

**IACBE Annual Report**  
For Academic Year: 2009-10

**Exhibit A: Program-Level Intended Outcomes Form**

**Student Learning Information for (Program 1)**

*Mission of the* **The School of Business and Computer Technologie**

*Consistent with the mission of Pennsylvania College of Technology, the Business Program is committed to offering professional and academic programming related to economic and employment realities in a student centered learning environment at the baccalaureate, associate, and certificate levels that integrate technology. The Program offers nationally recognized programs and maintains a commitment to hands-on, applied, and experiential learning. As a professional school, we seek to positively impact society at large, communities, and organizations in which our students and graduates are members.*

*Implications of Our Mission*

**Students** - *Committed to the preparation of both working professionals and full-time students, our mission is served best by attracting and retaining students from diverse demographic, cultural, educational, and experiential backgrounds uniquely united by a desire for quality education, personal attention and growth, and professional development.*

**Faculty** - *This commitment requires faculty skilled both as instructors and as working professionals, who can teach from professional experience as well as theoretical knowledge. This commitment also necessitates sensitivity to the diversity of our students, faculty, and environment.*

**Pedagogy** - *We seek to accomplish this mission by encouraging a continuous process of self- improvement in our students based on a pragmatic, experiential and engaging approach to teaching and learning aimed toward preparation for employment in high demand, high growth and traditional and emerging occupational fields and/or participation in graduate educational programs. This process is designed to develop the interpersonal, communication, ethical and analytical skills necessary for solving problems and for lifelong learning. We affirm that this is best accomplished through personal attention and building relationships with our students as well as accessible, convenient, and innovative learning environments.*

**Learning Assessment** – *We seek to organize, document, and sustain an assessment process to evaluate and improve student learning outcomes. Supported by and in collaboration with faculty and administration, this process is designed to provide ongoing qualitative and quantitative evidence that students are achieving established learning outcomes.*

**Professional Focus** - *We realize that for a professional education to remain high quality and practical, it must be responsive to a rapidly changing work environment, both culturally and technologically. Thus, it is imperative that we remain flexible and open to change in our delivery and curriculum.*

Intended Student Learning Outcomes for ( <i>Business Administration- B.S. Degree Program</i> ) :	
1.	<i>understand how to plan, organize, lead, and control within an organizational setting.</i>
2.	<i>understand the application of laws and the legal system to the business environment.</i>
3.	<i>increase their individual knowledge and understanding of self, the dynamics of group and team interactions, and their impact upon productivity, efficiency, and effectiveness.</i>
4.	<i>recognize the skills and techniques needed for problem solving and decision making.</i>
5.	<i>communicate effectively both orally and in writing.</i>
6.	<i>understand basic statistical and quantitative analysis and their application in the business environment.</i>
7.	<i>understand the international arena and its current role and impact on business.</i>
8.	<i>recognize the importance of business ethics and social responsibility to business operations.</i>
9.	<i>understand basic accounting methods and their business applications.</i>
10.	<i>utilize financial analysis within a business environment</i>
11.	<i>analyze business operations using information systems.</i>
12.	<i>identify the broad functions of marketing and their applications to business.</i>
13.	<i>apply the strategic management process to an analysis of the current business environment, identifying and forecasting trends, and making recommendations on preferred courses of action.</i>
Assessment Tools/Methods for Intended Student Learning Outcomes— Direct Measures of Student Learning	Performance Targets/Criteria for Direct Measures:
1.	<i>Scores on ETS Major Field Test (MFT)</i>
	<i>All senior business majors will score at or above the national average on all categories of the ETS major field test in business administered Fall and Spring semesters.</i>
2.	<i>MGT497 - Capstone Project</i>
	<i>80% of graduating business bachelor’s degree majors provide evidence of above-average (75%) knowledge of competence in their ability to apply the strategic management process to an analysis of the current business environment, identifying and forecasting trends, and making recommendations on preferred courses of action.</i>
Assessment Tools/Methods for Intended Student Learning Outcomes— Indirect Measures of Student Learning	Performance Targets/Criteria for Indirect Measures:

1.	<i>Senior Satisfaction Survey</i>	<i>90% of graduating business seniors perceive a high level of satisfaction from their learning experience.</i>	
2.	<i>School Satisfaction/Exit Survey</i>	<i>85% of business respondents to a School satisfaction survey are satisfied with the level of instruction and competence provided in our program.</i>	
Summary of Results from Implementing Direct Measures of Student Learning:		Performance Target Was...	
		Met	Not Met
1.	<i>Scores met or exceeded the standard for all categories with the exception of accounting</i>		X
2.	<i>The lowest rate was 85% which clearly exceeded the 80% standard.</i>	X	
Summary of Results from Implementing Indirect Measures of Student Learning:		Performance Target Was...	
		Met	Not Met
1.	<i>Results confirmed targeted level of satisfaction.</i>	X	
2.	<i>Results confirmed targeted level of satisfaction.</i>	X	
Proposed Courses of Action for Improvement in Areas for which Performance Targets Were Not Met:			
1.	<i>Department is conducting a Program Review of the Accounting majors to identify any needed changes. The below standard ETS scores will be considered as part of this review. If curriculum changes are recommended they will be submitted during the Spring 2011 semester.</i>		
2.	<i>During the Fall 2010 semester all of the Desired Student Learning Outcomes for ACC 113 – Introduction to Financial Accounting will be measured to determine their level of accomplishment.</i>		
3.			
4.			

Intended Student Learning Outcomes for ( <i>Technology Management - B.S. Degree Program</i> ) :	
1.	<i>understand how to plan, organize, lead, and control within an organizational setting.</i>
2.	<i>increase their individual knowledge and understanding of self, the dynamics of group and team interactions, and their impact upon productivity, efficiency, and effectiveness.</i>
3.	<i>recognize the skills and techniques needed for problem solving and decision making.</i>
4.	<i>Understand the application of laws and the legal system to the business environment</i>
5.	<i>communicate effectively both orally and in writing</i>

6. <i>understand basic accounting methods and their business applications</i>		
7. <i>utilize financial analysis within a business environment</i>		
8. <i>identify the broad functions of marketing and their applications to business</i>		
9. <i>understand basic statistical and its application in the business environment</i>		
10. <i>apply the strategic management process to an analysis of the current business environment, identifying and forecasting trends, and making recommendations on preferred courses of action.</i>		
11. <i>integrate and synthesize the knowledge and competencies gained from technical and managerial courses.</i>		
Assessment Tools/Methods for Intended Student Learning Outcomes— Direct Measures of Student Learning		Performance Targets/Criteria for Direct Measures:
1. <i>Scores on ETS Major Field Test (MFT)</i>	<i>All senior technology management majors will score at or above the national average on all categories of the ETS major field test in business administered Fall and Spring semesters.</i>	
2. <i>MGT497 - Capstone Project</i>	<i>80% of graduating technology management bachelor's degree majors provide evidence of above-average (75%) knowledge of competence in their ability to apply the strategic management process to an analysis of the current business environment, identifying and forecasting trends, and making recommendations on preferred courses of action.</i>	
Assessment Tools/Methods for Intended Student Learning Outcomes— Indirect Measures of Student Learning		Performance Targets/Criteria for Indirect Measures:
1. <i>Senior Satisfaction Survey</i>	<i>90% of graduating seniors perceive a high level of satisfaction from their learning experience.</i>	
2. <i>School Satisfaction/Exit Survey</i>	<i>85% of respondents to a School satisfaction survey are satisfied with the level of instruction and competence provided in our program.</i>	
Summary of Results from Implementing Direct Measures of Student Learning:		Performance Target Was...
		Met      Not Met
1. <i>Scores met or exceeded the standard for all categories with the exception of accounting</i>		X
2. <i>The lowest rate was 85% which clearly exceeded the 80% standard.</i>		X
Summary of Results from Implementing Indirect Measures of Student Learning:		Performance Target Was ...

	Met	Not Met
1. <i>Results confirmed targeted level of satisfaction.</i>	X	
2. <i>Results confirmed targeted level of satisfaction.</i>	X	
<b>Proposed Courses of Action for Improvement in Areas for which Performance Targets Were Not Met:</b>		
1. <i>Department is conducting a Program Review of the Accounting majors to identify any needed changes. The below standard scores will be considered as part of this review. If curriculum changes are recommended they will be submitted during the Spring 2011 semester.</i>		
2. <i>During the Fall 2010 semester all of the Desired Student Learning Outcomes for ACC 113 – Introduction to Financial Accounting will be measured to determine their level of accomplishment.</i>		

<b>Intended Student Learning Outcomes for (Accounting-B.S. Degree Program) :</b>	
1.	<i>identify and apply generally accepted accounting principles (GAAP) in financial and reporting functions of accounting.</i>
2.	<i>understand the effects of global, economic, and cultural influences on business and accounting decision-making processes.</i>
3.	<i>understand and apply business and non-business federal income tax regulations, concepts, and laws.</i>
4.	<i>identify the accounting code of ethics and its application to all aspects of accounting and business processes.</i>
5.	<i>develop financial planning and analysis in the operating, investing, and financing functions of a business.</i>
6.	<i>apply technology to accounting and business through various computer tools and software.</i>
7.	<i>develop communication, interpersonal, and teamwork skills needed in the business environment of today.</i>
8.	<i>understand the importance of integrating management skills into the accounting and business environment.</i>
9.	<i>understand the new role of the accountant as a member of the management team, working with non-accounting professionals in the decision-making process.</i>
10.	<i>identify the broad functions of marketing and their applications to business.</i>
11.	<i>apply the strategic management process to an analysis of the current business environment, identifying and forecasting trends, and making recommendations on preferred courses of action.</i>
<b>Assessment Tools/Methods for Intended Student Learning Outcomes—</b>	<b>Performance Targets/Criteria for Indirect Measures:</b>

Direct Measures of Student Learning			
1.	<i>Scores on ETS Major Field Test</i>	<i>All senior accounting majors will score at or above the national average on all categories of the ETS major field test in business administered Fall and Spring semesters.</i>	
2.	<i>MGT 497-Capstone Project</i>	<i>80% of graduating accounting bachelor's degree majors provide evidence of above-average (75%) knowledge of competence in their ability to apply the strategic management process to an analysis of the current business environment, identifying and forecasting trends, and making recommendations on preferred courses of action.</i>	
Assessment Tools/Methods for Intended Student Learning Outcomes— Indirect Measures of Student Learning		Performance Targets/Criteria for Indirect Measures:	
1.	<i>School Satisfaction/Exit Survey</i>	<i>85% of accounting respondents to a School satisfaction survey are satisfied with the level of instruction and competence provided in our program.</i>	
2.	<i>ACC480-Accounting Internship survey</i>	<i>All questions indicate responses between “Agree” to “Strongly Agree” which indicate employer satisfaction with the program, preparation, and resources available to our students.</i>	
Summary of Results from Implementing Direct Measures of Student Learning:		Performance Target Was...	
		Met	Not Met
1.	<i>Accounting students performed at or above average on the MFT across subject areas.</i>		X
2.	<i>The lowest rate was 90% which is well above the 80% standard.</i>	X	
Summary of Results from Implementing Indirect Measures of Student Learning:		Performance Target Was...	
		Met	Not Met
1.	<i>Results confirmed targeted level of satisfaction.</i>	X	
2.	<i>All questions indicate responses between “Agree” to “Strongly Agree” which indicate employer satisfaction with the program, preparation, and resources available to our students.</i>	X	
Proposed Courses of Action for Improvement in Areas for which Performance Targets Were Not Met:			
1.	<i>Department is conducting a Program Review of the Accounting majors to identify any needed changes. The below standard scores will be considered as part of this review. If curriculum changes are recommended they will be submitted during the Spring 2011 semester.</i>		
2.	<i>During the Fall 2010 semester all of the Desired Student Learning Outcomes for ACC 113 – Introduction to Financial Accounting will be</i>		

*measured to determine their level of accomplishment.*

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