



Public Disclosure of Student Learning

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Institution	<u>Bemidji State University</u>
Academic Business Unit	<u>Business Administration and CIS</u>
Academic Year	<u>2016-2017</u>

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**Report of Student Learning and Achievement  
Bemidji State University  
Business Administration**

For Academic Year: 2016-2017

<b>Mission of the Business Administration Undergraduate Programs</b>
<p>Mission Statement</p> <p>Educate students through a learning-centered environment. Graduates will be prepared for entry into and advancement in careers in business and for contributions to their global and local communities.</p>

**Student Learning Assessment for Business Administration Major including Computer Information Systems Major (CIS), Entrepreneurship Emphasis, Finance Emphasis, International Business Emphasis, Management Emphasis, and Marketing Emphasis. The individual assessment for CIS, Entrepreneurship, Finance, International Business, Management, and Marketing can be found following the first section.**

<b>Program Intended Student Learning Outcomes (Program ISLOs)</b>	
1. Graduates will demonstrate a foundational knowledge in the field of business.	
2. Graduates will demonstrate information literacy.	
3. Graduates will demonstrate ability to use practical business tools.	
4. Graduates will demonstrate professional communication skills.	
5. Graduates will demonstrate the ability to work effectively as part of a team.	
6. Graduates will demonstrate the ability to analyze complex business situations and ethical obligations in a realistic business environment.	
<b>Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:</b>	<b>Performance Objectives (Targets/Criteria) for Direct Measures:</b>
<p>1. Senior Exam</p> <p>Program ISLOs Assessed by this Measure: 1.</p> <p>Business Administration and CIS Major ISLOs Assessed by this Measure: none</p>	<p>50% of students will score at the 50<sup>th</sup> percentile nationally or higher</p>

<p>2. Capstone Experience Rubric Program ISLOs Assessed by this Measure: 1.</p>	<p>At least 90% of the graduates will demonstrate adequate level of performance or higher on the ISLOs being measured by the rubric.</p>
<p><b>Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:</b></p>	<p><b>Performance Objectives (Targets/Criteria) for Indirect Measures:</b></p>
<p>1. Senior Survey - Information Literate</p>	<p>At least 70% of each year's graduates will indicate that they are information literate.</p>
<p>2. Senior Survey - Use practical business tools</p>	<p>At least 70% of each year's graduates will indicate they are able to use practical business tools.</p>
<p>3. Senior Survey - Communicate Professionally</p>	<p>At least 70% of each year's graduates will indicate ability to communicate professionally.</p>
<p>4. Senior Survey - Ability to work effectively as part of a team</p>	<p>At least 70% of each year's graduates will indicate ability to work effectively as part of a team.</p>
<p>5. Senior Survey - Analyze Complex Business Situations and Ethical Obligations</p>	<p>At least 70% of each year's graduates will indicate ability to analyze complex business situations and ethical obligations</p>
<p><b>Assessment Results: Business Administration Major including Computer Information Systems Major, Entrepreneurship Emphasis, International Business Emphasis, Management Emphasis, and Marketing Emphasis</b></p>	
<p><b>Summary of Results from Implementing Direct Measures of Student Learning:</b></p>	
<p>1. Senior exam <b>Summary Results for Senior Exam: SUMMER 2016</b> <b>Senior Exam Performance Target:</b> At least 50% of students will score at the 50<sup>th</sup> percentile nationally or higher <b>National Peer:</b> Median for ETS: 152 (n=108,995) Results: Goals Met BSU details: 17 out of 26 test takers (65.4%) scored 152 or higher <b>Select Peer:</b> Median for summer 2016 peers: 149 (n=1068) Results: Goal Met</p>	

BSU details: 19 out of 26 test takers (73.1%) scored 149 or higher

### **Summary Results for (new) Senior Exam: Fall16/Spring17**

#### **Senior Exam Performance Target:**

At least 50% of students will score at the 50<sup>th</sup> percentile nationally or higher

#### **National Peer:**

Median for ETS: 152 (n=29,702)

Results: Goals Met

BSU details: 106 out of 174 test takers (60.9%) scored 152 or higher

#### **Select Peer:**

Median for Fall2016-Spring2017 PEERS: 150 (n=619)

Results: Goal Met

BSU details: 116 out of 174 test takers (66.7%) scored 150 or higher

## **2. Capstone Experience Rubric**

Note: the results for the capstone experience rubric are the combined results of three majors: Accounting, Business Administration, and CIS. We don't have a separation of the Capstone Experience Rubric by each of the individual programs.

### **Capstone Experience Rubric Performance Target:**

At least 90% of the graduates will demonstrate higher than the Adequate or Developing level of performance on each section of the assessment rubric. This indicates an average score of  $\geq 3.5$ .

We met our goal in all 3 categories; papers, presentation, and team work.

### **Papers Category:**

At least 90% of the graduates will demonstrate higher than the Adequate or Developing level of performance on each section of the assessment rubric. This indicates an average point score of  $> 3.5$ .

### **Met our goal in every category:**

SLO#1: Goal: 90%  $> 3.5$ ,

Achievement: 99.6%  $> 3.5$ ,

Average Score: 4.9,

SLO#2: Goal: 90%  $> 3.5$ ,

Achievement: 99.6%  $> 3.5$ ,

Average score: 4.9

SLO#3: Goal: 90%  $> 3.5$ ,

Achievement: 99.9%  $> 3.5$

Average Score: 4.96

SLO#4: Goal: 90%>3.5,

Achievement: 99.6%>3.5,

Average Score: 4.9

SLO#5: Goal: 90%>3.5,

Achievement: 99.6%>3.5

Average Score>4.9

**Presentation Category:**

At least 90% of the graduates will demonstrate higher than the Adequate or Developing level of performance on each section of the assessment rubric. This indicates an average point score of >3.5.

**Met our goal in every category:**

Content Knowledge: Goal: 90% > 3.5

Achievement: 98.9% > 3.5,

Average Score: 4.9

Coherence and Organization: Goal: 90%>3.5,

Achievement: 99.6%>3.5,

Average Score: 4.9

Speaking Skills: Goal 90%>3.5,

Achievement: 100%>3.5,

Average Score: 4.9

Use of Visual Aids: Goal: 90%>3.5,

Achievement: 100%>3.5,

Average score: 3.9

Professionalism: Goal: 90%>3.5,

Achievement: 99.2%>3.5,

Average Score: 4.9

**Team Work Category:**

At least 90% of the graduates will demonstrate higher than the Adequate or Developing level of performance on each section of the assessment rubric. This indicates an average point score of >3.5.

**Goal Met:**

Effectively Communicate-Team Work Goal: 90%>3.5,

Achievement: 96.2%>3.5,  
Average score: 4.6  
Interpersonal Skills- Team Work Goal: 90%>3.5,  
Achievement: 96.7%>3.5,  
Average Score: 4.6  
Leadership Skills-Team Work Goal: 90%>3.5,  
Achievement: 95.1%>3.5,  
Average Score: 4.6  
Personal Attitude Goal: 90%>3.5,  
Achievement: 96.7%>3.5,  
Average Score: 4.6

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

##### 1. Graduating Senior Survey results: (Summer 2016, Fall 2016, Spring 2017)

Respondents: 144

Target: At least 70% of each year's graduates will indicated they attained learning in the functional areas of business.  
Percentage of graduates who agree (strongly, moderately, or somewhat on a 6-point scale) with the following statement:  
As a graduating senior in Business Administration, I am able to demonstrate an understanding of the following functional areas:

Accounting: 95.8% (previous year 94.8%)  
Economics: 93.1% (90.3%)  
Management: 98.6% (98.7%)  
Marketing: 96.5% (98.7%)  
Legal Environment: 91.0% (95.5%)  
Finance: 91.7% (91.6%)  
Quantitative/Statistical: 79.9% (80.6%)  
Operations Management: 94.4% (92.3%)  
International/Global: 79.2% (77.4%)  
Ethics: 97.9% (98.1%)

Target: At least 70% of each year's graduates will indicated they are information literate.  
Percentage of graduates who agree with the following statement:  
As a graduating senior in Business Administration, I am able to:

process facts into information upon which to base informed decisions: 97.2% (98.1%)

Target: At least 70% of each year's graduates will indicated they are able to use practical business tools.

Percentage of graduates who agree with the following statement:

As a graduating senior in Business Administration, I am able to use:

Internet: 99.3% (99.4%)

Word processing: 99.3% (99.4%)

Spreadsheets: 99.3% (96.1%)

Presentation software: 99.3% (98.7%)

Database management software: 94.4% (89.7%)

Target: At least 70% of each year's graduates will indicated the ability to communicate professionally.

Percentage of graduates who agree with the following statements:

As a graduating senior in Business Administration, I am able to:

Communicate effectively using written skills 99.3% (99.4%)

Communicate effectively using verbal skills 98.6% (98.7%)

Target: At least 70% of each year's graduates will indicated they have the ability to work effectively as part of a team.

Percentage of graduates who agree with the following statements:

As a graduating senior in Business Administration, I am able to:

Work effectively as part of a team: 99.3% (99.4%)

Target: At least 70% of each year's graduates will indicated they have the ability to analyze complex business situations and ethical obligations.

Percentage of graduates who agree with the following statements:

As a graduating senior in Business Administration, I am able to:

Analyze complex business situations and ethical obligations in a realistic business environment: 97.9% (97.4%)

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

Intended Student Learning Outcomes	Learning Assessment Measures
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Program ISLOs	Senior Exam	Capstone Experience Rubric	Senior Survey					
	Performance Target Was...	Performance Target Was...	Performance Target Was...					
1. Graduates will demonstrate a foundational knowledge in the field of business.	Met	Met	Met					
2. Graduates will demonstrate information literacy.	N/A	Met	Met					
3. Graduates will demonstrate ability to use practical business tools.	N/A	Met	Met					
4. Graduates will demonstrate professional communication skills.	N/A	Met	Met					
5. Graduates will demonstrate ability to work effectively as part of a team.	N/A	Met	Met					
6. Graduates will demonstrate the ability to analyze complex business situations and ethical obligations in a realistic business environment.	N/A	Met	Met					

**Student Learning Assessment for Computer Information Systems Major**

Program Intended Student Learning Outcomes (Program ISLOs)

1. Students will be able to analyze information systems solutions professionally and ethically.
2. Students will be able to evaluate the management of data through computer technology.
3. Students will be able to apply information systems (IS) solutions within industry settings.
4. Students will be able to apply algorithmically multiple problem solving techniques.
5. Students will be able to develop software in at least one higher-level programming language using an object-oriented approach.



Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
1. For Senior Exam- please see Section 1	
2. For Capstone Experience Rubric- please see Section 1	
3. Computer Information System Major Exam	At least 50% of students will score at least 40% or higher on the computer information systems major ISLOs. (Passing score = 40%; Target passing rate = 50% will pass).
Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Indirect Measures:
1. For Senior Survey- please see Section 1	
2. Computer Information System Major Senior Survey	At least 70% of students graduating with a CIS Major will indicate they are able to demonstrate the Student Learning Outcomes of the CIS Major.
<b>Assessment Results: Computer Information Systems Major</b>	
Summary of Results from Implementing Direct Measures of Student Learning:	
1. For Senior Exam- please see Section 1	
2. For Capstone Experience Rubric- please see Section 1	
3. Computer Information Systems Major Senior Survey Target Performance Goal: At least 50% of students will score at least 40% or higher on the computer information systems major ISLOs. (Passing score=40%; Target passing rate=50% will pass). Goal Met. ISLO#1: 100% ISLO#2: 100% ISLO#3: 100% ISLO#4: 67% ISLO#5: 100% N=3	
Summary of Results from Implementing Indirect Measures of Student Learning:	

1. For Senior Survey – please see Section 1

2. Computer Information Systems Major Senior Survey

Performance Target: At least 70% of students graduating with a CIS Major will indicate they are able to demonstrate the Student Learning Outcomes of the CIS Major.

Goal Met.

**CIS Senior Survey results: (Summer 2016, Fall 2016, Spring 2017)**

Respondents: 3

Percentage of graduates who indicate their ability is somewhat good, good, or very good with regard to the following CIS SLOs:

Analyze information systems solutions professionally and ethically: 100%

Evaluate the management of data through computer technology: 100%

Apply information systems (IS) solutions within industry settings: 100%

Apply algorithmically multiple problem solving techniques: 100%

Develop software in at least one higher-level programming language using an object-oriented approach: 100%

Goal Met.

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

Intended Student Learning Outcomes	Learning Assessment Measures		
Program ISLOs	Computer Information Systems Major Exam	Computer Information Systems Major Senior Survey	
	Performance Target Was...	Performance Target Was...	
1. Students will be able to analyze information systems solutions professionally and ethically.	Met	Met	

2. Students will be able to evaluate the management of data through computer technology.	Met	Met	
3. Students will be able to apply information systems (IS) solutions within industry settings.	Met	Met	
4. Students will be able to apply algorithmically multiple problem solving techniques.	Met	Met	
5. Students will be able to develop software in at least one higher-level programming language using an object-oriented approach.	Met	Met	

**Student Learning Assessment for Entrepreneurship Emphasis**

**Program Intended Student Learning Outcomes (Program ISLOs)**

1. Students will be able to articulate and evaluate components of a business plan.
2. Students will be able to identify and evaluate financial and accounting concepts relevant to entrepreneurs.
3. Students will be able to identify and analyze “new” business opportunities and apply marketing concepts relevant to entrepreneurs.
4. Students will be able to evaluate principles of management relevant to entrepreneurs.
5. Students will be able to evaluate principles of ethics and government regulations relevant to entrepreneurs.

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

**Performance Objectives (Targets/Criteria) for Direct Measures:**

1. For Senior Exam - please see Section 1	
2. For Capstone Experience Rubric – please see Section 1	
3. Entrepreneurship Emphasis Exam	At least 50% of students will score at least 40% or higher on the entrepreneurship emphasis ISLOs. (Passing score = 40%; Target passing rate = 50% will pass).

Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Indirect Measures:
1. For Senior Survey – please see Section 1	
2. Entrepreneurship Senior Survey	At least 70% of students graduating with an Entrepreneurship/SBM emphasis will indicate they are able to demonstrate the Student Learning Outcomes of the Entrepreneurship/SBM Emphasis.
<b>Assessment Results: Entrepreneurship Emphasis</b>	
Summary of Results from Implementing Direct Measures of Student Learning:	
1. For Senior Exam – please see Section 1	
2. For Capstone Experience Rubric – please see Section 1	
<p>Performance Target: At least 50% of students will score at least 40% or higher on the entrepreneurship emphasis ISLOs. (Passing score = 40%; Target passing rate = 50% will pass).</p> <p>Goal Met.</p> <p>ISLO#1: 94.7%</p> <p>ISLO#2: 94.7%</p> <p>ISLO#3: 84.2%</p> <p>ISLO#4: 81.6%</p> <p>ISLO#5: 100%</p> <p>N=38</p>	
Summary of Results from Implementing Indirect Measures of Student Learning:	
1. For Senior Survey – please see Section 1	
<p>2. Entrepreneurship Senior Survey</p> <p>Performance Target: At least 70% of students graduating with an Entrepreneurship emphasis will indicate they are able to demonstrate the Student Learning Outcomes of the Entrepreneurship Emphasis.</p> <p><b>Entrepreneurship Senior Survey results: (Summer 2016, Fall 2016, and Spring 2017)</b></p> <p>Respondents: 38.</p> <p>Percentage of graduates who indicate their ability is somewhat good, good, or very good with regard to the following Entrepreneurship SLOs:</p>	

Articulate and evaluate components of a business plan: 97.4% (100.0%)  
 Identify and evaluate financial and accounting concepts relevant to entrepreneurs: 94.7% (100.0%)  
 Identify and analyze “new” business opportunities and apply marketing concept relevant to entrepreneurs: 97.4% (97.5%)  
 Evaluate principles of management relevant to entrepreneurs: 94.7% (100.0%)  
 Evaluate principles of ethics and government regulations relevant to entrepreneurs: 97.4% (95.0%)

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

Intended Student Learning Outcomes	Learning Assessment Measures		
Program ISLOs	Entrepreneurship Emphasis Exam	Entrepreneurship Senior Survey	
	Performance Target Was...	Performance Target Was...	
1. Students will be able to articulate and evaluate components of a business plan.	Met	Met	
2. Students will be able to identify and evaluate financial and accounting concepts relevant to entrepreneurs.	Met	Met	
3. Students will be able to identify and analyze “new” business opportunities and apply marketing concepts relevant to entrepreneurs.	Met	Met	
4. Students will be able to evaluate principles of management relevant to entrepreneurs.	Met	Met	
5. Students will be able to evaluate principles of ethics and government	Met	Met	

regulations relevant to entrepreneurs.			
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**Student Learning Assessment for Finance Emphasis**

**Program Intended Student Learning Outcomes (Program ISLOs)**

1. Students will be able to interpret financial statements.
2. Students will be able to analyze time value of money concepts.
3. Students will be able to apply principles of capital budgeting.
4. Students will be able to analyze the relation between risk and return.
5. Students will be able to analyze capital structure decisions.

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

**Performance Objectives (Targets/Criteria) for Direct Measures:**

1. For Senior Exam – please see Section 1

2. For Capstone Experience Rubric – please see Section 1

3. Finance Emphasis Exam

At least 50% of students will score at least 40% or higher on the finance emphasis ISLOs. (Passing score = 40%; Target passing rate = 50% will pass).

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

**Performance Objectives (Targets/Criteria) for Indirect Measures:**

1. For Senior Survey – please see Section 1

2. Finance Senior Survey

At least 70% of students graduating with a Finance emphasis will indicate they are able to demonstrate the Student Learning Outcomes of the Finance Emphasis.

**Assessment Results: Finance Emphasis**

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

1. For Senior Exam – please see Section 1

2. For Capstone Experience Rubric – please see Section 1

3. Finance Emphasis Exam

Performance Target: At least 50% of students will score at least 40% or higher on the finance emphasis ISLOs. (Passing score = 40%; Target passing rate = 50% will pass).

Goal Met.

ISLO#1: 100%

ISLO#2: 100%

ISLO#3: 100%

ISLO#4: 70.4%

ISLO#5: 92.6%

N=27

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

1. For Senior Survey – please see Section 1

2. Finance Senior Survey

Performance Target: At least 70% of students graduating with a Finance emphasis will indicate they are able to demonstrate the Student Learning Outcomes of the Finance Emphasis.

Goal Met.

**Finance Senior Survey results: (Summer 2016, Fall 2016, and Spring 2017)**

Respondents: 28

Percentage of graduates who indicate their ability is somewhat good, good, or very good with regard to the following Finance SLOs:

Interpret financial statements: 100% (100%)

Analyze time value of money concepts: 100% (97.1%)

Apply principles of capital budgeting: 100% (94.1%)

Analyze the relation between risk and return: 96.4% (97.1%)

Analyze capital structure decisions: 96.4% (94.1%)

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

Intended Student Learning Outcomes	Learning Assessment Measures		
Program ISLOs	Finance Emphasis Exam	Finance Senior Survey	

	Performance Target Was...	Performance Target Was...	
1. Students will be able to interpret financial statements.	Met	Met	
2. Students will be able to analyze time value of money concepts.	Met	Met	
3. Students will be able to apply principles of capital budgeting.	Met	Met	
4. Students will be able to analyze the relation between risk and return.	Met	Met	
5. Students will be able to analyze capital structure decisions.	Met	Met	

### Student Learning Assessment for International Emphasis

#### Program Intended Student Learning Outcomes (Program ISLOs)

1. Students will be able to articulate the importance of international business and explain the basic concepts of international business
2. Students will be able to analyze and evaluate the formal institutions of international business- politics, laws, and economics
3. Students will be able to analyze and evaluate the role of informal institutions: culture, ethics, and norms
4. Students will be able to construct the case for global and regional economic integration
5. Students will be able to evaluate the importance of the management of global supply chains and apply the concepts
6. Students will be able to analyze and evaluate international finance and global governance, including corporate social responsibility

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

#### Performance Objectives (Targets/Criteria) for Direct Measures:

1. For Senior Exam – please see Section 1
2. For Capstone Experience Rubric – please see Section 1



3. International Business Emphasis Exam	At least 50% of students will score at least 40% or higher on the international business emphasis ISLOs. (Passing score = 40%; Target passing rate = 50% will pass).
<b>Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:</b>	<b>Performance Objectives (Targets/Criteria) for Indirect Measures:</b>
1. For Senior Survey – please see Section 1	
2. International Business Senior Survey	At least 70% of students graduating with an International Business emphasis will indicate they are able to demonstrate the Student Learning Outcomes of the International Business Emphasis.
<b>Assessment Results: International Business Emphasis</b>	
<b>Summary of Results from Implementing Direct Measures of Student Learning:</b>	
1. For Senior Exam – please see Section 1	
2. For Capstone Experience Rubric – please see Section 1	
3. International Business Emphasis Exam Performance Target: At least 50% of students will score at least 40% or higher on the international business emphasis ISLOs. (Passing score = 40%; Target passing rate = 50% will pass). Goal Met. ISLO#1: 100% ISLO#2: 100% ISLO#3: 100% ISLO#4: 100% ISLO#5: 100% ISLO#6: 100% N=1	
<b>Summary of Results from Implementing Indirect Measures of Student Learning:</b>	
1. For Senior Survey – please see Section 1	
2. International Business Senior Survey	

Performance Target: At least 70% of students graduating with an International Business emphasis will indicate they are able to demonstrate the Student Learning Outcomes of the International Business Emphasis.

Goal Met.

**International Business Senior Survey results: (Summer 2016, Fall 2016, Spring 2017)**

Respondents: 1.

Percentage of graduates who indicate their ability is somewhat good, good, or very good with regard to the following International Business SLOs:

Articulate the importance of international business: 100%

Explain the basic concepts of international business: 100%

Analyze and evaluate the political institutions of international business: 100%

Analyze and evaluate the legal institutions of international business: 100%

Analyze and evaluate the economic institutions of international business: 100%

Analyze and evaluate the roles of cultures, ethics, and norms in international business: 100%

Construct the case for global and regional economic integration: 100%

Evaluate the importance of the management of global supply chains and apply the concepts: 100%

Analyze and evaluate international finance: 100%

Analyze and evaluate global governance: 100%

Analyze and evaluate issues of corporate social responsibility: 100%

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

Intended Student Learning Outcomes	Learning Assessment Measures		
Program ISLOs	International Business Emphasis Exam	International Business Emphasis Senior Survey	
	Performance Target Was...	Performance Target Was...	
1. Students will be able to articulate the importance of international	Met	Met	

business and explain the basic concepts of international business			
2. Students will be able to analyze and evaluate the formal institutions of international business – politics, law, and economics	Met	Met	
3. Students will be able to analyze and evaluate the role of informal institutions: culture, ethics, and norms	Met	Met	
4. Students will be able to construct the case for global and regional economic integration	Met	Met	
5. Students will be able to evaluate the importance of the management of global supply chains and apply the concepts	Met	Met	
6. Students will be able to analyze and evaluate international finance and global governance, including corporate social responsibility	Met	Met	

**Student Learning Assessment for Management Emphasis**

**Program Intended Student Learning Outcomes (Program ISLOs)**

1. Students will be able to explain the importance of human resource management to business success.
2. Students will be able to evaluate policies and procedures related to employment process.
3. Students will be able to apply best practices in organizational processes to enhance organizational outcomes.
4. Students will be able to apply modern leadership and motivational theories to practical work situations.
5. Students will be able to demonstrate an understanding of the fundamental issues that promote corporate social responsibility.

<b>Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:</b>	<b>Performance Objectives (Targets/Criteria) for Direct Measures:</b>
1. For Senior Exam – please see Section 1	
2. For Capstone Experience Rubric – please see Section 1	
3. Management Emphasis Exam Program ISLOs assessed by this measure: none	At least 50% of students will score at least 40% or higher on the management emphasis ISLOs. (Passing score = 40%; Target passing rate = 50% will pass).
<b>Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:</b>	<b>Performance Objectives (Targets/Criteria) for Indirect Measures:</b>
1. For Senior Survey – please see Section 1	
2. Management Senior Survey	At least 70% of students graduating with a Management emphasis will indicate they are able to demonstrate the Student Learning Outcomes of the Management Emphasis.
<b>Assessment Results: Management Emphasis</b>	
<b>Summary of Results from Implementing Direct Measures of Student Learning:</b>	
1. For Senior Exam – please see Section 1	
2. For Capstone Experience Rubric – please see Section 1	
3. Management Emphasis Exam Performance Target: At least 50% of students will score at least 40% or higher on the management emphasis ISLOs. (Passing score = 40%; Target passing rate = 50% will pass). Goal Met. ISLO#1: 92.1% ISLO#2: 94.7% ISLO#3: 97.4% ISLO#4: 96.1% ISLO#5: 98.7% N=76	
<b>Summary of Results from Implementing Indirect Measures of Student Learning:</b>	

1. For Senior Survey – please see Section 1

2. Management Senior Survey  
 Performance Target: At least 70% of students graduating with a Management emphasis will indicate they are able to demonstrate the Student Learning Outcomes of the Management Emphasis.

Goal Met.

**Management Senior Survey results: (Summer 2016, Fall 2016, Spring 2017)**  
 Respondents: 78  
 Percentage of graduates who indicate their understanding or ability is somewhat good, good, or very good with regard to the following Management SLOs:  
 Explain the importance of human resource management to business success: 100% (100.0%)  
 Evaluate policies and procedures related to employment processes: 98.7% (98.8%).  
 Apply best practices in organizational processes to enhance organizational outcomes: 97.4% (98.8%)  
 Apply modern leadership and motivational theories to practical work situations: 96.2% (98.8%)  
 Demonstrate an understanding of the fundamental issues that promote corporate social responsibility: 97.4% (98.8%)

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

Intended Student Learning Outcomes	Learning Assessment Measures		
Program ISLOs	Management Emphasis Exam	Management Senior Survey	
	Performance Target Was...	Performance Target Was...	
1. Students will be able to explain the importance of human resource management to business success.	Met	Met	
2. Students will be able to evaluate policies and procedures related to employment processes.	Met	Met	
3. Students will be able to apply best practices in organizational processes to enhance organizational outcomes.	Met	Met	

4. Students will be able to apply modern leadership and motivational theories to practical work situations.	Met	Met	
5. Students will be able to demonstrate an understanding of the fundamental issues that promote corporate social responsibility.	Met	Met	

**Student Learning Assessment for Marketing Emphasis**

**Program Intended Student Learning Outcomes (Program ISLOs)**

1. Students will be able to explain the current definition of marketing and marketing terms.
2. Students will be able to discuss the current usage of marketing concepts.
3. Students will be able to apply marketing methods using appropriate marketing tools.
4. Students will be able to analyze complete marketing situations in a realistic business environment.
5. Students will be able to analyze and interpret marketing data from both quantitative and qualitative perspectives.

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

**Performance Objectives (Targets/Criteria) for Direct Measures:**

- |  |   |
|--|---|
| 1. For Senior Exam – please see Section 1                |   |
| 2. For Capstone Experience Rubric – please see Section 1 |   |
| 3. Marketing Emphasis Exam                               | At least 50% of students will score at least 40% or higher on the marketing emphasis ISLOs. (Passing score = 40%; Target passing rate = 50% will pass). |

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

**Performance Objectives (Targets/Criteria) for Indirect Measures:**

- |   |   |
|---|---|
| 1. For Senior Survey – please see Section 1 |   |
| 2. Marketing Senior Survey                  | At least 70% of students graduating with a Marketing emphasis will indicate they are able to demonstrate the Student Learning Outcomes of the Marketing Emphasis. |

## Assessment Results: Marketing Emphasis

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

1. For Senior Exam – please see Section 1

2. For Capstone Experience Rubric – please see Section 1

3. Marketing Emphasis Exam

Performance Target: At least 50% of students will score at least 40% or higher on the marketing emphasis ISLOs. (Passing score = 40%; Target passing rate = 50% will pass).

One target regarding ISLO #5 was not met; the remainder were met.

ISLO#1: 91.3%

ISLO#2: 91.3%

ISLO#3: 95.7%

ISLO#4: 100%

ISLO#5: 47.8%

N=23

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

1. For Senior Survey – please see Section 1

2. Marketing Senior Survey

At least 70% of students graduating with a Marketing emphasis will indicate they are able to demonstrate the Student Learning Outcomes of the Marketing Emphasis.

Goal met.

#### Marketing Senior Survey results: (Summer 2016, Fall 2016, Spring 2017)

Respondents: 23

Percentage of graduates who indicate their ability is somewhat good, good, or very good with regard to the following Marketing SLOs:

Explain the current definition of marketing and marketing terms: 100%

Discuss the current usage of marketing concepts: 95.7%

Apply marketing methods using appropriate marketing tools: 100%

Analyze complex marketing situations in a realistic business environment: 95.7%

Analyze and interpret marketing data from both quantitative and qualitative perspectives: 95.7%

Summary of Achievement of Intended Student Learning Outcomes:			
Intended Student Learning Outcomes	Learning Assessment Measures		
Program ISLOs	Marketing Emphasis Exam	Marketing Senior Survey	
	Performance Target Was...	Performance Target Was...	
1. Students will be able to explain the current definition of marketing and marketing terms.	Met	Met	
2. Students will be able to discuss the current usage of marketing concepts.	Met	Met	
3. Students will be able to apply marketing methods using appropriate marketing tools.	Met	Met	
4. Students will be able to analyze complete marketing situations in a realistic business environment.	Met	Met	
5. Students will be able to analyze and interpret marketing data from both quantitative and qualitative perspectives.	Not Met	Met	
Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:			
1. All results were reviewed and discussed by faculty during Closing the Loop meetings. Regarding Marketing ISLO #5, additional focus will be placed on information covered in this area, including lecture material, review material, and quiz and exam questions.			