

ABE Student Learning Assessment Plan

1. Mission Statement.

Consistent with the mission statement of the college, the ABE department is dedicated to producing student-centered outcomes. We are particularly concerned with the development of students' capabilities in reading with insight, in using written and spoken language clearly and effectively, and in thinking analytically. We want to enable our students to lead fulfilling and useful lives by helping them develop a set of broad-based capabilities useful not only in management, accounting, and economics, but also in all aspects of their lives.

The department strives to prepare students for entry into a world where individuals must have a command of knowledge about management, accounting, and economics, and have a capacity to apply that knowledge in solving problems and acting upon opportunities. The contribution of our students to business and society will depend upon both knowledge and effectiveness in action.

For “non-majors,” we strive to provide opportunities for developing a more limited set of capabilities within the context of specific courses

2. Student Learning Outcomes.

Experiential learning: Students integrate an ABE education into all aspects of life through club involvement, community service, and continuing the courses outside the classroom. Simply put, learning by doing.

- Working with clients outside of Juniata (in Cost Accounting, Marketing Strategies, etc.), through the Juniata Center for Entrepreneurial Leadership (JCEL), and other departments on Juniata’s campus.
- Internships
- HOBO hike
- Investing courses where students invest real money

Global perspective: The department recognizes the growing integration between America and international businesses. Thinking globally means valuing the international students who contribute in business courses, as well as encouraging Juniata students to study abroad and to seek employment and internship opportunities outside the United States.

- Study abroad
- International connections within the database
- International students on Juniata’s campus

Academic curiosity: The Juniata POE system lends itself well to business students challenging themselves academically by exposing them to a wide range of disciplines. Professors encourage rich interactions, expect students to reflect on what they have learned, and challenge themselves to have a solid understanding of the material. Therefore members of ABE regularly expect students to

- Engage with guest speakers

- Take courses outside of the department
 - Pursue internships and jobs
 - Study abroad
 - Participate in independent study opportunities
- A. The capability to understand and to use the technical methods, processes, procedures and techniques of a specific realm of inquiry. Technical capabilities involve specialized knowledge, analytical ability within that specialty, and facility in the use of the tools and techniques of that specialty. Within the department, technical areas include accounting, economics, general management, production, finance, marketing, and personnel.
 - B. The capability to use quantitative and qualitative decision techniques and to design and implement a practical solution to a problem. Decision-making capabilities involve thinking in terms of relative emphases and priorities among conflicting objectives and criteria, relative tendencies and probabilities as well as certainties, and rough correlations and patterns among elements as well as clear-cut cause-and-effect relationships.
 - C. The capability to use spoken, written, non-verbal and visual communication processes. Communication capabilities also involve acquiring a sensitivity to the appropriateness and timeliness of any given message or medium.
 - D. The capability to see a whole organization as a system, recognizing how the various components of the system depend upon one another and how a change in any one part affects all the others. Conceptual capabilities also involve the understanding the relationships between an organization and its external uncontrollable environment, including its industry and the political, social, economic, and technological systems within which it operates.
 - E. The capability to work effectively as a group member, whether as a leader or a participant. Human interaction capabilities involve correctly perceiving the interrelationships within a group of persons and controlling one's own behavior so as to make conscious, effective interventions in the group process.
 - F. The capability to locate, collect, and transform data into information using modern information technologies. Information capabilities involve discerning what information is needed in a situation, what data underlies the needed information, and what technologies, systems, and manipulation procedures must be used to create the information.

The capability to comprehend the international environment in which business and economic activities must take place today. International capabilities involve openness to multi-cultural experiences and the knowledge of the complexities which such experiences bring to managerial and economic activities

3. **Assessment Tools and Methods.**

HEDS Alumni Survey
 MFAT
 Case Studies Competitions

4. **Time line for Implementation.**

5. **Analysis of Results.**

Rotating member of the department will analyze the results of the Alumni survey.

6. **Program for Improvement.**

Department retreats