Met |  |  |  |

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

BBA - Accounting: Internal Auditing Specialty

**Section I: Student Learning Assessment**

## BBA – Accounting: Internal Auditing Specialty

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| **Student Learning Assessment for: *BBA – Accounting: Internal Auditing Specialty*** | |
| **Program Intended Student Learning Outcomes (Program ISLOs)** | |
| 1. *Program Learning Outcome 1:*   ***Describe the major concepts, theories and practices of internal control and auditing.*** | |
| **Assessment Instruments for Intended Student Learning Outcomes—**  **Direct Measures of Student Learning:** | **Performance Objectives (Targets/Criteria) for Direct Measures:** |
| 1. *Direct Measure 1*   **ACCT402 – Internal Auditing II:**  ***Comprehensive Assessment Exam***  Portfolio Project Program ISLOs Assessed by this Measure:  ***#1 Describe the major concepts, theories and practices of internal control and auditing.*** | *Objective (Target/Criterion) for Direct Measure 1*  *85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.* |
| **Assessment Instruments for Intended Student Learning Outcomes—**  **Indirect Measures of Student Learning:** | **Performance Objectives (Targets/Criteria) for Indirect Measures:** |
| 1. *Indirect Measure 1*   ***Student Survey of Student Learning***  Program ISLOs Assessed by this Measure:  ***#1 Describe the major concepts, theories and practices of internal control and auditing*** | *Objective (Target/Criterion) for Indirect Measure 1*  *85% of student responses state gaining proficiency in the learning outcomes.* |
| **Learning Assessment Results: *BBA – Accounting: Internal Auditing Specialty*** | | |
| **Summary of Results from Implementing Direct Measures of Student Learning:** | | |
| 1. *Summary of Results for Direct Measure 1*   **ACCT402 – Internal Auditing II:**  ***Comprehensive Assessment Exam***  Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.  Portfolio Project Program ISLOs Assessed by this Measure:  ***#1 Describe the major concepts, theories and practices of internal control and auditing.***  *N = 23*  *Results = 91%* | | |
| **Summary of Results from Implementing Indirect Measures of Student Learning:** | | |
| 1. *Summary of Results for Indirect Measure 1*   ***Student Survey of Student Learning***  Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.  Program ISLOs Assessed by this Measure:  ***#1 Describe the major concepts, theories and practices of internal control and auditing.***  *N = 3*  *Results = 100%* | | |

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| **Summary of Achievement of Intended Student Learning Outcomes:** | | | | | | | | |
| **Intended Student Learning Outcomes** | **Learning Assessment Measures** | | | | | | | |
| **Program ISLOs** | ***Direct Measure 1 –***  ***ACCT402*** | ***Direct Measure 2*** | ***Direct Measure 3*** | ***Direct Measure 4*** | ***Indirect Measure 1 –***  ***Student Survey*** | ***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…** |
| 1. *Describe the major concepts, theories and practices of internal control and auditing.* | Met |  |  |  | Met |  |  |  |

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

BBA - Accounting: Management Accounting Specialty

**Section I: Student Learning Assessment**

## BBA – Accounting: Management Accounting Specialty

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| **Student Learning Assessment for: *BBA – Accounting: Management Accounting Specialty*** | |
| **Program Intended Student Learning Outcomes (Program ISLOs)** | |
| 1. *Program Learning Outcome 1:*   ***Describe the major concepts, theories and practices of financial reporting, planning, performance and control****.* | |
| 1. *Program Learning Outcome 2:*   ***Describe the major concepts, theories and practices of financial decision-making.*** | |
| **Assessment Instruments for Intended Student Learning Outcomes—**  **Direct Measures of Student Learning:** | **Performance Objectives (Targets/Criteria) for Direct Measures:** |
| 1. *Direct Measure 1*   **ACCT461: CMA Prep. Financial Planning Performance, and Control:**  **Accounting Exam**  Portfolio Project Program ISLOs Assessed by this Measure:  ***#1 Describe the major concepts, theories and practices of financial reporting, planning, performance and control.*** | *Objective (Target/Criterion) for Direct Measure 1*  *85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.* |
| 1. *Direct Measure 2*   **ACCT462: CMA Prep Financial Decision-making: Accounting Exam**  Portfolio Project Program ISLOs Assessed by this Measure:  ***#2 Describe the major concepts, theories and practices of financial decision-making.*** | *Objective (Target/Criterion) for Direct Measure 1*  *85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.* |
| **Assessment Instruments for Intended Student Learning Outcomes—**  **Indirect Measures of Student Learning:** | **Performance Objectives (Targets/Criteria) for Indirect Measures:** |
| 1. *Indirect Measure 1*   ***Student Survey of Student Learning***  Program ISLOs Assessed by this Measure:  ***#1 Describe the major concepts, theories and practices of financial reporting, planning, performance and control.***  ***#2 Describe the major concepts, theories and practices of financial decision-making.*** | *Objective (Target/Criterion) for Indirect Measure 1*  *85% of student responses state gaining proficiency in the learning outcomes.* |
| **Learning Assessment Results: *BBA – Accounting: Management Accounting Specialty*** | | |
| **Summary of Results from Implementing Direct Measures of Student Learning:** | | |
| 1. *Summary of Results for Direct Measure 1*   **ACCT461: CMA Prep. Financial Planning Performance, and Control:**  **Accounting Exam**  Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.  Portfolio Project Program ISLOs Assessed by this Measure:  ***#1 Describe the major concepts, theories and practices of financial reporting, planning, performance and control.***  *N = 22*  *Results = 77%* | | |
| 1. *Summary of Results for Direct Measure 2*   **ACCT462: CMA Prep Financial Decision-making: Accounting Exam**  Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.  Portfolio Project Program ISLOs Assessed by this Measure:  ***#2 Describe the major concepts, theories and practices of financial decision-making.***  *N = 10*  *Results = 100%* | | |
| **Summary of Results from Implementing Indirect Measures of Student Learning:** | | |
| 1. *Summary of Results for Indirect Measure 1*   ***Student Survey of Student Learning***  Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.  Program ISLOs Assessed by this Measure:  ***#1 Describe the major concepts, theories and practices of financial reporting, planning, performance and control.***  *N = 3*  *Results = 100%*  ***#2 Describe the major concepts, theories and practices of financial decision-making.***  *N = 3*  *Results = 100%* | | |

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| **Summary of Achievement of Intended Student Learning Outcomes:** | | | | | | | | |
| **Intended Student Learning Outcomes** | **Learning Assessment Measures** | | | | | | | |
| **Program ISLOs** | ***Direct Measure 1 –***  ***ACCT461*** | ***Direct Measure 2 –***  ***ACCT462*** | ***Direct Measure 3*** | ***Direct Measure 4*** | ***Indirect Measure 1 –***  ***Student Survey*** | ***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…** |
| 1. *Describe the major concepts, theories and practices of financial reporting, planning, performance and control.* | Not  Met | N/A |  |  | Met |  |  |  |
| 1. *Describe the major concepts, theories and practices of financial decision-making.* | N/A | Met |  |  | Met |  |  |  |

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| **Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:** |
| 1. *Course of Action 1 Learning outcome #1 was not met. However, the indirect measure shows that performance targets were met from the student perspective.*   ***Action Plan***: *During the 2017-2018 academic year, the Accounting Department will meet to discuss the results and use them to inform curriculum improvement.* |

BBA - Finance

**Section I: Student Learning Assessment**

## BBA - Finance

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| **Student Learning Assessment for: *BBA – Finance*** | |
| **Program Intended Student Learning Outcomes (Program ISLOs)** | |
| 1. *Program Learning Outcome 1:*   ***Apply finance principles to the selection of the various types of securities that can comprise a portfolio.*** | |
| 1. *Program Learning Outcome 2:*   ***Conduct statistical analysis to assess returns of various asset classes in order to create less risky portfolios****.* | |
| 1. *Program Learning Outcome 3:*   ***Interpret portfolio performance using various measures.*** | |
| **Assessment Instruments for Intended Student Learning Outcomes—**  **Direct Measures of Student Learning:** | **Performance Objectives (Targets/Criteria) for Direct Measures:** |
| 1. *Direct Measure 1*   ***FINC 402 – Portfolio Management project***  Portfolio Project Program ISLOs Assessed by this Measure:  ***#1 Apply finance principles to the selection of the various types of securities that can comprise a portfolio.***  ***#2 Conduct statistical analysis to assess returns of various asset classes in order to create less risky portfolios.***  ***#3 Interpret portfolio performance using various measures.*** | *Objective (Target/Criterion) for Direct Measure 1*  *85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.* |
| **Assessment Instruments for Intended Student Learning Outcomes—**  **Indirect Measures of Student Learning:** | **Performance Objectives (Targets/Criteria) for Indirect Measures:** |
| 1. *Indirect Measure 1*   ***Student Survey of Student Learning***  Program ISLOs Assessed by this Measure:  ***#1 Apply finance principles to the selection of the various types of securities that can comprise a portfolio.***  ***#2 Conduct statistical analysis to assess returns of various asset classes in order to create less risky portfolios.***  ***#3 Interpret portfolio performance using various measures.*** | *Objective (Target/Criterion) for Indirect Measure 1*  *85% of student responses state gaining proficiency in the learning outcomes.* |
| **Learning Assessment Results: *BBA – Finance*** | | |
| **Summary of Results from Implementing Direct Measures of Student Learning:** | | |
| 1. *Summary of Results for Direct Measure 1*   ***FINC 402 – Portfolio Management project***  Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.  Portfolio Project Program ISLOs Assessed by this Measure:  ***#1 Apply finance principles to the selection of the various types of securities that can comprise a portfolio.***  *N = 52*  *Results = 87%*  ***#2 Conduct statistical analysis to assess returns of various asset classes in order to create less risky portfolios.***  *N = 52*  *Results = 87%*  ***#3 Interpret portfolio performance using various measures.***  *N = 52*  *Results = 87%* | | |
| **Summary of Results from Implementing Indirect Measures of Student Learning:** | | |
| 1. *Summary of Results for Indirect Measure 1*   ***Student Survey of Student Learning***  Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.  Program ISLOs Assessed by this Measure:  ***#1 Apply finance principles to the selection of the various types of securities that can comprise a portfolio.***  *N = 19*  *Results = 100%*  ***#2 Conduct statistical analysis to assess returns of various asset classes in order to create less risky portfolios.***  *N = 19*  *Results = 100%*  ***#3 Interpret portfolio performance using various measures.***  *N = 19*  *Results = 100%* | | |

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| **Summary of Achievement of Intended Student Learning Outcomes:** | | | | | | | | |
| **Intended Student Learning Outcomes** | **Learning Assessment Measures** | | | | | | | |
| **Program ISLOs** | ***Direct Measure 1 –***  ***FINC402*** | ***Direct Measure 2*** | ***Direct Measure 3*** | ***Direct Measure 4*** | ***Indirect Measure 1 –***  ***Student Survey*** | ***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…** |
| 1. *Apply finance principles to the selection of the various types of securities that can comprise a portfolio.* | Met |  |  |  | Met |  |  |  |
| 1. *Conduct statistical analysis to assess returns of various asset classes in order to create less risky portfolios.* | Met |  |  |  | Met |  |  |  |
| 1. *Interpret portfolio performance using various measures.* | Met |  |  |  | Met |  |  |  |

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

BBA - Finance: Financial Planning Specialty

**Section I: Student Learning Assessment**

## BBA – Finance: Financial Planning Specialty

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| **Student Learning Assessment for: *BBA – Finance: Financial Planning Specialty*** | |
| **Program Intended Student Learning Outcomes (Program ISLOs)** | |
| 1. *Program Learning Outcome 1:*   ***Perform a financial statement analysis of a company such that organizational performance and financial condition can be evaluated.*** | |
| 1. *Program Learning Outcome 2:*   ***Interpret financial and investment data and give appropriate personal investment recommendations.*** | |
| 1. *Program Learning Outcome 3:*   ***Develop a financial plan.*** | |
| **Assessment Instruments for Intended Student Learning Outcomes—**  **Direct Measures of Student Learning:** | **Performance Objectives (Targets/Criteria) for Direct Measures:** |
| 1. *Direct Measure 1*   **FINC495 – Financial Plan Development:**  **Financial Plan Project**  Portfolio Project Program ISLOs Assessed by this Measure:  ***1. Perform a financial statement analysis of a company such that organizational performance and financial condition can be evaluated.***  ***2. Interpret financial and investment data and give appropriate personal investment recommendations.***  ***3. Develop a financial plan.*** | *Objective (Target/Criterion) for Direct Measure 1*  *85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.* |
| **Assessment Instruments for Intended Student Learning Outcomes—**  **Indirect Measures of Student Learning:** | **Performance Objectives (Targets/Criteria) for Indirect Measures:** |
| 1. *Indirect Measure 1*   ***Student Survey of Student Learning***  Program ISLOs Assessed by this Measure:  ***1. Perform a financial statement analysis of a company such that organizational performance and financial condition can be evaluated.***  ***2. Interpret financial and investment data and give appropriate personal investment recommendations.***  ***3. Develop a financial plan.*** | *Objective (Target/Criterion) for Indirect Measure 1*  *85% of student responses state gaining proficiency in the learning outcomes.* |
| **Learning Assessment Results: *BBA – Finance: Financial Planning Specialty*** | | |
| **Summary of Results from Implementing Direct Measures of Student Learning:** | | |
| 1. *Summary of Results for Direct Measure 1*   Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.  Portfolio Project Program ISLOs Assessed by this Measure:   1. ***Perform a financial statement analysis of a company such that organizational performance and financial condition can be evaluated.***   *N = 0*  *Results = 0*   1. ***Interpret financial and investment data and give appropriate personal investment recommendations.***   *N = 0*  *Results = 0*   1. ***Develop a financial plan.***   *N = 0*  *Results = 0* | | |
| **Summary of Results from Implementing Indirect Measures of Student Learning:** | | |
| 1. *Summary of Results for Indirect Measure 1*   Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.  Portfolio Project Program ISLOs Assessed by this Measure:  ***1. Perform a financial statement analysis of a company such that organizational performance and financial condition can be evaluated.***  *N = 0*  *Results = 0*  ***2. Interpret financial and investment data and give appropriate personal investment recommendations.***  *N = 0*  *Results = 0*  ***3. Develop a financial plan.***  *N = 0*  *Results = 0* | | |

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| **Summary of Achievement of Intended Student Learning Outcomes:** | | | | | | | | |
| **Intended Student Learning Outcomes** | **Learning Assessment Measures** | | | | | | | |
| **Program ISLOs** | ***Direct Measure 1 –***  ***FINC495*** | ***Direct Measure 2*** | ***Direct Measure 3*** | ***Direct Measure 4*** | ***Indirect Measure 1 –***  ***Student Survey*** | ***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…** |
| 1. ***Perform a financial statement analysis of a company such that organizational performance and financial condition can be evaluated.*** | N/A |  |  |  | N/A |  |  |  |
| 1. ***Interpret financial and investment data and give appropriate personal investment recommendations.*** | N/A |  |  |  | N/A |  |  |  |
| 1. ***Develop a financial plan.*** | N/A |  |  |  | N/A |  |  |  |

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| **Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:** |
| 1. *Course of Action 1: There were no students enrolled in this course pursuing a Financial Planning Specialty.* |

BBA - Marketing

**Section I: Student Learning Assessment**

## BBA - Marketing

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| **Student Learning Assessment for: *BBA – Marketing*** | |
| **Program Intended Student Learning Outcomes (Program ISLOs)** | |
| 1. *Program Learning Outcome 1:*   ***Integrate key marketing principles and concepts to create a marketing plan.*** | |
| 1. *Program Learning Outcome 2:*   ***Analyze marketing environments to inform marketing strategies.*** | |
| 1. *Program Learning Outcome 3:*   ***Analyze market opportunities to make market segmentation decisions.*** | |
| 1. *Program Learning Outcome 4:*   ***Apply knowledge of the global environment in the marketing context.*** | |
| 1. *Program Learning Outcome 5:*   ***Demonstrate an understanding of the principles of ethical, legal and cultural dimensions in the marketing context.*** | |
| **Assessment Instruments for Intended Student Learning Outcomes—**  **Direct Measures of Student Learning:** | **Performance Objectives (Targets/Criteria) for Direct Measures:** |
| 1. *Direct Measure 1*   **MKTG441 – Strategic Marketing: *Strategic Marketing Plan***  Portfolio Project Program ISLOs Assessed by this Measure:  ***#1 Integrate key marketing principle and concepts to create a marketing plan.***  ***#2 Analyze marketing environments to inform marketing strategies.***  ***#3 Analyze market opportunities to make market segmentation decisions.*** | *Objective (Target/Criterion) for Direct Measure 1*  *85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.* |
| 1. *Direct Measure 2*   **MKTG421 – International Marketing:**  ***Country Notebook Report***  Portfolio Project Program ISLOs Assessed by this Measure:  ***#4 Apply knowledge of the global environment in the marketing context.***  ***#5 Demonstrate an understanding of the principles of ethical, legal and cultural dimensions in the marketing context.*** | *Objective (Target/Criterion) for Direct Measure 1*  *85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.* |
| **Assessment Instruments for Intended Student Learning Outcomes—**  **Indirect Measures of Student Learning:** | **Performance Objectives (Targets/Criteria) for Indirect Measures:** |
| 1. *Indirect Measure 1*   ***Student Survey of Student Learning***  Program ISLOs Assessed by this Measure:  ***#1 Integrate key marketing principle and concepts to create a marketing plan.***  ***#2 Analyze marketing environments to inform marketing strategies.***  ***#3 Analyze market opportunities to make market segmentation decisions.***  ***#4 Apply knowledge of the global environment in the marketing context.***  ***#5 Demonstrate an understanding of the principles of ethical, legal and cultural dimensions in the marketing context.*** | *Objective (Target/Criterion) for Indirect Measure 1*  *85% of student responses state gaining proficiency in the learning outcomes.* |
| **Learning Assessment Results: *BBA – Marketing*** | | |
| **Summary of Results from Implementing Direct Measures of Student Learning:** | | |
| 1. *Direct Measure 1*   **MKTG441 – Strategic Marketing: *Strategic Marketing Plan***  Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.  Portfolio Project Program ISLOs Assessed by this Measure:  ***#1 Integrate key marketing principle and concepts to create a marketing plan.***  *N =*  *Results =*    ***#2 Analyze marketing environments to inform marketing strategies.***  *N =*  *Results =*    ***#3 Analyze market opportunities to make market segmentation decisions.***  *N =*  *Results =* | | |
| 1. *Summary of Results for Direct Measure 2*   **MKTG421 – International Marketing:**  ***Country Notebook Report***  Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.  Portfolio Project Program ISLOs Assessed by this Measure:  ***#4 Apply knowledge of the global environment in the marketing context.***  *N = 92*  *Results = 92%*  ***#5 Demonstrate an understanding of the principles of ethical, legal and cultural dimensions in the marketing context.***  *N = 92*  *Results = 92%* | | |
| **Summary of Results from Implementing Indirect Measures of Student Learning:** | | |
| 1. *Summary of Results for Indirect Measure 1*   ***Student Survey of Student Learning***  Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.  Program ISLOs Assessed by this Measure:  ***#1 Integrate key marketing principle and concepts to create a marketing plan.***  *N = 45*  *Results = 100%*  ***#2 Analyze marketing environments to inform marketing strategies.***  *N = 45*  *Results = 98%*  ***#3 Analyze market opportunities to make market segmentation decisions.***  *N = 44*  *Results = 100%*  ***#4 Apply knowledge of the global environment in the marketing context.***  *N = 45*  *Results = 96%*  ***#5 Demonstrate an understanding of the principles of ethical, legal and cultural dimensions in the marketing context.***  *N = 45*  *Results = 96%* | | |

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| **Summary of Achievement of Intended Student Learning Outcomes:** | | | | | | | | |
| **Intended Student Learning Outcomes** | **Learning Assessment Measures** | | | | | | | |
| **Program ISLOs** | ***Direct Measure 1 –***  ***MKTG441*** | ***Direct Measure 2 –***  ***MKTG421*** | ***Direct Measure 3*** | ***Direct Measure 4*** | ***Indirect Measure 1 –***  ***Student Survey*** | ***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…** |
| 1. *Integrate key marketing principle and concepts to create a marketing plan.* |  | N/A |  |  | Met |  |  |  |
| 1. *Analyze marketing environments to inform marketing strategies.* |  | N/A |  |  | Met |  |  |  |
| 1. *Analyze market opportunities to make market segmentation decisions.* |  | N/A |  |  | Met |  |  |  |
| 1. *Apply knowledge of the global environment in the marketing context.* |  | Met |  |  | Met |  |  |  |
| 1. *Demonstrate an understanding of the principles of ethical, legal and cultural dimensions in the marketing context.* |  | Met |  |  | Met |  |  |  |

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| **Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:** |
| 1. *Course of Action 1* |
| 1. *Course of Action 2* |
| 1. *Course of Action 3* |
| 1. *Course of Action 4* |

BBA - Marketing: Advertising & Promotion Specialty

**Section I: Student Learning Assessment**

## BBA – Marketing: Advertising & Promotion Specialty

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| **Student Learning Assessment for: *BBA – Marketing: Advertising & Promotion Specialty*** | |
| **Program Intended Student Learning Outcomes (Program ISLOs)** | |
| 1. *Program Learning Outcome 1:*   ***Create a promotion plan for a brand or organization.*** | |
| 1. *Program Learning Outcome 2:*   ***Develop performance measures for promotion programs.*** | |
| **Assessment Instruments for Intended Student Learning Outcomes—**  **Direct Measures of Student Learning:** | **Performance Objectives (Targets/Criteria) for Direct Measures:** |
| 1. *Direct Measure 1*   **MKTG314 – Media Planning: *Media Plan Project***  Portfolio Project Program ISLOs Assessed by this Measure:  ***#1 Create a promotion plan for a brand or organization.***  ***#2 Develop performance measures for promotion programs.*** | *Objective (Target/Criterion) for Direct Measure 1*  *85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.* |
| **Assessment Instruments for Intended Student Learning Outcomes—**  **Indirect Measures of Student Learning:** | **Performance Objectives (Targets/Criteria) for Indirect Measures:** |
| 1. *Indirect Measure 1*   ***Student Survey of Student Learning***  Program ISLOs Assessed by this Measure:  ***#1 Create a promotion plan for a brand or organization.***  ***#2 Develop performance measures for promotion programs.*** | *Objective (Target/Criterion) for Indirect Measure 1*  *85% of student responses state gaining proficiency in the learning outcomes.* |
| **Learning Assessment Results: *BBA – Marketing: Advertising & Promotion Specialty*** | | |
| **Summary of Results from Implementing Direct Measures of Student Learning:** | | |
| 1. *Summary of Results for Direct Measure 1*   **MKTG314 – Media Planning: *Media Plan Project***  Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.  Portfolio Project Program ISLOs Assessed by this Measure:  ***#1 Create a promotion plan for a brand or organization.***  *N = 34*  *Results = 97%*  ***#2 Develop performance measures for promotion programs.***  *N = 34*  *Results = 97%* | | |
| **Summary of Results from Implementing Indirect Measures of Student Learning:** | | |
| 1. *Summary of Results for Indirect Measure 1*   ***Student Survey of Student Learning***  Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.  Program ISLOs Assessed by this Measure:  ***#1 Create a promotion plan for a brand or organization.***  *N = 24*  *Results = 92%*  ***#2 Develop performance measures for promotion programs.***  *N = 24*  *Results = 92%* | | |

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| **Summary of Achievement of Intended Student Learning Outcomes:** | | | | | | | | |
| **Intended Student Learning Outcomes** | **Learning Assessment Measures** | | | | | | | |
| **Program ISLOs** | ***Direct Measure 1 –***  ***MKTG314*** | ***Direct Measure 2*** | ***Direct Measure 3*** | ***Direct Measure 4*** | ***Indirect Measure 1 –***  ***Student Survey*** | ***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…** |
| 1. *Create a promotion plan for a brand or organization.* | Met |  |  |  | Met |  |  |  |
| 1. *Develop performance measures for promotion programs.* | Met |  |  |  | Met |  |  |  |

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

BBA - Marketing: Business-to-Business Specialty

**Section I: Student Learning Assessment**

## BBA – Marketing: Business to Business Specialty

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| **Student Learning Assessment for: *BBA – Marketing: Business to Business Specialty*** | |
| **Program Intended Student Learning Outcomes (Program ISLOs)** | |
| 1. *Program Learning Outcome 1:*   ***Apply key marketing principles and concepts in a business-to-business context.*** | |
| 1. *Program Learning Outcome 2:*   ***Develop business-to-business marketing strategies to inform strategic decision-making.*** | |
| **Assessment Instruments for Intended Student Learning Outcomes—**  **Direct Measures of Student Learning:** | **Performance Objectives (Targets/Criteria) for Direct Measures:** |
| 1. *Direct Measure 1*   **MKTG404 – Business-to-Business Marketing: Comprehensive Case Study**  Portfolio Project Program ISLOs Assessed by this Measure:  ***#1 Apply key marketing principles and concepts in a Business-to-Business context.***  ***#2 Develop Business-to-Business marketing strategies to inform strategic decision-making.*** | *Objective (Target/Criterion) for Direct Measure 1*  *85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.* |
| **Assessment Instruments for Intended Student Learning Outcomes—**  **Indirect Measures of Student Learning:** | **Performance Objectives (Targets/Criteria) for Indirect Measures:** |
| 1. *Indirect Measure 1*   ***Student Survey of Student Learning***  Program ISLOs Assessed by this Measure:  ***#1 Apply key marketing principles and concepts in a Business-to-Business context.***  ***#2 Develop Business-to-Business marketing strategies to inform strategic decision-making.*** | *Objective (Target/Criterion) for Indirect Measure 1*  *85% of student responses state gaining proficiency in the learning outcomes.* |
| **Learning Assessment Results: *BBA – Marketing: Business to Business Specialty*** | | |
| **Summary of Results from Implementing Direct Measures of Student Learning:** | | |
| 1. *Summary of Results for Direct Measure 1*   **MKTG404 – Business-to-Business Marketing: Comprehensive Case Study**  Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.  Portfolio Project Program ISLOs Assessed by this Measure:  ***#1 Apply key marketing principles and concepts in a Business-to-Business context.***  *N = 7*  *Results = 100%*  ***#2 Develop Business-to-Business marketing strategies to inform strategic decision-making.***  *N = 7*  *Results = 100%* | | |
| **Summary of Results from Implementing Indirect Measures of Student Learning:** | | |
| 1. *Summary of Results for Indirect Measure 1*   ***Student Survey of Student Learning***  Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.  Program ISLOs Assessed by this Measure:  ***#1 Apply key marketing principles and concepts in a Business-to-Business context.***  *N = 2*  *Results = 100%*  ***#2 Develop Business-to-Business marketing strategies to inform strategic decision-making.***  *N = 2*  *Results = 100%* | | |

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| **Summary of Achievement of Intended Student Learning Outcomes:** | | | | | | | | |
| **Intended Student Learning Outcomes** | **Learning Assessment Measures** | | | | | | | |
| **Program ISLOs** | ***Direct Measure 1 –***  ***MKTG404*** | ***Direct Measure 2*** | ***Direct Measure 3*** | ***Direct Measure 4*** | ***Indirect Measure 1 –***  ***Student Survey*** | ***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…** |
| 1. *Apply key marketing principles and concepts in a Business-to-Business context.* | Met |  |  |  | Met |  |  |  |
| 1. *Develop Business-to-Business marketing strategies to inform strategic decision-making.* | Met |  |  |  | Met |  |  |  |

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

BBA - Marketing: Professional Selling Specialty

**Section I: Student Learning Assessment**

## BBA – Marketing: Professional Selling Specialty

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| **Student Learning Assessment for: *BBA – Marketing: Professional Selling Specialty*** | |
| **Program Intended Student Learning Outcomes (Program ISLOs)** | |
| 1. *Program Learning Outcome 1:*   ***Develop and deliver sales presentations*** | |
| 1. *Program Learning Outcome 2:*   ***Apply sales management concepts in the analyses, formulation, and evaluation of sales programs.*** | |
| **Assessment Instruments for Intended Student Learning Outcomes—**  **Direct Measures of Student Learning:** | **Performance Objectives (Targets/Criteria) for Direct Measures:** |
| 1. *Direct Measure 1*   **MKTG342 – Advanced Professional Selling: *Role Play as Seller***  Portfolio Project Program ISLOs Assessed by this Measure:  ***#1 Develop and deliver sales presentations.*** | *Objective (Target/Criterion) for Direct Measure 1*  *85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.* |
| 1. *Direct Measure 2*   **MKTG305 – Sales Management: *Comprehensive Case Study***  Portfolio Project Program ISLOs Assessed by this Measure:  ***#1 Develop and deliver sales presentations.***  ***#2 Apply sales management concepts in the analyses, formulation, and evaluation of sales programs.*** | *Objective (Target/Criterion) for Direct Measure 1*  *85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.* |
| **Assessment Instruments for Intended Student Learning Outcomes—**  **Indirect Measures of Student Learning:** | **Performance Objectives (Targets/Criteria) for Indirect Measures:** |
| 1. *Indirect Measure 1*   ***Student Survey of Student Learning***  Program ISLOs Assessed by this Measure:  ***#1 Develop and deliver sales presentations.***  ***#2 Apply sales management concepts in the analyses, formulation, and evaluation of sales programs.*** | *Objective (Target/Criterion) for Indirect Measure 1*  *85% of student responses state gaining proficiency in the learning outcomes.* |
| **Learning Assessment Results: *BBA – Marketing: Professional Selling Specialty*** | | |
| **Summary of Results from Implementing Direct Measures of Student Learning:** | | |
| 1. *Summary of Results for Direct Measure 1*   **MKTG342 – Advanced Professional Selling: *Role Play as Seller***  Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.  Portfolio Project Program ISLOs Assessed by this Measure:  ***#1 Develop and deliver sales presentations.***  *N = 5*  *Results = 100%* | | |
| 1. *Summary of Results for Direct Measure 2*   **MKTG305 – Sales Management: *Comprehensive Case Study***  Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.  Portfolio Project Program ISLOs Assessed by this Measure:  ***#1 Develop and deliver sales presentations.***  *N = 19*  *Results = 100%*  ***#2 Apply sales management concepts in the analyses, formulation, and evaluation of sales programs.***  *N = 19*  *Results = 100%* | | |
| **Summary of Results from Implementing Indirect Measures of Student Learning:** | | |
| 1. *Summary of Results for Indirect Measure 1*   ***Student Survey of Student Learning***  Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.  Program ISLOs Assessed by this Measure:  ***#1 Develop and deliver sales presentations.***  *N = 3*  *Results = 100%*  ***#2 Apply sales management concepts in the analyses, formulation, and evaluation of sales programs.***  *N = 3*  *Results = 100%* | | |

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| **Summary of Achievement of Intended Student Learning Outcomes:** | | | | | | | | |
| **Intended Student Learning Outcomes** | **Learning Assessment Measures** | | | | | | | |
| **Program ISLOs** | ***Direct Measure 1 –***  ***MKTG342*** | ***Direct Measure 2 –***  ***MKTG305*** | ***Direct Measure 3*** | ***Direct Measure 4*** | ***Indirect Measure 1 –***  ***Student Survey*** | ***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…** |
| 1. *Develop and deliver sales presentations.* | Met |  |  |  | Met |  |  |  |
| 1. *Apply sales management concepts in the analyses, formulation, and evaluation of sales programs.* | Met |  |  |  | Met |  |  |  |

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

BBA - Marketing: Sport Marketing Specialty

**Section I: Student Learning Assessment**

## BBA – Marketing: Sport Marketing Specialty

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| **Student Learning Assessment for: *BBA – Marketing: Sport Marketing Specialty*** | |
| **Program Intended Student Learning Outcomes (Program ISLOs)** | |
| 1. *Program Learning Outcome 1:*   ***Apply key marketing concepts in the context of sport marketing.*** | |
| 1. *Program Learning Outcome 2:*   ***Develop a communication plan to inform strategic planning in sport marketing.*** | |
| **Assessment Instruments for Intended Student Learning Outcomes—**  **Direct Measures of Student Learning:** | **Performance Objectives (Targets/Criteria) for Direct Measures:** |
| 1. *Direct Measure 1*   **MKTG350 – Sport Advertising and Promotion: Marketing Plan**  Portfolio Project Program ISLOs Assessed by this Measure:  ***#1 Apply key marketing concepts in the context of sport marketing context.***  ***#2 Develop a communication plan to inform strategic planning in sport marketing.*** | *Objective (Target/Criterion) for Direct Measure 1*  *85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.* |
| **Assessment Instruments for Intended Student Learning Outcomes—**  **Indirect Measures of Student Learning:** | **Performance Objectives (Targets/Criteria) for Indirect Measures:** |
| 1. *Indirect Measure 1*   ***Student Survey of Student Learning***  Program ISLOs Assessed by this Measure:  ***#1 Apply key marketing concepts in the context of sport marketing context.***  ***#2 Develop a communication plan to inform strategic planning in sport marketing.*** | *Objective (Target/Criterion) for Indirect Measure 1*  *85% of student responses state gaining proficiency in the learning outcomes.* |
| **Learning Assessment Results: *BBA – Marketing: Professional Selling Specialty*** | | |
| **Summary of Results from Implementing Direct Measures of Student Learning:** | | |
| 1. *Summary of Results for Direct Measure 1*   **MKTG350 – Sport Advertising and Promotion: Marketing Plan**  Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.  Portfolio Project Program ISLOs Assessed by this Measure:  ***#1 Apply key marketing concepts in the context of sport marketing context.***  *N = 51*  *Results = 88%*  ***#2 Develop a communication plan to inform strategic planning in sport marketing.***  *N = 51*  *Results = 88%* | | |
| **Summary of Results from Implementing Indirect Measures of Student Learning:** | | |
| 1. *Summary of Results for Indirect Measure 1*   ***Student Survey of Student Learning***  Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.  Program ISLOs Assessed by this Measure:  ***#1 Apply key marketing concepts in the context of sport marketing context.***  *N = 3*  *Results = 100%*  ***#2 Develop a communication plan to inform strategic planning in sport marketing.***  *N = 3*  *Results = 100%* | | |

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| **Summary of Achievement of Intended Student Learning Outcomes:** | | | | | | | | |
| **Intended Student Learning Outcomes** | **Learning Assessment Measures** | | | | | | | |
| **Program ISLOs** | ***Direct Measure 1 –***  ***MKTG350*** | ***Direct Measure 2*** | ***Direct Measure 3*** | ***Direct Measure 4*** | ***Indirect Measure 1 – Student Survey*** | ***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…** |
| 1. *Apply key marketing concepts in the context of sport marketing context.* | Met |  |  |  | Met |  |  |  |
| 1. *Develop a communication plan to inform strategic planning in sport marketing.* | Met |  |  |  | Met |  |  |  |

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

BBA - Management

**Section I: Student Learning Assessment**

## BBA - Management

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| **Student Learning Assessment for: *BBA – Management*** | |
| **Program Intended Student Learning Outcomes (Program ISLOs)** | |
| 1. *Program Learning Outcome 1:*   ***Integrate key concepts of management to create a business plan.*** | |
| 1. *Program Learning Outcome 2:*   ***Develop and prepare an implementation strategy for business communication plans based on professional standards*** | |
| 1. *Program Learning Outcome 3:*   **Develop business decisions based on distinctions in cultural and operational business practices.** | |
| **Assessment Instruments for Intended Student Learning Outcomes—**  **Direct Measures of Student Learning:** | **Performance Objectives (Targets/Criteria) for Direct Measures:** |
| 1. *Direct Measure 1*   **BUSN495 – Business Planning Capstone: Business Plan**  Portfolio Project Program ISLOs Assessed by this Measure:  ***#1 Integrate key concepts of management to create a business plan.***  ***#2 Develop business communication based on professional standards.***  ***#3 Apply knowledge of the global environment to business decisions.*** | *Objective (Target/Criterion) for Direct Measure 1*  *85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.* |
| 1. *Direct Measure 2*   **BUSN225 – International Business**  ***Virtual Developing Country Trade Project***  Portfolio Project Program ISLOs Assessed by this Measure:  ***#1 Integrate key concepts of management to create a business plan.***  ***#2 Develop business communication based on professional standards*.**  ***#3 Apply knowledge of the global environment to business decisions.*** | *Objective (Target/Criterion) for Direct Measure 1*  *85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.* |
| **Assessment Instruments for Intended Student Learning Outcomes—**  **Indirect Measures of Student Learning:** | **Performance Objectives (Targets/Criteria) for Indirect Measures:** |
| 1. *Indirect Measure 1*   ***Student Survey of Student Learning***  Program ISLOs Assessed by this Measure:  ***#1 Integrate key concepts of management to create a business plan.***  ***#2 Develop business communication based on professional standards.***  **#3 Apply knowledge of the global environment to business decisions.** | *Objective (Target/Criterion) for Indirect Measure 1*  *85% of student responses state gaining proficiency in the learning outcomes.* |
| **Learning Assessment Results: *BBA – Managment*** | | |
| **Summary of Results from Implementing Direct Measures of Student Learning:** | | |
| 1. *Summary of Results for Direct Measure 1*   **BUSN495 – Business Planning Capstone: Business Plan**  Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.  Portfolio Project Program ISLOs Assessed by this Measure:  ***#1 Integrate key concepts of management to create a business plan.***  *N = 59*  *Results = 98%*  ***#2 Develop business communication based on professional standards.***  *N = 59*  *Results = 98%*  ***#3 Apply knowledge of the global environment to business decisions.***  *N = 59*  *Results = 81%* | | |
| 1. *Summary of Results for Direct Measure 2*   **BUSN225 – International Business**  ***Virtual Developing Country Trade Project***  Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.  Portfolio Project Program ISLOs Assessed by this Measure:  ***#1 Integrate key concepts of management to create a business plan.***  *N = 482*  *Results = 90%*  ***#2 Develop business communication based on professional standards*.**  *N = 482*  *Results = 90%*  ***#3 Apply knowledge of the global environment to business decisions.***  *N = 482*  *Results = 92%* | | |
| **Summary of Results from Implementing Indirect Measures of Student Learning:** | | |
| 1. *Summary of Results for Indirect Measure 1*   ***Student Survey of Student Learning***  Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.  Program ISLOs Assessed by this Measure:  ***#1 Integrate key concepts of management to create a business plan.***  *N = 80*  *Results = 100%*  ***#2 Develop business communication based on professional standards.***  *N = 80*  *Results = 99%*  **#3 Apply knowledge of the global environment to business decisions.**  *N = 80*  *Results = 99%* | | |

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| **Summary of Achievement of Intended Student Learning Outcomes:** | | | | | | | | |
| **Intended Student Learning Outcomes** | **Learning Assessment Measures** | | | | | | | |
| **Program ISLOs** | ***Direct Measure 1 –***  ***BUSN495*** | ***Direct Measure 2 – BUSN225*** | ***Direct Measure 3*** | ***Direct Measure 4*** | ***Indirect Measure 1 – Student Survey*** | ***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…** |
| 1. *Integrate key concepts of management to create a business plan.* | Met | Met |  |  | Met |  |  |  |
| 1. *Develop business communication based on professional standards.* | Met | Met |  |  | Met |  |  |  |
| 1. Apply knowledge of the global environment to business decisions. | Not  Met | Met |  |  | Met |  |  |  |

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| **Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:** |
| 1. *Course of Action 1: Learning outcome #3 was not met. However, the indirect measure shows that performance targets were met from the student perspective.*   ***Action Plan***: *During the 2017-2018 academic year, the Legal Studies Department will meet to discuss the results and use them to inform curriculum improvement.* |

BBA - Management: Entrepreneurial Management Specialty

**Section I: Student Learning Assessment**

## BBA – Management: Entrepreneurial Management Specialty

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| **Student Learning Assessment for: *BBA – Management: Entrepreneurial Management Specialty*** | |
| **Program Intended Student Learning Outcomes (Program ISLOs)** | |
| 1. *Program Learning Outcome 1:*   ***Analyze external and internal environments to assess entrepreneurial opportunities.*** | |
| **Assessment Instruments for Intended Student Learning Outcomes—**  **Direct Measures of Student Learning:** | **Performance Objectives (Targets/Criteria) for Direct Measures:** |
| 1. *Direct Measure 1*   **BUSN311 – Business Planning for Entrepreneurs: Business Plan**  Portfolio Project Program ISLOs Assessed by this Measure:  ***#1 Analyze external and internal environments to assess entrepreneurial opportunities.*** | *Objective (Target/Criterion) for Direct Measure 1*  *85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.* |
| **Assessment Instruments for Intended Student Learning Outcomes—**  **Indirect Measures of Student Learning:** | **Performance Objectives (Targets/Criteria) for Indirect Measures:** |
| 1. *Indirect Measure 1*   ***Student Survey of Student Learning***  Program ISLOs Assessed by this Measure:  ***#1 Analyze external and internal environments to assess entrepreneurial opportunities.*** | *Objective (Target/Criterion) for Indirect Measure 1*  *85% of student responses state gaining proficiency in the learning outcomes.* |
| **Learning Assessment Results: *BBA – Management: Entrepreneurial Management Specialty*** | | |
| **Summary of Results from Implementing Direct Measures of Student Learning:** | | |
| 1. *Summary of Results for Direct Measure 1*   **BUSN311 – Business Planning for Entrepreneurs: Business Plan**  Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.  Portfolio Project Program ISLOs Assessed by this Measure:  ***#1 Analyze external and internal environments to assess entrepreneurial opportunities.***  *N = 12*  *Results = 100%* | | |
| **Summary of Results from Implementing Indirect Measures of Student Learning:** | | |
| 1. *Summary of Results for Indirect Measure 1*   ***Student Survey of Student Learning***  Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.  Program ISLOs Assessed by this Measure:  ***#1 Analyze external and internal environments to assess entrepreneurial opportunities.***  *N = 9 Results = 78%* | | |

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| **Summary of Achievement of Intended Student Learning Outcomes:** | | | | | | | | |
| **Intended Student Learning Outcomes** | **Learning Assessment Measures** | | | | | | | |
| **Program ISLOs** | ***Direct Measure 1 –***  ***BUSN311*** | ***Direct Measure 2*** | ***Direct Measure 3*** | ***Direct Measure 4*** | ***Indirect Measure 1 – Student Survey*** | ***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…** |
| 1. *Analyze external and internal environments to assess entrepreneurial opportunities.* | Met |  |  |  | Not  Met |  |  |  |

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| **Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:** |
| 1. *Course of Action 1: The indirect measure shows that performance target was not met from the student perspective. However, the learning*   *outcome was met.*  ***Action Plan***: *During the 2017-2018 academic year, the Management Department will meet to discuss the results and inform curriculum changes to enhance student experiences in the program.* |

BBA - Management: Global Project Management Specialty

**Section I: Student Learning Assessment**

## BBA – Management: Global Project Management Specialty

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| **Student Learning Assessment for: *BBA – Management: Global Project Management Specialty*** | |
| **Program Intended Student Learning Outcomes (Program ISLOs)** | |
| 1. *Program Learning Outcome 1:*   ***Create a project schedule and resource plan using industry standard tools.*** | |
| **Assessment Instruments for Intended Student Learning Outcomes—**  **Direct Measures of Student Learning:** | **Performance Objectives (Targets/Criteria) for Direct Measures:** |
| 1. *Direct Measure 1*   **GPMT385 – Project Scheduling with Agile Project Schedule & Resource** **Plan**  Portfolio Project Program ISLOs Assessed by this Measure:  ***#1 Create a project schedule and resource plan using industry standard tools.*** | *Objective (Target/Criterion) for Direct Measure 1*  *85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.* |
| **Assessment Instruments for Intended Student Learning Outcomes—**  **Indirect Measures of Student Learning:** | **Performance Objectives (Targets/Criteria) for Indirect Measures:** |
| 1. *Indirect Measure 1*   ***Student Survey of Student Learning***  Program ISLOs Assessed by this Measure:  ***#1 Create a project schedule and resource plan using industry standard tools.*** | *Objective (Target/Criterion) for Indirect Measure 1*  *85% of student responses state gaining proficiency in the learning outcomes.* |
| **Learning Assessment Results: *BBA – Management: Global Project Management Specialty*** | | |
| **Summary of Results from Implementing Direct Measures of Student Learning:** | | |
| 1. *Summary of Results for Direct Measure 1*   **GPMT385 – Project Scheduling with Agile Project Schedule & Resource** **Plan**  Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.  Portfolio Project Program ISLOs Assessed by this Measure:  ***#1 Create a project schedule and resource plan using industry standard tools.***  *N = 46*  *Results = 93%* | | |
| **Summary of Results from Implementing Indirect Measures of Student Learning:** | | |
| 1. *Summary of Results for Indirect Measure 1*   ***Student Survey of Student Learning***  Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.  Program ISLOs Assessed by this Measure:  ***#1 Create a project schedule and resource plan using industry standard tools.***  *N = 2*  *Results = 100%* | | |

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| **Summary of Achievement of Intended Student Learning Outcomes:** | | | | | | | | |
| **Intended Student Learning Outcomes** | **Learning Assessment Measures** | | | | | | | |
| **Program ISLOs** | ***Direct Measure 1 –***  ***GPMT385*** | ***Direct Measure 2*** | ***Direct Measure 3*** | ***Direct Measure 4*** | ***Indirect Measure 1 – Student Survey*** | ***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…** |
| 1. *Create a project schedule and resource plan using industry standard tools.* | Met |  |  |  | Met |  |  |  |

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

BBA - Management: Leadership Specialty

**Section I: Student Learning Assessment**

## BBA – Management: Leadership Specialty

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| **Student Learning Assessment for: *BBA – Management: Leadership Specialty*** | |
| **Program Intended Student Learning Outcomes (Program ISLOs)** | |
| 1. *Program Learning Outcome 1:*   ***Apply the key concepts of a leadership to create a personal development plan*** | |
| **Assessment Instruments for Intended Student Learning Outcomes—**  **Direct Measures of Student Learning:** | **Performance Objectives (Targets/Criteria) for Direct Measures:** |
| 1. *Direct Measure 1*   **MGMT435 – Leadership Challenges Seminar:** Leadership Analysis Paper  Portfolio Project Program ISLOs Assessed by this Measure:  ***#1 Apply the key concepts of a leadership to create a personal development plan.*** | *Objective (Target/Criterion) for Direct Measure 1*  *85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.* |
| **Assessment Instruments for Intended Student Learning Outcomes—**  **Indirect Measures of Student Learning:** | **Performance Objectives (Targets/Criteria) for Indirect Measures:** |
| 1. *Indirect Measure 1*   ***Student Survey of Student Learning***  Program ISLOs Assessed by this Measure:  ***#1 Apply the key concepts of a leadership to create a personal development plan.*** | *Objective (Target/Criterion) for Indirect Measure 1*  *85% of student responses state gaining proficiency in the learning outcomes.* |
| **Learning Assessment Results: *BBA – Management: Leadership Specialty*** | | |
| **Summary of Results from Implementing Direct Measures of Student Learning:** | | |
| 1. *Summary of Results for Direct Measure 1*   **MGMT435 – Leadership Challenges Seminar:** Leadership Analysis Paper  Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.  Portfolio Project Program ISLOs Assessed by this Measure:  ***#1 Apply the key concepts of a leadership to create a personal development plan.***  *N = 21*  *Results = 90%* | | |
| **Summary of Results from Implementing Indirect Measures of Student Learning:** | | |
| 1. *Summary of Results for Indirect Measure 1*   ***Student Survey of Student Learning***  Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.  Program ISLOs Assessed by this Measure:  ***#1 Apply the key concepts of a leadership to create a personal development plan.***  *N = 14*  *Results = 100%* | | |

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| **Summary of Achievement of Intended Student Learning Outcomes:** | | | | | | | | |
| **Intended Student Learning Outcomes** | **Learning Assessment Measures** | | | | | | | |
| **Program ISLOs** | ***Direct Measure 1 –***  ***MGMT435*** | ***Direct Measure 2*** | ***Direct Measure 3*** | ***Direct Measure 4*** | ***Indirect Measure 1 – Student Survey*** | ***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…** |
| 1. *Apply the key concepts of a leadership to create a personal development plan.* | Met |  |  |  | Met |  |  |  |

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

BBA - Management: Risk Management and Insurance Specialty

**Section I: Student Learning Assessment**

## BBA – Management: Risk Management and Insurance Specialty

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| **Student Learning Assessment for: *BBA – Management: Risk Management and Insurance Specialty*** | |
| **Program Intended Student Learning Outcomes (Program ISLOs)** | |
| 1. *Program Learning Outcome 1:*   ***Assess the potential strategies of an organization to mitigate risk and legal/financial exposure in the insurance industry.*** | |
| **Assessment Instruments for Intended Student Learning Outcomes—**  **Direct Measures of Student Learning:** | **Performance Objectives (Targets/Criteria) for Direct Measures:** |
| 1. *Direct Measure 1*   **RMGI454 – Risk Management Case Study**  Portfolio Project Program ISLOs Assessed by this Measure:  ***#1 Assess the potential strategies of an organization to mitigate risk and legal/financial exposure.*** | *Objective (Target/Criterion) for Direct Measure 1*  *85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.* |
| **Assessment Instruments for Intended Student Learning Outcomes—**  **Indirect Measures of Student Learning:** | **Performance Objectives (Targets/Criteria) for Indirect Measures:** |
| 1. *Indirect Measure 1*   ***Student Survey of Student Learning***  Program ISLOs Assessed by this Measure:  ***#1 Assess the potential strategies of an organization to mitigate risk and legal/financial exposure.*** | *Objective (Target/Criterion) for Indirect Measure 1*  *85% of student responses state gaining proficiency in the learning outcomes.* |
| **Learning Assessment Results: *BBA – Management: Risk Management and Insurance Specialty*** | | |
| **Summary of Results from Implementing Direct Measures of Student Learning:** | | |
| 1. *Summary of Results for Direct Measure 1*   **RMGI454 – Risk Management Case Study**  Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.  Portfolio Project Program ISLOs Assessed by this Measure:  ***#1 Assess the potential strategies of an organization to mitigate risk and legal/financial exposure.***  *N = 4*  *Results = 100%* | | |
| **Summary of Results from Implementing Indirect Measures of Student Learning:** | | |
| 1. *Summary of Results for Indirect Measure 1*   ***Student Survey of Student Learning***  Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.  Program ISLOs Assessed by this Measure:  ***#1 Assess the potential strategies of an organization to mitigate risk and legal/financial exposure.***  *N = 2*  *Results = 100%* | | |

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| **Summary of Achievement of Intended Student Learning Outcomes:** | | | | | | | | |
| **Intended Student Learning Outcomes** | **Learning Assessment Measures** | | | | | | | |
| **Program ISLOs** | ***Direct Measure 1 –***  ***RMGI454*** | ***Direct Measure 2*** | ***Direct Measure 3*** | ***Direct Measure 4*** | ***Indirect Measure 1 – Student Survey*** | ***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…** |
| 1. *Assess the potential strategies of an organization to mitigate risk and legal/financial exposure.* | Met |  |  |  | Met |  |  |  |

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

BBA - Management: Sport Management Specialty

**Section I: Student Learning Assessment**

## BBA – Management: Sport Management Specialty

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| **Student Learning Assessment for: *BBA – Management: Sport Management Specialty*** | |
| **Program Intended Student Learning Outcomes (Program ISLOs)** | |
| 1. *Program Learning Outcome 1:*   ***Analyze sport management problems and opportunities to inform decision-making.*** | |
| **Assessment Instruments for Intended Student Learning Outcomes—**  **Direct Measures of Student Learning:** | **Performance Objectives (Targets/Criteria) for Direct Measures:** |
| 1. *Direct Measure 1*   **MGMT(SPMG)445 – Global Sport Industry Essay**  Portfolio Project Program ISLOs Assessed by this Measure:  ***#1 Analyze sport management problems and opportunities to inform decision-making.*** | *Objective (Target/Criterion) for Direct Measure 1*  *85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.* |
| **Assessment Instruments for Intended Student Learning Outcomes—**  **Indirect Measures of Student Learning:** | **Performance Objectives (Targets/Criteria) for Indirect Measures:** |
| 1. *Indirect Measure 1*   ***Student Survey of Student Learning***  Program ISLOs Assessed by this Measure:  ***#1 Analyze sport management problems and opportunities to inform decision-making. .*** | *Objective (Target/Criterion) for Indirect Measure 1*  *85% of student responses state gaining proficiency in the learning outcomes.* |
| **Learning Assessment Results: *BBA – Management: Sport Management Specialty*** | | |
| **Summary of Results from Implementing Direct Measures of Student Learning:** | | |
| 1. *Summary of Results for Direct Measure 1*   **MGMT(SPMG)445 – Global Sport Industry Essay**  Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.  Portfolio Project Program ISLOs Assessed by this Measure:  ***#1 Analyze sport management problems and opportunities to inform decision-making.***  *N = 14*  *Results = 93%* | | |
| **Summary of Results from Implementing Indirect Measures of Student Learning:** | | |
| 1. *Summary of Results for Indirect Measure 1*   ***Student Survey of Student Learning***  Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.  Program ISLOs Assessed by this Measure:  ***#1 Analyze sport management problems and opportunities to inform decision-making.***  *N = N/A*  *Results = N/A* | | |

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| **Summary of Achievement of Intended Student Learning Outcomes:** | | | | | | | | |
| **Intended Student Learning Outcomes** | **Learning Assessment Measures** | | | | | | | |
| **Program ISLOs** | ***Direct Measure 1 –***  ***MGMT(SPMG)445*** | ***Direct Measure 2*** | ***Direct Measure 3*** | ***Direct Measure 4*** | ***Indirect Measure 1 –***  ***Student Survey*** | ***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…** |
| 1. *Analyze sport management problems and opportunities to inform decision-making.* | Met |  |  |  | No data |  |  |  |

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

BBA - Management: Sustainable Business Development Specialty

**Section I: Student Learning Assessment**

## BBA – Management: Sustainable Business Development Specialty

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| **Student Learning Assessment for: *BBA – Management: Sustainable Business Development Specialty*** | |
| **Program Intended Student Learning Outcomes (Program ISLOs)** | |
| 1. *Program Learning Outcome 1:*   ***Apply the Sustainability Triple Bottom Line concept to organizational challenges.*** | |
| **Assessment Instruments for Intended Student Learning Outcomes—**  **Direct Measures of Student Learning:** | **Performance Objectives (Targets/Criteria) for Direct Measures:** |
| 1. *Direct Measure 1*   **MGMT450 – Sustainable Global Business Design and Strategy:**  **Research Paper**  Portfolio Project Program ISLOs Assessed by this Measure:  ***#1 Apply the Sustainability Triple Bottom Line concept to organizational challenges.*** | *Objective (Target/Criterion) for Direct Measure 1*  *85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.* |
| **Assessment Instruments for Intended Student Learning Outcomes—**  **Indirect Measures of Student Learning:** | **Performance Objectives (Targets/Criteria) for Indirect Measures:** |
| 1. *Indirect Measure 1*   ***Student Survey of Student Learning***  Program ISLOs Assessed by this Measure:  ***#1 Apply the Sustainability Triple Bottom Line concept to organizational challenges.*** | *Objective (Target/Criterion) for Indirect Measure 1*  *85% of student responses state gaining proficiency in the learning outcomes.* |
| **Learning Assessment Results: *BBA – Management: Sustainable Business Development Specialty*** | | |
| **Summary of Results from Implementing Direct Measures of Student Learning:** | | |
| 1. *Summary of Results for Direct Measure 1*   **MGMT450 – Sustainable Global Business Design and Strategy:**  **Research Paper**  Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.  Portfolio Project Program ISLOs Assessed by this Measure:  ***#1 Apply the Sustainability Triple Bottom Line concept to organizational challenges.***  *N = N/A – not offered this academic year*  *Results = N/A* | | |
| **Summary of Results from Implementing Indirect Measures of Student Learning:** | | |
| 1. *Summary of Results for Indirect Measure 1*   ***Student Survey of Student Learning***  Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.  Program ISLOs Assessed by this Measure:  ***#1 Apply the Sustainability Triple Bottom Line concept to organizational challenges.***  *N = 2*  *Results = 100%* | | |

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| **Summary of Achievement of Intended Student Learning Outcomes:** | | | | | | | | |
| **Intended Student Learning Outcomes** | **Learning Assessment Measures** | | | | | | | |
| **Program ISLOs** | ***Direct Measure 1 –***  ***MGMT450*** | ***Direct Measure 2*** | ***Direct Measure 3*** | ***Direct Measure 4*** | ***Indirect Measure 1 – Student Survey*** | ***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…** |
| 1. *Apply the Sustainability Triple Bottom Line concept to organizational challenges.* | Not |  |  |  | Met |  |  |  |

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

BBA - Sport Management

**Section I: Student Learning Assessment**

## BBA – Sport Management

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| **Student Learning Assessment for: *BBA – Sport Management*** | |
| **Program Intended Student Learning Outcomes (Program ISLOs)** | |
| 1. *Program Learning Outcome 1:*   ***Evaluate the laws and requirements of sport management governing bodies to develop compliant policies.*** | |
| 1. *Program Learning Outcome 2:*   ***Analyze sport management problems and opportunities to inform decision-making.*** | |
| 1. *Program Learning Outcome 3:*   ***Apply marketing concepts to the sports industry.*** | |
| **Assessment Instruments for Intended Student Learning Outcomes—**  **Direct Measures of Student Learning:** | **Performance Objectives (Targets/Criteria) for Direct Measures:** |
| 1. *Direct Measure 1*   **MGMT(SPMG)421 – Sport Governance and Regulation:**  **Final Policy Project**  Portfolio Project Program ISLOs Assessed by this Measure:  ***#1 Evaluate the laws and requirements of sport management governing bodies to develop compliant policies.***  ***#2* Analyze sport management problems and opportunities to inform decision-making.** | *Objective (Target/Criterion) for Direct Measure 1*  *85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.* |
| 1. *Direct Measure 2*   **MGMT(SPMG)445 – Global Sport Industry: Essay**  Portfolio Project Program ISLOs Assessed by this Measure:  ***#1 Evaluate the laws and requirements of sport management governing bodies to develop compliant policies.***  ***#2 Analyze sport management problems and opportunities to inform decision-making.*** | *Objective (Target/Criterion) for Direct Measure 1*  *85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.* |
| 1. *Direct Measure 3*   **MKTG350 – Sport Advertising and Promotion: Sports Marketing Plan**  Portfolio Project Program ISLOs Assessed by this Measure:  ***#2 Analyze sport management problems and opportunities to inform decision-making.***  ***#3 Apply marketing concepts to the sports industry.*** | *Objective (Target/Criterion) for Direct Measure 1*  *85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.* |
| **Assessment Instruments for Intended Student Learning Outcomes—**  **Indirect Measures of Student Learning:** | **Performance Objectives (Targets/Criteria) for Indirect Measures:** |
| 1. *Indirect Measure 1*   ***Student Survey of Student Learning***  Program ISLOs Assessed by this Measure:  ***#1 Evaluate the laws and requirements of sport management governing bodies to develop compliant policies*.**  ***#2 Analyze sport management problems and opportunities to inform decision-making.***  ***#3 Apply marketing concepts to the sports industry.*** | *Objective (Target/Criterion) for Indirect Measure 1*  *85% of student responses state gaining proficiency in the learning outcomes.* |
| **Learning Assessment Results: *BBA – Sport Management*** | | |
| **Summary of Results from Implementing Direct Measures of Student Learning:** | | |
| 1. *Summary of Results for Direct Measure 1*   **MGMT(SPMG)421 – Sport Governance and Regulation:**  **Final Policy Project**  Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.  Portfolio Project Program ISLOs Assessed by this Measure:  ***#1 Evaluate the laws and requirements of sport management governing bodies to develop compliant policies.***  *N = 45*  *Results = 67%*  ***#2* Analyze sport management problems and opportunities to inform decision-making.**  *N = 14 Results = 93%* | | |
| 1. *Summary of Results for Direct Measure 2*   **MGMT(SPMG)445 – Global Sport Industry: Essay**  Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.  Portfolio Project Program ISLOs Assessed by this Measure:  ***#1 Evaluate the laws and requirements of sport management governing bodies to develop compliant policies.***  *N = 14*  *Results = 93%*  ***#2 Analyze sport management problems and opportunities to inform decision-making.***  *N = 14*  *Results = 93%* | | |
| 1. *Summary of Results for Direct Measure 3*   **MKTG350 – Sport Advertising and Promotion: Sports Marketing Plan**  Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.  Portfolio Project Program ISLOs Assessed by this Measure:  ***#2 Analyze sport management problems and opportunities to inform decision-making.***  *N = 51*  *Results = 88%*  ***#3 Apply marketing concepts to the sports industry.***  *N = 51*  *Results = 90%* | | |
| **Summary of Results from Implementing Indirect Measures of Student Learning:** | | |
| 1. *Summary of Results for Indirect Measure 1*   ***Student Survey of Student Learning***  Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.  Program ISLOs Assessed by this Measure:  ***#1 Evaluate the laws and requirements of sport management governing bodies to develop compliant policies*.**  *N = 18*  *Results = 94%*  ***#2 Analyze sport management problems and opportunities to inform decision-making.***  *N = 18*  *Results = 100%*  ***#3 Apply marketing concepts to the sports industry.***  *N = 18*  *Results = 100%* | | |

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| **Summary of Achievement of Intended Student Learning Outcomes:** | | | | | | | | |
| **Intended Student Learning Outcomes** | **Learning Assessment Measures** | | | | | | | |
| **Program ISLOs** | ***Direct Measure 1 –***  ***MGMT(SPMG)421*** | ***Direct Measure 2 – MGMT(SPMG)445*** | ***Direct Measure 3 –***  ***MKTG350*** | ***Direct Measure 4*** | ***Indirect Measure 1 – Student Survey*** | ***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…** |
| 1. *Evaluate the laws and requirements of sport management governing bodies to develop compliant policies*. | Met | Met | Met |  | Met |  |  |  |
| 1. *Analyze sport management problems and opportunities to inform decision-making.* | Met | Not  Met | Met |  | Met |  |  |  |
| 1. *Apply marketing concepts to the sports industry.* | Met | Met | Met |  | Met |  |  |  |

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| **Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:** |
| 1. *Course of Action 1: Direct Measure #2 - Learning outcome #2 was not met. However, the indirect measure shows that performance targets were*   *met from the student perspective.*  ***Action Plan***: *During the 2017-2018 academic year, the Sport Management Deparment will meet to discuss the results and use them to inform curriculum improvement.* |

BBA - General Business

**Section I: Student Learning Assessment**

## BBA – General Business

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| **Student Learning Assessment for: *BBA – General Business*** | |
| **Program Intended Student Learning Outcomes (Program ISLOs)** | |
| 1. *Program Learning Outcome 1:*   ***Apply research skills to business problems and challenges.*** | |
| 1. *Program Learning Outcome 2:*   ***Apply concepts of international business strategy to business decisions.*** | |
| 1. *Program Learning Outcome 3:*   ***Develop and present a business plan.*** | |
| **Assessment Instruments for Intended Student Learning Outcomes—**  **Direct Measures of Student Learning:** | **Performance Objectives (Targets/Criteria) for Direct Measures:** |
| 1. *Direct Measure 1*   **BUSN495 – Business Planning Capstone: Business Plan**  Portfolio Project Program ISLOs Assessed by this Measure:  ***#1 Apply research skills to business problems and challenges.***  ***#2 Demonstrate concepts of international business.***  ***#3 Develop and present a business plan.*** | *Objective (Target/Criterion) for Direct Measure 1*  *85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.* |
| **Assessment Instruments for Intended Student Learning Outcomes—**  **Indirect Measures of Student Learning:** | **Performance Objectives (Targets/Criteria) for Indirect Measures:** |
| 1. *Indirect Measure 1*   ***Student Survey of Student Learning***  Program ISLOs Assessed by this Measure:  ***#1 Apply research skills to business problems and challenges.***  ***#2 Demonstrate concepts of international business.***  ***#3 Develop and present a business plan.*** | *Objective (Target/Criterion) for Indirect Measure 1*  *85% of student responses state gaining proficiency in the learning outcomes.* |
| **Learning Assessment Results: *BBA General Business*** | | |
| **Summary of Results from Implementing Direct Measures of Student Learning:** | | |
| 1. *Summary of Results for Direct Measure 1*   **BUSN495 – Business Planning Capstone: Business Plan**  Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.  Portfolio Project Program ISLOs Assessed by this Measure:  ***#1 Apply research skills to business problems and challenges.***  *N = 49*  *Results = 98%*  ***#2 Demonstrate concepts of international business.***  *N = 49*  *Results = 78%*  ***#3 Develop and present a business plan.***  *N = 49*  *Results = 98%* | | |
| **Summary of Results from Implementing Indirect Measures of Student Learning:** | | |
| 1. *Summary of Results for Indirect Measure 1*   ***Student Survey of Student Learning***  Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.  Program ISLOs Assessed by this Measure:  ***#1 Apply research skills to business problems and challenges.***  *N = 77*  *Results = 98%*  ***#2 Demonstrate concepts of international business.***  *N = 78*  *Results = 100%*  ***#3 Develop and present a business plan.***  *N = 76*  *Results = 92%* | | |

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| **Summary of Achievement of Intended Student Learning Outcomes:** | | | | | | | | |
| **Intended Student Learning Outcomes** | **Learning Assessment Measures** | | | | | | | |
| **Program ISLOs** | ***Direct Measure 1 –***  ***BUSN495*** | ***Direct Measure 2*** | ***Direct Measure 3*** | ***Direct Measure 4*** | ***Indirect Measure 1 –***  ***Student Survey*** | ***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…** |
| 1. *Apply research skills to business problems and challenges.* | Met |  |  |  | Met |  |  |  |
| 1. *Demonstrate concepts of international business.* | Not  Met |  |  |  | Met |  |  |  |
| 1. *Develop and present a business plan.* | Met |  |  |  | Met |  |  |  |

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| **Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:** |
| 1. *Course of Action 1: Learning outcome #2 was not met. However, the indirect measure shows that performance targets were*   *met from the student perspective.*  ***Action Plan***: *During the 2017-2018 academic year, the Business and Management Deparment will meet to discuss the results and use them to inform curriculum improvement.* |

BBA - International Business

**Section I: Student Learning Assessment**

## BBA – International Business

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| **Student Learning Assessment for: *BBA – International Business*** | |
| **Program Intended Student Learning Outcomes (Program ISLOs)** | |
| 1. *Program Learning Outcome 1:*   ***Assess the similarities and differences between domestic and international business operations.*** | |
| 1. *Program Learning Outcome 2:*   ***Analyze international business growth areas for business opportunities.*** | |
| 1. *Program Learning Outcome 3:*   **Evaluate the marketing challenges and opportunities companies encounter in a global environment.** | |
| 1. *Program Learning Outcome 4:*   ***Evaluate the impact of social, cultural, political, economic and ethical environments on international business strategy.*** | |
| 1. *Program Learning Outcome 5:*   ***Apply international finance concepts to organizational decision-making.*** | |
| **Assessment Instruments for Intended Student Learning Outcomes—**  **Direct Measures of Student Learning:** | **Performance Objectives (Targets/Criteria) for Direct Measures:** |
| 1. *Direct Measure 1*   **BUSN496 – International Business Capstone: *Case Study***  Portfolio Project Program ISLOs Assessed by this Measure:  ***#1 Assess the similarities and differences between domestic and international business operations.***  ***#2 Analyze international business growth areas for business opportunities.***  ***#3 Evaluate the marketing challenges and opportunities companies encounter in a global environment.***  ***#4 Evaluate the impact of social, cultural, political, economic and ethical environments on international business strategy.***  ***#5 Apply international finance concepts to organizational decision-making.*** | *Objective (Target/Criterion) for Direct Measure 1*  *85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.* |
| **Assessment Instruments for Intended Student Learning Outcomes—**  **Indirect Measures of Student Learning:** | **Performance Objectives (Targets/Criteria) for Indirect Measures:** |
| 1. *Indirect Measure 1*   ***Student Survey of Student Learning***  Program ISLOs Assessed by this Measure:  ***#1 Assess the similarities and differences between domestic and international business operations.***  ***#2 Analyze international business growth areas for business opportunities.***  ***#3 Evaluate the marketing challenges and opportunities companies encounter in a global environment.***  ***#4 Evaluate the impact of social, cultural, political, economic and ethical environments on international business strategy.***  ***#5 Apply international finance concepts to organizational decision-making.*** | *Objective (Target/Criterion) for Indirect Measure 1*  *85% of student responses state gaining proficiency in the learning outcomes.* |
| **Learning Assessment Results: *BBA International Business*** | | |
| **Summary of Results from Implementing Direct Measures of Student Learning:** | | |
| 1. *Summary of Results for Direct Measure 1*   **BUSN496 – International Business Capstone: *Case Study***  Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.  Portfolio Project Program ISLOs Assessed by this Measure:  ***#1 Assess the similarities and differences between domestic and international business operations.***  *N = 20*  *Results = 95%*  ***#2 Analyze international business growth areas for business opportunities.***  *N = 20*  *Results = 100%*  ***#3 Evaluate the marketing challenges and opportunities companies encounter in a global environment.***  *N = 20*  *Results = 100%*  ***#4 Evaluate the impact of social, cultural, political, economic and ethical environments on international business strategy.***  *N = 20*  *Results = 100%*  ***#5 Apply international finance concepts to organizational decision-making.***  *N = 20*  *Results = 95%* | | |
| **Summary of Results from Implementing Indirect Measures of Student Learning:** | | |
| 1. *Summary of Results for Indirect Measure 1*   ***Student Survey of Student Learning***  Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.  Program ISLOs Assessed by this Measure:  ***#1 Assess the similarities and differences between domestic and international business operations.***  *N = 10*  *Results = 100%*  ***#2 Analyze international business growth areas for business opportunities.***  *N = 10*  *Results = 100%*  ***#3 Evaluate the marketing challenges and opportunities companies encounter in a global environment.***  *N = 10*  *Results = 100%*  ***#4 Evaluate the impact of social, cultural, political, economic and ethical environments on international business strategy.***  *N = 10*  *Results = 100%*  ***#5 Apply international finance concepts to organizational decision-making.***  *N = 10*  *Results = 80%* | | |

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| **Summary of Achievement of Intended Student Learning Outcomes:** | | | | | | | | |
| **Intended Student Learning Outcomes** | **Learning Assessment Measures** | | | | | | | |
| **Program ISLOs** | ***Direct Measure 1 –***  ***BUSN496*** | ***Direct Measure 2*** | ***Direct Measure 3*** | ***Direct Measure 4*** | ***Indirect Measure 1 –***  ***Student Survey*** | ***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…** |
| 1. *Assess the similarities and differences between domestic and international business operations.* | Met |  |  |  | Met |  |  |  |
| 1. *Analyze international business growth areas for business opportunities.* | Met |  |  |  | Met |  |  |  |
| 1. *Evaluate the marketing challenges and opportunities companies encounter in a global environment.* | Met |  |  |  | Met |  |  |  |
| 1. *Evaluate the impact of social, cultural, political, economic and ethical environments on international business strategy.* | Met |  |  |  | Met |  |  |  |
| 1. *Apply international finance concepts to organizational decision-making.* | Met |  |  |  | Not  Met |  |  |  |

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| **Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:** |
| 1. *Course of Action 1: The indirect measure shows that performance target was not met from the student perspective. However, the learning*   *outcome was met.*  ***Action Plan***: *During the 2017-2018 academic year, the Management Department will meet to discuss the results and inform curriculum changes to enhance student experiences in the program.* |

Bachelor of Science Program (BS)

**Section I: Student Learning Assessment**

## Bachelor of Science Degree Program

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| **Student Learning Assessment for: *Bachelor of Science Program*** | |
| **Program Intended Student Learning Outcomes (Program ISLOs)** | |
| 1. *Program Learning Outcome 1:*   ***Apply business functional knowledge to inform decision-making in a business setting.*** | |
| 1. *Program Learning Outcome 2:*   ***Integrate the principles of professional business ethics utilized in business decision-making****.* | |
| 1. *Program Learning Outcome 3:*   ***Utilize computer application technologies in the creation of business documents.*** | |
| **Assessment Instruments for Intended Student Learning Outcomes—**  **Direct Measures of Student Learning:** | **Performance Objectives (Targets/Criteria) for Direct Measures:** |
| 1. *Direct Measure 1*   **LEGL301 – Business Organizations: Legal Business Portfolio**  Portfolio Project Program ISLOs Assessed by this Measure:  ***#1 Apply business functional knowledge to inform decision-making in a business setting.***  ***#3 Utilize computer application technologies in the creation of business documents.*** | *Objective (Target/Criterion) for Direct Measure 1*  *85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.* |
| 1. *Direct Measure 2*   **LEGL415 – Advanced Litigation: Trial Notebook**  Portfolio Project Program ISLOs Assessed by this Measure:  ***#2 Integrate the principles of professional business ethics utilized in business decision-making****.*  ***#3 Utilize computer application technologies in the creation of business documents.*** | *Objective (Target/Criterion) for Direct Measure 1*  *85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.* |
| **Assessment Instruments for Intended Student Learning Outcomes—**  **Indirect Measures of Student Learning:** | **Performance Objectives (Targets/Criteria) for Indirect Measures:** |
| 1. *Indirect Measure 1*   ***Faculty perception – Validation in accordance with American Bar Association Accreditation Standards.***  Program ISLOs Assessed by this Measure:  ***#1 Apply business functional knowledge to inform decision-making in a business setting.***  ***#2 Integrate the principles of professional business ethics utilized in business decision-making****.*  ***#3 Utilize computer application technologies in the creation of business documents.*** | *Objective (Target/Criterion) for Direct Measure 1*  *85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.* |
| 1. *Indirect Measure 2*   ***Student Survey of Student Learning***  Program ISLOs Assessed by this Measure:  ***#1 Apply business functional knowledge to inform decision-making in a business setting.***  ***#2 Integrate the principles of professional business ethics utilized in business decision-making****.*  ***#3 Utilize computer application technologies in the creation of business documents.*** | *Objective (Target/Criterion) for Indirect Measure 1*  *85% of student responses state gaining proficiency in the learning outcomes.* |
| **Learning Assessment Results: *Bachelor of Science Program*** | | |
| **Summary of Results from Implementing Direct Measures of Student Learning:** | | |
| 1. *Summary of Results for Direct Measure 1*   **LEGL301 – Business Organizations: Legal Business Portfolio**  Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.  Portfolio Project Program ISLOs Assessed by this Measure:  ***#1 Apply business functional knowledge to inform decision-making in a business setting.***  *N = 12*  *Results = 100%*  ***#3 Utilize computer application technologies in the creation of business documents.***  *N = 12*  *Results = 100%* | | |
| 1. *Summary of Results for Direct Measure 2*   **LEGL415 – Advanced Litigation: Trial Notebook**  Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.  Portfolio Project Program ISLOs Assessed by this Measure:  ***#2 Integrate the principles of professional business ethics utilized in business decision-making****.*  *N = 14*  *Results = 100%*  ***#3 Utilize computer application technologies in the creation of business documents.***  *N = 14*  *Results = 100%* | | |
| **Summary of Results from Implementing Indirect Measures of Student Learning:** | | |
| 1. *Summary of Results for Indirect Measure 1*   ***Faculty perception – Validation in accordance with American Bar Association Accreditation Standards.***  Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.  Program ISLOs Assessed by this Measure:  ***#1 Apply business functional knowledge to inform decision-making in a business setting.***  *N = 58*  *Results = 100%*  ***#2 Integrate the principles of professional business ethics utilized in business decision-making****.*  *N = 59*  *Results = 100%*  ***#3 Utilize computer application technologies in the creation of business documents.***  *N = 57*  *Results = 98%* | | |
| 1. *Summary of Results for Indirect Measure 2*   **Internship Evaluation given in LEGL490**  Performance Target: 85% of internship supervisors’ responses state students gained proficiency in the learning outcomes.  Program ISLOs Assessed by this Measure:  ***#1 Apply business functional knowledge to inform decision-making in a business setting.***  *N = 18*  *Results = 94%*  ***#2 Integrate the principles of professional business ethics utilized in business decision-making****.*  *N = 18*  *Results = 94%*  ***#3 Utilize computer application technologies in the creation of business documents.***  *N = 18*  *Results = 94%* | | |

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| **Summary of Achievement of Intended Student Learning Outcomes:** | | | | | | | | |
| **Intended Student Learning Outcomes** | **Learning Assessment Measures** | | | | | | | |
| **Program ISLOs** | ***Direct Measure 1 –***  ***LEGL301*** | ***Direct Measure 2 –***  ***LEGL415*** | ***Direct Measure 3*** | ***Direct Measure 4*** | ***Indirect Measure 1 –***  ***Faculty Survey*** | ***Indirect Measure 2 –***  ***Internship Evaluation*** | ***Indirect Measure 3*** | ***Indirect Measure 4*** |
| **Performance Target Was…** | **Performance Target Was…** | **Performance Target Was…** | **Performance Target Was…** | **Performance Target Was…** | **Performance Target Was…** | **Performance Target Was…** | **Performance Target Was…** |
| 1. *Apply business functional knowledge to inform decision-making in a business setting.* | Met | Met |  |  | Met | Met |  |  |
| 1. *Integrate the principles of professional business ethics utilized in business decision-making.* | Met | Met |  |  | Met | Met |  |  |
| 1. *Utilize computer application technologies in the creation of business documents.* | Met | Met |  |  | Met | Met |  |  |

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

BS - Paralegal Studies

**Section I: Student Learning Assessment**

## BS – Paralegal Studies

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| **Student Learning Assessment for: *BS – Paralegal Studies*** | |
| **Program Intended Student Learning Outcomes (Program ISLOs)** | |
| 1. *Program Learning Outcome 1:*   ***Create legal documents similar in content and quality to those routinely produced in business and personal legal services.*** | |
| 1. *Program Learning Outcome 2:*   ***Integrate the use of technology to facilitate the production of legal documents in the area of business and personal legal services.*** | |
| 1. *Program Learning Outcome 3:*   ***Recommend an ethical course of conduct by determining the appropriate application of the Code of Professional Responsibility to ethical dilemmas occurring in business and personal legal services.*** | |
| **Assessment Instruments for Intended Student Learning Outcomes—**  **Direct Measures of Student Learning:** | **Performance Objectives (Targets/Criteria) for Direct Measures:** |
| 1. *Direct Measure 1*   **LEGL415 – Advanced Litigation: *Trial Notebook***  Portfolio Project Program ISLOs Assessed by this Measure:  ***#1 Create legal documents similar in content and quality to those routinely produced in business and personal legal services.***  ***#2 Integrate the use of technology to facilitate the production of legal documents in the area of business and personal legal services.***  ***#3 Recommend an ethical course of conduct by determining the appropriate application of the Code of Professional Responsibility*** | *Objective (Target/Criterion) for Direct Measure 1*  *85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.* |
| **Assessment Instruments for Intended Student Learning Outcomes—**  **Indirect Measures of Student Learning:** | **Performance Objectives (Targets/Criteria) for Indirect Measures:** |
| 1. *Indirect Measure 1*   **Internship Evaluation given in LEGL490**  Performance Target: 85% of internship supervisors’ responses state students gained proficiency in the learning outcomes.  Program ISLOs Assessed by this Measure:  ***#1 Create legal documents similar in content and quality to those routinely produced in business and personal legal services.***  ***#2 Integrate the use of technology to facilitate the production of legal documents in the area of business and personal legal services.***  ***#3 Recommend an ethical course of conduct by determining the appropriate application of the Code of Professional Responsibility.*** | *Objective (Target/Criterion) for Direct Measure 1*  *85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.* |
| **Learning Assessment Results: *BS – Paralegal Studies*** | | |
| **Summary of Results from Implementing Direct Measures of Student Learning:** | | |
| 1. *Summary of Results for Direct Measure 1*   **LEGL415 – Advanced Litigation: *Trial Notebook***  Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.  Portfolio Project Program ISLOs Assessed by this Measure:  ***#1 Create legal documents similar in content and quality to those routinely produced in business and personal legal services.***  *N = 14*  *Results = 100%*    ***#2 Integrate the use of technology to facilitate the production of legal documents in the area of business and personal legal services.***  *N = 14*  *Results = 100%*  ***#3 Recommend an ethical course of conduct by determining the appropriate application of the Code of Professional Responsibility***  *N = 14*  *Results = 100%* | | |
| **Summary of Results from Implementing Indirect Measures of Student Learning:** | | |
| 1. *Summary of Results for Indirect Measure 1*   **Internship Evaluation given in LEGL490**  Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.  Program ISLOs Assessed by this Measure:  ***#1 Create legal documents similar in content and quality to those routinely produced in business and personal legal services.***  *N = 18*  *Results = 94%*  ***#2 Integrate the use of technology to facilitate the production of legal documents in the area of business and personal legal services.***  *N = 18*  *Results = 94%*  ***#3 Recommend an ethical course of conduct by determining the appropriate application of the Code of Professional Responsibility***  *N = 18*  *Results = 94%* | | |

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| **Summary of Achievement of Intended Student Learning Outcomes:** | | | | | | | | |
| **Intended Student Learning Outcomes** | **Learning Assessment Measures** | | | | | | | |
| **Program ISLOs** | ***Direct Measure 1 –***  ***LEGL415*** | ***Direct Measure 2*** | ***Direct Measure 3*** | ***Direct Measure 4*** | ***Indirect Measure 1 –***  ***Internship Evaluation*** | ***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…** |
| 1. *Create legal documents similar in content and quality to those routinely produced in business and personal legal services.* | Met |  |  |  | Met |  |  |  |
| 1. *Integrate the use of technology to facilitate the production of legal documents in the area of business and personal legal services.* | Met |  |  |  | Met |  |  |  |
| 1. *Recommend an ethical course of conduct by determining the appropriate application of the Code of Professional Responsibility.* | Met |  |  |  | Met |  |  |  |

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

**MASTERS-LEVEL PROGRAMS**

MBA (traditional format)

**Section I: Student Learning Assessment**

## MBA – Traditional Format

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| **Student Learning Assessment for: *Master Level Programs (MBA Traditional Format)*** | |
| **Program Intended Student Learning Outcomes (Program ISLOs)** | |
| 1. *Program Learning Outcome 1:*   ***Construct a situational analysis in order to develop business strategies and tactics.*** | |
| 1. *Program Learning Outcome 2:*   ***Integrate legal, ethical, and socially responsible constructs to make sound business decisions.*** | |
| 1. *Program Learning Outcome 3:*   ***Apply interpersonal oral communication with diverse audiences.*** | |
| 1. *Program Learning Outcome 4:*   ***Appraise collaborative leadership strategies to manage, influence, and lead in a global environment.*** | |
| 1. *Program Learning Outcome 5:*   ***Apply appropriate quantitative and qualitative inquiry methods to solve business problems*** | |
| **Assessment Instruments for Intended Student Learning Outcomes—**  **Direct Measures of Student Learning:** | **Performance Objectives (Targets/Criteria) for Direct Measures:** |
| 1. *Direct Measure 1*   **CAPS794 – Business integration Capstone: Business Integration Capstone**  Portfolio Project Program ISLOs Assessed by this Measure:  ***#1 Construct a situational analysis in order to develop business strategies and tactics.***  ***#2 Integrate legal, ethical, and socially responsible constructs to make sound business decisions.***  ***#3 Apply interpersonal oral communication with diverse audiences.***  ***#4 Appraise collaborative leadership strategies to manage, influence, and lead in a global environment.*** | *Objective (Target/Criterion) for Direct Measure 1*  *85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.* |
| 1. *Direct Measure 2*   **BUSN688 – Quantitative Business Analysis: Quantitative Business Analysis**  Portfolio Project Program ISLOs Assessed by this Measure:  ***#5 Apply appropriate quantitative and qualitative inquiry methods to solve business problems.*** | *Objective (Target/Criterion) for Direct Measure 1*  *85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.* |
| **Assessment Instruments for Intended Student Learning Outcomes—**  **Indirect Measures of Student Learning:** | **Performance Objectives (Targets/Criteria) for Indirect Measures:** |
| 1. *Indirect Measure 1*   ***Student reflection paper***  Program ISLOs Assessed by this Measure:  ***#1 Construct a situational analysis in order to develop business strategies and tactics.***  ***#2 Integrate legal, ethical, and socially responsible constructs to make sound business decisions.***  ***#3 Apply interpersonal oral communication with diverse audiences.***  ***#4 Appraise collaborative leadership strategies to manage, influence, and lead in a global environment.***  ***#5 Apply appropriate quantitative and qualitative inquiry methods to solve business problems.*** | *Objective (Target/Criterion) for Direct Measure 1*  *85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.* |
| 1. *Indirect Measure 2*   ***Student recommendation for the program; taken from grad student survey.***  Program ISLOs Assessed by this Measure:  ***#1 Construct a situational analysis in order to develop business strategies and tactics.***  ***#2 Integrate legal, ethical, and socially responsible constructs to make sound business decisions.***  ***#3 Apply interpersonal oral communication with diverse audiences.***  ***#4 Appraise collaborative leadership strategies to manage, influence, and lead in a global environment.***  ***#5 Apply appropriate quantitative and qualitative inquiry methods to solve business problems.*** | *Objective (Target/Criterion) for Direct Measure 1*  *85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.* |
| **Learning Assessment Results: *Master Level Programs (MBA Traditional Format)*** | | |
| **Summary of Results from Implementing Direct Measures of Student Learning:** | | |
| 1. *Summary of Results for Direct Measure 1*   **CAPS794 – Business integration Capstone: Business Integration Capstone**  Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.  Portfolio Project Program ISLOs Assessed by this Measure:  ***#1 Construct a situational analysis in order to develop business strategies and tactics.***  *N = 166*  *Results = 93%*    ***#2 Integrate legal, ethical, and socially responsible constructs to make sound business decisions.***  *N = 119*  *Results = 85%*  ***#3 Apply interpersonal oral communication with diverse audiences.***  *N = 222*  *Results = 90%*  ***#4 Appraise collaborative leadership strategies to manage, influence, and lead in a global environment.***  *N = 114*  *Results = 87%* | | |
| 1. *Summary of Results for Direct Measure 2*   **BUSN688 – Quantitative Business Analysis: Quantitative Business Analysis**  Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.  Portfolio Project Program ISLOs Assessed by this Measure:  ***#5 Apply appropriate quantitative and qualitative inquiry methods to solve business problems.***  *N = 161*  *Results = 79%* | | |
| **Summary of Results from Implementing Indirect Measures of Student Learning:** | | |
| 1. *Summary of Results for Indirect Measure 1*   ***Student reflection paper***  Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.  Program ISLOs Assessed by this Measure:  ***#1 Construct a situational analysis in order to develop business strategies and tactics.***  *N = 226*  *Results = 100%*  ***#2 Integrate legal, ethical, and socially responsible constructs to make sound business decisions.***  *N = 226*  *Results = 100%*  ***#3 Apply interpersonal oral communication with diverse audiences.***  *N = 224*  *Results = 98%*  ***#4 Appraise collaborative leadership strategies to manage, influence, and lead in a global environment.***  *N = 224*  *Results = 100%*  ***#5 Apply appropriate quantitative and qualitative inquiry methods to solve business problems.***  *N = 226*  *Results = 98%* | | |
| 1. *Summary of Results for Indirect Measure 2*   ***Student recommendation for the program; taken from grad student survey.***  Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.  Program ISLOs Assessed by this Measure:  ***#1 Construct a situational analysis in order to develop business strategies and tactics.***  *N = 226*  *Results = 100%*  ***#2 Integrate legal, ethical, and socially responsible constructs to make sound business decisions.***  *N = 226*  *Results = 100%*  ***#3 Apply interpersonal oral communication with diverse audiences.***  *N = 224*  *Results = 98%*  ***#4 Appraise collaborative leadership strategies to manage, influence, and lead in a global environment.***  *N = 224*  *Results = 98%*  ***#5 Apply appropriate quantitative and qualitative inquiry methods to solve business problems.***  *N = 226*  *Results = 98%* | | |

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| **Summary of Achievement of Intended Student Learning Outcomes:** | | | | | | | | |
| **Intended Student Learning Outcomes** | **Learning Assessment Measures** | | | | | | | |
| **Program ISLOs** | ***Direct Measure 1 –***  ***CAPS794*** | ***Direct Measure 2 –***  ***BUSN688*** | ***Direct Measure 3*** | ***Direct Measure 4*** | ***Indirect Measure 1 –***  ***Student Reflection Paper*** | ***Indirect Measure 2 – Student Rec of Program*** | ***Indirect Measure 3*** | ***Indirect Measure 4*** |
| **Performance Target Was…** | **Performance Target Was…** | **Performance Target Was…** | **Performance Target Was…** | **Performance Target Was…** | **Performance Target Was…** | **Performance Target Was…** | **Performance Target Was…** |
| 1. *Construct a situational analysis in order to develop business strategies and tactics.* | Met | N/A |  |  | Met | Met |  |  |
| 1. *Integrate legal, ethical, and socially responsible constructs to make sound business decisions.* | Met | N/A |  |  | Met | Met |  |  |
| 1. *Apply interpersonal oral communication with diverse audiences.* | Met | N/A |  |  | Met | Met |  |  |
| 1. *Appraise collaborative leadership strategies to manage, influence, and lead in a global environment.* | Met | N/A |  |  | Met | Met |  |  |
| 1. *Apply appropriate quantitative and qualitative inquiry methods to solve business problems.* | N/A | Not  Met |  |  | N/A | Met |  |  |

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| **Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:** |
| *Course of Action: Learning Outcome #5 was not met. However, the student recommendation for the program is met for Indirect Measure #2.*  ***Action Plan****:* BUSN688 – *During the 2017-2018 academic year, the Graduate Department will review the course to make curriculm changes to include quanititive research.* |

MBA (Competency-Based)

**Section I: Student Learning Assessment**

## MBA – Compentency Based

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| **Student Learning Assessment for: *Master Level Programs (Competency Based Format)*** | |
| **Program Intended Student Learning Outcomes (Program ISLOs)** | |
| 1. *Program Learning Outcome 1:*   ***Construct a situational analysis in order to develop business strategies and tactics.*** | |
| 1. *Program Learning Outcome 2:*   ***Integrate legal, ethical, and socially responsible constructs to make sound business decisions.*** | |
| 1. *Program Learning Outcome 3:*   ***Apply interpersonal oral communication with diverse audiences.*** | |
| 1. *Program Learning Outcome 4:*   ***Appraise collaborative leadership strategies to manage, influence, and lead in a global environment.*** | |
| 1. *Program Learning Outcome 5:*   ***Apply appropriate quantitative and qualitative inquiry methods to solve business problems*** | |
| **Assessment Instruments for Intended Student Learning Outcomes—**  **Direct Measures of Student Learning:** | **Performance Objectives (Targets/Criteria) for Direct Measures:** |
| 1. *Direct Measure 1*   **CSMG706 – Capstone Experience:**  ***Strategic Management Proficiency- module final assignment***  Portfolio Project Program ISLOs Assessed by this Measure:  ***#1 Construct a situational analysis in order to develop business strategies and tactics.***  ***#2 Integrate legal, ethical, and socially responsible constructs to make sound business decisions.***  ***#3 Apply interpersonal oral communication with diverse audiences.***  ***#4 Appraise collaborative leadership strategies to manage, influence, and lead in a global environment.*** | *Objective (Target/Criterion) for Direct Measure 1*  *85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.* |
| 1. *Direct Measure 2*   **CQBA705 – Advanced Hypothesis Testing:**  ***Quantitative Business Analysis Proficiency –module final assignment***  Portfolio Project Program ISLOs Assessed by this Measure:  ***#5 Apply appropriate quantitative and qualitative inquiry methods to solve business problems.*** | *Objective (Target/Criterion) for Direct Measure 1*  *85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.* |
| **Assessment Instruments for Intended Student Learning Outcomes—**  **Indirect Measures of Student Learning:** | **Performance Objectives (Targets/Criteria) for Indirect Measures:** |
| 1. *Indirect Measure 1*   ***Student reflection paper upon program completion***  Program ISLOs Assessed by this Measure:  ***#1 Construct a situational analysis in order to develop business strategies and tactics.***  ***#2 Integrate legal, ethical, and socially responsible constructs to make sound business decisions.***  ***#3 Apply interpersonal oral communication with diverse audiences.***  ***#4 Appraise collaborative leadership strategies to manage, influence, and lead in a global environment.***  ***#5 Apply appropriate quantitative and qualitative inquiry methods to solve business problems.*** | *Objective (Target/Criterion) for Direct Measure 1*  *85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.* |
| 1. *Indirect Measure 2*   ***Student recommendation for the program; taken from grad student survey.***  Program ISLOs Assessed by this Measure:  ***#1 Construct a situational analysis in order to develop business strategies and tactics.***  ***#2 Integrate legal, ethical, and socially responsible constructs to make sound business decisions.***  ***#3 Apply interpersonal oral communication with diverse audiences.***  ***#4 Appraise collaborative leadership strategies to manage, influence, and lead in a global environment.***  ***#5 Apply appropriate quantitative and qualitative inquiry methods to solve business problems.*** | *Objective (Target/Criterion) for Direct Measure 1*  *85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.* |
| **Learning Assessment Results: *Master Level Programs (Competency Based Format)*** | | |
| **Summary of Results from Implementing Direct Measures of Student Learning:** | | |
| 1. *Summary of Results for Direct Measure 1*   **CSMG706 – Capstone Experience:**  ***Strategic Management Proficiency- module final assignment***  Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.  Portfolio Project Program ISLOs Assessed by this Measure:  ***#1 Construct a situational analysis in order to develop business strategies and tactics.***  *N = N/A*  *Results = N/A*  ***#2 Integrate legal, ethical, and socially responsible constructs to make sound business decisions.***  *N = N/A*  *Results = N/A*  ***#3 Apply interpersonal oral communication with diverse audiences.***  *N = N/A*  *Results = N/A*  ***#4 Appraise collaborative leadership strategies to manage, influence, and lead in a global environment.***  *N = N/A*  *Results = N/A* | | |
| 1. *Summary of Results for Direct Measure 2*   **CQBA705 – Advanced Hypothesis Testing:**  ***Quantitative Business Analysis Proficiency –module final assignment***  Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.  Portfolio Project Program ISLOs Assessed by this Measure:  ***#5 Apply appropriate quantitative and qualitative inquiry methods to solve business problems.***  *N = N/A*  *Results = N/A* | | |
| **Summary of Results from Implementing Indirect Measures of Student Learning:** | | |
| 1. *Summary of Results for Indirect Measure 1*   ***Student reflection paper upon program completion***  Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.  Program ISLOs Assessed by this Measure:  ***#1 Construct a situational analysis in order to develop business strategies and tactics.***  *N = N/A*  *Results = N/A*  ***#2 Integrate legal, ethical, and socially responsible constructs to make sound business decisions.***  *N = N/A*  *Results = N/A*  ***#3 Apply interpersonal oral communication with diverse audiences.***  *N = N/A*  *Results = N/A*  ***#4 Appraise collaborative leadership strategies to manage, influence, and lead in a global environment.***  *N = N/A*  *Results = N/A*  ***#5 Apply appropriate quantitative and qualitative inquiry methods to solve business problems.***  *N = N/A*  *Results = N/A* | | |
| 1. *Summary of Results for Indirect Measure 2*   ***Student recommendation for the program; taken from grad student survey.***  Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.  Program ISLOs Assessed by this Measure:  ***#1 Construct a situational analysis in order to develop business strategies and tactics.***  *N = N/A*  *Results = N/A*  ***#2 Integrate legal, ethical, and socially responsible constructs to make sound business decisions.***  *N = N/A*  *Results = N/A*  ***#3 Apply interpersonal oral communication with diverse audiences.***  *N = N/A*  *Results = N/A*  ***#4 Appraise collaborative leadership strategies to manage, influence, and lead in a global environment.***  *N = N/A*  *Results = N/A*  ***#5 Apply appropriate quantitative and qualitative inquiry methods to solve business problems.***  *N = N/A*  *Results = N/A* | | |

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| **Summary of Achievement of Intended Student Learning Outcomes:** | | | | | | | | |
| **Intended Student Learning Outcomes** | **Learning Assessment Measures** | | | | | | | |
| **Program ISLOs** | ***Direct Measure 1 –***  ***CSMG706*** | ***Direct Measure 2 –***  ***CQBA705*** | ***Direct Measure 3*** | ***Direct Measure 4*** | ***Indirect Measure 1 –***  ***Student Reflection Paper*** | ***Indirect Measure 2 – Student Rec of Program*** | ***Indirect Measure 3*** | ***Indirect Measure 4*** |
| **Performance Target Was…** | **Performance Target Was…** | **Performance Target Was…** | **Performance Target Was…** | **Performance Target Was…** | **Performance Target Was…** | **Performance Target Was…** | **Performance Target Was…** |
| 1. *Construct a situational analysis in order to develop business strategies and tactics.* | N/A | N/A |  |  | N/A | N/A |  |  |
| 1. *Integrate legal, ethical, and socially responsible constructs to make sound business decisions.* | N/A | N/A |  |  | N/A | N/A |  |  |
| 1. *Apply interpersonal oral communication with diverse audiences.* | N/A | N/A |  |  | N/A | N/A |  |  |
| 1. *Appraise collaborative leadership strategies to manage, influence, and lead in a global environment.* | N/A | N/A |  |  | N/A | N/A |  |  |
| 1. *Apply appropriate quantitative and qualitative inquiry methods to solve business problems.* | N/A | N/A |  |  | N/A | N/A |  |  |

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| **Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:** |
| 1. *Course of Action 1: No students were enrolled in these courses during the academic year 2016-2017.* |

MBA (Executive)

**Section I: Student Learning Assessment**

## MBA - Executive

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| **Student Learning Assessment for: *Master Level Programs (Executive Format)*** | |
| **Program Intended Student Learning Outcomes (Program ISLOs)** | |
| 1. *Program Learning Outcome 1:*   ***Design integrated solutions to executive management challenges.*** | |
| 1. *Program Learning Outcome 2:*   ***Apply knowledge from principle functional areas of business to assess integrated solutions to executive management challenges.*** | |
| 1. *Program Learning Outcome 3:*   ***Apply leadership theories to conduct an executive self-appraisal.*** | |
| **Assessment Instruments for Intended Student Learning Outcomes—**  **Direct Measures of Student Learning:** | **Performance Objectives (Targets/Criteria) for Direct Measures:** |
| 1. *Direct Measure 1*   **CAPS796M – EMBA Capstone Experience: Capstone Project assignment**  Portfolio Project Program ISLOs Assessed by this Measure:  ***#1 Design integrated solutions to executive management challenges.***  ***#2 Apply knowledge from principle functional areas of business to assess integrated solutions to executive management challenges.*** | *Objective (Target/Criterion) for Direct Measure 1*  *85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.* |
| 1. *Direct Measure 2*   **MGMT767M – Organizational Development and Leadership:**  ***Leadership self-appraisal and written situational case analysis.***  Portfolio Project Program ISLOs Assessed by this Measure:  ***#3 Apply leadership theories to conduct an executive self-appraisal.*** | *Objective (Target/Criterion) for Direct Measure 1*  *85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.* |
| **Assessment Instruments for Intended Student Learning Outcomes—**  **Indirect Measures of Student Learning:** | **Performance Objectives (Targets/Criteria) for Indirect Measures:** |
| 1. *Indirect Measure 1*   ***Student reflection paper upon program completion***  Program ISLOs Assessed by this Measure:  ***#1 Design integrated solutions to executive management challenges.***  ***#2 Apply knowledge from principle functional areas of business to assess integrated solutions to executive management challenges.***  ***#3 Apply leadership theories to conduct an executive self-appraisal.*** | *Objective (Target/Criterion) for Direct Measure 1*  *85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.* |
| 1. *Indirect Measure 2*   ***Student recommendation for the program; taken from grad student survey.***  Program ISLOs Assessed by this Measure:  ***#1 Design integrated solutions to executive management challenges.***  ***#2 Apply knowledge from principle functional areas of business to assess integrated solutions to executive management challenges.***  ***#3 Apply leadership theories to conduct an executive self-appraisal.*** | *Objective (Target/Criterion) for Direct Measure 1*  *85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.* |
| **Learning Assessment Results: *Master Level Programs (Executive Format)*** | | |
| **Summary of Results from Implementing Direct Measures of Student Learning:** | | |
| 1. *Summary of Results for Direct Measure 1*   **CAPS796M – EMBA Capstone Experience: Capstone Project assignment**  Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.  Portfolio Project Program ISLOs Assessed by this Measure:  ***#1 Design integrated solutions to executive management challenges.***  *N = N/A*  *Results = N/A*  ***#2 Apply knowledge from principle functional areas of business to assess integrated solutions to executive management challenges.***  *N = N/A*  *Results = N/A* | | |
| 1. *Summary of Results for Direct Measure 2*   **MGMT767M – Organizational Development and Leadership:**  ***Leadership self-appraisal and written situational case analysis.***  Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.  Portfolio Project Program ISLOs Assessed by this Measure:  ***#3 Apply leadership theories to conduct an executive self-appraisal.***  *N = N/A*  *Results = N/A* | | |
| **Summary of Results from Implementing Indirect Measures of Student Learning:** | | |
| 1. *Summary of Results for Indirect Measure 1*   ***Student reflection paper upon program completion***  Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.  Program ISLOs Assessed by this Measure:  ***#1 Design integrated solutions to executive management challenges.***  *N = N/A*  *Results = N/A*  ***#2 Apply knowledge from principle functional areas of business to assess integrated solutions to executive management challenges.***  *N = N/A*  *Results = N/A*  ***#3 Apply leadership theories to conduct an executive self-appraisal.***  *N = N/A*  *Results = N/A* | | |
| 1. *Summary of Results for Indirect Measure 2*   ***Student recommendation for the program; taken from grad student survey.***  Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.  Program ISLOs Assessed by this Measure:  ***#1 Design integrated solutions to executive management challenges.***  *N = N/A*  *Results = N/A*  ***#2 Apply knowledge from principle functional areas of business to assess integrated solutions to executive management challenges.***  *N = N/A*  *Results = N/A*  ***#3 Apply leadership theories to conduct an executive self-appraisal.***  *N = N/A*  *Results = N/A* | | |

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| **Summary of Achievement of Intended Student Learning Outcomes:** | | | | | | | | |
| **Intended Student Learning Outcomes** | **Learning Assessment Measures** | | | | | | | |
| **Program ISLOs** | ***Direct Measure 1 –***  ***CAPS796M*** | ***Direct Measure 2 –***  ***MGMT767M*** | ***Direct Measure 3*** | ***Direct Measure 4*** | ***Indirect Measure 1 –***  ***Student Reflection Paper*** | ***Indirect Measure 2 –***  ***Student Rec of Program*** | ***Indirect Measure 3*** | ***Indirect Measure 4*** |
| **Performance Target Was…** | **Performance Target Was…** | **Performance Target Was…** | **Performance Target Was…** | **Performance Target Was…** | **Performance Target Was…** | **Performance Target Was…** | **Performance Target Was…** |
| 1. *Design integrated solutions to executive management challenges.* | N/A | N/A |  |  | N/A | N/A |  |  |
| 1. *Apply knowledge from principle functional areas of business to assess integrated solutions to executive management challenges.* | N/A | N/A |  |  | N/A | N/A |  |  |
| 1. *Apply leadership theories to conduct an executive self-appraisal.* | N/A | N/A |  |  | N/A | N/A |  |  |

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| **Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:** |
| 1. *Course of Action 1: No students were enrolled in these courses during the academic year 2016-2017.* |

Master of Management (MM)

**Section I: Student Learning Assessment**

## Master of Management

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| **Student Learning Assessment for: *Master of Management*** | |
| **Program Intended Student Learning Outcomes (Program ISLOs)** | |
| 1. *Program Learning Outcome 1:*   ***Apply change management concepts to strategic planning.*** | |
| 1. *Program Learning Outcome 2:*   ***Design quality improvement initiatives for business systems and processes****.* | |
| 1. *Program Learning Outcome 3:*   ***Develop sustainable business practices using the triple bottom-line approach.*** | |
| 1. *Program Learning Outcome 4:*   ***Apply leadership decision-making frameworks.*** | |
| **Assessment Instruments for Intended Student Learning Outcomes—**  **Direct Measures of Student Learning:** | **Performance Objectives (Targets/Criteria) for Direct Measures:** |
| 1. *Direct Measure 1*   **MGMT795 – Strategies for Contemporary Organizations:**  **Strategic Management Case Study**  Portfolio Project Program ISLOs Assessed by this Measure:  ***#1 Apply change management concepts to strategic planning.***  ***#2 Design quality improvement initiatives for business systems and processes.***  ***#3 Develop sustainable business practices using the triple bottom-line approach.*** | *Objective (Target/Criterion) for Direct Measure 1*  *85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.* |
| 1. *Direct Measure 2*   **MGMT795 – Strategies for Contemporary Organizations: Paper*.***  Portfolio Project Program ISLOs Assessed by this Measure:  ***#4 Apply leadership decision-making frameworks.*** | *Objective (Target/Criterion) for Direct Measure 1*  *85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.* |
| **Assessment Instruments for Intended Student Learning Outcomes—**  **Indirect Measures of Student Learning:** | **Performance Objectives (Targets/Criteria) for Indirect Measures:** |
| 1. *Indirect Measure 1*   ***Student reflection paper upon program completion***  Program ISLOs Assessed by this Measure:  ***#1 Apply change management concepts to strategic planning.***  ***#2 Design quality improvement initiatives for business systems and processes.***  ***#3 Develop sustainable business practices using the triple bottom-line approach.***  ***#4 Apply leadership decision-making frameworks.*** | *Objective (Target/Criterion) for Direct Measure 1*  *85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.* |
| 1. *Indirect Measure 2*   ***Student recommendation for the program; taken from grad student survey.***  Program ISLOs Assessed by this Measure:  ***#1 Apply change management concepts to strategic planning.***  ***#2 Design quality improvement initiatives for business systems and processes.***  ***#3 Develop sustainable business practices using the triple bottom-line approach.***  ***#4 Apply leadership decision-making frameworks.*** | *Objective (Target/Criterion) for Direct Measure 1*  *85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.* |
| **Learning Assessment Results: *Master of Management*** | | |
| **Summary of Results from Implementing Direct Measures of Student Learning:** | | |
| 1. *Summary of Results for Direct Measure 1*   **MGMT795 – Strategies for Contemporary Organizations:**  **Strategic Management Case Study**  Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.  Portfolio Project Program ISLOs Assessed by this Measure:  ***#1 Apply change management concepts to strategic planning.***  *N = 80*  *Results = 89%*  ***#2 Design quality improvement initiatives for business systems and processes.***  *N = 80*  *Results = 86%*  ***#3 Develop sustainable business practices using the triple bottom-line approach.***  *N = 80*  *Results = 93%* | | |
| 1. *Summary of Results for Direct Measure 2*   **MGMT795 – Strategies for Contemporary Organizations: Paper*.***  Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.  Portfolio Project Program ISLOs Assessed by this Measure:  ***#4 Apply leadership decision-making frameworks.***  *N = 79*  *Results = 95%* | | |
| **Summary of Results from Implementing Indirect Measures of Student Learning:** | | |
| 1. *Summary of Results for Indirect Measure 1*   ***Student reflection paper upon program completion***  Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.  Program ISLOs Assessed by this Measure:  ***#1 Apply change management concepts to strategic planning.***  *N = 47*  *Results = 91%*  ***#2 Design quality improvement initiatives for business systems and processes.***  *N = 47*  *Results = 90%*  ***#3 Develop sustainable business practices using the triple bottom-line approach.***  *N = 47*  *Results = 90%*  ***#4 Apply leadership decision-making frameworks.***  *N = 47*  *Results = 94%* | | |
| 1. *Summary of Results for Indirect Measure 2*   ***Student recommendation for the program; taken from grad student survey.***  Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.  Program ISLOs Assessed by this Measure:  ***#1 Apply change management concepts to strategic planning.***  *N = 47*  *Results = 88%*  ***#2 Design quality improvement initiatives for business systems and processes.***  *N = 47*  *Results = 94%*  ***#3 Develop sustainable business practices using the triple bottom-line approach.***  *N = 46*  *Results = 98%*  ***#4 Apply leadership decision-making frameworks.***  *N = 47*  *Results = 98%* | | |

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| **Summary of Achievement of Intended Student Learning Outcomes:** | | | | | | | | |
| **Intended Student Learning Outcomes** | **Learning Assessment Measures** | | | | | | | |
| **Program ISLOs** | ***Direct Measure 1 –***  ***MGMT795 / Case Study*** | ***Direct Measure 2 –***  ***MGMT795 / Paper*** | ***Direct Measure 3*** | ***Direct Measure 4*** | ***Indirect Measure 1 –***  ***Student Reflection Paper*** | ***Indirect Measure 2 –***  ***Student Rec of Program*** | ***Indirect Measure 3*** | ***Indirect Measure 4*** |
| **Performance Target Was…** | **Performance Target Was…** | **Performance Target Was…** | **Performance Target Was…** | **Performance Target Was…** | **Performance Target Was…** | **Performance Target Was…** | **Performance Target Was…** |
| 1. *Apply change management concepts to strategic planning.* | Met | N/A |  |  | Met | Met |  |  |
| 1. *Design quality improvement initiatives for business systems and processes.* | Met | N/A |  |  | Met | Met |  |  |
| 1. *Develop sustainable business practices using the triple bottom-line approach.* | Met | N/A |  |  | Met | Met |  |  |
| 1. *Apply leadership decision-making frameworks.* | N/A | Met |  |  | Met | Met |  |  |

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

# Section II: Operational Assessment

(**Note: Complete this section only if you received first-time accreditation or reaffirmation of accreditation after January 1, 2011**.)

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| **Operational Assessment** | |
| **Intended Operational Outcomes** | |
| 1. *Intended Operational Outcome 1*   ***The Donald W. Maine College of Business will achieve annual University-established enrollment goals.*** | |
| 1. *Intended Operational Outcome 2*   ***The Donald W. Maine College of Business will achieve annual University-established employment rate as measured by student placement rate six months after graduation.*** | |
| 1. *Intended Operational Outcome 3*   ***The Donald W. Maine College of Business will achieve annual University-established performance ratings for Employer Perception Survey measuring preparedness of students for the workforce.*** | |
| 1. *Intended Operational Outcome 4*   ***The Donald W. Maine College of Business will achieve annual University-established Student Achievement Measure (SAM) which measures the percent of first-time, full-time and transfer full-time bachelor’s degree seeking students who graduate within 150% of normal time to completion.*** | |
| 1. *Intended Operational Outcome 5*   ***The Donald W. Maine College of Business will achieve annual University-established Graduate Satisfaction rate which measures graduates who would recommend the University to others.*** | |
| **Assessment Measures/Methods for Intended Operational Outcomes:** | **Performance Objectives (Targets/Criteria) for Operational Assessment Measures/Methods:** |
| 1. *Operational Assessment Measure/Method 1: MCOB Enrollment*   Intended Operational Outcomes Assessed by this Measure:  Objective: *Achieve annual University-established enrollment goal.*    Measure: *Donald W. Maine College of Business benchmark* | *Objective (Target/Criterion) for Measure/Method 1*  *Target established based on a proportion of the overall university target for the College of Business.*  *Findings are reported by the University annually.* |
| 1. *Operational Assessment Measure/Method 2: MCOB Employment Rate*   Intended Operational Outcomes Assessed by this Measure:  Objective: *Achieve annual University-established graduate employment rate as measured using annual graduate survey.*  Measure: *Donald W. Maine College of Business score for student placement rate six months after graduation*. | *Objective (Target/Criterion) for Measure/Method 2*  *Target is established based upon overall university target.*  *Findings are reported annually from the Student Graduate Survey.* |
| 1. *Operational Assessment Measure/Method 3: Employer Perception of Graduates*   Intended Operational Outcomes Assessed by this Measure:  Objective: *Achieve University-established benchmark for Employer Perception Survey measuring preparedness of students for the workforce.*  Measure: *Donald W. Maine College of Business-specific results for employer perception survey.* | *Objective (Target/Criterion) for Measure/Method 3*  *Target determined and measured annually.*  *Findings are reported annually through program annually.* |
| 1. *Operational Assessment Measure/Method 4: Satisfaction of Graduates*   Intended Operational Outcomes Assessed by this Measure: *Achieve annual University-established graduate satisfaction rate*  *Measure: Annual survey measure of wether the graduate would recommend the University to others.* | *Objective (Target/Criterion) for Measure/Method 4*  *Target is established based on overall university target.*  *Findings are reported annually from the Student Graduate Survey.* |
| **Summary of Results from Implementing Operational Assessment Measures/Methods:** | |
| 1. *Summary of Results for Measure/Method 1: target was (met or not met) by % (N = # students).* | |
| 1. *Summary of Results for Measure/Method 2: target was (met or not met) by a % as indicated by the Student Survey given six months after graduation.* | |
| 1. *Summary of Results for Measure/Method 3: target was (met or not met). See #1 above.* | |
| 1. *Summary of Results for Measure/Method 4: target was (met or not met) – retention rate for the College of Business (increased) by %.* | |
| 1. *Summary of Results for Measure/Method 5: target was (met or not met), as indicated by aggregate who recommend our programs to others.* | |

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| **Summary of Achievement of Intended Operational Outcomes:** | | | | | | |
| **Intended Operational Outcomes** | **Operational Assessment Measures/Methods** | | | | | |
| ***Operational Assessment Measure/***  ***Method 1 –***  *Enrollment* | ***Operational Assessment Measure/***  ***Method 2 –***  *Student placement 6 months after graudation* | ***Operational Assessment Measure/***  ***Method 3 –***  *Employer perception survey results* | ***Operational Assessment Measure/***  ***Method 4 –***  *Graduates recommending program to others* |  |
| **Performance Target Was…** | **Performance Target Was…** | **Performance Target Was…** | **Performance Target Was…** |  |
| 1. *Achieve annual University-established enrollment goal.* | Did not meet  (<2%) |  |  |  |  |
| 1. *Achieve annual University-established graduate employment rate as measured using annual graduate survey.* |  | Met/Exceeded  (91%) |  |  |  |
| 1. *Achieve University-established benchmark for Employer Perception Survey measuring preparedness of students for the workforce.* |  |  | Met/Exceeded  (4.1) |  |  |
| 1. *Achieve annual University-established graduate satisfaction rate* |  |  |  | Met Exceeded  (95%) |  |

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| **Proposed Courses of Action for Improvement in Operational Outcomes for which Performance Targets Were Not Met:** |
| 1. *Course of Action 1: Continue to work toward promoting College of Business to potential students at the graduate and undergraduate levels.* |