



## 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

<b>Mission of the <i>College of Business</i></b>
<p>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.</p>

<b>Student Learning Assessment for: <i>B.S. Sport Management</i></b>	
<b>Program Intended Student Learning Outcomes (B.S. Sport Management)</b>	
1. <i>Students will explain the major concepts in the functional areas of accounting, marketing, finance and management.</i>	
2. <i>Students will evaluate the legal, social and economic environments of business</i>	
3. <i>Students will describe the global environment of business</i>	
4. <i>Students will apply ethical decision making skills and integrity in an ever-changing, global environment</i>	
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>	
7. <i>Students will demonstrate general and functional knowledge of Sport Management principles including: Behavioral Dimensions in Sport; Management and Organizational Skills in Sport; Governance and Legal Aspects in Sport; and Sustainability.</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>AHLA Capstone Examination</i>  <i>B.S. Sport Management ISLOs Assessed by this Measure: Outcomes List 1-3</i>	<i>At least 80% of all graduating BS Sport Management majors will score in the 50<sup>th</sup> percentile or higher in comparison to other peer institutions on the examination questions related to this ISLO</i>

<p>2. <i>Internship Performance Rubric</i></p> <p><i>B.S. Sport Management ISLOs Assessed by this Measure: Outcomes List 4-7</i></p>	<p><i>On the Internship Performance Rubric, at least 80% of the students in B.S. Sport Management will demonstrate acceptable (2) or exemplary (3) levels as measured by categories related to the ISLOs 4-7</i></p>
<p>3. <i>Simulation Project Rubric in Sport Management Capstone Course</i></p> <p><i>B.S. Sport Management ISLOs Assessed by this Measure: Outcomes List 4-7</i></p>	<p><i>On the Simulation Project Rubric, at least 80% of the students in B.S. Sport Management will demonstrate acceptable (2) or exemplary (3) levels as measured by categories related to the ISLOs 4-7</i></p>
<p><b>Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:</b></p>	<p><b>Performance Targets/Criteria (Objectives) for Indirect Measures:</b></p>
<p>1. <i>Exit Survey</i></p> <p><i>B.S. Sport Management ISLOs Assessed by this Measure: Outcomes List 1-7</i></p>	<p><i>The 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></p>
<p><b>Learning Assessment Results: B.S. Sport Management</b></p>	
<p><b>Summary of Results from Implementing Direct Measures of Student Learning:</b></p>	
<p>1. <i>100% of graduating students in the B.S Sport Management major scored in the 50th percentile or higher in comparison to other peer institutions on the examination questions related to this ISLOs 1-3</i></p>	
<p>2. <i>At least 80% of the students in B.S. Sport Management demonstrated acceptable (2) or exemplary (3) levels as measured by categories related to the ISLOs 4-7</i></p>	
<p>3. <i>At least 80% of the students in B.S. Sport Management demonstrated acceptable (2) or exemplary (3) levels as measured by categories related to the ISLOs 4-7</i></p>	
<p><b>Summary of Results from Implementing Indirect Measures of Student Learning:</b></p>	
<p>1. <i>Exit surveys (n = 3 students)</i></p> <ul style="list-style-type: none"> <li>• <i>ISLO 1 = Mean of 3.66 on 5 point scale</i></li> <li>• <i>ISLO 2 = Mean of 3.12 on 5 point scale</i></li> <li>• <i>ISLO 3 = Mean of 4.66 on 5 point scale</i></li> <li>• <i>ISLO 4 = Mean of 4.83 on a 5 point scale</i></li> <li>• <i>ISLO 5 = Mean of 4.42 on a 5 point scale</i></li> </ul>	

- ISLO 6 = Mean of 4.25 on a 5 point scale
- ISLO 7 = Mean of 4 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 AHLA Capstone Examination	Direct Measure 2 Internship Performance Rubric	Direct Measure 3 Simulation Project Rubric in Sport Management Capstone Course	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.	Met	N/A	N/A		Met			
2. Students will evaluate the legal, social and economic environments of business	Met	N/A	N/A		Met			
3. Students will describe the global environment of business	Met	N/A	N/A		Met			
4. Students will apply ethical decision making skills and integrity in an ever-changing, global environment	N/A	Met	Met		Met			

5. <i>Students will demonstrate oral and written communication skills, appropriate to the profession</i>	N/A	Met	Met		Met			
6. <i>Students will apply critical problem solving and professional skills in an experiential learning environment</i>	N/A	Met	Met		Met			
7. <i>Students will demonstrate general and functional knowledge of Sport Management principles including: Behavioral Dimensions in Sport; Management and Organizational Skills in Sport; Governance and Legal Aspects in Sport; and Sustainability.</i>	N/A	Met	Met		Met			