

**Report of Student Learning and Achievement**  
**Mercyhurst University**  
**Business Department**

For Academic Year: 2015-2016

**Mission of the *Business Department of the Walker College of Business – Mercyhurst University***

The mission of the Walker College of Business 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 College embraces a rigorous and collaborative approach to learning that inspires informed judgment, decisive action and a global, enterprise perspective. Walker College of Business graduates will embrace Mercyhurst’s core values of respect and tolerance for people and their ideas, and dignity in the treatment of all workers.

**Student Learning Assessment for *General Business Core – All Major Programs***

**Program Intended Student Learning Outcomes (Program ISLOs)**

1. Students will be able to demonstrate competency in both oral and written communications
2. Students will be able to demonstrate the ability to work effectively in groups and teams
3. Students will be able to apply ethical principles in solving business problems
4. Students will be able to critically apply theory and practice in the functional areas of business to identify, analyze and solve business problems

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

1. *Business Majors’ Capstone Course Project (BADM 405);  
Business Policy & Strategy*

**Performance Objectives (Targets/Criteria) for Direct Measures:**

On the grading/evaluation rubric, at least 70% of graduating seniors will earn a combined score on the Strategic Plan & Presentation of at least 70%.

<p>General Program ISLOs Assessed by this Measure: <i>1-4 (all)</i>  <i>Major, Concentration, Specialization, Emphasis, Option, Track</i> ISLOs Assessed by this Measure: <i>Accounting 2, Finance 4, Sport Business Management 4, Management 3, Marketing 3, Business Economics 5, International Business 4</i></p>	
<p>2. <i>Major Field Test (MFT) Exam</i></p>	
<p>General Program ISLOs Assessed by this Measure: 4  <i>Major, Concentration, Specialization, Emphasis, Option, Track</i> ISLOs Assessed by this Measure: <i>Outcomes N/A</i></p>	<p>Students will collectively score in the 50<sup>th</sup> percentile or better on the overall MFT Exam/Undergraduate.</p>
<p><b>Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:</b></p>	<p><b>Performance Objectives (Targets/Criteria) for Indirect Measures:</b></p>
<p>1. <i>Internship Reports (Required for Marketing majors)</i>  General Program ISLOs Assessed by this Measure: <i>1-4 (all)</i>  <i>Major, Concentration, Specialization, Emphasis, Option, Track</i> ISLOs Assessed by this Measure: <i>Marketing Majors ISLO 1 and 2</i></p>	<p>Marketing Majors - On the performance evaluation rubric (submitted by the supervisor/employer), all students who completed an internship will collectively score a 3.5 or better in their performance ratings. Employers rate the intern(s) on their abilities in the major ISLO's related to that internship. Source: <i>Employer/Supervisor evaluation form.</i></p>
<p>2. <i>Undergraduate Alumni Survey Results</i>  General Program ISLOs Assessed by this Measure: <i>1-4 (all)</i>  <i>Major, Concentration, Specialization, Emphasis, Option, Track</i> ISLOs Assessed by this Measure: <i>Accounting, Finance, International Business, Management, Sport Business Management, (all ISLO's for those majors)</i></p>	<p>On the alumni survey instrument, at least 70% of alumni will indicate they are employed in a position related to their major or are attending graduate school</p>
<p>3. <i>Senior Exit Survey</i>  General Program ISLOs Assessed by this Measure: <i>1-4 (all)</i>  1. <i>Major, Concentration, Specialization, Emphasis, Option, Track</i> ISLOs Assessed by this Measure: <i>All Majors, (all ISLO's for the major)</i></p>	<p>On the exit survey instrument the average score will be 3.0 (agree) when asked if (1) the content in the Business Core courses generally met the learning outcomes for the General Program Core and (2) the content in their major courses generally met the outcomes for their major program of study</p>

**Assessment Results: All Major Programs**

**Summary of Results from Implementing Direct Measures of Student Learning:**

1. At least 70% of all seniors taking the course earned at least a combined score of 70% or better on the assessment requirements.
2. In Fall 2015 the students scored in the 66<sup>th</sup> percentile; in the Spring of 2016 the students scores put them in the 72<sup>nd</sup> percentile, nationally.

**Summary of Results from Implementing Indirect Measures of Student Learning:**

1. *Marketing Majors: Internship Reports: The average rating score overall was at least 3.5 for students who were evaluated during 2015-2016; however, some individual ratings were less than 3.5. Action to be taken described below.*
2. *All Majors: Alumni Survey Results: Data N/A; reporting will be updated when the Survey results are provided to our Department.*
3. *All Majors: Senior Exit Survey Results: For all programs, students reported that both the Business Core and the Major Courses generally met the outcomes established; the average response for all major programs was at least a 3.0 (agree) on a 4.0 scale (1 – strongly disagree, 2 – disagree, 3 – agree, 4 – strongly agree).*

**Summary of Achievement of Intended Student Learning Outcomes:**

Intended Student Learning Outcomes	Learning Assessment Measures				
Program ISLOs	Direct Measure 1 Capstone Course Results	Direct Measure 2 MFT Exam	Indirect Measure 1 Internship Reports (Used for the Business Core/General Program outcomes and Marketing Major outcomes)	Indirect Measure 2 Alumni Survey Reports (used for the Business Core plus Accounting, Finance, Management, Sport Business & International Business Majors)	Indirect Measure 3 Senior Exit Survey Reports (All Majors)
	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...

1. <i>General Program ISLO's (all majors) 1-4</i>	MET Business Core ISLO's 1, 2, 3 and 4	MET for Business Core ISLO #4; Not Measured for Business Core ISLO 1-3	MET Business Core ISLO's 1, 2, 3 and 4	Data N/A	MET Business Core ISLO's 1, 2, 3 and 4
2. <i>Accounting Major ISLO's 1-4</i>	MET – Accounting Major ISLO 2 & 4; Not Measured Accounting Major ISLO 1 and 3	N/A	N/A	Data N/A– All 4 Accounting Major ISLO's	MET – All 4 Accounting Major ISLO's
3. <i>Finance Major ISLO's 1-4</i>	Met #4; Not Measured 1-3	N/A	N/A	Data N/A – All 4 Finance Major ISLO's	MET – All 4 Finance Major ISLO's
4. <i>Sport Business Management Major ISLO's 1-4</i>	Met #4; Not Measured 1-3	N/A	N/A	Data N/A – All 4 Sport Business Management Major ISLO's	MET – All 4 Sport Business Management Major ISLO's
5. <i>Management Major ISLO's 1-4</i>	Met #3; Not Measured 1, 2, and 4	N/A	N/A	Data N/A – All 4 Management Major	MET – All 4 Management Major ISLO's

				ISLO's	
6. <i>Marketing Major ISLO's 1-4</i>	Met #3; Not Measured 1, 2, and 4	N/A	MET – Marketing Major ISLO 1 and 2; Not measured 3 and 4	N/A – This assessment not used for Marketing Major ISLO's	MET – All 4 Marketing Major ISLO's
7. <i>Business Economics ISLO's 1-5</i>	Met #5; Not measured 1-4	N/A	N/A	N/A – This assessment not used for Business Econ Major ISLO's	MET – All 5 Business Economics Major ISLO'
8. <i>International Business Major ISLO's 1-4</i>	Met #4; Not measured 1-4	N/A	N/A	Data N/A – All 4 International Business Major ISLO's	MET – All 4 International Business Major ISLO's

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

1. One concern is the result from the Marketing Internshp reports for AY 2015-2016. Though the overall result met the target, there were a few individual student reports that were just under a 3.5 average overall. The Department has hired a new marketing professor (for 2015-2016) so this information will be shared with her and discussion will be had with the Director of Internships on how we can ensure more positive reviews of our students' internship performance from their supervisors since the Internship experience is required for all marketing majors.
2. The Alumni Survey Report was not available at the time this report was prepared. The office for Institutional Effectiveness has taken over the assimilation of this data and reporting preparation. Our Department has been ensured that the data will be made available to us ASAP. We will update the report once that information is available.

Below are the Specific Intended Student Learning Outcomes for each Major Program – these apply to programs only whereas the Outcomes on page 1 are required outcomes for ALL Business majors and are the outcomes that are assessed via our two direct measures – (1) Capstone Course for all programs and (2) MFT Exam required for all programs/majors (graduating seniors).

<b>Intended Student Learning Outcomes: Accounting Major</b>
1. Students will be able to demonstrate competence in the use of appropriate accounting terminology and in executing fundamental accounting skills within a variety of contexts (financial, managerial, tax, auditing, etc.)
<i>General Program ISLO # 1, 4</i>
2. Students will be able to synthesize relevant information from the functional areas of business and articulate and apply major theories/concepts in strategic management to business decision making
<i>General Program ISLO # 1, 3, 4</i>
3. Students will be able to analyze, summarize and interpret information from a variety of accounting related source documents to permit the effective communication/recommendations to various interested stakeholders.
<i>General Program ISLO # 1, 2, 3, 4</i>
4. Students will be able to integrate technology into the preparation of accounting documents/records/reports
<i>General Program ISLO # 1, 2, 4</i>

<b>Intended Student Learning Outcomes: Finance Major</b>
1. Students will be able to identify and explain key finance terms, concepts and theories
<i>General Program ISLO # 1, 4</i>
2. Students will be able to describe the process for proper management of investment portfolios
<i>General Program ISLO # 1, 3, 4</i>
3. Students will be able to apply basic security analysis techniques to evaluate investment options and articulate sound recommendations relative to financial planning (including tax implications)
<i>General Program ISLO # 1, 3, 4</i>

4. Students will be able to synthesize relevant information from the functional areas of business and apply major theories/concepts in strategic management to business decision making
<i>General Program ISLO # 1, 2, 3, 4</i>
<b>Intended Student Learning Outcomes: Sport Business Management Major</b>
1. Students will be able to explain the managerial considerations involved in sport management practice within a variety of professional settings
<i>General Program ISLO # 1, 4</i>
2. Students will be able to effectively link the application of marketing principles to a variety of sport management settings
<i>General Program ISLO # 4</i>
3. Students will be able to identify the contemporary social and ethical issues in the sport industry; and evaluate the legal and ethical principles in successful sport management practice
<i>General Program ISLO # 3, 4</i>
4. Students will be able to synthesize relevant information from the functional areas of business and apply major theories/concepts in strategic management to business decision making
<i>General Program ISLO # 1, 2, 3, 4</i>
<b>Intended Student Learning Outcomes: Management Major</b>
1. <i>Students will be able to identify pivotal management concepts &amp; theories and apply them appropriately across various settings (domestically and/or internationally)</i>
<i>General Program ISLO # 4</i>
2. <i>Students will be able to describe/explain motivation and leadership theories and their application to management practices</i>
<i>General Program ISLO # 1, 4</i>
3. <i>Students will be able to synthesize relevant information from the functional areas of business and apply major theories/concepts in strategic management to business decision making</i>
<i>General Program ISLO # 1, 2, 3, 4</i>
4. <i>Students will be able to evaluate an organizational structure and describe its core business processes and how those processes are integrated/operationalized in practice</i>

General Program ISLO # 1, 3, 4
<b>Intended Student Learning Outcomes: Marketing Major</b>
1. <i>Students will be able to identify and describe core marketing concepts and apply those concepts in an integrated manner and across varied marketplaces</i>
General Program ISLO # 1, 4
2. <i>Students will be able to identify and communicate the role of marketing within organizations including the theoretical and applied aspects of the marketing discipline</i>
General Program ISLO # 1, 3, 4
3. <i>Students will be able to synthesize relevant information from the functional areas of business and apply major theories/concepts in strategic management to business decision making</i>
General Program ISLO # 2, 3, 4
4. <i>Students will be able to apply appropriate research tools to conducting market research and be able to use data to solve other business and marketing problems</i>
General Program ISLO # 1, 3, 4
<b>Intended Student Learning Outcomes: Business Economics Major</b>
1. <i>Students will be able to explain the economic principles used by economists to understand/explain/predict/economic activity</i>
General Program ISLO # 1, 4
2. <i>Students will be able to analyze the consequences of economic shocks to particular markets</i>
General Program ISLO # 4
3. <i>Students will be able to differentiate between the effects of fiscal and monetary policies on the domestic economy</i>
General Program ISLO # 4
4. <i>Students will be able to interpret/use data to explain/solve economic problems</i>
General Program ISLO # 1, 2, 3, 4
5. <i>Students will be able to synthesize relevant information from the functional areas of business and apply major theories/concepts in strategic management to business decision making</i>
General Program ISLO # 1, 2, 3, 4



<b>Intended Student Learning Outcomes: International Business Major</b>	
1.	Students will be able to incorporate diverse cultural perspectives into business issues and implement alternative mgmt. techniques into MNCs <i>General Program ISLO # 3, 4</i>
2.	Students will be able to synthesize international trade theories and the impact of international trade on various stakeholders <i>General Program ISLO # 4</i>
3.	Students will be able to explain the role of international organizations (International Monetary Fund, the World Bank, the World Trade Organization) and key agreements ( North American Free Trade Agreement, European Monetary Union etc.) that would affect businesses as organizations <i>General Program ISLO # 1, 3, 4</i>
4.	Students will be able to synthesize relevant information from the functional areas of business and apply major theories/concepts in strategic management to business decision making, including the evaluation of the impact of globalization on corporate strategy <i>General Program ISLO # 1, 2, 3 4</i>