

### Goal Description:

**Providing Department:** Management BBA

## RELATED ITEMS/ELEMENTS

### RELATED ITEM LEVEL 1

## Learning Objective 1 - Organizational Behavior

### Learning Objective Description:

## RELATED ITEM LEVEL 2

## ICF1 - Organizational Behavior

### Indicator Description:

Course exam embedded questions and/or assignments

### Criterion Description:

70% of all students will attain at least 70% proficiency on each sub-objective for the course

### Findings Description:

We assessed three sections of MGMT 3320, including 85 students on five learning objectives.

The results of the assessment are as follows (see attached data for aggregate data).

LO1:74 of 85 students (87.6%) achieved performance exceeding 70%

LO2:60 of 85 students (70.6%) achieved performance exceeding 70%

L03:61 of 85 students (71.8%) achieved performance exceeding 70%

LO4:57 of 85 students (67.1%) achieved performance exceeding 70%

LO5:58 of 85 students (68.2%) achieved performance exceeding 70%

We were not able to achieve instructor redundancy on this course (a stated goal for last year) but have an especially reliable instructor (Farid Jahantab) who will be running the course for the foreseeable future.

### Attached Files

MGMT 3320 Assessment - Fall 2023 - Farid.xlsx

### RELATED ITEM LEVEL 3

## Action 1- Organizational Behavior

**Action Description:**

In September 2024, the MGMT faculty will meet to review/revise the master syllabus, course learning objectives, and ICFs for all courses in the major and to review the data from previous years. In several classes, the faculty did not assess all learning objectives in the Master Syllabus or assessed extra learning objectives not contained in the Master Syllabus. The fall meeting will be used to coordinate the efforts of each faculty teaching a course. Any changes will be incorporated into the assessment plan for AY 2024-2025.

Data for AY 2024-2025 will be collected from all sections, on all campuses, F2F and online, in both the fall and spring to ensure sufficient data for end of year analysis.

Faculty meetings to review the AY 2024-2025 assessment will be held during finals week of 2024 (approximately 6 Dec) to ensure timely updates to the plan for continuous improvement. This meeting will be used to review the Master syllabus, Learning Objective, and ICFs, findings, and develop the plan for continuous improvement for the upcoming years.

### RELATED ITEM LEVEL 1

## Learning Objective 2 - Human Resource Management

**Learning Objective Description:**

Students will understand the principles and concepts relating to the management of human resources.

SUB1: Students will understand the principles and concepts relating to strategic HRM.

SUB2: Students will understand the principles and concepts relating to jobs/job analysis.

SUB3: Students will understand the principles and concepts relating to staffing/planning.

SUB4: Students will understand the principles and concepts relating to total rewards.

RELATED ITEM LEVEL 2

ICF2 - Human Resources Management

Indicator Description:

Embedded exam questions and/or course assignments from multiple sections/courses will be used to evaluate students' understanding of the management of human resources.

Criterion Description:

70% of management majors will achieve or surpass a 70% performance level on the associated indicator.

Findings Description:

We assessed four sections of MGMT 3330, including 136 students, on three learning objectives:Students will be able to: 1) understand; 2) analyze; and 3) apply HR concepts on exams, cases, and exercises.

LO1:96 of 110 students (87.3%) achieved performance exceeding 70%.

LO2:102 of 110 students (92.7%) achieved performance exceeding 70%.

LO3:117 of 136 students (86.0%) achieved performance exceeding 70%.

Attached Files

 [MGMT 3330 Assessment - Fall 2023 - All.xlsx](#)

RELATED ITEM LEVEL 3

Action 2 - Human Resources Management

Action Description:

The subset of the faculty in the Management area responsible for the BBA in Human Resource Management have assessed their degree including MGMT 3330.The other management faculty will defer to the HR faculty with respect to actions in their courses.

The Management faculty will meet in September 2024 to coordinate revisions of the Master Syllabi and course assessment.We intend to request that they assess and report on the Learning Objectives listed in the Master Syllabus.Any changes will be incorporated into the assessment plan for AY 2024-2025.

Data for AY 2023-2024 will be collected from all sections, on all campuses, F2F and online, in both the fall and spring to ensure sufficient data for end of year analysis.Faculty meetings to review assessment will be held in December 2024 to ensure timely updates to the plan for continuous improvement.This meeting will be used to review the Master syllabus, Learning Objective, and ICFs, findings, and develop the plan for continuous improvement in subsequent years.

RELATED ITEM LEVEL 1

Learning Objective 3 - Social Responsibility

Learning Objective Description:

Students will understand the principles and concepts relating to the social responsibility of business.

RELATED ITEM LEVEL 2

ICF3 - Social Responsibility

Indicator Description:

Student course assignments designed to evaluate each of the sub-objectives (exam questions, quiz questions, case discussions and case analyses, exercises, simulations, discussion questions, projects, essays, etc.).

Criterion Description:

70% of all students will attain at least 70% proficiency on each of the learning objectives for MGMT 4345

Findings Description:

From the Master Syllabi, the Course Learning Objectives are that students will be able to:

- Understand the definition of corporate social responsibility and the arguments for and against corporate social responsibility A4, B3 (Chapters 1-3)
- Understand the role of government in regulating business and the resources available to business to influence government A4, B3 (chapters 17-18)
- 3. Understand the impact of globalization on society and the arguments of protesters and supporters of globalization A4, B3, B4 (Chapter 7)
- Understand basic principles of ethical conduct and factors that influence managerial ethics A4, B3 (chapters 5 & 6)

We collected data from one section of MGMT 4345, including 13 students, on three of four learning objectives. Learning objective LO3 was inadvertently omitted. Data was collected using quizzes and exams that align with the four disciplinary learning objectives. Detailed findings are provided in the attached spreadsheet.

LO1: 11 of 13 students (84.6%) achieved performance exceeding 70%

LO2: 1 of 13 students (7.7%) achieved performance exceeding 70%

LO4: 8 of 13 students (61.5%) achieved performance exceeding 70%

Attached Files

 [MGMT 4345 Assessment - fall 2023 - Cassidy.xlsx](#)

RELATED ITEM LEVEL 3

Action 3 - Social Responsibility

Action Description:

In September 2024, the MGMT faculty will meet to review/revise the master syllabus, course learning objectives, and ICFs for all courses in the major and to review the data from previous years. In several classes, the faculty did not assess all learning objectives in the Master Syllabus. The September meeting will be used to coordinate the efforts of each faculty teaching a course. Any changes will be incorporated into the assessment plan for AY 2024-2025. Data for AY 2024-2025 will be collected from all sections, on all campuses, F2F and online, in both the fall and spring to ensure sufficient data for end of year analysis. Faculty meetings to review assessment will be held in December 2024 to ensure timely updates to the plan for continuous improvement. This meeting will be used to review the Master syllabus, Learning Objective, and ICFs, findings, and develop the plan for continuous improvement in future years.

RELATED ITEM LEVEL 1

Learning Objective 4 - International Management

Learning Objective Description:

Students will understand the principles and concepts of managing business in global markets and multi-cultural societies.

RELATED ITEM LEVEL 2

ICF4 - International Management

Indicator Description:

Embedded questions on quizzes and exams in multiple sections will be used to evaluate students' understanding regarding managing business in global markets. Students also participate in Discussion Board assignments, where they engage their peers in the weekly assigned material in order to strengthen their knowledge and understanding. Lastly, students develop analysis to assess how country characteristics enable companies to succeed in their home country, then determine whether these characteristics are available in a selected new host country environment.

Criterion Description:

70% of all students will attain at least 70% proficiency on each sub-objective for the course

Findings Description:

Course learning objectives - Students will be able to:

- 1) Students will develop an appreciation of the global nature of business today, and the institutions shaping the global marketplace.
- 2) Students will become familiar with the process of extending from domestic business operations into global markets.
- 3) Students will familiar with the major institutions participating in and facilitating global business.
- 4) Students will develop an appreciation of the challenges of global business through an understanding of the familiar and unfamiliar in the cultural, social, economic, technological and regulatory environments of global business.
- 5) Students will become familiar with the major laws and ethical considerations relating to global markets.
- 6) Students will perform original individual and group research on one or more aspect of the global business environment.
- 7) Students will summarize and explain how companies consider global market entry by means of a written report and oral presentations.

We collected data from both sections of MGMT 4340 for AY 2023-2024 (one in fall 2023, one in spring 2024), including 62 students on six of the seven learning objectives. Detailed findings are provided in the attached spreadsheet.

- LO1:43 of 62 students (69.4%) achieved performance exceeding 70%
- LO2:37 of 62 students (59.7%) achieved performance exceeding 70%
- LO4:55 of 62 students (88.7%%) achieved performance exceeding 70%
- LO5:55 of 62 students (88.7%) achieved performance exceeding 70%
- LO6:60 of 62 students (96.8%) achieved performance exceeding 70%
- LO7:62 of 62 students (100%) achieved performance exceeding 70%

Attached Files

 [MGMT 4340 Assessment - F23 & SP24.xlsx](#)

RELATED ITEM LEVEL 3

Action 4 - International Management

Action Description:

In September 2024, the MGMT faculty will meet to review/revise the master syllabus, course learning objectives, and ICFs for all courses in the major and to review the data from previous years.In several classes, the faculty did not assess all learning objectives in the Master Syllabus.The September meeting will be used to coordinate the efforts of each faculty teaching a course.Any changes will be incorporated into the assessment plan for AY 2024-2025.Data for AY 2024-2025 will be collected from all sections, on all campuses, F2F and online, in both the fall and spring to ensure sufficient data for end of year analysis.Faculty meetings to review assessment will be held in December 2024 to ensure timely updates to the plan for continuous improvement.This meeting will be used to review the Master syllabus, Learning Objective, and ICFs, findings, and develop the plan for continuous improvement in future years.

RELATED ITEM LEVEL 1

Learning Objective 5 - Supply Chain Management

Learning Objective Description:

Students will understand the principles and concepts relating to the management of operations, supply chains, and projects.

RELATED ITEM LEVEL 2

ICF5 - Supply Chain Management

Indicator Description:

Embedded questions on exams in multiple sections (F2F, online, different professors) were used to evaluate student understanding of all the operations management concepts. We use 36 questions pertaining to 9 different learning objectives (up to 4 questions for each learning objective).

Criterion Description:

70% of all students will attain at least 70% proficiency on each sub-objective for the course.

Findings Description:

We conducted assessment of seven sections of MGMT 3370, involving 288 students (a subset of student were assessed on as many as four indicators for each of the nine learning objective).

Learning objectives

- 1.LO1:Forecasting – On 700 of 896 indicators (78%) students met or exceeded the 70% threshold.
- 2.LO2:Capacity planning – On 298 of 378 indicators (79%) students met or exceeded the 70% threshold.
- 3.LO3:Location Decisions – On 604 of 648 indicators (93%) students met or exceeded the 70% threshold.
- 4.LO4:Decision theory – On 140 of 176 indicators (79 %) students met or exceeded the 70% threshold.
- 5.LO5:Quality Control – On 544 of 684 indicators (80%) students met or exceeded the 70% threshold.
- 6.LO6:Inventory management – On 399 of 490 indicators (81%) students met or exceeded the 70% threshold.
- 7.LO7:Project management – On 698 of 803 indicators (87%) students met or exceeded the 70% threshold.
- 8.LO8:Process management – On 294 of 332 indicators (89%) students met or exceeded the 70% threshold.
- 9.LO9:Product design – On 287 of 336 indicators (85%) students met or exceeded the 70% threshold.

In September 2024, the MGMT faculty will meet to review/revise the master syllabus, course learning objectives, and ICFs for all courses in the major and to review the data from previous years. In several classes, the faculty did not assess all learning objectives in the Master Syllabus. The September meeting will be used to coordinate the efforts of each faculty teaching a course. Any changes will be incorporated into the assessment plan for AY 2024-2025.Data for AY 2024-2025 will be collected from all sections, on all campuses, F2F and online, in both the fall and spring to ensure sufficient data for end of year analysis. Faculty meetings to review assessment will be held in December 2024 to ensure timely updates to the plan for continuous improvement. This meeting will be used to review the Master syllabus, Learning Objective, and ICFs, findings, and develop the plan for continuous improvement in future years.

Attached Files

 [MGMT 3370 Assessment - Spring 2024 - All.xlsx](#)

RELATED ITEM LEVEL 3

Action 5 - Supply Chain Management

Action Description:

In September 2024, the MGMT faculty will meet to review/revise the master syllabus, course learning objectives, and ICFs for all courses in the major and to review the data from previous years. In several classes, the faculty did not assess all learning objectives in the Master Syllabus. The September meeting will be used to coordinate the efforts of each faculty teaching a course. Any changes will be incorporated into the assessment plan for AY 2024-2025.Data for AY 2024-2025 will be collected from all sections, on all campuses, F2F and online, in both the fall and spring to ensure sufficient data for end of year analysis. Faculty meetings to review assessment will be held in December 2024 to ensure timely updates to the plan for continuous improvement. This meeting will be used to review the Master syllabus, Learning Objective, and ICFs, findings, and develop the plan for continuous improvement in future years.

RELATED ITEM LEVEL 1

Learning Objective 6 - Strategic Management

Learning Objective Description:

Students will understand the principles and concepts relating to the strategic management of the firm, its resources, and its environment.

RELATED ITEM LEVEL 2

ICF6 - Strategic Management

Indicator Description:

Embedded questions on exams, and course projects will be used to evaluate students' understanding of learning objectives.

Criterion Description:

70% of all students will attain at least 70% proficiency on each sub-objective for the course.

Findings Description:

We conducted assessment of four sections of MGMT 4390 involving 65 students on five different sub-learning objectives. The raw and aggregate data are provided in the attached excel spreadsheet.

- For LO1: 37 of 64 students (57.8%) achieved an overall score exceeding 70%.
- For LO2: 54 of 64 students (84.4%) achieved an overall score exceeding 70%.
- For LO3: 58 of 64 students (90.6%) achieved an overall score exceeding 70%.
- For LO4: 52 of 64 students (81.3%) achieved an overall score exceeding 70%.
- For LO5: 64 of 64 students (100%) achieved an overall score exceeding 70%.

Attached Files

 [MGMT 4390 Assessment - fall 2023 - All.xlsx](#)

RELATED ITEM LEVEL 3

Action 6 - Strategic Management

Action Description:

In September 2024, the MGMT faculty will meet to review/revise the master syllabus, course learning objectives, and ICFs for all courses in the major and to review the data from previous years.In several classes, the faculty did not assess all learning objectives in the Master Syllabus or assessed extra learning objectives not contained in the Master Syllabus.The fall meeting will be used to coordinate the efforts of each faculty

teaching a course. Any changes will be incorporated into the assessment plan for AY 2024-2025.

Data for AY 2024-2025 will be collected from all sections, on all campuses, F2F and online, in both the fall and spring to ensure sufficient data for end of year analysis.

Faculty meetings to review the AY 2024-2025 assessment will be held during finals week of 2024 (approximately 6 Dec) to ensure timely updates to the plan for continuous improvement. This meeting will be used to review the Master syllabus, Learning Objective, and ICFs, findings, and develop the plan for continuous improvement for the upcoming years.

## Update to Previous Cycle's Plan for Continuous Improvement Item

### Previous Cycle's Plan For Continuous Improvement (Do Not Modify):

#### Closing Summary

Additional faculty meetings will be used to: update course master syllabi; determine/revise common learning objectives for each course; standardize ICF reporting format and procedures; and evaluate the end of year assessment data for the MGMT major report. We will continue with any portions of previous assessment plans that remain relevant.

Specific changes will be implemented in AY 2023-2024 to ensure data is collected in all classes to determine how many students are meeting and exceeding the program learning objectives. Specific changes include:

OB - Data will be collected as each semester concludes to prevent the problem of the responsible faculty leaving the university. Additional redundancies will be built in with additional instructors and data collected for all semesters.

HR - Data will be collected by learning objective (instead of by ICF) so that faculty will understand the changes needed to improve performance on each Learning Objective.

### Update of Progress to the Previous Cycle's PCI:

We had few faculty meetings in AY 2023-2024 for assessment. Individual faculty made improvements to their syllabi, course learning objectives, and assessment instruments, that will need to be integrated in future cycles.

While the sections of each course taught by different faculty have all evaluated the same learning objectives, they have done so in different ways with different instruments. This means the data across instructors may not be comparable. The faculty have and will continue to evaluate their approaches and choose the methodology that best fulfills their needs.

## New Plan for Continuous Improvement Item

### Closing Summary:

Upcoming fall 2024 faculty meetings (Sep and Dec) will be used to: update course master syllabi, revise/improve the learning objectives for each course, standardize ICF reporting, and evaluate the end of year assessment data for the MGMT major report. Specific attention will be made toward the achievement of goals in past plans (prior to AY 2023-2024), as well as the goals for future plans (after AY 2024-2025).