



Public Disclosure of Student Learning

Institution	<u>Saint Mary's University of Minnesota</u>
Academic Business Unit	<u>School of Business</u>
Academic Year	<u>2016-2017</u>

Report of Student Learning and Achievement
Saint Mary's University of Minnesota
Business School

For Academic Year: 2016-2017

Mission of the Saint Mary's University of Minnesota Undergraduate College *Business Department*:

The mission of the Saint Mary's University of Minnesota Bachelor of Arts in Business program is to advance student learning and achievement at the undergraduate level through excellence in teaching within a dynamic and supportive learning environment. The undergraduate business education program delivers a broad educational foundation to prepare students for a rapidly changing business world. The business program strives to prepare its graduates for ethical lives of life-long learning, career success, and community engagement.

Section I: Student Learning Assessment

Student Learning Assessment for: <i>Name of Program 1</i>
Program Intended Student Learning Outcomes (Program ISLOs)
1. <i>Program Learning Outcome 1 Students will be able to describe fundamental business concepts, theories, and practices</i>
2. <i>Program Learning Outcome 2 Students will be able to recognize and explain business environmental business-factors at both domestic and global levels</i>
3. <i>Program Learning Outcome 3 Students will be able to recognize legal and ethical principles in business and understand the application of these principles in business decision-making</i>
4. <i>Program Learning Outcome 4 Students will be able to recognize and apply business-related quantitative methods and tools to aid decision-making</i>
5. <i>Program Learning Outcome 5 Students will be able to apply knowledge of business concepts/functions and recognize interrelated associations between functional areas</i>
6. <i>Program Learning Outcome Students will be able to work effectively with diverse colleagues in team situations</i>
7. <i>Program Learning Outcome Students will be able to construct and present effective oral and written forms of professional communications</i>

Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
<p>1. <i>Direct Measure 1 ETS Major Field Test in Business</i> Program ISLOs Assessed by this Measure: 1, 2, 3, 4</p>	<p><i>Objective (Target/Criterion) for Direct Measure 1 At least 50% of all graduating BA business students will score at the national mean or higher on the ETS major field test.</i> <i>The graduating student cohort will score at or above the national mean on each subset of exam questions representing the associated ISLOs assessed by this measure.</i></p>
<p>2. <i>Direct Measure 2 Glo-Bus Strategic Management Simulation</i> Program ISLOs Assessed by this Measure: 3, 4, 5</p>	<p><i>Objective (Target/Criterion) for Direct Measure 2 At least 50% of all graduating BA business students will score 50% or higher on each subset of simulation learning areas related to each program ISLOs assessed by this measure (as a percentile ranking vs. all simulation players in the US over the last 12 months).</i></p>
<p>3. <i>Direct Measure 3 Business Capstone: Strategic Management Case Competition</i> Program ISLOs Assessed by this Measure: 1, 2, 3, 4, 5, 6, 7</p>	<p><i>Objective (Target/Criterion) for Direct Measure 3 On the rating scale in the Strategic Management Case Competition evaluation rubric (with levels of beginning, competent, and accomplished), at least 80% of all graduating BA business students will achieve a performance rating of “competent” or higher on each evaluation criterion associated with the program ISLOs assessed by this measure.</i></p>
<p>3. <i>Direct Measure 4</i> Program ISLOs Assessed by this Measure: <i>Outcomes List</i></p>	<p><i>Objective (Target/Criterion) for Direct Measure 4</i></p>
Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Indirect Measures:
<p>1. <i>Indirect Measure 1 Student Exit Survey</i> Program ISLOs Assessed by this Measure: 1, 2, 3, 4, 5, 6, 7</p>	<p><i>Objective (Target/Criterion) for Indirect Measure 1 On the Student Exit Survey, at least 80% of all graduating BA business students will indicate “successful” or “very successful” in achieving each of the program ISLOs assessed by this measure.</i></p>
<p>2. <i>Indirect Measure 2</i> Program ISLOs Assessed by this Measure: <i>Outcomes List</i></p>	<p><i>Objective (Target/Criterion) for Indirect Measure 2</i></p>
<p>3. <i>Indirect Measure 3</i> Program ISLOs Assessed by this Measure: <i>Outcomes List</i></p>	<p><i>Objective (Target/Criterion) for Indirect Measure 3</i></p>

<p>4. <i>Indirect Measure 4</i></p> <p>Program ISLOs Assessed by this Measure: <i>Outcomes List</i></p>	<p><i>Objective (Target/Criterion) for Indirect Measure 4</i></p>																		
<p>Learning Assessment Results: <i>Name of Program 1</i></p>																			
<p>Summary of Results from Implementing Direct Measures of Student Learning:</p>																			
<p>1. <i>Summary of Results for Direct Measure 1 ETS Major Field Test</i></p> <p><u>Percentage of Student Cohort Scoring At or Above the National Mean on the MFT Exam:</u></p> <ul style="list-style-type: none"> • ETS Major Field Test Score (Program ISLO 1, 2, 3, 4): 53% of SMUMN students scored at or above the National Mean <p><u>Student Cohort Scoring At or Above the National Mean on each of The Program ISLO-Related MFT Business Exam Questions by Subset:</u></p> <table border="0" style="width: 100%;"> <tr> <td style="width: 30%;">• Accounting (Program ISLO 1):</td> <td>SMUMN Mean 44 (National Mean 41.3)</td> </tr> <tr> <td>• Economics (Program ISLO 1, 2):</td> <td>SMUMN Mean 42 (National Mean 39.6)</td> </tr> <tr> <td>• Management (Program ISLO 1):</td> <td>SMUMN Mean 64 (National Mean 54.1)</td> </tr> <tr> <td>• Quantitative Business Analysis (Program ISLO 4):</td> <td>SMUMN Mean 34 (National Mean 36.3)</td> </tr> <tr> <td>• Finance (Program ISLO 1):</td> <td>SMUMN Mean 44 (National Mean 42.3)</td> </tr> <tr> <td>• Marketing (Program ISLO 1):</td> <td>SMUMN Mean 56 (National Mean 54.9)</td> </tr> <tr> <td>• Legal and Social Environment (Program ISLO 3):</td> <td>SMUMN Mean 49 (National Mean 59.4)</td> </tr> <tr> <td>• Information Systems (Program ISLO 1):</td> <td>SMUMN Mean 54 (National Mean 49.9)</td> </tr> <tr> <td>• International Issues (Program ISLO 2):</td> <td>SMUMN Mean 38 (National Mean 40.1)</td> </tr> </table> <p>(Total Number of Students: 64)</p>		• Accounting (Program ISLO 1):	SMUMN Mean 44 (National Mean 41.3)	• Economics (Program ISLO 1, 2):	SMUMN Mean 42 (National Mean 39.6)	• Management (Program ISLO 1):	SMUMN Mean 64 (National Mean 54.1)	• Quantitative Business Analysis (Program ISLO 4):	SMUMN Mean 34 (National Mean 36.3)	• Finance (Program ISLO 1):	SMUMN Mean 44 (National Mean 42.3)	• Marketing (Program ISLO 1):	SMUMN Mean 56 (National Mean 54.9)	• Legal and Social Environment (Program ISLO 3):	SMUMN Mean 49 (National Mean 59.4)	• Information Systems (Program ISLO 1):	SMUMN Mean 54 (National Mean 49.9)	• International Issues (Program ISLO 2):	SMUMN Mean 38 (National Mean 40.1)
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<p>2. <i>Summary of Results for Direct Measure 2 Glo-Bus Strategic Management Simulation</i></p> <p><u>Number of Students Scoring 50% or Higher on the Program ISLO-Related Simulation Learning Areas:</u></p> <table border="0" style="width: 100%;"> <tr> <td style="width: 30%;">• Analytical Skills (Program ISLO 4, 5):</td> <td>46 (72% of Total)</td> </tr> <tr> <td>• Financial Management (Program ISLO 4, 5):</td> <td>37 (58% if Total)</td> </tr> <tr> <td>• Operatonal Management (Program ISLO 4, 5):</td> <td>35 (55% of Total)</td> </tr> <tr> <td>• Marketing Management (Program ISLO 4, 5):</td> <td>25 (39% of Total)</td> </tr> </table>		• Analytical Skills (Program ISLO 4, 5):	46 (72% of Total)	• Financial Management (Program ISLO 4, 5):	37 (58% if Total)	• Operatonal Management (Program ISLO 4, 5):	35 (55% of Total)	• Marketing Management (Program ISLO 4, 5):	25 (39% of Total)										
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- HR Management (Program ISLO 4, 5): 25 (39% of Total)
- Corporate Social Responsibility (Program ISLO 3): 37 (58% of Total)

(Total Number of Students: 64)

3. Summary of Results for Direct Measure 3 Business Capstone

Number of Students Receiving a Rating of “Competent” or Higher on the Program ISLOs:

- Program ISLO 1 (Knowledge of the Functional Areas of Business): 31 (97% of Total)
- Program ISLO 2 (Knowledge of Environmental Business-Factors): 30 (93% of Total)
- Program ISLO 3 (Legal and Ethical Issues in Business) : 32 (100% of Total)
- Program ISLO 4 (Business Quantitative Skills): 31 (97% of Total)
- Program ISLO 5 (Business Application Skills): 31 (97% of Total)
- Program ISLO 6 (Team Skills): 32 (100% of Total)
- Program ISLO 7 (Communications Skills): 32 (100% of Total)

(Total Number of Students: 32)

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 Student Exit Survey

Number of Students Rating Their Degree of Success in Achieving the Program ISLOs as “Successful” or “Very Successful”:

- Program ISLO 1 (Knowledge of the Functional Areas of Business): 62 (98% of Total)
- Program ISLO 2 (Knowledge of Environmental Business-Factors): 59 (94% of Total)
- Program ISLO 3 (Legal and Ethical Issues in Business) : 58 (92% of Total)
- Program ISLO 4 (Business Quantitative Skills): 55 (87% of Total)
- Program ISLO 5 (Business Application Skills): 61 (97% of Total)
- Program ISLO 6 (Team Skills): 58 (92% of Total)
- Program ISLO 7 (Communications Skills): 61 (97% of Total)

(Total Number of Students: 63)

2. *Summary of Results for Indirect Measure 2*

3. *Summary of Results for Indirect Measure 3*

4. *Summary of Results for Indirect Measure 4*

Summary of Achievement of Intended Student Learning Outcomes:

Intended Student Learning Outcomes	Learning Assessment Measures							
	<i>ETS Major Field Test</i>	<i>GLO-BUS Simulation</i>	<i>Business Capstone</i>	<i>Direct Measure 4</i>	<i>Student Exit Survey</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...	Performance Target Was...
1. <i>Program Learning Outcome 1</i>	Met	NA	Met		Met			
2. <i>Program Learning Outcome 2</i>	Not Met	NA	Met		Met			
3. <i>Program Learning Outcome 3</i>	Not Met	Met	Met		Met			
4. <i>Program Learning Outcome 4</i>	Not Met	Not Met	Met		Met			
5. <i>Program Learning Outcome 5</i>	NA	Not Met	Met		Met			
6. <i>Program Learning Outcome 6</i>	NA	NA	Met		Met			
7. <i>Program Learning Outcome 7</i>	NA	NA	Met		Met			

Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:

1. *Course of Action 1 **Program ISLO 2:** The performance target dealing with this program ISLO addressing recognizing and explaining environmental factors impacting businesses was not met on the ETS Major Field Test examination. The results indicated that students were not performing up to expectations in the area of international issues. As a result, faculty who teach international business and management courses in the business core will be reviewing curriculum to identify ways to reinforce environmental factors and their impact on business operations. In addition, the business capstone course (BU452 Strategic Management) will place additional emphasis on factor analysis within course case assignments.*
2. *Course of Action 2 **Program ISLO 3:** The performance target dealing with this program ISLO addressing legal and ethical principles in business was not met on the ETS Major Field Test examination. The business core curriculum includes required courses in business law and business ethics. Faculty will review the topic coverage and inclusion of social environment issues in each course. Additional emphasis will be placed on highlighting*

the intersections of legal precedent and the social environment. Opportunities for these topics and intersections to be reinforced in specific business major classes will also be investigated.

*3. Course of Action 3 **Program ISLO 4:** The performance target dealing with this program ISLO addressing quantitative methods and decision-making was not met in the ETS Major Field Test examination nor the GLO-BUS Strategic Management Simulation learning. The assessment data was a little mixed in its results as the ETS Major Field Test exam scores indicated weakness in the quantitative business analysis topic area while the GLO-BUS simulation learning results show weakness in student performance only for the areas of marketing and HR management. The 2017-2018 academic year will see the inclusion of two quantitative analysis courses in the marketing major (Digital and Social Media Analytics and Marketing Management). Faculty will explore opportunities to enhance student knowledge and understanding of quantitative methods used in human resource management decision-making in principles and major management courses.*

*4. Course of Action 4 **Program ISLO 5:** The performance target dealing with this program ISLO addressing applied knowledge of business concepts and functions was not met in the GLO-BUS simulation learning. As with ISLO 4, there were several areas in which ISLO 5 performance objectives were met including analytical skills, financial management, and operational management. The two areas that failed to meet the performance objectives were marketing and human resource management. In the area of marketing, we believe the addition of Marketing Management should help in addressing the applied knowledge of students in the marketing area. In addition, faculty will revisit the business core courses of Principles of Marketing, Principles of Management, and Strategic Management to identify opportunities to advance marketing and management concept application knowledge.*