

**Annual Key Assessment Findings and Curricular Improvements
Business & Economics Department/A&S
Undergraduate BA/BS Programs
AY 2011-12**

I. Key Assessment Findings

Senior Assessment

A. Senior Capstone Course:

Seniors enroll in a capstone course called Business Strategy (MGT475). The course brings together and synthesizes material from accounting, finance, micro and macro economics, marketing, operations, information systems, business ethics, and international business to assess organizations and develop alternative courses of action based on the goals of the organization and fit within the larger business environment. The assessment of student performance is based on exams, case studies and final projects. Table 1 provides the distribution of grades in the capstone course for FA11, SP12, and overall.

**Table 1
Business Strategy Results
Department of Business & Economics
AY2011-2012**

	A+, A, A-		B+, B, B-		C+, C, C-		D, F, W		Total
	#	%	#	%	#	%	#	%	
FA11	8	27.7%	12	40.0%	10	13.3%	0	0.0%	30
SP12	17	40.5%	13	23.8%	8	19.1%	4*	9.2%	42
Overall	25	34.7%	25	34.7%	18	25.0%	4	5.6%	72

- Includes 2 withdrawals

As Table 1 displays, over the AY2011-12 period, there were two failing and two withdrawal students in the capstone course. Overall, 69.4% of the students passed with grades of As and Bs.

B. Senior Comprehensive Examination

All students are required to take a senior assessment test to graduate. Students are provided with sample questions to facilitate preparation. Faculty members are encouraged to make themselves available to students who are preparing for the exam. In any event, virtually all students pass the exam within two attempts. It should also be noted that the senior assessment is a rigorous exam. In the field of accounting for example, a field with an above average failure rate, the exam has been compared by alum to the CPA exam in terms of rigor. Table 2 provides the distribution of grades in the BA-Comp exam for FA11, SP12, and overall. Also, rubrics for the BA-Comp exam has been developed and is applied to AY2011-12 and the results are provided in Table 3.

Table 2
Senior Comprehensive Examination Results
Department of Business & Economics
AY2011-2012

	Fail		Pass		Pass w/Honors		TOTAL
	#	%	#	%	#	%	
FA11	6	28.6%	15	71.4%	0	0.0%	21
SP12-1st	8	16.0%	39	78.0%	3	6.0%	50
SP12-2nd	0	0.0%	9	100.0%	0	0.0%	9
Overall	14	17.5%	63	78.8%	3	3.8%	80

The 4 out of 6 students who failed in the FA11 passed the BA-Comp after repeating it in the early SP12. All 8 students who failed the first SP12 exam passed after retaking it later in the SP12. Overall, 83% of the students who took the comprehensive exam passed or passed with honors. The remaining students passed after repeating it.

Table 3
Results of Student Learning Assessment Rubric
Department of Business & Economics
Undergraduate Program
Rubric for Senior Comprehensive Exam
AY2011-2012

Trait	Level						Mean	SD	Total N
	Exceeding Expectations (3pts)		Meeting Expectations (2pts)		Below Expectations (1pt)				
	N	%	N	%	N	%			
1) Critical Thinking /Analytical Skills	9	16%	31	56%	15	27%	1.89	0.66	55
2) Knowledge of Business/Economics Topic and Concepts	12	22%	28	51%	15	27%	1.95	0.70	55
3) Clear/Effective Writing	6	11%	38	69%	11	20%	1.91	0.55	55
Overall Average	9	16%	32.3	59%	13.7	25%	1.92	0.64	55

Note: 1) The "N" represents the number of students at each level of performance for each trait.

2) The "%" represents the percentage of the number of students falling at the level performance for each trait against the total number of students.

3) The mean is the average of all scores across the levels within the trait.

4) The standard deviation (SD) is the measure of the variability of the data set, indicating how "spread out" these data are from the mean value.

As Table 3 shows, the three traits combined had an average of 1.92 which is closer to 2, the mean for the "Meeting Expectations" trait. The standard deviations for the second trait were 0.70 which was a little higher than the other two traits. The "Clear Thinking/Analytical Skills" trait shows the lowest variation (0.55). About 59% of the students evaluated, on average, met the expectations; 16% on the average exceeded expectations and about 25% were below expectations. 22% of students "Knowledge of Business/Economics Topics and Concepts" exceeded expectations. The percentages for the other two traits exceeding expectations were 16% for trait (1) and only 11% for trait (3). It appears there is a need to improve the percentage of the students who exceed expectation in all three traits to bring it to at least 33% or all students.