ASSURANCE OF LEARNING EXECUTIVE REPORT FOR 2015-2016
Bachelor of Science Degree
Disciplines of Business Administration & Accounting

The learning outcomes are listed below. During the academic year, artifacts were collected in Accounting courses, Economics courses, FINC 345 Finance, MNGT 361 Operations Management, MNGT 300 organizational behavior, and MNGT 485 strategic management. The artifacts were used to assess Learning Goals 1 through 4.

1. Aware of the impact of globalization and able to:
   a. Identify relevant global factors.
   b. Analyze the impact of relevant global factors.
   c. Apply analysis to relevant situation.

2. Capable of engaging in complex decision making and able to:
   a. Identify problems and/or opportunities.
   b. Conduct a situational analysis
   c. Generate alternatives to address problems or opportunities.
   d. Choose and develop solutions to problems or opportunities.

3. Capable of communicating effectively, both orally and in written form and able to:
   a. Demonstrate proper mechanics in written form
   b. Use vocabulary appropriate for target audience
   c. Be effective in oral communication and presentation
   d.

4. Aware of social responsibility issues and able to:
   a. Identify and evaluate ethical dilemmas.
   b. Demonstrate awareness of sustainability issues.
   c. Recognize the diversity of people, thought, and culture.

5. Capable of demonstrating basic information technology skills and able to:
   a. Produce a document that conforms to specified formatting.
   b. Analyze data using a spreadsheet and apply mathematical functions.
   c. Visually present ideas using technology.
   d. Demonstrate information literacy.

6. Able to demonstrate general business knowledge.

Faculty teams reviewed rubric data and their evaluation indicated that students were meeting expectations for identification of global issues, all elements associated with decision making, all elements associated with written and oral communications, and all elements associated with social responsibility. There were mixed results for the analysis and application elements associated with global perspectives.

Several action to maintain or strengthen student performance were implemented by faculty including: additional class time/assessment on the topic of global economic growth, growth rate comparisons, the impact of excise taxes on reducing pollutions, and a new method for teaching central limit theory. Faculty also added class time to discuss how to prepare and deliver oral presentations and started using a handout developed by the college’s AACSB AoL Assessment Committee.
Artifacts will be collected and evaluated in 2016-2017 for elements identified in the full report.

The Major Field Exam was aggregated in the closure courses during the Fall and Spring Semesters. The mean for the exam was 156 which is at are above the normed data and meets the benchmark established by the college’s AACSB AoL Assessment Committee.

Faculty reviewed the questions with low correct response rates and identified actions to take to improve student understanding. These included addition time on topic, inclusion in homework and exams, and new group activities. On topics related to accounting, economics, and fiancé, student may also be referred to the College’s tutoring program beginning in Fall 2016.

The technology exam was administered in Fall 2015 and in Spring 2016. The results from the fall evaluation indicated that some questions needed to changed/deleted due to vagueness/complexity. The revised exam was administered in the spring and will be evaluated in the next academic year. To address some the issues student were having with the technology questions, faculty started to refer them to Lynda.com.

Graduating seniors were asked to provide feedback on how effectively the learning outcomes met their personal and professional goals. Ninety-one percent are higher of the responding students agreed that the learning outcomes did met their personal and professional goals.