



**IACBE**

International Assembly for Collegiate Business Education

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**Public Disclosure  
of Student Learning Form**

**Institution:** Daemen College  
**Academic Business Unit:** Business Department  
**Academic Year:** 2010-11

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International Assembly for Collegiate Business Education  
P.O. Box 3960  
Olathe, Kansas 66063  
USA

**Report of Student Learning and Achievement**  
**Business Department**  
**Daemen College**

For Academic Year: 2010-11

Mission of the Business Department
<p>The Business Administration curriculum will assist in preparing students for leadership roles in an increasingly complex global economy. Our program recognizes the importance of studying liberal arts while developing professional business related skills. As students progress through our program, their ability to think creatively, critically and ethically will be enhanced. They will be encouraged to work collaboratively with others in a variety of settings. Through such a foundation, students will be better prepared to contribute positively to their local and global business communities.</p>

Student Learning Information for the Business Department	
Intended Student Learning Outcomes for Accounting/Information Systems :	
1. <i>(Intended Learning Outcome 1) Students perform to standard or above in their required internship.</i>	
2. <i>(Intended Learning Outcome 2) All accounting major seniors will score a minimum of 80% on their capstone projects.</i>	
3. <i>(Intended Learning Outcome 3) Students obtaining jobs related to their major.</i>	
4. <i>(Intended Learning Outcome 4) Satisfaction of Daemen graduates.</i>	
Assessment Tools/Methods for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Targets/Criteria for Direct Measures:
1. <b>Employee Evaluation</b>	<b>Students perform to standard or above in their required internship.</b>
2. <b>Capstone Project</b>	<b>Student grade <math>\geq</math> 80 in capstone project</b>
Assessment Tools/Methods for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Targets/Criteria for Indirect Measures:
1. <b>Students obtaining jobs related to their major.</b>	<b>Majority of students are place in job related to their major.</b>
2. <b>Satisfaction of Daemen graduates</b>	<b>Majority of students are satisfied with Daemen education.</b>

Summary of Results from Direct Measures of Student Learning:	Performance Target Was...	
	Met	Not Met
1. <b>Students perform to standard or above in their required internship.</b>	X	
2. <b>Student grade <math>\geq</math> 80 in capstone project</b>		A
Summary of Results from Indirect Measures of Student Learning:	Performance Target Was...	
	Met	Not Met
1. <b>Majority of students are place in job related to their major.</b>	X	
2. <b>Majority of students are satisfied with Daemen education.</b>	X	
Proposed Courses of Action for Improvement in Areas for which Performance Targets Were Not Met:		
1. <i>(Course of Action 1) A:</i> For the academic year 2010-2011, 82 % of Business Department seniors scored at least 80% on their Capstone Projects. This outcome reflects a significant improvement over last year when only 74% of our students achieved 80% in their capstone course. We will continue to work with our students to strengthen their research and writing skills.		
2. <i>(Course of Action 2) N/A</i>		
3. <i>(Course of Action 3) N/A</i>		
4. <i>(Course of Action 4) N/A</i>		