

IACBE Annual Report
For Academic Year 2008-2009

Program-Level Intended Outcomes Form – Keuka College Accelerated B.S. (ASAP) Program

Student Learning Information for Bachelor of Science in Organizational Management	
Mission:	The Mission of Keuka College’s Division of Business and Management is the preparation of its students for leadership roles in a wide range of domestic and global organizational environments. In each of our traditional and non-traditional programs we create a unique educational experience that combines a solid liberal arts foundation for learning and critical thinking skills, a proactive program of experiential opportunities and related co-curricular activities, and a solid professional foundation in each of the critical business disciplines, all of which are rooted in ethics and integrity.
Intended Student Learning Outcomes for Bachelor of Science in Organizational Management:	

- ✓ **Organizational behavior:** Understand how organizations/groups of people function, grow, change, and succeed
- ✓ **Functional components of a business:** Display the ability to employ accounting, marketing, finance, human resources, and business law in the service of organizational effectiveness
- ✓ **Critical thinking:** Evaluate and respond to situations reflectively and analytically
- ✓ **Applied research:** Apply research and theory to the solution of problems in everyday practice
- ✓ **Written communication:** Effectively communicate in writing
- ✓ **Verbal communication:** Effectively communicate verbally
- ✓ **Information technology:** Display the ability to use technological tools in academic research and business decision making—and especially to maximize effectiveness in the achievement of tactical and strategic objectives.

Assessment Tools/Methods for Intended Student Learning Outcomes— Direct Measures of Student Learning	Performance Targets/Criteria for Direct Measures:
1. Session-long Project-INS 301	Average grade of 3.0 or higher

2. Successful completion of Action Research Project	Average grade of 3.0 or higher	
Assessment Tools/Methods for Intended Student Learning Outcomes— Indirect Measures of Student Learning	Performance Targets/Criteria for Indirect Measures:	
1. Noel-Levitz SS Survey	Average satisfaction rating of 5 on 7-point scale in each of 5 key areas	
2. Student Evaluation of Instruction (SEI)	100% student satisfaction ratings of “B” or better,	
Summary of Results from Implementing Direct Measures of Student Learning:	Performance Target Was...	
	Met	Not Met
1. Average grade of 3.7	X	
2. Average grade of 3.38	X	
Summary of Results from Implementing Indirect Measures of Student Learning:	Performance Target Was...	
	Met	Not Met
1. Met on 4/5 areas		X
2. 86%		X
Proposed Courses of Action for Improvement in Areas for which Performance Targets Were Not Met:		
1. Comprehensive syllabus update		
2. Evaluate alternative course materials for all courses		
3. Comprehensive rubrics to be developed and implemented, in every syllabus, prior to 6/10		