



Outcomes Assessment Year End Report – BPS Degree

Institution:	Cazenovia College
Academic Business Unit:	Business & Management Division - BPS Degree
Academic Year:	2013-2014

International Assembly for Collegiate Business Education
11374 Strang Line Road
Lenexa, Kansas 66215
USA

Outcomes Assessment Results

For Academic Year: 2013-2014

Section I: Student Learning Assessment

Student Learning Assessment for the Bachelor of Professional Study degree	
Intended Student Learning Outcomes for the BPS Degree in Management	
1. Students will be able to demonstrate knowledge of the basic principles of management.	
2. Students will be able to explain the global dimensions of management.	
3. Students will be able to apply ethical principles to all aspects of management.	
4. Students will be able to apply quantitative skills in areas of management.	
5. Students will be able to demonstrate professional communication skills.	
Assessment Instruments for Intended Student Learning Outcomes—	
Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
1. Senior Project (Bu 495)	80% of students enrolled in the senior capstone achieved a grade of 70% or better in the development of a business plan.
2. Peregrine Exam	70% of students will achieve average or above average on the CPC exam
Assessment Instruments for Intended Student Learning Outcomes—	
Indirect Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Indirect Measures:
1. Senior Exit Survey	On this instrument, at least 75% of graduating seniors will indicate that they were satisfied with their education in management and business.
2. Alumni Survey	On this instrument, at least 75% of alumni will indicate that their education in business and management prepared them for their current employment.

Summary of Results from Implementing Direct Measures of Student Learning:	Performance Target Was...	
	Met	Not Met
1. 84% (of 56 students) achieved a grade of 80 or better in the Business Plan competition.	x	
2. 80% of seniors (59 students) scored average and 12% of seniors scored above average on the Peregrine exam.	x	
Summary of Results from Implementing Indirect Measures of Student Learning:	Performance Target Was...	
	Met	Not Met
1. On the senior Exiting Survey 82.5% indicated they were satisfied with their instruction in business and management courses.	x	
2. Using a Likert scale with 1 as most prepared to 5 least prepared students had indicated their education at the institution had prepared them well for their current employment.	x	
Proposed Courses of Action for Improvement in Areas for which Performance Targets Were Not Met:		
1. All targets were met in the academic year 2013-2014. However, deficiencies were noted in marketing and statistic course work. In the fall of 2014, a new 1 credit course SPSS is required for all business and management students entering the program. This course will help with a basic foundation of statistics used in the BU 495 senior capstone course. Also Principles of Marketing was changed to a sophomore level course.		

Section II: Operational Assessment

Operational Assessment for the School of Business
Mission of the School of Business:
The Division of Business and Management at Cazenovia College provides high quality education focused on the professionalism, knowledge, competencies, and experiences necessary to successfully compete in global economic challenges and opportunities.

Intended Operational Outcomes:	
1.	The Division of Business and Management will continue to offer a curriculum that addresses the needs of Business.
2.	The Division of Business and Management will review the Management curriculum on a routine basis and modify accordingly.
3.	Faculty members will attend appropriate conferences on an annual basis.
4.	The Division of Business and Management will recruit qualified professional faculty with high academic credentials and experience in the field.
5.	Faculty members will take an active role in mentoring and advising students.
6.	The faculty will assist in internships placement to provide a quality experience.
7.	The members of the division will provide leadership in developing professional relationships with students.
Assessment Measures for Intended Operational Outcomes:	Performance Targets/Criteria for Operational Measures
1. Curriculum Review	Meet with local industry and survey needs.
2. Curriculum Review	At least 65% of each specialization program will be reviewed internally each year the program director
3. Faculty Performance Reviews	At least 75% of the school's full-time faculty members will attend two or more relevant conferences, seminars, or workshops each year.
4. Recruit qualified faculty	At least 85% of faculty will hold a terminal degree and have minimal 3 years teaching experience.
5. Senior Exit Survey	On the exit survey instrument, at least 80% of graduating seniors will indicate that they were satisfied with the mentoring or advising received by faculty.
6. Career Services Internship Survey	At least 70% of the interns will indicate they received an average to above average experience in the internship placement.
7. Senior Satisfaction Survey (different than Exit Survey)	At least 75% of student will indicate leadership was demonstrated by faculty in the division.

Summary of Results from Implementing Operational Assessment Measures:	Performance Target Was...	
	Met	Not Met
1. 80% of academic programs reported contact with advisory board who helped implement changes made to the curriculum in the reporting year	X	
2. 100% of programs and specializations were reviewed in the reporting year	X	
3. 65% of full time faculty attended 2 or more conferences or workshops		X
4. 88% of faculty holding a terminal degree taught courses in the academic year	X	
5. On a Likert scale with 1 being not satisfied to 5 completely satisfied, 78% of students indicated they were satisfied with division members mentoring or advising.		X
6. Of the 61 students participating in the internship program 91% indicated they were satisfied with their internship.	X	
7. On the Senior Satisfaction Survey 80% of respondents indicated they were satisfied with the leadership demonstrated by faculty in the Division of Business and Management.	X	
Proposed Courses of Action for Improvement in Areas for which Performance Targets Were Not Met:		
1. For Outcome #3 - Faculty have been encouraged to attend local conferences or workshops. Faculty indicate \$640 of development money are the funds available and have been encouraged to apply for additional funds.		
2. Outcome #5 - It is noted faculty outside the division of Business and Management advise students pursuing a Business or Management degree. Effort is made to have Business and Management faculty review students schedule and program requirements for students who are not assigned a business advisor or mentor.		