



Report of Outcomes Assessment Results

Institution	Franklin Pierce University College of Business
Academic Business Unit	Professional Studies - Undergraduate Business Program
Academic Year	2016-17

Outcomes Assessment Results

For Academic Year: 2015-16

Section I: Student Learning Assessment

Student Learning Assessment for: <i>Bachelor of Science in Accounting - Finance</i>	
Program Intended Student Learning Outcomes (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. 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. Exit Survey	At least 80% will indicate in an exit survey that they have successfully met each program learning goal with a satisfactory or very satisfactory
Learning Assessment Results: <i>BS in Accounting-Finance</i>	
Summary of Results from Implementing Direct Measures of Student Learning:	
1. <i>Target met at 100% with all students demonstrating competency or better on the written case study analysis. N=6</i>	
Summary of Results from Implementing Indirect Measures of Student Learning:	
1. Technical issues resulted in exit survey results being unavailable.	
Summary of Achievement of Intended Student Learning Outcomes:	

Intended Student Learning Outcomes	Learning Assessment Measures							
	<i>Direct Measure 1</i>	<i>Direct Measure 2</i>	<i>Direct Measure 3</i>	<i>Direct Measure 4</i>	<i>Indirect Measure 1</i>	<i>Indirect Measure 2</i>	<i>Indirect Measure 3</i>	<i>Indirect Measure 4</i>
	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...
1. <i>Program Learning Outcome 1</i>	Met				Not Measured			
2. <i>Program Learning Outcome 2</i>	Met				Not Measured			
3. <i>Program Learning Outcome 3</i>	Met				Not Measured			
4. <i>Program Learning Outcome 4</i>	Met				Not Measured			
Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:								
1. <i>Not applicable</i>								

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

Program Intended Student Learning Outcomes (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—

Performance Objectives (Targets/Criteria) for Direct Measures:

Direct Measures of Student Learning:	
1. 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. Exit Survey	At least 80% will indicate in an exit survey that they have successfully met each program learning goal with a satisfactory or very satisfactory
Learning Assessment Results: <i>BS in Management</i>	
Summary of Results from Implementing Direct Measures of Student Learning:	
1. <i>Target met – 100% of the students demonstrated competency or better in the case study analysis. N=10</i>	
Summary of Results from Implementing Indirect Measures of Student Learning:	
1. Technical issues resulted in exit survey results being unavailable.	

Summary of Achievement of Intended Student Learning Outcomes:								
Intended Student Learning Outcomes	Learning Assessment Measures							
Program ISLOs	<i>Direct Measure 1</i>	<i>Direct Measure 2</i>	<i>Direct Measure 3</i>	<i>Direct Measure 4</i>	<i>Indirect Measure 1</i>	<i>Indirect Measure 2</i>	<i>Indirect Measure 3</i>	<i>Indirect Measure 4</i>
	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...
1. <i>Program Learning Outcome 1</i>	Met				Not Measured			
2. <i>Program Learning Outcome 2</i>	Met				Not Measured			
3. <i>Program Learning Outcome 3</i>	Met				Not Measured			

4. <i>Program Learning Outcome 4</i>	Met				Not Measured			
5. <i>Program Learning Outcome 5</i>	Met				Not Measured			
Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:								
1. <i>Not applicable</i>								

Student Learning Assessment for: <i>Bachelor of Science in Marketing</i>	
Program Intended Student Learning Outcomes (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. 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. Exit Survey	At least 80% will indicate in an exit survey that they have successfully met each program learning goal with a satisfactory or very satisfactory
Learning Assessment Results: <i>Bachelor of Science in Marketing</i>	
Summary of Results from Implementing Direct Measures of Student Learning:	
1. <i>There were no marketing majors taking the capstone course in 2016-17</i>	

Summary of Results from Implementing Indirect Measures of Student Learning:

1. *There were no marketing majors taking the capstone course in 2016-17*

Summary of Achievement of Intended Student Learning Outcomes:

Intended Student Learning Outcomes	Learning Assessment Measures							
Program ISLOs	<i>Direct Measure 1</i>	<i>Direct Measure 2</i>	<i>Direct Measure 3</i>	<i>Direct Measure 4</i>	<i>Indirect Measure 1</i>	<i>Indirect Measure 2</i>	<i>Indirect Measure 3</i>	<i>Indirect Measure 4</i>
	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...
1. <i>Program Learning Outcome 1</i>	N/A				N/A			
2. <i>Program Learning Outcome 2</i>	N/A				N/A			
3. <i>Program Learning Outcome 3</i>	N/A				N/A			
4. <i>Program Learning Outcome 4</i>	N/A				N/A			

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

1. *N/A*