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# 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 Undergraduate Business Programs
<b>Academic Year:</b>	2012-13

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**Report of Student Learning and Achievement  
CGPS Undergraduate Business Programs  
Franklin Pierce University**

For Academic Year: 2012-13

**Mission of the CGPS Undergraduate Business Programs**

The mission of the College of Graduate and Professional Studies Undergraduate Business program is to educate students in the art and science of business leadership. Toward that end, students will be challenged to explore creative ideas and solutions to meet the demands of the 21st century business environment, paying particular attention to issues related to leadership, marketing, communication, economics, finance, law, and ethics.

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

Intended Student Learning Outcomes for Bachelor of Science in Accounting-Finance :

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 domains 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 Tools/Methods for Intended Student Learning Outcomes—  
Direct Measures of Student Learning:

Performance Targets/Criteria for Direct Measures:

- |                        |   |
|------------------------|---|
| 1. Comprehensive Exam  | At least 80% will demonstrate competency in general Business Administration in Concentration (Marketing, Management, Accounting) by achieving a 70% or above in total score on the Comprehensive Exam   |
| 2. Case Study Analysis | At least 80% of the students will demonstrate competency in the overall performance on the Case Study by demonstrating an overall competency of the case study analysis (an overall score of 2 or more) |

Assessment Tools/Methods for Intended Student Learning Outcomes—

Performance Targets/Criteria for Indirect Measures:

Indirect Measures of Student Learning:			
1. Exit Survey	At least 80% of the respondents will demonstrate competency in general Business Administration in Concentration (Marketing, Management, Accounting) by indicating that they have successfully met each program learning goal with a satisfactory or very satisfactory		
2. Alumni Survey	At least 80% will demonstrate competency in general Business Administration in Concentration (Marketing, Management, Accounting) by indicating that they have successfully met each program learning goal with a satisfactory or very satisfactory		
Summary of Results from Direct Measures of Student Learning:		Performance Target Was...	
		Met	Not Met
1. 100% of the students taking the comprehensive exam met the performance target with scores ranging from 75%-86%, M=80.7%, n=3)		X	
2. 33% of the students completing the case analysis met the performance target.			X
Summary of Results from Indirect Measures of Student Learning:		Performance Target Was...	
		Met	Not Met
1. 63% of the students completing the exit survey indicated that they had met all student learning outcomes. 100% of the respondents indicated that they have met SLO#3 – communication skills. (n=2)			X
2. Results were inconclusive as non-Accounting-Finance majors answered questions reserved specifically for the Accounting-Finance program.			
Proposed Courses of Action for Improvement in Areas for which Performance Targets Were Not Met:			
1. Academic Year 2012-13 represents the first year of the implementation of the Outcome Assessment Plan. As such, the data collected, regardless of whether the performance target was met or not provides a baseline to monitor for trends which will inform the need for curricular adjustments. These results will be monitored throughout Academic Year 2013-14.			
2. The Alumni Survey instrument will be revised to provide greater clarity to respondents regarding program specific questions.			

<b>Student Learning Information for Bachelor of Science in Management</b>
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Intended Student Learning Outcomes for Bachelor of Science in Management :		
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.		
Assessment Tools/Methods for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Targets/Criteria for Direct Measures:	
1. Comprehensive Exam	At least 80% will demonstrate competency in general Business Administration in Concentration (Marketing, Management, Accounting) by achieving a 70% or above in total score on the Comprehensive Exam	
2. Case Study Analysis	At least 80% of the students will demonstrate competency in the overall performance on the Case Study by demonstrating an overall competency of the case study analysis (an overall score of 2 or more)	
Assessment Tools/Methods for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Targets/Criteria for Indirect Measures:	
1. Exit Survey	At least 80% of the respondents will demonstrate competency in general Business Administration in Concentration (Marketing, Management, Accounting) by indicating that they have successfully met each program learning goal with a satisfactory or very satisfactory	
2. Alumni Survey	At least 80% will demonstrate competency in general Business Administration in Concentration (Marketing, Management, Accounting) by indicating that they have successfully met each program learning goal with a satisfactory or very satisfactory	
Summary of Results from Direct Measures of Student Learning:	Performance Target Was...	
	Met	Not Met
1. 100% of the students taking the comprehensive exam met the target with scores ranging from 70%-82%, M=74.7%,	x	

<i>n=6</i>		
2. <i>60% of the students completing the case analysis met the target, n=5.</i>		x
Summary of Results from Indirect Measures of Student Learning:	Performance Target Was...	
	Met	Not Met
1. <i>Results pending. Of the eight management majors with a degree conferral of 10/22/12 or 12/22/12, none responded to the survey.</i>		
2. <i>The performance target of 80% was met for student learning outcomes 1-4 but not for outcome #5 at 75%. SLO #5 relates to effective communication skills.</i>		x
Proposed Courses of Action for Improvement in Areas for which Performance Targets Were Not Met:		
1. <i>Academic Year 2012-13 represents the first year of the implementation of the Outcome Assessment Plan. As such, the data collected, regardless of whether the performance target was met or not provides a baseline to monitor for trends which will inform the need for curricular adjustments. These results will be monitored throughout Academic Year 2013-14.</i>		
2. <i>The link to the Exit Survey has been incorporated into the learning management system course shell for the capstone course (BA471). Students will be more likely to complete the survey prior to exiting the school.</i>		

<b>Student Learning Information for Bachelor of Science in Marketing</b>	
Intended Student Learning Outcomes for Bachelor of Science in Marketing:	
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.	
Assessment Tools/Methods for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Targets/Criteria for Direct Measures:
1. Comprehensive Exam	At least 80% will demonstrate competency in general Business Administration in Concentration (Marketing, Management, Accounting) by achieving a 70% or above in total score on the Comprehensive Exam

2. Case Study Analysis	At least 80% of the students will demonstrate competency in the overall performance on the Case Study by demonstrating an overall competency of the case study analysis (an overall score of 2 or more)	
Assessment Tools/Methods for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Targets/Criteria for Indirect Measures:	
1. Exit Survey	At least 80% of the respondents will demonstrate competency in general Business Administration in Concentration (Marketing, Management, Accounting) by indicating that they have successfully met each program learning goal with a satisfactory or very satisfactory	
2. Alumni Survey	At least 80% will demonstrate competency in general Business Administration in Concentration (Marketing, Management, Accounting) by indicating that they have successfully met each program learning goal with a satisfactory or very satisfactory	
Summary of Results from Direct Measures of Student Learning:	Performance Target Was...	
	Met	Not Met
1. <i>Results Pending - No Marketing program students were enrolled in the capstone course BA471.</i>		
2. <i>Results Pending - No Marketing program students were enrolled in the capstone course BA471.</i>		
Summary of Results from Indirect Measures of Student Learning:	Performance Target Was...	
	Met	Not Met
1. <i>Of the three marketing majors with a degree conferral of 10/22/12 or 12/22/12, one responded to the survey. This respondent indicates the program was moderately successful in meeting each of the student learning outcomes.</i>		x
2. <i>Results were inconclusive as non-Marketing majors answered questions reserved specifically for the Marketing program.</i>		
Proposed Courses of Action for Improvement in Areas for which Performance Targets Were Not Met:		
1. <i>Academic Year 2012-13 represents the first year of the implementation of the Outcome Assessment Plan. As such, the data collected, regardless of whether the performance target was met or not provides a baseline to monitor for trends which will inform the need for curricular adjustments. These results will be monitored throughout Academic Year 2013-14.</i>		
2. <i>The Alumni Survey instrument will be revised to provide greater clarity to respondents regarding program specific questions.</i>		

