

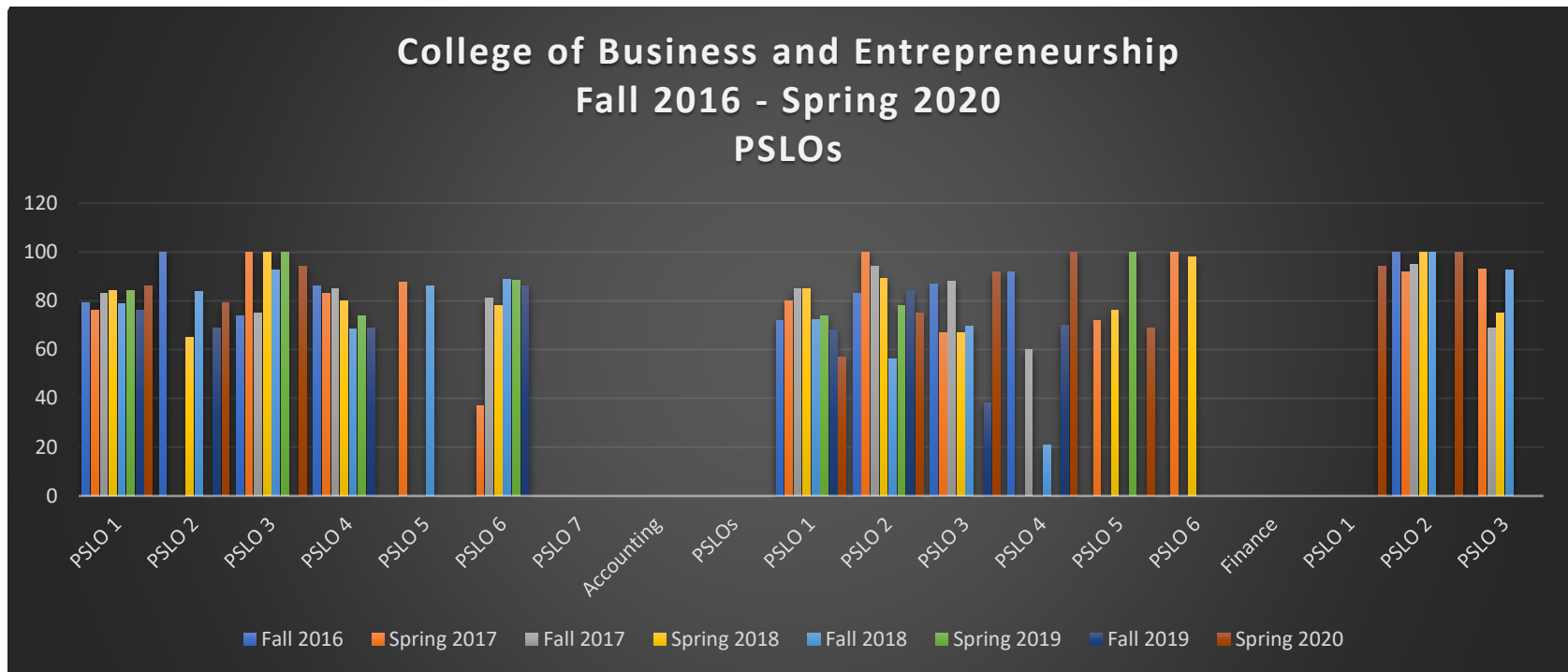
**Bethune-Cookman University**  
**College of Business and Entrepreneurship**

<b>College Student Learning Outcomes</b>		
<p>Students completing a bachelor’s degree from the College of Business and Entrepreneurship will be able to:</p> <ul style="list-style-type: none"> <li>• Analyze and evaluate both critical thinking and problem-solving skills, individually and collaboratively, across all disciplines.</li> <li>• Consider and formulate technological competencies required for handling vital business information and decision making.</li> <li>• Evaluate the professional code of conduct within their discipline and adapt ethical behavior in their professional lives.</li> <li>• Prepare and express communication skills, written, orally, and visually to diverse audiences within individual and collaborative learning environments.</li> <li>• Distinguish and integrate general knowledge across business and other disciplines.</li> <li>• Differentiate key global and diverse components of countries’ business environments and assess how environmental components differ across countries.</li> <li>• Consider and support civic responsibility and engagements with a commitment to active citizenship.</li> <li>• Formulate the groundwork to become lifelong learners through ongoing personal and professional development.</li> </ul>		
<b>Program Student Learning Outcomes</b>		
<b>B.S. Accounting</b>	<b>B.S. Business Administration</b>	<b>B.S. Finance</b>
<p>Students completing a B.S. degree in Accounting will be able to:</p> <ol style="list-style-type: none"> <li>1. Prepare financial statements in accordance with Generally Accepted Accounting Principles.</li> <li>2. Apply U.S. tax laws in preparing income tax returns.</li> <li>3. Apply cost accounting concepts for management decision making.</li> <li>4. Apply and communicate auditing procedures in accordance with Generally Accepted Auditing Standards.</li> </ol>	<p>Students completing a B.S. degree in Business Administration will be able to:</p> <ol style="list-style-type: none"> <li>1. <b>Critical Thinking and Analysis</b> – Critically analyze, apply, examine and integrate a variety of business concepts, models, and principles in order to address broad based business issues through case students, projects, and other experiential learning assignments.</li> <li>2. <b>Technology</b> – Utilize computer hardware, software and other technological tools to enhance quantitative and qualitative</li> </ol>	<p>Students completing a B.S. degree in Finance will be able to:</p> <ol style="list-style-type: none"> <li>1. Apply financial principles in passing the Financial Industry Regulatory Authority (FINRA) Series 3 Finance Exam.</li> <li>2. Predict future prices while managing a portfolio of funds in real time.</li> <li>3. Articulate knowledge of the roles and responsibilities of the finance professional.</li> </ol>

<p>5. Create financial reports using accounting and business software.</p> <p>6. Articulate knowledge of the roles and responsibilities of the professional accountant in a global society.</p>	<p>decision-making and analysis as it pertains to business decisions.</p> <p>3. <b>Ethics</b> – Demonstrate knowledge and application of professional and reasonable conduct with the ability to apply ethical principles and theory to make and justify comprehensive business decisions.</p> <p>4. <b>Globalization</b> – Accurately apply knowledge of global and international business.</p> <p>5. <b>Social Responsibility and Civic Engagement</b> – Consider the business professional’s influence and responsibility and provide continuous support to the community while balancing obligations to stakeholders.</p> <p>6. <b>Communication</b> – Accurately and effectively apply written and oral communication to express in-depth ideas and thoughts pertaining to broad business principles.</p> <p>7. <b>Applied General Knowledge</b> – Integrate and apply general business principles and principles to hypothetical and real-world business issues.</p>	
---	--	--

The data below is compiled from PSLO data collection analysis for the following terms that exclude summer terms of the academic year.

- **Fall 2016 – Spring 2020**



### Overall Summary of Program Student Learning Outcomes

The College of Business and Entrepreneurship, accredited by ACBSP, strives to continually assess each individual program’s student learning outcomes. Overall, the programs are being assessed at regular intervals while making adjustments to enhance the student academic experience through instruction and assessment activity design.

The individual programs have seen an increase in student performance in many areas, while also noting a decrease in performance in others. While there are gaps in the assessment of some of the learning outcomes, there is an overwhelming majority (at or above 75%) of students are demonstrating mastery at or above 75% on assessment activities. Please see below for a more detailed analysis of each program.

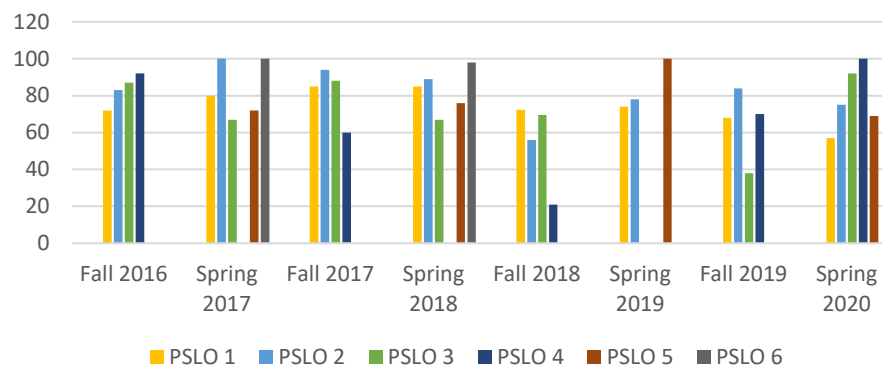
## Program Summaries

### Accounting

The benchmark for student performance in the accounting program is 75% of all students will score a 75% or better on all assessment activities. As it stands, the accounting program has seen fluctuations in student performance during the last four academic years. During Fall 2016 students successfully scored at or above 75% for PSLOs 2, 3 and 4, however there is a decrease in PSLO 1 from previous years' data. Over time, PSLO 1 shows an increase from Fall 2016 through the Spring 2018 terms, and began to decrease during Spring 2019. PSLO 4 also shows a decrease in student performance beginning in Fall 2017 and has shown an increase in Spring 2020. Students have performed well with PSLO 2 over all periods shown as students are showing mastery at or above 75%. The data also highlights the need to revisit PSLOs that are not consistently being assessed in the program, namely PSLO 6. While PSLO 5 is not assessed each term, it is regularly assessed each Spring.

Accounting faculty has had an opportunity to analyze their data to adjust their PSLOs and classroom instruction to increase academic performance in all PSLOs and to make certain that all PSLOs are being regularly assessed.

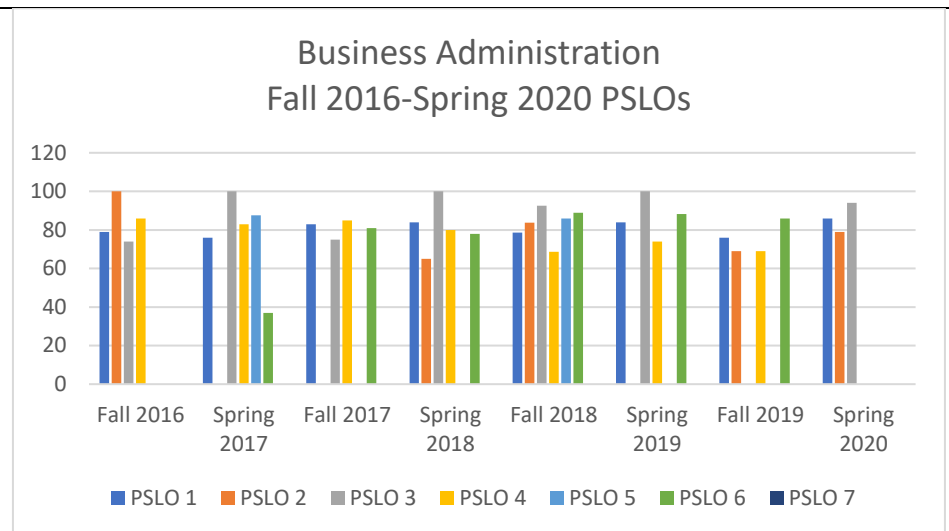
**Accounting**  
Fall 2016 - Spring 2020 PSLOs



## Business Administration

The benchmark for student performance in the Business Administration program is 75% of all students will score a 75% or better on all assessment activities. While there has been some fluctuation in performance, overall student performance has remained steady over time. During all the terms, the majority of PSLOs assessed are meeting the benchmark with the exception of PSLO 6 in Spring 2017, PSLO2 in Spring 2018, PSLO 4 in Fall 2018, and PSLOs 2 and 4 in Fall 2019. This indicates that PSLOs 2 and 4 should be heavily monitored in the program and adjustments should be made to promote student success and benchmark mastery. The data also demonstrates that all PSLOs in Business Administration are not being assessed regularly, namely, PSLOs 5 and 7.

Business Administration faculty has had an opportunity to analyze their data to adjust their PSLOs and classroom instruction to increase academic performance in all PSLOs and to make certain that all PSLOs are being regularly assessed.



## Finance

The benchmark for student performance in the Finance program is 75% of all students will score a 75% or better on all assessment activities. Data shows that PSLO 3 met the benchmark in Spring 2017, Spring 2018 and Fall 2018, however, there was a decline in mastery of PSLO 2 in Fall 2017. PSLO 2 has shown mastery of the benchmark for every term it is assessed, with 100% of the students showing mastery in Fall 2016, Spring 2018, Fall 2018 and Spring 2020. PSLO 1 has not been regularly assessed by the Finance program and there was no assessment of programs for Spring 2019 and Fall 2019.

Finance faculty has had an opportunity to analyze their data to adjust their PSLOs and classroom instruction to increase academic performance in all PSLOs and to make certain that all PSLOs are being regularly assessed.

