



TRANSPARENCY AT EXCELSIOR

FY 2022

Bachelor of Professional Studies in Business and Management

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 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

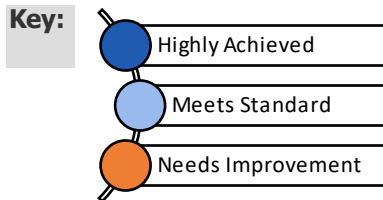
The table below provides a brief overview of the measures selected to assess program outcomes for the Bachelor of Professional Studies in Business and Management (BPB) program. Assessment of program/student outcomes includes both direct and indirect measures. Benchmarks have been established to differentiate between three levels of program outcome achievement (highly achieved, meets standard, and needs

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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	One-Year Postgraduate Survey
Metrics	The percentage of the BUS 490 students who receive a satisfactory rating or higher on the given rubric criteria aligned with the respective program learning 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.



Program/Student Outcome Achievement Results

May 2021 Term through March 2022 Term

Program (Student) Outcome	Direct Measure(s)			Indirect Measures	
1	BUS 490 M5A1	ACC 211	ACC 212	Exit Survey	One-Year Survey

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Program (Student) Outcome		Direct Measure(s)			Indirect Measures	
	Apply basic accounting concepts and principles to the analysis and interpretation of corporate financial statements	Developing a Budget	M2-M7 MyLab Quizzes	Midterm & Final Exams	5.30	3.86
		90%	72%	100%		
		n = 207	n = 36	n = 4 n = 9		
2	Explain how modern marketing concepts and theories support and influence business strategies.	BUS 490 M3A1 Process Proposal	BUS 435 M8A1 Final Project	BUS 351 M8A1 Final Marketing Plan	Exit Survey	One-Year Survey
		78%	80%	85%	5.40	3.71
		n = 208	n = 133	n = 75	n = 20	n = 7
3	Utilize financial management concepts and tools in order to make informed business decisions.	BUS 490 M5A2 Developing a Budget	BUS 350 M3.5 Investment Analysis	BUS 350 M7.5 Investing in Capacity	Exit Survey	One-Year Survey
		94%	96%	92%	5.45	3.86
		n = 203	n = 165	n = 151	n = 20	n = 7
4	Apply the major concepts and theories of management to develop business strategies in a real-world context.	BUS 490 M4A1 Goals and Objectives	BUS 311 M8.4 Case Study Strategic Planning	BUS 312 M6A1 Case Analysis	Exit Survey	One-Year Survey
		94%	87%	99%	5.60	4.00
		n = 209	n = 114	n = 83	n = 20	n = 7
5	Analyze the opportunities and risks associated with doing business in a global environment.	BUS 490 M6A1 Risk Assessment	BUS 435 M8A1 Final Project	N/A	Exit Survey	One-Year Survey
		96%	80%		5.35	4.14
		n = 205	n = 133		n = 20	n = 7
6	Employ organizational theories and concepts to explain the impact of the organizational environment on management practices and employee relations.	BUS 490 M1A1 Statement of the Problem	BUS 312 M2A1 Essay	BUS 311 M4.4 Decision Making for Global Expats	Exit Survey	One-Year Survey
		83%	95%	86%	5.45	3.86
		n = 219	n = 83	n = 126	n = 20	n = 7
7	Analyze various leadership approaches and their application to different organizational contexts.	BUS 490 M8A1 Finalize Your Plan	BUS 452 M6.3 Leadership in Practice Outline	N/A	Exit Survey	One-Year Survey
		96%	90%		5.50	4.14
		n = 203	n = 51		n = 20	n = 7
8	Apply project management tools and techniques in a business environment.	BUS 490 M5A1 Identify Resources	IT 390 M4A1 Project Scope, Schedule, etc.	N/A	Exit Survey	One-Year Survey
		96%	87%		5.40	4.00
		n = 207	n = 110		n = 20	n = 7

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Program (Student) Outcome		Direct Measure(s)			Indirect Measures	
9	Effectively communicate strategic management concepts orally and in writing to multiple audiences.	BUS 490 M8A1 Finalize Your Plan M8A2 Presentation	BUS 435 M6A1 Final Project Outline	BUS 452 M8.2 Leadership in Practice Paper	Exit Survey	One-Year Survey
		96%	91%	56%	5.55	4.29
		97%				
		n = 203 n = 202	n = 188	n = 50	n = 20	n = 7
10	Apply various information technologies to support business strategies.	BUS 490 M5A1 Identifying Resources	IT 221 M4A1 Excel Assignment	N/A	Exit Survey	One-Year Survey
		95%	89%		5.50	4.14
		n = 207	n = 38		n = 20	n = 7
11	Justify decisions by evaluating the social, ethical, and legal implications for business organizations.	BUS 490 M1A1 Statement of the Problem	BUS 311 M8.4 Case Study Strategic Planning	BUS 312 M6A1	Exit Survey	One-Year Survey
		90%	87%	99%	5.20	4.14
		n = 219	n = 114	n = 83	n = 20	n = 7
12	Apply knowledge of business concepts and functions in an integrated manner.	BUS 490 M4A1 Goals and Objectives	BUS 452 M8.2 Leadership in Practice Paper	BUS 435 M8A1 Final Project	Exit Survey	One-Year Survey
		96%	56%	80%	5.50	4.14
		n = 203	n = 50	n = 133	n = 20	n = 7