



Report of Outcomes Assessment Results

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| Institution | Cazenovia College |
| Academic Business Unit | Business & Management |
| Academic Year | 2015-2016 |

Outcomes Assessment Plan

Is the outcomes assessment plan that you submitted to the IACBE still current or have you made changes?

The outcomes assessment plan that we have previously submitted is still current.

Changes have been made and the revised plan is attached.

We have made changes and the revised plan will be sent to the IACBE by: _____

Directions

Complete the Outcomes Assessment Results form below. **Note:** Section II of the form (Operational Assessment) needs to be completed only if you received first-time accreditation or reaffirmation of accreditation after January 1, 2011.

An example of a completed form can be found in a separate document that is available for download on the IACBE's website at: www.iacbe.org/accreditation-documents.asp.

Section I (Student Learning Assessment) of the Outcomes Assessment Results form must be completed for each business program that is accredited by the IACBE (i.e., a separate table must be provided for each program).

Add tables, and insert or delete rows in the tables as needed in order to accommodate the number of your (i) business programs, (ii) intended student learning outcomes, and (iii) intended operational outcomes. In the sections of the assessment results tables entitled "Summary of Achievement of Intended Student Learning Outcomes" and "Summary of Achievement of Intended Operational Outcomes," **DO NOT ADD OR DELETE COLUMNS**. Space is provided in these sections for four direct measures of student learning, four indirect measures of student learning, and eight operational assessment measures/methods. If you are employing fewer than this number of assessment instruments, simply leave cells in the unused columns blank. If you are employing more than this number of instruments, you will need to create additional summary-of-achievement tables to report your assessment information.

In the sections of the assessment results tables entitled "Summary of Achievement of Intended Student Learning Outcomes" and "Summary of Achievement of Intended Operational Outcomes," enter "Met" in a given cell of the table if the performance target for the instrument in that column was achieved for the intended outcome in that row; "Not Met" if the performance target for the instrument in that column was not achieved for the intended outcome in that row; or "NA" (Not Assessed) if the instrument in that column does not measure the intended outcome in that row.

At the bottom of each assessment results table, space is provided to identify changes and improvements that you plan to make as a result of your assessment activity.

Italicized entries in the form represent areas where the academic business unit should insert its own assessment information.

Please be sure to delete these directions before submitting your form to the IACBE.

Outcomes Assessment Results

For Academic Year: 2015-2016

Section I: Student Learning Assessment

| Student Learning Assessment for: <i>BS Business</i> | |
|---|---|
| Program Intended Student Learning Outcomes (Program ISLOs) | |
| <i>Students will be able to think analytically about business situations and render a professional opinion</i> | |
| <i>Students will be able to communicate effectively in business settings</i> | |
| <i>Students will be able to understand the human interactions within a business environment</i> | |
| Students will be aware of the social and ethical situations in business and be able to communicate their opinion on such. | |
| | |
| Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning: | Performance Objectives (Targets/Criteria) for Direct Measures: |
| 1. <i>Direct Measure 1</i> Peregrine Comprehensive Exam | <i>At least 70% of students will achieve a minimum of 60% on each section of the exam</i> |
| 2. <i>Direct Measure 2</i> Senior Project | <i>On the senior project assessment rubric (attached) student will score a minimum of 3 in all assessment sections criterion.</i> |
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| Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning: | Performance Objectives (Targets/Criteria) for Indirect Measures: |
| 1. <i>Indirect Measure 1</i> Senior Exit Focus group | <i>50% of graduates will indicate they were successful in achieving ISLO for Business</i> |

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| 2. Indirect Measure 2 Senior Exit survey | 60% of students will indicate the investment in time and money was worth the investment in attending college |
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Learning Assessment Results: Name of Program 1

Summary of Results from Implementing Direct Measures of Student Learning:

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|---|-------------------|
| 1. Number of BS students achieving 70% on Peregrine Exam- General Core ISLO | |
| Accounting (ac 201/202) | 3 (75% of total) |
| Business (Bu 105) | 4 (100% of total) |
| Management (Bu 110/230) | 3 (75% of total) |
| Marketing (Bu 220) | 2 (50% of total) |
| Legal and Ethical (Bu 363) | 3 (75% of total) |
| Total 2015 BS graduates 4 | |
| 2. Senior Project | |
| Written and Communication | 4 (100%) |
| Management | 4 (100%) |
| Statistics | 4 (100%) |
| Financial Analysis | 3 (75%) |

Summary of Results from Implementing Indirect Measures of Student Learning:

| | |
|--------------------------------------|----------|
| 1. Senior Exit Focus Group | |
| 50% achieve ISLO for Business ISLO 1 | 4 (100%) |
| ISLO 2 | 4 (100%) |
| ISLO 3 | 4 (100%) |
| ISLO 4 | 4 (100%) |

2. Senior Exit Survey

4 (100%)

Summary of Achievement of Intended Student Learning Outcomes:

| Intended Student Learning Outcomes | Learning Assessment Measures | | | | | | | |
|---|--|--|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|
| Program ISLOs | <i>Direct Measure 1 Peregrine Exam</i> | <i>Direct Measure 2 Senior Project</i> | <i>Direct Measure 3</i> | <i>Direct Measure 4</i> | <i>Indirect Measure 1</i> | <i>Indirect Measure 2</i> | <i>Indirect Measure 3</i> | <i>Indirect Measure 4</i> |
| | 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. <i>Students will be able to think analytically about business situations and render a professional opinion</i> | MET | MET | | | MET | MET | | |
| 2. <i>Students will be able to communicate effectively in business settings</i> | MET | MET | | | MET | MET | | |
| 3. <i>Students will be able to understand the human interactions within a business environment</i> | MET | MET | | | MET | MET | | |
| 4. <i>Students will be aware of the social and ethical situations in business and be able to communicate their opinion on such.</i> | MET | MET | | | MET | MET | | |
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Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:

1. *ALL Targets MET*

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Section II: Operational Assessment (Note: Complete this section only if you received first-time accreditation or reaffirmation of accreditation after January 1, 2011.)

| Operational Assessment | |
|--|--|
| Intended Operational Outcomes | |
| Develop and nurture business relationships with local business. | |
| Provide clear educational goals for students in all programs. | |
| Provide quality based internship programs. | |
| Provide career and professional guidance for students in the program. | |
| Provide effective academic instruction. | |
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| Assessment Measures/Methods for Intended Operational Outcomes: | Performance Objectives (Targets/Criteria) for Operational Assessment Measures/Methods: |
| 1. <i>Operational Assessment Measure/Method 1</i> Faculty Annual report (9/1-8/31) | <i>Objective (Target/Criterion) for Measure/Method 1</i> 50% of faculty will assist in the development of relationships with local businesses. |
| 2. <i>Operational Assessment Measure/Method 2</i> Provide clear educational goals for students in all programs. | <i>Objective (Target/Criterion) for Measure/Method 2</i> 80% of faculty will assist students in advising and developing their curriculum paths using the college's "tracking software" and by meeting with advisees at least one time during each semester. |
| 3. Provide quality based internship programs. | <i>Objective (Target/Criterion) for Measure/Method 3</i> Internship survey |
| 4. <i>Operational Assessment Measure/Method 4</i> Provide career and professional guidance for students in the program. | <i>Objective (Target/Criterion) for Measure/Method 4</i> 60% of students will rate the professors, in their respective specializations, average or above average. |

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| <p>5. <i>Operational Assessment Measure/Method 5</i> Provide effective academic instruction.</p> | <p><i>Objective (Target/Criterion) for Measure/Method 5</i> 65% of students will graduate with a minimum GPA of 2.5 or better in business courses</p> |
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Summary of Results from Implementing Operational Assessment Measures/Methods:

1. *Summary of Results for Measure/Method 1 Target Met 100% of faculty submitted FAR*
2. *Summary of Results for Measure/Method 2 Target MeT 100% of Business faculty met with advisees during academic year*
3. *Summary of Results for Measure/Method 3 Target Met- Internship survey results indicate 82% of students satisfied with internships*
4. *Summary of Results for Measure/Method 4 Target Met*
5. *Summary of Results for Measure/Method 5 Target Met*

Summary of Achievement of Intended Operational Outcomes:

| Intended Operational Outcomes | Operational Assessment Measures/Methods | | | | | | | |
|--|---|---|---|---|---|---|---|---|
| | Operational Assessment Measure/Method 1 | Operational Assessment Measure/Method 2 | Operational Assessment Measure/Method 3 | Operational Assessment Measure/Method 4 | Operational Assessment Measure/Method 5 | Operational Assessment Measure/Method 6 | Operational Assessment Measure/Method 7 | Operational Assessment Measure/Method 8 |
| | 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. <i>Intended Operational Outcome 1</i> | Met | | | | | | | |
| 2. <i>Intended Operational Outcome 2</i> | | Met | | | | | | |
| 3. <i>Intended Operational Outcome 3</i> | | | Met | | | | | |
| 4. <i>Intended Operational Outcome 4</i> | | | | Met | | | | |
| 5. <i>Intended Operational Outcome 5</i> | | | | | Met | | | |

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

1. *Course of Action 1*
2. *Course of Action 2*
3. *Course of Action 3*
4. *Course of Action 4*