

Major/Program: School of Business and Economics

Annual ASSESSMENT of the Major/Program

Fall 2016-Spring 2017

What are the student learning outcomes in the major/program?

Undergraduate Goal 1: Students can demonstrate effective teamwork skills

Undergraduate Goal 2: Students can demonstrate effective team leadership roles

Undergraduate Goal 3: Students can use business management software in the analysis of business decision situations

Undergraduate Goal 4: Students can demonstrate effective interpersonal, written and oral communication skills

Undergraduate Goal 5: Students can demonstrate knowledge of the functional business disciplines

Undergraduate Goal 6: Students can demonstrate knowledge and understanding of ethical issues and effectively apply ethical concepts to business decision making

Undergraduate Goal 7: Students can use knowledge of multicultural and diverse perspectives to make effective business decisions

Undergraduate Goal 8: Students can demonstrate the ability to think critically and analytically when making effective business decisions

MBA Goal 1a: Students can demonstrate and identify effective teamwork skills and recommend steps for improving teamwork skills

MBA Goal 1b: Students can demonstrate and identify effective leadership skills and recommend steps for improving leadership skills

MBA Goal 2a: Students can effectively and comprehensively apply MIS tools and knowledge in the analysis of business decision situations

MBA Goal 3a: Students can demonstrate knowledge of the functional business disciplines.

MBA Goal 3b: Students can demonstrate the ability to think critically and analytically when making effective business decisions

MBA Goal 4a: Students can use knowledge of multicultural and diverse perspectives to make effective business decisions

MBA Goal 4b: Students display corporate social responsibility

Which outcome(s) did you assess this academic year?

All undergraduate and MBA learning goals were assessed with the exception of Information Systems at both undergraduate and MBA levels.

How did you assess the learning outcomes this academic year?

Undergraduate Goal 1: Students can demonstrate effective teamwork skills

- Team Evaluation Form in Z442
- Assessment Center

Undergraduate Goal 2: Students can demonstrate effective team leadership roles

- Team Evaluation Form in Z442
- Assessment Center

Undergraduate Goal 3: Students can use business management software in the analysis of business decision situations

- Technology Pre-Test and Post-test in K321
- MIS case in K321

Undergraduate Goal 4: Students can demonstrate effective interpersonal, written and oral communication skills

- Written Communication Evaluation Form in W402

- Presentation in W402 and J403
- Assessment Center

Undergraduate Goal 5: Students can demonstrate knowledge of the functional business disciplines

- ETS exam in J403

Undergraduate Goal 6: Students can demonstrate knowledge and understanding of ethical issues and effectively apply ethical concepts to business decision making

- Ethics exam on the ETS exam in J403
- Ethics Exam 1 and 2 in P306 and L201
- Assessment Center

Undergraduate Goal 7: Students can use knowledge of multicultural and diverse perspectives to make effective business decisions

- Diversity Exam 1 and 2 in X255
- Essay Question in X255
- Assessment Center

Undergraduate Goal 8: Students can demonstrate the ability to think critically and analytically when making effective business decisions

- Essay Question in W402
- Assessment Center

MBA Goal 1a: Students can demonstrate and identify effective teamwork skills and recommend steps for improving teamwork skills

- Self-Assessment project in C512
- Team Member Feedback project in C512
- Assessment Center

MBA Goal 1b: Students can demonstrate and identify effective leadership skills and recommend steps for improving leadership skills

- 16 PF project in C512
- Hogan Development Survey project in Z506
- Assessment Center

MBA Goal 2a: Students can effectively and comprehensively apply MIS tools and knowledge in the analysis of business decision situations

- MIS case in A516

MBA Goal 3a: Students can demonstrate knowledge of the functional business disciplines.

- ETS exam in D511

MBA Goal 3b: Students can demonstrate the ability to think critically and analytically when making effective business decisions

- Assessment Center

MBA Goal 4a: Students can use knowledge of multicultural and diverse perspectives to make effective business decisions

- Diversity Exam 1 and 2 in G514
- Diversity Essay/Case in G514
- Assessment Center

MBA Goal 4b: Students display corporate social responsibility

- Ethics Exam on ETS in D511
- Ethics Exam 1 and 2 in B514

Please **summarize the data** you have collected this academic year.

Undergraduate Goal 1. Students can demonstrate effective teamwork skills

- 86% of students were in the competent or accomplished categories

Undergraduate Goal 2. Students can demonstrate effective team leadership roles

- 80% of students were in the competent or accomplished categories

Undergraduate Goal 4. Students can demonstrate effective interpersonal, written and oral communication skills

- 69% of students were in the competent or accomplished categories for written communication; 82% for interpersonal; and 98% for oral communication

Undergraduate Goal 5: Students can demonstrate knowledge of the functional business disciplines

- 56% of our students were in the competent or accomplished categories for Accounting
- 71% of our students were in the competent or accomplished categories for Finance
- 79% of our students were in the competent or accomplished categories for IS
- 63% of our students were in the competent or accomplished categories for Management
- 74% of our students were in the competent or accomplished categories for Marketing
- 48% of our students were in the competent or accomplished categories for Economics
- 62% of our students were in the competent or accomplished categories for Legal
- 31% of our students were in the competent or accomplished categories for Quantitative
- 44% of our students were in the competent or accomplished categories International

Undergraduate Goal 6: Students can demonstrate knowledge and understanding of ethical issues and effectively apply ethical concepts to business decision making

- 74% of students were in the competent or accomplished categories

Undergraduate Goal 7: Students can use knowledge of multicultural and diverse perspectives to make effective business decisions

- 74% of students were in the competent or accomplished categories

Undergraduate Goal 8: Students can demonstrate the ability to think critically and analytically when making effective business decisions

- 47% of students were in the competent and accomplished categories

MBA Goal 1a: Students can demonstrate and identify effective teamwork skills and recommend steps for improving teamwork skills

- 98% of students were in the competent or accomplished categories

MBA Goal 1b: Students can demonstrate and identify effective leadership skills and recommend steps for improving leadership skills

- 96% of students were in the competent or accomplished categories

MBA Goal 3a: Students can demonstrate knowledge of the functional business disciplines.

- 90% of our students were in the competent or accomplished categories for marketing
- 73% of our students were in the competent or accomplished categories for management
- 70% of our students were in the competent or accomplished categories for finance
- 70% of our students were in the competent or accomplished categories for accounting
- 80% of our students were in the competent or accomplished categories for strategic integration

MBA Goal 3b: Students can demonstrate the ability to think critically and analytically when making effective business decisions

- 55% of students were in the competent or accomplished categories

MBA Goal 4a: Students can use knowledge of multicultural and diverse perspectives to make effective business decisions

- 23% of students were in the competent or accomplished categories

MBA Goal 4b: Students display corporate social responsibility

- 83% of students were in the competent or accomplished categories

Please describe any programmatic changes you have made or are planning to make based on the data you have collected (action steps).

A review of the ETS exam, along with student performance on this exam and discussion with faculty who teach the MBA capstone, led to a decision to replace the ETS as our assessment tool for the MBA functional knowledge learning goal. Beginning with the Spring 2017 semester, we will use the CapSim simulation. Over the 2017-2018 academic year, we will consider doing the same at the undergraduate level. We also plan to explore ways in which we can incorporate development of competencies evaluated by the Assessment Center across the curriculum.

Please report on the progress of your **action steps** reported in 2015-2016. See [Assessment Results](#) for your previous unit reports.

Over the last academic year, we have accomplished the following goals:

1. Reviewed and updated our MBA curriculum and Assurance of Learning program.
2. Evaluated the need for additional skill development programs pertaining to written communication and presentation.
3. Created more specific learning objectives for the functional discipline areas.
4. We have expanded our tutoring program and implemented a mentoring program for undergraduate students.

****Note:** Please use this template to provide the responses to the prompts above.**