

## 2019 ASSURANCE OF LEARNING

### COMPLETING THE PROCESS

It is important to know if our students are reaching the highest possible level of understanding of course and program learning objectives. To reach that goal, we assess the level of understanding of those objectives, and in those cases where that understanding is not adequate, plan to improve the next outcome. This form will help to assess the data collected, attempt to interpret it and plan effective changes in course delivery or structure in future semesters. Please complete this form for each core course in order for us to internally document this process and provide a guide for similar problems in the future.

**Program:** **BBA**

**Program learning goal/objective assessed:**

**3.2 – Informed Decision Making**

**Students will integrate global and cultural factors into the decision making process.**

**Core Course # and title:** **Assessed in MGT495 – Administrative Policy**

**Goal Assessment Team (GAT) Chair and Members:**

- Brad Koch (Chair)**
- Carol Sanchez**
- Bishal BC**
- Dan Giedeman**
- Jennifer Pope**
- Thuy Simpson**

**(1) Briefly list the measures used to assess student learning (for example: case studies, exams etc.)**

**Exam - Case Study**

**(2) Based on the assessment results what conclusions do you draw?**

**The biggest issue that needs to be addressed is the poor performance in the identification of cultural factors and use of cultural frameworks.**

**(3) Are there any contextual factors affecting these results? (For example: student class standing, faculty experience teaching the course, course format [hybrid/flipped, online], class size, diversity of majors, etc.)**

**Cultural factors are not being taught in MGT495.**

**(4) Based on the results, describe any changes you anticipate making in teaching the course to improve the student learning.**

**Cultural factors have never been part of MGT495's content or similar courses taught at other universities. Consequently the MGT495 instructors feel that this material doesn't belong in MGT495.**

**(5) Based on the results, describe any changes you anticipate making in assessing the course.**

**The course content for MGT495 does contain some aspects of global strategy, but not cultural factors. Therefore, SCB should no longer use MGT495 to assess students on cultural factors.**

**(6) Based on the results, describe the curricular or programmatic changes you will make to improve student attainment of the selected goal/objective.**

**Near-Term – Low Resource Requirement**

**Add more sections of MGT303 where students are taught the cultural frameworks and how cultural factors influence the decision-making process. MGT303 is an issue and world perspective course that meets multiple graduation requirements.**

**Long-Term – High Resource Commitment**

**Add a new BUS200 level course to the pre-core or add MGT303 to the core.**

**(7) Based on your recommendations for improvement, please describe**

- The expected timeline for each of the recommended actions
  - **Near-Term – Add 4 more sections of MGT303 for the 2020-2021 academic year.**
  - **Long-Term – Requires new course development or adding MGT303 to the core. Time estimate 4-6 years.**
- Any potential barriers you anticipate in implementing the recommended actions
  - **Near-Term – An adjunct would need to be hired and trained to teach the 4 additional sections of MGT303.**
  - **Long-Term – Lack of full-time faculty with cultural expertise to organize the course and train adjuncts to teach all of the sections required for a core course.**

**(8) To what extent did the department/unit as a whole (or a subgroup) engage in this assessment process?**

**The International Business Committee was presented the problem and they developed a draft proposal. This proposal was then presented to the Management department head for comments and modifications.**

**(9) What else can the Assessment Committee do to help you meaningfully assess student learning?**

**Don't let assessment requirements drive course content. We need a one credit hour senior level requirement to do all BBA assessment instead of using MGT495.**

**The Unit Heads of Management, Marketing, Finance, Economics and the Director of School of Accounting will be responsible for overseeing changes recommended by GATs for the assessment of learning goals housed in their units. They will also be required to follow up with documented evidence of the changes implemented.**