



## Public Disclosure of Student Learning Form

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<b>Institution:</b>	D'Youville College
<b>Academic Business Unit:</b>	School of Arts, Sciences, and Education Business Department
<b>Academic Year:</b>	2014-2015

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**Report of Student Learning and Achievement**  
**Institution**  
**Name of your Academic Business Unit**

For Academic Year: 2014/2015

<b>Mission of the Name of your Academic Business Unit</b>
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.

**Student Learning Assessment for Business Management and Advance - BS**

<b>General Program Intended Student Learning Outcomes (Program ISLOs)</b>
1. Prepare business managers for today's global environment by providing them with specialized training, skills, and knowledge in business.
2. Provide students with strong statistics, economics, and information technology background that serves as a foundation for more advanced areas of management, finance, accounting, international business, human resources management, and marketing.
3. Integrate theoretical concepts with practical aspects of operational, functional, and strategic areas of business.
4. Become stronger researchers and more effective decision-makers in today's corporate environment.
5. Become more productive professional and ethical people through strong classroom instruction, professional training, volunteer work and community service, and participation in campus-wide activities and organizations
<b>Intended Student Learning Outcomes: Business Management (BS)</b>
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.	
<b>Intended Student Learning Outcomes: <i>Business Management – Advance (BS)</i></b>	
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.	
<b>Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:</b>	<b>Performance Objectives (Targets/Criteria) for Direct Measures:</b>
1. Comprehensive Exam General Program ISLOs Assessed by this Measure: 1, 2, 3, Management ISLOs Assessed by this Measure: 1, 2, 3, 4, 7, 8	Minimum of 60% of graduating students obtain a passing score.
2. Paper of a Case Study in Business General Program ISLOs Assessed by this Measure: 3, 4, 5 Management ISLOs Assessed by this Measure: 3, 6, 7	Minimum of 80% of graduating students score a 1 or 2 on all parts of the case.
<b>Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:</b>	<b>Performance Objectives (Targets/Criteria) for Indirect Measures:</b>
1. Student Exit Interview General Program ISLOs Assessed by this Measure: 1, 5 Managements ISLOs Assessed by this Measure: 8	Minimum of 90% of graduates perceive the program to be of good quality
2. Alumni Survey General Program ISLOs Assessed by this Measure: 1, 5 Management ISLOs Assessed by this Measure: 8	Minimum of 90% of graduates employed in a business field or attending graduate school.

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

1. A total of 12 students completed the comprehensive exam with 6 achieving a passing score (50%). Outcome goal not met.
2. A total of 5 students completed the case study in business with a total of 5 students achieving a passing score (100%). Outcome goal met.

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

1. A total of 9 students completed the exit survey with 9 students rating the program a "4" or "5" (100%). Outcome goal met.
2. The Alumni Survey results (5 responses) reported that they are all employed in a business field or attending graduate school. Met Outcome goal.

Extent of Accomplishment of Intended Student Learning Outcomes:												
Business Management (BS)												
Intended Student Learning Outcomes	Learning Assessment Measures											
General Program Intended Student Learning Outcomes	Direct Measure 1			Direct Measure 2			Indirect Measure 1			Indirect Measure 2		
	Performance Target Was...			Performance Target Was...			Performance Target Was...			Performance Target Was...		
	Met	Not Met	N/A	Met	Not Met	N/A	Met	Not Met	N/A	Met	Not Met	N/A
1. Prepare business managers for today's global environment by providing them with specialized training, skills, and knowledge in business.		X		X			X			X		
2. Provide students with strong statistics, economics, and information technology background that serves as a foundation for more advanced areas of management, finance, accounting, international business, human resources management, and marketing.		X				X	X					X
3. Integrate theoretical concepts with practical aspects of operational, functional, and strategic areas of business.		X		X					X			X
4. Become stronger researchers and more effective decision-makers in today's corporate environment.		X		X					X			X

5. Become more productive professional and ethical people through strong classroom instruction, professional training, volunteer work and community service, and participation in campus-wide activities and organizations			X	X			X			X		
<b>Intended Student Learning Outcomes: Business Management/Advance</b>	<b>Direct Measure 1</b>			<b>Direct Measure 2</b>			<b>Indirect Measure 1</b>			<b>Indirect Measure 2</b>		
	<b>Performance Target Was...</b>			<b>Performance Target Was...</b>			<b>Performance Target Was...</b>			<b>Performance Target Was...</b>		
	<b>Met</b>	<b>Not Met</b>	<b>N/A</b>	<b>Met</b>	<b>Not Met</b>	<b>N/A</b>	<b>Met</b>	<b>Not Met</b>	<b>N/A</b>	<b>Met</b>	<b>Not Met</b>	<b>N/A</b>
1. Comprehend important micro and macroeconomic principles that are the foundation for more advanced business topics.		X				X			X			X
2. Understand the importance of communication strategies and flow in an organizational setting.		X				X			X			X
3. Comprehend the theory of management and how it relates to four major management functions of planning, organizing, leading, and controlling.		X		X					X			X
4. Relate the importance of operations and supply-chain management in today's global environment.		X				X			X			X
6. Explore the role of information and communication technology in management of people and organizations.			X	X					X			X

7. Appreciate the importance of ethics and ethical conduct in the business world.		X		X						X			X
8. Understand the role of public policy and corporate strategy in running an organization.		X				X	X				X		
<b>Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:</b>													
1 The Business Department has developed and implemented a new assessment plan with new, updated outcomes/assessment instruments Fall 2015. This plan will better assess the accomplishment of the Department's intended student learning and operational outcomes, its mission and broad-based goals													
2 The Business Department has developed and implemented a Strategic Plan (Strategic Plan, Situational Analysis, and Planning Process document) to improve student and Department success and quality													
3													
4													

### Student Learning Assessment for Accounting BS

<b>General Program Intended Student Learning Outcomes (Program ISLOs)</b>
1. Prepare business managers for today's global environment by providing them with specialized training, skills, and knowledge in business.
2. Provide students with strong statistics, economics, and information technology background that serves as a foundation for more advanced areas of management, finance, accounting, international business, human resources management, and marketing.
3. Integrate theoretical concepts with practical aspects of operational, functional, and strategic areas of business.
4. Become stronger researchers and more effective decision-makers in today's corporate environment.
5. Become more productive professional and ethical people through strong classroom instruction, professional training, volunteer work and community service, and participation in campus-wide activities and organizations.
<b>Intended Student Learning Outcomes: Accounting (BS)</b>
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. Understand 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 corporate law.
5. Specialize in accounting by taking advanced accounting courses in accounting theory and application, corporate finance, auditing, and corporate taxation.
6. Prepare Certified Public Accountants (CPA) exam entrants by familiarizing them with theoretical and practical analysis of CPA exam through analysis of issues facing corporate, 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.
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.



<b>Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:</b>	<b>Performance Objectives (Targets/Criteria) for Direct Measures:</b>
1. Comprehensive Exam  General Program ISLOs Assessed by this Measure: 1, 2, 3 Management ISLOs Assessed by this Measure: 1, 2, 3, 4, 7, 8	Minimum of 60% of graduating students obtain a passing score.
2. Paper in ACC 404 Advanced Accounting General Program ISLOs Assessed by this Measure: 3, 4, 5 Management ISLOs Assessed by this Measure: 3, 5, 6, 7, 8, 9, 10	Minimum of 80% of graduating students score a 1 or 2 on all parts of the paper
<b>Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:</b>	<b>Performance Objectives (Targets/Criteria) for Indirect Measures:</b>
1. Student Exit Interview General Program ISLOs Assessed by this Measure: 1, 5 Managements ISLOs Assessed by this Measure: 5, 7, 8	Minimum of 90% of graduates perceive the program to be of good quality.
2. Alumni Survey General Program ISLOs Assessed by this Measure: 1, 5 Management ISLOs Assessed by this Measure: 5, 7, 8	Minimum of 90% of graduates employed in business field or attending graduate school.
<b>Summary of Results from Implementing Direct Measures of Student Learning: Accounting BS</b>	
1. A total of 2 students completed the comprehensive exam with 2 achieving a passing score (60%). Outcome goal met	
2. Assessment not completed for academic year. Outcome goal was not met.	
<b>Summary of Results from Implementing Indirect Measures of Student Learning:</b>	
1. A total of 0 students completed the exit survey – Outcome goal not met.	
2. The Alumni Survey results: 2 of a possible 2 graduates reported that they are employed in a business field or attending graduate school-Met outcome goal	

Extent of Accomplishment of Intended Student Learning Outcomes:												
Accounting BS												
Intended Student Learning Outcomes	Learning Assessment Measures											
General Program Intended Student Learning Outcomes	Direct Measure 1			Direct Measure 2			Indirect Measure 1			Indirect Measure 2		
	Performance Target Was...			Performance Target Was...			Performance Target Was...			Performance Target Was...		
	Met	Not Met	N/A	Met	Not Met	N/A	Met	Not Met	N/A	Met	Not Met	N/A
1. Prepare business managers for today's global environment by providing them with specialized training, skills, and knowledge in business.	X					X		X		X		
2. Provide students with strong statistics, economics, and information technology background that serves as a foundation for more advanced areas of management, finance, accounting, international business, human resources management, and marketing.	X					X			X			X
3. Integrate theoretical concepts with practical aspects of operational, functional, and strategic areas of business.	X				X				X			X
4. Become stronger researchers and more effective decision-makers in today's corporate environment.			X		X				X			X
5. Become more productive professional and ethical people through strong classroom instruction, professional training, volunteer work and community service, and participation in campus-wide activities and organizations.			X		X			X		X		

Intended Student Learning Outcomes: <i>Major, Concentration, Specialization, Emphasis, Option, or Track in Area 1</i>	Direct Measure 1			Direct Measure 2			Indirect Measure 1			Indirect Measure 2		
	Performance Target Was...			Performance Target Was...			Performance Target Was...			Performance Target Was...		
	Met	Not Met	N/A	Met	Not Met	N/A	Met	Not Met	N/A	Met	Not Met	N/A
1. Comprehend principles of financial and managerial accounting to be used as foundation for more advanced and complex accounting concepts and topics.	X					X			X			X
2. Through intermediate courses in financial and managerial accounting, develop an analytical approach in preparing financial statements for external as well as internal users.	X					X			X			X
3. Understand and analyze various corporate and individual tax laws related to financial and managerial accounting.	X				X				X			X
4. Comprehend business legal environment, particularly as it relates to taxation, investments, sales and contracts, torts, insurance and risk management, and corporate law.	X					X			X			X
5. Specialize in accounting by taking advanced accounting courses in accounting theory and application, corporate finance, auditing, and corporate taxation.			X		X			X		X		
6. Prepare Certified Public Accountants (CPA) exam entrants by familiarizing them with theoretical and practical analysis of CPA exam through analysis of issues facing corporate,			X		X				X			X

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.	X			X				X		X		
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.	X				X			X		X		
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.			X		X				X			X
10. Familiarize with role of information technology, accounting information systems, and communication in accounting, and their importance in financial and managerial accounting.			X		X				X			X
<b>Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:</b>												
1. The Business Department has developed and implemented a new assessment plan with new, updated outcomes/assessment instruments Fall 2015. This plan will better assess the accomplishment of the Department's intended student learning and operational outcomes, its mission and broad-based goals												
2. The Business Department has developed and implemented a Strategic Plan (Strategic Plan, Situational Analysis, and Planning Process document) to improve student and Department success and quality												
3.												
4.												

**Student Learning Assessment for Accounting / International Business (Combined 5 yr. BS/MS)**

<b>General Program Intended Student Learning Outcomes (Program ISLOs)</b>
1. Prepare business managers for today's global environment by providing them with specialized training, skills, and knowledge in business.
2. Provide students with strong statistics, economics, and information technology background that serves as a foundation for more advanced areas of management, finance, accounting, international business, human resources management, and marketing.
3. Integrate theoretical concepts with practical aspects of operational, functional, and strategic areas of business.
4. Become stronger researchers and more effective decision-makers in today's corporate environment.
5. Become more productive professional and ethical people through strong classroom instruction, professional training, volunteer work and community service, and participation in campus-wide activities and organizations
<b>Intended Student Learning Outcomes: Accounting/ International Management (BS/MS 5 yr.)</b>
1. Cover important theories and concepts in international management, economics and finance, cross-culture management and global leadership, international trade and investment, and economic geography.
2. Increase ability to function in a global environment and increase individual marketability by showing mastery in a foreign language.
3. Focus on more specialized functional and operational areas such as multinational corporate finance, international marketing, supply-chain and logistics management, financial reporting, and strategic management.
4. 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.
5. Comprehend principles of financial and managerial accounting to be used as foundation for more advanced and complex accounting concepts and topics.
6. Through intermediate courses in financial and managerial accounting, develop an analytical approach in preparing financial statements for external as well as internal users.
7. Understand and analyze various corporate and individual tax laws related to financial and managerial accounting.
8. Comprehend business legal environment, particularly as it relates to taxation, investments, sales and contracts, torts, insurance and risk management, and corporate law.
9. Specialize in accounting by taking advanced accounting courses in accounting theory and application, corporate finance, auditing, and corporate taxation.
10. Prepare Certified Public Accountants (CPA) exam entrants by familiarizing them with theoretical and practical analysis of CPA exam through

analysis of issues facing corporate, non-profit, and public sectors.	
11. Cover other important topics such as fund accounting for non-profit organizations, corporate finance, and taxation for corporations and partnerships.	
12. 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.	
13. 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.	
14. Familiarize with role of information technology, accounting information systems, and communication in accounting, and their importance in financial and managerial accounting.	
<b>Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:</b>	<b>Performance Objectives (Targets/Criteria) for Direct Measures:</b>
1. Comprehensive Exam Minimum of 60% of graduating students obtain a passing score. General Program ISLOs Assessed by this Measure: 1, 2, 3, 5 Management ISLOs Assessed by this Measure: 1, 2, 3, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14	Minimum of 60% of graduating students obtain a passing score.
2. IB Project and Participation in Project Poster Presentation Day Minimum of 80% of graduating students score a 1 or 2 on all parts of the paper. General Program ISLOs Assessed by this Measure: 1, 2, 3, 4, 5 Management ISLOs Assessed by this Measure: 1, 2, 3, 4	Minimum of 80% of graduating students score a 1 or 2 on all parts of the paper.
<b>Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:</b>	<b>Performance Objectives (Targets/Criteria) for Indirect Measures:</b>
1. Student Exit Interview Minimum of 90% of graduates perceive the program to be of good quality. General Program ISLOs Assessed by this Measure: 1, 2, 3, 4,	Minimum of 90% of graduates perceive the program to be of good quality.
2. Alumni Survey Minimum of 90% of graduates employed in business field or attending graduate school. General Program ISLOs Assessed by this Measure: 1, 5	Minimum of 90% of graduates employed in business field or attending graduate school.

Management ISLOs Assessed by this Measure: 2	
<b>Summary of Results from Implementing Direct Measures of Student Learning:</b>	
1.	During the 2014/15 academic year, no students completed this assessment during this time period; no graduating students
2.	During the 2014/15 academic year, no students completed this assessment during this time period, no graduating students
<b>Summary of Results from Implementing Indirect Measures of Student Learning:</b>	
1.	During the 2014/15 academic year, no students completed this assessment during this time period, no graduating students
2.	During the 2014/15 academic year, no students completed this assessment during this time period, no graduating students

Extent of Accomplishment of Intended Student Learning Outcomes:												
Accounting/IB 5 yr												
Intended Student Learning Outcomes	Learning Assessment Measures											
General Program Intended Student Learning Outcomes	Direct Measure 1			Direct Measure 2			Indirect Measure 1			Indirect Measure 2		
	Performance Target Was...			Performance Target Was...			Performance Target Was...			Performance Target Was...		
	Met	Not Met	N/A	Met	Not Met	N/A	Met	Not Met	N/A	Met	Not Met	N/A
1. Prepare business managers for today's global environment by providing them with specialized training, skills, and knowledge in business.			X			X			X			X
2. Provide students with strong statistics, economics, and information technology background that serves as a foundation for more advanced areas of management, finance, accounting, international business, human resources management, and marketing.			X			X			X			X
3. Integrate theoretical concepts with practical aspects of operational, functional, and strategic areas of business.			X			X			X			X
4. Become stronger researchers and more effective decision-makers in today's corporate environment			X			X			X			X



5. Become more productive professional and ethical people through strong classroom instruction, professional training, volunteer work and community service, and participation in campus-wide activities and organizations			X			X			X			X
<b>Intended Student Learning Outcomes: Major, Concentration, Specialization, Emphasis, Option, or Track in Area 1</b>	<b>Direct Measure 1 Performance Target Was...</b>			<b>Direct Measure 2 Performance Target Was...</b>			<b>Indirect Measure 1 Performance Target Was...</b>			<b>Indirect Measure 2 Performance Target Was...</b>		
	Met	Not Met	N/A	Met	Not Met	N/A	Met	Not Met	N/A	Met	Not Met	N/A
1. Cover important theories and concepts in international management, economics and finance, cross-culture management and global leadership, international trade and investment, and economic geography			X			X			X			X
2. Increase ability to function in a global environment and increase individual marketability by showing mastery in a foreign language.			X			X			X			X
3. Focus on more specialized functional and operational areas such as multinational corporate finance, international marketing, supply-chain and logistics management, financial reporting,			X			X			X			X

and strategic management												
4. 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.			X			X			X			X
5. Comprehend principles of financial and managerial accounting to be used as foundation for more advanced and complex accounting concepts and topics			X			X			X			X
6. Through intermediate courses in financial and managerial accounting, develop an analytical approach in preparing financial statements for external as well as internal users			X			X			X			X
7. Understand and analyze various corporate and individual tax laws related to financial and managerial accounting			X			X			X			X
9. Specialize in accounting by taking advanced accounting courses in accounting theory and application, corporate finance, auditing, and corporate taxation			X			X			X			X
10 Prepare Certified Public Accountants (CPA) exam entrants by familiarizing them with theoretical and practical analysis of CPA exam through analysis of issues facing corporate, nonprofit, and public sectors.			X			X			X			X

11	Cover other important topics such as fund accounting for non-profit organizations, corporate finance, and taxation for corporations and partnerships.			X			X			X			X
12	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.			X			X			X			X
13	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.			X			X			X			X
14	Familiarize with role of information technology, accounting information systems, and communication in accounting, and their importance in financial and managerial accounting			X			X			X			X

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

- 1 The Business Department has developed and implemented a new assessment plan with new, updated outcomes/assessment instruments Fall 2015. This plan will better assess the accomplishment of the Department's intended student learning and operational outcomes, its mission and broad-based goals
- 2 The Business Department has developed and implemented a Strategic Plan (Strategic Plan, Situational Analysis, and Planning Process document) to improve student and Department success and quality
- 3 New processes have been developed to ensure students take the assessments during their final semester
- 4

**Student Learning Assessment for *International Business (BS/MS)***

<b>General Program Intended Student Learning Outcomes (Program ISLOs)</b>	
1. Prepare business managers for today’s global environment by providing them with specialized training, skills, and knowledge in business.	
2. Provide students with strong statistics, economics, and information technology background that serves as a foundation for more advanced areas of management, finance, accounting, international business, human resources management, and marketing.	
3. Integrate theoretical concepts with practical aspects of operational, functional, and strategic areas of business.	
4. Become stronger researchers and more effective decision-makers in today’s corporate environment.	
5. Become more productive professional and ethical people through strong classroom instruction, professional training, volunteer work and community service, and participation in campus-wide activities and organizations	
<b>Intended Student Learning Outcomes: International Business (BS/MS)</b>	
1. Cover important theories and concepts in international management, economics and finance, cross-culture management and global leadership. international trade and investment, and economic geography.	
2. Increase ability to function in a global environment and increase individual marketability by showing mastery in a foreign language	
3. Focus on more specialized functional and operational areas such as multinational corporate finance, international marketing, supply-chain and logistics management, financial reporting, and strategic management.	
4. 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.	
<b>Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:</b>	<b>Performance Objectives (Targets/Criteria) for Direct Measures:</b>
1. Online simulation/quiz - Globus Minimum of 60% of graduating students obtain a passing score. General Program ISLOs Assessed by this Measure: 1, 2, 3, 5 Management ISLOs Assessed by this Measure: 1, 2, 3	Minimum of 60% of graduating students obtain a passing score.
2. IB Project and Participation in Project Poster Presentation Day Minimum of 80% of graduating students score a 1 or 2 on all parts of the paper. General Program ISLOs Assessed by this Measure: 1, 2, 3, 4, 5	Minimum of 80% of graduating students score a 1 or 2 on all parts of the paper

Management ISLOs Assessed by this Measure: 1, 2, 3, 4	
<b>Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:</b>	<b>Performance Objectives (Targets/Criteria) for Indirect Measures:</b>
<p>1. Student Exit Interview Minimum of 90% of graduates perceive the program to be of good quality. General Program ISLOs Assessed by this Measure: 1, 2, 3, 4, 5 Managements ISLOs Assessed by this Measure: 1, 2, 3, 4</p>	Minimum of 90% of graduates perceive the program to be of good quality
<p>2. Alumni Survey Minimum of 90% of graduates employed in business field or attending graduate school. General Program ISLOs Assessed by this Measure: 1, 5 Management ISLOs Assessed by this Measure: 2</p>	Minimum of 90% of graduates employed in business field or attending graduate school.
<b>Summary of Results from Implementing Direct Measures of Student Learning:</b>	
1. During the 2014/15 academic year, no students completed this assessment during this time period, no students graduated from this program	
2. During the 2014/15 academic year, no students completed this assessment during this time period, no students graduated from this program	
<b>Summary of Results from Implementing Indirect Measures of Student Learning:</b>	
1. During the 2014/15 academic year, no students completed this assessment during this time period, no students graduated from this program	
2. During the 2014/15 academic year, no students completed this assessment during this time period, no students graduated from this program	

**Extent of Accomplishment of Intended Student Learning Outcomes:**

**International Business (BS/MS 5 yr)**

Intended Student Learning Outcomes	Learning Assessment Measures											
	Direct Measure 1			Direct Measure 2			Indirect Measure 1			Indirect Measure 2		
	Performance Target Was...			Performance Target Was...			Performance Target Was...			Performance Target Was...		
	Met	Not Met	N/A	Met	Not Met	N/A	Met	Not Met	N/A	Met	Not Met	N/A
1. Prepare business managers for today’s global environment by providing them with specialized training, skills, and knowledge in business			X			X			X			X
2. Provide students with strong statistics, economics, and information technology background that serves as a foundation for more advanced areas of management, finance, accounting, international business, human resources management, and marketing.			X			X			X			X
3. Integrate theoretical concepts with practical aspects of operational, functional, and strategic areas of business			X			X			X			X
4. Become stronger researchers and more effective decision-makers in today’s corporate environment.			X			X			X			X

5. Become more productive professional and ethical people through strong classroom instruction, professional training, volunteer work and community service, and participation in campus-wide activities and organizations.			X			X			X			X
<b>Intended Student Learning Outcomes: Major, Concentration, Specialization, Emphasis, Option, or Track in Area 1</b>	<b>Direct Measure 1</b>			<b>Direct Measure 2</b>			<b>Indirect Measure 1</b>			<b>Indirect Measure 2</b>		
	<b>Performance Target Was...</b>			<b>Performance Target Was...</b>			<b>Performance Target Was...</b>			<b>Performance Target Was...</b>		
	<b>Met</b>	<b>Not Met</b>	<b>N/A</b>	<b>Met</b>	<b>Not Met</b>	<b>N/A</b>	<b>Met</b>	<b>Not Met</b>	<b>N/A</b>	<b>Met</b>	<b>Not Met</b>	<b>N/A</b>
1. Cover important theories and concepts in international management, economics and finance, cross-culture management and global leadership, international trade and investment, and economic geography.			X			X			X			X
2. Increase ability to function in a global environment and increase individual marketability by showing mastery in a foreign language			X			X			X			X
3. Focus on more specialized functional and operational areas such as multinational corporate finance, international marketing, supply-chain and logistics management, financial reporting, and strategic management.			X			X			X			X

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

1. The Business Department has developed and implemented a new assessment plan with new, updated outcomes/assessment instruments Fall 2015. This plan will better assess the accomplishment of the Department’s intended student learning and operational outcomes, its mission and broad-based goals
2. The Business Department has developed and implemented a Strategic Plan (Strategic Plan, Situational Analysis, and Planning Process document) to improve student and Department success and quality
3. New processes have been developed to ensure students take the assessments during their final semester
- 4.



### Student Learning Assessment for International Business MS

<b>General Program Intended Student Learning Outcomes (Program ISLOs)</b>	
1. Prepare business managers for today’s global environment by providing them with specialized training, skills, and knowledge in business.	
2. Integrate theoretical concepts with practical aspects of operational, functional, and strategic areas of business.	
3. Integrate theoretical concepts with practical aspects of operational, functional, and strategic areas of business.	
4. Become stronger researchers and more effective decision-makers in today’s corporate environment.	
5. Become more productive professional and ethical people through strong classroom instruction, professional training, volunteer work and community service, and participation in campus-wide activities and organizations	
<b>Intended Student Learning Outcomes: International Business (MS)</b>	
1. Cover important theories and concepts in international management, economics and finance, cross-culture management and global leadership. international trade and investment, and economic geography.	
2. Increase ability to function in a global environment and increase individual marketability by showing mastery in a foreign language	
3. Focus on more specialized functional and operational areas such as multinational corporate finance, international marketing, supply-chain and logistics management, financial reporting, and strategic management.	
4. 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.	
<b>Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:</b>	<b>Performance Objectives (Targets/Criteria) for Direct Measures:</b>
1. Online simulation/quiz - Globus General Program ISLOs Assessed by this Measure: 1, 2, 3, 5 Management ISLOs Assessed by this Measure: 1, 2, 3	Minimum of 60% of graduating students obtain a passing score.
2. IB Project and Participation in Project Poster Presentation Day General Program ISLOs Assessed by this Measure: 1, 2, 3, 4, 5 Management ISLOs Assessed by this Measure: 1, 2, 3, 4	Minimum of 80% of graduating students score a 1 or 2 on all parts of the paper.

<b>Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:</b>	<b>Performance Objectives (Targets/Criteria) for Indirect Measures:</b>
1. Student Exit Interview General Program ISLOs Assessed by this Measure: 1, 2, 3, 4, 5 Managements ISLOs Assessed by this Measure: 1, 2, 3, 4	Minimum of 90% of graduates perceive the program to be of good quality
2. Alumni Survey General Program ISLOs Assessed by this Measure: 1, 5 Management ISLOs Assessed by this Measure: 2	Minimum of 90% of graduates employed in business field or attending graduate school.
<b>Summary of Results from Implementing Direct Measures of Student Learning:</b>	
1. A total of 11 students completed the Globus simulation with achieving a passing score (65% score). Outcome goal was not met.	
2. A total of 7 students completed the Poster Presentation with 7 students passing (100%). Outcome goal was met.	
<b>Summary of Results from Implementing Indirect Measures of Student Learning:</b>	
1. A total of 5 students completed the exit survey and 4 scored the program a “4” or “5” (100%) – Outcome goal was not met.	
2. The Alumni Survey results 5 students reported that they are employed in a business field or attending graduate school-Met outcome goal	

Extent of Accomplishment of Intended Student Learning Outcomes: International Business (MS)												
International Business (MS)												
Intended Student Learning Outcomes	Learning Assessment Measures											
General Program Intended Student Learning Outcomes	Direct Measure 1			Direct Measure 2			Indirect Measure 1			Indirect Measure 2		
	Performance Target Was...			Performance Target Was...			Performance Target Was...			Performance Target Was...		
	Met	Not Met	N/A	Met	Not Met	N/A	Met	Not Met	N/A	Met	Not Met	N/A
1. Prepare business managers for today's global environment by providing them with specialized training, skills, and knowledge in business		X		X				X		X		
3. Integrate theoretical concepts with practical aspects of operational, functional, and strategic areas of business.		X		X				X		X		
4. Become stronger researchers and more effective decision-makers in today's corporate environment.			X	X				X		X		
5. Become more productive professional and ethical people through strong classroom instruction, professional training, volunteer work and community service, and participation in campus-wide activities and organizations.		X		X				X		X		

Intended Student Learning Outcomes: <i>Major, Concentration, Specialization, Emphasis, Option, or Track in Area 1</i>	Direct Measure 1			Direct Measure 2			Indirect Measure 1			Indirect Measure 2		
	Performance Target Was...			Performance Target Was...			Performance Target Was...			Performance Target Was...		
	Met	Not Met	N/A	Met	Not Met	N/A	Met	Not Met	N/A	Met	Not Met	N/A
1. Cover important theories and concepts in international management, economics and finance, cross-culturemanagement and global leadership, international trade and investment, and economic geography		X		X				X		X		
2. Increase ability to function in a global environment and increase individual marketability by showing mastery in a foreign language		X		X				X		X		
3. Focus on more specialized functional and operational areas such as multinational corporate finance, international marketing,supply-chain and logistics management, financial reporting, and strategic management		X		X				X				X
4. 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.			X	X				X				X
<b>Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:</b>												

1. The Business Department has developed and implemented a new assessment plan with new, updated outcomes/assessment instruments Fall 2015. This plan will better assess the accomplishment of the Department's intended student learning and operational outcomes, its mission and broad-based goals
2. The Business Department has developed and implemented a Strategic Plan (Strategic Plan, Situational Analysis, and Planning Process document) to improve student and Department success and quality
3.
4.

### Student Learning Assessment for MBA – General

<b>General Program Intended Student Learning Outcomes (Program ISLOs)</b>
1. Prepare business managers for today's global environment by providing them with specialized training, skills, and knowledge in business.
2. Provide students with strong statistics, economics, and information technology background that serves as a foundation for more advanced areas of management, finance, accounting, international business, human resources management, and marketing.
3. Integrate theoretical concepts with practical aspects of operational, functional, and strategic areas of business.
4. Become stronger researchers and more effective decision-makers in today's corporate environment.
5. Become more productive professional and ethical people through strong classroom instruction, professional training, volunteer work and community service, and participation in campus-wide activities and organizations
<b>Intended Student Learning Outcomes: <i>Major, Concentration, Specialization, Emphasis, Option, or Track in Area 1</i> ISLOs</b>
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: <ul style="list-style-type: none"> <li>a. Ability to communicate effectively in written materials</li> <li>b. Ability to communicate effectively orally in one-on-one or business presentation situations</li> </ul>
15. Teamwork skills: ability to work with a team of colleagues on projects
16. Project management skills
17 Professional ethics

Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
1. Online simulation/quiz - Globus General Program ISLOs Assessed by this Measure: 1, 2, 3, 5 Management ISLOs Assessed by this Measure: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16	Minimum of 60% of graduating students obtain a passing score.
2. Portfolio of Coursework from the Program General Program ISLOs Assessed by this Measure: 1, 2, 3, 4, 5 Management ISLOs Assessed by this Measure: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16	Minimum of 80% of graduating students score a 1 or 2 on all parts of the paper.

<b>Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:</b>	<b>Performance Objectives (Targets/Criteria) for Indirect Measures:</b>
1 Student Exit Interview General Program ISLOs Assessed by this Measure: 1, 2, 3, 4, 5 Managements ISLOs Assessed by this Measure: 1, 2, 3, 4	Minimum of 90% of graduates perceive the program to be of good quality
2. Alumni Survey General Program ISLOs Assessed by this Measure: 1, 5 Management ISLOs Assessed by this Measure: 2	Minimum of 90% of graduates employed in business field or attending graduate school.
<b>Summary of Results from Implementing Direct Measures of Student Learning:</b>	
1. A total of 8 students completed the Globus Simulation with achieving a passing score (91%). Outcome goal was met	
2. A total of 8 students completed the Portfolio with 8 students passing (100%). Outcome goal was met.	
<b>Summary of Results from Implementing Indirect Measures of Student Learning:</b>	
1. A total of 8 students completed the exit survey and 8 scored the program a “4” or “5” (100%) – Outcome goal was met.	
2. The Alumni Survey results (5 student responses)- 5 students reported that they are employed in a business field or attending graduate school- Met outcome goal	

Extent of Accomplishment of Intended Student Learning Outcomes: MBA												
MBA												
Intended Student Learning Outcomes	Learning Assessment Measures											
General Program Intended Student Learning Outcomes	Direct Measure 1			Direct Measure 2			Indirect Measure 1			Indirect Measure 2		
	Performance Target Was...			Performance Target Was...			Performance Target Was...			Performance Target Was...		
	Met	Not Met	N/A	Met	Not Met	N/A	Met	Not Met	N/A	Met	Not Met	N/A
1. Prepare business managers for today's global environment by providing them with specialized training, skills, and knowledge in business.	X			X			X					X
2. Provide students with strong statistics, economics, and information technology background that serves as a foundation for more advanced areas of management, finance, accounting, international business, human resources management, and marketing.	X			X			X					X
3. Integrate theoretical concepts with practical aspects of operational, functional, and strategic areas of business	X			X			X					X
4. Become stronger researchers and more effective decision-makers in today's corporate environment			X	X			X					X



5. Become more productive professional and ethical people through strong classroom instruction, professional training, volunteer work and community service, and participation in campus-wide activities and organizations	X			X			X			X		
<b>Intended Student Learning Outcomes: Major, Concentration, Specialization, Emphasis, Option, or Track in Area 1</b>	<b>Direct Measure 1 Performance Target Was...</b>			<b>Direct Measure 2 Performance Target Was...</b>			<b>Indirect Measure 1 Performance Target Was...</b>			<b>Indirect Measure 2 Performance Target Was...</b>		
	<b>Met</b>	<b>Not Met</b>	<b>N/A</b>	<b>Met</b>	<b>Not Met</b>	<b>N/A</b>	<b>Met</b>	<b>Not Met</b>	<b>N/A</b>	<b>Met</b>	<b>Not Met</b>	<b>N/A</b>
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.	X			X			X					X
2. Understanding economic concepts relevant to trade, commerce and investment.	X			X			X			X		
3. Explaining the importance of leadership and communication strategies in the commercial environment and recognizing the flow of critical information within an organization.	X			X			X					X

4. Applying sophisticated methods of investment analysis and decision making in both corporate and non-profit environments	X			X					X			X
5. Assessing US corporate law and regulations from the perspective of business practitioners by applying principles of corporate governance, contracts and business tort law	X			X					X			X
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.	X			X					X			X
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.	X			X					X			X
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.	X			X					X			X

9. Recognizing the importance of effective long-term strategy to maintain competitive advantages in varied commercial markets.	X			X					X			X
10. Obtaining specialized knowledge in concepts of marketing or human resource management, or a combination of these disciplines.	X			X					X			X
11. Problem recognition	X			X					X			X
12. Strategic analysis and integration	X			X					X			X
13. Application of quantitative methods to real-world business situations	X			X					X			X
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	X			X					X			X
15. Teamwork skills: ability to work with a team of colleagues on projects	X			X					X			X
16. Project management skills	X			X					X			X
17. Professional ethics	X					X		X			X	
<b>Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:</b>												
1. The Business Department has developed and implemented a new assessment plan with new, updated outcomes/assessment instruments Fall 2015. This plan will better assess the accomplishment of the Department's intended student learning and operational outcomes, its mission and broad-based goals												
2. The Business Department has developed and implemented a Strategic Plan (Strategic Plan, Situational Analysis, and Planning Process												

document) to improve student and Department success and quality
3.
4.

**Student Learning Assessment for MBA – Human Resources Concentration**

<b>General Program Intended Student Learning Outcomes (Program ISLOs)</b>
1. Prepare business managers for today’s global environment by providing them with specialized training, skills, and knowledge in business.
2. Provide students with strong statistics, economics, and information technology background that serves as a foundation for more advanced areas of management, finance, accounting, international business, human resources management, and marketing.
3. Integrate theoretical concepts with practical aspects of operational, functional, and strategic areas of business.
4. Become stronger researchers and more effective decision-makers in today’s corporate environment.
5. Become more productive professional and ethical people through strong classroom instruction, professional training, volunteer work and community service, and participation in campus-wide activities and organizations
<b>Intended Student Learning Outcomes: <i>Human Resources Concentration-MBA</i></b>
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	
<b>Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:</b>	<b>Performance Objectives (Targets/Criteria) for Direct Measures:</b>
1. Online simulation/quiz - Globus General Program ISLOs Assessed by this Measure: 1, 2, 3, 5 Management ISLOs Assessed by this Measure: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16	Minimum of 60% of graduating students obtain a passing score.
2. Portfolio of Coursework from the Program General Program ISLOs Assessed by this Measure: 1, 2, 3, 4, 5 Management ISLOs Assessed by this Measure: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16	Minimum of 80% of graduating students score a 1 or 2 on all parts of the paper.
<b>Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:</b>	<b>Performance Objectives (Targets/Criteria) for Indirect Measures:</b>
1. Student Exit Interview quality. General Program ISLOs Assessed by this Measure: 1, 2, 3, 4, 5 Managements ISLOs Assessed by this Measure: 1, 2, 3, 4	Minimum of 90% of graduates perceive the program to be of good

<p>2. Alumni Survey  General Program ISLOs Assessed by this Measure: 1, 5  Management ISLOs Assessed by this Measure: 2</p>	<p>Minimum of 90% of graduates employed in business field or attending graduate school.</p>
<p><b>Summary of Results from Implementing Direct Measures of Student Learning:</b></p>	
<p>1. A total of 2 students completed the Globus simulation with 1 achieving a passing score (50%). Outcome goal was not met.</p>	
<p>2. A total of 2 students completed the Portfolio with 2 students passing (100%). Outcome goal was met.</p>	
<p><b>Summary of Results from Implementing Indirect Measures of Student Learning:</b></p>	
<p>1. A total of 2 students completed the exit survey and 2 scored the program a “4” or “5” (100%) – Outcome goal was met.</p>	
<p>2. The Alumni Survey results- 2 graduates reported that they are employed in a business field or attending graduate school-Met outcome goal</p>	

Extent of Accomplishment of Intended Student Learning Outcomes: MBA-Human Resources Concentration												
MBA with Human Resources Concentration												
Intended Student Learning Outcomes	Learning Assessment Measures											
General Program Intended Student Learning Outcomes	Direct Measure 1			Direct Measure 2			Indirect Measure 1			Indirect Measure 2		
	Performance Target Was...			Performance Target Was...			Performance Target Was...			Performance Target Was...		
	Met	Not Met	N/A	Met	Not Met	N/A	Met	Not Met	N/A	Met	Not Met	N/A
1. Prepare business managers for today's global environment by providing them with specialized training, skills, and knowledge in business		X		X			X					X
2. Provide students with strong statistics, economics, and information technology background that serves as a foundation for more advanced areas of management, finance, accounting, international business, human resources management, and marketing.		X		X			X					X
3. Integrate theoretical concepts with practical aspects of operational, functional, and strategic areas of business		X		X			X					X
4. Become stronger researchers and more effective decision-makers in today's corporate environment.			X	X			X					X

5. Become more productive professional and ethical people through strong classroom instruction, professional training, volunteer work and community service, and participation in campus-wide activities and organizations.		X		X			X			X		
<b>Intended Student Learning Outcomes: Major, Concentration, Specialization, Emphasis, Option, or Track in Area 1</b>	<b>Direct Measure 1</b> Performance Target Was...			<b>Direct Measure 2</b> Performance Target Was...			<b>Indirect Measure 1</b> Performance Target Was...			<b>Indirect Measure 2</b> Performance Target Was...		
	<b>Met</b>	<b>Not Met</b>	<b>N/A</b>	<b>Met</b>	<b>Not Met</b>	<b>N/A</b>	<b>Met</b>	<b>Not Met</b>	<b>N/A</b>	<b>Met</b>	<b>Not Met</b>	<b>N/A</b>
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.		X		X			X					X
2. Understanding economic concepts relevant to trade, commerce and investment.		X		X			X			X		
3. Explaining the importance of leadership and communication strategies in the commercial environment and recognizing the flow of critical information within an organization.		X		X			X					X
4. Applying sophisticated methods of investment analysis and		X		X					X			X



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.		X		X					X			X
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.		X		X					X			X
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.		X		X					X			X
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.		X		X					X			X

9. Recognizing the importance of effective long-term strategy to maintain competitive advantages in varied commercial markets		X		X					X			X
10. Obtaining specialized knowledge in concepts of marketing or human resource management, or a combination of these disciplines		X		X					X			X
11. Problem recognition		X		X					X			X
12. Strategic analysis and integration		X		X					X			X
13. Application of quantitative methods to real-world business situations		X		X					X			X
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		X		X					X			X
15. Teamwork skills: ability to work with a team of colleagues on projects		X		X					X			X
16. Project management skills		X		X					X			X
17. Professional ethics		X			X				X		X	
<b>Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:</b>												
1. The Business Department has developed and implemented a new assessment plan with new, updated outcomes/assessment instruments Fall 2015. This plan will better assess the accomplishment of the Department's intended student learning and operational outcomes, its mission and broad-based goals												

2. The Business Department has developed and implemented a Strategic Plan (Strategic Plan, Situational Analysis, and Planning Process document) to improve student and Department success and quality
3.
4.

**Student Learning Assessment for MBA – Marketing Concentration**

<b>General Program Intended Student Learning Outcomes (Program ISLOs)</b>
1. Prepare business managers for today’s global environment by providing them with specialized training, skills, and knowledge in business.
2. Provide students with strong statistics, economics, and information technology background that serves as a foundation for more advanced areas of management, finance, accounting, international business, human resources management, and marketing.
3. Integrate theoretical concepts with practical aspects of operational, functional, and strategic areas of business.
4. Become stronger researchers and more effective decision-makers in today’s corporate environment.
5. Become more productive professional and ethical people through strong classroom instruction, professional training, volunteer work and community service, and participation in campus-wide activities and organizations.
<b>Intended Student Learning Outcomes: MBA – Marketing Concentration</b>
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: <ul style="list-style-type: none"> <li>a. Ability to communicate effectively in written materials</li> <li>b. Ability to communicate effectively orally in one-on-one or business presentation situations</li> </ul>	
15. Teamwork skills: ability to work with a team of colleagues on projects	
16. Project management skills	
17. Professional ethics	
<b>Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:</b>	<b>Performance Objectives (Targets/Criteria) for Direct Measures:</b>
1. Online simulation/quiz - Globus General Program ISLOs Assessed by this Measure: 1, 2, 3, 5 Management ISLOs Assessed by this Measure: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16	Minimum of 60% of graduating students obtain a passing score.
2. Portfolio of Coursework from the Program General Program ISLOs Assessed by this Measure: 1, 2, 3, 4, 5 Management ISLOs Assessed by this Measure: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16	Minimum of 80% of graduating students score a 1 or 2 on all parts of the paper.
<b>Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:</b>	<b>Performance Objectives (Targets/Criteria) for Indirect Measures:</b>
1. Student Exit Interview General Program ISLOs Assessed by this Measure: 1, 2, 3, 4, 5 Managements ISLOs Assessed by this Measure: 1, 2, 3, 4	Minimum of 90% of graduates perceive the program to be of good quality.

<p>2. Alumni Survey  General Program ISLOs Assessed by this Measure: 1, 5  Management ISLOs Assessed by this Measure: 2</p>	<p>Minimum of 90% of graduates employed in business field or attending graduate school.</p>
<p><b>Summary of Results from Implementing Direct Measures of Student Learning: MBA-Marketing Concentration</b></p>	
<p>1. A total of 2 student completed the Globus simulation with 2 achieving a passing score (100%). Outcome goal was met</p>	
<p>2. A total of 2 students completed the Portfolio with 2 students passing (100%). Outcome goal was met.</p>	
<p><b>Summary of Results from Implementing Indirect Measures of Student Learning:</b></p>	
<p>1. A total of 2 students completed the exit survey and 2 scored the program a “4” or “5” (100%) – Outcome goal was met.</p>	
<p>2. The Alumni Survey results -2 graduates reported that they are employed in a business field or attending graduate school-Met outcome goal</p>	

Extent of Accomplishment of Intended Student Learning Outcomes: MBA-Marketing Concentration												
MBA with Marketing Concentration												
Intended Student Learning Outcomes	Learning Assessment Measures											
General Program Intended Student Learning Outcomes	Direct Measure 1			Direct Measure 2			Indirect Measure 1			Indirect Measure 2		
	Performance Target Was...			Performance Target Was...			Performance Target Was...			Performance Target Was...		
	Met	Not Met	N/A	Met	Not Met	N/A	Met	Not Met	N/A	Met	Not Met	N/A
1. Prepare business managers for today's global environment by providing them with specialized training, skills, and knowledge in business.	X			X			X			X		
2. Provide students with strong statistics, economics, and information technology background that serves as a foundation for more advanced areas of management, finance, accounting, international business, human resources management, and marketing.	X			X			X					X
3. Integrate theoretical concepts with practical aspects of operational, functional, and strategic areas of business.	X			X			X					X
4. Become stronger researchers and more effective decision-makers in today's corporate environment.			X	X			X					X
5. Become more productive	X			X			X			X		

professional and ethical people through strong classroom instruction, professional training, volunteer work and community service, and participation in campus-wide activities and organizations.												
<b>Intended Student Learning Outcomes: Major, Concentration, Specialization, Emphasis, Option, or Track in Area 1</b>	<b>Direct Measure 1</b>			<b>Direct Measure 2</b>			<b>Indirect Measure 1</b>			<b>Indirect Measure 2</b>		
	<b>Performance Target Was...</b>			<b>Performance Target Was...</b>			<b>Performance Target Was...</b>			<b>Performance Target Was...</b>		
	<b>Met</b>	<b>Not Met</b>	<b>N/A</b>	<b>Met</b>	<b>Not Met</b>	<b>N/A</b>	<b>Met</b>	<b>Not Met</b>	<b>N/A</b>	<b>Met</b>	<b>Not Met</b>	<b>N/A</b>
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.	X			X			X					X
2. Understanding economic concepts relevant to trade, commerce and investment.	X			X			X			X		
3. Explaining the importance of leadership and communication strategies in the commercial environment and recognizing the flow of critical information within an organization.	X			X			X					X
4. Applying sophisticated methods of investment analysis and	X			X			X					X

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	X			X				X				X
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.	X			X				X				X
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.	X			X				X				X
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.	X			X				X				X



9. Recognizing the importance of effective long -term strategy to maintain competitive advantages in varied commercial markets.	X			X				X				X
10. Obtaining specialized knowledge in concepts of marketing or human resource management, or a combination of these disciplines.	X			X				X				X
11. Problem recognition	X			X				X				X
12. Strategic analysis and integration	X			X				X				X
13. Application of quantitative methods to real-world business situations	X			X				X				X
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	X			X				X				X
15. Teamwork skills: ability to work with a team of colleagues on projects	X			X				X				X
16. Project management skills	X			X				X				X
17. Professional ethics		X			X			X				X

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

1. The Business Department has developed and implemented a new assessment plan with new, updated outcomes/assessment instruments Fall 2015. This plan will better assess the accomplishment of the Department’s intended student learning and operational outcomes, its mission

and broad-based goals
2. The Business Department has developed and implemented a Strategic Plan (Strategic Plan, Situational Analysis, and Planning Process document) to improve student and Department success and quality
3.
4.