



Public Disclosure of Student Learning

Institution	<u>Excelsior College</u>
Academic Business Unit	<u>School of Business and Technology</u>
Academic Year	<u>2016-2017</u>

Report of Student Learning and Achievement
Excelsior College
School of Business and Technology

For Academic Year: 2016-2017

Mission of the School of Business and Technology

The mission of the School of Business and Technology is to empower learners to achieve academic and professional success. Through the assessment of prior learning and aggregation of credit, rigorous course design, high quality instruction and engaging student support, the school provides learning with flexible pathways to achieve their personal aspirations.

Student Learning Assessment for Bachelor of Science in Business (BSB)

Program Intended Student Learning Outcomes (Program ISLOs)

1. *Demonstrate comprehension of the principles of accounting, marketing, finance, management, and economics.*
2. *Demonstrate comprehension of the legal and social environment of business.*
3. *Demonstrate comprehension of the global environment of business.*
4. *Apply ethical considerations to the obligations and responsibilities of business.*
5. *Apply business tools to real-world situations.*
6. *Employ information literacy techniques.*
7. *Communicate effectively, orally and in writing.*
8. *Apply business concepts and functions in an integrated manner.*

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

1. *Capstone Rubric for designated ISLOs*
 Program ISLOs Assessed by this Measure: *ISLOs 1-8*

Performance Objectives (Targets/Criteria) for Direct Measures:

70% or more of BUS 495 students will receive a rating of 2 (out of 3) or higher on the Capstone Rubric for the designated program outcome.

Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Indirect Measures:
1. <i>Alumni Survey – Exit Survey</i> Program ISLOs Assessed by this Measure: <i>ISLOs 1-8</i>	<i>The mean for all the respondents in the achievement of each student outcome will be 4.0 or higher (well to very well) on a 6-point Likert scale.</i>
Assessment Results: <i>Bachelor of Science in Business (BSB)</i>	
Summary of Results from Implementing Direct Measures of Student Learning:	
<p>1. <i>Results of the capstone course (BUS 495) indicate that all student outcomes were met, ranging from 90% to 96% of students receiving a rating of two (out of three) or higher on the capstone rubric used to score student performance for each related student outcome in the capstone course. Results by Student Outcome are presented below:</i></p> <p><i>ISLO 1: 96% (n=115)</i> <i>ISLO 2: 95% (n=114)</i> <i>ISLO 3: 94% (n=115)</i> <i>ISLO 4: 94% (n=115)</i> <i>ISLO 5: 96% (n=113)</i> <i>ISLO 6: 95% (n=114)</i> <i>ISLO 7: 90% (n=115)</i> <i>ISLO 8: 94% (n=114)</i></p>	
Summary of Results from Implementing Indirect Measures of Student Learning:	
<p>1. <i>The results from surveys of graduates upon exit from the program (Exit Survey) indicate that all student outcomes are met, with self-reports from students ranging from 4.86 to 5.50 on a 6-pt Likert scale. Below are full results from the exit survey for each student outcome:</i></p> <p><i>ISLO 1: 5.14 (n=21)</i> <i>ISLO 2: 5.05 (n=21)</i> <i>ISLO 3: 4.86 (n=21)</i> <i>ISLO 4: 5.50 (n=20)</i> <i>ISLO 5: 5.05 (n=20)</i> <i>ISLO 6: 5.00 (n=20)</i> <i>ISLO 7: 5.35 (n=20)</i> <i>ISLO 8: 4.95 (n=20)</i></p>	
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>Demonstrate comprehension of the principles of accounting, marketing, finance, management, and economics.</i>	Met				Met			
2. <i>Demonstrate comprehension of the legal and social environment of business.</i>	Met				Met			
3. <i>Demonstrate comprehension of the global environment of business.</i>	Met				Met			
4. <i>Apply ethical considerations to the obligations and responsibilities of business.</i>	Met				Met			
5. <i>Apply business tools to real-world situations.</i>	Met				Met			
6. <i>Employ information literacy techniques.</i>	Met				Met			
7. <i>Communicate effectively, orally and in writing.</i>	Met				Met			
8. <i>Apply business concepts and functions in an integrated manner.</i>	Met				Met			
Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:								
1. <i>Even though all the Learning Outcomes were met, the School of Business and Technology continuously strives to improve their programs. One such effort includes working with the Industry Advisory Committee (IAC) and corporate partners to develop competencies for the Bachelor of Science in Business (BSB) program. This was done to ensure that our students are graduating with the knowledge and skills needed in industry.</i>								

Student Learning Assessment for Bachelor of Science in Accounting NYS-CPA Track (BAX)

Program Intended Student Learning Outcomes (Program ISLOs)

1. *Demonstrate comprehension of the principles of accounting, marketing, finance, management, and economics.*
2. *Describe generally-accepted accounting concepts, theories, and applications.*
3. *Demonstrate comprehension of the legal and social environment of business.*
4. *Demonstrate comprehension of the global business environment.*
5. *Apply ethical considerations to the obligations and responsibilities of business.*
6. *Employ information literacy techniques.*
7. *Communicate effectively, orally and in writing.*
8. *Apply business tools to real-world situations.*
9. *Apply business concepts and functions in an integrated manner.*
10. *Evaluate individual and corporate taxation policies, regulations, and practices of business organizations.*
11. *Analyze advanced financial and accounting management strategies and applications.*
12. *Integrate advanced accounting decision making tools for evaluating financial statements, conducting audits, and performing cost accounting.*

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

1. *Capstone Rubric for designated ISLOs*
Program ISLOs Assessed by this Measure: *ISLOs 1-12*

Performance Objectives (Targets/Criteria) for Direct Measures:

70% or more of BUS 495 students will receive a rating of 2 (out of 3) or higher on the Capstone Rubric for the designated program outcome.

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

2. *Alumni Survey – Exit Survey*
Program ISLOs Assessed by this Measure: *ISLOs 1-12*

Performance Objectives (Targets/Criteria) for Indirect Measures:

The mean for all the respondents in the achievement of each student outcome will be 4.0 or higher (well to very well) on a 6-point Likert scale.

Assessment Results: Bachelor of Science in Accounting NYS-CPA Track (BAX)

Summary of Results from Implementing Direct Measures of Student Learning:

1. *Summary of Results for Capstone Rubric: N/A*
The program closed for new enrollments on November 30, 2014, and students had until November 30, 2016 to complete the program or transfer to another degree program. This program is no longer offered.

Summary of Results from Implementing Indirect Measures of Student Learning:

1. *Summary of Results for Alumni Survey – Exit Survey: N/A*
The program closed for new enrollments on November 30, 2014, and students had until November 30, 2016 to complete the program or transfer to another degree program. This program is no longer offered.

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>Demonstrate comprehension of the principles of accounting, marketing, finance, management, and economics.</i>	N/A				N/A			
2. <i>Describe generally-accepted accounting concepts, theories, and applications.</i>	N/A				N/A			
3. <i>Demonstrate comprehension of the legal and social environment of business.</i>	N/A				N/A			
4. <i>Demonstrate comprehension of the global business environment.</i>	N/A				N/A			
5. <i>Apply ethical considerations to the obligations and responsibilities of business.</i>	N/A				N/A			

6. <i>Employ information literacy techniques.</i>	N/A				N/A			
7. <i>Communicate effectively, orally and in writing.</i>	N/A				N/A			
8. <i>Apply business tools to real-world situations.</i>	N/A				N/A			
9. <i>Apply business concepts and functions in an integrated manner.</i>	N/A				N/A			
10. <i>Evaluate individual and corporate taxation policies, regulations, and practices of business organizations.</i>	N/A				N/A			
11. <i>Analyze advanced financial and accounting management strategies and applications.</i>	N/A				N/A			
12. <i>Integrate advanced accounting decision making tools for evaluating financial statements, conducting audits, and performing cost accounting.</i>	N/A				N/A			
Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:								
1. <i>The program closed for new enrollments on November 30, 2014, and students had until November 30, 2016 to complete the program or transfer to another degree program. This program is no longer offered.</i>								

Student Learning Assessment for *Master of Business Administration (MBA)*

Program Intended Student Learning Outcomes (Program ISLOs)

1. *Analyze real-world business problems and generate recommendations for action.*
2. *Integrate accounting, marketing, finance, management, and economics into a strategic business analysis.*
3. *Assess the impact of the global business environment on business situations.*
4. *Apply quantitative methods to analysis of business situations.*
5. *Perform ethically and professionally in business and society.*
6. *Communicate effectively to relevant audiences orally and in written materials.*
7. *Collaborate in teams to produce required deliverables.*
8. *Apply project management skills to business situations.*
9. *Assess the ethical implications of actions for diverse stakeholders.*

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

1. *Capstone Rubric for designated ISLOs*
Program ISLOs Assessed by this Measure: *ISLOs 1-9*

Performance Objectives (Targets/Criteria) for Direct Measures:

70% or more of BUS 511 students will receive a rating of 2 (out of 3) or higher on the Capstone Rubric for the designated program outcome.

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

2. *Alumni Survey – Exit Survey*
Program ISLOs Assessed by this Measure: *ISLOs 1-9*

Performance Objectives (Targets/Criteria) for Indirect Measures:

The mean for all the respondents in the achievement of each student outcome will be 4.0 or higher (well to very well) on a 6-point Likert scale.

Assessment Results: *Master of Business Administration*

Summary of Results from Implementing Direct Measures of Student Learning:

1. *Results of the capstone course (BUS 511) indicate that all student outcomes were met, ranging from 90% to 94% of students receiving a rating of two (out of three) or higher on the capstone rubric used to score student performance for each related student outcome in the capstone course. Results by Student Outcome are presented below:*

ISLO 1: 92% (n=103)
 ISLO 2: 94% (n=103)
 ISLO 3: 93% (n=102)
 ISLO 4: 92% (n=102)
 ISLO 5: 93% (n=102)
 ISLO 6: 90% (n=102)
 ISLO 7: 93% (n=102)
 ISLO 8: 91% (n=102)
 ISLO 9: 91% (n=102)

Summary of Results from Implementing Indirect Measures of Student Learning:

1. The results from surveys of graduates upon exit from the program (Exit Survey) indicate that all student outcomes are met, with self-reports from students ranging from 4.72 to 5.72 on a 6-pt Likert scale. Below are full results from the exit survey for each student outcome:
- ISLO 1: 5.48 (n=25)
 ISLO 2: 5.08 (n=25)
 ISLO 3: 5.21 (n=24)
 ISLO 4: 4.72 (n=25)
 ISLO 5: 5.72 (n=25)
 ISLO 6: 5.48 (n=25)
 ISLO 7: 5.46 (n=24)
 ISLO 8: 5.40 (n=25)
 ISLO 9: 5.50 (n=24)

Summary of Achievement of Intended Student Learning Outcomes:

Intended Student Learning Outcomes	Learning Assessment Measures							
	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. Analyze real-world business problems and generate recommendations for action.	Met				Met			
2. Integrate accounting, marketing, finance, management, and	Met				Met			

<i>economics into a strategic business analysis.</i>								
3. <i>Assess the impact of the global business environment on business situations.</i>	Met				Met			
4. <i>Apply quantitative methods to analysis of business situations.</i>	Met				Met			
5. <i>Perform ethically and professionally in business and society.</i>	Met				Met			
6. <i>Communicate effectively to relevant audiences orally and in written materials.</i>	Met				Met			
7. <i>Collaborate in teams to produce required deliverables.</i>	Met				Met			
8. <i>Apply project management skills to business situations.</i>	Met				Met			
9. <i>Assess the ethical implications of actions for diverse stakeholders.</i>	Met				Met			
Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:								
1. <i>All of the performance targets for the Learning Outcomes were met; however, the School of Business and Technology works to continuously to improve our programs. The School has been working with both Faculty and Industry Advisory Committees to enhance the Master of Business Administration (MBA) program by infusing key themes throughout the curriculum to ensure students are able to manage decisively across all functions in an organization.</i>								