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# **STUDENT ACHIEVEMENT RESULTS**

**2022-2023**

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## **SCHOOL OF BUSINESS**

### **Student Performance Tracking Processes for the School of Business:**

Student Enrollment by program and year: Student enrolment rates are tracked by the School of Business annually. Data reported by the Office of Institutional Research and Advancement for four academic years [Fall 2019-Fall 2022] has been considered.

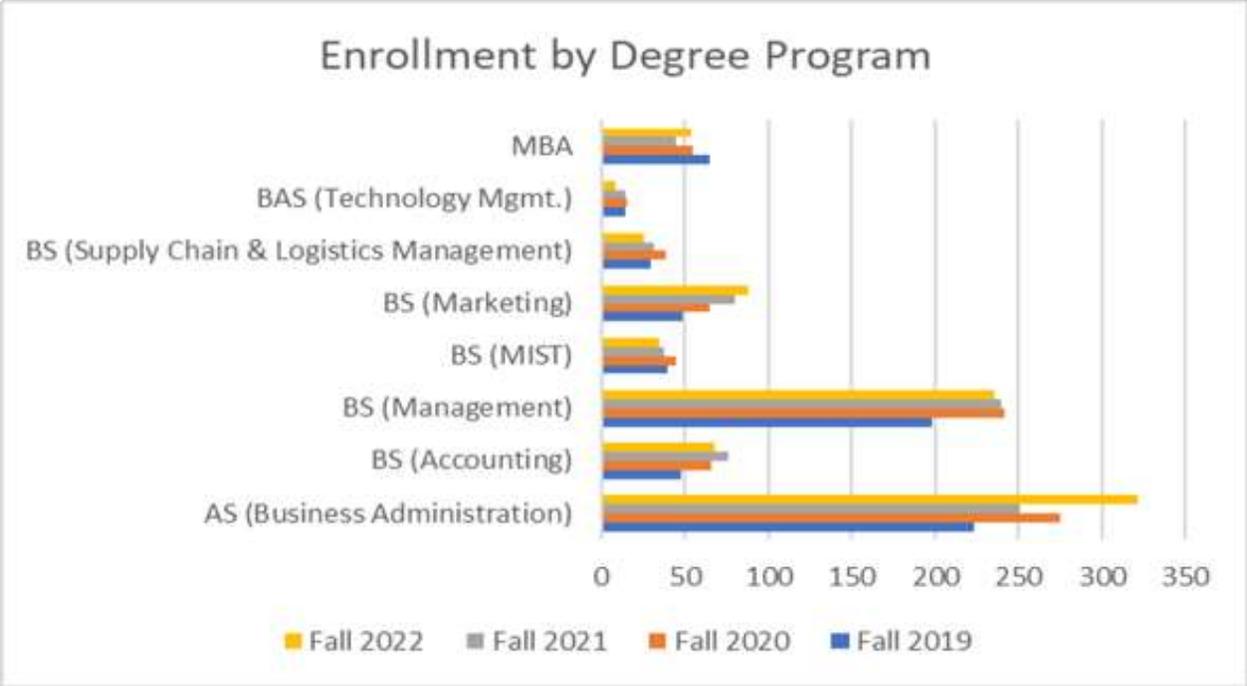
Graduation of Business Students by program and year: Graduation rates are tracked annually by the School of Business. Data as reported by the Office of Institutional Research and Advancement for six semesters has been considered.

Fall-to-Fall Student Retention Rates in the business programs: Retention rates are tracked by the School of Business on an annual basis. Data as reported by the Office of Institutional Research and Advancement for three cohort years data has been considered.

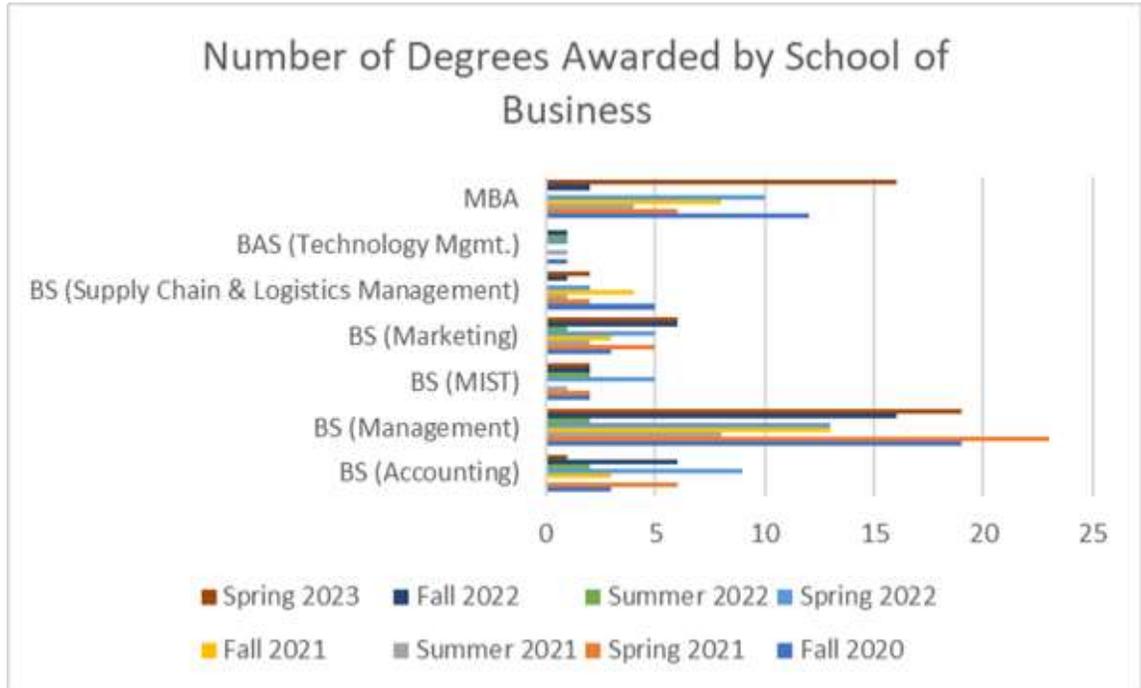
Student Performances in the Peregrine Inbound and Outbound Exam: Exam data provided by Peregrine Global Services is tracked to determine the level of student learning in business programs. Spring 2023 and Fall 2023 data provided by Peregrine Global Services has been considered.

**Student Performance Tracking Processes Results for the School of Business**

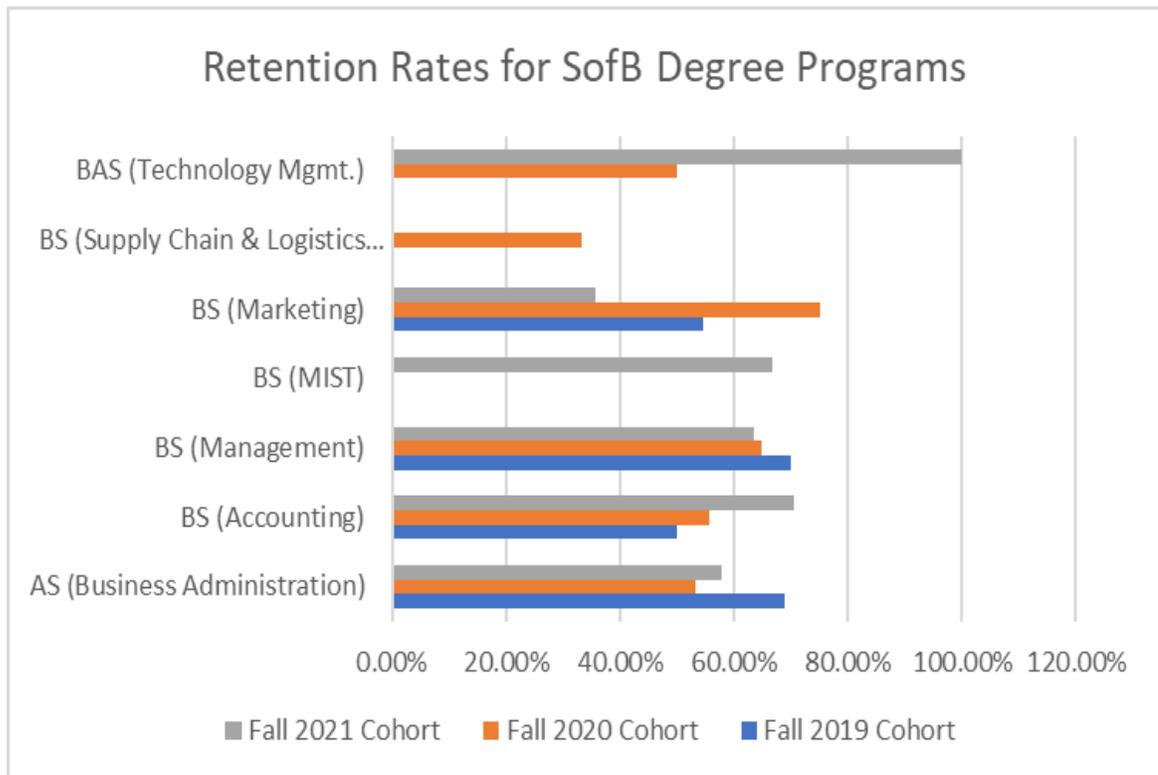
Student Enrollment by program and year: Student enrolment data revealed that the number of students had increased in Fall 2022 from 251 students to 321 students for the A.S. degree in Business Administration, increased from 80 students to 88 students in B.S.(Marketing) and from 44 students to 54 students in the MBA degree program. But the number of students decreased from 76 students to 68 in BS (Accounting), from 240 students to 236 students in BS (Mgmt.), 37 to 34 students in BS (MIST) program, from 31 students to 25 students in BS (SCLM) and from 14 students to 8 students in BAS (Technology Management). Overall student enrolment rates have become stabilized for excluding Accounting and Supply Chain and Logistics degree programs, with BAS in Technology Management and BS in Management Information Systems being deactivated effective Spring 2023.



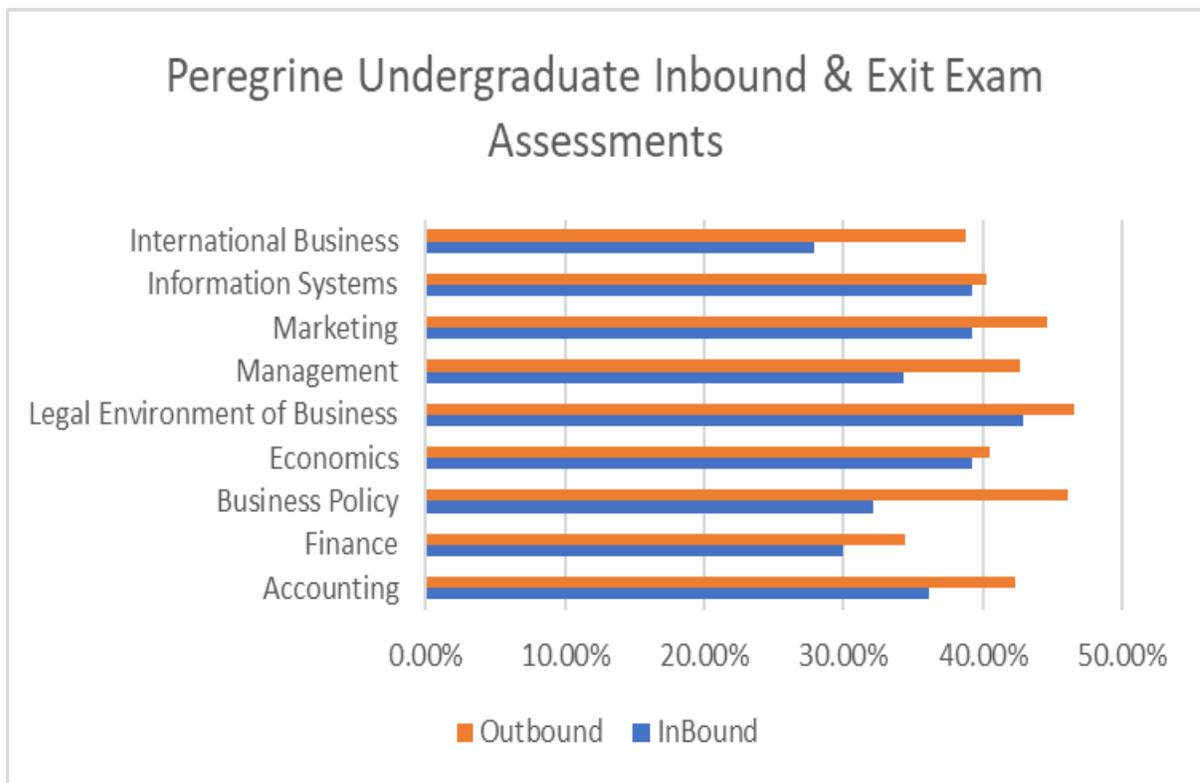
Graduation of Business Students by program and year: The number of degrees awarded was 45 in Fall 2020, 44 in Spring 2021, 31 in Fall 2021, which increased to 43 in Spring 2022 and then fell again in Fall 2022 to 34 degrees and was 46 in Spring 2023. Efforts are being taken to increase student enrichment experiences and provide student support both inside and outside the classrooms.



Fall-to-Fall Student Retention Rates in the business programs: The freshman retention rate for the Fall 2021 cohort in AS degree in Business Administration was 57.9% as compared to 68.8% for the Fall 2019 cohort, 70.6% in Accounting as compared to 50% for the Fall 2019, 63.6% in Management as compared to 70% for the Fall 2019 cohort, 66.7% in Management Information Systems as compared to 0% for Fall 2019 cohort, 35.7% in Marketing as compared to 54.5% for the Fall 2019 cohort and 100% in BAS Technology Management as compared to 0% for Fall 2019. On an overall the rates have increased from 34.75% to 56.3% for three cohort years. However, the department can still consider additional measures to increase freshman retention.



Student Performances in the Peregrine Inbound and Outbound Exam: Students in the accounting section scored 36.19% in the Inbound Exam and 42.3% in the Outbound Exam. Students in the finance section scored 30% in the Inbound Exam and 34.39% in the Outbound Exam. Students in the Business Policy section scored 32.14% in the InBound Exam and 46.10% in the Outbound Exam. Students in the Economics section scored 39.29% in the Inbound Exam and 40.49% in the Outbound Exam. Students in the Legal Environment of Business section scored 42.86% in the InBound Exam and 46.59% in the Outbound Exam. Students in the Management section scored 34.29% in the Inbound Exam and 42.68% in the Outbound Exam. Students in the Marketing section scored 39.29% in the InBound Exam and 44.63% in the Outbound Exam. Students in the Information Systems section scored 39.29% in the Inbound Exam and 40.24% in the Outbound Exam. Students in the International Business section scored 27.86% in the InBound Exam and 38.78% in the Outbound Exam. Students are learning in all subjective disciplines during their degree programs of study. However more consistent trend data is required to reach more concise assessments and take appropriate improvement actions.



### **Student Performance Results- Improvements Made:**

- 1) Brochures designed for the undergraduate programs to market BS degrees in Accounting, Marketing, Management and Supply Chain and Logistics.
- 2) The MBA degree program advertised in Albany Living Magazine and in the Albany Herald newspaper as well.
- 3) Student mentoring, faculty participation in student enrichment activities and assistance considered important aspects of faculty evaluation according to the new Faculty Evaluation Instrument [pending implementation].
4. Mentoring plan developed for the business students effective Fall 2023. All business students allocated with faculty mentors to support and counsel the students as needed.
5. AOL Committee has decided to track student learning using Inbound and Outbound Exams at the undergraduate degree program levels. Comparative internal analysis will be undertaken using trend data over the semesters.

