

Report of Student Learning and Achievement

Institution

Name of your Academic Business Unit

For Academic Year: 2014-2015

Mission of the Emerson E. Evans School of Business

The Emerson E. Evans School of Business is a student-centered, business school dedicated to opening learning opportunities for students in leadership, collaboration, and business management. To successfully meet the challenges of the global market place, students develop partnerships with business owners and leaders to explore business operations and opportunities.

Student Learning Assessment for Bachelor of Science in Business Management

Program Intended Student Learning Outcomes (Program ISLOs)

1. The graduating student will be able to demonstrate core business proficiencies in the areas of accounting, economics, management, finance, marketing, international business, and information technology.
2. Student will research and communicate skills through written reports and papers, oral presentations, and class discussion.
3. Students will show ethical and social responsibility and leadership qualities conducive to success within a business environment.
4. Students will think clearly, reason logically, arrive at their own conclusions through their own observations, interpret data, analyze situations, evaluate evidence, discover principles, resolve problems, read rapidly with understanding, conduct research, stimulate their creative powers, express their own ideas, orally and in writing.
5. Students will demonstrate an understanding of how each business area is affected by the global economy.

**Assessment Instruments for Intended Student Learning Outcomes—
Direct Measures of Student Learning:**

Performance Objectives (Targets/Criteria) for Direct Measures:

1. <i>Pereguine Exam</i> Program ISLOs Assessed by this Measure: 1, 5	Year to year, our school will experience an increase in average scores of between 3-5%
2. <i>Strategic Management Capstone Simulation Course and Evaluation</i> Program ISLOs Assessed by this Measure: 1, 2, 3, 4, 5	70% of all graduating students will achieve a 70% or better on their Business Management-Strategic Management Capstone Course.
Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Indirect Measures:
1. <i>Student Exit Survey attached to Pereguine Exam</i> Program ISLOs Assessed by this Measure: 1	On the exit survey instrument, at least 80% of graduating students will indicate that they “agree” or “strongly agree” that the learning outcomes for the program were achieved.
2. <i>Alumni Survey</i> Program ISLOs Assessed by this Measure: 1	The school of business will create its own data retrieval and storage to keep track of alumni information. The school of business will have a 70% response rate to alumni surveys. 75% of students will indicate “Agree” or “Strongly” agree that the school of business program prepared them.
Assessment Results: <i>Bachelors of Science in Business Management</i>	
Summary of Results from Implementing Direct Measures of Student Learning:	
1. <i>Students scored 48.2% or 5.2% higher than the previous year’s ETS Major Field Test.</i>	
2. <i>100% of the 7 Bachelor of Science in Business Management students achieved 70% or better.</i>	
Summary of Results from Implementing Indirect Measures of Student Learning:	
1. <i>The survey needs to be redesigned to better align with the assessment criteria, but students responded 100% as “agreed” or “strongly agreed” that learning objectives were understood and 89% indicated that they were achieved.</i>	
2. <i>The storage system will be created from data collected from exit survey (indirect measure #1). The response rate was not achieved and was less than 1%. 71% of students surveyed indicated positively that the school of business program did prepare them, but the survey was not aligned with the assessment criteria and needs to be redesigned/reevaluated.</i>	
Summary of Achievement of Intended Student Learning Outcomes:	
Intended Student Learning Outcomes	Learning Assessment Measures

Program ISLOs	<i>Direct Measure 1</i>	<i>Direct Measure 2</i>	<i>Indirect Measure 1</i>	<i>Indirect Measure 2</i>
	Year to year, our school will experience an increase in average scores of between 3-5%	70% of the graduating students will achieve 70% of better on their BM Strategic Management capstone course	On the exit survey instrument, at least 80% of graduating students will indicate that they “agree” or “strongly agree” that the learning outcomes for the program were achieved.	The school of business will create its own data retrieval and storage to keep track of alumni information. The school of business will have a 70% response rate to alumni surveys. 75% of students will indicate “Agree” or “Strongly” agree that the school of business program prepared them.
1. <i>Program Learning Outcome 1</i>	X	X	X	-
2. <i>Program Learning Outcome 2</i>		X		
3. <i>Program Learning Outcome 3</i>		X		
4. <i>Program Learning Outcome 4</i>		X		
5. <i>Program Learning Outcome 5</i>	X	X		

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

Student Learning Assessment for *Bachelor of Science in Accounting*

Program Intended Student Learning Outcomes (Program ISLOs)

1. Students will prepare financial statements in accordance with Generally Accepted Accounting Principles (GAAP)
2. The graduating student will be able to demonstrate core business proficiencies in the areas of accounting, economics, management, finance, marketing, international business and information technology.
3. Students will communicate financial data effectively and provide knowledgeable recommendations in strategic business decisions.
4. Students will show an understanding of the business, legal, and regulatory environment.
5. Students will learn to maintain a high level of integrity, objectivity, competence, and concern for public interest.
6. Students will learn to recognize and respond to fraud and define preventative internal control measures.

Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
3. <i>Peregrine Exam</i> Program ISLOs Assessed by this Measure: 1, 5	Year to year, our school will experience an increase in average scores of between 3-5%
4. <i>Capstone Course</i> Program ISLOs Assessed by this Measure: 1, 2, 3, 4, 5	70% of all graduating students will achieve a 70% or better on their Accounting Capstone Course.
Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Indirect Measures:
3. <i>Student Exit Survey attached to Peregrine Exam</i> Program ISLOs Assessed by this Measure: 1	On the exit survey instrument, at least 80% of graduating students will indicate that they “Agreed” or “Strongly Agreed” that the learning outcomes for the program were achieved.
4. <i>Alumni Survey</i> Program ISLOs Assessed by this Measure: 1	The school of business will create its own data retrieval and storage to keep track of alumni information. The school of business will have a 70% response rate to alumni surveys. 75% of students will indicate “Agree” or “Strongly” agree that the school of business program prepared them.

Assessment Results: *Bachelors of Science in Accounting*

Summary of Results from Implementing Direct Measures of Student Learning:				
3. <i>Students scored 60% or 17% higher than the previous year's ETS Major Field Test.</i>				
4. <i>100% of the 4 Bachelor of Science in Accounting students achieved 70% or better.</i>				
Summary of Results from Implementing Indirect Measures of Student Learning:				
3. <i>The survey needs to be redesigned to better align with the assessment criteria, but students responded 100% as "agreed" or "strongly agreed" that learning objectives were understood and 89% indicated that they were achieved.</i>				
4. <i>The storage system will be created from data collected from exit survey (indirect measure #1). The response rate was not achieved and was less than 1%. 71% of students surveyed indicated positively that the school of business program did prepare them, but the survey was not aligned with the assessment criteria and needs to be redesigned/reevaluated.</i>				
Summary of Achievement of Intended Student Learning Outcomes:				
Intended Student Learning Outcomes	Learning Assessment Measures			
Program ISLOs	Direct Measure 1	Direct Measure 2	Indirect Measure 1	Indirect Measure 2
	Year to year, our school will experience an increase in average scores of between 3-5%	70% of the graduating students will achieve 70% of better on their BM Strategic Management capstone course	On the exit survey instrument, at least 80% of graduating students will indicate that they "agree" or "strongly agree" that the learning outcomes for the program were achieved.	The school of business will create its own data retrieval and storage to keep track of alumni information. The school of business will have a 70% response rate to alumni surveys. 75% of students will indicate "Agree" or "Strongly" agree that the school of

				business program prepared them.
6. <i>Program Learning Outcome 1</i>	X	X	X	-
7. <i>Program Learning Outcome 2</i>		X		
8. <i>Program Learning Outcome 3</i>		X		
9. <i>Program Learning Outcome 4</i>		X		
10. <i>Program Learning Outcome 5</i>	X	X		

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

Student Learning Assessment for *Bachelor of Science in Information Technology*

Program Intended Student Learning Outcomes (Program ISLOs)

1. The graduating student will be able to demonstrate core business proficiencies in the areas of accounting, economics, management, finance, marketing, international business and information technology.
2. Student will research and communicate skills through written reports and papers, oral presentations, and class discussion.
3. Students will show ethical and social responsibility and leadership qualities conducive to success within a business environment.
4. Students will demonstrate proficiency in developing relational databases and accessing that data through the use of Structured Query Language (SQL).
5. Students will explain the basic concepts of modern computers and their connectivity via networking and the Internet.
6. Students will install hardware, software, networks and develop web sites.
7. Students will develop an implementation plan for designing a Management Information System within a simulated business.

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

Performance Objectives (Targets/Criteria) for Direct Measures:

5. *Peregrine Exam*
Program ISLOs Assessed by this Measure: 1, 5

Year to year, our school will experience an increase in average scores of between 3-5%

6. *Capstone Course*
Program ISLOs Assessed by this Measure: 1, 2, 3, 4, 5

70% of all graduating students will achieve a 70% or better on their Accounting Capstone Course.

Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:

Performance Objectives (Targets/Criteria) for Indirect Measures:

5. *Student Exit Survey attached to Peregrine Exam*
Program ISLOs Assessed by this Measure: 1

On the exit survey instrument, at least 80% of graduating students will indicate that they “Agreed” or “Strongly Agreed” that the learning outcomes for the program were achieved.

6. *Alumni Survey*
Program ISLOs Assessed by this Measure: 1

The school of business will create its own data retrieval and storage to keep track of alumni information. The school of business will have a 70% response rate to alumni surveys. 75% of students will indicate “Agree” or “Strongly” agree that the school of business program prepared them.

Assessment Results: Bachelors of Science in Information Technology

Summary of Results from Implementing Direct Measures of Student Learning:

- 5. *Students scored 60.45% or 17.45% higher than the previous year’s ETS Major Field Test.*
- 6. *100% of the 3 Bachelor of Science in Information Technology students achieved 70% or better.*

Summary of Results from Implementing Indirect Measures of Student Learning:

- 5. *The survey needs to be redesigned to better align with the assessment criteria, but students responded 100% as “agreed” or “strongly agreed” that learning objectives were understood and 89% indicated that they were achieved.*
- 6. *The storage system will be created from data collected from exit survey (indirect measure #1). The response rate was not achieved and was less than 1%. 71% of students surveyed indicated positively that the school of business program did prepare them, but the survey was not aligned with the assessment criteria and needs to be redesigned/reevaluated.*

Summary of Achievement of Intended Student Learning Outcomes:

Intended Student Learning Outcomes	Learning Assessment Measures			
Program ISLOs	<i>Direct Measure 1</i>	<i>Direct Measure 2</i>	<i>Indirect Measure 1</i>	<i>Indirect Measure 2</i>
	Year to year, our school will experience an increase in average scores of between 3-5%	70% of the graduating students will achieve 70% of better on their BM Strategic Management capstone course	On the exit survey instrument, at least 80% of graduating students will indicate that they “agree” or “strongly agree” that the learning outcomes	The school of business will create its own data retrieval and storage to keep track of alumni information. The school of business will have a

			for the program were achieved.	70% response rate to alumni surveys. 75% of students will indicate "Agree" or "Strongly" agree that the school of business program prepared them.
11. Program Learning Outcome 1	X	X	X	-
12. Program Learning Outcome 2		X		
13. Program Learning Outcome 3		X		
14. Program Learning Outcome 4		X		
15. Program Learning Outcome 5	X	X		

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