

**Indiana University Kokomo
School of Business
Undergraduate Program
Assessment Report
Academic Year 2006-2007**

I. BRIEF SUMMARY OF ASSESSMENT PLAN

Goals and Outcomes Assessed in 2006-2007

In the course of 2006-2007 school year, the School assessed student performance on the following goals and outcomes. The focus of the outcomes assessed 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 next to the summary assessment results in Appendix A.

Changes to Assessment Plan

In response to the feedback received from the IU Kokomo Assessment Council, the School worked to improve the effectiveness of using the ETS Major Field Test in assessment of our learning outcomes. We established links between the assessment indicators provided by ETS and the student learning outcomes of the undergraduate program. We did not perform ETS testing in Fall 2006 while we were trying to link the ETS exam to our learning outcomes. We then switched to computer-based ETS testing in Spring 2007, which allowed additional information to be collected. In accordance with feedback received from the IU Kokomo Assessment Council, we also established benchmarks to be used for the ETS test starting in 2007-08. In addition, the Assessment Committee of the School worked to document the specific assessment instruments used by the faculty in course-embedded assessment of student learning outcomes. Appendix C provides a grid of specific assessment instruments used by the faculty in each course in 2006-07.

II. ASSESSMENT METHODS

Course-embedded Assessment

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 presented above. Mean student performance for each outcome is then evaluated as Excellent, Acceptable, 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 7.7.1-7.7.5 were assessed in M301. In this case, faculty used existing

exams, and tracked 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 for assessment of each of the student learning outcomes. 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 2006 and Spring 2007. 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 set for the outcome. The summary evaluation of all outcomes is presented in Appendix A – Course-embedded Assessment Results.

National Standardized Test

As a supplementary assessment tool, all graduates also took the national standardized Educational Testing Service (ETS) exam testing the knowledge in the functional areas of Business in the capstone course (J401) during a regularly scheduled class period. 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.

III. DESCRIPTION OF ASSESSMENT RESULTS

Due to the variety of outcomes assessed in 2006-07, a summary of the results 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, Acceptable, or Needs Improvement. The data for both Fall 2006 and Spring 2007 are presented. Overall, the performance of students in most outcomes is Satisfactory. Eight outcomes were seen as Excellent in Fall 2006, and eight outcomes were Excellent again in Spring 2007. Three outcomes were identified as needing improvement in Fall 2006, four outcome needed improvement in Spring 2007. The next section describes how these results are used by the faculty for program 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 Spring 2007, the average score of IU Kokomo students was in the 90th percentile of all institutions participating in the ETS testing nationally according to ETS (which sample includes 181 institutions and 8,986 students in 2006-07). ETS test results are further linked to the program outcomes assessed. Spring 2007 results for goals 7.1 – Accounting, 7.3 – Finance, 7.5 – Management, all rank at or above the 90th percentile nationally. 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

An important feature of our assessment effort is the attempt to close the loop and improve the program in response to the assessment results. If the benchmark level set for the course-embedded data is not reached for a particular outcome, the faculty teaching the course 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 is the performance on outcome 7.2.7 (Explain monetary policy and the tools of the Federal Reserve) 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 students. Dr. Chulkov changed the structure of the E202 course 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 Spring 2007 identify improvement in student performance on these topics.

In some cases a decline in performance may be attributed to unusual timing of an exam. For instance, outcome 7.1.6 – cost behavior – saw a decline in Spring 2007. Dr. Cox reviewed student performance in the prior semesters and concluded this result is attributable to the timing of the coverage of the material and the test. Most of the sampled questions came from one chapter that was covered the week before spring break and the test was the week after the break. Due to the loss of two classes due to snow days, this material was covered more quickly. The students missed the more complete coverage. This Spring 2007 result is likely to be an aberration. 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. In 2007-2008, the Committee decided to assess the same outcomes in an effort to establish whether the satisfactory level of performance is sustained. This additional data collection will also help assess the effectiveness of improvements made by the faculty in the areas of concern. Later, in 2008-2009, the School will move to assess general education outcomes 1.1-6.6.

The School's Assessment Committee also works to incorporate feedback from the IU Kokomo Assessment Council into the process. In particular, the School worked to improve the effectiveness of using the ETS Major Field Test in assessment of our learning outcome. The Assessment Committee and the faculty teaching in various areas established links between the assessment indicators provided by ETS and the student learning outcomes of the undergraduate program. We suspended ETS testing in Fall 2006 while we were working to link the ETS exam to our learning outcomes. We then switched to computer-based ETS testing in Spring 2007, which allowed additional information to be collected.

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 student learning outcomes. These data are presented in Appendix C.

The School also looked at the data collection process. We are proud to have 100% involvement of all faculty in assessment data collection in 2006-07. In the past the adjunct instructors were not as

involved in the collection and review of assessment data. Starting in Fall 2006, the School made an effort to improve the participation of adjunct instructors in assessment activities. We are pleased to report that adjunct instructors teaching the courses identified for assessment data collection in 2006-07 were fully participating in the data collection process.

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 is presented to the School's faculty and staff at every School of Business meeting generally once a month. Assessment results for each semester are 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 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 appeared in the *NCIndiana* newsletter distributed to stakeholders in the service area. In addition, the assessment results were presented at the School's advisory board meeting.

One big change to dissemination of the assessment results to all stakeholders that took place in 2006-07 was the construction of assessment web pages. The School's webmaster developed a series of pages 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 and user-friendly 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	Acceptable	Needs Improvement	Benchmark (Excellent / Acceptable)
FALL 2006						
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	X		85% / 60 %
Production, costs, revenues, and profits	7.2.2	E201		X		85% / 60 %
Market structures	7.2.3	E201		X	X	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	X		85% / 60 %
Fiscal and monetary policies	7.2.6	E202	X	X		85% / 60 %
Money and the Federal Reserve system.	7.2.7	E202		X	X	85% / 60 %
Gains to trade, barriers to trade	7.2.8	E201	X	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%

Objectives/Outcomes		Course	Excellent	Acceptable	Needs Improvement	Benchmark (Excellent / Acceptable)
SPRING 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	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		85% / 60 %
Inflation, unemployment and GDP	7.2.4	E202	X	X		85% / 60 %
Theory of growth in output and income	7.2.5	E202		X	X	85% / 60 %
Fiscal and monetary policies	7.2.6	E202		X	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	X		80% / 60%
Nature and sources of law	7.4.7	L201	X	X		80% / 60%
Rules that bound business entities	7.4.8	L201	X	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

Outcomes		A201	A202	E201	E202	E270	D301	F301	K201	L201	M301	P301	S302	Z302	J401	Benchmark (Excellent / Acceptable)
ACCOUNTING																
Record accounting transactions.	7.1.1	X														90% / 70%
Phases of the accounting cycle.	7.1.2	X														90% / 70%
Major financial statements.	7.1.3	X														90% / 70%
Financial statements in decision making	7.1.4	X														90% / 70%
Overhead cost allocation.	7.1.5		X													90% / 70%
Cost behavior	7.1.6		X													90% / 70%
Variance analysis.	7.1.7		X													90% / 70%
Managerial accounting reports	7.1.8		X													90% / 70%
ECONOMICS																
Supply and demand	7.2.1			X												85% / 60 %
Cost measures	7.2.2			X												85% / 60 %
Market structures	7.2.3			X												85% / 60 %
Measures of inflation, unemployment and GDP	7.2.4				X											85% / 60 %
Growth policy	7.2.5				X											85% / 60 %
Fiscal and monetary policies	7.2.6				X											85% / 60 %
Money and the Federal Reserve system.	7.2.7				X											85% / 60 %
Gains to trade, barriers to trade	7.2.8			X												85% / 60 %
FINANCE																
The time value of money	7.3.1							X								90% / 70%
Valuation models	7.3.2							X								90% / 70%
Capital budgeting theory and its application	7.3.3							X								90% / 70%
Capital Asset Pricing Model.	7.3.4							X								90% / 70%
Capital structure	7.3.5							X								90% / 70%
LEGAL, ETHICAL, SOCIAL, INTERNATIONAL ISSUES																
National, international and intercultural factors	7.4.1						X									80% / 60%
Theories of trade and investment	7.4.2						X									80% / 60%
Major trade and investment flows	7.4.3						X									80% / 60%
Multinational enterprises	7.4.4						X									80% / 60%
National competitiveness	7.4.5						X									80% / 60%
Concept of ethics	7.4.6									X						80% / 60%
Nature and sources of law	7.4.7									X						80% / 60%
Rules that bound business entities	7.4.8									X						80% / 60%
MANAGEMENT																
Nature of an enterprise	7.5.1														X	80% / 60%
Environment of enterprise	7.5.1.1														X	80% / 60%
Stakeholders of enterprise	7.5.1.2														X	80% / 60%
Analytical framework of enterprise	7.5.2														X	80% / 60%
Competitive analysis	7.5.2.1														X	80% / 60%
Internal analysis of an organization	7.5.2.2														X	80% / 60%
Leadership and motivation	7.5.3													X		80% / 60%
MANAGEMENT INFORMATION SYSTEMS																
Nature of IS	7.6.1												X			80% / 60%
Database, its design and use	7.6.2												X			80% / 60%
Impact of IS on organization	7.6.3												X			80% / 60%
Implications of telecommunications and e-business	7.6.4												X			80% / 60%
MARKETING																
Eight universal functions of marketing.	7.7.1										X					90% / 70%
Marketing concept.	7.7.2										X					90% / 70%
Marketing opportunities.	7.7.3										X					90% / 70%
Segment product-markets / marketing mix	7.7.4										X					90% / 70%
Marketing management / strategic market planning	7.7.5										X					90% / 70%
OPERATION MANAGEMENT																
Role of operation management in business strategy	7.8.1											X				80% / 60%
Interaction with other functions	7.8.2											X				80% / 60%
Quality and technology	7.8.3											X				80% / 60%
Selected OM concepts and techniques	7.8.4											X				80% / 60%

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

Outcomes		A201	A202	E201	E202	E270	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, Q
Valuation models	7.3.2							E, Q
Capital budgeting theory and its application	7.3.3							E, Q
Capital Asset Pricing Model.	7.3.4							E, Q
Capital structure	7.3.5							E, Q
LEGAL, ETHICAL, SOCIAL, INTERNATIONAL ISSUES								
National, international and intercultural factors	7.4.1						E	
Theories of trade and investment	7.4.2						E	
Major trade and investment flows	7.4.3						E	
Multinational enterprises	7.4.4						E	
National competitiveness	7.4.5						E	
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, CI = Critical Incidents, H = Homework/Problems, Q = Quizzes

Outcomes		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	Q					
Nature and sources of law	7.4.7	Q					
Rules that bound business entities	7.4.8	Q					
MANAGEMENT							
Nature of an enterprise	7.5.1						E
Environment of enterprise	7.5.1.1						E
Stakeholders of enterprise	7.5.1.2						E
Analytical framework of enterprise	7.5.2						E
Competitive analysis	7.5.2.1						E
Internal analysis of an organization	7.5.2.2						E
Leadership and motivation	7.5.3					E, Q	
MANAGEMENT INFORMATION SYSTEMS							
Nature of IS	7.6.1				E, Q		
Database, its design and use	7.6.2				E, Q		
Impact of IS on organization	7.6.3				E, Q		
Implications of telecommunications and e-business	7.6.4				E, Q		
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, CI = Critical Incidents, H = Homework/Problems, Q = Quizzes							

APPENDIX D. SAMPLE ASSESSMENT DATA FORM

IUK School of Business Assessment Data Form

Course: A202

Semester: Spring 2007

Faculty: Cox

Comments: These results reflect the performance of 23 students from one section of Managerial Accounting. The understanding of cost allocation has been an area of weakness in previous semesters. In the fall of 2006 student performance in cost allocation improved and the improvement continued in the spring of 2007. However, using cost behavior to solve business problems suffered an unusual decline given that the performance in the other components for this class were, on average, better than previous semesters. I believe that this result is attributable to the timing of the coverage of the material and the test. Most of the sampled questions come from one chapter that was covered the week before spring break and the test was the week after the break. Due to the loss of two classes due to snow days, I covered this material quickly as we approached the exam. Apparently the students missed the more complete coverage. Thus, I believe that this result is an aberration.

Goal	Fall 2005	Spring 2006	Fall 2006	Spring 2007	Spring 2007 Evaluation		
					Excellent	Acceptable	Needs Improvement
Apply the methods of overhead cost allocation ^a	62.3%	62.7%	69.3%	73.9%		X	
Apply cost behavior to solve business problems ^b	79.1%	73.9%	77.9%	63.5%			X
Perform variance analysis ^c	72.8%	75.0%	73.0%	78.3%		X	
Prepare major accounting statement reports such as the statement of cost of goods manufactured and a production report ^d	75.9%	71.8%	76.1%	73.0%		X	

^a Based on problems 16, 18, 23, and 24 from Exam 2.

^b Based on problems 10, 12, 13, 14, and 15 from Exam 2.

^c Based on problems 1, 2, 3, 4, 5, 6, 9, and 10 from Exam 3.

^d Based on problems 1, 25, and 26 from Exam 2.

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. 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 2006-07 comparative benchmarks from ETS are based on the sample of 8,986 students at 181 institutions.

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