

**Assessment Plan  
AY 2013-2014**

**BS in Management and Marketing  
School of Management and Marketing  
College of Business and Public Administration**

**Mission;**

We provide a diverse student body with a solid educational foundation for careers in business and for personal growth.

Consistent with this mission, we are committed to:

- teaching & learning that develop the requisite knowledge, skills, and attitudes for career success
- faculty scholarship that contributes to advances in pedagogy and professional practice
- Comprehensive services that effectively support students' educational experience, career planning, and personal growth
- community partnerships that benefit our students' and faculty's professional development
- A professional environment that is characterized by a culture of celebrated excellence and mutual respect
- holding ourselves, and our students, to the highest professional and ethical standards

**Program Student Learning Outcomes (SLOs);**

**SLO1:** Communicate effectively

**SLO2:** Utilize business technologies to assess, analyze, and communicate business information

**SLO3:** Use concepts and techniques from business disciplines to evaluate and solve business problems

**SLO4:** Know the code of conduct and the ethical issues germane to business

**SLO5:** Know how the domestic practice in their discipline differs from international practice

**SLO6:** Know the key concepts in all major business disciplines

**SLO7:** Have in-depth knowledge of their discipline

## Assessment Process

Management and Marketing students take 9 courses (28 credits) in the Business Core, 5 (15 credits) additional required courses and the capstone (3 credits). Thus, Management and Marketing programs have 15 courses (46 credits) in common. These common courses provide a strong foundation for the field of Business, including introductory and core courses covering key business functions (Management, Marketing, Accounting, Management Information, and Finance), skills building courses (statistics, professional communications and writing) and courses related to the context of business (law, ethics). In addition to the common courses, both programs have discipline specific requirements: 4 required courses and 4 electives.

College wide learning goals are tied to the core courses and assessment of each learning goal is done by following the curriculum map, where the relationship between learning goals and the core courses is manifested. Course objectives are reviewed, revised, and realigned to guide how the learning goals are measured in each course. Each core course has assessment tools such as exams, research, case analysis, presentations, computer assignments and group work as part of the evaluation process. After new actions were proposed to close the loop aimed at increasing student learning, follow up from the last assessment report is going to be conducted. For example, meetings with faculty teaching COMM 3590 were held in the Communication Department in Sp. 2013 to discuss if any changes need to be implemented to improve students' oral communication skills. For 2013-14 report, assessment data from COMM 3590 will be added as a direct measure of SLO 1. Another intensive meeting with the English Department is scheduled to see if any changes are required to improve students' written communication skills through ENG 3090, which was a main recommendation in the previous report.

To measure other student learning outcomes (SLO 1, 2, 3 and 6), AY 2013-14 will follow the same scheme as was applied in AY 2012-13 as far as assessment measures and assessment criteria go. The main focus of collecting assessment data for these 4 SLOs in AY 2013-14 is to see if the actions recommended and implemented in AY 2012-13 were successful in increasing students learning. For the remaining student learning outcomes (SLO 4, 5, and 7), AY 2013-14 will be the first year to collect the assessment data. In particular, to measure SLO 7, have in-depth knowledge in their discipline, all the core courses in Management and Marketing will collect the data via the main exams and assignments. Details of how each student learning outcome is measured follows.

## Assessment of Student Learning Outcomes

Students who graduate with a BS in Management and Marketing will:

**SLO1: Communicate effectively**

Direct Measure: Oral Presentation and written assignment evaluated in a rubric in assignments in the capstone, MGS 4999, MKT 4500, COMM 3590, and ENG 3090

Indirect Measure: Group Project in MKT 2500, Student and Faculty Survey

**SLO 2: Utilize business technologies to assess, analyze, and communicate business information**

Direct Measure: Assessment with Sim-Net in MGS 3040 and MGS 4010

Indirect Measure: Connect Plus (McGraw Hill), Mylab (Pearson), Student and Faculty Survey

**SLO 3: Use concepts and techniques from business disciplines to evaluate and solve business problems**

Direct Measure: Exam Questions or assignment in MGS 4010, MKT 4500, and MGS 2150  
Problem solving in MKT 2500, MKT 3550

Indirect Measure: Student and Faculty Survey

**SLO 4: Know the code of conduct and the ethical issues germane to business**

Direct Measure: Exam questions or assignment in MGS 2030, MKT 2500, or PHIL 3310

Indirect Measure: Student and Faculty Survey

**SLO 5: Know how the domestic practice in their discipline differs from international practice**

Direct Measure: Exam questions or Assignment in MGS 3035 and MKT 4220

Indirect Measure: Student and Faculty Survey

**SLO 6: Know the key concepts in all major business disciplines**

Direct Measure: Knowledge exam administered in MGS 4999

Indirect Measure: Graduating Student and Faculty Survey

**SLO 7: Have in-depth knowledge of their discipline**

Direct Measure: Exams and Assignments in all core courses

Indirect Measure: Student and Faculty Survey