

2020-21 Student Learning Assessment Report, Academic

Program: Business Core	Degree: - Select One -	Department Head: Joseph McCollum	Submitted By: Joseph McCollum	Date Submitted: 03/23/2022
Mission: Mission: We empower students with the knowledge and values to lead, serve, and succeed in their careers, communities and lives. (Revised Fall 2015)				
1. Major/Program Student Learning Outcomes Students will be able to...		2. Phase		
1. 1. Problem Solving Think critically and creatively to solve complex organizational problems using appropriate and analytic and quantitative techniques and integrating knowledge and skills from various disciplines.		Planning Collecting Discussing Impact		
3. Assessment Procedures (Planning/ determining) Method: (ex. tests, presentations, research paper) Direct assessment method BUDV 450 Organizational Strategy (capstone class) 3A: In-class analysis - identify relevant information, assess quantitative and qualitative data -identify strategic issues, generate alternatives, draw conclusions, develop initiatives Instrument: Performance levels on specific traits on rubric approved by the program's faculty using a final case study. Sample: All students enrolled in BUDV 450 3B: Indirect Assessment Methods Internship supervisor survey				
Using a Sample of Students?				
No				
If yes, describe your sample.				
When does assessment occur?				
BUDV 450 - Fall 2020				
How often does assessment occur?				

every year

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

80% meets or exceeds expectations
(70% or higher on rubric)
Exceeds: above 90
Meets: 70-90
Does not meet: below 70

4. Assessment Results
(Collecting/ analyzing)

BUDV 450 Learning Outcomes
N = 132

PS 1
Analyze and interpret quantitative data
Exceeds + Met = 123 (93.2%)

PS 2
Identify and assess relevant qualitative and quantitative information
Exceeds + Met = 130 (98.5%)

PS 3
Defines the problem through clearly stated strategic issues
Exceeds + Met = 128 (97.0%)

PS 4
Generates alternatives and formulates strategies
Exceeds + Met = 129 (97.7%)

PS 5
Develops plans for implementing recommendations
Exceeds + Met = 130 (98.5%)

93% of students meet or exceed expectations in all areas

4B: Internship supervisor survey
Based on Employer Data for Fall 2020 our students had 88.2% that received an above average or outstanding rating.
*I would say this verifies our internal data for PS

Learning Outcome Met?

(Based on Criteria)
Yes

5. Use of Results
(Discussing/ using results)

All expectations were met.

We have launched our new Business Core and will report on our first graduates in Fall 2023.

We have launched our new Internship Survey and will report on our findings in the next cycle.

6. Determining if changes impacted student learning

Note 1:

In 2018-2019: ECON101 and ECON102 more reading was assigned on open-ended situations. More Excel assignments were assigned.

Based on our Fall 2020 data we had (n=132) students and their performance was above 93% on each of the problem solving competencies. The changes made in MGMT211, MGMT300 and ECON101/102 have had a positive impact on student learning.

Note 2:

In Fall 2020: BUDV450 team and the LA chair met to discuss the usage of two cases for assessing PS. This was to introduce flexibility by providing the faculty with more options for assessments. This was also put into place to provide some protection from Covid-19 and online cheating issues.

The LA chair ran a statistical analysis on the differences between the Ice Fili and the Mattel cases. Ice Fili was given to the in-class students. Mattel was given to the virtual students. The overall difference was not significant. The average on the Mattel was 94.7 and the average on the Ice Fille was 85.57 for part I of the case. The t-stat was (-0.60).

1. Major/Program Student Learning Outcomes Students will be able to...	2. Phase
2. Written Communication Communicate in writing using language appropriate to the audience.	Planning Collecting Discussing Impact

3. Assessment Procedures (Planning/ determining)

Method: (ex. tests, presentations, research paper)

Direct Assessments

BUDV 450

Organizational Strategy
(capstone class)

Report to Dean of the School of Business with a letter of transmittal. Three-page report addresses lifelong learning and suggests improvements in the business program.

Indirect Assessment Methods

Internship supervisor survey

Based on 32 internships (32 Fall 2020, NA Spring 2021); internships are an elective activity for students; to enroll in an internship for credit students must have completed a minimum of 45 credits (including at least 12 credits in the Business Core) with a cumulative grade point average of 2.5

Senior Survey

A survey is sent via email to seniors in May of each year (feedback on 3 learning goals included each year). The survey asks students to "indicate the extent to which you agree that your Siena education has helped you develop proficiency in writing." Specific questions are included for each area on the writing rubric. 40 students responded to the May 2021 survey.

Using a Sample of Students?

No

If yes, describe your sample.

When does assessment occur?

BUDV 450 - Fall 2020 data

How often does assessment occur?

Every year

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

80% meets or exceeds expectations

(70% or higher on rubric)

Exceeds: above 90

Meets: 70-90

Does not meet: below 70

4. Assessment Results

(Collecting/ analyzing)

The following is a summary of the writing communication results from our BUDV-450 class

School of Business Learning Goals Spring 2020 Fall 2020 Spring 2021

Life Long Learning (Area 1) -- WC sample (n=74) (n=128) (n=109)

LL1 -- Synthesizes what author learned and how learning occurred 98.6 96.9 98.2

LL2 -- Research on workplace skills and knowledge needed by professionals in field 83.8 76.6 74.3

LL3 -- Aligns learning in the School of Business with current research on necessary workplace skills 82.4 81.3 80.7

LL4 -- Generates and justifies recommendations 90.5 90.6 92.7

LL5 -- Plans to further learning in next five years 85.1 74.2 78.9

Total for LL1 98.6 98.4 98.2

Life Long Learning/Written Communication (Area 2) sample (n=74) (n=128) (n=109)

LL6 -- Organization 95.9 91.4 95.4

LL7 -- Spelling, punctuation, grammar, and sentence structure 100 87.5 96.3

LL8 -- References/citations 54.1 68 57.8

LL9 -- Format 87.8 88.3 92.7

LL10 -- Illustrating data 67.6 50 21.1

Total for LL2 93.2 89.8 89

Thus, based on these total values for LL1 and LL2 we have met our LO for the last three semesters.

Internship Supervisor Survey (Based on Fall 2020 Employer Data)

90.6% of the respondents on the internship survey felt that students demonstrated above average or outstanding writing skills.

Senior Survey (Based on Spring 2021 Data)

For all areas related to writing over 60% of seniors who responded to the survey agreed or strongly agreed that their Siena education helped them develop proficiency in writing. For the writing skill "use and engaging and unique writing style" 64.3% of the respondents agreed or strongly agreed that their Siena education prepared them in this area. This was our weakest ranking.

Supporting Document(s):

[Supporting Doc Business Core - Select One - Outcome 2 - senior survey summary.xlsx](#)

[Supporting Doc Business Core - Select One - Outcome 2 - Closing the Loop Data.xlsx](#)

Using a Sample of Students?

No

If yes, describe your sample.

When does assessment occur?

BUDV 450 - Fall 2020

How often does assessment occur?

Every year

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

80% meets or exceeds expectations
(70% or higher on rubric)
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4. Assessment Results
(Collecting/ analyzing)

BUDV 450

n=132

Topic	Contributes to task	Manages Process	Cooperates Others	Includes	Total
Exceeds	56.1%	44.7%	67.4%	63.6%	57.6%
Met	34.1%	43.2%	29.5%	29.5%	34.1%
Does Not Meet	9.8%	12.1%	3.0%	6.8%	8.3%
Count	132	132	132	132	132
LOM	90.2%	87.9%	97.0%	93.2%	91.7%

According to our Fall 2020 Employer Data:
93.9% of our internships were rated above average or outstanding in the area of teamwork/leadership.

Learning Outcome Met?
(Based on Criteria)

Yes

How often does assessment occur?

Every year

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

80% meets or exceeds expectations
(70% or higher on rubric)
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Does not meet: below 70

4. Assessment Results
(Collecting/ analyzing)

n= 132, 108 and 114 in the semesters Fall 2020, Spring 2021, Fall 2021

MC 1 Recommendations consider stakeholder concerns and effects on the natural world
Exceeds+Met = above 97% for Fall 2020, Spring 2021, Fall 2021

MC 2
Plans for initiatives consider implications and consequences of suggested actions
Exceeds+Met = above 91% for Fall 2020, Spring 2021, Fall 2021

91% of students met or exceeded expectations for this goal

According to our Fall 2020 Employer Data:
100% of our internships were rated above average or outstanding in the area of ethical consideration.

Learning Outcome Met?
(Based on Criteria)

Yes

5. Use of Results
(Discussing/ using results)

Expectations were met.

6. Determining if changes impacted student learning

No changes made in previous cycle.

1. Major/Program Student Learning Outcomes Students will be able to...	2. Phase
5. Life-long learning Pursue opportunities that provide growth as an individual and as an organizational member.	Planning Collecting Discussing Impact Not Done

3. Assessment Procedures (Planning/ determining)

Method: (ex. tests, presentations, research paper)

Where: BUDV 450
Organizational Strategy

Method:
Individual Reflection Essay

One page essay (less than 750 words) on a learning experience during the semester; ability to master one learning objective; actions taken during the semester to improve abilities related to objective; explain how competence in this area will benefit you after graduation

Instrument: Life-Long Learning rubric
Sample: All students enrolled in BUDV 450
When: End of the semester

Using a Sample of Students?

No

If yes, describe your sample.

When does assessment occur?

BUDV 450 - Fall 2020

How often does assessment occur?

every year

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

80% meets or exceeds expectations
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4. Assessment Results

(Collecting/ analyzing)

n = 74 for spring 2020, 128 for fall 2020, and 109 for spring 2021

LL1: Reflection
Exceed + Met = 97.3%, 98.4%, and 99.1%

LL2: Initiative
Exceeds + Met = 97.3%, 99.2%, and 98.2%

LL3: Transfer of Knowledge
Exceed + Met = 100%, 100% and 98.2%

Hence, LL1-LL3 are all over 97% for meeting and exceeds.

Learning Outcome Met?

3C: Senior Survey

A survey is sent via email to seniors in May of each year (feedback on 3 learning goals included each year) . The survey asks students to “indicate the extent to which you agree that your Siena education has helped you develop Proficiency in the following oral presentation skills.” Specific questions are included for each area on the oral presentation rubric. 32 students responded to the May 2019 survey.

Using a Sample of Students?

No

If yes, describe your sample.

When does assessment occur?

BUDV 450 - Fall 2020

How often does assessment occur?

Every year

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

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4. Assessment Results
(Collecting/ analyzing)

N = 132 for Fall 2020

OP1: Subject Knowledge
Exceeds + Meets = 99.2%

OP2: Enthusiasm/confidence
Exceeds + Meets = 100%

OP3: Physical behaviors
Exceeds + Meets = 100%

OP4: Vocal Performance
Exceeds + Meets = 100%

OP5: Media
Exceeds + Meets = 100%

OP6: Attire
Exceeds + Meets = 99.2%

Internship supervisor survey (Fall 2020 Employer Data)

100% of the respondents on the internship survey felt that students demonstrated above average or outstanding presentation skills.

Senior Survey (Spring 2021)

For all areas related to oral presentation skills 55-85% of students agreed or strongly agreed that their Siena education helped them develop proficiency in oral

presentation skills.

Students met expectations for this learning goal. However, the feedback on our senior survey contained a lot of variation.

We only have 55% that agreed or strongly agreed that they could provide transitions between main points.

We only have 65% that agreed or strongly agreed that they could use vocal variety, rate and pitch.

Learning Outcome Met?

(Based on Criteria)

Yes

5. Use of Results

(Discussing/ using results)

We have met or exceeded our goals for the six LO's that measure Oral Communication.

We have strong results from our internship survey.

We do have some variation in the senior survey, but we have to take care in using these results based on the bias sample.

We will have some comments on oral communication in the next cycle based on spring 21 LLL qualitative data and spring 2022 BUDV-450 data. The BUDV-450 team was going to spotlight oral communication in the 2020-2021 year and we are hoping to see this emphasis in the spring 21 LLL. ECON101 and 102 changed focus to include more extemporaneously speaking moments and we are hoping to see this change in our Spring 2022 assessment data.

6. Determining if changes impacted student learning

Nothing to report at this time.