



## Report of Outcomes Assessment Results

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Institution	Davenport University
Academic Business Unit	Donald W. Maine College of Business
Academic Year	2018 - 2019

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## Outcomes Assessment Plan

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

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: \_\_\_\_\_

## Contents

Section I: Student Learning Assessment .....	2
Associates of Business Administration Degree .....	2
ABA – Business Administration .....	7
ABA - Accounting .....	11
ABA - Finance .....	15
Associate of Science Program .....	19
AS – Legal Studies .....	25
Bachelor of Business Administration Degree Programs .....	29
BBA – Human Resource Management.....	49
BBA – Accounting Fraud Investigation.....	54
BBA - Accounting.....	58
BBA – Accounting: Internal Auditing Specialty .....	62
BBA – Accounting: Management Accounting Specialty.....	65
BBA - Finance .....	69
BBA – Finance: Financial Planning Specialty .....	73
BBA - Marketing.....	77
BBA – Marketing: Digital Marketing & Promotion Specialty .....	83
BBA – Marketing: Marketing Technology Specialty.....	86
BBA – Marketing: Value Chain Specialty.....	89
BBA - Management .....	92
BBA – Management: Global Project Management Specialty .....	97
BBA – Management: Risk Management and Insurance Specialty .....	100
BBA – Management: Supply Chain & Logistics Specialty .....	103
BBA – Sport Management.....	106
BBA – Business .....	112
BBA – International Business .....	116
Bachelor of Science Degree Program .....	121
BS – Legal Studies.....	127
MBA – Traditional Format.....	132
MBA – Competency Based.....	139
MBA - Executive .....	146
Master of Management.....	151

Master of Accountancy (MACC).....	156
Section II: Operational Assessment .....	163

# Associate of Business Administration (ABA) Programs

# Outcomes Assessment Results

For Academic Year: 2018-2019

## Section I: Student Learning Assessment

Associates of Business Administration Degree

Student Learning Assessment for: <i>Associate of Business Administration Programs</i>	
Program Intended Student Learning Outcomes (Program ISLOs)	
1. <i>Program Learning Outcome 1:</i> <b><i>Integrate key business principles for business decision-making.</i></b>	
2. <i>Program Learning Outcome 2:</i> <b><i>Develop business communication based on professional standards.</i></b>	
3. <i>Program Learning Outcome 3:</i> <b><i>Explain ethical and legal principles that apply to business.</i></b>	
Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
1. <i>Direct Measure 1</i> <b>MKTG211 – Marketing Foundations</b> <b><i>Marketing Plan Analysis</i></b>  Program ISLOs Assessed by this Measure: <b><i>#1 Integrate key business principles for business decision-making.</i></b> <b><i>#2 Develop business communication based on professional standards.</i></b>	<i>Objective (Target/Criterion) for Direct Measure 1</i>  <i>85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.</i>
2. <i>Direct Measure 2</i> <b>BUSN210 – Professional Ethics</b> <b><i>Ethics Paper</i></b>  Program ISLOs Assessed by this Measure: <b><i>#1 Integrate key business principles for business decision-making.</i></b> <b><i>#2 Develop business communication based on professional standards.</i></b> <b><i>#3 Explain ethical and legal principles that apply to business.</i></b>	<i>Objective (Target/Criterion) for Direct Measure 2</i>  <i>85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.</i>
Assessment Instruments for Intended Student Learning Outcomes—	Performance Objectives (Targets/Criteria) for Indirect Measures:

<b>Indirect Measures of Student Learning:</b>	
<p>1. <i>Indirect Measure 1</i>  <b>Student Survey of Student Learning.</b></p> <p>Program ISLOs Assessed by this Measure:  <b>#1 Integrate key business principles for business decision-making.</b>  <b>#2 Develop business communication based on professional standards.</b>  <b>#3 Explain ethical and legal principles that apply to business.</b></p>	<p><i>Objective (Target/Criterion) for Indirect Measure 1</i></p> <p>85% of student responses state gaining proficiency in the learning outcomes.</p>
<p>2. <i>Indirect Measure 2</i>  <b>Faculty perception of Student Learning</b></p> <p>Program ISLOs Assessed by this Measure:  <b>#1 Integrate key business principles for business decision-making.</b>  <b>#2 Develop business communication based on professional standards.</b>  <b>#3 Explain ethical and legal principles that apply to business.</b></p>	<p><i>Objective (Target/Criterion) for Indirect Measure 2</i></p> <p>85% of student responses state gaining proficiency in the learning outcomes.</p>
<b>Learning Assessment Results: Associate of Business Administration Programs</b>	
<b>Summary of Results from Implementing Direct Measures of Student Learning:</b>	
<p>1. <i>Summary of Results for Direct Measure 1</i>  <b>MKTG211 – Marketing Foundations</b>  <b>Marketing Plan Analysis</b></p> <p><u>Performance Target:</u> 85% of students will either meet or exceed expectations on the grading rubric for this measure.</p> <p>Program ISLOs Assessed by this Measure:  <b>#1 Integrate key business principles for business decision-making.</b>  <i>N = 478</i>  <i>Results = 86%</i></p> <p><b>#2 Develop business communication based on professional standards.</b>  <i>N = 477</i>  <i>Results = 86%</i></p>	
<p>2. <i>Summary of Results for Direct Measure 2</i>  <b>BUSN210 – Professional Ethics</b>  <b>Ethics Paper</b></p>	

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 = 665*

*Results = 90%*

**#2 Develop business communication based on professional standards.**

*N = 665*

*Results = 87%*

**#3 Explain ethical and legal principles that apply to business.**

*N = 665*

*Results = 86%*

#### 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 = 50*

*Results = 100%*

**#2 Develop business communication based on professional standards.**

*N = 51*

*Results = 100%*

**#3 Explain ethical and legal principles that apply to business.**

*N = 51*

*Results = 100%*

##### 2. 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 = 91*

*Results = 100%*

**#2 Develop business communication based on professional standards.**

*N = 93*

*Results = 99%*

**#3 Explain ethical and legal principles that apply to business.**

*N = 92*

*Results = 100%*

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

Intended Student Learning Outcomes	Learning Assessment Measures			
Program ISLOs	<i>Direct Measure 1 – MKTG211</i>	<i>Direct Measure 2 – BUSN210</i>	<i>Indirect Measure 1 – Student Survey</i>	<i>Indirect Measure 2 – Faculty Perception</i>
	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...
1. Integrate key business principles for business decision-making.	Met	Met	Met	Met
2. Develop business communication based on professional standards.	Met	Met	Met	Met
3. Explain ethical and legal principles that apply to business.	N/A	Met	Met	Met

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

*All performance targets were met.*

# ABA – Business Administration

## Section I: Student Learning Assessment

ABA – Business Administration

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

**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 = 262

Results = 89%

**#2 Explain ethical and legal concepts in a business context.**

N = 263

Results = 89%

**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 = 42

Results = 100%

**#2 Explain ethical and legal principles that apply to business.**

N = 42

Results = 100%

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

Intended Student Learning Outcomes	Learning Assessment Measures	
Program ISLOs	Direct Measure 1 – LEGL210	Indirect Measure 1 – Student Survey
	Performance Target Was...	Performance Target Was...
1. <i>Integrate key business functional area principles to analyze business decisions.</i>	Met	Met

2. <i>Explain ethical and legal principles that apply to business.</i>	Met	Met
<b>Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:</b>		
<i>All performance targets were met</i>		

# ABA - Accounting

## Section I: Student Learning Assessment

ABA - Accounting

Student Learning Assessment for: ABA - Accounting	
Program Intended Student Learning Outcomes (Program ISLOs)	
1. <i>Program Learning Outcome 1:</i> <b>Describe financial statements according to Generally Accepted Accounting Principles (GAAP).</b>	
2. <i>Program Learning Outcome 2:</i> <b>Explain the results of a financial statement analysis of a company such that organizational performance and financial condition can be evaluated.</b>	
3. <i>Program Learning Outcome 3:</i> <b>Identify GAAP compliant journal entries.</b>	
Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
1. <i>Direct Measure 1</i> <b>ACCT302 – Intermediate Accounting II Project</b>  Program ISLOs Assessed by this Measure: <b>#1 Describe financial statements according to Generally Accepted Accounting Principles (GAAP).</b> <b>#2 Explain the results of a financial statement analysis of a company such that organizational performance and financial condition can be evaluated.</b> <b>#3 Identify GAAP compliant journal entries.</b>	<i>Objective (Target/Criterion) for Direct Measure 1</i>  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. <i>Indirect Measure 1</i> <b>Student Survey of Student Learning.</b>  Program ISLOs Assessed by this Measure: <b>#1 Describe financial statements according to Generally Accepted Accounting Principles (GAAP).</b>	<i>Objective (Target/Criterion) for Indirect Measure 1</i>  85% of student responses state gaining proficiency in the learning outcomes.

**#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.**

**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 = 127*

*Results = 88%*

**#2 Explain the results of a financial statement analysis of a company such that organizational performance and financial condition can be evaluated.**

*N = 127*

*Results = 87%*

**#3 Identify GAAP compliant journal entries.**

*N = 127*

*Results = 82%*

**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 = 7*

*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 = 7*

*Results = 100%*

**#3 Identify GAAP compliant journal entries.**

*N = 7*

*Results = 100%*

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

Intended Student Learning Outcomes	Learning Assessment Measures	
	<i>Direct Measure 1 – ACCT302</i>	<i>Indirect Measure 1 – Student Survey</i>
Program ISLOs	Performance Target Was...	Performance Target Was...
1. <i>Describe financial statements according to Generally Accepted Accounting Principles (GAAP).</i>	Met	Met
2. <i>Explain the results of a financial statement analysis of a company such that organizational performance and financial condition can be evaluated.</i>	Met	Met
3. <i>Identify GAAP compliant journal entries.</i>	Not Met	Met

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

*Course of Action: Learning Outcome #3 was not met. However, it is important to note that while the performance goal was set at 85%, 82% did meet the learning outcome. Additionally, the indirect measure shows that students surveyed believe they met this outcome.*

**Action Plan:** *During the 2019-2020 academic year, the Accounting Department will review the use of an updated GAAP practice set to further improve depth of student knowledge.*

# ABA - Finance

## Section I: Student Learning Assessment

ABA - Finance

Student Learning Assessment for: ABA - Finance	
Program Intended Student Learning Outcomes (Program ISLOs)	
1. <i>Program Learning Outcome 1:</i> <b>Explain how finance knowledge is used to make business decisions.</b>	
2. <i>Program Learning Outcome 2:</i> <b>Explain the results of a financial statement analysis of a company such that organizational performance and financial condition can be evaluated.</b>	
3. <i>Program Learning Outcome 3:</i> <b>Interpret financial and investment data and give appropriate investment recommendations.</b>	
Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
1. <i>Direct Measure 1</i> <b>FINC235 – Financial Analysis for Business Managers</b> <b>Team Project</b>  Program ISLOs Assessed by this Measure: <b>#1 Explain how finance knowledge is used to make business decisions.</b> <b>#2 Explain the results of a financial statement analysis of a company such that organizational performance and financial condition can be evaluated.</b> <b>#3 Interpret financial and investment data and give appropriate investment recommendations.</b>	<i>Objective (Target/Criterion) for Direct Measure 1</i>  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. <i>Indirect Measure 1</i> <b>Student Survey of Student Learning.</b>  Program ISLOs Assessed by this Measure: <b>#1 Explain how finance knowledge is used to make business decisions.</b> <b>#2 Explain the results of a financial statement analysis of a company such that organizational performance and financial condition can be evaluated.</b>	<i>Objective (Target/Criterion) for Indirect Measure 1</i>  85% of student responses state gaining proficiency in the learning outcomes.

**#3 Interpret financial and investment data and give appropriate investment recommendations.**

**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 = 301

Results = 92%

**#2 Explain the results of a financial statement analysis of a company such that organizational performance and financial condition can be evaluated.**

N = 303

Results = 91%

**#3 Interpret financial and investment data and give appropriate investment recommendations.**

N = 304

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.**

Program ISLOs Assessed by this Measure:

**#1 Explain how finance knowledge is used to make business decisions.**

N = 2

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 = 2

Results = 100%

**#3 Interpret financial and investment data and give appropriate investment recommendations.**

N = 2

Results = 100%

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

Intended Student Learning Outcomes	Learning Assessment Measures	
	<i>Direct Measure 1 – FINC235</i>	<i>Indirect Measure 1 – Student Survey</i>
Program ISLOs	Performance Target Was...	Performance Target Was...
1. <i>Explain how finance knowledge is used to make business decisions.</i>	Met	Met
2. <i>Explain the results of a financial statement analysis of a company such that organizational performance and financial condition can be evaluated.</i>	Met	Met
3. <i>Interpret financial and investment data and give appropriate investment recommendations.</i>	Met	Met

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

*All performance targets were met.*

# Associate of Science Program (AS)

## Section I: Student Learning Assessment

### Associate of Science Program

Student Learning Assessment for: <i>Associate of Science Program</i>	
Program Intended Student Learning Outcomes (Program ISLOs)	
1. <i>Program Learning Outcome 1:</i> <b>Apply accounting principles to inform decision-making in a business setting.</b>	
2. <i>Program Learning Outcome 2:</i> <b>Illustrate the principles of professional business ethics utilized in business decision-making.</b>	
3. <i>Program Learning Outcome 3:</i> <b>Use computer application technologies in the creation of business documents.</b>	
Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
1. <i>Direct Measure 1</i> <b>ACCT201 – Accounting Foundations I: Final Exam</b>  Program ISLOs Assessed by this Measure: <b>#1 Apply accounting principles to inform decision-making in a business setting.</b> <b>#2 Develop business communication based on professional standards.</b> <b>#3 Explain ethical and legal principles that apply to business.</b>	<i>Objective (Target/Criterion) for Direct Measure 1</i>  85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.
2. <i>Direct Measure 2</i> <b>LEGL220 – Technology for Paralegals:</b> <b>Portfolio Project</b>  Program ISLOs Assessed by this Measure: <b>#2 Illustrate the principles of professional business ethics utilized in business decision-making.</b> <b>#3 Use computer application technologies in the creation of business documents.</b>  Specific to Legal Studies: <b>A. Apply the state professional code of ethics to fact scenarios involving the use of paralegals.</b>	<i>Objective (Target/Criterion) for Direct Measure 1</i>  85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.

<p><i>B. Prepare legal and business documents using a variety of software applications, including legal specialty software.</i></p> <p><i>C. Create a portfolio of the prepared documents consistent with that of a legal file.</i></p>	
<p><b>Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:</b></p>	<p><b>Performance Objectives (Targets/Criteria) for Indirect Measures:</b></p>
<p>1. <i>Indirect Measure 1</i> <b>Faculty perception of Student Learning</b></p> <p>Program ISLOs Assessed by this Measure: <b>#1 Apply accounting principles to inform decision-making in a business setting.</b> <b>#2 Illustrate the principles of professional business ethics utilized in business decision-making.</b> <b>#3 Use computer application technologies in the creation of business documents.</b></p>	<p><i>Objective (Target/Criterion) for Indirect Measure 1</i></p> <p><i>85% of student responses state gaining proficiency in the learning outcomes.</i></p>
<p>2. <i>Indirect Measure 2</i> <b>Student Survey of Student Learning</b></p> <p>Program ISLOs Assessed by this Measure: <b>#1 Apply accounting principles to inform decision-making in a business setting.</b> <b>#2 Illustrate the principles of professional business ethics utilized in business decision-making.</b></p>	<p><i>Objective (Target/Criterion) for Indirect Measure 1</i></p> <p><i>85% of student responses state gaining proficiency in the learning outcomes.</i></p>
<p><b>Learning Assessment Results: Associate of Science Program</b></p>	
<p><b>Summary of Results from Implementing Direct Measures of Student Learning:</b></p>	
<p>1. <i>Summary of Results for Direct Measure 1</i> <b>ACCT201 – Accounting Foundations I: Final Exam</b></p> <p><u>Performance Target:</u> 85% of students will either meet or exceed expectations on the grading rubric for this measure.</p> <p>Program ISLOs Assessed by this Measure: <b>#1 Integrate key business principles for business decision-making.</b> <i>N = 516</i> <i>Results = 79%</i></p>	



**#2 Develop business communication based on professional standards.**

N = 516

Results = 79%

**#3 Explain ethical and legal principles that apply to business.**

N = 516

Results = 79%

2. 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 = 27

Results = 96%

**#3 Use computer application technologies in the creation of business documents.**

N = 27

Results = 96%

**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 = 38

Results = 95%

**#2 Illustrate the principles of professional business ethics utilized in business decision-making.**

N = 50

Results = 98%

**#3 Use computer application technologies in the creation of business documents.**

N = 48  
Results = 98%

2. *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 = 1  
Results = 100%

**#2 Illustrate the principles of professional business ethics utilized in business decision-making.**

N = 1  
Results = 100%

**#3 Use computer application technologies in the creation of business documents.**

N = 1  
Results = 100%

**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	Indirect Measure 1 – Faculty Survey	Indirect Measure 2 – Student Survey
	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...
1. <i>Apply accounting principles to inform decision-making in a business setting.</i>	Not Met	N/A	Met	Met
2. <i>Illustrate the principles of professional business ethics utilized in business decision-making.</i>	Not Met	Met	Met	Met
3. <i>Use computer application technologies in the creation of business documents.</i>	Not Met	Met	Met	Met

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

*Course of Action 1: ACCT201 – LOs #1, #2 & #3 were not met, with 79% meeting for each. All three of these improved from academic year 2017-2018. Indirect measures show that performance targets were met from both faculty and student surveys.*

**Action Plan:** *During the 2019-2020 academic year, the Accounting Department will fine tune the publisher learning management system assignments to reinforce content. Further, the Accounting Department will continue to meet and discuss results to further inform curriculum improvement.*

# Associate of Science (AS) – Legal Studies

## Section I: Student Learning Assessment

### AS – Legal Studies

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

**#3 Create legal documents similar in content and quality to those routinely produced in business and personal legal setting.**

**Learning Assessment Results: AS – Legal 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 = 25*

*Results = 100%*

**#2 Apply technology to produce legal documents in the area of business and personal legal services.**

*N = 25*

*Results = 100%*

**#3 Create legal documents similar in content and quality to those routinely produced in business and personal legal setting.**

*N = 25*

*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 Explain the relevancy of the Code of Professional Responsibility and how it relates to the paralegal profession.**

*N = 1*

*Results = 100%*

**#2 Apply technology to produce legal documents in the area of business and personal legal services.**

*N = 1*

*Results = 100%*

**#3 Create legal documents similar in content and quality to those routinely produced in business and personal legal setting.**

*N = 1*

*Results = 100%*

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

Intended Student Learning Outcomes	Learning Assessment Measures	
Program ISLOs	Direct Measure 1 – LEGL220	Indirect Measure 1 – Student Survey
	Performance Target Was...	Performance Target Was...
1. <i>Explain the relevancy of the Code of Professional Responsibility and how it relates to the paralegal profession.</i>	Met	Met
2. <i>Apply technology to produce legal documents in the area of business and personal legal services.</i>	Met	Met
3. <i>Create legal documents similar in content and quality to those routinely produced in business and personal legal setting.</i>	Met	Met

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

*All performance targets were met.*

# Bachelor of Business Administration (BBA) Programs



## Section I: Student Learning Assessment

### Bachelor of Business Administration Degree Programs

Student Learning Assessment for: <i>Bachelor of Business Administration Programs</i>	
Program Intended Student Learning Outcomes (Program ISLOs)	
1. <i>Program Learning Outcome 1:</i> <b>Apply business decision tools to inform business decision-making.</b>	
2. <i>Program Learning Outcome 2:</i> <b>Integrate major principles in the functional areas of accounting, marketing, finance, human resources, and management to make business decisions.</b>	
3. <i>Program Learning Outcome 3:</i> <b>Develop and present business communication based on professional standards.</b>	
4. <i>Program Learning Outcome 4:</i> <b>Apply the principles of ethical, legal, and cultural dimensions as considered in business decision-making.</b>	
5. <i>Program Learning Outcome 5:</i> <b>Apply knowledge of the global business environment.</b>	
Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
1. <i>Direct Measure 1</i> <b>Capstone Class Projects for each major:</b> <b>BBA in Accounting: ACCT495 – Accounting Issues and Research</b> <b>BBA in Accounting Fraud Investigation: ACCT495 – Accounting Issues and Research</b> <b>BBA in Human Resource Management: HRMG453 – Strategic Human Resources</b> <b>BBA in Finance: FINC495: Financial Plan Development</b> <b>BBA in Marketing: MKTG440 – Strategic Marketing Plan</b> <b>BBA in Management: BUSN495 – Business Planning Capstone</b> <b>BBA in Sport Management: SPMG495* Sport Management Planning Capstone</b> <b>BBA in Business: BUSN495 – Business Planning Capstone</b>	<i>Objective (Target/Criterion) for Direct Measure 1</i>  85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.

***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.***

***2. 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: MKTG440 – Strategic Marketing***
- BBA in Management: BUSN495 – Business Planning Capstone***
- BBA in Sport Management: SPMG495 - Sport Management Capstone***
- BBA in Business: BUSN495 – Business Planning Capstone***
- BBA in International Business: BUSN496 – International Business Capstone***

General 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.***

*Objective (Target/Criterion) for Direct Measure 2*

*85% of the students will either Meet or Exceed Expectations for the grading rubric for this measure.*

<p><b>#3 Develop and present business communication based on professional standards.</b></p> <p><b>#4 Understand the principles of ethical, legal, and cultural dimensions as considered in business decision-making.</b></p> <p><b>#5 Develop business decisions based on distinctions in cultural and operational business practices.</b></p>	
<p><b>Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:</b></p>	<p><b>Performance Objectives (Targets/Criteria) for Indirect Measures:</b></p>
<p>1. <i>Indirect Measure 1</i> <b>Student Survey of Student Learning</b></p> <p>Program ISLOs Assessed by this Measure:</p> <p><b>#1 Apply business decision tools to inform business decision-making.</b></p> <p><b>#2 Integrate major principles in the functional areas of accounting, marketing, finance, human resources, and management to make business decisions.</b></p> <p><b>#3 Develop and present business communication based on professional standards.</b></p> <p><b>#4 Understand the principles of ethical, legal, and cultural dimensions as considered in business decision-making.</b></p> <p><b>#5 Apply knowledge of the global business environment.</b></p>	<p><i>Objective (Target/Criterion) for Indirect Measure 1</i></p> <p>85% of student responses state gaining proficiency in the learning outcomes.</p>
<p>2. <i>Indirect Measure 2</i> <b>Student reflection paper embedded in the capstone courses.</b></p> <p>Program ISLOs Assessed by this Measure:</p> <p><b>#1 Apply business decision tools to inform business decision-making.</b></p> <p><b>#2 Integrate major principles in the functional areas of accounting, marketing, finance, human resources, and management to make business decisions.</b></p> <p><b>#3 Develop and present business communication based on professional standards.</b></p> <p><b>#4 Understand the principles of ethical, legal, and cultural dimensions as considered in business decision-making.</b></p> <p><b>#5 Apply knowledge of the global business environment.</b></p>	<p><i>Objective (Target/Criterion) for Indirect Measure 2</i></p> <p>85% of students reflect gaining proficiency in the learning outcomes.</p>

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 = 87*

*Results = 94%*

***#2 Integrate major principles in the functional areas of accounting, marketing, finance, human resources, and management to make business decisions.***

*N = 87*

*Results = 94%*

***#3 Develop and present business communication based on professional standards.***

*N = 87*

*Results = 94%*

***#4 Apply the principles of ethical, legal, and cultural dimensions as considered in business decision-making.***

*N = 87*

*Results = 94%*

***#5 Apply knowledge of the global business environment.***

*N = 87*

*Results = 93%*

***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 = 87*

*Results = 94%*

***#2 Integrate major principles in the functional areas of accounting, marketing, finance, human resources, and management to make business decisions.***

*N = 87*

*Results = 94%*

***#3 Develop and present business communication based on professional standards.***

*N = 87*

Results = 94%

**#4 Apply the principles of ethical, legal, and cultural dimensions as considered in business decision-making.**

N = 87

Results = 94%

**#5 Apply knowledge of the global business environment.**

N = 87

Results = 93%

#### **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 = 51

Results = 94%

**#2 Integrate major principles in the functional areas of accounting, marketing, finance, human resources, and management to make business decisions.**

N = 51

Results = 94%

**#3 Develop and present business communication based on professional standards.**

N = 51

Results = 94%

**#4 Understand the principles of ethical, legal, and cultural dimensions as considered in business decision-making.**

N = 51

Results = 94%

**#5 Develop business decisions based on distinctions in cultural and operational business practices.**

N = 51

Results = 94%

#### **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 = 31

Results = 87%

**#2 Integrate major principles in the functional areas of accounting, marketing, finance, human resources, and management to make business decisions.**

N = 31

Results = 87%

**#3 Develop and present business communication based on professional standards.**

N = 31

Results = 87%

**#4 Understand the principles of ethical, legal, and cultural dimensions as considered in business decision-making.**

N = 31

Results = 87%

**#5 Develop business decisions based on distinctions in cultural and operational business practices.**

N = 31

Results = 87%

**BBA in Marketing: MKTG440 – Strategic Marketing**

Portfolio Project Program ISLOs Assessed by this Measure:

**#1 Apply business decision tools to inform business decision-making.**

N = 62

Results = 90%

**#2 Integrate major principles in the functional areas of accounting, marketing, finance, human resources, and management to make business decisions.**

N = 62

Results = 85%

**#3 Develop and present business communication based on professional standards.**

N = 62

Results = 90%

**#4 Understand the principles of ethical, legal, and cultural dimensions as considered in business decision-making.**

N = 52

Results = 92%

**#5 Develop business decisions based on distinctions in cultural and operational business practices.**

N = 52

Results = 90%

**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 = 94

Results = 87%

**#2 Integrate major principles in the functional areas of accounting, marketing, finance, human resources, and management to make business decisions.**

N = 94

Results = 87%

**#3 Develop and present business communication based on professional standards.**

N = 94

Results = 88%

**#4 Apply the principles of ethical, legal, and cultural dimensions as considered in business decision-making.**

N = 95

Results = 88%

**#5 Apply knowledge of the global business environment.**

N = 94

Results = 89%

**BBA in Sport Management: SPMG495 – Sport Management Capstone**

Portfolio Project Program ISLOs Assessed by this Measure:

**#1 Apply business decision tools to inform business decision-making.**

N = 27

Results = 85%

**#2 Integrate major principles in the functional areas of accounting, marketing, finance, human resources, and management to make business decisions.**

N = 27

Results = 85%

**#3 Develop and present business communication based on professional standards.**

N = 27

Results = 100%

**#4 Demonstrate knowledge of the principles of ethical, legal, and cultural dimensions in business decision-making.**

N = 27

Results = 81%

**#5 Apply knowledge of the global business environment.**

N = 27

Results = 70%

**BBA in Business: BUSN495 – Business Planning Capstone**

Portfolio Project Program ISLOs Assessed by this Measure:

**#1 Integrate the principles of planning, leading, organizing and controlling to improve the organization's performance and sustainability.**

N = 95

Results = 89%

**#2 Apply management theories and concepts to support the development of organizational culture and people.**

N = 94

Results = 90%

**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 = 10

Results = 100%

**#2 Integrate major principles in the functional areas of accounting, marketing, finance, human resources, and management to make business decisions.**

N = 10

Results = 100%

**#3 Develop and present business communication based on professional standards.**

N = 10

Results = 100%

**#4 Understand the principles of ethical, legal, and cultural dimensions as considered in business decision-making.**

N = 10

Results = 100%

**#5 Develop business decisions based on distinctions in cultural and operational business practices.**

N = 10

Results = 100%

**2. 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**

General Program ISLOs Assessed by this Measure:

**#1 Apply business decision tools to inform business decision-making.**

N = 92

Results = 89%

**#2 Integrate major principles in the functional areas of accounting, marketing, finance, human resources, and management to make business decisions.**

N = 92

Results = 93%

**#3 Develop and present business communication based on professional standards.**

N = 92



Results = 91%

**#4 Apply the principles of ethical, legal, and cultural dimensions as considered in business decision-making.**

N = 92

Results = 92%

**#5 Apply knowledge of the global business environment.**

N = 92

Results = 98%

#### **BBA in Accounting Fraud Investigation: ACCT495 – Accounting Issues and Research**

General Program ISLOs Assessed by this Measure:

**#1 Apply business decision tools to inform business decision-making.**

N = 4

Results = 75%

**#2 Integrate major principles in the functional areas of accounting, marketing, finance, human resources, and management to make business decisions.**

N = 4

Results = 75%

**#3 Develop and present business communication based on professional standards.**

N = 4

Results = 75%

**#4 Apply the principles of ethical, legal, and cultural dimensions as considered in business decision-making.**

N = 4

Results = 75%

**#5 Apply knowledge of the global business environment.**

N = 4

Results = 75%

#### **BBA in Human Resource Management: HRMG453 – Strategic Human Resources**

General Program ISLOs Assessed by this Measure:

**#1 Apply business decision tools to inform business decision-making.**

N = 51

Results = 96%

**#2 Integrate major principles in the functional areas of accounting, marketing, finance, human resources, and management to make business decisions.**

N = 51

Results = 94%

**#3 Develop and present business communication based on professional standards.**

N = 51

Results = 94%

**#4 Understand the principles of ethical, legal, and cultural dimensions as considered in business decision-making.**

N = 51

Results = 94%

**#5 Develop business decisions based on distinctions in cultural and operational business practices.**

N = 51

Results = 94%

**BBA in Finance: FINC495: Financial Plan Development**

General Program ISLOs Assessed by this Measure:

**#1 Apply business decision tools to inform business decision-making.**

N = 31

Results = 97%

**#2 Integrate major principles in the functional areas of accounting, marketing, finance, human resources, and management to make business decisions.**

N = 31

Results = 97%

**#3 Develop and present business communication based on professional standards.**

N = 31

Results = 97%

**#4 Apply the principles of ethical, legal, and cultural dimensions as considered in business decision-making.**

N = 31

Results = 97%

**#5 Apply knowledge of the global business environment.**

N = 31

Results = 97%

**BBA in Marketing: MKTG440 – Strategic Marketing**

General Program ISLOs Assessed by this Measure:

**#1 Apply business decision tools to inform business decision-making.**

N = 62

Results = 90%

**#2 Integrate major principles in the functional areas of accounting, marketing, finance, human resources, and management to make business decisions.**

*N = 62*

*Results = 81%*

***#3 Develop and present business communication based on professional standards.***

*N = 62*

*Results = 87%*

***#4 Understand the principles of ethical, legal, and cultural dimensions as considered in business decision-making.***

*N = 62*

*Results = 85%*

***#5 Develop business decisions based on distinctions in cultural and operational business practices.***

*N = 47*

*Results = 70%*

***BBA in Management: BUSN495 – Business Planning Capstone***

General Program ISLOs Assessed by this Measure:

***#1 Apply business decision tools to inform business decision-making.***

*N = 93*

*Results = 95%*

***#2 Integrate major principles in the functional areas of accounting, marketing, finance, human resources, and management to make business decisions.***

*N = 93*

*Results = 95%*

***#3 Develop and present business communication based on professional standards.***

*N = 94*

*Results = 95%*

***#4 Apply the principles of ethical, legal, and cultural dimensions as considered in business decision-making.***

*N = 95*

*Results = 92%*

***#5 Apply knowledge of the global business environment.***

*N = 95*

*Results = 94%*

***BBA in Sport Management: SPMG 495 Sport Management Capstone***

General Program ISLOs Assessed by this Measure:

***#1 Apply business decision tools to inform business decision-making.***

*N = 29*

*Results = 93%*

**#2 Integrate major principles in the functional areas of accounting, marketing, finance, human resources, and management to make business decisions.**

N = 29

Results = 97%

**#3 Develop and present business communication based on professional standards.**

N = 29

Results = 97%

**#4 Demonstrate knowledge of the principles of ethical, legal, and cultural dimensions in business decision-making.**

N = 29

Results = 86%

**#5 Apply knowledge of the global business environment.**

N = 29

Results = 90%

**BBA in Business: BUSN495 – Business Planning Capstone**

General Program ISLOs Assessed by this Measure:

**#1 Apply business decision tools to inform business decision-making.**

N = 93

Results = 95%

**#2 Integrate major principles in the functional areas of accounting, marketing, finance, human resources, and management to make business decisions.**

N = 93

Results = 95%

**#3 Develop and present business communication based on professional standards.**

N = 94

Results = 95%

**#4 Apply the principles of ethical, legal, and cultural dimensions as considered in business decision-making.**

N = 95

Results = 92%

**#5 Apply knowledge of the global business environment.**

N = 95

Results = 94%

**BBA in International Business: BUSN496 – International Business Capstone**

General Program ISLOs Assessed by this Measure:

**#1 Apply business decision tools to inform business decision-making.**

N = 5

Results = 100%

**#2 Integrate major principles in the functional areas of accounting, marketing, finance, human resources, and management to make business decisions.**

N = 10

Results = 100%

**#3 Develop and present business communication based on professional standards.**

N = 10

Results = 100%

**#4 Understand the principles of ethical, legal, and cultural dimensions as considered in business decision-making.**

N = 10

Results = 100%

**#5 Develop business decisions based on distinctions in cultural and operational business practices.**

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.

Portfolio Project Program ISLOs Assessed by this Measure:

**#1 Apply business decision tools to inform business decision-making.**

N = 344

Results = 98%

**#2 Integrate major principles in the functional areas of accounting, marketing, finance, human resources, and management to make business decisions.**

N = 342

Results = 97%

**#3 Develop and present business communication based on professional standards.**

N = 343

Results = 98%

**#4 Understand the principles of ethical, legal, and cultural dimensions as considered in business decision-making.**

N = 343

Results = 98%

**#5 Develop business decisions based on distinctions in cultural and operational business practices.**

N = 337

Results = 93%

2. 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 = 114

Results = 99%

**#2 Integrate major principles in the functional areas of accounting, marketing, finance, human resources, and management to make business decisions.**

N = 110

Results = 98%

**#3 Develop and present business communication based on professional standards.**

N = 115

Results = 99%

**#4 Understand the principles of ethical, legal, and cultural dimensions as considered in business decision-making.**

N = 116

Results = 99%

**#5 Develop business decisions based on distinctions in cultural and operational business practices.**

N = 107

Results = 97%

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

Intended Student Learning Outcomes	Learning Assessment Measures								
Program ISLOs DIRECT MEASURE #1	<i>ACCT495 (Accounting)</i>	<i>ACCT495 (Accounting Fraud)</i>	<i>HRMG453 (Human Resource Management)</i>	<i>FINC495 (Finance)</i>	<i>MKTG440 (Marketing)</i>	<i>BUSN495 (Management)</i>	<i>SPMG495 (Sport Management)</i>	<i>BUSN495 (Business)</i>	<i>BUSN496 (International Business)</i>
	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...
1. <i>Apply business decision tools to inform business decision-making.</i>	Met	Met	Met	Met	Met	Met	Met	Met	Met
2. <i>Integrate major principles in the functional areas of accounting, marketing, finance, human resources, and management to make business decisions.</i>	Met	Met	Met	Met	Met	Met	Met	Met	Met
3. <i>Develop and present business communication based on professional standards.</i>	Met	Met	Met	Met	Met	Met	Met	Met	Met
4. <i>Understand the principles of ethical, legal, and cultural dimensions as considered in business decision-making.</i>	Met	Met	Met	Met	Met	Met	Not Met	Met	Met
5. <i>Develop business decisions based on distinctions in cultural and operational business practices.</i>	Met	Met	Met	Met	Met	Met	Not Met	Met	Met

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

Intended Student Learning Outcomes	Learning Assessment Measures								
Program ISLOs DIRECT MEASURE #2	ACCT495 (Accounting)	ACCT495 (Accounting Fraud)	HRMG453 (Human Resource Management)	FINC495 (Finance)	MKTG440 (Marketing)	BUSN495 (Management)	SPMG495* (Management)	BUSN495 (Business)	BUSN496 (International Business)
	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. <i>Apply business decision tools to inform business decision-making.</i>	Met	Not Met	Met	Met	Met	Met	Met	Met	Met
2. <i>Integrate major principles in the functional areas of accounting, marketing, finance, human resources, and management to make business decisions.</i>	Met	Not Met	Met	Met	Not Met	Met	Met	Met	Met
3. <i>Develop and present business communication based on professional standards.</i>	Met	Not Met	Met	Met	Met	Met	Met	Met	Met
4. <i>Understand the principles of ethical, legal, and cultural dimensions as considered in business decision-making.</i>	Met	Not Met	Met	Met	Met	Met	Met	Met	Met
5. <i>Develop business decisions based on distinctions in cultural and operational business practices.</i>	Met	Not Met	Met	Met	Not Met	Met	Met	Met	Met



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

Intended Student Learning Outcomes	Learning Assessment Measures
<p><b>Program ISLOs INDIRECT MEASURE#1</b></p>	<p><i>Indirect Measure #1 – Student Survey</i></p>
	<p>Performance Target Was...</p>
<p>1. <i>Apply business decision tools to inform business decision-making.</i></p>	<p>Met</p>
<p>2. <i>Integrate major principles in the functional areas of accounting, marketing, finance, human resources, and management to make business decisions.</i></p>	<p>Met</p>
<p>3. <i>Develop and present business communication based on professional standards.</i></p>	<p>Met</p>
<p>4. <i>Understand the principles of ethical, legal, and cultural dimensions as considered in business decision-making.</i></p>	<p>Met</p>
<p>5. <i>Develop business decisions based on distinctions in cultural and operational business practices.</i></p>	<p>Met</p>

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

Intended Student Learning Outcomes	Learning Assessment Measures								
Program ISLOs INDIRECT MEASURE#2	ACCT495 (Accounting)	ACCT495 (Accounting Fraud)	HRMG453 (Human Resource Management)	FINC495 (Finance)	MKTG440 (Marketing)	BUSN495 (Management)	SPMG495 (Sport Management)	BUSN495 (Business)	BUSN496 (International Business)
	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	Met	Met	Met
3. Develop and present business communication based on professional standards.	Met	Met	Met	Met	Met	Met	Met	Met	Met
4. 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
5. Develop business decisions based on distinctions in cultural and operational business practices.	Met	Met	Met	Met	Met	Met	Not Met	Met	Met

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

- Course of Action 1: SPMG495 – Direct Measure #1 – LO #4 did not meet the target of 85%, however data shows 81% achieving learning outcomes. LO #5 was not not met with 70% achieving learning outcomes. This is a significant improvement from academic year 2017-2018 where achievement of Direct Measure #1 was at the 50% level met for both LOs #4 and #5.  
**Action Plan:** During academic year 2019-2020, the Sport Management faculty will meet to discuss results and develop a plan that will be used to inform curriculum improvement.

2. *Course of Action 2: Accounting Fraud- ACCT495 – Direct measure #2 all LOs met at 75% achievement. However small N of 4 may indicate underachievement by an individual student.*  
**Action Plan:** *During the academic year 2019-2020, Accounting Faculty will meet to review results and develop a plan to inform curriculum improvement, particularly in the area of case analysis.*
3. *Course of Action 3: MKTG440 – Direct measure #2 – LO #2 target of 85% was not met, but 81% did achieve outcome. LO#3 was not met with 70% achieving outcome. However, Indirect measures show that both the students and faculty believed students met this outcome.*  
**Action Plan:** *During the academic year 2019-2020, Marketing Faculty will review results and meet to develop a plan to inform curriculum improvement and case analysis process improvement.*

# BBA - Human Resource Management

## Section I: Student Learning Assessment

### BBA – Human Resource Management

Student Learning Assessment for: BBA – Human Resource Management	
Program Intended Student Learning Outcomes (Program ISLOs)	
1. <i>Program Learning Outcome 1:</i> <b>Assess organizational needs in workforce planning, training and development, recruitment and staffing, total rewards and benefits systems, and propose solutions.</b>	
2. <i>Program Learning Outcome 2:</i> <b>Determine the applicable employment and labor laws and regulations that require organizational compliance.</b>	
3. <i>Program Learning Outcome 3:</i> <b>Propose effective employee and labor relations practices.</b>	
4. <i>Program Learning Outcome 4:</i> <b>Discuss the strategic planning process and how each human resource management function contributes to organizational effectiveness.</b>	
Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
1. <i>Direct Measure 1</i> <b>HRMG 453 – Strategic Human Resources: Capstone / Comprehensive Case Study</b>  Major ISLOs Assessed by this Measure: <b>#1 Assess organizational needs in workforce planning, training and development, recruitment and staffing, total rewards and benefits systems, and propose solutions.</b> <b>#2 Determine the applicable employment and labor law and regulations that require organizational compliance.</b> <b>#3 Propose effective employee and labor relations practices.</b> <b>#4 Discuss the strategic planning process and how each human resource management function contributes to organizational effectiveness.</b>	<i>Objective (Target/Criterion) for Direct Measure 1</i>  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**

Major 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 = 51*

*Results = 96%*

**#2 Determine the applicable employment and labor law and regulations that require organizational compliance.**

*N = 51*

*Results = 96%*

**#3 Propose effective employee and labor relations practices.**

*N = 51*

*Results = 96%*

**#4 Discuss the strategic planning process and how each human resource management function contributes to organizational effectiveness.**

N = 51  
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.

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 = 44  
Results = 100%

**#2 Determine the applicable employment and labor law and regulations that require organizational compliance.**

N = 44  
Results = 100%

**#3 Propose effective employee and labor relations practices.**

N = 44  
Results = 100%

**#4 Discuss the strategic planning process and how each human resource management function contributes to organizational effectiveness.**

N = 44  
Results = 98%

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

Intended Student Learning Outcomes	Learning Assessment Measures	
	<i>Direct Measure 1 – HRMG453</i>	<i>Indirect Measure 1 – Student Survey</i>
Program ISLOs	Performance Target Was...	Performance Target Was...
1. <i>Assess organizational needs in workforce planning, training and</i>	Met	Met

<i>development, recruitment and staffing, total rewards and benefits systems, and propose solutions.</i>		
<i>2. Determine the applicable employment and labor law and regulations that require organizational compliance.</i>	Met	Met
<i>3. Propose effective employee and labor relations practices.</i>	Met	Met
<i>4. Discuss the strategic planning process and how each human resource management function contributes to organizational effectiveness.</i>	Met	Met
<b>Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:</b>		
<i>All performance targets were met.</i>		



# BBA - Accounting Fraud Investigation

## Section I: Student Learning Assessment

### BBA – Accounting Fraud Investigation

Student Learning Assessment for: BBA – Accounting Fraud Investigation	
Program Intended Student Learning Outcomes (Program ISLOs)	
1. <i>Program Learning Outcome 1:</i> <b>Prepare financial statements according to Generally Accepted Accounting Principles (GAAP).</b>	
2. <i>Program Learning Outcome 2:</i> <b>Conduct a fraud risk assessment.</b>	
3. <i>Program Learning Outcome 3:</i> <b>Describe fraud scheme approaches.</b>	
Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
1. <i>Direct Measure 1</i> <b>ACCT495 – Accounting Issues &amp; Research: Project that includes financial statement preparation.</b>  Major ISLOs Assessed by this Measure: <b>#1 Prepare financial statements according to Generally Accepted Accounting Principles (GAAP).</b>	<i>Objective (Target/Criterion) for Direct Measure 1</i>  85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.
2. <i>Direct Measure 2</i> <b>ACCT310 – Accounting Fraud Examination: Fraud Risk Assessment Project</b>  Major ISLOs Assessed by this Measure: <b>#2 Conduct a fraud risk assessment.</b> <b>#3 Describe fraud scheme approaches.</b>	<i>Objective (Target/Criterion) for Direct Measure 1</i>  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. <i>Indirect Measure 1</i> <b>Student Survey of Student Learning</b>  Major ISLOs Assessed by this Measure:	<i>Objective (Target/Criterion) for Indirect Measure 1</i>  85% of student responses state gaining proficiency in the learning outcomes.

- 1. Prepare financial statements according to Generally Accepted Accounting Principles (GAAP).**
- 2. Conduct a fraud risk assessment.**
- 3. Describe fraud scheme approaches.**

**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 = 4*

*Results = 75%*

2. *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.

*No reported data*

Portfolio Project Program ISLOs Assessed by this Measure:

**#2 Conduct a fraud risk assessment.**

*N = 86*

*Results = 94%*

**#3 Describe fraud scheme approaches.**

*N = 86*

*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**

Program ISLOs Assessed by this Measure:

**#1 Prepare financial statements according to Generally Accepted Accounting Principles (GAAP).**

N = 13  
Results = 100%

**#2 Conduct a fraud risk assessment.**

N = 13  
Results = 100%

**#3 Describe fraud scheme approaches.**

N = 13  
Results = 100%

**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	Indirect Measure 1 – Student Survey
	Performance Target Was...	Performance Target Was...	Performance Target Was...
1. Prepare financial statements according to Generally Accepted Accounting Principles (GAAP).	Not Met	N/A	Met
2. Conduct a fraud risk assessment.	N/A	Met	Met
3. Describe fraud scheme approaches.	N/A	Met	Met

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

*Course of Action 1: ACCT495 – Direct Measure #1– LO #1 target of 85% was not met, with 75% achieving outcome. However, indirect measures show that students believe they met this outcome as reported by student surveys.*

**Action Plan:** During the academic year 2019-2020, Accounting Faculty will review results and develop a plan to inform curriculum improvement.

# BBA - Accounting

## Section I: Student Learning Assessment

### BBA - Accounting

Student Learning Assessment for: <i>BBA – Accounting</i>	
Program Intended Student Learning Outcomes (Program ISLOs)	
1. <i>Program Learning Outcome 1:</i> <b>Prepare financial statements according to Generally Accepted Accounting Principles (GAAP).</b>	
2. <i>Program Learning Outcome 2:</i> <b>Perform a financial statement analysis of a company such that organizational performance and financial condition can be evaluated.</b>	
3. <i>Program Learning Outcome 3:</i> <b>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.</b>	
Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
1. <i>Direct Measure 1</i> <b>ACCT495 – Accounting Issues &amp; Research: Final Project</b>  Portfolio Project Program ISLOs Assessed by this Measure: <b>#1 Prepare financial statements according to Generally Accepted Accounting Principles (GAAP).</b> <b>#2 Perform a financial statement analysis of a company such that organizational performance and financial condition can be evaluated.</b> <b>#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.</b>	<i>Objective (Target/Criterion) for Direct Measure 1</i>  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. <i>Indirect Measure 1</i> <b>Student Survey of Student Learning</b>  Program ISLOs Assessed by this Measure: <b>#1 Prepare financial statements according to Generally Accepted Accounting Principles (GAAP).</b>	<i>Objective (Target/Criterion) for Indirect Measure 1</i>  85% of student responses state gaining proficiency in the learning outcomes.

**#2 Perform 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.**

**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 = 87

Results = 94%

**#2 Perform a financial statement analysis of a company such that organizational performance and financial condition can be evaluated.**

N = 86

Results = 94%

**#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 = 86

Results = 94%

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

2. *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 = 46

Results = 98%

**#2 Perform a financial statement analysis of a company such that organizational performance and financial condition can be evaluated.**

N = 45

Results = 96%

**#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 = 45

Results = 98%

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

Intended Student Learning Outcomes	Learning Assessment Measures	
	Direct Measure 1 – ACCT495	Indirect Measure 1 – Student Survey
Program ISLOs	Performance Target Was...	Performance Target Was...
1. Prepare financial statements according to Generally Accepted Accounting Principles (GAAP).	Met	Met
2. Perform a financial statement analysis of a company such that organizational performance and financial condition can be evaluated.	Met	Met
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.	Met	Met

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

All performance targets were met.



# BBA - Accounting: Internal Auditing Specialty

## Section I: Student Learning Assessment

BBA – Accounting: Internal Auditing Specialty

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

**#1 Describe the major concepts, theories and practices of internal control and auditing.**

N = 20

Results = 70%

**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 = 0

Results = 0%

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

Intended Student Learning Outcomes	Learning Assessment Measures							
Program ISLOs	<i>Direct Measure 1 – ACCT402</i>	<i>Direct Measure 2</i>	<i>Direct Measure 3</i>	<i>Direct Measure 4</i>	<i>Indirect Measure 1 – Student Survey</i>	<i>Indirect Measure 2</i>	<i>Indirect Measure 3</i>	<i>Indirect Measure 4</i>
	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...
1. <i>Describe the major concepts, theories and practices of internal control and auditing.</i>	Not Met				No Data Reported			

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

*Course of Action 1: ACCT402 – Direct Measure #1– LO #1 target of 85% was not met, with 70% achieving outcome and Indirect Measure not reported in student survey.*

**Action Plan:** *During the academic year 2019-2020, Accounting Faculty will review results and meet to develop a plan to inform for curriculum improvement and will work with Institutional Research to identify strategies for a higher survey response rate.*

# BBA - Accounting: Management Accounting Specialty

## Section I: Student Learning Assessment

BBA – Accounting: Management Accounting Specialty

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

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 = 7*

*Results = 71%*

2. *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 = 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 Describe the major concepts, theories and practices of financial reporting, planning, performance and control.***

*N = 5*

*Results = 100%*

***#2 Describe the major concepts, theories and practices of financial decision-making.***

*N = 5*

*Results = 100%*

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			
2. Describe the major concepts, theories and practices of financial decision-making.	N/A	Met			Met			
Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:								
<p>Course of Action 1: ACCT461 – Direct Measure #1– LO #1 target of 85% was not met, with 71% achieving outcome. However, Indirect Measures show that students believed they met the learning outcome.</p> <p><b>Action Plan:</b> During the academic year 2019-2020, Accounting Faculty will review results and meet to develop a plan to inform curriculum improvement. Specific focus will be placed on the opportunities for greater practice of CPA Exam type questions.</p>								

# BBA - Finance



## Section I: Student Learning Assessment

BBA - Finance

Student Learning Assessment for: <i>BBA – Finance</i>	
Program Intended Student Learning Outcomes (Program ISLOs)	
1. <i>Program Learning Outcome 1:</i> <b>Prepare financial statements according to Generally Accepted Accounting Principles (GAAP).</b>	
2. <i>Program Learning Outcome 2:</i> <b>Perform a financial statement analysis of a company such that organizational performance and financial condition can be evaluated.</b>	
3. <i>Program Learning Outcome 3:</i> <b>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.</b>	
Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
1. <i>Direct Measure 1</i> <b>FINC 495 – Portfolio Management project</b>  Portfolio Project Program ISLOs Assessed by this Measure: <b>#1 Prepare financial statements according to Generally Accepted Accounting Principles (GAAP).</b> <b>#2 Perform a financial statement analysis of a company such that organizational performance and financial condition can be evaluated.</b> <b>#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.</b>	<i>Objective (Target/Criterion) for Direct Measure 1</i>  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. <i>Indirect Measure 1</i> <b>Student Survey of Student Learning</b>  Program ISLOs Assessed by this Measure: <b>#1 Prepare financial statements according to Generally Accepted Accounting Principles (GAAP).</b>	<i>Objective (Target/Criterion) for Indirect Measure 1</i>  85% of student responses state gaining proficiency in the learning outcomes.

**#2 Perform 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.**

**Learning Assessment Results: BBA – Finance**

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

1. *Summary of Results for Direct Measure 1*  
**FINC 495 – 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 Prepare financial statements according to Generally Accepted Accounting Principles (GAAP).**

N = 31

Results = 84%

**#2 Perform a financial statement analysis of a company such that organizational performance and financial condition can be evaluated.**

N = 31

Results = 87%

**#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 = 31

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 Prepare financial statements according to Generally Accepted Accounting Principles (GAAP).**

N = 16

Results = 100%

**#2 Perform a financial statement analysis of a company such that organizational performance and financial condition can be evaluated.**

N = 16  
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 = 16  
Results = 94%

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

Intended Student Learning Outcomes	Learning Assessment Measures	
	Direct Measure 1 – FINC402	Indirect Measure 1 – Student Survey
	Performance Target Was...	Performance Target Was...
1. Prepare financial statements according to Generally Accepted Accounting Principles (GAAP).	Not Met	Met
2. Perform a financial statement analysis of a company such that organizational performance and financial condition can be evaluated.	Met	Met
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.	Met	Met

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

Course of Action 1: FINC495 – Direct Measure #1– LO #1 target of 85% was not met, however 84% did achieve outcome and indirect measure shows that performance targets were met from student surveys.

**Action Plan:** During the academic year 2019-2020, Finance Faculty will review results and meet to develop a plan to inform curriculum improvement.

# BBA - Finance: Financial Planning Specialty

## Section I: Student Learning Assessment

BBA – Finance: Financial Planning Specialty

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

**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:

***Perform a financial statement analysis of a company such that organizational performance and financial condition can be evaluated.***

*N = 36*

*Results = 86%*

***1. Interpret financial and investment data and give appropriate personal investment recommendations.***

*N = 36*

*Results = 81%*

***Develop a financial plan.***

*N = 36*

*Results = 86%*

**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 = 3*

*Results = 100%*

***2. Interpret financial and investment data and give appropriate personal investment recommendations.***

*N = 3*

*Results = 100%*

***3. Develop a financial plan.***

*N = 3*

*Results = 100%*

Summary of Achievement of Intended Student Learning Outcomes:		
Intended Student Learning Outcomes	Learning Assessment Measures	
Program ISLOs	<i>Direct Measure 1 – FINC495</i>	<i>Indirect Measure 1 – Student Survey</i>
	Performance Target Was...	Performance Target Was...
1. <i>Perform a financial statement analysis of a company such that organizational performance and financial condition can be evaluated.</i>	Met	Met
2. <i>Interpret financial and investment data and give appropriate personal investment recommendations.</i>	Not Met	Met
3. <i>Develop a financial plan.</i>	Met	Met
Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:		
<p><i>Course of Action 1: FINC495 – Direct Measure #2– LO #1 target of 85% was not met, however 81% did achieve outcome and indirect measure shows that performance targets were met from student surveys.</i></p> <p><b>Action Plan:</b> <i>During the academic year 2019-2020, Finance Faculty will review results and meet to develop a plan to inform curriculum improvement.</i></p>		

# BBA - Marketing



## Section I: Student Learning Assessment

### BBA - Marketing

Student Learning Assessment for: BBA – Marketing	
Program Intended Student Learning Outcomes (Program ISLOs)	
1. <i>Program Learning Outcome 1:</i> <b><i>Integrate key marketing principles and concepts to create a marketing plan.</i></b>	
2. <i>Program Learning Outcome 2:</i> <b><i>Analyze marketing environments to inform marketing strategies.</i></b>	
3. <i>Program Learning Outcome 3:</i> <b><i>Analyze market opportunities to make market segmentation decisions.</i></b>	
4. <i>Program Learning Outcome 4:</i> <b><i>Apply knowledge of the global environment in the marketing context.</i></b>	
5. <i>Program Learning Outcome 5:</i> <b><i>Demonstrate an understanding of the principles of ethical, legal and cultural dimensions in the marketing context.</i></b>	
Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
1. <i>Direct Measure 1</i> <b>MKTG440 – Strategic Marketing: <i>Strategic Marketing Plan</i></b>  Portfolio Project Program ISLOs Assessed by this Measure: <b>#1 <i>Integrate key marketing principle and concepts to create a marketing plan.</i></b> <b>#2 <i>Analyze marketing environments to inform marketing strategies.</i></b> <b>#3 <i>Analyze market opportunities to make market segmentation decisions.</i></b>	<i>Objective (Target/Criterion) for Direct Measure 1</i>  <i>85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.</i>
2. <i>Direct Measure 2</i> <b>MKTG421 – International Marketing: <i>Country Notebook Report</i></b>  Portfolio Project Program ISLOs Assessed by this Measure: <b>#4 <i>Apply knowledge of the global environment in the marketing context.</i></b>	<i>Objective (Target/Criterion) for Direct Measure 1</i>  <i>85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.</i>

<p><b>#5 Demonstrate an understanding of the principles of ethical, legal and cultural dimensions in the marketing context.</b></p>	
<p><b>Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:</b></p>	<p><b>Performance Objectives (Targets/Criteria) for Indirect Measures:</b></p>
<p>1. <i>Indirect Measure 1</i>  <b>Student Survey of Student Learning</b></p> <p>Program ISLOs Assessed by this Measure:</p> <p><b>#1 Integrate key marketing principle and concepts to create a marketing plan.</b>  <b>#2 Analyze marketing environments to inform marketing strategies.</b>  <b>#3 Analyze market opportunities to make market segmentation decisions.</b>  <b>#4 Apply knowledge of the global environment in the marketing context.</b>  <b>#5 Demonstrate an understanding of the principles of ethical, legal and cultural dimensions in the marketing context.</b></p>	<p><i>Objective (Target/Criterion) for Indirect Measure 1</i></p> <p>85% of student responses state gaining proficiency in the learning outcomes.</p>
<p align="center"><b>Learning Assessment Results: BBA – Marketing</b></p>	
<p><b>Summary of Results from Implementing Direct Measures of Student Learning:</b></p>	
<p>1. <i>Direct Measure 1</i>  <b>MKTG440 – Strategic Marketing: Strategic Marketing Plan</b></p> <p><u>Performance Target:</u> 85% of students will either meet or exceed expectations on the grading rubric for this measure.</p> <p>Portfolio Project Program ISLOs Assessed by this Measure:</p> <p><b>#1 Integrate key marketing principle and concepts to create a marketing plan.</b>  N = 62  Results = 90%</p> <p><b>#2 Analyze marketing environments to inform marketing strategies.</b>  N = 62  Results = 85%</p>	

**#3 Analyze market opportunities to make market segmentation decisions.**

N = 62

Results = 90%

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 = 79

Results = 91%

**#5 Demonstrate an understanding of the principles of ethical, legal and cultural dimensions in the marketing context.**

N = 79

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 Integrate key marketing principle and concepts to create a marketing plan.**

N = 39

Results = 97%

**#2 Analyze marketing environments to inform marketing strategies.**

N = 39

Results = 100%

**#3 Analyze market opportunities to make market segmentation decisions.**

N = 39

Results = 100%

**#4 Apply knowledge of the global environment in the marketing context.**

N = 39

Results = 97%

**#5 Demonstrate an understanding of the principles of ethical, legal and cultural dimensions in the marketing context.**

N = 39

Results = 97%

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

Intended Student Learning Outcomes	Learning Assessment Measures							
	Direct Measure 1 – MKTG440	Direct Measure 2 – MKTG421	Direct Measure 3	Direct Measure 4	Indirect Measure 1 – Student Survey	Indirect Measure 2	Indirect Measure 3	Indirect Measure 4
Program ISLOs	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...
1. <i>Integrate key marketing principle and concepts to create a marketing plan.</i>	Met	N/A			Met			
2. <i>Analyze marketing environments to inform marketing strategies.</i>	Met	N/A			Met			
3. <i>Analyze market opportunities to make market segmentation decisions.</i>	Met	N/A			Met			
4. <i>Apply knowledge of the global environment in the marketing context.</i>	N/A	Met			Met			
5. <i>Demonstrate an understanding of the principles of ethical, legal and cultural dimensions in the marketing context.</i>	N/A	Met			Met			

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

*All course requirements have been met.*

# BBA - Marketing: Digital Marketing & Promotion Specialty

## Section I: Student Learning Assessment

BBA – Marketing: Digital Marketing & Promotion Specialty

Student Learning Assessment for: <i>BBA – Marketing: Digital Marketing &amp; Promotion Specialty</i>	
Program Intended Student Learning Outcomes (Program ISLOs)	
1. <i>Program Learning Outcome 1:</i> <b>Create a promotion plan for a brand or organization.</b>	
2. <i>Program Learning Outcome 2:</i> <b>Develop performance measures for promotion programs.</b>	
Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
1. <i>Direct Measure 1</i> <b>MKTG324 – Media Planning: <i>Position Paper</i></b>  Portfolio Project Program ISLOs Assessed by this Measure: <b>#1 Evaluate digital marketing strategies that support organizational marketing plans.</b>	<i>Objective (Target/Criterion) for Direct Measure 1</i>  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. <i>Indirect Measure 1</i> <b>Student Survey of Student Learning</b>  Program ISLOs Assessed by this Measure: <b>#1 Evaluate digital marketing strategies that support organizational marketing plans.</b>	<i>Objective (Target/Criterion) for Indirect Measure 1</i>  85% of student responses state gaining proficiency in the learning outcomes.
Learning Assessment Results: <i>BBA – Marketing: Digital Marketing &amp; Promotion Specialty</i>	
Summary of Results from Implementing Direct Measures of Student Learning:	
1. <i>Summary of Results for Direct Measure 1</i> <b>MKTG324 – Media Planning: <i>Position Paper</i></b>  <u>Performance Target:</u> 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 digital marketing strategies that support organizational marketing plans.**

*N = 34*

*Results = 76%*

**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 digital marketing strategies that support organizational marketing plans.**

*N = 9*

*Results = 100%*

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

Intended Student Learning Outcomes	Learning Assessment Measures	
Program ISLOs	<i>Direct Measure 1 – MKTG314</i>	<i>Indirect Measure 1 – Student Survey</i>
	Performance Target Was...	Performance Target Was...
1. <i>Evaluate digital marketing strategies that support organizational marketing plans.</i>	Not Met	Met

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

*Course of Action 1: MKTG324 – Direct Measure #1– LO #1 target of 85% was not met, however 78% did achieve learning outcome and indirect measure shows that students believe they met this outcome. This is the first year of this specialty and Position Paper assessment tool.*

**Action Plan:** *Marketing Faculty will meet during the academic year 2019-2020, will review results of each quarter and determine and needed changes for curriculum improvement and assessment alignment.*



# BBA - Marketing: Marketing Technology Specialty

## Section I: Student Learning Assessment

BBA – Marketing: Marketing Technology Specialty

Student Learning Assessment for: <i>BBA – Marketing: Marketing Technology Specialty</i>	
Program Intended Student Learning Outcomes (Program ISLOs)	
<p>1. <i>Program Learning Outcome 1:</i>  <b>Analyze marketing analytics to inform decision-making.</b></p>	
Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
<p>1. <i>Direct Measure 1</i>  <b>MKTG346 – Digital Brand Engagement</b></p> <p>Portfolio Project Program ISLOs Assessed by this Measure:  <b>#1 Analyze marketing analytics to inform decision-making.</b></p>	<p><i>Objective (Target/Criterion) for Direct Measure 1</i></p> <p><i>85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.</i></p>
Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Indirect Measures:
<p>1. <i>Indirect Measure 1</i>  <b>Student Survey of Student Learning</b></p> <p>Program ISLOs Assessed by this Measure:  <b>#1 Analyze marketing analytics to inform decision-making.</b></p>	<p><i>Objective (Target/Criterion) for Indirect Measure 1</i></p> <p><i>85% of student responses state gaining proficiency in the learning outcomes.</i></p>
Learning Assessment Results: <i>BBA – Marketing: Marketing Technology Specialty</i>	
Summary of Results from Implementing Direct Measures of Student Learning:	
<p>1. <i>Summary of Results for Direct Measure 1</i>  <b>MKTG46 – Sport Advertising and Promotion: Marketing Plan</b></p> <p><u>Performance Target:</u> 85% of students will either meet or exceed expectations on the grading rubric for this measure.</p> <p>Portfolio Project Program ISLOs Assessed by this Measure:  <b>#1 Analyze marketing analytics to inform decision-making.</b>  <i>N = 46</i>  <i>Results = 96%</i></p>	

**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 marketing analytics to inform decision-making.**

*N = 3*

*Results = 100%*

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

Intended Student Learning Outcomes	Learning Assessment Measures	
Program ISLOs	<i>Direct Measure 1 – MKTG350</i>	<i>Indirect Measure 1 – Student Survey</i>
	Performance Target Was...	Performance Target Was...
1. <i>Analyze marketing analytics to inform decision-making.</i>	Met	Met

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

*All required Learning Outcomes were met.*

# BBA - Marketing: Value Chain Specialty

## Section I: Student Learning Assessment

BBA – Marketing: Value Chain Specialty

Student Learning Assessment for: <i>BBA – Marketing: Value Chain Specialty</i>	
Program Intended Student Learning Outcomes (Program ISLOs)	
<p>1. <i>Program Learning Outcome 1:</i>  <b>Assess the elements in an organizational value chain to deliver a valuable product or service.</b></p>	
Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
<p>1. <i>Direct Measure 1</i>  <b>MKTG404– Final Case Analysis</b></p> <p>Portfolio Project Program ISLOs Assessed by this Measure:  <b>#1 Assess the elements in an organizational value chain to deliver a valuable product or service.</b></p>	<p><i>Objective (Target/Criterion) for Direct Measure 1</i></p> <p><i>85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.</i></p>
Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Indirect Measures:
<p>1. <i>Indirect Measure 1</i>  <b>Student Survey of Student Learning</b></p> <p>Program ISLOs Assessed by this Measure:  <b>#1 Assess the elements in an organizational value chain to deliver a valuable product or service.</b></p>	<p><i>Objective (Target/Criterion) for Indirect Measure 1</i></p> <p><i>85% of student responses state gaining proficiency in the learning outcomes.</i></p>
Learning Assessment Results: <i>BBA – Marketing: Value Chain Specialty</i>	
Summary of Results from Implementing Direct Measures of Student Learning:	
<p>1. <i>Summary of Results for Direct Measure 1</i>  <b>MKTG404 – Final Case Analysis</b></p> <p><u>Performance Target:</u> 85% of students will either meet or exceed expectations on the grading rubric for this measure.</p> <p>Portfolio Project Program ISLOs Assessed by this Measure:  <b>#1 Assess the elements in an organizational value chain to deliver a valuable product or service.</b>  <i>N = 10</i></p>	

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 elements in an organizational value chain to deliver a valuable product or service.**

N = 4

Results = 100%

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

Intended Student Learning Outcomes	Learning Assessment Measures	
Program ISLOs	<i>Direct Measure 1 – MKTG342</i>	<i>Indirect Measure 1 – Student Survey</i>
	Performance Target Was...	Performance Target Was...
1. <i>Assess the elements in an organizational value chain to deliver a valuable product or service.</i>	Met	Met

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

All required learning outcomes have been met.

# BBA - Management

## Section I: Student Learning Assessment

### BBA - Management

Student Learning Assessment for: <i>BBA – Management</i>	
Program Intended Student Learning Outcomes (Program ISLOs)	
1. <i>Program Learning Outcome 1:</i> <b><i>Integrate key concepts of management to create a business plan.</i></b>	
2. <i>Program Learning Outcome 2:</i> <b><i>Develop and prepare an implementation strategy for business communication plans based on professional standards</i></b>	
3. <i>Program Learning Outcome 3:</i> <b><i>Develop business decisions based on distinctions in cultural and operational business practices.</i></b>	
Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
1. <i>Direct Measure 1</i> <b>BUSN495 – Business Planning Capstone: Business Plan</b>  Portfolio Project Program ISLOs Assessed by this Measure: <b><i>#1 Integrate the principles of planning, leading, organizing, and controlling to improve the organization’s performance and sustainability.</i></b> <b><i>#2 Apply management theories and concepts to support the development of organizational culture and people.</i></b>	<i>Objective (Target/Criterion) for Direct Measure 1</i>  <i>85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.</i>
2. <i>Direct Measure 2</i> <b>BUSN225 – International Business</b> <b><i>Virtual Developing Country Trade Project</i></b>  Portfolio Project Program ISLOs Assessed by this Measure: <b><i>#1 Integrate the principles of planning, leading, organizing, and controlling to improve the organization’s performance and sustainability.</i></b> <b><i>#2 Apply management theories and concepts to support the development of organizational culture and people.</i></b>	<i>Objective (Target/Criterion) for Direct Measure 1</i>  <i>85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.</i>



Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Indirect Measures:
<p>1. <i>Indirect Measure 1</i> <b>Student Survey of Student Learning</b></p> <p>Program ISLOs Assessed by this Measure:  <b>#1 . Integrate the principles of planning, leading, organizing, and controlling to improve the organization’s performance and sustainability.</b>  <b>#2 Apply management theories and concepts to support the development of organizational culture and people.</b></p>	<p><i>Objective (Target/Criterion) for Indirect Measure 1</i></p> <p>85% of student responses state gaining proficiency in the learning outcomes.</p>
<b>Learning Assessment Results: BBA – Management</b>	
Summary of Results from Implementing Direct Measures of Student Learning:	
<p>1. <i>Summary of Results for Direct Measure 1</i>  <b>BUSN495 – Business Planning Capstone: Business Plan</b></p> <p><u>Performance Target:</u> 85% of students will either meet or exceed expectations on the grading rubric for this measure.</p> <p>Portfolio Project Program ISLOs Assessed by this Measure:  <b>#1 Integrate the principles of planning, leading, organizing, and controlling to improve the organization’s performance and sustainability.</b>  <i>N = 95</i>  <i>Results = 79%</i></p> <p><b>#2 Apply management theories and concepts to support the development of organizational culture and people.</b>  <i>N = 95</i>  <i>Results = 80%</i></p>	
<p>2. <i>Summary of Results for Direct Measure 2</i>  <b>BUSN225 – International Business</b>  <b>Virtual Developing Country Trade Project</b></p> <p><u>Performance Target:</u> 85% of students will either meet or exceed expectations on the grading rubric for this measure.</p> <p>Portfolio Project Program ISLOs Assessed by this Measure:  <b>#1 Integrate the principles of planning, leading, organizing, and controlling to improve the organization’s performance and sustainability.</b></p>	

N = 305  
Results = 80%

**#2 Apply management theories and concepts to support the development of organizational culture and people.**

N = 395  
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 Integrate the principles of planning, leading, organizing, and controlling to improve the organization’s performance and sustainability.**

N = 65  
Results = 100%

**#2 Apply management theories and concepts to support the development of organizational culture and people.**

N = 65  
Results = 100%

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

Intended Student Learning Outcomes	Learning Assessment Measures		
	<i>Direct Measure 1 – BUSN495</i>	<i>Direct Measure 2 – BUSN225</i>	<i>Indirect Measure 1 – Student Survey</i>
Program ISLOs	Performance Target Was...	Performance Target Was...	Performance Target Was...
1. <i>Integrate the principles of planning, leading, organizing, and controlling to improve the organization’s performance and sustainability.</i>	Not Met	Met	Met
2. <i>Apply management theories and concepts to support the</i>	Not Met	Not Met	Met

*development of organizational culture and people.*

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

*Course of Action 1: BUSN495 – Direct Measure #1 – LOs #1 and #2 did not meet target of 85% was not met, however 79% and 80% respectively did achieve learning outcomes and indirect measure shows that performance targets were met from student surveys. While this program was revised in 2017, a planned roll out of a revised capstone course for this program was targeted for Academic Year 2019-2020 to allow for current students to work through the degree.*

**Action Plan:** *Management Faculty are currently working on the development of a new capstone project for implementation in next Outcomes Plan. They will meet during the academic year 2019-2020, to inform needed changes for curriculum improvement.*

*Course of Action 2: BUSN225 – Direct Measure #2– LO #2 did not meet target of 85% was not met, however 80% did achieve learning outcomes and indirect measure shows students believe they have met this outcome. This program was revised and this is the first year of collection using these assessments.*

**Action Plan:** *Management Department will meet during the academic year 2019-2020, to review data to inform needed changes for curriculum improvement and assessment alignment.*

# BBA - Management: Global Project Management Specialty

## Section I: Student Learning Assessment

BBA – Management: Global Project Management Specialty

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

N = 36  
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 Create a project schedule and resource plan using industry standard tools.**

N = 3  
Results = 100%

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

Intended Student Learning Outcomes	Learning Assessment Measures	
Program ISLOs	Direct Measure 1 – GPMT385	Indirect Measure 1 – Student Survey
	Performance Target Was...	Performance Target Was...
1. <i>Create a project schedule and resource plan using industry standard tools.</i>	Met	Met

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

*All required learning outcomes have been met.*

# BBA - Management: Risk Management and Insurance Specialty

## Section I: Student Learning Assessment

BBA – Management: Risk Management and Insurance Specialty

Student Learning Assessment for: <i>BBA – Management: Risk Management and Insurance Specialty</i>	
Program Intended Student Learning Outcomes (Program ISLOs)	
<p>1. <i>Program Learning Outcome 1:</i>  <b>Assess the potential strategies of an organization to mitigate risk and legal/financial exposure in the insurance industry.</b></p>	
Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
<p>1. <i>Direct Measure 1</i>  <b>RMGI454 – Risk Management Case Study</b></p> <p>Portfolio Project Program ISLOs Assessed by this Measure:  <b>#1 Assess the potential strategies of an organization to mitigate risk and legal/financial exposure.</b></p>	<p><i>Objective (Target/Criterion) for Direct Measure 1</i></p> <p><i>85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.</i></p>
Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Indirect Measures:
<p>1. <i>Indirect Measure 1</i>  <b>Student Survey of Student Learning</b></p> <p>Program ISLOs Assessed by this Measure:  <b>#1 Assess the potential strategies of an organization to mitigate risk and legal/financial exposure.</b></p>	<p><i>Objective (Target/Criterion) for Indirect Measure 1</i></p> <p><i>85% of student responses state gaining proficiency in the learning outcomes.</i></p>
Learning Assessment Results: <i>BBA – Management: Risk Management and Insurance Specialty</i>	
Summary of Results from Implementing Direct Measures of Student Learning:	
<p>1. <i>Summary of Results for Direct Measure 1</i>  <b>RMGI454 – Risk Management Case Study</b></p> <p><u>Performance Target:</u> 85% of students will either meet or exceed expectations on the grading rubric for this measure.</p> <p>Portfolio Project Program ISLOs Assessed by this Measure:  <b>#1 Assess the potential strategies of an organization to mitigate risk and legal/financial exposure.</b>  <i>N = 6</i></p>	



Results = 83%

**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%

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

Intended Student Learning Outcomes	Learning Assessment Measures							
	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
Program ISLOs	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...
1. <i>Assess the potential strategies of an organization to mitigate risk and legal/financial exposure.</i>	Not Met				Met			

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

*Course of Action: RMGI454– Direct Measure #1– LOs #1 did not meet target of 85%, however 83% did achieve learning outcomes. Indirect Measure indicates students believe they have met this outcome. This program was revised in 2017 and this is the first year of outcomes collection from the new curriculum using this assessment.*

**Action Plan:** Risk Management Department will meet during the academic year 2019-2020, to inform needed changes for curriculum improvement.

# BBA - Management: Supply Chain & Logistics Specialty

## Section I: Student Learning Assessment

BBA – Management: *Supply Chain & Logistics Specialty*

Student Learning Assessment for: <i>BBA – Management: Supply Chain &amp; Logistics Specialty</i>	
Program Intended Student Learning Outcomes (Program ISLOs)	
<p>1. <i>Program Learning Outcome 1:</i>  <b>Evaluate the efficiency of material flow throughout the supply chain.</b></p>	
Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
<p>1. <i>Direct Measure 1</i>  <b>MGMT413 – Supply Chain Mapping Assignment</b></p> <p>Portfolio Project Program ISLOs Assessed by this Measure:  <b>#1 Evaluate the efficiency of material flow throughout the supply chain.</b></p>	<p><i>Objective (Target/Criterion) for Direct Measure 1</i></p> <p><i>85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.</i></p>
Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Indirect Measures:
<p>1. <i>Indirect Measure 1</i>  <b>Student Survey of Student Learning</b></p> <p>Program ISLOs Assessed by this Measure:  <b>#1 Evaluate the efficiency of material flow throughout the supply chain.</b></p>	<p><i>Objective (Target/Criterion) for Indirect Measure 1</i></p> <p><i>85% of student responses state gaining proficiency in the learning outcomes.</i></p>
Learning Assessment Results: <i>BBA – Management: Supply Chain &amp; Logistics Specialty</i>	
Summary of Results from Implementing Direct Measures of Student Learning:	
<p>1. <i>Summary of Results for Direct Measure 1</i>  <b>MGMT413 – Supply Chain Mapping Assignment</b></p> <p><u>Performance Target:</u> 85% of students will either meet or exceed expectations on the grading rubric for this measure.</p> <p>Portfolio Project Program ISLOs Assessed by this Measure:</p>	

**#1 Evaluate the efficiency of material flow throughout the supply chain.**

*N = 20*

*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 Sustainability Triple Bottom Line concept to organizational challenges.**

*N = 0*

*Results = 0%*

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

Intended Student Learning Outcomes	Learning Assessment Measures							
	<i>Direct Measure 1 – MGMT450</i>	<i>Direct Measure 2</i>	<i>Direct Measure 3</i>	<i>Direct Measure 4</i>	<i>Indirect Measure 1 – Student Survey</i>	<i>Indirect Measure 2</i>	<i>Indirect Measure 3</i>	<i>Indirect Measure 4</i>
Program ISLOs	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...
1. <i>Evaluate the efficiency of material flow throughout the supply chain.</i>	Met				No Data Reported			

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

*Course of Action: Indirect Measure – No data reported. This is a low-enrolled program and timing of student survey did not include those completing the program for this report.*

**Action Plan:** *College to work with Institutional Research to identify processes to increase response rates from completing students.*

# BBA - Sport Management

## Section I: Student Learning Assessment

### BBA – Sport Management

Student Learning Assessment for: <i>BBA – Sport Management</i>	
Program Intended Student Learning Outcomes (Program ISLOs)	
1. <i>Program Learning Outcome 1:</i> <b>Evaluate the laws and requirements of sport management governing bodies to develop compliant policies.</b>	
2. <i>Program Learning Outcome 2:</i> <b>Analyze sport management problems and opportunities to inform decision-making.</b>	
3. <i>Program Learning Outcome 3:</i> <b>Apply marketing concepts to the sports industry.</b>	
Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
1. <i>Direct Measure 1</i> <b>SPMG421 – Sport Governance and Regulation: Final Policy Project</b>  Portfolio Project Program ISLOs Assessed by this Measure: <b>#1 Evaluate the laws and requirements of sport management governing bodies to develop compliant policies.</b>	<i>Objective (Target/Criterion) for Direct Measure 1</i>  85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.
2. <i>Direct Measure 2</i> <b>SPMG445 – Global Sport Industry: Essay</b>  Portfolio Project Program ISLOs Assessed by this Measure: <b>#2 Analyze sport management problems and opportunities to inform decision-making.</b>	<i>Objective (Target/Criterion) for Direct Measure 1</i>  85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.
3. <i>Direct Measure 3</i> <b>MKTG350 – Sport Advertising and Promotion: Sports Marketing Plan</b>  Portfolio Project Program ISLOs Assessed by this Measure: <b>#3 Apply marketing concepts to the sports industry.</b>	<i>Objective (Target/Criterion) for Direct Measure 1</i>  85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.

<p>4. <i>Direct Measure 4</i>  <b>SPMG495 – Sport Management Planning Capstone</b>  <b>Final Business Plan</b></p> <p>Portfolio Project Program ISLOs Assessed by this Measure:  <b>#2 Analyze sport management problems and opportunities to inform decision-making.</b></p>	
<p><b>Assessment Instruments for Intended Student Learning Outcomes—  Indirect Measures of Student Learning:</b></p>	<p><b>Performance Objectives (Targets/Criteria) for Indirect Measures:</b></p>
<p>1. <i>Indirect Measure 1</i>  <b>Student Survey of Student Learning</b></p> <p>Program ISLOs Assessed by this Measure:  <b>#1 Evaluate the laws and requirements of sport management governing bodies to develop compliant policies.</b>  <b>#2 Analyze sport management problems and opportunities to inform decision-making.</b>  <b>#3 Apply marketing concepts to the sports industry.</b></p>	<p><i>Objective (Target/Criterion) for Indirect Measure 1</i></p> <p><i>85% of student responses state gaining proficiency in the learning outcomes.</i></p>
<p align="center"><b>Learning Assessment Results: BBA – Sport Management</b></p>	
<p><b>Summary of Results from Implementing Direct Measures of Student Learning:</b></p>	
<p>1. <i>Summary of Results for Direct Measure 1</i>  <b>SPMG421 – Sport Governance and Regulation:</b>  <b>Final Policy Project</b></p> <p><u>Performance Target:</u> 85% of students will either meet or exceed expectations on the grading rubric for this measure.</p> <p>Portfolio Project Program ISLOs Assessed by this Measure:  <b>#1 Evaluate the laws and requirements of sport management governing bodies to develop compliant policies.</b>  <i>N = 49</i>  <i>Results = 94%</i></p>	
<p>2. <i>Summary of Results for Direct Measure 2</i>  <b>MGMT(SPMG)445 – Global Sport Industry: Essay</b></p>	

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 = 58*

*Results = 95%*

3. *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 = 62*

*Results = 92%*

**#3 Apply marketing concepts to the sports industry.**

*N = 62*

*Results = 92%*

4. *Summary of Results for Direct Measure 4*

**SPMG495 – Sport Management Capstone: Sport Management 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 = 27*

*Results = 85%*

**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 = 14

Results = 100%

**#2 Analyze sport management problems and opportunities to inform decision-making.**

N = 14

Results = 100%

**#3 Apply marketing concepts to the sports industry.**

N = 14

Results = 100%

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

Intended Student Learning Outcomes	Learning Assessment Measures				
	Direct Measure 1 – SPMG421	Direct Measure 2 – SPMG445	Direct Measure 3 – SKMT350	Direct Measure 4- SPMG495	Indirect Measure 1 – Student Survey
Program ISLOs	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	N/A	N/A	Met
2. Analyze sport management problems and opportunities to inform decision-making.	N/A	N/A	Met	Met	Met
3. Apply marketing concepts to the sports industry.	N/A	N/A	Met	N/A	Met

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

All required outcomes have been met.



# BBA - Business

## Section I: Student Learning Assessment

BBA – Business

Student Learning Assessment for: <i>BBA – Business</i>	
Program Intended Student Learning Outcomes (Program ISLOs)	
1. <i>Program Learning Outcome 1:</i> <b>Develop strategies and tactics designed to add stakeholder value and increase sustainable competitive advantage.</b>	
2. <i>Program Learning Outcome 2:</i> <b>Evaluate an organizations primary and support functions and processes to solve business problems.</b>	
Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
1. <i>Direct Measure 1</i> <b>BUSN495 – Business Planning Capstone: Business Plan</b>  Portfolio Project Program ISLOs Assessed by this Measure: <b>#1 Develop strategies and tactics designed to add stakeholder value and increase sustainable competitive advantage.</b> <b>#2 Evaluate an organizations primary and support functions and processes to solve business problems.</b>	<i>Objective (Target/Criterion) for Direct Measure 1</i>  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. <i>Indirect Measure 1</i> <b>Student Survey of Student Learning</b>  Program ISLOs Assessed by this Measure: <b>#1 Apply research skills to business problems and challenges.</b> <b>#2 Evaluate an organizations primary and support functions and processes to solve business problems.</b>	<i>Objective (Target/Criterion) for Indirect Measure 1</i>  85% of student responses state gaining proficiency in the learning outcomes.
Learning Assessment Results: <i>BBA Business</i>	
Summary of Results from Implementing Direct Measures of Student Learning:	
1. <i>Summary of Results for Direct Measure 1</i> <b>BUSN495 – Business Planning Capstone: Business Plan</b>	

**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 strategies and tactics designed to add stakeholder value and increase sustainable competitive advantage.**

N = 94

Results = 89%

**#2 Evaluate an organizations primary and support functions and processes to solve business problems.**

N = 94

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 Develop strategies and tactics designed to add stakeholder value and increase sustainable competitive advantage.**

N = 100

Results = 99%

**#2 Evaluate an organizations primary and support functions and processes to solve business problems.**

N = 97

Results = 97%

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

Intended Student Learning Outcomes	Learning Assessment Measures	
Program ISLOs	Direct Measure 1 – BUSN495	Indirect Measure 1 – Student Survey
	Performance Target Was...	Performance Target Was...

1. <i>Develop strategies and tactics designed to add stakeholder value and increase sustainable competitive advantage.</i>	Met	Met
2. <i>Evaluate an organizations primary and support functions and processes to solve business problems.</i>	Met	Met
<b>Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:</b>		
<i>All required learning outcomes are met for this course.</i>		

# BBA - International Business

## Section I: Student Learning Assessment

BBA – International Business

Student Learning Assessment for: <i>BBA – International Business</i>	
Program Intended Student Learning Outcomes (Program ISLOs)	
<p>1. <i>Program Learning Outcome 1:</i> <b>Assess the similarities and differences between domestic and international business operations.</b></p>	
<p>2. <i>Program Learning Outcome 2:</i> <b>Analyze international business growth areas for business opportunities.</b></p>	
<p>3. <i>Program Learning Outcome 3:</i> <b>Evaluate the marketing challenges and opportunities companies encounter in a global environment.</b></p>	
<p>4. <i>Program Learning Outcome 4:</i> <b>Evaluate the impact of social, cultural, political, economic and ethical environments on international business strategy.</b></p>	
<p>5. <i>Program Learning Outcome 5:</i> <b>Apply international finance concepts to organizational decision-making.</b></p>	
Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
<p>1. <i>Direct Measure 1</i> <b>BUSN496 – International Business Capstone: Case Study</b></p> <p>Portfolio Project Program ISLOs Assessed by this Measure:  <b>#1 Apply business decision tools to inform business decision-making.</b>  <b>#2 Integrate major principles in the functional areas of accounting, marketing, finance, human resources, and management to make business decisions.</b>  <b>#3 Develop and present business communication based on professional standards.</b>  <b>#4 Apply the principles of ethical, legal, and cultural dimensions as considered in business decision-making.</b>  <b>#5 Apply knowledge of the global business environment.</b></p>	<p><i>Objective (Target/Criterion) for Direct Measure 1</i></p> <p><i>85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.</i></p>
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 Apply business decision tools to inform business decision-making.**

*N = 10*

*Results = 100%*

- #2 Integrate major principles in the functional areas of accounting, marketing, finance, human resources, and management to make business decisions.**

*N = 10*

*Results = 100%*

- #3 Develop and present business communication based on professional standards.**

*N = 10*

*Results = 100%*

- #4 Apply the principles of ethical, legal, and cultural dimensions as considered in business decision-making.**

*N = 10*

Results = 100%

**#5 Apply knowledge of the global business environment.**

N = 10

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 Assess the similarities and differences between domestic and international business operations.**

N = 2

Results = 100%

**#2 Analyze international business growth areas for business opportunities.**

N = 2

Results = 100%

**#3 Evaluate the marketing challenges and opportunities companies encounter in a global environment.**

N = 2

Results = 100%

**#4 Evaluate the impact of social, cultural, political, economic and ethical environments on international business strategy.**

N = 2

Results = 100%

**#5 Apply international finance concepts to organizational decision-making.**

N = 2

Results = 100%

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

**Intended Student Learning Outcomes**

**Learning Assessment Measures**

**Program ISLOs**

*Direct Measure 1 –  
BUSN496*

*Indirect Measure 1 –  
Student Survey*

	Performance Target Was...	Performance Target Was...
1. <i>Assess the similarities and differences between domestic and international business operations.</i>	Met	Met
2. <i>Analyze international business growth areas for business opportunities.</i>	Met	Met
3. <i>Evaluate the marketing challenges and opportunities companies encounter in a global environment.</i>	Met	Met
4. <i>Evaluate the impact of social, cultural, political, economic and ethical environments on international business strategy.</i>	Met	Met
5. <i>Apply international finance concepts to organizational decision-making.</i>	Met	Met
<b>Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:</b>		
<i>All learning outcomes were met.</i>		

# Bachelor of Science Program (BS)

## Section I: Student Learning Assessment

### Bachelor of Science Degree Program

Student Learning Assessment for: <i>Bachelor of Science Program</i>	
Program Intended Student Learning Outcomes (Program ISLOs)	
1. <i>Program Learning Outcome 1:</i> <b>Apply business functional knowledge to inform decision-making in a business setting.</b>	
2. <i>Program Learning Outcome 2:</i> <b>Integrate the principles of professional business ethics utilized in business decision-making.</b>	
3. <i>Program Learning Outcome 3:</i> <b>Utilize computer application technologies in the creation of business documents.</b>	
Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
1. <i>Direct Measure 1</i> <b>LEGL301 – Business Organizations: Legal Business Portfolio</b>  Portfolio Project Program ISLOs Assessed by this Measure: <b>#1 Apply business functional knowledge to inform decision-making in a business setting.</b> <b>#3 Utilize computer application technologies in the creation of business documents.</b>	<i>Objective (Target/Criterion) for Direct Measure 1</i>  <i>85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.</i>
2. <i>Direct Measure 2</i> <b>LEGL415 – Advanced Litigation: Trial Notebook</b>  Portfolio Project Program ISLOs Assessed by this Measure: <b>#2 Integrate the principles of professional business ethics utilized in business decision-making.</b> <b>#3 Utilize computer application technologies in the creation of business documents.</b>	<i>Objective (Target/Criterion) for Direct Measure 1</i>  <i>85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.</i>
Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Indirect Measures:

<p>1. <i>Indirect Measure 1</i>  <b>Faculty perception – Validation in accordance with American Bar Association Accreditation Standards.</b></p> <p>Program ISLOs Assessed by this Measure:  <b>#1 Apply business functional knowledge to inform decision-making in a business setting.</b>  <b>#2 Integrate the principles of professional business ethics utilized in business decision-making.</b>  <b>#3 Utilize computer application technologies in the creation of business documents.</b></p>	<p><i>Objective (Target/Criterion) for Direct Measure 1</i></p> <p>85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.</p>
<p>2. <i>Indirect Measure 2</i>  <b>Student Survey of Student Learning</b></p> <p>Program ISLOs Assessed by this Measure:  <b>#1 Apply business functional knowledge to inform decision-making in a business setting.</b>  <b>#2 Integrate the principles of professional business ethics utilized in business decision-making.</b>  <b>#3 Utilize computer application technologies in the creation of business documents.</b></p>	<p><i>Objective (Target/Criterion) for Indirect Measure 1</i></p> <p>85% of student responses state gaining proficiency in the learning outcomes.</p>
<p><b>Learning Assessment Results: Bachelor of Science Program</b></p>	
<p><b>Summary of Results from Implementing Direct Measures of Student Learning:</b></p>	
<p>1. <i>Summary of Results for Direct Measure 1</i>  <b>LEGL301 – Business Organizations: Legal Business Portfolio</b></p> <p><u>Performance Target:</u> 85% of students will either meet or exceed expectations on the grading rubric for this measure.</p> <p>Portfolio Project Program ISLOs Assessed by this Measure:  <b>#1 Apply business functional knowledge to inform decision-making in a business setting.</b>  <i>N = 18</i>  <i>Results = 100%</i></p> <p><b>#3 Utilize computer application technologies in the creation of business documents.</b>  <i>N = 18</i></p>	

Results = 100%

2. 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 = 15

Results = 93%

**#3 Utilize computer application technologies in the creation of business documents.**

N = 15

Results = 93%

**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 = N/A

Results = N/A

**#2 Integrate the principles of professional business ethics utilized in business decision-making.**

N = 45

Results = N/A

**#3 Utilize computer application technologies in the creation of business documents.**

N = 41

Results = N/A

2. 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 = 6

Results = 100%

**#2 Integrate the principles of professional business ethics utilized in business decision-making.**

N = 6

Results = 100%

**#3 Utilize computer application technologies in the creation of business documents.**

N = 6

Results = 83%

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

Intended Student Learning Outcomes	Learning Assessment Measures							
	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
Program ISLOs	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	N/A			No Data Given	Met		
2. Integrate the principles of professional business ethics utilized in business decision-making.	N/A	Met			No Data Given	Met		
3. Utilize computer application technologies in the creation of business documents.	Met	Met			No Data Given	Not Met		



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

*Course of Action 1: Indirect Measure 1 – Faculty Survey no responses recorded.*

**Action Plan:** *Legal Studies Department will meet during the academic year 2019-2020, to review Faculty Survey process for greater return rate.*

*Course of Action 2: Indirect Measure 2 – LO #3 Student Survey indicates Not Met within the Internship Experience.*

**Action Plan:** *Legal Studies Department will meet during the academic year 2019-2020, to review Internship approval process to inform changes in guidelines.*

# BS - Legal Studies

## Section I: Student Learning Assessment

### BS – Legal Studies

Student Learning Assessment for: BS – Legal Studies	
Program Intended Student Learning Outcomes (Program ISLOs)	
1. <i>Program Learning Outcome 1:</i> <b>Create legal documents similar in content and quality to those routinely produced in business and personal legal services.</b>	
2. <i>Program Learning Outcome 2:</i> <b>Integrate the use of technology to facilitate the production of legal documents in the area of business and personal legal services.</b>	
3. <i>Program Learning Outcome 3:</i> <b>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.</b>	
Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
1. <i>Direct Measure 1</i> <b>LEGL415 – Advanced Litigation: Trial Notebook</b>  Portfolio Project Program ISLOs Assessed by this Measure: <b>#1 Create legal documents similar in content and quality to those routinely produced in business and personal legal services.</b> <b>#2 Integrate the use of technology to facilitate the production of legal documents in the area of business and personal legal services.</b> <b>#3 Recommend an ethical course of conduct by determining the appropriate application of the Code of Professional Responsibility</b>	<i>Objective (Target/Criterion) for Direct Measure 1</i>  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. <i>Indirect Measure 1</i> <b>Internship Evaluation given in LEGL490</b>  <u>Performance Target:</u> 85% of internship supervisors' responses state students gained proficiency in the learning outcomes.	<i>Objective (Target/Criterion) for Direct Measure 1</i>  85% of students will either Meet Expectations 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.**
- #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.**

**Learning Assessment Results: BS – Legal 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 = 15

Results = 93%

- #2 Integrate the use of technology to facilitate the production of legal documents in the area of business and personal legal services.**

N = 15

Results = 93%

- #3 Recommend an ethical course of conduct by determining the appropriate application of the Code of Professional Responsibility**

N = 15

Results = 93%

**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 = 6*

*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 = 6*

*Results = 100%*

**#3 Recommend an ethical course of conduct by determining the appropriate application of the Code of Professional Responsibility**

*N = 6*

*Results = 100%*

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

Intended Student Learning Outcomes	Learning Assessment Measures	
	<i>Direct Measure 1 – LEGL415</i>	<i>Indirect Measure 1 – Internship Evaluation</i>
	Performance Target Was...	Performance Target Was...
1. <i>Create legal documents similar in content and quality to those routinely produced in business and personal legal services.</i>	Met	Met
2. <i>Integrate the use of technology to facilitate the production of legal documents in the area of business and personal legal services.</i>	Met	Met
3. <i>Recommend an ethical course of conduct by determining the appropriate application of the Code of Professional Responsibility.</i>	Met	Met

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

*All learning outcomes were met.*



# **MASTERS-LEVEL PROGRAMS**

MBA (traditional format)

## Section I: Student Learning Assessment

MBA – Traditional Format

Student Learning Assessment for: <i>Master Level Programs (MBA Traditional Format)</i>	
Program Intended Student Learning Outcomes (Program ISLOs)	
1. <i>Program Learning Outcome 1:</i> <b>Construct a situational analysis in order to develop business strategies and tactics.</b>	
2. <i>Program Learning Outcome 2:</i> <b>Integrate legal, ethical, and socially responsible constructs to make sound business decisions.</b>	
3. <i>Program Learning Outcome 3:</i> <b>Apply interpersonal oral communication with diverse audiences.</b>	
4. <i>Program Learning Outcome 4:</i> <b>Appraise collaborative leadership strategies to manage, influence, and lead in a global environment.</b>	
5. <i>Program Learning Outcome 5:</i> <b>Apply appropriate quantitative and qualitative inquiry methods to solve business problems</b>	
Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
1. <i>Direct Measure 1</i> <b>CAPS794 – Business integration Capstone: Business Integration Capstone</b>  Portfolio Project Program ISLOs Assessed by this Measure: <b>#1 Construct a situational analysis in order to develop business strategies and tactics.</b> <b>#2 Integrate legal, ethical, and socially responsible constructs to make sound business decisions.</b> <b>#3 Apply interpersonal oral communication with diverse audiences.</b> <b>#4 Appraise collaborative leadership strategies to manage, influence, and lead in a global environment.</b>	<i>Objective (Target/Criterion) for Direct Measure 1</i>  85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.
2. <i>Direct Measure 2</i>	<i>Objective (Target/Criterion) for Direct Measure 1</i>



<p><b>BUSN688 – Quantitative Business Analysis: Quantitative Business Analysis</b></p> <p>Portfolio Project Program ISLOs Assessed by this Measure:  <b>#5 Apply appropriate quantitative and qualitative inquiry methods to solve business problems.</b></p>	<p><i>85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.</i></p>
<p><b>Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:</b></p>	<p><b>Performance Objectives (Targets/Criteria) for Indirect Measures:</b></p>
<p>1. <i>Indirect Measure 1</i>  <b>Student reflection paper</b></p> <p>Program ISLOs Assessed by this Measure:  <b>#1 Construct a situational analysis in order to develop business strategies and tactics.</b>  <b>#2 Integrate legal, ethical, and socially responsible constructs to make sound business decisions.</b>  <b>#3 Apply interpersonal oral communication with diverse audiences.</b>  <b>#4 Appraise collaborative leadership strategies to manage, influence, and lead in a global environment.</b>  <b>#5 Apply appropriate quantitative and qualitative inquiry methods to solve business problems.</b></p>	<p><i>Objective (Target/Criterion) for Direct Measure 1</i></p> <p><i>85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.</i></p>
<p>2. <i>Indirect Measure 2</i>  <b>Student recommendation for the program; taken from grad student survey.</b></p> <p>Program ISLOs Assessed by this Measure:  <b>#1 Construct a situational analysis in order to develop business strategies and tactics.</b>  <b>#2 Integrate legal, ethical, and socially responsible constructs to make sound business decisions.</b>  <b>#3 Apply interpersonal oral communication with diverse audiences.</b>  <b>#4 Appraise collaborative leadership strategies to manage, influence, and lead in a global environment.</b>  <b>#5 Apply appropriate quantitative and qualitative inquiry methods to solve business problems.</b></p>	<p><i>Objective (Target/Criterion) for Direct Measure 1</i></p> <p><i>85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.</i></p>

**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 = 254*

*Results = 91%*

**#2 Integrate legal, ethical, and socially responsible constructs to make sound business decisions.**

*N = 254*

*Results = 88%*

**#3 Apply interpersonal oral communication with diverse audiences.**

*N = 255*

*Results = 93%*

**#4 Appraise collaborative leadership strategies to manage, influence, and lead in a global environment.**

*N = 252*

*Results = 92%*

2. *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 = 145*

*Results = 91%*

**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 = 166*

*Results = 100%*

***#2 Integrate legal, ethical, and socially responsible constructs to make sound business decisions.***

*N = 166*

*Results = 99%*

***#3 Apply interpersonal oral communication with diverse audiences.***

*N = 165*

*Results = 94%*

***#4 Appraise collaborative leadership strategies to manage, influence, and lead in a global environment.***

*N = 164*

*Results = 98%*

***#5 Apply appropriate quantitative and qualitative inquiry methods to solve business problems.***

*N = 166*

*Results = 98%*

***2. 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 = 72*

*Results = 100%*

***#2 Integrate legal, ethical, and socially responsible constructs to make sound business decisions.***

*N = 70*

Results = 100%

**#3 Apply interpersonal oral communication with diverse audiences.**

N = 70

Results = 100%

**#4 Appraise collaborative leadership strategies to manage, influence, and lead in a global environment.**

N = 69

Results = 99%

**#5 Apply appropriate quantitative and qualitative inquiry methods to solve business problems.**

N = 70

Results = 96%

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

Intended Student Learning Outcomes	Learning Assessment Measures			
	<i>Direct Measure 1 – CAPS794</i>	<i>Direct Measure 2 – BUSN688</i>	<i>Indirect Measure 1 – Student Reflection Paper</i>	<i>Indirect Measure 2 – Student Rec of Program</i>
	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...
1. <i>Construct a situational analysis in order to develop business strategies and tactics.</i>	Met	N/A	Met	Met
2. <i>Integrate legal, ethical, and socially responsible constructs to make sound business decisions.</i>	Met	N/A	Met	Met
3. <i>Apply interpersonal oral communication with diverse audiences.</i>	Met	N/A	Met	Met
4. <i>Appraise collaborative leadership strategies to manage, influence, and lead in a global environment.</i>	Met	N/A	Met	Met
5. <i>Apply appropriate quantitative and qualitative inquiry methods to solve business problems.</i>	N/A	Met	Met	Met

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

*All required course outcomes were met.*

# MBA (Competency-Based)

## Section I: Student Learning Assessment

MBA – Competency Based

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

<p>Portfolio Project Program ISLOs Assessed by this Measure:  <b>#5 Apply appropriate quantitative and qualitative inquiry methods to solve business problems.</b></p>	<p><i>85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.</i></p>
<p><b>Assessment Instruments for Intended Student Learning Outcomes—  Indirect Measures of Student Learning:</b></p>	<p><b>Performance Objectives (Targets/Criteria) for Indirect Measures:</b></p>
<p>1. <i>Indirect Measure 1</i>  <b>Student reflection paper upon program completion</b></p> <p>Program ISLOs Assessed by this Measure:  <b>#1 Construct a situational analysis in order to develop business strategies and tactics.</b>  <b>#2 Integrate legal, ethical, and socially responsible constructs to make sound business decisions.</b>  <b>#3 Apply interpersonal oral communication with diverse audiences.</b>  <b>#4 Appraise collaborative leadership strategies to manage, influence, and lead in a global environment.</b>  <b>#5 Apply appropriate quantitative and qualitative inquiry methods to solve business problems.</b></p>	<p><i>Objective (Target/Criterion) for Direct Measure 1</i></p> <p><i>85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.</i></p>
<p>2. <i>Indirect Measure 2</i>  <b>Student recommendation for the program; taken from grad student survey.</b></p> <p>Program ISLOs Assessed by this Measure:  <b>#1 Construct a situational analysis in order to develop business strategies and tactics.</b>  <b>#2 Integrate legal, ethical, and socially responsible constructs to make sound business decisions.</b>  <b>#3 Apply interpersonal oral communication with diverse audiences.</b>  <b>#4 Appraise collaborative leadership strategies to manage, influence, and lead in a global environment.</b>  <b>#5 Apply appropriate quantitative and qualitative inquiry methods to solve business problems.</b></p>	<p><i>Objective (Target/Criterion) for Direct Measure 1</i></p> <p><i>85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.</i></p>

**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*

#### 2. 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*

2. *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

**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.	No Data Reported	N/A			No Data Reported	No Data Reported		
2. Integrate legal, ethical, and socially responsible constructs to make sound business decisions.	No Data Reported	N/A			No Data Reported	No Data Reported		
3. Apply interpersonal oral communication with diverse audiences.	No Data Reported	N/A			No Data Reported	No Data Reported		

4. <i>Appraise collaborative leadership strategies to manage, influence, and lead in a global environment.</i>	No Data Reported	N/A			No Data Reported	No Data Reported		
5. <i>Apply appropriate quantitative and qualitative inquiry methods to solve business problems.</i>	N/A	No Data Reported			No Data Reported	No Data Reported		

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

*No data was reported, as there were no students enrolled in these courses (modules) for the CMBA program. This program was on hiatus during the 2018-2019 academic year.*

# MBA (Executive)

## Section I: Student Learning Assessment

MBA - Executive

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

2. 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

2. 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*

2. *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

**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. <i>Design integrated solutions to executive management challenges.</i>	No Data Reported	N/A			No Data Reported	No Data Reported		
2. <i>Apply knowledge from principle functional areas of business to assess integrated solutions to executive management challenges.</i>	No Data Reported	N/A			No Data Reported	No Data Reported		
3. <i>Apply leadership theories to conduct an executive self-appraisal.</i>	N/A	No Data Reported			No Data Reported	No Data Reported		

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

*No data was reported given no students were enrolled in the Executive MBA program. This program was on hiatus during the 2018-2019 academic year.*

# Master of Management (MM)

## Section I: Student Learning Assessment

### Master of Management

Student Learning Assessment for: <i>Master of Management</i>	
Program Intended Student Learning Outcomes (Program ISLOs)	
1. <i>Program Learning Outcome 1:</i> <b>Apply change management concepts to strategic planning.</b>	
2. <i>Program Learning Outcome 2:</i> <b>Design quality improvement initiatives for business systems and processes.</b>	
3. <i>Program Learning Outcome 3:</i> <b>Develop sustainable business practices using the triple bottom-line approach.</b>	
4. <i>Program Learning Outcome 4:</i> <b>Apply leadership decision-making frameworks.</b>	
Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
<p>1. <i>Direct Measure 1</i>  <b>MGMT795 – Strategies for Contemporary Organizations:                      Strategic Management Case Study</b></p> <p>Portfolio Project Program ISLOs Assessed by this Measure:  <b>#1 Apply change management concepts to strategic planning.</b>  <b>#2 Design quality improvement initiatives for business systems and processes.</b>  <b>#3 Develop sustainable business practices using the triple bottom-line approach.</b></p>	<p><i>Objective (Target/Criterion) for Direct Measure 1</i></p> <p>85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.</p>
<p>2. <i>Direct Measure 2</i>  <b>MGMT795 – Strategies for Contemporary Organizations: Paper.</b></p> <p>Portfolio Project Program ISLOs Assessed by this Measure:  <b>#4 Apply leadership decision-making frameworks.</b></p>	<p><i>Objective (Target/Criterion) for Direct Measure 1</i></p> <p>85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.</p>
Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Indirect Measures:

<p>1. <i>Indirect Measure 1</i>  <b>Student reflection paper upon program completion</b></p> <p>Program ISLOs Assessed by this Measure:  <b>#1 Apply change management concepts to strategic planning.</b>  <b>#2 Design quality improvement initiatives for business systems and processes.</b>  <b>#3 Develop sustainable business practices using the triple bottom-line approach.</b>  <b>#4 Apply leadership decision-making frameworks.</b></p>	<p><i>Objective (Target/Criterion) for Direct Measure 1</i></p> <p>85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.</p>
<p>2. <i>Indirect Measure 2</i>  <b>Student recommendation for the program; taken from grad student survey.</b></p> <p>Program ISLOs Assessed by this Measure:  <b>#1 Apply change management concepts to strategic planning.</b>  <b>#2 Design quality improvement initiatives for business systems and processes.</b>  <b>#3 Develop sustainable business practices using the triple bottom-line approach.</b>  <b>#4 Apply leadership decision-making frameworks.</b></p>	<p><i>Objective (Target/Criterion) for Direct Measure 1</i></p> <p>85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.</p>
<p><b>Learning Assessment Results: <i>Master of Management</i></b></p>	
<p><b>Summary of Results from Implementing Direct Measures of Student Learning:</b></p>	
<p>1. <i>Summary of Results for Direct Measure 1</i>  <b>MGMT795 – Strategies for Contemporary Organizations:  Strategic Management Case Study</b></p> <p><u>Performance Target:</u> 85% of students will either meet or exceed expectations on the grading rubric for this measure.</p> <p>Portfolio Project Program ISLOs Assessed by this Measure:  <b>#1 Apply change management concepts to strategic planning.</b>  <i>N = 47</i>  <i>Results = 79%</i></p> <p><b>#2 Design quality improvement initiatives for business systems and processes.</b></p>	

N = 47  
Results = 70%

**#3 Develop sustainable business practices using the triple bottom-line approach.**

N = 47  
Results = 77%

2. *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 = 47  
Results = 85%

**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 = 41  
Results = 100%

**#2 Design quality improvement initiatives for business systems and processes.**

N = 41  
Results = 100%

**#3 Develop sustainable business practices using the triple bottom-line approach.**

N = 40  
Results = 97%

**#4 Apply leadership decision-making frameworks.**

N = 41  
Results = 100%

2. *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 = 45  
Results = 100%

**#2 Design quality improvement initiatives for business systems and processes.**

N = 44  
Results = 98%

**#3 Develop sustainable business practices using the triple bottom-line approach.**

N = 43  
Results = 98%

**#4 Apply leadership decision-making frameworks.**

N = 45  
Results = 100%

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

Intended Student Learning Outcomes	Learning Assessment Measures			
	<i>Direct Measure 1 – MGMT795 / Case Study</i>	<i>Direct Measure 2 – MGMT795 / Paper</i>	<i>Indirect Measure 1 – Student Reflection Paper</i>	<i>Indirect Measure 2 – Student Rec of Program</i>
Program ISLOs	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...
1. <i>Apply change management concepts to strategic planning.</i>	Not Met	N/A	Met	Met
2. <i>Design quality improvement initiatives for business systems and processes.</i>	Not Met	N/A	Met	Met

3. <i>Develop sustainable business practices using the triple bottom-line approach.</i>	Not Met	N/A	Met	Met
4. <i>Apply leadership decision-making frameworks.</i>	N/A	Met	Met	Met

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

*Course of Action 1: MGMT795 – LO's #1, #2 and #3 did not meet at target 85%. Performance was recorded for these outcomes at 79%, 70% and 77% respectively, however all LOs were reported as Met in student surveys.*

**Action Plan:** *During academic year 2018 – 2019, the Management Department completed a full Program Review on this program. The Management Department will continue meeting on the results of the Outcomes Report and full Program Review during the academic year 2019-2020, to review data that informs curriculum changes and assessment alignment.*

# Master of Accountancy (MACC)



## Section I: Student Learning Assessment

### Master of Accountancy

Student Learning Assessment For: <i>Master Of Accountancy</i>	
Program Intended Student Learning Outcomes (Program ISLOs)	
1.	<i>Program Learning Outcome 1:</i> <b>Generate accounting solutions based on business information obtained from and using current technologies.</b>
2.	<i>Program Learning Outcome 2:</i> <b>Apply legal and ethical standards as they related to accounting decisions.</b>
3.	<i>Program Learning Outcome 3:</i> <b>Synthesize written and professional communications for accounting stakeholders.</b>
4.	<i>Program Learning Outcome 4:</i> <b>Create accounting business solutions based on analysis of alternative actions.</b>
5.	<i>Program Learning Outcome 5:</i> <b>Evaluate current accounting literature to inform business decisions.</b>
Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
<p>1. <i>Direct Measure 1</i> <b>ACCT647: Accounting and Financial Analytics</b> <b>Case Study</b></p> <p>Portfolio Project Program ISLOs Assessed by this Measure: <b>#1 Generate accounting solutions based on business information obtained from and using current technologies.</b> <b>#4 Create accounting business solutions based on analysis of alternative actions.</b></p>	<p><i>Objective (Target/Criterion) for Direct Measure 1</i></p> <p>85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.</p>
<p>2. <i>Direct Measure 2</i> <b>ACCT650: Accounting Responsibilities and Ethics</b> <b>Case Study</b></p> <p>Portfolio Project Program ISLOs Assessed by this Measure: <b>#2 Apply legal and ethical standards as they relate to accounting decisions.</b></p>	<p><i>Objective (Target/Criterion) for Direct Measure 2</i></p> <p>85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.</p>
<p>3. <i>Direct Measure 3</i> <b>ACCT615: Accounting Research and Communications</b> <b>Case Study</b></p>	<p><i>Objective (Target/Criterion) for Direct Measure 2</i></p>

	<p>Portfolio Project Program ISLOs Assessed by this Measure:  <b>#3 Synthesize written and professional communications for accounting stakeholders.</b>  <b>#5 Evaluate current accounting literature to inform business decisions.</b></p>	<p>85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.</p>
<p><b>Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:</b></p>		<p><b>Performance Objectives (Targets/Criteria) for Indirect Measures:</b></p>
<p>1.</p>	<p><i>Indirect Measure 1</i>  <b>Student Reflection Paper</b></p> <p>Program ISLOs Assessed by this Measure:  <b>#1 Generate accounting solutions based on business information obtained from and using current technologies.</b>  <b>#2 Apply legal and ethical standards as they relate to accounting decisions.</b>  <b>#3 Synthesize written and professional communications for accounting stakeholders.</b>  <b>#4 Create accounting business solutions based on analysis of alternative actions.</b>  <b>#5 Evaluate current accounting literature to inform business decisions.</b></p>	<p><i>Objective (Target/Criterion) for Indirect Measure 1</i></p> <p>85% of student responses state gaining proficiency in the learning outcomes.</p>
<p>2.</p>	<p><i>Indirect Measure2</i>  <b>Student Survey of student learning</b></p> <p>Program ISLOs Assessed by this Measure:  <b>#1 Generate accounting solutions based on business information obtained from and using current technologies.</b>  <b>#2 Apply legal and ethical standards as they relate to accounting decisions.</b>  <b>#3 Synthesize written and professional communications for accounting stakeholders.</b>  <b>#4 Create accounting business solutions based on analysis of alternative actions.</b>  <b>#5 Evaluate current accounting literature to inform business decisions.</b></p>	<p><i>Objective (Target/Criterion) for Indirect Measure 1</i></p> <p>85% of student responses state gaining proficiency in the learning outcomes.</p>

**Learning Assessment Results: Master of Accountancy (MACC)**

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

1.	<p><i>Summary of Results for Direct Measure 1</i></p> <p><b>ACCT647: Accounting and Financial Analytics Case Study</b></p> <p><u>Performance Target:</u> 85% of students will either meet or exceed expectations on the grading rubric for this measure.</p> <p>Portfolio Project Program ISLOs Assessed by this Measure:</p> <p><b>#1 Generate accounting solutions based on business information obtained from and using current technologies.</b></p> <p><i>N = 36</i></p> <p><i>Results = 90%</i></p> <p><b>#4 Create accounting business solutions based on analysis of alternative actions.</b></p> <p><i>N = 36</i></p> <p><i>Results = 90%</i></p>
2.	<p><i>Summary of Results for Direct Measure 2</i></p> <p><b>ACCT650: Accounting Responsibilities and Ethics Case Study</b></p> <p><u>Performance Target:</u> 85% of students will either meet or exceed expectations on the grading rubric for this measure.</p> <p>Portfolio Project Program ISLOs Assessed by this Measure:</p> <p><b>#2 Apply legal and ethical standards as they relate to accounting decisions.</b></p> <p><i>N = 29</i></p> <p><i>Results = 90%</i></p>

3. *Summary of Results for Direct Measure 3*  
**ACCT615: Accounting Research and Communications 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:

**#3 Synthesize written and professional communications for accounting stakeholders.**

*N = 14*

*Results = 90%*

**#5 Evaluate current accounting literature to inform business decisions.**

*N = 14*

*Results = 90%*

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

1. *Summary of Results for Indirect Measure 1*  
**Student Reflection Paper**  
Program ISLOs Assessed by this Measure:  
**#1 Generate accounting solutions based on business information obtained from and using current technologies.**  
**#2 Apply legal and ethical standards as they relate to accounting decisions.**  
**#3 Synthesize written and professional communications for accounting stakeholders.**  
**#4 Create accounting business solutions based on analysis of alternative actions.**  
**#5 Evaluate current accounting literature to inform business decisions.**

*For all learning outcomes:*

*N = 14*

*Results = 100%*

2.	<p><i>Summary of Results for Indirect Measure 2</i></p> <p><b>Student Survey of Student Learning</b></p> <p>Program ISLOs Assessed by this Measure:</p> <p><b>#1 Generate accounting solutions based on business information obtained from and using current technologies.</b></p> <p><b>#2 Apply legal and ethical standards as they relate to accounting decisions.</b></p> <p><b>#3 Synthesize written and professional communications for accounting stakeholders.</b></p> <p><b>#4 Create accounting business solutions based on analysis of alternative actions.</b></p> <p><b>#5 Evaluate current accounting literature to inform business decisions.</b></p> <p>For all learning outcomes:</p> <p>N = 14</p> <p>Results = 100%</p>
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**Summary of Achievement of Intended Student Learning Outcomes:**

Intended Student Learning Outcomes (ISLOs)		Learning Assessment Measures							
		Direct Measures of Student Learning				Indirect Measures of Student Learning			
Program ISLOs		Direct Measure 1	Direct Measure 2	Direct Measure 3	Direct Measure 4	Indirect Measure 1	Indirect Measure 2	Indirect Measure 3	Indirect Measure 4
		Performance Objective Was...	Performance Objective Was...	Performance Objective Was...	Performance Objective Was...	Performance Objective Was...	Performance Objective Was...	Performance Objective Was...	Performance Objective Was...
1.	<i>Generate accounting solutions based on business information obtained from and using current technologies</i>	Met				Met	Met		
2.	<i>Apply legal and ethical standards as they related to accounting decisions.</i>		Met			Met	Met		
3.	<i>Synthesize written and professional communications for accounting stakeholders.</i>			Met		Met	Met		
4.	<i>Create accounting business solutions based on analysis of alternative actions.</i>	Met				Met	Met		

5.	<i>Evaluate current accounting literature to inform business decisions</i>			Met		Met	Met		
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**Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:**

*All performance targets were met.*

## Section II: Operational Assessment

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

Operational Assessment	
Intended Operational Outcomes	
<p>1. <i>Intended Operational Outcome 1</i>  <b><i>The Donald W. Maine College of Business will achieve annual University-established enrollment goals.</i></b></p>	
<p>2. <i>Intended Operational Outcome 2</i>  <b><i>The Donald W. Maine College of Business will achieve annual University-established employment rate as measured by student placement rate six months after graduation.</i></b></p>	
<p>3. <i>Intended Operational Outcome 3</i>  <b><i>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.</i></b></p>	
<p>4. <i>Intended Operational Outcome 4</i>  <b><i>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.</i></b></p>	
<p>5. <i>Intended Operational Outcome 5</i>  <b><i>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.</i></b></p>	
Assessment Measures/Methods for Intended Operational Outcomes:	Performance Objectives (Targets/Criteria) for Operational Assessment Measures/Methods:
<p>1. <i>Operational Assessment Measure/Method 1: MCOB Enrollment</i>                      Intended Operational Outcomes Assessed by this Measure:                      Objective: <i>Achieve annual University-established enrollment goal.</i>                       Measure: <i>Donald W. Maine College of Business benchmark</i></p>	<p><i>Objective (Target/Criterion) for Measure/Method 1</i>   <i>Target established based on a proportion of the overall university target for the College of Business.</i>   <i>Findings are reported by the University annually.</i></p>
<p>2. <i>Operational Assessment Measure/Method 2: MCOB Employment Rate</i>                      Intended Operational Outcomes Assessed by this Measure:</p>	<p><i>Objective (Target/Criterion) for Measure/Method 2</i>   <i>Target is established based upon overall university target.</i>   <i>Findings are reported annually from the Student Graduate Survey.</i></p>

<p>Objective: <i>Achieve annual University-established graduate employment rate as measured using annual graduate survey.</i></p> <p>Measure: <i>Donald W. Maine College of Business score for student placement rate six months after graduation.</i></p>				
<p>3. <i>Operational Assessment Measure/Method 3: Employer Perception of Graduates</i></p> <p>Intended Operational Outcomes Assessed by this Measure:</p> <p>Objective: <i>Achieve University-established benchmark for Employer Perception Survey measuring preparedness of students for the workforce.</i></p> <p>Measure: <i>Donald W. Maine College of Business-specific results for employer perception survey.</i></p>	<p><i>Objective (Target/Criterion) for Measure/Method 3</i></p> <p><i>Target determined and measured annually.</i></p> <p><i>Findings are reported annually through program annually.</i></p>			
<p>4. <i>Operational Assessment Measure/Method 4: Satisfaction of Graduates</i></p> <p>Intended Operational Outcomes Assessed by this Measure:</p> <p><i>Achieve annual University-established graduate satisfaction rate</i></p> <p>Measure: <i>Annual survey measure of whether the graduate would recommend the University to others.</i></p>	<p><i>Objective (Target/Criterion) for Measure/Method 4</i></p> <p><i>Target is established based on overall university target.</i></p> <p><i>Findings are reported annually from the Student Graduate Survey.</i></p>			
<p><b>Summary of Results from Implementing Operational Assessment Measures/Methods:</b></p>				
<p>1. <i>Summary of Results for Measure/Method 1: target was met. The College of Business results exceeded the goal by 0.003 %</i></p>				
<p>2. <i>Summary of Results for Measure/Method 2: target was met. The College of Business results were 91.6% with a goal of 91%.</i></p>				
<p>3. <i>Summary of Results for Measure/Method 3: target was not met and was only measured at the University level. The University results were 4.0 with a goal of 4.1 on a scale of 1 to 5.</i></p>				
<p>4. <i>Summary of Results for Measure/Method 5: target was met. The College of Business results were 97% with a University goal of 95%.</i></p>				
<p><b>Summary of Achievement of Intended Operational Outcomes:</b></p>				
<p><b>Intended Operational Outcomes</b></p>	<p><b>Operational Assessment Measures/Methods</b></p>			
	<p><i>Operational Assessment Measure/ Method 1 –</i></p>	<p><i>Operational Assessment Measure/ Method 2 –</i></p>	<p><i>Operational Assessment Measure/ Method 3 –</i></p>	<p><i>Operational Assessment Measure/ Method 4 –</i></p>



	<i>Enrollment</i>	<i>Student placement 6 months after graduation</i>	<i>Employer perception survey results</i>	<i>Graduates recommending program to others</i>
	<b>Performance Target Was...</b>	<b>Performance Target Was...</b>	<b>Performance Target Was...</b>	<b>Performance Target Was...</b>
1. <i>Achieve annual University-established enrollment goal.</i>	Exceeded			
2. <i>Achieve annual University-established graduate employment rate as measured using annual graduate survey.</i>		Exceeded		
3. <i>Achieve University-established benchmark for Employer Perception Survey measuring preparedness of students for the workforce.</i>			No Met	
4. <i>Achieve annual University-established graduate satisfaction rate</i>				Exceeded

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

1. *Course of Action 1: Work closely with employers to determine preferred skill sets of students and use this information to inform curriculum particularly in the various accounting fields.*