



**Report of Student Learning and Achievement  
Business Unit  
Goldey-Beacom College**

For Academic Year: 2010-11

**Mission of the Business Unit of Goldey-Beacom College**

The Mission of the Business Unit at Goldey-Beacom College is to provide students a relevant and rigorous business education on both the graduate and undergraduate level. Studies will equip students with the necessary skills and knowledge to obtain and excel in business careers through 1) establishing a foundation of all areas of business, 2) expertise in a focused area of business, and 3) an understanding of ethical practices in today's diverse and global business environment. The business studies provided by this unit, when coupled with the College's rich general education offerings, will produce well-rounded graduates valued by employers, capable of further advanced studies if desired, and recognized for mastery in their field.

**Goals of the Business Unit at Goldey-Beacom College**

1. A broad based knowledge of the functional areas of business, including accounting, marketing, finance, and management
2. Evident expertise in a chosen business area or concentration
3. Research capabilities within the chosen business area or concentration, if selected
4. Leadership skills needed to manage organizations that include communications, problem-solving, and utilization of technology taught within an ethical context

<b>Student Learning Assessment for B.S. in Business Administration</b>		
Intended Student Learning Outcomes for B.S. in Business Administration		
1. <i>A proficiency in written communication and research in their field</i>		
2. <i>Advanced mastery of core competencies</i>		
3. <i>Demonstrated ability to secure employment in the field or a closely related field within six months of graduation</i>		
4. <i>Demonstrated ability to succeed in their career</i>		
Assessment Tools for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Targets/Criteria for Direct Measures:	
1. <i>A minimum rating on expert reader's portion of the Matrix rubric in ENG 465 (Research &amp; Business Writing)</i>	<i>A minimum rating of 5.6/7</i>	
2. <i>Performance on the ETS standardized test for business</i>	<i>An average score of 150</i>	
Assessment Tools for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Targets/Criteria for Indirect Measures:	
1. <i>2010 Graduate Survey</i>	<i>90% employment rate within six months of graduation</i>	
2. <i>Employer Approval Rating</i>	<i>4/5 minimum average rating by employers</i>	
Summary of Results from Implementing Direct Measures of Student Learning:	Performance Target Was...	
	Met	Not Met
1. <i>5.57/7.00 (Goal is 5.6/7.0; almost there and higher than last year)</i>		x
2. <i>Score of 138.5 (Score is 11.5 points below target)</i>		x
Summary of Results from Implementing Indirect Measures of Student Learning:	Performance Target Was...	
	Met	Not Met
1. <i>97% B.S. Business Administration students secured employment in a closely related field within 6 months of graduation (above 90% goal)</i>	x	
2. <i>This survey is conducted every other year; score was 4.52 last year, exceeding the goal of 4/5</i>	x	

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

1. *Faculty should continue to suggest publications for research*

2. *Encourage students to research "hot topics" to ensure they have good subject matter*

3. *Attempt to motivate students to perform better by incorporating test score as a portion of the course grade*

4. *Review ETS standardized test questions to determine if test is a good fit for GBC; perhaps consider another assessment tool*

### Student Learning Assessment for B.S. in Accounting and Accounting Information Systems

Intended Student Learning Outcomes for B.S. in Accounting/AIS		
1. <i>A proficiency in written communication and research in their field</i>		
2. <i>Advanced mastery of accounting concepts</i>		
3. <i>Demonstrated ability to secure employment in the field or a closely related field within six months of graduation</i>		
4. <i>Demonstrated ability to succeed in their career</i>		
Assessment Tools for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Targets/Criteria for Direct Measures:	
1. <i>A minimum rating on expert reader's portion of the Matrix rubric in ENG 465 (Research &amp; Business Writing)</i>	<i>A minimum rating of 5.25/7</i>	
2. <i>Performance on CPA Exam</i>	<i>Average within 10% of national and state averages of those taking the CPA exam</i>	
Assessment Tools for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Targets/Criteria for Indirect Measures:	
1. <i>2010 Graduate Survey</i>	<i>80% employment rate within six months of graduation</i>	
2. <i>Employer Approval Rating</i>	<i>4/5 minimum average rating by employers</i>	
Summary of Results from Implementing Direct Measures of Student Learning:	Performance Target Was...	
	Met	Not Met
1. <i>5.45/7.00</i>	x	
2. <i>Pass rates in Auditing met requirements; pass rates in Regulations, Financial Accounting, and Business Environment were below but scores were higher than last time</i>		x
Summary of Results from Implementing Indirect Measures of Student Learning:	Performance Target Was...	
	Met	Not Met
1. <i>80% B.S. Accounting/AIS majors secured employment in closely related field within 6 months of graduation</i>	x	

2. <i>This survey is conducted every other year; score was 4.75 last year, exceeding the goal of 4/5</i>	x	
<b>Proposed Courses of Action for Improvement in Areas for which Performance Targets Were Not Met:</b>		
1. <i>More detailed data from ENG 465 rubric should be considered for the future such as results of specific objectives to more readily identify ways to improve student outcomes, the number of Acc/AIS majors, and the number of expert reader forms</i>		
2. <i>Additional materials for ACC 306 and 307 to improve Financial Accounting performance on CPA exam</i>		
3. <i>More “real world” management opportunities will be introduced with more self-assessments in MGT 303</i>		
4. <i>More lecture materials in ACC 463 devoted to technical data processing terminology</i>		
5. <i>Need to address Business Law, Finance and Economics in reference to CPA Exam</i>		
6. <i>Efforts should be made to identify national averages to be used for benchmark purposes for employment percentages</i>		
7. <i>Need to increase number of responses from employer surveys for Accounting/AIS majors</i>		

<b>Student Learning Assessment for Master of Management</b>		
<b>Intended Student Learning Outcomes for Master of Management</b>		
1. <i>Exhibit mastery of core competency areas</i>		
2. <i>Demonstrate advanced mastery of the concept of organizational change when examining aspects of individual and group change and how it pertains to motivation</i>		
3. <i>Demonstrated ability to secure employment in the field or a closely related field within six months of graduation</i>		
4. <i>Demonstrated ability to succeed in their career</i>		
<b>Assessment Tools for Intended Student Learning Outcomes— Direct Measures of Student Learning:</b>	<b>Performance Targets/Criteria for Direct Measures:</b>	
1. <i>Minimum average score on ETS Standardized Test for MBAs</i>	<i>Minimum average score of 250 on ETS Standardized Test for MBAs</i>	
2. <i>MGT 611 assessment tool</i>	<i>70% of students will meet or exceed expectations (rubric categories)</i>	
<b>Assessment Tools for Intended Student Learning Outcomes— Indirect Measures of Student Learning:</b>	<b>Performance Targets/Criteria for Indirect Measures:</b>	
1. <i>2010 Graduate Survey</i>	<i>90% employment rate within six months of graduation</i>	
2. <i>Employer Approval Rating</i>	<i>4/5 minimum average rating by employers</i>	
<b>Summary of Results from Implementing Direct Measures of Student Learning:</b>	<b>Performance Target Was...</b>	
	<b>Met</b>	<b>Not Met</b>
1. <i>Average score of 229.87</i>		x
2. <i>80% of students met or exceeded expectations on MGT 611 rubric</i>	x	
<b>Summary of Results from Implementing Indirect Measures of Student Learning:</b>	<b>Performance Target Was...</b>	
	<b>Met</b>	<b>Not Met</b>
1. <i>80% Master of Management students secured employment in closely related field within 6 months of graduation</i>		x
2. <i>This survey is conducted every other year; score was 4.52 last year, exceeding the goal of 4/5</i>	x	

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

1. *Reviewing the appropriateness of the ETS standardized test for MBAs for the less quantitative Master of Management majors*
2. *Additional case analysis practice will be conducted in MGT 611 utilizing current Organizational Development articles*
3. *Sample size for employment is small due to smaller number of MM majors*

<b>Student Learning Assessment for Master of Business Administration</b>		
Intended Student Learning Outcomes for Master of Business Administration		
1. <i>Exhibit mastery of core competency areas</i>		
2. <i>Demonstrate advanced mastery of advanced knowledge in corporate financial management topics such as capital budgeting, cost of capital and capital structures, financial analysis, and time value of money and valuation methodologies</i>		
3. <i>Demonstrated ability to secure employment in the field or a closely related field within six months of graduation</i>		
4. <i>Demonstrated ability to succeed in their career</i>		
Assessment Tools for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Targets/Criteria for Direct Measures:	
1. <i>Minimum average score on ETS Standardized Test for MBAs</i>	<i>Minimum average score of 250 on ETS Standardized Test for MBAs</i>	
2. <i>FIN 623 assessment tool (questions on these topics)</i>	<i>Average minimum score of at least 70% on questions</i>	
Assessment Tools for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Targets/Criteria for Indirect Measures:	
1. <i>2010 Graduate Survey</i>	<i>90% employment rate within six months of graduation</i>	
2. <i>Employer Approval Rating</i>	<i>4/5 minimum average rating by employers</i>	
Summary of Results from Implementing Direct Measures of Student Learning:	Performance Target Was...	
	Met	Not Met
1. <i>Average score of 229.87 (in the future, MBA and MM students need to be separated out for results)</i>		x
2. <i>Average score was 41.68%, well below 70% target on selected FIN 623 questions/topics</i>		x
Summary of Results from Implementing Indirect Measures of Student Learning:	Performance Target Was...	
	Met	Not Met
1. <i>92% of Master of Business Administration students secured employment in closely related field within 6 months of graduation</i>	x	
2. <i>This survey is conducted every other year; score was 4.63 last year, exceeding the goal of 4/5</i>	x	

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

1. *Reviewing the appropriateness of the ETS standardized test for MBAs for our students*
2. *Improve coordination among faculty and across sections of FIN 623 to ensure that data is valid; then proceed from there*
3. *Try to locate a national average employment rate among MBA graduates for comparative purposes*

<b>Student Learning Assessment for Associate in Science in Accounting</b>		
<b>Intended Student Learning Outcomes for Associate in Science in Accounting</b>		
1. <i>An intermediate level of accounting knowledge with particular attention to structure of the multiple-step income statement and classified balance sheet</i>		
2. <i>An intermediate level of knowledge of accounting topics related to long-term liability and equity sections of the balance sheet and the statement of cash flows</i>		
3. <i>Demonstrated ability to secure employment in the field or a closely related field within six months of graduation</i>		
4. <i>Demonstrated ability to succeed in their career</i>		
<b>Assessment Tools for Intended Student Learning Outcomes— Direct Measures of Student Learning:</b>	<b>Performance Targets/Criteria for Direct Measures:</b>	
1. <i>Minimum score on ACC 306 (Intermediate Accounting I) course-based assessment</i>	<i>A minimum class average of 70%</i>	
2. <i>Minimum score on ACC 307 (Intermediate Accounting II) course-based assessment</i>	<i>A minimum class average of 70%</i>	
<b>Assessment Tools for Intended Student Learning Outcomes— Indirect Measures of Student Learning:</b>	<b>Performance Targets/Criteria for Indirect Measures:</b>	
1. <i>2010 Graduate Survey</i>	<i>90% employment rate within six months of graduation</i>	
2. <i>2010 Graduate Survey</i>	<i>90% of A.S. Accounting students are continuing for their bachelor's degree at GBC</i>	
<b>Summary of Results from Implementing Direct Measures of Student Learning:</b>	<b>Performance Target Was...</b>	
	<b>Met</b>	<b>Not Met</b>
1. <i>79% class average in ACC 306 course-based assessment</i>	x	
2. <i>79% class average in ACC 307 course-based assessment</i>	x	
<b>Summary of Results from Implementing Indirect Measures of Student Learning:</b>	<b>Performance Target Was...</b>	
	<b>Met</b>	<b>Not Met</b>

1. <i>100% of A.S. Accounting students are continuing for their bachelor's degree at GBC</i>	x	
2. <i>90% of A.S. Accounting students have secured employment in the field or a closely related one within six months of graduation (not applicable because all students are continuing for their bachelor's degree)</i>	n/a	
<b>Proposed Courses of Action for Improvement in Areas for which Performance Targets Were Not Met:</b>		
1. <i>Additional homework will be assigned in ACC 306 on the classified balance sheet to strengthen student performance in that area</i>		
2. <i>Additional homework problems covering market adjustment of investments and additional in-class computation of statements of cash flow will be incorporated in ACC 307 to strengthen students' performance</i>		

**Student Learning Assessment for Associate in Science in Business Administration**

Intended Student Learning Outcomes for Associate in Science in Business Administration

1. *Students will demonstrate an understanding of managerial accounting topics*
2. *Students will demonstrate an understanding of the application of basic organizational behavior and management concepts*
3. *Demonstrated ability to secure employment in the field or a closely related field within six months of graduation*
4. *Students believe that their degree has adequately prepared them to achieve their professional and personal goals*

Assessment Tools for Intended Student Learning Outcomes—  
Direct Measures of Student Learning:

Performance Targets/Criteria for Direct Measures:

- |   |                                       |
|---|---------------------------------------|
| 1. <i>A minimum score on ACC 207 (Accounting Principles II) course-based assessment</i>               | <i>A minimum class average of 70%</i> |
| 2. <i>Minimum score on MGT 303 (Management &amp; Organizational Behavior) course-based assessment</i> | <i>A minimum class average of 70%</i> |

Assessment Tools for Intended Student Learning Outcomes—  
Indirect Measures of Student Learning:

Performance Targets/Criteria for Indirect Measures:

- |                                |   |
|--------------------------------|---|
| 1. <i>2010 Graduate Survey</i> | <i>90% employment rate within six months of graduation</i>  |
| 2. <i>2010 Graduate Survey</i> | <i>A.S. Business Administration students believe they are adequately prepared professionally and personally with a 4/5 minimum response</i> |

Summary of Results from Implementing Direct Measures of Student Learning:

Performance Target Was...

- |  | Met | Not Met |
|--|-----|---------|
| 1. <i>80%, 82%, and 82% class average on Objectives A, B, and C – ACC 207 assessment</i> | x   |         |
| 2. <i>76.5% class average on MGT 303 assessment</i>                                      | x   |         |

Summary of Results from Implementing Indirect Measures of Student Learning:

Performance Target Was...

- |   | Met | Not Met |
|---|-----|---------|
| 1. <i>83% of A.S. Business Administration students have secured employment in the field or a closely related one within six months of graduation (not applicable because all students are continuing for their bachelor's degree)</i> |     | x       |

2. <i>A.S. Business Administration students responded with an average rating of 4.27/5.00 that they are adequately prepared professionally and personally</i>	x	
Proposed Courses of Action for Improvement in Areas for which Performance Targets Were Not Met:		
1. <i>We need to improve administration of the ACC 207 assessment tool across sections to further validate the data received</i>		
2. <i>We plan to incorporate more real-world opportunities into the MGT 303 assessment tool and strengthen the self-assessment portion as well</i>		
3. <i>We will monitor employment data and assess the appropriateness of the 90% goal</i>		
4. <i>We will monitor students' assessment of their preparation closely</i>		

**ASSESSMENT PLANS FOR NEW MAJORS**

**(Programs were introduced in fall, 2009; therefore, results are not yet available. Our assessment is performed on a calendar year rather than the academic year so the latest data reported is December, 2010)**

Student Learning Assessment for B.S. in Finance		
Intended Student Learning Outcomes for B.S. in Finance		
1. <i>A proficiency in written communication and research in the field of Finance</i>		
2. <i>Mastery of financial topics with particular exposure to analysis and management, analyzing risks and contracts, swaps, and options</i>		
3. <i>Demonstrated ability to secure employment in the field or a closely related field within six months of graduation</i>		
4. <i>Demonstrated ability to succeed in their career</i>		
Assessment Tools for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Targets/Criteria for Direct Measures:	
1. <i>A minimum rating on expert reader's portion of the Matrix rubric in ENG 465 (Research &amp; Business Writing)</i>	<i>A minimum rating of 5.25/7</i>	
2. <i>A minimum rating on an Exit Exam prepared using Ivy Software</i>	<i>Average minimum rating of 70%</i>	
Assessment Tools for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Targets/Criteria for Indirect Measures:	
1. <i>2010 Graduate Survey</i>	<i>90% employment rate within six months of graduation</i>	
2. <i>Employer Approval Rating</i>	<i>4/5 minimum average rating by employers</i>	
Summary of Results from Implementing Direct Measures of Student Learning:	Performance Target Was...	
	Met	Not Met
1. <i>Assessment for writing and research proficiency not yet completed</i>		
2. <i>Assessment by Exit Exam not yet completed</i>		
Summary of Results from Implementing Indirect Measures of Student Learning:	Performance Target Was...	
	Met	Not Met
1. <i>Students securing employment not yet completed for this major</i>		

2. <i>Students not yet rated by employers</i>		
Proposed Courses of Action for Improvement in Areas for which Performance Targets Were Not Met:		
1. <i>n/a at this point</i>		
2. <i>n/a at this point</i>		
3. <i>n/a at this point</i>		
4. <i>n/a at this point</i>		

### Student Learning Assessment for Master of Science in Finance

Intended Student Learning Outcomes for Master of Science in Finance		
1. <i>Exhibit advanced mastery of core competency areas of Risk Management such as investment and corporate financial risk, analysis of interest rate risk, exchange rate risk, and commodity price risk, options, forwards, futures and swaps, and evaluation of hedging strategies</i>		
2. <i>Demonstrate proficiency in financial topics of Corporate Valuation including corporate competitive position and market concentrations, building a financial model to forecast and evaluate corporate cash flows, evaluating cost of capital, and analyzing an enterprise and its equity</i>		
3. <i>Demonstrated ability to secure employment in the field or a closely related field within six months of graduation</i>		
4. <i>Demonstrated ability to succeed in their career</i>		
Assessment Tools for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Targets/Criteria for Direct Measures:	
1. <i>Minimum average score on ETS Standardized Test or Harvard Business School case</i>	<i>Minimum average score on ETS Standardized Test or Harvard Business School Case; minimum score and tool to be determined</i>	
2. <i>Minimum average score on Harvard Business Review Case in FIN 665</i>	<i>Minimum average score to be determined</i>	
Assessment Tools for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Targets/Criteria for Indirect Measures:	
1. <i>2010 Graduate Survey</i>	<i>90% employment rate within six months of graduation</i>	
2. <i>Employer Approval Rating</i>	<i>4/5 minimum average rating by employers</i>	
Summary of Results from Implementing Direct Measures of Student Learning:	Performance Target Was...	
	Met	Not Met
1. <i>Assessment by ETS Standardized Test or Harvard Business School case not yet completed</i>		
2. <i>Assessment by Harvard Business Review Case in FIN 665 not yet completed</i>		
Summary of Results from Implementing Indirect Measures of Student Learning:	Performance Target Was...	
	Met	Not Met
1. <i>Students securing employment not yet completed for this major</i>		

2. <i>Students not yet rated by employers</i>		
Proposed Courses of Action for Improvement in Areas for which Performance Targets Were Not Met:		
1. <i>n/a at this point</i>		
2. <i>n/a at this point</i>		
3. <i>n/a at this point</i>		

### Student Learning Assessment for Master of Science in Taxation

#### Intended Student Learning Outcomes for Master of Science in Taxation

1. *Exhibit advanced mastery of preparation of the form 1040*
2. *Demonstrate proficiency in taxation topics such as computing taxable income and tax of an individual, calculating capital gains and losses, determining losses and deductions to arrive at AGI and itemized deductions, understanding the passive loss rules and Sec 1244 losses, calculating casualty, theft and bad debt losses, determining allowable employee business expenses, understanding concepts of tax depreciation and amortization, understanding acting.period and acting.method rules, and determining TPs allowable credits.*
3. *Demonstrated ability to secure employment in the field or a closely related field within six months of graduation*
4. *Demonstrated ability to succeed in their career*

#### Assessment Tools for Intended Student Learning Outcomes— Direct Measures of Student Learning:

#### Performance Targets/Criteria for Direct Measures:

- |   |                                     |
|---|-------------------------------------|
| 1. <i>Successful preparation of score 1040</i>  | <i>Minimum average score of 80%</i> |
| 2. <i>Embedded test questions in ACC 660, ACC 670, ACC 675, ACC 725, ACC 730, and ACC 735</i> | <i>Minimum average score of 80%</i> |

#### Assessment Tools for Intended Student Learning Outcomes— Indirect Measures of Student Learning:

#### Performance Targets/Criteria for Indirect Measures:

- |                                    |  |
|------------------------------------|--|
| 1. <i>2010 Graduate Survey</i>     | <i>90% employment rate within six months of graduation</i> |
| 2. <i>Employer Approval Rating</i> | <i>4/5 minimum average rating by employers</i>             |

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

#### Performance Target Was...

	Met	Not Met
1. <i>Preparation of form 1040 not yet evaluated</i>		
2. <i>Embedded test questions not yet evaluated</i>		

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

#### Performance Target Was...

	Met	Not Met
1. <i>Students securing employment not yet completed for this major</i>		

2. <i>Students not yet rated by employers</i>		
Proposed Courses of Action for Improvement in Areas for which Performance Targets Were Not Met:		
1. <i>n/a at this point</i>		
2. <i>n/a at this point</i>		
3. <i>n/a at this point</i>		