



## Report of Outcomes Assessment Results

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Institution	Franklin Pierce University College of Business
Academic Business Unit	Graduate Business Programs
Academic Year	2016-2017

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## Outcomes Assessment Results

For Academic Year: 2016-17

### Section I: Student Learning Assessment

Student Learning Assessment for: <i>Master of Business Administration (MBA)</i>	
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 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 Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
1. GM 691 BSG Learning Assurance Report – Comp Exam (LO # 2&4).	At least 70% of the students will achieve a score of Competent ( $\geq 70\%$ ) or better on the BSG Comprehensive Exam.
2. GM 691 Strategic Management Seminar: Quiz 2 (LO 1)	Success in meeting SLO#1 is achieved if at least 70% of the students respond with a correct answer to the quiz question.
3. GM691 Strategic Management Seminar: Final Report (LO3)	At least 70% of students will be assessed at a level of competency or better in “The Final Game Report” project of GM691.
Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Indirect Measures:
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.
Learning Assessment Results: <i>Master of Business Administration</i>	
Summary of Results from Implementing Direct Measures of Student Learning:	
1. <i>Summary of Results for Direct Measure 1</i> <i>The <b>target was met.</b> 85.5% of the students earned a 70% or better in the GSB comp exam (N=79).</i>	

2. *Summary of Results for Direct Measure 2*

The **target was met**. 99.75% of students correctly answered the quiz question related to this SLO. N=79

3. *Summary of Results for Direct Measure 3*

The **target was met**. 100% of the students were rated at a level of competency or better in an assessment of their submitted Final Game Report. N=79

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

1. *Summary of Results for Indirect Measure 1*

The target was met at 100%. Based on the median response from GM691 students completing the Foundation Paper Analysis, each SLO was met as follows: SLO 1 = 92%, SLO 2 = 92%, SLO 3 = 92%, SLO 4 = 92%. (N=67)

**Summary of Achievement of Intended Student Learning Outcomes:**

Intended Student Learning Outcomes	Learning Assessment Measures							
Program ISLOs	Direct Measure 1	Direct Measure 2	Direct Measure 3	Direct Measure 4	Indirect Measure 1	Indirect Measure 2	Indirect Measure 3	Indirect Measure 4
	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			Met			
2. <i>Program Learning Outcome 2</i>	Met				Met			
3. <i>Program Learning Outcome 3</i>			Met		Met			
4. <i>Program Learning Outcome 4</i>	Met				Met			

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

N/A