

Annual Key Assessment Findings and Curricular Improvements
School of Business & Economics
Undergraduate BA/BS/BSBA Programs
AY2015-16

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 FA15, SP16, SUM16, and overall.

Table 1
Business Strategy Results
School of Business & Economics
AY2015-2016

	A+, A, A-		B+, B, B-		C+, C, C-		D, F, W		Total
	#	%	#	%	#	%	#	%	
FA15	5	14.7%	18	52.9%	11	32.4%	0	0%	34
SP16	6	24.0%	5	20.0%	14	56.0%	0	0%	25
Overall	11	18.6%	23	39.0%	25	42.4%	0	0%	59

As Table 1 displays, over the AY2015-16 period, there were no failings. Overall, about 58% 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 FA15, SP16, SUM16, and overall. Also, rubrics for Comp exam has been developed and is applied to AY2015-16 and the results are provided in Table 3.

Table 2
Senior Comprehensive Examination Results
School of Business & Economics
AY2015-2016

	Fail		Pass		Pass w/Honors		TOTAL
	#	%	#	%	#	%	
FA15	9	24.3	24	64.9%	4	10.8%	37
SP16-1st	17	23.3%	48	65.7%	8	11%	73
SP16-2nd	4	20%	16	80%	0	0%	20
SUM16-1	3	50%	3	50%	0	0%	6
SUM16-2	0	0%	2	100%	0	0%	2
Overall	33	23.9%	93	67.4%	12	8.7%	138

During the FA15, SP16, and SUM16 period, several students who failed repeated the exam 2 to 3 times before they finally passed it. Overall, 76% of the students who took the comprehensive exam passed or passed with honors which is 15% lower than the one for the academic year 2014-15. It should be noted that by the end of summer 2016 all students had passed. The school decided to look into this and try to remedy this issue through more review sessions. Also, it was decided to consider changing the test format to case study format, if possible.

Table 3
Results of Student Learning Assessment Rubric
School of Business and Economics
Undergraduate Program
Rubric for Senior Comprehensive Exam
AY2015-2016

Trait	Level						Mean	SD	Total N
	Exceeding Expectations (3pts)		Meeting Expectations (2pts)		Below Expectations (1pt)				
	N	%	N	%	N	%			
1) Critical Thinking /Analytical Skills	30	33%	39	42%	23	25%	2.08	0.76	92
2) Knowledge of Business/Economics Topic and Concepts	22	24%	45	49%	25	27%	1.97	0.72	92
3) Clear/Effective Writing	17	18%	46	50%	29	32%	1.87	0.70	92
Overall Average	23	25%	43.3	47%	25.7	28%	1.97	0.73	92

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 1.97 which is a little lower than 2, the mean for the "Meeting Expectations" trait. This is lower than previous academic year value of 2.09. The standard deviations for all three traits were 0.73. About 47% of the students evaluated, on average, met the expectations; 25% on the average exceeded expectations and about 28% were below expectations. This is alarming which needs to be addressed. 24% of students' "Knowledge of Business/Economics Topics and Concepts" exceeded expectations which is almost similar to the one for AY2014-15 (23%). The percentages for the other two traits exceeding expectations were 33% for trait (1) and 18% for trait (3). It is our goal to improve the percentage of the students who exceed expectation in all three traits from 25% to at least 33% for all students.

II. Curricular Improvements/Final Remarks:

During the AY2015-2016 there were greater emphasize on using cases in management classes, bringing guest lecturers to the class room and outside the class room, and greater incorporation of ethical values into the courses and overall curriculum in the School of Business & Economics. There have been many forms of engagement with the students through social media, students' clubs, and other avenues, as well as, educational and networking trips to the Wall Street and the Madison Street.

During the Summer 2015, Management faculty initiated writing an omnibus case to replace the regular comps exam.

Management Area:

The followings are a list of changes made by the Management is:

Fall 2015:

1. MGT 330 - Bob Powers developed and offered this course after a long dormancy
2. MGT 432 - Introduced Technology and Operations Management, a course developed by Harvey Seegers
3. MGT 333 - Associations Course was approved and added to the course catalog
4. MGT 490 - Developing Economies Course approved and added to the course catalog

Spring 2016:

1. MGT 491 - Introduced Management Communications, a course developed by Bob Powers
2. MGT 350 (250) was approved and added to the course catalog
3. MGT 372 - Revamped by Entrepreneurship
4. MGT 472 - New Entrepreneurship course was approved and added to the course catalog

Marketing Area:

The followings are a list of changes made by the Marketing area:

Fall 2015:

1. MKT 491 – Consultative Professional Selling was piloted as a Special Topics Course

Spring 2016:

1. MKT 422 – Consultative Professional Selling was approved and added to course catalog
2. MKT 350 – Digital Marketing was re-designed and updated
3. MKT 362 – New course - Fashion Marketing was approved and added to the course catalog

Finance Area:

1. added a new summer online course in personal finance

