

Juniata College
Department of Accounting, Business, and Economics
Results of Outcomes Assessment (2014-2015)

Excellence in business education is evaluated through the assessment of the academic business unit's mission and broad-based goals, student learning outcomes, and operational outcomes. This requires the academic business unit to have developed and fully implemented an outcomes assessment process. This process includes an outcomes assessment plan, the identification of necessary changes and improvements as a result of implementing the plan, the integration of those changes into its strategic planning process, and the documentation of realized outcomes.

1. *Provide a statement of the academic business unit's mission and its broad-based student learning and operational goals.*

Mission of the Department of Accounting, Business and Economics:

Members of the Department of Accounting, Business, and Economics are committed to helping students become learners for life. Consistent with the mission of the college, we help students develop their abilities to read with insight, to use language effectively, and to think analytically. We believe students learn best by doing. As a result, we craft situations so they can learn to be intellectually bold, to be assured in the face of ambiguity, to understand the value of taking calculated risks, to be adept at identifying and solving problems, to be comfortable with change, to appreciate global implication, to work productively with others, and to behave ethically.

Broad-Based Student Learning Goals:

1. Students will acquire and use business knowledge and skills.
2. Students will identify and transform data into information useful for decision-making.
3. Students will communicate effectively and professionally.
4. Students will think critically.
5. Students will recognize and evaluate the broad effects of business decisions.
6. Students will work effectively as members of a team.

Broad-Based Operational Goals:

1. The Department will offer degree programs that prepare students to achieve their professional and academic goals.
2. The Department will offer a wide range of experiential learning opportunities for students.
3. The Department will attract and retain excellent faculty who are effective teachers and active in a variety of appropriate professional development activities.
4. The Department will create an environment in which we both challenge and support our students and maintain a collegial environment for faculty.

2. *Provide assessment data resulting from implementing your outcomes assessment plan (i.e., the data resulting from implementing the measurement tools identified in the academic business unit's*

outcomes assessment plan). The self-study must provide assessment results for each of the following areas:

- a. Intended student learning outcomes: Provide student learning data relating to the intended student learning outcomes in each business program included in the accreditation review (including majors, concentrations, specializations, emphases options, and tracks contained within the program). This information must include data relating to the extent of student achievement of the outcomes as determined by the performance objectives identified by the academic business unit in its outcomes assessment plan.*

See Summary Table of Assessment Results for each Program of Emphasis (POE) and the Master of Accounting (MAcc) program included below.

Senior Capstone

The class of 2014 was the first class for which ABE assessed a capstone experience. Initially, the capstone courses (EB 480 Senior Seminar and EB 335 Auditing) were not designed around the learning outcomes outlined in the Outcomes Assessment Plan which was finalized and approved in spring 2014. Despite the timing, we attempted to proceed with the assessment knowing the learning outcomes of the courses were not yet completely congruent with those in the Outcomes Assessment Plan. We thought it was important to proceed for two reasons. First, it helped us identify improvements to the assessment process. Using professionals in business and industry (not faculty) to perform the evaluation required us to video record the student presentations because many of the professionals have both time and travel limitations. We identified changes to enhance the quality of the videos and better manage the time of our assessors. Second, the process would give us a baseline on which to better evaluate/compare the performance of the class of 2015. For academic year 2014-2015, the capstone courses were subsequently redesigned to include the learning outcomes specified in the Outcomes Assessment Plan and different assignments and the assessment process was improved using feedback from our assessors and higher quality video and, in the case of MAcc students, we were able to arrange for live/real time assessment by our assessors.

Given the challenges of the capstone assessment of the class of 2014, it came as little surprise the results did not meet the 80 percent target on any of the evaluation components. For the class of 2015, the knowledge/understanding evaluation component exceed the 80 percent target. Six evaluation components scored at 75 percent (technology, verbal communication, written communication, critical thinking, context/environment, and team leadership) and three evaluation component scored at 63 percent (analytical skills, logical conclusions, team membership).

The Major Field Test in Business is used to assess the overall business content knowledge of students (individual total scores) and their performance in their major area of study (the relevant assessment indicator). In several cases, students, on average, scored much better on the relevant assessment indicator than on the individual total score. This result suggests students are getting depth of study in their major area but may not be getting enough content in areas outside their major area. Further exploration identified areas in which ABE faculty will need to consider curriculum changes or improvements.

Summary Table of Assessment Results Bachelor in Accounting		
Direct Measures	Assessment Criteria	Results of Assessment
1. <i>Auditing Capstone Project</i>	<i>80% of the students will earn a score of 3 points,(demonstrating good mastery),or better in each evaluation component</i>	<i>Auditing students met the target.</i>
2. <i>Major Field Test in Business</i>	<i>Accounting students will earn individual Total Scores at the 50th percentile or above. On average, Accounting students will score a 60 percent or better on the Accounting Assessment Indicator (AI1).</i>	<i>Total Score:Median: 150 (43rd perc.) Total AI1: Median: 50 (91st perc.)</i>
Indirect Measures	Assessment Criteria	Results of Assessment
1. <i>Alumni survey</i>	<i>80% of alumni surveyed “agree” that the department assisted in developing their competencies in the student learning outcomes during their education.</i>	<i>For the class of 2014 80% of alumni surveyed “agree” in every category expect the ability to understand legal issues when making business decisions (60%) and the ability to understand global contexts as related to complex business problems (70%).</i>
2. <i>Senior Survey</i>	<i>80% of students surveyed “agree” that the department assisted in developing their competencies in the student learning outcomes during their education.</i>	<i>For the class of 2015, 80% of students surveyed “agree” in all categories except legal issues which was 75%.</i>
3. <i>Senior focus group</i>	<i>Graduating seniors will grade ABE at an average of “B-”or better on the student outcomes measures.</i>	<i>Met target</i>

Summary Table of Assessment Results Bachelor in Economics		
Direct Measures	Assessment Criteria	Results of Assessment
1. <i>Senior Capstone Project</i>	<i>80% of the students will earn a score of 3 points,(demonstrating good mastery),or better in each evaluation component</i>	<i>See response to question Section1.1, question 3A</i>
2. <i>Major Field Test in Business</i>	<i>Economics students will earn individual Total Scores at the 50th percentile or above. On average, Economics students will score a 60 percent or better on the Economics Assessment Indicator (A2).</i>	<i>Total Score: Median: 161.5 (73rd perc.) Total AI2: Median: 64 99th perc.)</i>

Indirect Measures	Assessment Criteria	Results of Assessment
1. Alumni survey	80% of alumni surveyed "agree" that the department assisted in developing their competencies in the student learning outcomes during their education.	For the class of 2014, 80% of alumni surveyed "agree" in every category expect the ability to understand legal issues when making business decisions (60%) and the ability to understand global contexts as related to complex business problems (70%).
2. Senior Survey	80% of students surveyed "agree" that the department assisted in developing their competencies in the student learning outcomes during their education.	The class of 2015, 80% of students surveyed "agree" in all categories except legal issues which was 75%.
3. Senior focus group	Graduating seniors will grade ABE at an average of "B-" or better on the student outcomes measures.	Met target

Summary Table of Assessment Results Bachelor in Entrepreneurship		
Direct Measures	Assessment Criteria	Results of Assessment
1. Senior Capstone Project	80% of the students will earn a score of 3 points, (demonstrating good mastery), or better in each evaluation component	See response to question Section 1.1, question 3A
2. Major Field Test in Business	Entrepreneurship students will earn individual Total Scores at the 50 th percentile or above.	No Entrepreneurship students
3. Entrepreneurship Capstone Project	80% of the students will earn a score of 3 points, (demonstrating good mastery), or better in each evaluation component	No graduates in self-study year
Indirect Measures	Assessment Criteria	Results of Assessment
1. Alumni survey	80% of alumni surveyed "agree" that the department assisted in developing their competencies in the student learning outcomes during their education.	For the class of 2014 80% of alumni surveyed "agree" in every category expect the ability to understand legal issues when making business decisions (60%) and the ability to understand global contexts as related to complex business problems (70%).
2. Senior Survey	80% of students surveyed "agree" that the department assisted in developing their competencies in the student learning outcomes during their education.	The class of 2015, 80% of students surveyed "agree" in all categories except legal issues which was 75%.

3. <i>Senior focus group</i>	<i>Graduating seniors will grade ABE at an average of “B-”or better on the student outcomes measures.</i>	Met target
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Summary Table of Assessment Results Bachelor in Finance		
Direct Measures	Assessment Criteria	Results of Assessment
1. <i>Senior Capstone Project</i>	<i>80% of the students will earn a score of 3 points,(demonstrating good mastery),or better in each evaluation component</i>	See response to question Section1.1, question 3A
2. <i>Major Field Test in Business</i>	<i>Finance students will earn individual Total Scores at the 50th percentile or above. On average, Finance students will score a 60 percent or better on the Finance Assessment Indicator (A5).</i>	<i>Total Score: Median: 160 (71st perc.) Total A15: Median: 53.5 (97th perc.)</i>
Indirect Measures	Assessment Criteria	Results of Assessment
1. <i>Alumni survey</i>	<i>80% of alumni surveyed “agree” that the department assisted in developing their competencies in the student learning outcomes during their education.</i>	<i>For the class of 2014 80% of alumni surveyed “agree” in every category expect the ability to understand legal issues when making business decisions (60%) and the ability to understand global contexts as related to complex business problems (70%).</i>
2. <i>Senior Survey</i>	<i>80% of students surveyed “agree” that the department assisted in developing their competencies in the student learning outcomes during their education.</i>	<i>For the class of 2015, 80% of students surveyed “agree” in all categories except legal issues which was 75%.</i>
3. <i>Senior focus group</i>	<i>Graduating seniors will grade ABE at an average of “B-”or better on the student outcomes measures.</i>	Met Target

Summary Table of Assessment Results Bachelor in Human Resource Management		
Direct Measures	Assessment Criteria	Results of Assessment
1. <i>Senior Capstone Project</i>	<i>80% of the students will earn a score of 3 points,(demonstrating good mastery),or better in each evaluation component</i>	See response to question Section1.1, question 3A
2. <i>Major Field Test in Business</i>	<i>Human Resource Management students will earn individual Total Scores at the 30th percentile or above.</i>	<i>Human Resource Management students earned individual Total Scores at the 46th percentile.</i>

Indirect Measures	Assessment Criteria	Results of Assessment
1. <i>Alumni survey</i>	<i>80% of alumni surveyed “agree” that the department assisted in developing their competencies in the student learning outcomes during their education.</i>	<i>For the class of 2014, 80% of alumni surveyed “agree” in every category expect the ability to understand legal issues when making business decisions (60%) and the ability to understand global contexts as related to complex business problems (70%).</i>
2. <i>Senior Survey</i>	<i>80% of students surveyed “agree” that the department assisted in developing their competencies in the student learning outcomes during their education.</i>	<i>The class of 2015, 80% of students surveyed “agree” in all categories except legal issues which was 75%.</i>
3. <i>Senior focus group</i>	<i>Graduating seniors will grade ABE at an average of “B-”or better on the student outcomes measures.</i>	Met target

Summary Table of Assessment Results Bachelor in International Business		
Direct Measures	Assessment Criteria	Results of Assessment
1. <i>Senior Capstone Project</i>	<i>80% of the students will earn a score of 3 points,(demonstrating good mastery),or better in each evaluation component</i>	See response to question Section1.1, question 3A
2. <i>Major Field Test in Business</i>	<i>International Business students will earn individual Total Scores at the 50th percentile or above.</i>	Total Score: Mean: 153 (52 nd perc.) Median: 156 (61 st perc.)
Indirect Measures	Assessment Criteria	Results of Assessment
1. <i>Alumni survey</i>	<i>80% of alumni surveyed “agree” that the department assisted in developing their competencies in the student learning outcomes during their education.</i>	<i>For the class of 2014 80% of alumni surveyed “agree” in every category expect the ability to understand legal issues when making business decisions (60%) and the ability to understand global contexts as related to complex business problems (70%).</i>
2. <i>Senior Survey</i>	<i>80% of students surveyed “agree” that the department assisted in developing their competencies in the student learning outcomes during their education.</i>	<i>The class of 2015, 80% of students surveyed “agree” in all categories except legal issues which was 75%.</i>
3. <i>Senior focus group</i>	<i>Graduating seniors will grade ABE at an average of “B-”or better on the student outcomes measures.</i>	Met target

Summary Table of Assessment Results Bachelor in Management		
Direct Measures	Assessment Criteria	Results of Assessment
1. <i>Senior Capstone Project</i>	<i>80% of the students will earn a score of 3 points, (demonstrating good mastery), or better in each evaluation component</i>	See response to question Section 1.1, question 3A
2. <i>Major Field Test in Business</i>	<i>Management students will earn individual Total Scores at the 50th percentile or above. On average, Management students will score a 60 percent or better on the Management Assessment Indicator (A3).</i>	<i>Total Score: Median: 146 (32nd perc.) Total AI3: Median: 55.5 (98th perc.)</i>
Indirect Measures	Assessment Criteria	Results of Assessment
1. <i>Alumni survey</i>	<i>80% of alumni surveyed “agree” that the department assisted in developing their competencies in the student learning outcomes during their education.</i>	<i>For the class of 2014 80% of alumni surveyed “agree” in every category expect the ability to understand legal issues when making business decisions (60%) and the ability to understand global contexts as related to complex business problems (70%).</i>
2. <i>Senior Survey</i>	<i>80% of students surveyed “agree” that the department assisted in developing their competencies in the student learning outcomes during their education.</i>	<i>The class of 2015, 80% of students surveyed “agree” in all categories except legal issues which was 75%.</i>
3. <i>Senior focus group</i>	<i>Graduating seniors will grade ABE at an average of “B-” or better on the student outcomes measures.</i>	Met Target

Summary Table of Assessment Results Bachelor in Marketing		
Direct Measures	Assessment Criteria	Results of Assessment
1. <i>Senior Capstone Project</i>	<i>80% of the students will earn a score of 3 points, (demonstrating good mastery), or better in each evaluation component</i>	See response to question Section 1.1, question 3A
2. <i>Major Field Test in Business</i>	<i>Marketing students will earn individual Total Scores at the 50th percentile or above. On average, Marketing students will score a 60 percent or better on the Marketing Assessment Indicator (A6).</i>	<i>Total Score: Median: 152.5 (52nd perc.) Total AI6: Median: 63 (99th perc.)</i>

Indirect Measures	Assessment Criteria	Results of Assessment
1. <i>Alumni survey</i>	<i>80% of alumni surveyed “agree” that the department assisted in developing their competencies in the student learning outcomes during their education.</i>	<i>For the class of 2014 80% of alumni surveyed “agree” in every category expect the ability to understand legal issues when making business decisions (60%) and the ability to understand global contexts as related to complex business problems (70%).</i>
2. <i>Senior Survey</i>	<i>80% of students surveyed “agree” that the department assisted in developing their competencies in the student learning outcomes during their education.</i>	<i>The class of 2015, 80% of students surveyed “agree” in all categories except legal issues which was 75%.</i>
3. <i>Senior focus group</i>	<i>Graduating seniors will grade ABE at an average of “B-”or better on the student outcomes measures.</i>	Met Target

Summary Table of Assessment Results Bachelor Individualized Business Program		
Direct Measures	Assessment Criteria	Results of Assessment
1. <i>Senior Capstone Project</i>	<i>80% of the students will earn a score of 3 points,(demonstrating good mastery),or better in each evaluation component</i>	See response to question Section1.1, question 3A
2. <i>Major Field Test in Business</i>	<i>Individualized Business Program students will earn individual Total Scores at the 30th percentile or above.</i>	Total Score: Median: 148 (38 th perc.)
Indirect Measures	Assessment Criteria	Results of Assessment
1. <i>Alumni survey</i>	<i>80% of alumni surveyed “agree” that the department assisted in developing their competencies in the student learning outcomes during their education.</i>	<i>For the class of 2014 80% of alumni surveyed “agree” in every category expect the ability to understand legal issues when making business decisions (60%) and the ability to understand global contexts as related to complex business problems (70%).</i>
2. <i>Senior Survey</i>	<i>80% of students surveyed “agree” that the department assisted in developing their competencies in the student learning outcomes during their education.</i>	<i>The class of 2015, 80% of students surveyed “agree” in all categories except legal issues which was 75%.</i>
3. <i>Senior focus group</i>	<i>Graduating seniors will grade ABE at an average of “B-”or better on the student outcomes measures.</i>	Met target

Summary Table of Assessment Results Bachelor Interdepartmental Individualized Program		
Direct Measures	Assessment Criteria	Results of Assessment
1. <i>Senior Capstone Project</i>	<i>80% of the students will earn a score of 3 points, (demonstrating good mastery), or better in each evaluation component</i>	See response to question Section 1.1, question 3A
2. <i>Major Field Test in Business</i>	<i>Interdepartmental Individualized Program students will earn individual Total Scores at the 30th percentile or above.</i>	<i>Interdepartmental Individualized Program students earned individual Total Scores at the 46th percentile.</i>
Indirect Measures	Assessment Criteria	Results of Assessment
1. <i>Alumni survey</i>	<i>80% of alumni surveyed "agree" that the department assisted in developing their competencies in the student learning outcomes during their education.</i>	<i>For the class of 2014 80% of alumni surveyed "agree" in every category expect the ability to understand legal issues when making business decisions (60%) and the ability to understand global contexts as related to complex business problems (70%).</i>
2. <i>Senior Survey</i>	<i>80% of students surveyed "agree" that the department assisted in developing their competencies in the student learning outcomes during their education.</i>	<i>The class of 2015, 80% of students surveyed "agree" in all categories except legal issues which was 75%.</i>
3. <i>Senior focus group</i>	<i>Graduating seniors will grade ABE at an average of "B-" or better on the student outcomes measures.</i>	Met Target

Summary Table of Assessment Results Bachelor in Business Information Technology		
Direct Measures	Assessment Criteria	Results of Assessment
1. <i>Senior Capstone Project</i>	<i>80% of the students will earn a score of 3 points, (demonstrating good mastery), or better in each evaluation component</i>	See response to question Section 1.1, question 3A
2. <i>Major Field Test in Business</i>	<i>Business Information Technology students will earn individual Total Scores at the 50th percentile or above. On average, Business Information Technology students will score a 60 percent or better on the Business Information Technology Assessment Indicator (A8).</i>	<i>No Business Information Technology Students.</i>

Indirect Measures	Assessment Criteria	Results of Assessment
1. <i>Alumni survey</i>	<i>80% of alumni surveyed “agree” that the department assisted in developing their competencies in the student learning outcomes during their education.</i>	<i>For the class of 2014 80% of alumni surveyed “agree” in every category expect the ability to understand legal issues when making business decisions (60%) and the ability to understand global contexts as related to complex business problems (70%).</i>
2. <i>Senior Survey</i>	<i>80% of students surveyed “agree” that the department assisted in developing their competencies in the student learning outcomes during their education.</i>	<i>The class of 2015, 80% of students surveyed “agree” in all categories except legal issues which was 75%.</i>
3. <i>Senior focus group</i>	<i>Graduating seniors will grade ABE at an average of “B-“or better on the student outcomes measures.</i>	Met Target

Summary Table of Assessment Results Master of Accounting		
Direct Measures	Assessment Criteria	Results of Assessment
1. <i>CPA Exam Practice Test</i>	<i>Average score equals 50 percent</i>	Met Target
2. <i>Team presentations</i>	<i>80% of the students will earn a score of 3 points,(demonstrating good mastery),or better in each evaluation component</i>	Met Target
Indirect Measures	Assessment Criteria	Results of Assessment
1. <i>Exit focus group</i>	<i>Graduating students will grade ABE at an average of “B-“or better on the student outcomes measures.</i>	Met Target
2. <i>MAcc alumni survey</i>	<i>80% of students surveyed “agree” that the department assisted in developing their competencies in the student learning outcomes during their education.</i>	Met Target

- b. *Operational effectiveness: Provide assessment data relating to the intended operational outcomes of the academic business unit. This information must include data relating to the extent of achievement of the outcomes as determined by the performance targets/criteria identified by the academic business unit in its outcomes assessment plan.*
1. The Career Services Office administers an employment survey to graduates six months after graduation. ABE respondents from the Class of 2014 indicated that 81% were either employed full-time or enrolled in a graduate program (target = 80 percent).
 2. The Office of Institutional Research reports the most recent six-year graduation rate for ABE students (2009 cohort) at 71.4 percent compared to the overall institutional rate of 73 percent (target = 75 percent).
 3. Experiential Learning - Survey respondents were not specifically asked this question, instead they were asked about internships and study abroad which partially represents this category. Approximately 33% of ABE students indicated that they studied abroad and 66% completed internships. The 2016 senior survey will be modified to include the complete description.
 4. Nearly all ABE faculty members regularly attend Scholarship of Teaching and Learning meetings (target = 80 percent).
 5. All (100 percent target) ABE faculty have collaborated with departmental colleagues on a variety of projects (new academic programs and initiatives, team-taught courses, professional development, research, etc.).
 6. Professors qualified to teach – This question was not included on the alumni survey. The question will be added in 2016.
 7. Advising satisfaction – 85% agree or strongly agree that they were satisfied with their advising experience.
 8. All (100 percent target) ABE faculty have completed at least one professional development activity during the year.