International Assembly for Collegiate Business Education

Public Disclosure of Student Learning Form

Institution: MERCYHURST UNIVERSITY

Academic Business Unit: BUSINESS DEPARTMENT

Academic Year: 2011-2012

International Assembly for Collegiate Business Education
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Report of Student Learning and Achievement
Business Department
Mercyhurst University

For Academic Year: 2011-2012

Mission of the Business Department in the Walker School of Business & Communication
The mission of the Walker School of Business & Communication is to prepare students for leadership roles on the national and international level, to become the entrepreneurs of the future, and to continue their education in graduate and professional schools. With its collegial and supportive culture, the Walker School of Business & Communication embraces a rigorous and collaborative approach to learning that inspires informed judgment, decisive action and a global, enterprise perspective. The Walker School of Business and Communication graduates will embrace the Mercy mission's core values of respect and tolerance for people and their ideas, and dignity in the treatment of all workers.

Student Learning Assessment for *Accounting Major*

Intended Student Learning Outcomes for *Accounting Major*
1. Identify and apply the concepts put forth in the FASB's conceptual framework of accounting
2. Demonstrate proficiency in applying GAAP to various accounting problems
3. Analyze financial statements and make decisions based on that analysis
4. Understand, apply and interpret cost accounting systems

5. Understand the federal tax laws and prepare tax returns	
6. Demonstrate an understanding of ethical and professional responsibilities of an audit professional	
7. Identify & define major concepts of assurance services	
8. Demonstrate ability to perform consolidation theory applications to the consolidated worksheet	
Assessment Tools for Intended Student Learning Outcomes—Direct Measures of Student Learning:	Performance Targets/Criteria for Direct Measures:
1. Capstone Course Project (Business Policy)	On a case study evaluation rubric, at least 80% of graduating seniors in accounting will achieve a "proficient" or "mostly proficient" rating on each learning-outcome-related evaluation criterion.
2. End-of-Program Comprehensive Exam	All graduating seniors in accounting will score at least a 70% on a comprehensive exam (prepared internally)
Assessment Tools for Intended Student Learning Outcomes—Indirect Measures of Student Learning:	Performance Targets/Criteria for Indirect Measures:
1. Undergraduate Alumni Survey	On the survey instrument, at least 70% of alumni will "agree" or "strongly agree" with the statement that their learning in the major prepared them well for their current positions.
2. Senior Exit Survey	At least 70% of graduating seniors will indicate they agree or strongly agree that "Overall my degree program met my educational goals"

Student Learning Assessment for *Business Competitive Intelligence Major*

Intended Student Learning Outcomes for *BCI Major*
1. Demonstrate detailed knowledge of the functions & processes of the marketing research and competitive intelligence fields.
2. Exhibit project management skills including planning research, organizing, securing, and managing resources.
3. Show operational understanding of research design, analysis, and measurement.
4. Produce written & oral reports/assessments based on research & analysis
5. Apply analytical findings to strategic formulation and key findings for decision makers.

6. Identify and integrate information at a global scale cognizant of differing cultures, economic conditions, legal systems and other macroenvironmental effects.	
Assessment Tools for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Targets/Criteria for Direct Measures:
1. Comprehensive Capstone Business & Competitive Intelligence Project (Advanced Competitive Intelligence RIAP 365)	On the grading rubric (see appendix), 90% of students will achieve a "good" or "excellent" rating on each learning outcome-related evaluation criteria.
2. Comprehensive Capstone Project for all Business Majors (Business Policy & Strategy BADM 405)	On the grading rubric, 90% of students will achieve a score of "Mostly proficient content" or higher on Section 1: Historical Analysis and Section 2: Current Analysis - Company and Industry Profiles (see appendix).
Assessment Tools for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Targets/Criteria for Indirect Measures:
1. Internship Program	All students will successfully pass an internship in either marketing research or competitive research prior to graduation with a score of 70% or better. 90% of students will rate "adequately prepared" or higher for **How well did the coursework you've completed at Mercyhurst prepare you for the internship you completed?** and 90 % will rate "applied periodically or better" **To what degree were the theoretical concepts you learned in your major courses applied during the course of your internship?** (see survey: http://surveys.mercyhurst.edu/CoopInternshipEval/).
2. Undergraduate Alumni Survey	At least 85% of students will be pursuing further education or will have a job within 6 months. Greater than 90% of graduates will answer yes to: **While at Mercyhurst, did you complete an internship or externship?** (see survey: http://surveys.mercyhurst.edu/GraduateSurvey2011/).

Student Learning Assessment for *Business Economics Major*

Intended Student Learning Outcomes for *Business Economics Major*	
1. Analyze the consequences of economic shocks to particular markets	
2. Apply marginal analysis to determine optimal economic decisions.	
3. Analyze business operations under varying competitive conditions	
4. Differentiate between the effects of fiscal and monetary policies on the domestic economy.	
5. Understand the impact of international economic events on the domestic economy.	
6. Understand how economists use statistics to learn about economic behavior.	
Assessment Tools for Intended Student Learning Outcomes—Direct Measures of Student Learning:	Performance Targets/Criteria for Direct Measures:
1. End-of-Program Comprehensive Examination on Macroeconomics and Microeconomics	All graduating seniors will score at least 70% on the comprehensive exam
2. Business Policy and Strategy Course	Students are required to get at least "Mostly Proficient Content- (80 – 89 %)" on the Strategic Plan component of the final paper.
Assessment Tools for Intended Student Learning Outcomes—Indirect Measures of Student Learning:	Performance Targets/Criteria for Indirect Measures:
1. Walker School of Business Senior Satisfaction /Exit Survey	The Senior Satisfaction Survey is given to each graduating senior during the Capstone Business Policy and Strategy Course. The goal is to have a median response of agree or strongly agree to the question: "Course content within my degree program was valuable"
2. Walker School of Business Senior Satisfaction/Exit Survey	The Senior Satisfaction Survey is given to each graduating senior during the Capstone Business Policy and Strategy Course. The goal is to have a median response of agree or strongly agree to the question: "Overall my degree program met my educational goals"

Student Learning Assessment for *Business Marketing Major*

Intended Student Learning Outcomes for Business Marketing Major	
1. Apply consumer behavior knowledge to the marketing of products and services	
2. Apply marketing skills in evaluating domestic and international markets	
3. Demonstrate effective decision-making, critical thinking, and business evaluation skills and techniques	
4. Apply appropriate research tools and skills for exploring marketing opportunities	
5. Formulate sound business strategies that support the mission of the organization	
6. Construct rationale and recommend action plans for given business situations, with an emphasis on the marketing related aspects	
Assessment Tools for Intended Student Learning Outcomes—Direct Measures of Student Learning:	Performance Targets/Criteria for Direct Measures:
1. Capstone Course	Business Marketing majors should score at least an 85% or better on the Capstone Project that relates specifically to their major area (see rubric)
2. Internship Review Reports	Business Marketing majors must complete an internship as part of their degree requirements; the goal is that 80% of employers will rate the student intern overall experience as a 3.5 (average) (See employer internship evaluation report in Appendix for questionnaire)
Assessment Tools for Intended Student Learning Outcomes—Indirect Measures of Student Learning:	Performance Targets/Criteria for Indirect Measures:
1. Senior Exit Survey	At least 85% of graduating seniors will indicate they agree or strongly agree that “the education received in the degree program will enable them to meet their professional goals”
2. Undergraduate Alumni Survey	At least 85% of alumni will indicate that they are employed full-time in their field of study and that their Mercyhurst education prepared them “well” for their current employment.

Student Learning Assessment for *Finance Major*

Intended Student Learning Outcomes for *Finance Major*	
1. Students will be able to determine the value of firms and projects using time value of money techniques	
2. Students will be able to evaluate securities and manage portfolios	
3. Students will be able to evaluate the economic, legal and regulatory environment.	
4. Students will be able to analyze and interpret financial data	
5. Students will be able to recognize how financial markets are globally connected	
6. Students will be able to calculate the value of common stock and determine whether the stock is over-valued or under-valued	
7. Students will be able to distinguish between various types of risk and calculate returns given appropriate risk measures.	
8. Students will be able to identify bond risk characteristics and calculate the value of a bond	
9. Students will be able to calculate financial ratios using data from a firm's financial statements and explain their significance.	
10. Students will be able to demonstrate knowledge of the financial services provided by financial institutions.	
11. Students will be able to demonstrate knowledge of the regulation of financial professionals and institutions	
12. Students will be able to define basic banking concepts and terms	
Assessment Tools for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Targets/Criteria for Direct Measures:
1. Financial Plan Development Capstone Course	All students will receive a grade of average or better (rubric to be determined that will equate to the 'average' percentile) on the final deliverables for this course
2. Comprehensive Exam	All graduating seniors will receive a score of at least 70% on the exam
Assessment Tools for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Targets/Criteria for Indirect Measures:
1. Job or graduate school placement data	Graduates will have a 90% job or graduate school placement rate

2. Undergraduate Alumni Survey	On the survey instrument, at least 80% of third-year alumni will “agree’ or “strongly agree” with the statement that their education equipped them well for their current positions

Student Learning Assessment for Human Resource Management Major

Intended Student Learning Outcomes for Human Resource Management Major
1. Demonstrate detailed knowledge of functions and processes of the human resource management industry.
2. Utilize current and emerging information technology to support the practice of human resource management.
3. Develop and implement legally sustainable and ethical HR planning; ensure compliance with government regulations.
4. Demonstrate proficiency in written and oral communication including presentation and interpersonal skills based on research and analysis.
5. Contrast global human resource management practices and recognize necessary adjustments for cross cultural and diversity issues to effectively function in a business environment.
6. Develop and exhibit project management skills including planning, researching, organizing, analyzing, securing, and managing resources of the firm.
7. Formulate analysis utilizing various data, and apply key findings as a basis for managerial decisions in the economic environment of organizations.
8. Apply critical thinking to recognize potential problems, formulate and implement possible solutions utilizing established research and analysis methodologies.
9. Manage professional development for self, and provide leadership to others in the achievement of ongoing competence in human resource management professional practice.
10. Recognize opportunities to implement activities that foster constructive organizational change through commitment, motivation, teamwork, wellness, safety and values.

Assessment Tools for Intended Student Learning Outcomes—Direct Measures of Student Learning:	*Formulate analysis utilizing various data, and apply key findings as a basis for managerial decisions in the economic environment of organizations.*
1. All Human Resource Management majors are required to complete the end of program Business Policy capstone course (MGMT 405 – Business Policy and Strategy).	Ninety percent of all graduating Human Resource Management majors should score (adequate proficient content or above) 71% or above on their capstone company analysis, indicating that they have a

	comprehensive understanding of internal and external environmental factors that influence strategic management and can perform a strategic audit of an organization. Refer to the grading rubric from the Business Policy course in the Appendix for a description of the grading requirements for this assignment.
2. All Human Resource Management majors are required to complete the end of the program Human Resource Management Internship (MGMT 475 – Human Resource Management Internship).	Internship Evaluation: Ratings of student skills by their internship supervisors. Ninety percent of all Human Resource Management majors completing their Human Resource Management Internship will meet or exceed expectations in the categories related to the intended learning outcome by scoring 70% or above on their evaluation. Refer to the grading rubric from Career Services in the Appendix for a description of the grading requirements for the internship.
Assessment Tools for Intended Student Learning Outcomes—Indirect Measures of Student Learning:	Recognize opportunities to implement activities that foster constructive organizational change through commitment, motivation, teamwork, wellness, safety and values.
1. Student Placement: surveys of recent Human Resource Management graduates will be analyzed to determine placement appropriate to the Human Resource Management field of study and graduates pursuing graduate programs. These surveys will also assess how many graduates have begun or successfully completed further educational programs, acquired various professional certifications, and their achievements in the work force. (Undergraduate Alumni Survey)	A minimum of seventy percent of our graduates will be employed in the field of Human Resource Management within one year of post-graduation. Mercyhurst University's Office of Career Services executes an annual Graduate Placement Report through a letter survey sent to graduates. Graduates are asked various questions about their current employment and intentions for continuing education. Several of the primary questions asked on the survey that attempt to capture the students' post-graduation information are as follows: 1. Which best describes your current employment status (full-time, part-time)? 2. Are you working in your degree field or your major field of study? 3. Please select the range that reflects your total current annual salary from your primary employer (includes a range of salaries to choose from)? 4. Do you plan to attend graduate/professional school in the future? Refer to the complete survey from the Mercyhurst University Office of Career Services in the Appendix.

2. Student Satisfaction: surveys of Human Resource Management seniors will be analyzed to determine satisfaction with skills learned and preparation for their jobs and careers. With the responses from these surveys, the Human Resource Management Program Director will be able to assess its long-term successfulness and abilities to prepare students for their futures. (Senior Exit Survey)	The goals set for the Human Resource Management Program is that seventy percent or more of Human Resource Management students respond that that they agree or strongly agree that their education sufficiently prepared them in the Human Resource Management area. This measure will be used to determine whether Mercyhurst University Human Resource Management graduates are confident in their competency and academic preparation in their discipline. Mercyhurst University's MGMT 405 – Business Policy and Strategy, executes a senior survey. Graduating seniors are asked various questions to measure their satisfaction of skills acquired while at Mercyhurst University and the preparation for their Human Resource Management careers. Refer to the complete survey from the Business Policy course in the Appendix.

Student Learning Assessment for Integrated Marketing Major

Intended Student Learning Outcomes for Integrated Marketing Major	
1. Develop foundational business knowledge and skills through the core courses	
2. Develop strategic communication strategies via use of data gathered through appropriate market research	
3. Evaluate global marketing strategies and develop communication strategies for linking a firm's vision, mission, marketing plan and customers	
4. Integrate program content to develop a basic marketing plan that contains all essential elements	
5. Demonstrate effective communication skills consistent with a professional marketing environment	
6. Understand marketing in the digital age and exploit opportunities available to marketers through adopting technological advancement	
7. Explain and demonstrate how marketing decisions are influenced by various forces in the external business environment	
Assessment Tools for Intended Student Learning Outcomes—Direct Measures of Student Learning:	Performance Targets/Criteria for Direct Measures:
1. Capstone Course – Business Policy - Project	All graduating seniors will score at least "Mostly Proficient Content- (80 – 89 %)" on the Strategic Plan component of the final deliverables for this course.
2. Comprehensive Exam	All majors will earn at least an 85% on the comprehensive exam (prepared in-house)
Assessment Tools for Intended Student Learning Outcomes—Indirect Measures of Student Learning:	Performance Targets/Criteria for Indirect Measures:
1. Senior Exit Survey	At least 85% of graduating seniors will indicate they agree or strongly agree that "the education received in the degree program will enable them to meet their professional goals"
2. Undergraduate Alumni Survey	At least 85% of alumni will indicate that they are employed full-time in their field of study.

Student Learning Assessment for *International Business Major*

Intended Student Learning Outcomes for *International Business Major*	
1. Incorporate diverse cultural perspectives into business	
2. Learn about the different international trade theories and the impact of international trade on participating countries' welfare as well as on their citizens and businesses	
3. Explain the role of international organizations (International Monetary Fund, the World Bank, the World Trade Organization) and agreements and regional agreements (North American Free Trade Agreement, European Monetary Union etc.) that would affect businesses as organizations	
4. Evaluate the impact of globalization on the strategies that would be undertaken by businesses in order to be more competitive	
5. Implement alternative management techniques in MNCs due to different cultural values	
6. Identify the determinants of exchange rates to be able to make international investment decisions and to be able to make international financial projections	
Assessment Tools for Intended Student Learning Outcomes—Direct Measures of Student Learning:	Performance Targets/Criteria for Direct Measures:
1. End-of-Program Comprehensive Examination on International Economics and International Finance courses	All graduating seniors will score at least 75% on the comprehensive exam
2. Business Policy and Strategy Course Project	Students are required to get at least “Mostly Proficient Content- (80 – 89 %)” on the Strategic Plan component of the final paper.
Assessment Tools for Intended Student Learning Outcomes—Indirect Measures of Student Learning:	Performance Targets/Criteria for Indirect Measures:
1. Walker School of Business Senior Exit/Satisfaction Survey	The Senior Satisfaction Survey is given to each graduating senior during the Capstone Business Policy and Strategy Course. The goal is to have a median response of agree or strongly agree on the question: “Overall my degree program met my educational goals”
2. Mercyhurst Undergraduate Alumni Survey	The goal is to have a median response of fairly well or well prepared on the question “How well did your Mercyhurst education prepare you for this job”

Student Learning Assessment for *Management Major*

Intended Student Learning Outcomes for Management Major	
1. Students will be able to demonstrate foundational knowledge of the 4 functions of management.	
2. Students will be able to explain the environmental factors affecting management and management decision-making.	
3. Students will be able to demonstrate knowledge of legal and ethical principles in business and apply them to decision-making.	
4. Students will be able to communicate effectively in a professional context.	
5. Students will be able to work effectively in a team situation.	
6. Students will be able to demonstrate a depth of knowledge and appropriate competencies in human resource management.	
7. Students will be able to demonstrate a depth of knowledge and appropriate competencies in organizational behavior.	
8. Students will be able to demonstrate a depth of knowledge and appropriate competencies in strategic management.	
9. Students will be able to assess relevant international considerations and their impact on management decision-making.	
10. Students will be able to demonstrate a depth of knowledge and appropriate competencies in entrepreneurship.	
11. Students will be able to demonstrate a depth of knowledge and appropriate competencies in operations and supply-chain management	
Assessment Tools for Intended Student Learning Outcomes—Direct Measures of Student Learning:	Performance Targets/Criteria for Direct Measures:
1. Business Plan Formulation and Presentation	All Management majors will score at least 80% on both the paper and presentation components of the business plan.
2. Comprehensive Capstone Strategic Plan	On the strategic plan evaluation rubric, at least 80% of graduating seniors in Management will achieve a “proficient” or “highly proficient” rating on each learning outcome-related evaluation criteria.
Assessment Tools for Intended Student Learning Outcomes—Indirect Measures of Student Learning:	Performance Targets/Criteria for Indirect Measures:
1. Undergraduate Senior Exit Survey	On the exit survey instrument, at least 90% of graduating seniors in management will indicate that they”agree” or “strongly agree” to the

	question pertaining to the Management program meeting the students' educational goals.
2. Undergraduate Alumni Survey	On the survey instrument, at least 80% of alumni will indicate they are employed full-time in their field of study.

Student Learning Assessment for Sport Business Management Major

Intended Student Learning Outcomes for *Sport Business Management Major*
1. Demonstrate an understanding of the managerial considerations involved in sport management practice within a variety of professional settings
2. Effectively link the application of marketing principles to a variety of sport management settings
3. Possess an understanding of the economic and financial dimensions of sport management practice, including resource acquisition and budget considerations
4. Understanding the applicability of ethical and legal contexts of successful sport management practice
5. Possess sound critical thinking and effective written and oral communication skills that are required for success in practicing management in the sport business context
6. Possess the skills and knowledge necessary to lead and provide value-added service to organizations, particularly through familiarity with the areas of strategy and management practices

Assessment Tools for Intended Student Learning Outcomes—Direct Measures of Student Learning:	Performance Targets/Criteria for Direct Measures:
1. Capstone Course (Business Policy & Strategy) Project	At least 85% of all students will score with "mostly proficient content" in their overall capstone course project according to the grading rubric (thereby earning between 80 and 90% credit on the assignment)
2. Comprehensive Exam	In SMKT390 (Sport Governance), generally the last course taken in the major requirements, there will be administration of a comprehensive exam (capturing questions from the other required major courses). All seniors will earn at least an 85% on the exam.
Assessment Tools for Intended Student Learning Outcomes—Indirect Measures of Student Learning:	**Performance Targets/Criteria for Indirect Measures:**
1. Senior Exit Survey	At least 85% of graduating seniors will indicate they agree or strongly agree that "the education received in the degree program will enable them to meet their professional goals"
2. Undergraduate Alumni Survey	At least 85% of alumni will indicate that they are employed full-time in their field of study and that their Mercyhurst education prepared them "well" for their current employment.