

## Bachelor of Professional Studies in Business and Management

### Program / Student Learning Outcomes: What Will I Learn?

Select an outcome statement to see the related measures and results.

Graduates of the Bachelor of Professional Studies in Business and Management will be able to:

1. Apply basic accounting concepts and principles to the analysis and interpretation of corporate financial statements.
2. Explain how modern marketing concepts and theories support and influence business strategies.
3. Utilize financial management concepts and tools in order to make informed business decisions.
4. Apply the major concepts and theories of management to develop business strategies in a real-world context.
5. Analyze the opportunities and risks associated with doing business in a global environment.
6. Employ organizational theories and concepts to explain the impact of the organizational environment on management practices and employee relations.
7. Analyze various leadership approaches and their application to different organizational contexts.
8. Apply project management tools and techniques in a business environment.
9. Effectively communicate strategic management concepts orally and in writing to multiple audiences.
10. Apply various information technologies to support business strategies.
11. Justify decisions by evaluating the social, ethical, and legal implications for business organizations.
12. Apply knowledge of business concepts and functions in an integrated manner.

**Assessment Methodology**
**Metrics, Assessments, and Levels of Achievement**

The table below provides a brief overview of the measures selected to assess program outcomes for the Bachelor of Professional Studies in Business and Management program. Assessment of program/student outcomes includes both direct and indirect measures. Benchmarks have been established to differentiate between three levels of program outcome achievement (exceeds expectations, meets expectations, and does not meet expectations). These three levels of achievement are color coded and used in the section below to indicate the level of achievement for each measure, for each learning outcome.

<b>Metric Type</b>	<b>Direct Measures</b>	<b>Indirect Measures*</b>	
Assessments	Capstone Course	Exit Survey	One-Year Postgraduate Survey
Metrics	The percentage of BUS 490 students who receive a satisfactory or above rating on the rubric criteria aligned with criterion for its designated program/student outcome.	The mean of the graduates' perceptions of their achievement of the related program outcomes (on a 6-pt Likert-type scale).	The mean of the graduates' perceptions of their achievement of the related program outcome (on a 6-pt Likert-type scale).
Exceeds Expectations	≥ 85% of work Meets Expectations	Mean ≥ 5%	
Meets Expectations	70-84% of student work Meets Expectations	4.0 - 4.99	
Does Not Meet Expectations	< 70% of work Meets Expectations	Mean < 4	

*Note: The results of the one-year post-graduation survey are used as a reference to provide a longitudinal perspective on students' attainment of program (student) outcomes.*

*\*Insufficient N to present Indirect Alumni Survey Results.*

**Key:**

Result

N

## Program/Student Outcome Achievement Results

July 2015 Term to June 2016 Term

### Program / Student Learning Outcome 1

Apply basic accounting concepts and principles to the analysis and interpretation of corporate financial statements.

Direct Measure		Indirect Measure	
M5A1 in Capstone Course BUS490	96%	Exit Survey	5.65
	n = 47		n = 20
		One-Year Survey	5.62
			n = 8

### Program / Student Learning Outcome 2

Explain how modern marketing concepts and theories support and influence business strategies.

Direct Measure		Indirect Measure	
M3A1 in Capstone Course BUS490	100%	Exit Survey	5.47
	n = 75		n = 19
		One-Year Survey	5.50
			n = 8

### Program / Student Learning Outcome 3

Utilize financial management concepts and tools in order to make informed business decisions.

Direct Measure		Indirect Measure	
M5A2 in Capstone Course BUS490	98%	Exit Survey	5.63

	n = 59		n = 19
		One-Year Survey	5.50
			n = 8

**Program / Student Learning Outcome 4**

Apply the major concepts and theories of management to develop business strategies in a real-world context.

Direct Measure		Indirect Measure	
M8A1 in Capstone Course BUS490	100%	Exit Survey	5.65
	n = 31		n = 20
		One-Year Survey	5.62
			n = 8

**Program / Student Learning Outcome 5**

Analyze the opportunities and risks associated with doing business in a global environment.

Direct Measure		Indirect Measure	
M6A1 in Capstone Course BUS490	98%	Exit Survey	*
	n = 46		n = 2
		One-Year Survey	*
			n/a

**Program / Student Learning Outcome 6**

Employ organizational theories and concepts to explain the impact of the organizational environment on management practices and employee relations.

Direct Measure		Indirect Measure	

M1A1 in Capstone Course BUS490	95%	Exit Survey	*
	n = 55		n = 1
		One-Year Survey	*
			n/a

**Program / Student Learning Outcome 7**

Analyze various leadership approaches and their application to different organizational contexts.

Direct Measure		Indirect Measure	
M8A1 in Capstone Course BUS490	100%	Exit Survey	*
	n = 31		n = 1
		One-Year Survey	*
			n/a

**Program / Student Learning Outcome 8**

Apply project management tools and techniques in a business environment.

Direct Measure		Indirect Measure	
M5A1 in Capstone Course BUS490	96%	Exit Survey	*
	n = 47		n = 1
		One-Year Survey	*
			n/a

**Program / Student Learning Outcome 9**

Effectively communicate strategic management concepts orally and in writing to multiple audiences.

Direct Measure		Indirect Measure	
M8A2 in Capstone Course BUS490	78%	Exit Survey	*
	n = 50		n = 1
M8A2 in Capstone Course BUS490	90%	One-Year Survey	*
	n = 50		n/a
M8A1 in Capstone Course BUS490	84%		
	n = 31		
M8A1 in Capstone Course BUS490	87%		
	n = 31		

**Program / Student Learning Outcome 10**

Apply various information technologies to support business strategies.

Direct Measure		Indirect Measure	
M5A1 in Capstone Course BUS490	96%	Exit Survey	*
	n = 47		n = 1
		One-Year Survey	*
			n/a

**Program / Student Learning Outcome 11**

Justify decisions by evaluating the social, ethical, and legal implications for business organizations.

Direct Measure		Indirect Measure	

M8A1 in Capstone Course BUS490	100%	Exit Survey	*
	n = 31		n = 1
		One-Year Survey	*
			n/a

**Program / Student Learning Outcome 12**

Apply knowledge of business concepts and functions in an integrated manner.

Direct Measure		Indirect Measure	
M4A1 in Capstone Course BUS490	99%	Exit Survey	*
	n = 81		n = 1
		One-Year Survey	*
			n/a

\* The program/student outcomes changed mid-year, as a result not enough responses were gained in regards to the new outcomes to provide data.