

Bachelor of Science in Business

Program /Student Outcomes: What Will I Learn?

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

Graduates of the Bachelor of Science in Business will be able to:

1. Demonstrate comprehension of the principles of accounting, marketing, finance, management, and economics.
2. Demonstrate comprehension of the legal and social environment of business.
3. Demonstrate comprehension of the global environment of business.
4. Apply ethical considerations to the obligations and responsibilities of business.
5. Apply business tools to real-world situations.
6. Employ information literacy techniques.
7. Communicate effectively, orally and in writing.
8. Apply 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 Science in Business (BSB) 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 (highly achieved, meets standard, and needs improvement). 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.

Metric Type	Direct Measures		Indirect Measures	
	Capstone Course (BUS 495)	Course-Embedded	Exit Survey	One-Year Postgraduate Survey
Assessments	Capstone Course (BUS 495)	Course-Embedded	Exit Survey	One-Year Postgraduate Survey
Metrics	The percentage of students who receive a grade of 2 (out of 3) or higher on the Capstone Rubric for the designated program outcome.	The percentage of the students who receive a grade of B or higher on two selected course embedded assessments.	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 outcomes (on a 6-pt Likert-type scale).
Highly Achieved	≥ 85%		Mean ≥ 5	
Meets Standard	70 - 84%		4.0 - 4.99	
Needs Improvement	< 70%		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.

Key:

Result

N

Program/Student Outcome Achievement Results

May 2015 Term to March 2016 Term

Program / Student Learning Outcome 1

Demonstrate comprehension of the principles of accounting, marketing, finance, management, and economics.

Direct Measure		Indirect Measure	
Capstone Rubric BUS 495 Business Strategy	95%	Exit Survey	5.58
	n=152		n = 35
M3A1 Short Written Exercise in ACC 212 Managerial Accounting	93%	One-Year Survey	4.81
	n = 43		n = 16
M7A1 Mini Case Study in BUS 350 Principles of Finance	93%		
	n = 72		

Program / Student Learning Outcome 2

Demonstrate comprehension of the legal and social environment of business.

Direct Measure		Indirect Measure	
Capstone Rubric BUS 495 Business Strategy	90%	Exit Survey	5.49
	n=156		n = 35
M7A3 Case Analysis in BUS 230 Business Law	91%	One-Year Survey	4.88
	n = 55		n = 16
M6A1 Short Paper in BUS 435 International Business	92%		
	n = 13		

Program / Student Learning Outcome 3

Demonstrate comprehension of the global environment of business.

Direct Measure		Indirect Measure	
Capstone Rubric BUS 495 Business Strategy	90%	Exit Survey	5.37
	n = 156		n = 35
M8A1 Assignment in BUS 435 International Business	100%	One-Year Survey	4.88
	n = 13		n = 16
M3A1 Paper in ECO 262 Introduction to Macroeconomics	94%		
	n = 50		

Program / Student Learning Outcome 4

Apply ethical considerations to the obligations and responsibilities of business.

Direct Measure		Indirect Measure	
Capstone Rubric BUS 495 Business Strategy	90%	Exit Survey	5.57
	n = 156		n = 35
M3A1 Short Paper in BUS 351 Marketing Concepts and Applications	85%	One-Year Survey	5.12
	n = 46		n = 16
M2A1 Short Paper in BUS 435 International Business	92%		
	n = 13		

Program / Student Learning Outcome 5

Apply business tools to real-world situations.

Direct Measure		Indirect Measure	
Capstone Rubric BUS 495 Business Strategy	89%	Exit Survey	5.54
	n = 156		n = 35
M5A1 Project in BUS 350 Principles of Finance	96%	One-Year Survey	4.94
	n = 69		n = 16
M8A1 Research Project in BUS 311 Organizational Behavior	82%		
	n = 66		

Program / Student Learning Outcome 6

Employ information literacy techniques.

Direct Measure		Indirect Measure	
Capstone Rubric BUS 495 Business Strategy	88%	Exit Survey	5.39
	n=156		n=35
M8A1 Final Project in BUS 221 Business Communication and Information	83%	One-Year Survey	5.19
	n =30		n=16
M1A2 Case Analysis in BUS 430 Quantitative Methods	73%		
	n = 11		

Program / Student Learning Outcome 7

Communicate effectively, orally and in writing.

Direct Measure		Indirect Measure	
Capstone Rubric BUS 495 Business Strategy	97%	Exit Survey	5.56
	n = 152		n = 35
M7A1 Presentation in BUS 222 Business Communication	100%	One-Year Survey	5.19
	n = 11		n = 16
M8A1 Paper in ECO 260 Intro to Microeconomics	100%		
	n = 46		

Program / Student Learning Outcome 8

Apply business concepts and functions in an integrated manner.

Direct Measure		Indirect Measure	
Capstone Rubric BUS 495 Business Strategy	93%	Exit Survey	5.49
	n=156		n=35
M8A1 Marketing Plan in BUS 351 Marketing Concept and Application	94%	One-Year Survey	5.06
	n =47		n=16
M8A1 Final Project in BUS 435 International Business	100%		
	n =13		

Capstone Exam Results

A comprehensive capstone examination has been administered to all BSB students at the conclusion of BUS 495 Business Strategy since May 2012. The capstone examination consists of 120 common questions that assess the most common and most important topics and skills in eight core content areas within the College's Bachelor of Business curriculum.

From May 2015 to April 2016, the total number of students who took the exam was 162. The overall mean score on the exam was 71.3%. The mean score on each of the program's core content areas is shown below:

- 66.2% - Accounting
- 80.3% - Economics
- 71.8% - Management
- 62.0% - Quantitative Business Analysis
- 79.1% - Information Systems and Computer Application
- 70.3% - Finance
- 76.0% - Marketing
- 64.9% - Legal and Social Environment