

**Annual Key Assessment Findings and Curricular Improvements**  
**School of Business & Economics**  
**Undergraduate BA/BS/BSBA Programs**  
**AY2014-15**

**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 FA14, SP15, and overall.

**Table 1**  
**Business Strategy Results**  
**School of Business & Economics**  
**AY2014-2015**

	A+, A, A-		B+, B, B-		C+, C, C-		D, F, W		Total
	#	%	#	%	#	%	#	%	
<b>FA14</b>	33	52.4%	23	36.5%	7	11.1%	0	0%	63
<b>SP15</b>	7	13.2%	31	58.5%	15	28.3%	0	0%	53
<b>Overall</b>	40	34.5%	54	46.6%	22	18.9%	0	0%	116

As Table 1 displays, over the AY2014-15 period, there were no failings. Overall, 81% of the students passed with grades of As and Bs.

### 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 undergraduate Comp exam for FA14, SP15, and overall. Also, rubrics for Comp exam has been developed and is applied to AY2014-15 and the results are provided in Table 3.

**Table 2**  
**Senior Comprehensive Examination Results**  
**School of Business & Economics**  
**AY2014-2015**

	Fail		Pass		Pass w/Honors		TOTAL
	#	%	#	%	#	%	
<b>FA14</b>	2	11.8%	24	88.9%	1	0.3%	27
<b>SP15-1st</b>	6	8.1%	63	85.1%	5	6.8%	74
<b>SP15-2nd</b>	3	11.1%	22	81.5%	2	7.4%	27
<b>SUM15</b>	0	0	1	100.00%	0	0	1
<b>Overall</b>	11	8.5%	110	85.3%	8	6.2%	129

The 1 of 2 students who failed in the FA14 passed the Comp after repeating it in the first SP15 comps but the 2<sup>nd</sup> student failed it in both SP15 comps exams. 4 out of 6 students who failed in SP15.1 passed it in the SP15.2 exam. Overall, 91.5% of the students who took the comprehensive exam passed or passed with honors. Two students failed it after repeating it in SP15.2. One student who failed in spring 2015, retook it in the summer 2015 and passed it.

**Table 3**  
**Results of Student Learning Assessment Rubric**  
**School of Business and Economics**  
**Undergraduate Program**  
**Rubric for Senior Comprehensive Exam**  
**AY2014-2015**

Trait	Level						Mean	SD	Total N
	Exceeding Expectations (3pts)		Meeting Expectations (2pts)		Below Expectations (1pt)				
	N	%	N	%	N	%			
<b>1) Critical Thinking /Analytical Skills</b>	17	21%	52	63%	13	16%	2.05	0.61	82
<b>2) Knowledge of Business/Economics Topic and Concepts</b>	19	23%	52	63%	11	13%	2.10	0.60	82
<b>3) Clear/Effective Writing</b>	21	25%	51	61%	11	13%	2.12	0.61	83
<b>Overall Average</b>	19	23%	51.7	63%	11.7	14%	2.09	0.61	82

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 2.09 which is a little over 2, the mean for the "Meeting Expectations" trait. The standard deviations for all three traits were 0.60. About 63% of the students evaluated, on average, met the expectations; 23% on the average exceeded expectations and about 14% were below expectations. 23% of students' "Knowledge of Business/Economics Topics and Concepts" exceeded expectations. The percentages for the other two traits exceeding expectations were 21% for trait (1) and 25% for trait (3). It appears there is a need to improve the percentage of the students who exceed expectation in all three traits from 23% to at least 33% for all students.

## II. Curricular Improvements/Final Remarks:

Starting Fall 2014, a revised curriculum for Economics-BA was offered as well as two new programs, Economics-BS and International Economics & Finance-BS Honors.

- **Economics-BA Fall 2014:** Replaced MGT221/222 (law course); MGT240; and MGT323 with ECON243, ECON244, and an ECON Elective.
- **Economics-BS Fall 2014:** This program was introduced for the first time. The difference between the BS and BA is that BS requires two more economics courses (20 vs 18). The two additional courses are ECON361 (Mathematical Economics) and ECON364 (Econometrics II) or Advanced MATH (300/400)
- **International Economics & Finance-BS Honors:** The new IEF-BS Honors program substituting the BSBA program requires a minimum GPA of 3.50. It replaced MGT321/322 (currently MGT221/222); MGT240; and MGT323 with ECON243, ECON244, and MGT337 (Options & Futures). This program requires students to take Honor sections of ACTT305 (currently ACCT205), MGT218 (currently, MGT118), MGT226 (currently FIN226), ECON323 (currently ECON223), MGT332 (currently FIN332), MGT334 (currently FIN334), and MGT337 (currently FIN337).
- Note that the Economics-BSBA and International Economics & Finance were offered for the last time in the Fall 2014. These programs are being phased out. Students were also given the option to opt into new Economics-BA or Economics-BS or International Economics & Finance -BS Honors.