



## Public Disclosure of Student Learning

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Institution	<u>Husson University</u>
Academic Business Unit	<u>College of Business</u>
Academic Year	<u>2015 - 2016</u>

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**Report of Student Learning and Achievement**  
**Husson University**  
**College of Business**

For Academic Year: 2015-2016

**Mission of the *College of Business***

The mission of the College of Business centers on professionalism by providing a quality, student centric, experiential education which allows for critical, innovative and analytical abilities to develop. To achieve its mission, the College of Business develops and prepares the entrepreneurial leader by instilling acumen and integrity for entering the global workforce.

- I. B.S. Business Administration – General; All Concentrations**
  - a. General**
  - b. Entrepreneurship/Small Business Management**
  - c. Financial Management**
  - d. Healthcare Management**
  - e. Interdisciplinary Program of Study (IPS)**
  - f. International Business**
  - g. Management**
  - h. Marketing**

**Student Learning Assessment for: *B.S. Business Administration (General and All Concentrations)***

**Program Intended Student Learning Outcomes (B.S. Business Administration – General and All Concentrations)**

1. *Students will explain the major concepts in the functional areas of accounting, marketing, finance and management.*
2. *Students will evaluate the legal, social and economic environments of business*
3. *Students will describe the global environment of business*
4. *Students will apply ethical decision making skills and integrity in an ever-changing, global environment*

5. <i>Students will demonstrate oral and written communication skills, appropriate to the profession</i>	
6. <i>Students will apply critical problem solving and professional skills in an experiential learning environment</i>	
<b>Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:</b>	<b>Performance Targets/Criteria (Objectives) for Direct Measures:</b>
1. <i>Peregrine Capstone Examination</i>  <i>General Program ISLOs Assessed by this Measure: Outcomes List ISLOs 1-3</i>	<i>At least 80% of all graduating BS Business Administration majors in each concentration will score in the 50<sup>th</sup> percentile or higher in comparison to other peer institutions on the examination questions related to ISLOs 1-3</i>
2. <i>Internship Performance Rubric</i>  <i>General Program ISLOs Assessed by this Measure: Outcomes List ISLOs 4-6</i>	<i>On the Internship Performance Rubric, at least 80% of the BS Business Administration majors in each concentration will meet the acceptable (2) or exemplary (3) standard in the requirements in all categories related to the ISLOs 4-6.</i>
<b>Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:</b>	<b>Performance Targets/Criteria (Objectives) for Indirect Measures:</b>
1. <i>Exit Survey</i>  <i>General Program ISLOs Assessed by this Measure: Outcomes List ISLOs 1-6</i>	<i>The Peregrine Exit Survey utilizes a scale ranging from 1 (strongly disagree) to 5 (strongly agree) on all questions. Each individual learning outcome represents a distinct question on the exit survey. The mean score for all graduating students for each specific question will be 4.0, meaning the students agree to meeting each individual learning outcome.</i>

<b>Learning Assessment Results: B.S. Business Administration (General and All Concentrations)</b>	
<b>Summary of Results from Implementing Direct Measures of Student Learning:</b>	
1. <i>Peregrine Capstone Examination (n = 46 students)</i> <i>Less than 80% of all graduating B.S. Business Administration - General majors scored in the 50<sup>th</sup> percentile or higher on exam questions related to ISLOs 1-3</i>	
<ul style="list-style-type: none"> <li>• <i>ISLO 1 – 43% of graduating students were above the 50<sup>th</sup> percentile; Mean percentile rank is 45.31</i></li> <li>• <i>ISLO 2 – 48% of graduating students were above the 50<sup>th</sup> percentile; Mean percentile rank is 47.89</i></li> <li>• <i>ISLO 3 – 37% of graduating students were above the 50<sup>th</sup> percentile; Mean percentile rank is 36.30</i></li> </ul>	
2. <i>Internship performance rubric (n = 23 students)</i>	

100% of students met the acceptable or exemplary standard in the requirements in all categories related to ISLOs 4-6

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

1. Exit surveys (n = 43 students)

Overall, the mean score for all graduating students for each specific question was 4.0 or higher

- ISLO 1 = Mean of 4.1 on 5 point scale
- ISLO 2 = Mean of 4.1 on 5 point scale
- ISLO 3 = Mean of 4.1 on 5 point scale
- ISLO 4 = Mean of 4.1 on a 5 point scale
- ISLO 5 = Mean of 4.2 on a 5 point scale
- ISLO 6 = Mean of 4.3 on a 5 point scale

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

Intended Student Learning Outcomes	Learning Assessment Measures							
General Program ISLOs	Direct Measure 1 Peregrine Capstone Examination	Direct Measure 2 Internship Performance Rubric	Direct Measure 3	Direct Measure 4	Indirect Measure 1 Exit Survey	Indirect Measure 2	Indirect Measure 3	Indirect Measure 4
	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...
1. Students will explain the major concepts in the functional areas of accounting, marketing, finance and management.	Not Met	N/A			Met			
2. Students will evaluate the legal, social and economic environments of business	Not Met	N/A			Met			
3. Students will describe the global environment of business	Not Met	N/A			Met			

4.	<i>Students will apply ethical decision making skills and integrity in an ever-changing, global environment</i>	N/A	Met			Met			
5.	<i>Students will demonstrate oral and written communication skills, appropriate to the profession</i>	N/A	Met			Met			
6.	<i>Students will apply critical problem solving and professional skills in an experiential learning environment</i>	N/A	Met			Met			
<b>Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:</b>									
1.	<i>Continue to monitor graduating students and their results on the Peregrine Assessment.</i>								