



Public Disclosure of Student Learning

Institution	<u>Dominican College of Blauvelt</u>
Academic Business Unit	<u>Business Administration Division</u>
Academic Year	<u>2018</u>

Report of Student Learning and Achievement

Institution

Name of your Academic Business Unit

For Academic Year: 2018

Mission of the Business Administration Division

Mission Statement

The mission of the Business Administration Division is to provide students with broad-based practical knowledge in the functional areas of business, combined with a solid foundation in a specified business area that will permit them to obtain professional opportunities and will foster their ability to advance in their careers as leaders and decision-makers within the domestic and global business environments where they are employed. In addition, the goal of the Division is to instill within students a sense of integrity and ethics that will permit them to take into consideration the various stakeholders whom their decisions will impact.

BACHELOR'S-LEVEL PROGRAMS

Student Learning Assessment for (Bachelor's Level Program 1 – Bachelor of Science, Accounting Major)

Accounting Major Intended Student Learning Outcomes (Accounting ISLOs)

- 1. Accounting Major Learning Outcome 1: Graduates of this program should be able to explain the major concepts of accounting*
- 2. Accounting Major Learning Outcome 2: Graduates of this program should be able to construct basic accounting statements*
- 3. Accounting Major Learning Outcome 3: Graduates of this program should be able to evaluate basic accounting problems*
- 4. Accounting Major Learning Outcome 4: Graduates of the program should be able to write effective written summaries of accounting problems and their respective solutions*
- 5. Accounting Major Learning Outcome 5: Graduates of this program should be able to evaluate Accounting principles and practices*

6. *Accounting Major Learning Outcome 6 : Graduates of this program should be able to explain the various functions of business in addition to the Accounting function (which include the legal, ethical, and global aspects of business)*

Section II: Student Learning Assessment for Accounting Major

Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
<p>1. Direct Measure 1: Capstone Cross-functional Exam (This tool is used to assess each student’s knowledge of the core areas of business as well as areas such as ethics, etc.)</p> <p>Accounting Major ISLOs Assessed by this Measure: <i>List of Outcomes: 6</i></p>	<p><i>At least 50% of students taking the exam will earn a satisfactory score based on the attached grading rubric</i></p>
<p>2. Direct Measure 2: Capstone Comprehensive Exam: <i>There is a separate Comprehensive exam for each of the three majors, and each of the 4 management concentrations</i></p> <p>Accounting Major ISLOs Assessed by this Measure: <i>List of Outcomes: 1,3,5</i></p>	<p><i>At least 60% of students taking the exam will earn a satisfactory score based on the attached grading rubric</i></p>
<p>3. Direct Measure 3: Capstone Case: <i>There is a separate case for each of the three majors, as well as a separate case for each of the four management concentrations. The cases are designed to measure application skills, as well as written communication skills</i></p> <p>Accounting Major ISLOs Assessed by this Measure: 2,4</p>	<p><i>At least 60% of students completing the case study will earn an Average or better score on the written portion of the case on a rubric that ranges from unsatisfactory to above average.</i></p> <p><i>At least 60% of students completing the case will score an Above Average on the overall case based on a rubric that ranges from Unsatisfactory to Above Average</i></p>
Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Indirect Measures:
<p>1. Indirect Measure 1: Alumni Survey</p> <p>Accounting Major ISLOs Assessed by this Measure: 1,2,3,4,5,6</p>	<p><i>90% or greater of the students responding to the survey will indicate a high degree/some degree of satisfaction combined on all the Program Core ISLOS and major and concentration ISLOs, on a scale that ranges from “Not at all” at the lowest end to “To a great extent” on the highest end</i></p>

<p>2. <i>Indirect Measure 2: Senior Survey</i></p> <p>Accounting Major ISLOs Assessed by this Measure: 1,2,3,4,5,6</p>	<p><i>90% or greater of the students responding to the survey will indicate a high degree/some degree of satisfaction combined on all the Program Core ISLOS and major and concentration ISLOs, on a scale that ranges from “Not at all” at the lowest end to “To a great extent” on the highest end</i></p>
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f. Summary of Results from Implementing Direct Measures of Student Learning:	
1.	<p>Summary of Results for Direct Measure 1: <u>Cross-functional Exam</u> : This measure was partially met as at least 60% of the accounting students earned a satisfactory score or higher on several of the cross functional subject areas, but were not met on several other cross-functional areas</p> <p><u>Functional areas measured:</u></p> <p>Accounting: 56% earned a satisfactory score Finance: 25% earned a satisfactory score Management: 75% earned a satisfactory score (met) International: 25% earned a satisfactory score Marketing: 100% earned a satisfactory score (met) Ethics: 100% earned a satisfactory score (met) CIS: 50% earned a satisfactory score Economics: 0% earned a satisfactory score Communication: 0% earned a satisfactory score</p> <p>N=5</p>
2.	<p>Summary of Results for Direct Measure 2: <u>Comprehensive Exam</u>: This measure was met, as 60% or greater of the students earned a satisfactory score</p> <p>N=5</p>
3.	<p>Summary of Results for Direct Measure 3: <u>Capstone Project/Case</u>: This measure was met, as at least 60% of the students earned a satisfactory score</p> <p>N=5</p>
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g. Summary of Results from Implementing Indirect Measures of Student Learning:	
1.	Summary of Results for Indirect Measure 1:
2.	Summary of Results for Indirect Measure 2: <u>Senior Survey</u> : This measure was met as 90% or greater of the accounting major students responding stated a "high degree of satisfaction" on all areas of the survey

3.	<i>Summary of Results for Indirect Measure 3</i>								
4.	<i>Summary of Results for Indirect Measure 4</i>								
h. Summary of Achievement of Intended Student Learning Outcomes:									
Intended Student Learning Outcomes (ISLOs)		Bachelor of Science -Accounting Major -Learning Assessment Measures							
		Direct Measures of Student Learning				Indirect Measures of Student Learning			
Program ISLOs		<i>Direct Measure 1 Cross-functional Exam</i>	<i>Direct Measure 2 Comprehensive Exam</i>	<i>Direct Measure 3 Capstone Accounting Case Project</i>	<i>Direct Measure 4</i>	<i>Indirect Measure 1 Alumni Survey</i>	<i>Indirect Measure 2 Senior Survey</i>	<i>Indirect Measure 3</i>	<i>Indirect Measure 4</i>
		Performance Objective Was...	Performance Objective Was...	Performance Objective Was...	Performance Objective Was...	Performance Objective Was...	Performance Objective Was...	Performance Objective Was...	Performance Objective Was...
1.	<i>Program Learning Outcome 1 Graduates of this program should be able to explain the major concepts of accounting</i>		Met			N/A	Met		
2.	<i>Program Learning Outcome 2 Graduates of this program should be able to construct basic accounting statements</i>			Met		N/A	Met		
3.	<i>Program Learning Outcome 3</i>		Met			N/A	Met		

	<i>Graduates of this program should be able to evaluate basic accounting problems</i>								
4.	<i>Program Learning Outcome 4 Graduates of this program should be able to apply construct effective written summaries regarding accounting problems and their respective resolutions</i>			Met		N/A	Met		
5.	<i>Program Learning Outcome 5</i>		Met			N/A	Met		

6.	<i>Program Learning Outcome 6</i>	Met for some cross-functional areas, and , and not for others					Met		
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Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:
1. <i>Course of Action 1: Will attempt to re-fashion the cross-functional exam, as it is currently a bit confusing and not as relevant as a more practical, hands on test might be.</i>

Student Learning Assessment for (Bachelor's level Program 2– Bachelor of Science, Computer Information Systems Major/CIS)

Computer Information Systems Intended Student Learning Outcomes (C.I.S. ISLOs)

1. *C.I.S. Major Learning Outcome 1: Graduates of this program should be able to describe the concepts related to the field of Computer Information.*
2. *C.I.S. Major Learning Outcome 2: Graduates of this program should be able to apply decision making support tools in the resolution of CIS problems*
3. *C.I.S. Major Learning Outcome 3: Graduates of this program should be able to describe basic computer programs*
4. *C.I.S. Major Learning Outcome 4: Graduates of this program should be able to construct effective written summaries of CIS problems and their resolution.*
5. *C.I.S. Major Learning Outcome 4: Graduates of this program should be able to evaluate C.I.S. principles and practices*
6. *C.I.S. Major Learning Outcome 5: Graduates of this program should be able to explain the basic functions of business in addition to those related to CIS (which include the legal, ethical, and global aspects of business)*

Section II: Student Learning Assessment for C.I.S. Major

Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
<p>1. Direct Measure 1: Capstone Cross-functional Exam (This tool is used to assess each student’s knowledge of the core areas of business as well as areas such as ethics, etc.)</p> <p>C.I.S. Major ISLOs Assessed by this Measure: 6</p>	<p>At least 50% of students taking the exam will earn a satisfactory score based on the attached grading rubric</p>
<p>2. Direct Measure 2: Capstone Comprehensive Exam: There is a separate Comprehensive exam for each of the three majors, and each of the 4 management concentrations</p> <p>C.I.S Major ISLOs Assessed by this Measure: 1,2,5</p>	<p>At least 60% of students taking the exam will earn a satisfactory score based on the attached grading rubric</p>
<p>3. Direct Measure 3: Capstone Case: There is a separate case for each of the three majors, as well as a separate case for each of the four management concentrations. The cases are designed to measure application skills, as well as written communication skills</p> <p>C.I.S. Major ISLOs Assessed by this Measure: 2,3,4</p>	<p>At least 60% of students completing the case study will earn an Average or better score on the written portion of the case on a rubric that ranges from unsatisfactory to above average.</p> <p>At least 60% of students completing the case will score an Above Average on the overall case based on a rubric that ranges from Unsatisfactory to Above Average</p>

Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Indirect Measures:
<p>1. <i>Indirect Measure 1: Alumni Survey</i></p> <p>C.I.S. Major ISLOs Assessed by this Measure: 1,2,3,4,5,6</p>	<p><i>90% or greater of the students responding to the survey will indicate a high degree/some degree of satisfaction combined on all the Program Core ISLOS and major and concentration ISLOs, on a scale that ranges from “Not at all” at the lowest end to “To a great extent” on the highest end</i></p>
<p>2. <i>Indirect Measure 2: Senior Survey</i></p> <p>C.I.S. Major ISLOs Assessed by this Measure: 1,2,3,4,5,6</p>	<p><i>90% or greater of the students responding to the survey will indicate a high degree/some degree of satisfaction combined on all the Program Core ISLOS and major and concentration ISLOs, on a scale that ranges from “Not at all” at the lowest end to “To a great extent” on the highest end</i></p>

DURING THIS PAST SPRING THE CIS PROGRAM WAS UNDERGOING CHANGES AND CONSOLIDATION OF AREAS OF STUDY, SO NO CIS STUDENTS WERE ASSESSED

Student Learning Assessment for (Bachelor's-Level Program 3– Bachelor of Science, Management Major)

Management Major Intended Student Learning Outcomes (Management ISLOs)

1. *Management Major Learning Outcome 1: Graduates of this program should be able to explain the terms that are used in the process of management*
2. *Management Major Learning Outcome 2: Graduates of this program should be able to apply various management techniques to solve basic management problems.*
3. *Management Major Learning Outcome 3: Graduates of this program should be able to describe the major management theories.*
4. *Management Major Learning Outcome 4: Graduates of this program should be able to construct effective written summaries of management problems and their resolution.*
5. *Management Major Learning Outcome 5: Graduates of this program should be able to evaluate Management principles and practices.*

6. *Management Major Learning Outcome 6: Graduates of this program should be able to explain the various functions of business in addition to the management function (which include the legal, ethical, and global aspects of business)*

Section II: Student Learning Assessment for Management Major Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
<p>1. Direct Measure 1: Capstone Cross-functional Exam <i>(This tool is used to assess each student’s knowledge of the core areas of business as well as areas such as ethics, etc.)</i></p> <p>Management Major ISLOs Assessed by this Measure: 6</p>	<p><i>At least 50% of students taking the exam will earn a satisfactory score based on the attached grading rubric</i></p>
<p>2. Direct Measure 2: Capstone Comprehensive Exam: <i>There is a separate Comprehensive exam for each of the three majors, and each of the 4 management concentrations</i></p> <p>Management Major ISLOs Assessed by this Measure: 1,4,5</p>	<p><i>At least 60% of students taking the exam will earn a satisfactory score based on the attached grading rubric</i></p>
<p>3. Direct Measure 3: Capstone Case: <i>There is a separate case for each of the three majors, as well as a separate case for each of the four management concentrations. The cases are designed to measure application skills, as well as written communication skills</i></p> <p>Management Major ISLOs Assessed by this Measure: 2,3</p>	<p><i>At least 60% of students completing the case study will earn an Average or better score on the written portion of the case on a rubric that ranges from unsatisfactory to above average.</i></p> <p><i>At least 60% of students completing the case will score an Above Average on the overall case based on a rubric that ranges from Unsatisfactory to Above Average</i></p>
Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Indirect Measures:
<p>1. Indirect Measure 1: Alumni Survey</p> <p>Management Major ISLOs Assessed by this Measure: 1,2,3,4,5,6</p>	<p><i>90% or greater of the students responding to the survey will indicate a high degree/some degree of satisfaction combined on all the Program Core ISLOS and major and concentration ISLOs, on a scale that ranges from “Not at all” at the lowest end to “To a great extent” on the highest end</i></p>
<p>2. Indirect Measure 2: Senior Survey</p> <p>Management Major ISLOs Assessed by this Measure: 1,2,3,4,5,6</p>	<p><i>90% or greater of the students responding to the survey will indicate a high degree/some degree of satisfaction combined on all the Program Core ISLOS and major and concentration ISLOs, on a scale that ranges from “Not at all” at the lowest end to “To a great extent” on the highest end</i></p>

f. Summary of Results from Implementing Direct Measures of Student Learning:	
1.	<p>Summary of Results for Direct Measure 1: <u>Cross-functional Exam</u> : This measure was partially met as at least 60% of the accounting students earned a satisfactory score or higher on several of the cross functional subject areas, but were not met on several other cross-functional areas</p> <p><u>Functional areas measured:</u></p> <p>Accounting: 29% earned a satisfactory score Finance: 0% earned a satisfactory score Management: 29% earned a satisfactory score (met) International: 14% earned a satisfactory score Marketing: 43% earned a satisfactory score (met) Ethics: 29% earned a satisfactory score (met) CIS: 14% earned a satisfactory score Economics: 0% earned a satisfactory score Communication: 29% earned a satisfactory score</p> <p>N=7</p>
2.	<p>Summary of Results for Direct Measure 2: <u>Comprehensive Exam</u>: This measure was not met, as only 14% of students earned a satisfactory score</p> <p>N=7</p>
3.	<p>Summary of Results for Direct Measure 3: <u>Capstone Project/Case</u>: This measure was met, as 100% of students earned a satisfactory score</p> <p>N=7</p>
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g. Summary of Results from Implementing Indirect Measures of Student Learning:	
1.	Summary of Results for Indirect Measure 1:
2.	Summary of Results for Indirect Measure 2: <u>Senior Survey</u> : This measure was met as 90% or greater of the Management major students responding stated a "high degree of satisfaction" on all areas of the survey, N=7

3.	<i>Summary of Results for Indirect Measure 3</i>								
4.	<i>Summary of Results for Indirect Measure 4</i>								
h. Summary of Achievement of Intended Student Learning Outcomes:									
Intended Student Learning Outcomes (ISLOs)		Bachelor of Science –Management Major -Learning Assessment Measures							
		Direct Measures of Student Learning				Indirect Measures of Student Learning			
Program ISLOs		<i>Direct Measure 1 Cross-functional Exam</i>	<i>Direct Measure 2 Comprehensive Exam</i>	<i>Direct Measure 3 Capstone Accounting Case Project</i>	<i>Direct Measure 4</i>	<i>Indirect Measure 1 Alumni Survey</i>	<i>Indirect Measure 2 Senior Survey</i>	<i>Indirect Measure 3</i>	<i>Indirect Measure 4</i>
		Performance Objective Was...	Performance Objective Was...	Performance Objective Was...	Performance Objective Was...	Performance Objective Was...	Performance Objective Was...	Performance Objective Was...	Performance Objective Was...
1.	<i>Program Learning Outcome 1 Graduates of this program should be able to explain the terms that are used in the process of management</i>	Not					Met		
2.	<i>Program Learning Outcome 2 Graduates of this program should be able to apply various management techniques to solve basic management problems.</i>		Not Met	Met		N/A	Met		

3.	<p><i>Program Learning Outcome 3</i></p> <p><i>Graduates of this program should be able to describe the major management theories.</i></p>		Met			N/A	Met		
4.	<p><i>Program Learning Outcome 4</i></p> <p><i>Graduates of this program should be able to construct effective written summaries of management problems and their resolution.</i></p>			Met		N/A	Met		
5.	<p><i>Program Learning Outcome 5</i></p> <p><i>Graduates of this program should be able to evaluate Management principles and practices</i></p>		Met			N/A	Met		

6.	<p><i>Program Learning Outcome 6</i></p> <p><i>Graduates of this program should be able to explain the various functions of business in addition to the management function (which include the legal, ethical, and global aspects of business)</i></p>	<p>Not Met</p>				N/A	Met		

Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:	
2.	<i>Course of Action 1: Will attempt to re-fashion the cross-functional exam, as it is currently a bit confusing and not as relevant as a more practical, hands on test might be.</i>

Student Learning Assessment for (Bachelor's Level- Program 4- Bachelor of Science, Management Major) Concentration – Financial Management

Financial Management Concentration Intended Student Learning Outcomes (Financial Management Concentration ISLOs)

1. *Financial Management Concentration Learning Outcome 1: Graduates of this concentration will be able to describe the risks that are involved with investing in different types of securities.*
2. *Financial Management Concentration Learning Outcome 2: Graduates of this concentration will be able to evaluate the different types of securities and fiscal terminology.*
3. *Management Concentration Learning Outcome 3: Graduates of this concentration will be able to explain the techniques for moving capital in and out of an organization.*
4. *Financial Management Concentration Learning Outcome 4: Graduates with this concentration should be able to construct effective written summaries of financial problems and their resolution.*
5. *Financial Management Concentration Learning Outcome 5: Graduates with this concentration should be able to evaluate Financial Management principles and practices.*
6. *Financial Management Concentration Learning Outcome 5: Graduates of this concentration will be able to describe the various functions of business in addition to the fiscal function (which include the legal, ethical, and global aspects of business).*

Section II: Student Learning Assessment for Financial Management Concentration

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

1. **Direct Measure 1: Capstone Cross-functional Exam** (This tool is used to assess each student's knowledge of the core areas of business as well as areas such as ethics, etc.)

Financial Management Concentration ISLOs Assessed by this Measure: 6

Performance Objectives (Targets/Criteria) for Direct Measures:

At least 50% of students taking the exam will earn a satisfactory score based on the attached grading rubric

<p>2 Direct Measure 2: Capstone Comprehensive Exam: <i>There is a separate Comprehensive exam for each of the three majors, and each of the 4 management concentrations</i></p> <p>Financial Management Concentration ISLOs Assessed by this Measure: 1,2,3,5</p>	<p><i>At least 60% of students taking the exam will earn a satisfactory score based on the attached grading rubric</i></p>
<p>3 Direct Measure 3: Capstone Case: <i>There is a separate case for each of the three majors, as well as a separate case for each of the four management concentrations. The cases are designed to measure application skills, as well as written communication skills</i></p> <p>Financial Management Concentration ISLOs Assessed by this Measure: 3,4,6</p>	<p><i>At least 60% of students completing the case study will earn an Average or better score on the written portion of the case on a rubric that ranges from unsatisfactory to above average.</i></p> <p><i>At least 60% of students completing the case will score an Above Average on the overall case based on a rubric that ranges from Unsatisfactory to Above Average</i></p>
<p>Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:</p>	<p>Performance Objectives (Targets/Criteria) for Indirect Measures:</p>
<p>1. Indirect Measure 1: Alumni Survey Financial Management Concentration ISLOs Assessed by this Measure: 1,2,3,4,5,6</p>	<p><i>90% or greater of the students responding to the survey will indicate a high degree/some degree of satisfaction combined on all the Program Core ISLOS and major and concentration ISLOs, on a scale that ranges from “Not at all” at the lowest end to “To a great extent” on the highest end</i></p>
<p>2. Indirect Measure 2: Senior Survey Financial Management Concentration ISLOs Assessed by this Measure: 1,2,3,4,5,6</p>	<p><i>90% or greater of the students responding to the survey will indicate a high degree/some degree of satisfaction combined on all the Program Core ISLOS and major and concentration ISLOs, on a scale that ranges from “Not at all” at the lowest end to “To a great extent” on the highest end</i></p>

f. Summary of Results from Implementing Direct Measures of Student Learning:	
1.	<p>Summary of Results for Direct Measure 1: <u>Cross-functional Exam</u>: This measure was not met, as fewer than 50% of the students earned a satisfactory score overall, in any of the functional areas of the cross-functional test</p> <p><u>Functional areas measured:</u></p> <p>Accounting: 0% earned a satisfactory score Finance: 0% earned a satisfactory score Management: 0% earned a satisfactory score International: 100% earned a satisfactory score Marketing: 0% earned a satisfactory score Ethics: 0% earned a satisfactory score CIS: 0% earned a satisfactory score Economics: 0% earned a satisfactory score Communication: 0% earned a satisfactory score</p> <p>N=1</p>
2.	Summary of Results for Direct Measure 2: <u>Comprehensive Exam</u> : This measure was not met, as the student did not earn a satisfactory score
3.	Summary of Results for Direct Measure 3: <u>Capstone Case Study</u> : This measure was not met, as the student did not earn a satisfactory score
4.	Summary of Results for Direct Measure 4
g. Summary of Results from Implementing Indirect Measures of Student Learning:	
1.	Summary of Results for Indirect Measure 1:
2.	Summary of Results for Indirect Measure 2: This measure was met, as the student expressed a high degree of satisfaction on all areas of the survey
3.	Summary of Results for Indirect Measure 3
4.	Summary of Results for Indirect Measure 4
h. Summary of Achievement of Intended Student Learning Outcomes:	

Intended Student Learning Outcomes (ISLOs)		Learning Assessment Measures							
		Direct Measures of Student Learning				Indirect Measures of Student Learning			
Program ISLOs		<i>Direct Measure 1 Cross-functional Exam</i>	<i>Direct Measure 2 Comprehensive Exam</i>	<i>Direct Measure 3 Management Capstone Case</i>	<i>Direct Measure 4</i>	<i>Indirect Measure 1 Alumni Survey</i>	<i>Indirect Measure 2 Senior Survey</i>	<i>Indirect Measure 3</i>	<i>Indirect Measure 4</i>
		Performance Objective Was...	Performance Objective Was...	Performance Objective Was...	Performance Objective Was...	Performance Objective Was...	Performance Objective Was...	Performance Objective Was...	Performance Objective Was...
1.	<p><i>Program Learning Outcome 1</i></p> <p><i>Graduates of this concentration will be able to describe the risks that are involved with investing in different types of securities.</i></p>		Not met			N/A	Met		
2.	<p><i>Program Learning Outcome 2</i></p> <p><i>Graduates of this concentration will be able to evaluate the different types of securities and fiscal terminology.</i></p>			Not met		N/A	Met		

3.	<p><i>Program Learning Outcome 3</i></p> <p><i>Graduates of this concentration will be able to explain the techniques for moving capital in and out of an organization.</i></p>			Not met		N/A	Met		
4.	<p><i>Program Learning Outcome 4</i></p> <p><i>Graduates with this concentration should be able to construct effective written summaries of financial problems and their resolution.</i></p>			Not met		N/A	Met		
5.	<p><i>Program Learning Outcome 5</i></p> <p><i>Graduates with this concentration should be able to evaluate</i></p>		Not Met			N/A	Met		

	<i>Financial Management principles and practices</i>								
6.	<i>Program Learning Outcome 6 Graduates of this concentration will be able to describe the various functions of business in addition to the fiscal function (which include the legal, ethical, and global aspects of business).</i>	Not Met, except in the case of The area of Int'l Management				N/A	Met		

Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:	
1.	<i>Course of Action 1: Will monitor the results of future assessments, as changes are not warranted based on the sample size of one student</i>

Student Learning Assessment for (Bachelor's Level Program 5– Bachelor of Science, Management Major) Concentration – International Management

International Management Concentration Intended Student Learning Outcomes (International Management ISLOs)

1. *International Management Concentration Learning Outcome 1: Graduates with this concentration will be able to explain the theories associated with international management.*
2. *International Management Concentration Learning Outcome 2: Graduates with this concentration will be able to describe international management problems and evaluate appropriate solutions.*
3. *Graduates with this concentration will be able to construct effective written summaries concerning International problems and their resolution.*
4. *International Management Concentration Learning Outcome 3: Graduates with this concentration will be able to evaluate International Management principles and practices.*
5. *International Management Concentration Learning Outcome 4: Graduates with this concentration will be able to explain the functions of business in addition to the international function (which include the legal, ethical, and global aspects of business).*

Section II: Student Learning Assessment for International Management Concentration

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

Performance Objectives (Targets/Criteria) for Direct Measures:

1. ***Direct Measure 1: Capstone Cross-functional Exam*** (This tool is used to assess each student's knowledge of the core areas of business as well as areas such as ethics, etc.)

International Management Concentration ISLOs Assessed by this Measure:
5

At least 50% of students taking the exam will earn a satisfactory score based on the attached grading rubric

2. ***Direct Measure 2: Capstone Comprehensive Exam***: There is a separate Comprehensive exam for each of the three majors, and each of the 4 management concentrations

International Management Concentration ISLOs Assessed by this Measure:
1,4

At least 60% of students taking the exam will earn a satisfactory score based on the attached grading rubric

<p>3. <u>Direct Measure 3: Capstone Case:</u> There is a separate case for each of the three majors, as well as a separate case for each of the four management concentrations. The cases are designed to measure application skills, as well as written communication skills</p> <p>International Management Concentration ISLOs Assessed by this Measure: 1,2,3,4</p>	<p>At least 60% of students completing the case study will earn an Average or better score on the written portion of the case on a rubric that ranges from unsatisfactory to above average.</p> <p>At least 60% of students completing the case will score an Above Average on the overall case based on a rubric that ranges from Unsatisfactory to Above Average</p>
<p>Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:</p>	<p>Performance Objectives (Targets/Criteria) for Indirect Measures:</p>
<p>1. <u>Indirect Measure 1: Alumni Survey</u></p> <p>International Management Concentration ISLOs Assessed by this Measure: 1,2,3,4,5</p>	<p>90% or greater of the students responding to the survey will indicate a high degree/some degree of satisfaction combined on all the Program Core ISLOS and major and concentration ISLOs, on a scale that ranges from “Not at all” at the lowest end to “To a great extent” on the highest end</p>
<p>2. <u>Indirect Measure 2: Senior Survey</u></p> <p>International Management Concentration ISLOs Assessed by this Measure: 1,2,3,4,5</p>	<p>90% or greater of the students responding to the survey will indicate a high degree/some degree of satisfaction combined on all the Program Core ISLOS and major and concentration ISLOs, on a scale that ranges from “Not at all” at the lowest end to “To a great extent” on the highest end</p>

THERE WERE INO INTERNATIONAL MANAGEMENT MAJORS IN THE CAPSTONE COURSE IN THE SPRING, 2018, SO NONE WERE ASSESSED

Student Learning Assessment for (Bachelor's Level Program 6 -Bachelor of Science, Management Major) Concentration – Marketing Management

Marketing Management Concentration Intended Student Learning Outcomes (Marketing Management ISLOs)

1. *Marketing Management Concentration Learning Outcome 1: Graduates with this concentration will be able to describe the theories that are associated with the marketing practice.*
2. *Marketing Management Concentration Learning Outcome 2: Graduates with this concentration will be able to evaluate common marketing problems and recommend solutions to those problems.*
3. *Marketing Management Concentration Learning Outcome 3: Graduates with this concentration should be able to construct effective written summaries of marketing problems and their resolution.*
4. *Marketing Management Concentration Learning Outcome 4: Graduates with this concentration should be able to evaluate marketing principles and practice.*
5. *Marketing Management Concentration Learning Outcome 5: Graduates with this concentration should be able to explain the various functions of business in addition to the Marketing function (which include the legal, ethical, and global aspects of business).*

f. Summary of Results from Implementing Direct Measures of Student Learning:	
1.	<p>Summary of Results for Direct Measure 1: <u>Cross-functional Exam</u>: This measure was not met as at least 50% of the students were not able to obtain a satisfactory score on the Cross-functional Exam</p> <p><u>Functional areas measured:</u></p> <p>Accounting: 50% earned a satisfactory score Finance: 0% earned a satisfactory score Management: 50% earned a satisfactory score (met) International: 0% earned a satisfactory score Marketing: 50% earned a satisfactory score (met) Ethics: 50% earned a satisfactory score (met) CIS: 0% earned a satisfactory score Economics: 0% earned a satisfactory score Communication: 50% earned a satisfactory score</p> <p>N=2</p>
2.	<p>Summary of Results for Direct Measure 2: <u>Comprehensive Exam</u>: This measure was not met, as 50% of the students were not able to obtain a satisfactory score on the Comprehensive exam: 50% of students obtained a satisfactory score: ½ or 50%</p> <p>N=2</p>
3.	<p>Summary of Results for Direct Measure 3: <u>Capstone Case Study</u>: This measure was met as at least 60% of the students earned an above average score on the case and on the written portion: 100% earned a satisfactory score 2/2 or 100%</p> <p>N=2</p>
4.	Summary of Results for Direct Measure 4
g. Summary of Results from Implementing Indirect Measures of Student Learning:	
1.	Summary of Results for Indirect Measure 1
2.	Summary of Results for Indirect Measure 2: This measure was met, as an excess of 90% of students were “highly satisfied”
3.	Summary of Results for Indirect Measure 3
4.	Summary of Results for Indirect Measure 4

h. Summary of Achievement of Intended Student Learning Outcomes:									
Intended Student Learning Outcomes (ISLOs)		Learning Assessment Measures							
		Direct Measures of Student Learning				Indirect Measures of Student Learning			
Program ISLOs		<i>Direct Measure 1 Cross-functional Exam</i>	<i>Direct Measure 2 Comprehensive Exam</i>	<i>Direct Measure 3 Capstone Marketing Case</i>	<i>Direct Measure 4</i>	<i>Indirect Measure 1 Alumni Survey</i>	<i>Indirect Measure 2 Senior Survey</i>	<i>Indirect Measure 3</i>	<i>Indirect Measure 4</i>
		Performance Objective Was...	Performance Objective Was...	Performance Objective Was...	Performance Objective Was...	Performance Objective Was...	Performance Objective Was...	Performance Objective Was...	Performance Objective Was...
1.	<i>Program Learning Outcome 1 Graduates with this concentration will be able to describe the theories that are associated with the Marketing process</i>			Met		N/A	Met		
2.	<i>Program Learning Outcome 2 Graduates with this concentration will be able to evaluate common marketing problems and recommend solutions to those problems</i>			Met		N/A	Met		
3.	<i>Program Learning Outcome 3 Graduates with this concentration should be able to construct effective written summaries of</i>			Met		N/A	Met		

	<i>marketing problems and their resolution.</i>								
4.	<i>Program Learning Outcome 4 Graduates with this concentration should be able to evaluate marketing principles and practices</i>		Not Met	Met		N/A	Met		
5.	<i>Program Learning Outcome 5 Graduates with this concentration should be able to explain the various functions of business in addition to the Marketing function (which include the legal, ethical, and global aspects of business).</i>	Not Met				N/A	Met		
6.	<i>Program Learning Outcome 6</i>								
7.	<i>Program Learning Outcome 7</i>								
8.	<i>Program Learning Outcome 8</i>								

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

1. *Course of Action 1: As was mentioned in previous section, the Division will be taking a look at all assessments, as students appear to fair better on application questions rather than traditional test methods, as students met criteria targets when using case-method assessments but not on traditional testing methods.*