



Public Disclosure of Student Learning

Institution	<u>Bemidji State University</u>
Academic Business Unit	<u>Accounting and Business Administration</u>
Academic Year	<u>2015-2016</u>

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

For Academic Year: 2015-2016

Mission of the *Business Administration Undergraduate Programs*

Mission Statement

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.

Student Learning Assessment for *Business Administration Major including Computer Information Systems Major, 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 this first section.

Section I. Program Intended Student Learning Outcomes (Program ISLOs)

1. *Graduates will demonstrate a foundational knowledge in the field of business. (11-23-15)*
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 ability to work effectively as part of a team*
6. *Graduates will demonstrate ability to analyze complex business situations and ethical obligations in a realistic business environment*

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

Performance Objectives (Targets/Criteria) for Direct Measures:

1. *Senior Exam*
Program ISLO Assessed by this Measure: 1.
Computer Information Systems Major, Entrepreneurship Emphasis, Finance Emphasis, International Business Emphasis,

At least 50% of students will score at the 50th percentile nationally or higher. (11.23.15)

<p><i>Management Emphasis, and Marketing Emphasis ISLOs Assessed by this Measure: none</i></p>	
<p>2. <i>Capstone Experience Rubric</i> <i>Program ISLOs Assessed by this Measure: 1. 2. 3. 4. 5. 6.</i> <i>Computer Information Systems Major, Entrepreneurship Emphasis, Finance Emphasis, International Business Emphasis, Management Emphasis, and Marketing Emphasis ISLOs Assessed by this Measure: none</i></p>	<p><i>At least 90% of the graduates will demonstrate adequate level of performance or higher on the ISLOs being measured by the rubric.</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>Assessment Results: <i>Business Administration Major including Computer Information Systems Major, Entrepreneurship Emphasis, Finance Emphasis, International Business Emphasis, Management Emphasis, and Marketing Emphasis</i></p>	
<p>Summary of Results from Implementing Direct Measures of Student Learning:</p>	
<p>1. Senior Exam Note: The results for the MFT are the combined results of three majors, Accounting, Business Administration, and CIS. We don't have a separation of the results for the MFT by the three programs.</p> <p>Summer 2015-Spring 2016</p> <p>Senior Exam Performance Target: <i>At least 50% of students will score at the 50th percentile nationally or higher. (11.23.15)</i></p> <p>Goal Met.</p> <p>The results for Summer 2015, Fall 2015, and Spring 2016 are combined.</p> <p><u>NATIONAL PEER:</u> Median for 2016 ETS: 152 (n=108,995) Results: Goals met BSU details: 120 out of 203 test takers (59%) scored 152 or higher</p>	

SELECT PEER:

Median for 2016 PEERS: 150 (n=1430)

Results: Goal met

BSU details: 131 out of 203 test takers (**64.5%**) 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 results for the Capstone Experience Rubric by the three programs.

Capstone Experience Rubric Performance Target:

At least 90% of the graduates will demonstrate meeting the **Adequate** (level 3 on our Rubric) level of performance on each section of the assessment rubric. This indicates an average point score of $> = 3.5$.

For papers and presentations, we met our goal; for our team work category, we are not meeting our goal.

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: 98.4% > 3.5 ,

Average score: 4.9

SLO #2: Goal: 90% > 3.5 ,

Achievement: 97.6% > 3.5 ,

Average score: 4.9

SLO #3: Goal: 90% > 3.5 ,

Achievement: 97.6% > 3.5 ,

Average score: 4.9

SLO #4: Goal: 90% > 3.5 ,

Achievement: 96.5% > 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: 99.6% > 3.5,

Average score: 4.9

Coherence & Organization: Goal: 90% > 3.5,

Achievement: 99.7% > 3.5,

Average score: 4.9

Speaking Skills: Goal: 90% > 3.5,

Achievement: 99.6% > 3.5,

Average score: 4.9

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

Achievement: 99.7% > 3.5,

Average score: 3.9

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 not met:

Effectively Communicate-Team Work

Goal: 90% > 3.5,

Achievement: 82% > 3.5,

Average score: 4.1

Interpersonal Skills -Team Work

Goal: 90% > 3.5,

Achievement: 83% > 3.5,

Average score: 4.1

Leadership Skills -Team Work

Goal: 90% > 3.5,

Achievement: 80% > 3.5,

Average score: 4.1

Personal Attitude

Goal: 90% > 3.5,
Achievement: 82% > 3.5,
Average score: 4.0

Summary of Results from Implementing Indirect Measures of Student Learning:

1. Senior Survey

Performance Target? At least 70% of each year's graduates will indicate they attained learning in the functional areas of business.

Goal Met.

Graduating Senior Survey results: (Summer 2015, Fall 2015, Spring 2016)

Respondents: 155

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: 94.8
Economics: 90.3
Management: 98.7
Marketing: 98.7
Legal Environment: 95.5
Finance: 91.6
Quantitative/Statistical: 80.6
Operations Management: 92.3
International/Global: 77.4
Ethics: 98.1

At least 70% of each year's graduates will indicate that 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: 98.1

At least 70% of each year's graduates will indicate 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: 99.4
- Word processing: 99.4
- Spreadsheets: 96.1
- Presentation software: 98.7
- Database management software: 89.7

At least 70% of each year's graduates will indicate 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 99.4
- Communicate effectively using verbal skills 98.7

At least 70% of each year's graduates will indicate 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: 99.4

At least 70% of each year's graduates will indicate 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: 97.4

All goals were met.

Summary of Achievement of Intended Student Learning Outcomes:

Intended Student Learning Outcomes	Learning Assessment Measures							
Program ISLOs	<i>Senior Exam</i>	<i>Capstone Experience Rubric</i>			<i>Senior Survey</i>			
	Performance Target Was...	Performance Target Was...			Performance Target Was...			

1. <i>Graduates will demonstrate a foundational knowledge in the field of business</i>	Met	Papers and presentations were Met; Team Work Not Met			Met			
2. <i>Graduates will demonstrate information literacy.</i>	n/a	Papers and presentations were Met; Team Work Not Met			Met			
3. <i>Graduates will demonstrate ability to use practical business tools.</i>	n/a	Papers and presentations were Met; Team Work Not Met			Met			
4. <i>Graduates will demonstrate professional communication skills</i>	n/a	Papers and presentations were Met; Team Work Not Met			Met			
5. <i>Graduates will demonstrate ability to work effectively as part of a team</i>	n/a	Papers and presentations were Met; Team Work Not Met			Met			
6. <i>Graduates will demonstrate the ability to analyze complex business situations and ethical obligations in a realistic business environment.</i>	n/a	Papers and presentations were Met; Team Work Not Met			Met			
Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:								

1. *Course of Action for Direct Measure 2 - Capstone Experience Rubric – Team Work*

Faculty will reinforce team work in the classrooms and continue to monitor at the performance target level (90% >3.5)

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 60% of students will score at least 60% or higher on the computer information systems major ISLOs. (Passing score = 60%; Target passing rate = 60% 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 Computer Information Systems major will indicate they are able to demonstrate the Student Learning Outcomes of the Computer Information Systems Major.

Assessment Results: Computer Information Systems Major

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 60% of students will score at least 60% or higher on the computer information systems major ISLOs. (Passing score = 60%; Target passing rate = 60% will pass).

Goal Met.

100.0% of students taking the exam scored 60% or higher
(n=1)

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 2015, Fall 2015, Spring 2016)

Respondents: 1

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: 100.0

Evaluate the management of data through computer technology: 100.0

Apply information systems (IS) solutions within industry settings: 100.0

Apply algorithmically multiple problem solving techniques: 100.0

Develop software in at least one higher-level programming language using an object-oriented approach: 100.0

Goal Met.								
Summary of Achievement of Intended Student Learning Outcomes:								
Intended Student Learning Outcomes			Learning Assessment Measures					
Program ISLOs			<i>Computer Information Systems Major Exam</i>		<i>Computer Information Systems Major Senior Survey</i>			
			Performance Target Was...		Performance Target Was...			
1. <i>Students will be able to analyze information systems solutions professionally and ethically.</i>			Met		Met			
2. <i>Students will be able to evaluate the management of data through computer technology.</i>			Met		Met			
3. <i>Students will be able to apply information systems (IS) solutions within industry settings.</i>			Met		Met			
4. <i>Students will be able to apply algorithmically multiple problem solving techniques.</i>			Met		Met			
5. <i>Students will be able to develop software in at least one higher-level programming language using an object-oriented approach.</i>			Met		Met			
Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:								

Not applicable.

Student Learning Assessment for Entrepreneurship Emphasis	
Program Intended Student Learning Outcomes (Program ISLOs)	
<i>1. Students will be able to articulate and evaluate components of a business plan.</i>	
<i>2. Students will be able to identify and evaluate financial and accounting concepts relevant to entrepreneurs.</i>	
<i>3. Students will be able to identify and analyze “new” business opportunities and apply marketing concepts relevant to entrepreneurs.</i>	
<i>4. Students will be able to evaluate principles of management relevant to entrepreneurs.</i>	
<i>5. Students will be able to evaluate principles of ethics and government regulations relevant to entrepreneurs.</i>	
Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
<i>1. For Senior Exam – please see Section 1</i>	
<i>2. For Capstone Experience Rubric – please see Section 1</i>	
<i>3. Entrepreneurship Emphasis Exam</i>	<i>At least 60% of students will score at least 60% or higher on the entrepreneurship emphasis ISLOs. (Passing score = 60%; Target passing rate = 60% will pass).</i>
Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Indirect Measures:
<i>1. For Senior Survey – please see Section 1</i>	
<i>2. Entrepreneurship Senior Survey</i>	<i>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.</i>
Assessment Results: Entrepreneurship Emphasis	

Summary of Results from Implementing Direct Measures of Student Learning:
1. <i>For Senior Exam – please see Section 1</i>
2. <i>For Capstone Experience Rubric – please see Section 1</i>
3. <i>Entrepreneurship Emphasis Exam</i> Performance Target: <i>At least 60% of students will score at least 60% or higher on the entrepreneurship emphasis ISLOs. (Passing score = 60%; Target passing rate = 60% will pass).</i> Goal Met. 73.6% of students taking exam scored 60% or higher (n=72)
Summary of Results from Implementing Indirect Measures of Student Learning:
1. <i>For Senior Survey – please see Section 1</i>
2. <i>Entrepreneurship Senior Survey</i> Performance Target: <i>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.</i> Goal Met.
This is an OLDER version of the Student Learning Outcomes in Entrepreneurship Emphasis. It was still in used in Summer 2015
Intended Student Learning Outcomes for Business Administration major with Entrepreneurship/Small Business Management Emphasis
Emphasis in Entrepreneurship/Small Business Management: Student Learning Outcomes (<i>old</i>)
1. Students will be able to develop identify components of a business plan. (approved 8-28-13)
2. Students will be able to evaluate sources of equity and debt financing for entrepreneurial ventures.
3. Students will be able to analyze the costs and benefits relevant to buying an existing business, purchasing a franchise, or creating a sole proprietorship or a partnership or a corporation.
4. Students will be able to apply marketing concepts to promote small business operations.
5. Students will be able to describe the principles of business ethics and governmental regulations relevant to small business operations.

Entrepreneurship Senior Survey results: (Summer 2015)

Respondents: 4.

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

Identify components of a business plan: 100.0

Evaluate sources of equity and debt financing for entrepreneurial ventures: 100.0

Analyze the costs and benefits relevant to buying an existing business: 100.0

Analyze the costs and benefits relevant to purchasing a franchise: 100.0

Analyze the costs and benefits relevant to creating a sole proprietorship or a partnership or a corporation: 100.0

Apply marketing concepts to promote small business operations: 100.0

Describe the principles of business ethics and governmental regulations relevant to small business operations: 100.0

Below is an NEWER version of the Student Learning Outcomes in Entrepreneurship Emphasis. It is in used starting Fall 2015

Intended Student Learning Outcomes for Business Administration major with Entrepreneurship/Small Business Management Emphasis

Emphasis in Entrepreneurship/Small Business Management: Student Learning Outcomes (*new*)

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 concept 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.

Entrepreneurship Senior Survey results: (Fall 2015, Spring 2016)

Respondents: 33.

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

Articulate and evaluate components of a business plan: 100.0

Identify and evaluate financial and accounting concepts relevant to entrepreneurs: 100.0

Identify and analyze “new” business opportunities and apply marketing concept relevant to entrepreneurs: 97.5

Evaluate principles of management relevant to entrepreneurs: 100.0

Evaluate principles of ethics and government regulations relevant to entrepreneurs: 95.0

Goal Met.

Summary of Achievement of Intended Student Learning Outcomes:

Intended Student Learning Outcomes	Learning Assessment Measures							
Program ISLOs			<i>Entrepreneurship Emphasis Exam</i>		<i>Entrepreneurship Senior Survey</i>			
			Performance Target Was...		Performance Target Was...			
For Summer 2015: 1. Students will be able to develop <u>identify components of a business plan.</u> (approved 8-28-13)			Met		Met			
2. Students will be able to evaluate sources of equity and debt financing for entrepreneurial ventures.			Met		Met			

3. Students will be able to analyze the costs and benefits relevant to buying an existing business, purchasing a franchise, or creating a sole proprietorship or a partnership or a corporation.			Met		Met			
4. Students will be able to apply marketing concepts to promote small business operations.			Met		Met			
5. Students will be able to describe the principles of business ethics and governmental regulations relevant to small business operations.			Met		Met			
For Fall 2015 and Spring 2016:								
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 concept 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 regulations relevant to entrepreneurs.			Met		Met			
Students will be able to evaluate principles of ethics and government regulations relevant to entrepreneurs.								
<i>Not Applicable.</i>								

Student Learning Assessment for Finance Emphasis	
Program Intended Student Learning Outcomes (Program ISLOs)	
<i>1. Students will be able to interpret financial statements.</i>	
<i>2. Students will be able to analyze time value of money concepts.</i>	
<i>3. Students will be able to apply principles of capital budgeting.</i>	
<i>4. Students will be able to analyze the relation between risk and return.</i>	
<i>5. Students will be able to analyze capital structure decisions.</i>	
Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
<i>4. For Senior Exam – please see Section 1</i>	
<i>5. For Capstone Experience Rubric – please see Section 1</i>	
<i>6. Finance Emphasis Exam</i>	<i>At least 60% of students will score at least 60% or higher on the finance emphasis ISLOs. (Passing score = 60%; Target passing rate = 60% will pass).</i>

Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Indirect Measures:
1. <i>For Senior Survey – please see Section 1</i>	
2. <i>Finance Senior Survey</i>	<i>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.</i>
Assessment Results: <i>Finance Emphasis</i>	
Summary of Results from Implementing Direct Measures of Student Learning:	
1. <i>For Senior Exam – please see Section 1</i>	
2. <i>For Capstone Experience Rubric – please see Section 1</i>	
<p>3. <i>Finance Emphasis Exam</i> <i>Performance Target: At least 60% of students will score at least 60% or higher on the finance emphasis ISLOs. (Passing score = 60%; Target passing rate = 60% will pass).</i></p> <p>Goal Met.</p> <p>78.8% of students taking the exam scored 60% or higher (n=33)</p>	
Summary of Results from Implementing Indirect Measures of Student Learning:	
1. <i>For Senior Survey – please see Section 1</i>	
<p>2. <i>Finance Senior Survey</i> <i>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.</i></p> <p>Goal Met.</p> <p>Finance Senior Survey results: (Summer 2015, Fall 2015, and Spring 2016) Respondents: 34</p>	

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

Analyze time value of money concepts: 97.1

Apply principles of capital budgeting: 94.1

Analyze the relation between risk and return: 97.1

Analyze capital structure decisions: 94.1

Summary of Achievement of Intended Student Learning Outcomes:

Intended Student Learning Outcomes	Learning Assessment Measures							
Program ISLOs			<i>Finance Emphasis Exam</i>		<i>Finance Senior Survey</i>			
			Performance Target Was...		Performance Target Was...			
1. <i>Students will be able to interpret financial statements.</i>			Met		Met			
2. <i>Students will be able to analyze time value of money concepts.</i>			Met		Met			
3. <i>Students will be able to apply principles of capital budgeting.</i>			Met		Met			
4. <i>Students will be able to analyze the relation between risk and return.</i>			Met		Met			
5. <i>Students will be able to analyze capital structure decisions.</i>			Met		Met			

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

Not applicable.

Student Learning Assessment for <i>International Business Emphasis</i>	
Program Intended Student Learning Outcomes (Program ISLOs)	
<i>1. Students will be able to articulate the importance of international business and explain the basic concepts of international business</i>	
<i>2. Students will be able to analyze and evaluate the formal institutions of international business – politics, laws, and economics</i>	
<i>3. Students will be able to analyze and evaluate the role of informal institutions: culture, ethics, and norms</i>	
<i>4. Students will be able to construct the case for global and regional economic integration</i>	
<i>5. Students will be able to evaluate the importance of the management of global supply chains and apply the concepts</i>	
<i>6. Students will be able to analyze and evaluate international finance and global governance, including corporate social responsibility</i>	
Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
<i>1. For Senior Exam – please see Section 1</i>	
<i>2. For Capstone Experience Rubric – please see Section 1</i>	
<i>3. International Business Emphasis Exam</i>	<i>At least 60% of students will score at least 60% or higher on the international business emphasis ISLOs. (Passing score = 60%; Target passing rate = 60% will pass).</i>
Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Indirect Measures:
<i>1. For Senior Survey – please see Section 1</i>	
<i>2. International Business Senior Survey</i>	<i>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.</i>

Assessment Results: *International Business 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. *International Business Emphasis Exam*

Performance Target:

At least 60% of students will score at least 60% or higher on the international business emphasis ISLOs. (Passing score = 60%; Target passing rate = 60% will pass).

Goal Met.

100% of students taking the exam scored 60% or more (n=1)

Summary of Results from Implementing Indirect Measures of Student Learning:

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 2015, Fall 2015, Spring 2016)

Respondents: 3.

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			<i>Direct Measure 3</i>		<i>Indirect Measure 1</i>			
			Performance Target Was...		Performance Target Was...			
1. <i>Students will be able to articulate the importance of international business and explain the basic concepts of international business</i>			Met		Met			
2. <i>Students will be able to analyze and evaluate the formal institutions of international business – politics, laws, and economics</i>			Met		Met			
3. <i>Students will be able to analyze and evaluate the role of informal institutions: culture, ethics, and norms</i>			Met		Met			
4. <i>Students will be able to construct the case for global and regional economic integration</i>			Met		Met			

5. <i>Students will be able to evaluate the importance of the management of global supply chains and apply the concepts</i>			Met		Met			
6. <i>Students will be able to analyze and evaluate international finance and global governance, including corporate social responsibility</i>			Met		Met			
Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:								
<i>Not applicable.</i>								

Student Learning Assessment for <i>Management Emphasis</i>	
Program Intended Student Learning Outcomes (Program ISLOs)	
1. <i>Students will be able to explain the importance of human resource management to business success.</i>	
2. <i>Students will be able to evaluate policies and procedures related to employment processes.</i>	
3. <i>Students will be able to apply best practices in organizational processes to enhance organizational outcomes.</i>	
4. <i>Students will be able to apply modern leadership and motivational theories to practical work situations.</i>	
5. <i>Students will be able to demonstrate an understanding of the fundamental issues that promote corporate social responsibility.</i>	
Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
1. <i>For Senior Exam – please see Section 1</i>	
2. <i>For Capstone Experience Rubric – please see Section 1</i>	
3. <i>Management Emphasis Exam</i> Program ISLOs Assessed by this Measure: none	<i>At least 60% of students will score at least 75% or higher on the management emphasis ISLOs. (Passing score = 60%; Target passing rate = 75% will pass).</i>

<p><i>Management Emphasis</i> ISLOs Assessed by this Measure: 1. 2. 3. 4. 5.</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. <i>For Senior Survey – please see Section 1</i></p>	
<p>2. <i>Management Senior Survey</i></p>	<p><i>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.</i></p>
<p align="center">Assessment Results: <i>Management Emphasis</i></p>	
<p>Summary of Results from Implementing Direct Measures of Student Learning:</p>	
<p>1. <i>For Senior Exam – please see Section 1</i></p>	
<p>2. <i>For Capstone Experience Rubric – please see Section 1</i></p>	
<p>3. <i>Management Emphasis Exam</i> <i>Performance Target: At least 60% of students will score at least 75% or higher on the management emphasis ISLOs. (Passing score = 60%; Target passing rate = 75% will pass).</i> Goal Met. 97% of students taking the exam score at least 60% or higher (n=91) 85.8% of students taking the exam score at least 60% or higher. (n=120)</p>	
<p>Summary of Results from Implementing Indirect Measures of Student Learning:</p>	
<p>1. <i>For Senior Survey – please see Section 1</i></p>	

2. *Management Senior Survey*

Performance Target: *At least 70% of students graduating with a Management emphasis will indicate their ability to demonstrate the Management Emphasis ISLOs is at least somewhat good.*

Goal Met.

Management Senior Survey results: (Summer 2015, Fall 2015, Spring 2016)

Respondents: 83

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: 100.0

Evaluate policies and procedures related to employment processes: 98.8.

Apply best practices in organizational processes to enhance organizational outcomes: 98.8

Apply modern leadership and motivational theories to practical work situations: 98.8

Demonstrate an understanding of the fundamental issues that promote corporate social responsibility: 98.8

Summary of Achievement of Intended Student Learning Outcomes:

Intended Student Learning Outcomes	Learning Assessment Measures							
Program ISLOs			<i>Management Emphasis Exam</i>			<i>Management Senior Survey</i>		
			Performance Target Was...			Performance Target Was...		
1. <i>Students will be able to explain the importance of human resource management to business success.</i>			Met			Met		
2. <i>Students will be able to evaluate policies and procedures related to employment processes.</i>			Met			Met		

3. <i>Students will be able to apply best practices in organizational processes to enhance organizational outcomes.</i>			Met			Met		
4. <i>Students will be able to apply modern leadership and motivational theories to practical work situations.</i>			Met			Met		
5. <i>Students will be able to demonstrate an understanding of the fundamental issues that promote corporate social responsibility.</i>			Met			Met		
Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:								
<i>Not applicable.</i>								

Student Learning Assessment for <i>Marketing Emphasis</i>	
Program Intended Student Learning Outcomes (Program ISLOs)	
1. <i>Students will be able to explain the current definition of marketing and marketing terms (2-17-16)</i>	
2. <i>Students will be able to discuss the current usage of marketing concepts. (2-17-16)</i>	
3. <i>Students will be able to apply marketing methods using appropriate marketing tools. (2-17-16)</i>	
4. <i>Students will be able to analyze complete marketing situations in a realistic business environment. (2-17-16)</i>	
5. <i>Students will be able to analyze and interpret marketing data from both quantitative and qualitative perspectives. (2-17-16)</i>	
Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
1. <i>For Senior Exam – please see Section 1</i>	

2. <i>For Capstone Experience Rubric – please see Section 1</i>	
3. <i>Marketing Emphasis Exam</i>	<i>At least 70% of students will score at least 60% or higher on the marketing emphasis ISLOs. (Passing score = 60%; Target passing rate = 70% will pass).</i>
Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Indirect Measures:
1. <i>For Senior Survey – please see Section 1</i>	
2. <i>Marketing Senior Survey</i>	<i>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.</i>
Assessment Results: Marketing Emphasis	
Summary of Results from Implementing Direct Measures of Student Learning:	
1. <i>For Senior Exam – please see Section 1</i>	
2. <i>For Capstone Experience Rubric – please see Section 1</i>	
3. <i>Marketing Emphasis Exam</i> Performance Target: <i>At least 70% of students will score at least 60% or higher on the marketing emphasis ISLOs. (Passing score = 60%; Target passing rate = 70% will pass).</i> 63.0% of students taking the exam scored 60% or higher. (n=27) Performance Target was not met.	
Summary of Results from Implementing Indirect Measures of Student Learning:	
1. <i>For Senior Survey – please see Section 1</i>	

2. *Marketing Senior Survey*

Performance Target: *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 2015, Fall 2015, Spring 2016)

Respondents: 29

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 as well as the current usage of the marketing concept: 100.0

Explain market segmentation and will be able to describe the most popular ways to segment U.S. markets: 100.0

Explain how products and services are positioned to achieve competitive advantage: 96.6

Describe the product life cycle and how marketing is conducted during the stages of the life-cycle: 100.0

Distinguish between elements of marketing channel and elements of the supply chain by comparing and contrasting the two concepts: 96.6

Identify the differences between qualitative and quantitative marketing research and will be able to give examples of each: 100.0

Summary of Achievement of Intended Student Learning Outcomes:

Intended Student Learning Outcomes	Learning Assessment Measures							
Program ISLOs			<i>Marketing Emphasis Exam</i>		<i>Marketing Senior Survey</i>			
			Performance Target Was...		Performance Target Was...			
1. <i>Students will be able to explain the current definition of marketing and marketing terms (2-17-16)</i>			Not Met		Met			
2. <i>Students will be able to discuss the current usage of marketing concepts. (2-17-16)</i>			Not Met		Met			
3. <i>Students will be able to apply marketing methods using</i>			Not Met		Met			

<i>appropriate marketing tools. (2-17-16)</i>								
4. <i>Students will be able to analyze complete marketing situations in a realistic business environment. (2-17-16)</i>			Not Met		Met			
5. <i>Students will be able to analyze and interpret marketing data from both quantitative and qualitative perspectives. (2-17-16)</i>			Not Met		Met			

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

3.
Marketing Emphasis Exam.
Marketing faculty reviewed the 2015-2016 results as well as CTL decisions for 2014-2015, 2013-2014, and 2012-2013. The following curricular changes were partially implemented. Full implementation of these changes represents the CTL decisions beginning Spring 2017.

- Marketing Faculty will include a minimum of one high-impact learning activity in each course.
- The SLOs for the Marketing Emphasis were revised.
- New SLOs were identified for all courses.
- The Marketing Emphasis Assessment Exam was revised from 50 core questions to include 30 core questions with 5 questions each per SLO (SLO1, SLO2, SLO3, SLO4, SLO5, SLO6). The new exam launched fall 2015.
- The 2013-2014 recommendation that BUAD 4468 be taught by full-time (non-adjunct) faculty was implemented.
- The 2013-2014 recommendation that BUAD 4467 be taught by the Director of BSU’s Center of Marketing Assistance & Research Solutions or other full-time (non-adjunct) faculty was implemented.
- In the marketing emphasis, marketing faculty standardized how BASLOs, SLOs, course objectives, activities, interactions and assessments are communicated to BSU students in course syllabi **and** course schedule (use Quality Matters topic 1 as a guideline). Course Syllabus and Course Schedule examples were provided.

International Issues – Revised to Include

We have moved from this plan. Starting in Spring 2017, BUAD 3361 Marketing covers International Marketing in Chapter 15: The Global Marketplace. This chapter is found in Marketing an Introduction by Armstrong & Kotler (13th edition).

In BUAD 3361 Marketing, students read the assigned chapter and take a quiz on chapter 15 and incorporate global marketing into their term project. Students select a country/region that they would market their product/service in once they were established in the U.S. domestic marketplace.

Additionally, as of Spring 2017 International Marketing is a topic addressed in BUAD 4468 Marketing Management in Chapter 1: Defining Marketing for the New Realities. This topic will also be threaded into the total curriculum. Key chapter concepts include technology, globalization, social responsibility, and implications for marketing/marketing management. The students read the assigned chapter, take a practice quiz on the chapter, and answer chapter specific questions in a unit exam. Additionally, students address international marketing in their term project – a marketing plan for a client organization.