



Public Disclosure of Student Learning Form

Institution:	Franklin Pierce University
Academic Business Unit:	College of Graduate and Professional Studies – Undergraduate Business Programs
Academic Year:	2013-14

Report of Student Learning and Achievement
Franklin Pierce University
College of Graduate and Professional Studies – Undergraduate Business Programs

For Academic Year: 2013-14

Mission of the <i>Name of your Academic Business Unit</i>
<p><i>Mission Statement</i></p> <p>The mission of the College of Graduate and Professional Studies Undergraduate Business program is to educate students in the art and science of business leadership. Toward that end, students will be challenged to explore creative ideas and solutions to meet the demands of the 21st century business environment, paying particular attention to issues related to leadership, marketing, communication, economics, finance, law, and ethics.</p>

Outcomes Assessment Results

Student Learning Assessment

College of Graduate and Professional Studies – Undergraduate Business Program	
Student Learning Assessment for <i>Bachelor of Science in Accounting-Finance</i>	
General and Major Program Intended Student Learning Outcomes (General and Major Program ISLOs)	
1. Students will demonstrate knowledge of core tax, accounting and finance concepts.	
2. Students will be able to apply quantitative tools and strategies to support organizational decision making in the domain of accounting and/or finance.	
3. Students will be able to communicate clearly and effectively both verbally and in writing.	
4. Students will demonstrate an awareness of the need for ethical leadership within an organization and ethical behavior in the greater global context	
Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
1. <i>Direct Measure 1</i> Comprehensive Exam	At least 80% will demonstrate competency in general Business Administration in Concentration (Marketing, Management, Accounting) by achieving a 70% or above in total score on the Comprehensive Exam

2. <i>Direct Measure 2</i> Case Study Analysis	At least 80% of the students will demonstrate competency in the overall performance on the Case Study by demonstrating an overall competency of the case study analysis (an overall score of 2 or more)
Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Indirect Measures:
1. <i>Indirect Measure 1</i> Exit Survey	At least 80% will demonstrate competency in general Business Administration in Concentration (Marketing, Management, Accounting) by indicating that they have successfully met each program learning goal with a satisfactory or very satisfactory
2. <i>Indirect Measure 2</i> Alumni Survey (2-3 years after degree conferral)	At least 80% will demonstrate competency in general Business Administration in Concentration (Marketing, Management, Accounting) by indicating that they have successfully met each program learning goal with a satisfactory or very satisfactory
Assessment Results: BS in Accounting-Finance	
Summary of Results from Implementing Direct Measures of Student Learning:	
1. <i>There were two data points during 2013-14 academic year</i> 12/21/13 – 100% met the desired target on the comprehensive exam (n=1) 8/16/14 – 50% met the desired target on the comprehensive exam (n=8)	
2. <i>There were two data points during the 2013-14 academic year</i> 12/21/13 – 100% met the desired target on the case study (n=1) 8/16/14 – 100% met the desired target on the case study (n=8)	
Summary of Results from Implementing Indirect Measures of Student Learning:	
1. <i>There were two data points for the 2013-14 academic year</i> 12/21/13 – 100% met the desired benchmark (n=1) 8/16/14 – SLO # 1 & 2 only met at 71%; SLO # 3 & 4 met by >80% (n=8)	
2. <i>There was one data point for the 2013-14 academic year</i> 2/2014 – 100% of the respondents indicated meeting the SLOs (n=2)	

Summary of Achievement of Intended Student Learning Outcomes:				
Intended Student Learning Outcomes	Learning Assessment Measures			
General and Major Program ISLOs	Direct Measure 1	Direct Measure 2	Indirect Measure 1	Indirect Measure 2
	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...
1. Students will demonstrate knowledge of core tax, accounting and finance concepts.	12/21/13 Met 8/16/14 Not Met	12/21/13 Met 8/16/14 Met	12/21/13 Met 8/16/14 Not Met	2-2014 Met
2. Students will be able to apply quantitative tools and strategies to support organizational decision making in the domain of accounting and/or finance.	12/21/13 Met 8/16/14 Not Met	12/21/13 Met 8/16/14 Met	12/21/13 Met 8/16/14 Not Met	2-2014 Met
3. Students will be able to communicate clearly and effectively both verbally and in writing.	12/21/13 Met 8/16/14 Not Met	12/21/13 Met 8/16/14 Met	12/21/13 Met 8/16/14 Met	2-2014 Met
4. Students will demonstrate an awareness of the need for ethical leadership within an organization and ethical behavior in the greater global context	12/21/13 Met 8/16/14 Not Met	12/21/13 Met 8/16/14 Met	12/21/13 Met 8/16/14 Met	2-2014 Met
Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:				
1. <i>Regarding Direct Measure 1 – Continue to monitor for trends. To-date the number of students taking the exam has been too low to draw any conclusions from the results.</i>				
2. <i>Regarding Indirect Measure 1 – Continue to monitor for trends. To-date the number of students completing the exit survey has been too low to draw any conclusions from the results. Reconsider whether 80% is the benchmark to use.</i>				

Student Learning Assessment

<i>College of Graduate and Professional Studies – Undergraduate Business Program</i>	
Student Learning Assessment for <i>Bachelor of Science in Management</i>	
General and Major Program Intended Student Learning Outcomes (General and Major Program ISLOs)	
1. Students will be able to describe the essential functions of an effective business operation and analyze business opportunities.	
2. Students will demonstrate an understanding of the relationship between businesses and market/nonmarket stakeholders as it pertains to local, societal and global needs.	
3. Students will be able to use quantitative and qualitative tools and strategies to support organizational decision making.	
4. Students will demonstrate an awareness of the need for ethical leadership within an organization and ethical behavior in the greater global context	
5. Students will be able to communicate clearly and effectively.	
Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
1. <i>Direct Measure 1</i> Comprehensive Exam	At least 80% will demonstrate competency in general Business Administration in Concentration (Marketing, Management, Accounting) by achieving a 70% or above in total score on the Comprehensive Exam
2. <i>Direct Measure 2</i> Case Study Analysis	At least 80% of the students will demonstrate competency in the overall performance on the Case Study by demonstrating an overall competency of the case study analysis (an overall score of 2 or more)
Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Indirect Measures:
1. <i>Indirect Measure 1</i> Exit Survey	At least 80% will demonstrate competency in general Business Administration in Concentration (Marketing, Management, Accounting) by indicating that they have successfully met each program learning goal with a satisfactory or very satisfactory
2. <i>Indirect Measure 2</i> Alumni Survey (2-3 years after degree conferral)	At least 80% will demonstrate competency in general Business Administration in Concentration (Marketing, Management, Accounting) by indicating that they have successfully met each program learning goal with a satisfactory or very satisfactory

Assessment Results: BS in Management

Summary of Results from Implementing Direct Measures of Student Learning:

1. *There were two data points during 2013-14 academic year*
12/21/13 – 20% met the desired target on the comprehensive exam (n=5)
8/16/14 – 71% met the desired target on the comprehensive exam (n=7)
2. *There were two data points during the 2013-14 academic year*
12/21/13 – 100% met the desired target on the case study (n=5)
8/16/14 – 100% met the desired target on the case study (n=7)

Summary of Results from Implementing Indirect Measures of Student Learning:

1. *There were two data points for the 2013-14 academic year*
12/21/13 – 100% met the desired benchmark (n=5)
8/16/14 – 80% met the desired benchmark (n=5)
2. *There was one data point for the 2013-14 academic year*
2/2014 – The benchmark was met at 100% (n=7)

Summary of Achievement of Intended Student Learning Outcomes:

Intended Student Learning Outcomes	Learning Assessment Measures			
General and Major Program ISLOs	<i>Direct Measure 1</i>	<i>Direct Measure 2</i>	<i>Indirect Measure 1</i>	<i>Indirect Measure 2</i>
	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...
1. Students will be able to describe the essential functions of an effective business operation and analyze business opportunities.	12/21/13 Not Met 8/16/14 Not Met	12/21/13 Met 8/16/14 Met	12/21/13 Met 8/16/14 Met	2-2014 Met
2. Students will demonstrate an understanding of the relationship between businesses and market/nonmarket stakeholders as it pertains to local, societal and global needs.	12/21/13 Not Met 8/16/14 Not Met	12/21/13 Met 8/16/14 Met	12/21/13 Met 8/16/14 Met	2-2014 Met

3. Students will be able to use quantitative and qualitative tools and strategies to support organizational decision making.	12/21/13 Not Met 8/16/14 Not Met	12/21/13 Met 8/16/14 Met	12/21/13 Met 8/16/14 Met	2-2014 Met
4. Students will demonstrate an awareness of the need for ethical leadership within an organization and ethical behavior in the greater global context	12/21/13 Not Met 8/16/14 Not Met	12/21/13 Met 8/16/14 Met	12/21/13 Met 8/16/14 Met	2-2014 Met
5. Students will be able to communicate clearly and effectively.	12/21/13 Not Met 8/16/14 Not Met	12/21/13 Met 8/16/14 Met	12/21/13 Met 8/16/14 Met	2-2014 Met
Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:				
1. <i>Regarding Direct Measure 1 – Continue to monitor for trends. To-date the number of students taking the exam has been too low to draw any conclusions from the results. The benchmark was met when first measured in May 2013. In August 2014 the median score was 86%.</i>				

Student Learning Assessment

<i>College of Graduate and Professional Studies – Undergraduate Business Program</i>	
Student Learning Assessment for <i>Bachelor of Science in Marketing</i>	
General and Major Program Intended Student Learning Outcomes (General and Major Program ISLOs)	
1. Students will analyze the internal and external environment, including global and ethical perspectives, via appropriate information sources when making marketing decisions.	
2. Students will distinguish how to develop, distribute, price, and promote quality products that integrate sustainable business practices.	
3. Students will distinguish consumer and organizational buyer behavior.	
4. Students will demonstrate effective business writing skills.	
Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
1. <i>Direct Measure 1</i> Comprehensive Exam	At least 80% will demonstrate competency in general Business Administration in Concentration (Marketing, Management, Accounting) by achieving a 70% or above in total score on the Comprehensive Exam
2. <i>Direct Measure 2</i> Case Study Analysis	At least 80% of the students will demonstrate competency in the overall performance on the Case Study by demonstrating an overall competency of the case study analysis (an overall score of 2 or more)
Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Indirect Measures:
1. <i>Indirect Measure 1</i> Exit Survey	At least 80% will demonstrate competency in general Business Administration in Concentration (Marketing, Management, Accounting) by indicating that they have successfully met each program learning goal with a satisfactory or very satisfactory

<p>2. <i>Indirect Measure 2</i> Alumni Survey (2-3 years after degree conferral)</p>	<p>At least 80% will demonstrate competency in general Business Administration in Concentration (Marketing, Management, Accounting by indicating that they have successfully met each program learning goal with a satisfactory or very satisfactory</p>			
<p>Assessment Results: <i>BS in Marketing</i></p>				
<p>Summary of Results from Implementing Direct Measures of Student Learning:</p>				
<p>1. <i>There was one data point during 2013-14 academic year</i> <i>12/21/13 – 100% met the desired target on the comprehensive exam (n=3)</i></p>				
<p>2. <i>There was one data point during the 2013-14 academic year</i> <i>12/21/13 – 100% met the desired target on the case study (n=3)</i></p>				
<p>Summary of Results from Implementing Indirect Measures of Student Learning:</p>				
<p>1. <i>There was one data point for the 2013-14 academic year</i> <i>12/21/13 – Desired benchmark not met with only 75% of respondents indicate that they have successfully met each student learning outcome. (n=3)</i></p>				
<p>2. <i>The survey sent on Feb 2014 did not elicit any response from alumni who earned a BS in Marketing.</i></p>				
<p>Summary of Achievement of Intended Student Learning Outcomes:</p>				
<p>Intended Student Learning Outcomes</p>	<p>Learning Assessment Measures</p>			
<p>General and Major Program ISLOs</p>	<p><i>Direct Measure 1</i></p>	<p><i>Direct Measure 2</i></p>	<p><i>Indirect Measure 1</i></p>	<p><i>Indirect Measure 2</i></p>
	<p>Performance Target Was...</p>	<p>Performance Target Was...</p>	<p>Performance Target Was...</p>	<p>Performance Target Was...</p>
<p>1. Students will analyze the internal and external environment, including global and ethical perspectives, via appropriate information sources when making marketing decisions.</p>	<p>12/21/13 Met</p>	<p>12/21/13 Met</p>	<p>12/21/13 Not Met</p>	<p>N/A</p>

2. Students will distinguish how to develop, distribute, price, and promote quality products that integrate sustainable business practices.	12/21/13 Met	12/21/13 Met	12/21/13 Not Met	N/A
3. Students will distinguish consumer and organizational buyer behavior.	12/21/13 Met	12/21/13 Met	12/21/13 Not Met	N/A
4. Students will demonstrate effective business writing skills.	12/21/13 Met	12/21/13 Met	12/21/13 Met	N/A
Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:				
1. <i>Regarding Indirect Measure 1 – Continue to monitor for trends. To-date the number of students completing the exit survey has been too low to draw any conclusions from the results. Reconsider whether 80% is the benchmark to use.</i>				
2. <i>Regarding Indirect Measure 2 – The next survey will go out in Feb 2015. If there is again no response a different indirect measure will need to be developed.</i>				