

College of Business

Measurements & Analysis

Student Learning & Performance

Accreditation Council for Business Schools and Programs

The College of Business routinely provides information to the public on its performances, including:

- Graduation & Retention Rates
- Student Achievement
- Assessment & Program Results

The Albany State University and the College of Business statistics of Student Demographics, Enrollments, and Completion can be found at:

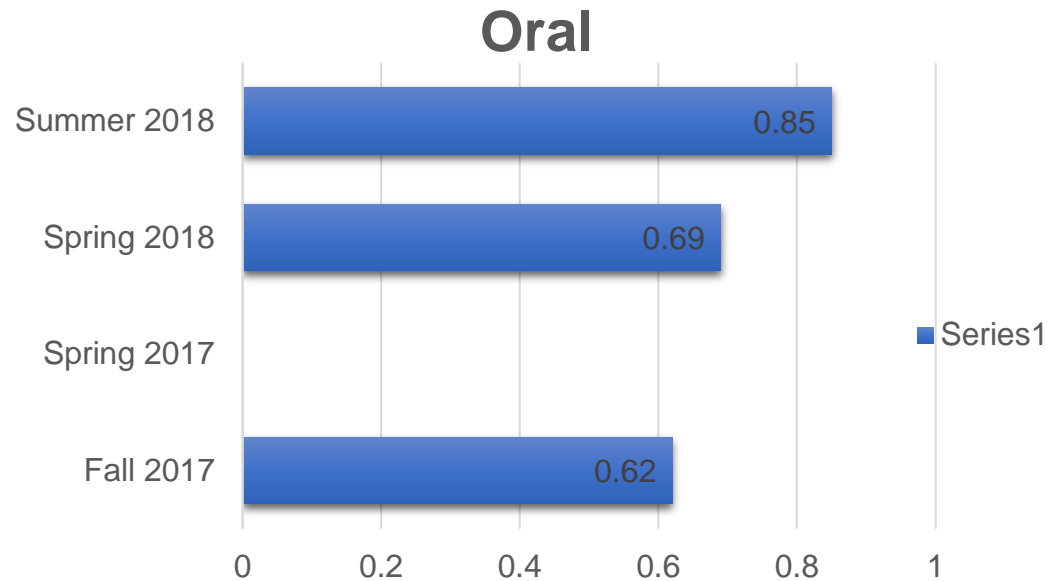
Until Dec., 2018:

https://www.asurams.edu/wp-content/uploads/Fact_Book_2016-2017.pdf

As of Jan., 2019:

<https://www.asurams.edu/academic-affairs/institutional-effectiveness/institutional-research-planning-assessment/institutional-research/fact-book.php>

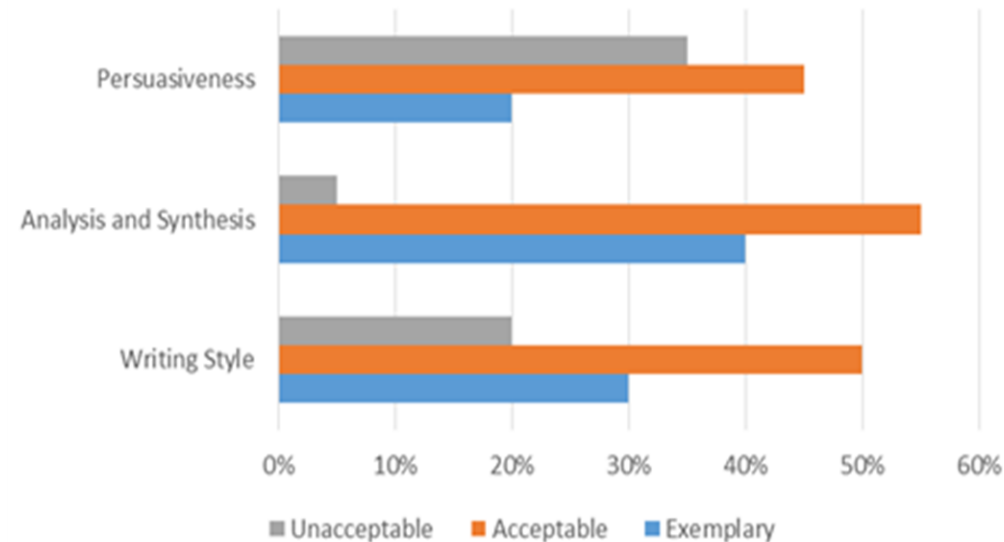
Effective Oral Communication



- **GOAL:** 75% of students will prepare and deliver professional presentations on business topics at an acceptable level (would earn 85% or above) or higher as measured by COB oral communications rubric.
- **Fall 17 Results:** Eight of thirteen (62%) total students met the standard on their presentation, thus the standard was not met.
- **Spring 18 Results:** Nine of 13 (69%) of the participating students (one student did not present and received an Incomplete grade) met the standard of receiving an 85 or better. Thus, the standard was not met.
- **Summer 18 Results:** Of the fourteen students enrolled, 12 students (85%) earned an average of 85 or above, and the standard was met.

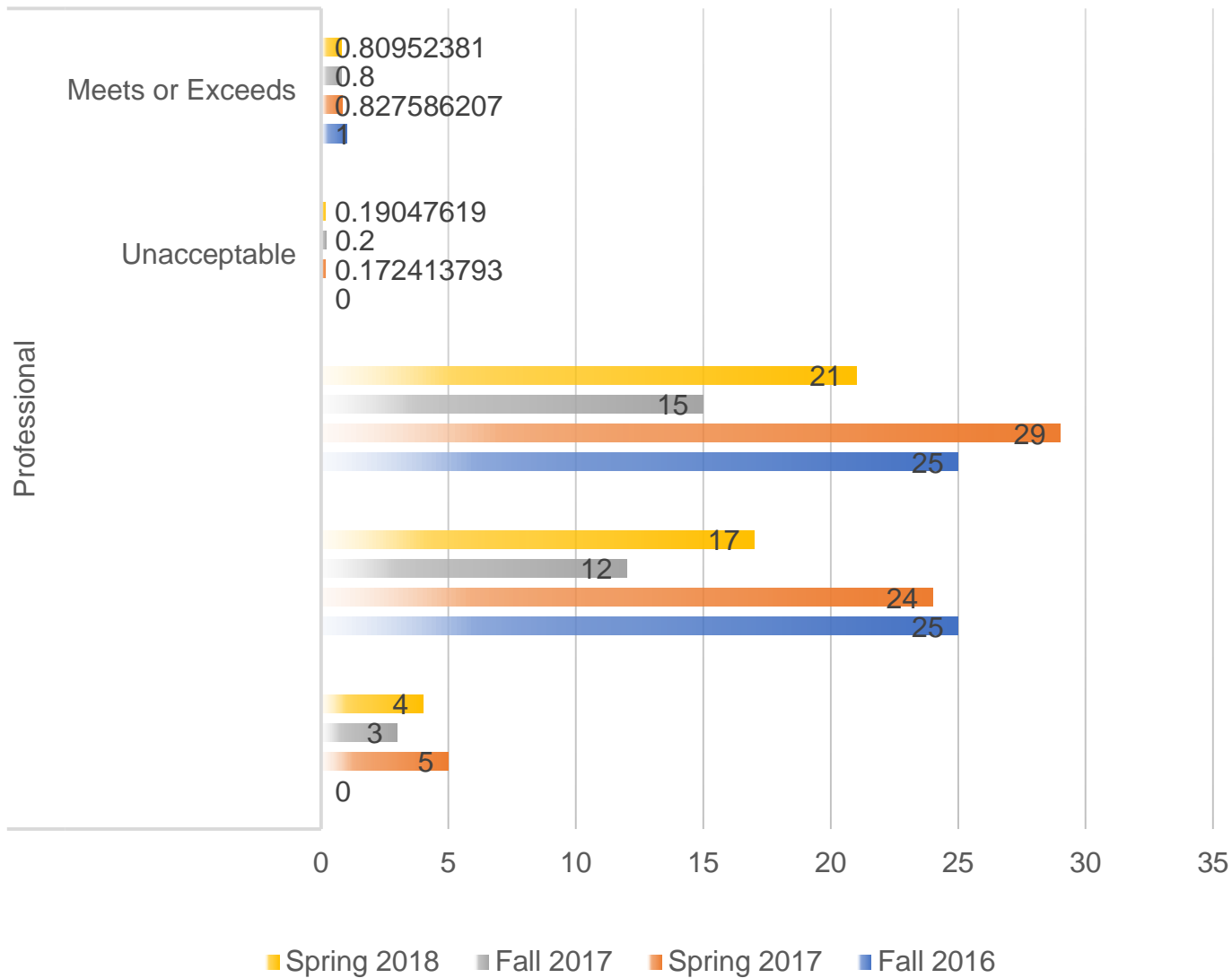
Effective Written Communication

Written



- **Goal:** 70% of students will prepare professional quality business documents and/or correspondence at an acceptable or higher level as measured by COB writing rubric.
- Overall-25% of the student at the exemplary writing level, 56% of the students have shown an acceptable level of writing, and 19% have unacceptable writing skills.
- Rubric criteria-95% of the student perform exemplary or acceptable in analysis and synthesis area. 80% of the students shown exemplary or acceptable in writing style area. However, there seems to be a problem in the persuasiveness area since only 45% have acceptable level and 35% have unacceptable level.

PROFESSIONALISM

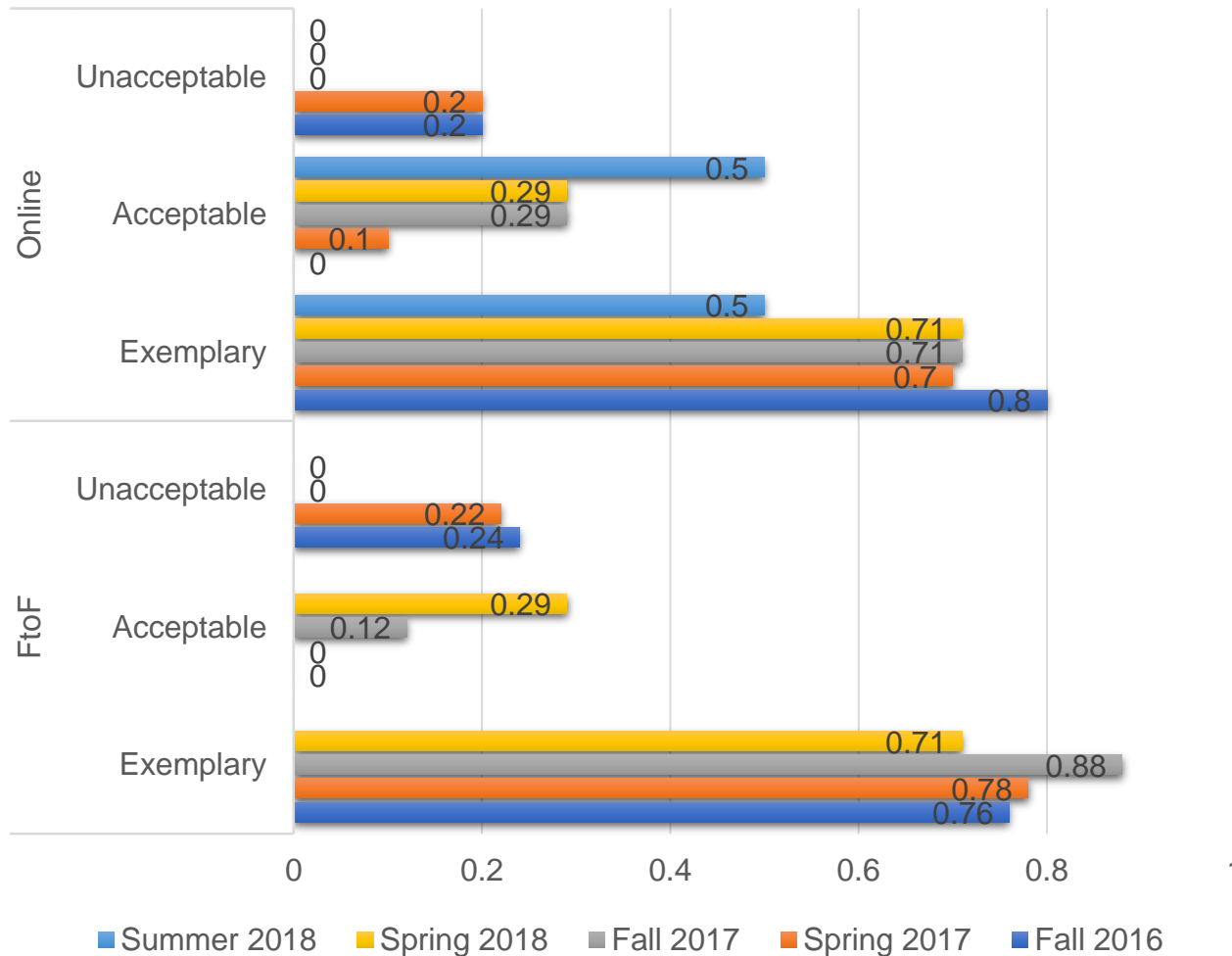


Business Professionalism

GOAL: 70% of students will exhibit appropriate professional behaviors akin to an actual work environment—including appropriate dress, punctuality, and demeanor.

Student internship evaluations, containing professional behavior measures, were used over the most recent four-semester period. While 100% of students met or exceeded professionalism behaviors Fall of 2016, these percentages decreased every semester since to 80% by Spring 2018.

Analytical Problem Solving



GOAL: 70% of students will perform at an acceptable level or higher to systematically apply decision making models to identify business problems, generate and evaluate solutions, and propose a feasible solution using COB analytical thinking rubric.

- **Fall 2016 vs Spring 2017-FtoF** On average 78% of the students perform exemplary while 22% of the students perform unacceptable in Spring 2017. There is a 2% increase when compared to Fall 2016 performance in exemplary area. In addition, we can observe that there is a 2% decrease in unacceptable area. Target was met for both Fall 2016 and Spring 2017 semesters.
- **Fall 2016 vs Spring 2017-Online** On average 70% of the students perform exemplary while 20% of the students perform unacceptable during Spring 2017. There is a 10% decrease when compared to Fall 2016 performance in exemplary area. In addition, we can observe that there is a 10% increase in acceptable area in comparison to Fall 2016. Target was met for both Fall 2016 and Spring 2017 semesters
- **Fall 2017 vs Spring 2018-FtoF** 71% of the students earned Exemplary (80%) grade during spring 2018. Compared to the pervious semester, 2017 Fall, fewer percentage of students scored exemplary grade. However, all students earned acceptable or better grade in both semesters.
- **Fall 2017 vs Spring 2018-Online** All students received Acceptable or better grade for the goal during in Spring 2018. 71% of the students earned Exemplary (80%) grade. There is no change in overall student performance in this goal when the two semesters are compared. Similar to the previous semester, all students earned acceptable or better grade.

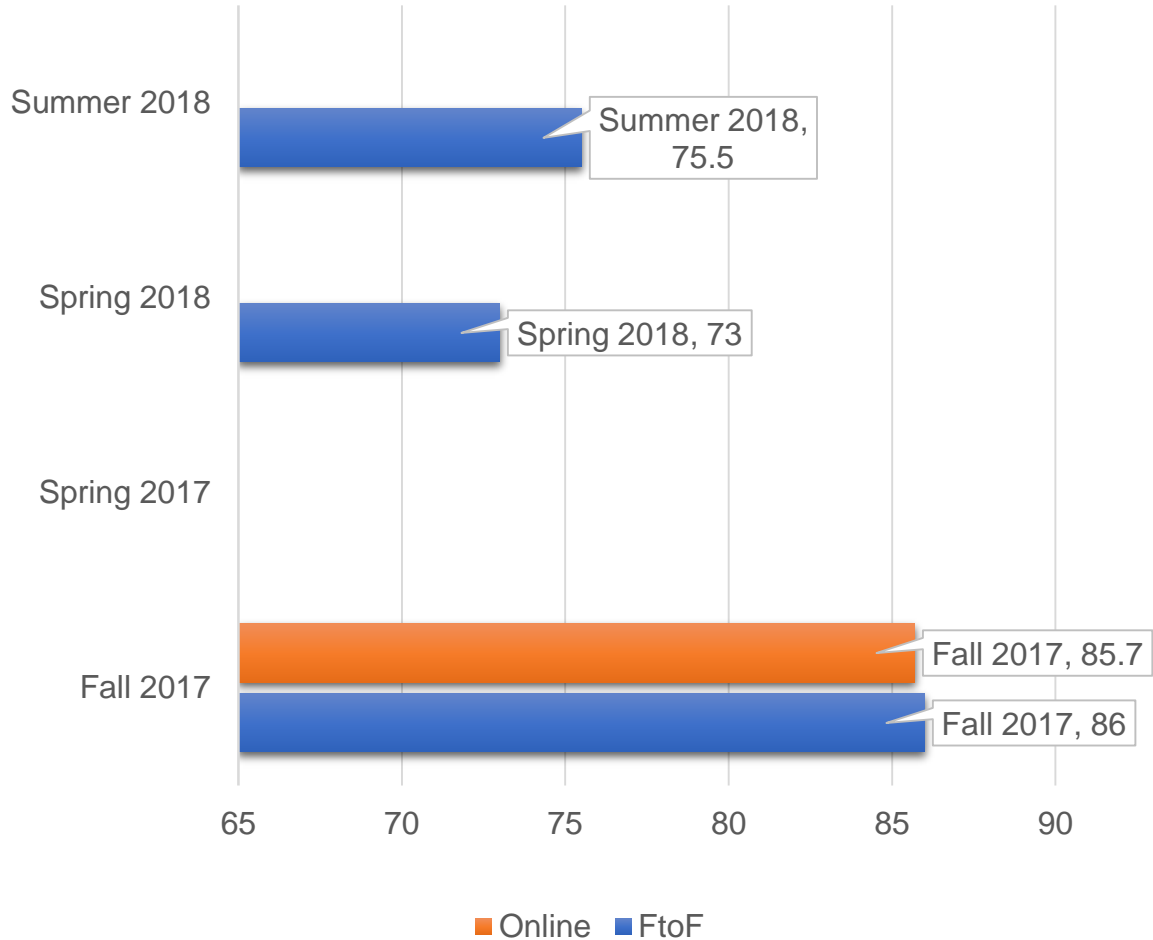
Business Acumen

GOAL: 75% of students will apply key concepts in the major business subjects, including accounting, economics, finance, information systems, international business, marketing, and management – to formulate sound business decisions.

Fall 2017 Results: Average grade on the final exam was 85.7 for both sections and 86 for Fall 2017 in-class section both sections using Gamble Text, which had historically been used for many years.

Spring 2018 Results: Average grade on the final exam was 73 for the in-class section with new text.

Summer 2018 Results: Average grade on the final exam was 75.5 with new text.



Environmentally Conscious

GOAL: Our students will demonstrate an understanding of the implications of environmental sustainability in business.

About 72.78% (20.44) is the mean performance and the associated standard deviation of the students with respect to the awareness of the common concern of the negative externality.

22.22% of the students have a clear exemplary understanding of the concern for the negative externality.

33.33% of the students show an accepted understanding of the concern for the negative externality.

44.44% of the students show an unaccepted understanding of the concern for the negative externality."

Globally Conscious

GOAL: 70% students will perform at an acceptable level or higher when analyzing global potential through country analyses, including political, cultural, economic, legal, and strategic

Fall 17 Results: 38% of the students perform acceptable level. (earned a grade of 85 or better). The average grade on the case was only 76 with a minimum score of 50 and high score of 94.

Spring 18 Results: 38% earned a grade on 85 or higher. minimum grade of 54 and high of 95 with an average grade of 76.

Summer 18 Results: (33%) earned a grade of 85 or higher. The standard was not met.

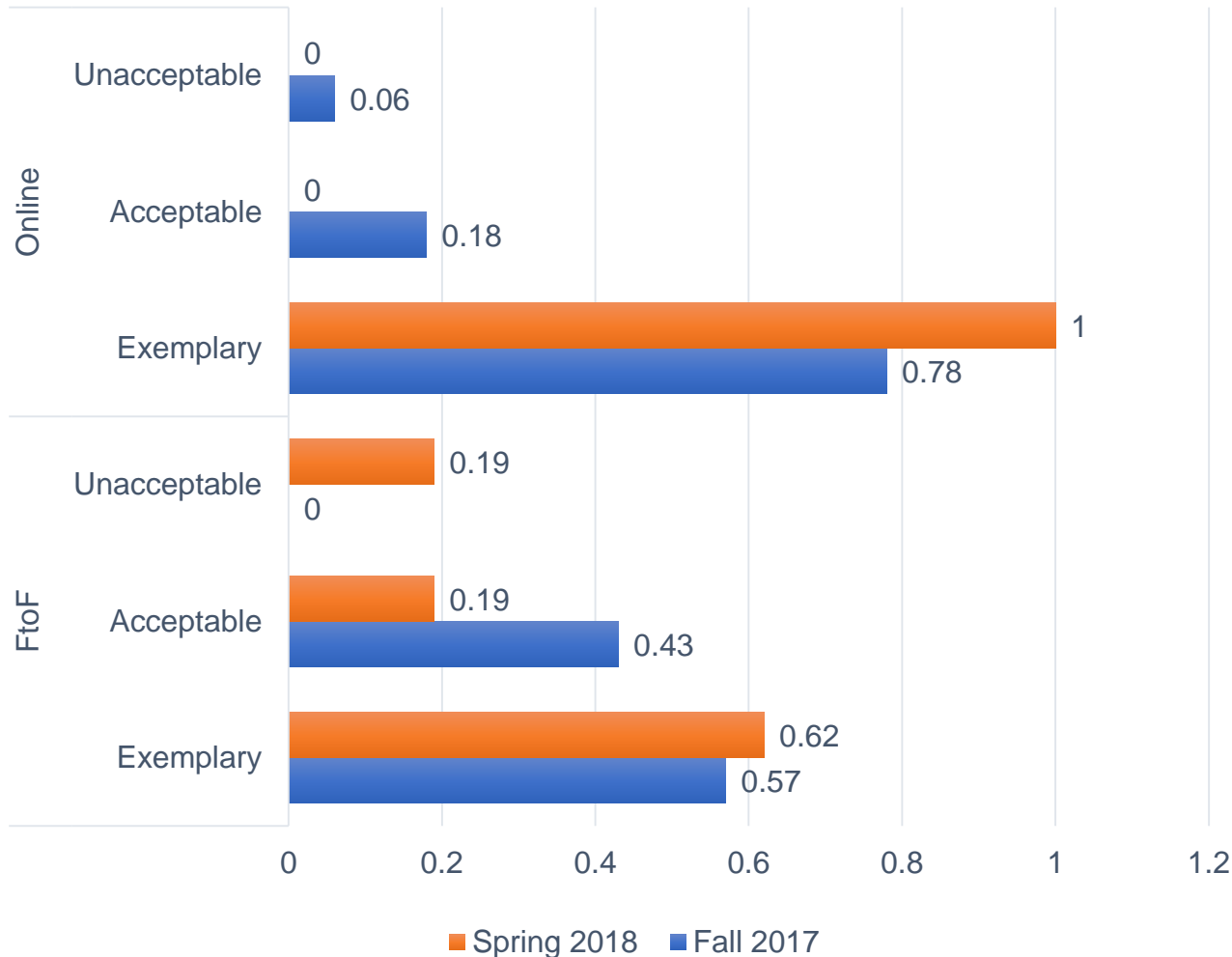
Ethically Conscious

GOAL: 70% students will perform at an acceptable level or higher when applying relevant principles of ethical behaviors to identify ethical problems and propose appropriate solutions.

Fall 2017 vs Spring 2018-FtoF: 81% of students received Acceptable or better grade in Spring 2018. 62% of the students earned Exemplary grade. Compared to the pervious semester, 2017 Fall, more percentage of students earned an exemplary grade. However, 19% of students earned unacceptable grade in Spring 2018 semester, which is an increase from 0% from the previous semester.

Fall 2017 vs Spring 2018-Online: 100% of students received Exemplary (80%) grades during Spring 2018 semester. Compared to the pervious semester, 2017 Fall, 24% more students earned an exemplary grade.

The target was met in both semesters. Overall online students perform better in comparison to FtoF.



College of Business Program Results

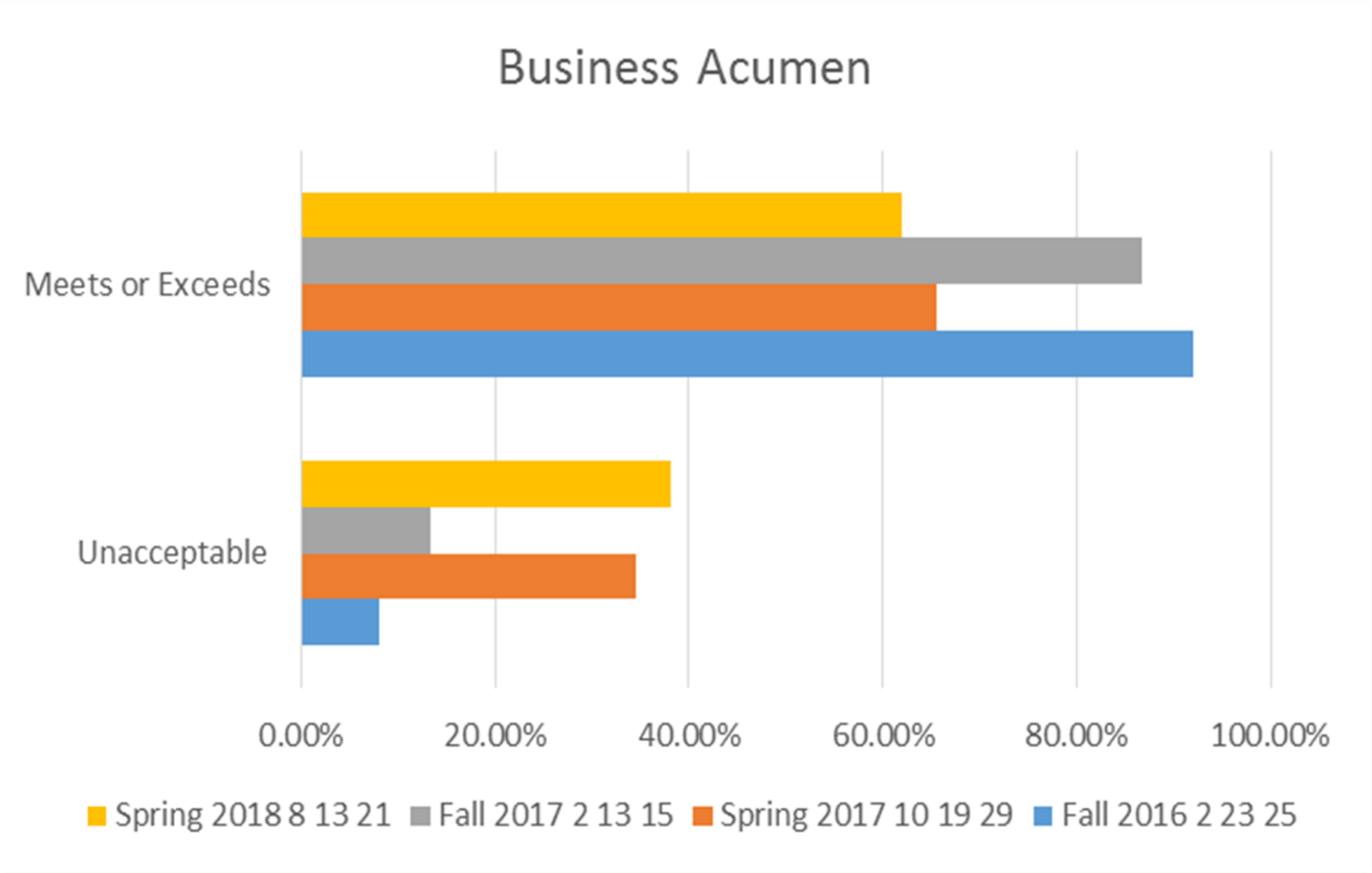
Retention & Graduation Rates

Business Acumen

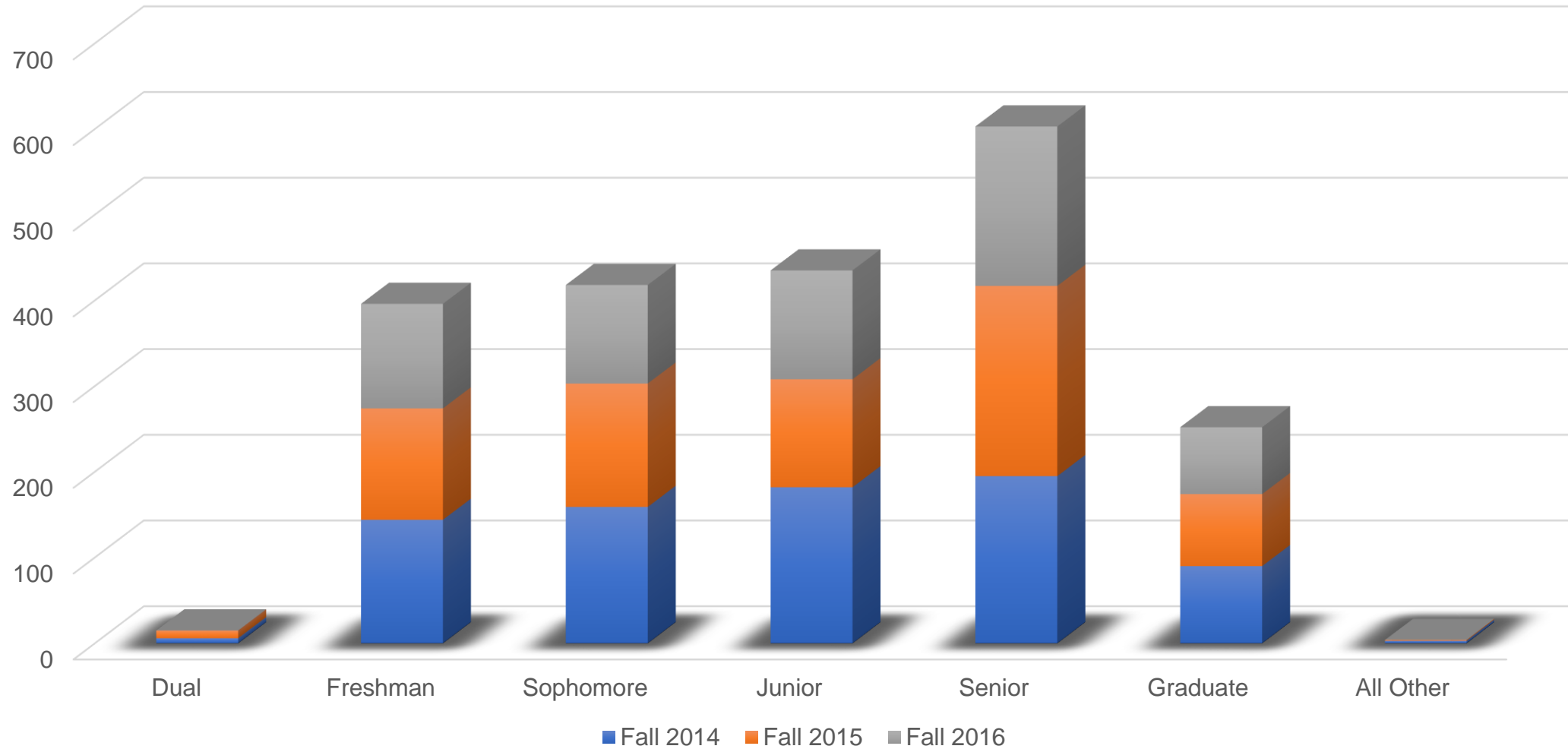
GOAL: Improve Employer satisfaction with our graduates

Denotes a change of measurement, focusing on competence of students learning in job performance. Over 60% of students performed at a satisfactory or above level, on average.

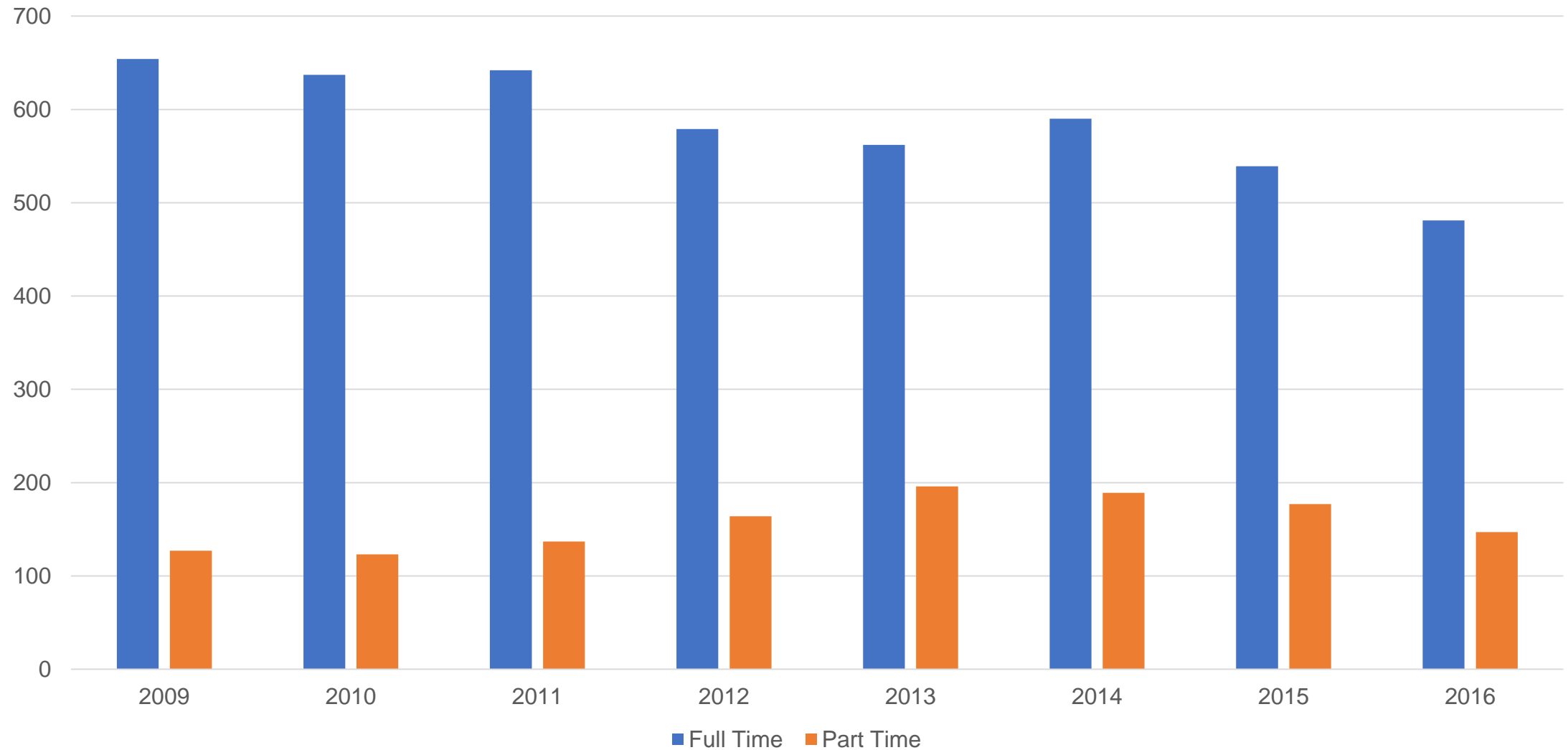
Over 60% met or exceeded employer's expectations all four semesters. There appears to be a significant difference between fall and spring semesters that has to be explored.



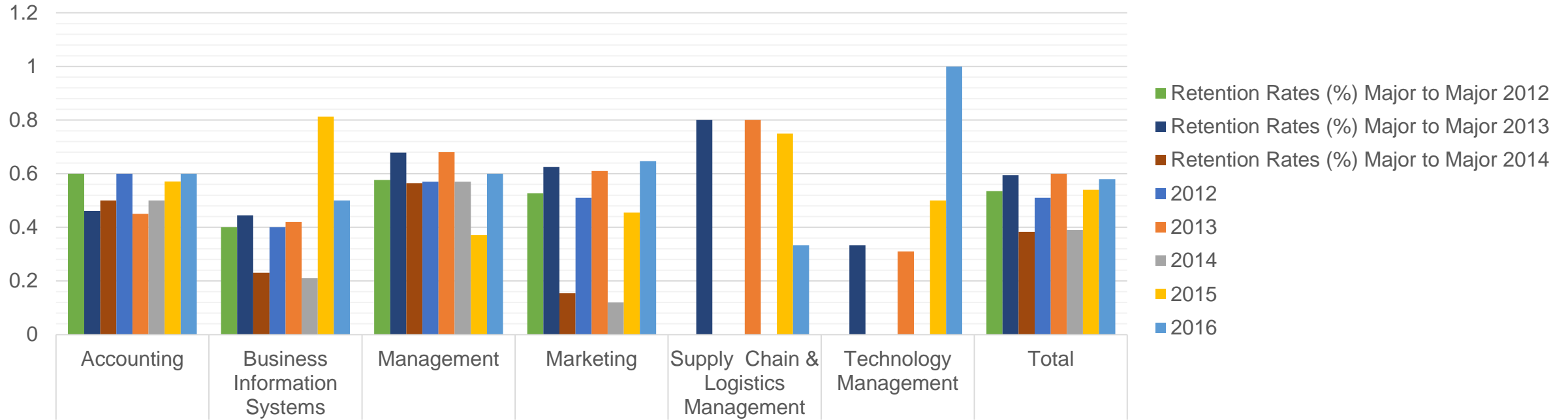
COB Enrollment by Classification



COB Enrollment by Registration Status



Retention Rates



Historically rates have averaged near 60% for the COB, but most recent years have been about 38%

Strategic initiatives by the university and the business programs have been initiated to focus on retention. (New financial aid rules causing students to lose aid also has had a significant impact on retention.)

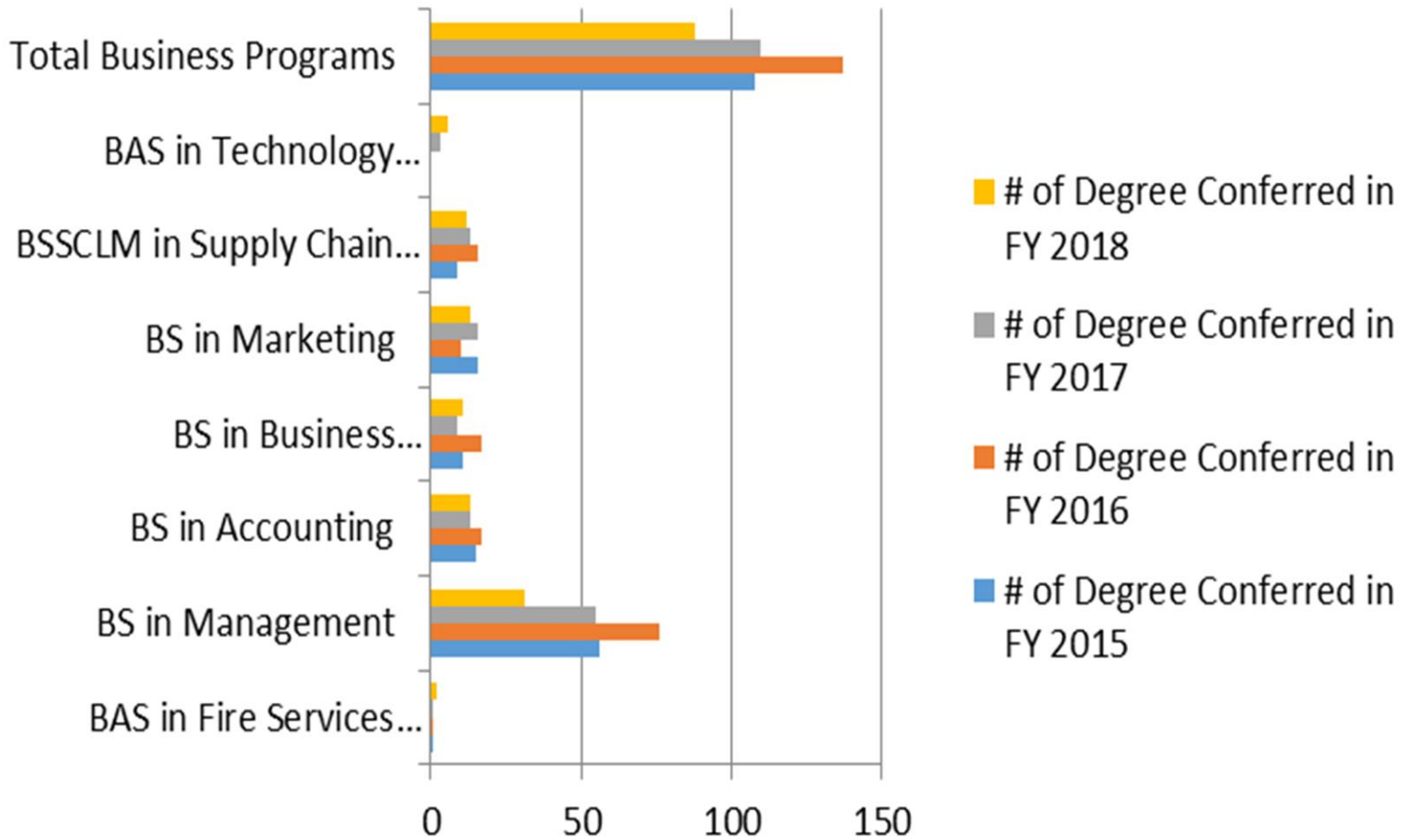
COB has instituted a number of efforts to improve advising and attention to student performance as a way to impact student retention. Student degree paths were also changed such that they take two (increasing to three) business related courses in their first year.

Retention Rates

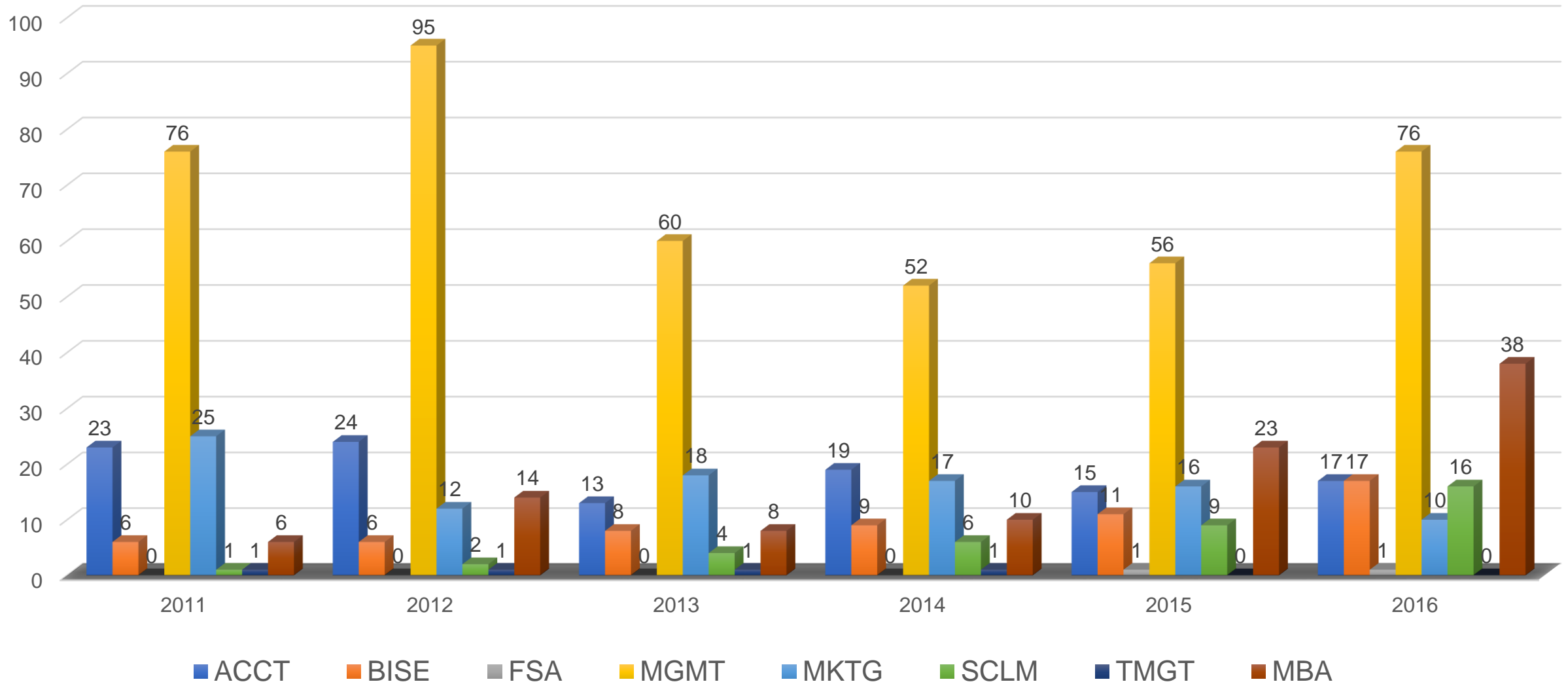
College of Business Degrees awarded

As enrollment has decreased, in general, for the university, the number of graduates declines in similar proportions. This decline is most notable in 2018 when there were less than 100 graduates from the business programs. Concerted efforts by the university as a whole and the business division as well, have been put in place to increase enrollment, retention, and decrease time to graduation.

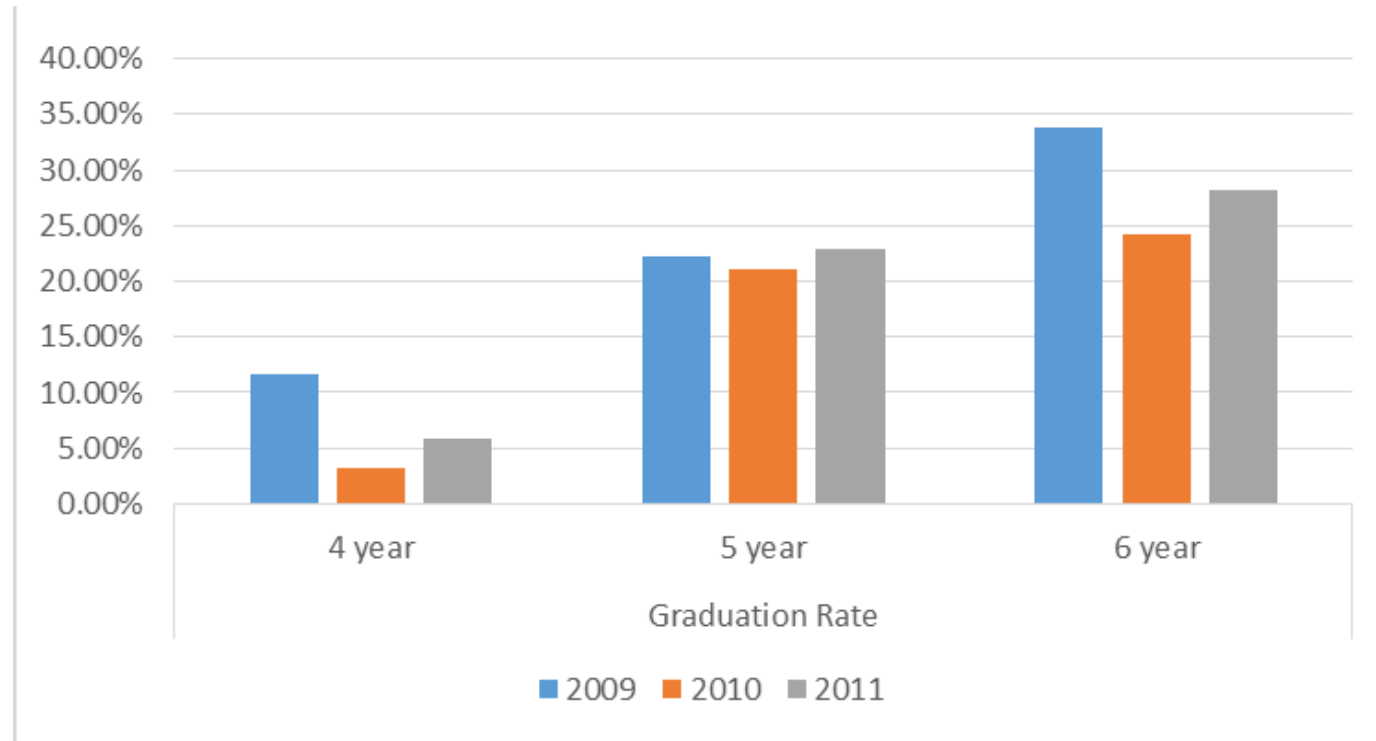
Enrollment increased in the last two years; the success of these efforts to retain students and decrease their time to graduation are not likely to be reflected until the next two year report.



COB Degrees Awarded by Level & Major



COB Graduation Rates



Increase four- five- and six- year graduation rates.

Six year graduation rates (based on 2009 cohort) for the college of business is 33.88%.

Slight increase note between the 2010 cohort and the 2011 cohort 5 and 6 year graduation rates, but additional efforts needed to increase rates above 40%.