



College Of Business

MEASUREMENT & ANALYSIS

STUDENT LEARNING & PERFORMANCE

ACCREDITATION COUNCIL FOR BUSINESS SCHOOLS AND PROGRAMS

As part of the College of Business ACBSP accreditation, we are required to provide information to the public on the performance of our programs, including:

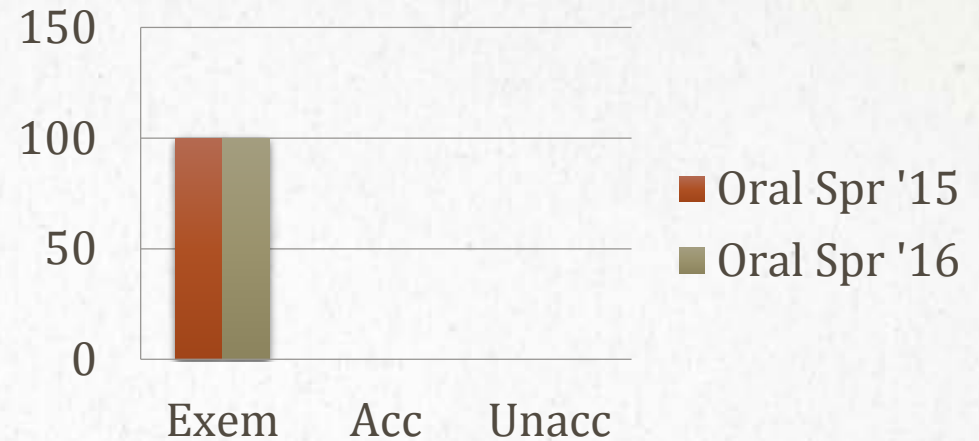
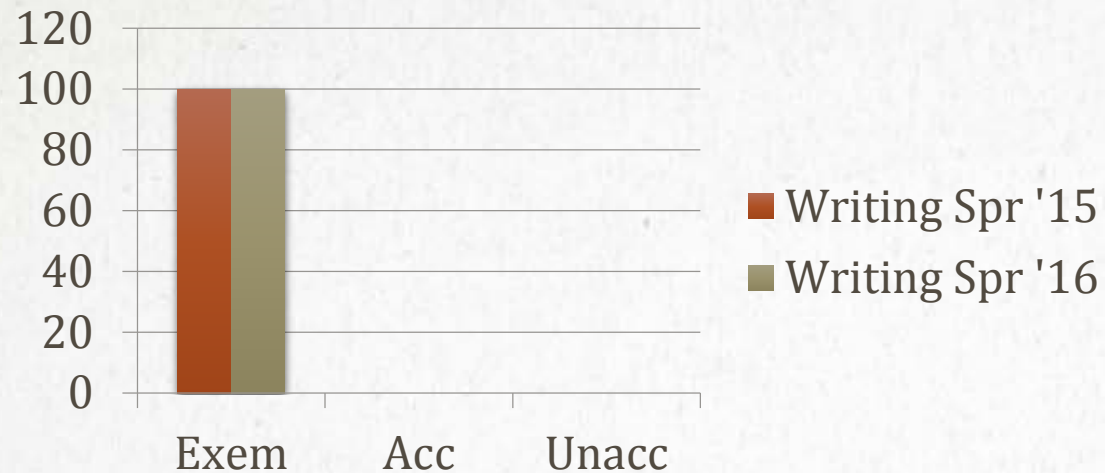
- Student Demographics
 - Graduation Rates & Job Placement Rates
 - Student Achievement
 - Assessment & Program Results
-

STUDENT DEMOGRAPHICS, ENROLLMENTS, AND COMPLETION

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

<https://www.asurams.edu/wp-content/uploads/2015/07/Fact-Book-2015-2016.pdf>

GOAL #1: EFFECTIVE COMMUNICATORS



70% of students will prepare professional quality business documents and/or correspondence at an acceptable or higher level as measured by COB writing rubric.

70% of students will prepare and deliver professional presentations on business topics at an acceptable level or higher as measured by COB oral communications rubric..

During Spring 2015 and 2016, 100% of students performed at the acceptable level or higher. However, measures were based on team performance.

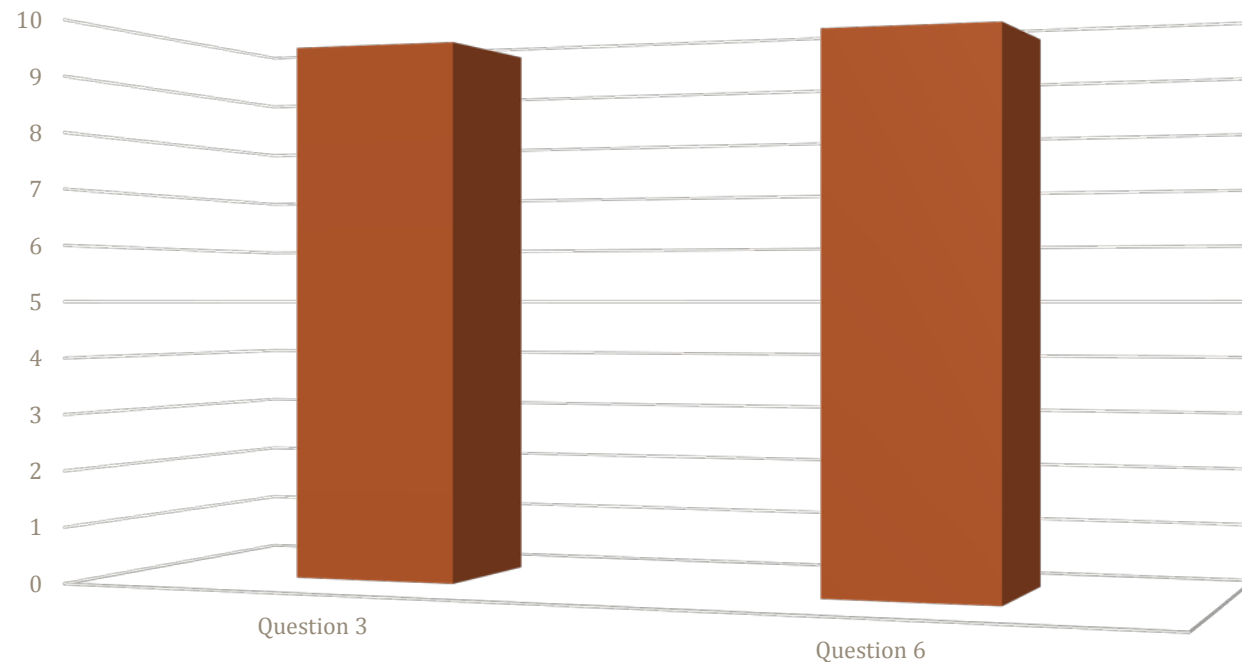
GOAL: BUSINESS PROFESSIONALISM

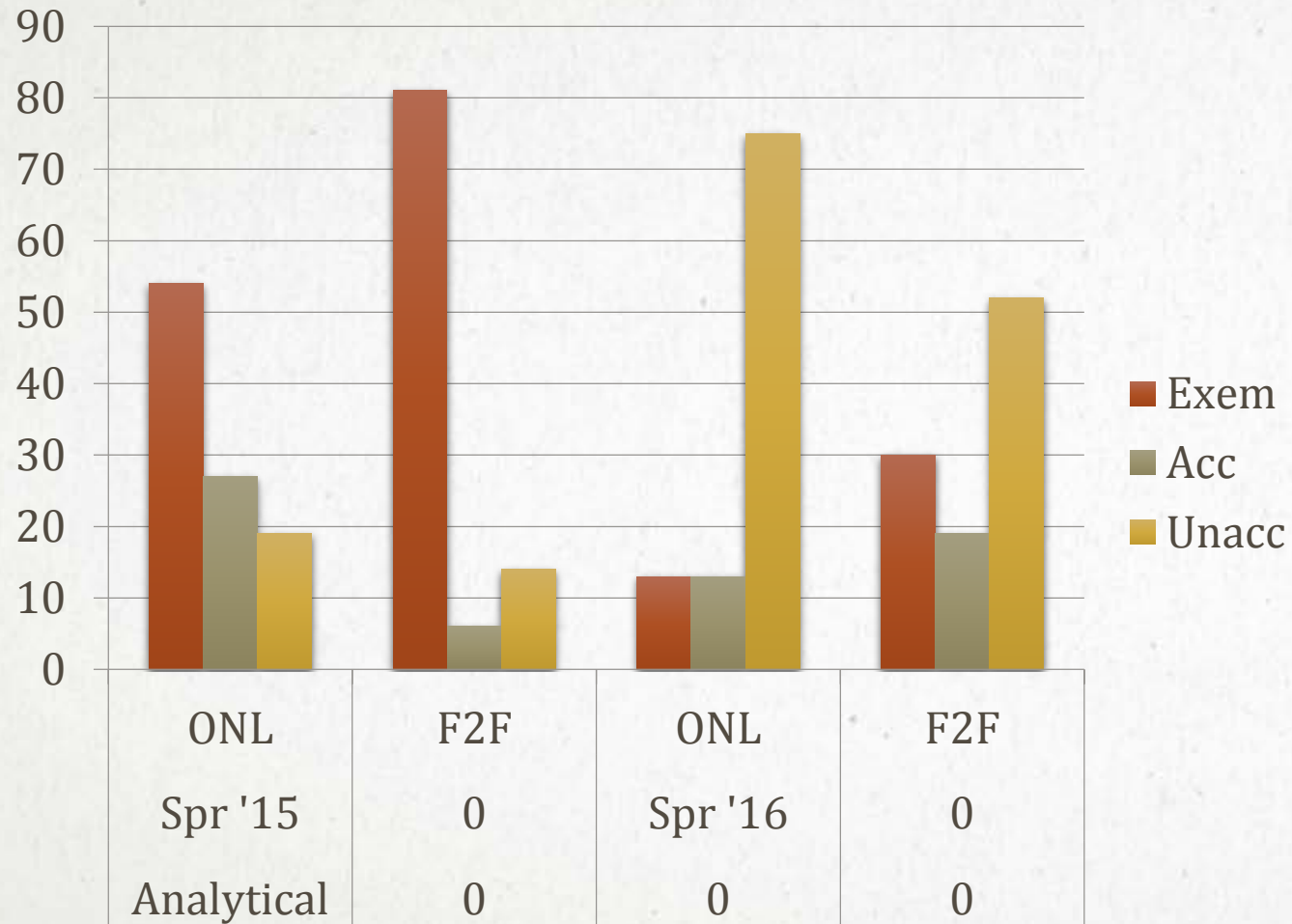
70% of students will exhibit appropriate professional behaviors akin to an actual work environment—including appropriate dress, punctuality, and demeanor.

In the 2016 survey, 100% of students ranked satisfactory or higher on professionalism qualities.

Although scores on average were high, the average for punctuality was a 9.4, thus an area for improvement.

Employer Average Evaluations of Professionalism of Student Interns
Spring 2016



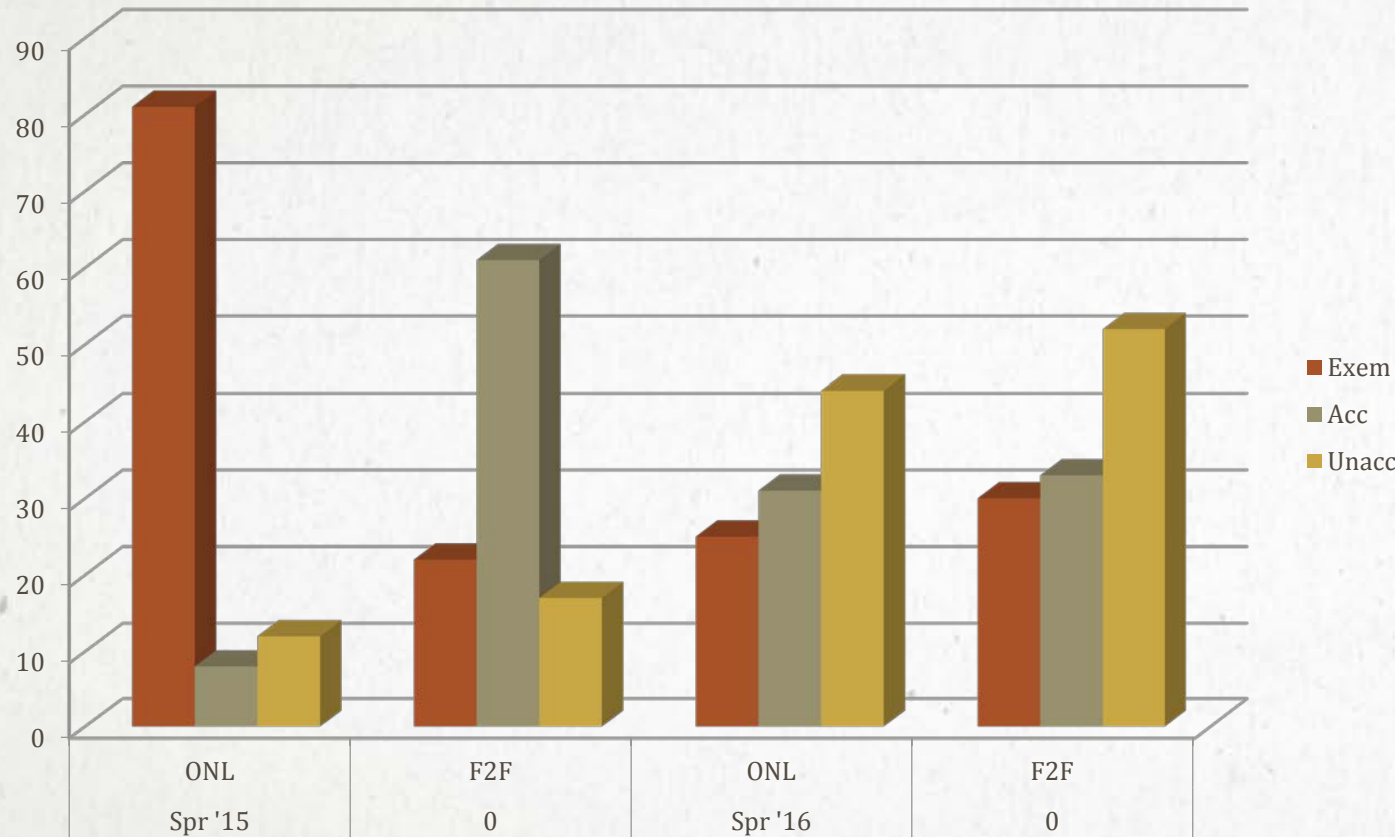


GOAL: ANALYTICAL PROBLEM SOLVERS

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.

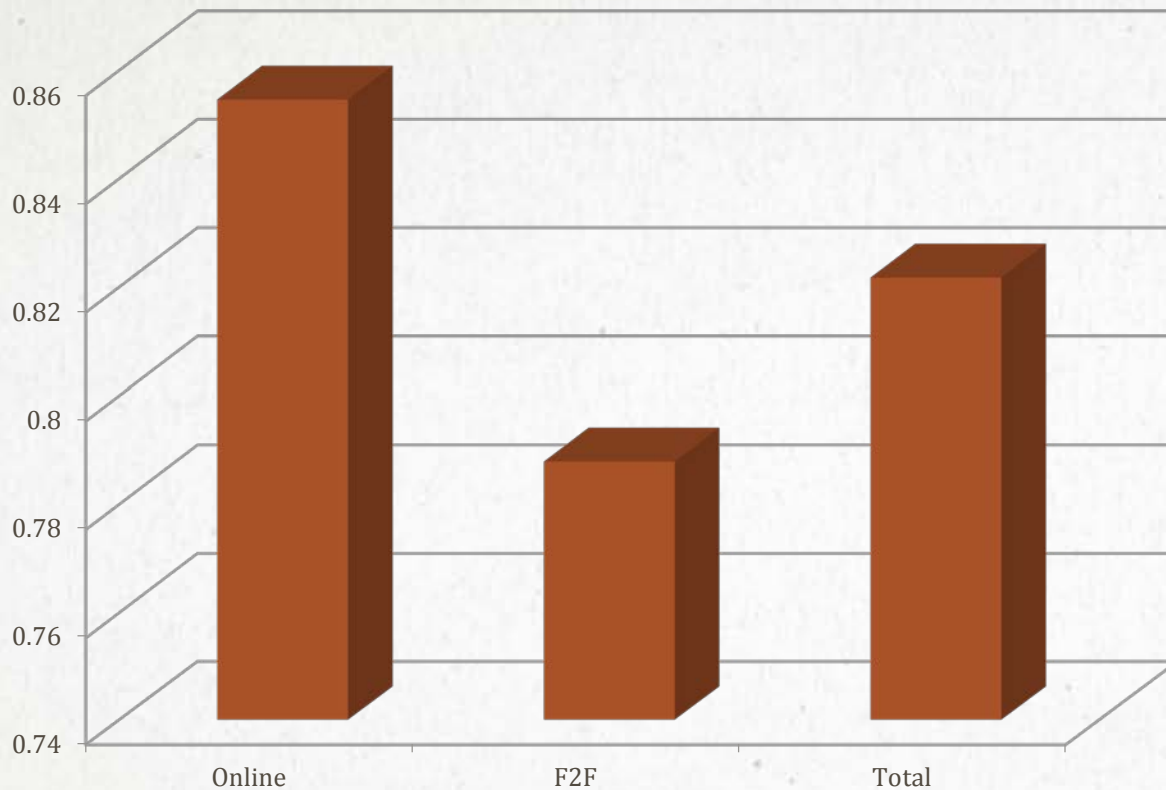
Spring 2015, Fall 2015, and Spring 2016 measures all resulted in differing results between Mgmt. 3106 and 4205. While 80+% of students had acceptable or higher levels of performance in 3106, at most 60% of students performed at this level in 4205.

GOAL: TECHNOLOGICALLY COMPETENT



70% of students will be proficient with word processing, spreadsheet, database, data communication, Internet, financial calculations and presentation software.

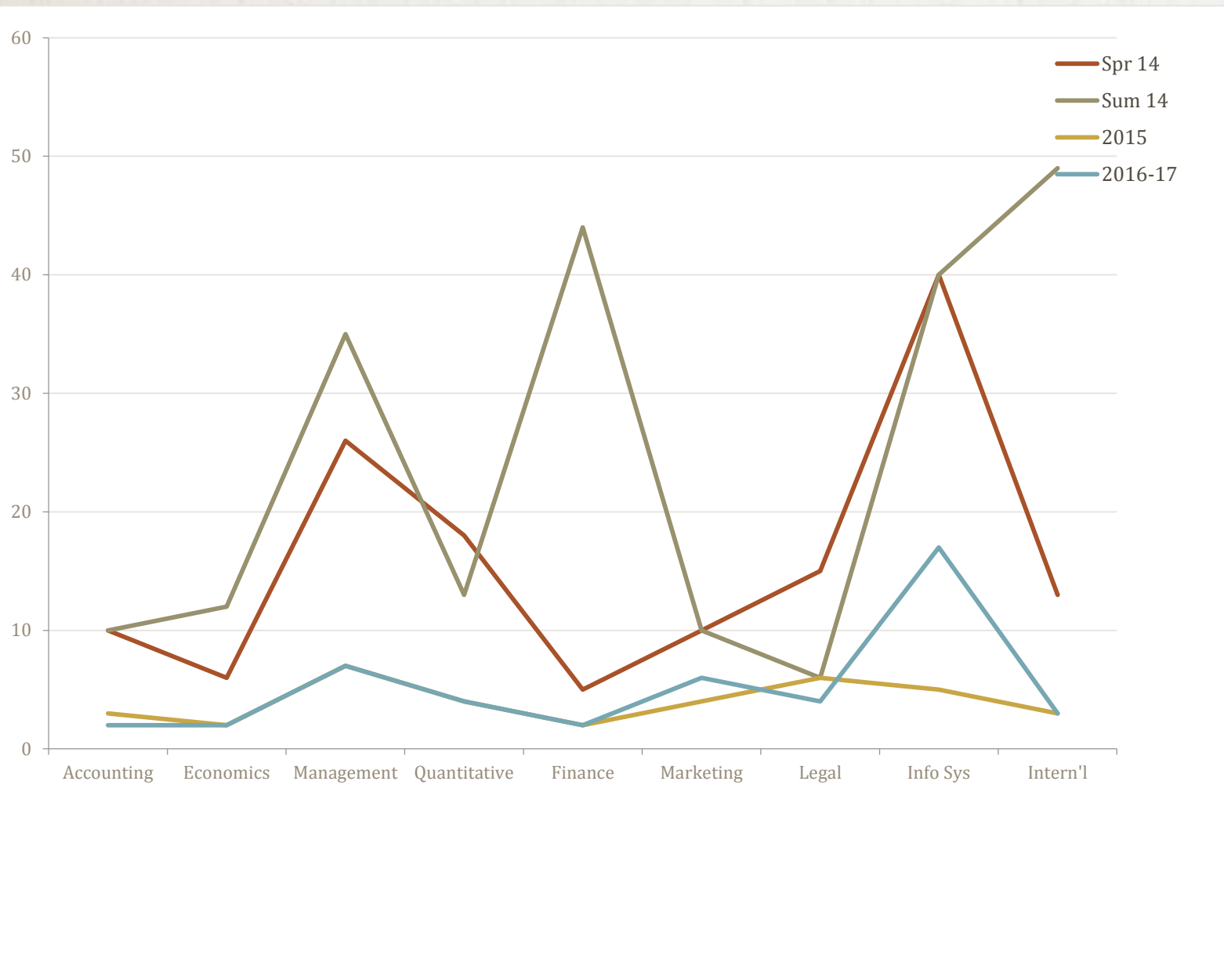
During Spring 2015, 89% (F2F) and 83% (online) of students performed at acceptable level or higher. By Spring 2016, the performance was only 56% and 63% respectively.



GOAL: BUSINESS ACUMEN

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.

Overall, 82.2% of questions were answered correctly, 85.8% on the online class and 78.8% of the face-to-face (F2F) class meeting the overall goal of 75% of students.



MFT PERFORMANCE

Median scores of student performance on the MFT will reach the 50%ile on the MFT.

Median performance on the MFT consistently ranks students in the lower 25% quartile on overall and subject matter rankings. Performance has declined appreciably over the last four semesters.

ADDITIONAL STUDENT LEARNING GOAL PERFORMANCE

- Additional information on student learning goal performance can be found in the files, “QAR2016/“Public Information-Student Learning and Program Outcomes Public Information-Student Learning and Program Outcomes”; See “Standard 4-Results”, at <https://acbsp.campuslabs.com/1774/evidence>



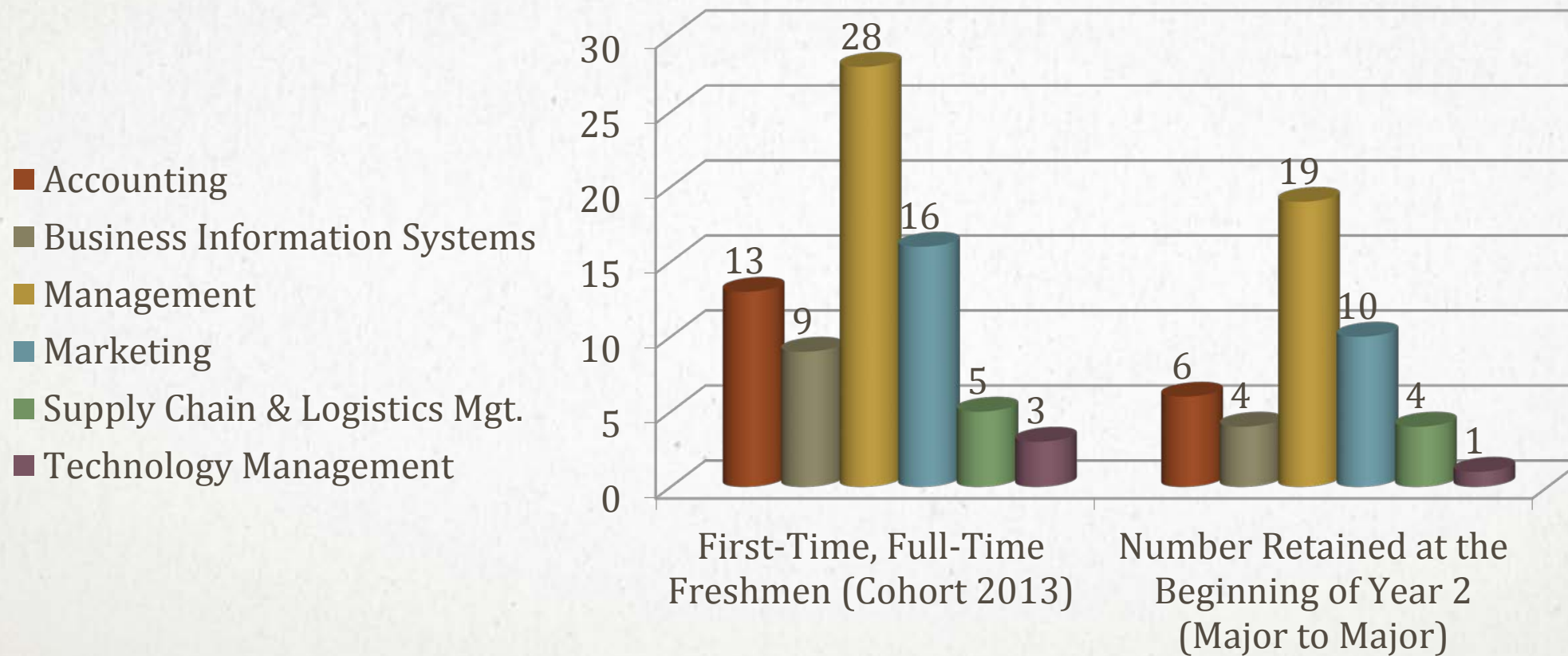
College Of Business

RETENTION & GRADUATION RATES

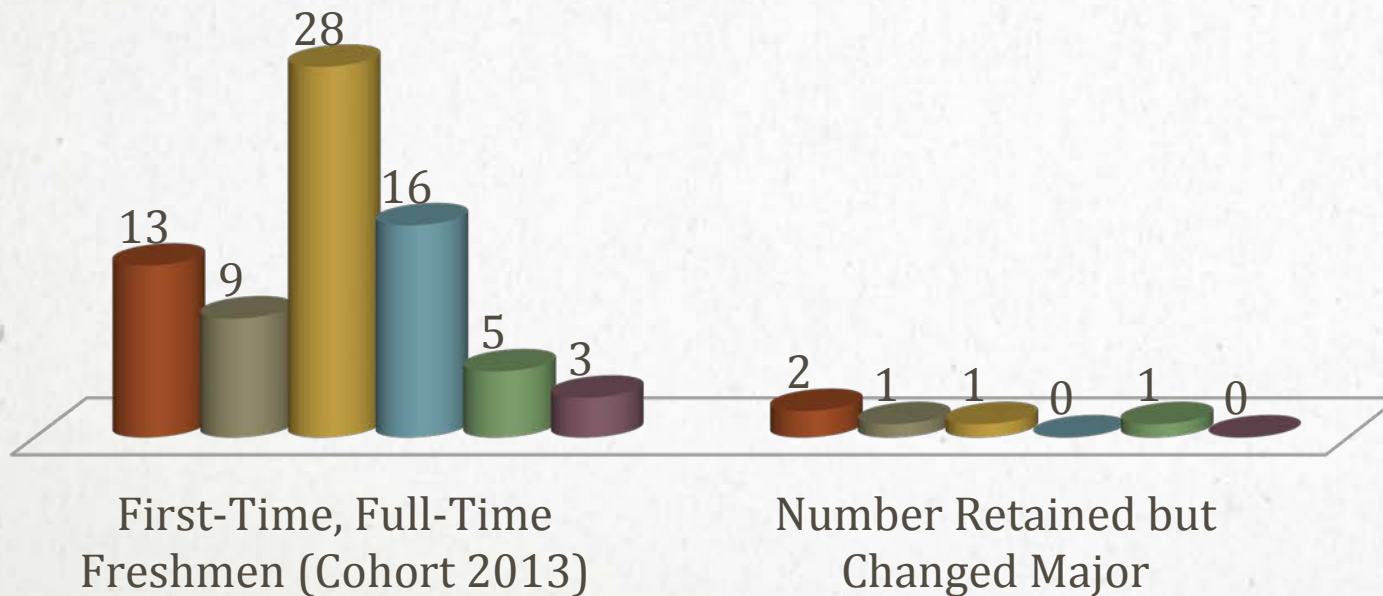
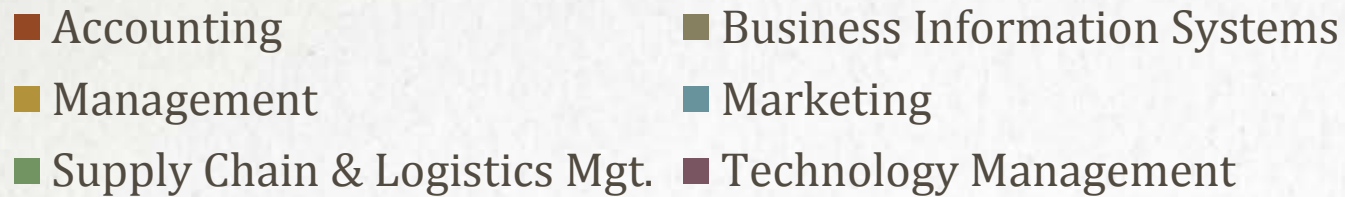
STUDENT LEARNING & PERFORMANCE

COLLEGE OF BUSINESS RETENTION

Students Retained



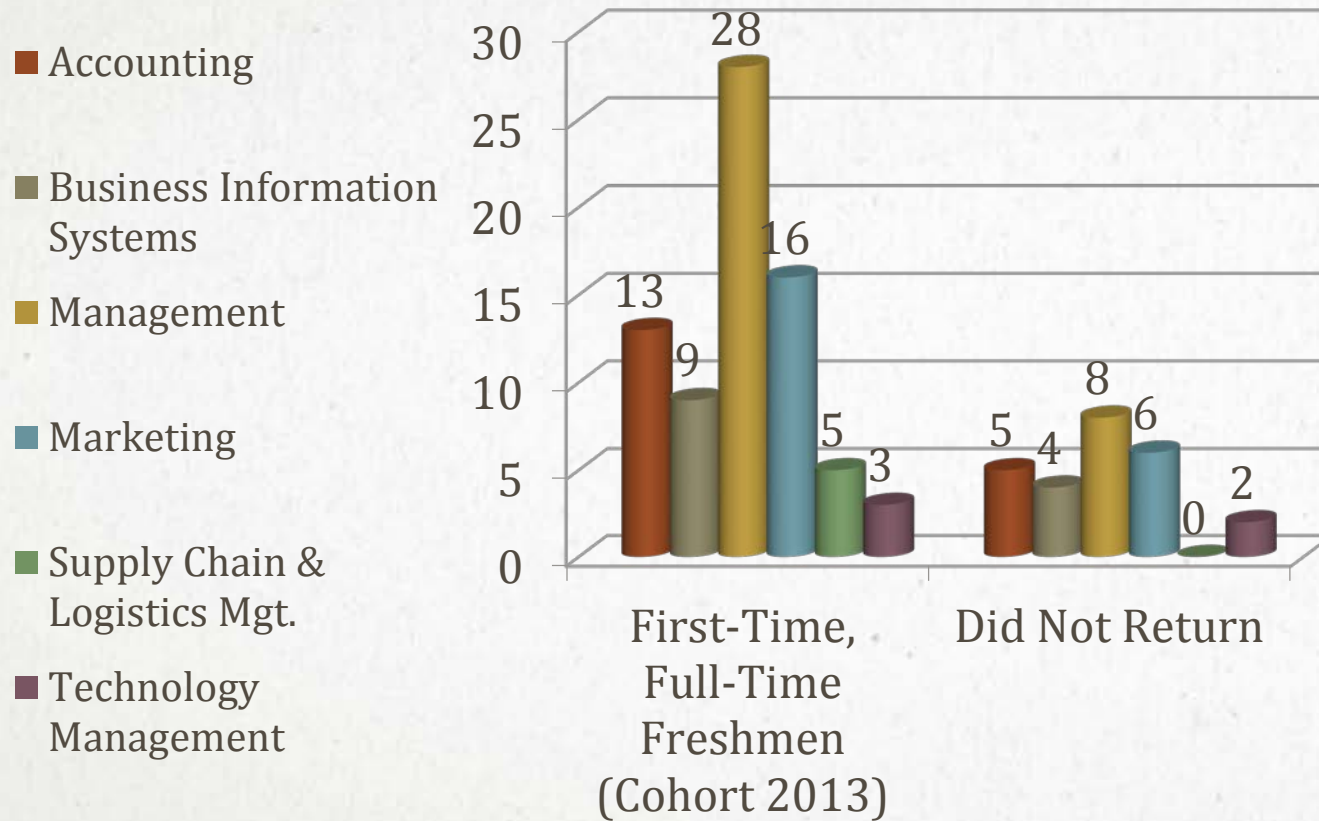
Students Retained but Changed Major



COLLEGE OF BUSINESS RETENTION

Of the students retained within the College of Business, only 6.76% changed their major.

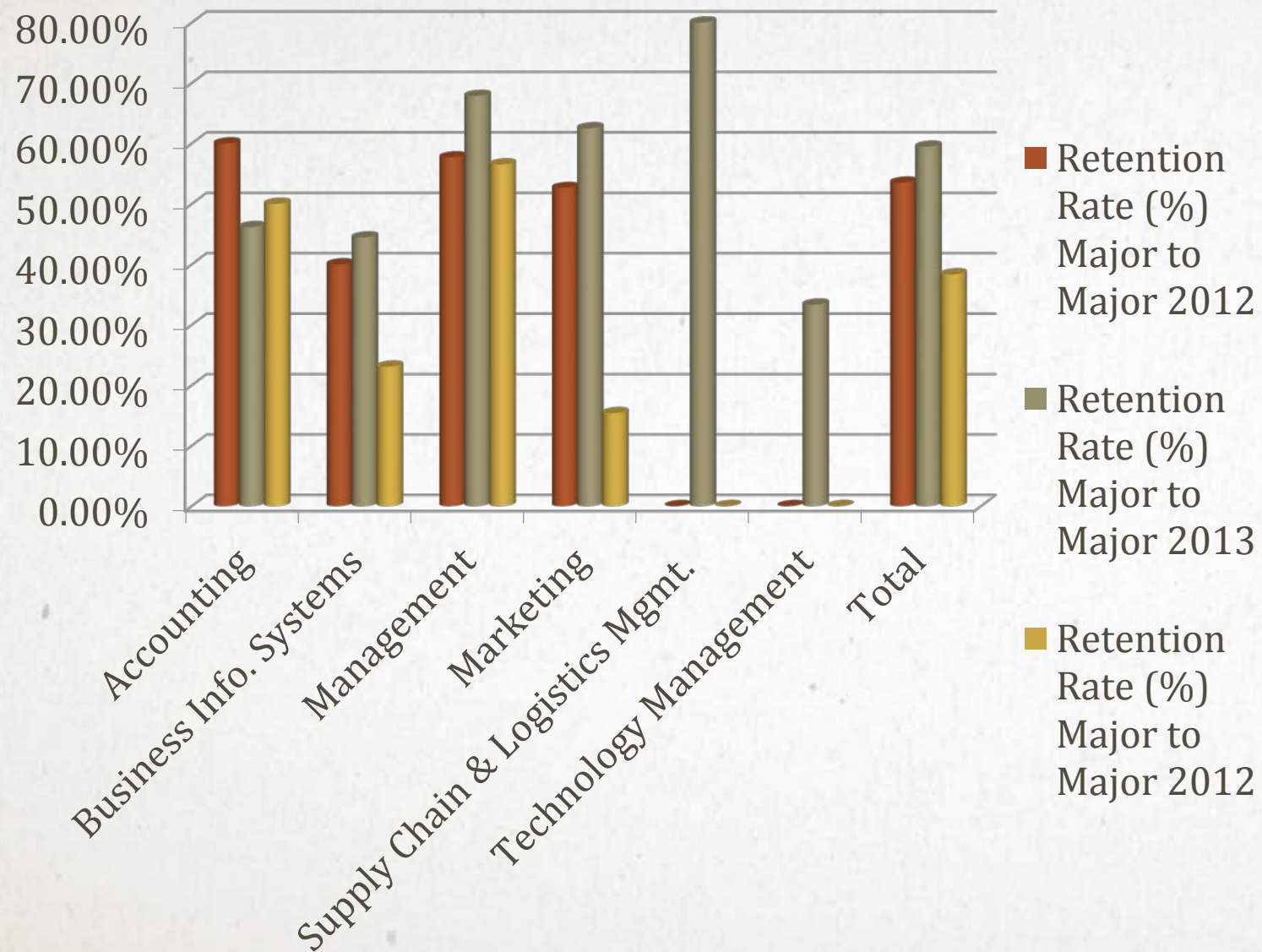
Students Who Did Not Return



COLLEGE OF BUSINESS RETENTION

66.22% of the College of Business students returned the following semester.

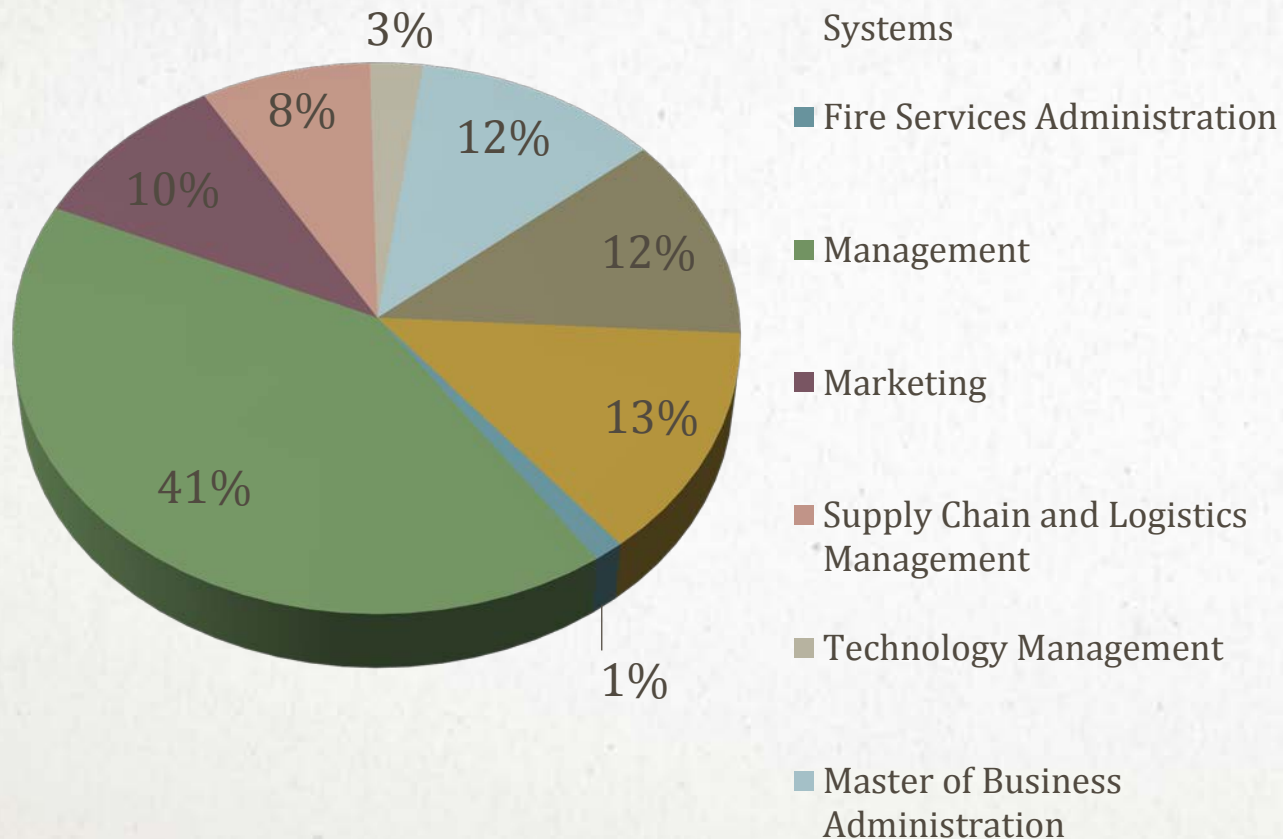
Retention Rate Summary



COLLEGE OF BUSINESS RETENTION RATES

- The Cohort in this table is defined as the First-time, Full-time Freshmen for the year listed who declared a major at their entry to the University.
- Note 1: There were no declared majors in Supply Chain & Logistics during 2012 and 2014 and one (1) Technology Management major in 2012, none in 2014.

Enrollment for the Fall 2015 Academic Year



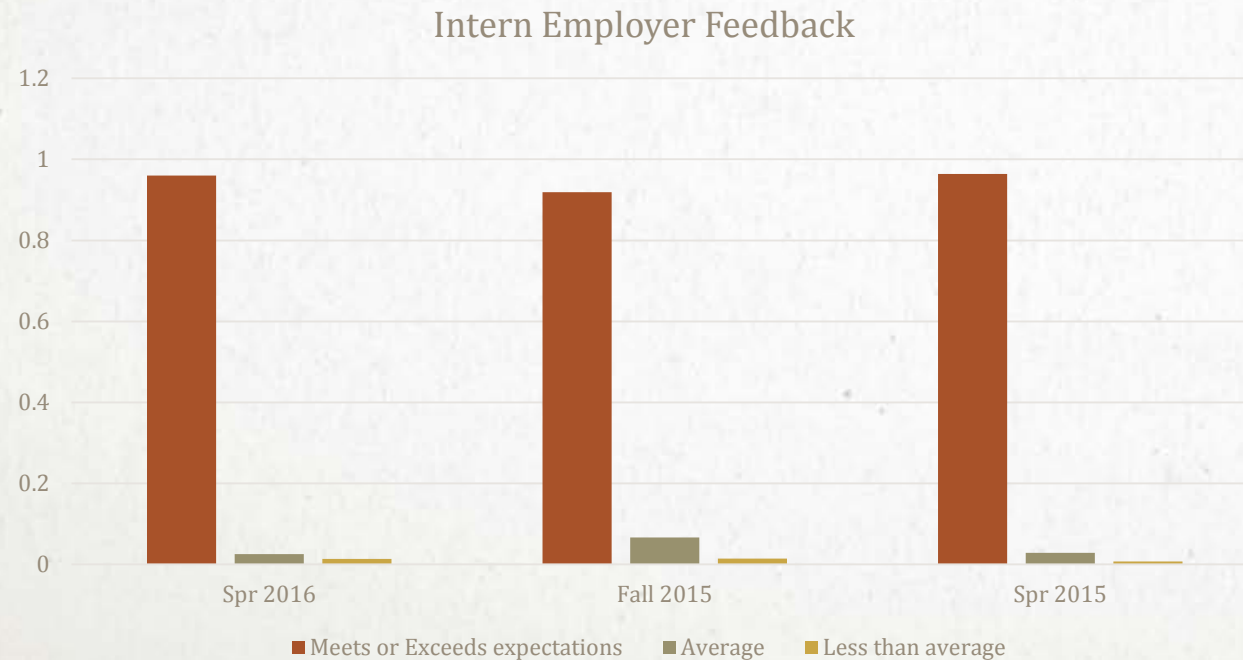
COLLEGE OF BUSINESS ENROLLMENT

Percentages reflect each program, based on the entire College of Business enrollment for the 2015 academic year.

COLLEGE OF BUSINESS DEGREES AWARDED

The graph displays an actual count of degrees awarded to College of Business students of each program for the 2015 academic year.

Fire Services Administration and Technology Management were newly added programs in 2012; thusly, the degrees were awarded.



COLLEGE OF BUSINESS EMPLOYER FEEDBACK

The graph displays the percentage of employers who rated overall intern on-job performance as meeting expectations or higher. The college exceeded the goal of 80% of students reaching this level of employer satisfaction.

Our next goal is to increase the percentage of students that exceed expectations.



ADDITIONAL PROGRAM OUTCOME INFORMATION

- Additional information on student learning goal performance can be found in the files, “QAR2016/“Public Information-Student Learning and Program Outcomes”; See Standard 6-Results”, at <https://acbsp.campuslabs.com/1774/evidence>.