

### Executive Summary on Programmatic Assessment

The College's assessment activities are implemented by the assessment coordinator under the supervision of the associate dean for administration.

All course-embedded, student learning outcome measures are developed, implemented and analyzed by faculty. For 2006– 07 there were several major projects including, course-embedded assessments (CEA) to measure our learning objectives, surveys and the 11<sup>th</sup> Annual Western Assessment Conference.

#### Completed programmatic assessment activities for 2006-07

Semester	Course	Learning Objective	% of Participants
Fall 06	MGMT 246	3) Ethical awareness	47% of sections
Fall 06	MGMT 518	4) Ethical awareness 5) Legal environment and knowledge	100% of sections
Fall 06	ECON 315	1) Problem solving and critical thinking skills	100% of sections
Fall 06	ECON 515	1) Problem solving and critical thinking skills	100% of sections
Fall 06	FIN 320	1) Problem solving and critical thinking skills	100% of sections
Spring 07	MGMT 449	4) Functional knowledge	20% of sections
Spring 07	MGMT 516	9) Communication skills: written and oral	100% of sections
Spring 07	ISDS 265	6) Information technology skills	100% of sections
Spring 07	ISDS 514	6) Information technology skills	100% of sections

#### Follow-Up Actions

The results each course assessed in fall 2006 were shared with the department's coordinator, chair, faculty, and committees. Dialogue and action have been encouraged with ideas and actions documented for continuous improvement. Follow up actions are being taken to ensure implementation of continuous improvement ideas. Spring 2007 assessment results will be analyzed and discussed during AY 2007-08. Specific actions per course assessed in fall 2006 are as follows:

MGMT 246: After reviewing the results the faculty determined that the learning objective had not been wholly satisfied. To improve ethical awareness at the college-level, an ethics test has been created and implemented. Students must pass the ethics test before they can register for classes. Second, the faculty are reviewing the test questions and textbooks used in MGMT 246. Last, the coordinator will be collaborating with other course coordinators to identify ethics coverage to be reinforced throughout the entire curriculum.

MGMT 518: After reviewing the results the faculty determined that the learning objective had not been wholly satisfied. For continuous improvement the faculty are reviewing the test questions and textbooks for this course. Additionally, the College-based ethics exam may be used at the graduate level as well as the undergraduate-level.

ECON 315: After reviewing the results the faculty determined that the learning objective had not been wholly satisfied. For continuous improvement a best practices workshop was held for ECON 315 faculty. The workshop focused on effective vs. ineffective teaching styles and methods. Additional follow-up measures include: revising

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teaching strategies, discussion of alternative testing methods, possible new test questions, and development of learning outcomes for Economics 315.

ECON 515: After reviewing the results the faculty determined that the learning objective had been satisfied; however there was faculty discussion about how the course should be taught. For continuous improvement, the following strategies were put forth: hold a best practices workshop for the instructors of Managerial Economics regarding the goals and objectives associated with teaching effective problem-solving skills. Also, the possibility of offering two versions of the course: one with and one without calculus as a base will be explored.

FIN 320: After reviewing the results the faculty determined that the learning objective had not been wholly satisfied. Activities for continuous improvement for this course include streamlining of class competencies, updates to final examinations and continuous analysis of semester-to-semester assessment results to track the effectiveness of the program.

#### Other Projects

Surveys included the graduating senior survey and the graduate alumni survey. The results were shared with faculty and committees. The results are tracked from year to year and used in decision making and progression of the College.

The 11<sup>th</sup> Annual Western Assessment Conference was held March 16, 2007. The conference provided workshops in assessment and program evaluation. The conference offered three series of workshops with over 20 total presenters. The keynote speaker was national assessment expert Trudy Banta. This year the conference had a record number of registrations.

Assessment efforts were also a large part of the focus for the Core Course Coordinator Council and nationally-known, programmatic assessment expert Mary Allen led the group in a one-day assessment workshop to help integrate the BA, Business Administration curriculum.

An Assessment Center website was created to share learning objectives, rubrics, reports, flow charts and other assessment-related information.

Other assessment-related activities included attendance to two AACSB applied assessment seminars by the assessment coordinator. Additionally the College worked in the collaboration with the College of Humanities and Social Sciences to develop and document the assessment of the international language and culture learning objectives associated with the BA, International Business degree.

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Plans for 2007-08

**BA, BUSINESS ADMINISTRATION\***

<b>Learning Objective</b>	<b>F 07</b>	<b>F07</b>	<b>S08</b>	<b>S 08</b>	<b>Coordinator</b>
Communication Skills: written and oral	BUAD 301				L. Fraser and T. Rizkallah
Functional Knowledge: interrelationships of disciplines within a strategic framework.		MGMT 449			TBD
People Skills: a) working with and through others, b) working alone and in teams, c) identifying and defining leadership theories and models			MGMT 340		TBD
Multicultural Awareness				MGMT 340	TBD

**\*Includes BA, International Business**

**MBA**

<b>Learning Objective</b>	<b>F 07</b>	<b>F 07</b>	<b>S 08</b>	<b>S 08</b>	<b>Coordinator</b>
Local, Regional and Global Awareness	ECON 521				Adrien Fleissig
Functional Knowledge: principle roles and interrelationships		BUAD 591			TBD
People skills: a) working with and through others, b) working in teams, c) exhibiting leadership when appropriate, including unpredictable environments.			MGMT 524		TBD
Multicultural Awareness				MGMT 524	TBD

Other assessment activities include: the graduating senior survey, graduate alumni survey and the 3, 5, 10-year alumni survey. Work will also continue on the assessment plans for the MSIS, MS Taxation and MS Accountancy programs. The College will also play a leadership role in 12<sup>th</sup> Annual Western Assessment Conference to be held in March 2008.