



## Public Disclosure of Student Learning Form

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<b>Institution:</b>	Massachusetts Maritime Academy
<b>Academic Business Unit:</b>	Department of International Maritime Business
<b>Academic Year:</b>	2014-2015

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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: 2014-2015

**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 Program<sup>1</sup>**

**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]*

<sup>1</sup> 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 AY2014 – 2015***

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

**Student Learning Indirect Assessment for IMB Program for AY2014 – 2015**

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

**Student Learning Assessment Results for IMB Program for AY2014 – 2015**

<b>Extent of Accomplishment of Intended Student Learning Outcomes:</b>									
<b>General Program Intended Student Learning Outcomes <u>Direct</u> Measurement</b>	<b>IMB Competency Exam</b>			<b>IMB Capstone Research</b>			<b>IMB Co-Op Report</b>		
	<b>Performance Target Was 100%</b>			<b>Performance Target Was 65%</b>			<b>Performance Target Was 90%</b>		
	<b>Met</b>	<b>Not Met</b>	<b>N/A</b>	<b>Met</b>	<b>Not Met</b>	<b>N/A</b>	<b>Met</b>	<b>Not Met</b>	<b>N/A</b>
1. <i>Business Competence</i>		92%				X			X
2. <i>Maritime Competence</i>	<b>100%</b>					X			X
3. <i>Analytics and Decision Making</i>			X	<b>76%</b>					X
4. <i>Critical Thinking</i>			X	<b>79%</b>			<b>90%</b>		
5. <i>Communications</i>			X	<b>89%</b>			<b>90%</b>		
6. <i>Team Work</i>			X			X	<b>90%</b>		
7. <i>Professional Application</i>			X			X			X

<b>General Program Intended Student Learning Outcomes <u>Indirect</u> Measurement</b>	<b>MMA Co-Op Evals</b>			<b>MMA Exit Survey</b>			<b>IMB Exit Survey</b>		
	<b>Performance Target Was 90%</b>			<b>Performance Target Was 75%</b>			<b>Performance Target Was 70%</b>		
	<b>Met</b>	<b>Not Met</b>	<b>N/A</b>	<b>Met</b>	<b>Not Met</b>	<b>N/A</b>	<b>Met</b>	<b>Not Met</b>	<b>N/A</b>
1. <i>Business Competence</i>			X	<b>81%</b>				65%	
2. <i>Maritime Competence</i>			X	<b>81%</b>			<b>77%</b>		
3. <i>Analytics and Decision Making</i>			X	<b>91%</b>				60%	
4. <i>Critical Thinking</i>	<b>92%</b>			<b>96%</b>			<b>72%</b>		
5. <i>Communications</i>	<b>90%</b>			<b>76%</b>			<b>77%</b>		
6. <i>Team Work</i>			X	<b>92%</b>			<b>95%</b>		
7. <i>Professional Application</i>	<b>93%</b>			<b>86%</b>			<b>77%</b>		

Assessment-Informed Improvement Actions for *IMB Program for AY2014 – 2015*

**Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:**

1. *Business Competence –*

*Developed subject matter guides for all business and maritime topics. Developed review sessions to be conducted in Spring of senior year so that students get quick refresher on materials before interviews, graduation, and starting new jobs. Additionally, we will conduct item analysis of IMB competency exam to identify greatest gaps in performance and conduct focus group with IMB seniors to explore the nature of gaps. Using this information, faculty will determine specific appropriate courses of action.*

2. *Analytics & Decision Making –*

*Introduced new course in Business Decision and Strategy that will be required of all students entering 2015 and beyond. This course will serve as a “capstone” course for the existing sequence of analytics courses (including Foundations of Business Computing, Quantitative Methods for Business, Business Data Analysis). Additionally, all faculty currently teaching analytics courses shared syllabi and discussed overlapping content and software needs. This dialog will continue as a means to articulate and reinforce key concepts through the curriculum and program.*