



## Public Disclosure of Student Learning

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Institution	Curry College
Academic Business Unit	Business Management Department
Academic Year	2015-2016

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**Student Learning and Achievement**  
**Curry College**  
**Business Management Department**

For Academic Year: 2015-2016

<b>Mission of the Curry College Department of Business Management</b>
<i>The mission of the Department of Business Management is to offer undergraduate and graduate students high quality, relevant, and rigorous learning outcomes centered educational experiences to inspire the development of ethical, productive, and innovative leaders well-prepared to achieve success in the dynamic global environment.</i>

<b>Student Learning Assessment for Bachelor of Arts in Business Management</b>	
<b>Program Intended Student Learning Outcomes (Program ISLOs)</b>	
1. <i>Students will be able to apply the fundamental principles in the functional area of business.</i>	
2. <i>Students will be able to integrate the functional areas of business and the broader community into informed decision making.</i>	
3. <i>Students will be able to apply ethical principles to leadership and management decisions.</i>	
4. <i>Students will be able to apply fundamental quantitative and qualitative support tools for decision making.</i>	
5. <i>Students will be able to demonstrate effective professional communication skills as individuals and as a productive member of teams.</i>	
6. <i>Students will be able to explain the global dimensions of business in a diverse environment.</i>	
<b>Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:</b>	<b>Performance Objectives (Targets/Criteria) for Direct Measures:</b>
1. <i>The strategy case in Senior Seminar</i> Program ISLOs Assessed by this Measure: 1,2,3,4,5,6	<i>75% or more of the students demonstrate proficiency or higher for each of the ISLO's measured by this assignment.</i>

Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:		Performance Objectives (Targets/Criteria) for Indirect Measures:							
1. <i>Post-Graduation Alumni Survey (&lt;6 Months)</i> Program ISLOs Assessed by this Measure: 1,2,3,4,5,6		75% of responding students will have attained employment or continued their education in a related field of study.							
<b>Learning Assessment Results: Bachelor of Arts in Business Management</b>									
<b>Summary of Results from Implementing Direct Measures of Student Learning:</b>									
<b>Intended Student Learning Outcome</b>									
1. Students will be able to apply the fundamental principles in the functional areas of business.							Goal 75%	Result 89%	
2. Students will be able to integrate the functional areas of business and the broader community into informed decision making.							Goal 75%	Result 93%	
3. Students will be able to apply ethical principles to leadership and management decisions.							Goal 75%	Result 90%	
4. Students will be able to apply fundamental quantitative and qualitative support tools for decision making.							Goal 75%	Result 92%	
5. Students will be able to demonstrate effective professional communication skills as individuals and as a productive member of teams.							Goal 75%	Result 85%	
6. Students will be able to explain the global dimensions of business in a diverse environment.							Goal 75%	Result 92%	
<b>Summary of Results from Implementing Indirect Measures of Student Learning:</b>									
7. 75% of responding students will have attained employment or continued their education in a related field of study.							Goal 75%	Results 82%	
<b>Summary of Achievement of Intended Student Learning Outcomes:</b>									
<b>Intended Student Learning Outcomes</b>		<b>Learning Assessment Measures</b>							
<b>Program ISLOs</b>		<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 75%	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was 75%	Performance Target Was...	Performance Target Was...	Performance Target Was...
1. Students will be able to apply the fundamental principles in the functional area of business.		Met							
2. Students will be able to integrate the functional areas of business		Met							

and the broader community into informed decision making.								
3. Students will be able to apply ethical principles to leadership and management decisions.	Met							
4. Students will be able to apply fundamental quantitative and qualitative support tools for decision making.	Met							
5. Students will be able to demonstrate effective professional communication skills as individuals and as a productive member of teams.	Met							
6. Students will be able to explain the global dimensions of business in a diverse environment.	Met							
7. Post Graduate Alumni Survey (<6 months)					Met **			

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

*7. Post Graduate Alumni Survey (<6 months)*

*Through the efforts of our Center for Career Development and more complete reporting results, we have seen gains in this outcome and hope to exceed or goal that 75% of responding students will have attained employment or continued their education in a related field of study by our next report.*

*\*\* Note that this indirect measure was originally reported at 56% and has been updated to 82.4% as the Curry College Career center has reached out and obtained additional information from students. This Data is still in process and may be updated again in the near future.*

<b>Student Learning Assessment for <i>Master of Business Administration</i></b>	
<b>Program Intended Student Learning Outcomes (Program ISLOs)</b>	
1. <i>MBA students will be able to integrate major theories and concepts important to multiple areas of business administration.</i>	
2. <i>MBA students will be able to demonstrate written and oral communication skills appropriate for multiple levels of stakeholders to serve diverse audiences. .</i>	
3. <i>MBA students will be able to demonstrate advanced research techniques and analysis methods.</i>	
4. <i>MBA students will be able to demonstrate leadership and management skills appropriate for a team environment.</i>	
<b>Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:</b>	<b>Performance Objectives (Targets/Criteria) for Direct Measures:</b>
1. <i>The Capstone Project in MBA 7600/7610</i> Program ISLOs Assessed by this Measure: 1,2,3,4	<i>75% or more of the students meet or exceed the standards for each of the ISOL's measured by this assessment.</i>
<b>Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:</b>	<b>Performance Objectives (Targets/Criteria) for Indirect Measures:</b>
1. <i>The MBA Capstone End of Program Peer Review Performance Objective</i> Program ISLOs Assessed by this Measure: 1,2,3,4	<i>75% of completed surveys will rank their peers performance of learning concepts as proficient or better.</i>
<b>Learning Assessment Results: <i>Master of Business Administration</i></b>	
<b>Summary of Results from Implementing Direct Measures of Student Learning:</b>	
<b>Intended Student Learning Outcome</b>	
1. <i>MBA students will be able to integrate major theories and concepts important to multiple areas of business administration.</i>	Goal 75%    Result 75%
2. <i>MBA students will be able to demonstrate written and oral communication skills appropriate for multiple levels of stakeholders to serve diverse audiences.</i>	Goal 75%    Result 75%
3. <i>MBA students will be able to demonstrate advanced research techniques and analysis methods .</i>	Goal 75%    Result 75%
4. <i>MBA students will be able to demonstrate leadership and management skills appropriate for a team environment .</i>	Goal 75%    Result 75%

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

*MBA Capstone End of Program Peer Review Performance Objective*

Goal 75% Result 83%

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

Intended Student Learning Outcomes	Learning Assessment Measures							
Program ISLOs	<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 75%	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was 75%	Performance Target Was...	Performance Target Was...	Performance Target Was...
1. MBA students will be able to integrate major theories and concepts important to multiple areas of business administration.	Met							
2. MBA students will be able to demonstrate written and oral communication skills appropriate for multiple levels of stakeholders to serve diverse audiences.	Met							
3. MBA students will be able to demonstrate advanced research techniques and analysis methods..	Met							
4. MBA students will be able to demonstrate leadership and management skills appropriate for a team environment	Met							

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

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