Assessment Summary

Administrative Unit: Management

Contact Person:
>Email: pholland@valdosta.edu
>Phone: 229-245-3821

Assessment Cycle (academic or calendar year): Academic year

Mission (related to VSU mission): The management major is designed to give students the basic knowledge, skills and values of management that build on the foundation provided by the University Core Curriculum and that are required for professional careers in management.

Assessment History (discuss here how and when the unit developed its current assessment program, what it used prior to starting that program to assess its effectiveness, etc.):

All members of the Management faculty participate in the Langdale College Assurance of Learning (AoL) program.   This program assesses Langdale College students' achievement of the Undergraduate Program Objectives, evaluates the assessment results, and recommends curriculum improvements when appropriate. The AoL Oversight Committee supervises a regular schedule of assessments which include case studies, computer software usage, projects, and embedded test questions. Results and recommendations are located in the Langdale College Dean's Office. In addition, the Department conducted the Program Review that is periodically mandated by the Board of Regents in 2006. Reports are located in the Department Head's office.

The current assessment system for the department replaced a system that was put in place in 2004. Because the major is designed to allow students to sequence courses for scheduling convenience, several methods have been used to attempt to capture the "graduating senior." The previous system used projects from senior level courses to assess learning. For AY 05-06 and AY 06-07, an assessment committee analyzed a collection of work from required courses and made recommendations based on their analysis. In AY 07-08, a pre-test, post-test design was used with a multiple choice test composed of questions from each of the required management courses. The pre-test was administered on the first day of Fall semester of 2007 of MGNT 4000, a class that is generally taken very early in the student's career. The post-test was administered in the last week of Spring semester in MGNT 4640, usually taken at the end of the student's academic career.

Goals for Unit:

Management Majors can

>1. Demonstrate knowledge of management concepts and processes and their applications in organizations.

>2. Plan, organize, lead, and control in a variety of organizations and cultures.

3. Recognize and resolve managerial issues using quantitative and behavioral methods and interpersonal skills.

Assessments (include when and to whom these are administered, and align goals with specific assessments):

Projects from senior required and elective courses (Goals 1, 2, 3) were collected in Fall semester (2005 and 2006).   Pre-tests/Post-tests (Goal 1) were administered early in Fall (2007 and 2008) semester (pre-test) and at the end of Spring (2008 and 2009) semester (post-test).

2005-2006
- Assessment Results (submit an electronic file of the data collected):   Management majors demonstrated in their projects the ability to
  - Create a job description form field data
  - Analyze reward-performance link
  - Identify examples of leadership style in practice in actual organizations
  - Use quality management techniques
    These abilities relate to Goal 1. For Goal 2, the "Plan, Do, Check, Act" cycle was applied in a hospital. Relating to Goal 3, students demonstrated the ability to
    - Recognize efficiency issues and recommend solutions
    - Conduct interviews in actual organizations
    - Identify organization problems in a case, define the causes, and recommend solutions
    - Recommend solutions based on analysis of situation using quality management techniques
    - Interact with hospital personnel.

The Program Review completed in 2006 included a recommendation for new programs to meet area needs. No new programs had been added to the Management Department offerings in 25 years. As a result, the Management Department in concert with the College of Business began to consider new programs.

The Business Advisory Council reported the lack of internship opportunities in the Management Department as a weakness (there were no students taking the internship course in 2005-2006).

- Discussion/Dissemination of Results: Department/Dean   The projects assessed were about 10% of those submitted in the classes surveyed. All projects demonstrated knowledge of management principles and the ability to apply them (objectives 1 and 3).   The committee questioned the ability to assess objective 2 in a classroom setting. The Business Advisory Council recommendation for more internship opportunities will ,if implemented, address the need for demonstration of application of knowledge and skills.

- Modifications Made: Process for developing an internship course was initiated.

- **2006-2007**
- Assessment Results (submit an electronic file of the data collected): Management majors demonstrated their ability to

- o do linear programming, forecasting, time series analysis, and decision-making (Goal 1)
- o use quantitative methods for problem solving (Goal 3)
- o use Hofstede's Model of Cultural Differences to describe a country (Goal 1) and
- o identify cultural goals in other countries (Goal 2).

The Associate Dean in a review of college courses reported that there was an inconsistency in course numbering between departments and recommended that courses be renumbered.

A survey of incoming students indicated a high interest in Healthcare Administration courses and/or program. Fifty – 60 percent of entering students wanted at least three healthcare courses.

- Discussion/Dissemination of Results: Department/Dean The committee found that knowledge objectives were better addressed this year than leadership and problem solving objectives. The issue of depth of the management curriculum received the most attention from the committee and a recommendation was made to create a specialization that would allow management majors to explore one aspect of management in greater depth. As a part of that specialization, a management internship option was also developed. The internship would also address the recommendations of the Business Advisory Council which were first made in 2005-06.

- Modifications Made: The Certificate in Human Resources program was developed and submitted to the Academic Committee for approval in Fall, 2007. As part of that certificate program, a Management Internship course was developed. This course includes a form for employee evaluation to determine the effectiveness of the preparation of the intern. These forms will be collected and used for assessment.

2007-2008

- Assessment Results (submit an electronic file of the data collected): . In AY 07-08, a pre-test, post-test design was used with a multiple choice test composed of questions from each of the required management courses. The pre-test was administered on the first day of Fall semester of 2007 of MGNT 4000, a class that is generally taken very early in the student's career. The post-test was administered in the last week of Spring semester in MGNT 4640, usually taken at the end of the student's academic career. The knowledge assessment yielded only one significant change between post-test and pre-test performance. Students who had taken CISM 3540 performed significantly better on the post-test questions than the pre-test questions.
- Discussion/Dissemination of Results: Department/Dean The departmental discussion of the results focused on shortcomings with the test. The Departmental Effectiveness Report is linked on the Department web page.
- Modifications Made: Test questions will be further evaluated to determine which ones should be replaced. Test will be administered again to match specific students on pre-and post-test rather than groups of students. Independent Study and Internship courses were renumbered based on Associate Dean's recommendation .

_____Phyllis Holland   10/29/08_____   _____

Unit Director   **Date**   **President/VP for Unit**   **Date**

Adapted from: University of Alabama SACS site (http://sacs.ua.edu/degreeInfo2.cfm?college=2&dept=50) and

University of Western Kentucky SACS Accreditation Review Process (http://www.wku.edu/sacs/assessmentmanual.htm)