



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>A.S. Business Administration</i>	
Program Intended Student Learning Outcomes (A.S. Business Administration)	
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>	
Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Targets/Criteria (Objectives) for Direct Measures:
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 50th 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—	Performance Targets/Criteria (Objectives) for Indirect Measures:

Indirect Measures of Student Learning:								
1. <i>Exit Survey</i> A.S. <i>Business Administration</i> ISLOs Assessed by this Measure: <i>Outcomes List ISLOs 1, 2, 3, 4, 5</i>		<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>						
Learning Assessment Results: A.S. <i>Business Administration</i>								
Summary of Results from Implementing Direct Measures of Student Learning:								
1. <i>No A.S. students completed the Peregrine Exam</i>								
2. <i>Research Paper Evaluation Rubric BA 310 (n = 4 students)</i> <ul style="list-style-type: none"><i>ISLO 2 = 100% of the students scored at acceptable or higher; Mean of 2.0 on 3 point scale</i><i>ISLO 3 = 100% of the students scored at acceptable or higher; Mean of 2.0 on 3 point scale</i><i>ISLO 4 = 100% of the students scored at acceptable or higher; Mean of 2.0 on 3 point scale</i><i>ISLO 5 = 100% of the students scored at acceptable or higher; Mean of 2.0 on 3 point scale</i>								
Summary of Results from Implementing Indirect Measures of Student Learning:								
1. <i>No AS Business Administration students completed the Exit Survey</i>								
Summary of Achievement of Intended Student Learning Outcomes:								
Intended Student Learning Outcomes		Learning Assessment Measures						
General Program ISLOs	<i>Direct Measure 1</i> <i>Peregrine Capstone Examination for A.S. degree</i>	<i>Direct Measure 2</i> <i>Research Paper Rubric BA 310</i>	<i>Direct Measure 3</i>	<i>Direct Measure 4</i>	<i>Indirect Measure 1</i> <i>Exit Survey</i>	<i>Indirect Measure 2</i>	<i>Indirect Measure 3</i>	<i>Indirect Measure 4</i>
	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 describe the introductory concepts and practices related to accounting, business law, economics, management, and marketing.</i>	NOT MET	N/A			NOT MET			
2. <i>Students will use current technology in support of professional work.</i>	N/A	MET			NOT MET			
3. <i>Students will produce and present effective oral and written forms of communication</i>	N/A	MET			NOT MET			
4. <i>Students will apply ethical decision-making skills and integrity in an ever-changing, global environment</i>	N/A	MET			NOT MET			
5. <i>Students will apply critical problem-solving, decision making, and professional skills.</i>	N/A	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 A.S. students (when they exist and do not go on to take a B.S. degree in addition to their A.S. degree) and their results when the Peregrine exam is taken.</i>								
2. <i>Continue to monitor graduating A.S. students (when they exist and do not go on to take a B.S. degree in addition to their A.S. degree) and their results when they fill out the exit survey.</i>								