



Public Disclosure of Student Learning Form

Institution:	Massachusetts Maritime Academy
Academic Business Unit:	Department of International Maritime Business
Academic Year:	2013-2014

International Assembly for Collegiate Business Education
11374 Strang Line Road
Lenexa, Kansas 66215
USA

Report of Student Learning and Achievement
Institution
Name of your Academic Business Unit

For Academic Year: 2013-2014

Mission of the Name of your Academic Business Unit

The mission of the IMB department is to create a disciplined, hard-working and positive-thinking professional who will be generally well-versed in all functional areas of international business, and at the same time, will have specific expertise in the maritime sector, where such expertise will be earned as much from practical experience as from a rigorous academic program, which is consistent with the mission of the Academy which requires a regimented student life, instilling in cadets honor, responsibility, discipline and leadership.

Student Learning Assessment for IMB Program¹

General Program Intended Student Learning Outcomes (Program ISLOs)

1. *Students will be able to demonstrate proficiency in current concepts, principles and practical issues in the key domains of knowledge in international business and management. [Business Competence]*
2. *Students will be able to demonstrate proficiency in current concepts, principles and practical issues in the key domains of knowledge in maritime business. [Maritime Competence]*
3. *Students can demonstrate their ability to apply various techniques and tools (quantitative techniques, IT skills, surveys, etc.) for problem-solving and decision-making in specific areas in business and transportation. [Analytics and Decision Making]*
4. *Students can demonstrate critical thinking and appreciation that decision-making in business and management involves multiple and often conflicting goals which require careful trade-offs on the basis of global understanding, ethics, integrity and responsibility. [Critical Thinking]*
5. *Students will have a high level of competence in their presentation and communication skills.[Communications]*
6. *Students can effectively complete projects and assignments independently or as a member of a team. [Teamwork]*
7. *Students will be able to apply the professional skills and knowledge learned in the classroom in real-world administration or corporate settings. [Professional Application]*

¹ The IMB Department offers only a single major as its program: B.S. in International Maritime Business. There are no separate majors, concentrations, specializations, emphases, options, or tracks. Therefore, all of the following information pertains the program and its single major.

Student Learning Direct Assessment for *IMB Program for AY2013 – 2014*

Assessment Instruments for ISLOs — Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
<p>1. <i>IMB Competency Examination</i> General Program ISLOs Assessed by this Measure:</p> <ul style="list-style-type: none"> • <i>Business Competence</i> • <i>Maritime Competence</i> 	<p><i>100% of students score at least 50% on:</i></p> <ul style="list-style-type: none"> • <i>The maritime portion of the IMB competency exam.</i> • <i>The business portion of the IMB competency exam.</i>
<p>2. <i>IMB Capstone Research Project</i> General Program ISLOs Assessed by this Measure:</p> <ul style="list-style-type: none"> • <i>Analytics and Decision Making</i> • <i>Critical Thinking</i> • <i>Communications</i> 	<p><i>At least 65% of students are competent/exemplary in:</i></p> <ul style="list-style-type: none"> • <i>Research skills.</i> • <i>Critical thinking.</i> • <i>Professional communication.</i>
<p>3. <i>IMB Co-Operative Study Report</i> General Program ISLOs Assessed by this Measure:</p> <ul style="list-style-type: none"> • <i>Analytic and Decision Making</i> • <i>Critical Thinking</i> • <i>Communications</i> 	<p><i>At least 90% of students are competent/exemplary in:</i></p> <ul style="list-style-type: none"> • <i>Research skills.</i> • <i>Critical thinking.</i> • <i>Professional communication..</i>

Student Learning Indirect Assessment for IMB Program for AY2013 – 2014

Assessment Instruments for ISLOs — Indirect Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Indirect Measures:
<p>1. <i>MMA Co-Operative Study Employer Evaluation</i> General Program ISLOs Assessed by this Measure:</p> <ul style="list-style-type: none"> • <i>Analytics and Decision Making</i> • <i>Critical Thinking</i> • <i>Communications</i> • <i>Professional Application</i> 	<p><i>At least 90% of students are rated as above average or exception by employers on:</i></p> <ul style="list-style-type: none"> • <i>Technical ability.</i> • <i>Intellectual acuity.</i> • <i>Communications skills.</i> • <i>Work performance.</i>
<p>2. <i>MMA Exit Survey</i> General Program ISLOs Assessed by this Measure:</p> <ul style="list-style-type: none"> • <i>Business & Maritime Competency</i> • <i>Analytics and Decision Making</i> • <i>Critical Thinking</i> • <i>Communications</i> • <i>Team Work</i> • <i>Professional Application</i> 	<p><i>At least 75% of students self-rate “3” or better on:</i></p> <ul style="list-style-type: none"> • <i>In-depth knowledge of field.</i> • <i>Math and computer skills, use of quantitative tools, problem solving, decision making.</i> • <i>Ability to think analytically, identify issues, and support opinions.</i> • <i>Writing, speaking, and listening abilities.</i> • <i>Ability to function effectively on a team and achieve goals.</i> • <i>Ability to function independently and behave in professional manner.</i>
<p>3. <i>IMB Exit Survey</i> General Program ISLOs Assessed by this Measure:</p> <ul style="list-style-type: none"> • <i>Business Competence</i> • <i>Maritime Competence</i> • <i>Analytics and Decision Making</i> • <i>Critical Thinking</i> • <i>Communications</i> • <i>Team Work</i> • <i>Professional Application</i> 	<p><i>At least 70% of students self-rate as effective or very effective on:</i></p> <ul style="list-style-type: none"> • <i>Business knowledge outcome.</i> • <i>Maritime knowledge outcome.</i> • <i>Analytics/problem solving outcome.</i> • <i>Critical thinking outcome.</i> • <i>Communications outcome.</i> • <i>Teamwork outcome.</i> • <i>Professional application outcome.</i>

Student Learning Assessment Results for IMB Program for AY2013 – 2014

Extent of Accomplishment of Intended Student Learning Outcomes:									
General Program Intended Student Learning Outcomes <u>Direct</u> Measurement	IMB Competency Exam			IMB Capstone Research			IMB Co-Op Report		
	Performance Target Was 100%			Performance Target Was 65%			Performance Target Was 90%		
	Met	Not Met	N/A	Met	Not Met	N/A	Met	Not Met	N/A
1. <i>Business Competence</i>		62%				X			X
2. <i>Maritime Competence</i>		92%				X			X
3. <i>Analytics and Decision Making</i>			X	68%					X
4. <i>Critical Thinking</i>			X	74%			94%		
5. <i>Communications</i>			X	92%			94%		
6. <i>Team Work</i>			X			X	94%		
7. <i>Professional Application</i>			X			X			X

General Program Intended Student Learning Outcomes <u>Indirect</u> Measurement	MMA Co-Op Evals			MMA Exit Survey			IMB Exit Survey		
	Performance Target Was 90%			Performance Target Was 75%			Performance Target Was 70%		
	Met	Not Met	N/A	Met	Not Met	N/A	Met	Not Met	N/A
1. <i>Business Competence</i>			X	87%				55%	
2. <i>Maritime Competence</i>			X	87%				67%	
3. <i>Analytics and Decision Making</i>			X	85%				39%	
4. <i>Critical Thinking</i>	100%			86%				61%	
5. <i>Communications</i>	100%			80%				67%	
6. <i>Team Work</i>			X	90%			85%		
7. <i>Professional Application</i>	100%			87%				67%	

Assessment-Informed Improvement Actions for *IMB Program for AY2013 – 2014*

Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:
1. <i>Creation of student advisory council.</i>
2. <i>Administration of focus group of recent graduates.</i>
3. <i>Development of increased student awareness regarding services provided.</i>
4. <i>Refinement of instruments (to include external benchmarks) and re-evaluation of targets.</i>