



Public Disclosure of Student Learning

Institution	Husson University
Academic Business Unit	College of Business
Academic Year	2016 - 2017

Report of Student Learning and Achievement
Institution
College of Business

For Academic Year: 2016 - 2017

Mission of the <i>College of Business</i>
<p><i>Mission Statement</i></p> <p>The College of Business provides high quality, student centric, experiential education, delivered by engaged faculty in partnership with the community, to prepare students for professional careers and leadership positions while enhancing regional economic development.</p>

Student Learning Assessment for: <i>B.S. Sport Management</i>	
Program Intended Student Learning Outcomes (B.S. Sport Management)	
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>	
Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Targets/Criteria (Objectives) for Direct Measures:
1. <i>AHLA Capstone Examination</i>	

<p><i>B.S. Sport Management</i> ISLOs Assessed by this Measure: <i>Outcomes List 1-3</i></p>	<p><i>At least 80% of all graduating BS Sport Management 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>Internship Performance Rubric</i></p> <p><i>B.S. Sport Management</i> ISLOs Assessed by this Measure: <i>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</i> ISLOs Assessed by this Measure: <i>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>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></p> <p><i>B.S. Sport Management</i> ISLOs Assessed by this Measure: <i>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>Learning Assessment Results: B.S. Sport Management</p>	
<p>Summary of Results from Implementing Direct Measures of Student Learning:</p>	
<p>1. <i>Less than 80% (79%) 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><i>Internship performance rubric (n = 11 students)</i></p> <p><i>More than 80% of B.S. Sport Management students demonstrated acceptable (2) or exemplary (3) levels on ISLOs 4-7</i></p> <ul style="list-style-type: none"> <i>ISLO 4 = At least 80% of students scored at acceptable or higher; Mean of 2.63 on 3 point scale</i> <i>ISLO 5 = At least 80% of students scored at acceptable or higher; Mean of 2.90 on 3 point scale</i> <i>ISLO 6 = At least 80% of students scored at acceptable or higher; Mean of 2.36 on 3 point scale</i> 	

- ISLO 7 = At least 80% of students scored at acceptable or higher; Mean of 2.36 on 3 point scale

3. 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

- ISLO 4 = At least 80% of students scored at acceptable or higher; Mean of 2.35 on 3 point scale
- ISLO 5 = At least 80% of students scored at acceptable or higher; Mean of 2.55 on 3 point scale
- ISLO 6 = At least 80% of students scored at acceptable or higher; Mean of 2.6 on 3 point scale
- ISLO 7 = At least 80% of students scored at acceptable or higher; Mean of 2.9 on 3 point scale
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Summary of Results from Implementing Indirect Measures of Student Learning:

1. There were no identified graduating BS Sport Management students who completed the Exit Survey

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.	NOT MET	N/A	N/A		NOT MET			

2. <i>Students will evaluate the legal, social and economic environments of business</i>	NOT MET	N/A	N/A		NOT MET			
3. <i>Students will describe the global environment of business</i>	NOT MET	N/A	N/A		NOT MET			
4. <i>Students will apply ethical decision making skills and integrity in an ever-changing, global environment</i>	N/A	MET	MET		NOT MET			
5. <i>Students will demonstrate oral and written communication skills, appropriate to the profession</i>	N/A	MET	MET		NOT MET			
6. <i>Students will apply critical problem solving and professional skills in an experiential learning environment</i>	N/A	MET	MET		NOT 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		NOT 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 of the AHLA exam</i>								
2. <i>Continue to monitor graduating students and their results on the Exit Survey as it relates to each ISLO</i>								