



Public Disclosure of Student Learning

Institution	<u>Concordia College – New York</u>
Academic Business Unit	<u>Business Program</u>
Academic Year	<u>2016 - 2017</u>

Report of Student Learning and Achievement

Institution

Concordia College – New York

Business Program

For Academic Year: 2016 - 2017

Mission of the *Name of your Academic Business Unit*

Mission Statement: To provide students with a broad and relevant range of business skills, global understanding, and ethical foundation for success in life and career. Concordia graduates will be well prepared to continue their studies in graduate programs or to secure meaningful careers in the business world.

Student Learning Assessment for *Business Program (Traditional)*

Program Intended Student Learning Outcomes (Program Core ISLOs)

1. Students will explain the major concepts in the functional areas of accounting, economics, finance, management, and marketing.
2. Students will be able to demonstrate critical thinking skills in problem solving across the disciplines.
3. Students will be able to demonstrate communication, team work, and leadership skills.
4. Students will apply the ethical responsibilities in business decision making.
5. Students will apply knowledge of business concepts and functions in an integrated manner.

Assessment Instruments for Intended Student Learning Outcomes — Direct Measures of Student Learning:

1. **Direct Measure 1**
Senior level Comprehensive Exam
Courses BUS 491 & BUS 492

Performance Objectives (Targets/Criteria) for Direct Measures:

- Objective (Target/Criterion) for Direct Measure 1**
At least 80% of graduates will score 70% or higher on each of the examination questions related to the core ISLOs assessed by this measure.

Program Core ISLOs Assessed by this Measure: 1	
2. Direct Measure 2 Capstone Project: Case Study Development Courses BUS 491 & BUS 492 Program Core ISLOs Assessed by this Measure: 1, 2, 3, 4, 5	Objective (Target/Criterion) for Direct Measure 2 On the rating scales in the Case Study development rubric at least 70% of graduates will achieve a performance rating of “meeting expectations” or higher on each evaluation criterion related to the core ISLO’s assessed by this measure.
Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Indirect Measures:
1. Indirect Measure 1 Senior Student Exit Survey Program Core ISLOs Assessed by this Measure are as follows: 1, 2, 3, 4, 5	Objective (Target/Criterion) for Indirect Measure 1 On the Senior Exit Survey at least 70% of the seniors will agree with each of the questions related to the core ISLOs assessed by this measure.
2. Indirect Measure 2 Alumni Survey Program Core ISLOs Assessed by this Measure are as follows: 1, 2, 3, 4, 5	Objective (Target/Criterion) for Indirect Measure 2 On the Alumni Survey 50% or more of the alumni students agree with each of the questions related to the ISLOs assessed by this measure.
Assessment Results: Traditional Business Program	
Summary of Results from Implementing Direct Measures of Student Learning:	
1. Summary of Results for Senior Level Comprehensive Exam – the results for the Comprehensive Exam did not meet the target of at least 80% of graduates scoring 70% or higher for core ISLO 1.	
2. Summary of Results for Capstone Project – the students exceeded the target of 70% of graduates achieving a performance rating of “meeting expectations” or higher on each evaluation criterion related to the core ISLO’s.	
Summary of Results from Implementing Indirect Measures of Student Learning:	
1. Summary of Results for Senior Student Exit Survey – the students exceeded the target of at least 70% agree with each of the questions related to the core ISLOs.	

2. **Summary of Results for Alumni Survey** – the alumni exceeded the target of 50% or more of the alumni students agree with each of the questions related to the core ISLOs.

Summary of Achievement of Intended Student Learning Outcomes:

Intended Student Learning Outcomes	Learning Assessment Measures							
Program ISLOs	<i>Direct Measure 1</i>	<i>Direct Measure 2</i>	<i>Direct Measure 3</i>	<i>Direct Measure 4</i>	<i>Indirect Measure 1</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. Students will explain the major concepts in the functional areas of accounting, economics, finance, management, and marketing.	Not Met	Met			Met	Met		
2. Students will be able to demonstrate critical thinking skills in problem solving across the disciplines.	NA	Met			Met	Met		
3. Students will be able to demonstrate communication, team work, and leadership skills.	NA	Met			Met	Met		
4. Students will apply the ethical responsibilities in business decision making.	NA	Met			Met	Met		
5. Students will apply knowledge of business concepts and functions in an integrated manner.	NA	Met			Met	Met		

Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:

1. **Program ISLO 1** – the Program ISLO was not met on the senior level comprehensive exam. The respective Business Faculty will conduct a refresher session for seniors to reinforce the major concepts in accounting, economics, finance, marketing, and management. Furthermore, the Faculty will be reviewing the business program curriculum to explore opportunities to continuously reinforce the major concepts in accounting,

finance, and economics throughout the curriculum. In addition, the accounting, finance, and economics faculty will be reviewing the content and coursework of the respective courses to identify opportunities to continuously explain and fortify the related principles and theories.

2. Course of Action 2

3. *Course of Action 3*

4. *Course of Action 4*

Student Learning Assessment for Business Program (Adult Education)	
Program Intended Student Learning Outcomes (Program Core ISLOs)	
1. Students will explain the major concepts in the functional areas of accounting, economics, finance, management, and marketing.	
2. Students will be able to demonstrate critical thinking skills in problem solving across the disciplines.	
3. Students will be able to demonstrate communication, teamwork, and leadership skills.	
4. Students will apply the ethical responsibilities in business decision making.	
5. Students will apply knowledge of business concepts and functions in an integrated manner.	
Assessment Instruments for Intended Student Learning Outcomes — Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
<p>1. Direct Measure 1</p> <p>Senior level Comprehensive Exam Courses BUS 491 & BUS 492</p> <p>Program Core ISLOs Assessed by this Measure: 1</p>	<p>Objective (Target/Criterion) for Direct Measure 1</p> <p>At least 80% of graduates will score 70% or higher on each of the examination questions related to each of the core ISLOs assessed by this measure.</p>
<p>2. Direct Measure 2</p> <p>Capstone Project: Case Study Development Courses BUS 491 & BUS 492</p> <p>Program Core ISLOs Assessed by this Measure: 1, 2, 3, 4, 5</p>	<p>Objective (Target/Criterion) for Direct Measure 2</p> <p>On the rating scales in the Case Study development rubric at least 70% of graduates will achieve a performance rating of “meeting expectations” or higher on each evaluation criterion related to the core ISLO’s assessed by this measure.</p>
Assessment Instruments for Intended Student Learning Outcomes — Indirect Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Indirect Measures:
<p>1. Indirect Measure 1</p>	<p>Objective (Target/Criterion) for Indirect Measure 1</p>

Senior Student Exit Survey Program Core ISLOs Assessed by this Measure are as follows: 1, 2, 3, 4, 5	On the Senior Exit Survey at least 70% of the seniors will agree with each of the questions related to the core ISLOs assessed by this measure.
2. Indirect Measure 2 Alumni Survey Program Core ISLOs Assessed by this Measure are as follows: 1, 2, 3, 4, 5	Objective (Target/Criterion) for Indirect Measure 2 On the Alumni Survey 50% or more of the alumni students agree with each of the questions related to the ISLOs assessed by this measure.

Assessment Results: Adult Education Business Program

Summary of Results from Implementing Direct Measures of Student Learning:

- Summary of Results for Senior Level Comprehensive Exam** – the results for the Comprehensive Exam exceeded the target of at least 80% of graduates scoring 70% or higher for ISLO 1.
- Summary of Results for Capstone Project**– the students exceeded the target of 70% of graduates achieving a performance rating of “meeting expectations” or higher on each evaluation criterion related to the ISLOs.

Summary of Results from Implementing Indirect Measures of Student Learning:

- Summary of Results for Senior Student Exit Survey** – the students exceeded the target of at least 70% agree with each of the questions related to the ISLOs.
- Summary of Results for Alumni Survey** – the alumni exceeded the target of 50% or more of the alumni students agree with each of the questions related to the ISLOs.

Summary of Achievement of Intended Student Learning Outcomes:

Intended Student Learning Outcomes	Learning Assessment Measures							
	<i>Direct Measure 1</i>	<i>Direct Measure 2</i>	<i>Direct Measure 3</i>	<i>Direct Measure 4</i>	<i>Indirect Measure 1</i>	<i>Indirect Measure 2</i>	<i>Indirect Measure 3</i>	<i>Indirect Measure 4</i>
Program ISLOs	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. Students will explain the major concepts in the functional areas of accounting, economics, finance, management, and marketing.	Met	Met			Met	Met		
2. Students will be able to demonstrate critical thinking skills in problem solving across the disciplines.	NA	Met			Met	Met		
3. Students will be able to demonstrate communication, team work, and leadership skills.	NA	Met			Met	Met		
4. Students will apply the ethical responsibilities in business decision making.	NA	Met			Met	Met		
5. Students will apply knowledge of business concepts and functions in an integrated manner.	NA	Met			Met	Met		
Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:								
1. <i>Course of Action 1</i>								
2. <i>Course of Action 2</i>								
3. <i>Course of Action 3</i>								
4. <i>Course of Action 4</i>								