



## Report of Outcomes Assessment Results

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Institution	Cazenovia College
Academic Business Unit	Business & Management BPS degree and specializations
Academic Year	2015-2016

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## **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](http://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: *BPS Concentrations and Specializations*

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

1. Students will be able to demonstrate key areas of business which include accounting, management, marketing, ethics, legal environment and finance.
2. Students will be able to appreciate the diversity of a workforce.
3. Students will be able to demonstrate knowledge of statistical analysis and be able to apply knowledge to business
4. Students will be able to develop a business strategy that encompasses all core areas of management.

#### Intended Student Learning Outcomes: Concentration in Management

##### Intended Student Learning Outcomes: BPS- Management

1. Students will be able to demonstrate the key areas of business which include accounting, management, marketing, ethics, legal environment and finance.
  1. Students will be able to recognize a multicultural workforce
  2. Students will be able to perform basic statistical analysis and be able to apply knowledge to business settings.
  3. Students will be able to develop and understand the components of a business plan.
  4. Students will be able to apply and communicate management concepts in different types of business work environments.

#### Intended Student Learning Outcomes: Concentration in Accounting

Students will be able to analyze transaction cycles and accounting processes.

Students will be able to perform basic analysis of financial statements.

Students will be able to analyze and communicate accounting information.

**Intended Student Learning Outcomes: Specialization in Equine Business Management**

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

**Intended Student Learning Outcomes: Specialization in Fashion Merchandising**

Students will think analytically about fashion merchandising situations and render a professional opinion.  
Students will demonstrate knowledge of merchandising calendars as they apply to retail settings.  
Students will be able to analyze various fashion cycles and trends make recommendations to management personnel.

**Intended Student Learning Outcomes: Specialization in Health Care Management**

Students will be able to identify and analyze practices of ethics in health care environments.  
Students will be able to analyze the conceptual framework in which health care services are produced and coordinated.  
Students will be able to identify the roles of hospitals, managed care organizations, health care professionals; all play within the management hierarchy.

**Intended Student Learning Outcomes: Specialization in Sport Management**

Students will demonstrate knowledge of sport management.  
Students will evaluate sport management scenarios according to professional standards.  
Demonstrate advanced knowledge in sport focused organizational theory, behavior, and cultures in a variety of sport industry environments.

<b>Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:</b>	<b>Performance Objectives (Targets/Criteria) for Direct Measures:</b>
<p><i>Direct Measure 1</i> Peregrine exam General Program ISLO assessed 1,2,3,4,5 Accounting ISLO measured 1,2,3 Management ISLO measured 1,2,3,4 Equine Business Management ISLO measured 1,2,3 Fashion Merchandising ISLO measured 1,2,3</p>	<p>At least 70% of graduating students will score in the Peregrine average range (40-49%) or higher on all parts of the exam. At least 70% of graduating students will score 60% or higher on the specialization section of the Peregrine exam.</p>

Health Care Management ISLO measured 1,2,3 Sport Management ISLO measured 1,2,3	
<i>Direct Measure 2</i> Senior Project (Bu 495) General Program ISLO assessed 1,2,3,4,5 Accounting ISLO measured 1,2,3 Management ISLO measured 1,2,3,4 Equine Business Management ISLO measured 1,2,3 / BU 360 Fashion Merchandising ISLO measured 1,2,3 / BU 451 Health Care Management ISLO measured 1,2,3 / HC 410 Sport Management ISLO measured 1,2,3 / <b>SP 453</b>	On the senior project or culminating specialization project assessment rubric (attached) students will score a minimum of 3 in all assessment sections criterion.
<b>Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:</b>	<b>Performance Objectives (Targets/Criteria) for Indirect Measures:</b>
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>
2. <i>Indirect Measure 2</i> Senior Exit survey	<i>60% of students will indicate the investment in time and money was worth the investment in attending college</i>
3. Students will be able to demonstrate knowledge of statistical analysis and be able to apply knowledge to business	
<b>Learning Assessment Results: Name of Program 1</b>	
<b>Summary of Results from Implementing Direct Measures of Student Learning:</b>	
1. <i>Number of BPS students achieving 70% on Peregrine Exam- General Core ISLO</i>	

Accounting (Ac 201/202)	38 (83% of total)
Management (Bu 110/230)	36 ( 80% of total)
Marketing (Bu 220)	41 ( 91% of total)
Legal and Ethical ( Bu 363)	40 ( 88% of total)
Total 2015 BPS graduates 45 Fall exam (Bu 473 only)	
<b>2. Senior Project</b>	
Written and Communication	51 (100%)
Management	51 (100%)
Statistics	43 (84%)
Financial Analysis	
51BPS graduates Fall & Spring (Bu 495 only)	41(80%)

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

<b>1. Senior Exit Focus Group</b>	
50% achieve ISLO for Business ISLO 1	92% 47/51
ISLO 2	100% 51/51
ISLO 3	78% 41/51
ISLO 4	88% 45/51
<b>2. Senior Exit Survey</b>	
	80% 32/40

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

Intended Student Learning Outcomes	Learning Assessment Measures							
	Direct Measure 1 Peregrine Exam	Direct Measure 2 Senior Project	Direct Measure 3	Direct Measure 4	Indirect Measure 1	Indirect Measure 2	Indirect Measure 3	Indirect Measure 4
Program ISLOs	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.Students will be able to demonstrate key areas of business	MET	MET			MET	MET		

which include accounting, management, marketing, ethics, legal environment								
2.Students will be able to appreciate the diversity of a workforce.	MET	MET			MET	MET		
3.Students will be able to demonstrate knowledge of statistical analysis and be able to apply knowledge to business	MET	MET			MET	MET		
4.Students will be able to develop a business strategy that encompasses all core areas of management.	MET	MET			MET	MET		
<b>Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:</b>								
1. <i>ALL Targets MET</i>								



**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.	
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.

5. <i>Operational Assessment Measure/Method 5</i> Provide effective academic instruction.	<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

**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 indicates 82% of students satisfied with internships*
4. *Summary of Results for Measure/Method 4 Targets Met* In 2016 Division of Business & Management: Over 60% of students rated average or above average (average of 4.0 on a 5-point scale).  
For Fall 2015, Division of Business & Management: Over 60% of students rated average or above average (average of 4.23 on a 5-point scale).
- 5.
6. *Summary of Results for Measure/Method 5 Target MET 91% of graduates graduated with a GPA of 2.5 of higher*

**Summary of Achievement of Intended Operational Outcomes:**

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

<b>Proposed Courses of Action for Improvement in Operational Outcomes for which Performance Targets Were Not Met:</b>								
1. <i>Course of Action 1</i>								
2. <i>Course of Action 2</i>								
3. <i>Course of Action 3</i>								
4. <i>Course of Action 4</i>								