

Outcomes Assessment Results

For Academic Year: 2011-12

Section I: Student Learning Assessment

Student Learning Assessment for Bachelor of Science & Post Baccalaureate Accounting		
Intended Student Learning Outcomes for Bachelor of Science & Post Baccalaureate Accounting		
1. Work well with others and with a demonstrated appreciation of individual differences and sensitivity to diversity. (Teamwork)		
2. Clearly communicate thoughts and ideas both verbally and in writing. (Communication)		
3. Apply information technology tools and techniques to meet the needs and expectations of the workplace. (Information Technology)		
4. Analyze, integrate and communicate complex information to facilitate management decision-making. (Decision Making/Problem Solving/Critical Thinking)		
5. Apply theory and practice in solving organizational problems. (Theory and Practice)		
Assessment Tools for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Targets/Criteria for Direct Measures:	
1. <i>Embedded Case Problem Intermediate Acctg</i>	<i>70% or more students would earn 75% or higher</i>	
2. <i>Blackboard Discussion Board on Course Structure</i>	<i>70% indicate clear reasons for why course structure is appropriate</i>	
Assessment Tools for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Targets/Criteria for Indirect Measures:	
1. <i>2011 NSSE results for analyzing, synthesizing and applying items as reported by Accounting majors</i>	<i>Perception Scores equal to or greater than overall scores for School of Business</i>	
2. <i>AICUP2011 results from 2005 graduates of School of Business</i>	<i>Baseline Measure – first use as assessment tools</i>	
Summary of Results from Implementing Direct Measures of Student Learning:	Performance Target Was...	
	Met	Not Met

1. <i>79% of students achieved the standard</i>	X	
2. <i>Majority of students provide solid reasons for course structure change</i>		x
Summary of Results from Implementing Indirect Measures of Student Learning:	Performance Target Was...	
	Met	Not Met
1. <i>All scores for the above items were greater than the overall scores for the School of Business for both freshmen and seniors are equal to or greater than scores for Point Park.</i>	X	
2. <i>73% of graduates of School of Business 05-06 are currently employed in their field.</i>	X	
Proposed Courses of Action for Improvement in Areas for which Performance Targets Were Not Met:		
1. <i>Courses will be changed from one night 3 hour structure to multiple days structure in order to be more conducive to student learning.</i>		

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Section I: Student Learning Assessment

Student Learning Assessment for Bachelor of Science & Post Baccalaureate Business Management and Bachelor of Science in Management Services	
Intended Student Learning Outcomes for Bachelor of Science & Post Baccalaureate Business Management	
1. Work well with others and with a demonstrated appreciation of individual differences and sensitivity to diversity. (Teamwork)	
2. Clearly communicate thoughts and ideas both verbally and in writing. (Communication)	
3. Apply information technology tools and techniques to meet the needs and expectations of the workplace. (Information Technology)	
4. Analyze, integrate and communicate complex information to facilitate management decision-making. (Decision Making/Problem Solving/Critical Thinking)	
5. Apply theory and practice in solving organizational problems. (Theory and Practice)	
Assessment Tools for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Targets/Criteria for Direct Measures:
1. <i>Market Research Project scored with a rubric</i>	<i>60% of students will achieve the rubric performance standards for “meet expectation”</i>
2. <i>Business Plan Contest: Student Teams/Presentation scored with a rubric by faculty and members of the Pittsburgh Business Community</i>	<i>Rubric scores for Business Plan Elements or Content (30%), Business Idea (40%), and Presentation (30%) will all meet expectations.</i>
Assessment Tools for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Targets/Criteria for Indirect Measures:
1. <i>2011 NSSE Scores for outcomes 1-4</i>	<i>Scores equal to or higher than Middle States Peer Group</i>
2. <i>2011 NSSE Scores for Advising of Bus Mgt Majors</i>	<i>Scores equal to or higher than Middle States Peer Group</i>

Summary of Results from Implementing Direct Measures of Student Learning:		Performance Target Was...	
1. <i>75 % of students scored meet expectation or exceed expectation on the market research project</i>		X	
2. <i>All student teams scored meet expectations or above for the business plan contest. One team was selected as the winner and one team was selected as runner-up.</i>		X	
Summary of Results from Implementing Indirect Measures of Student Learning:		Performance Target Was...	
		Met	Not Met
1. <i>Bus Mgt student scores are higher than peer group for oral and written communication, information literacy and problem solving. They are equivalent to peer group for team work and analysis</i>		X	
2. <i>Bus Mgt student scores are equal to Middle States peer group</i>		X	
Proposed Courses of Action for Improvement in Areas for which Performance Targets Were Not Met:			
1. <i>Time of the contest will be changed in order to encourage more full-time faculty involvement.</i>			

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Student Learning Assessment for Bachelor of Science Business	
Intended Student Learning Outcomes for Bachelor of Science Business	
1. Work well with others and with a demonstrated appreciation of individual differences and sensitivity to diversity. (Teamwork)	
2. Clearly communicate thoughts and ideas both verbally and in writing. (Communication)	
3. Apply information technology tools and techniques to meet the needs and expectations of the workplace. (Information Technology)	
4. Analyze, integrate and communicate complex information to facilitate management decision-making. (Decision Making/Problem Solving/Critical Thinking)	
5. Apply theory and practice in solving organizational problems. (Theory and Practice)	
Assessment Tools for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Targets/Criteria for Direct Measures:
1. <i>Software Exam: Info Technology outcome</i>	<i>75% of students will score proficient or expert in Word, Excel, PowerPoint, and Access</i>
Assessment Tools for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Targets/Criteria for Indirect Measures:
1. <i>Student and Instructor Reflection</i>	<i>Perceptions of both groups confirm that learning has occurred</i>
2. <i>2011 NSSE Scores for Technology Use</i>	<i>BUS scores higher than Point Park Univ average scores</i>
Summary of Results from Implementing Direct Measures of Student Learning:	Performance Target Was...

1. <i>90% scored proficient or above for Word; 75% scored proficient or above for Excel; 97% scored proficient or above for PowerPoint; 68% scored proficient or above for Access</i>	X	X for Access
Summary of Results from Implementing Indirect Measures of Student Learning:	Performance Target Was...	
	Met	Not Met
1. <i>Faculty teaching the course note the correlation between student non-attendance and low scores on exams. Otherwise, faculty reflections note that learning occurred. Student reflections note learning has occurred.</i>	X	
2. <i>BUS Technology score of 3.39 is slightly higher than Point Park Univ average score of 3.17</i>	X	
Proposed Courses of Action for Improvement in Areas for which Performance Targets Were Not Met:		
1. <i>Purchase software training package to assist students with Access and also be available for students who miss class</i>		

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Student Learning Assessment for Bachelor of Science Economics and Finance	
Intended Student Learning Outcomes for Bachelor of Science Economics and Finance	
1. Work well with others and with a demonstrated appreciation of individual differences and sensitivity to diversity. (Teamwork)	
2. Clearly communicate thoughts and ideas both verbally and in writing. (Communication)	
3. Apply information technology tools and techniques to meet the needs and expectations of the workplace. (Information Technology)	
4. Analyze, integrate and communicate complex information to facilitate management decision-making. (Decision Making/Problem Solving/Critical Thinking)	
5. Apply theory and practice in solving organizational problems. (Theory and Practice)	
Assessment Tools for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Targets/Criteria for Direct Measures:
1. <i>Junior level research paper on 2007-8 financial crisis scored by a rubric</i>	<i>75 % of rubric scores for coverage, analysis and organization will meet or exceed expectation</i>
Assessment Tools for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Targets/Criteria for Indirect Measures:
1. <i>Research paper grades</i>	<i>At least 50% of students will earn a B or better for the project</i>
2. <i>Student Reflection Essays on Research</i>	<i>Summary of student learning perceptions</i>
Summary of Results from Implementing Direct Measures of Student Learning:	Performance Target Was...

1. <i>100% of students achieved target for analysis and organization. 90% achieved target for coverage.</i>	X	
Summary of Results from Implementing Indirect Measures of Student Learning:	Performance Target Was...	
	Met	Not Met
1. <i>80 % of the students achieved a B or better grade on the project.</i>	X	
2. <i>All students stressed the importance of preventing rather than solving financial problems.</i>	X	
Proposed Courses of Action for Improvement in Areas for which Performance Targets Were Not Met:		

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Section I: Student Learning Assessment

Student Learning Assessment for Bachelor of Science & Post Baccalaureate Human Resource Management & Bachelor of Science Capstone in Human Resource Management	
Intended Student Learning Outcomes for Bachelor of Science & Post Baccalaureate Human Resource Management	
1. Work well with others and with a demonstrated appreciation of individual differences and sensitivity to diversity. (Teamwork)	
2. Clearly communicate thoughts and ideas both verbally and in writing. (Communication)	
3. Apply information technology tools and techniques to meet the needs and expectations of the workplace. (Information Technology)	
4. Analyze, integrate and communicate complex information to facilitate management decision-making. (Decision Making/Problem Solving/Critical Thinking)	
5. Apply theory and practice in solving organizational problems. (Theory and Practice)	
Assessment Tools for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Targets/Criteria for Direct Measures:
1. <i>Capstone Project in HR Seminar scored by a rubric</i>	<i>75% of students will meet or exceed expectations for content and information literacy</i>
2. <i>Literature Review in HR Seminar</i>	<i>75% of students will meet or exceed expectations for bibliography content, format, and evaluation of sources</i>
Assessment Tools for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Targets/Criteria for Indirect Measures:
1. <i>NSSE 2011 Senior Scores for research/info literacy</i>	<i>Department scores equal to or higher than Middle State benchmark peers</i>
2. <i>Instructor Review of Courses for Info Lit/Research Outcomes (Curriculum Mapping) for Capstone Project</i>	<i>Course sequencing to benefit student learning of info lit/research/writing skills</i>

Summary of Results from Implementing Direct Measures of Student Learning:		Performance Target Was...	
1.	<i>All students met or exceeded expectations for content and information literacy</i>	x	
2.	<i>All students met or exceeded expectations for bib, content, format, and evaluation of sources</i>	X	
Summary of Results from Implementing Indirect Measures of Student Learning:		Performance Target Was...	
		Met	Not Met
1.	<i>Seniors in the department scores(3.47) equal to benchmark peers(3.44)</i>	x	
2.	<i>Courses need to be resequenced and linked in order to enhance student performance</i>		x
Proposed Courses of Action for Improvement in Areas for which Performance Targets Were Not Met:			
1.	<i>Future students will use three courses to build Capstone Project: Career Planning and Assessment, Research Methods, and HR Seminar</i>		

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Student Learning Assessment for Bachelor of Science Information Technology & Management (accelerated)	
Intended Student Learning Outcomes for Bachelor of Science Information Technology & Management (accelerated)	
1. Work well with others and with a demonstrated appreciation of individual differences and a sensitivity to diversity. (Teamwork)	
2. Clearly communicate thoughts and ideas both verbally and in writing. (Communication)	
3. Apply information technology tools and techniques to meet the needs and expectations of the workplace. (Information Technology)	
4. Analyze, integrate and communicate complex information to facilitate management decision-making. (Decision Making/Problem Solving/Critical Thinking)	
5. Apply theory and practice in solving organizational problems. (Theory and Practice)	
Assessment Tools for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Targets/Criteria for Direct Measures:
1. <i>Student Developed Data driven web-site</i>	<i>75% of students score over 80% for web site development</i>
2. <i>Oral Presentation Scored by Rubric for criteria: Organization, Subject knowledge, graphics, eye contact, elocution, and navigation/functionality</i>	<i>75% will score .75 -1 for each criterion.</i>
Assessment Tools for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Targets/Criteria for Indirect Measures:
1. <i>Student Reflections on Web Site Development</i>	<i>Strengths/Weaknesses</i>
2. <i>2011 NSSE results for items in application</i>	<i>Improvement from 2009 NSSE results</i>
Summary of Results from Implementing Direct Measures of Student Learning:	Performance Target Was...

1. <i>91% of students scored 80% or better for web site</i>	X	
2. <i>100% of students achieved standard for all criteria except for eye contact where 75% achieved standard</i>	X	
Summary of Results from Implementing Indirect Measures of Student Learning:	Performance Target Was...	
	Met	Not Met
1. <i>100% of students believe that the web site development added to their programming skills. They did note that the lack of time and unavailability of the server from outside the campus complicated the process.</i>	X	
2. <i>2009 results of 2.84 are basically equivalent to 2011 of 2.88, but there is a slight increase.</i>	X	
Proposed Courses of Action for Improvement in Areas for which Performance Targets Were Not Met:		
1. <i>Revise Oral Communication/Presentation rubric</i>		
2. <i>Server will be opened for outside access.</i>		

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Section I: Student Learning Assessment

Student Learning Assessment for Bachelor of Science Sports, Arts & Entertainment Management	
Intended Student Learning Outcomes for Bachelor of Science Sports, Arts & Entertainment Management	
1. Work well with others and with a demonstrated appreciation of individual differences and a sensitivity to diversity. (Teamwork)	
2. Clearly communicate thoughts and ideas both verbally and in writing. (Communication)	
3. Apply information technology tools and techniques to meet the needs and expectations of the workplace. (Information Technology)	
4. Analyze, integrate and communicate complex information to facilitate management decision-making. (Decision Making/Problem Solving/Critical Thinking)	
5. Apply theory and practice in solving organizational problems. (Theory and Practice)	
Assessment Tools for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Targets/Criteria for Direct Measures:
1. <i>Senior Seminar Portfolio scored by a rubric</i>	<i>Baseline Measures that indicate scores meet performance standard in each criteria</i>
2. <i>Curriculum Mapping for SAEM course outcomes to program outcomes</i>	<i>Direct correlation between SAEM courses to program outcomes</i>
Assessment Tools for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Targets/Criteria for Indirect Measures:
1. <i>SAEM Student Survey about effectiveness of program to help student achieve program outcomes</i>	<i>75% of students score effectiveness as good or excellent for all program outcomes</i>
2. <i>Alumni Survey</i>	<i>75% of alumni rank preparedness in areas related to program outcomes as very well or more than adequately.</i>

Summary of Results from Implementing Direct Measures of Student Learning:	Performance Target Was...	
1. <i>Average Appearance Score=1.43/3.0 Avg. Completeness Score: 1.9/3.0 and Avg. Work Sample Scores 2.33/4 Standard not met for appearance.</i>	x	x
2. <i>Mapping completed</i>	X	
Summary of Results from Implementing Indirect Measures of Student Learning:	Performance Target Was...	
	Met	Not Met
1. <i>Achieved for team-building, analysis, communication, information literacy; not achieved for technology</i>	x	x
2. <i>Achieved for team-building, analysis, communication and computer use; not achieved for information literacy and software</i>	x	x
Proposed Courses of Action for Improvement in Areas for which Performance Targets Were Not Met:		
1. <i>Improvement in instruction for technology (software, computer use) and research in courses prior to the seminar.</i>		

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For Academic Year: 2011-12

Section I: Student Learning Assessment

Student Learning Assessment for Masters in Business Administration	
Intended Student Learning Outcomes for the MBA	
To enhance the career potential of students from various academic and societal backgrounds through a traditional and enterprising education that provides the applied career skills and knowledge of best practices that is desired by employers in the public, private, and non-profit sectors. The School of Business will be the regional leader in developing and adapting programs that prepare students with the skills desired in the workforce through excellence in management programs and business discipline programs.	
1.	To provide skilled, knowledgeable and socially responsive leadership for business and other institutions.
2.	To provide an academically rigorous and pragmatic program in business management.
3.	To provide students with the broader skills to recognize the nature, direction and timing of change in both the domestic and global business environment, and to respond to these changes effectively.
4.	To provide an understanding of international business and cultures.
5.	Develop and demonstrate team building skills.
	Manage a team to analyze a problem and achieve a goal.
	Demonstrate ability to present and evaluate ideas clearly in both written and oral form.
	Research and develop analytical reports.
	Develop and demonstrate a basic knowledge and understanding of information technology and basic concepts.
	Demonstrate ability to utilize software that is commonly used in the industry

Ability to use various research sources including online and library databases to do in depth research and to abreast of current events.	
Assessment Tools for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Targets/Criteria for Direct Measures:
1. <i>Team Project: Research paper and presentation scored by a rubric</i>	<i>All team projects will score meets expectations or exceeds expectations.</i>
Assessment Tools for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Targets/Criteria for Indirect Measures:
1. <i>Curriculum Map of course objectives correlated to program outcomes</i>	<i>Clean mapping</i>
2. <i>Design process for MBA portfolio pilot 2012-13</i>	<i>Process Design Document</i>
Summary of Results from Implementing Direct Measures of Student Learning:	Performance Target Was...

1. <i>All team project scores met expectations for Concepts, Case Study Analysis, and Oral Presentation.</i>	X	
Summary of Results from Implementing Indirect Measures of Student Learning:	Performance Target Was...	
	Met	Not Met
1. <i>Map clearly linked course objectives to program outcomes</i>	X	
2. <i>Draft process developed for pilot implementation during the 2012-13 academic year</i>	X	
Proposed Courses of Action for Improvement in Areas for which Performance Targets Were Not Met:		
1. <i>Additional instruction of students in APA format</i>		
2. <i>Faculty need to familiarize themselves with problems related to group dynamics and interdependence on other team members.</i>		