

STUDENT LEARNING OUTCOMES

BACHELOR OF BUSINESS ADMINISTRATION (BBA) – ACCOUNTANCY

Financial Statements

Performance Measure (Competency)

Accounting majors will demonstrate the ability to prepare a Balance Sheet, an Income Statement, and a Cash Flow Statement, the foundational financial statements used in business, in accordance with United States Generally Accepted Accounting Principles (USGAAP)

Data Collection (Evidence)

Evaluation of these financial statements in ACC 305 Accounting Systems.

Results of Evaluation

In AY 2014-15, 67% of accounting majors prepared acceptable financial statements, compared to 85% in AY 2013-14, and 77% in AY 2012-13.

ACCOUNTANCY - Auditing

Performance Measure (Competency)

Three-fourths of Accounting majors will demonstrate the ability to perform an audit in accordance with United States Generally Accepted Audit Standards.

Data Collection (Evidence)

Evaluation of students' audit reports.

Results of Evaluation

In AY 2014-15, 89% of accounting majors submitted acceptable audit reports compared to 91% in AY 2013-14, and 75% in AY 2012-13.

ACCOUNTANCY - Taxation

Performance Measure (Competency)

Accounting majors will demonstrate the ability to prepare a Federal Income Tax Return.

Data Collection (Evidence)

Students were required to prepare income tax returns using supplied data in ACC 452.

Results of Evaluation

In AY 2014-15, 81% of accounting majors prepared acceptable federal tax return compared to 66% in AY 2013-14, and AY 2012-13.

ACCOUNTANCY - Management or Cost Accounting

Performance Measure (Competency)

Accounting majors will demonstrate the ability to account for project costing.

Data Collection (Evidence)

Evaluation of students' budgets for project costing.

Results of Evaluation

In AY 2014-15, 83% of accounting majors correctly budgeted for project costing compared to 66% in AY 2013-14, and AY 2012-13.

ACCOUNTANCY - Governmental or Not-for-Profit Accounting

Performance Measure (Competency)

Two-thirds of Accounting majors will demonstrate the ability to perform transactional accounting in order to determine that governmental funds were used appropriately.

Data Collection (Evidence)

Evaluation of students' general accounting journal entries involving governmental funds on projects prepared in Accounting.

Results of Evaluation

In AY 2014-15, 72% of accounting majors correctly recorded journal entries that involved governmental funds compared to 91% in AY 2013-14, and 79% in AY 2012-13.

COMPUTER INFORMATION SYSTEMS - Information Systems Design

Performance Measure (Competency)

Computer Information Systems majors will demonstrate the ability to analyze, design and implement an information system to meet desired needs.

Data Collection (Evidence)

Evaluation of the analysis performed and the solutions recommended to particular information system problems; Evaluation of a team project for the design & implementation of a complete information system.

Results of Evaluation

In AY 2014-15, 70% of CIS majors were able to analyze, design and implement an information system to meet desired needs.
compared to 100% in AY 2013-14, and 70% in AY 2012-13.

COMPUTER INFORMATION SYSTEMS - Information Systems Security

Performance Measure (Competency)

Computer Information Systems majors will demonstrate the ability to maintain computer information system security.

Data Collection (Evidence)

Evaluation of the security design of an information system.

Results of Evaluation

In AY 2014-15, 67% of CIS majors CIS students were capable because the system did not get hacked compared to 66% in AY 2013-14, and AY 2012-13.

FINANCE - Financial Management

Performance Measure (Competency)

Finance majors will be able to measure or formulate the time value of money, capital budgeting, risk and return, and working capital management.

Data Collection (Evidence)

Evaluation of students' tests scores and case studies on the time value of money, capital budgeting, risk and return, and working capital management.

Results of Evaluation

In AY 2014-15, 70% of finance majors were able to measure or formulate the time value of money, capital budgeting, risk and return, and working capital management. compared to 90% in AY 2013-14, and 79% in the time value of money, 77% ability to solve working capital management, 100% short-term treasury mgt, 75% ability to explain the steps required in AY 2012-13.

FINANCE - Principles of Investing

Performance Measure (Competency)

Finance majors will be able to evaluate investments (stocks and bonds).

Data Collection (Evidence)

Evaluation of students' investment programs.

Results of Evaluation

In AY 2014-15, 75% of finance majors enrolled in FIN 450 correctly evaluated securities based on yield and security in assigned projects compared to 100% in AY 2013-14, and 90% in AY 2012-13.

INSURANCE & REAL ESTATE - Loss Exposure & Risk Management

Performance Measure (Competency)

Insurance majors will be able to evaluate and compare loss exposures & risk management techniques.

Data Collection (Evidence)

Demonstration of identification and analysis of loss exposures and selection of appropriate risk management alternatives or techniques through case studies.

Results of Evaluation

In AY 2013-14 and AY 2012-13 66% of Insurance majors correctly identified potential loss exposures and selected appropriate risk management techniques in case studies. AY 2014-15, program was discontinued.

INSURANCE & REAL ESTATE - Financial Planning - Estate Plans

Performance Measure (Competency)

Insurance majors will be able to prepare an estate plan.

Data Collection (Evidence)

Demonstration of tax & estate planning through students' preparation of comprehensive tax and estate plans.

Results of Evaluation

In AY 2012-13 100% of Insurance majors were able to prepare a comprehensive estate plan which included tax considerations. No students enrolled in AY 2013-14.

AY 2014-15, program was discontinued.

Auditing Standards

Performance Measure (Competency)

Three-fourths of Graduate Accounting students will demonstrate the ability to apply appropriate audit procedures.

Data Collection (Evidence)

Evaluation of graduate students' audit practice.

Results of Evaluation

In AY 2014-15 78% of graduate Accounting majors applied appropriate audit procedures compared to 75% in AY 2013-14 and 76% in AY 2012-13.

Tax Law

Performance Measure (Competency)

Three-fourths of Graduate Accounting students will compose accurate briefs of case law regarding tax situations.

Data Collection (Evidence)

Evaluation of accounting graduate students' written case briefs.

Results of Evaluation

In AY 2014-15 92% of graduate Accounting majors composed accurate case law briefs compared to 75% in AY 2013-14 and 92% in AY 2012-13.

GENERAL BUSINESS ADMINISTRATION - Business Concepts

Performance Measure (Competency)

General Business majors will understand the concepts in the major areas of business.

Data Collection (Evidence)

80% of general business majors will earn a grade of B or better on their project in MGT 499.

Results of Evaluation

In AY 2014-15 100% of General Business majors earned a B or better on projects that indicated an understanding of concepts in the major areas of business. compared to 100% in AY 2013-14 and 100% in AY 2012-13.

GENERAL BUSINESS ADMINISTRATION - Business Plans

Performance Measure (Competency)

General Business majors will understand the components of a business plan.

Data Collection (Evidence)

80% of general business majors will earn a grade of B or better on their business plan in MGT/MKT 370.

Results of Evaluation

In AY 2014-15 80% of General Business majors earned a B or better on their business plan project compared to 96% in AY 2013-14 and 74% in AY 2012-13.

GENERAL BUSINESS ADMINISTRATION - Decision Making

Performance Measure (Competency)

General Business majors will be proficient in decision making/problem solving techniques.

Data Collection (Evidence)

At least 80% of General Business majors will earn a grade of B or better on their project in MGT 499.

Results of Evaluation

In AY 2014-15 100% of General Business majors earned a B or better on projects that indicated they understood the concepts of problem solving/decision techniques. (Compared to 96% in AY 2013-14 and 96% in AY 2012-13.)

MANAGEMENT - Management Functions

Performance Measure (Competency)

Management majors will understand the functions of management: Planning, organizing, controlling, and leading.

Data Collection (Evidence)

At least 80% of Management majors will earn a grade of B or better on their project in MGT 484 or MGT 465.

Results of Evaluation

In AY 2014-15 93% of Management majors earned a B or better on projects that indicated they understood the functions of management: planning, organizing, controlling, and leading, compared to 90% in AY 2013-14 and 100% in AY 2012-13.

MANAGEMENT - Leadership

Performance Measure (Competency)

Management majors will be knowledgeable of leadership styles.

Data Collection (Evidence)

At least 80% of management majors will earn a grade of B or better on their project in MGT 305 or MGT 410.

Results of Evaluation

In AY 2014-15 81% of Management majors earned a B or better on projects that indicated they knowledgeable of leadership styles, compared to 83% in AY 2013-14 and 100% in AY 2012-13.

MANAGEMENT - Critical Thinking

Performance Measure (Competency)

Management majors will be proficient in critical/creative thinking skills.

Data Collection (Evidence)

At least 80% of Management majors will earn a grade of B or better on their project in MGT 499.

Results of Evaluation

In AY 2014-15 100% of Management majors earned a B or better on projects indicating proficiency in critical/creative thinking skills , compared to 87% in AY 2013-14 and 100% in AY 2012-13.

MARKETING - Professional Selling Techniques

Performance Measure (Competency)

Marketing majors will be proficient in professional selling techniques.

Data Collection (Evidence)

At least 80% of Marketing majors will earn a grade of B or better on their sales presentations in MKT 321.

Results of Evaluation

In AY 2014-15 82% of Marketing majors earned a B or better on projects indicating proficiency in professional selling techniques, compared to 100% in AY 2013-14 and 100% in AY 2012-13.

MARKETING - Quantitative Research Skills

Performance Measure (Competency)

Marketing majors will be knowledgeable in quantitative research skills.

Data Collection (Evidence)

At least 80% of Marketing majors will earn an average grade of B or better on their quantitative homework assignments in MKT 488 or MGT 488.

Results of Evaluation

In AY 2014-15 100% of Marketing majors earned a B or better on projects indicating proficiency in quantitative research skills, compared to 87% in AY 2013-14 and 100% in AY 2012-13.

MARKETING - Marketing Plans

Performance Measure (Competency)

Marketing majors will understand the components of a marketing plan.

Data Collection (Evidence)

80% of marketing majors will earn a grade of B or better on their marketing plan in MKT 499.

Results of Evaluation

In AY 2014-15 100% of Marketing majors earned a B or better on projects indicating an understanding of the components of a marketing plan, compared to 100% in AY 2013-14 and 100% in AY 2012-13.

GENERAL BUSINESS, MANAGEMENT, MARKETING - Teamwork

Performance Measure (Competency)

General Business, Management, and Marketing majors will demonstrate ability to work as a team member.

Data Collection (Evidence)

80% of general business, management, and marketing majors will earn an average grade of B or better on their group evaluations in MGT 499.

Results of Evaluation

In AY 2014-15 90% of General Business, Management, & Marketing majors earned a B or better on group evaluation indicating an ability work as a team member, compared to 92% in AY 2013-14 and 96% in AY 2012-13.

MBA/iMBA - Teamwork

Performance Measure (Competency)

MBA/iMBA majors will demonstrate ability to work as a team member.

Data Collection (Evidence)

*80% of MBA/iMBA majors will earn an average grade of B or better on their group evaluations in MGT 695.

** MBA/iMBA majors will score the national average on the Business Leadership section of Peregrine CPC exam.

Results of Evaluation

* In AY 2014-15 90% of Master of Business Administration & Integrated Master of Business Administration majors earned a B or better on group evaluation indicating an ability work as a team member, compared to 92% in AY 2013-14 and 96% in AY 2012-13.

** MBA/iMBA students scored 63.28% compared to a national average of 56.85%.

MBA/iMBA - Business Research Analysis

Performance Measure (Competency)

MBA and iMBA majors will demonstrate the ability to perform professional research and analysis.

Data Collection (Evidence)

80% of MBA and iMBA students will earn an average grade of b or better on their research and analysis homework assignments in CIS/FIN/MGT/MKT 601 .

** MBA/iMBA majors will score the national average on the Quantitative Research Techniques and Statistics section of Peregrine CPC exam.

Results of Evaluation

In AY 2014-15 83% of MBA/iMBA majors earned a B or better on homework assignments, demonstrating the ability to perform professional research and analysis, compared to 67% in AY 2013-14 and 63% in AY 2012-13.

** MBA/iMBA students scored 50% compared to a national average of 52.96%.

MBA/iMBA - Integration of Business Function Areas

Performance Measure (Competency)

MBA and iMBA majors will understand of the integration of the functional areas of business.

Data Collection (Evidence)

* At least 80% of all MBA and iMBA students will earn an average grade of B or better on their case study projects in MGT 695 (or XXX 695).

** MBA/iMBA majors will score the national average on the Business Integration and Strategic Management section of Peregrine CPC exam.

Results of Evaluation

In AY 2014-15 84% of MBA/iMBA majors earned a B or better on analysis projects indicating they understand the integration of the functional areas of business, compared to 91% in AY 2013-14 and 81% in AY 2012-13.

** MBA/iMBA students scored 62.41% compared to a national average of 55.36%.

COLLEGE OF BUSINESS - Financial Management

Performance Measure (Competency)

College of Business majors will be able to measure or formulate the time value of money, capital budgeting, risk and return, and working capital management.

Data Collection (Evidence)

*Evaluation of students' tests scores and case studies on the time value of money, capital budgeting, risk and return, and working capital management.

**College of Business majors will score the national mean average on the Business Finance section of the Peregrine Common Professional Component (CPC) exam in Summer 2014.

Results of Evaluation

* In AY 2014-15, 70% of College of Business majors were able to measure or formulate the time value of money, capital budgeting, risk and return, and working capital management. Compared to 90% in AY 2013-14, and 79% in the time value of money, 77% ability to solve working capital management, 100% short-term treasury management, 75% ability to explain the steps required in AY 2012-13.

** College of Business undergraduate majors scored an average of 38 compared to a national average of 44.7.

COLLEGE OF BUSINESS - Business Concepts

Performance Measure (Competency)

College of Business majors will understand the concepts in the major areas of business.

Data Collection (Evidence)

* 80% of College of Business majors will earn a grade of B or better on their project in MGT 499.

** College of Business majors will score the national average on the Integration of Business and Strategic Management on the Peregrine CPC.

Results of Evaluation

* In AY 2014-15 100% of College of Business majors earned a B or better on projects that indicated an understanding of concepts in the major areas of business. compared to 100% in AY 2013-14 and 100% in AY 2012-13.

** College of Business undergraduate majors scored an average of 42 compared to a national average of 54.

COLLEGE OF BUSINESS - Decision Making

Performance Measure (Competency)

College of Business majors will be proficient in decision making/problem solving techniques.

Data Collection (Evidence)

* At least 80% of College of Business majors will earn a grade of B or better on their project in MGT 499.

** College of Business majors will score the national average on the Quantitative Research Techniques and Statistics section of the Peregrine CPC.

Results of Evaluation

* In AY 2014-15 100% of College of Business majors earned a B or better on projects that indicated they understood the concepts of problem solving/decision techniques.
compared to 96% in AY 2013-14 and 96% in AY 2012-13.

** College of Business undergraduate majors scored an average of 50 compared to a national average of 46.29.

COLLEGE OF BUSINESS - Critical Thinking

Performance Measure (Competency)

College of Business majors will be proficient in critical/creative thinking skills.

Data Collection (Evidence)

At least 80% of College of Business majors will earn a grade of B or better on their project in MGT 499.

Results of Evaluation

In AY 2014-15 100% of College of Business majors earned a B or better on projects indicating proficiency in critical/creative thinking skills , compared to 87% in AY 2013-14 and 100% in AY 2012-13.

COLLEGE OF BUSINESS - Financial Management

Performance Measure (Competency)

College of Business majors will demonstrate effective communication skills.

Data Collection (Evidence)

* At least 80% of business majors will earn credit on the writing proficiency and/or CAAP exam. Exam data from Writing Proficiency Exam (WPE) and CAAP.

**Employers of College of Business graduates will state these employees are effective communicators.

Results of Evaluation

* In AY 2014-15, % of College of Business majors *earned credit on the CAAP*. % *College of Business majors earned credit on the WPE* compared to % in AY 2013-14, and in AY 2012-13.

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General Education - Competency - Inquiry & Technology

Performance Measure (Competency)

Students will demonstrate skills required to search for and evaluate raw data and electronic information that illustrate an understanding of the nature and limits of computer technology.

Students will demonstrate proficiency in Microsoft Word 2010, Microsoft Excel 2010, Microsoft Access 2010 & Microsoft PowerPoint 2010.

Data Collection (Evidence)

Students enrolled in CIS 205 will master setting tab stops using Microsoft Word 2010. Mastery means students can set right, left, center, decimal, and vertical tab stops. Setting tab stops is an advanced feature of Microsoft Word;

Master pie charts using Microsoft Excel 2010. Mastery means students can convert raw data to 2D and 3D pie charts. Creating pie charts requires advanced knowledge of entering data and applying formulas; Master creating forms using Microsoft Access 2010. Mastery means students can create simple forms, split forms, and columnar forms using the form wizard. Creating forms requires a higher level of skills of entering fields, records, tables, and queries;

Master updating the Master slide using Microsoft PowerPoint 2010. Mastery means students can switch to the Master slide view and modify the template. Updating the Master slide requires a higher skill set of PowerPoint 2010.

Results of Evaluation

In AY 2014-15 In AY 2014-15, 50% of students were able to perform correctly the functions compared to 85% mastered setting tab stops in Microsoft Word 2010; 99.5% of mastered creating charts in Microsoft Excel; 95% mastered creating forms in Microsoft Access 2010; 96% mastered updating the Master slide. in AY 2013-14 and 85% mastered setting tab stops in Microsoft Word 2010; 99.5% mastered creating charts in Microsoft Excel; 95% mastered creating forms in Microsoft Access 2010; 96% mastered updating the Master slide. in AY 2012-13.

General Education - Competency - Macroeconomics Perspectives

Performance Measure (Competency)

Student will demonstrate knowledge of and appreciation for economic, social, and political elements which influence relations in the societies and nations in their contemporary dimensions.

Objective 1: Eighty percent (80%) of the students enrolled in ECO 210 will answer correctly question 1 (Measuring employment, unemployment, and labor force participation) on Assignment 9 on Unemployment and question 4 (Measuring GDP) on Assignment 4 on Measuring a Nation's Income.

Objective 2: Eighty percent (80%) of the students enrolled in ECO 210 will answer correctly the economic fluctuations problem using the Aggregate Demand and Aggregate Supply Model in assignment 14 (Aggregate Demand and Aggregate Supply).

Objective 3: Eighty percent (80%) of the students enrolled in ECO 210 will answer correctly the questions 1, 4, and 5 on Assignment 11 (The Monetary System) on the Federal Reserve System.

Data Collection (Evidence)

Students enrolled in ECO 210 will complete in-class and independent assignments and interactive assignments and quizzes via the Internet.

Objective 1: 80% of the students will answer correctly question 1 (Measuring employment, unemployment, and labor force participation) on Assignment 9 on Unemployment and question 4 (Measuring GDP) on Assignment 4 on Measuring a Nation's Income.

Objective 2: 80% of the students will answer correctly the economic fluctuations problem using the Aggregate Demand and Aggregate Supply Model in assignment 14 (Aggregate Demand and Aggregate Supply).

Objective 3: 80% of the students will answer correctly the questions 1, 4, and 5 on Assignment 11 (The Monetary System) on the Federal Reserve System.

Results of Evaluation

In AY 2014-15, 80% of students were able to demonstrate the economic concepts.

compared to 73.6% answered correctly the unemployment question on Assignment 9; 52 % answered correctly the GDP question on Assignment 4; 60.4% answered correctly the economic fluctuations model problem in assignment 14; 83.9 % answered correctly question 1 on the roles of money; 74% answered correctly question 4 on money in the U.S. economy; 72.6% answered correctly question 5 on the Federal Reserve's organization.

in AY 2013-14 and 73.6 % answered correctly the unemployment question on Assignment 9; 52 % answered correctly the GDP question on Assignment 4; 60.4% correctly the economic fluctuations model problem in assignment 14; 83.9 % answered correctly question 1 on the roles of money; 74 % answered correctly question 4 on money in the U.S. economy; 72.6 % answered correctly question 5 on the Federal Reserve's organization.

in AY 2012-13.

General Education - Competency - Microeconomics Perspectives

Performance Measure (Competency)

Student will demonstrate knowledge of and appreciation for economic, social, and political elements which influence relations in the societies and nations in their contemporary dimensions.

Eighty percent (80%) of the students enrolled in ECO 211 will demonstrate the ability determine price, equilibrium in the supply and demand problems and to explain factors that determine a change in demand and quantity and quantity demanded and changes in supply and quantity supplied. Objective 2: Eighty percent (80%) of the students enrolled in ECO 211 will demonstrate the ability to explain and apply the concept of elasticity. Objective 3: Eighty percent (80%) of the students enrolled in ECO 211 will demonstrate the ability to determine price and output are determined in various market structures (Monopoly, Perfect Competition, Monopolistic Competition).

Data Collection (Evidence)

Students enrolled in ECO 211 will complete in-class and independent assignments and interactive assignments and quizzes via the Internet.

Objective 1:80% of the students will answer correctly questions 5 (Movements along versus shifts of demand and supply curves) and question 6 (Shifts in supply or demand) and question 7 (Shifts in demand or supply II on Assignment 3 (The Market Forces of Supply and Demand).

Objective 2:80% will answer correctly question 3 (Calculating the price elasticity of demand), question 4 (Using the midpoint method) and question 7 (Elasticity and total revenue) on Assignment 4 (Elasticity and Its Application).

Objective 3: 80% will answer correctly question 4 (Profit maximization in the cost-curve diagram) on Assignment 12 (Firms in Competitive Markets), will answer correctly question 4 (Profit maximization and loss minimization) on Assignment 13 (Monopoly) and will answer correctly question 2 (Profit maximization of a seller in a monopolistically competitive market) on Assignment 14.

Results of Evaluation

In AY 2014-15, 80% of students were able to demonstrate the economic concepts.

compared to 73.4 % answered correctly question 5; 67.8% answered correctly question 6; 59.6% answered correctly question 7; 82.4 % answered correctly question 3; 61 % answered correctly question 4; 49.6 % answered correctly question 7; 48.4 % answered correctly question 4 on Assignment 12; 60.5% answered correctly question 4 on Assignment 13; 66 % answered correctly question 2 on Assignment 14 in AY 2013-14 and 73.4% answered correctly question 5; 67.8 % answered correctly question 6; 59.6 % answered correctly question 7; 82.4 % answered correctly question 3; 61 % answered correctly question 4; 49.6% answered correctly question 7; 48.4% answered correctly question 4 on Assignment 12; 60.5 % will answered correctly question 4 on Assignment 13; 66 % answered correctly question 2 on Assignment 14,in AY 2012-13.