



## Public Disclosure of Student Learning Form

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<b>Institution:</b>	Franklin Pierce University
<b>Academic Business Unit:</b>	College of Graduate and Professional Studies – Graduate Business Program
<b>Academic Year:</b>	2013-14

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## Report of Student Learning and Achievement

*Franklin Pierce University*

**CGPS – Graduate Business Program**

For Academic Year: 2013-14

### **Mission of the CGPS Graduate Business Program (MBA)**

The Franklin Pierce University graduate business degree programs expose students to the leadership skills essential for today's managers and crucial for advancement to higher levels of professional responsibility. Through experiential and applied learning methods, these programs focus on the development of the skills, principles, and habits that are the chief components of effective management in any business environment. Our curriculum seeks to prepare graduates to become confident, knowledgeable individuals and leaders of conscience.

## **Outcomes Assessment Results**

### **Student Learning Assessment**

#### **College of Graduate and Professional Studies – Graduate Business Program (MBA)**

#### **Student Learning Assessment for MBA**

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

1. Students will gain the ability to evaluate, compare and contrast, and effectively apply ethical leadership skills and styles within diverse organizations.
2. Students will develop the ability to assess, analyze, integrate and apply the body of business and technical knowledge when operating within the business environment.
3. Students will apply effective communication skills, including both oral and written skills, among all stakeholders of the business.
4. Students will be able to analyze business situations using quantitative and qualitative tools and techniques in order to make well-reasoned and effective decisions.

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> GM 691 Strategic Management Seminar Ethics Case Study Analysis (LO # 1 & 3).	At least 80% of the students will achieve a score of Competent or better on the Ethics Case Study Analysis, based on an assessment rubric.
2. <i>Direct Measure 2</i> GM 691 Strategic Management Seminar: Strategic Analysis Course Project (LO # 1-4).	At least 80% of the students will achieve a score of Competent or better on the Strategic Analysis Project, based on an assessment rubric.
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> Foundation Paper Analysis (LO # 1-4).	At least 80% of the students completing the Foundation Paper analysis will indicate that they successfully achieved all of the learning outcomes of the M.B.A. program.
2. <i>Indirect Measure 2</i> Alumni Survey (2-3 years after degree conferral) (LO # 1-4).	At least 80% of the respondents to the survey will indicate that they have applied one or more of these learning outcomes in their work setting.
<b>Assessment Results: Graduate Business Program (MBA)</b>	
Summary of Results from Implementing Direct Measures of Student Learning:	
1. <i>There were two data points for DM1 during 2013-14</i> 11/26/13 - 88% of the students achieved a score of competency or mastery. (n=16) 5/28/14 – 92% of the students achieved a score of competency or mastery. (n=25)	
2. <i>There were two data points for DM2 during 2013-14</i> 11/26/13 – 100% of the students achieved a score of competency or mastery. (n=16) 5/28/14 – 100% of the students achieved a score of competency or mastery. (n=25)	
Summary of Results from Implementing Indirect Measures of Student Learning:	
1. <i>There were two data points for IM1 during 2013-14</i> 11/26/13 – SLO achieved (SLO #1 85%, SLO#2 93%, <b>SLO#3 79%</b> , SLO#4 88%). (n=14) 5/28/14 – SLO achieved (SLO#1 80%, SLO#2 81%, <b>SLO#3 74%</b> , <b>SLO#4 72%</b> ). (n=24)	

2. *IM#2 is measured one time per year. In Feb 2014 92% of the survey respondents indicated that they have applied one or more of the SLOs in their work setting. (n=12)*

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

Intended Student Learning Outcomes	Learning Assessment Measures			
General Program ISLOs	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. Students will gain the ability to evaluate, compare and contrast, and effectively apply ethical leadership skills and styles within diverse organizations.	11/26/13 – Met 5/28/14 - Met	11/26/13 – Met 5/28/14 - Met	11/26/13 – Met 5/28/14 - Met	Met
2. Students will develop the ability to assess, analyze, integrate and apply the body of business and technical knowledge when operating within the business environment.	11/26/13 – Met 5/28/14 - Met	11/26/13 – Met 5/28/14 - Met	11/26/13 – Met 5/28/14 - Met	Met
3. Students will apply effective communication skills, including both oral and written skills, among all stakeholders of the business.	11/26/13 – Met 5/28/14 - Met	11/26/13 – Met 5/28/14 - Met	11/26/13 – Not Met 5/28/14 - Met	Met
4. Students will be able to analyze business situations using quantitative and qualitative tools and techniques in order to make well-reasoned and effective decisions.	11/26/13 – Met 5/28/14 - Met	11/26/13 – Met 5/28/14 - Met	11/26/13 – Not Met 5/28/14 – Not Met	Met

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

1. *Indirect measure #1 was the only direct or indirect measure which was not met. The population has been relatively small for this measure and it is unclear whether the benchmark is set too high at 80%. The action plan is to continue to monitor results during 2014-15 (2 more data points) to determine whether there is a negative trend. Additionally, student instructions for completion of this exercise will be reviewed to ensure clarity prior to the next measurement in November 2014. Lastly, analysis of the data to determine whether median rather than mean is a better statistic to use due to the small populations.*