



Public Disclosure of Student Achievement

Institution Name: Nichols College

Business Unit(s) included in this report: Business Studies

Academic Period Covered: 2018-2019

Date Submitted: July 1, 2019

PROGRAM	INDICATOR	RESULT
Bachelor of Science in Business Administration	Job Placement Rate	94%
	Experiential Learning	100% of students participate in an internship and/or experiential learning experience
	Comprehensive Business Exam	Overall Target Score Met – <i>UAEP Program exceeded overall mean by 7 points</i>
BSBA Concentrations in:		
Accounting	Comprehensive Business Exam <i>Subject areas: Accounting, Business Finance, Economics</i>	Performed above the mean in related areas, and 5.7% higher than overall class average
Criminal Justice Management	Internship Supervisor Evaluation	100% scored 4 or above on Likert scale of 1-5
Economics	Comprehensive Macro Economics Exam	70% scored at 80 or above
Finance	Financial Case Studies	88.79% met target (high 100 / low 40)
Hospitality Management	Internship Supervisor Evaluation	81% scored above the target of 80+/100 from the supervisor evaluation

Human Resources Management	Internship Supervisor Evaluation	83% earned an 80+/100 from supervisor
International Business	Comprehensive Exam & Essay	82% met target (high 92 – low 67)
Management	Comprehensive Business Exam	Performed above the mean in the following areas; <i>Strategic Management, Management, Human Resource Management and Management & Organizational Behavior.</i>
Marketing	Job Placement	A cohort of 26 students – 25 are employed, with 13 in a marketing related field.
	Comprehensive Exam	75% of students earned an 85+
Sport Management	Internship Supervisor Evaluation	100% scored at or above set targets
	Comprehensive Exit Exam	Met target scores, and scored above average in <i>Contemporary Issues in Sports Marketing and Management</i>

Indicators Used

INDICATOR	DESCRIPTION AND HOW IT WAS CALCULATED
Job Placement	94% of graduates employed within 6 months of graduation.
Graduation & Retention Rates	<ul style="list-style-type: none"> • 3rd term rate – 74.4% • 4 year rate – 50.4% • 5 year rate – 60%
Graduate Exit Surveys – <i>Focus Group Setting</i>	Cited internship and course based on professional experiences in their fields to be most valuable experiences. Relationships with Academic Advisors and Faculty continues to be a network cited as contributing to a student's success.
Business Capstone Student Survey of Learning	Achieved targets in all areas of learning; 3 or better on Likert Scale of 1-4. Areas of strength lay in <i>effective oral and written communication skills, fundamentals of leadership and team dynamics.</i>
NSSE – <i>National Survey of Student Engagement</i>	Continued high scores from first year students in the categories of faculty interaction & academic advisor support. High scores from seniors in the area of experiential learning opportunities.