

Assessment Plan for 2013-2019

Department of Management and Business

Learning Goals

1. BUSINESS AND LIBERAL ARTS (Students will be able to integrate their academic and experiential learning drawn from the management and the liberal arts curricula, as well as study abroad, community service and internships, to understand the role of business enterprises in society and managers' relationship to their communities.)
2. ETHICS (Students will have learned to discern ethical issues typical of different management disciplines and business contexts. Students will understand the significance of accepting responsibility for their actions as managers and for compliance with relevant ethical, legal and regulatory standards.)
3. MULTICULTURALISM AND DIVERSITY (Students will have developed global and multicultural perspectives on business that involve a sensitivity and an appreciation of how different economic, political and cultural contexts impact and are impacted by managerial policies and practices.)
4. COMMUNICATION (Students will have developed competence in written and oral communications that will enable them to become effective in their managerial work and in formal business.)
5. ANALYTICAL AND CRITICAL THINKING SKILLS (Students will have sufficient analytic and critical skills to be able to identify the appropriate quantitative and qualitative analyses required to recommend a business strategy taking into account the inherent risks and possibility of unintended consequences.)
6. LEADERSHIP (Students will be able to integrate and apply knowledge and skills required to be effective as leaders of groups at different organizational levels of business and not for profit enterprise.)
7. LIFE LONG LEARNING (To prepare students committed to the process of lifelong learning and capable of pursuing careers in management, in professions, and in community leadership.)

Course Mappings

Here is a mapping of courses that cover the learning goals.

Learning goals	Courses
Business and liberal arts	MB107, MB214, MB224, MB234, MB235, MB238, EC237, MB349, EC103, EC104, MB306
Ethics	MB107, MB214, MB224, MB234, MB338, MB349, MB306
Multiculturalism and diversity	MB214, MB224, MB224, MB349, EC104, EC103, MB306
Communication	MB107, MB214, MB224, MB234, MB338, EC237, MB349, EC103, MB306
Analytical and critical thinking skills	MB107, MB214, MB224, MB234, MB338, EC237, MB349, MB235, EC103, EC104, MB306
Leadership	MB107, MB224, MB306, MB349
Lifelong learning	MB107, MB214, MB306

Assessment Tools

We will use the following assessment tools to collect assessment data.

- Senior survey – general survey for seniors regarding their whole major experience as well as their perceptions of how well the major has prepared them for post-graduation.
- ETS – Major Field Test for Bachelor’s Degree in Business (https://www.ets.org/mft/about/content/bachelor_business)
 - *“This test contains 120 multiple-choice questions designed to measure a student's subject knowledge and the ability to apply facts, concepts, theories and analytical methods. Some questions are grouped in sets and based on diagrams, charts and data tables. The questions represent a wide range of difficulty and cover depth and breadth in assessing students' achievement levels.”*
- Writing assessment – the purpose of writing assessment is to evaluate students’ abilities in producing high quality writings. These include the abilities to 1) structure and organize, 2) utilize mechanics of good writing, 3) prepare professional papers, 3) develop substantive ideas, and 4) use various analytical tools.
- Alumni survey – this survey is conducted through Alumni Affairs every three years to assessment the department experience and college experience, and linking these experiences to outcomes three years after graduation.
- External feedback – the department will collect input and comments from a variety of sources (Business Advisory Board, Business Council, MB107 executives, alums, parents, internship supervisors, etc.) on an ongoing basis. The input we receive will help us determine how well our department is doing and things we need to do to improve.
- Oral communication assessment – the purpose of oral communication assessment is to evaluate students’ abilities in communicating effectively in oral presentations. MB107 executives will serve as external evaluators in assessing students’ oral communication after students go through rounds of coaching and dry-runs.

Here is a mapping of how the various assessment tools will help us determine if and how well we have met our learning goals.

Learning goals	Senior survey	ETS	Writing assessment	Alumni survey	External feedback	Oral assessment
Business and liberal arts	x	x	x			
Ethics				x	x	
Multiculturalism and diversity	x	x		x		
Communication	x		x	x	x	x
Analytical and critical thinking skills	x	x	x			
Leadership	x			x	x	
Lifelong learning				x		

Assessment Schedule

We anticipate following the assessment schedule below starting from the academic year of 2013-2014. We will adjust this schedule annually as we reflect on our assessment needs and follow-up processes.

	2013-2014	2014-2015	2015-2016	2016-2017	2017-2018	2018-2019
Senior Survey	x	x	x	x	x	x
ETS for Bachelor's degree in business	x			x		
Writing assessment			x			x
Alumni survey		x			x	
Oral comm. assessment	x	x	x	x	x	x
External feedback	on-going					

Assessment & Continuous Improvement

We will form a subcommittee consisting of senior and junior faculty within the department to analyze the data we collect and present major findings to the whole department during department meetings and retreats. Based on these findings, the department will

- Identify gaps and possible solutions
- Implement changes needed to correct misalignment
- Develop new programs to better meet our learning goals
- Revisit the learning goals and discuss possible revisions