

2012 Assessment Report on Student Achievement

School of Business Institutional Commitment to Student Achievement Indicators and Targets by Program

St. Thomas evaluates success with respect to student achievement consistent with its mission. These efforts are linked to the mission in the 2012-2017 Strategic Plan through its goal: “**St. Thomas will graduate academically superior students prepared for professional success.**” These ongoing efforts to document and improve student achievement are linked to the academic programs. In 2012, the dean and faculty of each college/school identified a set of appropriate indicators of student achievement and targets for each indicator at the program level.

These indicators include enrollment data; state licensing examinations; student portfolios; qualifying examination pass rates; and graduate school placement rate. The dean and faculty of each college/school review these indicators and their targets on an annual basis and use the results of these reviews to improve a program.

The **School of Business** uses enrollment and job placement to track student achievement for its undergraduate programs and the Masters of Accounting. Enrollment and qualifying examinations are used to track student achievement in the other graduate programs.

Enrollment. Enrollment is used as an indicator for all undergraduate and graduate programs. The enrollment targets were established based upon an average enrollment for the last 5 years. The BA in Economics is a new program with a current enrollment of three students. The enrollment target of 10 students for this program reflects the rigor of the program.

Table 2.1
School of Business: Target and 2012 Enrollments

Program	Enrollment Target	2012 Enrollment
BA Business	20	13
BA Economics	10	6
BBA Accounting	37	48
BBA Finance	22	20
BBA International Business	34	45
BBA Management	89	92
BBA/BA Sports Administration	58	63
BBA Tourism & Hospitality	15	13
Master of Accounting (MAC)	28	27
Master of Business Administration (MBA)	97	120
Master of International Business (MIB)	18	42
MS Management	58	85
MS Sports Administration	27	30

Use of Results: The Bachelor of Arts in Business is a degree completion program and as such, lower numbers are somewhat welcome. The numbers for the BBA in Finance are down. The BBA in Finance could use additional faculty members and a dedicated proponent. The Tourism

Hospitality Management and the Master of Accounting programs are slightly down but this situation is not of great concern. A plan has been developed to market these programs to Associate of Arts graduates from Miami Dade College and Broward College. Associate of Art students tend to complete the undergraduate degrees with the highest graduation rates.

Job Placement. Target figures for each undergraduate’s job placement are based on information from the Accountability Reports produced annually by the Independent Colleges and Universities of Florida and adjusted to reflect current conditions. For example, the job placement percentage in these reports for the BA Economics was 100 percent. This program is new with few graduates so its target figure was adjusted to 75 percent.

Table 2.2
School of Business: Target and 2012 Job Placement Percentages

Program	Job Placement Target	2012 Job Placement Percentage
BA Business	55%	42%
BA Economics	75%	0%
BBA Accounting	64%	57%
BBA Finance	70%	56%
BBA International Business	41%	57%
BBA Management	47%	55%
BBA/BA Sports Administration	73%	61%
BBA Tourism & Hospitality	75%	100%
Master of Accounting (MAC)	65%	82%

Use of Results: Of the nine programs with job placement targets five programs failed to meet their employment target. In order to improve the job placement numbers, three initiatives are planned:

- 1. To require internships in all undergraduate degree programs;*
- 2. To involve career services staff so that opportunities are matched with business students.*
- 3. To create a new personal branding course designed to improve students’ presentation, resume building, and job acquisition skills.*

Qualifying Examination. Four of its master’s degree programs use a comprehensive examination as a graduation requirement. These examinations are administered four times each year and give students the opportunity to use their critical thinking and knowledge of the discipline. The 2011 pass rates for these programs were aggregated to create each program’s target passage rate.

Table 2.3
School of Business: Target and 2012 Qualifying Examination Pass Rates

Program	Qualifying Examination Target	2012 Qualifying Examination Pass Rate
Master of Business Administration (MBA)	83%	89%

Master of International Business (MIB)	92%	91%
MS Management	97%	91%
MS Sports Administration	86%	94%

Use of Results: The performance objective is for approximately 90% of the students to pass the comprehensive exam. There are different programs that did not meet the objective. However, no program consistently failed to meet the objective. The following programs: Sports administration, MS management and MIB met the objective except for the MBA program, which was one percent short for the year of 2012. Overall, the Comprehensive Examination results meet their academic target. We will continue to stress the comprehensive examination content areas of communication skills, critical thinking skills, and knowledge of the subject matter within the respective courses.