



Outcomes Assessment Year End Report – BS Degree

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

International Assembly for Collegiate Business Education
11374 Strang Line Road
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USA

Outcomes Assessment Results

For Academic Year: 2013-2014

Section I: Student Learning Assessment

Student Learning Assessment for the Bachelor of Science degree in Business	
Intended Student Learning Outcomes for the BS Degree in Management	
1. Students will be able to demonstrate knowledge of the basic principles of business.	
2. Students will be able to demonstrate business professionalism.	
3. Students will be able to apply ethical principles to aspects of business.	
4. Students will be able to apply a broad understanding of communication models.	
5. Students will be able to demonstrate skills needed for effective leadership.	
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 80% or better on the Business Plan competition.
2. Peregrine Exam	85% of students achieved 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 the exit survey instrument, at least 75% of graduating seniors will indicate they were satisfied with their education in general business and related management courses.
2. Alumni Survey	On the survey instrument, at least 80% of alumni will indicate that their learning experience has prepared them for employment in a general business setting.

Summary of Results from Implementing Direct Measures of Student Learning:	Performance Target Was...	
	Met	Not Met
1. Only one BS graduate in the reporting year and this individual had achieved a grade of 83 on the Business Plan Competition.	x	
2. The BS student scored in the average range 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 this individual indicated they were satisfied with the instruction received in Business and related courses.	x	
2. Using a Likert scale with 1 as the most prepared to 5 least prepared this student had indicated their education at the institution had prepared them for employment.	x	
Proposed Courses of Action for Improvement in Areas for which Performance Targets Were Not Met:		
1. Target areas were met for BS degree.		

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, the graduating student indicated they were satisfied with division members mentoring or advising	X	
6. This student they were satisfied with their internship placement.	X	
7. On the Senior Satisfaction Survey the student 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.		