



Public Disclosure of Student Learning

Institution	University of the Cumberlands
Academic Business Unit	Hutton School of Business
Academic Year	2015-2016

Report of Student Learning and Achievement
University of the Cumberland
Hutton School of Business

For Academic Year: 2015-2016

Mission of the Hutton School of Business

Mission Statement

The mission of the Hutton School of Business is to foster academic excellence and student achievement at both the undergraduate and graduate levels. Students are provided with a strong academic foundation in business, and are prepared to become productive, competent, and ethical professionals. The Hutton School of Business provides a learning environment that is characterized by student-oriented instructional methodologies and the development of leadership and life-long learning skills in its students.

Student Learning Assessment for B.A./B.S. in Business Administration

Program Intended Student Learning Outcomes (Program ISLOs)

1. *Students will be able to identify the major concepts in the functional areas of accounting, finance, marketing, and management.*
2. *Students will be able to evaluate the global legal, social, and economic environments of business.*
3. *Students will be able to explain the ethical obligations and responsibilities of the business decision-maker and the business.*
4. *Students will be able to apply decision-support tools and resources to problem solving and business decision-making.*
5. *Students will be able to demonstrate professional business communication skills.*
6. *Students will be able to work effectively with diverse colleagues in team situations.*
7. *Students will be able to recognize their individual leadership abilities and limitations.*

**Assessment Instruments for Intended Student Learning Outcomes—
Direct Measures of Student Learning:**

1. *End-of-Program Comprehensive Exam*
 General Program ISLOs Assessed by this Measure: 1, 2, 3

Performance Objectives (Targets/Criteria) for Direct Measures:

The departmental mean score of all graduating Business Administration students on the ETS Major Field Test for Business will be within one-half standard deviation of the national institutional mean score, or higher.

<p>2. <i>Comprehensive Capstone Case Study (BADM 438)</i></p> <p>General Program ISLOs Assessed by this Measure: 1, 2, 4, 5, 6, 7</p>	<p><i>On the rating scale in the case study evaluation rubric (with “Accomplished” being the highest rating), at least 80% of all Business Administration students will achieve a performance rating of “Competent” or higher on each evaluation criteria associated with the core ISLOs assessed by this measure.</i></p>
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Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Indirect Measures:
<p>1. <i>All Senior Survey (Graduating Student Survey)</i></p> <p>General Program ISLOs Assessed by this Measure: 1, 2, 3, 4, 5, 6, 7</p>	<p><i>On the exit survey instrument, at least 75% of all graduating Hutton School of Business students will indicate that they “Agree” or “Strongly Agree” with each of the core ISLOs assessed by this measure.</i></p>
<p>2. <i>Undergraduate Alumni Survey</i></p> <p>General Program ISLOs Assessed by this Measure: 1, 2, 3, 4, 5, 6, 7</p>	<p><i>On the alumni survey instrument, at least 75% of all third-year Hutton School of Business alumni will indicate that their level of achievement of each of the core ISLOs provided a “Significant” or “Very Significant” contribution to their current positions.</i></p>

Assessment Results: B.S./B.A. in Business Administration	
Summary of Results from Implementing Direct Measures of Student Learning:	
<p>1. <i>Comprehensive Exam</i> The institutional national mean on the ETS® Major Field Test for Business was 150.3. An average score for all HSB students was 146.93.</p>	
<p>2. <i>Comprehensive Case Study</i> In the online sections of the capstone course, students performed at the Accomplished or Competent level on all the evaluation criteria. The average rubric score was 3.16 (n=30).</p>	
Summary of Results from Implementing Indirect Measures of Student Learning:	
<p>1. <i>Graduating Student Survey</i> The results of the survey revealed that over 75% of upcoming graduates Agreed or Strongly Agreed with statements assessing their abilities to meet core competencies.</p>	

2. *Alumni Survey*

Overall, 74% of business program alumni responding to the survey believe that UC prepared them for employment. Analysis of responses revealed that 80% of on-campus program alumni indicated that UC prepared them for employment; 67% of online alumni indicated that UC prepared them for employment.

Summary of Achievement of Intended Student Learning Outcomes:

Intended Student Learning Outcomes	Learning Assessment Measures							
Program ISLOs	<i>Direct Measure 1</i>	<i>Direct Measure 2</i>	<i>Direct Measure 3</i>	<i>Direct Measure 4</i>	<i>Indirect Measure 1</i>	<i>Indirect Measure 2</i>	<i>Indirect Measure 3</i>	<i>Indirect Measure 4</i>
	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>Students will be able to identify the major concepts in the functional areas of accounting, finance, marketing, and management.</i>	Not Met	Met			Met	N/A		
2. <i>Students will be able to evaluate the global legal, social, and economic environments of business.</i>	Not Met	Met			Met	N/A		
3. <i>Students will be able to explain the ethical obligations and responsibilities of the business decision-maker and the business.</i>	Not Met	Met			Met	N/A		
4. <i>Students will be able to apply decision-support tools and resources to problem solving and business decision-making.</i>	Met	Met			Met	N/A		
5. <i>Students will be able to demonstrate professional business communication skills.</i>	Met	Met			Met	N/A		

6. <i>Students will be able to work effectively with diverse colleagues in team situations.</i>	Met	Met			Met	N/A		
7. <i>Students will be able to recognize their individual leadership abilities and limitations.</i>	Met	Met			Met	N/A		
Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:								
<p>1. <i>Program ISLO 1:</i> The performance targets for this program ISLO dealing with knowledge of the functional areas of business were not met on the comprehensive examination. In particular, the results indicated that students were not performing up to expectations in the areas of accounting, finance, and marketing. Faculty in the Hutton School of Business will be reviewing the business core curriculum in order to seek ways of reinforcing these concepts in the courses in the core. The performance targets for this program ISLO dealing with knowledge of the functional areas of business were not assessed using the comprehensive case study for on-campus students. Case study administration procedures will be revised to allow for better utilization of this assessment tool.</p>								
<p>2. <i>Program ISLO 2:</i> The performance targets for this program ISLO dealing with knowledge of international issues in business were not met on the comprehensive examination. Faculty in the Hutton School of Business will be reviewing the business core curriculum in order to seek ways of integrating international issues in the courses in the core.</p>								
<p>3. <i>Program ISLO 3:</i> The performance targets for this program ISLO dealing with knowledge of ethical issues in business were not met on the comprehensive examination. Faculty in the Hutton School of Business will be reviewing the business core curriculum in order to seek ways of integrating ethical issues in the courses in the core.</p>								
<p>4. <i>Program ISLOs 1-7:</i> Administer graduating student surveys and alumni surveys using instruments that will more clearly assess the Core ISLOs.</p>								
<p>5. <i>Program ISLOs 1-7:</i> Quality Matters online course review process will be used to ensure that course components are aligned to support achievement of student learning outcomes.</p>								