



Public Disclosure of Student Learning Form

Institution:	Franklin Pierce University
Academic Business Unit:	College of Graduate and Professional Studies – Graduate Business Program
Academic Year:	2012-13

Report of Student Learning and Achievement
CGPS Graduate Business Program
Franklin Pierce University

For Academic Year: 2012-13

Mission of the CGPS Graduate Business Program

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 Information for Masters of Business Administration (MBA)

Intended Student Learning Outcomes for *(Program 1)* :

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.

Assessment Tools/Methods for Intended Student Learning Outcomes—
Direct Measures of Student Learning:

Performance Targets/Criteria for Direct Measures:

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| 1. GM 691 Strategic Management Seminar Ethics Case Study Analysis (LO # 1 & 3) | At least 80% of the students will achieve a score of Competent or better on the Ethics Case Study Analysis |
| 2. GM 691 Strategic Management Seminar: Strategic Analysis Course Project (LO # 1-4) | At least 80% of the students will achieve a score of Competent or better on the Strategic Analysis Project |

Assessment Tools/Methods for Intended Student Learning Outcomes—

Performance Targets/Criteria for Indirect Measures:

Indirect Measures of Student Learning:			
1. Foundation Paper Analysis (LO # 1-4).	At least 80% of the students completing the Foundation Paper analysis will indicate that they successfully achieved each of the learning outcomes of the M.B.A. program.		
2. Alumni Survey (2-3 years after degree conferral) (LO # 1-4).	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.		
Summary of Results from Direct Measures of Student Learning:		Performance Target Was...	
		Met	Not Met
1. <i>82% of the students were at the competency or mastery levels (cycle 2 data)</i>		x	
2. <i>100% of the students were at the competency or mastery levels (cycle 2 data)</i>		X	
Summary of Results from Indirect Measures of Student Learning:		Performance Target Was...	
		Met	Not Met
1. <i>The performance target of 80% was met for student learning outcomes #2 and #3 at 86% and 84% respectively. The performance target of 80% was not met for student learning outcomes #1 and #4 at 77% and 74% respectively.</i>			X
2. <i>85% of the alumni respondents indicated have applied one or more student learning outcome in their work</i>		X	
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 or not will provide a baseline to monitor for trends which will inform the need for curricular adjustments. These results will be monitored throughout Academic Year 2013-14.</i>			