

Student Learning Information for Accounting

Mission of the (*Academic Business Unit*): Consistent with D'Youville College's mission, the Business Department prepares its students for today's global business environment by providing theoretically sound instruction that centers on integrating classroom knowledge with professional application in fields of strategic and human resources management, marketing, accounting and finance, and international business. The main focus is on developing important business, personal, and professional skills that are valuable in business and other related professions. Thus, business programs at D'Youville College reflect the institution's commitment to academic, social, professional, and spiritual development of students.

Intended Student Learning Outcomes for (*Program 1*) :

1. Comprehend principles of financial and managerial accounting to be used as a foundation for more advanced and complex accounting concepts and topics.
2. Develop an analytical approach in preparing financial statements for external as well as internal uses through intermediate courses in financial and managerial accounting.
3. Understand and analyze various corporate and individual tax laws related to financial and managerial accounting.
4. Comprehend the business legal environment, particularly as it relates to taxation, investments, sales and contracts, torts, insurance and risk management, and corporate law.
5. Specialize in accounting by taking advanced accounting courses in accounting theory and application, corporate finance, auditing, and corporate taxation.
6. Be prepared to successfully complete the Certified Public Accountants (CPA) exam by being familiar with theoretical and practical analysis of the exam through analysis of issues facing the corporate, non-profit, and public sectors.
7. Comprehend major topics such as fund accounting for non-profit organizations, corporate finance, and taxation for corporations and partnerships.
8. Recognize how the discipline of accounting relates to other sub disciplines such as management, finance, marketing, and international business, and how critical accounting information is to the overall strategic decision making process of a firm.
9. Understand the importance of transparency and ethical conduct on the part of an accountant as an employee in corporate, government, and institutional or legal environments.
10. Understand the role of information technology, accounting information systems, and communication in accounting, and their importance in financial and managerial accounting.
11. Gain hands on experience by fulfilling accounting internship requirements with corporations, government agencies, or non-profit organizations, and by participating in community service projects such as VITA (voluntary income tax assistance).

12. Perform functional interpretation of financial statements.		
13. Perform audits in the accounting area.		
14. Prepare capital budgeting and investment project proposals.		
15. Fulfill the responsibilities of corporate finance in the area of both controller and treasurer.		
16. Understand financial issues related to working capital management and capital structure selection.		
17. Design cost accounting and inventory management models.		
Assessment Tools/Methods for Intended Student Learning Outcomes— Direct Measures of Student Learning	Performance Targets/Criteria for Direct Measures:	
1. Comprehensive exam	All majors will score at least 50% on the exam	
2. Final paper	80% of graduating seniors will achieve a score of 1 or 2 in all sections	
Assessment Tools/Methods for Intended Student Learning Outcomes— Indirect Measures of Student Learning	Performance Targets/Criteria for Indirect Measures:	
1. Exit interviews	90% of graduating seniors will perceive a high level of satisfaction from their learning experience	
2. Alumni survey	80% of graduates will be employed or in graduate school within 12 months after graduation	
Summary of Results from Implementing Direct Measures of Student Learning:	Performance Target Was...	
	Met	Not Met
1. Exam to be implemented Fall 2009		x
2. At least 80% of graduating seniors achieved a 1 or 2 on all sections of the paper	x	
Summary of Results from Implementing Indirect Measures of Student Learning:	Performance Target Was...	
	Met	Not Met
1. At least 90% of graduating seniors did not perceive a high level of satisfaction from their learning experiences		x
2. At least 80% of graduates were employed or in graduate school within 12 months after graduation	x	

Proposed Courses of Action for Improvement in Areas for which Performance Targets Were Not Met:

1. The new Accounting exam has been designed and implemented. Results will be reported beginning with the Fall 2010 annual report.
2. The department has set the objective to realize 80% of students completing the exit survey. Following the review of the pilot program initiated in 2008 it was determined the surveys will be implemented as self administered and returned to the appropriate faculty. The department also receives exit survey data from the College Career Services office.

Student Learning Information for Management

Mission of the (*Academic Business Unit*): Consistent with D'Youville College's mission, the Business Department prepares its students for today's global business environment by providing theoretically sound instruction that centers on integrating classroom knowledge with professional application in fields of strategic and human resources management, marketing, accounting and finance, and international business. The main focus is on developing important business, personal, and professional skills that are valuable in business and other related professions. Thus, business programs at D'Youville College reflect the institution's commitment to academic, social, professional, and spiritual development of students.

Intended Student Learning Outcomes for (*Program 1*) :

1. Comprehend the theory of management and how it relates to the four major management functions of planning, organizing, leading and controlling in a global environment.
2. Comprehend important micro and macroeconomic principles that are the foundation for advanced business topics.
3. Understand the importance of communication strategies and flow in an organizational setting.
4. Apply the principles of accounting and financial analysis to analyze how managerial decisions impact the financial position of an organization.
5. Explore the role of information and communication technology in management of people and organizations.
6. Explain the individual, group, and organizational factors that influence peoples' behaviors in the workplace.
7. Explain the use of various marketing strategies in business.
8. Appreciate the importance of ethics and ethical conduct in business.
9. Develop knowledge and skills in the use of written and spoken English in a business setting.
10. Utilize quantitative tools and statistics in management decision making.
11. Understand the legal environment of business.
12. Perform internship requirements to gain hands on experience in an organizational setting.
13. Develop knowledge and skills in the use of written and spoken English in a business setting.
14. Utilize quantitative tools and statistics to inform management decision making.
15. Understand the legal environment of business.
16. Perform internship requirements to gain hands on experience in an organizational setting.
17. Understand the role of public policy and corporate strategy in running an organization.

Assessment Tools/Methods for Intended Student Learning Outcomes— Direct Measures of Student Learning	Performance Targets/Criteria for Direct Measures:	
1. Comprehensive exam	All management majors will score at least 50% on the comprehensive examination.	
2. Capstone project	All management major seniors will score a minimum of 80% of their capstone projects.	
Assessment Tools/Methods for Intended Student Learning Outcomes— Indirect Measures of Student Learning	Performance Targets/Criteria for Indirect Measures:	
1. Exit interviews	90% of graduating seniors will perceive a high level of satisfaction from their learning experience.	
2. Alumni survey	80% of graduates will be employed or in graduate school within 12 months after graduation	
Summary of Results from Implementing Direct Measures of Student Learning:	Performance Target Was...	
	Met	Not Met
1. All management majors scored at least 50% on the comprehensive exam	x	
2. All management seniors scored a minimum of 80% on their capstone projects	x	
Summary of Results from Implementing Indirect Measures of Student Learning:	Performance Target Was...	
	Met	Not Met
1. At least 90% of graduating seniors did not perceive a high level of satisfaction from their learning experiences		x
2. At least 80% of graduates were employed or in graduate school within 12 months after graduation	x	
Proposed Courses of Action for Improvement in Areas for which Performance Targets Were Not Met:		
1. The Department has set the objective to realize 80% of students completing the exit survey. Following the review of the pilot program initiated in 2008 it was determined the surveys will be implemented as self administered and returned to the appropriate faculty. The department also receives exit survey data from the College Career Services office.		

Student Learning Information for International Business BS/MS

Mission of the (*Academic Business Unit*): Consistent with D'Youville College's mission, the Business Department prepares its students for today's global business environment by providing theoretically sound instruction that centers on integrating classroom knowledge with professional application in fields of strategic and human resources management, marketing, accounting and finance, and international business. The main focus is on developing important business, personal, and professional skills that are valuable in business and other related professions. Thus, business programs at D'Youville College reflect the institution's commitment to academic, social, professional, and spiritual development of students.

Intended Student Learning Outcomes for (*Program 1*) :

1. Understanding economic concepts, trade, investment and economic geography in the global marketplace.
2. Developing aptitude in a major modern language(s) to increase ability to function in a global environment and enhance marketability of IB graduates.
3. Mastering cross-cultural communication and negotiation skills.
4. Understanding how international management utilizes financial analysis and managerial decision-making to impact the financial position of a global organization.
5. Gaining ability to interact successfully in the global financial markets and execution of country risk analysis.
6. Investigating the relevance of international trade organizations, treaties, laws and regulations in the international environment.
7. Appreciating the effect of diverse cultures and attitudes on the management of human resources and organizational behavior in the international firm and workplace.
8. Examining the importance of timely, efficient and cost-effective logistics, transportation and distribution management in transacting global commerce.
9. Comprehending the consequence of pricing, promotion and marketing decisions on global imports and exports and developing market entry strategies.
10. Recognizing the importance of effective long-term strategy and assessing corporate global strategies to maintain competitive advantages of the firm in varied international markets.
11. Gaining hands-on experience by completing internships in businesses, government agencies, and non-profit organizations operating in an international business setting.
12. Advancing an appreciation for the importance of information and communication technology in the international management of personnel and organizations.

Assessment Tools/Methods for Intended Student Learning Outcomes—
Direct Measures of Student Learning

Performance Targets/Criteria for Direct Measures:

1. Comprehensive exam

All international business majors will score at least 50% on the comprehensive examination.

2. Final project	Final project- 80% of the students will achieve a score of 1 or 2 in all sections of their final project	
Assessment Tools/Methods for Intended Student Learning Outcomes— Indirect Measures of Student Learning	Performance Targets/Criteria for Indirect Measures:	
1. Exit interviews	90% of graduating seniors will perceive a high level of satisfaction from their learning experience.	
2. Alumni survey	80% of graduates will be employed or in graduate school within 12 months after graduation	
Summary of Results from Implementing Direct Measures of Student Learning:		Performance Target Was...
		Met Not Met
1. All international business majors scored at least 50% on the comprehensive exam		x
2. At least 80% of international business majors scored a 1 or 2 in all sections of their final project		x
Summary of Results from Implementing Indirect Measures of Student Learning:		Performance Target Was...
		Met Not Met
1. At least 90% of graduating seniors did not perceive a high level of satisfaction from their learning experiences		x
2. At least 80% of graduates were employed or in graduate school within 12 months after graduation		x
Proposed Courses of Action for Improvement in Areas for which Performance Targets Were Not Met:		
1. The Department has set the objective to realize 80% of students completing the exit survey. Following the review of the pilot program initiated in 2008 it was determined the surveys will be implemented as self administered and returned to the appropriate faculty. The department also receives exit survey data from the College Career Services office.		