



Public Disclosure of Student Learning Form

Institution:	Franklin Pierce University
	College at Rindge
Academic Business Unit:	Undergraduate Business Programs
Academic Year:	2012-13

Report of Student Learning and Achievement
College at Rindge Undergraduate Business Programs
Franklin Pierce University

For Academic Year: 2012-13

Mission of the Rindge Undergraduate Business Programs
<p>The mission of the Division of Business Administration is to provide a rich and diverse supportive learning environment for undergraduate students, with the aim of fostering creative ideas and solutions that can be applied to different organizational settings. Within this mission, students develop practical skills and knowledge in the areas of leadership, management, administration, marketing, communication, economics, finance, law, and ethics.</p>

Student Learning Information for <i>Bachelor of Science in Accounting-Finance</i>	
Intended Student Learning Outcomes for Bachelor of Science in Accounting-Finance :	
1. Students will demonstrate knowledge of core tax, accounting or finance concepts.	
2. Students will be able to apply quantitative tools and strategies to support organizational decision making in the domains of accounting 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 Tools/Methods for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Targets/Criteria for Direct Measures:
1. Internship or Student Senior Project (LO # 1, 2, 3, & 4)	75% of accounting and finance students will score at least 80% (80 points) on their internship report.
2. Accounting/Finance Comprehensive Final Exam (LO #1, 2, & 4)	70% of accounting and finance graduates will score at least 70% on the accounting comprehensive exam on the first attempt.
Assessment Tools/Methods for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Targets/Criteria for Indirect Measures:

1. Graduating Student Survey (LO # 1, 2, & 4)	On a scale from 1 to 5, with 5 being strongly agree, 90% of accounting and finance graduates will either agree (4) or strongly agree (5) that they developed competencies to prepare them for success in their profession.		
2. Alumni Information (LO # 1, 2, & 4)	90% of the previous year's accounting and finance graduates state that their job performance has improved as a result of the business curriculum at Franklin Pierce University.		
Summary of Results from Direct Measures of Student Learning:		Performance Target Was...	
		Met	Not Met
1. Fall Semester 2012-13 – Target Met 100% of Accounting-Finance students scored at least 80% on their internship report or senior project. Of 4 students assessed, all met the target. Spring Semester 2012-13 – Target Met 100% of Accounting-Finance students scored at least 80% on their internship report or senior project. (n=5)		X	
2. Fall Semester 2012-13 – Target Met 100% of the Accounting-Finance program students scored at least 70% on the Comp Exam on the first attempt (n=5) Spring Semester 2012-13 – Target Met 75% of the Accounting-Finance students scored at least 70% on the Comp Exam on the first attempt (n=5)		X	
Summary of Results from Indirect Measures of Student Learning:		Performance Target Was...	
		Met	Not Met
1. Accounting-Finance program students in the senior capstone course (BA471) indicated that they had developed competencies to prepare them for success in their profession as follows: Fall Semester 2012-2013 - LO #1 = 100%, LO #2 = 100%, LO #4 = 100% (n=5)- Target Met Spring Semester 2012-2013 - LO #1 = 80%, LO #2 = 80%, LO #4 = 80% (n=5)- Target Not Met		X (fall 2012)	X (spring 2012)
2. Accounting-Finance program alumni from the previous year indicated their job performance has improved as a result of the business curriculum. Fall Semester 2012-13 – Data not collected Spring Semester 2012-13 - LO #1 = 30%, LO #2 = 30%, LO #4 = 30% (n=20) - Target Not Met			X

Proposed Courses of Action for Improvement in Areas for which Performance Targets Were Not Met:
1. <i>The Accounting-Finance Department will monitor assessment results for the 2013 fall semester in the senior capstone course (BA471) in response to not meeting the performance target in the 2013 spring semester. The results of of the assessment from the 2013 fall semester from this course will guide the necessary changes over the course of the 2014 spring semester. These changes will be documented and implemented in the 2014 fall semester.</i>
2. <i>During the 2013-14 academic year, the Accounting-Finance Department will monitor for trends in responses from graduating student and alumni surveys regarding perceptions of attaining competencies for professional success and job performance improvement, respectively. Results of these surveys will be collected and reviewed by the Business Division faculty in September 2014 to determine the need for any action(s).</i>
3. <i>Academic Year 2012-13 represents the first year of the implementation of the Outcome Assessment Plan. As such, the data collected, regardless of whether the performance target was met provides a baseline to monitor for trends which will inform the need for curricular adjustments. These results will be monitored through Academic Year 2013-14.</i>

Student Learning Information for Bachelor of Science in Arts Management	
Intended Student Learning Outcomes for Bachelor of Science in Arts Management :	
1	Students will distinguish how nonprofit arts organizations are structured and managed.
2	Students will analyze the internal and external environment, via appropriate information sources when making strategic decisions.
3	Students will demonstrate market communication competencies.
4	Students will demonstrate fund raising competencies.
5	Students will demonstrate grant writing competencies.
6	Students will demonstrate fundamental nonprofit financial planning competencies.
Assessment Tools/Methods for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Targets/Criteria for Direct Measures:
1. 1. Internship or Student Senior Project (LO # 1, 2, 3, 4, 5, & 6)	75% of arts management students will score at least 80% (80 points) on their internship report.
2. 2. Arts Management Comprehensive Final Exam (LO # 1, 2, 3, 4, 5, & 6)	70% of arts management graduates will score at least 70% on the accounting comprehensive exam on the first attempt.

Assessment Tools/Methods for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Targets/Criteria for Indirect Measures:	
1. Graduating Student Survey (LO # 1, 2, 3, 4, 5, & 6)	On a scale from 1 to 5, with 5 being strongly agree, 90% of arts management graduates will either agree (4) or strongly agree (5) that they developed competencies to prepare them for success in their profession.	
2. Alumni Information (LO # 1, 2, 3, 4, 5, & 6)	90% of the previous year's arts management graduates state that their job performance has improved as a result of the business curriculum at Franklin Pierce University.	
Summary of Results from Direct Measures of Student Learning:	Performance Target Was...	
	Met	Not Met
1. Fall Semester 2012-13 – No Data - There were no students completing the internship/senior project. Spring Semester 2012-13 – Target Met - 100% of the students scored at least 80% on their internship report. (n=1)	X	
2. Fall Semester 2012-13 – No Data - There were no Arts Management students completing the Comp Exam. Spring Semester 2012-13 – Target Met - 100% of the Arts Management students scored at least 70% on the Comp Exam on the first attempt (n=1)	X	
Summary of Results from Indirect Measures of Student Learning:	Performance Target Was...	
	Met	Not Met
1. Arts Management program students in the senior capstone course (BA471) indicated that they had developed competencies to prepare them for success in their profession as follows: Fall Semester 2012-13 – No Data - There were no Arts Management students in the fall offering of BA471 Spring Semester 2012-13 – Target Met - LO #1 = 100%, LO #2 = 100%, LO #3 = 100%, LO #4 = 100%, LO #5 = 100%, LO #6 = 100% (n=1)	X	
2. Arts Management program alumni in the last year indicated their job performance has improved as a result of the business curriculum: Fall Semester 2012-13 – Data Not Collected	X	

Spring Semester 2012-13 – Target Met - LO #1 = 100%, LO #2 = 100%, LO #3 = 100%, LO #4 = 100%, LO #5 = 100%, LO #6 = 100% (n=1)		
Proposed Courses of Action for Improvement in Areas for which Performance Targets Were Not Met:		
1. <i>Academic Year 2012-13 represents the first year of the implementation of the Outcome Assessment Plan. As such, the data collected, regardless of whether the performance target was met provides a baseline to monitor for trends which will inform the need for curricular adjustments. These results will be monitored through Academic Year 2013-14.</i>		

Student Learning Information for Bachelor of Science in Management	
Intended Student Learning Outcomes for Bachelor of Science in Management :	
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, 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 Tools/Methods for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Targets/Criteria for Direct Measures:
1. Internship or Student Senior Project (LO # 1, 2, 3, 4, & 5)	75% of management students will score at least 80% (80 points) on their internship report.
2. Management Comprehensive Final Exam (LO #1, 2, 3, & 4)	70% of management graduates will score at least 70% on the accounting comprehensive exam on the first attempt.
Assessment Tools/Methods for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Targets/Criteria for Indirect Measures:
1. Graduating Student Survey (LO # 1, 2, 3, & 4)	On a scale from 1 to 5, with 5 being strongly agree, 90% of management graduates will either agree (4) or strongly agree (5) that they developed competencies to prepare them for success in their profession.
2. Alumni Information (LO # 1, 2, 3, & 4)	90% of the previous year’s management graduates state that their job performance has improved as a result of the business curriculum at

Franklin Pierce University.		
Summary of Results from Direct Measures of Student Learning:	Performance Target Was...	
	Met	Not Met
<p>1. Fall Semester 2012-13- Target Met</p> <ul style="list-style-type: none"> - 100% of management students scored at least 80% on their internship report or senior project. Of 17 students assessed, all met the target. <p>Spring Semester 2012-13 – Target Met</p> <ul style="list-style-type: none"> - 100% of management students scored at least 80% on their internship report or senior project. (n=1) 	X	
<p>2. Fall Semester 2012-13 - Target Not Met</p> <ul style="list-style-type: none"> - 46% of the Management students scored at least 70% on the Comp Exam on the first attempt. (n=17) <p>Spring Semester 2012-13 - Target Met</p> <ul style="list-style-type: none"> - 75% of the Management students scored at least 70% on the Comp Exam on the first attempt (n=4) 	X (fall 2012-13)	X (spring 2012-13)
Summary of Results from Indirect Measures of Student Learning:	Performance Target Was...	
	Met	Not Met
<p>1. Management program students in the senior capstone course (BA471) indicated that that they had developed competencies to prepare them for success in their profession as follows:</p> <p>Fall Semester 2012-13 - Target Met</p> <ul style="list-style-type: none"> - LO #1 = 100%, LO #2 = 100%, LO #3 = 100%, LO #4 = 100% (n=17) <p>Spring Semester 2012-13 - Target Met</p> <ul style="list-style-type: none"> - LO #1 = 100%, LO #2 = 100%, LO #3 = 100%, LO #4 = 100% (n=4) 	X	
<p>2. Management program alumni in the last year indicated their job performance has improved as a result of the business curriculum:</p> <p>Fall Semester 2012-13 - Data wasn't gathered for fall.</p> <p>Spring Semester 2012-13 - Target Not Met</p> <ul style="list-style-type: none"> - LO #1 = 57%, LO #2 = 57%, LO #3 = 57%, LO #4 = 57% (n=38) 		x

Proposed Courses of Action for Improvement in Areas for which Performance Targets Were Not Met:
1. <i>The Management Department will monitor for trends through the 2014 summer in response to not meeting the performance target with alumni indicating that their job performance improved as a result of the business curriculum. As such, data will be gathered and analyzed between May and August 2014. This data will reviewed and discussed by the faculty in September 2014 to determine needed action(s). The action(s) will be implemented during the spring of 2015.</i>
2. <i>Academic Year 2012-13 represents the first year of the implementation of the Outcome Assessment Plan. As such, the data collected, regardless of whether the performance target was met provides a baseline to monitor for trends which will inform the need for curricular adjustments. These results will be monitored through Academic Year 2013-14.</i>
3. <i>The Management Comp Exam results will be reviewed in greater detail to determine if there are particular areas presenting difficulty to students. This review will be conducted during 2013-14 and will include the data from 2012-13 as well as that collected in 2013-14.</i>

Student Learning Information for Bachelor of Science in Marketing	
Intended Student Learning Outcomes for Bachelor of Science in Marketing:	
1. <i>Students will analyze the internal and external environment, including global and ethical perspectives, via appropriate information sources when making marketing decisions.</i>	
2. <i>Students will distinguish how to develop, distribute, price, and promote quality products that integrate sustainable business practice.</i>	
3. <i>Students will distinguish consumer and organizational buyer behavior.</i>	
4. <i>Students will demonstrate effective business writing skills.</i>	
Assessment Tools/Methods for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Targets/Criteria for Direct Measures:
1. Marketing Capstone Analysis (MK474) (LO # 1, 2, 3, & 4)	Based on a grading rubric, 75% of students will score at least 80% (80 points).
2. Marketing Comprehensive Final Exam (LO #1, 2, 3, & 4)	70% of marketing graduates will score at least 70% on the accounting comprehensive exam on the first attempt.
Assessment Tools/Methods for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Targets/Criteria for Indirect Measures:
1. Graduating Student Survey (LO # 1, 2, & 3)	On a scale from 1 to 5, with 5 being strongly agree, 90% of marketing graduates will either agree (4) or strongly agree (5) that they developed

	competencies to prepare them for success in their profession.		
2. Alumni Information (LO # 1, 2, & 3)	90% of the previous year's marketing graduates state that their job performance has improved as a result of the business curriculum at Franklin Pierce University.		
Summary of Results from Direct Measures of Student Learning:		Performance Target Was...	
		Met	Not Met
1. Spring Semester 2011-12 - Target Met - 86% of students scored at least 80% on their capstone analysis. (n=22) Spring Semester 2012-13 – Target Met - 80% of students scored at least 80% on their capstone analysis. (n=15)		X	
2. Fall Semester 2012-13 - Target Met - 100% of the Marketing students scored at least 70% on the Comp Exam on the first attempt (n=3) Spring Semester 2012-13 - Target Met - 89% of the Marketing students scored at least 70% on the Comp Exam on the first attempt (n=9)		X	
Summary of Results from Indirect Measures of Student Learning:		Performance Target Was...	
		Met	Not Met
1. Marketing program students in the senior capstone course (BA471) indicated that that they had developed competencies to prepare them for success in their profession as follows: Fall Semester 2012-13 - Target Met - LO #1 = 100%, LO #2 = 100%, LO #3 = 100% (n=3) Spring Semester 2012-13 - Target Not Met - LO #1 = 89%, LO #2 = 89%, LO #3 = 89% (n=9)		X (fall 2012-13)	X (spring 2012-13)
2. Marketing program alumni in the last year indicated their job performance has improved as a result of the business curriculum: Fall Semester 2012-13 - Data wasn't gathered for fall. Spring Semester 2012-13 - Target Not Met - LO #1 = 16%, LO #2 = 16%, LO #3 = 16% (n=11)			X

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

1. *The Marketing Department will monitor assessment results for the senior capstone course (BA471), as well as its alumni survey in response to not meeting performance targets in those areas. This department will monitor the senior capstone results through the 2013 fall semester for trends. Over the course of the spring 2014 semester, the fall 2013 data will be gathered and analyzed. The results of this analysis will be discussed with the faculty in April or May 2014 to determine needed action(s). The action(s) will be implemented in the 2014 fall semester.*

The Marketing Department will also monitor for trends through the 2014 summer in response to not meeting the performance target with alumni indicating that their job performance improved as a result of the business curriculum. As such, data will be gathered and analyzed between May and August 2014. This data will be reviewed and discussed by the faculty in September 2014 to determine needed action(s). The action(s) will be implemented during the spring of 2015.
2. *Academic Year 2012-13 represents the first year of the implementation of the Outcome Assessment Plan. As such, the data collected, regardless of whether the performance target was met provides a baseline to monitor for trends which will inform the need for curricular adjustments. These results will be monitored through Academic Year 2013-14.*

Student Learning Information for Bachelor of Science in Sports and Recreation Management

Intended Student Learning Outcomes for Bachelor of Science in Sports and Recreation Management:

1. *Students will understand and articulate how the history and development of the recreation, sports, and leisure services industries relate to current professional standards within its industries.*
2. *Students will understand and apply the significance of recreation, sports and leisure in contemporary society from historical, technological, economic, political, sociological/psychological, international, physical, philosophical and environmental perspectives.*
3. *Students will understand and apply the significance of recreation, sports and leisure services throughout a person's life-span as well as how the importance and influence of play, recreation, and leisure change across various life stages.*
4. *Students will understand and implement sound principles and procedures related to program and/or event planning of recreation, sports, and leisure services for enhanced individual, group, and community quality of life.*
5. *Students will understand and apply the fundamental principles and procedures of management, budgeting, marketing strategies, professional communication, application of current technology, and development of areas and facilities through assessment, planning, functional design, evaluation, operation, and maintenance.*
6. *Students will understand and apply appropriate risk management, safety, emergency, and legal principles as they are applicable in recreation, sports, and leisure services settings.*

Assessment Tools/Methods for Intended Student Learning Outcomes—

Performance Targets/Criteria for Direct Measures:

Direct Measures of Student Learning:			
1. Internship or Student Senior Project (LO # 1, 2, 3, 4, 5, & 6)	75% of sports and recreation management students will score at least 80% (80 points) on their internship report.		
2. Sports and Recreation Management Comprehensive Final Exam (LO #1, 2, 3, 4, 5, & 6)	70% of sports and recreation management graduates will score at least 70% on the accounting comprehensive exam on the first attempt.		
Assessment Tools/Methods for Intended Student Learning Outcomes— Indirect Measures of Student Learning:		Performance Targets/Criteria for Indirect Measures:	
1. Graduating Student Survey (LO # 2, 3, 4, 5, & 6)	On a scale from 1 to 5, with 5 being strongly agree, 90% of sports and recreation management graduates will either agree (4) or strongly agree (5) that they developed competencies to prepare them for success in their profession.		
2. Alumni Information (LO # 2, 4, 5, & 6)	90% of the previous year's sports and management graduates state that their job performance has improved as a result of the business curriculum at Franklin Pierce University.		
Summary of Results from Direct Measures of Student Learning:		Performance Target Was...	
		Met	Not Met
1. Fall Semester 2012-13 - Target Met - 90% of students scored at least 80% on their internship report or senior report. (n=11) Spring Semester 2012-13 – Target Met - 100% of students scored at least 80% on their internship report or senior report. (n=6)		x	
2. Fall Semester 2012-13 - Target Not Met - 44% of the Sports & Recreation Management students scored at least 70% on the Comp Exam on the first attempt (n=11) Spring Semester 2012-13 - Target Not Met - 67% of the Sports & Recreation Management students scored at least 70% on the Comp Exam on the first attempt (n=9)			X
Summary of Results from Indirect Measures of Student Learning:		Performance Target Was...	
		Met	Not Met
1. Sports & Recreation Management program students in the senior capstone course (BA471) indicated that that they had developed competencies to prepare them for success in their profession as follows:		x	X

<p>Fall Semester 2012-13 - Target Met - LO #2 = 100%, LO #3 = 100%, LO #4 = 100%, LO #5 = 100%, LO #6 = 100% (n=11)</p> <p>Spring Semester 2012-13 - Target Not Met - LO #2 = 89%, LO #3 = 89%, LO #4 = 89%, LO #5 = 89%, LO #6 = 89% (n=9)</p>		
<p>2. Sports & Recreation Management program alumni in the last year indicated there job performance has improved as a result of the business curriculum:</p> <p>Fall Semester 2012-13 - Data wasn't gathered for fall</p> <p>Spring Semester 2012-13 - Target Met - LO #2 = 100%, LO #4 = 100%, LO #5 = 100%, LO #6 = 100% (n=2)</p>	x	
Proposed Courses of Action for Improvement in Areas for which Performance Targets Were Not Met:		
<p>1. <i>The Sports and Recreation Management Comp Exam results will be reviewed in greater detail to determine if there are particular areas presenting difficulty to students. This review will be conducted during 2013-14 and will include the data from 2012-13 as well as that collected in 2013-14.</i></p>		
<p>2. <i>The Sports and Recreation Management Department will monitor assessment results for the 2013 fall semester in the senior capstone course (BA471) in response to not meeting the performance target in the 2013 spring semester. The results of the assessment from the 2013 fall semester from this course will guide the necessary changes over the course of the 2014 spring semester. These changes will be documented and implemented in the 2014 fall semester.</i></p>		
<p>3. <i>Academic Year 2012-13 represents the first year of the implementation of the Outcome Assessment Plan. As such, the data collected, regardless of whether the performance target was met provides a baseline to monitor for trends which will inform the need for curricular adjustments. These results will be monitored through Academic Year 2013-14.</i></p>		