

Institutional Effectiveness Report – 2009-2010

Assessment Summary

Academic Department or Division: Management

Degree Program: BBA in Management

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Assessment Cycle: 2009-2010

Expected Student Learning Outcomes/Goals from 2009-10 Institutional Effectiveness Plan:

- 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.**

Measures (provide a specific measure of success - how will you know when you have achieved your goals?)
Goal satisfaction will be determined by a significant (positive) difference in T-test of mean scores between on pre-and post-tests (Goal 1).

Goal satisfaction will be determined by 60% of the projects being rated satisfactory (Goals 2 and 3).

Assessments/Methods (include how, when, and to whom these are administered, and align outcomes with specific assessments or measures):

After midterm: The management knowledge test for management majors were administered to senior management majors in 4000 level courses. Scores were matched with pre-tests to determine impact of management core courses on student knowledge. Goal satisfaction was determined by a significant (positive) difference in T-test of mean scores between on pre-and post-tests (Goal 1).

End of semester: A committee of management faculty reviewed a sample of projects submitted by management students in BUSA 3500, MGNT 4800, and MGNT4020. Using a scoring rubric, the projects were evaluated to determine the extent to which students demonstrated Goals 2 and 3. Goal satisfaction was determined by 60% of the projects being rated satisfactory.

Data/Evidence Results (qualitative or quantitative summary; raw data should be included in an attachment):
Data analysis showed a significant increase between pre- and post- tests. For twenty pairs that were matched, the mean difference was three additional questions correct. Project evaluations were scored at 88% on ability to plan and organize but 0% demonstrated leadership and control.

Use of Results to Make Improvements (provide a brief explanation for each instance of usage of results to make improvements, clearly connecting each to data/evidence results above)

The test results on the knowledge test have been fairly stable for three administrations of the instrument. However, with changes in faculty and emphasis in some courses, the assessment committee asked for faculty to reevaluate the questions to better reflect what is being taught in courses and to ensure that questions tapped course specific knowledge rather than general knowledge.

The failure of the projects to demonstrate skills in leadership and control was judged by the committee to be unmeasurable because of the nature of projects and the nature of the skill and recommended that learning outcomes be rewritten to be measurable.

The recommended new learning outcomes are:

Management majors will

- 1) Demonstrate knowledge of management concepts and processes.
- 2) Demonstrate the application of management tools and techniques in a variety of settings.
- 3) Perform research on managerial issues and communicate results appropriately.

The committee also recommended adjustment of course coverage based on assessment results and adjustments in assessment process.

Dept. Head/ Director	Date	Dean	Date	VPAA	Date
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