

Degree Programs
Nathan M. Bisk College of Business

For Calendar Year: 2015

Mission of the *Nathan M. Bisk College of Business*

The Nathan M. Bisk College of Business (CoB) is an integral academic unit of Florida Tech. The CoB provides well-rounded, high quality educational experiences to prepare graduates for a variety of careers in the global business environment.

The CoB supports all undergraduate and graduate programs as follows:

- provides foundational knowledge in all areas of business and exposes students to ethical decision-making and leadership challenges.
- continuously improves curricula, being responsive to a rapidly changing global workforce.
- furthers intellectual growth opportunities for both faculty and students.
- serves society through quality educational offerings that target the needs of working professionals and traditional college students, encouraging a culturally diverse student experience.
- builds effective partnerships with university stakeholders to further program excellence and lifelong learning.

Student Learning Information: Common SLOs for *Masters of Business Administration Degrees*

Common Intended Student Learning Outcomes for *Masters of Business Administration Degrees*.

SLO 1. *Students will write business documents with clear focus, development, organization and mechanical correctness.*

SLO 2. *Students will identify problem (s)/issue (s) of a business scenario, present and evaluate plausible alternatives, and defend the chosen solution based on ethical principles, discipline-specific understanding, and reasoned judgement.*

SLO 3. *Students will demonstrate competency in business and management concepts.*

Assessment Tools/Methods for Intended Student Learning Outcomes—
Direct Measures of Student Learning:

Performance Targets/Criteria for Direct Measures:

SLO 1. *Case Study*

80% of the students achieve a "2" or above based on a faculty developed rubric.

SLO 2. *Case Study*

80% of the students achieve a "2" or above based on a faculty developed rubric.

SLO 3. *CPC Exam*

80% of students achieve a 50% or above on the CPC exam.

Assessment Tools/Methods for Intended Student Learning Outcomes—
Indirect Measures of Student Learning:

Performance Targets/Criteria for Indirect Measures:

1. *Alumni Survey*

80% of respondents would rate each question as "somewhat agree" to "strongly agree".

2. *Course Evaluation*

A weighted average score of 4 or greater on the following survey item in the capstone course pertaining to the "overall value" of the course.

Summary of Results from Direct Measures of Student Learning:		
	MET	NOT MET
SLO 1. <i>Students achieved all targets set for this SLO.</i>	X	
SLO 2. <i>Students achieved all targets set for this SLO.</i>	X	
SLO 3. <i>Students achieved all targets set for this SLO.</i>		X
Summary of Results from Indirect Measures of Student Learning:		
1. <i>Alumni survey targets were met.</i>	X	
Proposed Courses of Action for Improvement in Areas for Performance Targets:		
1. <i>MBA- Critical Thinking- Our weakest scores are specifically within the multiple/alternative solution analysis. Therefore, in order to improve critical thinking scores we will provide additional support in this area. We will provide a decision-making framework as part of the core MBA class structure. This will be introduced in BUS 5601/5602 as part of the initial case studies and then carried through to BUS 5480 where the assessment takes place. We have also hired a new academic for in Management with a primary goal of redeveloping and enhancing BUS 5480 in the 2016 calendar year. In addition, we plan to incorporate more case studies across the MBA track to increase exposure to critical thinking concepts across the board.</i>		
2. <i>MBA Accounting- sample size: 18- When the accounting students and Accounting and Finance students scores are combined, 81% of the students achieve the target. We will continue to monitor at this time.</i>		
3. <i>MBA Finance-sample size: 14- When the Finance students and Accounting and Finance students scores are combined, 78% of the students achieve the target, meaning we are only off by one student. We will continue to monitor at this time.</i>		
4. <i>MBA (general)- sample size: 130. A new chair with oversight of our Organizational Behavior courses is redeveloping our graduate level OB course to be more rigorous. As one of the first courses students take upon entering the program, this will not only help raise scores in the OB specific subject within the Management CPC, but also improve enhance critical thinking components as more case studies are introduced. We also have a new chair in Management with experience in Human Resource Management and a plan to launch a new MBA degree with Human Resource specialization. The introduction of new HR courses will allow MBA students to take these HR courses as business electives and raise the HR related sections of the Management scores. This includes Employee Values, Motivations, HR Planning & Assessing, Recruiting, and Retention. As the chair of the Management and graduate MBA programs, this new chair will be reviewing all core MBA courses with an eye on incorporating more HR topics into the overall curriculum.</i>		
5. <i>MBA Project Management- sample size: 62. In order to increase Project Management discipline specific performance we will be implementing a new pre-requisite into the course BUS 5669 Mastering Project Management. This course is the one we assess and currently does not require any of the previous Project Management courses as a pre-requisite. By enforcing the three core PM courses before this we should have a more even performance across the board. In addition, we hired a new academic chair of project management to oversee enhancements to the existing program starting in January of 2016.</i>		

Discipline Specific Results for each Master of Business Administration (MBA) Degree Program					
Summary of Results from Direct Measures of Student Learning:		Instrument	Target	MET	NOT MET
MBA	<i>Seventy-three percent of the students met or exceeded the target set for this degree program.</i>	CPC Management Component	80% of students score 50% or higher		X
MBA-Management	<i>Eighty-seven percent of the students met or exceeded the target set for this degree program.</i>	CPC Management Component	80% of students score 50% or higher	X	
MBA-Information Technology Management	<i>Ninety-one percent of the students met or exceeded the target set for this degree program.</i>	CPC Information Technology Mgt Component	80% of students score 50% or higher	X	
MBA-Finance	<i>Seventy-one percent of the students in this major met or exceeded the target. Note: Our target goal is almost ten points above the US national average.</i>	CPC Finance Component	80% of students score 50% or higher		X
MBA-Marketing	<i>Ninety-four percent of the students met or exceeded the target set for this degree program.</i>	CPC Marketing Component	80% of students score 50% or higher	X	
MBA-Accounting and Finance	<i>Ninety-two percent of the students met or exceeded the target score for accounting and eighty five percent of the students met the target for business finance. Note: Our target goal for finance is almost ten points above the US national average.</i>	Multiple CPC Components	80% of students score 50% or higher	X	
MBA-Accounting	<i>Seventy-two percent of the students met or exceeded the target set for this degree program.</i>	CPC Accounting Component	80% of students score 50% or higher		X

The Following Programs Do Not Utilize the CPC Exam:					
MBA- Health Care Administration	<i>Ninety-one percent of the students met or exceeded the target set for this degree program.</i>	Term paper	80% of students score 80% or higher	X	
MBA-Internet Marketing	<i>Nintey-seven percent of the students met or exceeded the target set for this degree program.</i>	Embedded Exam Questions	80% of students score 80% or higher	X	
MBA-Project Management	<i>Fifty-five percent of the students met or exceeded the target. Although the target was not met, 80% of students score 75% or higher on the assessment questions. Seventy-five percent was the last published score by the Project Management Institute required to pass the Project Management Professional certification. Our program is accredited by the Project Management Institute Global Accreditation Center.</i>	Embedded Exam Questions	80% of students score 80% or higher		X

Student Learning Information: Common SLOs for *Bachelors of Science Degrees*

Common Intended Student Learning Outcomes for *Bachelors of Science Degrees*

SLO 1. *Students will produce written documents that are clear and concise, grammatically correct, incorporate logical, complete, and articulate thoughts, and retain a professional appearance.*

SLO 2. *Students will make effective oral presentations on business topics.*

SLO 3. *Students will be able to identify and analyze relevant facts and information in a complex business situation.*

SLO 4. *Students will identify and evaluate core decision alternatives and use their analysis of facts and information to make sound business decisions.*

SLO 5. *Students will be able to understand and use general business concepts.*

**Assessment Tools/Methods for Intended Student Learning Outcomes—
Direct Measures of Student Learning:**

Performance Targets/Criteria for Direct Measures:

SLO 1. *Business Plan Paper*

70% of the students achieve a "2" or above based on a faculty developed rubric.

SLO 2. *Elevator Pitch Presentation*

70% of the students achieve a "3" or above based on a faculty developed rubric.

SLO 3. *Case Study*

70% of the students achieve a "2" or above based on a faculty developed rubric.

SLO 4. *Case Study*

70% of the students achieve a "2" or above based on a faculty developed rubric.

SLO 5. *Common Professional Component (CPC) exam*

70% of students achieve a 40% or above on the CPC exam.

**Assessment Tools/Methods for Intended Student Learning Outcomes—
Indirect Measures of Student Learning:**

Performance Targets/Criteria for Indirect Measures:

1. *Recent Graduate Survey*

80% of respondents would rate each question as "agree" to strongly agree".

2. *Course Evaluation*

A weighted average score of 4 or greater on the following survey item in the capstone course pertaining to the "overall value" of the course.

Summary of Results from Direct Measures of Student Learning:		
	Met	Not Met
SLO 1. Overall, the student's did not achieve the 70% goal in all categories.		X
SLO 2. Students achieved all targets set for this SLO.	X	
SLO 3. Overall, the student's did not achieve the 70% goal in all categories.		X
SLO 4. Overall, the student's did not achieve the 70% goal in all categories.		X
SLO 5. Students achieved all targets set for this SLO.	X	
Summary of Results from Indirect Measures of Student Learning:		
1. Recent Graduate survey targets were met in all categories except for Oral Communication; in which case there level of overall "agreement" was 66%. The small sample size is small (sample=9).	Partially Met (small sample size)	
Proposed Courses of Action for Improvement in Areas for Performance Targets:		
1. BS Written Communication- This SLO was nearly met, with 66% of the students achieveing the target. The CoB has identified "Purpose/Objective" and "Logic,Organization, Clarity" as areas for improvement in the written communications assignments. The aggregate results will be shared with the instructor, and made a point of emphasis for future assessments.		
2. BS Critical Thinking 1 and 2- Both targets for Critical Thinking we're missed, with weaknesses identified in evaluating alternatives and using quantitative and qualitative information. The aggregate results will be shared with the instructor, and made a point of emphasis for future assessments.		
3. Recent Graduate Survey Targets- Recent Graduate survey targets were met in all categories except for Oral Communication; in which case there level of overall "agreement" was 66%. The small sample size is small (sample=9).		

Discipline Specific results for each Bachelors of Science Degree Program				
Summary of Results from Direct Measures of Student Learning:	Instrument	Target	Met	Not Met
Business Administration <i>Seventy-four percent of students met or exceeded the target on the management component of the CPC exam.</i>	CPC Management Component	70% of students score 50% or higher	X	
Business Administration- Global Mgmt & Finance <i>Sample size was three student for the major. The all of the students met or exceeded the target for Global Dimensions of Business, but only one met the target for Finance. We consider this target partially met.</i>	Multiple CPC exam components	70% of students score 50% or higher	Partially Met (small sample size)	
Business Administration- Accounting <i>All of the students in this major met or exceeded the target on the accounting component of the CPC exam.</i>	CPC Accounting Component	70% of students score 50% or higher	X	
Business Administration- Info Technology Management <i>Seventy-three percent of the students met or exceeded the target set for this degree program.</i>	CPC Information Technology Mgt Component	70% of students score 50% or higher	X	
Business Administration- Marketing <i>Sample size was five students for the major. Forty percent of the students met or exceeded the target set for this degree program.</i>	CPC Marketing Component	70% of students score 50% or higher		X (small sample size)
Business Administration- Sport Mgmt <i>Sample size is 13 students. Program target was missed by one percentage point. Sixty-nine percent of the students met or exceeded the target set for this degree program.</i>	Embedded Exam questions	70% of students score 70% or higher		X

Student Learning Information: Common SLOs for *Bachelors of Arts Degrees*

Common Intended Student Learning Outcomes for *Bachelors of Arts Degrees*

SLO 1. *Students will produce written documents that are clear and concise, grammatically correct, incorporate logical, complete, and articulate thoughts, and retain a professional appearance.*

SLO 2. *Students will make effective oral presentations on business topics.*

SLO 3. *Students will be able to identify and analyze relevant facts and information in a complex business situation.*

SLO 4. *Students will identify and evaluate core decision alternatives and use their analysis of facts and information to make sound business decisions.*

SLO 5. *Students will be able to understand and use general business concepts.*

**Assessment Tools/Methods for Intended Student Learning Outcomes—
Direct Measures of Student Learning:**

Performance Targets/Criteria for Direct Measures:

SLO 1. *Case Study*

70% of the students achieve a "2" or above based on a faculty developed rubric.

SLO 2. *Elevator Pitch*

70% of the students achieve a "3" or above based on a faculty developed rubric.

SLO 3. *Case Study*

70% of the students achieve a "2" or above based on a faculty developed rubric.

SLO 4. *Case Study*

70% of the students achieve a "2" or above based on a faculty developed rubric.

SLO 5. *CPC Exam*

70% of students achieve a 40% or above on the CPC exam.

**Assessment Tools/Methods for Intended Student Learning Outcomes—
Indirect Measures of Student Learning:**

Performance Targets/Criteria for Indirect Measures:

1. *Recent Graduate Survey*

80% of respondents would rate each question as "agree" to strongly agree".

2. *Course Evaluation(online)*

A weighted average score of 4 or greater on the following survey item in the capstone course pertaining to the "overall value" of the course.

Summary of Results from Direct Measures of Student Learning:		
	<i>MET</i>	NOT MET
SLO 1. <i>Students achieved all targets set for this SLO.</i>	X	
SLO 2. <i>Students achieved all targets set for this SLO.</i>	X	
SLO 3 <i>Students achieved all targets set for this SLO.</i> and SLO 4	X	
SLO 5. <i>Students achieved all targets set for this SLO.</i>	X	
Summary of Results from Indirect Measures of Student Learning:		
1. Recent Graduate survey targets were met in all categories except for Oral Communication; in which case there level of overall “agreement” was 66%. The small sample size is small (sample=9).	Partially Met (small sample size)	
Proposed Courses of Action for Improvement in Areas for Performance Targets:		
2. <i>Recent Graduate survey targets were met in all categories except for Oral Communication; in which case there level of overall “agreement” was 66%. The small sample size is small (sample=9).</i>		
3. <i>BABA Marketing- Fifty-six percent of the students met or exceeded the target for this program. The College of Business has hired a new chair for online academic programs. The aggregate results will be shared with the new academic chair, and made a point of emphasis for future assessments.</i>		

Discipline Specific results for each Bachelors of Arts Degree Program				
Summary of Results from Direct Measures of Student Learning:	Instrument	Target	MET	NOT MET
Business Administration- Management <i>Seventy-nine percent of the students met or exceeded the target set for this degree program.</i>	CPC Management Component	70% of students score 50% or higher	X	
Accounting <i>Ninety-five percent of the students met or exceeded the target set for this degree program.</i>	CPC Accounting Component	70% of students score 50% or higher	X	
Business Administration- Accounting <i>All of the students met or exceeded the target set for this degree program.</i>	CPC Accounting Component	70% of students score 50% or higher	X	
Business Administration- Computer Information Systems <i>All of the students met or exceeded the target set for this degree program.</i>	CPC Information Technology Mgt Component	70% of students score 50% or higher	X	
Business Administration- Marketing <i>Sample size is 12 students. Fifty-six percent of the students met or exceeded the target.</i>	CPC Marketing Component	70% of students score 50% or higher		X
Business Administration- Health Care Administration <i>Eighty-nine percent of the students met exceeded the target set for this degree program.</i>	Embedded Exam questions	70% of students score 70% or higher	X	