

|  |  |  |
| --- | --- | --- |
|  | Public Disclosure of Student Learning |  |
|  | Institution | Framingham State University |  |
|  | Academic Business Unit | Business |  |
|  | Academic Year | 2015-2016 |  |
|  |  |  |  |

**International Accreditation Council for Business Education**

Report of Student Learning and Achievement

***Framingham State University***

*Department of Business*

|  |  |
| --- | --- |
| **For Academic Year:** | 2015-16 |

|  |
| --- |
| **Mission of the *Name of your Academic Business Unit*** |
| *The mission of the Department of Business is to prepare undergraduate and graduate students with the skills and knowledge necessary for success in a diverse, complex, regional and global business environment. We provide an innovative, collaborative learning environment to actively engage students, faculty, and the business community in developing ethical, and responsible leaders and members of society.* |

|  |
| --- |
| **Student Learning Assessment for *Program 1*** |
| **Program Intended Student Learning Outcomes (Program ISLOs)** |
| 1. *Students will be able to apply knowledge of business concepts in the functional areas of accounting, marketing, finance, and management, and information systems in an integrated manner*
 |
| 1. *Students will be able to evaluate the legal, social, financial, political and economic environments in business*
 |
| 1. *Students will be able to describe how globalization requires a willingness to consider multiple perspectives and adjust behavior to accommodate cultural differences*
 |
| 1. *Students will be able to articulate ethical considerations and describe socially responsible business solutions*
 |
| 1. *Students will be able to demonstrate and present effective oral and written forms of professional communication*
 |
| **Assessment Instruments for Intended Student Learning Outcomes—****Direct Measures of Student Learning:** | **Performance Objectives (Targets/Criteria) for Direct Measures:** |
| 1. *Capstone Project*

 Program ISLOs Assessed by this Measure: *1,2,3,4,5* | * 1. *On the rating scale in the written capstone project rubric, at least 80% of students will be achieve a performance rating of “acceptable” or “exemplary” on each evaluation criterion*

*associated with the program ISLOs assessed by this measure.** 1. *On the rating scale in the oral presentation rubric, at least 80% of the students will achieve a performance rating of “excellent” or “very good”.*
 |
| **Assessment Instruments for Intended Student Learning Outcomes—****Indirect Measures of Student Learning:** | **Performance Objectives (Targets/Criteria) for Indirect Measures:** |
| 1. *Senior Exit Survey*

 Program ISLOs Assessed by this Measure: *1, 2, 3, 4, 5*  | *On the senior exit survey, at least 70% of students will indicate that they are “able” or “highly able” to demonstrate and apply the knowledge and skills for Program ISLOs 1, 2, 3, 4 and 5.* |
| 1. *Commencement Survey*

 Program ISLOs Assessed by this Measure: *5* | *On the commencement survey, at least 70% of students will indicate that they are “satisfied” or “highly satisfied” with the writing preparation for their major.* |
| **Assessment Results: *Program 1*** |
| **Summary of Results from Implementing Direct Measures of Student Learning:** |
| 1. A) Capstone Written Project

Percentage of students receiving a rating of acceptable or exemplary on Program-ISLO-Related Criteria *Knowledge of business concepts in the functional areas of business (PSLO 1) 80%**Legal, social, financial, political and economic environments (PSLO 2) 93.3%**Globalization (PSLO 3) 91.2%**Ethical considerations and describe socially responsible business solutions (PSLO 4) N/A**Effective oral and written forms of professional communication (PSLO 5) 90%*B) Capstone Oral PresentationPercentage of students receiving a rating of very good or excellent on Program-ISLO-Related Criteria*Effective oral and written forms of professional communication 100%* |
|  |
| **Summary of Results from Implementing Indirect Measures of Student Learning:** |
| 1. *Senior Exit Survey*

Percentage of students rating their ability to achieve the Program-ISLOs as “able” or “highly able”. *Knowledge of business concepts in the functional areas of business (PSLO 1)*  *Accounting 62% Marketing 69%* *Finance 85%* *Management 85%**Information Systems 85%* *Legal, social, financial, political and economic environments (PSLO 2) 85%**Globalization (PSLO 3) 85%**Ethical considerations and describe socially responsible business solutions (PSLO 4) 92%* |
| 1. *Commencement Survey*

Percentage of students rating their ability to achieve the Program-ISLOs as “satisfied” or “highly satisfied”.*Effective oral and written forms of professional communication (PSLO 5) 92%* |
| **Summary of Achievement of Intended Student Learning Outcomes:** |
| **Intended Student Learning Outcomes** | **Learning Assessment Measures** |
| **Program ISLOs** | ***Capstone Project*** | ***Capstone Presentation*** | ***Direct Measure 3*** | ***Direct Measure 4*** | ***Senior Exit Survey*** | ***Commencement Survey*** | ***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. *Program Learning Outcome 1*
 | Met |  |  |  | Partially |  |  |  |
| 1. *Program Learning Outcome 2*
 | Met |  |  |  | Met |  |  |  |
| 1. *Program Learning Outcome 3*
 | Met |  |  |  | Met |  |  |  |
| 1. *Program Learning Outcome 4*
 | N/A |  |  |  | Met |  |  |  |
| 1. *Program Learning Outcome 5*
 | Met | Met |  |  |  | Met |  |  |
| **Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:** |
| 1. ***Program ISLO 1****: The performance target for this program ISLO that measures the students’ ability to apply knowledge of business concepts in the functional areas of accounting, marketing, finance, and management, and information systems in an integrated manner was not met. The department will continue to hold assessment workshops and brainstorming sessions with the Director of Assessment to develop a curriculum map. This will help identify gaps in the overall programs and determine ways to ensure that all common professional component areas are adequately covered.*
 |
| 1. ***Program ISLO 4****: The performance target for this program ISLO that measures the students’ ability to articulate ethical considerations and describe socially responsible business solutions was not explicitly measured in the written project. The department plans to measure the ethical concerns using a separate instrument, and/or modify the capstone written project to include ethical concerns.*
 |