

Assessment Spotlight

OFFICE OF INSTITUTIONAL EFFECTIVENESS AND STRATEGIC PLANNING

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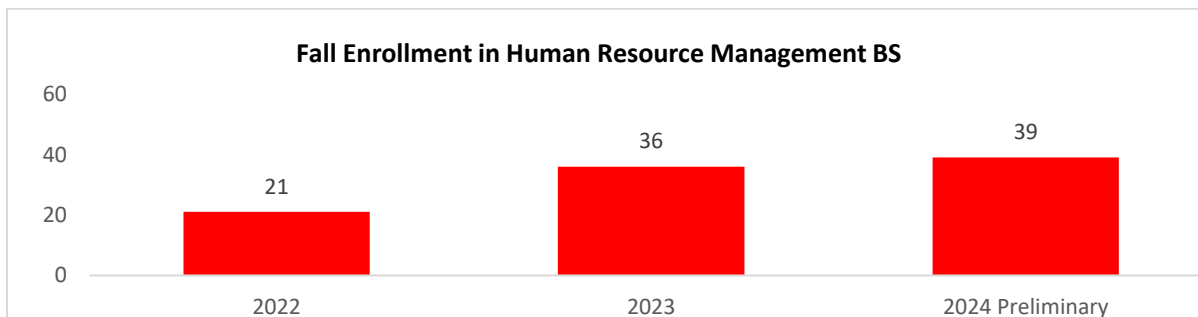
Highlighting the Human Resource Management BS Program

The *Assessment Spotlight* initiative highlights, documents, and shares examples of assessment activities that illustrate the impact of assessment on programs as it relates to pedagogy, curriculum, assessment processes, student success, etc. The *Assessment Spotlight* supports *One York* Strategic Goal 2, Academic Excellence, particularly its objective to *Systematize college-wide continuous improvement using assessment findings*. At York College, annual assessment is embedded in the [Institutional Effectiveness Framework](#). The College's assessment process, overseen by the Institutional Effectiveness Committee (IEC), requires all Academic Programs and Administrative, Educational, and Student Support (AESS) Units to engage in assessment each year and annually report on the findings maintained in the York Assessment Management System (YAMS). This assessment spotlight highlights the assessment activities of the Human Resource Management BS program as reported in the [year-end assessment report for 2023-24](#)¹.

Human Resource Management

Overview

The Department of Business and Economics, within the School of Business and Information Systems, offers seven programs: Aviation Management BS, Aviation Management MS, Business Administration BS, Economics BA, Human Resource Management BS, Information Systems Management BS, and Marketing BS. Launched in Fall 2022, the program mission states, “the purpose of the Bachelor of Science Degree in Human Resource Management is to develop professionally competent and socially responsible individuals for careers in business, government, and other entities requiring the organizational, managerial, and analytical skills necessary in today’s rapidly changing global economy.” Enrollment in the program has increased by 71% from Fall 2022 to Fall 2023.



¹ Human Resource Management Program Year-End Assessment Report submitted in the York Assessment Management System. Additional details were provided by Dr. Massimino and Dr. Lee of the Department of Business and Economics.

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Assessment

The program has several Program Student Learning Outcomes (PSLO) that describe what students should know or do as majors in the program. In this spotlight, we highlight one of the PSLOs assessed, Knowledge in the major fields of Business Administration and Human Resource Management.

PSLO: 1.1 Demonstrate basic knowledge in the major fields of Business Administration - Economics, Marketing, Statistics, Computer Applications in Business, Strategic Management - and Human Resource Management

- Source of Artifacts & Sample Size: Artifacts from Bus 361, Management of Compensation. This course is at the Mastery level of the Curriculum Map for Human Resource Management.
- Sample size: N=18. All students in Bus 361 were asked to complete the assessment exam (18 of 20 did so).
- Assessment Method: Standardized Exam with multiple sections with scores on each section & overall, General Foundation Knowledge (20 questions) and Specialized Knowledge for the Human Resource Management major (10 questions).

Target	Findings and Progress	Use of Results
<p>1) Average scores over 75% for the overall score and on each of the 7 scales</p> <p>2) 75% of students scoring 75% or higher overall and on each of the 7 scales</p> <p>3) 75% of students answering each individual question correctly</p>	<p>1) Met: Average scores are above 75% for overall and on each of the 7 scales.</p> <p>2) Met: Over 75% of students scored a minimum of 75% overall and on each of the 7 scales.</p> <p>3) Partially met: 26 of the 30 individual questions had at least 75% of students answering that question correctly.</p>	<p>Share results with the chairperson and faculty.</p> <p>Update lectures and assignments to reinforce knowledge.</p> <p>Fix errant question #18 (in the Computer Applications scale), since the technology changed and the answer listed as correct is no longer correct for many situations.</p>

In addition to the assessment activity above, the program provided additional information in a report submitted along with the annual year-end assessment report, comparing student performance in the first (2022-2023) and second (2023-2024) year of assessment, see Table 1. (Note: The HRM major was launched in Fall 2022). In the first year of assessment (2022-2023), the score was 91.0%, and in the second year (2023-2024), the score was 90.6%, showing no meaningful difference in outcomes between the first two years of the new Human Resource

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Management major. While all scales met the goal of achieving both a 75% overall average and a 75% average for each scale, there remains room for improvement across all scales.

Assessment Exam for the B.S. Degree in Human Resource Management	Average Overall Percent Correct (30 questions)	Average Scale for HRM Major (10 questions)	Average Scale for Total Foundation Knowledge (20 questions)	Average Scale for Strategic Mgt	Average Scale for Computer Applications	Average Scale for Statistics	Average Scale for Marketing	Average Scale for Economics	Count
DEGREE LAUNCH: 2022-2023 Academic year	86.2%	91.0%	83.9%	79.0%	83.1%	83.9%	87.9%	85.5%	31
2023-2024 Academic year	85.2%	90.6%	82.5%	79.2%	77.8%	79.2%	88.9%	87.5%	18

As a supplementary analysis, the assessment exam identified above was also administered separately to the students in Bus 311 for comparison purposes to Bus 361 (See Table 2). Bus 311 is the prerequisite for Bus 361, and is generally the first class taken in the Human Resource Management series while Bus 361 is the most advanced course. Findings suggest that there is growth in knowledge among all scales between Bus 311 and Bus 361.

Assessment Exam for the B.S. Degree in Human Resource Management	Average Overall Percent Correct (30 questions)	Average Scale for HRM Major (10 questions)	Average Scale for Total Foundation Knowledge (20 questions)	Average Scale for Strategic Mgt	Average Scale for Computer Applications	Average Scale for Statistics	Average Scale for Marketing	Average Scale for Economics	Count
2023-2024 Bus 311: Prerequisite to Bus 361	81.5%	90.0%	77.2%	72.2%	77.8%	75.9%	88.0%	72.2%	27
2023-2024 Bus 361: Most advanced HR course	85.2%	90.6%	82.5%	79.2%	77.8%	79.2%	88.9%	87.5%	18

Results also provide future directions for assessment. Continuing assessment in future semesters (and comparing to prior results) will provide insight and guidance as to whether initiatives are successful such as; 1) revising homework assignments, and, 2) adding material to lectures to reinforce areas.