

# IACBE Annual Report

For Academic Year 2008-2009

## Program-Level Intended Outcomes Form – Keuka College China Program

Student Learning Information for Keuka College China Program	
Mission:	The Mission of Keuka College’s Division of Business and Management is the preparation of its students for leadership roles in a wide range of domestic and global organizational environments. In each of our traditional and non-traditional programs we create a unique educational experience that combines a solid liberal arts foundation for learning and critical thinking skills, a proactive program of experiential opportunities and related co-curricular activities, and a solid professional foundation in each of the critical business disciplines, all of which are rooted in ethics and integrity.
Intended Student Learning Outcomes for the Keuka College China Program: Students will be able to:	
1.	Identify and define the following functional components of a business and their interrelationships <ul style="list-style-type: none"> <li>a. management,</li> <li>b. accounting</li> <li>c. marketing</li> <li>d. finance</li> <li>e. human resources</li> <li>f. organizational behavior</li> <li>g. leadership</li> </ul>
2.	Apply critical thinking and decision-making skills across the functional components of a business
3.	Express ideas clearly, concisely, and logically through effective oral and written communication
4.	Use current technology to maximize managerial effectiveness in the achievement of tactical and strategic objectives
5.	Demonstrate applied business skills in an integrated manner across all functional components of a business
6.	Demonstrate behavior consistent with professional expectations
Assessment Tools/Methods for Intended Student Learning Outcomes— Direct Measures of Student Learning	Performance Targets/Criteria for Direct Measures:
1. Comprehensive Business Exam	China business students will score an average of at least 70% on the comprehensive business examination
2. Field Period	100% of Keuka China Program students will complete a Field Period and complete assignments that meet specified criteria

Assessment Tools/Methods for Intended Student Learning Outcomes— Indirect Measures of Student Learning	Performance Targets/Criteria for Indirect Measures:	
1. Keuka China Program Survey of Student Satisfaction	At least 80% of students will show a high level of satisfaction with the China business program	
2. Site Visit Observations and multimedia records (student videos, PowerPoint presentations)	At least once per semester site visitors will observe students engaged in a variety of learning activities that demonstrate comprehension of the course content and at least once per year will review multimedia records of a sample of student projects as evidence of student achievement of learning outcomes	
Summary of Results from Implementing Direct Measures of Student Learning:	Performance Target Was...	
	Met	Not Met
1. Comprehensive exam results did not reach an average of 70%. With no impact on grades, most students did not take the exam seriously.		x
2. Field period reports and supervisor comments are available on file for all (100%) students. This is a condition for graduation.	x	
Summary of Results from Implementing Indirect Measures of Student Learning:	Performance Target Was...	
	Met	Not Met
1. Only 6% of students reported that they would not attend the Keuka China program if they had the chance to do it again.	x	
2. Site visits were conducted in fall and spring terms and multimedia records of student performance were also reviewed in fall and spring terms for two courses, Leadership and Managerial Marketing, at two sites.	x	
Proposed Courses of Action for Improvement in Areas for which Performance Targets Were Not Met:		
1. The Comprehensive Exam will be revised to fit the Keuka China Program learning outcomes, to be more international in scope, and to have grades count toward a course grade. The revised version of the test will be piloted in December 2009.		
2. Discussions of possible new Direct Measures of student learning will be held with faculty in China, to explore alternatives to the Comprehensive Exam.		
3. Site visit report formats and sampling of student projects will be improved, to provide an improved record of how student performance was measured.		

4. Revised syllabus templates for 8 of the 10 Keuka China Program courses that specify more measurable student learning outcomes, will replace the current templates and enable faculty to more clearly assess whether students are achieving their goals.