



Student Learning Assessment Report, Academic

Report Year

Program

Department Head

Submitted By

Previously Submitted Reports

Mission

The Business Major Program enables students to gain valuable depth in two Concentrations from a broad range of business disciplines, while also completing the Pre-Business Foundation Skills courses and the Business Core courses required of all Siena College School of Business students.

Assessment

1. Major/Program Student Learning Outcomes

Student will be able to...

Solve Complex Organizational Problems: Think critically and creatively to solve complex organizational problems using appropriate analytic and quantitative techniques and integrating knowledge and skills from various disciplines.

(Siena College LG1: Reason; School of Business LG1: Problem Solving)

2. Phase

Check all that apply

- Planning/ determining procedure
- Planning/ Redesigning based on past assessment
- Collecting/ analyzing assessment data
- Discussing/ using result
- Determining if Changes had an Impact on Student Learning
- Objective not assessed this year

3. Assessment Procedures (Planning/ determining)

Method: (ex. tests, presentations, research paper, describe the assessment course and student sample when it is applicable, etc.)

This Learning Goal is assessed in the capstone class within each of the Concentrations, or other upper-level designated course. Each class uses a culminating, integrated, applied assignment to assess this Learning Goal. All instructors use the S of B Problem Solving Rubric.

When does assessment occur?

How often does assessment occur?

Criteria (How do you know students are achieving learning outcome?)

80% of ALL BUS students Meet or Exceed Concentration "Capstone" course requirement. (70% or higher on Rubric).

Exceeds: above 90
Meets: 70 - 90
Does Not Meet: below 70

4. Assessment Results (Collecting/ analyzing, please identify the sample size and course number when appropriate)

We collected data from 20 Concentrations.

We had four concentrations that did not submit an assessment (Acct Theory, Govt Acct, Corp Finc and STDM). These were approved for no submission by me since all of them had insufficient enrollments. If we did report on these four, then we have added "paperwork" for no benefit.

We had a total of 11 concentrations that had insufficient enrollments, i.e., under sample size 5 for assessment period. This list includes the four above.

We had two concentrations that did not report since in planning phase (Project MGMT and Brand MGMT).

Below you will find the percentage of the students that have Exceeded, Met or Does Not Meet for certain groups that we studied.

We analyzed by Major. All majors are over 80% meet or exceeded per this LG.

We analyzed by grand total which is the sum of all LG's that address problem solving. As a total we are at 93% (n=80) of the students have met or exceeded expectations.

We analyzed by Group 1 = ECON, MGMT, MRKT, and INTD and found that 93.5% (n=46) of these students have met or exceeded expectations.

We analyzed by Group 2 = BAAS, ACCT, and FINC and found that 94.1% (n=34) of these students have met or exceeded expectations.

Learning Outcome Met? (Based on Criteria)

Yes

5. Use of Results (Discussing/ using results)

The biggest issue facing this major is having 11 of the 21 concentrations too lowly enrolled to properly assess.

I am in conversations with the Dean to find a potential/acceptable solution to this chronic problem. We have talked about chatting with the DAC about the issue. We have also talked about me reaching out to institutions with similar majors and see what they might have as a solution.

Assessment

1. Major/Program Student Learning Outcomes

Student will be able to...

Communication: Communicate orally and in writing using language appropriate to the audience.
(Siena College LG2: Rhetoric; School of Business LG 2: Communication)

2. Phase

Check all that apply

- Planning/ determining procedure
- Planning/ Redesigning based on past assessment
- Collecting/ analyzing assessment data
- Discussing/ using result
- Determining if Changes had an Impact on Student Learning
- Objective not assessed this year

3. Assessment Procedures (Planning/ determining)

Method: (ex. tests, presentations, research paper, describe the assessment course and student sample when it is applicable, etc.)

This Learning Goal is assessed in the capstone class within each of the Concentrations, or other upper-level designated course. Each class uses a culminating, integrated, applied assignment to assess this Learning Goal. All instructors use the S of B Oral Presentation and / or Writing Rubrics, as required.

When does assessment occur?

Concentration "Capstone" courses

How often does assessment occur?

Bi-annually

Criteria (How do you know students are achieving learning outcome?)

80% of ALL BUS students Meet or Exceed Concentration "Capstone" course requirement. (70% or higher on Rubric).

Exceeds: above 90

Meets: 70 - 90

Does Not Meet: below 70

4. Assessment Results (Collecting/ analyzing, please identify the sample size and course number when appropriate)

We collected data from 20 Concentrations.

We had four concentrations that did not submit an assessment (Acct Theory, Govt Acct, Corp Finc and STDM). These were approved for no submission by me since all of them had insufficient enrollments. If we did report on these four, then we have added "paperwork" for no benefit.

We had a total of 11 concentrations that had insufficient enrollments, i.e., under sample size 5 for assessment period. This list includes the four above.

We had two concentrations that did not report since in planning phase (Project MGMT and Brand MGMT).

Below you will find the percentage of the students that have Exceeded, Met or Does Not Meet for certain groups that we studied.

We analyzed by Major. All majors are over 80% meet or exceeded per this LG.

We analyzed by grand total which is the sum of all LG's that address problem solving. As a total we are at 92.6% (n=122) of the students have met or exceeded expectations.

We analyzed by Group 1 = ECON, MGMT, MRKT, and INTD and found that 100% (n=72) of these students have met or exceeded expectations.

We analyzed by Group 2 = BAAS, ACCT, and FINC and found that 82% (n=50) of these students have met or exceeded expectations.

Learning Outcome Met? (Based on Criteria)

Yes

5. Use of Results (Discussing/ using results)

See LO#1

Assessment

1. Major/Program Student Learning Outcomes

Student will be able to...

Moral Consideration: Work toward a just, peaceable, and humane solution with thoughtful consideration of the impact on all stakeholders, the external environment, and the natural world.

(Siena College LG 6: Responsibility; School of Business LG4: Moral Consideration)

2. Phase

Check all that apply

- Planning/ determining procedure
- Planning/ Redesigning based on past assessment
- Collecting/ analyzing assessment data
- Discussing/ using result
- Determining if Changes had an Impact on Student Learning
- Objective not assessed this year

3. Assessment Procedures (Planning/ determining)

Method: (ex. tests, presentations, research paper, describe the assessment course and student sample when it is applicable, etc.)

This Learning Goal is assessed in the capstone class within each of the Concentrations, or other upper-level designated course. Each class uses a complex case / problem that includes moral consideration / ethical issues. All instructors use the S of B Moral Consideration Rubric.

When does assessment occur?

Concentration "Capstone" course

How often does assessment occur?

Bi-annually

Criteria (How do you know students are achieving learning outcome?)

80% of ALL BUS students Meet or Exceed Concentration "Capstone" course requirement. (70% or higher on Rubric).

Exceeds: above 90

Meets: 70 - 90

Does Not Meet: below 70

4. Assessment Results (Collecting/ analyzing, please identify the sample size and course number when appropriate)

We collected data from 20 Concentrations.

We had four concentrations that did not submit an assessment (Acct Theory, Govt Acct, Corp Finc and STDM). These were approved for no submission by me since all of them had insufficient enrollments. If we did report on these four, then we have added "paperwork" for no benefit.

We had a total of 11 concentrations that had insufficient enrollments, i.e., under sample size 5 for assessment period. This list includes the four above.

We had two concentrations that did not report since in planning phase (Project MGMT and Brand MGMT).

Below you will find the percentage of the students that have Exceeded, Met or Does Not Meet for certain groups that we studied.

We analyzed by Major. All majors are over 80% meet or exceeded per this LG.

We analyzed by grand total which is the sum of all LG's that address problem solving. As a total we are at 92.6% (n=68) of the students have met or exceeded expectations.

We analyzed by Group 1 = ECON, MGMT, MRKT, and INTD and found that 96% (n=50) of these students have met or exceeded expectations.

We analyzed by Group 2 = BAAS, ACCT, and FINC and found that 83.3% (n=18) of these students have met or exceeded expectations.

Learning Outcome Met? (Based on Criteria)

Yes

5. Use of Results (Discussing/ using results)

See LO#1

Assessment

1. Major/Program Student Learning Outcomes

Student will be able to...

Apply specialized Business knowledge.

(Siena College LG1: Reason; School of Business LG6: Business Specialization)

2. Phase

Check all that apply

- Planning/ determining procedure
- Planning/ Redesigning based on past assessment
- Collecting/ analyzing assessment data
- Discussing/ using result
- Determining if Changes had an Impact on Student Learning
- Objective not assessed this year

3. Assessment Procedures (Planning/ determining)

Method: (ex. tests, presentations, research paper, describe the assessment course and student sample when it is applicable, etc.)

Practicum; Research Paper; Presentation; Internship ; Independent Study; Project; Cases // Assessed in the Concentration Capstone class, or other upper-level designated course, using 1 - 3 Learning Goals for that course. CONCs then report to BUS Major Coordinator results for a summary assessment of the overall Major results by the BUS Major Coordinator.

When does assessment occur?

Concentration "Capstone" course

How often does assessment occur?

Bi-annually

Criteria (How do you know students are achieving learning outcome?)

80% of ALL BUS students Meet or Exceed Concentration "Capstone" course requirement. (70% or higher on Rubric).

Exceeds: above 90

Meets: 70 - 90

Does Not Meet: below 70

4. Assessment Results (Collecting/ analyzing, please identify the sample size and course number when appropriate)

We collected data from 20 Concentrations.

We had four concentrations that did not submit an assessment (Acct Theory, Govt Acct, Corp Finc and STDM). These were approved for no submission by me since all of them had insufficient enrollments. If we did report on these four, then we have added "paperwork" for no benefit.

We had a total of 11 concentrations that had insufficient enrollments, i.e., under sample size 5 for assessment period. This list includes the four above.

We had two concentrations that did not report since in planning phase (Project MGMT and Brand MGMT).

Below you will find the percentage of the students that have Exceeded, Met or Does Not Meet for certain groups that we studied.

We analyzed by Major. All majors are over 80% meet or exceeded per this LG.

We analyzed by grand total which is the sum of all LG's that address problem solving. As a total we are at 82.6% (n=178) of the students have met or exceeded expectations.

We analyzed by Group 1 = ECON, MGMT, MRKT, and INTD and found that 82.1% (n=162) of these students have met or exceeded expectations.

We analyzed by Group 2 = BAAS, ACCT, and FINC and found that 87.5% (n=16) of these students have met or exceeded expectations.

Learning Outcome Met? (Based on Criteria)

Yes

5. Use of Results (Discussing/ using results)

See LO#1

Package History

Date	User	Action
10/9/2023 11:55:03 PM	Joseph McCollum	Submitted 'Student Learning Assessment Report'
10/9/2023 11:56:05 PM	Joseph McCollum	Received
10/9/2023 11:56:05 PM	School of Science - Asst. Dean	Received
10/9/2023 11:56:05 PM	Joseph McCollum	Received
10/9/2023 11:56:05 PM	Provost and Senior Vice President	Received
10/9/2023 11:56:06 PM	School of Business - Asst. Dean	Received
10/9/2023 11:56:06 PM	School of Business - Dean	Received
10/9/2023 11:56:06 PM	Institutional Effectiveness	Received
10/10/2023 8:38:03 AM	Margaret Madden	Decision Approved on step 'Provost and Senior Vice President'