



2008-2009 Assessment Plan Report

PROGRAM ASSESSMENT REPORT AY 2008-2009

Report Date: June 1, 2009
School/College: College of Professional Studies
Department/Program: Bachelor of Information Systems (BSIS)
Person completing the Report: Dr. Moira Gunn, Program Director

1. **Overview Statement:** Briefly summarize the assessment activities that were undertaken this academic year, indicating:
 - a. which program learning outcomes were assessed this year.
 - b. who in your department/program was involved in the assessment of the above learning outcomes

As reflected in the BSIS Program Assessment Plan, the program learning outcomes addressed at this time are **Selected Program Learning Outcomes** #4, #5 and #6:

- #4. Students will understand and experience the principles of software design, development and testing using a relevant programming language.
- #5. Students will appreciate the growth and importance of the digital economy and the socioeconomic implications of information technology, electronic commerce, and consumer behavior.
- #6. Students will integrate the collective expertise incorporated herein, reflect on the ethical and humanistic aspects of information systems, and experience an information-systems-relevant service learning project within the community.

These Program Learning Outcomes reflect **Program Goals** # 2, #3 and #4:

- #2. Participate in the design and development of information systems, demonstrating technical skills relevant to the construction of information systems, including database design and software programming.
- #3. Recognize and comprehend the importance of emergent technologies relevant to information systems, including telecommunications and electronic commerce.
- #4. Demonstrate Information Systems-relevant people, business, and team skills, incorporating ethics, humanistic values and professionalism.



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Information Systems Program Director Dr. Moira Gunn is responsible for the ongoing assessment, working with faculty and individual instructors to carry out the assessment, with the support of Program Assistant Wilma Kay. Professor Art Karshmer and adjunct faculty members Steve Hammond and William Kolb will be conducting the individual assessments.

2. Please Answer the Following Questions for Each of the Student Outcomes Assessed:

a. What did you do?

Describe clearly and concisely how you assessed the learning outcomes that were evaluated this year (e.g., measures, research methods, etc.).

- #4. Students will understand and experience the principles of software design, development and testing using a relevant programming language.

Professor Art Karshmer, in association with the Information Systems faculty, will complete development and administration of the software proficiency assessment and administer same to the students in San Francisco cohort M0309 scheduled for 9/9/09-10/21/09, for the course BSIS 315 Software Programming Concepts.

- #5. Students will appreciate the growth and importance of the digital economy and the socioeconomic implications of information technology, electronic commerce, and consumer behavior.

Program Director Dr. Moira Gunn, and Adjunct Faculty Bill Kolb and Steve Hammond, in association with the Information Systems faculty, will complete development and administration of the digital economy, the socioeconomic implications of information technology, electronic commerce, and consumer behavior assessment, and administer same to the students in San Francisco cohort M0308 scheduled for 5/27/09-6/12/09, for the course BSIS 330 E-Commerce Strategy, Architecture and Design.

- #6. Students will integrate the collective expertise incorporated herein, reflect on the ethical and humanistic aspects of information systems, and experience an information-systems-relevant service learning project within the community.

Program Director Dr. Moira Gunn, and Adjunct Faculty Bill Kolb and Steve Hammond, in association with the Information Systems faculty, will complete development and administration of the ethical and humanistic aspects of information systems, and experience an information-systems-relevant service learning project, and administer same to the students in San Francisco cohort M0308 scheduled for 5/27/09-6/12/09, , for the course BSIS 430 Project Planning and Development.

b. What did the faculty in the department or program learn?

Summarize your findings and conclusions as a result of the assessment indicating strengths and weaknesses in student learning demonstrated by this assessment.



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Primary efforts focused on constructing measurements for these learning outcomes. The primary measurement devices shall be direct testing and end-of-course surveys.

c. What will be done differently as a result of what was learned?

Discuss how courses and/or curricula will be changed to improve student learning as a result of the assessment. Include a discussion of how the faculty will help students overcome their weaknesses and improve their strengths.

The BSIS 315 Software Development Concepts is a mature course with well-understood learning objectives. Still, in the past academic year, the programming language of choice transitioned from Java to Visual Basic.

Also going into AY 2008-2009, the BSIS 330 E-Commerce and BSIS 430 Project Planning courses were combined to be taught by one instructor. These addressed several problems which had been prominent: (1) Since the BSIS 330 class was primarily on-line and overlapped other courses, the students felt an essential disconnect as compared with their usual instructors and felt that a general lack of coordination in their overall workload. (2) Since the BSIS 430 course required a community-based service learning project, identifying appropriate candidates and working through all aspects of the project could sometimes incur an undue burden on the students. Assigning one instructor to both courses – and stretching out the class sessions over as many weeks as possible – enable both subjects to be addressed in a timely fashion. Therefore, the learning objectives for these two courses will be assessed simultaneously.

- 3. Attach a copy of the components of the department/program assessment plan that have been modified since its initial submission:**
- a. Program Mission
 - b. Program Learning Goals
 - c. Program Learning Outcomes
 - d. Program Learning Rubrics aligned with outcomes
 - e. Curriculum map that shows the courses that pertain to the outcome

There were no changes to the BSIS Program Assessment Plan.

Please return to: Provost Office by June 1, 2009

You can send your replies as either a Word attachment (to: marin@usfca.edu) or as a hard copy to: Provost Office, Lone Mountain Rossi Wing 4th floor.

If you have any questions, please contact: William Murry, Director of Institutional Assessment (wmurry@usfca.edu or x5486).