

**Indiana University Kokomo
School of Business
Undergraduate Program
Assessment Report
Academic Year 2007-2008**

I. BRIEF SUMMARY OF ASSESSMENT PLAN

Goals and Outcomes Assessed in 2007-2008

The School assessed student performance on the following goals and outcomes in the 2007-08 academic year. The focus was on the student knowledge and skills in the functional areas of business.

Goal 7.1. Demonstrate knowledge and skills in accounting.

- Outcome 7.1.1 - Analyze and record accounting transactions.
- Outcome 7.1.2 - Describe the sequential phases of the accounting cycle.
- Outcome 7.1.3 - Identify, describe, and prepare each of the major financial statements.
- Outcome 7.1.4 - Explain how financial statements help decision makers.
- Outcome 7.1.5 - Apply the methods of overhead cost allocation.
- Outcome 7.1.6 - Apply cost behavior to solve business problems.
- Outcome 7.1.7 - Perform variance analysis.
- Outcome 7.1.8 - Prepare major managerial accounting reports such as a statement of cost of goods manufactured and a production report.

Goal 7.2. Demonstrate knowledge and skills in economics.

- Outcome 7.2.1 - Apply supply and demand analysis.
- Outcome 7.2.2 - Derive the different measures of costs, revenues, and profits.
- Outcome 7.2.3 - Explain the pricing implications of market conditions (perfect competition, monopolistic competition, oligopoly, monopoly).
- Outcome 7.2.4 - Describe measurements of inflation, unemployment and GDP.
- Outcome 7.2.5 - Identify economic policies that stimulate long term growth.
- Outcome 7.2.6 - Distinguish between fiscal and monetary policies, their goals, and their controlling authorities
- Outcome 7.2.7 - Describe nature of money and the tasks and tools of the Federal Reserve system.
- Outcome 7.2.8 - Describe gains to trade and the effects of barriers to trade.

Goal 7.3. Demonstrate knowledge and skills in finance.

- Outcome 7.3.1 - Apply the concept and mechanics of the time value of money.
- Outcome 7.3.2 - Utilize valuation models to estimate the price of financial assets.
- Outcome 7.3.3 - Apply capital budgeting theory, including the estimation of incremental after-tax cash flows and the use of the Net Present Value method.
- Outcome 7.3.4 - Measure risk and describe the risk-return tradeoff as expressed by the Capital Asset Pricing Model.
- Outcome 7.3.5 - Describe the theory of capital structure.

Goal 7.4. Demonstrate knowledge and skills in legal, ethical, social, international topics.

- Outcome 7.4.1 - Describe the influence of national, international and intercultural factors on strategic choices, including on decisions to make direct foreign investments.
- Outcome 7.4.2 – Describe and apply the major theories that explain why trade and investment occur.
- Outcome 7.4.3 - Describe the overall composition of the global business environment.
- Outcome 7.4.4 - Describe the positive and negative effects of multinational enterprises on host nations.
- Outcome 7.4.5 - Describe the concept of national competitiveness and how it relates to industry-specific and firm-specific competitiveness.
- Outcome 7.4.6 - Describe the concept of ethics and its impact on leadership, decision-making, socially responsible and responsive strategies.
- Outcome 7.4.7 - Describe the nature and sources of law in the US legal system.
- Outcome 7.4.8 - Describe the rules that bound business entities, business relationships, and business transactions.

Goal 7.5. Demonstrate knowledge and skills in management.

- Outcome 7.5.1 - Describe the nature of an enterprise.
 - Component 7.5.1.1 – Describe how an enterprise relates to its environment.
 - Component 7.5.1.2 - Describe how an enterprise relates to its stakeholders.
- Outcome 7.5.2 - Use an analytical framework for sorting and relating the numerous elements affecting the whole organization and its environment:
 - Component 7.5.2.1 - Perform a competitive analysis and assessment of the external forces affecting the firm.
 - Component 7.5.2.2 - Perform an internal analysis of an organization, using tools and concepts from various related disciplines
- Outcome 7.5.3 - Use self-assessment tools to develop greater self-knowledge.

Goal 7.6. Demonstrate knowledge and skills in management information systems.

- Outcome 7.6.1 - Describe the nature of information systems, their components and types.
- Outcome 7.6.2 - Describe the principles of database design and apply them to business problems.
- Outcome 7.6.3 - Identify the impact of IS on organization structure, business processes, and decision-making effectiveness.
- Outcome 7.6.4 - Describe the impact of networks and e-business on organizations.

Goal 7.7. Demonstrate knowledge and skills in marketing.

- Outcome 7.7.1 - Describe the eight universal functions of marketing.
- Outcome 7.7.2 - Describe the marketing concept.
- Outcome 7.7.3 - Describe how to find attractive marketing opportunities.
- Outcome 7.7.4 – Segment product markets and develop a marketing mix.
- Outcome 7.7.5 - Describe the marketing management and strategic market planning processes.

Goal 7.8. Demonstrate knowledge and skills in operation management.

- Outcome 7.8.1 - Describe the critical role of operation management in the overall business strategy of the firm
- Outcome 7.8.2 - Describe how operations interact with other functional areas to derive cross-functional synergies
- Outcome 7.8.3 - Describe the importance of quality, technology, and globalization to gain a competitive advantage
- Outcome 7.8.4 - Apply quantitative models and technology to support managerial decision making

Assessment Benchmarks

Assessment of these outcomes was performed with course-embedded assessment measures described below in Section II of this Report. Benchmarks for each outcome were set by the faculty in terms of the mean performance of students enrolled in a course on assignments related to the outcome. The specific benchmark levels that have to be reached for the performance to be classified as Excellent or Satisfactory for each outcome are presented in the Curriculum Map in Appendix B.

Changes to Assessment Plan

Assessment activities in 2007-08 were performed as specified in the Assessment Plan. This academic year completed the three-year cycle during which the School collected assessment data on the achievement of learning outcomes related to the knowledge of the functional areas of business 7.1-7.8. In the following academic year 2008-09, the School will move towards assessing general knowledge learning outcomes starting with communication skills. These changes are detailed in the Assessment Plan for 2008-09.

II. ASSESSMENT METHODS

Course-embedded Assessment

The School used a combination of course-embedded assessment tools and an external nationally standardized test. For each outcome presented in Section I, a course-embedded system of assessment was used to collect data on student performance. The Curriculum Map presented in Appendix B demonstrates which specific courses were used for data collection for each of the outcomes. The course-embedded outcomes assessment mechanism involves the faculty incorporating assessment tasks in regular course assignments. These assessment data are recorded separately from student course grades, and are linked to the specific assessment outcomes and components listed in Section I. Mean student performance for each outcome is then evaluated as Excellent, Satisfactory, or Needs Improvement.

Due to the large number of outcomes and the different nature of material assessed, it was left to the faculty teaching the course to decide on the appropriate assessment instrument for each outcome. For instance, outcomes 7.1.1-7.1.4 were assessed in A201. In this case, two faculty members used existing exams and quizzes to track student performance on questions relating to each of the outcomes separately. Appendix C presents a grid with complete details on the specific instruments utilized by the faculty teaching each of the courses in 2007-08 for assessment of each of the student learning outcomes. Assessment data collection forms were then distributed by the School's Assessment Committee. The Committee compiled the data for analysis and presented the data at

the School of Business faculty meetings. A sample assessment data collection form that identifies student performance and outlines methods used is presented in Appendix D.

For each outcome assessed, the data were collected for all students in the course. The data were collected in both Fall 2007 and Spring 2008. The data were collected by the resident and adjunct faculty teaching the corresponding course. The faculty then related the mean student performance to the benchmark level set for these outcomes. This summary evaluation for each of the outcomes is presented in Appendix A – Course-embedded Assessment Results.

National Standardized Test

As a supplementary assessment tool, all graduates of the School were required to take the national standardized Educational Testing Service (ETS) Major Field Test in Business. This test focuses on the knowledge in the functional areas of Business and was scheduled in the capstone course (J401). This exam is listed as a requirement for completion of J401 and students are encouraged to do their best on the exam. The Assessment Committee and the faculty teaching in the different areas worked to link the assessment indicators provided by the ETS to the student learning outcomes. A grid summary of these links is available in the 2007-08 Assessment Plan. The Assessment Committee and the faculty review the ETS test data as an additional measure of achievement of the learning outcomes. The data of the ETS exam is also used to provide external validation to the course-embedded assessment data collected for the business area learning outcomes 7.1.1-7.8.4.

III. DESCRIPTION OF ASSESSMENT RESULTS

Summary of the assessment results for 2007-08 is presented in the appendices A and E. Appendix A presents a summary of the course-embedded assessment results. This summary identifies the benchmark for each outcome assessed, and shows the evaluation of the faculty as Excellent, Satisfactory, or Needs Improvement.

In Fall 2007, the performance of students in most outcomes is Satisfactory. Four outcomes were evaluated as Excellent in Fall 2006, including outcome 7.2.3 “Market Structures” in which one section of the course showed Excellent performance, and the other sectioned showed Satisfactory performance. One outcome – 7.5.1.2 “Stakeholders of the enterprise” – was identified as Needing Improvement. The next section describes how these results are used by the faculty for program improvement.

In Spring 2008, the overall achievement of the learning outcomes showed improvement. Nine of the outcomes were evaluated as Excellent, including again outcome 7.2.3 “Market Structures” that was evaluated in two sections with one section achieving Excellent performance, and the other sectioned achieving Satisfactory performance. One outcome – 7.7.4 “Segment product markets” was identified as Needing Improvement.

The results demonstrate that student performance is consistent and reaches the level of the faculty’s expectations for most outcomes. The results of the standardized ETS test taken by the graduates provide external validation to these course-embedded data. A summary of the ETS results is presented in Appendix E.

In particular, in both Fall 2007 and Spring 2008, the average score of IU Kokomo students was in the 95th percentile of all institutions participating in the ETS testing nationally according to ETS (which sample includes 447 institutions and 37,217 students in 2006-07). This means that the IU Kokomo School of Business graduates ranked in the top 5 percent in this national sample. ETS test results are further linked to the program outcomes assessed. For instance, in Spring 2008 the ETS

assessment results for goals 7.1 – Accounting, 7.2 – Economics, 7.4 – Legal and International Issues, 7.6 – Information Systems, 7.7 – Marketing all rank at or above the 95th percentile nationally. The assessment score for goal 7.3 – Finance is at the 90th percentile. Both course-embedded data and the ETS results demonstrate consistently high performance on most student learning outcomes.

IV. USING ASSESSMENT FOR PROGRAM IMPROVEMENT

Program Improvement

The effort to close the loop and improve the program in response to the assessment results is an important feature of our assessment plan. If the benchmark level set for the course-embedded data is not reached for a particular outcome, the faculty teaching the course investigate the reasons for the below target performance. The faculty member considers changes to the course, and submits an outline of the proposed changes to the Assessment Committee of the School. These suggestions are later implemented.

One example of such changes implemented recently is related to outcome 7.2.7 (“Describe nature of money and the tasks and tools of the Federal Reserve system”) measured in E202. This outcome was identified as needing improvement in Fall 2005 and then again in Fall 2006. This is an advanced topic that requires critical thinking of sophomore-level students. The faculty member teaching the course changed the structure of E202 so that the material on the Fed’s monetary policy was presented with more emphasis and as a separate module, with a separate midterm exam. Additional examples and homework assignments were added to the course. Assessment results collected in Fall 2007 and Spring 2008 identify improvement in student performance on these topics and evaluate the current performance as Satisfactory.

In some cases a decline in performance may be attributed to changes in the delivery of course material. For instance, outcome 7.5.1.2 – “Describe how an enterprise relates to its stakeholders” – saw a decline in Fall 2007. This outcome was not emphasized by the instructor. The students missed the more complete coverage. Improved coverage in Spring 2008 was reflected in the students achieving the benchmark level for Satisfactory performance. Overall, the School has completed a three-year cycle of assessing student achievement of outcomes linked to the knowledge of business areas. Having a complete record of student performance for each outcome in several semesters allows us to find systematic problems and distinguish them from short-term aberrations.

Continuous Improvement of Assessment Process

The School’s Assessment Committee works to review the Assessment Plan based on the results collected. Academic year 2007-2008 completes a three-year cycle of data collection for the business area learning outcomes. This cycle is an effort to establish whether the satisfactory level of performance is sustained and to assess the effectiveness of improvements made by the faculty in the areas of concern. The Assessment Committee decided to move towards assessing general education learning outcomes 1.1-6.6 in 2008-2009, starting with communication skills. This change will allow the School to evaluate the achievement level for these outcomes and fully participate in the general education assessment efforts on the campus level.

The School’s Assessment Committee also works to incorporate feedback from the IU Kokomo CTLA and Assessment Council into the process. In particular, as the School moves from assessing a large number of business-specific outcomes this year to a smaller number of general outcomes next year, there will be an effort to evaluate individual-level learning outcome data as opposed to

section-level mean scores being the unit of assessment for each outcome. This change was suggested by the CTLA.

Responding to other feedback, the Assessment Committee of the School worked to document the specific assessment instruments used by the faculty in course-embedded assessment of each student learning outcome in 2007-08. These data are presented in Appendix C.

The School also continues to address the participation of adjunct instructors in assessment. In the past the adjunct instructors were not as involved in the collection and review of assessment data. Starting in 2007, the School made an effort to improve the participation of adjunct instructors in assessment activities. The assessment data in this report includes the efforts of all resident and adjunct faculty of the School.

V. DISSEMINATION OF RESULTS

The assessment results are being disseminated to faculty, staff, and students in a variety of ways. The Assessment Committee collects and reviews all assessment results. A summary of assessment activities were presented to the School's faculty and staff at the School of Business meetings. Assessment results for each semester were discussed by all the faculty and administration members of the School in these regular meetings. In addition, a copy of this report is submitted to the IU Kokomo Assessment Council. These copies are filed and are publicly available to all the stakeholders of the School.

The highlights of assessment activities appeared in the past issues of the School of Business newsletter *NEXUS* that is distributed to all students. A summary of the ETS testing results was presented at the School's advisory board meeting.

Starting from 2006-07, the School developed an assessment web site with complete information on the School's assessment activities. The information includes Assessment highlights for the undergraduate Business program, assessment highlights for the M.B.A. program, the list of learning outcomes for the undergraduate and M.B.A. programs, and the results of ETS testing of graduates. The School was one of the first on campus to develop a complete web summary of assessment. The address of the School's assessment web page is:

<http://www.iuk.edu/~kobus/assessment/assessment.shtml>

Highlights of the assessment activities were also provided to CTLA for dissemination to stakeholders. This information is now available at:

<http://www.iuk.edu/~koctla/assessment/SumBus.shtml>

APPENDIX A. SUMMARY OF COURSE-EMBEDDED ASSESSMENT RESULTS

Objectives/Outcomes		Course	Excellent	Satisfactory	Needs Improvement	Benchmark (Excellent / Satisfactory)
FALL 2007						
ACCOUNTING						
Record accounting transactions.	7.1.1	A201		X		90% / 70%
Phases of the accounting cycle.	7.1.2	A201		X		90% / 70%
Major financial statements.	7.1.3	A201		X		90% / 70%
Financial statements in decision making	7.1.4	A201		X		90% / 70%
Overhead cost allocation.	7.1.5	A202		X		90% / 70%
Cost behavior	7.1.6	A202		X		90% / 70%
Variance analysis.	7.1.7	A202		X		90% / 70%
Managerial accounting reports	7.1.8	A202		X		90% / 70%
ECONOMICS						
Supply and demand	7.2.1	E201		X		85% / 60 %
Production, costs, revenues, and profits	7.2.2	E201		X		85% / 60 %
Market structures	7.2.3	E201	X(Sect.1)	X(Sect.2)		85% / 60 %
Inflation, unemployment and GDP	7.2.4	E202		X		85% / 60 %
Theory of growth in output and income	7.2.5	E202		X		85% / 60 %
Fiscal and monetary policies	7.2.6	E202		X		85% / 60 %
Money and the Federal Reserve system.	7.2.7	E202		X		85% / 60 %
Gains to trade, barriers to trade	7.2.8	E201		X		85% / 60 %
FINANCE						
The time value of money.	7.3.1	F301		X		90% / 70%
Valuation models	7.3.2	F301		X		90% / 70%
Capital budgeting theory and its application	7.3.3	F301		X		90% / 70%
Risk-return tradeoff / Capital Asset Pricing Model.	7.3.4	F301		X		90% / 70%
Capital structure	7.3.5	F301		X		90% / 70%
LEGAL, ETHICAL, SOCIAL, INTERNATIONAL ISSUES						
Concept of ethics	7.4.6	L201	X			80% / 60%
Nature and sources of law	7.4.7	L201	X			80% / 60%
Rules that bound business entities	7.4.8	L201		X		80% / 60%
MANAGEMENT						
Nature of an enterprise	7.5.1	J401		X		80% / 60%
Environment of enterprise	7.5.1.1	J401		X		80% / 60%
Stakeholders of enterprise	7.5.1.2	J401			X	80% / 60%
Analytical framework of enterprise	7.5.2	J401		X		80% / 60%
Competitive analysis	7.5.2.1	J401		X		80% / 60%
Internal analysis of an organization	7.5.2.2	J401		X		80% / 60%
Self-assessment tools	7.5.3	Z302		X		80% / 60%
MANAGEMENT INFORMATION SYSTEMS						
Nature of IS	7.6.1	S302		X		80% / 60%
Database, its design and use	7.6.2	S302	X	X		80% / 60%
Impact of IS on organization	7.6.3	S302		X		80% / 60%
Implications of telecommunications and e-business	7.6.4	S302		X		80% / 60%
MARKETING						
Eight universal functions of marketing.	7.7.1	M301		X		90% / 70%
Marketing concept.	7.7.2	M301		X		90% / 70%
Marketing opportunities.	7.7.3	M301		X		90% / 70%
Segment product-markets / marketing mix	7.7.4	M301		X		90% / 70%
Marketing management / strategic market planning	7.7.5	M301		X		90% / 70%
OPERATION MANAGEMENT						
Role of operation management in business strategy	7.8.1	P301		X		80% / 60%
Interaction with other functions	7.8.2	P301		X		80% / 60%
Quality, technology, and globalization	7.8.3	P301		X		80% / 60%
Selected OM concepts and techniques	7.8.4	P301		X		80% / 60%

Objectives/Outcomes		Course	Excellent	Satisfactory	Needs Improvement	Benchmark (Excellent / Satisfactory)
SPRING 2008						
ACCOUNTING						
Record accounting transactions.	7.1.1	A201		X		90% / 70%
Phases of the accounting cycle.	7.1.2	A201		X		90% / 70%
Major financial statements.	7.1.3	A201		X		90% / 70%
Financial statements in decision making	7.1.4	A201		X		90% / 70%
ECONOMICS						
Supply and demand	7.2.1	E201		X		85% / 60 %
Production, costs, revenues, and profits	7.2.2	E201		X		85% / 60 %
Market structures	7.2.3	E201	X (Sect. 2)	X (Sect. 1)		85% / 60 %
Inflation, unemployment and GDP	7.2.4	E202		X		85% / 60 %
Theory of growth in output and income	7.2.5	E202		X		85% / 60 %
Fiscal and monetary policies	7.2.6	E202		X		85% / 60 %
Money and the Federal Reserve system.	7.2.7	E202		X		85% / 60 %
Gains to trade, barriers to trade	7.2.8	E201		X		85% / 60 %
FINANCE						
The time value of money.	7.3.1	F301		X		90% / 70%
Valuation models	7.3.2	F301		X		90% / 70%
Capital budgeting theory and its application	7.3.3	F301		X		90% / 70%
Risk-return tradeoff / Capital Asset Pricing Model.	7.3.4	F301		X		90% / 70%
Capital structure	7.3.5	F301		X		90% / 70%
LEGAL, ETHICAL, SOCIAL, INTERNATIONAL ISSUES						
National, international and intercultural factors	7.4.1	D301		X		80% / 60%
Theories of trade and investment	7.4.2	D301		X		80% / 60%
Major trade and investment flows	7.4.3	D301		X		80% / 60%
Multinational enterprises	7.4.4	D301	X			80% / 60%
National competitiveness	7.4.5	D301	X			80% / 60%
Concept of ethics	7.4.6	L201	X			80% / 60%
Nature and sources of law	7.4.7	L201	X			80% / 60%
Rules that bound business entities	7.4.8	L201		X		80% / 60%
MANAGEMENT						
Nature of an enterprise	7.5.1	J401		X		80% / 60%
Environment of enterprise	7.5.1.1	J401	X			80% / 60%
Stakeholders of enterprise	7.5.1.2	J401		X		80% / 60%
Analytical framework of enterprise	7.5.2	J401		X		80% / 60%
Competitive analysis	7.5.2.1	J401	X			80% / 60%
Internal analysis of an organization	7.5.2.2	J401		X		80% / 60%
Self-assessment tools	7.5.3	Z302	X			80% / 60%
MANAGEMENT INFORMATION SYSTEMS						
Nature of IS	7.6.1	S302		X		80% / 60%
Database, its design and use	7.6.2	S302	X			80% / 60%
Impact of IS on organization	7.6.3	S302		X		80% / 60%
Implications of telecommunications and e-business	7.6.4	S302		X		80% / 60%
MARKETING						
Eight universal functions of marketing.	7.7.1	M301		X		90% / 70%
Marketing concept.	7.7.2	M301		X		90% / 70%
Marketing opportunities.	7.7.3	M301		X		90% / 70%
Segment product-markets / marketing mix	7.7.4	M301			X	90% / 70%
Marketing management / strategic market planning	7.7.5	M301		X		90% / 70%
OPERATION MANAGEMENT						
Role of operation management in business strategy	7.8.1	P301		X		80% / 60%
Interaction with other functions	7.8.2	P301		X		80% / 60%
Quality, technology, and globalization	7.8.3	P301		X		80% / 60%
Selected OM concepts and techniques	7.8.4	P301		X		80% / 60%

APPENDIX B. CURRICULUM MAP

		A201	A202	E201	E202	E270	D301	F301	K201	L201	M301	P301	S302	Z302	J401
	ACCOUNTING														
7.1.1	Record accounting transactions.	X													
7.1.2	Phases of the accounting cycle.	X													
7.1.3	Major financial statements.	X													
7.1.4	Financial statements in decision making	X													
7.1.5	Overhead cost allocation.		X												
7.1.6	Cost behavior		X												
7.1.7	Variance analysis.		X												
7.1.8	Managerial accounting reports		X												
	ECONOMICS														
7.2.1	Supply and demand			X											
7.2.2	Cost measures			X											
7.2.3	Market structures			X											
7.2.4	Measures of inflation, unemployment and GDP				X										
7.2.5	Growth policy				X										
7.2.6	Fiscal and monetary policies				X										
7.2.7	Money and the Federal Reserve system.				X										
7.2.8	Gains to trade, barriers to trade			X											
	FINANCE														
7.3.1	The time value of money							X							
7.3.2	Valuation models							X							
7.3.3	Capital budgeting theory and its application							X							
7.3.4	Capital Asset Pricing Model.							X							
7.3.5	Capital structure							X							
	LEGAL, ETHICAL, SOCIAL, INTERNATIONAL ISSUES														
7.4.1	National, international and intercultural factors						X								
7.4.2	Theories of trade and investment						X								
7.4.3	Major trade and investment flows						X								
7.4.4	Multinational enterprises						X								
7.4.5	National competitiveness						X								
7.4.6	Concept of ethics									X					
7.4.7	Nature and sources of law									X					
7.4.8	Rules that bound business entities									X					
	MANAGEMENT														
7.5.1	Nature of an enterprise														X
7.5.1.1	Environment of enterprise														X
7.5.1.2	Stakeholders of enterprise														X
7.5.2	Analytical framework of enterprise														X
7.5.2.1	Competitive analysis														X
7.5.2.2	Internal analysis of an organization														X
7.5.3	Leadership and motivation													X	
	MANAGEMENT INFORMATION SYSTEMS														
7.6.1	Nature of IS												X		
7.6.2	Database, its design and use												X		
7.6.3	Impact of IS on organization												X		
7.6.4	Implications of telecommunications and e-business												X		
	MARKETING														
7.7.1	Eight universal functions of marketing.										X				
7.7.2	Marketing concept.										X				
7.7.3	Marketing opportunities.										X				
7.7.4	Segment product-markets / marketing mix										X				
7.7.5	Marketing management / strategic market planning										X				
	OPERATION MANAGEMENT														
7.8.1	Role of operation management in business strategy											X			
7.8.2	Interaction with other functions											X			
7.8.3	Quality and technology											X			
7.8.4	Selected OM concepts and techniques											X			

**APPENDIX C. SUMMARY OF ASSESSMENT DATA COLLECTION
INSTRUMENTS**

Outcomes		A201	A202	E201	E202	D301	F301
ACCOUNTING							
Record accounting transactions.	7.1.1	E, Q					
Phases of the accounting cycle.	7.1.2	E, Q					
Major financial statements.	7.1.3	E, Q					
Financial statements in decision making	7.1.4	E, Q					
Overhead cost allocation.	7.1.5		E				
Cost behavior	7.1.6		E				
Variance analysis.	7.1.7		E				
Managerial accounting reports	7.1.8		E				
ECONOMICS							
Supply and demand	7.2.1			E, Q			
Cost measures	7.2.2			E, Q			
Market structures	7.2.3			E, Q			
Measures of inflation, unemployment and GDP	7.2.4				E, Q		
Growth policy	7.2.5				E, Q		
Fiscal and monetary policies	7.2.6				E, Q		
Money and the Federal Reserve system.	7.2.7				E, Q		
Gains to trade, barriers to trade	7.2.8			E, Q			
FINANCE							
The time value of money	7.3.1						E
Valuation models	7.3.2						E
Capital budgeting theory and its application	7.3.3						E
Capital Asset Pricing Model.	7.3.4						E
Capital structure	7.3.5						E
LEGAL, ETHICAL, SOCIAL, INTERNATIONAL ISSUES							
National, international and intercultural factors	7.4.1					E, W	
Theories of trade and investment	7.4.2					E, W	
Major trade and investment flows	7.4.3					E, W	
Multinational enterprises	7.4.4					E, W	
National competitiveness	7.4.5					E, W	
Concept of ethics	7.4.6						
Nature and sources of law	7.4.7						
Rules that bound business entities	7.4.8						
MANAGEMENT							
Nature of an enterprise	7.5.1						
Environment of enterprise	7.5.1.1						
Stakeholders of enterprise	7.5.1.2						
Analytical framework of enterprise	7.5.2						
Competitive analysis	7.5.2.1						
Internal analysis of an organization	7.5.2.2						
Leadership and motivation	7.5.3						
MANAGEMENT INFORMATION SYSTEMS							
Nature of IS	7.6.1						
Database, its design and use	7.6.2						
Impact of IS on organization	7.6.3						
Implications of telecommunications and e-business	7.6.4						
MARKETING							
Eight universal functions of marketing.	7.7.1						
Marketing concept.	7.7.2						
Marketing opportunities.	7.7.3						
Segment product-markets / marketing mix	7.7.4						
Marketing management / strategic market planning	7.7.5						
OPERATION MANAGEMENT							
Role of operation management in business strategy	7.8.1						
Interaction with other functions	7.8.2						
Quality and technology	7.8.3						
Selected OM concepts and techniques	7.8.4						
CODE: E = Exams, P = Projects, GW = Group Work, C = Cases, D = Discussions, Pr = Presentations, Ex = Exercises, W = Written work, H = Homework/Problems, Q = Quizzes							

Outcomes		K201	L201	M301	P301	S302	Z302	J401
ACCOUNTING								
Record accounting transactions.	7.1.1							
Phases of the accounting cycle.	7.1.2							
Major financial statements.	7.1.3							
Financial statements in decision making	7.1.4							
Overhead cost allocation.	7.1.5							
Cost behavior	7.1.6							
Variance analysis.	7.1.7							
Managerial accounting reports	7.1.8							
ECONOMICS								
Supply and demand	7.2.1							
Cost measures	7.2.2							
Market structures	7.2.3							
Measures of inflation, unemployment and GDP	7.2.4							
Growth policy	7.2.5							
Fiscal and monetary policies	7.2.6							
Money and the Federal Reserve system.	7.2.7							
Gains to trade, barriers to trade	7.2.8							
FINANCE								
The time value of money	7.3.1							
Valuation models	7.3.2							
Capital budgeting theory and its application	7.3.3							
Capital Asset Pricing Model.	7.3.4							
Capital structure	7.3.5							
LEGAL, ETHICAL, SOCIAL, INTERNATIONAL ISSUES								
National, international and intercultural factors	7.4.1							
Theories of trade and investment	7.4.2							
Major trade and investment flows	7.4.3							
Multinational enterprises	7.4.4							
National competitiveness	7.4.5							
Concept of ethics	7.4.6		P					
Nature and sources of law	7.4.7		P					
Rules that bound business entities	7.4.8		P					
MANAGEMENT								
Nature of an enterprise	7.5.1							E, C
Environment of enterprise	7.5.1.1							E, C
Stakeholders of enterprise	7.5.1.2							E
Analytical framework of enterprise	7.5.2							E, C, P
Competitive analysis	7.5.2.1							E, C, P
Internal analysis of an organization	7.5.2.2							E, C, P
Leadership and motivation	7.5.3						E, Q	
MANAGEMENT INFORMATION SYSTEMS								
Nature of IS	7.6.1					E		
Database, its design and use	7.6.2					E		
Impact of IS on organization	7.6.3					E		
Implications of telecommunications and e-business	7.6.4					E		
MARKETING								
Eight universal functions of marketing.	7.7.1			E				
Marketing concept.	7.7.2			E				
Marketing opportunities.	7.7.3			E				
Segment product-markets / marketing mix	7.7.4			E				
Marketing management / strategic market planning	7.7.5			E				
OPERATION MANAGEMENT								
Role of operation management in business strategy	7.8.1				E			
Interaction with other functions	7.8.2				E			
Quality and technology	7.8.3				E			
Selected OM concepts and techniques	7.8.4				E			
CODE: E = Exams, P = Projects, GW = Group Work, C = Cases, D = Discussions, Pr = Presentations, Ex = Exercises, W = Written work, H = Homework/Problems, Q = Quizzes								

APPENDIX D. SAMPLE ASSESSMENT DATA FORM

IU Kokomo School of Business Assessment Data Form

Course: E202

Semester: Fall 2007

Faculty: Chulkov

Please include your evaluation of the aggregate student performance measured for the assessment outcomes in the course. If you use a numerical measure in your assessment (for example, the percentage of correct answers on a test) include it under "Score". Also include your evaluation by placing a checkmark in the appropriate area.

Learning Outcome	Score	Evaluation		
		Excellent	Satisfactory	Needs Improvement
7.2.4. Describe measurements of inflation, unemployment and GDP.	74% (Sect. 1) 77% (Sect. 2)		X	
7.2.5. Identify economic policies that stimulate long term growth.	68% (Sect. 1) 73% (Sect. 2)		X	
7.2.6. Distinguish between fiscal and monetary policies, their goals, and their controlling authorities	67% (Sect. 1) 67% (Sect. 2)		X	
7.2.7. Describe nature of money and the tasks and tools of the Federal Reserve system.	78% (Sect. 1) 69% (Sect. 2)		X	
Instruments used to collect data: Assessment quiz with 5 multiple choice questions for each outcome assessed.				

Comments:

The results present assessment evaluation for two sections of E202. The performance of both sections was evaluated on an assessment quiz that required each student to answer five questions linked to each assessment outcome for a total of twenty questions. Performance was consistent in both sections and is at the "Satisfactory" level. The lowest performance is recorded for outcome 7.2.6 – Fiscal and Monetary Policy. This area was flagged as "Needing Improvement" in the past, and the current results are on the rise. Continued emphasis on this area and monitoring of performance is recommended.

APPENDIX E. ETS MAJOR FILED TEST DATA SUMMARY

ASSESSMENT OF STUDENT LEARNING THROUGH ETS MAJOR FIELD TEST

The data represents results of IU Kokomo Business students in Educational Testing Service's standardized field test. The numbers are percentile rank scores for all categories and for each category separately for a given semester dating back to 2004. As the School was switching from paper-based to computer testing, there was no test given in Fall 2006.

The ETS test form changes every three years making the comparison across time susceptible to this structural change. The most recent test form changes occurred in 2003 and 2006. These percentile ranks for the IU Kokomo mean student score show how many of the ETS test takers nationally have scores below the IU Kokomo score. The 2006-08 comparative benchmarks from ETS are based on the sample of 37,217 students at 447 institutions. Information Systems knowledge is evaluated separately in the Major Field Test only from 2007.

	Spring 2004	Fall 2004	Spring 2005	Fall 2005	Spring 2006	Spring 2007	Fall 2007	Spring 2008
Percentile scores								
Number of students tested	16	19	21	13	17	21	8	16
Overall IU Kokomo Percentile	85	95	95	95	85	90	95	95
Accounting	95	95	95	95	85	90	90	95
Economics	60	85	80	95	80	85	95	95
Mgmt	85	90	75	70	65	90	95	70
Quantitative Analysis	80	95	90	75	70	95	85	95
Finance	65	95	90	90	95	95	95	90
Marketing	80	85	95	75	95	80	95	95
Legal/Social Environ.	80	95	95	75	80	85	95	95
Information Systems						85	85	95
International Issues	80	95	85	95	90	85	95	95