Online Assessment Tracking Database

Sam Houston State University (SHSU) 2014 - 2015

Management BBA

Goal	Students Will Obtain A Broad Base Of Knowledge Of Management Principles 🖉	
	A broad base of knowledge of management principles is necessary for students to become effective organizational actors.	
Objective (L)	Students Will Understand The Principles And Concepts Relating To Human Behavior In Organizations. 🔎	
	Key concepts associated with this objective are leadership, motivation, organizational and job design, attribution, conflict management, and others key to understanding individual behavior in organizations.	
Indicator	Course Embedded Questions On Exams Regarding Human Behavior In Organizations 🔎	
	Embedded questions on exams in multiple sections/courses will be used to evaluate students' understanding of human behavior in organizations.	
Criterio	on 70% Of Majors Criterion For Human Behavior 🎤	
	70% of management majors will achieve or surpass a 70% performance level on the associated indicator.	
Fin	nding MGMT 3320Leadership Concepts 🖋 🔎	
	Utilizing embedded questions, all of the management majors (10 students) met or exceeded this 70% criterion. The average was 82.15%.	
Action	MGMT 3320 🔎	
	Students appear to require more hands on experience to learn some of the leadership concepts (e.g., components of transformational leadership). We look to include more cases and experiential exercises to help address this issue.	
Objective (L)	Students Will Understand The Principles And Concepts Relating To The Management Of Human Resources. 🔎	
	Students will understand the legal environment of human resources management and its key processes of planning, recruitment, selection, orientation, supervision, performance evaluation, compensation, benefits, and associated topics in managing the HRM function.	
Indicator	Course Embedded Questions On Exams In Human Resources Management 🎤	
	Embedded questions on exams in multiple sections/courses will be used to evaluate students' understanding of human resources management in organizations.	
Criteric	70% Of Majors Criterion For Human Resources70% of management majors will achieve or surpass a 70% performance level on the associated indicator.	
Fin	MGMT 4355: Human Resource Development	

The seven areas were evaluated using a pre-test and post-test design. Thirty-seven students took an 80-question objective pre-test the first class day. The average was 53. One student dropped and thirty-six completed the course. Students took two 50 question objective tests over the ten chapters covered in class. The average student made an 83 answering the 100 objective questions on the two tests. Students also wrote a library research paper of 7-10 pages that they presented to the class for 15 minutes. The students did well researching, writing and presenting their research papers. All students did better than the 70% passing criterion with the average course grade in the mid 80s. 70% of management majors met or exceeded the criteria.

Action	MGMT 4355 🔎
	After getting feedback from former students after they took the PHR (Professional in Human Resources) certification exams, I realized many were missing the questions on "Prevailing Wages Laws." I refocused coverage in the class and on their PHR Prep Review of the Davis Bacon and Walsh Healy Acts. Today, they all seem to get them correct!
Objective (L)	Students Will Understand The Principles And Concepts Relating To The Social Responsibility Of Business.
	Key concepts associated with this objective are the schools of thought related to social responsibility, sustainability, ethical reasoning in business, social irresponsibility, and other key concepts related to understand the role of business in society.
Indicator	Course Embedded Questions On Exams In Social Responsibility 🖉
	Embedded questions on exams in multiple sections will be used to evaluate students' understanding of the social responsibility of business.
Criterion	70% Of Majors Criterion For Social Responsibility
	70% of management majors will achieve or surpass a 70% performance level on the associated indicator.
Finding	MGMT 4345: Social Responsibilities Of Management 🔗 🖉
	The six topics were assessed/evaluated using a post-test design. Twenty-seven students began and successfully completed the Social Responsibilities of Management course. Undergraduate business majors and minors took four 50 question objective tests over the sixteen text chapters covered in the class. Students earned an 82 on average answering the 200 objective questions measuring proficiency. All students passed the course with a 70%.

	The five faculty (Capps, Cassidy, Payne, Reutzel, Collins) who taught Social Responsibility met to review results, determine causes for outcomes, and decide on future approaches to improve outcomes. The key finding was that students were having significant difficulty with the level of the textbook. The team reviewed several alternative texts and reached consensus on a new text to be used, which isnow in place for AY 2015-16.
Objective (L)	Students Will Understand The Principles And Concepts Associated With The Management Of Business In Global Markets And Multicultural Societies P
	Key concepts associated with this objective are international markets, strategoes of market expansion, understanding multicultural societies, and how implementation of core business concepts are impacted by cultural differences.
Indicator	Course Embedded Questions On Exams In International Management P
	Embedded questions on exams in course sections will be used to evaluate students' understanding of global markets and international management
Criterion	70% Of Majors Criterion For International Management 🔎
	70% of management majors will achieve or surpass a 70% performance level on the associated indicator.
Finding	MKTG 4340: International Marketing Ø P
	Student performance on three exams was used as an indicator of learning on selected components of the objective "Managing businesses in global markets and multi-cultural societies". Against a criterion of 70%, the average score was 73.1%.
Finding	MKTG 4340: International Marketing And Management 🔗 🖉
	Management majors scored above the 70% criterion on 15 of the 20 key concepts. This indicates an overall "success rate" of 15/20, or 75%.
Action	MGMT 4340 🔎
	Three subject areas are identified as requiring an improvement in performance:
	1) Ethical issues related to international business
	 Stages of economic development and the implications for the nature of demand for consumer vs. business goods, and
	3) Disadvantages of expatriate status for the individual
	In order to remediate in these areas, future activities will include:

- 1) Additional time spent in class lecturing on these topics,
- 2) In-class activities related to these topics, and

3) More emphasis placed on these topics during review sessions

Based on the findings of the assessment conducted in Spring 2015, the following will be addressed:

Performance on Test 3 was lower than those on tests 1 and 2. This test covers the component Objective 2: "To become familiar with the process of extending from domestic business operations into global markets."

While the average score was over 70%, it is felt that there could be improvement in coverage of this objective, leading to possible improvement in test scores.

To this end, the following actions will be taken in Spring 2016:

1. Reducing the breadth of coverage in favor of depth.

2. Additional coverage time on the related topics.

3. Provision of additional pedagogical material like supplemental caselets to enhance understanding of the topics.

Objective (L)	Students Will Understand The Principles And Concepts Relating To The Management Of Operations, Supply Chains, And Projects. Key concepts associated with this objective are the tools and techniques of operations management, quality control, supply chain structure and optimization, product commercialization, innovation, project management activities, and other key concepts related to the management of operations, supply chains, and project.
Indicator	Course Embedded Questions On Exams Covering Operations Management, Supply Chains, And Projects. P
	Embedded questions on exams in course sections will be used to evaluate students' understanding of operations management, supply chains, and project management.
Criterion	70% Of Majors Criterion For The Management Of Operations, Supply Chains, And Projects 🔎
	70% of management majors will achieve or surpass a 70% performance level on the associated indicator.
Finding	MGMT 4360: Supply Chain Management 🖉
	Several concents from this course were assessed

Several concepts from this course were assessed and the average was above the 70% level of acceptability.

Finding	MGMT 4370: Operations Management \mathscr{I} The concepts were assessed across four exams and the overall score was accetable in relation to the 70% standard.
Finding	MGMT 4370: Operations Management B 🖉
	92.3% of the management students achieved a 70% or higher on the assessment of their knowledge in the area of operations/supply chain management.
Indicator	Essay Questions Will Cover Operations Management, Supply Chains, And Projects. P
	Essay questions in a testing environment will be used to evaluate students' understanding of operations, supply chains, and project management.
Criterion	70% Of Majors Criterion For The Management Of Operations, Supply Chains, & Projects 70% of management majors will achieve or surpass a 70% performance level on the associated indicator.
Finding	MGMT 3327 Management Of Innovation & Technology & P Learning Objective 5: 90.2% (7/22 majors) of students answered the questions correctly.
Action	Operations Management Courses (MGMT 4370, MGMT 3327, MGMT 4360) 🎤
	The OM faculty met the last week in September 2015 and we evaluated the results from our previous assessment. There were a few questions that we felt could be better framed and we are working on those now. They will be updated for the next assessment.
	 Develop and share a teaching aid to standardize the content presented to student across all sections in concerning the area of Process. Jason Riley and Kevin Sweeney Develop and share a teaching aid to standardize the content presented to student across all sections in concerning the area of Product Design. William Ellegood and Jerrine Baker Share and train other OM faculty in a simulation teaching aid for Forecasting techniques. Kevin Sweeney
	Students Will Understand The Principles And Concepts
	Relating To The Strategic Management Of The Firm, Its Resources, And Its Environment P
	Key concepts associated with this objective are internal and external (environmental) analysis, competitive advantage, competitor analysis, value chain analysis, SWOT, Resource- Based View, competitive strategy, strategic types, and others key to understanding the strategic analysis process and firm competitiveness.
Indicator	

	Course Embedded Questions On Exams In Strategic Management Embedded questions on exams in course sections will be
	used to evaluate students' understanding of the key concepts and processes of strategic management
Criterion	70% Of Majors Criterion For Strategic Management 🔎
	70% of management majors will achieve or surpass a 70% performance level on the associated indicator.
Finding	MGMT 4390: STRATEGIC MANAGEMENT 🖋
	Concepts were assessed using embedded data and the overall average exceeded 70%.
Indicator	Comprehensive Written Strategic Analysis Of A Firm
	This is a comprehensive written assessment of a firm that demonstrates the student's application of multiple tools to discern the strategic position of a firm and formulate recommendations for its future direction.
Criterion	70% Criterion For Strategic Management <i>P</i> 70% of management majors will achieve or surpass a 70% performance level on the associated indicator.
Finding	MGMT 4390: STRATEGIC MANAGEMENT B 🔗
	This data was assessed using performance on a written, multi-firm Competitor Analysis. The criterion 70% was met and exceeded.
Action	Outcomes Review 🔎
	While the Strategy faculty were pleased that the outcomes surpassed the established standard, collectively it was felt that, with better plannng, we could do a more thorough job in collecting data in a timely manner. Toward that end, we have committed to do so in the forthcoming academic year, 2015-2016.

Previous Cycle's "Plan for Continuous Improvement"

We will load our long range plan for continuous improvement sometime during during AY 2014-2015.

Please detail the elements of your previous "Plan for Continuous Improvement" that were implemented. If elements were not implemented please explain why, along with any contextual challenges you may have faced that prevented their implementation.

The long range plan for continuous improvement was not developed. The shortcomings in the 2014-15 planning cycle are now being addressed by the Dean's Office in collaboration with departmental MATs and GATs. There is every reason to believe that AY 2015-2016 will be a much more successful assessment cycle.

Plan for Continuous Improvement - Please detail your plan for improvement that you have developed based on what you learned from your 2014 - 2015 Cycle Findings.

Planning year 2014-2015 was a learning year as MATs and GATs came to understand the importance of assessment, the mechanics of the software system, and the types of data to be gathered, and the process of working with colleagues to systematically gather the information needed in a timely manner.

The 2015-16 cycle will be more robust. Much clearer direction is being received from the Dean's office on the precise nature of data sought, its timeliness, and its importance. In September/October 2015, GATs and Mats will meet with the Dean for briefings and promptly formulate the data collection calendar for the year. Courses, instructors, metrics, and collection methods will be clearly identified. The schedules for Fall 2015 and Spring 2016 will be defined. Within two months of the end of each term, that term's data will be reviewed in a "Close the Loop" meeting of appropriate faculty who will then develop the "Plan for Continuous Improvement" for the next period or cycle.