

College of Business Academic Assessment Report Academic Year 2015-16

I. Direct Assessment Measures for BBA Program Learning Goals:

LG1: *Demonstrate proficiency in problem solving through analytical thinking, critical analysis, and/or creativity, as applied to a business problem*

Assessment Measure:

A critical thinking project and presentation in MGT 3305 – Production and Operations Management

Benchmark score: Score of 3.0 on a rubric ranging from 1.0 to 4.0

Score from 2015-16: 3.75 (n=32)

Interpretation of score: **Student learning on LG1 exceeded the benchmark, indicating success in attaining this learning goal**

LG2a: *Demonstrate competency in basic business skills in the area of interpersonal oral and written communications*

Assessment Measure:

A written research project and in-class oral presentation in ENG 3352 – Business Communication

Benchmark score: Score of 3.75 on a rubric ranging from 1.0 to 5.0

Score from 2015-16: 3.26 (n=50)

Interpretation of score: **Student learning on LG2a did not reach the benchmark, indicating failure to attain this learning goal**

LG2b: *Demonstrate competency in basic business skills in the areas of quantitative literacy and the use of productivity software*

Assessment Measure:

An Excel project in BCIS 1305 – Business Computer Applications

Benchmark score: Score of 3.5 on a rubric ranging from 1.0 to 5.0

Score from 2015-16: 3.52 for Fall 2015 sections (n=229) and 3.58 for Spring 2016 sections (n=202)

Interpretation of score: **Student learning on LG2b exceeded the benchmark, indicating success in attaining this learning goal**

LG3: *Demonstrate knowledge of contemporary business theory and practice in their chosen area of specialization*

Assessment Measures for LG3:

Accounting majors:

1. Score on final exam for ACC 3304 – Intermediate Accounting II

Benchmark score: Score of 2.5 or better using a rubric ranging from 1.0 to 4.0

Score from 2015-16: 3.04 (n=11)

Interpretation of score: **Student learning on LG3 exceeded the benchmark, indicating success in attaining this learning goal**

2. Accounting score (assessment indicator no. 1) from MFT for ACCT majors only

Benchmark score: 90th percentile or better

Score from 2015-16: 55 (n=28), which is the 98th percentile

Interpretation of score: **Student learning on LG3 exceeded the benchmark, indicating success in attaining this learning goal**

Finance majors:

1. Twenty question multiple choice exam in FIN 4364 – Security Analysis & Portfolio Management

Benchmark score: Score of 70 percent or better on the exam

Score from 2015-16: 58.75 percent (n=16)

Interpretation of score: **Student learning on LG3 did not reach the benchmark, indicating failure to attain this learning goal**

2. Finance score (assessment indicator no. 5) from MFT for FINC majors only

Benchmark score: 90th percentile or better

Score from 2015-16: 45 (n=13), which is the 65th percentile

Interpretation of score: **Student learning on LG3 did not reach the benchmark, indicating failure to attain this learning goal**

International Business majors:

1. A case study in MKT 4321 – International Marketing

Benchmark score: Score of 80 percent or better on the case study

Score from 2015-16: 93 percent (n=46)

Interpretation of score: Student learning on LG3 exceeded the benchmark, indicating success in attaining this learning goal

2. International Issues score (assessment indicator no. 9) from MFT for IBUS majors only

Benchmark score: 90th percentile or better

Score from 2015-16: 55 (n=7), which is the 99th percentile

Interpretation of score: Student learning on LG3 exceeded the benchmark, indicating success in attaining this learning goal

Management majors:

1. Case analysis of a complex project in MGT 3361 – Project Management

Benchmark score: Score of 80 percent or better on the case analysis

Score from 2015-16: 90.75 percent (n=51)

Interpretation of score: Student learning on LG3 exceeded the benchmark, indicating success in attaining this learning goal

2. Management score (assessment indicator no. 3) from MFT for MGMT majors only

Benchmark score: 90th percentile or better

Score from 2015-16: 52 (n=66), which is the 31st percentile

Interpretation of score: Student learning on LG3 did not reach the benchmark, indicating failure to attain this learning goal

Management Information Systems majors:

1. Embedded questions from 4 quizzes in MIS 4343 – System Analysis and Design

Benchmark score: Score of 3.0 or better using a rubric ranging from 1.0 to 4.0

Score from 2015-16: Data not available for this year (n=10)

Interpretation of score: Not applicable

2. Information Systems score (assessment indicator no. 8) from MFT for MIS majors only

Benchmark score: 90th percentile or better

Score from 2015-16: 67 (n=13), which is the 99th percentile

Interpretation of score: **Student learning on LG3 exceeded the benchmark, indicating success in attaining this learning goal**

Marketing majors:

1. Embedded questions from the final exam in MKT 4325 – Marketing Management

Benchmark score: Score of 80 percent or better on the embedded questions

Score from 2015-16: 62 (n=33)

Interpretation of score: **Student learning on LG3 did not reach the benchmark, indicating failure to attain this learning goal**

2. Marketing score (assessment indicator no. 6) from MFT for MKTG majors only

Benchmark score: 90th percentile or better

Score from 2015-16: 57 (n=32), which is the 55th percentile

Interpretation of score: **Student learning on LG3 did not reach the benchmark, indicating failure to attain this learning goal**

LG4: *Demonstrate acceptable ethical awareness and moral reasoning applied to a business situation*

Assessment Measure:

An optional evaluation of two short scenarios involving ethical issues in BA 1301 – Introduction to Business

Benchmark score: At least 50 percent of business students in the course will complete the optional evaluation, and those students will have an average score of 3.5 or better using a rubric ranging from 1.0 to 5.0

Score from 2015-16: 51 percent of the business students in the course elected to complete the optional evaluation, with an average score of 3.4 (n=46)

Interpretation of score: **Student learning on LG4 did not reach the benchmark, indicating failure to attain this learning goal**

LG5: *Demonstrate knowledge of basic international business and globalization concepts associated with the practice of business*

Assessment Measure:

Embedded questions on the final exam in IBUS 3311 – International Business

Benchmark score: Score of 2.5 or better using a rubric ranging from 1.0 to 4.0

Score from 2015-16: 2.7 (n=73)

Interpretation of score: **Student learning on LG3 exceeded the benchmark, indicating success in attaining this learning goal**

Summative Assessment Measures across all BBA Majors:

1. ETS Major Field Test for Business – Overall Performance

Benchmark score: 50th percentile or better on overall score

Score from 2015-16: 149 (n=158), which is the 39th percentile

Interpretation of score: **MFT average score fell well short of the desired benchmark of 50th percentile**

2. ETS Major Field Test for Business – Performance in Individual Content Areas

Benchmark score: 50 percent correct or better on each individual assessment indicator area

Assessment indicator scores from 2015-16:

Assessment Indicator Area	Avg. Score	Interpretation of results
1. Accounting	41	Below benchmark
2. Economics	38	Below benchmark
3. Management	51	Exceeds benchmark
4. Quantitative Business Analysis	39	Below benchmark
5. Information Systems	38	Below benchmark
6. Finance	56	Exceeds benchmark
7. Marketing	58	Exceeds benchmark
8. Legal and Social Environment	52	Exceeds benchmark
9. International Issues	38	Below benchmark

Interpretation of scores: MFT assessment indicator scores fell below the benchmark for **accounting, economics, quantitative business analysis, information systems and international issues**; the scores exceeded the benchmark for **management, finance, marketing, and legal/social environment**

General summary of BBA Assessment findings:

For all BBA majors: (LG1-LG2b, LG4-LG5)

Learning Goal	Benchmark met?
LG1: Problem-solving	Yes
LG2a: Oral/written communication skills	No
LG2b: Quantitative literacy/productivity software	Yes
LG4: Ethical awareness	No
LG5: Globalization concepts	Yes

LG3 by major:

BBA Major	Benchmark met?	
	Embedded instrument	MFT area score
Accounting	Yes	Yes
Finance	No	No
International Business	Yes	Yes
Management	Yes	No
Management Information Systems	n.a.	Yes
Marketing	No	No

Narrative discussion for BBA assessment:

Assessment of the learning goals which apply to all BBA majors (LG1-LG2b, LG4-LG5) is hampered by the use of a single direct assessment measure for each goal. In addition, the assessment measures for LG2b, LG4 and LG5 are located within courses that are not part of the BBA core curriculum, i.e. they are not required of all BBA majors. The use of a single assessment measure to measure both written and oral communication in LG2a, and a single measure for both quantitative literacy and the use of productivity software in LG2b make it difficult to identify the extent of student learning in each subarea. However, there may still be some valid information on student learning here that can be used to guide future curriculum changes, in particular the summative findings from the MFT.

With regard to the major-specific learning goal LG3, the assessment measures indicate that student learning exceeded the benchmarks for the Accounting major and the International Business major. The results are mixed for the Management major and the MIS major, while the assessment measures for the Finance major and Marketing majors indicate failure to attain the learning goal.

The College of Business Curriculum Committee has approved new program learning goals and a new curricula for each of the BBA programs, effective Fall 2016. The COB Assessment Committee will create a new assessment plan for the BBA programs during 2016-17 which reflects the new goals and curricula, making sure to include more than a single assessment measure for each goal. This new BBA assessment plan will be used to collect the first year of assessment data during 2016-17 for the new BBA learning goals.

II. MBA Program Learning Goals:

LG1.1.1: Score at or above the national mean on the graduate IVY Software MBA Test

Assessment Measure for LG1.1.1:

Average overall score on the IVY Software MBA Test

Benchmark score: 56 percent (national average for all MBA programs)

Scores from 2015-16: 56 percent for Spring 2016 (n=9); 53 percent for Fall 2015 (n=7); weighted average of 54.7 percent

Interpretation of score: **Student performance on LG1.1.1 fell below the benchmark, indicating failure to attain this learning goal**; note that this average score includes both MBA and MPAC students, so these results provide mixed information about this learning goal

LG1.1.2: Score at or above the national mean in each of the academic assessment measures on the graduate IVY Software MBA Test

Assessment Measure for LG1.1.2:

Average scores on each content area of the IVY Software MBA Test

Benchmark scores: see below (national averages for all MBA programs)

Scores from 2015-16: see below

Weighted average scores from Fall 2015 and Spring 2016	Avg. Score	Benchmark value	Interpretation of results
Financial Accounting	58.3%	62%	Below benchmark
Managerial Accounting	53.9%	55%	Below benchmark
Corporate Finance	48.4%	52%	Below benchmark
Management	58.6%	62%	Below benchmark
Marketing	58.1%	57%	Exceeds benchmark
Strategy	50.5%	48%	Exceeds benchmark

Interpretation of scores: IVY academic assessment measure scores fell below the benchmark for **financial accounting, managerial accounting, corporate finance, and management**; the scores exceeded the benchmark for **marketing, and strategy**; note that these average scores for each content area include both MBA and MPAC students, so these results provide mixed information about this learning goal

LG1.2.1: *Demonstrate the ability to develop, interpret, and apply research findings that relate to business and economic problems*

Assessment Measure for LG1.2.1:

Final project in BA 6303 – Research Methods

Benchmark score: 80 percent or better

Score from 2015-16: No assessment data collected

Interpretation of score: Not applicable

LG1.2.2: *Demonstrate the ability to work in collaboration with others on group projects*

Assessment Measure for LG1.2.2:

Group project in MGT 6312 – Operations Management

Benchmark score: Score of 3.25 or better using a rubric ranging from 1.0 to 4.0

Score from 2015-16: No assessment data collected

Interpretation of score: Not applicable

LG1.3: *Demonstrate the ability to be creative, critical thinkers with the ability to apply new technologies and concepts as appropriate in various business situations*

Assessment Measure for LG1.3:

Embedded assignment in MIS 6313 – Management of Information Systems

Benchmark score: Score of 3.25 or better using a rubric ranging from 1.0 to 4.0

Score from 2015-16: No assessment data collected

Interpretation of score: Not applicable

LG2.1.1: *Demonstrate oral communication skills appropriate to business administration*

Assessment Measure for LG2.1.1:

Presentation of final project in BA 6303 – Research Methods

Benchmark score: Score of 3.25 or better using a rubric ranging from 1.0 to 4.0

Score from 2015-16: No assessment data collected

Interpretation of score: Not applicable

LG2.1.2: *Demonstrate written communication skills appropriate to business administration*

Assessment Measure for LG2.1.2:

Individual case assignment in MKT 6301 – Marketing Management

Benchmark score: Score of 3.25 or better using a rubric ranging from 1.0 to 4.0

Score from 2015-16: No assessment data collected

Interpretation of score: Not applicable

LG2.2: *Demonstrate global perspectives appropriate to business administration*

Assessment Measure for LG2.2:

Pre- and post-testing of global perspectives using a 25 question test

Benchmark score: Increase in number of correct questions of 10 or better in the post-test

Score from 2015-16: No assessment data collected

Interpretation of score: Not applicable

LG3.1: *Demonstrate ethical reasoning and awareness appropriate to business administration*

Assessment Measure for LG3.1:

Not established

Benchmark score: Not applicable

Score from 2015-16: No assessment data collected

Interpretation of score: Not applicable

LG3.2: *Understand and value individual differences and have the skills for working effectively in a diverse, changing world*

Assessment Measure for LG3.2:

Research project in MGT 6311 - Organizational Behavior

Benchmark score: Score of 3.25 or better using a rubric ranging from 1.0 to 4.0

Score from 2015-16: No assessment data collected

Interpretation of score: Not applicable

General summary of MBA Assessment findings:

Learning Goal	Benchmark met?
LG1.1.1: Overall score on IVY MBA Test	No
LG1.1.2: Area score on IVY MBA Test	No for 4; Yes for 2
LG1.2.1: Research skills	Not available
LG1.2.2: Group collaboration	Not available
LG1.3: Critical thinking skills	Not available
LG2.1.1: Oral communication skills	Not available
LG2.1.2: Written communication skills	Not available
LG2.2: Global perspectives	Not available
LG3.1: Ethical reasoning	Not available
LG3.2: Understanding diversity	Not available

Narrative discussion for MBA assessment:

Given the significant revision to the MBA learning goals and curriculum being conducted by the COB Curriculum Committee during 2015-16, assessment of the existing learning goals for the MBA program during 2015-16 was largely put on hold. Therefore, other than the summative results from the IVY MBA Test, there is little information here to guide future curriculum changes, and the IVY MBA Test scores include both MBA students and MPAC students, making it impossible to distinguish the separate performance of students in each program. As with the 2015-16 BBA assessment plan, the 2015-16 MBA assessment plan relies exclusively on a single direct measure for each goal, which is unwise.

The COB Curriculum Committee approved new program learning goals and a new curricula for the MBA program, effective Fall 2016. The COB Assessment Committee will create a new assessment plan for the MBA program during 2016-17 which reflects the new goals and curricula, making sure to include more than a single assessment measure for each goal. This new assessment plan will be used to collect the first year of assessment data during 2016-17 for the new MBA learning goals.

III. MPAc Program Learning Goals:

LG1.1: *Demonstrate knowledge of contemporary theory and practice in accounting*

Assessment Measures for LG1.1:

1. Average overall score on the IVY Software MBA Test

Benchmark score: 56 percent (national average for all MBA programs)

Scores from 2015-16: 56 percent for Spring 2016 (n=9); 53 percent for Fall 2015 (n=7); weighted average of 54.7 percent

Interpretation of score: **Student performance on LG1.1 fell below the benchmark, indicating failure to attain this learning goal**; note that this average score includes both MBA and MPAc students, and that the IVY MBA Test does not focus on accounting topics, so these results provide mixed information about this learning goal

2. Average scores on each content area of the IVY Software MBA Test

Benchmark scores: see below (national averages for all MBA programs)

Scores from 2015-16: see below

Weighted average scores from Fall 2015 and Spring 2016	Avg. Score	Benchmark value	Interpretation of results
Financial Accounting	58.3%	62%	Below benchmark
Managerial Accounting	53.9%	55%	Below benchmark
Corporate Finance	48.4%	52%	Below benchmark
Management	58.6%	62%	Below benchmark
Marketing	58.1%	57%	Exceeds benchmark
Strategy	50.5%	48%	Exceeds benchmark

Interpretation of scores: IVY academic assessment measure scores fell below the benchmark for **financial accounting, managerial accounting, corporate finance, and management**; the scores exceeded the benchmark for **marketing, and strategy**; note that these average scores for each content area include both MBA and MPAc students, so these results provide mixed information about this learning goal

LG1.2: *Demonstrate skills in the use of current information resources to research tax and financial accounting problems*

Assessment Measure for LG1.2:

Exam in ACC 6362 – Tax Research Methodology

Benchmark score: 75 percent

Scores from 2015-16: No assessment data collected

Interpretation of score: Not applicable

LG1.3: *Demonstrate proficiency in analytical thinking, critical analysis, creativity and problem solving in an accounting context*

Assessment Measure for LG1.3:

Instrument not specified.

Benchmark score: To be determined

Scores from 2014-15: No assessment data collected

Interpretation of score: Not applicable

LG2.1: *Demonstrate competency in oral and written communications in an accounting context*

Assessment Measure for LG2.1:

Instrument not specified.

Benchmark score: To be determined

Scores from 2014-15: No assessment data collected

Interpretation of score: Not applicable

LG2.2: *Demonstrate knowledge of International Financial Reporting Standards*

Assessment Measure for LG2.2:

Exam in ACC 6317 – Advanced Accounting Problems

Benchmark score: 100 percent

Scores from 2015-16: No assessment data collected

Interpretation of score: Not applicable

LG3.1: *Demonstrate knowledge of ethical behavior in auditing*

Assessment Measure for LG3.1:

Instrument not specified.

Benchmark score: To be determined

Scores from 2014-15: No assessment data collected

Interpretation of score: Not applicable

General summary of MPAc Assessment findings:

Learning Goal	Benchmark met?
LG1.1: Knowledge of accounting theory and practice	Mixed results
LG1.2: Use of information resources	Not available
LG1.3: Analytical thinking, critical analysis	Not available
LG2.1: Oral and written communication skills	Not available
LG2.2: Knowledge of IFRS	Not available
LG3.1: Ethical behavior in auditing	Not available

Narrative discussion for MPAc assessment:

During 2015-16 the COB Curriculum Committee developed and approved new program learning goals and a new curriculum for the MPAc program, effective Fall 2016. Therefore, assessment of the former program learning goals - other than the IVY MBA Test results - was put on hold. In the future, the COB Assessment Committee will develop a new assessment plan for the MPAc program with its new goals and curriculum.