



**Delaplaine School of Business**  
**Facts and Student Outcome Assessment**  
**Results for B.A. in Business Administration**



**I. General Facts<sup>1</sup>**

**Table I**  
**BA Enrollment by Program**  
**(Head count and Percent of Hood Total)<sup>2</sup>**

	<b>Fall 2014</b>	<b>Fall 2015</b>	<b>Fall 2016</b>	<b>Fall 2017</b>	<b>Fall 2018</b>
<b>BA in Business</b>	107 (12.6%)	105 (13.2%)	109 (14.7%)	110 (15.3%)	89 (13.5%)

**Table II**  
**BA in Business Administration Degrees Awarded**  
**(Head count and Percent of Hood Total)<sup>3</sup>**

	<b>2013-14</b>	<b>2014-15</b>	<b>2015-16</b>	<b>2016-17</b>	<b>2017-18</b>
<b>BA in Business</b>	47 (12.7%)	28 (7.5%)	51 (14.2%)	43 (14.1%)	64 (21.2%)

**Table III**  
**Undergraduate GPA (Business Administration)**

	<b>Spring 2016</b>	<b>Fall 2016</b>	<b>Spring 17</b>	<b>Fall 2017</b>	<b>Spring 2018</b>
<b>BA in Bus Admin</b>	3.26	3.20	3.20	3.20	3.25

<sup>1</sup> Source = Hood College Fact Book, 2018-19

<sup>2</sup> As per the Hood tradition, students declare their majors only at the end of their sophomore year. Percent of Hood total.

<sup>3</sup> As per the Hood tradition, students declare their majors only at the end of their sophomore year. Percent of Hood total.

**Table IV<sup>4</sup>**  
**Fall-to-Fall Retention Rates for Hood**

	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>
<b>Freshmen</b>	75%	80.5%	77.6%	71.0%	

**Table V<sup>5</sup>**  
**Graduation Rates for Hood**

<b>Graduating Class of</b>	<b>4-Year</b>	<b>5-Year</b>	<b>6-Year</b>
<b>2014</b>	50.5%	62.7%	64.5%
<b>2015</b>	53.6%	62.7%	61.0%
<b>2016</b>	59.1%	60.1%	66.2%
<b>2017</b>	55.4%	65.4%	
<b>2018</b>	49.3%	63.6%	

**Table VI**  
**Internships for Business Administration Majors**  
**(Head Count and Total Credits)<sup>6</sup>**

	<b>Fall 2013-14</b>	<b>2014-15</b>	<b>2015-16</b>	<b>2016-17</b>	<b>2017-2018</b>
<b>BA in Business</b>	33 students (99 credits)	35 (108 credits)	45 (135 credits)	68 (168)	84 (180)

<sup>4</sup> Hood undergrad data from the Factbook, 2018-19.

<sup>5</sup> Hood undergrad data from the Factbook, 2018-19.

<sup>6</sup> Ibid.

## **II. The Student Learning Outcomes (SLOs) for Undergraduate B.A. in Business Administration**

1. **Functional Knowledge:** Students will be able to demonstrate how the different functional areas of business affect the efficient functioning of organizations.
2. **Quantitative Literacy in Business:** Students will possess literacy in both general quantitative skills and those specific to the business management discipline.
3. **Contextual Knowledge:** Students will show an understanding of how the external environment, especially the legal, technological, and international dimensions of the environment, affects managerial decision-making and business policies and practices.
4. **Interpersonal, Decisional, and Communication Skills:** Students will display competent interpersonal, decisional, and communication skills.
5. **Work-Life Preparation:** Students will be prepared to join the workforce.

## **III. Learning Objectives of Organized Undergraduate Concentrations**

1. **Marketing** – Students will demonstrate proficiency in marketing that will enable them to succeed in an entry level marketing position in the workplace.
2. **Accounting Concentration** – Students will demonstrate proficiency in cost and intermediate accounting that will enable them to succeed in an entry level accounting position in the workplace.
3. **Finance** – Students will demonstrate proficiency in finance, including proficiency in formulation of financial policies, investment and cash management, and international portfolio diversification, which will enable them to succeed in an entry-level finance position in the workplace.
4. **Human Resource Management** – Students will demonstrate proficiency in human resource management, including the administration of the human resource function and employment and labor law, which will enable them to succeed in any-level human resource management position in the workplace.
5. **International Economics & Finance** – Students will demonstrate proficiency in international trade, international finance and open economy, and international financial management.

**Table VII**  
**Measurement of Student Learning Outcomes**

<b>SLOs</b>	<b>Direct Measurement</b>	<b>Target</b>
Functional Knowledge	Peregrine Exit Exam Scores for Accounting, Marketing, Finance, & Information Systems	Graduating business students will perform at or above the external mean on the Peregrine Exit Exam.
Quantitative Literacy	Peregrine Exit Exam Scores for Quantitative Methods & Statistics	Graduating business students will perform at or above the external mean on the Peregrine Exit Exam.
Contextual Knowledge	Peregrine Exit Exam Scores for Economics, Legal Environment, & International Business	Graduating business students will perform at or above the external mean on the Peregrine Exit Exam.
Interpersonal, Decisional, & Communication Skills	<p>Peregrine Exit Exam Scores for Leadership and Organizational Behavior</p> <p>Rubric-Based Capstone Project in MGMT 411</p>	<p>Graduating business students will perform at or above the external mean on the Peregrine Exit Exam</p> <p>Seventy-five percent of the graduating business students will receive at least a 3.0 out of 4 on the “Oral Presentation” of their capstone project in MGMT 411.</p>
Work-Life Preparation	<p>Peregrine Exit Exam Score for Strategy</p> <p>Employer Evaluation of Internships</p>	<p>Graduating business students will perform at or above the external mean on the Peregrine Exit Exam.</p> <p>Ninety percent of the graduating business students will receive at least a 4.0 on a 5.0 scale on the “Employer Evaluation of their Internships.”</p>

**Table VIII**  
**Measurement of SLOs**  
**Student Performance Scores, 2016-17 to 2019-2020**  
**Scores in Percentages for Hood Compared to Students at Traditional Campus-Based Programs**

Topics	Time Period				Comparison Group - Campus-Based Programs
	2016-17	2017-18	2018-19	2019-20	
<b>Functional Integration Scores (SLO #1)</b>					
Accounting	57.02	50.14	47.75	57.37	51.55
Finance	48.94	44.43	45.50	50.53	46.98
Information Systems	55.32	54.71	54.25	56.32	56.31
Marketing	50.21	56.14	57.25	62.11	54.08
<b>Quantitative Literacy Scores (SLO #2)</b>					
Quant. Methods & Statistics	50	45.29	47.0	53.16	49.67
<b>Contextual Variables Scores (SLO #3)</b>					
Economics	54.26	54.29	52.0	54.21	50.09
Legal Environment	52.98	54.14	54.25	51.58	54.55
Global Dimensions of Business	49.57	54.29	50.50	53.68	50.26
<b>Interpersonal, Decisional, and Communication Skills (SLO #4)</b>					
Leadership	52.13	54.43	52.75	54.21	52.87
Organizational Behavior	63.46	48.28	55.22	50.79	54.34
<b>Work-Life Preparation Scores (SLO #5)</b>					
Strategic Management	60.85	56.14	59.50	59.21	55.46

**Legend** = Student Performance mentioned above was measured on Peregrine Exit Exam, a national exam. The comparative group used is the “campus-based students”<sup>7</sup> nationally. **The aquablue represents performance scores exceeding targets/expectations.**

<sup>7</sup> Excluding online and hybrid programs.

**Table IX**  
**Comparative Effectiveness of the B.A. in Business Administration Program,**  
**2016-17 to 2019-2020 (Four years)**  
**Scores for Hood Compared to Students at IACBE (Region 2 – Middle States) Schools**

Year	Hood College	Comparison Group - Average for Four Years
2016-17	53.21	50.48
2017-18	52.33	50.48
2018-19	52.13	50.48
2019-20	54.82	50.48

**Legend** = Student Performance mentioned above was measured on Peregrine Exit Exam, a national exam. Note that the scores are for the total performance (performance on all topics). The comparative group used is the IACBE (Region 2 – Middle States) Schools. **The aquablue represents performance scores exceeding targets/expectations.**