



## Public Disclosure of Student Learning

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

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# 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. Business Administration (General and All Concentrations)</i>	
Program Intended Student Learning Outcomes (B.S. Business Administration – General and All Concentrations)	
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>	
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>General Program ISLOs Assessed by this Measure: Outcomes List ISLOs 1-3</i>	<i>At least 80% of all graduating BS Business Administration majors in each concentration will score in the 50<sup>th</sup> percentile or higher in comparison to other peer institutions on the examination questions related to ISLOs 1-3</i>
2. <i>Internship Performance Rubric</i>	

General Program ISLOs Assessed by this Measure: <i>Outcomes List ISLOs 4-6</i>	<i>On the Internship Performance Rubric, at least 80% of the BS Business Administration majors in each concentration will meet the acceptable (2) or exemplary (3) standard in the requirements in all categories related to the ISLOs 4-6.</i>
<b>Assessment Instruments for Intended Student Learning Outcomes—Indirect Measures of Student Learning:</b>	<b>Performance Targets/Criteria (Objectives) for Indirect Measures:</b>
1. <i>Exit Survey</i>  General Program ISLOs Assessed by this Measure: <i>Outcomes List ISLOs 1-6</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>

<b>Learning Assessment Results: B.S. Business Administration (General and All Concentrations)</b>	
<b>Summary of Results from Implementing Direct Measures of Student Learning:</b>	
1. <i>Peregrine Capstone Examination (n = 58 students)</i> <i>Less than 80% of all graduating B.S. Business Administration – General and All Concentration majors scored in the 50<sup>th</sup> percentile or higher on exam questions related to ISLOs 1-3</i> <ul style="list-style-type: none"> <li><i>ISLO 1 – 47% of graduating students were above the 50<sup>th</sup> percentile; Mean percentile rank is 48.66</i></li> <li><i>ISLO 2 – 47% of graduating students were above the 50<sup>th</sup> percentile; Mean percentile rank is 48.16</i></li> <li><i>ISLO 3 – 47% of graduating students were above the 50<sup>th</sup> percentile; Mean percentile rank is 45</i></li> </ul>	
2. <i>Internship performance rubric (n = 14 students)</i> <i>100% of students in the B.S. Business Administration – General/All Concentrations demonstrated acceptable (2) or exemplary (3) levels on requirements in all categories related to ISLOs 5-6</i> <ul style="list-style-type: none"> <li><i>ISLO 4 = At least 80% of the students scored at acceptable or higher; Mean of 2.78 on a 3 point scale</i></li> <li><i>ISLO 5 = At least 80% of the students scored at acceptable or higher; Mean of 2.78 on 3 point scale</i></li> <li><i>ISLO 6 = At least 80% of the students scored at acceptable or higher; Mean of 2.78 on 3 point scale</i></li> </ul>	
<b>Summary of Results from Implementing Indirect Measures of Student Learning:</b>	
1. <i>Exit surveys (n = 62 students)</i>	

The mean score for all graduating students for ISLOs 1-2 was less than 4.0  
The mean score for all graduating students for ISLOs 4-6 was 4.0 or higher.

- ISLO 1 = Mean of 3.94 on 5 point scale
- ISLO 2 = Mean of 3.93 on 5 point scale
- ISLO 3 = Mean of 3.89 on 5 point scale
- ISLO 4 = Mean of 4.29 on a 5 point scale
- ISLO 5 = Mean of 4.35 on a 5 point scale
- ISLO 6 = Mean of 4.35 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</i> <i>Peregrine Capstone Examination</i>	<i>Direct Measure 2</i> <i>Internship Performance Rubric</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 explain the major concepts in the functional areas of accounting, marketing, finance and management.</i>	NOT MET	N/A			NOT MET			
2. <i>Students will evaluate the legal, social and economic environments of business</i>	NOT MET	N/A			NOT MET			
3. <i>Students will describe the global environment of business</i>	NOT MET	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			

5. <i>Students will demonstrate oral and written communication skills, appropriate to the profession</i>	N/A	MET			MET			
6. <i>Students will apply critical problem solving and professional skills in an experiential learning environment</i>	N/A	MET			MET			
<b>Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:</b>								
1. <i>Continue to monitor graduating students and their results on the Peregrine Assessment.</i>								
2. <i>Continue to monitor graduating students and their responses to the exit survey.</i>								

**B.S. Business Administration – General; All Concentrations**

- a. General
- b. Entrepreneurship/Small Business Management
- c. Financial Planning
- d. Healthcare Management
- e. Interdisciplinary Program of Study (IPS)
- f. International Business
- g. Management
- h. Marketing