



Public Disclosure of Student Learning

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

Report of Student Learning and Achievement
Husson University
College of Business

For Academic Year: 2015-2016

Mission of the <i>College of Business</i>
<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>

- I. Master of Business Administration (MBA) – General and All Concentrations**
 - a. General**
 - b. Healthcare Management**
 - c. Hospitality and Tourism Management**
 - d. Organizational Management**

Student Learning Assessment for: Master of Business Administration (MBA) (General and All Concentrations)	
Program Intended Student Learning Outcomes (Master of Business Administration – General and All Concentrations)	
<i>1. Students will recognize business problems</i>	
<i>2. Students will integrate theories and practice to perform strategic analysis</i>	
<i>3. Students will demonstrate effective written forms of communication and oral business presentations</i>	
<i>4. Students will work effectively in diverse teams</i>	
<i>5. Students will identify and analyze ethical responsibilities of businesses</i>	
<i>6. Students will apply decision-making techniques, using both quantitative and qualitative analysis, to management issues.</i>	
Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Targets/Criteria (Objectives) for Direct Measures:

<p>1. <i>Peregrine Capstone examination</i> MBA ISLOs Assessed by this Measure: <i>Outcomes List 1</i></p>	<p><i>At least 80% of all MBA majors will score in the 50th percentile or higher in comparison to other peer institutions on the examination questions related to this ISLO</i></p>
<p>2. <i>Capsim simulation project rubric (BA 625)</i> MBA ISLOs Assessed by this Measure: <i>Outcomes List ISLOs 2-6</i></p>	<p><i>On the CAPSIM simulation project rubric, at least 80% of the students in each concentration will demonstrate acceptable (2) or exemplary (3) levels as measured by categories related to the ISLOs 2-6</i></p>
<p>Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:</p>	<p>Performance Targets/Criteria (Objectives) for Indirect Measures:</p>
<p>1. <i>Exit Survey</i> MBA ISLOs Assessed by this Measure: <i>Outcomes List ISLOs 1-6</i></p>	<p><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></p>
<p align="center">Learning Assessment Results: Master of Business Administration (MBA) – General and All Concentrations</p>	
<p>Summary of Results from Implementing Direct Measures of Student Learning:</p>	
<p>1. <i>Peregrine Exam (n=48)</i> <i>Less than 80% of MBA majors scored in the 50th percentile or higher on exam questions</i></p> <ul style="list-style-type: none"> • <i>ISLO 1 – 27% of students were above the 50th percentile; Mean percentile rank is 37.31</i> 	
<p>2. <i>At least 80% of the students in each concentration demonstrated acceptable (2) or exemplary (3) levels as measured by categories related to the ISLOs 2-6</i></p>	
<p>Summary of Results from Implementing Indirect Measures of Student Learning:</p>	
<p>1. <i>Exit Survey (n=46)</i> <i>Overall, the instrument shows participants strongly agree or agree with the ISLOs being met</i></p> <ul style="list-style-type: none"> • <i>ISLOs 1-6 summary = Mean of 4.44 on 5 point scale</i> 	
<p>Summary of Achievement of Intended Student Learning Outcomes:</p>	
<p>Intended Student Learning Outcomes</p>	<p>Learning Assessment Measures</p>

General Program ISLOs	Direct Measure 1 <i>Peregrine Capstone examination</i>	Direct Measure 2 <i>Capsim simulation project rubric</i>	Direct Measure 3	Direct Measure 4	Indirect Measure 1 <i>Exit Survey</i>	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. <i>Students will recognize business problems</i>	Not Met	N/A			Met			
2. <i>Students will integrate theories and practice to perform strategic analysis</i>	N/A	Met			Met			
3. <i>Students will demonstrate effective written forms of communication and oral business presentations</i>	N/A	Met			Met			
4. <i>Students will work effectively in diverse teams</i>	N/A	Met			Met			
5. <i>Students will identify and analyze ethical responsibilities of businesses</i>	N/A	Met			Met			
6. <i>Students will apply decision-making techniques, <u>using both quantitative and qualitative analysis</u>, to management issues.</i>	N/A	Met			Met			
Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:								
1. <i>Continue to monitor graduating students and their results on the Peregrine Assessment.</i>								