



Public Disclosure of Student Learning Form

Institution:	Hampton University
Academic Business Unit:	School of Business
Academic Year:	2015-2016

Report of Student Learning and Achievement
Hampton University
School of Business

For Academic Year: 2015-2016

Mission of the *Hampton University School of Business*

The mission of the Hampton University School of Business is to produce professionals, leaders and scholars of strong character for the technology-based global marketplace. Our goal is to deliver relevant business education, practical application experiences and behavioral competencies to achievement-oriented undergraduate and graduate students. Although teaching is our primary emphasis, faculty shall continuously engage in research and grantsmanship to provide a curriculum that is appropriate for successful business practice.

The School has as its purpose the promotion of learning, the development of character; the instilling of values such as respect, integrity, dignity and decency; the creation of knowledge; and, service to society. The School endeavors to prepare students for positions of leadership and ownership in a global society marked by change and complexity.

Student Learning Assessment for *Accounting*

General Program Intended Student Learning Outcomes (Program ISLOs)	
1. Program Learning Outcome 1: Understand Auditing - Student will be able to identify Generally Accepted Auditing Standards and implement the standards in relevant situations.	
2. Program Learning Outcome 2: Managerial Accounting - Student will describe Managerial Accounting Concepts and Practices.	
3. Program Learning Outcome 3: Federal Tax - Student will be able to explicate the Federal Taxation concepts and rules.	
Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
1. Direct Measure 1 Case Study - Given case assignment, student will submit written analysis of situation and plan of action / decision using applicable Generally Accepted Auditing Standards to the situation.	80% of students will achieve grade of 75% (C) or greater on case study.
2. Direct Measure 2 Writing Assignment - Student will successfully write paper explaining how to implement one of several managerial concepts in 'real world' type environment.	80% of students will achieve grade of 75% (C) or greater on case study.
Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Indirect Measures:
1. Indirect Measure 1 Internships	80% of students who participate in internships will receive 80% or greater on their internship evaluations
2. Indirect Measure 2 Placement	Of majors listed in alumni directory, 50% will report having a job in their field or related business field within 2 years of graduations.

Student Learning Assessment for Accounting

Summary of Results from Implementing Direct Measures of Student Learning:				
1. Summary of Results for Direct Measure 1: 17 of 19 (89.7%) students successfully completed case study and earned a grade above 75%.				
2. Summary of Results for Direct Measure 2: 15 of 18 (83.8%) of students successfully met the criterion.				
Summary of Results from Implementing Indirect Measures of Student Learning:				
1. Summary of Results for Indirect Measure 1 – 91% of students who participated in internships received 80% or greater on their internship evaluations.				
2. Summary of Results for Indirect Measure 2 – N/A				
Summary of Achievement of Intended Student Learning Outcomes:				
Intended Student Learning Outcomes	Learning Assessment Measures			
General Program Intended Student Learning Outcomes	Direct Measure 1	Direct Measure 2	Indirect Measure 1	Indirect Measure 2
	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...
1. Understand Auditing - Student will be able to identify Generally Accepted Auditing Standards and implement the standards in relevant situations.	met		Met	N/A
2. Managerial Accounting - Student will describe Managerial Accounting Concepts and Practices.		met	Met	N/A
3. Federal Tax - Student will be able to explicate the Federal Taxation concepts and rules.	met		Met	N/A

Student Learning Assessment for Accounting

Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met

1. Course of Action 1: Encourage students to pursue paid internships and register for internship courses.
2. Course of Action 2: Work with career services and alumni relations to track graduates and their employment status.

Student Learning Assessment for *Finance*

General Program Intended Student Learning Outcomes (Program ISLOs)	
1. Program Learning Outcome 1: Analyze Financial Status of an Organization - Ability to assess critically the financial status of organizations based on relevant data.	
2. Program Learning Outcome 2: Assess and Manage Risk - Student will understand risk and how it influences financial decision making.	
3. Program Learning Outcome 3: Development of communication skills - Students will develop an ability to synthesize financial data and communicate the results of financial analyses in written and oral form.	
4. Program Learning Outcome 4: Acquisition of Investment and Financing Techniques – Students will develop the ability to utilize investment and financing techniques which act to increase the value of the firm and maximize shareholder wealth.	
Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
1. <i>Direct Measure 1</i> Case Studies	80% of students in teams will correctly identify relevant problems and possible solutions.
2. <i>Direct Measure 2</i> Exams	75% of students will achieve score of 75 or better on test question related to risk measurement
Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Indirect Measures:
1. Indirect Measure 1 Internships	80% of students who participate in internships will receive 80% or greater on their internship evaluations
2. Indirect Measure 2 Placements	Of majors listed in alumni directory, 50% will report having a job in their field or related business field within 2 years of graduations.

Student Learning Assessment for *Finance*

Summary of Results from Implementing Direct Measures of Student Learning:				
1. <i>Summary of Results for Direct Measure 1: 89% of students met the criteria.</i>				
2. <i>Summary of Results for Direct Measure 2: 78% of students met objective.</i>				
Summary of Results from Implementing Indirect Measures of Student Learning:				
1. <i>Summary of Results for Indirect Measure 1: 74% of students who participated in internships received 80% or greater on their internship evaluations.</i>				
2. <i>Summary of Results for Indirect Measure 2: N/A</i>				
Summary of Achievement of Intended Student Learning Outcomes:				
Intended Student Learning Outcomes	Learning Assessment Measures			
General Program Intended Student Learning Outcomes	<i>Direct Measure 1</i>	<i>Direct Measure 2</i>	<i>Indirect Measure 1</i>	<i>Indirect Measure 2</i>
	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...
1. <i>Program Learning Outcome 1:</i> Analyze Financial Status of an Organization - Ability to assess critically the financial status of organizations based on relevant data.	met		Not met	N/A
2. <i>Program Learning Outcome 2:</i> Assess and Manage Risk - Student will understand risk and how it influences financial decision making.		met	Not met	N/A
3. <i>Program Learning Outcome 3:</i> Development of communication skills - Students will develop an ability to synthesize financial data and communicate the results of financial analyses in written and oral form.		met	Not met	N/A
4. <i>Program Learning Outcome 4:</i> Acquisition of Investment and Financing Techniques – Students will develop the ability to utilize investment and financing techniques	met		Not met	N/A

which act to increase the value of the firm and maximize shareholder wealth.				

Student Learning Assessment for *Finance*

Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met

<i>Course of Action 1:</i> Encourage students to pursue paid internships and register for internship courses.
<i>Course of Action 2:</i> Work with career services and alumni relations to track graduates and their employment status.

Student Learning Assessment for *Economics*

General Program Intended Student Learning Outcomes (Program ISLOs)	
1. Program Learning Outcome 1: Evaluation Activities - Students will examine, evaluate and discuss a current international economic issue in the International Economics (ECO 435) course.	
2. Program Learning Outcome 2: Evaluation Methods - Students will develop five problem sets using various quantitative techniques in the Mathematics for Economics (ECO 438) course.	
3. Program Learning Outcome 3: Evaluation Research - Students will research, evaluate and discuss various empirical and analytical techniques in the Econometrics (ECO 440) course.	
Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
1. Direct Measure 1 Case Study	Expect 80% or more of the students enrolled will participate and achieve a average score of 80 or better on their contribution.
2. Direct Measure 2 Research Paper	Expect 80% or more of the students enrolled will participate and achieve a average score of 80 or better on their contribution.
Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Indirect Measures:
1. Indirect Measure 1 Internships	80% of students who participate in internships will receive 80% or greater on their internship evaluations
2. Indirect Measure 2 Placement	Of majors listed in alumni directory, 50% will report having a job in their field or related business field within 2 years of graduations.

Student Learning Assessment for *Economics*

Summary of Results from Implementing Direct Measures of Student Learning:				
1. Summary of Results for Direct Measure 1 Student participation in economic quantitative techniques, during the spring 2014 semester, was 100% and the average score, in meeting the course expectations for evaluation methods, was 86 among all participants with compliance at 95% for students achieving a score of 80 or better.				
2. Summary of Results for Direct Measure 2 In meeting course expectations for evaluation activities, was 86 among all participants with compliance at 100% for students achieving a score of 80 or better.				
Summary of Results from Implementing Indirect Measures of Student Learning:				
1. Summary of Results for Indirect Measure 1: N/A				
2. Summary of Results for Indirect Measure 2: N/A				
Summary of Achievement of Intended Student Learning Outcomes:				
Intended Student Learning Outcomes	Learning Assessment Measures			
General Program Intended Student Learning Outcomes	<i>Direct Measure 1</i>	<i>Direct Measure 2</i>	<i>Indirect Measure 1</i>	<i>Indirect Measure 2</i>
	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...
1. Program Learning Outcome 1 Evaluation Activities - Students will examine, evaluate and discuss a current international economic issue in the International Economics (ECO 435) course.	met		N/A	N/A
2. Program Learning Outcome 2 Evaluation Methods - Students will develop five problem sets using various quantitative techniques in the Mathematics for Economics (ECO 438) course.	met		N/A	N/A
3. Program Learning Outcome 3 Evaluation Research - Students will research, evaluate and discuss various empirical and analytical techniques in the Econometrics (ECO 440) course.		met	N/A	N/A

Student Learning Assessment for *Economics*

Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met

Course of Action 1: Encourage students to pursue paid internships and register for internship courses.

Course of Action 2: Work with career services and alumni relations to track graduates and their employment status.

Student Learning Assessment for *Entrepreneurship*

General Program Intended Student Learning Outcomes (Program ISLOs)	
1. Program Learning Outcome 1: Critical Thinking - Students will acquire, use and demonstrate critical thinking in their analysis of case studies using managerial skills and visionary capabilities in the capstone course (ETR 401) on development of business growth strategies.	
2. Program Learning Outcome 2: Individual Creativity - Students will create, analyze and draft strategic business plans using their managerial skills and visionary capabilities for existing businesses in the capstone course (ETR 401) on development of business growth strategies.	
3. Program Learning Outcome 3: Strategic Analysis - Students will organize and write final business plans for the rapid growth of revenues and earnings from new endeavours with existing businesses in the capstone course (ETR 401) on development of business growth strategies.	
Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
1. Direct Measure 1 Case Studies	Students will analyze and evaluate eight case studies on strategic management using basic business skills for discussion in the capstone course.
2. Direct Measure 2 Business Plan	Students will write a formal business for rapid growth demonstrating management and leadership skills in the use of available resources in the capstone course.
Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Indirect Measures:
1. Indirect Measure 1 Internships	80% of students who participate in internships will receive 80% or greater on their internship evaluations
2. Indirect Measure 2 Placements	Of majors listed in alumni directory, 50% will report having a job in their field or related business field within 2 years of graduations.

Student Learning Assessment for *Entrepreneurship*

Summary of Results from Implementing Direct Measures of Student Learning:				
1. Summary of Results for Direct Measure 1: Student participation in case study analysis, during the spring 2014 semester, was 94% and the average score, in meeting course expectations for critical thinking, was 87 with overall compliance, for achieving scores of 80 or better, at 98% of the participants.				
2. Summary of Results for Direct Measure 2: Student participation in preparing a final business plan for rapid growth, during the spring 2014 semester, was 100% and the average score, in meeting the course expectations for strategic analysis, was 87 with overall compliance, for achieving scores of 80 or better, at 93% of the participants.				
Summary of Results from Implementing Indirect Measures of Student Learning:				
1. <i>Summary of Results for Indirect Measure 1: N/A</i>				
2. <i>Summary of Results for Indirect Measure 2: N/A</i>				
Summary of Achievement of Intended Student Learning Outcomes:				
Intended Student Learning Outcomes	Learning Assessment Measures			
General Program Intended Student Learning Outcomes	<i>Direct Measure 1</i>	<i>Direct Measure 2</i>	<i>Indirect Measure 1</i>	<i>Indirect Measure 2</i>
	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...
1. Program Learning Outcome 1: Critical Thinking - Students will acquire, use and demonstrate critical thinking in their analysis of case studies using managerial skills and visionary capabilities in the capstone course (ETR 401) on development of business growth strategies.	met		N/A	N/A
2. Program Learning Outcome 2: Individual Creativity - Students will create, analyze and draft strategic business plans using their managerial skills and visionary capabilities for existing businesses in the capstone course (ETR 401) on development of business growth strategies.		met	N/A	N/A

<p>3. Program Learning Outcome 3: Strategic Analysis - Students will organize and write final business plans for the rapid growth of revenues and earnings from new endeavours with existing businesses in the capstone course (ETR 401) on development of business growth strategies.</p>		met	N/A	N/A
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Student Learning Assessment for *Entrepreneurship*

Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met

Course of Action 1: Encourage students to pursue paid internships and register for internship courses.

Course of Action 2: Work with career services and alumni relations to track graduates and their employment status.

Student Learning Assessment for *Marketing*

General Program Intended Student Learning Outcomes (Program ISLOs)	
1. Program Learning Outcome 1: Group Marketing Presentation - Design a powerpoint presentation in a group setting to present a marketing plan (or other marketing document)	
2. Program Learning Outcome 2: Marketing Plan - Design a marketing plan for an imaginary product/service	
3. Program Learning Outcome 3: International Environmental Scan and Marketing Plan - Design and present an environmental scan and international marketing plan for an imaginary product/service being introduced to a foreign country.	
4. Program Learning Outcome 4: Marketing Research Project - Create a marketing research project using a team approach.	
5. Program Learning Outcome 5: Quantitative Analysis - Perform quantitative analysis in a case analysis or comprehensive examination.	
6. Program Learning Outcome 6: Advertising/Sales Promotion Campaign – Create an advertising and sales promotion campaign for a specific product/company using a team approach.	
7. Program Learning Outcome 7: Consumer Behavior Audit - Create a Consumer Behavior Audit in a group setting.	
Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
1. Direct Measure 1 Various Marketing Plans and Presentations	75% of students receive grade of 75% or above.
2. Direct Measure 2 Exams	75% of students receive grade of 75% or above.
Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Indirect Measures:
1. Indirect Measure 1 Internships	80% of students who participate in internships will receive 80% or greater on their internship evaluations
2. Indirect Measure 2 Placement	Of majors listed in alumni directory, 50% will report having a job in their field or related business field within 2 years of graduations.

Student Learning Assessment for *Marketing*

Summary of Results from Implementing Direct Measures of Student Learning:				
1. Summary of Results for Direct Measure 1: 100% of students received a grade of 75% or above for group presentations of various projects for each class.				
2. Summary of Results for Direct Measure 2: 97% of students received a grade of 75% or above on comprehensive exams.				
Summary of Results from Implementing Indirect Measures of Student Learning:				
1. <i>Summary of Results for Indirect Measure 1:</i> N/A				
2. <i>Summary of Results for Indirect Measure 2:</i> N/A				
Summary of Achievement of Intended Student Learning Outcomes:				
Intended Student Learning Outcomes	Learning Assessment Measures			
General Program Intended Student Learning Outcomes	<i>Direct Measure 1</i>	<i>Direct Measure 2</i>	<i>Indirect Measure 1</i>	<i>Indirect Measure 2</i>
	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...
1. Program Learning Outcome 1: Group Marketing Presentation - Design a powerpoint presentation in a group setting to present a marketing plan (or other marketing document).	met		N/A	N/A
2. Program Learning Outcome 2: Marketing Plan - Design a marketing plan for an imaginary product/service.	met		N/A	N/A
3. Program Learning Outcome 3: International Environmental Scan and Marketing Plan - Design and present an environmental scan and international marketing plan for an imaginary product/service being introduced to a foreign country.	met		N/A	N/A
4. Program Learning Outcome 4: Marketing Research Project - Create a marketing research project using a	met		N/A	N/A

team approach.				
Program Learning Outcome 5: Quantitative Analysis - Perform quantitative analysis in a case analysis or comprehensive examination.		met	N/A	N/A
Program Learning Outcome 6: Advertising/Sales Promotion Campaign – Create an advertising and sales promotion campaign for a specific product/company using a team approach.	met		N/A	N/A
5. Program Learning Outcome 7: Consumer Behavior Audit - Create a Consumer Behavior Audit in a group setting.	met		N/A	N/A

Student Learning Assessment for *Marketing*

Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met

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| 1. <i>Course of Action 1:</i> Encourage students to pursue paid internships and register for internship courses. |
| 2. <i>Course of Action 2:</i> Work with career services and alumni relations to track graduates and their employment status. |

Student Learning Assessment for *Business Administration*

General Program Intended Student Learning Outcomes (Program ISLOs)	
1. Program Learning Outcome 1: Accounting - Students will be able to understand and apply the basic and intermediate accounting principles and procedures of financial and managerial accounting.	
2. Program Learning Outcome 2: Audit - Students will understand the roles and responsibilities of company management versus those of external auditors as proscribed by regulatory authorities with respect to financial statements and internal controls.	
3. Program Learning Outcome 3: System Analysis - Students would be able to analyze a business process and develop a solution to improve the process.	
4. Program Learning Outcome 4: Marketing - Ability to analyze a marketing problem or opportunity using a strategic marketing case	
5. Program Learning Outcome 5: Product Development - Ability to apply product development process to create a framework for a new product.	
6. Program Learning Outcome 6: Business Plan - Ability to write a business plan.	
Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
1. Direct Measure 1 Lab Assignment/Project	80% of the students will pass the final paper at the 80% or higher level
2. Direct Measure 2 Exam - Assessment	80% of the students will pass the final paper at the 80% or higher level
Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Indirect Measures:
1. Indirect Measure 1 Internships	80% of students who participate in internships will receive 80% or greater on their internship evaluations
2. Indirect Measure 2 Placement	Of majors listed in alumni directory, 50% will report having a job in their field or related business field within 2 years of graduations.

Assessment of Learning Results: Program 1 with a Major, Concentration, Specialization, Emphasis, Option, or Track in Area 1

Summary of Results from Implementing Direct Measures of Student Learning:				
1. Summary of Results for Direct Measure 1: 90.2% of students achieved a score of 75% or more in the project				
2. Summary of Results for Direct Measure 2: 90% of the students achieved a score of 80% or more in the assignment				
Summary of Results from Implementing Indirect Measures of Student Learning:				
1. Summary of Results for Indirect Measure 1: 88.6% of students who participated in internships received 80% or greater on their internship evaluations.				
2. Summary of Results for Indirect Measure 2: N/A				
Summary of Achievement of Intended Student Learning Outcomes:				
Intended Student Learning Outcomes	Learning Assessment Measures			
General Program Intended Student Learning Outcomes	<i>Direct Measure 1</i>	<i>Direct Measure 2</i>	<i>Indirect Measure 1</i>	<i>Indirect Measure 2</i>
	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...
1. Program Learning Outcome 1: Accounting - Students will be able to understand and apply the basic and intermediate accounting principles and procedures of financial and managerial accounting.	met	met	met	N/A
2. Program Learning Outcome 2: Audit - Students will understand the roles and responsibilities of company management versus those of external auditors as proscribed by regulatory authorities with respect to financial statements and internal controls.	met	met	met	N/A
3. Program Learning Outcome 3: System Analysis - Students would be able to analyze a business process and develop a solution to improve the process.	met		met	N/A

4. Program Learning Outcome 4: Marketing - Ability to analyze a marketing problem or opportunity using a strategic marketing case	met		met	N/A
5. Program Learning Outcome 5: Product Development - Ability to apply product development process to create a framework for a new product.	met		met	N/A
6. Program Learning Outcome 6: Business Plan - Ability to write a business plan.	met		met	N/A

Student Learning Assessment for *Business Administration*

Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met

<i>Course of Action 1:</i> Encourage students to pursue paid internships and register for internship courses.

<i>Course of Action 2:</i> Work with career services and alumni relations to track graduates and their employment status.
