Report of Outcomes Assessment Results

Institution  
Davenport University

Academic Business Unit  
Donald W. Maine College of Business

Academic Year  
2019-2020
Outcomes Assessment Plan

Is the outcomes assessment plan that you submitted to the IACBE still current or have you made changes?

X  The outcomes assessment plan that we have previously submitted is still current.

___ Changes have been made and the revised plan is attached.

___ We have made changes and the revised plan will be sent to the IACBE by: ____________________________
Contents

Section I: Student Learning Assessment ........................................................................................................... 2
  Associates of Business Administration Degree ................................................................................................2
  ABA – Business Administration ...................................................................................................................... 7
  ABA - Accounting ........................................................................................................................................ 11
  ABA - Finance ............................................................................................................................................... 15
  Associate of Science Program .................................................................................................................... 19
  AS – Legal Studies ....................................................................................................................................... 25

Bachelor of Business Administration Degree Programs .................................................................................. 29
  BBA – Human Resource Management ........................................................................................................... 49
  BBA – Accounting Fraud Investigation ......................................................................................................... 54
  BBA - Accounting ......................................................................................................................................... 58
  BBA – Accounting: Internal Auditing Specialty ............................................................................................ 62
  BBA – Accounting: Management Accounting Specialty ............................................................................... 65
  BBA - Finance ............................................................................................................................................... 69
  BBA – Finance: Financial Planning Specialty ............................................................................................... 73
  BBA - Marketing ............................................................................................................................................ 77
  BBA – Marketing: Digital Marketing & Promotion Specialty ......................................................................... 82
  BBA – Marketing: Marketing Technology Specialty ....................................................................................... 85
  BBA – Marketing: Value Chain Specialty .................................................................................................... 88
  BBA - Management ....................................................................................................................................... 91
  BBA – Management: Global Project Management Specialty ...................................................................... 96
  BBA – Management: Risk Management and Insurance Specialty ................................................................. 99
  BBA – Management: Supply Chain & Logistics Specialty ........................................................................... 102
  BBA – Sport Management ........................................................................................................................... 105
  BBA - Business ............................................................................................................................................. 111
  BBA – International Business ......................................................................................................................... 115

Bachelor of Science Degree Program ............................................................................................................. 120
  BS – Legal Studies ....................................................................................................................................... 126
  MBA – Traditional Format ............................................................................................................................. 130
  Master of Management ................................................................................................................................ 137
  Master of Accountancy (MACC) ..................................................................................................................... 142

Section II: Operational Assessment ............................................................................................................... 149
Associate of Business Administration (ABA) Programs
Outcomes Assessment Results

For Academic Year: 2019-2020

Section I: Student Learning Assessment
Associates of Business Administration Degree

### Student Learning Assessment for: Associate of Business Administration Programs

<table>
<thead>
<tr>
<th>Program Intended Student Learning Outcomes (Program ISLOs)</th>
<th>Performance Objectives (Targets/Criteria) for Direct Measures:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Program Learning Outcome 1:</td>
<td>Objective (Target/Criterion) for Direct Measure 1</td>
</tr>
<tr>
<td>Integrate key business principles for business decision-making.</td>
<td>85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.</td>
</tr>
<tr>
<td>2. Program Learning Outcome 2:</td>
<td>Objective (Target/Criterion) for Direct Measure 2</td>
</tr>
<tr>
<td>Develop business communication based on professional standards.</td>
<td>85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.</td>
</tr>
<tr>
<td>3. Program Learning Outcome 3:</td>
<td></td>
</tr>
<tr>
<td>Explain ethical and legal principles that apply to business.</td>
<td></td>
</tr>
</tbody>
</table>

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

1. **Direct Measure 1**
   - MKTG211 – Marketing Foundations
   - Marketing Plan Analysis
   - Program ISLOs Assessed by this Measure:
     - #1 Integrate key business principles for business decision-making.
     - #2 Develop business communication based on professional standards.
   - Objective (Target/Criterion) for Direct Measure 1
     - 85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.

2. **Direct Measure 2**
   - BUSN210 – Professional Ethics
   - Ethics Paper
   - Program ISLOs Assessed by this Measure:
     - #1 Integrate key business principles for business decision-making.
     - #2 Develop business communication based on professional standards.
     - #3 Explain ethical and legal principles that apply to business.
   - Objective (Target/Criterion) for Direct Measure 2
     - 85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.

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

| Performance Objectives (Targets/Criteria) for Indirect Measures: | |
|--------------------------------------------------------------------| |
# Indirect Measures of Student Learning:

1. **Indirect Measure 1**  
   **Student Survey of Student Learning.**  
   Program ISLOs Assessed by this Measure:  
   
   - **#1 Integrate key business principles for business decision-making.**  
   - **#2 Develop business communication based on professional standards.**  
   - **#3 Explain ethical and legal principles that apply to business.**  

   **Objective (Target/Criterion) for Indirect Measure 1**  
   85% of student responses state gaining proficiency in the learning outcomes.

2. **Indirect Measure 2**  
   **Faculty perception of Student Learning**  
   Program ISLOs Assessed by this Measure:  
   
   - **#1 Integrate key business principles for business decision-making.**  
   - **#2 Develop business communication based on professional standards.**  
   - **#3 Explain ethical and legal principles that apply to business.**  

   **Objective (Target/Criterion) for Indirect Measure 2**  
   85% of student responses state gaining proficiency in the learning outcomes.

---

## Learning Assessment Results: Associate of Business Administration Programs

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

1. **Summary of Results for Direct Measure 1**  
   **MKTG211 – Marketing Foundations**  
   **Marketing Plan Analysis**  

   **Performance Target:** 85% of students will either meet or exceed expectations on the grading rubric for this measure.

   Program ISLOs Assessed by this Measure:  
   
   - **#1 Integrate key business principles for business decision-making.**  
     
     - **N = 62**  
     - **Results = 90%**

   - **#2 Develop business communication based on professional standards.**  
     
     - **N = 62**  
     - **Results = 89%**

2. **Summary of Results for Direct Measure 2**  
   **BUSN210 – Professional Ethics**  
   **Ethics Paper**
Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.

Program ISLOs Assessed by this Measure:

<table>
<thead>
<tr>
<th>ISLO</th>
<th>N</th>
<th>Results</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>#1 Integrate key business principles for business decision-making.</strong></td>
<td>98</td>
<td>89%</td>
</tr>
<tr>
<td><strong>#2 Develop business communication based on professional standards.</strong></td>
<td>98</td>
<td>86%</td>
</tr>
<tr>
<td><strong>#3 Explain ethical and legal principles that apply to business.</strong></td>
<td>98</td>
<td>98%</td>
</tr>
</tbody>
</table>

Summary of Results from Implementing Indirect Measures of Student Learning:

1. **Summary of Results for Indirect Measure 1**
   **Student Survey of Student Learning.**

   Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.

   Program ISLOs Assessed by this Measure:

<table>
<thead>
<tr>
<th>ISLO</th>
<th>N</th>
<th>Results</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>#1 Integrate key business principles for business decision-making.</strong></td>
<td>49</td>
<td>96%</td>
</tr>
<tr>
<td><strong>#2 Develop business communication based on professional standards.</strong></td>
<td>49</td>
<td>96%</td>
</tr>
<tr>
<td><strong>#3 Explain ethical and legal principles that apply to business.</strong></td>
<td>49</td>
<td>96%</td>
</tr>
</tbody>
</table>

2. **Summary of Results for Indirect Measure 2**
   **Faculty perception of Student Learning**
Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.

Program ISLOs Assessed by this Measure:

**#1 Integrate key business principles for business decision-making.**
N = 78
Results = 100%

**#2 Develop business communication based on professional standards.**
N = 78
Results = 96%

**#3 Explain ethical and legal principles that apply to business.**
N = 77
Results = 97%

Summary of Achievement of Intended Student Learning Outcomes:

<table>
<thead>
<tr>
<th>Intended Student Learning Outcomes</th>
<th>Learning Assessment Measures</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program ISLOs</td>
<td>Direct Measure 1 – MKTG211</td>
</tr>
<tr>
<td>Performance Target Was...</td>
<td>Performance Target Was...</td>
</tr>
<tr>
<td>1. Integrate key business principles for business decision-making.</td>
<td>Met</td>
</tr>
<tr>
<td>2. Develop business communication based on professional standards.</td>
<td>Met</td>
</tr>
<tr>
<td>3. Explain ethical and legal principles that apply to business.</td>
<td>N/A</td>
</tr>
</tbody>
</table>

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

All performance targets were met.
ABA – Business Administration
Section I: Student Learning Assessment
ABA – Business Administration

<table>
<thead>
<tr>
<th>Student Learning Assessment for: ABA – Business Administration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program Intended Student Learning Outcomes (Program ISLOs)</td>
</tr>
<tr>
<td>1. Program Learning Outcome 1:</td>
</tr>
<tr>
<td>Integrate key business functional area principles to analyze business decisions.</td>
</tr>
<tr>
<td>2. Program Learning Outcome 2:</td>
</tr>
<tr>
<td>Explain ethical and legal concepts in a business context.</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>1. Direct Measure 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>LEGL210 – Business Law Foundations</td>
</tr>
<tr>
<td>Ethics Paper</td>
</tr>
</tbody>
</table>

Program ISLOs Assessed by this Measure:
#1 Integrate key business functional area principles to analyze business decisions.
#2 Explain ethical and legal concepts in a business context.

Performance Objectives (Targets/Criteria) for Direct Measures:
Objective (Target/Criterion) for Direct Measure 1
85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.

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

<table>
<thead>
<tr>
<th>1. Indirect Measure 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>Student Survey of Student Learning.</td>
</tr>
</tbody>
</table>

Program ISLOs Assessed by this Measure:
#1 Integrate key business functional area principles to analyze business decisions.
#2 Explain ethical and legal principles that apply to business.

Performance Objectives (Targets/Criteria) for Indirect Measures:
Objective (Target/Criterion) for Indirect Measure 1
85% of student responses state gaining proficiency in the learning outcomes.

Learning Assessment Results: ABA – Business Administration

Summary of Results from Implementing Direct Measures of Student Learning:

1. Summary of Results for Direct Measure 1
LEGL210 – Business Law Foundations
Ethics Paper

Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.

Program ISLOs Assessed by this Measure:

#1 *Integrate key business functional area principles to analyze business decisions.*

\[ N = 62 \]
\[ \text{Results} = 87\% \]

#2 *Explain ethical and legal concepts in a business context.*

\[ N = 62 \]
\[ \text{Results} = 84\% \]

Summary of Results from Implementing Indirect Measures of Student Learning:

1. Summary of Results for Indirect Measure 1
   Student Survey of Student Learning.

Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.

   Program ISLOs Assessed by this Measure:

#1 *Integrate key business functional area principles to analyze business decisions.*

\[ N = 38 \]
\[ \text{Results} = 98\% \]

#2 *Explain ethical and legal principles that apply to business.*

\[ N = 39 \]
\[ \text{Results} = 95\% \]

Summary of Achievement of Intended Student Learning Outcomes:

<table>
<thead>
<tr>
<th>Intended Student Learning Outcomes</th>
<th>Learning Assessment Measures</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program ISLOs</td>
<td></td>
</tr>
<tr>
<td>1. <em>Integrate key business functional area principles to analyze business decisions.</em></td>
<td>Direct Measure 1 – LEGL210</td>
</tr>
<tr>
<td></td>
<td>Performance Target Was...</td>
</tr>
<tr>
<td></td>
<td>Met</td>
</tr>
</tbody>
</table>
2. Explain ethical and legal principles that apply to business.

<table>
<thead>
<tr>
<th></th>
<th>Not Met</th>
<th>Met</th>
</tr>
</thead>
</table>

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

**Course of Action:** Direct Measure #2 – Although the target was not met, the Indirect Measure indicates that students do feel they have learned the concepts. Faculty will continue to monitor course assessments during 2020-21 for the identification of areas of improvement in the alignment of course content and Program ISLO #2.

**Action Plan:** During Academic Year 2020/21 Legal Department Faculty will review course content look for potential strengthening of content and correlation with Program ISLO #2 throughout the university system.
ABA - Accounting
# Section I: Student Learning Assessment

ABA - Accounting

## Student Learning Assessment for: ABA - Accounting

<table>
<thead>
<tr>
<th>Program Intended Student Learning Outcomes (Program ISLOs)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Program Learning Outcome 1:</td>
</tr>
<tr>
<td>Describe financial statements according to Generally Accepted Accounting Principles (GAAP).</td>
</tr>
<tr>
<td>2. Program Learning Outcome 2:</td>
</tr>
<tr>
<td>Explain the results of a financial statement analysis of a company such that organizational performance and financial condition can be evaluated.</td>
</tr>
<tr>
<td>3. Program Learning Outcome 3:</td>
</tr>
<tr>
<td>Identify GAAP compliant journal entries.</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Direct Measures of Student Learning:</th>
<th>Performance Objectives (Targets/Criteria) for Direct Measures:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Direct Measure 1</td>
<td>Objective (Target/Criterion) for Direct Measure 1</td>
</tr>
<tr>
<td>ACCT302 – Intermediate Accounting II Project</td>
<td>85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Indirect Measures of Student Learning:</th>
<th>Performance Objectives (Targets/Criteria) for Indirect Measures:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Indirect Measure 1</td>
<td>Objective (Target/Criterion) for Indirect Measure 1</td>
</tr>
<tr>
<td>Student Survey of Student Learning.</td>
<td>85% of student responses state gaining proficiency in the learning outcomes.</td>
</tr>
</tbody>
</table>
#2 Explain the results of a financial statement analysis of a company such that organizational performance and financial condition can be evaluated.

#3 Identify GAAP compliant journal entries.

<table>
<thead>
<tr>
<th>Learning Assessment Results: ABA - Accounting</th>
</tr>
</thead>
<tbody>
<tr>
<td>Summary of Results from Implementing Direct Measures of Student Learning:</td>
</tr>
<tr>
<td>1. <strong>Summary of Results for Direct Measure 1</strong></td>
</tr>
<tr>
<td>ACCT302 – Intermediate Accounting II</td>
</tr>
<tr>
<td><strong>Project</strong></td>
</tr>
<tr>
<td>Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.</td>
</tr>
<tr>
<td><strong>#1 Describe financial statements according to Generally Accepted Accounting Principles (GAAP).</strong></td>
</tr>
<tr>
<td>N = 8</td>
</tr>
<tr>
<td>Results = 88%</td>
</tr>
<tr>
<td><strong>#2 Explain the results of a financial statement analysis of a company such that organizational performance and financial condition can be evaluated.</strong></td>
</tr>
<tr>
<td>N = 8</td>
</tr>
<tr>
<td>Results = 88%</td>
</tr>
<tr>
<td><strong>#3 Identify GAAP compliant journal entries.</strong></td>
</tr>
<tr>
<td>N = 8</td>
</tr>
<tr>
<td>Results = 100%</td>
</tr>
</tbody>
</table>

| Summary of Results from Implementing Indirect Measures of Student Learning: |
| 1. **Summary of Results for Indirect Measure 1**  |
| **Student Survey of Student Learning.**  |
| Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.  |
| **#1 Describe financial statements according to Generally Accepted Accounting Principles (GAAP).**  |
| N = 8  |
| Results = 100%  |
#2 Explain the results of a financial statement analysis of a company such that organizational performance and financial condition can be evaluated.

N = 8  
Results = 100%

#3 Identify GAAP compliant journal entries.

N = 8  
Results = 100%

Summary of Achievement of Intended Student Learning Outcomes:

<table>
<thead>
<tr>
<th>Intended Student Learning Outcomes</th>
<th>Learning Assessment Measures</th>
<th>Program ISLOs</th>
<th>Direct Measure 1 – ACCT302</th>
<th>Indirect Measure 1 – Student Survey</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Describe financial statements according to Generally Accepted Accounting Principles (GAAP).</td>
<td>Performance Target Was...</td>
<td>Met</td>
<td>Met</td>
<td></td>
</tr>
<tr>
<td>2. Explain the results of a financial statement analysis of a company such that organizational performance and financial condition can be evaluated.</td>
<td>Performance Target Was...</td>
<td>Met</td>
<td>Met</td>
<td></td>
</tr>
<tr>
<td>3. Identify GAAP compliant journal entries.</td>
<td>Performance Target Was...</td>
<td>Met</td>
<td>Met</td>
<td></td>
</tr>
</tbody>
</table>

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

All performance targets met.
ABA - Finance
Section I: Student Learning Assessment  
ABA - Finance

### Student Learning Assessment for: ABA - Finance

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

1. **Program Learning Outcome 1:**  
   *Explain how finance knowledge is used to make business decisions.*

2. **Program Learning Outcome 2:**  
   *Explain the results of a financial statement analysis of a company such that organizational performance and financial condition can be evaluated.*

3. **Program Learning Outcome 3:**  
   *Interpret financial and investment data and give appropriate investment recommendations.*

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

<table>
<thead>
<tr>
<th>Direct Measure 1</th>
<th>FINC235 – Financial Analysis for Business Managers Team Project</th>
</tr>
</thead>
</table>
| Program ISLOs Assessed by this Measure:  
#1 *Explain how finance knowledge is used to make business decisions.*  
#2 *Explain the results of a financial statement analysis of a company such that organizational performance and financial condition can be evaluated.*  
#3 *Interpret financial and investment data and give appropriate investment recommendations.* |  |
| **Performance Objectives ( Targets/Criteria) for Direct Measure 1:**  
85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure. |  |

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

<table>
<thead>
<tr>
<th>Indirect Measure 1</th>
<th>Student Survey of Student Learning.</th>
</tr>
</thead>
</table>
| Program ISLOs Assessed by this Measure:  
#1 *Explain how finance knowledge is used to make business decisions.*  
#2 *Explain the results of a financial statement analysis of a company such that organizational performance and financial condition can be evaluated.* |  |
| **Performance Objectives ( Targets/Criteria) for Indirect Measure 1:**  
85% of student responses state gaining proficiency in the learning outcomes. |  |
#3 Interpret financial and investment data and give appropriate investment recommendations.

## Learning Assessment Results: ABA - Finance

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

1. **Summary of Results for Direct Measure 1**  
**FINC235 – Financial Analysis for Business Managers Team Project**

   **Performance Target:** 85% of students will either meet or exceed expectations on the grading rubric for this measure.

   **Program ISLOs Assessed by this Measure:**
   1. **#1 Explain how finance knowledge is used to make business decisions.**  
      
      *N* = 1  
      Results = 100%

   2. **#2 Explain the results of a financial statement analysis of a company such that organizational performance and financial condition can be evaluated.**  
      
      *N* = 1  
      Results = 100%

   3. **#3 Interpret financial and investment data and give appropriate investment recommendations.**  
      
      *N* = 1  
      Results = 84%  100%

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

1. **Summary of Results for Indirect Measure 1**  
**Student Survey of Student Learning.**

   **Program ISLOs Assessed by this Measure:**
   1. **#1 Explain how finance knowledge is used to make business decisions.**  
      
      *N* = 2  
      Results = 100%

   2. **#2 Explain the results of a financial statement analysis of a company such that organizational performance and financial condition can be evaluated.**  
      
      *N* = 2
Results = 100%

**#3 Interpret financial and investment data and give appropriate investment recommendations.**

N = 2

Results = 100%

Summary of Achievement of Intended Student Learning Outcomes:

<table>
<thead>
<tr>
<th>Intended Student Learning Outcomes</th>
<th>Learning Assessment Measures</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Program ISLOs</strong></td>
<td><strong>Direct Measure 1 – FINC235</strong></td>
</tr>
<tr>
<td>Performance Target Was...</td>
<td>Performance Target Was...</td>
</tr>
<tr>
<td>1. Explain how finance knowledge is used to make business decisions.</td>
<td>Met</td>
</tr>
<tr>
<td>2. Explain the results of a financial statement analysis of a company such that organizational performance and financial condition can be evaluated.</td>
<td>Met</td>
</tr>
<tr>
<td>3. Interpret financial and investment data and give appropriate investment recommendations.</td>
<td>Met</td>
</tr>
</tbody>
</table>

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

All performance targets were met.
Associate of Science Program (AS)
## Section I: Student Learning Assessment

Associate of Science Program

<table>
<thead>
<tr>
<th>Student Learning Assessment for: <strong>Associate of Science Program</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Program Intended Student Learning Outcomes (Program ISLOs)</strong></td>
</tr>
<tr>
<td>1. Program Learning Outcome 1: <strong>Apply accounting principles to inform decision-making in a business setting.</strong></td>
</tr>
<tr>
<td>2. Program Learning Outcome 2: <strong>Illustrate the principles of professional business ethics utilized in business decision-making.</strong></td>
</tr>
<tr>
<td>3. Program Learning Outcome 3: <strong>Use computer application technologies in the creation of business documents.</strong></td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Direct Measure 1</th>
<th>ACCT201 – Accounting Foundations I: Final Exam</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program ISLOs Assessed by this Measure: <strong>#1 Apply accounting principles to inform decision-making in a business setting. #2 Develop business communication based on professional standards. #3 Explain ethical and legal principles that apply to business.</strong></td>
<td></td>
</tr>
<tr>
<td>Objective (Target/Criterion) for Direct Measure 1</td>
<td></td>
</tr>
<tr>
<td>85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Direct Measure 2</th>
<th>LEGL220 – Technology for Paralegals: Portfolio Project</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program ISLOs Assessed by this Measure: <strong>#2 Illustrate the principles of professional business ethics utilized in business decision-making. #3 Use computer application technologies in the creation of business documents. Specific to Legal Studies: A. Apply the state professional code of ethics to fact scenarios involving the use of paralegals.</strong></td>
<td></td>
</tr>
<tr>
<td>Objective (Target/Criterion) for Direct Measure 1</td>
<td></td>
</tr>
<tr>
<td>85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.</td>
<td></td>
</tr>
</tbody>
</table>
B. Prepare legal and business documents using a variety of software applications, including legal specialty software.
C. Create a portfolio of the prepared documents consistent with that of a legal file.

<table>
<thead>
<tr>
<th>Assessment Instruments for Intended Student Learning Outcomes—Indirect Measures of Student Learning:</th>
<th>Performance Objectives (Targets/Criteria) for Indirect Measures:</th>
</tr>
</thead>
</table>
| 1. **Indirect Measure 1**  
**Faculty perception of Student Learning**  
Program ISLOs Assessed by this Measure:  
#1 *Apply accounting principles to inform decision-making in a business setting.*  
#2 *Illustrate the principles of professional business ethics utilized in business decision-making.*  
#3 *Use computer application technologies in the creation of business documents.* | **Objective (Target/Criterion) for Indirect Measure 1**  
85% of student responses state gaining proficiency in the learning outcomes. |
| 2. **Indirect Measure 2**  
**Student Survey of Student Learning**  
Program ISLOs Assessed by this Measure:  
#1 *Apply accounting principles to inform decision-making in a business setting.*  
#2 *Illustrate the principles of professional business ethics utilized in business decision-making.* | **Objective (Target/Criterion) for Indirect Measure 1**  
85% of student responses state gaining proficiency in the learning outcomes. |

**Learning Assessment Results: Associate of Science Program**

<table>
<thead>
<tr>
<th>Summary of Results from Implementing Direct Measures of Student Learning:</th>
</tr>
</thead>
</table>
| 1. **Summary of Results for Direct Measure 1**  
**ACCT201 – Accounting Foundations I: Final Exam** |

**Performance Target:** 85% of students will either meet or exceed expectations on the grading rubric for this measure.

Program ISLOs Assessed by this Measure:  
#1 *Integrate key business principles for business decision-making.*

\[ N = 4 \]

**Results = 75%**
<table>
<thead>
<tr>
<th>#</th>
<th>Task Description</th>
</tr>
</thead>
</table>
| #2 | Develop business communication based on professional standards.  

*N = 4*  
Results = 75% |
| #3 | Explain ethical and legal principles that apply to business.  

*N = 4*  
Results = 75% |

2. **Summary of Results for Direct Measure 2**  
LEGAL220 – Technology for Paralegals:  
Portfolio Project

**Performance Target:** 85% of students will either meet or exceed expectations on the grading rubric for this measure.

- Program ISLOs Assessed by this Measure:  
  **#2 Illustrate the principles of professional business ethics utilized in business decision-making.**  
  *N = 13*  
  Results = 92%  
  
  **#3 Use computer application technologies in the creation of business documents.**  
  *N = 13*  
  Results = 92%  

---

<table>
<thead>
<tr>
<th></th>
<th>Task Description</th>
</tr>
</thead>
</table>
| 1. | **Summary of Results for Indirect Measure 1**  

**Faculty perception of Student Learning** |

**Performance Target:** 85% of students will either meet or exceed expectations on the grading rubric for this measure.

- Program ISLOs Assessed by this Measure:  
  **#1 Apply accounting principles to inform decision-making in a business setting.**  
  *N = 33*  
  Results = 97%  
  
  **#2 Illustrate the principles of professional business ethics utilized in business decision-making.**  
  *N = 44*  
  Results = 95%  
  
  **#3 Use computer application technologies in the creation of business documents.**
N = 41  
Results = 100%

2. Summary of Results for Indirect Measure 2  
Student Survey of Student Learning

Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.

Program ISLOs Assessed by this Measure:

1. **Apply accounting principles to inform decision-making in a business setting.**  
   N = 2  
   Results = 100%

2. **Illustrate the principles of professional business ethics utilized in business decision-making.**  
   N = 2  
   Results = 100%

3. **Use computer application technologies in the creation of business documents.**  
   N = 2  
   Results = 100%

Summary of Achievement of Intended Student Learning Outcomes:

<table>
<thead>
<tr>
<th>Intended Student Learning Outcomes</th>
<th>Learning Assessment Measures</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program ISLOs</td>
<td>Direct Measure 1 – ACCT201</td>
</tr>
<tr>
<td>Performance Target Was...</td>
<td>Performance Target Was...</td>
</tr>
<tr>
<td>1. Apply accounting principles to inform decision-making in a business setting.</td>
<td>Not Met</td>
</tr>
<tr>
<td>2. Illustrate the principles of professional business ethics utilized in business decision-making.</td>
<td>Not Met</td>
</tr>
<tr>
<td>3. Use computer application technologies in the creation of business documents.</td>
<td>Not Met</td>
</tr>
</tbody>
</table>

Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:
Course of Action #1: Direct Measure #1 of ISLOs #1, #2 & #3 were not met, with 75% of students scoring “exceeds” or “meets” for each. Direct Measure #2 and both indirect measures indicate that student achievement may be higher than Direct Measure #1 would identify. This is the second year in a two year Assessment Plan cycle with both years providing similar results. #2: Accounting Department to review and update changes made to Homework Management system in the previous year to identify additional changes.

Action Plan: 1. The Legal Department, in conjunction with faculty from the Maine College of Business, will review the placement of assessment of LOs #2 and #3 within the Acct201 Final Exam and if needed recommend placement in more appropriate assessment 2. Further, the Accounting Department will continue to meet and discuss results to further inform curriculum improvement and publisher-based homework systems contributing to LO#1.
Associate of Science (AS) – Legal Studies
# Section I: Student Learning Assessment

**AS – Legal Studies**

<table>
<thead>
<tr>
<th>Student Learning Assessment for: <strong>AS – Legal Studies</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Program Intended Student Learning Outcomes (Program ISLOs)</strong></td>
</tr>
</tbody>
</table>
| 1. **Program Learning Outcome 1:**  
  Explain the relevancy of the Code of Professional Responsibility and how it relates to the paralegal profession. |
| 2. **Program Learning Outcome 2:**  
  Apply technology to produce legal documents in the area of business and personal legal services. |
| 3. **Program Learning Outcome 3:**  
  Create legal documents similar in content and quality to those routinely produced in business and personal legal setting. |

### Assessment Instruments for Intended Student Learning Outcomes

<table>
<thead>
<tr>
<th>Performance Objectives (Targets/Criteria) for Direct Measures:</th>
</tr>
</thead>
</table>
| 1. **Direct Measure 1**  
LEGL 220 – Technology for Paralegals:  
Portfolio Project Program ISLOs Assessed by this Measure:  
#1 Explain the relevancy of the Code of Professional Responsibility and how it relates to the paralegal profession.  
#2 Apply technology to produce legal documents in the area of business and personal legal services.  
#3 Create legal documents similar in content and quality to those routinely produced in business and personal legal setting.  
Objective (Target/Criterion) for Direct Measure 1  
85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure. |

### Assessment Instruments for Intended Student Learning Outcomes

<table>
<thead>
<tr>
<th>Performance Objectives (Targets/Criteria) for Indirect Measures:</th>
</tr>
</thead>
</table>
| 1. **Indirect Measure 2**  
Student Survey of Student Learning  
Program ISLOs Assessed by this Measure:  
#1 Explain the relevancy of the Code of Professional Responsibility and how it relates to the paralegal profession.  
#2 Apply technology to produce legal documents in the area of business and personal legal services.  
Objective (Target/Criterion) for Indirect Measure 1  
85% of student responses state gaining proficiency in the learning outcomes. |
#3 Create legal documents similar in content and quality to those routinely produced in business and personal legal setting.

## Learning Assessment Results: AS – Legal Studies

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

1. **Summary of Results for Direct Measure 1**

   **LEGAL 220 – Technology for Paralegals:**

   **Performance Target:** 85% of students will either meet or exceed expectations on the grading rubric for this measure.

   Portfolio Project Program ISLOs Assessed by this Measure:

   **#1 Explain the relevance of the Code of Professional Responsibility and how it relates to the paralegal profession.**
   
   \[ N = 13 \]
   
   \[ \text{Results} = 93\% \]

   **#2 Apply technology to produce legal documents in the area of business and personal legal services.**
   
   \[ N = 13 \]
   
   \[ \text{Results} = 93\% \]

   **#3 Create legal documents similar in content and quality to those routinely produced in business and personal legal setting.**
   
   \[ N = 13 \]
   
   \[ \text{Results} = 93\% \]

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

1. **Summary of Results for Indirect Measure 1**

   **Student Survey of Student Learning**

   **Performance Target:** 85% of students will either meet or exceed expectations on the grading rubric for this measure.

   Program ISLOs Assessed by this Measure:

   **#1 Explain the relevance of the Code of Professional Responsibility and how it relates to the paralegal profession.**
   
   \[ N = 2 \]
   
   \[ \text{Results} = 100\% \]

   **#2 Apply technology to produce legal documents in the area of business and personal legal services.**
   
   \[ N = 2 \]
   
   \[ \text{Results} = 100\% \]
#3 Create legal documents similar in content and quality to those routinely produced in business and personal legal setting.

N = 2
Results = 100%

## Summary of Achievement of Intended Student Learning Outcomes:

<table>
<thead>
<tr>
<th>Intended Student Learning Outcomes</th>
<th>Learning Assessment Measures</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>Direct Measure 1 –</strong></td>
</tr>
<tr>
<td></td>
<td><strong>LEGL220</strong></td>
</tr>
<tr>
<td>Performance Target Was...</td>
<td>Performance Target Was...</td>
</tr>
</tbody>
</table>

1. **Explain the relevancy of the Code of Professional Responsibility and how it relates to the paralegal profession.**
   - Met
   - Met

2. **Apply technology to produce legal documents in the area of business and personal legal services.**
   - Met
   - Met

3. **Create legal documents similar in content and quality to those routinely produced in business and personal legal setting.**
   - Met
   - Met

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

All performance targets were met.
Bachelor of Business Administration (BBA) Programs
### Section I: Student Learning Assessment
Bachelor of Business Administration Degree Programs

**Student Learning Assessment for: Bachelor of Business Administration Programs**

<table>
<thead>
<tr>
<th>Program Intended Student Learning Outcomes (Program ISLOs)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Program Learning Outcome 1:</td>
</tr>
<tr>
<td><em>Apply business decision tools to inform business decision-making.</em></td>
</tr>
<tr>
<td>2. Program Learning Outcome 2:</td>
</tr>
<tr>
<td><em>Integrate major principles in the functional areas of accounting, marketing, finance, human resources, and management to make business decisions.</em></td>
</tr>
<tr>
<td>3. Program Learning Outcome 3:</td>
</tr>
<tr>
<td><em>Develop and present business communication based on professional standards.</em></td>
</tr>
<tr>
<td>4. Program Learning Outcome 4:</td>
</tr>
<tr>
<td><em>Apply the principles of ethical, legal, and cultural dimensions as considered in business decision-making.</em></td>
</tr>
<tr>
<td>5. Program Learning Outcome 5:</td>
</tr>
<tr>
<td><em>Apply knowledge of the global business environment.</em></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Assessment Instruments for Intended Student Learning Outcomes—Direct Measures of Student Learning:</th>
<th>Performance Objectives (Targets/Criteria) for Direct Measures:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Direct Measure 1 Capstone Class Projects for each major:</td>
<td>Objective (Target/Criterion) for Direct Measure 1</td>
</tr>
<tr>
<td><strong>BBA in Accounting:</strong> ACCT495 – Accounting Issues and Research</td>
<td>85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.</td>
</tr>
<tr>
<td><strong>BBA in Accounting Fraud Investigation:</strong> ACCT495 – Accounting Issues and Research</td>
<td></td>
</tr>
<tr>
<td><strong>BBA in Human Resource Management:</strong> HRMG453 – Strategic Human Resources</td>
<td></td>
</tr>
<tr>
<td><strong>BBA in Finance:</strong> FINC495: Financial Plan Development</td>
<td></td>
</tr>
<tr>
<td><strong>BBA in Marketing:</strong> MKTG440 – Strategic Marketing Plan</td>
<td></td>
</tr>
<tr>
<td><strong>BBA in Management:</strong> BUSN495 – Business Planning Capstone</td>
<td></td>
</tr>
<tr>
<td><strong>BBA in Sport Management:</strong> SPMG495* Sport Management Planning Capstone</td>
<td></td>
</tr>
<tr>
<td><strong>BBA in Business:</strong> BUSN495 – Business Planning Capstone</td>
<td></td>
</tr>
</tbody>
</table>
### BBA in International Business: BUSN496 – International Business Capstone

Portfolio Project Program ISLOs Assessed by this Measure:

**#1 Apply business decision tools to inform business decision-making.**

**#2 Integrate major principles in the functional areas of accounting, marketing, finance, human resources, and management to make business decisions.**

**#3 Develop and present business communication based on professional standards.**

**#4 Understand the principles of ethical, legal, and cultural dimensions as considered in business decision-making.**

**#5 Develop business decisions based on distinctions in cultural and operational business practices.**

### Objective (Target/Criterion) for Direct Measure 2

85% of the students will either Meet or Exceed Expectations for the grading rubric for this measure.
#3 Develop and present business communication based on professional standards.
#4 Understand the principles of ethical, legal, and cultural dimensions as considered in business decision-making.
#5 Develop business decisions based on distinctions in cultural and operational business practices.

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

<table>
<thead>
<tr>
<th>Performance Objectives (Targets/Criteria) for Indirect Measures:</th>
</tr>
</thead>
</table>
| 1. **Indirect Measure 1**  
**Student Survey of Student Learning**  
Program ISLOs Assessed by this Measure:  
#1 Apply business decision tools to inform business decision-making.  
#2 Integrate major principles in the functional areas of accounting, marketing, finance, human resources, and management to make business decisions.  
#3 Develop and present business communication based on professional standards.  
#4 Understand the principles of ethical, legal, and cultural dimensions as considered in business decision-making.  
#5 Apply knowledge of the global business environment.  
| 85% of student responses state gaining proficiency in the learning outcomes. |
| 2. **Indirect Measure 2**  
**Student reflection paper embedded in the capstone courses.**  
Program ISLOs Assessed by this Measure:  
#1 Apply business decision tools to inform business decision-making.  
#2 Integrate major principles in the functional areas of accounting, marketing, finance, human resources, and management to make business decisions.  
#3 Develop and present business communication based on professional standards.  
#4 Understand the principles of ethical, legal, and cultural dimensions as considered in business decision-making.  
#5 Apply knowledge of the global business environment.  
| 85% of students reflect gaining proficiency in the learning outcomes. |
Learning Assessment Results: *Bachelor of Business Administration Programs*

Summary of Results from Implementing Direct Measures of Student Learning:

<table>
<thead>
<tr>
<th>Measure</th>
<th>Description</th>
<th>N</th>
<th>Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Direct Measure 1 Capstone Class Projects for each major:</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>BBA in Accounting: ACCT495 – Accounting Issues and Research</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Portfolio Project Program ISLOS Assessed by this Measure:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>#1 Apply business decision tools to inform business decision-making.</strong></td>
<td>N = 68</td>
<td>Results = 97%</td>
<td></td>
</tr>
<tr>
<td><strong>#2 Integrate major principles in the functional areas of accounting, marketing, finance, human resources, and management to make business decisions.</strong></td>
<td>N = 68</td>
<td>Results = 97%</td>
<td></td>
</tr>
<tr>
<td><strong>#3 Develop and present business communication based on professional standards.</strong></td>
<td>N = 68</td>
<td>Results = 97%</td>
<td></td>
</tr>
<tr>
<td><strong>#4 Apply the principles of ethical, legal, and cultural dimensions as considered in business decision-making.</strong></td>
<td>N = 68</td>
<td>Results = 97%</td>
<td></td>
</tr>
<tr>
<td><strong>#5 Apply knowledge of the global business environment.</strong></td>
<td>N = 68</td>
<td>Results = 97%</td>
<td></td>
</tr>
<tr>
<td><strong>BBA in Accounting Fraud Investigation: ACCT495 – Accounting Issues and Research</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Portfolio Project Program ISLOS Assessed by this Measure:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>#1 Apply business decision tools to inform business decision-making.</strong></td>
<td>N = 0</td>
<td>Results = 0%</td>
<td></td>
</tr>
<tr>
<td><strong>#2 Integrate major principles in the functional areas of accounting, marketing, finance, human resources, and management to make business decisions.</strong></td>
<td>N = 0</td>
<td>Results = 0%</td>
<td></td>
</tr>
<tr>
<td><strong>#3 Develop and present business communication based on professional standards.</strong></td>
<td>N = 0</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Results = 0%

#4 Apply the principles of ethical, legal, and cultural dimensions as considered in business decision-making.
N = 0
Results = 0%

#5 Apply knowledge of the global business environment.
N = 0
Results = 0%

BBA in Human Resource Management: HRMG453 – Strategic Human Resources

Portfolio Project Program ISLOs Assessed by this Measure:

#1 Apply business decision tools to inform business decision-making.
N = 44
Results = 98%

#2 Integrate major principles in the functional areas of accounting, marketing, finance, human resources, and management to make business decisions.
N = 44
Results = 98%

#3 Develop and present business communication based on professional standards.
N = 44
Results = 98%

#4 Understand the principles of ethical, legal, and cultural dimensions as considered in business decision-making.
N = 44
Results = 98%

#5 Develop business decisions based on distinctions in cultural and operational business practices.
N = 44
Results = 98%

BBA in Finance: FINC495: Financial Plan Development

Portfolio Project Program ISLOs Assessed by this Measure:

#1 Apply business decision tools to inform business decision-making.
N = 20
Results = 85%

#2 Integrate major principles in the functional areas of accounting, marketing, finance, human resources, and management to make business decisions.
N = 20
Results = 85%
#3 Develop and present business communication based on professional standards.
N = 20
Results = 85%

#4 Understand the principles of ethical, legal, and cultural dimensions as considered in business decision-making.
N = 20
Results = 85%

#5 Develop business decisions based on distinctions in cultural and operational business practices.
N = 20
Results = 85%

BBA in Marketing: MKTG440 – Strategic Marketing
Portfolio Project Program ISLOs Assessed by this Measure:

#1 Apply business decision tools to inform business decision-making.
N = 53
Results = 96%

#2 Integrate major principles in the functional areas of accounting, marketing, finance, human resources, and management to make business decisions.
N = 53
Results = 96%

#3 Develop and present business communication based on professional standards.
N = 53
Results = 96%

#4 Understand the principles of ethical, legal, and cultural dimensions as considered in business decision-making.
N = 53
Results = 96%

#5 Develop business decisions based on distinctions in cultural and operational business practices.
N = 53
Results = 96%

BBA in Management: BUSN495 – Business Planning Capstone
Portfolio Project Program ISLOs Assessed by this Measure:

#1 Apply business decision tools to inform business decision-making.
N = 50
Results = 90%

#2 Integrate major principles in the functional areas of accounting, marketing, finance, human resources, and management to make business decisions.
Results = 90%

#3 Develop and present business communication based on professional standards.
N = 50
Results = 90%

#4 Apply the principles of ethical, legal, and cultural dimensions as considered in business decision-making.
N = 50
Results = 78%

#5 Apply knowledge of the global business environment.
N = 50
Results = 82%

BBA in Sport Management: SPMG495 – Sport Management Capstone

Portfolio Project Program ISLOs Assessed by this Measure:

#1 Apply business decision tools to inform business decision-making.
N = 21
Results = 100%

#2 Integrate major principles in the functional areas of accounting, marketing, finance, human resources, and management to make business decisions.
N = 21
Results = 100%

#3 Develop and present business communication based on professional standards.
N = 21
Results = 100%

#4 Demonstrate knowledge of the principles of ethical, legal, and cultural dimensions in business decision-making.
N = 21
Results = 100%

#5 Apply knowledge of the global business environment.
N = 21
Results = 100%

BBA in Business: BUSN495 – Business Planning Capstone

Portfolio Project Program ISLOs Assessed by this Measure:

#1 Apply business decision tools to inform business decision-making.
N = 99
Results = 91%
#2 Integrate major principles in the functional areas of accounting, marketing, finance, human resources, and management to make business decisions.
N = 99
Results = 90%

#3 Develop and present business communication based on professional standards.
N = 99
Results = 91%

#4 Apply the principles of ethical, legal, and cultural dimensions as considered in business decision-making.
N = 99
Results = 90%

#5 Apply knowledge of the global business environment.
N = 99
Results = 90%

BBA in International Business: BUSN496 – International Business Capstone

Portfolio Project Program ISLOs Assessed by this Measure:

#1 Apply business decision tools to inform business decision-making.
N = 5
Results = 100%

#2 Integrate major principles in the functional areas of accounting, marketing, finance, human resources, and management to make business decisions.
N = 5
Results = 100%

#3 Develop and present business communication based on professional standards.
N = 5
Results = 100%

#4 Understand the principles of ethical, legal, and cultural dimensions as considered in business decision-making.
N = 5
Results = 100%

#5 Develop business decisions based on distinctions in cultural and operational business practices.
N = 5
Results = 100%

2. Direct Measure 2
Comprehensive Case Study Embedded in the capstone course of each BBA Major listed below:

BBA in Accounting: ACCT495 – Accounting Issues and Research
General Program ISLOs Assessed by this Measure:

#1 **Apply business decision tools to inform business decision-making.**

N = 66  
Results = 91%

#2 **Integrate major principles in the functional areas of accounting, marketing, finance, human resources, and management to make business decisions.**

N = 66  
Results = 91%

#3 **Develop and present business communication based on professional standards.**

N = 66  
Results = 94%

#4 **Apply the principles of ethical, legal, and cultural dimensions as considered in business decision-making.**

N = 66  
Results = 94%

#5 **Apply knowledge of the global business environment.**

N = 66  
Results = 94%

**BBA in Accounting Fraud Investigation: ACCT495 – Accounting Issues and Research**

General Program ISLOs Assessed by this Measure:

#1 **Apply business decision tools to inform business decision-making.**

N = 0  
Results = 0%

#2 **Integrate major principles in the functional areas of accounting, marketing, finance, human resources, and management to make business decisions.**

N = 0  
Results = 0%

#3 **Develop and present business communication based on professional standards.**

N = 0  
Results = 0%

#4 **Apply the principles of ethical, legal, and cultural dimensions as considered in business decision-making.**

N = 0  
Results = 0%

#5 **Apply knowledge of the global business environment.**

N = 0  
Results = 0%
BBA in Human Resource Management: HRMG453 – Strategic Human Resources

General Program ISLOs Assessed by this Measure:

#1 Apply business decision tools to inform business decision-making.

- \( N = 44 \)
- Results = 98%

#2 Integrate major principles in the functional areas of accounting, marketing, finance, human resources, and management to make business decisions.

- \( N = 44 \)
- Results = 98%

#3 Develop and present business communication based on professional standards.

- \( N = 44 \)
- Results = 98%

#4 Understand the principles of ethical, legal, and cultural dimensions as considered in business decision-making.

- \( N = 44 \)
- Results = 98%

#5 Develop business decisions based on distinctions in cultural and operational business practices.

- \( N = 44 \)
- Results = 98%

BBA in Finance: FINC495: Financial Plan Development

General Program ISLOs Assessed by this Measure:

#1 Apply business decision tools to inform business decision-making.

- \( N = 20 \)
- Results = 95%

#2 Integrate major principles in the functional areas of accounting, marketing, finance, human resources, and management to make business decisions.

- \( N = 20 \)
- Results = 95%

#3 Develop and present business communication based on professional standards.

- \( N = 20 \)
- Results = 95%

#4 Apply the principles of ethical, legal, and cultural dimensions as considered in business decision-making.

- \( N = 20 \)
- Results = 95%

#5 Apply knowledge of the global business environment.
$N = 20$
Results = 95%

**BBA in Marketing: MKTG440 – Strategic Marketing**

General Program ISLOs Assessed by this Measure:

**#1 Apply business decision tools to inform business decision-making.**

$N = 53$
Results = 88%

**#2 Integrate major principles in the functional areas of accounting, marketing, finance, human resources, and management to make business decisions.**

$N = 53$
Results = 91%

**#3 Develop and present business communication based on professional standards.**

$N = 53$
Results = 88%

**#4 Understand the principles of ethical, legal, and cultural dimensions as considered in business decision-making.**

$N = 53$
Results = 91%

**#5 Develop business decisions based on distinctions in cultural and operational business practices.**

$N = 53$
Results = 91%

---

**BBA in Management: BUSN495 – Business Planning Capstone**

General Program ISLOs Assessed by this Measure:

**#1 Apply business decision tools to inform business decision-making.**

$N = 50$
Results = 90%

**#2 Integrate major principles in the functional areas of accounting, marketing, finance, human resources, and management to make business decisions.**

$N = 50$
Results = 92%

**#3 Develop and present business communication based on professional standards.**

$N = 50$
Results = 92%

**#4 Apply the principles of ethical, legal, and cultural dimensions as considered in business decision-making.**

$N = 50$
Results = 90%

#5 Apply knowledge of the global business environment.
N = 50
Results = 86%

BBA in Sport Management: SPMG 495 Sport Management Capstone

General Program ISLOs Assessed by this Measure:

#1 Apply business decision tools to inform business decision-making.
N = 21
Results = 95%

#2 Integrate major principles in the functional areas of accounting, marketing, finance, human resources, and management to make business decisions.
N = 21
Results = 91%

#3 Develop and present business communication based on professional standards.
N = 21
Results = 91%

#4 Demonstrate knowledge of the principles of ethical, legal, and cultural dimensions in business decision-making.
N = 21
Results = 91%

#5 Apply knowledge of the global business environment.
N = 21
Results = 91%

BBA in Business: BUSN495 – Business Planning Capstone

General Program ISLOs Assessed by this Measure:

#1 Apply business decision tools to inform business decision-making.
N = 99
Results = 92%

#2 Integrate major principles in the functional areas of accounting, marketing, finance, human resources, and management to make business decisions.
N = 99
Results = 91%

#3 Develop and present business communication based on professional standards.
N = 99
Results = 91%
#4 Apply the principles of ethical, legal, and cultural dimensions as considered in business decision-making.
N = 99
Results = 91%

#5 Apply knowledge of the global business environment.
N = 99
Results = 91%

**BBA in International Business: BUSN496 – International Business Capstone**

General Program ISLOs Assessed by this Measure:

#1 Apply business decision tools to inform business decision-making.
N = 5
Results = 100%

#2 Integrate major principles in the functional areas of accounting, marketing, finance, human resources, and management to make business decisions.
N = 5
Results = 100%

#3 Develop and present business communication based on professional standards.
N = 5
Results = 100%

#4 Understand the principles of ethical, legal, and cultural dimensions as considered in business decision-making.
N = 5
Results = 100%

#5 Develop business decisions based on distinctions in cultural and operational business practices.
N = 5
Results = 100%

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

1. **Summary of Results for Indirect Measure 1**

   **Student Survey of Student Learning**

   **Performance Target:** 85% of students will either meet or exceed expectations on the grading rubric for this measure.

   Portfolio Project Program ISLOs Assessed by this Measure:

   #1 Apply business decision tools to inform business decision-making.
   N = 309
   Results = 99%
#2 Integrate major principles in the functional areas of accounting, marketing, finance, human resources, and management to make business decisions.
N = 306
Results = 98%

#3 Develop and present business communication based on professional standards.
N = 308
Results = 99%

#4 Understand the principles of ethical, legal, and cultural dimensions as considered in business decision-making.
N = 308
Results = 99%

#5 Develop business decisions based on distinctions in cultural and operational business practices.
N = 299
Results = 97%

2. Summary of Results for Indirect Measure 2

Student reflection paper embedded in the capstone courses.

Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.

Portfolio Project Program ISLOs Assessed by this Measure:

#1 Apply business decision tools to inform business decision-making.
N = 324
Results = 96%

#2 Integrate major principles in the functional areas of accounting, marketing, finance, human resources, and management to make business decisions.
N = 324
Results = 96%

#3 Develop and present business communication based on professional standards.
N = 324
Results = 96%

#4 Understand the principles of ethical, legal, and cultural dimensions as considered in business decision-making.
N = 324
Results = 95%

#5 Develop business decisions based on distinctions in cultural and operational business practices.
N = 324
Results = 95%
<table>
<thead>
<tr>
<th>Intended Student Learning Outcomes</th>
<th>Learning Assessment Measures</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Program ISLOs</strong> <strong>DIRECT MEASURE #1</strong></td>
<td><strong>Accounting (ACCT495)</strong></td>
</tr>
<tr>
<td>Performance Target Was...</td>
<td>Performance Target Was...</td>
</tr>
<tr>
<td><strong>1.</strong> <strong>Apply business decision tools to inform business decision-making.</strong></td>
<td>Met</td>
</tr>
<tr>
<td><strong>2.</strong> <strong>Integrate major principles in the functional areas of accounting, marketing, finance, human resources, and management to make business decisions.</strong></td>
<td>Met</td>
</tr>
<tr>
<td><strong>3.</strong> <strong>Develop and present business communication based on professional standards.</strong></td>
<td>Met</td>
</tr>
<tr>
<td><strong>4.</strong> <strong>Understand the principles of ethical, legal, and cultural dimensions as considered in business decision-making.</strong></td>
<td>Met</td>
</tr>
<tr>
<td><strong>5.</strong> <strong>Develop business decisions based on distinctions in cultural and operational business practices.</strong></td>
<td>Met</td>
</tr>
</tbody>
</table>
Summary of Achievement of Intended Student Learning Outcomes:

<table>
<thead>
<tr>
<th>Intended Student Learning Outcomes</th>
<th>Learning Assessment Measures</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program ISLOs DIRECT MEASURE #2</td>
<td>ACCT495 (Accounting)</td>
</tr>
<tr>
<td></td>
<td>ACCT495 (Accounting Fraud)</td>
</tr>
<tr>
<td></td>
<td>HRMG453 (Human Resource Management)</td>
</tr>
<tr>
<td></td>
<td>FINC495 (Finance)</td>
</tr>
<tr>
<td></td>
<td>MKTG440 (Marketing)</td>
</tr>
<tr>
<td></td>
<td>BUSN495 (Management)</td>
</tr>
<tr>
<td></td>
<td>SPMG495* (Management)</td>
</tr>
<tr>
<td></td>
<td>BUSN495 (Business)</td>
</tr>
<tr>
<td></td>
<td>BUSN496 (International Business)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Performance Target Was...</th>
<th>Performance Target Was...</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Apply business decision tools to inform business decision-making.</td>
<td>Met</td>
</tr>
<tr>
<td>2. Integrate major principles in the functional areas of accounting, marketing, finance, human resources, and management to make business decisions.</td>
<td>Met</td>
</tr>
<tr>
<td>3. Develop and present business communication based on professional standards.</td>
<td>Met</td>
</tr>
<tr>
<td>4. Understand the principles of ethical, legal, and cultural dimensions as considered in business decision-making.</td>
<td>Met</td>
</tr>
<tr>
<td>5. Develop business decisions based on distinctions in cultural and operational business practices.</td>
<td>Met</td>
</tr>
</tbody>
</table>
### Summary of Achievement of Intended Student Learning Outcomes:

<table>
<thead>
<tr>
<th>Intended Student Learning Outcomes</th>
<th>Learning Assessment Measures</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Program ISLOs INDIRECT MEASURE#1</strong></td>
<td><strong>Indirect Measure #1 – Student Survey</strong></td>
</tr>
<tr>
<td><strong>Performance Target Was...</strong></td>
<td></td>
</tr>
<tr>
<td>1. Apply business decision tools to inform business decision-making.</td>
<td>Met</td>
</tr>
<tr>
<td>2. Integrate major principles in the functional areas of accounting, marketing, finance, human resources, and management to make business decisions.</td>
<td>Met</td>
</tr>
<tr>
<td>3. Develop and present business communication based on professional standards.</td>
<td>Met</td>
</tr>
<tr>
<td>4. Understand the principles of ethical, legal, and cultural dimensions as considered in business decision-making.</td>
<td>Met</td>
</tr>
<tr>
<td>5. Develop business decisions based on distinctions in cultural and operational business practices.</td>
<td>Met</td>
</tr>
</tbody>
</table>
### Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:

**Course of Action #1:** MGMT–ISLO #4 & #5 were not met in Direct Measure #1 - the course project. Both ISLO targets were met at high level in Direct Measure #2 – case study analysis and both Indirect Measures. New curriculum in this major was implemented in AY 2018/19 and a new capstone course, specific to this major is being implemented in AY 2020/21.

**#2:** No data identified specifically from Accounting Fraud students. Review of major codes in data fields needed for future data collection of this program.
**Action Plan: #1** Close review of new capstone course results during 2020/21 by Management Department to determine effective measures within course project.

#2 Accounting department work closely with data collection to ensure Accounting Fraud students are accurately indentified.
BBA - Human Resource Management
### Section I: Student Learning Assessment

**BBA – Human Resource Management**

<table>
<thead>
<tr>
<th>Student Learning Assessment for: <strong>BBA – Human Resource Management</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Program Intended Student Learning Outcomes (Program ISLOs)</strong></td>
</tr>
</tbody>
</table>
| 1. **Program Learning Outcome 1:** 
  *Assess organizational needs in workforce planning, training and development, recruitment and staffing, total rewards and benefits systems, and propose solutions.* |
| 2. **Program Learning Outcome 2:** 
  *Determine the applicable employment and labor laws and regulations that require organizational compliance.* |
| 3. **Program Learning Outcome 3:** 
  *Propose effective employee and labor relations practices.* |
| 4. **Program Learning Outcome 4:** 
  *Discuss the strategic planning process and how each human resource management function contributes to organizational effectiveness.* |

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

<table>
<thead>
<tr>
<th>Objective (Target/Criterion) for Direct Measure 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.</td>
</tr>
</tbody>
</table>
1. **Indirect Measure 1**  
**Student Survey of Student Learning**  
Major ISLOs Assessed by this Measure:  
#1 *Assess organizational needs in workforce planning, training and development, recruitment and staffing, total rewards and benefits systems, and propose solutions.*  
#2 *Determine the applicable employment and labor law and regulations that require organizational compliance.*  
#3 *Propose effective employee and labor relations practices.*  
#4 *Discuss the strategic planning process and how each human resource management function contributes to organizational effectiveness.*  

**Objective (Target/Criterion) for Indirect Measure 1**  
85% of student responses state gaining proficiency in the learning outcomes.

---

### Learning Assessment Results: BBA – Human Resource Management

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

1. **Summary of Results for Direct Measure 1**  
   **HRMG 453 – Strategic Human Resources:**  
   **Capstone / Comprehensive Case Study**

   **Performance Target:** 85% of students will either meet or exceed expectations on the grading rubric for this measure.

   Portfolio Project Program ISLOs Assessed by this Measure:  
   #1 *Assess organizational needs in workforce planning, training and development, recruitment and staffing, total rewards and benefits systems, and propose solutions.*  
   \( N = 44 \)  
   Results = 98%

   #2 *Determine the applicable employment and labor law and regulations that require organizational compliance.*  
   \( N = 44 \)  
   Results = 98%

   #3 *Propose effective employee and labor relations practices.*  
   \( N = 44 \)  
   Results = 98%

   #4 *Discuss the strategic planning process and how each human resource management function contributes to organizational effectiveness.*
Summary of Results from Implementing Indirect Measures of Student Learning:

1. Summary of Results for Indirect Measure 1

**Student Survey of Student Learning**

Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.

Portfolio Project Program ISLOs Assessed by this Measure:

**#1 Assess organizational needs in workforce planning, training and development, recruitment and staffing, total rewards and benefits systems, and propose solutions.**

*N = 36*

Results = 100%

**#2 Determine the applicable employment and labor law and regulations that require organizational compliance.**

*N = 36*

Results = 100%

**#3 Propose effective employee and labor relations practices.**

*N = 36*

Results = 100%

**#4 Discuss the strategic planning process and how each human resource management function contributes to organizational effectiveness.**

*N = 36*

Results = 98%

Summary of Achievement of Intended Student Learning Outcomes:

<table>
<thead>
<tr>
<th>Intended Student Learning Outcomes</th>
<th>Learning Assessment Measures</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program ISLOs</td>
<td></td>
</tr>
<tr>
<td>1. Assess organizational needs in workforce planning, training and</td>
<td>Direct Measure 1 – HRMG453</td>
</tr>
<tr>
<td></td>
<td>Indirect Measure 1 – Student Survey</td>
</tr>
<tr>
<td></td>
<td>Performance Target Was...</td>
</tr>
<tr>
<td></td>
<td>Met</td>
</tr>
</tbody>
</table>
development, recruitment and staffing, total rewards and benefits systems, and propose solutions.

<table>
<thead>
<tr>
<th>Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:</th>
</tr>
</thead>
<tbody>
<tr>
<td>All performance targets were met.</td>
</tr>
</tbody>
</table>
BBA - Accounting Fraud Investigation
### Section I: Student Learning Assessment

**BBA – Accounting Fraud Investigation**

#### Student Learning Assessment for: BBA – Accounting Fraud Investigation

<table>
<thead>
<tr>
<th>Program Intended Student Learning Outcomes (Program ISLOs)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. <strong>Program Learning Outcome 1:</strong> Prepare financial statements according to Generally Accepted Accounting Principles (GAAP).</td>
</tr>
<tr>
<td>2. <strong>Program Learning Outcome 2:</strong> Conduct a fraud risk assessment.</td>
</tr>
<tr>
<td>3. <strong>Program Learning Outcome 3:</strong> Describe fraud scheme approaches.</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Performance Objectives (Targets/Criteria) for Direct Measures:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. <strong>Direct Measure 1</strong> ACCT495 – Accounting Issues &amp; Research: Project that includes financial statement preparation.</td>
</tr>
<tr>
<td>Objective (Target/Criterion) for Direct Measure 1</td>
</tr>
<tr>
<td>85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.</td>
</tr>
<tr>
<td>Major ISLOs Assessed by this Measure:</td>
</tr>
<tr>
<td>#1 Prepare financial statements according to Generally Accepted Accounting Principles (GAAP).</td>
</tr>
<tr>
<td>2. <strong>Direct Measure 2</strong> ACCT310 – Accounting Fraud Examination: Fraud Risk Assessment Project</td>
</tr>
<tr>
<td>Objective (Target/Criterion) for Direct Measure 1</td>
</tr>
<tr>
<td>85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.</td>
</tr>
<tr>
<td>Major ISLOs Assessed by this Measure:</td>
</tr>
<tr>
<td>#2 Conduct a fraud risk assessment.</td>
</tr>
<tr>
<td>#3 Describe fraud scheme approaches.</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Performance Objectives (Targets/Criteria) for Indirect Measures:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. <strong>Indirect Measure 1</strong> Student Survey of Student Learning</td>
</tr>
<tr>
<td>Objective (Target/Criterion) for Indirect Measure 1</td>
</tr>
<tr>
<td>85% of student responses state gaining proficiency in the learning outcomes.</td>
</tr>
<tr>
<td>Major ISLOs Assessed by this Measure:</td>
</tr>
</tbody>
</table>
1. Prepare financial statements according to Generally Accepted Accounting Principles (GAAP).
2. Conduct a fraud risk assessment.
3. Describe fraud scheme approaches.

Learning Assessment Results: BBA – Accounting Fraud Investigation

Summary of Results from Implementing Direct Measures of Student Learning:

<table>
<thead>
<tr>
<th>Measure</th>
<th>Course</th>
<th>Program ISLOs Assessed by this Measure</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>ACCT495 –</td>
<td>#1 Prepare financial statements...</td>
</tr>
<tr>
<td></td>
<td>Accounting Issues &amp; Research: Project that includes financial statement preparation.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Portfolio Project Program ISLOs Assessed by this Measure:</td>
<td></td>
</tr>
<tr>
<td></td>
<td>#1 Prepare financial statements according to Generally Accepted Accounting Principles (GAAP).</td>
<td></td>
</tr>
<tr>
<td></td>
<td>N = 0</td>
<td>Results = 0%</td>
</tr>
<tr>
<td></td>
<td>2. Summary of Results for Direct Measure 2</td>
<td></td>
</tr>
<tr>
<td></td>
<td>ACCT310 –</td>
<td>#2 Conduct a fraud risk assessment.</td>
</tr>
<tr>
<td></td>
<td>Accounting Fraud Examination: Fraud Risk Assessment Project</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Portfolio Project Program ISLOs Assessed by this Measure:</td>
<td></td>
</tr>
<tr>
<td></td>
<td>#2 Conduct a fraud risk assessment.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>N = 3</td>
<td>Results = 100%</td>
</tr>
<tr>
<td></td>
<td>#3 Describe fraud scheme approaches.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>N = 3</td>
<td>Results = 100%</td>
</tr>
</tbody>
</table>

Summary of Results from Implementing Indirect Measures of Student Learning:

<table>
<thead>
<tr>
<th>Measure</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Summary of Results for Indirect Measure 1</td>
</tr>
</tbody>
</table>
**Student Survey of Student Learning**

Program ISLOs Assessed by this Measure:

**#1 Prepare financial statements according to Generally Accepted Accounting Principles (GAAP).**

*N* = 1  
*Results* = 100%

**#2 Conduct a fraud risk assessment.**

*N* = 1  
*Results* = 100%

**#3 Describe fraud scheme approaches.**

*N* = 1  
*Results* = 100%

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

<table>
<thead>
<tr>
<th>Intended Student Learning Outcomes</th>
<th>Learning Assessment Measures</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program ISLOs</td>
<td>Direct Measure 1 – ACCT495</td>
</tr>
<tr>
<td></td>
<td>Performance Target Was...</td>
</tr>
<tr>
<td>1. Prepare financial statements according to Generally Accepted Accounting Principles (GAAP).</td>
<td>No data</td>
</tr>
<tr>
<td>2. Conduct a fraud risk assessment.</td>
<td>N/A</td>
</tr>
<tr>
<td>3. Describe fraud scheme approaches.</td>
<td>N/A</td>
</tr>
</tbody>
</table>

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

All performance targets were met.
BBA - Accounting
Section I: Student Learning Assessment
BBA - Accounting

### Student Learning Assessment for: BBA – Accounting

<table>
<thead>
<tr>
<th>Program Intended Student Learning Outcomes (Program ISLOs)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Program Learning Outcome 1: Prepare financial statements according to Generally Accepted Accounting Principles (GAAP).</td>
</tr>
<tr>
<td>2. Program Learning Outcome 2: Perform a financial statement analysis of a company such that organizational performance and financial condition can be evaluated.</td>
</tr>
<tr>
<td>3. Program Learning Outcome 3: Apply Generally Accepted Accounting Principles (GAAP) to business events involving the key elements of financial reporting such that GAAP compliant journal entries can be created.</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Direct Measure 1</th>
<th>Performance Objectives (Targets/Criteria) for Direct Measures:</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCT495 – Accounting Issues &amp; Research: Final Project</td>
<td>Objective (Target/Criterion) for Direct Measure 1</td>
</tr>
<tr>
<td>Portfolio Project Program ISLOs Assessed by this Measure: #1 Prepare financial statements according to Generally Accepted Accounting Principles (GAAP). #2 Perform a financial statement analysis of a company such that organizational performance and financial condition can be evaluated. #3 Apply Generally Accepted Accounting Principles (GAAP) to business events involving the key elements of financial reporting such that GAAP compliant journal entries can be created.</td>
<td>85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Indirect Measure 1</th>
<th>Performance Objectives (Targets/Criteria) for Indirect Measures:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Student Survey of Student Learning</td>
<td>Objective (Target/Criterion) for Indirect Measure 1</td>
</tr>
<tr>
<td>Program ISLOs Assessed by this Measure: #1 Prepare financial statements according to Generally Accepted Accounting Principles (GAAP).</td>
<td>85% of student responses state gaining proficiency in the learning outcomes.</td>
</tr>
</tbody>
</table>
#2 Perform a financial statement analysis of a company such that organizational performance and financial condition can be evaluated.

#3 Apply Generally Accepted Accounting Principles (GAAP) to business events involving the key elements of financial reporting such that GAAP compliant journal entries can be created.

### Learning Assessment Results: BBA – Accounting

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

1. **Summary of Results for Direct Measure 1**
   ACCT495 – Accounting Issues & Research: **Final Project**

   **Performance Target:** 85% of students will either meet or exceed expectations on the grading rubric for this measure.

   Portfolio Project Program ISLOs Assessed by this Measure:

   **#1 Prepare financial statements according to Generally Accepted Accounting Principles (GAAP).**
   
   \[ N = 35 \]
   
   Results = 97%

   **#2 Perform a financial statement analysis of a company such that organizational performance and financial condition can be evaluated.**
   
   \[ N = 35 \]
   
   Results = 97%

   **#3 Apply Generally Accepted Accounting Principles (GAAP) to business events involving the key elements of financial reporting such that GAAP compliant journal entries can be created.**
   
   \[ N = 35 \]
   
   Results = 94%

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

2. **Indirect Measure 1**
   Student Survey of Student Learning

   **Performance Target:** 85% of students will either meet or exceed expectations on the grading rubric for this measure.

   Program ISLOs Assessed by this Measure:

   **#1 Prepare financial statements according to Generally Accepted Accounting Principles (GAAP).**
   
   \[ N = 54 \]
   
   Results = 98%
#2 Perform a financial statement analysis of a company such that organizational performance and financial condition can be evaluated.
N = 54
Results = 98%

#3 Apply Generally Accepted Accounting Principles (GAAP) to business events involving the key elements of financial reporting such that GAAP compliant journal entries can be created.
N = 54
Results = 98%

Summary of Achievement of Intended Student Learning Outcomes:

<table>
<thead>
<tr>
<th>Intended Student Learning Outcomes</th>
<th>Learning Assessment Measures</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Program ISLOs</strong></td>
<td><strong>Direct Measure 1 – ACCT495</strong></td>
</tr>
<tr>
<td><strong>Performance Target Was…</strong></td>
<td><strong>Performance Target Was…</strong></td>
</tr>
<tr>
<td>1. Prepare financial statements according to Generally Accepted Accounting Principles (GAAP).</td>
<td>Met</td>
</tr>
<tr>
<td>2. Perform a financial statement analysis of a company such that organizational performance and financial condition can be evaluated.</td>
<td>Met</td>
</tr>
<tr>
<td>3. Apply Generally Accepted Accounting Principles (GAAP) to business events involving the key elements of financial reporting such that GAAP compliant journal entries can be created.</td>
<td>Met</td>
</tr>
</tbody>
</table>

Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:
All performance targets were met.
BBA - Accounting: Internal Auditing Specialty
# Section I: Student Learning Assessment

BBA – Accounting: Internal Auditing Specialty

## Student Learning Assessment for: BBA – Accounting: Internal Auditing Specialty

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

<table>
<thead>
<tr>
<th>Program Learning Outcome 1:</th>
<th>Describe the major concepts, theories and practices of internal control and auditing.</th>
</tr>
</thead>
</table>

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

<table>
<thead>
<tr>
<th>Direct Measure 1</th>
<th>ACCT402 – Internal Auditing II: Comprehensive Assessment Exam</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Portfolio Project Program ISLOs Assessed by this Measure:</td>
</tr>
<tr>
<td>#1</td>
<td>Describe the major concepts, theories and practices of internal control and auditing.</td>
</tr>
</tbody>
</table>

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

**Objective (Target/Criterion) for Direct Measure 1**

85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.

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

<table>
<thead>
<tr>
<th>Indirect Measure 1</th>
<th>Student Survey of Student Learning</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Program ISLOs Assessed by this Measure:</td>
</tr>
<tr>
<td>#1</td>
<td>Describe the major concepts, theories and practices of internal control and auditing</td>
</tr>
</tbody>
</table>

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

**Objective (Target/Criterion) for Indirect Measure 1**

85% of student responses state gaining proficiency in the learning outcomes.

### Learning Assessment Results: BBA – Accounting: Internal Auditing Specialty

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

1. **Summary of Results for Direct Measure 1**

ACCT402 – Internal Auditing II: Comprehensive Assessment Exam

**Performance Target:** 85% of students will either meet or exceed expectations on the grading rubric for this measure.

Portfolio Project Program ISLOs Assessed by this Measure:
1. Describe the major concepts, theories and practices of internal control and auditing.

N = 14
Results = 93%

Summary of Results from Implementing Indirect Measures of Student Learning:

1. Summary of Results for Indirect Measure 1
   **Student Survey of Student Learning**

   **Performance Target**: 85% of students will either meet or exceed expectations on the grading rubric for this measure.

   **Program ISLOs Assessed by this Measure**:
   1. Describe the major concepts, theories and practices of internal control and auditing.
      N = 2
      Results = 100%

Summary of Achievement of Intended Student Learning Outcomes:

<table>
<thead>
<tr>
<th>Intended Student Learning Outcomes</th>
<th>Learning Assessment Measures</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program ISLOs</td>
<td>Direct Measure 1 – ACCT402</td>
</tr>
<tr>
<td></td>
<td>Performance Target Was...</td>
</tr>
<tr>
<td>1. <strong>Describe the major concepts, theories and practices of internal control and auditing.</strong></td>
<td>Met</td>
</tr>
</tbody>
</table>

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

All performance targets met.
BBA - Accounting: Management Accounting Specialty
## Section I: Student Learning Assessment

**BBA – Accounting: Management Accounting Specialty**

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

1. **Program Learning Outcome 1:**
   *Describe the major concepts, theories and practices of financial reporting, planning, performance and control.*

2. **Program Learning Outcome 2:**
   *Describe the major concepts, theories and practices of financial decision-making.*

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

<table>
<thead>
<tr>
<th>Direct Measure 1</th>
<th>ACCT461: CMA Prep. Financial Planning Performance, and Control: Accounting Exam</th>
</tr>
</thead>
<tbody>
<tr>
<td>Portfolio Project Program ISLOs Assessed by this Measure:</td>
<td>#1 Describe the major concepts, theories and practices of financial reporting, planning, performance and control.</td>
</tr>
<tr>
<td>Objective (Target/Criterion) for Direct Measure 1</td>
<td>85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Direct Measure 2</th>
<th>ACCT462: CMA Prep Financial Decision-making: Accounting Exam</th>
</tr>
</thead>
<tbody>
<tr>
<td>Portfolio Project Program ISLOs Assessed by this Measure:</td>
<td>#2 Describe the major concepts, theories and practices of financial decision-making.</td>
</tr>
<tr>
<td>Objective (Target/Criterion) for Direct Measure 1</td>
<td>85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Indirect Measure 1</th>
<th>Student Survey of Student Learning</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program ISLOs Assessed by this Measure:</td>
<td>#1 Describe the major concepts, theories and practices of financial reporting, planning, performance and control. #2 Describe the major concepts, theories and practices of financial decision-making.</td>
</tr>
<tr>
<td>Objective (Target/Criterion) for Indirect Measure 1</td>
<td>85% of student responses state gaining proficiency in the learning outcomes.</td>
</tr>
<tr>
<td>Summary of Results from Implementing Direct Measures of Student Learning:</td>
<td></td>
</tr>
<tr>
<td>---</td>
<td></td>
</tr>
</tbody>
</table>
| 1. **Summary of Results for Direct Measure 1**  
**Performance Target:** 85% of students will either meet or exceed expectations on the grading rubric for this measure.  
**Portfolio Project Program ISLOs Assessed by this Measure:**  
**#1 Describe the major concepts, theories and practices of financial reporting, planning, performance and control.**  
*N = 8*  
*Results = 100%*  
| 2. **Summary of Results for Direct Measure 2**  
ACCT462: CMA Prep Financial Decision-making: Accounting Exam  
**Performance Target:** 85% of students will either meet or exceed expectations on the grading rubric for this measure.  
**Portfolio Project Program ISLOs Assessed by this Measure:**  
**#2 Describe the major concepts, theories and practices of financial decision-making.**  
*N = 10*  
*Results = 90%* |

<table>
<thead>
<tr>
<th>Summary of Results from Implementing Indirect Measures of Student Learning:</th>
</tr>
</thead>
</table>
| 1. **Summary of Results for Indirect Measure 1**  
**Student Survey of Student Learning**  
**Performance Target:** 85% of students will either meet or exceed expectations on the grading rubric for this measure.  
**Program ISLOs Assessed by this Measure:**  
**#1 Describe the major concepts, theories and practices of financial reporting, planning, performance and control.**  
*N = 1*  
*Results = 100%*  
**#2 Describe the major concepts, theories and practices of financial decision-making.**  
*N = 1*  
*Results = 100%* |
<table>
<thead>
<tr>
<th>Intended Student Learning Outcomes</th>
<th>Program ISLOs</th>
<th>Learning Assessment Measures</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Direct Measure 1 – ACCT461</td>
<td>Direct Measure 2 – ACCT462</td>
</tr>
<tr>
<td>Performance Target Was...</td>
<td>Performance Target Was...</td>
<td>Performance Target Was...</td>
</tr>
<tr>
<td>1. <em>Describe the major concepts, theories and practices of financial reporting, planning, performance and control.</em></td>
<td>Met</td>
<td>N/A</td>
</tr>
<tr>
<td>2. <em>Describe the major concepts, theories and practices of financial decision-making.</em></td>
<td>N/A</td>
<td>Met</td>
</tr>
</tbody>
</table>

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

*All performance targets met.*
BBA - Finance
Section I: Student Learning Assessment
BBA - Finance

<table>
<thead>
<tr>
<th>Student Learning Assessment for: <strong>BBA – Finance</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Program Intended Student Learning Outcomes (Program ISLOs)</td>
</tr>
</tbody>
</table>

1. **Program Learning Outcome 1:**
   *Prepare financial statements according to Generally Accepted Accounting Principles (GAAP).*

2. **Program Learning Outcome 2:**
   *Perform a financial statement analysis of a company such that organizational performance and financial condition can be evaluated.*

3. **Program Learning Outcome 3:**
   *Apply Generally Accepted Accounting Principles (GAAP) to business events involving the key elements of financial reporting such that GAAP compliant journal entries can be created.*

<table>
<thead>
<tr>
<th>Assessment Instruments for Intended Student Learning Outcomes—Direct Measures of Student Learning:</th>
<th>Performance Objectives (Targets/Criteria) for Direct Measures:</th>
</tr>
</thead>
</table>
| Direct Measure 1  
*FINC 495 – Portfolio Management project*  
Portfolio Project Program ISLOs Assessed by this Measure:  
#1 Prepare financial statements according to Generally Accepted Accounting Principles (GAAP).  
#2 Perform a financial statement analysis of a company such that organizational performance and financial condition can be evaluated.  
#3 Apply Generally Accepted Accounting Principles (GAAP) to business events involving the key elements of financial reporting such that GAAP compliant journal entries can be created. | Objective (Target/Criterion) for Direct Measure 1  
85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure. |

<table>
<thead>
<tr>
<th>Assessment Instruments for Intended Student Learning Outcomes—Indirect Measures of Student Learning:</th>
<th>Performance Objectives (Targets/Criteria) for Indirect Measures:</th>
</tr>
</thead>
</table>
| Indirect Measure 1  
*Student Survey of Student Learning*  
Program ISLOs Assessed by this Measure:  
#1 Prepare financial statements according to Generally Accepted Accounting Principles (GAAP). | Objective (Target/Criterion) for Indirect Measure 1  
85% of student responses state gaining proficiency in the learning outcomes. |
## Learning Assessment Results: BBA – Finance

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

1. **Summary of Results for Direct Measure 1**
   
   **FINC 495 – Portfolio Management project**

   **Performance Target:** 85% of students will either meet or exceed expectations on the grading rubric for this measure.

   **Portfolio Project Program ISLOs Assessed by this Measure:**

   **#1 Prepare financial statements according to Generally Accepted Accounting Principles (GAAP).**
   
   \[ N = 27 \]
   
   \[ \text{Results} = 96\% \]

   **#2 Perform a financial statement analysis of a company such that organizational performance and financial condition can be evaluated.**
   
   \[ N = 27 \]
   
   \[ \text{Results} = 96\% \]

   **#3 Apply Generally Accepted Accounting Principles (GAAP) to business events involving the key elements of financial reporting such that GAAP compliant journal entries can be created.**
   
   \[ N = 27 \]
   
   \[ \text{Results} = 96\% \]

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

1. **Summary of Results for Indirect Measure 1**
   
   **Student Survey of Student Learning**

   **Performance Target:** 85% of students will either meet or exceed expectations on the grading rubric for this measure.

   **Program ISLOs Assessed by this Measure:**

   **#1 Prepare financial statements according to Generally Accepted Accounting Principles (GAAP).**
   
   \[ N = 17 \]
   
   \[ \text{Results} = 100\% \]

   **#2 Perform a financial statement analysis of a company such that organizational performance and financial condition can be evaluated.**
N = 17  
Results = 100%

**#3 Apply Generally Accepted Accounting Principles (GAAP) to business events involving the key elements of financial reporting such that GAAP compliant journal entries can be created.**

N = 17  
Results = 94%

Summary of Achievement of Intended Student Learning Outcomes:

<table>
<thead>
<tr>
<th>Intended Student Learning Outcomes</th>
<th>Learning Assessment Measures</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program ISLOs</td>
<td>Direct Measure 1 – FINC402</td>
</tr>
<tr>
<td>Performance Target Was…</td>
<td>Performance Target Was…</td>
</tr>
</tbody>
</table>

1. **Prepare financial statements according to Generally Accepted Accounting Principles (GAAP).**
   - Met
   - Met

2. **Perform a financial statement analysis of a company such that organizational performance and financial condition can be evaluated.**
   - Met
   - Met

3. **Apply Generally Accepted Accounting Principles (GAAP) to business events involving the key elements of financial reporting such that GAAP compliant journal entries can be created.**
   - Met
   - Met

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

All performance targets met.
BBA - Finance: Financial Planning Specialty
## Section I: Student Learning Assessment
BBA – Finance: Financial Planning Specialty

<table>
<thead>
<tr>
<th>Program Intended Student Learning Outcomes (Program ISLOs)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. <strong>Program Learning Outcome 1:</strong> Perform a financial statement analysis of a company such that organizational performance and financial condition can be evaluated.</td>
</tr>
<tr>
<td>2. <strong>Program Learning Outcome 2:</strong> Interpret financial and investment data and give appropriate personal investment recommendations.</td>
</tr>
<tr>
<td>3. <strong>Program Learning Outcome 3:</strong> Develop a financial plan.</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Objective (Target/Criterion) for Direct Measure 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Objective (Target/Criterion) for Indirect Measure 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>85% of student responses state gaining proficiency in the learning outcomes.</td>
</tr>
</tbody>
</table>
Learning Assessment Results: BBA – Finance: Financial Planning Specialty

<table>
<thead>
<tr>
<th>Summary of Results from Implementing Direct Measures of Student Learning:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. <strong>Summary of Results for Direct Measure 1</strong></td>
</tr>
<tr>
<td><strong>Performance Target</strong>: 85% of students will either meet or exceed expectations on the grading rubric for this measure.</td>
</tr>
<tr>
<td>Portfolio Project Program ISLOs Assessed by this Measure:</td>
</tr>
<tr>
<td><strong>Perform a financial statement analysis of a company such that organizational performance and financial condition can be evaluated.</strong></td>
</tr>
</tbody>
</table>
| *N* = 8  
*Results* = 90% |
| **Interpret financial and investment data and give appropriate personal investment recommendations.** |
| *N* = 8  
*Results* = 90% |
| **Develop a financial plan.** |
| *N* = 8  
*Results* = 90% |

<table>
<thead>
<tr>
<th>Summary of Results from Implementing Indirect Measures of Student Learning:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. <strong>Summary of Results for Indirect Measure 1</strong></td>
</tr>
<tr>
<td><strong>Performance Target</strong>: 85% of students will either meet or exceed expectations on the grading rubric for this measure.</td>
</tr>
<tr>
<td>Portfolio Project Program ISLOs Assessed by this Measure:</td>
</tr>
<tr>
<td><strong>1. Perform a financial statement analysis of a company such that organizational performance and financial condition can be evaluated.</strong></td>
</tr>
</tbody>
</table>
| *N* = 1  
*Results* = 100% |
| **2. Interpret financial and investment data and give appropriate personal investment recommendations.** |
| *N* = 1  
*Results* = 100% |
| **3. Develop a financial plan.** |
| *N* = 1  
*Results* = 100% |
### Summary of Achievement of Intended Student Learning Outcomes:

<table>
<thead>
<tr>
<th>Intended Student Learning Outcomes</th>
<th>Learning Assessment Measures</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program ISLOs</td>
<td>Direct Measure 1 – FINC495</td>
</tr>
<tr>
<td></td>
<td>Indirect Measure 1 – Student Survey</td>
</tr>
<tr>
<td>Performance Target Was...</td>
<td>Performance Target Was...</td>
</tr>
<tr>
<td>1. Perform a financial statement analysis of a company such that organizational performance and financial condition can be evaluated.</td>
<td>Met</td>
</tr>
<tr>
<td>2. Interpret financial and investment data and give appropriate personal investment recommendations.</td>
<td>Met</td>
</tr>
<tr>
<td>3. Develop a financial plan.</td>
<td>Met</td>
</tr>
</tbody>
</table>

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

*All performance targets met.*
BBA - Marketing
Section I: Student Learning Assessment  
BBA - Marketing

### Student Learning Assessment for: BBA – Marketing

<table>
<thead>
<tr>
<th>Program Intended Student Learning Outcomes (Program ISLOs)</th>
</tr>
</thead>
</table>
| 1. **Program Learning Outcome 1:**  
  *Integrate key marketing principles and concepts to create a marketing plan.* |
| 2. **Program Learning Outcome 2:**  
  *Analyze marketing environments to inform marketing strategies.* |
| 3. **Program Learning Outcome 3:**  
  *Analyze market opportunities to make market segmentation decisions.* |
| 4. **Program Learning Outcome 4:**  
  *Apply knowledge of the global environment in the marketing context.* |
| 5. **Program Learning Outcome 5:**  
  *Demonstrate an understanding of the principles of ethical, legal and cultural dimensions in the marketing context.* |

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

<table>
<thead>
<tr>
<th>Performance Objectives (Targets/Criteria) for Direct Measures:</th>
</tr>
</thead>
</table>
| **Direct Measure 1**  
  MKTG440 – Strategic Marketing: Strategic Marketing Plan  
  Portfolio Project Program ISLOs Assessed by this Measure:  
  **#1 Integrate key marketing principles and concepts to create a marketing plan.**  
  **#2 Analyze marketing environments to inform marketing strategies.**  
  **#3 Analyze market opportunities to make market segmentation decisions.**  
  **Objective (Target/Criterion) for Direct Measure 1**  
  85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure. |
| **Direct Measure 2**  
  MKTG421 – International Marketing:  
  Country Notebook Report  
  Portfolio Project Program ISLOs Assessed by this Measure:  
  **#4 Apply knowledge of the global environment in the marketing context.**  
  **Objective (Target/Criterion) for Direct Measure 1**  
  85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure. |
### #5 Demonstrate an understanding of the principles of ethical, legal and cultural dimensions in the marketing context.

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

<table>
<thead>
<tr>
<th>Performance Objectives (Targets/Criteria) for Indirect Measures:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. <em>Indirect Measure 1</em></td>
</tr>
<tr>
<td><strong>Student Survey of Student Learning</strong></td>
</tr>
<tr>
<td>Program ISLOs Assessed by this Measure:</td>
</tr>
<tr>
<td>#1 Integrate key marketing principle and concepts to create a marketing plan.</td>
</tr>
<tr>
<td>#2 Analyze marketing environments to inform marketing strategies.</td>
</tr>
<tr>
<td>#3 Analyze market opportunities to make market segmentation decisions.</td>
</tr>
<tr>
<td>#4 Apply knowledge of the global environment in the marketing context.</td>
</tr>
<tr>
<td>#5 Demonstrate an understanding of the principles of ethical, legal and cultural dimensions in the marketing context.</td>
</tr>
</tbody>
</table>

#### Objective (Target/Criterion) for Indirect Measure 1

85% of student responses state gaining proficiency in the learning outcomes.

### Learning Assessment Results: BBA – Marketing

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

1. **Direct Measure 1**

MKTG440 – Strategic Marketing: *Strategic Marketing Plan*

**Performance Target:** 85% of students will either meet or exceed expectations on the grading rubric for this measure.

Portfolio Project Program ISLOs Assessed by this Measure:

1. **#1 Integrate key marketing principle and concepts to create a marketing plan.**
   
   $N = 66$
   
   Results = 92%

2. **#2 Analyze marketing environments to inform marketing strategies.**

   $N = 65$
   
   Results = 92%
#3 Analyze market opportunities to make market segmentation decisions.
N = 53
Results = 94%

1. **Summary of Results for Direct Measure 2**  
**MKTG421 – International Marketing:**  
**Country Notebook Report**

**Performance Target:** 85% of students will either meet or exceed expectations on the grading rubric for this measure.

**Portfolio Project Program ISLOs Assessed by this Measure:**

**#4 Apply knowledge of the global environment in the marketing context.**
N = 50
Results = 94%

**#5 Demonstrate an understanding of the principles of ethical, legal and cultural dimensions in the marketing context.**
N = 50
Results = 96%

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

1. **Summary of Results for Indirect Measure 1**  
**Student Survey of Student Learning**

**Performance Target:** 85% of students will either meet or exceed expectations on the grading rubric for this measure.

**Program ISLOs Assessed by this Measure:**

**#1 Integrate key marketing principle and concepts to create a marketing plan.**
N = 31
Results = 100%

**#2 Analyze marketing environments to inform marketing strategies.**
N = 31
Results = 97%

**#3 Analyze market opportunities to make market segmentation decisions.**
N = 31
Results = 97%
**Intended Student Learning Outcomes**

<table>
<thead>
<tr>
<th>Program ISLOs</th>
<th>Direct Measure 1 – MKTG440</th>
<th>Direct Measure 2 – MKTG421</th>
<th>Indirect Measure 1 – Student Survey</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Performance Target Was...</td>
<td>Performance Target Was...</td>
<td>Performance Target Was...</td>
</tr>
<tr>
<td>1. <strong>Integrate key marketing principle and concepts to create a marketing plan.</strong></td>
<td>Met</td>
<td>N/A</td>
<td>Met</td>
</tr>
<tr>
<td>2. <strong>Analyze marketing environments to inform marketing strategies.</strong></td>
<td>Met</td>
<td>N/A</td>
<td>Met</td>
</tr>
<tr>
<td>3. <strong>Analyze market opportunities to make market segmentation decisions.</strong></td>
<td>Met</td>
<td>N/A</td>
<td>Met</td>
</tr>
<tr>
<td>4. <strong>Apply knowledge of the global environment in the marketing context.</strong></td>
<td>N/A</td>
<td>Met</td>
<td>Met</td>
</tr>
<tr>
<td>5. <strong>Demonstrate an understanding of the principles of ethical, legal and cultural dimensions in the marketing context.</strong></td>
<td>N/A</td>
<td>Met</td>
<td>Met</td>
</tr>
</tbody>
</table>

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

*All performance targets met.*
BBA - Marketing: Digital Marketing & Promotion Specialty
Section I: Student Learning Assessment
BBA – Marketing: Digital Marketing & Promotion Specialty

<table>
<thead>
<tr>
<th>Student Learning Assessment for: BBA – Marketing: Digital Marketing &amp; Promotion Specialty</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program Intended Student Learning Outcomes (Program ISLOs)</td>
</tr>
<tr>
<td>1. Program Learning Outcome 1:</td>
</tr>
<tr>
<td>Create a promotion plan for a brand or organization.</td>
</tr>
<tr>
<td>2. Program Learning Outcome 2:</td>
</tr>
<tr>
<td>Develop performance measures for promotion programs.</td>
</tr>
<tr>
<td>Assessment Instruments for Intended Student Learning Outcomes—Direct Measures of Student Learning:</td>
</tr>
<tr>
<td>Direct Measures of Student Learning:</td>
</tr>
<tr>
<td>1. Direct Measure 1 MKTG324 – Media Planning: Position Paper</td>
</tr>
<tr>
<td>Portfolio Project Program ISLOs Assessed by this Measure:</td>
</tr>
<tr>
<td>#1 Evaluate digital marketing strategies that support organizational marketing plans.</td>
</tr>
<tr>
<td>Performance Objectives (Targets/Criteria) for Direct Measures:</td>
</tr>
<tr>
<td>Objective (Target/Criterion) for Direct Measure 1</td>
</tr>
<tr>
<td>85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.</td>
</tr>
<tr>
<td>Assessment Instruments for Intended Student Learning Outcomes—Indirect Measures of Student Learning:</td>
</tr>
<tr>
<td>Indirect Measures of Student Learning:</td>
</tr>
<tr>
<td>1. Indirect Measure 1 Student Survey of Student Learning</td>
</tr>
<tr>
<td>Program ISLOs Assessed by this Measure:</td>
</tr>
<tr>
<td>#1 Evaluate digital marketing strategies that support organizational marketing plans.</td>
</tr>
<tr>
<td>Performance Objectives (Targets/Criteria) for Indirect Measures:</td>
</tr>
<tr>
<td>Objective (Target/Criterion) for Indirect Measure 1</td>
</tr>
<tr>
<td>85% of student responses state gaining proficiency in the learning outcomes.</td>
</tr>
</tbody>
</table>

Learning Assessment Results: BBA – Marketing: Digital Marketing & Promotion Specialty

Summary of Results from Implementing Direct Measures of Student Learning:

1. Summary of Results for Direct Measure 1 MKTG324 – Media Planning: Position Paper

Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.

Portfolio Project Program ISLOs Assessed by this Measure:
#1 Evaluate digital marketing strategies that support organizational marketing plans.
N = 29
Results = 96%

Summary of Results from Implementing Indirect Measures of Student Learning:

1. Summary of Results for Indirect Measure 1
   **Student Survey of Student Learning**

   **Performance Target:** 85% of students will either meet or exceed expectations on the grading rubric for this measure.

   Program ISLOs Assessed by this Measure:
   #1 Evaluate digital marketing strategies that support organizational marketing plans.

   N = 0
   Results = 0

Summary of Achievement of Intended Student Learning Outcomes:

<table>
<thead>
<tr>
<th>Intended Student Learning Outcomes</th>
<th>Learning Assessment Measures</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program ISLOs</td>
<td><strong>Direct Measure 1 – MKTG314</strong></td>
</tr>
<tr>
<td></td>
<td><strong>Indirect Measure 1 – Student Survey</strong></td>
</tr>
<tr>
<td>Performance Target Was...</td>
<td>Performance Target Was...</td>
</tr>
<tr>
<td>1. Evaluate digital marketing</td>
<td>Met</td>
</tr>
<tr>
<td>strategies that support</td>
<td>No data</td>
</tr>
<tr>
<td>organizational marketing plans.</td>
<td></td>
</tr>
</tbody>
</table>

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

Direct Measure performance target met. No Indirect Measure data as this was first year of graduates.
BBA - Marketing: Marketing Technology Specialty
### Section I: Student Learning Assessment

BBA – Marketing: Marketing Technology Specialty

<table>
<thead>
<tr>
<th>Student Learning Assessment for: <strong>BBA – Marketing: Marketing Technology Specialty</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Program Intended Student Learning Outcomes (Program ISLOs)</strong></td>
</tr>
</tbody>
</table>

1. **Program Learning Outcome 1:**
   *Analyze marketing analytics to inform decision-making.*

<table>
<thead>
<tr>
<th>Assessment Instruments for Intended Student Learning Outcomes—Direct Measures of Student Learning:</th>
<th>Performance Objectives (Targets/Criteria) for Direct Measures:</th>
</tr>
</thead>
</table>
| 1. **Direct Measure 1**  
MKTG346 – Digital Brand Engagement  
Portfolio Project Program ISLOs Assessed by this Measure:  
*#1 Analyze marketing analytics to inform decision-making.* | Objective (Target/Criterion) for Direct Measure 1  
85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure. |

<table>
<thead>
<tr>
<th>Assessment Instruments for Intended Student Learning Outcomes—Indirect Measures of Student Learning:</th>
<th>Performance Objectives (Targets/Criteria) for Indirect Measures:</th>
</tr>
</thead>
</table>
| 1. **Indirect Measure 1**  
Student Survey of Student Learning  
Program ISLOs Assessed by this Measure:  
*#1 Analyze marketing analytics to inform decision-making.* | Objective (Target/Criterion) for Indirect Measure 1  
85% of student responses state gaining proficiency in the learning outcomes. |

### Learning Assessment Results: **BBA – Marketing: Marketing Technology Specialty**

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

1. **Summary of Results for Direct Measure 1**  
MKTG346 – Sport Advertising and Promotion: Marketing Plan

   **Performance Target:** 85% of students will either meet or exceed expectations on the grading rubric for this measure.

   Portfolio Project Program ISLOs Assessed by this Measure:  
   *#1 Analyze marketing analytics to inform decision-making.*

   \( N = 29 \)  
   Results = 100%
Summary of Results from Implementing Indirect Measures of Student Learning:

1. **Summary of Results for Indirect Measure 1**
   **Student Survey of Student Learning**

   **Performance Target:** 85% of students will either meet or exceed expectations on the grading rubric for this measure.

   Program ISLOs Assessed by this Measure:
   **#1 Analyze marketing analytics to inform decision-making.**
   
   $$N = 0$$
   $$\text{Results} = 0\%$$

Summary of Achievement of Intended Student Learning Outcomes:

<table>
<thead>
<tr>
<th>Intended Student Learning Outcomes</th>
<th>Learning Assessment Measures</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Program ISLOs</strong></td>
<td><strong>Direct Measure 1 – MKTG350</strong></td>
</tr>
<tr>
<td></td>
<td>Performance Target Was...</td>
</tr>
<tr>
<td>1. <strong>Analyze marketing analytics to inform decision-making.</strong></td>
<td>Met</td>
</tr>
</tbody>
</table>

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

*Direct Measure performance target met. Indirect no data available.*
BBA - Marketing: Value Chain Specialty
### Section I: Student Learning Assessment

BBA – Marketing: Value Chain Specialty

#### Student Learning Assessment for: BBA – Marketing: Value Chain Specialty

<table>
<thead>
<tr>
<th>Program Intended Student Learning Outcomes (Program ISLOs)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Program Learning Outcome 1:</td>
</tr>
<tr>
<td><em>Assess the elements in an organizational value chain to deliver a valuable product or service.</em></td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Direct Measure 1</th>
<th>Performance Objectives (Targets/Criteria) for Direct Measures:</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKTG404 – Final Case Analysis</td>
<td>Objective (Target/Criterion) for Direct Measure 1</td>
</tr>
</tbody>
</table>

- Portfolio Project Program ISLOs Assessed by this Measure: 
  - **#1 Assess the elements in an organizational value chain to deliver a valuable product or service.**

- Objective (Target/Criterion) for Direct Measure 1
  - 85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.

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

<table>
<thead>
<tr>
<th>Indirect Measure 1</th>
<th>Performance Objectives (Targets/Criteria) for Indirect Measures:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Student Survey of Student Learning</td>
<td>Objective (Target/Criterion) for Indirect Measure 1</td>
</tr>
</tbody>
</table>

- Program ISLOs Assessed by this Measure: 
  - **#1 Assess the elements in an organizational value chain to deliver a valuable product or service.**

- Objective (Target/Criterion) for Indirect Measure 1
  - 85% of student responses state gaining proficiency in the learning outcomes.

#### Learning Assessment Results: BBA – Marketing: Value Chain Specialty

<table>
<thead>
<tr>
<th>Summary of Results from Implementing Direct Measures of Student Learning:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Summary of Results for Direct Measure 1 MKTG404 – Final Case Analysis</td>
</tr>
</tbody>
</table>

- **Performance Target:** 85% of students will either meet or exceed expectations on the grading rubric for this measure.

- Portfolio Project Program ISLOs Assessed by this Measure: 
  - **#1 Assess the elements in an organizational value chain to deliver a valuable product or service.**

- \( N = 7 \)
Summary of Results from Implementing Indirect Measures of Student Learning:

1. **Summary of Results for Indirect Measure 1**  
   **Student Survey of Student Learning**

   **Performance Target:** 85% of students will either meet or exceed expectations on the grading rubric for this measure.

   Program ISLOs Assessed by this Measure:
   
   **#1 Assess the elements in an organizational value chain to deliver a valuable product or service.**  
   N = 0  
   Results = 0%

Summary of Achievement of Intended Student Learning Outcomes:

<table>
<thead>
<tr>
<th>Intended Student Learning Outcomes</th>
<th>Program ISLOs</th>
<th>Learning Assessment Measures</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Direct Measure 1 – MKTG342</td>
<td>Indirect Measure 1 – Student Survey</td>
</tr>
<tr>
<td></td>
<td>Performance Target Was...</td>
<td>Performance Target Was...</td>
</tr>
<tr>
<td>1. <strong>Assess the elements in an organizational value chain to deliver a valuable product or service.</strong></td>
<td>Met</td>
<td>No Data</td>
</tr>
</tbody>
</table>

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

*Direct Measure performance target met. Indirect Measure – no data.*
BBA - Management
### Section I: Student Learning Assessment

**BBA - Management**

#### Student Learning Assessment for: BBA – Management

<table>
<thead>
<tr>
<th>Program Intended Student Learning Outcomes (Program ISLOs)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. <strong>Program Learning Outcome 1:</strong> Integrate key concepts of management to create a business plan.</td>
</tr>
<tr>
<td>2. <strong>Program Learning Outcome 2:</strong> Develop and prepare an implementation strategy for business communication plans based on professional standards</td>
</tr>
<tr>
<td>3. <strong>Program Learning Outcome 3:</strong> Develop business decisions based on distinctions in cultural and operational business practices.</td>
</tr>
</tbody>
</table>

#### Assessment Instruments for Intended Student Learning Outcomes—Direct Measures of Student Learning: | Performance Objectives (Targets/Criteria) for Direct Measures: |
|---------------------------------------------------------------|---------------------------------------------------------------|
| 1. Direct Measure 1  
**BUSN495 – Business Planning Capstone: Business Plan**  
Portfolio Project Program ISLOs Assessed by this Measure:  
#1 Integrate the principles of planning, leading, organizing, and controlling to improve the organization’s performance and sustainability.  
#2 Apply management theories and concepts to support the development of organizational culture and people. | Objective (Target/Criterion) for Direct Measure 1  
85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure. |
| 2. Direct Measure 2  
**BUSN225 – International Business Virtual Developing Country Trade Project**  
Portfolio Project Program ISLOs Assessed by this Measure:  
#1 Integrate the principles of planning, leading, organizing, and controlling to improve the organization’s performance and sustainability.  
#2 Apply management theories and concepts to support the development of organizational culture and people. | Objective (Target/Criterion) for Direct Measure 1  
85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure. |
<table>
<thead>
<tr>
<th>Assessment Instruments for Intended Student Learning Outcomes—Indirect Measures of Student Learning:</th>
<th>Performance Objectives (Targets/Criteria) for Indirect Measures:</th>
</tr>
</thead>
</table>
| 1. **Indirect Measure 1**  
**Student Survey of Student Learning**  
Program ISLOs Assessed by this Measure:  
#1. *Integrate the principles of planning, leading, organizing, and controlling to improve the organization’s performance and sustainability.*  
#2. *Apply management theories and concepts to support the development of organizational culture and people.* | **Objective (Target/Criterion) for Indirect Measure 1**  
85% of student responses state gaining proficiency in the learning outcomes. |

**Learning Assessment Results: BBA – Management**

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

1. **Summary of Results for Direct Measure 1**  
**BUSN495 – Business Planning Capstone: Business Plan**  
**Performance Target:** 85% of students will either meet or exceed expectations on the grading rubric for this measure.

   Portfolio Project Program ISLOs Assessed by this Measure:  
   #1 *Integrate the principles of planning, leading, organizing, and controlling to improve the organization’s performance and sustainability.*  
   \( N = 59 \)  
   Results = 86%

   #2 *Apply management theories and concepts to support the development of organizational culture and people.*  
   \( N = 59 \)  
   Results = 86%

2. **Summary of Results for Direct Measure 2**  
**BUSN225 – International Business**  
**Virtual Developing Country Trade Project**  
**Performance Target:** 85% of students will either meet or exceed expectations on the grading rubric for this measure.

   Portfolio Project Program ISLOs Assessed by this Measure:  
   #1 *Integrate the principles of planning, leading, organizing, and controlling to improve the organization’s performance and sustainability.*
\[ N = 83 \]
\[\text{Results} = 79\% \]

**#2 Apply management theories and concepts to support the development of organizational culture and people.**
\[ N = 83 \]
\[\text{Results} = 79\% \]

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

1. **Summary of Results for Indirect Measure 1**
   **Student Survey of Student Learning**

   **Performance Target:** 85\% of students will either meet or exceed expectations on the grading rubric for this measure.

   **Program ISLOs Assessed by this Measure:**
   **#1 Integrate the principles of planning, leading, organizing, and controlling to improve the organization’s performance and sustainability.**
   \[ N = 57 \]
   \[\text{Results} = 100\% \]

   **#2 Apply management theories and concepts to support the development of organizational culture and people.**
   \[ N = 57 \]
   \[\text{Results} = 98\% \]

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

<table>
<thead>
<tr>
<th>Intended Student Learning Outcomes</th>
<th>Learning Assessment Measures</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Direct Measure 1 – BUSN495</td>
</tr>
<tr>
<td>Program ISLOs</td>
<td>Performance Target Was…</td>
</tr>
<tr>
<td>1. <em>Integrate the principles of planning, leading, organizing, and controlling to improve the organization’s performance and sustainability.</em></td>
<td>Met</td>
</tr>
<tr>
<td>2. <em>Apply management theories and concepts to support the</em></td>
<td>Met</td>
</tr>
</tbody>
</table>
Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:

Course of Action: Direct Measure #2 was not met in previous year either. Management Department reviewed in AY2019/20 and determined the assessment was mis-aligned in a lower level (BUSN225) course to accurately assess. DM#2 was moved in Assessment Plan AY2020/21 to more appropriate course.

Action Plan: Management Department will continue to monitor assessment results in new collection course.
BBA - Management: Global Project Management Specialty
### Section I: Student Learning Assessment
BBA – Management: Global Project Management Specialty

<table>
<thead>
<tr>
<th>Student Learning Assessment for: BBA – Management: Global Project Management Specialty</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Program Intended Student Learning Outcomes (Program ISLOs)</strong></td>
</tr>
</tbody>
</table>
| 1. **Program Learning Outcome 1:**  
  *Create a project schedule and resource plan using industry standard tools.* |
| **Assessment Instruments for Intended Student Learning Outcomes—Direct Measures of Student Learning:** |
| 1. **Direct Measure 1**  
GPMT385 – Project Scheduling with Agile Project Schedule & Resource Plan  
  Portfolio Project Program ISLOs Assessed by this Measure:  
  #1 Create a project schedule and resource plan using industry standard tools. |
| **Performance Objectives (Targets/Criteria) for Direct Measures:** |
| **Objective (Target/Criterion) for Direct Measure 1**  
85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure. |
| **Assessment Instruments for Intended Student Learning Outcomes—Indirect Measures of Student Learning:** |
| 1. **Indirect Measure 1**  
Student Survey of Student Learning  
  Program ISLOs Assessed by this Measure:  
  #1 Create a project schedule and resource plan using industry standard tools. |
| **Performance Objectives (Targets/Criteria) for Indirect Measures:** |
| **Objective (Target/Criterion) for Indirect Measure 1**  
85% of student responses state gaining proficiency in the learning outcomes. |

### Learning Assessment Results: BBA – Management: Global Project Management Specialty

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

1. **Summary of Results for Direct Measure 1**  
GPMT385 – Project Scheduling with Agile Project Schedule & Resource Plan  

**Performance Target:** 85% of students will either meet or exceed expectations on the grading rubric for this measure.

  Portfolio Project Program ISLOs Assessed by this Measure:  
  #1 Create a project schedule and resource plan using industry standard tools.
Summary of Results from Implementing Indirect Measures of Student Learning:

1. **Summary of Results for Indirect Measure 1**
   **Student Survey of Student Learning**

   **Performance Target:** 85% of students will either meet or exceed expectations on the grading rubric for this measure.

   Program ISLOs Assessed by this Measure:
   **#1 Create a project schedule and resource plan using industry standard tools.**

   \[
   \begin{align*}
   N &= 4 \\
   \text{Results} &= 100\%
   \end{align*}
   \]

Summary of Achievement of Intended Student Learning Outcomes:

<table>
<thead>
<tr>
<th>Intended Student Learning Outcomes</th>
<th>Learning Assessment Measures</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Program ISLOs</strong></td>
<td><strong>Direct Measure 1 – GPMT385</strong></td>
</tr>
<tr>
<td>Performance Target Was...</td>
<td>Performance Target Was...</td>
</tr>
<tr>
<td>1. Create a project schedule and resource plan using industry standard tools.</td>
<td>Met</td>
</tr>
</tbody>
</table>

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

All performance targets met.
BBA - Management: Risk Management and Insurance Specialty
## Section I: Student Learning Assessment

BBA – Management: Risk Management and Insurance Specialty

### Student Learning Assessment for: BBA – Management: Risk Management and Insurance Specialty

<table>
<thead>
<tr>
<th>Program Intended Student Learning Outcomes (Program ISLOs)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Program Learning Outcome 1:</td>
</tr>
<tr>
<td><em>Assess the potential strategies of an organization to mitigate risk and legal/financial exposure in the insurance industry.</em></td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Performance Objectives (Targets/Criteria) for Direct Measures:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Direct Measure 1</td>
</tr>
<tr>
<td><strong>RMGI454 – Risk Management Case Study</strong></td>
</tr>
<tr>
<td>Portfolio Project Program ISLOs Assessed by this Measure:</td>
</tr>
<tr>
<td><em>#1 Assess the potential strategies of an organization to mitigate risk and legal/financial exposure.</em></td>
</tr>
<tr>
<td>Objective (Target/Criterion) for Direct Measure 1</td>
</tr>
<tr>
<td>85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Performance Objectives (Targets/Criteria) for Indirect Measures:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Indirect Measure 1</td>
</tr>
<tr>
<td><strong>Student Survey of Student Learning</strong></td>
</tr>
<tr>
<td>Program ISLOs Assessed by this Measure:</td>
</tr>
<tr>
<td><em>#1 Assess the potential strategies of an organization to mitigate risk and legal/financial exposure.</em></td>
</tr>
<tr>
<td>Objective (Target/Criterion) for Indirect Measure 1</td>
</tr>
<tr>
<td>85% of student responses state gaining proficiency in the learning outcomes.</td>
</tr>
</tbody>
</table>

### Learning Assessment Results: BBA – Management: Risk Management and Insurance Specialty

<table>
<thead>
<tr>
<th>Summary of Results from Implementing Direct Measures of Student Learning:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. <strong>Summary of Results for Direct Measure 1</strong></td>
</tr>
<tr>
<td><strong>RMGI454 – Risk Management Case Study</strong></td>
</tr>
<tr>
<td>Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.</td>
</tr>
<tr>
<td>Portfolio Project Program ISLOs Assessed by this Measure:</td>
</tr>
<tr>
<td><em>#1 Assess the potential strategies of an organization to mitigate risk and legal/financial exposure.</em></td>
</tr>
<tr>
<td><strong>N = 5</strong></td>
</tr>
</tbody>
</table>
Results = 100%

Summary of Results from Implementing Indirect Measures of Student Learning:

1. Summary of Results for Indirect Measure 1
   **Student Survey of Student Learning**

   Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.

   Program ISLOs Assessed by this Measure:

   **#1 Assess the potential strategies of an organization to mitigate risk and legal/financial exposure.**
   
   N = 0
   Results = 0%

Summary of Achievement of Intended Student Learning Outcomes:

<table>
<thead>
<tr>
<th>Intended Student Learning Outcomes</th>
<th>Learning Assessment Measures</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program ISLOs</td>
<td>Direct Measure 1 – RMGI454</td>
</tr>
<tr>
<td></td>
<td>Direct Measure 2</td>
</tr>
<tr>
<td></td>
<td>Direct Measure 3</td>
</tr>
<tr>
<td></td>
<td>Direct Measure 4</td>
</tr>
<tr>
<td></td>
<td>Indirect Measure 1 – Student Survey</td>
</tr>
<tr>
<td></td>
<td>Indirect Measure 2</td>
</tr>
<tr>
<td></td>
<td>Indirect Measure 3</td>
</tr>
<tr>
<td></td>
<td>Indirect Measure 4</td>
</tr>
<tr>
<td>Performance Target Was...</td>
<td>Performance Target Was...</td>
</tr>
<tr>
<td>Performance Target Was...</td>
<td>Performance Target Was...</td>
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<td>Performance Target Was...</td>
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<td>Performance Target Was...</td>
<td>Performance Target Was...</td>
</tr>
<tr>
<td>Performance Target Was...</td>
<td>Performance Target Was...</td>
</tr>
</tbody>
</table>

1. Assess the potential strategies of an organization to mitigate risk and legal/financial exposure.
   Met

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

   Direct measure performance target met. Indirect measure – no data.
BBA - Management: Supply Chain & Logistics Specialty
### Section I: Student Learning Assessment
BBA – Management: *Supply Chain & Logistics Specialty*

<table>
<thead>
<tr>
<th>Student Learning Assessment for: BBA – Management: Supply Chain &amp; Logistics Specialty</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Program Intended Student Learning Outcomes (Program ISLOs)</strong></td>
</tr>
</tbody>
</table>

| 1. Program Learning Outcome 1: **Evaluate the efficiency of material flow throughout the supply chain.** |

<table>
<thead>
<tr>
<th>Assessment Instruments for Intended Student Learning Outcomes—Direct Measures of Student Learning:</th>
<th>Performance Objectives (Targets/Criteria) for Direct Measures:</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1. Direct Measure 1</strong>&lt;br&gt;MGMT413 – Supply Chain Mapping Assignment&lt;br&gt;Portfolio Project Program ISLOs Assessed by this Measure: #1 Evaluate the efficiency of material flow throughout the supply chain.</td>
<td>Objective (Target/Criterion) for Direct Measure 1&lt;br&gt;85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Assessment Instruments for Intended Student Learning Outcomes—Indirect Measures of Student Learning:</th>
<th>Performance Objectives (Targets/Criteria) for Indirect Measures:</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1. Indirect Measure 1</strong>&lt;br&gt;Student Survey of Student Learning&lt;br&gt;Program ISLOs Assessed by this Measure: #1 Evaluate the efficiency of material flow throughout the supply chain.</td>
<td>Objective (Target/Criterion) for Indirect Measure 1&lt;br&gt;85% of student responses state gaining proficiency in the learning outcomes.</td>
</tr>
</tbody>
</table>

### Learning Assessment Results: BBA – Management: Supply Chain & Logistics Specialty

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

1. **Summary of Results for Direct Measure 1**<br>MGMT413 – Supply Chain Mapping Assignment

   **Performance Target:** 85% of students will either meet or exceed expectations on the grading rubric for this measure.

   Portfolio Project Program ISLOs Assessed by this Measure:
**Summary of Results from Implementing Indirect Measures of Student Learning:**

1. **Summary of Results for Indirect Measure 1**

   **Student Survey of Student Learning**

   Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.

   Program ISLOs Assessed by this Measure:

   #1 Evaluate the efficiency of material flow throughout the supply chain.

   N = 0

   Results = 0%

---

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

<table>
<thead>
<tr>
<th>Intended Student Learning Outcomes</th>
<th>Learning Assessment Measures</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Direct Measure 1 – MGMT450</td>
</tr>
<tr>
<td>Program ISLOs</td>
<td>Performance Target Was...</td>
</tr>
<tr>
<td>1. Evaluate the efficiency of material flow throughout the supply chain.</td>
<td>Not Met</td>
</tr>
</tbody>
</table>

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

**Course of Action #1:** Management Department to review course content for alignment with this ISLO. #2 Department will work with Institutional Research to determine ways to increase response rates of Student Survey.

**Action Plan:** Department to set aside review and development meeting time in early 2020 to respond to finding of curriculum alignment.
BBA - Sport Management
### Section I: Student Learning Assessment

BBA – Sport Management

<table>
<thead>
<tr>
<th>Student Learning Assessment for: BBA – Sport Management</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Program Intended Student Learning Outcomes (Program ISLOs)</strong></td>
</tr>
</tbody>
</table>
| 1.  **Program Learning Outcome 1:**  
  Evaluate the laws and requirements of sport management governing bodies to develop compliant policies. |
| 2.  **Program Learning Outcome 2:**  
  Analyze sport management problems and opportunities to inform decision-making. |
| 3.  **Program Learning Outcome 3:**  
  Apply marketing concepts to the sports industry. |

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

| Direct Measure 1  
SPMG421 – Sport Governance and Regulation: Final Policy Project  
Portfolio Project Program ISLOs Assessed by this Measure:  
#1 Evaluate the laws and requirements of sport management governing bodies to develop compliant policies. | **Performance Objectives (Targets/Criteria) for Direct Measures:**  
Objective (Target/Criterion) for Direct Measure 1  
85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure. |
| Direct Measure 2  
SPMG445 – Global Sport Industry: Essay  
Portfolio Project Program ISLOs Assessed by this Measure:  
#2 Analyze sport management problems and opportunities to inform decision-making. | Objective (Target/Criterion) for Direct Measure 1  
85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure. |
| Direct Measure 3  
MKTG350 – Sport Advertising and Promotion: Sports Marketing Plan  
Portfolio Project Program ISLOs Assessed by this Measure:  
#3 Apply marketing concepts to the sports industry. | Objective (Target/Criterion) for Direct Measure 1  
85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure. |
4. **Direct Measure 4**  
SPMG495 – Sport Management Planning Capstone  
Final Business Plan

Portfolio Project Program ISLOs Assessed by this Measure:  
**#2 Analyze sport management problems and opportunities to inform decision-making.**

<table>
<thead>
<tr>
<th>Assessment Instruments for Intended Student Learning Outcomes—Indirect Measures of Student Learning:</th>
<th>Performance Objectives (Targets/Criteria) for Indirect Measures:</th>
</tr>
</thead>
</table>
| **1. Indirect Measure 1**  
**Student Survey of Student Learning**  
Program ISLOs Assessed by this Measure:  
**#1 Evaluate the laws and requirements of sport management governing bodies to develop compliant policies.**  
**#2 Analyze sport management problems and opportunities to inform decision-making.**  
**#3 Apply marketing concepts to the sports industry.**  |
| Objective (Target/Criterion) for Indirect Measure 1  
85% of student responses state gaining proficiency in the learning outcomes. |

<table>
<thead>
<tr>
<th>Learning Assessment Results: BBA – Sport Management</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Summary of Results from Implementing Direct Measures of Student Learning:</strong></td>
</tr>
</tbody>
</table>
| **1. Summary of Results for Direct Measure 1**  
SPMG421 – Sport Governance and Regulation:  
Final Policy Project |

**Performance Target:** 85% of students will either meet or exceed expectations on the grading rubric for this measure.

Portfolio Project Program ISLOs Assessed by this Measure:  
**#1 Evaluate the laws and requirements of sport management governing bodies to develop compliant policies.**  
\[ N = 20 \]  
\[ Results = 50\% \]

**2. Summary of Results for Direct Measure 2**  
MGMT(SPMG)445 – Global Sport Industry: Essay |
Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.

Portfolio Project Program ISLOs Assessed by this Measure:

**#2 Analyze sport management problems and opportunities to inform decision-making.**

*N = 30*

*Results = 98%*

3. **Summary of Results for Direct Measure 3**

**MKTG350 – Sport Advertising and Promotion: Sports Marketing Plan**

Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.

Portfolio Project Program ISLOs Assessed by this Measure:

**#2 Analyze sport management problems and opportunities to inform decision-making.**

*N = 12*

*Results = 83%*

**#3 Apply marketing concepts to the sports industry.**

*N = 12*

*Results = 83%*

4. **Summary of Results for Direct Measure 4**

**SPMG495 – Sport Management Capstone: Sport Management Plan**

Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.

Portfolio Project Program ISLOs Assessed by this Measure:

**#2 Analyze sport management problems and opportunities to inform decision-making.**

*N = 7*

*Results = 72%*

---

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

1. **Summary of Results for Indirect Measure 1**

*Student Survey of Student Learning*
Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.

Program ISLOs Assessed by this Measure:

**#1 Evaluate the laws and requirements of sport management governing bodies to develop compliant policies.**

*N = 16  
Results = 100%

**#2 Analyze sport management problems and opportunities to inform decision-making.**

*N = 16  
Results = 100%

**#3 Apply marketing concepts to the sports industry.**

*N = 16  
Results = 100%

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

<table>
<thead>
<tr>
<th>Intended Student Learning Outcomes</th>
<th>Program ISLOs</th>
<th>Learning Assessment Measures</th>
</tr>
</thead>
<tbody>
<tr>
<td>Direct Measure 1 – SPMG421</td>
<td>Direct Measure 2 – SPMG445</td>
<td>Direct Measure 3 – SKMT350</td>
</tr>
<tr>
<td>Performance Target Was...</td>
<td>Performance Target Was...</td>
<td>Performance Target Was...</td>
</tr>
<tr>
<td>1. Evaluate the laws and requirements of sport management governing bodies to develop compliant policies.</td>
<td>Not Met</td>
<td>N/A</td>
</tr>
<tr>
<td>2. Analyze sport management problems and opportunities to inform decision-making.</td>
<td>N/A</td>
<td>Met</td>
</tr>
<tr>
<td>3. Apply marketing concepts to the sports industry.</td>
<td>N/A</td>
<td>N/A</td>
</tr>
</tbody>
</table>

**Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:**
**Course of Action:** LOs #1, #3, & #4 not met. Sport Management Faculty to review curriculum alignment with LO’s and review course completion and grade data to determine discrepancies between assessment levels student identified competency in Survey.

**Action Plans #1:** Joint meetings with Sport Management faculty and legal and marketing faculty to review course structure for alignment to LOs.  
**#2** Review of Capstone course and determine additional critical thinking and problem solvings content needed throughout curriculum to prepare students for analysis.
BBA - Business
# Section I: Student Learning Assessment

BBA – Business

## Student Learning Assessment for: BBA – Business

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

| 1. Program Learning Outcome 1: | Develop strategies and tactics designed to add stakeholder value and increase sustainable competitive advantage. |
| 2. Program Learning Outcome 2: | Evaluate an organization's primary and support functions and processes to solve business problems. |

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

<table>
<thead>
<tr>
<th>Direct Measure 1</th>
<th>Performance Objectives (Targets/Criteria) for Direct Measures:</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUSN495 – Business Planning Capstone: Business Plan</td>
<td>Objective (Target/Criterion) for Direct Measure 1</td>
</tr>
<tr>
<td>Portfolio Project Program ISLOs Assessed by this Measure:</td>
<td>85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Indirect Measure 1</th>
<th>Performance Objectives (Targets/Criteria) for Indirect Measures:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Student Survey of Student Learning</td>
<td>Objective (Target/Criterion) for Indirect Measure 1</td>
</tr>
<tr>
<td>Program ISLOs Assessed by this Measure:</td>
<td>85% of student responses state gaining proficiency in the learning outcomes.</td>
</tr>
</tbody>
</table>

### Learning Assessment Results: BBA Business

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

<table>
<thead>
<tr>
<th>Summary of Results for Direct Measure 1</th>
<th>BUSN495 – Business Planning Capstone: Business Plan</th>
</tr>
</thead>
</table>
Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.

Portfolio Project Program ISLOs Assessed by this Measure:

**#1 Develop strategies and tactics designed to add stakeholder value and increase sustainable competitive advantage.**
N = 140
Results = 89%

**#2 Evaluate an organizations primary and support functions and processes to solve business problems.**
N = 140
Results = 88%

---

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

1. **Summary of Results for Indirect Measure 1**

*Student Survey of Student Learning*

Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.

Program ISLOs Assessed by this Measure:

**#1 Develop strategies and tactics designed to add stakeholder value and increase sustainable competitive advantage.**
N = 42
Results = 100%

**#2 Evaluate an organizations primary and support functions and processes to solve business problems.**
N = 42
Results = 100%

---

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

<table>
<thead>
<tr>
<th>Intended Student Learning Outcomes</th>
<th>Learning Assessment Measures</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program ISLOs</td>
<td>Direct Measure 1 – BUSN495</td>
</tr>
<tr>
<td></td>
<td>Indirect Measure 1 – Student Survey</td>
</tr>
<tr>
<td>Performance Target Was...</td>
<td>Performance Target Was...</td>
</tr>
</tbody>
</table>
1. Develop strategies and tactics designed to add stakeholder value and increase sustainable competitive advantage. | Met | Met |

2. Evaluate an organization's primary and support functions and processes to solve business problems. | Met | Met |

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

All performance targets met.
BBA - International Business
Section I: Student Learning Assessment
BBA – International Business

<table>
<thead>
<tr>
<th>Student Learning Assessment for: BBA – International Business</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program Intended Student Learning Outcomes (Program ISLOs)</td>
</tr>
<tr>
<td>1. Program Learning Outcome 1: Assess the similarities and differences between domestic and international business operations.</td>
</tr>
<tr>
<td>2. Program Learning Outcome 2: Analyze international business growth areas for business opportunities.</td>
</tr>
<tr>
<td>3. Program Learning Outcome 3: Evaluate the marketing challenges and opportunities companies encounter in a global environment.</td>
</tr>
<tr>
<td>4. Program Learning Outcome 4: Evaluate the impact of social, cultural, political, economic and ethical environments on international business strategy.</td>
</tr>
<tr>
<td>5. Program Learning Outcome 5: Apply international finance concepts to organizational decision-making.</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Direct Measure 1</th>
<th>BUSN496 – International Business Capstone: Case Study</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1 Apply business decision tools to inform business decision-making.</td>
<td></td>
</tr>
<tr>
<td>#2 Integrate major principles in the functional areas of accounting, marketing, finance, human resources, and management to make business decisions.</td>
<td></td>
</tr>
<tr>
<td>#3 Develop and present business communication based on professional standards.</td>
<td></td>
</tr>
<tr>
<td>#4 Apply the principles of ethical, legal, and cultural dimensions as considered in business decision-making.</td>
<td></td>
</tr>
<tr>
<td>#5 Apply knowledge of the global business environment.</td>
<td></td>
</tr>
</tbody>
</table>

Performance Objectives (Targets/Criteria) for Direct Measures:

Objective (Target/Criterion) for Direct Measure 1

85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.

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

Performance Objectives (Targets/Criteria) for Indirect Measures:
1. **Indirect Measure 1**  
**Student Survey of Student Learning**

Program ISLOs Assessed by this Measure:

- **#1 Assess the similarities and differences between domestic and international business operations.**
- **#2 Analyze international business growth areas for business opportunities.**
- **#3 Evaluate the marketing challenges and opportunities companies encounter in a global environment.**
- **#4 Evaluate the impact of social, cultural, political, economic and ethical environments on international business strategy.**
- **#5 Apply international finance concepts to organizational decision-making.**

**Objective (Target/Criterion) for Indirect Measure 1**

85% of student responses state gaining proficiency in the learning outcomes.

---

**Learning Assessment Results: BBA International Business**

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

1. **Summary of Results for Direct Measure 1**  
**BUSN496 – International Business Capstone: Case Study**

**Performance Target:** 85% of students will either meet or exceed expectations on the grading rubric for this measure.

- Portfolio Project Program ISLOs Assessed by this Measure:
  - **#1 Apply business decision tools to inform business decision-making.**  
    
    \[ \text{N} = 5 \]
    \[ \text{Results} = 100\% \]
  
  - **#2 Integrate major principles in the functional areas of accounting, marketing, finance, human resources, and management to make business decisions.**  
    
    \[ \text{N} = 5 \]
    \[ \text{Results} = 100\% \]

  - **#3 Develop and present business communication based on professional standards.**  
    
    \[ \text{N} = 5 \]
    \[ \text{Results} = 100\% \]

  - **#4 Apply the principles of ethical, legal, and cultural dimensions as considered in business decision-making.**  
    
    \[ \text{N} = 10 \]
Results = 100%

#5 Apply knowledge of the global business environment.
$N = 5$
Results = 90%

Summary of Results from Implementing Indirect Measures of Student Learning:

1. Summary of Results for Indirect Measure 1
   
   Student Survey of Student Learning

   Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.

   Program ISLOs Assessed by this Measure:
   
   #1 Assess the similarities and differences between domestic and international business operations.
   $N = 6$
   Results = 100%
   
   #2 Analyze international business growth areas for business opportunities.
   $N = 6$
   Results = 100%
   
   #3 Evaluate the marketing challenges and opportunities companies encounter in a global environment.
   $N = 6$
   Results = 100%
   
   #4 Evaluate the impact of social, cultural, political, economic and ethical environments on international business strategy.
   $N = 6$
   Results = 100%
   
   #5 Apply international finance concepts to organizational decision-making.
   $N = 6$
   Results = 100%

Summary of Achievement of Intended Student Learning Outcomes:

<table>
<thead>
<tr>
<th>Intended Student Learning Outcomes</th>
<th>Learning Assessment Measures</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program ISLOs</td>
<td>Direct Measure 1 – BUSN496</td>
</tr>
</tbody>
</table>
### Performance Target Was…

<table>
<thead>
<tr>
<th></th>
<th>Performance Target Was…</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Assess the similarities and differences between domestic and international business operations.</td>
</tr>
<tr>
<td>2.</td>
<td>Analyze international business growth areas for business opportunities.</td>
</tr>
<tr>
<td>3.</td>
<td>Evaluate the marketing challenges and opportunities companies encounter in a global environment.</td>
</tr>
<tr>
<td>4.</td>
<td>Evaluate the impact of social, cultural, political, economic and ethical environments on international business strategy.</td>
</tr>
<tr>
<td>5.</td>
<td>Apply international finance concepts to organizational decision-making.</td>
</tr>
</tbody>
</table>

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

All performance targets met.
Bachelor of Science Program (BS)
## Section I: Student Learning Assessment
Bachelor of Science Degree Program

### Student Learning Assessment for: Bachelor of Science Program

<table>
<thead>
<tr>
<th>Program Intended Student Learning Outcomes (Program ISLOs)</th>
</tr>
</thead>
</table>
| 1.  **Program Learning Outcome 1:**  
  *Apply business functional knowledge to inform decision-making in a business setting.* |
| 2.  **Program Learning Outcome 2:**  
  *Integrate the principles of professional business ethics utilized in business decision-making.* |
| 3.  **Program Learning Outcome 3:**  
  *Utilize computer application technologies in the creation of business documents.* |

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

<table>
<thead>
<tr>
<th>Objective (Target/Criterion) for Direct Measure 1</th>
</tr>
</thead>
</table>
| 1.  **Direct Measure 1**  
  **LEGL301 – Business Organizations: Legal Business Portfolio**  
  Portfolio Project Program ISLOs Assessed by this Measure:  
  #1 *Apply business functional knowledge to inform decision-making in a business setting.*  
  #3 *Utilize computer application technologies in the creation of business documents.*  
  85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure. |

<table>
<thead>
<tr>
<th>Objective (Target/Criterion) for Direct Measure 2</th>
</tr>
</thead>
</table>
| 2.  **Direct Measure 2**  
  **LEGL415 – Advanced Litigation: Trial Notebook**  
  Portfolio Project Program ISLOs Assessed by this Measure:  
  #2 *Integrate the principles of professional business ethics utilized in business decision-making.*  
  #3 *Utilize computer application technologies in the creation of business documents.*  
  85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure. |

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

<table>
<thead>
<tr>
<th>Performance Objectives (Targets/Criteria) for Indirect Measures:</th>
</tr>
</thead>
</table>
| *Objective (Target/Criterion) for Direct Measure 1*  
  85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure. |

120
1. **Indirect Measure 1**  
   Faculty perception – Validation in accordance with American Bar Association Accreditation Standards.

   Program ISLOs Assessed by this Measure:
   
   #1 Apply *business functional knowledge* to inform decision-making in a business setting.  
   #2 Integrate the *principles of professional business ethics* utilized in business decision-making.  
   #3 Utilize computer application technologies in the creation of business documents.

   **Objective (Target/Criterion) for Direct Measure 1**

   85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.

2. **Indirect Measure 2**  
   Student Survey of Student Learning

   Program ISLOs Assessed by this Measure:
   
   #1 Apply *business functional knowledge* to inform decision-making in a business setting.  
   #2 Integrate the *principles of professional business ethics* utilized in business decision-making.  
   #3 Utilize computer application technologies in the creation of business documents.

   **Objective (Target/Criterion) for Indirect Measure 1**

   85% of student responses state gaining proficiency in the learning outcomes.

### Learning Assessment Results: Bachelor of Science Program

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

1. **Summary of Results for Direct Measure 1**  
   **LEGL301 – Business Organizations: Legal Business Portfolio**

   **Performance Target:** 85% of students will either meet or exceed expectations on the grading rubric for this measure.

   Portfolio Project Program ISLOs Assessed by this Measure:
   
   #1 *Apply business functional knowledge to inform decision-making in a business setting.*  
   \[ N = 11 \]  
   \[ \text{Results} = 100\% \]

   #3 *Utilize computer application technologies in the creation of business documents.*  
   \[ N = 11 \]
Results = 100%

2. Summary of Results for Direct Measure 2
LEGL415 – Advanced Litigation: Trial Notebook

Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.

Portfolio Project Program ISLOs Assessed by this Measure:

**#2 Integrate the principles of professional business ethics utilized in business decision-making.**

N = 18
Results = 94%

**#3 Utilize computer application technologies in the creation of business documents.**

N = 18
Results = 94%

Summary of Results from Implementing Indirect Measures of Student Learning:

1. Summary of Results for Indirect Measure 1

Faculty perception – Validation in accordance with American Bar Association Accreditation Standards.

Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.

Program ISLOs Assessed by this Measure:

**#1 Apply business functional knowledge to inform decision-making in a business setting.**

N = 35
Results = 100%

**#2 Integrate the principles of professional business ethics utilized in business decision-making.**

N = 35
Results = 100%

**#3 Utilize computer application technologies in the creation of business documents.**

N = 35
Results = 100%

2. Summary of Results for Indirect Measure 2

Internship Evaluation given in LEGL490
Performance Target: 85% of internship supervisors’ responses state students gained proficiency in the learning outcomes.

Program ISLOs Assessed by this Measure:

#1 Apply business functional knowledge to inform decision-making in a business setting.
   $N = 5$
   Results = 100%

#2 Integrate the principles of professional business ethics utilized in business decision-making.
   $N = 5$
   Results = 100%

#3 Utilize computer application technologies in the creation of business documents.
   $N = 5$
   Results = 100%

Summary of Achievement of Intended Student Learning Outcomes:

<table>
<thead>
<tr>
<th>Intended Student Learning Outcomes</th>
<th>Learning Assessment Measures</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program ISLOs</td>
<td>Direct Measure 1 – LEGL301</td>
</tr>
<tr>
<td></td>
<td>Direct Measure 2 – LEGL415</td>
</tr>
<tr>
<td></td>
<td>Direct Measure 3</td>
</tr>
<tr>
<td></td>
<td>Direct Measure 4</td>
</tr>
<tr>
<td></td>
<td>Indirect Measure 1 – Faculty Survey</td>
</tr>
<tr>
<td></td>
<td>Indirect Measure 2 – Internship Evaluation</td>
</tr>
<tr>
<td></td>
<td>Indirect Measure 3</td>
</tr>
<tr>
<td></td>
<td>Indirect Measure 4</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Performance Target Was...</th>
<th>Performance Target Was...</th>
<th>Performance Target Was...</th>
<th>Performance Target Was...</th>
<th>Performance Target Was...</th>
<th>Performance Target Was...</th>
<th>Performance Target Was...</th>
<th>Performance Target Was...</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Apply business functional knowledge to inform decision-making in a business setting.</td>
<td>Met</td>
<td>N/A</td>
<td>Met</td>
<td>Met</td>
<td>Met</td>
<td>Met</td>
<td></td>
</tr>
<tr>
<td>2. Integrate the principles of professional business ethics utilized in business decision-making.</td>
<td>N/A</td>
<td>Met</td>
<td>Met</td>
<td>Met</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. Utilize computer application technologies in the creation of business documents.</td>
<td>Met</td>
<td>Met</td>
<td>Met</td>
<td>Met</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
**Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:**

*All performance targets met.*
BS - Legal Studies
### Section I: Student Learning Assessment

BS – Legal Studies

#### Student Learning Assessment for: BS – Legal Studies

<table>
<thead>
<tr>
<th>Program Intended Student Learning Outcomes (Program ISLOs)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. <em>Program Learning Outcome 1:</em></td>
</tr>
<tr>
<td>Create legal documents similar in content and quality to those routinely produced in business and personal legal services.</td>
</tr>
<tr>
<td>2. <em>Program Learning Outcome 2:</em></td>
</tr>
<tr>
<td>Integrate the use of technology to facilitate the production of legal documents in the area of business and personal legal services.</td>
</tr>
<tr>
<td>3. <em>Program Learning Outcome 3:</em></td>
</tr>
<tr>
<td>Recommend an ethical course of conduct by determining the appropriate application of the Code of Professional Responsibility to ethical dilemmas occurring in business and personal legal services.</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Direct Measure 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>LEGL415 – Advanced Litigation: Trial Notebook</td>
</tr>
</tbody>
</table>

Portfolio Project Program ISLOs Assessed by this Measure:

- #1 Create legal documents similar in content and quality to those routinely produced in business and personal legal services.
- #2 Integrate the use of technology to facilitate the production of legal documents in the area of business and personal legal services.
- #3 Recommend an ethical course of conduct by determining the appropriate application of the Code of Professional Responsibility

**Objective (Target/Criterion) for Direct Measure 1**

85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.

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

<table>
<thead>
<tr>
<th>Indirect Measure 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internship Evaluation given in LEGL490</td>
</tr>
</tbody>
</table>

**Performance Target:** 85% of internship supervisors’ responses state students gained proficiency in the learning outcomes.

**Objective (Target/Criterion) for Direct Measure 1**

85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.
<table>
<thead>
<tr>
<th>Program ISLOs Assessed by this Measure:</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1 Create legal documents similar in content and quality to those routinely produced in business and personal legal services.</td>
</tr>
<tr>
<td>#2 Integrate the use of technology to facilitate the production of legal documents in the area of business and personal legal services.</td>
</tr>
<tr>
<td>#3 Recommend an ethical course of conduct by determining the appropriate application of the Code of Professional Responsibility.</td>
</tr>
</tbody>
</table>

**Learning Assessment Results: BS – Legal Studies**

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

1. **Summary of Results for Direct Measure 1**
   LEGL415 – Advanced Litigation: *Trial Notebook*

   **Performance Target:** 85% of students will either meet or exceed expectations on the grading rubric for this measure.

   Portfolio Project Program ISLOs Assessed by this Measure:

   #1 Create legal documents similar in content and quality to those routinely produced in business and personal legal services.
   \[ N = 29 \]
   \[ Results = 97\% \]

   #2 Integrate the use of technology to facilitate the production of legal documents in the area of business and personal legal services.
   \[ N = 29 \]
   \[ Results = 97\% \]

   #3 Recommend an ethical course of conduct by determining the appropriate application of the Code of Professional Responsibility.
   \[ N = 29 \]
   \[ Results = 97\% \]

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

1. **Summary of Results for Indirect Measure 1**
   Internship Evaluation given in LEGL490

   **Performance Target:** 85% of students will either meet or exceed expectations on the grading rubric for this measure.

   Program ISLOs Assessed by this Measure:
#1 Create legal documents similar in content and quality to those routinely produced in business and personal legal services.
N = 6
Results = 100%

#2 Integrate the use of technology to facilitate the production of legal documents in the area of business and personal legal services.
N = 6
Results = 100%

#3 Recommend an ethical course of conduct by determining the appropriate application of the Code of Professional Responsibility
N = 6
Results = 100%

Summary of Achievement of Intended Student Learning Outcomes:

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<tr>
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<tbody>
<tr>
<td>Program ISLOs</td>
<td>Direct Measure 1 – LEGL415</td>
</tr>
<tr>
<td></td>
<td>Indirect Measure 1 – Internship Evaluation</td>
</tr>
<tr>
<td></td>
<td>Performance Target Was…</td>
</tr>
<tr>
<td></td>
<td>Performance Target Was…</td>
</tr>
<tr>
<td>1. Create legal documents similar in content and quality to those routinely produced in business and personal legal services.</td>
<td>Met</td>
</tr>
<tr>
<td>2. Integrate the use of technology to facilitate the production of legal documents in the area of business and personal legal services.</td>
<td>Met</td>
</tr>
<tr>
<td>3. Recommend an ethical course of conduct by determining the appropriate application of the Code of Professional Responsibility.</td>
<td>Met</td>
</tr>
</tbody>
</table>

Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:
All performance targets met.
MASTERS-LEVEL PROGRAMS
MBA (traditional format)
# Section I: Student Learning Assessment

## MBA – Traditional Format

### Student Learning Assessment for: Master Level Programs (MBA Traditional Format)

<table>
<thead>
<tr>
<th>Program Intended Student Learning Outcomes (Program ISLOs)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. <strong>Program Learning Outcome 1:</strong> Construct a situational analysis in order to develop business strategies and tactics.</td>
</tr>
<tr>
<td>2. <strong>Program Learning Outcome 2:</strong> Integrate legal, ethical, and socially responsible constructs to make sound business decisions.</td>
</tr>
<tr>
<td>3. <strong>Program Learning Outcome 3:</strong> Apply interpersonal oral communication with diverse audiences.</td>
</tr>
<tr>
<td>4. <strong>Program Learning Outcome 4:</strong> Appraise collaborative leadership strategies to manage, influence, and lead in a global environment.</td>
</tr>
<tr>
<td>5. <strong>Program Learning Outcome 5:</strong> Apply appropriate quantitative and qualitative inquiry methods to solve business problems</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Assessment Instruments for Intended Student Learning Outcomes—Direct Measures of Student Learning:</th>
<th>Performance Objectives (Targets/Criteria) for Direct Measures:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. <strong>Direct Measure 1</strong>&lt;br&gt;CAPS794 – Business integration Capstone: Business Integration Capstone&lt;br&gt;Portfolio Project Program ISLOs Assessed by this Measure: #1 Construct a situational analysis in order to develop business strategies and tactics. #2 Integrate legal, ethical, and socially responsible constructs to make sound business decisions. #3 Apply interpersonal oral communication with diverse audiences. #4 Appraise collaborative leadership strategies to manage, influence, and lead in a global environment.</td>
<td>Objective (Target/Criterion) for Direct Measure 1&lt;br&gt;85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.</td>
</tr>
<tr>
<td>2. <strong>Direct Measure 2</strong></td>
<td>Objective (Target/Criterion) for Direct Measure 1</td>
</tr>
<tr>
<td>BUSN688 – Quantitative Business Analysis: Quantitative Business Analysis</td>
<td>85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.</td>
</tr>
<tr>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td>Portfolio Project Program ISLOs Assessed by this Measure: #5 Apply appropriate quantitative and qualitative inquiry methods to solve business problems.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Assessment Instruments for Intended Student Learning Outcomes—Indirect Measures of Student Learning:</th>
<th>Performance Objectives (Targets/Criteria) for Indirect Measures:</th>
</tr>
</thead>
</table>
| 1. **Indirect Measure 1**  
**Student reflection paper** | Objective (Target/Criterion) for Direct Measure 1  
85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure. |
| Program ISLOs Assessed by this Measure:  
#1 Construct a situational analysis in order to develop business strategies and tactics.  
#2 Integrate legal, ethical, and socially responsible constructs to make sound business decisions.  
#3 Apply interpersonal oral communication with diverse audiences.  
#4 Appraise collaborative leadership strategies to manage, influence, and lead in a global environment.  
#5 Apply appropriate quantitative and qualitative inquiry methods to solve business problems. | |
| 2. **Indirect Measure 2**  
**Student recommendation for the program; taken from grad student survey.** | Objective (Target/Criterion) for Direct Measure 1  
85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure. |
| Program ISLOs Assessed by this Measure:  
#1 Construct a situational analysis in order to develop business strategies and tactics.  
#2 Integrate legal, ethical, and socially responsible constructs to make sound business decisions.  
#3 Apply interpersonal oral communication with diverse audiences.  
#4 Appraise collaborative leadership strategies to manage, influence, and lead in a global environment.  
#5 Apply appropriate quantitative and qualitative inquiry methods to solve business problems. | |
## Learning Assessment Results: Master Level Programs (MBA Traditional Format)

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

1. **Summary of Results for Direct Measure 1**  
   **CAPS794 – Business integration Capstone: Business Integration Capstone**

   **Performance Target:** 85% of students will either meet or exceed expectations on the grading rubric for this measure.

   Portfolio Project Program ISLOs Assessed by this Measure:

   **#1 Construct a situational analysis in order to develop business strategies and tactics.**  
   \[N = 175\]  
   Results = 94%

   **#2 Integrate legal, ethical, and socially responsible constructs to make sound business decisions.**  
   \[N = 175\]  
   Results = 94%

   **#3 Apply interpersonal oral communication with diverse audiences.**  
   \[N = 182\]  
   Results = 96%

   **#4 Appraise collaborative leadership strategies to manage, influence, and lead in a global environment.**  
   \[N = 173\]  
   Results = 95%

2. **Summary of Results for Direct Measure 2**  
   **BUSN688 – Quantitative Business Analysis: Quantitative Business Analysis**

   **Performance Target:** 85% of students will either meet or exceed expectations on the grading rubric for this measure.

   Portfolio Project Program ISLOs Assessed by this Measure:

   **#5 Apply appropriate quantitative and qualitative inquiry methods to solve business problems.**  
   \[N = 177\]  
   Results = 95%

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

1. **Summary of Results for Indirect Measure 1**
Student reflection paper

Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.

Program ISLOs Assessed by this Measure:

#1 Construct a situational analysis in order to develop business strategies and tactics.
   $N = 179$
   Results = 93%

#2 Integrate legal, ethical, and socially responsible constructs to make sound business decisions.
   $N = 179$
   Results = 93%

#3 Apply interpersonal oral communication with diverse audiences.
   $N = 179$
   Results = 94%

#4 Appraise collaborative leadership strategies to manage, influence, and lead in a global environment.
   $N = 179$
   Results = 93%

#5 Apply appropriate quantitative and qualitative inquiry methods to solve business problems.
   $N = 179$
   Results = 94%

2. Summary of Results for Indirect Measure 2
   Student recommendation for the program; taken from grad student survey.

Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.

Program ISLOs Assessed by this Measure:

#1 Construct a situational analysis in order to develop business strategies and tactics.
   $N = 134$
   Results = 98%

#2 Integrate legal, ethical, and socially responsible constructs to make sound business decisions.
   $N = 134$
#3 Apply interpersonal oral communication with diverse audiences.
\[ N = 134 \]
Results = 98%

#4 Appraise collaborative leadership strategies to manage, influence, and lead in a global environment.
\[ N = 134 \]
Results = 99%

#5 Apply appropriate quantitative and qualitative inquiry methods to solve business problems.
\[ N = 134 \]
Results = 97%

Summary of Achievement of Intended Student Learning Outcomes:

<table>
<thead>
<tr>
<th>Intended Student Learning Outcomes</th>
<th>Learning Assessment Measures</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program ISLOs</td>
<td>Direct Measure 1 – CAPS794</td>
</tr>
<tr>
<td></td>
<td>Direct Measure 2 – BUSN688</td>
</tr>
<tr>
<td></td>
<td>Indirect Measure 1 –</td>
</tr>
<tr>
<td></td>
<td>Indirect Measure 2 – Student</td>
</tr>
<tr>
<td></td>
<td>Rec of Program</td>
</tr>
<tr>
<td></td>
<td>Performance Target Was…</td>
</tr>
<tr>
<td></td>
<td>Performance Target Was…</td>
</tr>
<tr>
<td></td>
<td>Performance Target Was…</td>
</tr>
<tr>
<td></td>
<td>Performance Target Was…</td>
</tr>
<tr>
<td>1. Construct a situational analysis</td>
<td>Met</td>
</tr>
<tr>
<td>in order to develop business</td>
<td>N/A</td>
</tr>
<tr>
<td>strategies and tactics.</td>
<td>Met</td>
</tr>
<tr>
<td></td>
<td>Met</td>
</tr>
<tr>
<td>2. Integrate legal, ethical, and</td>
<td>Met</td>
</tr>
<tr>
<td>socially responsible constructs to</td>
<td>N/A</td>
</tr>
<tr>
<td>make sound business decisions.</td>
<td>Met</td>
</tr>
<tr>
<td></td>
<td>Met</td>
</tr>
<tr>
<td>3. Apply interpersonal oral</td>
<td>Met</td>
</tr>
<tr>
<td>communication with diverse</td>
<td>N/A</td>
</tr>
<tr>
<td>audiences.</td>
<td>Met</td>
</tr>
<tr>
<td></td>
<td>Met</td>
</tr>
<tr>
<td>4. Appraise collaborative leadership</td>
<td>Met</td>
</tr>
<tr>
<td>strategies to manage, influence,</td>
<td>N/A</td>
</tr>
<tr>
<td>and lead in a global environment.</td>
<td>Met</td>
</tr>
<tr>
<td></td>
<td>Met</td>
</tr>
<tr>
<td>5. Apply appropriate quantitative</td>
<td>N/A</td>
</tr>
<tr>
<td>and qualitative inquiry methods to</td>
<td>Met</td>
</tr>
<tr>
<td>solve business problems.</td>
<td>Met</td>
</tr>
<tr>
<td></td>
<td>Met</td>
</tr>
<tr>
<td>Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:</td>
<td></td>
</tr>
<tr>
<td>-------------------------------------------------</td>
<td></td>
</tr>
<tr>
<td><em>All performance targets met.</em></td>
<td></td>
</tr>
</tbody>
</table>
Master of Management (MM)
Section I: Student Learning Assessment  
Master of Management

<table>
<thead>
<tr>
<th>Assessment Instruments for Intended Student Learning Outcomes—Direct Measures of Student Learning:</th>
<th>Performance Objectives (Targets/Criteria) for Direct Measures:</th>
</tr>
</thead>
</table>
| **1. Direct Measure 1**  
MGMT795 – Strategies for Contemporary Organizations: Strategic Management Case Study  
Portfolio Project Program ISLOs Assessed by this Measure:  
#1 Apply change management concepts to strategic planning.  
#2 Design quality improvement initiatives for business systems and processes.  
#3 Develop sustainable business practices using the triple bottom-line approach.  | Objective (Target/Criterion) for Direct Measure 1  
85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure. |
| **2. Direct Measure 2**  
Portfolio Project Program ISLOs Assessed by this Measure:  
#4 Apply leadership decision-making frameworks. | Objective (Target/Criterion) for Direct Measure 1  
85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure. |
| Assessment Instruments for Intended Student Learning Outcomes—Indirect Measures of Student Learning: | Performance Objectives (Targets/Criteria) for Indirect Measures: |
1. **Indirect Measure 1**  
*Student reflection paper upon program completion*

   Program ISLOs Assessed by this Measure:
   
   #1 Apply change management concepts to strategic planning.  
   #2 Design quality improvement initiatives for business systems and processes.  
   #3 Develop sustainable business practices using the triple bottom-line approach.  
   #4 Apply leadership decision-making frameworks.

   **Objective (Target/Criterion) for Direct Measure 1**  
   85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.

2. **Indirect Measure 2**  
*Student recommendation for the program; taken from grad student survey.*

   Program ISLOs Assessed by this Measure:
   
   #1 Apply change management concepts to strategic planning.  
   #2 Design quality improvement initiatives for business systems and processes.  
   #3 Develop sustainable business practices using the triple bottom-line approach.  
   #4 Apply leadership decision-making frameworks.

   **Objective (Target/Criterion) for Direct Measure 1**  
   85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.

---

**Learning Assessment Results: Master of Management**

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

1. **Summary of Results for Direct Measure 1**  
MGMT795 – Strategies for Contemporary Organizations:  
Strategic Management Case Study

   **Performance Target:** 85% of students will either meet or exceed expectations on the grading rubric for this measure.

   Portfolio Project Program ISLOs Assessed by this Measure:  
   
   #1 Apply change management concepts to strategic planning.  
   
   \[ N = 49 \]  
   \[ \text{Results} = 96\% \]

   #2 Design quality improvement initiatives for business systems and processes.
#3 Develop sustainable business practices using the triple bottom-line approach.
N = 49  
Results = 90%

2. Summary of Results for Direct Measure 2

Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.

Portfolio Project Program ISLOs Assessed by this Measure:
#4 Apply leadership decision-making frameworks.
N = 49  
Results = 88%

Summary of Results from Implementing Indirect Measures of Student Learning:

1. Summary of Results for Indirect Measure 1
Student reflection paper upon program completion

Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.

Program ISLOs Assessed by this Measure:
#1 Apply change management concepts to strategic planning.
N = 49  
Results = 94%

#2 Design quality improvement initiatives for business systems and processes.
N = 49  
Results = 94%

#3 Develop sustainable business practices using the triple bottom-line approach.
N = 49  
Results = 94%

#4 Apply leadership decision-making frameworks.
2. Summary of Results for Indirect Measure 2

**Student recommendation for the program; taken from grad student survey.**

**Performance Target:** 85% of students will either meet or exceed expectations on the grading rubric for this measure.

Program ISLOs Assessed by this Measure:

1. **Apply change management concepts to strategic planning.**
   - $N = 33$
   - Results = 100%

2. **Design quality improvement initiatives for business systems and processes.**
   - $N = 34$
   - Results = 100%

3. **Develop sustainable business practices using the triple bottom-line approach.**
   - $N = 34$
   - Results = 100%

4. **Apply leadership decision-making frameworks.**
   - $N = 34$
   - Results = 100%

---

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

<table>
<thead>
<tr>
<th>Intended Student Learning Outcomes</th>
<th>Learning Assessment Measures</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program ISLOs</td>
<td><strong>Direct Measure 1 – MGMT795 / Case Study</strong></td>
</tr>
<tr>
<td></td>
<td>Performance Target Was...</td>
</tr>
<tr>
<td>1. Apply change management concepts to strategic planning.</td>
<td>Met</td>
</tr>
<tr>
<td>2. Design quality improvement initiatives for business systems and processes.</td>
<td>Met</td>
</tr>
</tbody>
</table>
3. Develop sustainable business practices using the triple bottom-line approach.

<table>
<thead>
<tr>
<th></th>
<th>Met</th>
<th>N/A</th>
<th>Met</th>
<th>Met</th>
</tr>
</thead>
</table>

4. Apply leadership decision-making frameworks.

<table>
<thead>
<tr>
<th></th>
<th>N/A</th>
<th>Met</th>
<th>Met</th>
<th>Met</th>
</tr>
</thead>
</table>

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

All performance targets met.
Master of Accountancy (MACC)
# Section I: Student Learning Assessment

Master of Accountancy

<table>
<thead>
<tr>
<th>Student Learning Assessment For: Master Of Accountancy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program Intended Student Learning Outcomes (Program ISLOs)</td>
</tr>
</tbody>
</table>

1. **Program Learning Outcome 1:** Generate accounting solutions based on business information obtained from and using current technologies.

2. **Program Learning Outcome 2:** Apply legal and ethical standards as they related to accounting decisions.

3. **Program Learning Outcome 3:** Synthesize written and professional communications for accounting stakeholders.

4. **Program Learning Outcome 4:** Create accounting business solutions based on analysis of alternative actions.

5. **Program Learning Outcome 5:** Evaluate current accounting literature to inform business decisions.

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

<table>
<thead>
<tr>
<th>Direct Measure</th>
<th>ACCT647: Accounting and Financial Analytics Case Study</th>
<th>ACCT650: Accounting Responsibilities and Ethics Case Study</th>
<th>ACCT615: Accounting Research and Communications Case Study</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Objective (Target/Criterion) for Direct Measure 1</strong></td>
<td>85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.</td>
<td>85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.</td>
<td>85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.</td>
</tr>
</tbody>
</table>
### Portfolio Project Program ISLOs Assessed by this Measure:

| #3 Synthesize written and professional communications for accounting stakeholders. |
| #5 Evaluate current accounting literature to inform business decisions. |

85% of students will either Meet Expectations or Exceed Expectations on the grading rubric for this measure.

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

| Performance Objectives (Targets/Criteria) for Indirect Measures: |
| 1. **Indirect Measure 1**  
  **Student Reflection Paper**  
  Program ISLOs Assessed by this Measure:  
  #1 Generate accounting solutions based on business information obtained from and using current technologies.  
  #2 Apply legal and ethical standards as they relate to accounting decisions.  
  #3 Synthesize written and professional communications for accounting stakeholders.  
  #4 Create accounting business solutions based on analysis of alternative actions.  
  #5 Evaluate current accounting literature to inform business decisions.  
  Objective (Target/Criterion) for Indirect Measure 1  
  85% of student responses state gaining proficiency in the learning outcomes. |

| 2. **Indirect Measure 2**  
  **Student Survey of student learning**  
  Program ISLOs Assessed by this Measure:  
  #1 Generate accounting solutions based on business information obtained from and using current technologies.  
  #2 Apply legal and ethical standards as they relate to accounting decisions.  
  #3 Synthesize written and professional communications for accounting stakeholders.  
  #4 Create accounting business solutions based on analysis of alternative actions.  
  #5 Evaluate current accounting literature to inform business decisions.  
  Objective (Target/Criterion) for Indirect Measure 1  
  85% of student responses state gaining proficiency in the learning outcomes. |

### Learning Assessment Results: Master of Accountancy (MACC)

Summary of Results from Implementing Direct Measures of Student Learning:
1. **Summary of Results for Direct Measure 1**  
**ACCT647: Accounting and Financial Analytics**  
Case Study  
Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.  

<table>
<thead>
<tr>
<th>Portfolio Project Program ISLOs Assessed by this Measure:</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>#1 Generate accounting solutions based on business information obtained from and using current technologies.</strong></td>
</tr>
<tr>
<td>$N = 54$</td>
</tr>
<tr>
<td>Results = 96%</td>
</tr>
<tr>
<td><strong>#4 Create accounting business solutions based on analysis of alternative actions.</strong></td>
</tr>
<tr>
<td>$N = 54$</td>
</tr>
<tr>
<td>Results = 98%</td>
</tr>
</tbody>
</table>

2. **Summary of Results for Direct Measure 2**  
**ACCT650: Accounting Responsibilities and Ethics**  
Case Study  
Performance Target: 85% of students will either meet or exceed expectations on the grading rubric for this measure.  

<table>
<thead>
<tr>
<th>Portfolio Project Program ISLOs Assessed by this Measure:</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>#2 Apply legal and ethical standards as they relate to accounting decisions.</strong></td>
</tr>
<tr>
<td>$N = 54$</td>
</tr>
<tr>
<td>Results = 98%</td>
</tr>
</tbody>
</table>
3. **Summary of Results for Direct Measure 3**  
**ACCT615: Accounting Research and Communications**  
**Case Study**  
**Performance Target:** 85% of students will either meet or exceed expectations on the grading rubric for this measure.

Portfolio Project Program ISLOs Assessed by this Measure:

**#3 Synthesize written and professional communications for accounting stakeholders.**  
*N = 40*  
*Results = 100%*

**#5 Evaluate current accounting literature to inform business decisions.**  
*N = 40*  
*Results = 98%*

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

1. **Summary of Results for Indirect Measure 1**  
**Student Reflection Paper**  
Program ISLOs Assessed by this Measure:

**#1 Generate accounting solutions based on business information obtained from and using current technologies.**  
**#2 Apply legal and ethical standards as they relate to accounting decisions.**  
**#3 Synthesize written and professional communications for accounting stakeholders.**  
**#4 Create accounting business solutions based on analysis of alternative actions.**  
**#5 Evaluate current accounting literature to inform business decisions.**  
For all learning outcomes:  
*N = 0*  
*Results = 0%*
2. **Summary of Results for Indirect Measure 2**

**Student Survey of Student Learning**

Program ISLOs Assessed by this Measure:

- **#1 Generate accounting solutions based on business information obtained from and using current technologies.**
- **#2 Apply legal and ethical standards as they relate to accounting decisions.**
- **#3 Synthesize written and professional communications for accounting stakeholders.**
- **#4 Create accounting business solutions based on analysis of alternative actions.**
- **#5 Evaluate current accounting literature to inform business decisions.**

For all learning outcomes:

- \( N = 12 \)
- Results = 100%

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

<table>
<thead>
<tr>
<th>Intended Student Learning Outcomes (ISLOs)</th>
<th>Learning Assessment Measures</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Direct Measures of Student Learning</td>
</tr>
<tr>
<td></td>
<td>Direct Measure 1</td>
</tr>
<tr>
<td>Program ISLOs</td>
<td>Performance Objective Was...</td>
</tr>
<tr>
<td>1. Generate accounting solutions based on business information obtained from and using current technologies</td>
<td>Met</td>
</tr>
<tr>
<td>2. Apply legal and ethical standards as they related to accounting decisions.</td>
<td>Met</td>
</tr>
<tr>
<td>3. Synthesize written and professional communications for accounting stakeholders.</td>
<td>Met</td>
</tr>
<tr>
<td>4. Create accounting business solutions based on analysis of alternative actions.</td>
<td>Met</td>
</tr>
</tbody>
</table>
5. Evaluate current accounting literature to inform business decisions

| Met | No Data | Met |

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

*Course of action: All performance targets were met. Indirect Measure #1 was not implemented in the curriculum in first years of the program. Realignment of curriculum for AY2020/21 includes the establishment of a course to serve as the capstone of the program and collection point for student reflection.*
Section II: Operational Assessment
(Note: Complete this section only if you received first-time accreditation or reaffirmation of accreditation after January 1, 2011.)

<table>
<thead>
<tr>
<th>Intended Operational Outcomes</th>
<th>Performance Objectives (Targets/Criteria) for Operational Assessment Measures/Methods:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Intended Operational Outcome 1: The Donald W. Maine College of Business will achieve annual University-established enrollment goals.</td>
<td>Objective (Target/Criterion) for Measure/Method 1: Target established based on a proportion of the overall university target for the College of Business. Findings are reported by the University annually.</td>
</tr>
<tr>
<td>2. Intended Operational Outcome 2: The Donald W. Maine College of Business will achieve annual University-established employment rate as measured by student placement rate six months after graduation.</td>
<td>Objective (Target/Criterion) for Measure/Method 2: Target is established based upon overall university target. Findings are reported annually from the Student Graduate Survey.</td>
</tr>
<tr>
<td>3. Intended Operational Outcome 3: The Donald W. Maine College of Business will achieve annual University-established performance ratings for Employer Perception Survey measuring preparedness of students for the workforce.</td>
<td></td>
</tr>
<tr>
<td>4. Intended Operational Outcome 4: The Donald W. Maine College of Business will achieve annual University-established Graduate Satisfaction rate which measures graduates who would recommend the University to others.</td>
<td></td>
</tr>
</tbody>
</table>

**Assessment Measures/Methods for Intended Operational Outcomes:**

1. **Operational Assessment Measure/Method 1: MCOB Enrollment**
   - Intended Operational Outcomes Assessed by this Measure:
   - Objective: Achieve annual University-established enrollment goal.
   - Measure: Donald W. Maine College of Business benchmark

2. **Operational Assessment Measure/Method 2: MCOB Employment Rate**
   - Intended Operational Outcomes Assessed by this Measure:
   - Objective: Achieve annual University-established graduate employment rate as measured using annual graduate survey.
   - Measure: Donald W. Maine College of Business score for student placement rate six months after graduation.
3. **Operational Assessment Measure/Method 3: Employer Perception of Graduates**

   **Intended Operational Outcomes Assessed by this Measure:**

   Objective: Achieve University-established benchmark for Employer Perception Survey measuring preparedness of students for the workforce.

   Measure: Donald W. Maine College of Business-specific results for employer perception survey.

   **Objective (Target/Criterion) for Measure/Method 3**

   Target determined and measured annually.

   Findings are reported annually through program annually.

4. **Operational Assessment Measure/Method 4: Satisfaction of Graduates**

   **Intended Operational Outcomes Assessed by this Measure:**

   Achieve annual University-established graduate satisfaction rate

   Measure: Annual survey measure of whether the graduate would recommend the University to others.

   **Objective (Target/Criterion) for Measure/Method 4**

   Target is established based on overall university target.

   Findings are reported annually from the Student Graduate Survey.

---

**Summary of Results from Implementing Operational Assessment Measures/Methods:**

1. **Summary of Results for Measure/Method 1:** The College of Business results were 3318 students which did not meet the goal of 3408 students (based on September 14, 2019).

2. **Summary of Results for Measure/Method 2:** target was met. The College of Business results were 92% with a goal of 91%.

3. **Summary of Results for Measure/Method 3:** target was not met and was only measured at the University level. The University results were 4.47 with a goal of 4.1 on a scale of 1 to 5.

4. **Summary of Results for Measure/Method 4:** target was met. The College of Business results were 96% with a University goal of 95%.

**Summary of Achievement of Intended Operational Outcomes:**

<table>
<thead>
<tr>
<th>Intended Operational Outcomes</th>
<th>Operational Assessment Measures/Methods</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Operational Assessment Measure/Method 1 – Enrollment</td>
</tr>
<tr>
<td></td>
<td>Operational Assessment Measure/Method 2 – Student placement 6 months after graduation</td>
</tr>
<tr>
<td></td>
<td>Operational Assessment Measure/Method 3 – Employer perception survey results</td>
</tr>
<tr>
<td></td>
<td>Operational Assessment Measure/Method 4 – Graduates recommending program to others</td>
</tr>
</tbody>
</table>

Performance Target Was... | Performance Target Was... | Performance Target Was... | Performance Target Was...
1. Achieve annual University-established enrollment goal. | Not Met |
---|---|
2. Achieve annual University-established graduate employment rate as measured using annual graduate survey. | Exceeded |
3. Achieve University-established benchmark for Employer Perception Survey measuring preparedness of students for the workforce. | Exceeded |
4. Achieve annual University-established graduate satisfaction rate | Exceeded |

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

1. Course of Action 1: Davenport University has established admission action plans to address the less than projected “Core-4” enrollment. The D. W. Maine College of Business have specific action plans in place to assist the university’s admissions department to address enrollment.