Assurance of Learning
A brief overview

AOL Task Force Members: Larry Blose, Sonia Dalmia (Chair), Dori Danko, Fred Kraft, Mahendra Joshi and Wei Sun

- 2005: First year of assessment at SCB

- 2005-2011: Assessed a total of 33 goals and 122 objectives

- 2011-2015: With the introduction of FIMBA, assessed a total of 38 goals and 137 objectives. The last FIMBA cohort graduated in 2016.

- 2014 December: AOL Task Force was created to review, revise, and redesign the AOL process with the goal of making it a more structured, realistic and manageable process.

- With the participation and engagement of Seidman faculty, the AOL Task Force accomplished the following tasks between January 2015-September 2016
  (1) Revision of all program learning goals and objectives effective Fall 2015 (22 goals and 42 objectives). See page 3 for an example of the faculty engagement in the revision process.
  (2) Development of curriculum maps for BBA, BBA-ACC, MSA, MST, MBA and EMBA (which shows what goals/objectives are assessed where)
  (3) Development of rubrics for new learning goals and objectives.
  (4) Establishment of an assessment processes (see page 4).
  (5) Development of a Blackboard site dedicated to assessment.
  (6) Faculty senate approval of (1) – (3) above on April 8, 2016.
  (7) Development of an assessment calendar for the next five-year cycle 2016-2021 (see page 5).
  (8) Establishment of a Goal Assessment Team (GAT) for the *Effective Business Communication* goal in the BBA, BBA-ACC, MSA, and MBA. The GAT presented their recommendations at the faculty senate meeting on April 8, 2016
  (9) Hosted a college wide AOL meeting on Friday, September 16, 2016 to institutionalize a closing of the loop process. Four GAT's were formed to improve student learning outcomes on information literacy (BBA and BBA-ACC objective), informed business decision making (BBA and BBA-ACC goal), ethics (BBA and BBA-ACC goal) and business acumen and strategic decision making (MSA goal). Each GAT will make their recommendations to the faculty at the December 2016 senate meeting.

- **AOL and the Seidman Mission**: Although the Seidman mission was revised after the changes were made to AOL, the revised program learning goals and objectives are in alignment with the amendments. The key point of the mission statement that relates to Assurance of Learning is that we provide a challenging setting to facilitate: 1) intellectual curiosity, 2) critical thinking which is reflected in multiple learning goals/objectives like strategic decision making, and 3) ethical behavior that recognizes the global environment.

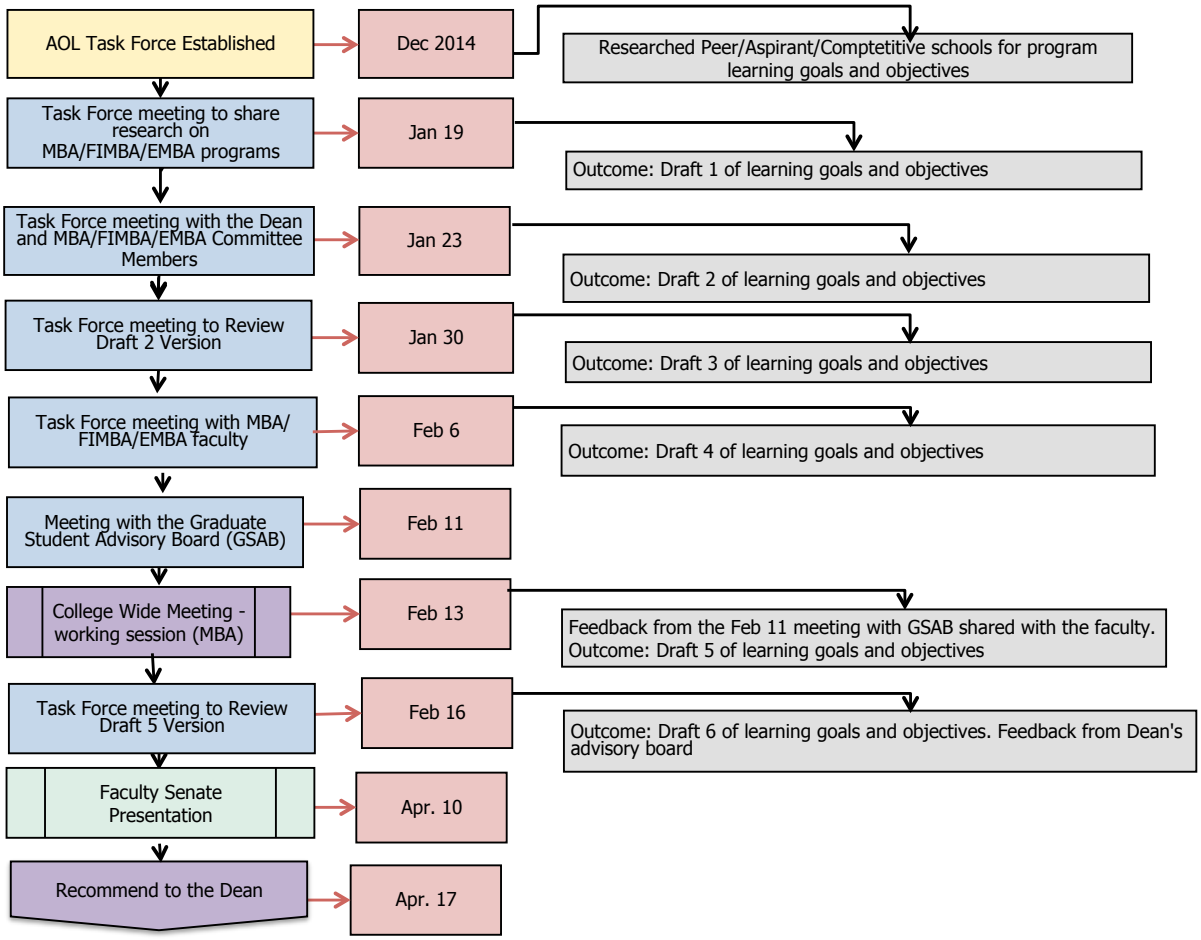
Our revised program learning goals and objectives articulate this key point of the mission statement and describe the knowledge and skills we, at Seidman, believe are necessary for graduates to successfully participate in the workplace, take roles as leaders, and make positive contributions to society.

- AOL Task Force goals for AY 2016-17
  - Supplement the current program learning goals and objectives with additional content knowledge outcomes specific to the majors offered by the College.
  - Institutionalize a closing-the-loop process by holding annual college wide AOL meetings at the beginning of each academic year, followed by goal assessment teams making recommendations on continuous improvement to the faculty at the senate meetings. The first meeting is scheduled for September 16, 2016.
  - Require inclusion of student learning outcomes, method of assessment, and grading rubrics in the syllabi of the core courses to help both students and faculty see the coherence of a program's curriculum.

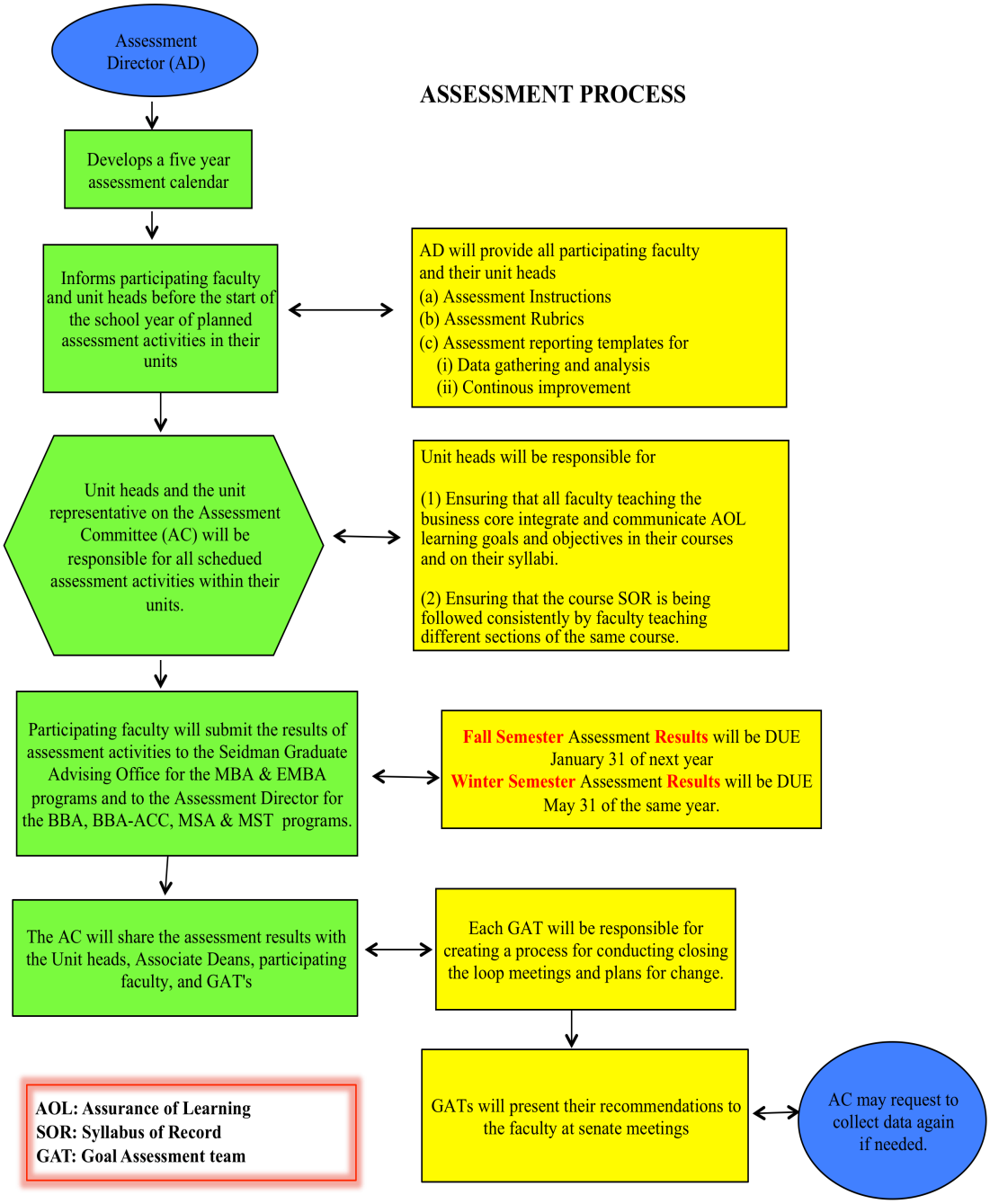
Assessment Support Software

- Prior to 2015, SCB used STEPS to manage assessment.
- In summer 2015, SCB transitioned from STEPS to WEAVE
- As of Fall 2016, the university has discontinued the use of WEAVE to manage assessment. Currently, the university is evaluating alternative software to support assessment.

Process Followed to Revise MBA/FIMBA/EMBA Program Learning Goals and Objectives



ASSESSMENT PROCESS



Assessment Calendar (2016-2021)

		Goals and Objectives	F16	W17	F17	W18	F18	W19/SU 19	F19	W20	F20	W21/SU 21
BBA	1.1	Locating Information					ECO 210/211				ECO 210/211	
	1.2	Effect Com (written)			MGT 331				MGT 331			
	1.3	Effect Com (oral)			MGT 331				MGT 331			
	2	Fun Bus. Know.					MGT 495				MGT 495	
	3.1	SWOT				MGT 495				MGT 495		
	3.2	Global				MGT 495				MGT 495		
	4	Ethics			ECO 440				ECO 440			
BBA ACC	1.1	Locating Information		ACC 310						ACC 310		
	1.2	Effect Com (written)		ACC 311				ACC 311				
	1.3	Effect Com (oral)		ACC 311				ACC 311				
	2	Fun Bus. Know.					MGT 495				MGT 495	
	3.1	SWOT				MGT 495				MGT 495		
	3.2	Global				MGT 495				MGT 495		
	4	Ethics		ACC 333				ACC 333				
	5	Tech. Acc. Know.					ACC 310				ACC 310	
	6	CPA Exam						NASBA Report				NASBA Report
MS ACC	1.1	Effect Com (written)			ACC 620				ACC 620			
	1.2	Effect Com (oral)			ACC 620				ACC 620			
	2	Bus. Acu & Strategy				ACC 613				ACC 613		
	3	Global				ACC 617						ACC 617
	4	Ethics					ACC 607				ACC 607	
MS Tax	1	Ethics						ACC 636				ACC 636
	2	Tax Communication						ACC 636				ACC 636
	3	Tax Law						ACC 636				ACC 636
	4	Tax Analy & Planning						ACC 636				ACC 636
MBA	1.1	Effect Com (written)					BUS 631				BUS 631	
	1.2	Effect Com (oral)					BUS 631				BUS 631	
	2	Bus. Acu & Strategy			BUS 681				BUS 681			
	3	Global				BUS 671						BUS 671
	4.1	Ethics					BUS 677				BUS 677	
	4.2	Team work			BUS 631				BUS 631			
	4.3	Leadership			BUS 631				BUS 631			
EMBA	1.1	Effect Com (written)				EMBA 683				EMBA 683		
	1.2	Effect Com (oral)				PD				PD		
	2	Bus. Acu & Strategy				EMBA 683				EMBA 683		
	3	Global				EMBA 683				EMBA 683		
	4.1	Ethics						EMBA 678				EMBA 678
	4.2	Team work						PD				PD
	4.3	Leadership						EMBA 678				EMBA 678