

Summary of BBA Learning Goals Assessment

May 2012

Note: Both internal and external reviewers were used to assess students' work. Each goal assessment has rubrics to measure whether students' performance meet expectations.

Goal 1: Communication

Courses assessed: MG 382w (Managerial Communications), CIS 236 (Information Systems in Organizations), and MG 498 (Strategic Management).

Written (student papers)— Results/Recommendations: **Students' writing skills are between average and below average in nearly every criteria outlined by the assessment tool, improvement is needed.**

- The strongest areas were awareness of audience, organization, grammar, and document format.
- The weakest areas were the ability to analyze data and write introductions and conclusions.
- Further refine COB written communication rubric to clarify format content and better quantify acceptable levels of grammatical error.
- Place greater emphasis on the critical thinking skills necessary to maintain consistent tone and word choice for professional audiences, to develop analytical skills and to develop independence in organization.
- CIS236 – Internal reviews show a majority of students meet the expectations.

Oral (student presentations)— Results/Recommendations: **Goal met.**

- The assessment team found that students were strongest in their understanding of the scope of the presentation. Weakest areas related to understandability, and verbal language.
- The most needed improvements are in audience analysis, delivery skills, consistency between Powerpoint slides and transitions between group members, introduction and conclusions.
- Audience analysis: students would benefit from continually relating their message to their audience in order to keep them engaged. Minute references to the audience give them a reason to continue listening. An audience member that feels connected to the speaker will rate the speaker higher and be more apt to 'follow' their lead.
- Delivery skills: students need to work on more eye contact, less reading of notes and avoid speaking to their visual aid. Rehearsal would solve most of the problems, improving their confidence in their knowledge of their presentation. However, some of it seemed to arise from group members following the lead of the person before them. Allowing the group member with the strongest speaking skills to introduce the team might set the tone and pattern for the remainder of the group. Group members should practice together, often.
- We need to provide instruction for international students that will improve their diction.

Goal 2: Leadership and teamwork

Courses assessed: CIS 236 (Information Systems in Organizations), MG 330 (Principles of Management), MG 382W (Managerial Communications), and MG 498 (Strategic Management)

Methodologies: Review of course syllabi, team projects, exams, team written project plan, and team initialization exercises.

Results/Recommendations: **Goal met.**

- CIS 236 – Although a high proportion of the peer review and team survey scores were in the top two quartiles, 6% were in the bottom two quartiles, indicating some opportunity for improvement. The three highest-rated elements of team effectiveness are Conflict Resolution, Goals, and Team Member Support. The lowest-rated elements are Setting and Meeting Timelines, Decision Making, and Participation—these should be targeted for improvement.
- MG 330 – The overall individual performance shows fully 40% of individuals scoring in the lower two quartiles of the rubric range, and 19% showing in the bottom quartile. There is ample room for improvement.
- MG 382W – Well over 80% of the assessed assignments for this course scored in the first two (highest) quartiles of the rubric range. However, 16% scored in the lower two quartiles, suggesting opportunities for improvement.
- MG 498 – Although overall the student rules of the road documents showed good understanding of team initialization principles (all documents scored in the top two quartiles of the rating scale), a closer look at the elements comprising the rules documents identifies areas of relative weakness that should be targeted for improvement. Specifically, Contingency Plan, Deliverables Policy and Communication Policy were rated significantly lower than the other two elements.

Goal 3: Professional and ethical behavior

Courses assessed: BL 240 (The Legal Environment of Business), CIS 236 (Information Systems in Organizations), MG 330 (Principles of Management), and MK 360 (Principles of Marketing).

Methodologies: Review of course syllabi, multiple choice questions, exam/quiz, case study, 2011 EBI survey results

Results/Recommendations: **Goal met.**

- Five or more sections of BL 240 are offered each regular semester and at least one is offered during the summer. These sections are a spread of online, face-to-face and hybrid classes. The textbook adopted for this course has a chapter (Chapter 2: Ethics and Decision Making) addressing CoB BBA Goal 3. Since BL 240 is a required course for all BBA majors, all sections of BL 240 are ripe for data collection.
- In some sections and courses, 100% of the students assessed met expectations for BBA Goal 3. This level of attainment may be the result of an array of factors; however, consideration should

be given to determine if the measure truly discriminates among students or if another methodology for data collection and goal attainment should be employed.

- Stability has come within the last year or so as oversight and authority was invested in one member of the College, thereby greatly facilitating the assessment process.

Goal 4: Diverse, dynamic global economic environment

Courses assessed: CIS 236 (Information Systems in Organizations), MK 360 (Principles of Marketing), EC 463 (International Trade & Finance, and MG 491 (International Business).

Methodologies: Review of course syllabi, case studies, and multiple choice questions.

Results/Recommendations: **Goal met**

- CIS 236 – More effective mechanisms are needed to encourage students to complete the research paper so that the number of failed submissions can be reduced (14/124 failed to submit papers).
- MK 360 – The BBA Goal 4 has been successfully achieved in the course.
- EC 463 & MG 491 – The BBA Goal 4 has been successfully achieved in the course and assessed with the data collected.

Goal 5: Problem solving and decision-making

Courses assessed: CIS 236 (Information Systems in Organizations), MG 420 (Operations Management), and MG 498 (Strategic Management).

Methodologies: Review of course syllabi, team projects, pre- and post-test, journal assignment.

Results/Recommendations: **Goal met**

- CIS 236 – Online instructors consider monitoring, evaluating, or altering the materials or methods related to this assignment and learning objective.
- MG 420 – Pre and post-test used. The majority of the students who did not improve either did not complete the assignment as instructed or did not submit anything at all. It is recommended that this information be used by the instructor to consider revising the materials or methods used, followed by a reassessment.
- MG 498 – Journal assignment used. All teams showed significant improvement during the semester. All twelve teams, in the opinion of the external reviewer, met the assessed learning objective by achieving a passing grade on the final journal iteration. No changes are recommended at this time.