



## Public Disclosure of Student Learning Form

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<b>Institution:</b>	<b>Husson University</b>
<b>Academic Business Unit:</b>	<b>College of Business</b>
<b>Academic Year:</b>	<b>2014-2015</b>

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International Assembly for Collegiate Business Education  
11374 Strang Line Road  
Lenexa, Kansas 66215  
USA

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

For Academic Year: 2014-2015

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

**Student Learning Assessment for A.S. Business Administration**

<b>Student Learning Information for A.S. Business Administration</b>	
1. <i>Students will describe the introductory concepts and practices related to accounting, business law, economics, management, and marketing.</i>	
2. <i>Students will use current technology in support of professional work.</i>	
3. <i>Students will produce and present effective oral and written forms of communication</i>	
4. <i>Students will apply ethical decision-making skills and integrity in an ever-changing, global environment</i>	
5. <i>Students will apply critical problem-solving, decision making, and professional skills.</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 for A.S. degree</i>  <i>A.S. Business Administration ISLOs Assessed by this Measure: Outcomes List ISLOs 1</i>	<i>At least 80% of all graduating AS Business Administration 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>
2. <i>Research Paper Evaluation Rubric in BA 310</i>  <i>A.S. Business Administration ISLOs Assessed by this Measure: Outcomes List ISLOs 2, 3, 4, 5</i>	<i>On the Research Paper Evaluation Rubric, at least 80% of the AS Business Administration students will demonstrate acceptable (2) or exemplary (3) levels as measured by categories related to the ISLOs 2-5</i>

Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Targets/Criteria (Objectives) for Indirect Measures:
<p>1. <i>Exit Survey</i></p> <p><i>A.S. Business Administration ISLOs Assessed by this Measure: Outcomes List ISLOs 1, 2, 3, 4, 5</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>2. <i>School of Business Focus Group Instrument</i></p> <p><i>B.S. Business Administration ISLOs Assessed by this Measure: Outcomes List ISLOs 1, 2, 3, 4, 5</i></p>	<p><i>The Business Focus Group 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 instrument. The mean score for each specific question will be 4.0, meaning the group members agree the students are meeting each individual learning outcome.</i></p>
<b>Assessment Results: A.S. Business Administration</b>	
<b>Summary of Results from Implementing Direct Measures of Student Learning:</b>	
<p>1. <i>No A.S. students took the Peregrine Exam for the A.S. portion of their degree as they were also completing B.S. degrees and will take full Peregrine Exam when they graduate</i></p> <p>2. <i>Research Paper Evaluation Rubric BA 310 (n = 3 students)</i></p> <ul style="list-style-type: none"> <li>• <i>ISLO 2 = 100% of the students scored at acceptable or higher; Mean of 2.33 on 3 point scale</i></li> <li>• <i>ISLO 3 = 100% of the students scored at acceptable or higher; Mean of 2.33 on 3 point scale</i></li> <li>• <i>ISLO 4 = 100% of the students scored at acceptable or higher; Mean of 2.33 on 3 point scale</i></li> <li>• <i>ISLO 5 = 100% of the students scored at acceptable or higher; Mean of 2.33 on 3 point scale</i></li> </ul>	
<b>Summary of Results from Implementing Indirect Measures of Student Learning:</b>	
<p>1. <i>No A.S. students took the Exit Survey for the A.S. portion of their degree as they were also completing B.S. degrees and will take it when they graduate</i></p> <p>2. <i>School of Business Focus Group Instrument (n = 7 respondents)</i></p> <p><i>Overall, the instrument shows participants strongly agree or agree with the ISLOs being met for the students</i></p> <ul style="list-style-type: none"> <li>• <i>ISLO 1 = Mean of 4.75 on 5 point scale</i></li> <li>• <i>ISLO 2 = Unanswered</i></li> </ul>	

- ISLO 3 = Mean of 4.5 on 5 point scale
- ISLO 4 = Mean of 4.85 on a 5 point scale
- ISLO 5 = Mean of 4.5 on a 5 point scale

**Extent of Accomplishment of Intended Student Learning Outcomes:**

***A.S. Business Administration***

Intended Student Learning Outcomes	Learning Assessment Measures											
General Program Intended Student Learning Outcomes	Direct Measure 1 <i>Peregrine Capstone Examination for A.S. degree</i>			Direct Measure 2 <i>End of program paper in BA 310</i>			Indirect Measure 1 <i>Exit Survey</i>			Indirect Measure 2 <i>Reports from School of Business Focus Group meeting(s)</i>		
	Performance Target Was...			Performance Target Was...			Performance Target Was...			Performance Target Was...		
	Met	Not Met	N/A	Met	Not Met	N/A	Met	Not Met	N/A	Met	Not Met	N/A
1. <i>Students will describe the introductory concepts and practices related to accounting, business law, economics, management, and marketing.</i>			X			X			X	X		
2. <i>Students will use current technology in support of professional work.</i>			X	X					X			X
3. <i>Students will produce and present effective oral and written forms of communication</i>			X	X					X	X		
4. <i>Students will apply ethical decision-making skills and integrity in an ever-changing, global environment</i>			X	X					X	X		
5. <i>Students will apply critical</i>			X	X					X	X		

<i>problem-solving, decision making, and professional skills.</i>												
<b>Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:</b>												
1. <i>Continue to monitor A.S. graduates who are only taking A.S. degree and administer exam when applicable</i>												
2. <i>Continue to administer Focus Group Instrument to determine outcomes related to all ISLOs, in particular ISLO #2</i>												
3.												
4.												