



International Assembly for Collegiate Business Education

## Public Disclosure of Student Learning

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**Institution:** Saint Mary’s University of Minnesota

**Academic Business Unit:** School of Business

**Academic Year:** 2015-2016

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## Outcomes Assessment Results

For Academic Year: 2015-2016

### Section I: Student Learning Assessment

<i>Name of Academic Business Unit</i>	
<b>Student Learning Assessment for Program 1</b>	
<p>Business majors at Saint Mary’s University combine course work in the theory and practice of business with studies in the liberal arts. The study of business when coupled with liberal arts, provides students with a broad educational foundation from which to enter a rapidly-changing business environment. Saint Mary’s University has received specialized accreditation for its business and business related programs through the International Assembly for Collegiate Business Education (IACBE); (11374 Strang Line Road, Lenexa, Kansas 66215. Telephone 913-631-3009; <a href="http://www.iacbe.org">www.iacbe.org</a>). The degree programs accredited by the IACBE are the B.A. degree with majors in Accounting, Entrepreneurship, Human Resource Management, International Business, Marketing, and Sport Management.</p>	
General Program Intended Student Learning Outcomes (General Program ISLOs)	
1. <i>Program Learning Outcome 1 - Analytical and quantitative decision-making skills</i>	
2. <i>Program Learning Outcome 2 - Qualitative problem solving</i>	
3. <i>Program Learning Outcome 3 - Written and oral communication skills</i>	
4. <i>Program Learning Outcome 4 - Human interaction skills</i>	
Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
1. <i>Direct Measure 1</i>  <i>Direct Measure 1: ETS Major Field Test in Business</i>	<p><i>Objective (Target/Criterion) for Direct Measure 1</i></p> <p><i>Target/Criterion for Direct Measure 1: The ETS Major Field Test in Business is administered to each student completing our business capstone course BU 452 Strategic Management – goal is to be at or exceed average cumulative score of all colleges using the ETS Major Field Test in Business.</i></p>
2. <i>Direct Measure 2</i>  <i>Direct Measure 2: BSG or Glo-Bus Business Simulations</i>	<p><i>Objective (Target/Criterion) for Direct Measure 2</i></p> <p><i>Target/Criterion for Direct Measure 2: The BSG or Glo-Bus simulation is a required component in our business capstone course BU 452 Strategic Management – goal is to be in or above the normal range in the overall.</i></p>

Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Indirect Measures:
1. <i>Indirect Measure 1</i> <i>Indirect Measure 1: National Survey of Student Engagement (NSSE)</i>	<i>Objective (Target/Criterion) for Indirect Measure 1</i> <i>Target/Criterion for Indirect Measure 1: National Survey of Student Engagement was last administered in the spring of 2013 and is on a three year rotation – goal is have a median response of often or very often.</i>
2. <i>Indirect Measure 2</i> <i>The SMU Business Student Satisfaction Survey</i>	<i>Objective (Target/Criterion) for Indirect Measure 2</i> <i>Target/Criterion for Indirect Measure 2: The SMU Business Student Satisfaction Survey is given to each student in our business capstone course BU 452 Strategic Management – goal is to have an average satisfaction rating of 3.5 or greater.</i>

**Assessment Results: Program 1 with a Major, Concentration, Specialization, Emphasis, Option, or Track in Area 1**

**Summary of Results from Implementing Direct Measures of Student Learning:**

- Summary of Results for Direct Measure 1*  
*Results for Direct Measure 1: Fall Semester 2015 ETS Average = 157, Spring Semester 2016 Average = 148, Two semester average = 152, average of all colleges using ETS = 150.3*
- Summary of Results for Direct Measure 2*  
*Results for Direct Measure 2: Both Fall and Spring Semester Glo-Bus was in or above the normal range*

**Summary of Results from Implementing Indirect Measures of Student Learning:**

- Summary of Results for Indirect Measure 1*
  - Results for Indirect Measure 1: 2013 National Survey of Student Engagement (NSSE) results were positive with the median response of often or very often for business majors as a subgroup of university data.*
- Summary of Results for Indirect Measure 2*
  - Results for Indirect Measure 2: SMU Business Student Satisfaction Survey overall results: Fall Semester >3.5, Spring Semester > 3.5.*

**Summary of Achievement of Intended Student Learning Outcomes:**

Intended Student Learning Outcomes	Learning Assessment Measures							
General Program Intended Learning Outcomes by Assessment Indicator Areas – Fall 2015	<i>Direct Measure 1</i>	<i>Direct Measure 2</i>	<i>Direct Measure 3</i>	<i>Direct Measure 4</i>	<i>Indirect Measure 1</i>	<i>Indirect Measure 2</i>	<i>Indirect Measure 3</i>	<i>Indirect Measure 4</i>
		Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...

1. ETS Accounting score at or above the all school mean for fall 2015: all school ETS mean = 41.5, SMU mean = 47	Met	Met			Met	Met		
2. ETS Economics score at or above the all school mean for fall 2015: all school ETS mean =39.8, SMU mean = 49	Met	Met			Met	Met		
3. ETS Management score at or above the all school mean for fall 2015: all school ETS mean = 54.3, SMU mean = 59	Met	Met			Met	Met		
4. ETS Quantitative Business Analysis score at or above the all school mean for fall 2015: ETS mean = 36.4, SMU mean = 40	Met	Met			Met	Met		
5. ETS Finance score at or above the all school mean for fall 2015: all school ETS mean = 42.4, SMU mean = 45	Met	Met			Met	Met		
6. ETS Marketing score at or above the all school mean for fall 2015: all school ETS mean = 55.0, SMU mean = 67	Met	Met			Met	Met		
7. ETS Legal and Social Environment score at or above the all school mean for fall 2015: ETS all school mean = 59.5, SMU mean = 67	Met	Met			Met	Met		
8. ETS Information Systems score at or above the mean for fall 2015: all school ETS mean = 50.1, SMU mean = 53	Met	Met			Met	Met		
9. ETS International Issues score at or above the all school mean for fall	Met	Met			Met	Met		

2015: all school ETS mean = 40.3, SMU mean = 49								
General Program Intended Learning Outcomes by Assessment Indicator Areas – Spring 2016	Direct Measure 1	Direct Measure 2	Direct Measure 3	Direct Measure 4	Indirect Measure 1	Indirect Measure 2	Indirect Measure 3	Indirect Measure 4
	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...
1. ETS Accounting score at or above the all school mean for spring 2016: all school ETS mean = 41.5, SMU mean = 38	Not Met	Met			Met	Met		
2. ETS Economics score at or above the all school mean for Spring 2016: all school ETS mean = 39.8, SMU mean = 36	Not Met	Met			Met	Met		
3. ETS Management score at or above the all school mean for spring 2016: all school ETS mean = 54.3, SMU mean = 56	Met	Met			Met	Met		
4. ETS Quantitative Business Analysis score at or above the all school mean for spring 2016: all school ETS mean = 36.4, SMU mean 38	Met	Met			Met	Met		
5. ETS Finance score at or above all school mean for spring 2016: all school ETS mean = 42.4, SMU mean = 39	Not Met	Met			Met	Met		
6. ETS Marketing score at or above the all school mean for spring 2016: all school ETS mean = 55.0, SMU mean = 58	Met	Met			Met	Met		
7. ETS Legal and Social Environment score at or above the all school mean for spring 2016: all school ETS mean = 59.5, SMU mean = 56.	Not Met	Met			Met	Met		

8. ETS Information Systems score at or above the all school mean for spring 2016: all school ETS mean = 50.1, SMU mean = 43	Not Met	Met			Met	Met		
9. ETS International Issues score at or above the all school mean for spring 2016: all school ETS mean = 40.3, SMU mean = 40	Not Met	Met			Met	Met		

**Assessment Results: Program 1 with a Major, Concentration, Specialization, Emphasis, Option, or Track in Area 2**

**Summary of Results from Implementing Direct Measures of Student Learning:**

1. *Summary of Results for Direct Measure 1* : Overall the Saint Mary's University's business program was at or above the ETS cumulative score mean. There was no consistent pattern in the ETS sub areas where we did not meet our goals. In the fall 2015 semester we were above the mean in all sub categories and in the spring 2016 semester the sub area below the mean were accounting, economics, finance, legal and social environment, information systems, and international issues. There were no areas where the scores were significantly lower than the mean and there was no consistent patterns in areas below the mean. At this point the department will continue to monitor our assessment area results for patterns and take appropriate action if needed.

2. *Summary of Results for Direct Measure 2*: Met the direct learning measure goals

3. *Summary of Results for Direct Measure 3*

4. *Summary of Results for Direct Measure 4*

**Summary of Results from Implementing Indirect Measures of Student Learning:**

1. *Summary of Results for Indirect Measure 1*: Met the indirect learning measure goals

2. *Summary of Results for Indirect Measure 2*: Met the indirect learning measure goals

3. *Summary of Results for Indirect Measure 3*

4. *Summary of Results for Indirect Measure 4*