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| **Assurance of Student Learning Report****2022-2023** |
| Gordon Ford College of Business | Management |
| 723 – Management |
| *Replace this with the program director and/or assessment coordinator* |

***Is this an online program***? [ ]  Yes [x]  No

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| ***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:**  **Students will be able to define general business principles.**  |
| **Instrument 1** | Senior Exit Exam – General questions. |
| **Instrument 2** |  |
| **Instrument 3** |  |
| **Based on your results, check whether the program met the goal Student Learning Outcome 1.**  | **[x]  Met** | **[ ]  Not Met** |
| **Student Learning Outcome 2:**  **Students will be able to define principles specific to their disciplines.**  |
| **Instrument 1** | Senior Exit Exam – Discipline specific questions. |
| **Instrument 2** |  |
| **Instrument 3** |  |
| **Based on your results, check whether the program met the goal Student Learning Outcome 2.**  | **[x]  Met** | **[ ]  Not Met** |
| **Student Learning Outcome 3:**  **Students will demonstrate the ability to communicate professionally.**  |
| **Instrument 1** | Ford Case submissions from Dr. Spiller’s MGT498 (Strategic Management) were evaluated using the GFCB rubric for Written Communication.  |
| **Instrument 2** |  |
| **Instrument 3** |  |
| **Based on your results, check whether the program met the goal Student Learning Outcome 3.**  | **[x]  Met** | **[ ]  Not Met** |
| **Student Learning Outcome 4:**  **Students will be able to synthesize information from a variety of sources to create solutions for business problems.** |
| **Instrument 1** | Ford Case submissions from Dr. Spiller’s MGT498 (Strategic Management) were evaluated using the GFCB rubric for Critical Thinking and Legal and Ethical Awareness. |
| **Instrument 2** |  |
| **Instrument 3** |  |
| **Based on your results, check whether the program met the goal Student Learning Outcome 5.**  | **[x]  Met** | **[ ]  Not Met** |
| **Program Summary (Briefly summarize the action and follow up items from your detailed responses on subsequent pages.)**  |
| **Overall, we met all the four learning objectives for AY 2022-23.**  |

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| **Student Learning Outcome 1** |
| **Student Learning Outcome**  | **Students will be able to define general business principles.** |
| **Measurement Instrument 1** | **Senior Exit Exam – General questions.** |
| **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** | **95%** |
| **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. Of the 161 Business administration majors graduating 2022-2023, 153 students (95%) achieved a score of 70% or higher.  |
| **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.** | **[x]  Met** | **[ ]  Not Met** |
| **Results, Conclusion, and Plans for Next Assessment Cycle (Describe what worked, what didn’t, and plan going forward)** |
| **Results and Conclusion:** The department is doing an excellent job of educating students on these concepts, according to our assessment results. We will continue to improve this learning outcome through disciplinary course as in the attached curriculum map. **Next Assessment Cycle Plan:** This outcome will be assessed again this time next year, around Aug 2024. Senior exit exam results will be collected in May 2024. The departmental AOL representatives and the faculty members in charge of the exit exam will collect the artifacts.  |

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| **Student Learning Outcome 2** |
| **Student Learning Outcome**  | **Students will be able to define principles specific to their disciplines.** |
| **Measurement Instrument 1** | **Senior Exit Exam – Discipline specific questions.** |
| **Criteria for Student Success** | **Score of 70 or higher on the senior exit exam, discipline specific questions.**  |
| **Program Success Target for this Measurement** | **70%** | **Percent of Program Achieving Target** | **95%** |
| **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. Of the 161 Business administration majors graduating 2022-2023 answering the discipline specific questions, 153 students (95%) achieved a score of 70% or higher. |
| **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.** | **[x]  Met** | **[ ]  Not Met** |
| **Results, Conclusion, and Plans for Next Assessment Cycle (Describe what worked, what didn’t, and plan going forward)** |
| **Results and Conclusion:** The department is doing an excellent job of educating students on these concepts, according to our assessment results. We will continue to improve this learning outcome through disciplinary course as in the attached curriculum map. **Next Assessment Cycle Plan:** This outcome will be assessed again this time next year, around Aug 2024. Senior exit exam results will be collected in May 2024. The departmental AOL representatives and the faculty members in charge of the exit exam will collect the artifacts. |

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| **Student Learning Outcome 3** |
| **Student Learning Outcome**  | **Students will demonstrate the ability to communicate professionally.**  |
| **Measurement Instrument 1** | **Ford Case submissions from Dr. Spiller’s MGT498 (Strategic Management) were evaluated using the GFCB rubric for Written Communication.** |
| **Criteria for Student Success** | **Score should be 3 (acceptable level from rubric) or higher.**  |
| **Program Success Target for this Measurement** | **70%** | **Percent of Program Achieving Target** | **73%** |
| **Methods**  | 15 Management students’ assignment submissions were evaluated using the GFCB’s rubric for written communication. Of that, 11 students’ work scored a 3 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 3.**  | **[x]  Met** | **[ ]  Not Met** |
| **Results, Conclusion, and Plans for Next Assessment Cycle (Describe what worked, what didn’t, and plan going forward)** |
| **Results and Conclusion:** The department is doing a good job of educating and training students on these skills, according to our assessment results. We will continue to improve this learning outcome through disciplinary course as in the attached curriculum map. **Next Assessment Cycle Plan:** This outcome will be assessed again this time next year, around Aug 2024. Assignments from MGT498 or a same level (400) class will be collected by May 2024. The departmental AOL representatives and the faculty members teaching the classes will collect the artifacts. |

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| **Student Learning Outcome 4** |
| **Student Learning Outcome**  | **Students will be able to synthesize information from a variety of sources to create solutions for business problems.**  |
| **Measurement Instrument 1** | **Ford Case submissions from Dr. Spiller’s MGT498 (Strategic Management) were evaluated using the GFCB rubric for Critical Thinking.** |
| **Criteria for Student Success** | **Score should be 3 (acceptable level from rubric) or higher.**  |
| **Program Success Target for this Measurement** | **70%** | **Percent of Program Achieving Target** | **86.7%** |
| **Methods**  | 15 Management students’ assignment submissions were evaluated using the GFCB’s rubric for critical thinking. Of that, 13 students’ work scored a 3 or above.Overall, 86.7% of students scored 3 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 4.**  | **[x]  Met** | **[ ]  Not Met** |
| **Results, Conclusion, and Plans for Next Assessment Cycle (Describe what worked, what didn’t, and plan going forward)** |
| **Results and Conclusion:** The department is doing a good job of educating and training students on these skills, according to our assessment results. We will continue to improve this learning outcome through disciplinary course as in the attached curriculum map. **Next Assessment Cycle Plan:** This outcome will be assessed again this time next year, around Aug 2024. Student submissions from MGT498 or a similar class will be collected by May 2024. The departmental AOL representatives and the faculty members teaching the classes will collect the artifacts. |

**\*\*\* Please include Curriculum Map (below/next page) as part of this document**

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|  | ***Department Outcome/Goal:*** | ***College Outcome/Goal:*** |
| *SLO 1.1: Students will be able to define general business principles.* | *LG1: Gain basic understandings of business principles, processes, and communication skills.* | *Goal 5: Discipline Knowledge:**A basic knowledge of the business disciplines and areas.* |
| *SLO 1.2: Students will be able to define principles specific to their disciplines.* | *LG2: Gain basic understandings of business principles, processes, and communication skills.* | *Goal 5: Discipline Knowledge:**A basic knowledge of the business disciplines and areas.* |
| *SLO 1.3: Students will demonstrate the ability to communicate professionally.*  | *LG3: Gain basic understandings of business principles, processes, and communication skills.* | *Goal 1: Communication:**The ability to communicate effectively in written and oral forms.* |
| *SLO 2.1: Students will be able to synthesize information from a variety of sources to create solutions for business problems.*  | *LG4: Use critical thinking to integrate knowledge from different business disciplines to identify, analyze, and develop solutions to business problems.* | *Goal 3: Critical and Strategic Thinking:**Critical thinking skills through strategic problem-solving using integrated business knowledge.* |

**MANAGEMENT DEPARTMENT ASSURANCE OF LEARNING**

**Program Learning Outcomes and Curriculum Map**

**Learning Goals for the BBA from the Gordon Ford College of Business**

**Goal 1: Communication**
The ability to communicate effectively in written and oral forms.

**Goal 2: Legal and Ethical Awareness**
An awareness of legal and ethical issues in business and society.

**Goal 3: Critical and Strategic Thinking**
Critical thinking skills through strategic problem-solving using integrated business knowledge.

**Goal 4: Global Awareness**
Our students will be able to explain the increasingly integrated world economy and the forces behind this integration.

**Goal 5: Discipline Knowledge**
A basic knowledge of the business disciplines and areas.

**Management Department Curriculum Map**

*Where are PLOs Introduced, Developed, and Mastered?*

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| --- | --- | --- | --- | --- | --- |
|  | *COURSE**Introduced* | *COURSE**Introduced/Developed* | *COURSE**Developed* | *COURSE**Developed/Mastered* | *COURSE**Mastered* |
| *SLO 1.1: Students will be able to define general business principles.* |  | *MGT200;**MGT210;**MGT305* | *MGT311;**MGT313;**MGT361;**MGT417* |  | *MGT498; MGT499;**MGT314* |
| *SLO 1.2: Students will be able to define principles specific to their disciplines.* | *MGT200;*  | *ENT 312;**MGT210;**MGT305;**MGT361;* | *MGT311;**MGT314;* | *ENT 380; MGT498;**MGT417;* | *MGT313* |
| *SLO 1.3: Students will demonstrate the ability to communicate professionally.*  |  | *MGT210;**MGT361;**MGT305;**ENT 312* | *MGT311;**MGT313;**MGT314;**MGT417;* | *ENT 380;**MGT498;**MGT499* | *ENT496;**MGT305;*  |
| *SLO 2.1: Students will be able to synthesize information from a variety of sources to create solutions for business problems.*  | *MGT200;**MGT210;**ENT312;* | *MGT305* | *MGT311;**MGT361;**MGT314* | *ENT 496;**MGT498;**MGT499* | *MGT313;**MGT305* |

*Place an I, D, or M in each cell above to indicate where the program content related to each SLO is introduced (I), developed (D), and/or mastered (M). SLO content may be delivered in more than just six courses as indicated in the above table.*