

**Assurance of Student Learning
2019-2020**

Gordon Ford College of Business

Management

723 – Management

Use this page to list learning outcomes, measurements, and summarize results for your program. Detailed information must be completed in the subsequent pages.

Student Learning Outcome 1: Management students will demonstrate effective written communication skills.

Instrument 1 GM Case submissions from Dr. Liang’s MGT 498 (Strategic Management) were evaluated using the GFCB rubric.

Instrument 2

Instrument 3

Based on your results, circle or highlight whether the program met the goal Student Learning Outcome 1.

Met

Not Met

Student Learning Outcome 2: Management students will demonstrate their opportunities as responsible citizens living and working in a global society.

Instrument 1 Assignment #1 submissions from Dr. Spiller’s Summer 2020 MGT 305 course were evaluated using the GFCB rubric for Legal and Ethical Awareness.

Instrument 2

Instrument 3

Based on your results, circle or highlight whether the program met the goal Student Learning Outcome 2.

Met

Not Met

Student Learning Outcome 3: Management students will demonstrate the ability to apply training in the field of management.

Instrument 1 Senior Exit Exam – Discipline specific questions

Instrument 2

Instrument 3

Based on your results, circle or highlight whether the program met the goal Student Learning Outcome 3.

Met

Not Met

Program Summary (Briefly summarize the action and follow up items from your detailed responses on subsequent pages.)

Overall, we met all 3 learning objectives for AY 2019-20.

Student Learning Outcome 1

Student Learning Outcome 1			
Student Learning Outcome	Management students will demonstrate effective written communication skills.		
Measurement Instrument 1	GM case assignment from Dr. Liang's MGT 498 courses during AY 19-20		
Criteria for Student Success	Score should be 50 or higher (acceptable level from rubric).		
Program Success Target for this Measurement	70%	Percent of Program Achieving Target	77.8%
Methods	36 Management students' assignment submissions were evaluated using the GFCB's rubric for written communication. Of that, 28 students work scored a 50 or above.		
Measurement Instrument 2			
Criteria for Student Success			
Program Success Target for this Measurement		Percent of Program Achieving Target	
Methods			
Measurement Instrument 3			
Criteria for Student Success			
Program Success Target for this Measurement		Percent of Program Achieving Target	
Methods			
Based on your results, circle or highlight whether the program met the goal Student Learning Outcome 1.			Met
Actions (Describe the decision-making process and actions planned for program improvement. The actions should include a timeline.)			Not Met
Follow-Up (Provide your timeline for follow-up. If follow-up has occurred, describe how the actions above have resulted in program improvement.)			

Student Learning Outcome 2

Student Learning Outcome	Management students will demonstrate their awareness of their opportunities as responsible citizens living and working in a global society.		
Measurement Instrument 1	Assignment #1 submissions from Dr. Spiller's Summer 2020 MGT 305 course		
Criteria for Student Success	Score of 3 (acceptable) or above.		
Program Success Target for this Measurement	70%	Percent of Program Achieving Target	70%
Methods	Evaluated all submissions for an assignment using the GFCB rubric for legal and ethical awareness.		
Measurement Instrument 2			
Criteria for Student Success			
Program Success Target for this Measurement		Percent of Program Achieving Target	
Methods			
Measurement Instrument 3			
Criteria for Student Success			
Program Success Target for this Measurement		Percent of Program Achieving Target	
Methods			
Based on your results, circle or highlight whether the program met the goal Student Learning Outcome 2.			Met
Not Met			
Actions (Describe the decision-making process and actions planned for program improvement. The actions should include a timeline.)			
Follow-Up (Provide your timeline for follow-up. If follow-up has occurred, describe how the actions above have resulted in program improvement.)			

Student Learning Outcome 3

Student Learning Outcome	Management students will demonstrate the ability to apply training in the field of management.		
Measurement Instrument 1	Senior exit exam		
Criteria for Student Success	Score of 70 or higher on the senior exit exam.		
Program Success Target for this Measurement	70%	Percent of Program Achieving Target	85%
Methods	Determined the number of students who scored a 70 or higher on the senior exit exam that is given to all graduating Management students during their final semester.		
Measurement Instrument 2			
Criteria for Student Success			
Program Success Target for this Measurement		Percent of Program Achieving Target	
Methods			
Measurement Instrument 3			
Criteria for Student Success			
Program Success Target for this Measurement		Percent of Program Achieving Target	
Methods			
Based on your results, circle or highlight whether the program met the goal Student Learning Outcome 3.			Met
Not Met			
Actions (Describe the decision-making process and actions planned for program improvement. The actions should include a timeline.)			
Follow-Up (Provide your timeline for follow-up. If follow-up has occurred, describe how the actions above have resulted in program improvement.)			

