

# IACBE Annual Report

For Academic Year 2008-2009

## Program-Level Intended Outcomes – Keuka College Traditional B.S. Program

Student Learning Information for Keuka College Traditional B.S. Program	
<p>Mission Statement:</p> <p>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.</p>	
Intended Student Learning Outcomes for Keuka College Traditional B.S. Program	
1. Identify and define the functional components of a business and their interrelationships.	
2. Demonstrate the ability to apply critical thinking and decision-making skills across the functional components of a business.	
3. Demonstrate the ability to express themselves clearly, concisely, and logically through effective oral and written communication.	
4. Demonstrate the ability to utilize current technology in the achievement of tactical and strategic objectives.	
5. Demonstrate applied business skills in their chosen areas of concentration.	
Assessment Tools/Methods for Intended Student Learning Outcomes- Direct Measures of Student Learning	Performance Targets/Criteria for Direct Measures:
1. Business seniors will average a minimum score on each of 7 functional area of the comprehensive business examination.	Minimum 70% on each section of examination
2. Business seniors will average a minimum score on their comprehensive capstone business project.	Minimum 88% average score

Assessment Tools/Methods for Intended Student Learning Outcomes— Indirect Measures of Student Learning	Performance Targets/Criteria for Indirect Measures:	
1. Achieve a minimum average rating on each of the 10 areas of student satisfaction pertaining to business division student learning outcomes. Instrument used is 2008 National Survey of Student Engagement (NSSE).	Minimum 3.0 in each of 10 areas	
2. Achieve a minimum percentage of business students rating the business program as having enhanced their abilities on each of the 6 learning outcomes measures. Instrument used is 2008 Comprehensive Alumni Assessment Survey (CAAS).	Minimum 80% of business students	
Summary of Results from Implementing Direct Measures of Student Learning:	Performance Target Was...	
	Met	Not Met
1. Minimum 70% achieved in 4 of 7 functional areas		X
2. Achieved 88%	X	
Summary of Results from Implementing Indirect Measures of Student Learning:	Performance Target Was...	
	Met	Not Met
1. Target achieved in 6 of 10 areas		X
2. Target achieved in each of the 6 areas	X	
Proposed Courses of Action for Improvement in Areas for which Performance Targets Were Not Met:		
1. As was the case last year, we fell short in Business Law and Accounting/Finance. Each of these have recently been taught in part by adjunct faculty; however we have successfully hired a new tenure-track finance/accounting “ABD” faculty and we remain confident that these results will improve over time. We are also increasing our efforts at integrating finance material into other coursework to reinforce learning outcomes. We have also stabilized our business law course by having the same adjunct (attorney) instructor teach the business law course each semester.		
2. The goal has been realized on 6 of the 10 survey questions. Of the four survey questions not at target, writing and speaking clearly and effectively have been the focus of campus-wide efforts to improve these skills. We are also requiring that students make more oral presentations, and increased casework should improve effective writing skills. This area has been discussed with division faculty and an effort will be made to better integrate the development of these skills our courses.		