

Assurance of Student Learning Report 2023-2024			
Gordon Ford College of Business		Management	
723 – Management			
Replace this with the program director and/or assessment coordinator			
Is this an online program? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No			
*** Please include Curriculum Map as part of this document (at the end), NOT as a separate file.			
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.		<input checked="" type="checkbox"/> Met	<input type="checkbox"/> 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.		<input checked="" type="checkbox"/> Met	<input type="checkbox"/> Not Met
Student Learning Outcome 3: Students will demonstrate knowledge of legal and ethical principles appropriate to their discipline.			
Instrument 1	Term project submissions from Dr. Yates' MGT305 (Critical Thinking) were evaluated using the GFCB rubric for Legal and Ethical Awareness.		
Instrument 2	Senior Exit Exam – Ethics specific questions.		
Instrument 3	Senior Exit Exam – Legal specific questions.		
Based on your results, check whether the program met the goal Student Learning Outcome 3.		<input checked="" type="checkbox"/> Met	<input type="checkbox"/> 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	Yeti Case submissions from Dr. Spiller's MGT498 (Strategic Management) were evaluated using the GFCB rubric for Critical Thinking.		
Instrument 2			
Instrument 3			
Based on your results, check whether the program met the goal Student Learning Outcome 4.		<input type="checkbox"/> Met	<input checked="" type="checkbox"/> Not Met
Program Summary (Briefly summarize the action and follow up items from your detailed responses on subsequent pages.)			
Overall, we met three of the four learning objectives for AY 2023-24, and missed the fourth learning objective for AY2023-24.			

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	96%
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 203 Business administration majors graduating 2023-2024, 195 students (96%) 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.				<input checked="" type="checkbox"/> Met <input type="checkbox"/> Not Met
Results, Conclusion, and Plans for Next Assessment Cycle (Describe what worked, what didn't, and plan going forward)				
<p>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.</p> <p>Next Assessment Cycle Plan: This outcome will be assessed again this time next year, around April 2025. Senior exit exam results will be collected in May 2025. The departmental AOL representatives and the faculty members in charge of the exit exam will collect the artifacts.</p>				

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	93%	
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 198 Business administration majors graduating 2023-2024 answering the discipline specific questions, 184 students (93%) 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.			<input checked="" type="checkbox"/> Met	<input type="checkbox"/> Not Met
Results, Conclusion, and Plans for Next Assessment Cycle (Describe what worked, what didn't, and plan going forward)				
<p>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.</p> <p>Next Assessment Cycle Plan: This outcome will be assessed again this time next year, around May 2025. Senior exit exam results will be collected in May 2025. The departmental AOL representatives and the faculty members in charge of the exit exam will collect the artifacts.</p>				

Student Learning Outcome 3			
Student Learning Outcome	Students will demonstrate knowledge of legal and ethical principles appropriate to their discipline.		
Measurement Instrument 1	Term project submissions from Dr. Yates' MGT305 (Critical Thinking) were evaluated using the GFCB rubric for Legal and Ethical Awareness.		
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	92%
Methods	40 Management students' assignment submissions were evaluated using the GFCB's rubric for Legal and Ethical Awareness. Of that, 37 students scored a 3 or above.		
Measurement Instrument 2	Senior Exit Exam – Ethics specific question (Question #78).		
Criteria for Student Success	Correct answer to the Ethics specific question.		
Program Success Target for this Measurement	70%	Percent of Program Achieving Target	98.6%
Methods	Determined the number of students who correctly answered the ethics specific question(s) on the senior exit exam that is given to all graduating Management students during their final semester. Of the 203 Business administration majors graduating 2023-2024 answering the ethics specific question, 200 students (98.6%) correctly answered the ethics specific question.		
Measurement Instrument 3	Senior Exit Exam – Legal specific questions.		
Criteria for Student Success	Score of 70% or higher on the senior exit exam, Legal specific questions.		
Program Success Target for this Measurement	70%	Percent of Program Achieving Target	85.9%
Methods	Determined the number of students who correctly answered the legal specific questions on the senior exit exam that is given to all graduating Management students during their final semester. Of the 203 Business administration majors graduating 2023-2024 answering the legal specific question, on average 174 students (85.9%) correctly answered the legal specific questions.		
Based on your results, circle or highlight whether the program met the goal Student Learning Outcome 3.		<input checked="" type="checkbox"/> Met	<input type="checkbox"/> Not Met
Results, Conclusion, and Plans for Next Assessment Cycle (Describe what worked, what didn't, and plan going forward)			
<p>Results and Conclusion: The department is doing a good job of educating and training students in these skills, according to our assessment results. We will continue to improve this learning outcome through disciplinary courses as in the attached curriculum map.</p> <p>Next Assessment Cycle Plan: This outcome will be assessed again this time next year, around May 2025. Senior exit exam results and the assignments from MGT305 or a same level (300 or 400) class will be collected by May 2025. The departmental AOL representatives and the faculty members teaching the classes will collect the artifacts.</p>			

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	Yeti 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	65%
Methods	37 Management students' assignment submissions were evaluated using the GFCB's rubric for critical thinking. Of that, 24 students' work scored a 3 or above. Overall, 65% 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.		<input type="checkbox"/> Met	<input checked="" type="checkbox"/> Not Met
Results, Conclusion, and Plans for Next Assessment Cycle (Describe what worked, what didn't, and plan going forward)			
<p>Results and Conclusion: The department needs to improve the training of students on these skills, according to our assessment results. We will continue to improve this learning outcome through disciplinary courses as in the attached curriculum map.</p> <p>Next Assessment Cycle Plan: This outcome will be assessed again this time next year, around May 2025. Student submissions from MGT498 or a similar class will be collected by May 2025. The departmental AOL representatives and the faculty members teaching the classes will collect the artifacts.</p>			

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

MANAGEMENT DEPARTMENT ASSURANCE OF LEARNING
Program Learning Outcomes and Curriculum Map

	<i>Department Outcome/Goal:</i>	<i>College Outcome/Goal:</i>
<i>SLO 1.1: Students will be able to define general business principles.</i>	<i>LG1: Gain basic understandings of business principles, processes, and communication skills.</i>	<i>Goal 1: Hard Skills/Discipline Knowledge – Students will demonstrate an understanding of concepts and terms associated with general business as well as their specific disciplines.</i>
<i>SLO 1.2: Students will be able to define principles specific to their disciplines.</i>	<i>LG1: Gain basic understandings of business principles, processes, and communication skills.</i>	<i>Goal 1: Hard Skills/Discipline Knowledge – Students will demonstrate an understanding of concepts and terms associated with general business as well as their specific disciplines.</i>
<i>SLO 2.1: Legal and Ethical Awareness – Students will demonstrate knowledge of legal and ethical principles appropriate to their discipline.</i>	<i>LG2: Gain basic understandings of legal and ethical principles, processes, and analytical skills. LG2: Ability to identify, analyze, and develop legal and ethical solutions to business problems. LG4: Use critical thinking to integrate knowledge from different global perspectives.</i>	<i>Goal 4: Legal and Ethical Awareness – Students will demonstrate knowledge of legal and ethical principles appropriate to their discipline.</i>
<i>SLO 3.1: Students will be able to synthesize information from a variety of sources to create solutions for business problems.</i>	<i>LG3: Use critical thinking to integrate knowledge from different business disciplines to identify, analyze, and develop solutions to business problems.</i>	<i>Goal 5: Critical Thinking – Students will demonstrate the use of appropriate skills to solve business problems.</i>

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

Learning Goal #1 - Hard Skills/Discipline Knowledge

Students will demonstrate an understanding of concepts and terms associated with general business as well as their specific disciplines.

Learning Goal #2 - Professionalism

Our students will recognize the need for and demonstrate professional conduct.

Learning Goal #3 – Diversity, Equity, and Inclusion

Students will recognize and analyze diverse, global perspectives to cultivate inclusive practices.

Learning Goal #4 - Legal and Ethical Awareness

Students will demonstrate knowledge of legal and ethical principles appropriate to their discipline.

Learning Goal #5 - Critical Thinking

Students will demonstrate the use of appropriate *skills* to solve business problems.

Management Department Curriculum Map

Where are PLOs Introduced, Developed, and Mastered?

	<i>COURSE</i> <i>Introduced</i>	<i>COURSE</i> <i>Introduced</i> <i>/Developed</i>	<i>COURSE</i> <i>Developed</i>	<i>COURSE</i> <i>Developed/</i> <i>Mastered</i>	<i>COURSE</i> <i>Mastered</i>
<i>SLO 1.1: Students will be able to define general business principles.</i>		<i>MGT200;</i> <i>MGT210;</i> <i>MGT305</i>	<i>MGT311;</i> <i>MGT313;</i> <i>MGT361;</i> <i>MGT417</i>		<i>MGT498;</i> <i>MGT499;</i> <i>MGT314</i>
<i>SLO 1.2: Students will be able to define principles specific to their disciplines.</i>	<i>MGT200;</i>	<i>ENT 312;</i> <i>MGT210;</i> <i>MGT305;</i> <i>MGT361;</i>	<i>MGT311;</i> <i>MGT314;</i>	<i>ENT 380;</i> <i>MGT498;</i> <i>MGT417;</i>	<i>MGT313</i>
<i>SLO 2.1: Legal and Ethical Awareness – Students will demonstrate knowledge of legal and ethical principles appropriate to their discipline.</i>	<i>MGT200;</i> <i>MGT 210;</i> <i>MGT 305</i>	<i>MGT200;</i> <i>MGT 210;</i> <i>MGT 261;</i> <i>MGT 305;</i> <i>ENT 312</i>	<i>MGT200;</i> <i>MGT 210;</i> <i>MGT 261;</i> <i>MGT 400;</i> <i>MGT 417</i>	<i>MGT 313;</i> <i>MGT 380;</i> <i>MGT 400</i>	<i>MGT 400;</i> <i>MGT 498;</i> <i>MGT 499</i>
<i>SLO 3.1: Students will be able to synthesize information from a variety of sources to create solutions for business problems.</i>	<i>MGT200;</i> <i>MGT210;</i> <i>ENT312;</i>	<i>MGT305</i>	<i>MGT311;</i> <i>MGT361;</i> <i>MGT314</i>	<i>ENT 496;</i> <i>MGT498;</i> <i>MGT499</i>	<i>MGT313;</i> <i>MGT305</i>

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.