

IACBE Annual Report

For Academic Year 2008-2009

Program-Level Intended Outcomes Form – Keuka College M.S. Program

Student Learning Information for Master of Science in Management	
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 Master of Science in Management	

- ✓ **Written communication:** Effectively communicate complex business issues in writing
- ✓ **Verbal communication:** Effectively communicate complex business issues verbally
- ✓ **Critical thinking:** Evaluate and respond to management situations reflectively and analytically
- ✓ **Leadership:** Guide and motivate others using critical decision making and problem solving skills
- ✓ **Applied research:** Apply research and theory in everyday practice
- ✓ **Information technology:** Display the ability to use technological tools in research and managerial decision making
- ✓ **Professional disposition:** Embody confidence, social responsibility, integrity and leadership in all professional dealings

Assessment Tools/Methods for Intended Student Learning Outcomes— Direct Measures of Student Learning	Performance Targets/Criteria for Direct Measures:
1. Session-long Project-MGT 570	Average grade of 3.0 or higher
2. Successful completion of Action Research Project	Average grade of 3.0 or higher

Assessment Tools/Methods for Intended Student Learning Outcomes— Indirect Measures of Student Learning	Performance Targets/Criteria for Indirect Measures:	
1. Noel-Levitz SS Survey	Average satisfaction rating of 5 on 7-point scale in each of 5 key areas	
2. Student Evaluation of Instruction (SEI)	100% student satisfaction ratings of “B” or better,	
Summary of Results from Implementing Direct Measures of Student Learning:	Performance Target Was...	
	Met	Not Met
1. Average grade of 3.7	X	
2. Average grade of 3.51	X	
Summary of Results from Implementing Indirect Measures of Student Learning:	Performance Target Was...	
	Met	Not Met
1. Met in 4/5 areas		X
2. 89%		X
Proposed Courses of Action for Improvement in Areas for which Performance Targets Were Not Met:		
1. Comprehensive syllabus update		
2. Evaluate alternative course materials for all courses		
3. Comprehensive rubrics developed and implemented, in every syllabus, prior to 3/1/10		