

ASSURANCE OF LEARNING COMMITTEE REPORT AY 2012-2013

ASSESSMENT PROCESS AND IMPROVEMENTS

During the 2012-2013 AY the Assurance of Learning Committee continued its best practices developed during the previous years. In addition, several major initiatives for further improvement of the assessment process in the CoB were successfully implemented.

- (1) Based on the data accumulated during the past academic years, the Assurance of Learning Committee identified systematic patterns in undergraduate student performance on each learning goal. The major trends in the BSBA program were shared with the Undergraduate Curriculum Committee during a special meeting in Spring 2013. After extensive discussion, the two committees came up with specific actions for addressing some of the problems. The remaining issues were brought by department representatives to their respective departments for further discussion and brainstorming on possible actions. These discussions will continue in Fall 2013.
- (2) Based on the data accumulated during the past academic years, the Assurance of Learning Committee identified systematic patterns in graduate student performance on each learning goal. The major trends in the MBA program were shared with the Graduate Curriculum Committee during a special meeting in Spring 2013. After extensive discussion, the two committees came up with specific actions for addressing some of the problems. The remaining issues were brought by department representatives to their respective departments for further discussion and brainstorming on possible actions. These discussions will continue in Fall 2013.
- (3) The Assurance of Learning Committee worked with representatives from the Accounting department to adapt existing assessment rubrics and develop new tools as needed for assessing the learning goals approved for the MSA program. Faculty teaching 800-level accounting classes began implementing these rubrics in Fall 2012 and Spring 2013.
- (4) The faculty teaching in the new MSA program have revised and updated all course offerings based on the assessment results from previous years. In addition, seven new courses were introduced as of AY 2012-2013 and the program requirements were revised to ensure greater flexibility for students. A preliminary assessment plan (rotation schedule) for the MSA program was developed and the first two courses were assessed in Spring 2013.

ASSESSMENT RESULTS

BS in Business Administration. The results of the direct assessment of the BSBA learning objectives using assessment rubrics (adopted in Fall 2008) for course-embedded analysis are shown in Table 1. The table shows the aggregate percentage of students scoring “acceptable” or higher on each learning objective; the number of students assessed is in brackets. Detailed information on each learning objective assessed in Fall 2012 and Spring 2013 is provided in the Appendix. The performance target of 85% acceptable or better performance on each learning objective reflects the shared goal of the CoB faculty to improve the quality of the BSBA program.

In total, 4180 student-assessments were conducted during AY2012-2013 (2001 in Fall 2012 and 2179 in Spring 2013), ensuring that a representative sample of undergraduate students were assessed on one or more learning objectives. Student performance on most learning goals is consistent with previous assessment periods. However, the results for written and oral communications are lower in Spring 2013. The Assurance of Learning Committee in discussions with the Undergraduate Curriculum Committee determined that the poor communication skills among undergraduate students are largely due to the suspension of the previously required class in business communications in response to budgetary constraints and its replacement with an on-line class. The two committees hope that this problem will be addressed by implementing the newly approved GVAR class in business communications which will involve substantive student-instructor interactions.

Table 1 – BS in Business Administration Learning Objectives

Learning objectives	Fall 2012	Spring 2013
Functional knowledge	89% (45 students)	67% (626 students)
Written communication	91% (63 students)	74% (92 students)
Oral communication	88% (222 students)	81% (140 students)
Qualitative analysis	93% (104 students)	NA
Quantitative analysis	78% (982 students)	78% (862 students)
Teamwork skills	87% (507 students)	88% (424 students)
Ethical & social awareness	87% (45 students)	91% (35 students)
Global awareness	81% (33 students)	NA

Master of Business Administration. The results of the direct assessment of the MBA learning objectives using assessment rubrics for course-embedded analysis are shown in Table 3. The table shows the aggregate percentage of students scoring “acceptable” or higher on each learning objective; the number of students assessed is in brackets. Consistent with the efforts to improve the quality of the MBA program, in May 2009 the Assurance of Learning Committee recommended and the Graduate Curriculum Committee approved a new target of 90% acceptable or better performance on each learning objective, which continues to be applied this AY.

In total, 722 students were assessed in AY2012-2013 (312 in Fall 2012 and 410 in Spring 2013), ensuring that a major part of the MBA students were assessed on at least one learning objective. As Table 3 shows, student performance on content knowledge, global awareness, ethical awareness, and written communication meet the 90% target. Students performed below the target level on quantitative analysis, teamwork, and oral communication in Spring 2013, suggesting a need for improvement in these areas. More detailed analysis shows that students continue to struggle with interpreting the results of their analysis and drawing appropriate conclusions. Teamwork skills have to be monitored more closely in the areas of interactions with teammates and keeping on track.

In Spring 2010 the Graduate Curriculum Committee brought up for discussion concerns with MBA students' writing skills, especially in terms of grammar and business vocabulary. As a result, the Graduate Curriculum Committee developed a recommended text to be included in all MBA syllabi. The continuous improvement in written communication skills shows that these efforts were productive and the majority of students perform better in their writing assignments. During the joint meeting between the Assurance of Learning Committee and the Graduate Curriculum Committee in Spring 2013, discussions suggested that the few remaining cases where a student could not master written communication skills, despite the language courses and assistance offered in the MBA program, may be due to the occasional admission of international students with poor English language proficiency who meet the rest of the admission standards. Strict following of all admission standards by the MBA program staff can help address this problem.

Table 3 – Master of Business Administration Learning Objectives

Learning objectives	Fall 2012	Spring 2013
Content knowledge	90% (126 students)	93% (125 students)
Global awareness	97% (25 students)	NA
Ethical awareness	NA	100% (22 students)
Quantitative analysis	94% (85 students)	86% (109 students)
Qualitative analysis	NA	NA
Teamwork skills	NA	89% (78 students)
Written communication	100% (76 students)	92% (50 students)
Oral communication	NA	86% (26 students)

BS in Hospitality and Tourism Management

BS in Hospitality and Tourism Management was not assessed in AY2012-2013 due to faculty availability. Program assessment will be reinstated in Fall 2013.

Results of Assessing Learning Goals in the BSBA Program in Fall 2012

Learning Goals	Course(s) Assessed	Sample	Methodology	% acceptable or excellent	Response/Action Items
1. Discipline Knowledge	FIN 370	N=45	Assessed in an elective class	89%	Goals are being met at an acceptable level.
2a. Written Communication Skills	BUS 682	N=63	Written assignment	<u>Traits:</u> Content: 98% Organization: 95% Language: 84% Grammar: 87% Average of all traits: 91%	Need for improvement in the use of proper business language and grammar.
2b: Oral Communication Skills	BUS 690 MGMT 655	N = 222	Project Presentations	<u>Traits:</u> Content: 98% Organization: 95% Supporting Materials: 82% Delivery Skills: 75% Average of all traits: 88%	Improvements are needed in delivery skills and use of appropriate supporting materials
3a: Qualitative Analysis	BUS 690 MGMT 655	N = 104	Case analysis exam	<u>Traits:</u> Identification: 96% Data: 93% Analysis: 90% Integration: 89% Alternatives: 94% Recommendations: 94% Average of all traits: 93%	Goals are being met at an acceptable level. We will continue monitoring to ensure the program is on target.
3b: Quantitative Analysis	ACCT307 DS212 DS412 FIN350 FIN351 FIN353 FIN372 FIN356	N = 982	Assessed core and elective classes	<u>Traits:</u> Identification: 85% Execution: 77% Conclusion: 72% Average of all traits: 78%	Improvement is needed in analysis execution and conclusions.
4. Team Skills	BUS690 DS412 MGMT655 MGMT670 MKTG432	N = 507	www.catme.org online team peer evaluation questionnaire	<u>Traits:</u> Contributing: 85% Interacting: 89% Keeping on Track: 86% Quality: 87% Knowledge: 89% Average of all traits: 87%	Goals are being met at an acceptable level. We will continue monitoring to ensure the program is on target.
5a. Ethical Awareness	FIN 370	N=45	Written assignment	<u>Traits:</u> Identification: 87% Stakeholder: 87% Analysis: 87% Frameworks: 87% Action: 87% Average of all traits: 87%	Goals are being met at an acceptable level. We will continue monitoring to ensure the program is on target.
5b. Global Awareness	IBUS 690	N = 33	Short Case Analysis	<u>Traits:</u> Identification: 88% Analysis: 94% Application: 61% Average of all traits: 87%	Significant improvement is needed in student ability to apply theory to practice.

Results of Assessing Learning Goals in the BSBA Program in Spring 2013

Learning Goals	Course(s) Assessed	Sample	Methodology	% acceptable or excellent	Response/Action Items
1. Discipline Knowledge	MKTG 431	N=626	Online tests (intro-level)	67%	This is an acceptable level for introductory courses
2a. Written Communication Skills	BUS 682	N=92	Written report	<u>Traits:</u> Content: 60% Organization: 67% Language: 93% Grammar: 75% Average of all traits: 74%	Significant improvement is needed to meet target!
2b: Oral Communication Skills	BUS 690	N = 140	Project Presentations	<u>Traits:</u> Content: 94% Organization: 91% Supporting materials: 77% Delivery skills: 62% Average of all traits: 81%	Improvement is needed in supporting materials and delivery skills.
3a: Qualitative Analysis	NA				
3b: Quantitative Analysis	ACCT307; DS212; DS412; FIN350; FIN351; FIN353; FIN536; ISYS363	N = 862	Assessed in core and elective classes	<u>Traits:</u> Identification : 83% Execution : 79% Conclusion : 71% Average of all traits: 78%	Improvement is needed in all traits!
4. Team Skills	BUS690; DS660; DS408; DS412; MGMT656 MKTG432	N = 424	www.catme.org online team peer evaluation questionnaire	<u>Traits:</u> Contributing: 85% Interacting: 89% Keeping on Track: 85% Quality: 88% Knowledge: 91% Average of all traits: 88%	Goals are being met at an acceptable level. We will continue monitoring to ensure the program is on target.
5a. Ethical Awareness	BUS 682	N = 35	Written assignment	<u>Traits:</u> Identification: 94% Stakeholder: 94% Analysis: 94% Frameworks: 74% Action: 97% Average of all traits: 91%	The overall goal is being met at the acceptable level; however, students need to work on using appropriate frameworks.
5b. Global Awareness	NA				

Results of Assessing Learning Goals in the MBA Program in Fall 2012

Learning Goals	Course(s) Assessed	Sample	Methodology	% acceptable or excellent	Response/Action Items
1. Content Knowledge	BUS 890	N=126	Written exams	90%	Goals are being met at an acceptable level.
2a. Global Awareness	IBUS 815	N=25	Short case scenarios in the exam	<u>Traits:</u> Identification: 100% Analysis: 96% Application: 96% Average of all traits: 97%	Goals are being met at an acceptable level. We will continue monitoring to ensure the program is on target.
2b. Ethics Awareness	NA				
3a. Quantitative Skills	FIN785, FIN819	N=85	Quantitative task	<u>Traits:</u> Identification: 94% Execution: 92% Conclusions: 96% Average of all traits: 94%	Goals are being met at an acceptable level. We will continue monitoring to ensure the program is on target.
3b. Qualitative Analysis	NA				
4. Teamwork Skills	NA				
5a: Written Communications	BUS 890	N = 76	MBA thesis	<u>Traits:</u> Content: 96% Organization: 96% Language: 100% Grammar: 96% Average of all traits: 97%	Goals are being met at an acceptable level. We will continue monitoring to ensure the program is on target.
5b. Oral Communications	NA				

Results of Assessing Learning Goals for MBA Program in Spring 2013

Learning Goals	Course(s) Assessed	Sample	Methodology	% acceptable or excellent	Response/Action Items
1. Content Knowledge	BUS 890	N=125	Written exams	93%	Goals are being met at an acceptable level.
2a. Global Awareness	NA				
2b. Ethics Awareness	BUS 784	N=22	Exam	<u>Traits:</u> Dilemma: 100% Stakeholders: 100% Alternatives: 100% Frameworks: 100% Action: 100% Average of all traits: 100%	Goals are met at the acceptable level. We will continue monitoring student performance.
3a. Quantitative Skills	ACCT802 ACCT807 ACCT831 DS852	N=109	Quantitative tasks	<u>Traits:</u> Identification: 90% Execution: 87% Conclusions: 81% Average of all traits: 86%	Students need to work on execution of the solution and drawing conclusions.
3b. Qualitative Analysis	NA				
4. Teamwork Skills	DS852 MGMT842 MKTG867	N=78	Team project	<u>Traits:</u> Contributing: 90% Interacting: 86% Keeping on Track: 88% Quality: 91% Knowledge: 90% Average of all traits: 89%	Improvement is needed in interacting with teammates and keeping on track.
5a: Written Communications	BUS 890	N = 50	Written assignment	<u>Traits:</u> Content: 94% Organization: 88% Language: 94% Grammar: 94% Average of all traits: 92%	Improvement is needed in organization of written reports.
5b. Oral Communications	ACCT 802	N=26	Oral Presentation	<u>Traits:</u> Content: 100% Organization: 62% Supporting Materials: 92% Delivery Skills: 88% Average of all traits: 96%	Significant improvement is needed in organization of student presentations!