

SCHOOL OF BUSINESS

Student Learning Outcomes

FALL 2019

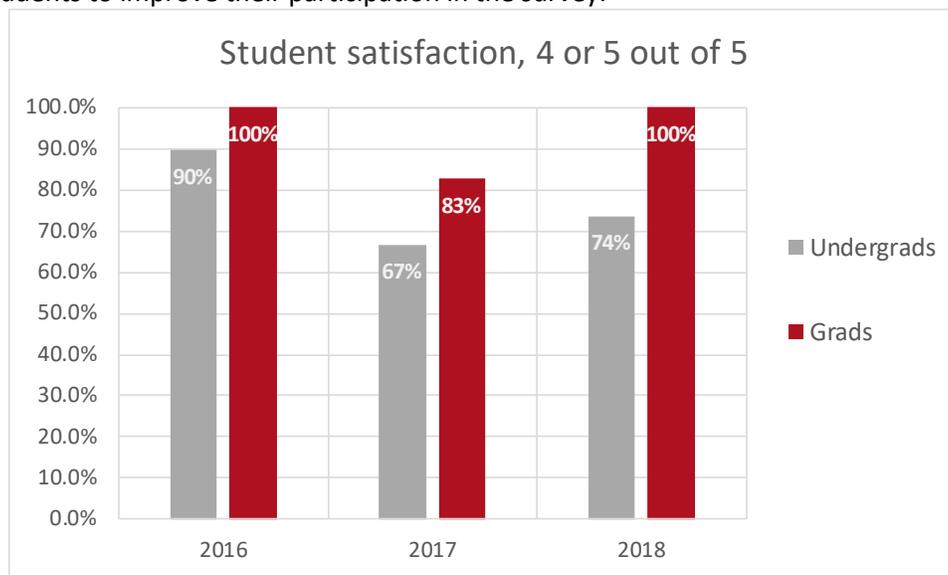


EDGEWOOD COLLEGE

Student satisfaction and achievements in School of Business (ECSB) programs¹

STUDENT AND ALUMNI SATISFACTION

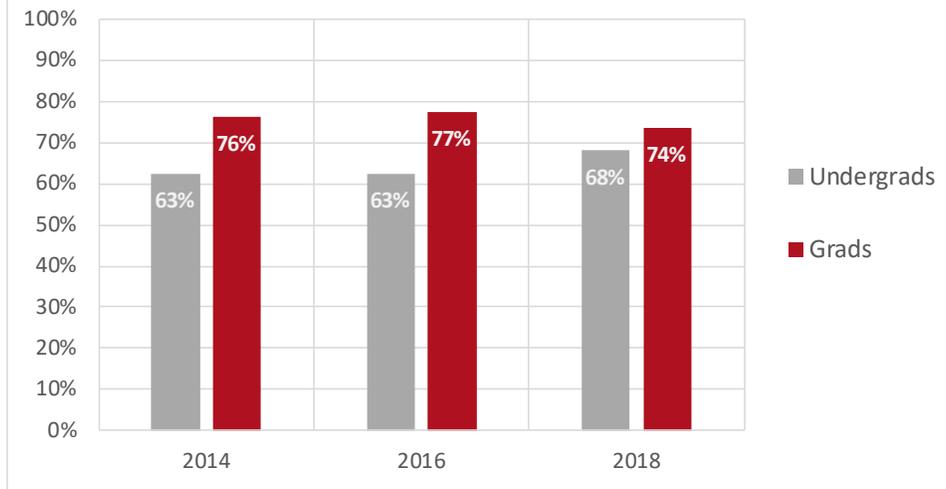
Our students and alumni are regularly surveyed to provide us with feedback on their satisfaction with our programs, faculty and overall experience. The responses on the surveys are Likert rating scales, usually 1-4 or 1-5, with higher numbers indicating a more satisfactory outcome. Most recently, students have met the satisfaction goals we have established for “overall experience in their majors”. The undergrads averaged more than 70% and grad students averaged 92% in surveys for the most recent years. However, in 2018 and 2017 satisfaction levels were lower for the undergraduates. In efforts to improve the results, faculty will spend more advising time with our undergraduates and work with graduate students to improve their participation in the survey.



Alumni also met the goals for the most recent year, on their response to the following question: “How well did your experience at Edgewood College prepare you to reach your career goals?”. The goal was also met in previous years with undergrads averaging more than 64% and grads averaging more than 78% over the most recent years. For alumni from the undergrad programs we will be raising the goal. For the alumni from the graduate programs, we will move on to evaluate a different goal.

¹ Sources: Results of Institutional Assessment surveys and School of Business reports to ACBSP

Alumni Satisfaction, 3 or 4 out of 4



LEARNING OUTCOMES

In 2018, the ECSB assessment committee surveyed faculty about the learning outcomes we had agreed to in 2013 for the integrated courses in our undergraduate program. The committee was looking for feedback on what was being assessed, as well as whether the learning outcome was appropriate. The responses from faculty and the accompanying discussion about our learning objectives, guided the development of the following overarching learning outcomes for our traditional undergraduate programs defined below.

ECSB TUP BUSINESS MAJOR

Students in the traditional undergraduate business program will -

1. Demonstrate ability to view organizations through multiple perspectives (*knowledge*)
 - Financial resources and stakeholder expectations
 - External and customer relationships
 - Organization and culture
 - Processes and capabilities
2. Demonstrate ability to analyze organizations through multiple perspectives and demonstrate understanding of organizations through multiple perspectives (*application and analysis*)
 - Financial resources and stakeholder expectations
 - External and customer relationships
 - Organization and culture
 - Processes and capabilities
3. Demonstrate decision making with integration of the multiple perspectives (*synthesis*)

Students' knowledge, application and analysis abilities, with respect to the four perspectives, are assessed across the five integrated semesters. Their integration abilities is assessed in two of the integrated courses. Below is the list of the five integrated semesters –

Semester 1 - Bus 298/299 Accounting and Marketing principles

Semester 2 - Bus 348/349 Principles of Management & Professional Communications

Semester 3 - Bus 398/399 Business Law and Financial Management

Semester 4 - Bus 448/449 Operations Management and Global Business

Semester 5 - Bus 499 Business Capstone

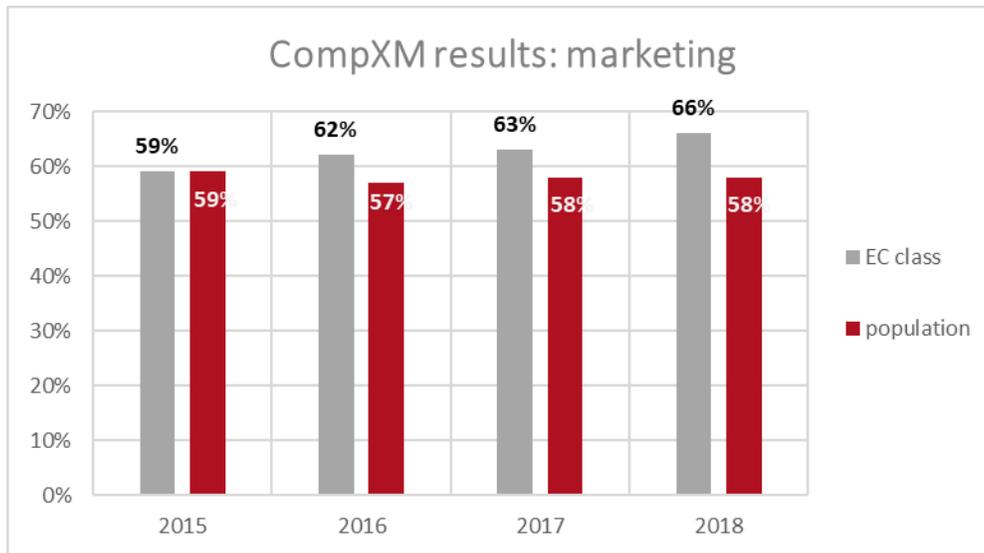
When we evaluated the assessment data for the above learning outcomes, we found that our students have done very well in the following areas -

- Demonstrating the ability to understand and analyze organizations in terms of their external and customer relationships
- Demonstrating the ability to view and analyze organizations through the internal perspective of an organization's policies and culture.
- Demonstrating knowledge of and ability to analyze organization processes and capabilities

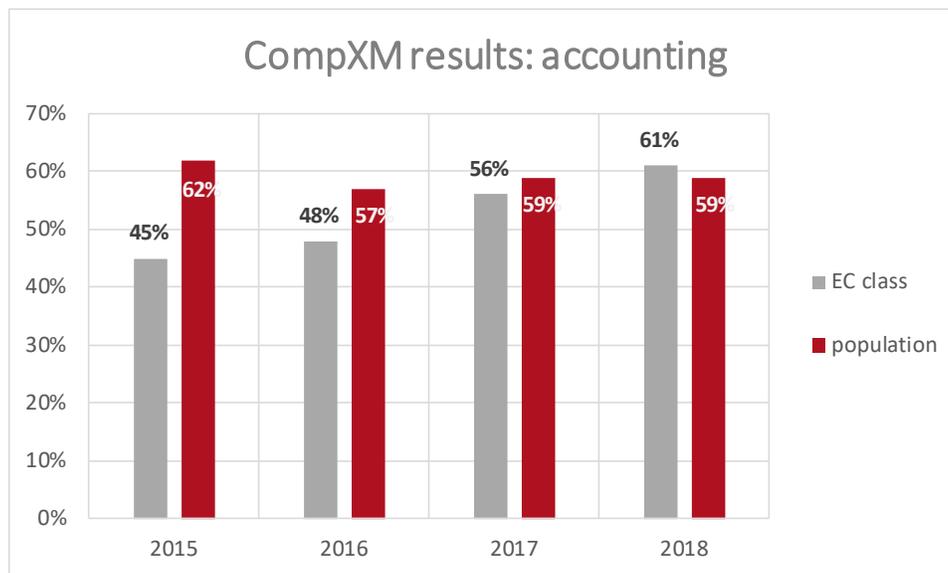
We used CompXM exam results as one of our assessment instruments,

<https://www.capsim.com/assessments/compxm/>. For the evaluation of the first bulleted item – “ability to understand and analyze organizations in terms of their external and customer relationship”, we found that students did very well in both absolute and comparative results. We expected them to achieve at least a 60% score when they took the exam in semester 5, and to exceed the score for all other students

(population) taking the exam. Both goals were met in 2018, with Edgewood students scoring 66% and all other students scoring 58%.



Our students have been more challenged to meet the goals established for “demonstrating their knowledge, application and analysis abilities for financial resources and stakeholder expectations”. Faculty addressed this challenge by incorporating more practice with concepts students found difficult into their classes. Faculty also invested their time in refining the tools used for data entry and review to meet the students learning styles. Their efforts resulted in improved outcomes and students were able to meet the absolute and comparative goals for 2018.



GRADUATE PROGRAMS

At the graduate level, we have been working with existing program learning objectives. For example, the MBA program has four learning outcomes listed below.

Students in the MBA program will -

1. Demonstrate their abilities to understand and analyze organizations through the external perspective of shareholders
2. Demonstrate their abilities to understand and analyze organizations through the external perspective of customers
3. Demonstrate their abilities to understand and analyze organizations through the internal perspective of organizational policies and strategy
4. Demonstrate their abilities to understand and analyze organizations through the internal perspective of business analytics and processes

Students were reaching goals for each of the four MBA learning outcomes. Students have done very well on MBA learning outcome #1 “External perspective of stakeholders”. Faculty will be moving on to a different measure for assessment, the sub-goal of students demonstrating their understanding of how sustainability strategies impact shareholder value.

Student Learning Results: BUS 602 Accounting for managers, analyze organizations through the perspective of financial resources and stakeholder expectations		This learning outcome goal was assessed in BUS 602. Students responded to a standardized question on decision making based on cost accounting concepts.		
Performance Measure	Measurement instrument or process	Current Results	Analysis of Results	Action Taken or Improvement made
The graduate students achieve at least 3.0 on a 5 point scale.	Formative, internal	The goal was met in the most recent term. The average rank for students was 4.5	Over the most recent 3 terms students have exceeded this goal, averaging 4.4	Faculty will move on to assess students for this outcome by evaluating their understanding how sustainability strategies impact shareholder value. of financial statements

Students did achieve the goal for learning outcome #3, “internal perspective of organizational policies and strategy”, in terms of developing recommendations to improve a weak area of organizational ethical performance.

Student Learning Results: Bus 616 Business Ethics, <u>Organizational ethical performance</u>		BUS 616 Business Ethics was used to assess students’ performance. The primary learning outcome goal for the course assessed: developing high quality recommendations to improve a weak area of organizational ethical performance.		
Performance Measure	Measurement instrument or process	Current Results	Analysis of Results	Action Taken or Improvement made
The students achieve at least 3.0 on a 5 point scale on the learning outcome.	Standardized project. Internal and formative	The goal was met for spring 2018. All scores were 3.0 or higher; Average score was 4.8.	Student performance was very strong for the learning outcome. One student mentioned that s/he would prefer a more contemporary case than Enron	Previous Year Goal & Change: Students responded well to reminder about speaking with change agent. Only one student didn’t do it. New Goal: Survey students about case preference.

Students are falling short of goal #3 in terms of working with strategy analysis, specifically demonstrating the ability to dissect strategic management problems. For the upcoming academic year, the instructor will introduce exercises in which students provide feedback to each other about how to enhance their evaluation matrix.

Student Learning Results: Bus 609A&B MBA capstone, analytical abilities with the advanced use of frameworks that can be applied to most strategic management problems.		This learning will be assessed using a standardized case analysis report. Students are expected to include assumptions and constraints on their evaluation of various solutions, as well as justification for the solution they choose.		
Performance Measure	Measurement instrument or process	Current Results	Analysis of Results	Action Taken or Improvement made
Students will achieve at least 3.5 on a 5 point scale.	Case Analysis Report, Summative, Internal	The goal was not met in the most recent term. Students averaged a rank of 3.17	After the very low outcomes in fall 2016, the results trended upward. The number of cases were reduced starting in Fall 2017 from 7 to 6 cases. This allowed additional discussion time and appears to have helped improve student scores for this LO in 2018. However, the overall average for spring 2016 thru spring 2018 was still below the goal at 3.19.	In Fall 2018, additional time was spent specifically discussing how to identify relevant and critical evaluation criteria, alternatives, assumptions and the use of an evaluation matrix in order to help improve student performance. An exercise was also introduced in which students created an evaluation matrix and provided feedback to each other about how the evaluation matrix could be improved.

STUDENT ACHIEVEMENT

This past year we had over 180 students in our undergraduate programs and more than 80 in our graduate programs. More than 70 students completed their undergraduate programs in 2018, while 26 completed their graduate program.

