



Public Disclosure of Student Learning Form

Institution:	Cazenovia College
Academic Business Unit:	Division of Business and Management
Academic Year:	2013-2014

Report of Student Learning and Achievement
Cazenovia College
Division of Business and Management

For Academic Year: 2013-2014

Mission of the <i>Name of your Academic Business Unit</i>
<p><i>Mission Statement</i></p> <p>The Division of Business and Management provides high quality education focused on professionalism, knowledge, competencies, and experiences necessary to compete in global economic challenges and opportunities.</p>

General Program Intended Student Learning Outcomes (Program ISLOs)
Student Learning Assessment for <i>BS - Business</i>
1. Students will demonstrate a broad understanding of business in a social science context.
2. Students will demonstrate management skills.
3. Students will demonstrate a broad perspective in decision making.
Student Learning Assessment for <i>BPS Management (Business Management)</i>
1. Students will be able to demonstrate the key areas of business which include accounting, management, marketing, ethics, legal environment, and finance.
2. Students will be able to demonstrate modern technological skills.
3. Students will be able to demonstrate knowledge of statistical analysis and be able to apply that knowledge to a business setting.
4. Students will be able to develop a business strategy that encompasses all areas of management.
Student Learning Assessment for <i>BPS Management (Accounting)</i>
1. Students will be able to analyze transaction cycles and accounting processes.
2. Students will be able to perform basic analysis of financial statements.
3. Students will be able to analyze and communicate accounting information.

General Program Intended Student Learning Outcomes (Program ISLOs)

Student Learning Assessment for *BPS Management (Equine Business Management)*

1. Students will demonstrate knowledge of equine business and management.
2. Students will evaluate equine business management scenarios according to the professional standards.
3. Students will demonstrate knowledge of the legal and ethical issues of equine business management.

Student Learning Assessment for *BPS Management (Fashion Merchandising)*

1. Students will be able to apply fashion concepts in a business setting
2. Students will be able to integrate and apply the legal, ethical, and cultural awareness required in a fashion merchandise setting.
3. Students will be able to demonstrate skills necessary to communicate effectively in the fashion industry.

Student Learning Assessment for *BPS Management (Health Care Management)*

1. Students will be able to apply basic business concepts in a Health Care Setting.
2. Students will be able to integrate and apply legal, ethical, and cultural awareness required to work in a Health Care setting.
3. Students will be able to demonstrate skills and abilities necessary to effectively communicate in both written and verbal contexts.

Student Learning Assessment for *BPS Management (Sport Management)*

1. Students will be able to apply critical thinking skills as sport management professionals.
2. Students will be able to demonstrate an understanding of the role sports play and its impact on business.
3. Students will be able to analyze situations and apply decision making skills in various sport settings.

Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
Bachelor of Science- Business	
<i>Direct Measure 1</i> Peregrine Competency Exam	<i>Objective (Target/Criterion) for Direct Measure 1</i> 70% of students will score above average (50%) on Peregrine Exam
<i>Direct Measure 2</i> Capstone Project (Bu 495)	<i>Objective (Target/Criterion) for Direct Measure 2</i> 70% of students will demonstrate average to above average on both written and oral aspects of capstone project
Bachelor of Professional Studies- Management (Accounting)	
<i>Direct Measure 1</i>	
Peregrine Competency Exam	70% of students will score above average (50%) on Peregrine Exam. 70% of students will score a minimum of 70% on the Accounting section of the general Peregrine exam
<i>Direct Measure 2</i>	
Capstone Project (Bu 495)	70% of students will be able to demonstrate preparation and analysis of financial statements
Bachelor of Professional Studies- Management (Equine Business Management)	
<i>Direct Measure 1</i>	
Peregrine Competency Exam	70% of students will score average or above average range (50%) on Peregrine Exam and 70% of students will score a minimum of 70% on the Equine section of the general Peregrine Exam
<i>Direct Measure 2</i>	
BU 360- Business Plan Project	70% of students will score an average of 3 out of 5 or higher on the BU 360 Business Plan Assessment Rubric

Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
Bachelor of Professional Studies – Management (Fashion Merchandising)	
<i>Direct Measure 1</i>	
Peregrine Competency Exam	<i>70% of students will score average or above average range (50%) on Peregrine Exam and 70% of students will score a minimum of 70% on the Fashion Merchandise section of the general Peregrine Exam.</i>
<i>Direct Measure 2</i>	
Project BU 451 Fashion Buying and Planning	<i>70% of students will score an average of 3 out of 5 or higher on the BU 451 Fashion and Buying Assessment Rubric</i>
Bachelor of Professional Studies- Management (Health Care Management)	
<i>Direct Measure 1</i>	
Peregrine Competency Exam	<i>70% of students will score average or above average range (50%) on Peregrine Exam and 70% of students will score a minimum of 70% on the Health Care section of the general Peregrine Exam.</i>
<i>Direct Measure 2</i>	
Capstone Project (BU 495)	<i>70% of students will be able to identify theories and practices in a health care setting</i>
Bachelor of Professional Studies- Management (Business Management)	
<i>Direct Measure 1</i>	
Peregrine Competency Exam	<i>70% of students will score above average (50%) on Peregrine Competency Exam</i>
Capstone Project (Bu 495)	<i>70% of students will be able to develop a strategic strategy for a new or existing business</i>

Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
Bachelor of Professional Studies- Management (Sport Management)	
<i>Direct Measure 1</i>	
Peregrine Competency Exam	<i>70% of students will score average or above average range (50%) on Peregrine Exam and 70% of students will score a minimum of 70% on the Sport Management section of the general Peregrine Exam</i>
<i>Direct Measure 2</i>	
Capstone Project (Bu 495)	<i>70% of students will be able to demonstrate a general understanding of the multiple branches and disciplines in the sport industry</i>
Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Indirect Measures:
BS- Business	
<i>Indirect Measure 1</i> Senior Exit Survey	<i>70% of students will secure employment related to Management or graduate school</i>
<i>Indirect Measure 2</i> Senior Focus Group	<i>Consensus of participants will indicate students have achieved their goals in their degree program</i>
BPS- Management	
<i>Indirect Measure 1</i>	
Senior Exit Survey-Accounting	<i>70% of students will secure employment related to Accounting or continue to graduate school</i>
Senior Exit Survey-Equine Business Management	<i>70% of students will secure employment related to Equine or continue to graduate school</i>
Senior Exit Survey-Fashion Merchandising	<i>70% of students will secure employment related to Fashion or continue to graduate school</i>
Senior Exit Survey-Health Care Management	<i>70% of students will secure employment related to Health Care or continue to graduate school</i>

Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Indirect Measures:
Senior Exit Survey- Business Management	<i>50% of students will secure employment related to Management or continue to graduate school</i>
Senior Exit Survey-Sport Management	<i>75% of students will secure employment related to Sport or graduate school</i>
<i>Indirect Measure 2</i>	
<i>Senior Focus Group-Accounting</i>	<i>Consensus of participants will indicate students have achieved their goals to their degree program</i>
<i>Senior Focus Group-Equine Business Management</i>	<i>Consensus of participants will indicate students have achieved their goals to their degree program</i>
<i>Senior Focus Group-Fashion Merchandising</i>	<i>Consensus of participants will indicate students have achieved their goals to their degree program</i>
<i>Senior Focus Group-Health Care Management</i>	<i>Consensus of participants will indicate students have achieved their goals to their degree program</i>
<i>Senior Focus Group- Business Management</i>	<i>Consensus of participants will indicate students have achieved their goals to their degree program</i>
<i>Sport Management Special Project</i>	<i>80% of Sport Management students will pass SP 453 Business Plan and project with a score of 80% or higher</i>

Assessment of Learning Results:

Summary of Results from Implementing Direct Measures of Student Learning: BS Business	
<i>Summary of Results for Direct Measure 1</i>	<i>100% of students met target on Peregrine Competency Exam (Fall 2013)</i>
<i>Summary of Results for Direct Measure 2</i>	<i>100% of students met target on written and oral aspect of Senior Project</i>
Summary of Results from Implementing Direct Measures of Student Learning: BPS- Management	
<i>Summary of Results for Direct Measure 1 Accounting</i>	<i>100% of students met target on Peregrine Competency Exam (Fall 2013)</i>
<i>Summary of Results for Direct Measure 1 Equine Business Management</i>	<i>100% of students met target on Peregrine Competency Exam (Fall 2013)</i>
<i>Summary of Results for Direct Measure 1 Fashion Merchandising</i>	<i>88% of students met target on Peregrine Competency Exam (Fall 2013)</i>
<i>Summary of Results for Direct Measure 1 Health Care Management</i>	<i>No graduates this year</i>
<i>Summary of Results for Direct Measure 1 Business Management</i>	<i>85% of students met target on Peregrine Competency Exam (Fall 2013)</i>
<i>Summary of Results for Direct Measure 1 Sport Management</i>	<i>80% of students met target on Peregrine Competency Exam (Fall 2013)</i>
<i>Summary of Results for Direct Measure 2 Accounting</i>	<i>100% of students met target</i>
<i>Summary of Results for Direct Measure 2 Equine Business Management</i>	<i>100% of students met target</i>
<i>Summary of Results for Direct Measure 2 Fashion Merchandising</i>	<i>100% of students met target</i>
<i>Summary of Results for Direct Measure 2 Health Care Management</i>	<i>No graduates this year</i>
<i>Summary of Results for Direct Measure 2 Business Management</i>	<i>100% of students met target</i>
<i>Summary of Results for Direct Measure 2 Sport Management</i>	<i>90% of students met target</i>
Summary of Results from Implementing Indirect Measures of Student Learning: BS Business	
<i>Summary of Results for Indirect Measure 1</i>	<i>100% of students met target</i>
<i>Summary of Results for Indirect Measure 2</i>	<i>100% of students met target</i>

Summary of Results from Implementing Indirect Measures of Student Learning: BPS Degree

<i>Summary of Results for Indirect Measure 1</i>	<i>Accounting</i>	<i>Target NOT met 55% report employment related to Accounting.</i>
<i>Summary of Results for Indirect Measure 1</i>	<i>Equine Business Management</i>	<i>Target met 80% of students report employment related to Equine.</i>
<i>Summary of Results for Indirect Measure 1</i>	<i>Fashion Merchandising</i>	<i>Target NOT met. 60% of students report employment related to Fashion.</i>
<i>Summary of Results for Indirect Measure 1</i>	<i>Health Care Management</i>	<i>No graduates this year.</i>
<i>Summary of Results for Indirect Measure 1</i>	<i>Business Management</i>	<i>Target met. 60% of students report employment related to Management.</i>
<i>Summary of Results for Indirect Measure 1</i>	<i>Sport Management</i>	<i>Target NOT met. 45% of students report employment related to Sport.</i>
<i>Summary of Results for Indirect Measure 2</i>	<i>Accounting</i>	<i>Target NOT met. Students report goals not achieved.</i>
<i>Summary of Results for Indirect Measure 2</i>	<i>Equine Business Management</i>	<i>Target met.</i>
<i>Summary of Results for Indirect Measure 2</i>	<i>Fashion Merchandising</i>	<i>Target met.</i>
<i>Summary of Results for Indirect Measure 2</i>	<i>Health Care Management</i>	<i>No graduates this year.</i>
<i>Summary of Results for Indirect Measure 2</i>	<i>Business Management</i>	<i>Target met</i>
<i>Summary of Results for Indirect Measure 2</i>	<i>Sport Management</i>	<i>Target met</i>

Summary of Achievement of Intended Student Learning Outcomes: BS Degree				
Intended Student Learning Outcomes	Learning Assessment Measures			
General Program Intended Student Learning Outcomes	Direct Measure 1	Direct Measure 2	Indirect Measure 1	Indirect Measure 2
	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...
1. <i>Students will demonstrate a broad understanding of business in a social science context</i>	Achieved	Achieved	Achieved	Achieved
2. <i>Students will demonstrate management skills.</i>	Achieved	Achieved	Achieved	Achieved
3. <i>Students will demonstrate a broad perspective in decision making.</i>	Achieved	Achieved	Achieved	Achieved
Summary of Achievement of Intended Student Learning Outcomes: BPS Management Degree: Accounting				
Intended Student Learning Outcomes	Learning Assessment Measures			
General Program Intended Student Learning Outcomes	Direct Measure 1	Direct Measure 2	Indirect Measure 1	Indirect Measure 2
	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...
Students will be able to analyze transaction cycles and accounting processes.	Achieved	Achieved	Not Achieved	Not Achieved
Students will be able to perform basic analysis of financial statements.	Achieved	Achieved	Not Achieved	Not Achieved

Students will be able to analyze and communicate accounting information.	Achieved	Achieved	Not Achieved	Not Achieved
Summary of Achievement of Intended Student Learning Outcomes: BPS Management Degree: Equine Business Management				
Intended Student Learning Outcomes	Learning Assessment Measures			
General Program Intended Student Learning Outcomes	<i>Direct Measure 1</i> Performance Target Was...	<i>Direct Measure 2</i> Performance Target Was...	<i>Indirect Measure 1</i> Performance Target Was...	<i>Indirect Measure 2</i> Performance Target Was...
Students will demonstrate knowledge of equine business and management.	Achieved	Achieved	Achieved	Achieved
Students will evaluate equine business management scenarios according to the professional standards	Achieved	Achieved	Achieved	Achieved
Students will demonstrate knowledge of the legal and ethical issues of equine business management.	Achieved	Achieved	Achieved	Achieved

Summary of Achievement of Intended Student Learning Outcomes: BPS Management Degree: Fashion Merchandising				
Intended Student Learning Outcomes	Learning Assessment Measures			
General Program Intended Student Learning Outcomes	<i>Direct Measure 1</i> Performance Target Was...	<i>Direct Measure 2</i> Performance Target Was...	<i>Indirect Measure 1</i> Performance Target Was...	<i>Indirect Measure 2</i> Performance Target Was...
Students will be able to apply fashion concepts in a business setting	Achieved	Achieved	Not Achieved	Achieved
Students will be able to integrate and apply the legal, ethical, and cultural awareness required in a fashion merchandise setting.	Achieved	Achieved	Not Achieved	Achieved
Students will be able to demonstrate skills necessary to communicate effectively in the fashion industry.	Achieved	Achieved	Not Achieved	Achieved

Summary of Achievement of Intended Student Learning Outcomes: BPS Management Degree: Health Care Management				
Intended Student Learning Outcomes	Learning Assessment Measures			
General Program Intended Student Learning Outcomes	<i>Direct Measure 1</i> Performance Target Was...	<i>Direct Measure 2</i> Performance Target Was...	<i>Indirect Measure 1</i> Performance Target Was...	<i>Indirect Measure 2</i> Performance Target Was...
Students will be able to apply basic business concepts in a Health Care Setting.	No Graduates to report	No Graduates to report	No Graduates to report	No Graduates to report
Students will be able to integrate and apply legal, ethical, and cultural awareness required to work in a Health Care setting.	No Graduates to report	No Graduates to report	No Graduates to report	No Graduates to report
Students will be able to demonstrate skills and abilities necessary to effectively communicate in both written and verbal contexts.	No Graduates to report	No Graduates to report	No Graduates to report	No Graduates to report

Summary of Achievement of Intended Student Learning Outcomes: BPS Management Degree: Business Management				
Intended Student Learning Outcomes	Learning Assessment Measures			
General Program Intended Student Learning Outcomes	<i>Direct Measure 1</i> Performance Target Was...	<i>Direct Measure 2</i> Performance Target Was...	<i>Indirect Measure 1</i> Performance Target Was...	<i>Indirect Measure 2</i> Performance Target Was...
<i>Students will be able to demonstrate the key areas of business which include accounting, management, marketing, ethics, legal environment, and finance</i>	Achieved	Achieved	Achieved	Achieved
<i>Students will be able to demonstrate modern technological skills.</i>	Achieved	Achieved	Achieved	Achieved
<i>Students will be able to demonstrate knowledge of statistical analysis and be able to apply that knowledge to a business setting.</i>	Achieved	Achieved	Achieved	Achieved
<i>Students will be able to develop a business strategy that encompasses all areas of management.</i>	Achieved	Achieved	Achieved	Achieved

Summary of Achievement of Intended Student Learning Outcomes: BPS Management Degree: Sport Management				
Intended Student Learning Outcomes	Learning Assessment Measures			
General Program Intended Student Learning Outcomes	<i>Direct Measure 1</i>	<i>Direct Measure 2</i>	<i>Indirect Measure 1</i>	<i>Indirect Measure 2</i>
	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...
Students will be able to apply critical thinking skills as sport management professionals	Achieved	Achieved	Not Achieved	Achieved
Students will be able to demonstrate an understanding of the role sports play and its impact on business.	Achieved	Achieved	Not Achieved	Achieved
Students will be able to analyze situations and apply decision making skills in various sport settings.	Achieved	Achieved	Not Achieved	Achieved

BPS Management: Accounting

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

- | |
|---|
| 1. Course of Action 1- Indirect Accounting- Recruit business who have accounting needs |
| 2. Course of Action 2 Indirect Accounting- develop stronger internship sites specifically for accounting related employment |

BPS Management: Fashion Merchandising

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

- | |
|--|
| 1. Course of Action 1 Indirect Fashion- Recruit business who have fashion merchandising needs |
| 2. Course of Action 2 Indirect Fashion- develop stronger internship site specifically for fashion merchandising related employment |

BPS Management: Sport Management

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

- | |
|---|
| 1. Course of Action 1 Indirect Sport- develop study groups for SP 453 |
| 2. Course of Action 2 Indirect Sport- Involve groups other than sport to help sport students with sport business plan |