



## Public Disclosure of Student Learning

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Institution	<u>Humboldt State Univeristy</u>
Academic Business Unit	<u>School of Business</u>
Academic Year	<u>2016-17</u>

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# Report of Student Learning and Achievement

Humboldt State University

School of Business

For Academic Year: 2016-17

## Mission of School of Business

The School of Business promotes an inclusive and rigorous educational environment that focuses on ethics, active learning, entrepreneurial thinking and strategic sustainability.

## Student Learning Assessment for Business Undergraduate Program (BBA)

### Program Intended Student learning Outcomes (program ISLOs)

1. Students will be able to **apply and analyze basic knowledge of core business disciplines** in a global context.
2. Students will demonstrate **effective writing skills**.
3. Students will demonstrate **effective presentation skills**.
4. Students will be able to **analyze and evaluate ethical issues** in business conduct/ performance.
5. Students will be able to **apply and evaluate sustainability** (triple bottom line) from a long term strategic point of view.
6. Students will be able to **integrate knowledge** from various business disciplines for **creating** an effective strategy.

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

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

1. **Internal Subject Aptitude Test (ISAT)**, comprehensive exam in final year to **apply/analyze basic knowledge of core business disciplines in a global context**. Given about 3 years after taking core courses. Goal 1.

*At least 80% of the students will score 60% or higher in Accounting, Finance, Business Law, Management, and Marketing sections of the ISAT comprehensive exam.*

2. Business & Society (BA 494 our capstone ethics course) Demonstrate **effective writing, presentation, and ethical reasoning skills**. Goals 2, 3, and 4.

*At least 80% of the students will score more than a 3 on the presentation or ethics rubrics (scale of 1 to 4, where four is excellent performance) or 80% in writing skills test.*

3. <b>Comprehensive Case Study</b> assignment in Capstone Strategy course (BA 496) to <b>apply/evaluate sustainability</b> , and <b>integrate</b> knowledge for <b>creating</b> an effective strategy. Goals 5 and 6. Goal 5 and 6.	<i>At least 80% of the students will score more than a 3 in the rubric (on a scale of 1 to 4, where 4 is best) on the case study for the integration of strategy &amp; sustainability goals.</i>												
<b>Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:</b>	<b>Performance Objectives (Targets/Criteria) for Indirect Measures:</b>												
<b>1. Exit Survey</b> given in the Capstone class <b>about student perceptions of achieving all program learning goals.</b>	80% of the students will have at least an average of 3 for questions related to student perceptions of success in each learning program goal (Scale of 1 to 4, where 4 is “Very Successful”).												
<b>2. Learning reflection</b> of each student learning goal. Operational Survey evaluating overall program effectiveness (in BA 494 our second capstone class).	At least 80% of the students will have a <b>positive learning reflection for each of the program learning goals</b> (self-grade of B or higher)												
<b>Summary of Results from Implementing Direct Measures of learning for Business Undergraduate Program (BBA)</b>													
<p><b>1. Internal Subject Aptitude Test (ISAT), comprehensive exam</b></p> <p>The ISAT is given to students in the Capstone strategy class. This is normally three years after they have taken the foundation courses in each functional area. 71 students took the exam. Overall average score was 69.7%. Percent scoring 60% or better on each section:</p> <table> <tr> <td>Mgmt</td><td>94%</td></tr> <tr> <td>Mktg</td><td>92%</td></tr> <tr> <td>Finance</td><td>32%</td></tr> <tr> <td>Fincl Acctg</td><td>63%</td></tr> <tr> <td>Mgrl Acctg</td><td>44%</td></tr> <tr> <td>Law</td><td>97%</td></tr> </table> <p>The test results for 2017 indicated that the performance threshold was met in the areas of Business Law, Management and Marketing. The performance threshold was not met in Financial &amp; Management Accounting and Finance.</p>		Mgmt	94%	Mktg	92%	Finance	32%	Fincl Acctg	63%	Mgrl Acctg	44%	Law	97%
Mgmt	94%												
Mktg	92%												
Finance	32%												
Fincl Acctg	63%												
Mgrl Acctg	44%												
Law	97%												
<p><b>2. Signature case study</b> Assignment in Business &amp; Society Class to demonstrate <b>writing skills</b>. 82% met the performance threshold. Goal met.</p>													
<p><b>3. Power Point class presentation</b> in Business &amp; Society Class to demonstrate <b>effective presentation skills</b> 83% of students met the performance threshold. Goal met.</p>													
<p><b>4. Signature case study</b> assignment in Business &amp; Society Class <b>for ethical reasoning</b> 87% of the students met this threshold. Goal met.</p>													

**5. Comprehensive Case Study assignment in Capstone Strategy course.**

Benchmark: Based on Case Study at least 80% of students with an average score of 3 or higher for **Sustainability Concepts**. 91% of the students met the benchmark (when averaged for all categories of the rubric). Goal met. Based on 2015-16 results.

**6. Comprehensive Case Study assignment in Capstone Strategy course.**

Benchmark: Based on Case Study at least 80% of students will score an average score of 3 or higher for **Integration Skills**. 83% of the students met the benchmark (when averaged for all categories of the rubric). Goal met. Based on 2015-16 results

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

1. **Exit Survey given in the Capstone class:** 56 students were evaluated based on completed exit surveys. The benchmark of 80% above 3 was met for writing skills, ethical reasoning, and sustainability learning goals. The benchmark of 80% was not met for Integration of Knowledge (75%), Basic Knowledge of Disciplines (71%), and Presentation Skills (68%). Based on 2015-16 survey.

2. **Learning reflection** of each student learning goal: Student were requested to write a learning reflection for each goal and give themselves a letter grade for each learning goal. Overall almost all students rated themselves an A or B. The learning goals for all the benchmarks were met. Based on 2015-16 survey.

**Summary of Achievement of Intended Student Learning Outcomes: Business Undergraduate Program (BBA)**

Intended Student Learning Outcomes	Learning Assessment Measures							
Program ISLOs	<i>Direct Measure 1</i>	<i>Direct Measure 2</i>	<i>Direct Measure 3</i>	<i>Direct Measure 4</i>	<i>Indirect Measure 1 Exit Survey</i>	<i>Indirect Measure 2 Learning Reflection</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. <b>Apply and analyze basic knowledge of core business concepts.</b>	Not met in Finance & Accounting				Not met	Met		
2. <b>Demonstrate effective writing skills.</b>		Met			Met	Met		
3. <b>Demonstrate effective presentation skills.</b>		Met			Not met	Met		
4. <b>Analyze and evaluate ethical issues</b>		met			Met	Met		

5. <b>Apply &amp; Evaluate sustainability</b>			Met		Met	Met		
6. <b>Integrate knowledge</b> from various business disciplines...			Met		Not met	Met		
<b>Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:</b>								
<b>1. <i>Comprehensive Exam (ISAT)</i></b> Students normally don't remember most of the material covered in the foundation courses since they take the ISAT two or three years down the road. We are taking two steps to improve the results. <ol style="list-style-type: none"> <li>1 We are creating relevant review resources that they can study before the exam.</li> <li>2 We will provide students specific incentives to do well in each area of the Exam.</li> </ol> We hope that these steps will improve the ISAT scores in the future.								
2. <i>Course of Action 3</i>								
3. <i>Course of Action 4</i>								

## MASTER'S-LEVEL PROGRAMS: MASTERS OF BUSINESS ADMINISTRATION

### Intended Student Learning Outcomes for MBA program

Note: All MBA students are assessed in the last semester in the Capstone Strategy, Ethics/sustainability courses and by a comprehensive exam.

1	Students will be able to <b>construct and evaluate a Business Case</b> for long term strategic sustainability.
2	Students will be able to demonstrate <b>effective analytical research skills</b> .
3	Students will be able to <b>write effectively</b> .
4	Students will be able to <b>create an effective presentation</b> to a live audience.
5	Students will be able to <b>develop/analyze/evaluate ethical implications</b> of business conduct and performance.
6	Students will be able to <b>effectively integrate sustainability concepts and create an effective business strategy</b> .
<b>Assessment Tools for Intended Student Learning Outcomes— Direct Measures of Student Learning:</b>	
<b>Performance Targets/Criteria for Direct Measures:</b>	

1. MBA Comprehensive Exam given to all students for sustainability, analytical skills, writing, presentation, and developing strategy.	<i>At least 90% of the students will score more than 80% based on the Comprehensive Exam Rubric.</i>								
2 Signature case analysis in <i>MBA 675: Ethics/sustainability</i> and <i>MBA 679 Strategic Analysis..</i>	<i>At least 90% of the students will score more than a 80% on the MBA case analysis in MBA 675 and MBA 679..</i>								
<b>Assessment Tools for Intended Student Learning Outcomes— Indirect Measures of Student Learning:</b>	<b>Performance Targets/Criteria for Indirect Measures:</b>								
Student Exit Survey measuring student perceptions of meeting MBA learning goals	80% of the students will have an average score of at least 3 (Scale of 1 to 5) for questions related to student perceptions of success in achieving each program goal.								
<b>Summary of Results from Implementing Direct Measures of learning for MBA</b>									
<p><b>1.The MBA Comprehensive exam</b> involved analysis of a complex business case. 23 students submitted a written analysis and presented the results. The percentage of students who met the threshold of at least 80% on the case anaylysis rubric was as follows:</p> <table> <tr> <td>Sustainability</td><td>90%</td></tr> <tr> <td>Analytical Skills</td><td>100%</td></tr> <tr> <td>Writing Skills</td><td>96%</td></tr> <tr> <td>Presentation</td><td>100%</td></tr> </table> <p>Goals met the benchmark of 90% of the students for Sustainability, effective writing, analytical and presentation skills.</p>		Sustainability	90%	Analytical Skills	100%	Writing Skills	96%	Presentation	100%
Sustainability	90%								
Analytical Skills	100%								
Writing Skills	96%								
Presentation	100%								
<b>2. Ethics Case Assignment:</b> The Ethics case evaluated 26 MBA students. The skills were graded on a rubric. All 26 students had a score of 80% or higher. The goal was met.									
<b>3. Strategic case analysis:</b> The strategy case was analyzed by 26 students. 22 students scored more than 80%. Consequently the threshold was met by 85 % of the students. We fell short by 5% (90% threshold).									
<b>Summary of Results from Implementing Indirect Measures of Student Learning:</b>									
<p><b>Exit Survey given in the Capstone class:</b> Fourteen students completed the exit survey. The results for each learning goals was as follows (percentage of students with a score of 3 or higher):</p> <table> <tr> <td>Sustainability</td><td>100%</td></tr> <tr> <td>Analytical skills:</td><td>78%</td></tr> <tr> <td>Writing skills</td><td>100%</td></tr> </table>		Sustainability	100%	Analytical skills:	78%	Writing skills	100%		
Sustainability	100%								
Analytical skills:	78%								
Writing skills	100%								

Presentation 93%  
 Ethical reasoning 100%  
 Strategy 100%

The benchmark was met for all goals except analytical skills. Since the sample size was small the results should be viewed with caution.

**Summary of Achievement of Intended Student Learning Outcomes: Business Graduate Program (MBA)**

Intended Student Learning Outcomes	Learning Assessment Measures							
Program ISLOs	<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. Business case for sustainability	Met				Met			
2. Analytical Skills	Met				Not met			
3. Writing skills	Met				Met			
4. Presentation skills	Met				Met			
5. Ethical reasoning skills	Met				Met			
6. Integration skills.	Not met				Met			

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

**Direct Measures:** Direct measures indicate that almost all our learning goals for the MBA program have been met with the exception of strategy. We will introduce case studies about strategic sustainability earlier in the program. We will continue to improve the program by expanding the amount of hands on learning beyond the classroom. We are also trying to make more connections between the courses by having more faculty coordination about assignments and learning objectives.

**Indirect Measures:** In terms of perceptions of their learning goals, the threshold was not met for analytical skills. The threshold was met for all the other goals. We are changing the emphasis of the analytical skills course by adding more data management analysis besides traditional statistical analysis. This realignment will better serve the analytical needs of the students.