



## TRANSPARENCY AT EXCELSIOR

FY 2022

# Bachelor of Science in Business

### Program Educational Objectives

Program Educational Objectives (PEOs) are broad statements that describe what graduates are expected to attain within a few years of graduation. Program Educational Objectives are based on the needs of the program's constituencies.

- PEO 1: Apply discipline specific concepts and methodologies to identify, analyze and solve business problems.
- PEO 2: Demonstrate desire and commitment to remain current with, and adaptive to, changing business conditions through continuous learning and self-improvement.
- PEO 3: Demonstrate independent and critical thinking, function effectively in team-oriented settings, and maintain a high level of performance in a professional business environment.
- PEO 4: Communicate effectively, orally and in writing, in a professional business environment.
- PEO 5: Behave ethically and professionally in business and society.
- PEO 6: Demonstrate and utilize leadership principles in one's chosen career field.

### Program / Student Competencies: What Will I Learn?

Select a competency statement to see the related measures and results.

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

1. Economics: Apply micro and macroeconomic concepts and theories to explain the relationship between legal, social, and economic interests of individuals and society.
2. Accounting: Apply basic accounting concepts and principles to the analysis and interpretation of corporate financial statements.
3. Marketing: Explain how modern marketing concepts and theories support and influence business strategies.
4. Finance: Utilize financial management concepts and tools to make informed business decisions.
5. Management: Apply the major concepts and theories of management and leadership in order to develop business strategies in a real-world context.
6. Quantitative Analysis: Utilize quantitative research, statistics, and data analysis to analyze business data, support business decisions, and solve problems.
7. Global: Analyze the opportunities and risks associated with doing business in a global environment.
8. Ethics: Justify decisions by evaluating the social, ethical, and legal implications for business organizations.
9. Communication: Effectively communicate business concepts orally and in writing to multiple audiences.
10. Computer Skills: Utilize business computer applications and information technologies to organize and interpret business data and information.
11. Teamwork/Cultural Diversity: Work effectively and collaboratively on diverse teams to complete projects based on real-world scenarios.
12. Critical Thinking: Employ critical thinking skills to interpret and analyze competing arguments and perspectives in a business environment.

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13. Leadership: Organize tasks and understand how to delegate responsibility in order to complete collaborative projects in a timely manner.
14. Lifelong Learning: Evaluate their individual strengths and weaknesses with the desire to update skills and continually improve.
15. Business Strategy: Apply knowledge of business concepts and functions in an integrated manner to make strategic decisions in a real-world context.

### Assessment Methodology

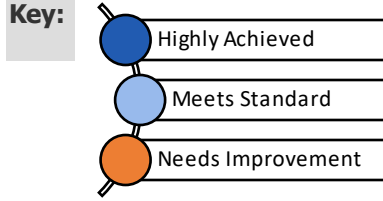
#### Metrics, Assessments, and Levels of Achievement

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	
	Assessments	Capstone Course	Course-Embedded	Exit Survey
Metrics	The percentage of the BUS 499 students who receive a satisfactory rating or higher on the given rubric criteria aligned with the respective program competency.	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.*

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## Program/Student Outcome Achievement Results

May 2021 Term through March 2022 Term

Program (Student) Outcome		Direct Measure(s)			Indirect Measures	
<b>1</b>	<b>Economics:</b> Apply micro and macroeconomic concepts and theories to explain the relationship between legal, social, and economic interests of individuals and society.	BUS 499 M5A1 Corporate Situation Analysis	ECO 260 M7.3 Analysis & Re- commendation	ECO 262 M4.2 Group Think	Exit Survey	One-Year Survey
		95%	100%	95%	5.33	*
		n = 57	n = 36	n = 38	n = 9	
<b>2</b>	<b>Accounting:</b> Apply basic accounting concepts and principles to the analysis and interpretation of corporate financial statements.	BUS 499 M5A1 Corporate Situation Analysis	ACC 211 M1-7 Homework Assignments	ACC 212 Final Exam	Exit Survey	One-Year Survey
		93%	83%	93%	5.22	*
		n = 57	n = 47	n = 40	n = 9	
<b>3</b>	<b>Marketing:</b> Explain how modern marketing concepts and theories support and influence business strategies.	BUS 499 M5A1 Corporate Situation Analysis	BUS 435 M8A1 Final Project	BUS 351 M8.3 Marketing Plan	Exit Survey	One-Year Survey
		95%	82%	100%	5.44	*
		n = 57	n = 56	n = 30	n = 9	
<b>4</b>	<b>Finance:</b> Utilize financial management concepts and tools to make informed business decisions.	BUS 499 M5A1 Corporate Situation Analysis	BUS 350 M3.5 Investment Analysis	ACC 212 M7.3 Final Project	Exit Survey	One-Year Survey
		91%	93%	100%	5.11	*
		n = 57	n = 41	n = 26	n = 9	
<b>5</b>	<b>Management:</b> Apply the major concepts and theories of management and leadership in order to develop business strategies in a real-world context.	BUS 499 M6A1 Corporate Strategic Management	BUS 341 M8A1 Project	BUS 311 M8.4 Case Study: Strategic Planning	Exit Survey	One-Year Survey
		93%	74%	93%	5.56	*
		n = 58	n = 19	n = 55	n = 9	
<b>6</b>	<b>Quantitative Analysis:</b> Utilize quantitative research, statistics, and data analysis to analyze business data, support business decisions, and solve problems.	BUS 499 M5A1 Corporate Situation Analysis	BUS 233 MyStatsLab Homework & Quizzes	BUS 431 M7.2 Data Visualization	Exit Survey	One-Year Survey
		97%	80%	100%	5.44	*
			72%			

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Program (Student) Outcome		Direct Measure(s)			Indirect Measures	
		n = 58	n = 46 n = 46	n = 34	n = 9	
7	<b>Global:</b> Analyze the opportunities and risks associated with doing business in a global environment.	BUS 499 M4A2 Global Case Analysis	BUS 351 M8.3 Final Marketing Plan	BUS 435 M8A1 Final Project	Exit Survey	One-Year Survey
		98%	100%	82%	5.44	*
		n = 58	n = 30	n = 56	n = 9	
8	<b>Ethics:</b> Justify decisions by evaluating the social, ethical, and legal implications for business organizations.	BUS 499 M4A1 Ethical Case Analysis	BUS 230 M2.5 Case Analysis	BUS 323 M8.2 Research Paper	Exit Survey	One-Year Survey
		97%	100%	94%	5.44	*
		n = 59	n = 9	n = 36	n = 9	
9	<b>Communication:</b> Effectively communicate business concepts orally and in writing to multiple audiences.	BUS 499 M7A1 Presentation M7A3 Final Project	BUS 222 M3 Religion & Culture	BUS 323 M8.2 Final Research Paper	Exit Survey	One-Year Survey
		100%	91%	100%	5.56	*
		98%				
		n = 46 n = 49	n = 34	n = 9	n = 9	
10	<b>Computer Skills:</b> Utilize business computer applications and information technologies to organize and interpret business data and information.	BUS 499 M7A1 Presentation M7A3 Final Project	IT 221 M4A1 Excel Assignment	IT 221 M8A1 Creating a Simple Database	Exit Survey	One-Year Survey
		100%	96%	95%	5.44	*
		96%				
		n = 46 n = 49	n = 27	n = 21	n = 9	
11	<b>Teamwork/Cultural Diversity:</b> Work effectively and collaboratively on diverse teams to complete projects based on real-world scenarios.	BUS 499 M3A2 Team Overview M7A1 Presentation	BUS 341 M4.3 Collaborate & Submit	BUS 222 M4 Group Assignment	Exit Survey	One-Year Survey
		99%	100%	91%	5.44	*
		100%				
		n = 48 n = 46	n = 10	n = 31	n = 9	
12	<b>Critical Thinking:</b> Employ critical thinking skills to interpret and analyze competing arguments and perspectives in a business environment.	BUS 499 M4A2 Global Case Analysis M7A3 Final Project	BUS 351 M8.3 Marketing Plan	BUS 435 M8A1 Final Project	Exit Survey	One-Year Survey
		95%	100%	82%	5.56	*
		98%				
		n = 58 n = 49	n = 30	n = 56	n = 9	

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Program (Student) Outcome		Direct Measure(s)			Indirect Measures	
13	<b>Leadership:</b> Organize tasks and understand how to delegate responsibility in order to complete collaborative projects in a timely manner.	BUS 499 M3A2 Team Overview M7A1 Presentation	BUS 311 M4.4 Case Study	BUS 341 M8A1 Final Paper	Exit Survey	One-Year Survey
		98%	95%	74%	5.44	*
		100%				
		n = 48 ----- n = 46	n = 61	n = 19	n = 9	
14	<b>Lifelong Learning:</b> Evaluate their individual strengths and weaknesses with the desire to update skills and continually improve.	BUS 499 M1A9 Competency Action Plan M8A1 Life- Long Learning Plan	BUS 222 M8 Group Assignment	BUS 341 M6A1 Current Event	Exit Survey	One-Year Survey
		97%	100%	95%	5.56	*
		100%				
		n = 58 ----- n = 58	n = 9	n = 21	n = 9	
15	<b>Business Strategy:</b> Apply knowledge of business concepts and functions in an integrated manner to make strategic decisions in a real-world context.	BUS 499 M6A1 Corporate Strategic Management M7A3 Final Project	BUS 435 M8A1 Final Project	BUS 351 M8.4 Marketing Project	Exit Survey	One-Year Survey
		98%	82%	100%	5.44	*
		98%				
		n = 57 ----- n = 48	n = 56	n = 20	n = 9	

*\*An insufficient number of responses (i.e., less than 5) were received so no data is reported.*

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## Capstone Exam Results

A comprehensive capstone examination has been administered to all BSB students at the conclusion of BUS 499 Strategic Management Capstone since May 2012. The capstone examination consists of 140 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 2021 through March 2022, the total number of students who took the exam was 58. The overall mean score on the exam was 64%. The mean score on each of the program's core content areas is shown below:

- 50% - Economics
- 59% - Accounting
- 68% - Marketing
- 69% - Management
- 62% - Finance
- 80% - Business Ethics
- 57% - Global Environment
- 52% - Quantitative Business Analysis
- 77% - Computer Skills