



## 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 Undergraduate Business Programs
<b>Academic Year:</b>	2014-15

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International Assembly for Collegiate Business Education  
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USA

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

For Academic Year: 2014-15

<b>Mission Statement</b>
<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>

**Student Learning Assessment for *Bachelor of Science in Accounting-Finance***

<b>Intended Student Learning Outcomes: Major, Concentration, Specialization, Emphasis, Option, or Track in Area 1 ISLOs</b>	
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 domains 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	
<b>Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:</b>	<b>Performance Objectives (Targets/Criteria) for Direct Measures:</b>
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

<p>2. <i>Direct Measure 2</i> Case Study analysis</p>	<p>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)</p>
<p><b>Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:</b></p>	
<p>1. <i>Indirect Measure 1</i> Exit Survey</p>	<p><b>Performance Objectives (Targets/Criteria) for Indirect Measures:</b> 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>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><b>Summary of Results from Implementing Direct Measures of Student Learning:</b></p>	
<p>1. <i>Comprehensive exam not administered in 2014-15.</i></p>	
<p>2. <i>Target met with 100% at desired benchmark (n=1)</i></p>	
<p><b>Summary of Results from Implementing Indirect Measures of Student Learning:</b></p>	
<p>1. <i>Target met with 95% at desired benchmark (n=5)</i></p>	
<p>2. <i>Graduates between 1/1/14 and 12/31/14 were surveyed (n=13). There were 0 responses to the survey.</i></p>	

Extent of Accomplishment of Intended Student Learning Outcomes:												
<i>Program 1 – Bachelor of Science in Accounting - Finance</i>												
Intended Student Learning Outcomes	Learning Assessment Measures											
Intended Student Learning Outcomes:	Direct Measure 1			Direct Measure 2			Indirect Measure 1			Indirect Measure 2		
	Performance Target Was...			Performance Target Was...			Performance Target Was...			Performance Target Was...		
	Met	Not Met	N/A	Met	Not Met	N/A	Met	Not Met	N/A	Met	Not Met	N/A
1. Students will demonstrate knowledge of core tax, accounting and finance concepts.			X	X			X					X
2. Students will be able to apply quantitative tools and strategies to support organizational decision making in the domains of accounting and/or finance.			X	X			X					X
3. Students will be able to communicate clearly and effectively both verbally and in writing.			X	X			X					X
4. Students will demonstrate an awareness of the need for ethical leadership within an organization and ethical behavior in the greater global context			X	X			X					X
Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:												
1. <i>Direct Measure #1 – Comprehensive exam will be administered in 2015-16.</i>												
2. <i>Indirect Measure #2 – The efficacy of the alumni survey will be examined in light of the lack of response. If more viable email addresses cannot be obtained, a replacement indirect measure will be incorporated.</i>												

**Student Learning Assessment for Bachelor of Science in Management**

<b>Intended Student Learning Outcomes: Major, Concentration, Specialization, Emphasis, Option, or Track in Area 1 ISLOs</b>	
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.	
<b>Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:</b>	<b>Performance Objectives (Targets/Criteria) for Direct Measures:</b>
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)
<b>Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:</b>	<b>Performance Objectives (Targets/Criteria) for Indirect Measures:</b>
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

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

1. *Comprehensive exam not administered in 2014-15*
2. *Target met with 100% at desired benchmark (n=9)*

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

1. *Target met with 100% at desired benchmark (n=17)*
2. *Graduates between 1/1/14 and 12/31/14 were surveyed (n=10). There were 0 responses to the survey.*

**Extent of Accomplishment of Intended Student Learning Outcomes:**

***Program 2 – Bachelor of Science in Management***

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...		
	Met	Not Met	N/A	Met	Not Met	N/A	Met	Not Met	N/A	Met	Not Met	N/A
1. Students will be able to describe the essential functions of an effective business operation and analyze business opportunities.			X	X			X					X
2. Students will demonstrate an understanding of the relationship between businesses and market/nonmarket stakeholders as it pertains to local, societal and global needs.			X	X			X					X
3. Students will be able to use quantitative and qualitative tools and strategies to support organizational decision making.			X	X			X					X

4. Students will demonstrate an awareness of the need for ethical leadership within an organization and ethical behavior in the greater global context			x	x			x					x
5. Students will be able to communicate clearly and effectively.			x	x			X					x

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

- Direct Measure #1 – Comprehensive exam will be administered in 2015-16.*
- Indirect Measure #2 – The efficacy of the alumni survey will be examined in light of the lack of response. If more viable email addresses cannot be obtained, a replacement indirect measure will be incorporated.*

**Student Learning Assessment for *Bachelor of Science in Marketing***

<b>Intended Student Learning Outcomes: <i>Major, Concentration, Specialization, Emphasis, Option, or Track in Area 1 ISLOs</i></b>	
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.	
<b>Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:</b>	<b>Performance Objectives (Targets/Criteria) for Direct Measures:</b>
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)
<b>Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:</b>	<b>Performance Objectives (Targets/Criteria) for Indirect Measures:</b>
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



<b>Summary of Results from Implementing Direct Measures of Student Learning:</b>
1. <i>Comprehensive exam not administered in 2014-15.</i>
2. <i>Target met with 100% at desired benchmark (n=1)</i>
<b>Summary of Results from Implementing Indirect Measures of Student Learning:</b>
1. <i>Overall target met with 92% at desired benchmark (n=3). ISLO #3 not met at 67%- one of three students responding felt that achievement of this ISLO was only moderately successful.</i>
2. <i>Graduates between 1/1/14 and 12/31/14 were surveyed (n=2). There were 0 responses to the survey.</i>

<b>Extent of Accomplishment of Intended Student Learning Outcomes:</b>												
<i>Program 3 – Bachelor of Science in Marketing</i>												
<b>Intended Student Learning Outcomes</b>	<b>Learning Assessment Measures</b>											
	<i>Direct Measure 1</i>			<i>Direct Measure 2</i>			<i>Indirect Measure 1</i>			<i>Indirect Measure 2</i>		
<b>Intended Student Learning Outcomes:</b>	Performance Target Was...			Performance Target Was...			Performance Target Was...			Performance Target Was...		
	Met	Not Met	N/A	Met	Not Met	N/A	Met	Not Met	N/A	Met	Not Met	N/A
1. Students will analyze the internal and external environment, including global and ethical perspectives, via appropriate information sources when making marketing decisions.			X	X			X					X
2. Students will distinguish how to develop, distribute, price, and promote quality products that integrate sustainable business practices.			X	X			X					X

3. Students will distinguish consumer and organizational buyer behavior.			X	X				X				X
4. Students will demonstrate effective business writing skills.			X	X			X					x

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

1. *BS in Marketing – IM#1 ISLO #3- Continue to monitor for trends. The small number of respondents (n=3) influences the results of this measure.*
2. *Direct Measure #1 – Comprehensive exam will be administered in 2015-16.*
3. *Indirect Measure #2 – The efficacy of the alumni survey will be examined in light of the lack of response. If more viable email addresses cannot be obtained, a replacement indirect measure will be incorporated.*