



## Report of Outcomes Assessment Results

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Institution Fitchburg State University

Academic Business Unit Business Administration Department

Academic Year 2020-2021

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## Outcomes Assessment Plan

Is the outcomes assessment plan that you submitted to the IACBE still current or have you made changes?

The outcomes assessment plan that we have previously submitted is still current.

Changes have been made and the revised plan is attached.

We have made changes and the revised plan will be sent to the IACBE by: \_\_\_\_\_

## Outcomes Assessment Results

For Academic Year: 2020-2021

### Section I: Student Learning Assessment

#### **BACHELOR-LEVEL PROGRAM**

<b>Student Learning Assessment for: Bachelor of Science in Business Administration (BSBA)</b>	
<b>Program Intended Student Learning Outcomes (Program ISLOs)</b>	
1.	Student will be able to integrate the major concepts in the functional areas of business to formulate informed decisions.
2.	Students will be able to analyze the legal, social, and economic environments of business.
3.	Students will be able to describe the global environment of business.
4.	Students will be able to distinguish the legal and ethical obligations and responsibilities of business.
5.	Students will be able to apply decision-support tools to business decision making.
6.	Students will be able to demonstrate effective oral and written forms of professional communication.
7.	Students will be able to collaborate and work in teams to solve business problems.

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**BACHELOR-LEVEL PROGRAM (continued)**

<b>Student Learning Assessment for: Bachelor of Science in Business Administration (BSBA)</b>	
<b>Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:</b>	<b>Performance Objectives (Targets/Criteria) for Direct Measures:</b>
1. BSBA Capstone Integrated Comprehensive Case  Program ISLOs Assessed by this Measure: 1, 2, 3, 4, 5, 6	On the BSBA capstone integrated case evaluation rubric, at least 70% of all graduating students will score on each evaluation criterion within the Competent range (score: 3 – 4) or within the Accomplished range (score: 5 – 6) on the rating scale for each of the program ISLOs #1, #2, #3, #4, #5, and #6 (that is, beyond the Beginning range, score: 1 – 2).
2. BSBA Capstone Business Simulation Project  Program ISLOs Assessed by this Measure: 7  (Teamwork was formerly assessed in Capstone Business Simulation Project which was not implementable due to online synchronous Course modality of the capstone course in 2020-2021.)	On the BSBA capstone business simulation project evaluation rubric, at least 70% of all graduating students will score on each evaluation criterion within the Competent range (score 3 – 4) or within the Accomplished range (score 5 – 6) on the rating scale for ISLO #7 (that is, beyond the Beginning range, score: 1 – 2).
<b>Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:</b>	<b>Performance Objectives (Targets/Criteria) for Indirect Measures:</b>
1. BSBA Senior Exit Survey  Program ISLOs Assessed by this Measure: 1, 2, 3, 4, 5, 6, 7	On the BSBA exit survey instrument, at least 75% of graduating students will indicate that to a "moderate extent" or "great extent" learning in their program contributed to the successful achievement of each of the program ISLOs #1 through #7.

## Learning Assessment Results: Bachelor of Science in Business Administration (BSBA)

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

#### 1. BSBA Capstone Integrated Comprehensive Case (Program ISLOs assessed by this measure: 1, 2, 3, 4, 5, 6):

Percentage of Thirty-Six (36) Students Scoring within the Competent range (3 – 4) and the Accomplished range (5 – 6):

<u>Program ISLO</u>	<u>Average Score</u>	<u>Percentage in</u>		<u>Sum of Percentages</u>
		<u>Competent</u>	<u>Accomplished</u>	
1 Business Functional Areas	5.0	40%	60%	100%
2 Internal and External Environment	4.8	26%	74%	100%
3 Global Dimensions	4.5	67%	33%	100%
4 Legal and Ethical Responsibility	4.6	37%	61%	98% *
5 Reasoned Decision Making	4.7	35%	63%	98% *
6 Oral and Written Communication Skills	5.0	15%	85%	100%

\* ISLOs 4 and 5: 2% in *Beginning* range (1 – 2).

#### 2. BSBA Capstone Integrated Comprehensive Case (Program ISLOs assessed by this measure: 7):

(Teamwork was formerly assessed in Capstone Business Simulation Project which was not implemented due to online synchronous course modality of the course in 2020-2021.)

Percentage of Thirty-Six (36) Students Scoring within the Competent range (3 – 4) and the Accomplished range (5 – 6):

<u>Program ISLO</u>	<u>Average Score</u>	<u>Percentage in</u>		<u>Sum of Percentages</u>
		<u>Competent</u>	<u>Accomplished</u>	
7 Teamwork	4.9	24%	76%	100%

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

#### 1. BSBA Senior Exit Survey (Program ISLOs assessed by this measure: 1 through 7):

Percentage of Students Indicating "Moderate Extent" and "Great Extent" to the successful achievement of each of the program ISLOs:

<u>Program ISLO</u>	<u>Total Number of Students for Each ISLO</u>	<u>Percentage in</u>		<u>Total Percentage *</u>
		<u>Moderate Extent</u>	<u>Great Extent</u>	
1 Business Functional Areas	24	18.75%	71.88%	90.63%
2 Internal and External Environment	24	34.37%	59.38%	93.75%
3 Global Dimensions	24	18.75%	59.38%	78.13%
4 Legal and Ethical Responsibility	24	25.00%	65.63%	90.63%
5 Reasoned Decision Making	24	25.00%	68.75%	93.75%
6 Oral and Written Communication Skills	24	28.12%	68.75%	96.87%
7 Teamwork	24	15.62%	81.25%	96.87%

\* Remaining percentages are in *Small Extent* (none in *Not at All*).

Summary of Achievement of Intended Student Learning Outcomes (BSBA):								
Intended Student Learning Outcomes	Learning Assessment Measures							
	Direct Measures of Student Learning				Indirect Measures of Student Learning			
Program ISLOs	Capstone Integrated Case	<i>Direct Measure 2</i>	<i>Direct Measure 3</i>	<i>Direct Measure 4</i>	Senior Exit Survey	<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. Student will be able to integrate the major concepts in the functional areas of business to formulate informed decisions.	Met				Met			
2. Students will be able to analyze the legal, social, and economic environments of business.	Met				Met			
3. Students will be able to describe the global environment of business.	Met				Met			
4. Students will be able to distinguish the legal and ethical obligations and responsibilities of business.	Met				Met			
5. Students will be able to apply decision-support tools to business decision making.	Met				Met			
6. Students will be able to demonstrate effective oral and written forms of professional communication.	Met				Met			
7. Students will be able to collaborate and work in teams to solve business problems.	Met				Met			

<b>Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:</b>
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1. <i>Course of Action 1:</i> NA. The performance target for all the BSBA Program ISLOs was met.
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2. <i>Course of Action 2:</i> NA
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3. <i>Course of Action 3:</i> NA
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4. <i>Course of Action 4:</i> NA
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## Outcomes Assessment Results

For Academic Year: 2020-2021

### Section I: Student Learning Assessment

#### **MASTER-LEVEL PROGRAM**

<b>Student Learning Assessment for: Master of Business Administration (MBA)</b>	
<b>Program Intended Student Learning Outcomes (Program ISLOs)</b>	
1.	Students will be able to demonstrate well-developed problem solving skills in formulating solutions to new scenarios with decision-support methods.
2.	Students will be able to integrate theory and practice across business functional areas.
3.	Students will be able to articulate the major theories and concepts in the areas of accounting, management, and marketing.
4.	Students will be able to apply appropriate technical and quantitative techniques and methods in the analysis of real-world business situations.
5.	Students will be able to communicate to relevant audiences.
6.	Students will be able to demonstrate well developed organizational, leadership, and teamwork skills.
7.	Students will be able to analyze ethical obligations and responsibilities of business.
8.	Students will be able to evaluate the opportunities and challenges of globalization.



**MASTER-LEVEL PROGRAM (continued)**

<b>Student Learning Assessment for: Master of Business Administration (MBA)</b>	
<b>Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:</b>	<b>Performance Objectives (Targets/Criteria) for Direct Measures:</b>
<p>1. MBA Capstone Integrated Comprehensive Case</p> <p>Program ISLOs Assessed by this Measure: 1, 2, 3, 4, 5, 6, 7, 8</p>	<p>On the MBA capstone integrated case evaluation rubric, at least 70% of all graduating students will score on each evaluation criterion within the Competent range (score: 3 – 4) or within the Accomplished range (score: 5 – 6) on the rating scale for each of the program ISLOs #1, #2, #3, #4, #5, #6, #7, and #8 (that is, beyond the Beginning range, score: 1 – 2).</p>
<b>Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:</b>	<b>Performance Objectives (Targets/Criteria) for Indirect Measures:</b>
<p>1. MBA Senior Exit Survey</p> <p>Program ISLOs Assessed by this Measure: 1, 2, 3, 4, 5, 6, 7, 8</p>	<p>On the MBA exit survey instrument, at least 75% of graduating students will indicate that to a "moderate extent" or "great extent" learning in their program contributed to the successful achievement of each of the program ISLOs #1 through #8.</p>

## Learning Assessment Results: Master of Business Administration (MBA)

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

**1. MBA Capstone Integrated Comprehensive Case (Program ISLOs assessed by this measure: 1, 2, 3, 4, 5, 6, 7, 8):**

Percentage of Forty-Four (44) Students Scoring within the Competent range (3 – 4) and the Accomplished range (5 – 6):

<u>Program ISLO</u>	<u>Average Score</u>	<u>Percentage in</u>		<u>Sum of Percentages</u>
		<u>Competent</u>	<u>Accomplished</u>	
1 Problem Solving Skills	5.1	20%	80%	100%
2 Integration of Business Functional Areas	5.1	18%	82%	100%
3 Articulation of Theories and Concepts	5.1	14%	86%	100%
4 Application of Analytical Analyses	5.0	25%	75%	100%
5 Communication Skills	5.0	16%	84%	100%
6 Leadership and Teamwork Skills	4.8	20%	80%	100%
7 Ethical Obligations and Responsibilities	5.0	20%	80%	100%
8 Global Perspectives	5.1	18%	82%	100%

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

**1. MBA Senior Exit Survey (Program ISLOs assessed by this measure: 1 through 8):**

Percentage of Students Indicating "Moderate Extent" and "Great Extent" to the successful achievement of each of the program ISLOs:

<u>Program ISLO</u>	<u>Total Number of Students for Each ISLO</u>	<u>Percentage in</u>		<u>Total Percentage</u>
		<u>Moderate Extent</u>	<u>Great Extent</u>	
1 Problem Solving Skills	22	31.82%	68.18%	100%
2 Integration of Business Functional Areas	22	45.45%	54.55%	100%
3 Articulation of Theories and Concepts	22	36.36%	63.64%	100%
4 Application of Analytical Analyses	22	22.73%	77.27%	100%
5 Communication Skills	22	36.36%	63.64%	100%
6 Leadership and Teamwork Skills	22	50.00%	50.00%	100%
7 Ethical Obligations and Responsibilities	22	45.45%	54.55%	100%
8 Global Perspectives	22	36.36%	63.64%	100%

Summary of Achievement of Intended Student Learning Outcomes (MBA):								
Intended Student Learning Outcomes	Learning Assessment Measures							
	Direct Measures of Student Learning				Indirect Measures of Student Learning			
Program ISLOs	Capstone Integrated Case	<i>Direct Measure 2</i>	<i>Direct Measure 3</i>	<i>Direct Measure 4</i>	Senior Exit Survey	<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. Students will be able to demonstrate well-developed problem solving skills in formulating solutions to new scenarios with decision-support methods.	Met				Met			
2. Students will be able to integrate theory and practice across business functional areas.	Met				Met			
3. Students will be able to articulate the major theories and concepts in the areas of accounting, management, and marketing.	Met				Met			
4. Students will be able to apply appropriate technical and quantitative techniques and methods in the analysis of real-world business situations.	Met				Met			
5. Students will be able to communicate to relevant audiences.	Met				Met			
6. Students will be able to demonstrate well developed organizational, leadership, and teamwork skills.	Met				Met			
7. Students will be able to analyze ethical obligations and responsibilities of business.	Met				Met			
8. Students will be able to evaluate the opportunities and challenges of globalization.	Met				Met			

<b>Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:</b>
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1. <i>Course of Action 1:</i> NA. The performance target for all the MBA Program ISLOs was met.
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2. <i>Course of Action 2:</i> NA
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3. <i>Course of Action 3:</i> NA
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4. <i>Course of Action 4:</i> NA
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**Section II: Operational Assessment (Note: Complete this section only if you received first-time accreditation or reaffirmation of accreditation after January 1, 2011.)**

<b>Operational Assessment</b>	
<b>Intended Operational Outcomes</b>	
1. The Business Administration Department will graduate its students in the program within a reasonable time-frame.	
2. The Business Administration Department will be successful in contributing to the professional advancement of its MBA graduates.	
3. The Business Administration Department will be successful in providing high-quality instructions to students.	
4. Faculty members in the Business Administration Department will be highly qualified in their teaching discipline.	
5. The academic programs offered by the Business Administration Department will be current, relevant, and meet the needs of business.	
6. Full-time faculty members in the Business Administration Department will be engaged in appropriate scholarly and professional activities on an annual basis.	
7. Undergraduate students in the Business Administration Department will have the opportunity to participate in relevant internships and business laboratories.	
8. The Business Administration Department will provide the foundation to enable undergraduate students to successfully pursue employment in the field of business or advanced degrees within a reasonable timeframe after graduation.	
9. The Business Administration Department will be successful in providing effective academic advising to its students in the bachelor programs.	
<b>Assessment Measures/Methods for Intended Operational Outcomes:</b>	<b>Performance Objectives (Targets/Criteria) for Operational Assessment Measures/Methods:</b>
1. BSBA Senior Exit Survey Intended Operational Outcomes Assessed by this Measure: 1, 3, 8	IOOA #1: On the exit survey instrument, at least 50% of graduating students will indicate that they will graduate within 6 years or less of starting program. IOOA #3: On the exit survey instrument, at least 80% of graduating students will indicate that to a "moderate extent" or "great extent" they are satisfied with the BSAD's program content and the manner in which it was delivered. IOOA #8: On the exit survey instrument, at least 80% of graduating students will indicate that they are currently employed within the field of business, are pursuing employment within the field of business, or are pursuing an advanced degree.

<p>2. MBA Student Exit Survey Intended Operational Outcomes Assessed by this Measure: 1, 2, 3</p>	<p>IOOA #1: On the exit survey instrument, at least 75% of graduating students will indicate that they will graduate within 6 years or less of starting program. IOOA #2: On the MBA exit survey instrument, at least 80% of graduating students will indicate that to a "moderate extent" or "great extent" learning in their program contributed to their professional achievement. IOOA #3: On the exit survey instrument, at least 80% of graduating students will indicate that to a "moderate extent" or "great extent" they are satisfied with the BSAD's program content and the manner in which it was delivered.</p>
<p>3. Faculty Credentials Files Intended Operational Outcomes Assessed by this Measure: 3, 4</p>	<p>100% of faculty will be either academically (doctoral degree) or professionally qualified.</p>
<p>4. Advisory Board Survey Intended Operational Outcomes Assessed by this Measure: 5</p>	<p>On the survey instrument, at least 80% of advisory board members will indicate that to a "moderate extent" or "great extent" the BSAD's academic programs offered are current, relevant, and meet the needs of business.</p>
<p>5. Faculty CV Files Intended Operational Outcomes Assessed by this Measure: 6</p>	<p>80% of full-time faculty are to be engaged in scholarship and professionally related activities.</p>
<p>6. Course Schedule List, Semester Reports on Internships, Business Lab Intended Operational Outcomes Assessed by this Measure: 7</p>	<p>Internships and Business Labs are offered every Fall and Spring semesters. 100% of internships relate to the student's concentration.</p>
<p>7. Academic Advising Survey (undergraduate only), DegreeWorks, SSC Platform (undergraduate only), Suggested Plans of Study (undergraduate) and Course Rotations (graduate) Intended Operational Outcomes Assessed by this Measure: 9</p>	<p>Results from Academic Advising Survey: the mean rating of students will be two or less, out of a possible 5, where 1 = very much and 5 = not at all, for the question "how would you rate your overall advising experience with your present advisor." 100% of faculty advisors will use SSC and DegreeWorks. Plans of study and two year course rotations are available to students on website.</p>
<p><b>Summary of Results from Implementing Operational Assessment Measures/Methods:</b></p>	
<p>1. On the senior BSAD exit survey instrument, 96.88% of graduating students indicate they will graduate within 6 years or less of starting program. On the exit survey instrument, 93.75% of graduating students indicate that to a "moderate extent" or "great extent" learning in their program contributed to their professional advancement. On the exit survey instrument, 100% of graduating students indicate that to a "moderate extent" or "great extent" they are satisfied with the BSAD's program content and the manner in which it was delivered.</p>	

2. On the MBA exit survey instrument, 100% of graduating students indicate that they will graduate within 6 years or less of starting program.  
On the MBA exit survey instrument, 100% of graduating students indicate that to a "moderate extent" or "great extent" learning in their program contributed to their professional advancement.  
On the exit survey instrument, 100% of graduating students indicate that to a "moderate extent" or "great extent" they are satisfied with the MBA's program content and the manner in which it was delivered.
3. 100% of faculty will be either academically (doctoral degree) or professionally qualified.
4. On the survey instrument, at least 80% of advisory board members indicate that to a "moderate extent" or "great extent" the BSAD's academic programs offered are current, relevant, and meet the needs of business.
5. 100% of full-time faculty are engaged in scholarship and professionally related activities.
6. Internships and Business Labs are offered every Fall and Spring semesters.  
100% of internships relate to the student's concentration.
7. Results from Academic Advising Survey: the mean rating of students is 2 out of a possible 5, where 1 = very much and 5 = not at all for the question "how would you rate your overall advising experience with your present advisor".  
100% of faculty advisors will use SSC and DegreeWorks. Plans of study and two year course rotations are available to students on website.

**Summary of Achievement of Intended Operational Outcomes:**

Intended Operational Outcomes	Operational Assessment Measures/Methods							
	<i>Operational Assessment Measure/ Method 1</i>	<i>Operational Assessment Measure/ Method 2</i>	<i>Operational Assessment Measure/ Method 3</i>	<i>Operational Assessment Measure/ Method 4</i>	<i>Operational Assessment Measure/ Method 5</i>	<i>Operational Assessment Measure/ Method 6</i>	<i>Operational Assessment Measure/ Method 7</i>	<i>Operational Assessment Measure/ Method 8</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. The Business Administration Department will graduate its students in the program within a reasonable time-frame.	Met	Met						
2. The Business Administration Department will be successful in contributing to the professional advancement of its MBA graduates.		Met						
3. The Business Administration Department will be successful in providing high-quality instructions	Met	Met	Met					

to students.								
4. Faculty members in the Business Administration Department will be highly qualified in their teaching discipline.			Met					
5. The academic programs offered by the Business Administration Department will be current, relevant, and meet the needs of business.				Met				
6. Full-time faculty members in the Business Administration Department will be engaged in appropriate scholarly and professional activities on an annual basis.					Met			
7. Undergraduate students in the Business Administration Department will have the opportunity to participate in relevant internships and business laboratories.						Met		
8. The Business Administration Department will provide the foundation to enable undergraduate students to successfully pursue employment in the field of business or advanced degrees within a reasonable timeframe after graduation.	Met							
9. The Business Administration Department will be successful in providing effective academic advising to its students in the bachelor programs.							Met	



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

1. *Course of Action 1:* NA. The performance target for all the Intended Operational Outcomes was met.

2. *Course of Action 2:* NA

3. *Course of Action 3:* NA

4. *Course of Action 4:* NA