



Report of Outcomes Assessment Results

Institution: _____ Cazenovia College _____

Academic Business Unit: _____ Business and Management _____

Academic Year: _____ 2014-2015 _____

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

Outcomes Assessment

1. Do you offer any majors, concentrations, specializations, emphases, options, or tracks as part of your business programs?

Yes. If yes, proceed to item 2 below.

No. If no, proceed to item 4 below.

2. Do your majors, concentrations, specializations, emphases, options, or tracks appear on students' transcripts, diplomas, diploma supplements, or other official records of program completion?

Yes. If yes, proceed to item 3 below.

No. If no, proceed to item 4 below.

3. Does your current outcomes assessment plan include student learning assessment information for all majors, concentrations, specializations, emphases, options, and tracks contained within your business programs?

Yes. If yes, proceed to item 4 below.

No. If no, please submit a revised outcomes assessment plan with your interim report that addresses student learning assessment for all majors, concentrations, specializations, emphases, options, and tracks comprising any portion of your business programs. Information about this requirement can be found on the IACBE website at the following address: www.iacbe.org/oa-key-areas.asp.

4. 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) majors, concentrations, specializations, emphases, options, or tracks in the programs, (iii) intended student learning outcomes, and (iv) 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.

Delete rows in the assessment results tables that do not apply to your academic business unit (e.g., if the business unit does not offer any majors, concentrations, specializations, emphases, options, or tracks in its programs, or if the business unit's current outcomes assessment plan does not include student learning assessment information for the majors, concentrations, specializations, emphases, options, or tracks in its programs, then delete those rows in the tables).

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 "N/A" (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: 2014-2015

Section I: Student Learning Assessment

<i>Name of Academic Business Unit- BS BUSINESS (there are no graduates to report in 2014-2015)</i>
Student Learning Assessment for Program 1
General Program Intended Student Learning Outcomes (General Program ISLOs)
1. Students will be able to think analytically about business situations and render a professional opinion.
2. Students will be able to communicate effectively in business settings.
3. Students will be able to understand the human interactions within a business environment.
4. Students will be aware of the social and ethical situations in business and be able to communicate their opinion on such.
<i>Name of Academic Business Unit- BPS MANAGEMENT</i>
1. Students will be able to demonstrate key areas of business which include accounting, management, marketing, ethics, legal environment and finance.
2. Students will develop a basic understanding of economic principles.
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.
5. Students will be able to apply and communicate management concepts in different types of business work environments.
Intended Student Learning Outcomes: BS- Business
1. Students will be able to think analytically about business situations and render a professional opinion.
2. Students will be able to understand accounting and business terminology.
3. Students will be able to apply management concepts in a business environment.
4. Students will be able to apply economic and business concepts in oral and written contexts.

Intended Student Learning Outcomes: BPS- Management

1. Students will be able to distinguish various management styles used in practice.
2. Students will be able to demonstrate an understanding of current marketing concepts.
3. Students will be able to apply accounting and finance concepts to real-life settings.
4. Students will be able to demonstrate a general understanding of technology used in a working environment.

Intended Student Learning Outcomes: Concentration in Accounting

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.

Intended Student Learning Outcomes: Concentration in Management

1. Students will be able to explain the major concepts in the functional areas of accounting, finance, marketing, and general management.
2. Students will be able to describe the impact globalization has to the field of management.
3. Students will be able to explain the legal and ethical responsibilities of management.

Intended Student Learning Outcomes: Specialization in Equine Business Management

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

Intended Student Learning Outcomes: Specialization in Fashion Merchandising

1. Students will think analytically about fashion merchandising situations and render a professional opinion.
2. Students will demonstrate knowledge of merchandising calendars as they apply to retail settings.
3. 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

1. Students will be able to identify and analyze practices of ethics in health care environments.
2. Students will be able to analyze the conceptual framework in which health care services are produced and coordinated.

3. 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

1. Students will be able to demonstrate an understanding of the multiple branches and disciplines within the larger sports management profession.

2. Students will be able to demonstrate an understanding and appreciation for the role sports play in our society and how management roles contribute to the success of sporting events.

3. Demonstrate advanced knowledge in sport focused organizational theory, behavior, and cultures in a variety of sport industry environments.

Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
<p>1. <i>Direct Measure 1</i></p> <p>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 Health Care Management ISLO measured 1,2,3 Sport Management ISLO measured 1,2,3</p>	<p><i>Objective (Target/Criterion) for Direct Measure 1</i></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>
<p>2. <i>Direct Measure 2</i></p> <p>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 / SP 453</p>	<p><i>Objective (Target/Criterion) for Direct Measure 2</i></p> <p>On the senior project or culminating specialization project assessment rubric (attached) students will score a minimum of 3 in all assessment sections criterion.</p>
Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Indirect Measures:

<p>1. Indirect Measure 1 Senior Focus groups</p>	<p><i>Objective (Target/Criterion) for Indirect Measure 2</i> At least 70% of graduating students will indicate their coursework specific to business has adequately prepared them for employment.</p>
<p>2. Indirect Measure 2 Senior Exit Survey</p>	<p><i>Objective Target 2</i> At least 70% of graduating students will indicate they have developed a working competency in each of the Program General ISLOs.</p>

Assessment Results: Program 1 with a Major, Concentration, Specialization, Emphasis, Option, or Track in Area 1

Summary of Results from Implementing Direct Measures of Student Learning:

1. *Summary of Results for Direct Measure 1*
91.3% of students scored at least 40 or better in the overall rating on the Peregrine exam (N=34) .
88% of students scored above the 60% target on the specialized section of the Peregrine exam.
2. *Summary of Results for Direct Measure 2 For Accounting and Management concentrations*
80% of students scored above 3 on the general rubric.
Equine BU 360 (N=9) 100% of students scored 60% or better.
Fashion Merchandise BU 351 Course was not taken by seniors.
Sport Management SP 453 (N=4) 100% scored 60% or better.
Health Care HC 410 (N=2) 100% scored 60% or better.

Summary of Results from Implementing Indirect Measures of Student Learning:

1. *Summary of Results for Indirect Measure 1*
81% of seniors who participated in the senior focus groups indicated their coursework has adequately prepared them for employment.
2. *Summary of Results for Indirect Measure 2 Senior exit survey*
Q18- 70% developed level of competency in core management courses
Q23- 83% developed level of competency in specialization courses
Q26- 93% developed level of competency in core business courses

Summary of Achievement of Intended Student Learning Outcomes:

Intended Student Learning Outcomes	Learning Assessment Measures							
General Program ISLOs No BS graduates only BPS	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>Program Learning Outcome 1</i>	MET	MET			MET	MET		
2. <i>Program Learning Outcome 2</i>	MET	MET			MET	MET		
Intended Student Learning Outcomes: Major, Concentration, Specialization, Emphasis, Option, or Track in Area 1	<i>Direct Measure 1</i>	<i>Direct Measure 2</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>Intended Learning Outcome 1</i>	MET	MET			MET	MET		
2. <i>Intended Learning Outcome 2</i>	MET	MET			MET	MET		
Intended Student Learning Outcomes: Major, Concentration, Specialization, Emphasis, Option, or Track in Area 2	<i>Direct Measure 1</i>	<i>Direct Measure 2</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>Intended Learning Outcome 1</i>	MET	MET			MET	MET		
2. <i>Intended Learning Outcome 2</i>	MET	MET			MET	MET		
3. <i>Intended Learning Outcome 3</i>								
Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:								
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>								

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

<i>Name of Academic Business Unit</i>	
Operational Assessment	
Intended Operational Outcomes:	
1. Develop and nurture business relationships with local business.	
2. Provide clear educational goals for students in all programs.	
3. Provide quality based internship programs.	
4. Provide career and professional guidance for students in the program.	
5. 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> Student tracking and advising software	<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. <i>Operational Assessment Measure/Method 3</i> Internship survey	<i>Objective (Target/Criterion) for Measure/Method 3</i> 65% of students will rate their experience as an intern as average or above average on the yearly internship survey
4. <i>Operational Assessment Measure/Method 4</i> Alumni survey	<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> Senior survey	<i>Objective (Target/Criterion) for Measure/Method 5</i> 60% of students will rate their business and management academic instruction within the average or above average range.

Summary of Results from Implementing Operational Assessment Measures/Methods:

1. *Summary of Results for Measure/Method 1- Target met, 60% of faculty developed such relationships*
2. *Summary of Results for Measure/Method 2- Target met- 100% of faculty use software*
3. *Summary of Results for Measure/Method 3- Target met- 82% of students rated internships average or above average*
4. *Summary of Results for Measure/Method 4- Target met- 65% of students rate professors average or above average*
5. *Summary of Results for Measure/Method 5-Target met- 62% of students rate their business instruction average or above average*

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>			
	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			

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

1. *Course of Action 1- All targets met.*
2. *Course of Action 2*
3. *Course of Action 3*
4. *Course of Action 4*