

Institutional Effectiveness Plan – 2011-2012

Assessment Summary

Academic Department or Division: Management and International Business

Degree Program: BBA in Management

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Assessment Cycle: 2011-2012

Expected Student Learning Outcomes/Goals:

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

Measures (provide a specific measure of success - how will you know when you have achieved your goals?)
Management majors will achieve 60% correct answers on the knowledge assessment.

100% of management interns will receive an overall rating of satisfactory on internship evaluation sheets.

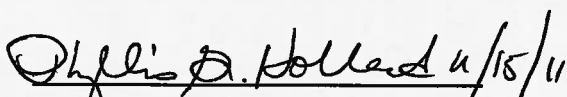
80% of management majors will achieve a satisfactory rating on a rubric evaluating their ability to research a country and its culture and communicate results in writing.

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

Outcome # 1 will be assessed using five imbedded questions in each of the required management courses.

Outcome #2 will be assessed using the required rating sheets that are completed by intern's supervisors. The written comments will be included in the assessment.

A cultural analysis project will be assigned in MGNT 4800. The management assessment team will use a rubric to review these projects.



Dept. Head/ Director Date 4/15/11



Dean Date 12/14/11

VPAA Date
