



IACBE

International Assembly for Collegiate Business Education

**Public Disclosure
of Student Learning Form**

Institution: John F. Kennedy University
Academic Business Unit: College of Undergraduate Studies
BSBA program
Academic Year: 2010-11

International Assembly for Collegiate Business Education
P.O. Box 3960
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Report of Student Learning and Achievement
College of Undergraduate Studies
BSBA program
John F. Kennedy University

For Academic Year: 2010-11

Mission of the College of Undergraduate Studies
Our Mission is to provide high quality innovative learning opportunities that integrate theory, practice, and life experience in a synergistic collegiate environment.

Student Learning Information for the Bachelor of Science in Business Administration (BSBA) program	
Intended Student Learning Outcomes for BSBA program :	
1. Students will demonstrate knowledge in the following management areas : computer information systems, accounting, marketing, economics, human resources, finance, and basic management principles.	
2. Students will identify and evaluate ethical issues and understand the business enterprise and its work force from a corporate citizenship perspective.	
3. Students will be able to communicate in a variety of modalities including written and oral communication, electronic information, and communication systems in a variety of work environments and in a diverse workforce.	
4. Students will demonstrate an understanding of business operations and markets and recognize the opportunities and risks associated with a borderless society, while developing skills to interact with diverse, multi-cultural leadership, team members and customers.	
5. Students will learn how to use business tools to gather information, access facts, and draw upon resources to make effective business decisions.	
Assessment Tools/Methods for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Targets/Criteria for Direct Measures:
1. Capstone Final Paper	All students (100%) will perform at “developed” or “highly developed” on evaluation rubric by the end of the program.

2. Capstone Final Presentation	All students (100%) will perform at “developed” or “highly developed” on evaluation rubric by the end of the program.	
Assessment Tools/Methods for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Targets/Criteria for Indirect Measures:	
1. Course evaluations	80% of students will rate their level of agreement with the course evaluation sections Course Content and Student Experience as “4 agree” or “5 strongly agree”.	
2. Student surveys	80% of students will rate their level of satisfaction as “satisfied” or “very satisfied”.	
Summary of Results from Direct Measures of Student Learning:	Performance Target Was...	
	Met	Not Met
1. Three Capstone papers were assessed in 2010-2011. Two papers were at “emerging” level and one paper was at “highly developed level”.		X
2. Capstone presentations were not assessed in 2010-2011.		X
Summary of Results from Indirect Measures of Student Learning:	Performance Target Was...	
	Met	Not Met
1. The results in Course evaluation sections are not currently collected on an aggregate level across all courses in any program. We will review Student surveys and use the results of the surveys to collect information about Course Content and Student Experience. In the 2010-2011 Student survey, 100 % of BSBA students indicated that they were either very satisfied (60%) or satisfied (40%) with the BSBA program instruction and faculty.	X	
2. 93.3% of students who completed the student survey reported that they were satisfied with their education at JFKU .	X	
Proposed Courses of Action for Improvement in Areas for which Performance Targets Were Not Met:		
1. Program Chair is teaching the two Capstone courses effective Summer 2011 and is thus now able to monitor students’ progress in courses more closely. Changes have been made to course curriculum including a change in the textbook and adding more writing resources. Changes will continue to be made as needed to ensure performance targets are met.		
2. Program Chair has developed a rubric for each Capstone paper section so that students know what is expected in the Capstone papers. Program Chair expects to have a larger number of papers to assess each quarter.		

3. Program Chair has developed a rubric for the Capstone presentation so that students know what is expected in the Capstone presentation. Additional BSBA faculty will be present at the Capstone presentations to participate in the oral assessment.
4. The results in Course evaluation sections not currently collected on an aggregate level across all courses in any program. We will review Student surveys and use the results of the surveys to collect information about Course Content and Student Experience. In the 2010-2011 Student survey, 100 % of BSBA students indicated that they were either very satisfied (60%) or satisfied (40%) with the BSBA program instruction and faculty.