



---

## Outcomes Assessment Plan

---

Institution	<u>Husson University</u>
Academic Business Unit	<u>College of Business</u>
Date	<u>October 10, 2025</u>

## Table of Contents

Table of Contents	i
Section I: Mission and Broad-Based Goals	1
Mission Statement	1
Broad-Based Goals	1
Section II: Student Learning Assessment	3
ASSOCIATE-LEVEL PROGRAMS (NONE)	3
BACHELOR’S-LEVEL PROGRAMS	4
A. Student Learning Assessment for B.S. Accounting	5
B. Student Learning Assessment for B.S. Business Administration (General 77	
C. Student Learning Assessment for B.S. Financial Planning	8
D. Student Learning Assessment for B.S. Hospitality & Tourism Management (General and all concentrations)	10
E. Student Learning Assessment for B.S. Sport Management	12
MASTER’S-LEVEL PROGRAMS	14
A. Student Learning Assessment for for Master of Business Administration (MBA) (General 15	
Section III: Intended Operational Outcomes	17
Section IV: Linkage of Outcomes Assessment with Strategic Planning and Budgeting	18
Section V: Appendices	20

**OUTCOMES ASSESSMENT PLAN**  
*Husson University*  
*College of Business*

**Section I: Mission and Broad-Based Goals**

Mission Statement

**Mission of the College of Business:**

*Mission Statement*

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.

Broad-Based Goals

**Broad-Based Student Learning Goals:**

1. Students will acquire the relevant disciplinary knowledge and competencies appropriate to their programs of study.
2. Students will gain knowledge of the various environments in which business operates.
3. Students will gain knowledge of appropriate decision-support tools for management decision making.
4. Students will acquire effective business-related professional skills.

**Broad-Based Operational Goals:**

1. The College of Business will hire faculty who are effective teachers and provide faculty development to enhance their engagement in the profession.

<b>Broad-Based Operational Goals:</b>
2. The College of Business will offer relevant, current programs that successfully prepare students for professional careers and/or graduate education.
3. The College of Business will provide high-quality instruction and experiential opportunities to its students.
4. The College of Business will provide support to foster student success.

## **Section II: Student Learning Assessment**

### **ASSOCIATE-LEVEL PROGRAMS**

None

## **BACHELOR'S-LEVEL PROGRAMS**

- A. B.S. Accounting**
- B. B.S. Business Administration – General; All Concentrations**
  - 1. General**
  - 2. Entrepreneurship/Small Business Management**
  - 3. Management**
- C. B.S. Financial Planning**
- D. B.S. Hospitality Management**
- E. B.S. Sport Management**

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

1. *Program Learning Outcome 1 - Students will apply the major concepts of the functional areas of business.*

Broad-Based Student Learning Goals to which this Outcome is Linked: *List of Learning Goals – 1, 2, 3, and 4*

Key Learning Outcomes for Bachelor's-Level Business Programs to which this Outcome is Linked: *List of Key Learning Outcomes – 1, 4, 5, 6*

2. *Program Learning Outcome 2 - Students will apply legal and ethical principles in business to organizational decision making.*

Broad-Based Student Learning Goals to which this Outcome is Linked: *List of Learning Goals – 1, 2 and 4*

Key Learning Outcomes for Bachelor's-Level Business Programs to which this Outcome is Linked: *List of Key Learning Outcomes – 1, 4, 5, 6*

3. *Program Learning Outcome 3 - Students will apply business-related techniques to management decisions.*

Broad-Based Student Learning Goals to which this Outcome is Linked: *List of Learning Goals – 1, 2 and 4*

Key Learning Outcomes for Bachelor's-Level Business Programs to which this Outcome is Linked: *List of Key Learning Outcomes – 1, 2, and 6*

4. *Program Learning Outcome 4 - Students will analyze leadership choices in the internship setting.*

Broad-Based Student Learning Goals to which this Outcome is Linked: *List of Learning Goals – 4*

Key Learning Outcomes for Bachelor's-Level Business Programs to which this Outcome is Linked: *List of Key Learning Outcomes – 7*

5. *Program Learning Outcome 5 – Students will apply professional business communication skills.*

Broad-Based Student Learning Goals to which this Outcome is Linked: *List of Learning Goals – 4*

Key Learning Outcomes for Bachelor's-Level Business Programs to which this Outcome is Linked: *List of Key Learning Outcomes – 3*

6. *Program Learning Outcome 6 - Students will collaborate with diverse colleagues in team situations.*

Broad-Based Student Learning Goals to which this Outcome is Linked: *List of Learning Goals – 4*

Key Learning Outcomes for Bachelor's-Level Business Programs to which this Outcome is Linked: *List of Key Learning Outcomes - 2*

7. *Program Learning Outcome 7 – Students will demonstrate technical knowledge of the generally accepted accounting principles and practices tested on the uniform CPA exam.*

Broad-Based Student Learning Goals to which this Outcome is Linked: *List of Learning Goals – 1, 2 and 3*

Key Learning Outcomes for Bachelor’s-Level Business Programs to which this Outcome is Linked: *List of Key Learning Outcomes – 1, 4, 5, and 6*

<b>Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:</b>	<b>Performance Objectives (Targets/Criteria) for Direct Measures:</b>
1. <i>Peregrine Capstone Examination</i> <i>B.S. Accounting Program ISLOs Assessed by this Measure: 1-3</i>	<i>At least 70% of students will score 40% or higher on the subsets of examination questions that evaluate ISLOs 1-3.</i>
2. <i>Internship Performance Rubric</i> <i>B.S. Accounting Program ISLOs Assessed by this Measure: 4-6</i>	<i>On the Internship Performance Rubric, at least 80% of the BS Accounting students will demonstrate acceptable (2) or exemplary (3) levels as measured by categories that evaluate ISLOs 4-6.</i>
3. <i>Audit Simulation Rubric</i> <i>B.S. Accounting Program ISLOs Assessed by this Measure: 7</i>	<i>On the Audit Simulation Rubric, at least 80% of the BS Accounting students will demonstrate acceptable (2) or exemplary (3) levels as measured by the category that evaluates ISLO 7.</i>
<b>Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:</b>	<b>Performance Objectives (Targets/Criteria) for Indirect Measures:</b>
1. <i>Exit Survey</i> <i>B.S. Accounting Program ISLOs Assessed by this Measure: 1, 2, 3, 4, 5, 6, and 7</i>	<i>The Peregrine Exit Instrument 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. At least 80% of students will indicate that they “agree” (4) or “strongly agree” (5) that they achieved each of the program ISLOs 1-7.</i>



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

1. *Program Learning Outcome 1 - Students will be able to apply the major concepts in the functional areas of business.*

Broad-Based Student Learning Goals to which this Outcome is Linked: *List of Learning Goals – 1, 2, 3 and 4*

Key Learning Outcomes for Bachelor's-Level Business Programs to which this Outcome is Linked: *List of Key Learning Outcomes – 1, 4, 5, and 6*

2. *Program Learning Outcome 2 - Students will apply legal and ethical principles in business to organizational decision making.*

Broad-Based Student Learning Goals to which this Outcome is Linked: *List of Learning Goals – 1, 2 and 4*

Key Learning Outcomes for Bachelor's-Level Business Programs to which this Outcome is Linked: *List of Key Learning Outcomes – 1 and 6*

3. *Program Learning Outcome 3 - Students will apply business-related techniques to management decisions.*

Broad-Based Student Learning Goals to which this Outcome is Linked: *List of Learning Goals – 1, 2 and 4*

Key Learning Outcomes for Bachelor's-Level Business Programs to which this Outcome is Linked: *List of Key Learning Outcomes – 1 and 6*

4. *Program Learning Outcome 4 - Students will analyze leadership choices in the internship setting.*

Broad-Based Student Learning Goals to which this Outcome is Linked: *List of Learning Goals – 4*

Key Learning Outcomes for Bachelor's-Level Business Programs to which this Outcome is Linked: *List of Key Learning Outcomes - 7*

5. *Program Learning Outcome 5 - Students will apply professional business communication skills.*

Broad-Based Student Learning Goals to which this Outcome is Linked: *List of Learning Goals - 4*

Key Learning Outcomes for Bachelor's-Level Business Programs to which this Outcome is Linked: *List of Key Learning Outcomes - 3*

6. *Program Learning Outcome 6 - Students will collaborate with diverse colleagues in team situations.*

Broad-Based Student Learning Goals to which this Outcome is Linked: *List of Learning Goals - 4*

Key Learning Outcomes for Bachelor's-Level Business Programs to which this Outcome is Linked: *List of Key Learning Outcomes - 2*

Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
1. <i>Peregrine Capstone Examination</i> B.S. Business Administration Program ISLOs Assessed by this Measure: 1-3	At least 70% of students will score 40% or higher on the subsets of examination questions that evaluate ISLOs 1-3.
2. <i>Internship Performance Rubric</i> B.S. Business Administration Program ISLOs Assessed by this Measure: 4-6	On the Internship Performance Rubric, at least 80% of the BS BA students will meet the acceptable (2) or exemplary (3) standard in each of the categories that evaluates ISLOs 4-6.
Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Indirect Measures:
1. <i>Exit Survey</i> B.S. Business Administration Program ISLOs Assessed by this Measure: 1-6	The Peregrine Exit Instrument 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. At least 80% of students will indicate that they “agree” (4) or “strongly agree” (5) that they achieved each of the program ISLOs 1-6.

Program Intended Student Learning Outcomes (Program ISLOs)	
<p>1. <i>Program Learning Outcome 1 - Students will be able to apply the major concepts in the functional areas of business.</i></p> <p>Broad-Based Student Learning Goals to which this Outcome is Linked: <i>List of Learning Goals – 1, 2, 3 and 4</i></p> <p>Key Learning Outcomes for Bachelor’s-Level Business Programs to which this Outcome is Linked: <i>List of Key Learning Outcomes – 1, 4, 5, and 6</i></p>	
<p>2. <i>Program Learning Outcome 2 - Students will apply legal and ethical principles in business to organizational decision making.</i></p> <p>Broad-Based Student Learning Goals to which this Outcome is Linked: <i>List of Learning Goals – 1, 2 and 4</i></p> <p>Key Learning Outcomes for Bachelor’s-Level Business Programs to which this Outcome is Linked: <i>List of Key Learning Outcomes – 1 and 6</i></p>	
<p>3. <i>Program Learning Outcome 3 - Students will apply business-related techniques to management decisions.</i></p> <p>Broad-Based Student Learning Goals to which this Outcome is Linked: <i>List of Learning Goals – 1, 2 and 4</i></p>	

Key Learning Outcomes for Bachelor’s-Level Business Programs to which this Outcome is Linked: <i>List of Key Learning Outcomes – 1 and 6</i>	
4. <i>Program Learning Outcome 4 - Students will analyze leadership choices in the internship setting.</i>  Broad-Based Student Learning Goals to which this Outcome is Linked: <i>List of Learning Goals – 4</i>  Key Learning Outcomes for Bachelor’s-Level Business Programs to which this Outcome is Linked: <i>List of Key Learning Outcomes - 7</i>	
5. <i>Program Learning Outcome 5 - Students will apply professional business communication skills.</i>  Broad-Based Student Learning Goals to which this Outcome is Linked: <i>List of Learning Goals - 4</i>  Key Learning Outcomes for Bachelor’s-Level Business Programs to which this Outcome is Linked: <i>List of Key Learning Outcomes - 3</i>	
6. <i>Program Learning Outcome 6 - Students will collaborate with diverse colleagues in team situations.</i>  Broad-Based Student Learning Goals to which this Outcome is Linked: <i>List of Learning Goals - 4</i>  Key Learning Outcomes for Bachelor’s-Level Business Programs to which this Outcome is Linked: <i>List of Key Learning Outcomes - 2</i>	
7. <i>Program Learning Outcome 7 - Students will apply general and functional knowledge of Financial Planning principles.</i>  Broad-Based Student Learning Goals to which this Outcome is Linked: <i>List of Learning Goals – 1, 2 and 3</i>  Key Learning Outcomes for Bachelor’s-Level Business Programs to which this Outcome is Linked: <i>List of Key Learning Outcomes – 1, 4, 5 and 6</i>	
<b>Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:</b>	<b>Performance Objectives (Targets/Criteria) for Direct Measures:</b>
1. <i>Peregrine Capstone Examination</i> <i>B.S. Financial Planning Program ISLOs Assessed by this Measure: 1-3</i>	<i>At least 70% of students will score 40% or higher on the subsets of examination questions that evaluate ISLOs 1-3.</i>
2. <i>Internship Performance Rubric</i> <i>B.S. Financial Planning Program ISLOs Assessed by this Measure: 4-6</i>	<i>On the Internship Performance Rubric, at least 80% of the BS BA students will meet the acceptable (2) or exemplary (3) standard in each of the categories that evaluates ISLOs 4-6.</i>

<p>3. <i>Comprehensive Financial Plan</i>  <i>B.S. Financial Planning Program ISLO Assessed by the Measure: 7</i></p>	<p><i>On the Comprehensive Financial Plan Rubric, at least 80% of the students in B.S. Financial Planning will demonstrate acceptable (2) or exemplary (3) levels in the category that evaluates ISLO 7</i></p>
<p><b>Assessment Instruments for Intended Student Learning Outcomes—  Indirect Measures of Student Learning:</b></p>	<p><b>Performance Objectives (Targets/Criteria) for Indirect Measures:</b></p>
<p>1. <i>Exit Survey</i>  <i>B.S. Financial Planning Program ISLOs Assessed by this Measure: 1-7</i></p>	<p><i>The Peregrine Exit Instrument 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. At least 80% of students will indicate that they “agree” (4) or “strongly agree” (5) that they achieved each of the program ISLOs 1-7.</i></p>

<div style="background-color: white; width: 40%; height: 15px; margin-bottom: 5px;"></div>
<b>Program Intended Student Learning Outcomes (Program ISLOs)</b>
<p>1. <i>Program Learning Outcome 1 - Students will be able to apply the major concepts in the functional areas of business.</i></p> <p>Broad-Based Student Learning Goals to which this Outcome is Linked: <i>List of Learning Goals – 1, 2, 3 and 4</i></p> <p>Key Learning Outcomes for Bachelor’s-Level Business Programs to which this Outcome is Linked: <i>List of Key Learning Outcomes – 1, 4, 5 and 6</i></p>
<p>2. <i>Program Learning Outcome 2 - Students will apply legal and ethical principles in business to organizational decision making.</i></p> <p>Broad-Based Student Learning Goals to which this Outcome is Linked: <i>List of Learning Goals – 1, 2 and 4</i></p> <p>Key Learning Outcomes for Bachelor’s-Level Business Programs to which this Outcome is Linked: <i>List of Key Learning Outcomes – 1 and 6</i></p>
<p>3. <i>Program Learning Outcome 3 - Students will apply business-related techniques to management decisions.</i></p> <p>Broad-Based Student Learning Goals to which this Outcome is Linked: <i>List of Learning Goals – 1, 2 and 4</i></p> <p>Key Learning Outcomes for Bachelor’s-Level Business Programs to which this Outcome is Linked: <i>List of Key Learning Outcomes – 1 and 6</i></p>
<p>4. <i>Program Learning Outcome 4 - Students will analyze leadership choices in the internship setting.</i></p>

<p>Broad-Based Student Learning Goals to which this Outcome is Linked: <i>List of Learning Goals - 4</i></p> <p>Key Learning Outcomes for Bachelor’s-Level Business Programs to which this Outcome is Linked: <i>List of Key Learning Outcomes – 7</i></p>	
<p>5. <i>Program Learning Outcome 5 - Students will apply professional business communication skills.</i></p> <p>Broad-Based Student Learning Goals to which this Outcome is Linked: <i>List of Learning Goals - 4</i></p> <p>Key Learning Outcomes for Bachelor’s-Level Business Programs to which this Outcome is Linked: <i>List of Key Learning Outcomes – 3</i></p>	
<p>6. <i>Program Learning Outcome 6 - Students will collaborate with diverse colleagues in team situations.</i></p> <p>Broad-Based Student Learning Goals to which this Outcome is Linked: <i>List of Learning Goals - 4</i></p> <p>Key Learning Outcomes for Bachelor’s-Level Business Programs to which this Outcome is Linked: <i>List of Key Learning Outcomes – 2</i></p>	
<p>7. <i>Program Learning Outcome 7 - Students will demonstrate functional knowledge of Hospitality and Tourism Management principles.</i></p> <p>Broad-Based Student Learning Goals to which this Outcome is Linked: <i>List of Learning Goals – 1, 2 and 3</i></p> <p>Key Learning Outcomes for Bachelor’s-Level Business Programs to which this Outcome is Linked: <i>List of Key Learning Outcomes – 1, 4, 5 and 6</i></p>	
<p><b>Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:</b></p>	<p><b>Performance Objectives (Targets/Criteria) for Direct Measures:</b></p>
<p>1. <i>Peregrine Capstone Examination</i> <i>B.S. Hospitality &amp; Tourism Management Program ISLOs Assessed by this Measure: 1-3</i></p>	<p><i>At least 70% of students will score 40% or higher on the subsets of examination questions that evaluate ISLOs 1-3.</i></p>
<p>2. <i>Internship Performance Rubric</i> <i>B.S. Hospitality &amp; Tourism Management Program ISLOs Assessed by this Measure: 4-6</i></p>	<p><i>On the Internship Performance Rubric, at least 80% of the students in B.S. Hospitality Mgmt. will demonstrate acceptable (2) or exemplary (3) levels in each of the categories that evaluate ISLOs 4-6.</i></p>
<p>3. <i>AHLEI Capstone Examination</i> <i>B.S. Hospitality &amp; Tourism Management Program ISLOs Assessed by this Measure: 7</i></p>	<p><i>At least 70% of students will score 70% or higher on the subset of examination questions that evaluate ISLO 7.</i></p>
<p><b>Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:</b></p>	<p><b>Performance Objectives (Targets/Criteria) for Indirect Measures:</b></p>

<p>1. <i>Exit Survey</i>  <i>B.S. Hospitality &amp; Tourism Management Program ISLOs Assessed by this Measure: 1-7</i></p>	<p><i>The Peregrine Exit Instrument 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. At least 80% of students will indicate that they “agree” (4) or “strongly agree” (5) that they achieved each of the program ISLOs 1-7.</i></p>
--	--

<b>Program Intended Student Learning Outcomes (Program ISLOs)</b>	
<p>1. <i>Program Learning Outcome 1 - Students will be able to apply the major concepts in the functional areas of business.</i></p> <p>Broad-Based Student Learning Goals to which this Outcome is Linked: <i>List of Learning Goals – 1, 2, 3 and 4</i></p> <p>Key Learning Outcomes for Bachelor’s-Level Business Programs to which this Outcome is Linked: <i>List of Key Learning Outcomes – 1, 4, 5 and 6</i></p>	
<p>2. <i>Program Learning Outcome 2 - Students will apply legal and ethical principles in business to organizational decision making.</i></p> <p>Broad-Based Student Learning Goals to which this Outcome is Linked: <i>List of Learning Goals – 1, 2 and 4</i></p> <p>Key Learning Outcomes for Bachelor’s-Level Business Programs to which this Outcome is Linked: <i>List of Key Learning Outcomes – 1 and 6</i></p>	
<p>3. <i>Program Learning Outcome 3 - Students will apply business-related techniques to management decisions.</i></p> <p>Broad-Based Student Learning Goals to which this Outcome is Linked: <i>List of Learning Goals – 1, 2 and 4</i></p> <p>Key Learning Outcomes for Bachelor’s-Level Business Programs to which this Outcome is Linked: <i>List of Key Learning Outcomes – 1 and 6</i></p>	
<p>4. <i>Program Learning Outcome 4 - Students will analyze leadership choices in the internship setting.</i></p> <p>Broad-Based Student Learning Goals to which this Outcome is Linked: <i>List of Learning Goals - 4</i></p> <p>Key Learning Outcomes for Bachelor’s-Level Business Programs to which this Outcome is Linked: <i>List of Key Learning Outcomes – 7</i></p>	
<p>5. <i>Program Learning Outcome 5 - Students will apply professional business communication skills.</i></p> <p>Broad-Based Student Learning Goals to which this Outcome is Linked: <i>List of Learning Goals - 4</i></p>	

Key Learning Outcomes for Bachelor’s-Level Business Programs to which this Outcome is Linked: <i>List of Key Learning Outcomes – 3</i>	
6. <i>Program Learning Outcome 6 - Students will collaborate with diverse colleagues in team situations.</i>	
Broad-Based Student Learning Goals to which this Outcome is Linked: <i>List of Learning Goals - 4</i>	
Key Learning Outcomes for Bachelor’s-Level Business Programs to which this Outcome is Linked: <i>List of Key Learning Outcomes – 2</i>	
7. <i>Program Learning Outcome 7 - Students will demonstrate functional knowledge of Sport Management principles.</i>	
Broad-Based Student Learning Goals to which this Outcome is Linked: <i>List of Learning Goals – 1, 2 and 3</i>	
Key Learning Outcomes for Bachelor’s-Level Business Programs to which this Outcome is Linked: <i>List of Key Learning Outcomes – 1, 4, 5 and 6</i>	
<b>Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:</b>	<b>Performance Objectives (Targets/Criteria) for Direct Measures:</b>
1. <i>Peregrine Capstone Examination</i> <i>B.S. Sport Management Program ISLOs Assessed by this Measure: 1-3 and 7</i>	<i>At least 70% of students will score 40% or higher on the subsets of examination questions that evaluate ISLOs 1-3 and 7.</i>
2. <i>Internship Performance Rubric</i> <i>B.S. Sport Management Program ISLOs Assessed by this Measure: 4-6</i>	<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 in each of the categories that evaluate ISLOs 4-6.</i>
<b>Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:</b>	<b>Performance Objectives (Targets/Criteria) for Indirect Measures:</b>
1. <i>Exit Survey</i> <i>B.S. Sport Management Program ISLOs Assessed by this Measure: 1-7</i>	<i>The Peregrine Exit Instrument 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. At least 80% of students will indicate that they “agree” (4) or “strongly agree” (5) that they achieved each of the program ISLOs 1-7.</i>

## **MASTER'S-LEVEL PROGRAMS**

- A. Master of Business Administration (MBA) – General and All Concentrations**
  - 1. General**
  - 2. Healthcare Management**
  - 3. Organizational Management**
  - 4. Risk Management**



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

1. *Program Learning Outcome 1 – Students will analyze results of business decisions.*

Broad-Based Student Learning Goals to which this Outcome is Linked: *List of Learning Goals – 1, 2, 3 and 4*

Key Learning Outcomes for Master’s-Level Business Programs to which this Outcome is Linked: *List of Key Learning Outcomes – 1, 4 and 6*

2. *Program Learning Outcome 2 - Students will integrate theories to perform strategic analysis.*

Broad-Based Student Learning Goals to which this Outcome is Linked: *List of Learning Goals – 1, 2, 3 and 4*

Key Learning Outcomes for Master’s-Level Business Programs to which this Outcome is Linked: *List of Key Learning Outcomes – 1, 4, 5, 6, 7*

3. *Program Learning Outcome 3 - Students will produce professional communication tailored to diverse audiences.*

Broad-Based Student Learning Goals to which this Outcome is Linked: *List of Learning Goals – 4*

Key Learning Outcomes for Master’s-Level Business Programs to which this Outcome is Linked: *List of Key Learning Outcomes – 3*

4. *Program Learning Outcome 4 - Students will select leadership skills to work with a diverse team to achieve a goal.*

Broad-Based Student Learning Goals to which this Outcome is Linked: *List of Learning Goals – 4*

Key Learning Outcomes for Master’s-Level Business Programs to which this Outcome is Linked: *List of Key Learning Outcomes – 2, 3 and 7*

5. *Program Learning Outcome 5 - Students will analyze ethical responsibilities of businesses.*

Broad-Based Student Learning Goals to which this Outcome is Linked: *List of Learning Goals – 1, 2, 3 and 4*

Key Learning Outcomes for Master’s-Level Business Programs to which this Outcome is Linked: *List of Key Learning Outcomes – 1, 5 and 7*

6. *Program Learning Outcome 6 - Students will analyze business problems using decision support tools.*

Broad-Based Student Learning Goals to which this Outcome is Linked: *List of Learning Goals – 1, 2, and 3*

Key Learning Outcomes for Master’s-Level Business Programs to which this Outcome is Linked: *List of Key Learning Outcomes – 1, 4, 5, 6, 7*

Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
1. <i>Final Paper rubric (BA 625)</i> <i>Program ISLOs Assessed by this Measure: 1, 2, 5 and 6</i>	<i>On the Final Paper rubric, at least 80% of the students will demonstrate acceptable (2) or exemplary (3) levels in each of the categories that evaluate ISLOs 1, 2, 5 and 6.</i>
2. <i>Final Report rubric (BA 605)</i> <i>Program ISLO Assessed by this Measure: 3</i>	<i>On the Final Report Rubric, at least 80% of the students will demonstrate acceptable (2) or exemplary (3) level in the category that evaluates ISLO 3.</i>
3. <i>Presentation rubric (BA 643)</i> <i>Program ISLO Assessed by this Measure: 4</i>	<i>On the Presentation rubric, at least 80% of the students will demonstrate acceptable (2) or exemplary (3) level in the category that evaluates ISLO 4.</i>
Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Indirect Measures:
1. <i>Exit Survey</i> <i>Program ISLOs Assessed by this Measure: 1-6</i>	<i>The Peregrine Exit Instrument 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. At least 80% of students will indicate that they “agree” (4) or “strongly agree” (5) that they achieved each of the program ISLOs 1-6.</i>

**Intended Operational Outcomes for the College of Business:**

1. *Intended Operational Outcome 1 - The College of Business will employ highly-qualified faculty.*  
Broad-Based Operational Goals to which this Outcome is Linked: *List of Operational Goals – 1*
2. *Intended Operational Outcome 2 - The College of Business faculty will engage in appropriate scholarship and professional development on an annual basis.*  
Broad-Based Operational Goals to which this Outcome is Linked: *List of Operational Goals - 1*
3. *Intended Operational Outcome 3 - The College of Business will place students in appropriate careers or in graduate school on an annual basis.*  
Broad-Based Operational Goals to which this Outcome is Linked: *List of Operational Goals – 2*
4. *Intended Operational Outcome 4 - The College of Business will provide experiential education to each student in his or her major prior to graduation.*  
Broad-Based Operational Goals to which this Outcome is Linked: *List of Operational Goals – 3*
5. *Intended Operational Outcome 5 - The College of Business will provide effective education to students.*  
Broad-Based Operational Goals to which this Outcome is Linked: *List of Operational Goals – 3*
6. *Intended Operational Outcome 6 - The College of Business will increase retention of its students.*  
Broad-Based Operational Goals to which this Outcome is Linked: *List of Operational Goals - 4*
7. *Intended Operational Outcome 7 - The College of Business will meet the needs of students with its offerings of programs.*  
Broad-Based Operational Goals to which this Outcome is Linked: *List of Operational Goals - 4*

<b>Assessment Measures/Methods for Intended Operational Outcomes:</b>	<b>Performance Objectives (Targets/Criteria) for Operational Assessment Measures/Methods:</b>
<ol style="list-style-type: none"> <li>1. <i>Faculty Qualifications (compiled in Table 5.1)</i> <i>Intended Operational Outcomes Assessed by this Measure: 1</i></li> </ol>	<p><i>At least 90% of the school’s full-time and adjunct faculty members will be either doctorally- or professionally-qualified to teach in their respective disciplinary areas.</i></p>
<ol style="list-style-type: none"> <li>2. <i>Faculty Performance Reviews and Professional Development Plans</i> <i>Intended Operational Outcomes Assessed by this Measure: 1 and 2</i></li> </ol>	<p><i>At least 90% of the school’s full-time faculty members will attend or participate in scholarly and professional activity relevant to their discipline.</i></p>

3.	<i>Exit Survey for each program - Faculty teaching effectiveness question Intended Operational Outcomes Assessed by this Measure: 5</i>	<i>On the Exit Survey for each program, at least 80% of students will agree (4) or strongly agree (5) that the teaching of their professors was effective</i>
4.	<i>Exit Survey for each program - Grad school and employment question Intended Operational Outcomes Assessed by this Measure: 3</i>	<i>On the Exit Survey for each program, at least 80% of the respondents will indicate that they are employed within their field or applying to graduate school</i>
5.	<i>Review of Student Graduation Requirements (curriculum sheets) Intended Operational Outcomes Assessed by this Measure: 4</i>	<i>At least 80% of the College's programs will require participation by students in internships each year.</i>
6.	<i>Retention Data Intended Operational Outcomes Assessed by this Measure: 6</i>	<i>The College of Business will retain or graduate at least 75% of its students from year-to-year headcount.</i>
7.	<i>Exit Survey for each program - Future career goals Intended Operational Outcomes Assessed by this Measure: 7</i>	<i>On the Exit Survey for each program, at least 80% of graduating seniors will agree (4) or strongly agree (5) that their program prepared them for future career goals.</i>

#### **Section IV: Linkage of Outcomes Assessment with Strategic Planning and Budgeting**

A. *Provide a narrative that describes the ways in which the results from implementing your outcomes assessment plan (i.e., changes and improvements needed) are linked to the strategic planning processes of the academic business unit and the institution.*

The changes and improvements that result from implementing the College of Business's Outcomes Assessment Plan are directly linked to the College's strategic planning processes. This is because information obtained from implementation of the Outcomes Assessment Plan is used to assess attainment of many of the College's strategic overall objectives. Additionally, results obtained from the Outcomes Assessment Plan will inform updated versions of the College's strategic plan. The College of Business faculty review the Strategic Plan annually to assess achievements as well as determine changes to be made. This assessment includes a comparison to the Outcomes Assessment Plan and results. Additionally, faculty discuss the strategic plan with Advisory Board members to obtain advice for whether the strategic goals and specific tactics are on track with preparing students for their professions. Finally, achievement of the broad-based goals, learning outcomes, and operational outcomes included in the Outcomes Assessment Plan link to and support many of the overall objectives described within the College's Strategic Plan for 2025– 2030 and the Husson University Strategic Plan 2030.

*B. If possible, the academic business unit's outcomes assessment process should also be connected to the institutional budgeting process. If applicable, provide a narrative that describes this connection.*

The Outcomes Assessment Plan is connected to the budgeting process which occurs on a yearly basis. The OAP is discussed with the Provost and overall ties are made to the University-wide goals and objectives. Additionally, the tactics tied to these strategic objectives and goals are also linked to the budgeting process in order to be successful in achieving them. The budgeting template for each School in the College of Business is distributed to the Directors for planning on capital, leasing, operating and personnel budgets usually in October. The planning sessions for each School include the faculty. The Directors send their recommendations to the Dean by the end of November, who then enters the budget requests into the University spreadsheets. The budget requests are based upon the needs of each School in regards to achieving the OAP and the strategic plan goals. The budget requests are then reviewed with the Provost and require approval of the Senior Cabinet, the President and the Board of Trustees in January. A final approval of the budget is given from the Board of Trustees in April. The new budget is implemented each year on July 1 and the planning process described above begins again in the fall.

## Section V: Appendices

A. *Provide blank copies of all the assessment instruments that will be used as measures of intended student learning outcomes and intended operational outcomes. These should be separated by tabs and identified in a table of contents.*

1. *Peregrine Undergraduate Capstone Exam Description*
2. *AHLEI Capstone Examination Description*
3. *Exit Survey (Accounting)*
4. *Exit Survey (Business)*
5. *Exit Survey (Financial Planning)*
6. *Exit Survey (Hospitality)*
7. *Exit Survey (Sport Management)*
8. *Exit Survey (MBA)*
9. *Faculty Qualifications (Table 5.1)*
10. *Faculty Development Plan form*
11. *Course Evaluation questions*

B. *Provide blank copies of all the evaluation rubrics associated with the assessment instruments identified in Part A above. These should be separated by tabs and identified in a table of contents.*

1. *Internship Rubric (AC 251, BA 351, BA 792, HA 401/403, SM 496)*
2. *Auditing Simulation Rubric (AC 361)*
3. *Comprehensive Financial Plan Rubric (BA 486)*
4. *Final Paper Rubric (BA 625)*
5. *Final Report Rubric (BA 605)*
6. *Presentation Rubric (BA 643)*

**Note:** For security and copyright reasons, if you are using a purchased exam from an external vendor as a direct measure of student learning, do not include a copy of the exam in your outcomes assessment plan. Most vendors will provide an exam content outline that summarizes the types of questions included on the exam. Please use this content summary for this purpose.