

| | Assessment Method & Procedures | Data Collection Frequency | Reporting Timeframe | Results | Planned Improvements Based on Results |
|---|--|---------------------------|---------------------|--|---|
| Program Learning Outcome 1. | Apply analytical and critical thinking skills by utilizing general business principles and practices in Accounting, Economics, Finance, Management and Marketing. | | | | |
| Outcome 1.1 Demonstrated an integrated understanding of business principles. Assessment is direct, formative, internal, summative | 80% of students in MGMT 4800 (all sections) in spring semester 2018 will receive a "C" or better on the simulation in MGMT 4800 | Tri - Annual | 2018 | 96% of students received a grade of a "c" (70%) or higher. In fact, most students earned an A or B on this simulation assignment. This indicates that students have a solid understanding of business principles. | This data indicates that students have an understnaind of business principles. No action required. |
| Outcome 1.2 Developed advanced analytical skills through the use of complex and comprehensive cases, to be able to identify central issues/problems in these cases and present well-supported recommendations for future actions. Assessment is direct, Formative, Internal | Case study analysis to evaluate the situation and create an appropriate solution in written format 80% of students in MGMT 4800 will receive a grade of 75% or better on an applicable case study in Spring Semester | Tri - Annual | 2018 | 76% of students received a score of 75% or better on the final case study in MGMT 4800. Of the 24% of students who did not achieve a 75% or better, three students did not even complete the assignment (i.e. receiving a zero/F). Of those who completed the assignment 76% of students received a 75% or better on the final case study. | Our recommendations are to have the case study due a bit earlier in the semester, as many students seemed overwhelmed as finals week approached. Additionally, the instructors are going to provide additional tutorials and/or lectures on how to utilize the different strategic management tools/assessments discussed in the course. |
| Outcome 1.3 Demonstrated research skills required in gathering and interpreting key business internal and external environmental data. Assessment is direct, formative, summative and internal | 80% of students in MGMT 4800 (all sections) will receive a "C" or better on the second case study (that included a SWOT) in MGMT 4800 in spring semester | Tri - Annual | 2017 | On-campus: 84.61% of students received a "C" or better on the second case study in the course. One student received a "D" and 3 students received an "F" because they did not submit the assignment. Online: 71% of students received a "C" or better and 21% of students received a "D" or "F." Of those that received a "D" or "F", 4/7 did not turn in the assignment | The on-campus students over-exceeded the goal of 70% achieving a "C" or better. The online students just met this goal. In future online courses, additional resources, tutorial, etc. will be provided to the online students to assist with this assignment and to have a better understanding of internal and external factors affecting a business. Additionally, there were many students, both online and on-campus, did not turn in the assignment. Additional reminders and announcements need to be provided to ensure that students are turning in their assignments. |

❖ Demonstrate **ethical leadership** and **effective teamwork** in given business scenarios of a **global** and **diverse** environment.

Program Learning Outcome 2.

| | | | | | |
|---|---|--------------|------|--|--|
| Outcome 2.1 Understand how to foster ethical behavior and an ethical culture in organization. Assessment is direct, formative and internal | MGMT 4800: Students will achieve an average grade of 80% or better on ethics questions on the MGMT 4800 final exam | Tri - Annual | 2019 | The average score on the questions pertaining to ethics on the MGMT 4800 final exam was 88%. | This data indicates that students understand how to foster ethical behavior and an ethical culture in an organization. However, ethics should continue to be heavily addressed due to the importance stressed by the business community. |
| Outcome 2.2 Understand the role of culture in a global business environment. Assessment is direct, formative and internal | IBUS 3500: The average score on an applicable exam or exam questions in IBUS 3500 will be a 75% or better in Spring 2019. | Tri - Annual | 2019 | The average score on all unit exams on-campus was 93.8% and for online was 93.2%. | This data indicates that students understand the role of culture in the global business environment. Not action is needed. |

☑ **Integrate technology and computer software applications to address business challenges.**

Program Learning Outcome 3

| | | | | | |
|---|---|--------------|------|---|---|
| Outcome 3.2 Be able to create and deliver a presentation using current presentation technology. Assessment is direct, formative and internal | 80% of students will receive a 80% or better on the final case study presentation in MGMT 3600 in fall semester | Tri - Annual | 2017 | On-campus: 100% of students received an 80% or better on the final case study presentation. Online: 100% of students received a "B" or better on the on this assignment | Based on these results, it appears that management students have excellent presentation skills. In the future, the guidelines for this presentation could be more rigorous in order to challenge students more. |
| Outcome 3.3 - Demonstrate the ability to format a professional word processing document. Assessment is direct, formative and internal | 80% of students will receive a 75% or better on the MGMT 3220 research paper in fall semester | Tri - Annual | 2017 | On-campus: The average grade on this assignment was 95.85% with 100% of students receiving a 75% or better on this assignment. Online: the average grade on this assignment was 81.85% with 85% of students receiving a 70% or higher on this assignment. | Students in both the online and on-campus sections of this course achieved the desired results. It should be noted that the online scores are lower because 2 students did not turn in the assignment, bringing the average down. Additional reminders should be sent to online students regarding due dates and the importance of turning in assignments. In the future, on-campus students will be required to have a more in-depth interview with an HR professional, making this assignment a bit more challenging. Online students are already exceeding expectations on this portion of the assignment. |
| Outcome 3.4 Developed an understanding of the information technology infrastructure to include hardware and software assets, data resources and networks. Assessment is direct, formative and internal | 80% of students will receive a 70% or better on the Microsoft Project assignments in MGMT 4200 in Spring 2018. | Tri - Annual | 2018 | 90% of students (online and on-campus) during spring 2018 earned a 70% or better on the Microsoft project assignments in MGMT 4200. | Although students achieved the desired outcome, it would be helpful to students to have more tutorials to assist students in learning this technology. Overall, students are technology savvy and are easily able to grasp new technology concepts. Additionally, relevant management technologies should be integrated into management coursework whenever possible. |

| | | | | | |
|--|--|--|------|---|---|
| Program Learning Outcome 4 | | Apply effective communication skills in business and professional settings. | | | |
| Outcome 4.1 Demonstrate effective oral communication skills. Assessment is direct, formative and internal | 80% of students will receive a 80% or better on the final case study presentation in MGMT 3600 in fall semester | Tri - Annual | 2017 | On-campus: 100% of students received an 80% or better on the final case study presentation. Online: 100% of students received a "B" or | Based on these results, it appears that management students have excellent presentation skills. In the future, the guidelines for this presentation could be more rigorous in order to challenge students more. |
| Outcome 4.2 Demonstrate effective written communication skills Assessment is direct, formative and internal | 80% of students will receive a 75% or better on the MGMT 3220 research paper in fall semester | Tri - Annual | 2017 | On-campus: The average grade on this assignment was 95.85% with 100% of students receiving a 75% or better on this assignment. Online: the average grade on this assignment was 81.85% with 85% of students receiving a 70% or higher on this assignment. | Students in both the online and on-campus sections of this course achieved the desired results. It should be noted that the online scores are lower because 2 students did not turn in the assignment, bringing the average down. Additional reminders should be sent to online students regarding due dates and the importance of turning in assignments. In the future, on-campus students will be required to have a more in-depth interview with an HR professional, making this assignment a bit more challenging. Online students are already exceeding expectations on this portion of the assignment. |
| Program Learning Outcome 5 | | Articulate the core management functions of planning, organizing, leading and controlling across all enterprise operations. | | | |
| Outcome 5.1. Assessment is direct, formative, summative and internal | Instructional unit exam or final exam in MGMT 4800. 80 percent of the students earned an average of 70 percent or higher on the midterm and final exams in MGMT 4800 | Tri - Annual | 2018 | 93% of students in MGMT 4800 received a "C" (70%) or better on the midterm exam and 96% of students received a "C" or better on the final exam. | These results indicated students have a solid understudying of the core management functions - leading, planning, organizing, and controlling across all enterprise operations. It was found, however, that one instructor utilized all multiple choice questions on the midterm and final exam, while another chose to use multiple choice and short answer. Overall, students performed well on both, however, the exams with only multiple choice had a larger grade distribution (i.e. some lower "D" and "F" scores). Our recommendation is to better align the exams in both sections to include short answer, as it appears that students are better able to demonstrate their understanding in the short-answer format. |
| Program Learning Outcome 6 | | Apply best practices in human resource and operations management to achieve organizational goals. | | | |

| | | | | | |
|--|--|--------------|------|--|--|
| Outcome 6.1 Developed knowledge in applying key methods in operations and Lean principles to achieve operational excellence. Assessment is direct, formative and internal. | Instructional unit exam or final exam in MGMT 3250. 80 percent of the students earned 70 percent or more in the outcome related questions in fall semester | Tri - Annual | 2019 | In the on-campus section of MGMT 33250, students earned an average of 70% on all exams in the course. In the on-campus sections of the course, students earned an average of 82% on all exams in the course. | On-campus is more rigorous than the online course. Online exams are only multiple choice and on-campus includes multiple choice questions plus a quantitative/problem solving section. Instructor would like to find a way to do more rigorous exams/quantitative exams in the online sections in order to better assess the quantitative skills of the online students, but has not found any tools in Canvas that allow this to be done at this time. |
| Outcome 6.2 Developed an understanding of the significance of human capital and the power of diversity in the workplace. Assessment is direct, formative and internal | Instructional unit exam or final exam in MGMT 3215. 80 percent of the students earned 75 percent or more in the outcome related questions in fall semester | Tri - Annual | 2019 | In the online section of MGMT 3215, students earned an average of 90% on the Unit #1 exam focusing on this outcome in the course fall semester, 2018. | Students are exceeding the expectations. The online exam questions include multiple choice and short answer essay questions. The instructor would like to include an additional in-depth short answer essay question in the exam in the future focusing on the significance of human capital and power of diversity in the workplace. |
| Program Learning Outcome 7 | | | | | |
| ☑ Demonstrate an understanding of the value of strategic innovation as a key component in sustaining business growth. | | | | | |
| Outcome 7.1 Understand the dynamics of creative innovation management. Assessment is direct, formative and internal | Unit 2 and 3 case studies in MGMT 3600. The average combined grade of the unit #2 and 3 case studies will be 80% or higher in all sections in fall 2018 of MGMT 3600 | Tri - Annual | 2018 | The average scores on the unit 2 and 3 case studies in MGMT 3600 in Fall 2018 were 89% and 90% respectively. | Students achieved the desired results. However, after further analysis of the qualitative written feedback to students, it appears that some students struggled to fully analyze the issues in the case, and to provide real in-depth critical thinking. In order to improve critical thinking, students should be encouraged to partake in more secondary research on the topic. Furthermore, the assignment should pose additional thought provoking questions. Lastly, a sample of a well thought out (i.e. good critical thinking demonstrated) case study should be given to students to better show them critical thinking expectations on the case studies. |
| Outcome 7.2 Demonstrated an advanced understanding of strategic management concepts, research and theories. Assessment is direct, formative, summative, and internal | 80 percent of the students earned 75 percent or higher on the final case study in MGMT 4800 in spring semester | Tri - Annual | 2018 | 76% of students received a score of 75% or better on the final case study in MGMT 4800. Of the 24% of students who did not achieve a 75% or better, three students did not even complete the assignment (i.e. receiving a zero/F). Of those who completed the assignment 76% of students received a 75% or better on the final case study. | Our recommendations are to have the case study due a bit earlier in the semester, as many students seemed overwhelmed as finals week approached. Additionally, the instructors are going to provide additional tutorials and/or lectures on how to utilize the different strategic management tools/assessments discussed in the course. |