



International Assembly for Collegiate Business Education

Public Disclosure of Student Learning Form

Institution: D'Youville College
Academic Business Unit: Business Department
Academic Year: 2011-2012

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Report of Student Learning and Achievement
Business Department
D'Youville College

For Academic Year: 2011-2012

Mission of the Business Department

Consistent with D'Youville mission, the Business Department prepares its students for today's global business environment by providing theoretically sound instruction that centers on integrating classroom knowledge with professional application in fields of strategic and HRM management, marketing, accounting and finance, and international business. The main focus is to develop important business, personal, and professional skills that are valuable in business and other related professions. Thus, business programs at D'Youville College reflect the institution's commitment to academic, social, professional, and spiritual development of students.

Section I: Student Learning Assessment

Student Learning Assessment for *(Management and Advance - BS)*

Intended Student Learning Outcomes for *(Program 1)* :

1. Comprehend important micro and macroeconomic principles that are the foundation for more advanced business topics.
2. *Understand the importance of communication strategies and flow in an organizational setting.*
3. *Comprehend the theory of management and how it relates to four major management functions of planning, organizing, leading, and controlling.*
4. *Relate the importance of operations and supply-chain management in today's global environment.*
5. Understand how management relates to financial analysis and how managerial decisions impact financial position of an organization.
6. Explore the role of information and communication technology in management of people and organizations.
7. Appreciate the importance of ethics and ethical conduct in the business world.
8. Understand the role of public policy and corporate strategy in running an organization.

Assessment Tools for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Targets/Criteria for Direct Measures:	
1. <i>Comprehensive Exam</i>	<i>Minimum of 60% of graduating students obtain a passing score.</i>	
2. <i>Paper of a Case Study in Business</i>	<i>Minimum of 80% of graduating student score a 1 or 2 on all parts of project.</i>	
Assessment Tools for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Targets/Criteria for Indirect Measures:	
1. <i>Student Exit Interview</i>	<i>Minimum of 90% of graduates perceive program to be of good quality.</i>	
2. <i>Alumni Survey</i>	<i>Minimum of 90% of graduates employed in business field or graduate school.</i>	
Summary of Results from Implementing Direct Measures of Student Learning:	Performance Target Was...	
	Met	Not Met
1. <i>A total of 17 students completed the comprehensive exam with 6 earning a passing score (29.4%)</i>		X
2. <i>A total of 34 students completed the case study with 30 earning a score of "1" or "2" on all parts (88.2%).</i>	X	
Summary of Results from Implementing Indirect Measures of Student Learning:	Performance Target Was...	
	Met	Not Met
1. <i>A total of 7 exit surveys were distributed and 6 were returned with all 6 scoring a "4" or "5" (100%)</i>	X	
2. <i>Results of Alumni Survey not yet ready for analysis.</i>		
Proposed Courses of Action for Improvement in Areas for which Performance Targets Were Not Met:		
1. <i>The comprehensive exam questions need to be updated.</i>		
2. <i>Most Advance students transfer many credits into program so it an analysis needs to be conducted to see if the comprehensive exam is an effective measure of learning for this program.</i>		
3. <i>Encourage more participation with Career Services to find employment opportunities, provide information sessions on career skills such as interviewing techniques and resume' writing workshops.</i>		
4.		

Student Learning Assessment for (*Accounting - BS*)

Intended Student Learning Outcomes for (*Program 1*) :

1. *Comprehend principles of financial and managerial accounting to be used as foundation for more advanced and complex accounting concepts and topics.*
2. *Through intermediate courses in financial and managerial accounting, develop an analytical approach in preparing financial statements for external as well as internal users.*
3. *Undersand and analyze various corporate and individual tax laws related to financial and managerial accounting.*
4. Comprehend business legal environment, particularly as it relates to taxation, investments, sales and contracts, torts, insurance and risk management, and coporate law.
5. Specialize in accounting by taking advanced accounting courses in accounting theory and application, corporate finance, auditing, and corporate taxation.
6. Pepare Certified Public Accountants (CPA) exam entrants by familiarizing them with theoretical and practical analysis of CPA exam through analysis of issues facing coporate, non-profit, and public sectors.
7. Cover other important topics such as fund accounting for non-profit organizations, corporate finance, and taxation for corporations and partnerships.
8. Recognize how discipline of accounting relates to other sub disciplines such as management, finance, marketing, and international business, and how critical accounting information is to the overall strategic decision making process of a firm.
9. Understand the importance of transparency and ethical conduct on the part of an accountant as an employee in corporate, government, and institutional or legal environments.
10. Familiarize with role of information technology, accounting information systems, and communication in accounting, and their importance in financial and managerial accounting.

Assessment Tools for Intended Student Learning Outcomes—
Direct Measures of Student Learning:

Performance Targets/Criteria for Direct Measures:

1. *Comprehensive Exam*

Minimum of 60% of graduating students obtain a passing score.

2. *Paper in ACC 404 Advanced Accounting*

Minimum of 80% of graduating students score a 1 or 2 on all parts of project.

Assessment Tools for Intended Student Learning Outcomes—

Performance Targets/Criteria for Indirect Measures:

Indirect Measures of Student Learning:			
1. <i>Student Exit Interview</i>	<i>Minimum of 90% of graduates perceive program to be of good quality.</i>		
2. <i>Alumni Survey</i>	<i>Minimum of 90% of graduates employed in business field or graduate school.</i>		
Summary of Results from Implementing Direct Measures of Student Learning:		Performance Target Was...	
		Met	Not Met
1. <i>4 of the 6 students passed the comprehensive exam (66.6%)</i>	X		
2. <i>A total of 6 graduating students completed the paper and a total of 6 obtained a satisfactory score (100%).</i>	X		
Summary of Results from Implementing Indirect Measures of Student Learning:		Performance Target Was...	
		Met	Not Met
1. <i>Not able to determine accounting students from other majors in exit interview</i>	X		
2. <i>Results of Alumni Survey not yet ready for analysis.</i>			
Proposed Courses of Action for Improvement in Areas for which Performance Targets Were Not Met:			
1. <i>The results were met with regard to the exit interview as a whole but it is not possible to discern the accounting major responses individually. Need to determine a way to give exit interview and also break it out by major.</i>			
2.			
3.			
4.			

Student Learning Assessment for (<i>International Business – BS/MS and MS</i>)	
Intended Student Learning Outcomes for (<i>Program 1</i>) :	
1. <i>Cover important theories and concepts in international management, economics and finance, cross-culture management and global leadership, international trade and investment, and economic geography.</i>	
2. <i>Increase ability to function in a global environment and increase individual marketability by showing mastery in a foreign language.</i>	
3. <i>Focus on more specialized functional and operational areas such as multinational corporate finance, international marketing, supply-chain and</i>	

<i>logistics management, financial reporting, and strategic management.</i>		
4. <i>Develop research skills by producing a research project based on a problem statement, comprehensive theoretical construct and literature review, sound methodology, and an application-oriented final project.</i>		
Assessment Tools for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Targets/Criteria for Direct Measures:	
1. <i>Comprehensive Exam</i>	<i>Minimum of 60% of graduating students obtain a passing score.</i>	
2. <i>IB Project and Participation in Project Poster Presentation Day</i>	<i>Minimum goal of 100% of graduating students complete project and poster presentation with satisfactory grade.</i>	
Assessment Tools for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Targets/Criteria for Indirect Measures:	
1. <i>Student Exit Interview</i>	<i>Minimum of 90% of graduates perceive program to be of good quality.</i>	
2. <i>Alumni Survey</i>	<i>Minimum of 90% of graduates employed in business field or graduate school.</i>	
Summary of Results from Implementing Direct Measures of Student Learning:	Performance Target Was...	
	Met	Not Met
1. <i>A total of 7 comprehensive exams were completed and 4 received a passing score (57%)</i>		X
2. <i>Result was met, 100% of the graduating students satisfactorily completed the project and poster presentation.</i>	X	
Summary of Results from Implementing Indirect Measures of Student Learning:	Performance Target Was...	
	Met	Not Met
1. <i>A total of 7 surveys were distributed with 3 returned. All 3 returned surveys rated "4" (100%)</i>	X	
2. <i>Results of Alumni Survey not yet ready for analysis.</i>		
Proposed Courses of Action for Improvement in Areas for which Performance Targets Were Not Met:		
1. <i>A comprehensive review of the curriculum needs to be completed in the coming year to ensure proper pacing, overlap, and sequencing.</i>		
2.		
3.		

4.

Student Learning Assessment for (*Business Administration - MBA*)

Intended Student Learning Outcomes for (*Program 1*) :

1. Comprehending fundamental principles of human resources management, business math and statistics, corporate finance and financial and managerial accounting to be used in managerial and financial decision-making.
2. Understanding economic concepts relevant to trade, commerce and investment.
3. Explaining the importance of leadership and communication strategies in the commercial environment and recognizing the flow of critical information within an organization.
4. Applying sophisticated methods of investment analysis and decision making in both corporate and non-profit environments.
5. Assessing US corporate law and regulations from the perspective of business practitioners by applying principles of corporate governance, contracts and business tort law.
6. Understanding the importance of marketing activities in the strategic management of an organization; and ascertaining customer needs and the consequence of pricing, promotion and marketing decisions within a diverse population.
7. Examining the importance of timely, efficient, and cost-effective logistics, transportation and distribution management for the movement of goods and services in today's global economy.
8. Gaining in-depth knowledge of current management issues and special problems relevant to organizational dynamics of human resources, corporate operations, finance, investment and strategic management.
9. Recognizing the importance of effective long-term strategy to maintain competitive advantages in varied commercial markets.
10. Obtaining specialized knowledge in concepts of marketing or human resource management, or a combination of these disciplines.
11. Problem recognition
12. Strategic analysis and integration
13. Application of quantitative methods to real-world business situations
14. Communication to relevant publics:
 - a. Ability to communicate effectively in written materials
 - b. Ability to communicate effectively orally in one-on-one or business presentation situations

15. Teamwork skills: ability to work with a team of colleagues on projects		
16. Project management skills		
17. Professional ethics		
Assessment Tools for Intended Student Learning Outcomes— Direct Measures of Student Learning:		Performance Targets/Criteria for Direct Measures:
1. <i>Online simulation/quiz - Globus</i>	<i>All students will successfully complete Globus and 2 quizzes. 75% of students will score above the national average in more than 50% of the categories on the Learning Assurance Report.</i>	
2. <i>Portfolio of coursework from program, evaluated with rubric</i>	<i>100% of students will receive a grade of pass on their portfolio.</i>	
Assessment Tools for Intended Student Learning Outcomes— Indirect Measures of Student Learning:		Performance Targets/Criteria for Indirect Measures:
1. <i>Student Exit Interview</i>	<i>90% of students will perceive a high level of satisfaction from their learning experiences.</i>	
2. <i>Alumni Survey</i>	<i>80% of graduates will be employed or in graduate school within 12 months of graduation.</i>	
Summary of Results from Implementing Direct Measures of Student Learning:		Performance Target Was...
		Met Not Met
1. <i>A total of 13 graduating students completed Globus and 2 quizzes. 12 of the 13 scored above the national average (92.3%)</i>		X
2. <i>Result was met, 100% of the graduating students satisfactorily completed portfolio.</i>		X
Summary of Results from Implementing Indirect Measures of Student Learning:		Performance Target Was...
		Met Not Met
1. <i>A total of 13 exit interviews were completed and 10 scored the program with a "4" or "5" (76.9%)</i>		X
2. <i>Results of Alumni Survey not yet ready for analysis.</i>		
Proposed Courses of Action for Improvement in Areas for which Performance Targets Were Not Met:		
1. An emphasis on instructor performance (timely submission of grades, timely feedback, and timely submission of textbook orders to bookstore)		

will be topics emphasized to all faculty in general and adjunct faculty in specific.