

Campus Assessment of Student Learning Outcomes

Unit Name: School of Business & Economics Assessment Summary Fall 2007-Spring 2008

What are the student learning outcomes in your unit?

1. **Teamwork:** Students will use teamwork skills to participate effectively in team problem-solving and decision-making situations.
2. **Leadership:** Students will use leadership skills to participate effectively in individual and team problem-solving and decision-making situations.
3. **Technology:** Students will be able to use word-processing, spreadsheet, database, and collaborative software and worldwide web tools and apply them to analysis of business decision situations.
4. **Communication:** Students will be able to communicate interpersonally in order to establish positive business relationships; and logically and effectively construct and deliver business presentations in oral and written formats, utilizing a variety of presentation tools and media.
5. **Functional Knowledge:** Students will know the core concepts of each business discipline – accounting, finance, information systems, management, and marketing.
6. **Ethics:** Students will be able to identify ethical issues in business situations and propose effective approaches to their resolution.
7. **Global and Diverse Perspectives:** Students will be able to identify multicultural and diversity issues in business situations and evaluate their impact.
8. **Critical, Analytical and Integrative Thinking:** Students will be able to analyze business problem situations systematically and effectively, and apply knowledge from multiple disciplines to the problem.

Which outcome did you assess this academic year?

All learning outcomes have been assessed.

How did you assess their skills before, during and/or at the end of the semester/ academic year?

Please see outcome assessment templates at the end of this questionnaire.

Please summarize the data you have collected this semester/academic year.

We have collected the following data during this academic year:

1. Graduating student exit survey data (both at B.S. and MBA levels)
2. Core concept examination data
3. EBI Faculty Survey data
4. ETS Business Area test data
5. ETS Information and Communications Literacy Advanced Assessment Test data
6. Teamwork evaluation data

7. Team Leadership Roles evaluation data

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

We will assess the data with the faculty in the fall semester and decide at that time if any changes will be made based on the data we have gathered this year.

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

Outcome #1 - Teamwork: Students will use teamwork skills to participate effectively in team problem-solving and decision-making situations.			
Learning Objective	Name of Assessment Tool	Description of Assessment Tool	Date of Administration
<ul style="list-style-type: none"> ■ Can articulate the benefits of working in a team for problem solving and decision making ■ Will know and understand the primary teamwork roles and the positive and negative behaviors associated with effective team membership 	<ul style="list-style-type: none"> ■ Core Concepts Examination 	<ul style="list-style-type: none"> ■ School examination over core concepts in Business Core coursework 	<ul style="list-style-type: none"> ■ J403 every other semester
<ul style="list-style-type: none"> ■ Will exhibit more positive teamwork behaviors than negative behaviors in team situations 	<ul style="list-style-type: none"> ■ Teamwork Evaluation Form ■ SBI Team Peer Evaluation Form 	<ul style="list-style-type: none"> ■ Form assessing occurrence of positive and negative team behaviors during team exercises ■ Form rates team membership characteristics of team members in team case project 	<ul style="list-style-type: none"> ■ Z442 Fall/Spring ■ J403 each semester

Outcome #2 - Leadership: Students will use leadership skills to participate effectively in individual and team problem-solving and decision-making situations.

Learning Objective	Name of Assessment Tool	Description of Assessment Tool	Date of Administration
<ul style="list-style-type: none"> Will know and understand the primary leadership roles and the positive and negative behaviors associated with effective team leadership 	<ul style="list-style-type: none"> Core Concepts Examination 	<ul style="list-style-type: none"> School examination over core concepts in Business Core coursework 	<ul style="list-style-type: none"> J403 every other semester
<ul style="list-style-type: none"> Will exhibit more positive leadership behaviors than negative behaviors in leadership situations 	<ul style="list-style-type: none"> Team Leadership Roles Evaluation Form 	<ul style="list-style-type: none"> Form assessing occurrence of positive and negative leadership behaviors during team exercises Form assessing application of leadership skills in a project management exercise 	<ul style="list-style-type: none"> Z442 each semester Z442 each semester
<ul style="list-style-type: none"> Will exhibit individual leadership skills in problem-solving and decision-making situations 	<ul style="list-style-type: none"> Assessment Center activities include in-basket, client role play, leaderless group discussion and supervisory role play exercises. 	<ul style="list-style-type: none"> Assessment Center database of scores by outside raters 	<ul style="list-style-type: none"> X220/X410 through the Assessment Center

Outcome #3 - Technology: Students will be able to use word-processing, spreadsheet, database, and collaborative software and worldwide web tools and apply them to analysis of business decision situations.

Learning Objective	Name of Assessment Tool	Description of Assessment Tool	Date of Administration
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<ul style="list-style-type: none"> ● Can use Microsoft Word to prepare business reports 	<ul style="list-style-type: none"> ■ A106 Challenge Examination ■ ETS Information and Communications Literacy (ICT) - Advanced assessment test 	<ul style="list-style-type: none"> ■ CIS Department Examination over basic computer and Microsoft Office skills ■ Standardized nationally-normed test of computer and information technology literacy 	<ul style="list-style-type: none"> ■ K221 each semester
<ul style="list-style-type: none"> ● Can use Microsoft Excel to prepare and analyze business data 			<ul style="list-style-type: none"> ■ K321 each semester
<ul style="list-style-type: none"> ● Can use Microsoft Access to manage and analyze business data 			
<ul style="list-style-type: none"> ● Can use a web browser to search, locate and retrieve business information from the internet 			
<ul style="list-style-type: none"> ● Can use Microsoft Frontpage or Macromedia Dream Weaver to create and manage a website, intranet and to collaborate. 			
<ul style="list-style-type: none"> ● Can use Microsoft Outlook and other collaborative software for management of personal information and collaboration with others 			
<ul style="list-style-type: none"> ● Can apply MS Office Tools to analyze a business situation and prepare a report 			
<ul style="list-style-type: none"> ● Can apply MIS body of knowledge to business situations 	<ul style="list-style-type: none"> ■ MIS Case Analysis Evaluation 	<ul style="list-style-type: none"> ■ Case analysis Score Sheet for MIS Cases 	<ul style="list-style-type: none"> ■ K321 each semester

Outcome #4 - Communication: Students will be able to communicate interpersonally in order to establish positive business relationships, and to logically and effectively construct and deliver business presentations in oral and written formats, utilizing a variety of presentation tools and media.

Learning Objective	Name of Assessment Tool	Description of Assessment Tool	Date/place of Administration
<ul style="list-style-type: none"> ● Research and construct a professional written document on a business issue 	<ul style="list-style-type: none"> ■ Team Written Communication Evaluation Form (TWCEF) ■ Individual Written Communication Evaluation Form (IWCEF) 	<ul style="list-style-type: none"> ■ Form for scoring content and quality of team written report. ■ Form for scoring content and quality of individual written report. 	<ul style="list-style-type: none"> ■ J403 Fall/Spring ■ P306 Fall/Spring
<ul style="list-style-type: none"> ● Prepare and deliver a professional speech on a business issue 	<ul style="list-style-type: none"> ■ Team Oral Report Evaluation Form (TOREF) ■ Individual Oral Report Evaluation Form (IOREF) 	<ul style="list-style-type: none"> ■ Form for scoring content and presentation quality of team client report. ■ Form for scoring content and presentation quality of individual report. 	<ul style="list-style-type: none"> ■ J403 Fall/Spring
<ul style="list-style-type: none"> ● Produce and distribute an analysis of a business issue, in a professional manner, using appropriate media 			<ul style="list-style-type: none"> ■ J403 Fall/Spring

Outcome #5 - Functional Knowledge: Students will know the core concepts of each business discipline – accounting, finance, information systems, management, and marketing.

Learning Objective	Name of Assessment Tool	Description of Assessment Tool	Date of Administration
<ul style="list-style-type: none"> ● Know core concepts of accounting 	<ul style="list-style-type: none"> ■ ETS Business Area Test ■ Core Concepts Exam 	<ul style="list-style-type: none"> ■ Standardized nationally-normed test on the functional areas of business ■ School examination over core concepts in Business Core coursework 	<ul style="list-style-type: none"> ■ J403 every other semester ■ J403 every other semester
<ul style="list-style-type: none"> ● Know core concepts of finance 			
<ul style="list-style-type: none"> ● Know core concepts of information systems 			
<ul style="list-style-type: none"> ● Know core concepts of management 			
<ul style="list-style-type: none"> ● Know core concepts of marketing 			

Outcome #6 - Ethics: Students will be able to identify ethical issues in business situations and propose effective approaches to their resolution.

Learning Objective	Name of Assessment Tool	Description of Assessment Tool	Date of Administration
<ul style="list-style-type: none"> ■ Can identify ethical issues in business settings 	<ul style="list-style-type: none"> ■ Core Concepts Exam 	<ul style="list-style-type: none"> ■ School Examination over core concepts in Business core coursework 	<ul style="list-style-type: none"> ■ J403 every other semester
<ul style="list-style-type: none"> ■ Can identify the stake holders involved in business ethical issues 			

■Can identify the various stages in the application of ethics in business settings			
■Can describe the characteristics of a contemporary ethical business organizational climate			
■ Can describe the consequences of unethical behavior in a business setting	■Tests and cases on ethics	■Course embedded tests and cases	■ P306 each semester ■L201 each semester
■Can develop a resolution to ethical situations in business settings.			

Outcome #7 - Global and Diverse Perspectives: Students will be able to identify multicultural and diversity issues in business situations and evaluate their impact.

Learning Objective	Name of Assessment Tool	Description of Assessment Tool	Date of Administration
■Recognition of the concept of diversity	■ETS Business Area Test	■Standardized nationally-normed test on the functional areas of business, including international business.	■ J403 every other semester
■Knowledge and understanding that the world is made up of diverse cultures	■ Core Concepts Exam	■School examination over core concepts in Business Core coursework.	■ J403 every other semester

<ul style="list-style-type: none"> ■ Ability to exhibit an understanding and appreciation of diversity through business interactions with people from different cultures 	Cross-cultural case	Case analysis score sheet	X220/X410 through the Assessment Center
<ul style="list-style-type: none"> ■ Ability to integrate and apply knowledge of diverse cultural views and perspectives in business situations 			

Outcome #8 - Critical, Analytical and Integrative Thinking: Students will be able to analyze business problem situations systematically and effectively, and apply knowledge from multiple disciplines to the problem.

Learning Objective	Name of Assessment Tool	Description of Assessment Tool	Date of Administration
<ul style="list-style-type: none"> ■ Ability to analyze financial statements and make effective decisions 	<ul style="list-style-type: none"> ■ Simulation cash flow statements and decision forms 	<ul style="list-style-type: none"> ■ Evaluation of planned decisions based upon previous period financial statements 	<ul style="list-style-type: none"> ■ W402 each semester
<ul style="list-style-type: none"> ■ Ability to analyze a case study or other fact pattern and draw properly reasoned conclusions 	<ul style="list-style-type: none"> ■ Critical Thinking Examination ■ Assessment Center activities that include in-basket, client role play, leaderless group discussion and supervisory role play exercises. 	<ul style="list-style-type: none"> ■ School Examination ■ Assessment Center database of scores by outside raters 	<ul style="list-style-type: none"> ■ P306 each semester ■ X220/X410 each semester through the Assessment Center