



University of Holy Cross
Bachelor of Science in Business Administration

The Department of Business Administration offers a student-centered learning environment by providing its students a quality education that prepares them to assume successful professional careers in a dynamic global environment. An emphasis is placed on theoretical knowledge reinforced with practical application in the area of technological innovations, communication skills, ethical decision making, critical thinking, acceptable management practices, and Catholic values.

The University of Holy Cross has received specialized accreditation for its business programs through the International Assembly for Collegiate Business Education (IACBE), located in Olathe, Kansas. The business programs in the following degrees are accredited by the IACBE:

Bachelor of Science Degree in Business Administration, with concentrations in a choice of 4 areas:

- Management
- Healthcare Management
- Marketing
- Organizational Management

IACBE Department of Business Administration Report
2015-2016 Academic Year

Program	Enrollment 2015-16	Number of Degrees Conferred 2015-16
BS Business Administration	32	4

BS Business Administration – Accounting	22	4
BS Business Administration - Management	2	1
BS Business Administration - Marketing	6	0
BS Business Administration - Organizational Management	13	6
Totals for All Programs Combined	75	15

Outcomes Assessment Results For Academic Year: 2015-16

Section I: Student Learning Assessment

Student Learning Assessment for: <i>BS in Business Administration (general business, concentrations – management, marketing, accounting)</i>	
Program Intended Student Learning Outcomes (Program ISLOs)	
1. <i>Program Learning Outcome 1 – Provide comprehension of ethical decision making</i>	
2. <i>Program Learning Outcome 2 – Practice critical thinking in the application of sound business practice.</i>	
3. <i>Program Learning Outcome 3 – Expose students to social and for-profit entrepreneurship concepts</i>	
4. <i>Program Learning Outcome 4 – Expose students to and practice international management and marketing principles.</i>	
Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
1. <i>Direct Measure 1. Pre and Post test in BUS218 Introduction to Business course Program ISLOs Assessed by this Measure: Outcomes 2&3</i>	<i>Objective (Target/Criterion) for Direct Measure 1 90% of students will successfully complete 7 out of 10 area questions to demonstrate comprehension</i>

<p>2. <i>Direct Measure 2</i></p> <ul style="list-style-type: none"> • <i>Paper presentation in one of the Capstone courses (BUS409 Business and Society or MGT421 Senior Capstone Project)</i> • <i>Participation and mastery of GLO-BUS game in second capstone course (BS414 Business Policies and Problems).</i> <p>Program ISLOs Assessed by this Measure: Outcomes 1,2,3,4.</p>	<p><i>Objective (Target/Criterion) for Direct Measure 2</i></p> <ul style="list-style-type: none"> • <i>80% of students demonstrate understanding of class concepts, obtain composite score of 70% or above using the attached rubric.</i> • <i>Demonstrate through discussion and decision-making in the game that they remember and understand the materials and examples taught in the program. 85% of students will take positions 1-100 among 5000 participants of the game.</i>
<p>Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:</p>	<p>Performance Objectives (Targets/Criteria) for Indirect Measures:</p>
<p>1. <i>Indirect Measure 1</i> Student course evaluations of learning and instructors.</p> <p>Program ISLOs Assessed by this Measure: <i>Outcomes 1,2,3.</i></p>	<p><i>Objective (Target/Criterion) for Indirect Measure 1</i></p> <p>100% of faculty are required to receive at least 80% approval levels in each of 35 questions areas.</p>
<p>2. <i>Indirect Measure 2</i> Graduate survey of job acquisition and promotion.</p> <p>Program ISLOs Assessed by this Measure: Outcomes 1,2,3,4.</p>	<p><i>Objective (Target/Criterion) for Indirect Measure 2</i></p> <p>In six months following graduation, 80% of graduates will be employed or promoted in their current work organizations.</p>
<p>Learning Assessment Results: BS in Business Administration (general business, concentrations – management, marketing, accounting).</p>	
<p>Summary of Results from Implementing Direct Measures of Student Learning:</p>	
<p>1. <i>Summary of Results for Direct Measure 1</i> 100% of students have exceeded 70% comprehension rate on post test vs. pre test. Scores vary between 92%-100%.</p>	
<p>2. <i>Summary of Results for Direct Measure 2</i></p> <ul style="list-style-type: none"> • 66.6% of students in BUS409 class have achieved composite score of 70%. • 100% of students in BUS414 class have taken positions 1-100 in every stage of the Glo-Bus game. • 100% of students in MGT421 class have achieved 70% and above on the evaluation rubric. 	
<p>Summary of Results from Implementing Indirect Measures of Student Learning:</p>	

1. *Summary of Results for Indirect Measure 1 Faculty members have achieved higher than 80% favorable student rating for all courses.*

2. *Summary of Results for Indirect Measure 2 Graduates have achieved more than 80% employment and/or promotion rate.*

Summary of Achievement of Intended Student Learning Outcomes:

Intended Student Learning Outcomes	Learning Assessment Measures							
Program ISLOs	Direct Measure 1	Direct Measure 2	Direct Measure 3	Direct Measure 4	Indirect Measure 1	Indirect Measure 2	Indirect Measure 3	Indirect Measure 4
	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. <i>Program Learning Outcome 1</i>	N/A	Not met	N/A	N/A	Met	Met	N/A	N/A
2. <i>Program Learning Outcome 2</i>	Met	Met	N/A	N/A	Met	Met	N/A	N/A
3. <i>Program Learning Outcome 3</i>	Met	Met	N/A	N/A	Met	Met	N/A	N/A
4. <i>Program Learning Outcome 4</i>	N/A	Met	N/A	N/A	N/A	Met	N/A	N/A

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

1. *Course of Action 1 - Based on the assessment results, the department will continue BUS409 course improvement by adding the most recent reading materials to aid students results.*

2. *Course of Action 2 The BUS409 course instructor will discuss the rubric and assessment measurements more thoroughly with students. It will allow them to have a better understanding of requirements.*