Current Assessment Activities: School of Business

Assurance of Learning in the School of Business is driven by the School’s mission, expected outcomes, and strategies which align with the College’s Mission, Vision, Goals, and Strategic Plan. The College-wide Learning Goals form the basis for all program learning goals of the School.

The faculty of the School of Business has established assurance of learning processes to demonstrate that students achieve learning expectations for the degree program in which they are enrolled. The program learning goals originate from and are consistent with the school’s mission, expected outcomes, and strategies, through which assessment of student learning outcomes, help to guide curriculum management decisions. The School is guided by the best-practices for continuous improvement as outlined in the business standards of its accrediting body, AACSB International, which prescribes broad, program-level focused learning goals for each degree program.

The School uses a variety of assessment tools to monitor the efficacy of the B.S. and MBA programs with respect to the achievement of the program learning goals and to create an opportunity for evidence-based decisions in the spirit of continuous quality improvement.

Assessment tools used to gauge student learning include both direct and indirect measures. Direct measures are typically course-embedded measures where the learning outcome is directly addressed in the course such that a representative artifact of student work is also used for assessment purposes. When sampling methods are employed, the School captures a representative sample size for a given student population.

Some examples of current or recent assessments in the form of direct measure of student learning include:

- Class presentations
- Teamwork projects
- Writing assignments
- Critical Thinking Assessment Test
- COMP-XM simulation-based assessment tool
- Iliad Assessment Center

Indirect assessment also occurs typically in the form of surveys such as:

- MBA Exit surveys
- Alumni surveys
- Internship evaluations
- BCSSE, NSSE surveys
The faculty of the School of Business operate in committees whereby there is one committee dedicated to all aspects of the assessment process for a specific student learning goal. Each committee owns a single learning goal and is responsible to the collective faculty for the following:

- Ensure learning goal continues to be relevant and maps to both the school and the college’s mission
- Evaluate the approach that is used to assess the learning goal
- Ensure that assessment is completed in a timely manner and at an appropriate frequency per the School’s assessment schedule
- Identify gaps between the learning goals and assessment outcomes
- Facilitate closing the loop activities designed to close any gaps between learning goals and measured outcomes

The committees coordinate their activities with the Assistant Dean, who facilitates the process. Information gathered as part of the learning goal assessment process is posted on the St. John Fisher School of Business Accreditation Blackboard Site. Each committee works independently to complete assessment cycles relative to the specific learning goal that it manages and reports to the faculty as a whole. Any proposed changes to the assessment or recommendations to improve student learning outcomes are presented at bi-annual faculty retreats that provide a venue for committee progress reports, discussion, and decision making.

For further information or questions regarding assurance of learning by the School of Business, please contact the Assistant Dean, Lori Hollenbeck, lhollenbeck@sjfc.edu.