ASSURANCE OF LEARNING EXECUTIVE REPORT FOR 2014-2015
Bachelor of Science Degree
Disciplines of Business Administration & Accounting

During the 2014-2015 academic year, the faculty approved six new learning outcomes for the Bachelor of Science Degree. The new learning outcomes state that graduates will be:

1. Aware of the impact of globalization and able to:
   a. Identify relevant global factors.
   b. Analyze the impact of relevant global factors.
   c. Apply analysis to relevant situation.

2. Capable of engaging in complex decision making and able to:
   a. Identify problems and/or opportunities.
   b. Conduct a situational analysis.
   c. Generate alternatives to address problems or opportunities.
   d. Choose and develop solutions to problems or opportunities.

3. Capable of communicating effectively, both orally and in written form and able to:
   a. Demonstrate proper mechanics in written form.
   b. Use vocabulary appropriate for target audience.
   c. Be effective in oral communication and presentation.
   d. _________

4. Aware of social responsibility issues and able to:
   a. Identify and evaluate ethical dilemmas.
   b. Demonstrate awareness of sustainability issues.
   c. Recognize the diversity of people, thought, and culture.

5. Capable of demonstrating basic information technology skills and able to:
   a. Produce a document that conforms to specified formatting.
   b. Analyze data using a spreadsheet and apply mathematical functions.
   c. Visually present ideas using technology.
   d. Demonstrate information literacy.

6. Able to demonstrate general business knowledge.

The faculty also adopted a new Assurance of Learning process. The AoL process is grounded in direct assessment of artifacts collected in common courses. Rubrics were developed to measure performance for learning outcomes 1-4. Faculty teams were trained on how to evaluate artifacts and the first set of reviews were conducted in March, 2015. Data was collected in Spring of 2015 and were scheduled for evaluation at the beginning of the next academic year.

A Dashboard design was adopted to measure and report performance. The following table illustrates the performance indicators.

| Green ‘Light’ | Indicates that 80% or more of the performance was assessed to be in the ‘developed’ or ‘well developed’ category. |
| Yellow ‘Light’ | Indicates that 50% to 79% of the performance was assessed to be in the ‘developed’ or ‘well developed’ category. |
| Red ‘Light’ | Indicates that 49% or less of the performance was assessed to be in the ‘developed’ or ‘well developed’ category. |
The findings from the first evaluation using the new rubrics indicated that student performance was meeting expectations for Decision Making, Sustainability, and all but grammar and punctuation for written communication – for which results were mixed. Artifacts for all learning outcome elements will be collected and evaluate in 2015-2016.

A new technology exam was developed to measure learning outcome #5. The exam was administered in Spring 2015. Based on the results of the exam, several questions were reworded to enhance clarity and better align with the sub-components of the learning outcome. The revised exam will be administered in Fall 2015.

The Business Administration Major Field Test [learning outcome #6] was administered to students in the closure courses. The college has participated in the MFT for several years. The MFT point maximum is 200. For the current academic year, the mean for the CBE students was 155 which is at are above the normed data.

Graduating seniors were asked to provide feedback on how effectively the new learning outcomes met their personal and professional goals. With the exception of “produce a document that conforms to specified format,” 88 percent or higher of the responding students agreed that the new learning outcomes did meet their personal and professional goals.