



Public Disclosure of Student Learning

Institution	Franklin Pierce University
Academic Business Unit	COB- Rindge Business Division
Academic Year	2016 - 2017

Report of Student Learning and Achievement
Franklin Pierce University
Division of Business Administration

For Academic Year: 2016-2017

Mission of the Rindge Undergraduate Business Programs

Mission Statement

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.

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

Program Intended Student Learning Outcomes (Program ISLOs)

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 Instruments for Intended Student Learning Outcomes—
Direct Measures of Student Learning:**

Performance Objectives (Targets/Criteria) for Direct Measures:

1. *Direct Measure 1*
Accounting/Finance Comprehensive Final Exam (LO #1, 2, 3 & 4)

Objective (Target/Criterion) for Direct Measure 1
70% of accounting and finance graduates will score at least 70% on the accounting comprehensive exam on the first attempt.

2. *Direct Measure 2*
Internship or Student Senior Project (LO # 1, 2, 3, & 4)

Objective (Target/Criterion) for Direct Measure 2
75% of accounting and finance students will score at least 80% (80 points) on their internship report.

**Assessment Instruments for Intended Student Learning Outcomes—
Indirect Measures of Student Learning:**

Performance Objectives (Targets/Criteria) for Indirect Measures:

<p>1. <i>Indirect Measure 1</i> Graduating Student Survey (LO # 1, 2, & 4)</p>	<p><i>Objective (Target/Criterion) for Indirect Measure 1</i> On a scale from 1 to 5, with 5 being strongly agree, 90% of accounting and finance graduates will either agree (2) or strongly agree (1) that they developed competencies to prepare them for success in their profession.</p>
<p>2. <i>Indirect Measure 2</i> Alumni Information (LO # 1, 2, & 4)</p>	<p><i>Objective (Target/Criterion) for Indirect Measure 2</i> 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.</p>
<p>Assessment Results: Accounting/Finance</p>	
<p>Summary of Results from Implementing Direct Measures of Student Learning:</p>	
<p>1. <i>Summary of Results for Direct Measure 1:</i> Fall Semester 2016-2017- Target Met</p> <p>90% of Accounting/Finance students scored at least 80% on their comprehensive final exam. 10 students were assessed and 9 met the target. (n = 10)</p> <p>Spring Semester 2016-2017- Target Met</p> <p>100 % of Accounting/Finance students scored at least 80% on their comprehensive final exam. 7 students were assessed and all 7 met the target. (n = 7)</p>	
<p>2. <i>Summary of Results for Direct Measure 2:</i> Fall Semester 2016-2017 –Target Met</p> <p>100% of Accounting/Finance students scored at least an 80% on their internship report or senior project. 1 student was assessed and met the target. (n = 1)</p> <p>Spring Semester 2016-2017 – Target Met</p> <p>75% of Accounting/Finance students scored at least an 80% on their internship report or senior project. 8 students were assessed and 6 met the target. (n = 8)</p>	

Summary of Results from Implementing Indirect Measures of Student Learning:

1. *Summary of Results for Indirect Measure 1:*

Fall Semester 2016-2017 – **Target Met**

71% of Accounting/Finance students either stated that they agreed (2) or strongly agreed (1) that they developed competencies to prepare them for success in their profession. 11 students were assessed and 7 met the target.
(n = 11)

Spring Semester 2016-2017 – **Target Met**

100% of Accounting/Finance students either stated that they agreed (2) or strongly agreed (1) that they developed competencies to prepare them for success in their profession. 4 students were assessed and met the target.
(n = 4)

2. *Summary of Results for Indirect Measure 2:*

2016-2017 Academic Year – **Target Not Met**

50% 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. 2 students were assessed and 1 met the target.

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> Students will demonstrate knowledge of core tax, accounting or finance concepts	Met	Met			Met	Not Met		
2. <i>Program Learning Outcome 2:</i> Students will be able to apply quantitative tools and strategies to support organizational decision making in the domains of accounting or finance	Met	Met			Met	Not Met		
3. <i>Program Learning Outcome 3:</i> Students will be able to communicate clearly and effectively both verbally and in writing	Met	Met						
4. <i>Program Learning Outcome 4:</i> Students will demonstrate an awareness of the need for ethical leadership within an organization and ethical behavior in the greater global context	Met	Met			Met	Not Met		
Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:								
1. <i>Course of Action 1:</i> The Business Department is currently working with the University's Alumni Relations Department to redesign the alumni survey in order to increase the number of participants and to gather more accurate data for addressing indirect measure #2's objective. This new survey is expected to be ready and available in Summer 2018.								

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Mission of the Rindge Undergraduate Business Programs

Mission Statement

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, communications, economics, finance, law and ethics.

Student Learning Assessment for Business 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—
 Direct Measures of Student Learning:**

1. *Direct Measure 1:* Management Comprehensive Final Exam
 Program ISLOs Assessed by this Measure: *Outcomes List:* 1, 2, 3 & 4

Performance Objectives (Targets/Criteria) for Direct Measures:

Objective (Target/Criterion) for Direct Measure 1:
 70% of management graduates will score at least 70% on the management comprehensive exam on the first attempt.

<p>2. <i>Direct Measure 2: Internship or Student Senior Project</i> Program ISLOs Assessed by this Measure: <i>Outcomes List: 1, 2, 3, 4 & 5</i></p>	<p><i>Objective (Target/Criterion) for Direct Measure 2:</i> 75% of management students will score at least 80% (80 points) on their internship report.</p>
<p>Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:</p>	<p>Performance Objectives (Targets/Criteria) for Indirect Measures:</p>
<p>1. <i>Indirect Measure 1: Graduating Student Survey</i> Program ISLOs Assessed by this Measure: <i>Outcomes List: 1,2,3 & 4</i></p>	<p><i>Objective (Target/Criterion) for Indirect Measure 1:</i> On a scale from 1-5, with 5 being strongly agree, 90 % of management graduates will either <u>agree(2)</u>, or <u>strongly agree(1)</u> that they developed competencies to prepare them for success in their profession.</p>
<p>2. <i>Indirect Measure 2: Alumni Information:</i> Program ISLOs Assessed by this Measure: <i>Outcomes List: 1,2,3, & 4</i></p>	<p><i>Objective (Target/Criterion) for Indirect Measure 2:</i> 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.</p>
<p style="text-align: center;">Assessment Results: Business Management</p>	
<p>Summary of Results from Implementing Direct Measures of Student Learning:</p>	
<p>1. <i>Summary of Results for Direct Measure 1:</i> Fall Semester 2016-2017- Target Met</p> <p>100% of Management students scored at least 70% on their comprehensive final exam. 9 students were assessed and all 9 met the target. (n = 9)</p> <p>Spring Semester 2016-2017 – Target Met</p> <p>100% of Management students scored at least 70% on their comprehensive final exam. 5 students were assessed and all 5 met the target. (n = 5)</p>	
<p>2. <i>Summary of Results for Direct Measure 2:</i> Fall Semester 2016-2017 – Target Met</p> <p>100% of Management students scored at least an 80% on their internship report or senior project. 12 students were assessed and all 12 met the target. (n = 12)</p>	

Spring Semester 2016-2017 – **Target Not Met**

33% of Management students scored at least an 80% on their internship report or senior project. 3 students were assessed and 1 met the target.
(n = 3)

Summary of Results from Implementing Indirect Measures of Student Learning:

3. *Summary of Results for Indirect Measure 1:*

Fall Semester: 2016-2017 – **Target Met**

100% of Management students either stated that they agree (2) or strongly agree (1) that they developed competencies to prepare them for success in their profession. 7 students were assessed and 7 met the target.
(n = 7)

Spring Semester: 2016-2017 – **Target Met**

100% of Management students either stated that they agree (2) or strongly agree (1) that they developed competencies to prepare them for success in their profession. 5 students were assessed and 5 met the target.
(n = 5)

4. *Summary of Results for Indirect Measure 2:*

2016-2017 Academic Year – **Target Not Met**

67% 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. 3 students were assessed and 2 met the target.
(n = 3)

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> Students will be able to describe the essential functions of an effective business operation and analyze business opportunities.	Met	Not Met			Met	Not Met		
2. <i>Program Learning Outcome 2:</i> Students will demonstrate an understanding of the relationship between businesses and market/nonmarket stakeholders as it pertains to local, societal, and global needs.	Met	Not Met			Met	Not Met		
3. <i>Program Learning Outcome 3:</i> Students will be able to use quantitative and qualitative tools and strategies to support organizational decision making.	Met	Not Met			Met	Not Met		
4. <i>Program Learning Outcome 4:</i> Students will demonstrate an awareness of the need for ethical leadership within an organization and ethical behavior in the greater global context.	Met	Not Met			Met	Not Met		
5. <i>Program Learning Outcome 5:</i> Students will be able to communicate clearly and effectively.		Not Met						

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

1. *Course of Action 1:* Due to the small population size of 3 from the 2017 spring semester, the internship report grades will be monitored throughout the 2017-2018 academic year. Notably, combining both semesters of the AY the target was met at 86.6%0
2. *Course of Action 2:* The Business Department is currently working with the University's Alumni Relations Department to redesign the alumni survey in order to increase the number of participates and to gather more accurate data for addressing indirect measure #2's objective. This new survey is expected to be ready and available in Summer 2018

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Student Learning Assessment for: Marketing

Program Intended Student Learning Outcomes (Program ISLOs)

1. Students will analyze the internal and external environment, 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 practice.
3. Students will distinguish consumer and organizational buyer behavior.
4. Students will distinguish consumer and organizational buyer behavior.

**Assessment Instruments for Intended Student Learning Outcomes—
Direct Measures of Student Learning:**

Performance Objectives (Targets/Criteria) for Direct Measures:

1. *Direct Measure 1:* Marketing Comprehensive Final Exam
 Program ISLOs Assessed by this Measure: *Outcomes List:* 1, 2, 3 & 4
2. *Direct Measure 2:* Internship or Student Senior Project
 Program ISLOs Assessed by this Measure: *Outcomes List:* 1,2,3,& 4

- Objective (Target/Criterion) for Direct Measure 1:*
 70% of marketing graduates will score at least 80% on the accounting comprehensive exam on the first attempt.
- Objective (Target/Criterion) for Direct Measure 2:*
 70% of marketing students will score at least 80% (80 points) on their internship or student senior project.

Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Indirect Measures:
<p>1. <i>Indirect Measure 1:</i> Graduating Student Survey Program ISLOs Assessed by this Measure: <i>Outcomes List:</i> 1,2,& 3</p>	<p><i>Objective (Target/Criterion) for Indirect Measure 1:</i> On a scale from 1-5, with 1 being strongly agree, 90 % of marketing graduates will either <u>agree(2)</u>, or <u>strongly agree(1)</u> that they developed competencies to prepare them for success in their profession.</p>
<p>2. <i>Indirect Measure 2:</i> Alumni Information: Program ISLOs Assessed by this Measure: <i>Outcomes List:</i> 1,2, & 3</p>	<p><i>Objective (Target/Criterion) for Indirect Measure 2:</i> 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.</p>
Assessment Results: Marketing	
Summary of Results from Implementing Direct Measures of Student Learning:	
<p>3. <i>Summary of Results for Direct Measure 1:</i> Fall Semester 2016-2017 – Target Met</p> <p>100% of Marketing students scored at least 80% on their comprehensive final exam. 4 students were assessed and all 4 met the target. (n = 4)</p> <p>Spring Semester 2016-2017 – Target Met</p> <p>92% of Marketing students scored at least 80% on their comprehensive final exam. 12 students were assessed and 11 met the target. (n = 12)</p>	
<p>4. <i>Summary of Results for Direct Measure 2:</i> Fall Semester 2016-2017 – Target Met</p> <p>86% of Marketing students scored at least an 80% on their internship or student senior project report. 7 students were assessed and 6 met the target. (n = 7)</p> <p>Spring Semester 2016-2017 – Target Met</p> <p>100% of Marketing students scored at least an 80% on their internship or student senior project report. 3 students were assessed and 3 met</p>	

the target.
(n = 3)

Summary of Results from Implementing Indirect Measures of Student Learning:

1. *Summary of Results for Indirect Measure 1:*

Fall Semester: 2016-2017 – **Target Met**

75% of Marketing students either stated that they agree (2) or strongly agree (1) that they developed competencies to prepare them for success in their profession. 4 students were assessed and 3 met the target.

(n = 4)

Spring Semester: 2016-2017 – **Target Met**

100% of Marketing students either stated that they agree (2) or strongly agree (1) that they developed competencies to prepare them for success in their profession. 13 students were assessed and 13 met the target.

(n = 13)

2. *Summary of Results for Indirect Measure 2:*

2016-2017 Academic Year – **Target Met**

100% 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. 1 students were assessed and 1 met the target.

(n = 1)

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> Students will analyze the internal and external environment, via appropriate information sources when making marketing decisions	Met	Met			Met	Met		
2. <i>Program Learning Outcome 2:</i> Students will distinguish how to develop, distribute, price, and promote quality products that integrate sustainable business practice	Met	Met			Met	Met		
3. <i>Program Learning Outcome 3:</i> Students will distinguish consumer and organizational buyer behavior	Met	Met			Met	Met		
4. <i>Program Learning Outcome 4:</i> Students will distinguish consumer and organizational buyer behavior	Met	Met						
Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:								
N/A- All targets met.								

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Student Learning Assessment for: Sports and Recreation Management

Program Intended Student Learning Outcomes (Program ISLOs)

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 Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
1. <i>Direct Measure 1:</i> Sports & Recreation Management Comprehensive Final Exam Program ISLOs Assessed by this Measure: <i>Outcomes List:</i> 1, 2, 3, 4, 5 & 6	<i>Objective (Target/Criterion) for Direct Measure 1:</i> 70% of sports and recreation management graduates will score at least 70% on the accounting comprehensive exam on the first attempt.
2. <i>Direct Measure 2:</i> Internship or Student Senior Project Program ISLOs Assessed by this Measure: <i>Outcomes List:</i> 1,2,3, 4, 5 & 6	<i>Objective (Target/Criterion) for Direct Measure 2:</i> 75% of sports and recreation management students will score at least 80% (80 points) on their internship report.
Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Indirect Measures:
1. <i>Indirect Measure 1:</i> Graduating Student Survey Program ISLOs Assessed by this Measure: <i>Outcomes List:</i> 2,3,4,5 & 6	<i>Objective (Target/Criterion) for Indirect Measure 1:</i> On a scale from 1-5, with 1 being strongly agree, 90 % of sports and recreation management graduates will either <u>agree(2)</u> , or <u>strongly agree(1)</u> that they developed competencies to prepare them for success in their profession.
2. <i>Indirect Measure 2:</i> Alumni Information: Program ISLOs Assessed by this Measure: <i>Outcomes List:</i> 2,4,5 & 6	<i>Objective (Target/Criterion) for Indirect Measure 2:</i> 90% of the previous year’s sports and recreation management graduates state that their job performance has improved as a result of the business curriculum at Franklin Pierce University.

Assessment Results: Sports and Recreation Management

Summary of Results from Implementing Direct Measures of Student Learning:

1. *Summary of Results for Direct Measure 1:*

Fall Semester 2016-2017- **Target Met**

100% of Sports and Recreation Management students scored at least 80% on their comprehensive final exam. 20 students were assessed and 20 met the target.

(n = 20)

Spring Semester 2016-2017 – **Target Met**

100% of Sports and Recreation Management students scored at least 80% on their comprehensive final exam. 7 students were assessed and 7 met the target.

(n = 7)

2. *Summary of Results for Direct Measure 2:*

Fall Semester 2016-2017 – **Target Met**

82% of Sports and Recreation Management students scored at least an 80% on their internship report or senior project. 11 students were assessed and 9 met the target.

(n = 11)

Spring Semester 2016-2017 – **Target Not Met**

62 % of Sports and Recreation Management students scored at least an 80% on their internship report or senior project. 8 students were assessed and 5 met the target.

(n = 8)

Summary of Results from Implementing Indirect Measures of Student Learning:

1. *Summary of Results for Indirect Measure 1:*

Fall Semester: 2016-2017 – **Target Met**

83% of Sports and Recreation Management students either stated that they agree (2) or strongly agree (1) that they developed competencies to prepare them for success in their profession. 18 students were assessed and 15 met the target.
(n = 18)

Spring Semester: 2016-2017 – **Target Met**

86% of Sports and Recreation Management students either stated that they agree (2) or strongly agree (1) that they developed competencies to prepare them for success in their profession. 7 students were assessed and 6 met the target.
(n = 7)

2. *Summary of Results for Indirect Measure 2:*
2016-2017 Academic Year – **Target Not Met**

75% of the previous year's Sports and Recreation Management graduates state that their job performance has improved as a result of the business curriculum at Franklin Pierce University. 4 students were assessed and 3 met the target.
(n = 4)

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> 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.	Met	Not Met						
2. <i>Program Learning Outcome 2:</i> 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.	Met	Not Met			Met	Not Met		
3. <i>Program Learning Outcome 3:</i> 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.	Met	Not Met			Met			

<p>4. <i>Program Learning Outcome 4:</i> 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.</p>	Met	Not Met			Met	Not Met		
<p>5. <i>Program Learning Outcome 5:</i> 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.</p>	Met	Not Met			Met	Not Met		
<p>6. <i>Program Learning Outcome 6:</i> Students will understand and apply appropriate risk management, safety, emergency, and legal principles as they are applicable in recreation, sports, and leisure services settings.</p>	Met	Not Met			Met	Not Met		
<p>Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:</p>								
<p>2. <i>Course of Action 1:</i> Due to the small population size of 8 from the 2017 spring semester, the internship report grades will be monitored throughout the 2017-2018 academic year.</p>								

3. *Course of Action 2*: The Business Department is currently working with the University's Alumni Relations Department to redesign the alumni survey in order to increase the number of participants and to gather more accurate data for addressing indirect measure #2's objective. This new survey is expected to be ready and available in Summer 2018