

Institutional Effectiveness Report – 2010-2011

Assessment Summary

Academic Department or Division: Management and International Business

Degree Program: BBA with Management Major

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Assessment Cycle: 2010-2011

Expected Student Learning Outcomes/Goals from 2010-11 Institutional Effectiveness Plan:

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.

80% of majors assessed will be able to perform a job analysis.

80% of management majors will be able 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):

Blazeview section will be created and populated with senior management majors who will be required to take the knowledge assessment. [Embedded test questions were substituted for this method when investigation proved it to be impractical]

A project which includes a job analysis will be assigned in MGNT 4020.

A cultural analysis project will be assigned in MGNT 4800.

Data/Evidence Results (qualitative or quantitative summary; raw data should be included in an attachment):

In three of the required courses (MGNT 3300, CISM 3450, MGNT 4000) students scored above 60% on all imbedded questions. In these courses, the lowest scoring question was identified for improvement. In MGNT4640, one question relating to the exponential smoothing model scored below 60%. In MGNT 4800, two questions scored lower than 60%. One related to bribery in other cultures and the other to characteristics of various religions. An Excel spread sheet showing these results is attached to this report.

Examination of job analysis and cultural analysis projects indicated no deficiencies in these areas.

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)

Plans for Improvement:

MGNT 4800

Ethical dilemmas in business practices around the world: Lecture material will be enhanced in Session 19, "Global Business Ethics." Chapter 12 of text (page 224): "...certain countries allow firms to deduct foreign bribes as business expenses from their taxable income." The text includes four other issues under the subheading of Ethical Dilemmas which will be presented in the lecture as well. Appropriate text questions will be embedded in Test 3 as well as in the final exam.

Business implications of Islam: Lecture material will be extended in Session 5, "Worldview and Religion," Chapter 3 of text (p.58): "Islam stresses fairness and equity in business dealings. Charging interest is prohibited; Islamic banking takes the form of something resembling venture capital." The lecture will contrast Islamic business implications with those of other monotheistic religions (Judaism and Christianity), as well as with polytheistic religions (Hinduism, Buddhism, and the philosophy of Confucianism). An appropriate test question will be imbedded in the first test of the semester as well as in the final exam.

MGNT 4640

The course schedule was re-worked to include an extra class period discussing the forecasting models chapter in the sections taught by Dr. Howington. Dr. Walker will move coverage of this material away from the end of the semester and to spend more time on the topic.

Phyllis Holland

10/19/2011

Dept. Head/ Director

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