

## Outcomes Assessment Results

For Academic Year: 2010-11

### Section I: Student Learning Assessment

<b>Student Learning Assessment for (Program 1)</b>	
<b>Intended Student Learning Outcomes for (Program 1) :</b>	
1. <i>Understanding the profession of business and key functional disciplines</i>	
2. <i>Understand the dynamics and key trends of the global economy</i>	
3. <i>Communicate effectively in both written and verbal media</i>	
4. <i>Apply knowledge of business functions and concepts in an integrated manner</i>	
<b>Assessment Tools for Intended Student Learning Outcomes— Direct Measures of Student Learning:</b>	<b>Performance Targets/Criteria for Direct Measures:</b>
1. <i>Business Capstone Project (McGraw Hill business simulation game – see <a href="http://www.bsg-online.com">www.bsg-online.com</a>)</i>	<i>Class average will exceed 50<sup>th</sup> percentile for all categories</i>
2. <i>MGT378 – School of Business Capstone Research Project – requires students to prepare an indepth corporate analysis and present their findings in the form of a research paper.</i>	<i>Students should receive an overall 80% minimum grade for the final project.</i>
3. <i>Business Core Course – IBS105 – Introduction to International Business - Students are required to prepare a research project (research paaper and PowerPoint presentation) on an international organization or a regional economic integration arrangement.</i>	<i>75% of students will receive a grade of 75 or higher.</i>
<b>Assessment Tools for Intended Student Learning Outcomes— Indirect Measures of Student Learning:</b>	<b>Performance Targets/Criteria for Indirect Measures:</b>
1. <i>Alumni Survey – Sent to School of Business Administration students who graduated three years ago.</i>	<i>On the survey instrument, at least 80% of third year alumni will indicate the curriculum provided the knowledge and skills needed for employment in the business sector and would recommend the School of Business Administration for undergraduate business education.</i>

<p>2. <i>IBS395/SRM395/MGT395 (Business Internship) requires company intern supervisors to evaluate intern's performance while on assignment over the course of one semester.</i></p>	<p><i>Ninety percent (90%) of company supervisors will rate the AIC School of Business interns as above average or outstanding.</i></p>	
<p><b>Summary of Results from Implementing Direct Measures of Student Learning:</b></p>	<p><b>Performance Target Was...</b></p>	
	<p><b>Met</b></p>	<p><b>Not Met</b></p>
<p>1. <i>In the FA 10 semester, the assessment indicated a range from the 46<sup>th</sup> percentile to the 83<sup>rd</sup> percentile, with scores for three of the 7 categories falling below the target of the 50<sup>th</sup> percentile. In the SP 11 semester, the range was from the 30<sup>th</sup> percentile through the 60<sup>th</sup> percentile, with five categories below the target.</i></p>		<p>√</p>
<p>2. <i>In the SP 10 semester, the average grade for the final project was 85% with a low of zero and a high of 100%</i></p>	<p>√</p>	
<p>3. <i>The IBS105 class average exceeded 82%</i></p>	<p>√</p>	
<p><b>Summary of Results from Implementing Indirect Measures of Student Learning:</b></p>	<p><b>Performance Target Was...</b></p>	
	<p><b>Met</b></p>	<p><b>Not Met</b></p>
<p>1. <i>On a Likert Scale ranging from 1 representing "Excellent" to 4 representing "Poor", 66% of respondents from three years ago responded that they felt the School of Business Administration curriculum did a good job in providing the knowledge and skills needed for employment. However, 85% of respondents said they would be likely to recommend the School of Business Administration for someone considering an undergraduate business degree program.</i></p>		<p>√</p>
<p>2. <i>Ninety-eight percent (98%) of company supervisors rated the AIC School of Business Administration interns as above average or outstanding.</i></p>	<p>√</p>	
<p><b>Proposed Courses of Action for Improvement in Areas for which Performance Targets Were Not Met:</b></p>		
<p>1. <i>(Direct Measure) The use of the Business Strategy game assessment has been problematic for the past two years. We have evaluated the success of this approach to our capstone course and have made a change for the 2011/2012 academic year. The Business Strategy game will no longer be used. Instead, all students will be required to research and develop a complete business plan.</i></p>		
<p>2. <i>(Indirect Measure) The Undergraduate program in the School of Business Administration began a program review during the 2010 academic year. We anticipate significant changes in the undergraduate business curriculum by the fall of 2012.</i></p>		
<p>3. <i>(Course of Action 3)</i></p>		
<p>4. <i>(Course of Action 4)</i></p>		