



## Public Disclosure of Student Learning Form

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<b>Institution:</b>	Franklin Pierce University
<b>Academic Business Unit:</b>	College at Rindge Business Division
<b>Academic Year:</b>	2013-14

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**Report of Student Learning and Achievement**  
**Franklin Pierce University**  
**College at Rindge – Business Division**

For Academic Year: 2013-14

**Mission of the College at Rindge – Business Division**

The mission of the Division of Business Administration is to provide a rich and diverse supportive learning environment for undergraduate students, with the aim of fostering creative ideas and solutions that can be applied to different organizational settings. Within this mission, students develop practical skills and knowledge in the areas of leadership, management, administration, marketing, communication, economics, finance, law, and ethics.

**Student Learning Assessment for Bachelor of Science in Accounting-Finance**

**General and Major Program Intended Student Learning Outcomes (Program ISLOs)**

1. Students will demonstrate knowledge of core tax, accounting and finance concepts.
2. Students will be able to apply quantitative tools and strategies to support organizational decision making in the domain of accounting and/or finance.
3. Students will be able to communicate clearly and effectively both verbally and in writing.
4. Students will demonstrate an awareness of the need for ethical leadership within an organization and ethical behavior in the greater global context

**Assessment Instruments for Intended Student Learning Outcomes—  
Direct Measures of Student Learning:**

**Performance Objectives (Targets/Criteria) for Direct Measures:**

1. *Direct Measure 1*  
Accounting/Finance Comprehensive Final Exam

70% of accounting and finance graduates will score at least 70% on the accounting comprehensive exam on the first attempt.

2. *Direct Measure 2*  
Internship or Student Senior Project

75% of accounting and finance students will score at least 80% (80 points) on their internship report.

**Assessment Instruments for Intended Student Learning Outcomes—**

**Performance Objectives (Targets/Criteria) for Indirect Measures:**

Indirect Measures of Student Learning:	
1. <i>Indirect Measure 1</i> Graduating Student Survey	On a scale from 1 to 5, with 5 being strongly agree, 90% of accounting and finance graduates will either agree (4) or strongly agree (5) that they developed competencies to prepare them for success in their profession.
2. <i>Indirect Measure 2</i> Alumni Information	90% of the previous year's accounting and finance graduates state that their job performance has improved as a result of the business curriculum at Franklin Pierce University.

**Assessment of Learning Results: Program 1 with a BS in Accounting-Finance**

Summary of Results from Implementing Direct Measures of Student Learning:				
1. <i>There were two data points during the 2013-14 academic year</i> 12/2013 – 100% of the students met the target score of 70% on their first attempt at the comp exam (n=4) 5/2014 - 100% of the students met the target score of 70% on their first attempt at the comp exam (n=3)				
2. <i>There were two data points during the 2013-14 academic year</i> 12/2013 – 100% of the students met the target score of 80% on their internship report (n=5) 5/2014 - 100% of the students met the target score of 80% on their internship report (n=3)				
Summary of Results from Implementing Indirect Measures of Student Learning:				
1. <i>There was one data point during the 2013-14 academic year</i> 5/2014 – 100% of the students met the desired target (n=3)				
2. <i>There was one data point during the 2013-14 academic year</i> 5/2014 – 90% of the students met the desired target (n=10)				
Summary of Achievement of Intended Student Learning Outcomes:				
Intended Student Learning Outcomes	Learning Assessment Measures			
	<i>Direct Measure 1</i>	<i>Direct Measure 2</i>	<i>Indirect Measure 1</i>	<i>Indirect Measure 2</i>
General and Major Program Intended Student Learning Outcomes	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...
1. Students will demonstrate knowledge of core tax, accounting	12/2013 – Met 5/2014 – Met	12/2013 – Met 5/2014 – Met	5/2014 - Met	5/2014 - Met

and finance concepts.				
2. Students will be able to apply quantitative tools and strategies to support organizational decision making in the domain of accounting and/or finance.	12/2013 – Met 5/2014 – Met	12/2013 – Met 5/2014 – Met	5/2014 - Met	5/2014 - Met
3. Students will be able to communicate clearly and effectively both verbally and in writing.		12/2013 – Met 5/2014 – Met	5/2014 - Met	
4. Students will demonstrate an awareness of the need for ethical leadership within an organization and ethical behavior in the greater global context	12/2013 – Met 5/2014 – Met	12/2013 – Met 5/2014 – Met	5/2014 - Met	5/2014 - Met

**Program –BS in Accounting-Finance**

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

1. *N/A – all direct and indirect target measures met for the 2013-14 academic year.*

**Student Learning Assessment for *Bachelor of Science in Management***

<b>General and Major Program Intended Student Learning Outcomes (Program ISLOs)</b>	
1. Students will be able to describe the essential functions of an effective business operation and analyze business opportunities.	
2. Students will demonstrate an understanding of the relationship between businesses and market/nonmarket stakeholders as it pertains to local, societal, and global needs.	
3. Students will be able to use quantitative and qualitative tools and strategies to support organizational decision making.	
4. Students will demonstrate an awareness of the need for ethical leadership within an organization and ethical behavior in the greater global context	
5. Students will be able to communicate clearly and effectively.	
<b>Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:</b>	<b>Performance Objectives (Targets/Criteria) for Direct Measures:</b>
1. <i>Direct Measure 1</i> Management Comprehensive In-House Exam	70% of management graduates will score at least 70% on the management comprehensive exam on the first attempt.
2. <i>Direct Measure 2</i> Alumni Information	75% of management students will score at least 80% (80 points) on their internship or senior project report.
<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> Graduating Student Survey	On a scale from 1 to 5, with 5 being strongly agree, 90% of management graduates will either agree (4) or strongly agree (5) that they developed competencies to prepare them for success in their profession.
2. <i>Indirect Measure 2</i> Alumni Information	90% of the previous year’s management graduates state that their job performance has improved as a result of the business curriculum at Franklin Pierce University.

**Assessment of Learning Results: BS in Management**

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

1. *There were two data points during the 2013-14 academic year*  
*12/2013 – 100% of the students met the target score of 70% on their first attempt at the comp exam (n=24)*  
*5/2014 - 75% of the students met the target score of 70% on their first attempt at the comp exam (n=4)*
2. *There were two data points during the 2013-14 academic year*  
*12/2013 – 85% of the students met the target score of 80% on their internship report (n=13)*  
*5/2014 - 100% of the students met the target score of 80% on their internship report (n=2)*

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

1. *There was one data point during the 2013-14 academic year*  
*5/2014 – 100% of the students met the desired target (n=4)*
2. *There was one data point during the 2013-14 academic year*  
*5/2014 – 89% of the students met the desired target (n=18)*

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

Intended Student Learning Outcomes	Learning Assessment Measures			
	<i>Direct Measure 1</i>	<i>Direct Measure 2</i>	<i>Indirect Measure 1</i>	<i>Indirect Measure 2</i>
	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...
1. Students will be able to describe the essential functions of an effective business operation and analyze business opportunities.	12/2013 – Met 5/2014 – Met	12/2013 – Met 5/2014 – Met	5/2014 - Met	5/2014 – Not Met
2. Students will demonstrate an understanding of the relationship between businesses and market/nonmarket stakeholders as it pertains to local, societal, and global needs.	12/2013 – Met 5/2014 – Met	12/2013 – Met 5/2014 – Met	5/2014 - Met	5/2014 – Not Met

3. Students will be able to use quantitative and qualitative tools and strategies to support organizational decision making.	12/2013 – Met 5/2014 – Met	12/2013 – Met 5/2014 – Met	5/2014 - Met	5/2014 – Not Met
4. Students will demonstrate an awareness of the need for ethical leadership within an organization and ethical behavior in the greater global context	12/2013 – Met 5/2014 – Met	12/2013 – Met 5/2014 – Met	5/2014 - Met	5/2014 – Not Met
5. Students will be able to communicate clearly and effectively.		12/2013 – Met 5/2014 – Met	5/2014 - Met	5/2014 – Not Met

***BS in Management***

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

<p>1.1. Indirect measure #2: The performance target for this management ISLO dealing with 90% of the previous year’s management alumni stating that their job performance has improved as a result of the business curriculum at Franklin Pierce University was not met on the alumni survey. This ISLO missed its targeted goal by 1 point. Therefore, the faculty in the Management Department will continue to monitor the suvery over the next year to determine if the results are trending up or down.</p>
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**Student Learning Assessment for *Bachelor of Science in Marketing***

<b>General and Major Program Intended Student Learning Outcomes (Program ISLOs)</b>	
1. Students will analyze the internal and external environment, including global and ethical perspectives, via appropriate information sources when making marketing decisions.	
2. Students will distinguish how to develop, distribute, price, and promote quality products that integrate sustainable business practices.	
3. Students will distinguish consumer and organizational buyer behavior.	
4. Students will demonstrate effective business writing skills.	
<b>Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:</b>	<b>Performance Objectives (Targets/Criteria) for Direct Measures:</b>
1. <i>Direct Measure 1</i> Marketing Capstone Analysis	Based on a grading rubric, 75% of students will score at least 80% (80 points).
2. <i>Direct Measure 2</i> Marketing Comprehensive In-House Exam	70% of marketing graduates will score at least a 70% on the marketing comprehensive exam on the first attempt.
<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> Graduating Student Survey	On a scale from 1 to 5, with 5 being strongly agree, 90% of marketing graduates will either agree (4) or strongly agree (5) that they developed competencies to prepare them for success in their profession.
2. <i>Indirect Measure 2</i> Alumni Information	90% of the previous year’s marketing graduates state that their job performance has improved as a result of the business curriculum at Franklin Pierce University.



**Assessment of Learning Results: BS in Marketing**

<b>Summary of Results from Implementing Direct Measures of Student Learning:</b>				
1. <i>There was one data point during the 2013-14 academic year</i> <i>5/2014 - 84% of the students met the target score of 80% on their capstone analysis (n=13)</i>				
2. <i>There was one data point during the 2013-14 academic year</i> <i>5/2014 - 92% of the students met the target score of 70% on their first attempt at the comp exam (n=13)</i>				
<b>Summary of Results from Implementing Indirect Measures of Student Learning:</b>				
1. <i>There was one data point during the 2013-14 academic year</i> <i>5/2014 – 92% of the students met the desired target (n=12)</i>				
2. <i>There was one data point during the 2013-14 academic year</i> <i>5/2014 – 86% of the students met the desired target (n=7)</i>				
<b>Summary of Achievement of Intended Student Learning Outcomes:</b>				
<b>Intended Student Learning Outcomes</b>	<b>Learning Assessment Measures</b>			
	<i>Direct Measure 1</i>	<i>Direct Measure 2</i>	<i>Indirect Measure 1</i>	<i>Indirect Measure 2</i>
<b>General and Major Program Intended Student Learning Outcomes</b>	<b>Performance Target Was...</b>	<b>Performance Target Was...</b>	<b>Performance Target Was...</b>	<b>Performance Target Was...</b>
1. Students will analyze the internal and external environment, including global and ethical perspectives, via appropriate information sources when making marketing decisions.	5/2014 Met	5/2014 Met	5/2014 Met	5/2014 Not Met
2. Students will distinguish how to develop, distribute, price, and promote quality products that integrate sustainable business	5/2014 Met	5/2014 Met	5/2014 Met	5/2014 Not Met

practices.				
3. Students will distinguish consumer and organizational buyer behavior.	5/2014 Met	5/2014 Met	5/2014 Met	5/2014 Not Met
4. Students will demonstrate effective business writing skills.	5/2014 Met	5/2014 Met	5/2014 Met	5/2014 Not Met

***BS in Marketing***

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

<p>1.1. Indirect Measure #2: The performance target for this marketing ISLO dealing with 90% of the previous year's marketing alumni stating that their job performance has improved as a result of the business curriculum at Franklin Pierce University was not met on the alumni survey. This ISLO missed its targeted goal by 4 points. This missed target was due in part to a small sample group of 7 respondents. Of this number, 6 met the target. Therefore, the faculty in the Marketing Department will continue to monitor the survey over the next year to determine if the results are trending up or down.</p>
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**Student Learning Assessment for Bachelor of Science in Sports and Recreation Management**

<b>General and Major Program Intended Student Learning Outcomes (Program ISLOs)</b>	
1. Students will understand and articulate how the history and development of the recreation, sports, and leisure services industries relate to current professional standards within its industries.	
2. Students will understand and apply the significance of recreation, sports and leisure in contemporary society from historical, technological, economic, political, sociological/psychological, international, physical, philosophical and environmental perspectives.	
3. Students will understand and apply the significance of recreation, sports and leisure services throughout a person’s life-span as well as how the importance and influence of play, recreation, and leisure change across various life stages.	
4. Students will understand and implement sound principles and procedures related to program and/or event planning of recreation, sports, and leisure services for enhanced individual, group, and community quality of life.	
5. Students will understand and apply the fundamental principles and procedures of management, budgeting, marketing strategies, professional communication, application of current technology, and development of areas and facilities through assessment, planning, functional design, evaluation, operation, and maintenance.	
6. Students will understand and apply appropriate risk management, safety, emergency, and legal principles as they are applicable in recreation, sports, and leisure services settings.	
<b>Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:</b>	<b>Performance Objectives (Targets/Criteria) for Direct Measures:</b>
1. <i>Direct Measure 1</i> Sports and Recreation Management Comprehensive In-House Exam	70% of sports and recreation management graduates will score at least 70% on the management comprehensive exam on the first attempt.
2. <i>Direct Measure 2</i> Internship or Student Senior Project	75% of sports and recreation management students will score at least 80% (80 points) on their internship report or student senior project.
<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> Graduating Student Survey	On a scale from 1 to 5, with 5 being strongly agree, 90% of sports and recreation graduates will either agree (4) or strongly agree (5) that they developed competencies to prepare them for success in their profession.

2. <i>Indirect Measure 2</i> Alumni Information	90% of the previous year's marketing graduates state that their job performance has improved as a result of the business curriculum at Franklin Pierce University.
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**Assessment of Learning Results: *BS in Sports and Recreation Management***

<b>Summary of Results from Implementing Direct Measures of Student Learning:</b>				
1. <i>There were two data points during the 2013-14 academic year</i> <i>12/2013 – 21% of the students met the target score of 70% on their first attempt at the comp exam (n=14)</i> <i>5/2014 - 0% of the students met the target score of 70% on their first attempt at the comp exam (n=7)</i>				
2. <i>There were two data points during the 2013-14 academic year</i> <i>12/2013 – 9% of the students met the target score of 80% on their internship report (n=11)</i> <i>5/2014 - 71% of the students met the target score of 80% on their internship report (n=7)</i>				
<b>Summary of Results from Implementing Indirect Measures of Student Learning:</b>				
1. <i>There was one data point during the 2013-14 academic year</i> <i>5/2014 – 86% of the students met the desired target (n=7)</i>				
2. <i>There was one data point during the 2013-14 academic year</i> <i>5/2014 – 100% of the students met the desired target (n=3)</i>				
<b>Summary of Achievement of Intended Student Learning Outcomes:</b>				
<b>Intended Student Learning Outcomes</b>	<b>Learning Assessment Measures</b>			
<b>General and Major Program Intended Student Learning Outcomes</b>	<b><i>Direct Measure 1</i></b> Performance Target Was...	<b><i>Direct Measure 2</i></b> Performance Target Was...	<b><i>Indirect Measure 1</i></b> Performance Target Was...	<b><i>Indirect Measure 2</i></b> Performance Target Was...
1. Students will understand and articulate how the history and development of the recreation, sports, and leisure services	12/2013 Not Met 5/2014 Not Met	12/2013 Met 5/2014 Not Met	5/2014 Not Met	5/2014 Met

industries relate to current professional standards within its industries.				
2. Students will understand and apply the significance of recreation, sports and leisure in contemporary society from historical, technological, economic, political, sociological/psychological, international, physical, philosophical and environmental perspectives.	12/2013 Not Met 5/2014 Not Met	12/2013 Met 5/2014 Not Met	5/2014 Not Met	5/2014 Met
3. Students will understand and apply the significance of recreation, sports and leisure services throughout a person's life-span as well as how the importance and influence of play, recreation, and leisure change across various life stages.	12/2013 Not Met 5/2014 Not Met	12/2013 Met 5/2014 Not Met	5/2014 Not Met	5/2014 Met
4. Students will understand and implement sound principles and procedures related to program and/or event planning of recreation, sports, and leisure services for enhanced individual, group, and community quality of life.	12/2013 Not Met 5/2014 Not Met	12/2013 Met 5/2014 Not Met	5/2014 Not Met	5/2014 Met
5. Students will understand and apply the fundamental principles and procedures of management,	12/2013 Not Met 5/2014 Not Met	12/2013 Met 5/2014 Not Met	5/2014 Not Met	5/2014 Met

budgeting, marketing strategies, professional communication, application of current technology, and development of areas and facilities through assessment, planning, functional design, evaluation, operation, and maintenance.				
6. Students will understand and apply appropriate risk management, safety, emergency, and legal principles as they are applicable in recreation, sports, and leisure services settings.	12/2013 Not Met 5/2014 Not Met	12/2013 Met 5/2014 Not Met	5/2014 Not Met	5/2014 Met

***BS in Sports and Recreation Management***

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

<p>1. Direct Measure #1: The performance target for this sports and recreation management major dealing with 70% of the graduates scoring at least 70% on the comprehensive exam on the first attempt was not met. The faculty in the Sports and Recreation Management Department are re-assessing the comprehensive exam, as well as examining exam scores to determine where students are having the greatest difficulties. Based on this examination, the faculty will be restructuring the exam to more accurately reflect what is learned in the classroom if needed.</p>
<p>2. Direct Measure #2: The performance target for this sports and recreation management major dealing with 75% of the students scoring at least 80% on their internship report or senior student project was not met. The faculty in the Sports and Recreation Management Department felt this target was missed in part due to a small sample group of 7 students (5/2014). Of this number, 5 met the target. Therefore, the faculty in the Sports and Recreation Department will continue to monitor the internships reports and senior student project to determine if the results are trending up or down.</p>
<p>3. Indirect Measure #1: The performance target for this sports and recreation management major dealing with 90% of the graduates either agreeing (4) or strongly agreeing (5) that they developed competencies to prepare them for success in their profession was not met. This target was missed by 4 points. This missed target was due in part to a small sample group of 7 respondents. Of this number, 6 met the target. Therefore, the faculty in the Sports and Recreation Department will continue to monitor the survey over the next year to determine if the results are</p>

trending up or down.