MAJOR: Management

DEPARTMENT: Business

1. Listing of Student Learning and/or General Education Outcomes Assessed
   The following Student Learning Outcomes and/or General Education Outcomes were assessed in AY 2011 – 2012:

   SLO 2: Demonstrate effective and professional communication and collaboration skills, including effective use of information technology in business situations.
   - Related GeSLO: 2, 3

   SLO 3: Demonstrate an understanding of analysis, formulation and implementation of strategy at the corporate or entrepreneurial level.
   - Related GeSLO: 4, 5, 6

   SLO 5: Demonstrate awareness of economic, ethical, and legal contexts of global business practice.
   - Related GeSLO: 1, 4, 6

2. Summary of Assessment Results

   SLO 2/GeSLO 2, 3:

   Course: BUS 426

   Indicator 1: Demonstrate an ability to present an analysis of a business’ strategic plan.

   Target: 80% of students earn a “C” or better on company analysis project.

   Result: Target met--100% of students earned a “C” or better
Course: BUS 438

Indicator 2: Implementations of the fundamentals of professional skills, self-presentation, networking, and business etiquette in professional situations.

Target: 80% of students earn a “C” or better in student journals.

Result: Target met--100% of students earned a “C” or better

The assignments assessed the students’ ability to apply content knowledge regarding business in a usable fashion for decision-making throughout a business entity. This outcome requires the understanding of business functions and reporting as well as the ability to present the information in multiple formats. The content information was assessed in BUS 426 through the delivery of a comprehensive strategic plan. The communications skills were further assessed in BUS 438 through the use of a journal which required students to engage in multiple communication simulations and writing assignments. These assignments demonstrated that students have met the outcomes of the program in SLO 2 for the management program.

SLO 3/GeSLO 4, 5, 6:

Course: BUS 218

Indicator 1: Demonstrate ability to make basic investment and financing decisions through stock portfolio assignment.

Target: 70% of students earn a “C” or better.

Result: Target met--100% of students earned a “C” or better

The assignment demonstrates that the students met the indicator in course BUS 218 associated with SLO 3. The course provides an opportunity for students to create and track a portfolio why utilizing the information from the course to make decisions. The assessment results indicated that SLO 3 was met in this course.

A concern is that this indicator may be based on short term one semester economic indicators instead of the long term approach more traditionally associated with investing rather than trading. In addition, this course is an elective and therefore is not required of every management major.

Perhaps an assessment tool whereas the student has to manage a portfolio over a four year period will allow for a better tool to measure the maturation of an investor. The assessment tool would need to be imbedded in required classes so that it is periodically evaluated for improvement.
SLO 5/GeSLO 1, 4, 6

Course: BUS 312
Indicator 1: Demonstrate an understanding of the nature of globalization and global-decision-making.
Target: 80% of students earn a “C” or better on exam scores.
Result: Target met--100% of students earned a “C” or better

Course: BUS 320
Indicator 2: Demonstrate an understanding of the laws surrounding the labor relations process.
Target: 80% of students earn a “C” or better on the final exam.
Result: Target not met--77% of students earned a “C” or better

Students did not meet the SLO based on the indicators set up in the program. While students achieved the target in class BUS 312, students fell short in meeting the target in BUS 320. In discussions with the students, it appears that the concept of a comprehensive final exam was not fully understood by students. An alteration to the explanation regarding comprehensive final exams will be implemented next semester.

The department continues to move assessment beyond “course” requirements to assess outcomes over a four year period based on the SLOs. Continued progress is expected by the department in this area.

3. Proposed changes

Our department met to discuss the assessment process for the department. The department agreed that the assessment tools utilized to determine program success must move from course based singular assignments to embedded four year assessment pieces that measure individual growth over their time at Alvernia University. An example of this is our portfolio project that is placed in one elective course that measures student portfolio performance for one semester. The identification of a grade for the individual assignment does provide students with an opportunity to demonstrate whether or not the skills have been obtained. This assignment however, does not demonstrate the growth of student understanding with regard to investing and financial decision-making. Embedding this assignment in courses at the 200, 300 and 400 level will allow the department to more accurately assess student progress while in the management program.

4. Plans for data collection and assessment activity next AY 2012/2013
Full-time faculty members are assigned a program within the department to monitor. The programs include: accounting, human resource management, marketing, sport management, management, master of business administration and associate degree. In addition, each fulltime professor is assigned a number of courses in which they must track, collect and analyze data regarding the SLOs. Currently the department is struggling to collect data from adjunct professors. Approximately 40% of all business courses are taught by adjunct professors. The department is discussing the implementation of an adjunct training program so adjunct professors become familiar with assessment reporting requirements.

The following Student Learning Outcomes and/or General Education Outcomes will be assessed in AY 2012 – 2013:

SLO 6- Demonstrate ability to make a basic investment and financing decision for a business using financial management concepts and methods.
   ▪ Related GeSLO: 5
SLO 7-Demonstrate ability to apply accounting concepts and methods to interpret financial statements for evaluating the financial position and performance of organizations.
   ▪ Related GeSLO: 4, 5
SLO 8-Demonstrate ability to use quantitative and qualitative tools and methodologies to support organizational decision making.
   ▪ Related GeSLO: 4, 5