



2008-2009 Assessment Plan Report

PROGRAM ASSESSMENT REPORT AY 2008-2009

Report Date: *June 1, 2009*

School/College: *School of Business and Management*

Department/Program: *Business Administration/Management Major*

Person completing the Report: *Sonja Martin Poole, Ph.D.*

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

This year the following BA/Mgmt student learning outcomes were assessed.

- A. Leadership*
- B. Global Perspective*
- C. Information Analysis & Application*
- D. Business Concepts*

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.). [please use bullet points to answer this question]

- *Appointed faculty members conducted course-embedded assessments of individual student written assignments or exams.*
- *Each assignment was rated on a four to six-point scale, with six being the highest score possible, along specified performance dimensions. (See rubrics attached).*
- *A 75% satisfactory performance level was set as the targeted benchmark for the stated outcome.*
- *The following expectations were established: (1) 75% of the students will score 4 or above on the stated outcome represented by the total average score; and (2) 75% of the students will score greater than or equal to 4 of each of the defined performance dimensions.*
- *The data collected were then subjected to a simple analysis of means and frequencies and inter-rater reliability.*

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



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

The results of the Fall 2008 assessment indicate students exceeded faculty expectations on overall performance in Leadership (Communications), but not in Business Concepts.

Student areas of strength include:

- *Critical analysis of business concepts*
- *Organization of written communication*
- *Mechanics of written communication*
- *Communicating content (written communication)*
- *Delivery of oral presentation*
- *Organization of oral presentation*
- *Eye contact in oral presentation*

Student areas of weakness include:

- *Understanding strategic issues in business concepts*
- *Offering relevant and clear recommendations for business problems*

The Spring 2009 assessment data have not been compiled as of the date of this report.

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 Undergraduate Program Committee (UPC) is scheduled to discuss the findings of the 2008-2009 assessment cycle at the beginning of the Fall 2009 term.

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



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