



IACBE

Advancing Academic Quality in
Business Education Worldwide



Example of a Completed Public Disclosure of Student Learning Form

International Assembly for Collegiate Business Education
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Public Disclosure of Student Learning

Institution International Academy of Commerce and Business Enterprise

Academic Business Unit School of Management Studies

Academic Year Last Year

Report of Student Learning and Achievement

International Academy of Commerce and Business Enterprise School of Management Studies

For Academic Year: Last Year

Mission of the School of Management Studies

The mission of the School of Management Studies is to foster academic excellence and student achievement at both the undergraduate and graduate levels within a supportive community of teachers and learners. Students are provided with a strong academic foundation in business, and are prepared to become productive, competent, and ethical professionals and responsible global citizens. The School of Management Studies cultivates a highly-interactive, student-oriented learning environment that is characterized by innovative instructional methodologies and a focus on developing professional competencies in its students.

Student Learning Assessment for the Bachelor of Business Administration (BBA)

Program Intended Student Learning Outcomes (Program ISLOs)

1. Students will be able to distinguish the principal concepts, theories, and practices in and recognize the interrelationships between the functional areas of business.
2. Students will be able to recognize the intercultural dimensions of management.
3. Students will be able to evaluate legal and ethical principles in business and apply them to organizational decision making.
4. Students will be able to construct coherent oral and written forms of communication and present them in a professional context.
5. Students will be able to apply theory and practice in the business functional areas to the analysis of organizational problems and challenges.

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

Performance Objectives (Targets/Criteria) for Direct Measures:

1. End-of-Program Comprehensive Examination Program ISLOs Assessed by this Measure: 1, 2, 3	At least 80% of graduating BBA students will score at least 70% on each subset of examination questions related to each of the program ISLOs assessed by this measure.
2. Comprehensive Capstone Case-Study Program ISLOs Assessed by this Measure: 1, 2, 3, 4, 5	On the rating scale in the case study evaluation rubric (with “proficient” being the highest rating), at least 80% of all graduating BBA will achieve a performance rating of “acceptable” or higher on each evaluation criterion associated with the program ISLOs assessed by this measure.

Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Indirect Measures:												
1. Senior Exit Survey Program ISLOs Assessed by this Measure: 1, 2, 3, 4, 5	On the exit survey instrument, at least 80% of graduating BBA will indicate that they were “successful” or “very successful” in achieving each of the program ISLOs assessed by this measure.												
2. Alumni Survey Program ISLOs Assessed by this Measure: 1, 2, 3, 4, 5	On the alumni survey instrument, at least 80% of third-year alumni will indicate that their level of achievement of each of the program ISLOs assessed by this measure prepared them “well” or “very well” for their current positions.												
Learning Assessment Results: Bachelor of Business Administration (BBA)													
Summary of Results from Implementing Direct Measures of Student Learning:													
<p>1. End-of-Program Comprehensive Examination:</p> <p><u>Number of Students Achieving a Subscore of 70% or Higher on Each of the Program-ISLO-Related Set of Examination Questions:</u></p> <table data-bbox="205 760 1213 974"> <tbody> <tr> <td>Accounting Principles (Program ISLO 1):</td> <td>30 (60% of Total)</td> </tr> <tr> <td>Financial Management (Program ISLO 1):</td> <td>20 (40% of Total)</td> </tr> <tr> <td>Fundamentals of Management (Program ISLO 1):</td> <td>45 (90% of Total)</td> </tr> <tr> <td>Marketing Principles (Program ISLO 1):</td> <td>42 (84% of Total)</td> </tr> <tr> <td>International Business (Program ISLO 2):</td> <td>33 (66% of Total)</td> </tr> <tr> <td>Legal/Ethical Issues in Business (Program ISLO 3):</td> <td>35 (70% of Total)</td> </tr> </tbody> </table> <p>(Total Number of Students: 50)</p>		Accounting Principles (Program ISLO 1):	30 (60% of Total)	Financial Management (Program ISLO 1):	20 (40% of Total)	Fundamentals of Management (Program ISLO 1):	45 (90% of Total)	Marketing Principles (Program ISLO 1):	42 (84% of Total)	International Business (Program ISLO 2):	33 (66% of Total)	Legal/Ethical Issues in Business (Program ISLO 3):	35 (70% of Total)
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<p>2. Comprehensive Capstone Case-Study:</p> <p><u>Number of Students Receiving a Rating of Acceptable or Higher (Acceptable, Above Average, or Proficient) on Program-ISLO-Related Criteria:</u></p> <table data-bbox="205 1157 1213 1372"> <tbody> <tr> <td>Knowledge of Financial Management (Program ISLO 1):</td> <td>38 (76% of Total)</td> </tr> <tr> <td>Knowledge of Fundamentals of Management (Program ISLO 1):</td> <td>45 (90% of Total)</td> </tr> <tr> <td>Knowledge of International Business (Program ISLO 2):</td> <td>42 (84% of Total)</td> </tr> <tr> <td>Knowledge of Legal/Ethical Issues in Business (Program ISLO 3):</td> <td>38 (76% of Total)</td> </tr> <tr> <td>Written and Oral Communication Skills (Program ISLO 4):</td> <td>32 (64% of Total)</td> </tr> <tr> <td>Business Application Skills (Program ISLO 5):</td> <td>42 (84% of Total)</td> </tr> </tbody> </table> <p>(Total Number of Students: 50)</p>		Knowledge of Financial Management (Program ISLO 1):	38 (76% of Total)	Knowledge of Fundamentals of Management (Program ISLO 1):	45 (90% of Total)	Knowledge of International Business (Program ISLO 2):	42 (84% of Total)	Knowledge of Legal/Ethical Issues in Business (Program ISLO 3):	38 (76% of Total)	Written and Oral Communication Skills (Program ISLO 4):	32 (64% of Total)	Business Application Skills (Program ISLO 5):	42 (84% of Total)
Knowledge of Financial Management (Program ISLO 1):	38 (76% of Total)												
Knowledge of Fundamentals of Management (Program ISLO 1):	45 (90% of Total)												
Knowledge of International Business (Program ISLO 2):	42 (84% of Total)												
Knowledge of Legal/Ethical Issues in Business (Program ISLO 3):	38 (76% of Total)												
Written and Oral Communication Skills (Program ISLO 4):	32 (64% of Total)												
Business Application Skills (Program ISLO 5):	42 (84% of Total)												

Summary of Results from Implementing Indirect Measures of Student Learning:

1. Senior Exit Survey:

Number of Students Rating Their Degree of Success in Achieving the Program ISLOs as “Successful” or “Very Successful”:

Program ISLO 1 (Knowledge of the the Functional Areas of Business):	47 (94% of Total)
Program ISLO 2 (Knowledge of the the Intercultural Dimensions of Business):	42 (84% of Total)
Program ISLO 3 (Legal/Ethical Issues in Business):	40 (80% of Total)
Program ISLO 4 (Communications Skills):	35 (70% of Total)
Program ISLO 5 (Business Application Skills):	42 (84% of Total)

(Total Number of Students: 50)

2. Alumni Survey:

Number of Alumni Rating Their Degree of Preparedness Resulting from Their Achievement of the Program ISLOs as “Well Prepared” or “Very Well Prepared” for Their Current Positions:

Program ISLO 1 (Knowledge of the the Functional Areas of Business):	35 (87.5% of Total)
Program ISLO 2 (Knowledge of the the Intercultural Dimensions of Business):	32 (80% of Total)
Program ISLO 3 (Legal/Ethical Issues in Business):	28 (70% of Total)
Program ISLO 4 (Communications Skills):	24 (60% of Total)
Program ISLO 5 (Business Application Skills):	36 (90% of Total)

(Total Number of Alumni Surveyed: 40)

Summary of Achievement of Intended Student Learning Outcomes:

Intended Student Learning Outcomes	Learning Assessment Measures							
	End-of-Program Comprehensive Examination	Comprehensive Capstone Case-Study	Direct Measure 3	Direct Measure 4	Senior Exit Survey	Alumni Survey	Indirect Measure 3	Indirect Measure 4
	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. Students will be able to distinguish the principal concepts, theories, and practices in and recognize the interrelationships between the functional areas of business.	Not Met	Not Met			Met	Met		

Program ISLOs	End-of-Program Comprehensive Examination	Comprehensive Capstone Case Study	Direct Measure 3	Direct Measure 4	Senior Exit Survey	Alumni Survey	Indirect Measure 3	Indirect Measure 4
	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...
2. Students will be able to recognize the intercultural dimensions of management.	Not Met	Met			Met	Met		
3. Students will be able to evaluate legal and ethical principles in business and apply them to organizational decision making.	Not Met	Not Met			Met	Not Met		
4. Students will be able to construct coherent oral and written forms of communication and present them in a professional context.	NA	Not Met			Not Met	Not Met		
5. Students will be able to apply theory and practice in the business functional areas to the analysis of organizational problems and challenges.	NA	Met			Met	Met		
Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:								
1. Program ISLO 1: The performance targets for this program ISLO dealing with knowledge of the functional areas of business were not met on the comprehensive examination or on the case study. In particular, the results indicated that students were not performing up to expectations in the areas of accounting principles and financial management. Faculty in the school's Department of Accounting and Finance will be reviewing the business core curriculum in order to seek ways of reinforcing accounting concepts in the advanced, non-accounting courses in the core. In addition, the department's faculty will be supplementing the required course in corporate finance with more in-depth coverage of financial statement analysis.								

Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:

2. **Program ISLO 2:** The performance target for this program ISLO dealing with the global/intercultural dimensions of business was not met on the comprehensive examination. Although the business core curriculum already integrates international business throughout the curriculum, the school will be evaluating the possibility of adding a separate course in international business to the core curriculum in order to provide more depth in the global dimensions of management and marketing.
3. **Program ISLO 3:** The performance targets for this program ISLO dealing with legal and ethical principles in business were not met on the comprehensive examination, on the management case study, or on the alumni survey. Although the business core curriculum already includes a required course in business law, the faculty in the school's Department of Accounting and Finance, Department of Management, and Department of Marketing will be reviewing content in the core curriculum in order to find ways of incorporating additional coverage of legal issues in the core's accounting, finance, management, and marketing courses. In addition, the school will be evaluating the possibility of adding a separate course in business ethics to the core curriculum.
4. **Program ISLO 4:** The performance targets for this program ISLO dealing with students' written and oral communication skills were not met on any of the assessment measures that are used to assess this particular ISLO. The Dean of the School of Management Studies has directed faculty in all of the school's departments to incorporate additional writing assignments in courses throughout the business core curriculum and the curricula comprising each of the concentrations. Furthermore, the Dean has also instructed all departments to require oral presentations, where appropriate, in both core and concentration courses. In addition, the School of Management Studies will be establishing a Communications Skills Lab, staffed by competent peer tutors, to assist students in developing their written and oral communications skills. The lab will offer assistance in the review and evaluation of written assignments and research papers, and will provide facilities for the video recording of student presentations, which will then be critiqued by both the peer tutors and the students.