



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>
<i>Mission Statement</i> 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.

Student Learning Assessment for: <i>B.S. Accounting</i>	
Program Intended Student Learning Outcomes (B.S. Accounting)	
1. <i>Students will explain the major concepts in the functional areas of marketing, finance, and management</i>	
2. <i>Students will evaluate the legal, social, and economic environment of business</i>	
3. <i>Students will demonstrate thorough, technical knowledge of the generally accepted accounting principles and practices tested on the uniform CPA exam</i>	
4. <i>Students will demonstrate knowledge of the core business concepts relevant to the accounting profession</i>	
5. <i>Students will apply ethical decision-making skills and integrity in an ever-changing, global environment</i>	
6. <i>Students will produce and present effective oral and written forms of communication</i>	
7. <i>Students will apply critical problem-solving and professional skills in an experiential, learning environment</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</i> <i>B.S. Accounting ISLOs Assessed by this Measure: Outcomes List ISLOs 1, 2</i>	<i>At least 80% of all graduating BS Accounting 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>2. <i>Internship Performance Rubric</i></p> <p><i>B.S. Accounting ISLOs Assessed by this Measure: Outcomes List ISLOs 3, 4, 5, 6, 7</i></p>	<p><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 related to the ISLOs 3-7</i></p>
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>B.S. Accounting ISLOs Assessed by this Measure: Outcomes List ISLOs 1, 2, 3, 4, 5, 6, 7</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>
Learning Assessment Results: B.S. Accounting	
Summary of Results from Implementing Direct Measures of Student Learning:	
<p>1. <i>Peregrine Capstone Examination (n = 18 student)</i></p> <p><i>Less than 80% of all graduating B.S. Accounting majors scored in the 50th percentile or higher on exam questions related to ISLOs 1 and 2</i></p> <ul style="list-style-type: none"> <i>ISLO 1 = 56% of graduating students were above the 50th percentile; Mean percentile rank is 48.61</i> <i>ISLO 2 = 56% of graduating students were above the 50th percentile; Mean percentile rank is 50.74</i> 	
<p>2. <i>Internship performance rubric (n = 24 students)</i></p> <p><i>More than 80% of B.S. Accounting students demonstrated acceptable (2) or exemplary (3) levels on ISLOs 3-7</i></p> <ul style="list-style-type: none"> <i>ISLO 3 = At least 80% of the students scored at acceptable or higher; Mean of 2.66 on 3 point scale</i> <i>ISLO 4 = At least 80% of the students scored at acceptable or higher; Mean of 2.66 on 3 point scale</i> <i>ISLO 5 = At least 80% of the students scored at acceptable or higher; Mean of 2.66 on 3 point scale</i> <i>ISLO 6 = At least 80% of the students scored at acceptable or higher; Mean of 2.66 on 3 point scale</i> <i>ISLO 7 = At least 80% of the students scored at acceptable or higher; Mean of 2.66 on 3 point scale</i> 	
Summary of Results from Implementing Indirect Measures of Student Learning:	
<p>1. <i>Exit surveys (n = 19 students)</i></p> <p><i>Overall, the mean score for all graduating students for each specific question was 4.0 or higher</i></p>	

- ISLO 1 = Mean of 4.2 on 5 point scale
- ISLO 2 = Mean of 4.3 on 5 point scale
- ISLO 3 = Mean of 4.4 on 5 point scale
- ISLO 4 = Mean of 4.4 on a 5 point scale
- ISLO 5 = Mean of 4.5 on a 5 point scale
- ISLO 6 = Mean of 4.4 on a 5 point scale
- ISLO 7 = Mean of 4.3 on a 5 point scale

Summary of Achievement of Intended Student Learning Outcomes:

Intended Student Learning Outcomes	Learning Assessment Measures							
General Program ISLOs	<i>Direct Measure 1 Peregrine Capstone Examination</i>	<i>Direct Measure 2 Internship Performance Rubric</i>	<i>Direct Measure 3</i>	<i>Direct Measure 4</i>	<i>Indirect Measure 1 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 explain the major concepts in the functional areas of marketing, finance, and management</i>	NOT MET	N/A			MET			
2. <i>Students will evaluate the legal, social, and economic environment of business</i>	NOT MET	N/A			MET			
3. <i>Students will demonstrate thorough, technical knowledge of the generally accepted accounting principles and practices tested on the uniform CPA exam</i>	N/A	MET			MET			
4. <i>Students will demonstrate knowledge of the core business</i>	N/A	MET			MET			

<i>concepts relevant to the accounting profession</i>								
5. <i>Students will apply ethical decision-making skills and integrity in an ever-changing, global environment</i>	N/A	MET			MET			
6. <i>Students will produce and present effective oral and written forms of communication</i>	N/A	MET			MET			
7. <i>Students will apply critical problem-solving and professional skills in an experiential, learning environment</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 B.S. Accounting students and their results when the Peregrine exam is taken.</i>								