

SACS Comprehensive Standard 3.3 Institutional Effectiveness

3.3.1 The institution identifies expected outcomes, assesses the extent to which it achieves these outcomes, and provides evidence of improvement based on analysis of the results in each of the following areas:

3.3.1.1 Educational program, to include student learning outcomes.

1. The BBA MANAGEMENT program identifies expected outcomes and assesses the extent to which it achieves these outcome: **In Compliance**

The faculty members of the BBA MANAGEMENT program have drafted an assessment plan than includes student learning outcomes aligned with the appropriate level university learning goals. The learning goals for the BBA MANAGEMENT program are listed below.

Expected Outcome: Demonstrate proficiency in analytical thinking, critical analysis, creativity and/or problem-solving as applied to a management problem, case study, or other applied problem.

Assessment Results:

Mean embedded assessment score using 1 (low) to 4 (high) scale.

Critical Thinking Project Presentation	2.60
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Expected Outcomes: Demonstrate knowledge of basic international business and globalization concepts associated with the practice of management in an applied problem or case study.

Assessment Results:

Mean embedded assessment score using 1 (low) to 4 (high) scale.

Final comprehensive exam in international business	3.22
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Expected Outcome: Demonstrate knowledge of contemporary theory and practice in management.

Assessment Results:

Mean Overall MFT results for Management majors:

2010-2011 = 25th percentile as compared to goal of 50th percentile.

2009-2010 = 50th percentile as compared to goal of 50th percentile.

2008-2009 = 45th percentile as compared to goal of 50th percentile.

Mean Management Assessment Indicator for Management majors:

2010-2011 = 20th percentile as compared to goal of 75th percentile.

2009-2010 = 60th percentile as compared to goal of 75th percentile.

2008-2009 = 30th percentile as compared to goal of 75th percentile.

2. The _____ BBA MANAGEMENT _____ program provides evidence of improvement based on analysis of the results: **In Compliance**

MGT LG: Demonstrate proficiency in analytical thinking, critical analysis, creativity and/or problem-solving as applied to a management problem, case study, or other applied problem.

The results are disappointing with a mean of 2.60 on the course-embedded assessment rubric when the goal was set at 4.0. Beginning in the 2012 Spring Semester, management students will be given a handout early in the semester with examples of these skill sets applied to selected managerial problems with explanations of what is expected of them with regard to analytical thinking, critical analysis and problem solving. In addition, feedback will be provided on all written case reports regarding how well each student and/or group demonstrated proficiency in these areas. Handouts utilized at the Harvard Business School for case analysis and recommendations for managerial action will be modified for the assignment sets utilized at ASU. It is hoped that these significant efforts to clarify expectations and provide concrete examples will further the process on ongoing improvement for the management major program.

MGT LG: Demonstrate knowledge of basic international business and globalization concepts associated with the practice of management in an applied problem or case study.

Again, the results of this assessment did not meet expectations with a mean of 3.22 compared to the 4.0 goal. The College of Business has identified at least one needed change as students have been permitted to utilize either IBUS 3311 (international business) or IBUS 3312 (international management) to satisfy the international business requirement. This practice will be phased out beginning in the 2012 Spring Semester to ensure that all students have similar course work in preparation of performing at a high level on this important learning goal. In addition, a comprehensive review will be given in class the week before the final exam to help students better prepare themselves for the assessment.

MGT LG: Demonstrate knowledge of contemporary theory and practice in management.

This is the area of greatest concern given the 20th percentile mean score on the MFT management assessment indicator where the stated goal was at or above the 75th percentile. Also of grave concern is the fact that our management majors dropped from the 60th percentile to the 20th percentile is just one year. This drastic decline is difficult to understand. It also raises questions about the reliability of the MFT. The department has proposed to switch from the MFT in business to an alternative test (IVY) as early as the 2012 Spring Semester. If this is not possible due to contractual obligations, the change is proposed for the 2012 Fall Semester. In addition, the syllabi utilized in 2009-2010 are being analyzed and compared to those used in 2010-2011 to see what, if any, changes could possibly given rise to such disappointing results. This has become the #1 priority of faculty teaching in the management major for the 2012 Spring Semester.