



## Public Disclosure of Student Learning Form

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<b>Institution:</b>	Franklin Pierce University
<b>Academic Business Unit:</b>	College of Graduate and Professional Studies – Graduate Business Programs
<b>Academic Year:</b>	2014-15

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**Report of Student Learning and Achievement**  
*Franklin Pierce University*  
*CGPS – Graduate Business Programs*

International Assembly for Collegiate Business Education  
11374 Strang Line Road  
Lenexa, Kansas 66215  
USA

For Academic Year: 2014-15

**Mission of the CGPS Graduate Business Programs**

The Franklin Pierce University graduate business degree programs expose students to the leadership skills essential for today's managers and crucial for advancement to higher levels of professional responsibility. Through experiential and applied learning methods, these programs focus on the development of the skills, principles, and habits that are the chief components of effective management in any business environment. Our curriculum seeks to prepare graduates to become confident, knowledgeable individuals and leaders of conscience.

**Student Learning Assessment for *Master of Business Administration***

**General Program Intended Student Learning Outcomes (Program ISLOs)**

1. *Students will gain the ability to evaluate, compare and contrast, and effectively apply ethical leadership skills and styles within diverse organizations.*
2. *Students will develop the ability to assess, analyze, integrate and apply the body of business and technical knowledge when operating within the business environment.*
3. *Students will apply effective communication skills, including both oral and written skills, among all stakeholders of the business.*
4. *Students will be able to analyze business situations using quantitative and qualitative tools and techniques in order to make well-reasoned and effective decisions.*

**Intended Student Learning Outcomes: *Energy and Sustainability Studies Track***

1. Students will develop a broad knowledge in the areas of energy resources and usage, sustainability and corporate social responsibility.

**Intended Student Learning Outcomes: *Human Resource Management Track***

1. Students will develop an ability to assess human resource needs within an organization and create strategic recommendations for improvement.

<b>Intended Student Learning Outcomes: <i>Health Administration Track</i></b>	
1. Students will develop a broad knowledge of issues, systems, and interrelationships as they relate to the health care industry. Using this knowledge, they will be able to develop effective short and long term strategies that will lead to their management of successful health care organizations.	
<b>Intended Student Learning Outcomes: <i>Information Technology Track</i></b>	
1. Students will develop the ability to assess information, networks, and security systems and to apply the quantitative and qualitative skills necessary to evaluate the business impact of information technology change.	
<b>Intended Student Learning Outcomes: <i>Sports Management Track</i></b>	
1. Student will develop a broad knowledge of issues, systems, and interrelationship as they relate to the sports industry. Using this knowledge they will be able to develop effective short and long term strategies at that will lead to their management of successful sports organizations.	
<b>Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:</b>	<b>Performance Objectives (Targets/Criteria) for Direct Measures:</b>
1. GM 691 Strategic Management Seminar Ethics Case Study Analysis (General ISLO # 1 & 3).	At least 80% of the students will achieve a score of Competent or better on the Ethics Case Study Analysis, based on an assessment rubric.
2. GM 691 Strategic Management Seminar: Strategic Analysis Course Project (General ISLO # 1-4).	At least 80% of the students will achieve a score of Competent or better on the Strategic Analysis Project, based on an assessment rubric.
3. GM 691 Strategic Management Seminar: Concentration Comprehensive Exams (Track ISLO #1).	At least 80% of the students will achieve a score of competent or better on the Concentration Comprehensive Exams, based on an assessment rubric.
<b>Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:</b>	<b>Performance Objectives (Targets/Criteria) for Indirect Measures:</b>
1. Foundation Paper Analysis (LO # 1-4).	At least 80% of the students completing the Foundation Paper analysis will indicate that they successfully achieved all of the learning outcomes of the M.B.A. program.
2. Alumni Survey (1-2 years after degree conferral) (LO # 1-5).	At least 80% of the respondents to the survey will indicate that they have applied one or more of these learning outcomes in their work setting.
<b>Summary of Results from Implementing Direct Measures of Student Learning:</b>	
1. <i>During 2014-15 three sections of GM691 Strategic Management were offered. Of the 59 students completing the Ethics Case Study, 48 (81%) achieved a score of competency or better. The performance target was <u>met</u>.</i>	

2. *During 2014-15 three sections of GM691 Strategic Management were offered. Of the 59 students completing the Strategic Management Course Project, 59 (100%) achieved a score of competency or better. The performance target was **met**.*

3. **Energy and Sustainability Studies Track**

*During 2014-15 three sections of GM691 Strategic Management were offered. Of the 4 ESS students completing the ESS Comprehensive Exam, 4 (100%) achieved a score of competency or better. The performance target was **met**.*

**Human Resource Management Track**

*During 2014-15 three sections of GM691 Strategic Management were offered. Of the 10 HRM students completing the HRM Comprehensive Exam, 8 (80%) achieved a score of competency or better. The performance target was **met**.*

**Health Administration Track**

*During 2014-15 three sections of GM691 Strategic Management were offered. Of the 5 HA students completing the HA Comprehensive Exam, 1 (20%) achieved a score of competency or better. The performance target was **not met**.*

**Information Technology Track**

*During 2014-15 three sections of GM691 Strategic Management were offered. Of the 5 IT students completing the IT Comprehensive Exam, 5 (100%) achieved a score of competency or better. The performance target was **met**.*

**Sports Management Track**

*During 2014-15 three sections of GM691 Strategic Management were offered. Of the 9 SM students completing the SM Comprehensive Exam, 8 (89%) achieved a score of competency or better. The performance target was **met**.*

**Summary of Results from Implementing Indirect Measures of Student Learning:**

1. *During 2014-15 three sections of GM691 Strategic Management were offered. Of the 57 students completing the Foundation Paper analysis project, the median of students indicating that they had met the first four student learning outcomes (SLO) was:*

*SLO #1 = 92%*

*SLO #2 = 100%*

*SLO #3 = 100%*

*SLO #4 = 82%*

*The performance target was **met**.*

2. An alumni survey of MBA students who graduated between 1/1/2013 and 8/31/2014 was sent in September 2015. The survey was sent to 91 individuals with 20 responses (22% response rate). Two of the 20 respondents did not answer any of the survey questions resulting in 18 valid responses (20%). 100% of the respondents indicated that they have applied one or more of the student learning outcomes in their work setting. The breakdown in response by track was:

Leadership 11  
 Health Administration 4  
 Human Resource Management 2  
 Sports Management 2  
 Energy and Sustainability Studies 1  
 Information Technology 0

Performance Target was Met for SLOs 1-4. The Performance Target was Met for SLO #5 for the Energy and Sustainability Studies, Human Resource Management, and Health Administration tracks at 100% each. The target was not met for SLO #5 for the Sports Management track at 50%.

Extent of Accomplishment of Intended Student Learning Outcomes:												
<i>MBA in Leadership, Energy and Sustainability Studies, Human Resource Management, Health Administration, Information Technology, and Sports Management</i>												
Intended Student Learning Outcomes	Learning Assessment Measures											
	Direct Measure 1			Direct Measure 2			Indirect Measure 1			Indirect Measure 2		
	Performance Target Was...			Performance Target Was...			Performance Target Was...			Performance Target Was...		
General Program Intended Student Learning Outcomes	Met	Not Met	N/A	Met	Not Met	N/A	Met	Not Met	N/A	Met	Not Met	N/A
1. Students will gain the ability to evaluate, compare and contrast, and effectively apply ethical leadership skills and styles within diverse organizations.	x			X			X			X		

2. <i>Students will develop the ability to assess, analyze, integrate and apply the body of business and technical knowledge when operating within the business environment.</i>			x	x			x			x		
3. <i>Students will apply effective communication skills, including both oral and written skills, among all stakeholders of the business.</i>	x			X			X			X		
4. <i>Students will be able to analyze business situations using quantitative and qualitative tools and techniques in order to make well-reasoned and effective decisions.</i>			x	X			X			X		
<b>Intended Student Learning Outcomes: MBA in Energy and Sustainability Studies</b>	<b>Direct Measure 3 Performance Target Was...</b>			<b>Indirect Measure 2 Performance Target Was...</b>								
	<b>Met</b>	<b>Not Met</b>	<b>N/A</b>	<b>Met</b>	<b>Not Met</b>	<b>N/A</b>						
1. <i>Students will develop a broad knowledge in the areas of energy resources and usage, sustainability and corporate social responsibility.</i>	X			x								

<b>Intended Student Learning Outcomes: MBA in Human Resource Management</b>	<b>Direct Measure 3</b>			<b>Indirect Measure 2</b>		
	<b>Performance Target Was...</b>			<b>Performance Target Was...</b>		
	<b>Met</b>	<b>Not Met</b>	<b>N/A</b>	<b>Met</b>	<b>Not Met</b>	<b>N/A</b>
1. Students will develop an ability to assess human resource needs within an organization and create strategic recommendations for improvement.	X			x		
<b>Intended Student Learning Outcomes: MBA in Health Administration</b>	<b>Direct Measure 3</b>			<b>Indirect Measure 2</b>		
	<b>Performance Target Was...</b>			<b>Performance Target Was...</b>		
	<b>Met</b>	<b>Not Met</b>	<b>N/A</b>	<b>Met</b>	<b>Not Met</b>	<b>N/A</b>
1. Students will develop a broad knowledge of issues, systems, and interrelationships as they relate to the health care industry. Using this knowledge, they will be able to develop effective short and long term strategies that will lead to their management of successful health care organizations.		X		x		
<b>Intended Student Learning Outcomes: MBA in Information Technology</b>	<b>Direct Measure 3</b>			<b>Indirect Measure 2</b>		
	<b>Performance Target Was...</b>			<b>Performance Target Was...</b>		
	<b>Met</b>	<b>Not Met</b>	<b>N/A</b>	<b>Met</b>	<b>Not Met</b>	<b>N/A</b>
1. Students will develop the ability to assess information, networks, and security systems and to apply	X					x

the quantitative and qualitative skills necessary to evaluate the business impact of information technology change.						
<b>Intended Student Learning Outcomes: MBA in Sports Management</b>	<b>Direct Measure 3</b>			<b>Indirect Measure 2</b>		
	<b>Performance Target Was...</b>			<b>Performance Target Was...</b>		
	<b>Met</b>	<b>Not Met</b>	<b>N/A</b>	<b>Met</b>	<b>Not Met</b>	<b>N/A</b>
1. Student will develop a broad knowledge of issues, systems, and interrelationship as they relate to the sports industry. Using this knowledge they will be able to develop effective short and long term strategies that will lead to their management of successful sports organizations.	X				x	

<b>Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:</b>
<p>1. <i>Direct Measure #3 – the Health Administration Concentration Exam results did not meet the performance target. The population examined (N=5) was particularly small and this is the first academic year the comprehensive exams have been introduced to students. Additionally, two students did not complete one of the five questions dropping their scores from competency to unsatisfactory.</i></p> <p><i>The Comprehensive Exam instructions will be reviewed and clarified as to the importance of the exam in terms of measuring achievement of student learning outcomes. The instructions will be modified effective with the first section of GM691 offered in AY 2015-16.</i></p>
<p>2. <i>Indirect Measure #2 – Sports Management Track – The 5<sup>th</sup> SLO (track specific) target of 80% was not met. There were two SM respondents to the alumni survey. One indicated successfully applying the SLO and one only has been moderately successful in applying the SLO.</i></p> <p><i>This is the first time that students have been asked for their reflection on meeting this track specific SLO which was added to the Outcome Assessment plan in 9/2014. Based on the small number of respondents it is difficult to determine whether there is any curricular issue to be dealt with at this time. We will continue to monitor the results of this indirect measure to identify negative trends to be addressed.</i></p>