

**Management Information Systems BBA
Assessment Plan Summary**

Management Information Systems BBA

Management Information Systems- A Broad Base Of Knowledge

Goal Description:

The goal of the BBA program in Management Information Systems is to provide students with a broad base of knowledge in the Management Information System discipline.

RELATED ITEMS/ELEMENTS-----

RELATED ITEM LEVEL 1

Database

Learning Objective Description:

Students who complete the BBA in Management Information Systems will demonstrate an understanding of the design and implementation of database applications and how database software works and its inclusion in design solutions. (MGIS3330)

RELATED ITEM LEVEL 2

Database Indicators

Indicator Description:

Assessment of Database Management Systems (DBMS) skills will be conducted in MGIS 3330 and MGIS 4330. Student performance in the areas of **design** and **implementation** of database applications will be measured with the use of homework assignments and exams.

Criterion Description:

Students are assumed to have no previous knowledge of database design and implementation skills and are not given a pretest. The class average on both, **design** and **implementation** of databases will be 70% correct. Skills in these two areas will be included on each unit examination. M/C questions and hands-on exercises may be utilized dependent on the instructor and course, MGIS 3330 and MGIS 4330.

RELATED ITEM LEVEL 1

Electronic Commerce

Learning Objective Description:

Students who complete the BBA in Management Information Systems will demonstrate the ability to implement business oriented systems for electronic commerce and skills in using Internet technologies. (MGIS4320)

RELATED ITEM LEVEL 2

Electronic Commerce Assessment

Indicator Description:

Assessment will be conducted testing specific skills the students perform on assignments and exams. The assessment will be done in MGIS4320 - Electronic Commerce Implementation.

Criterion Description:

Students will average at least a 70% mastery level in the following areas:
XHTML, CSS, Graphics, and JavaScript.

RELATED ITEM LEVEL 1

Information Systems

Learning Objective Description:

Students who complete the BBA in Management Information Systems will demonstrate an understanding of basic computer technology concepts and the development and use of information systems in organizations. (MGIS3310)

RELATED ITEM LEVEL 2

Information Systems Test and Related Assignments

Indicator Description:

Assessment will be made using pre-test and post- test performance on computer technology and the role of information systems in organizations. The assessment is divided into two parts: 1) Fall 2016 for face-to-face and Fall 2017 for Online. (MGIS3310)

Criterion Description:

For each Learning Objective there is a 70% cutoff level whereby above 70% is deemed achieving the learning objective and below 70% attainment is considered no achieving the learning objective.

For each of the Topics, the percentage of students getting performing “Excellent” (>90%), “Good” (between 70% and 90%), and “Poor” (<70%) were also calculated.

Findings Description:

Four sections of MGIS 3310 (147 students) were assessed. The table below indicates the percentage of students that correctly answered questions on the exams, including their performance on the homework assignments for each topic area. Included in the table is the %Correct for each Learning Objective.

Table 1: Student Performance on Learning Objectives

Topic	% Correct	Learning Objective	% Correct
1. General Knowledge	79%	Understanding the role of Information systems in the business organization	76%
2. Hardware	69%		
3. Software	73%		
4. Data Resources	72%		
5. Telecommunications	76%		
6. Systems Develop	84%		
7. eBusiness	81%		
8. Excel	71%	How to use Information Systems to solve business problems	76%

For each of the Topics, the percentage of students getting performing “Excellent” (>90%), “Good” (between 70% and 90%), and “Poor” (<70%) were also calculated.

Table 2: Student Performance on Specific Topic Areas

Topic	Excellent	Good	Poor
1. General Knowledge	40%	41%	18%
2. Hardware	12%	30%	58%
3. Software	13%	46%	41%
4. Data Resources	11%	42%	46%
5. Telecommunications	17%	56%	27%
6. Systems Develop	41%	39%	21%
7. eBusiness	31%	55%	14%
8. Excel	20%	34%	46%
9. Access	18%	53%	29%
10. SAP	40%	45%	15%

RELATED ITEM LEVEL 3

Information Systems General Knowledge

Action Description:

More emphasis will be placed on the "Poor" performing topic areas, e.g., Hardware, Software, Data Resources, and Excel.

RELATED ITEM LEVEL 1

Networking

Learning Objective Description:

Students who complete the BBA in Management Information Systems will demonstrate an understanding of telecommunications services and networking technologies and skills in installing and managing networks within business organizations. (MGIS4350)

RELATED ITEM LEVEL 2**Tests And Networking Project****Indicator Description:**

Assessment will be made using test performance on understanding of telecommunications services and networking technologies. A project will be used to assess skills in working as a team to install and manage a network. (MGIS4350)

Criterion Description:

The class average on individual test questions will be 70% correct. Test questions will be included on each unit examination. Seventy five percent of Management Information Systems majors will receive a score of at 70% on the Test and the Networking Project. Last year we handily met the criterion for the networking project but not the test. We will be particularly interested to determine whether our interventions helped raise performance on the common test questions. (MGIS4350)

Findings Description:

This course will be assessed in Fall 2017.

RELATED ITEM LEVEL 1**Programming****Learning Objective Description:**

Students who complete the BBA in Management Information Systems will demonstrate the ability to analyze and define business problems from a programming perspective and an understanding of the basic concepts of programming, problem solving, and program logic. This includes the understanding of fundamental concepts of procedural, object-oriented, and event-driven programming paradigms and the ability to apply them to solve business problems. (MGIS2320)

RELATED ITEM LEVEL 2**Programming Pre-Test, Post-Test, And Rubric****Indicator Description:**

Assume that students have little or no prior knowledge of the topics; assessment will be made using three examinations to evaluate both the understanding of fundamental concepts of the three programming paradigms (procedural, object-oriented, and event-driven) and the ability to apply them to solve business problems. Common multiple-choice questions will be used to assess the understanding, while coding problems will be used to assess the ability to apply. (MGIS2320)

Criterion Description:

The average across class sections on each exam will be 70% correct. The class average on the section testing the understanding of fundamental concepts of both procedural and object-oriented paradigms will be 70% correct. Also, the class average on the section testing the ability to apply the concepts of concepts of both procedural and object-oriented paradigms will be 70% correct. The class average on the exam on event-driven paradigm will be 70% correct; this last exam contains one coding problem, combining the understanding and application. We are particularly interested to determine whether our interventions are working with the procedural paradigm, a weakness that emerged in 2010-2011. (MGIS2320)

RELATED ITEM LEVEL 1**Systems Analysis And Design****Learning Objective Description:**

Students who complete the BBA in Management Information Systems will demonstrate an understanding of the design and application of information systems in business and a knowledge of the tools and processes used in systems analysis and design. (MGIS4340)

RELATED ITEM LEVEL 2**Systems Analysis And Design Test and Rubric****Indicator Description:**

Previous assessments for MGIS 4340 utilized a pre-test/post-test form of assessing. The MIS faculty determined that for the amount information obtained from the pre-test is not the most efficient nor effective use of time. The assessment of MGIS 4340 for Spring 2017 made use of vocabulary exam questions and semester long project assignments targeting specific related topics.

Criterion Description:

For each Learning Objective there is a 70% cutoff level whereby above 70% is deemed achieving the learning objective and below 70% attainment is considered no achieving the learning objective.

The class average on the vocabulary exam will be => 70% correct to be deemed acceptable.

The rubric is based on the four phases of development methodology. A draft version of each phase I-III deliverable is graded as well as a final version. Only one version of the phase IV deliverable is graded as this phase is an outline of deliverables (installation guidelines, recovery guidelines,etc.). Management Information Systems majors will receive a score of at least 70% on the rubric for the project final

draft. (MGIS4340).

Findings Description:

One section of MGIS 4340 (20 students) was assessed. The table below indicates the percentage of students that correctly answered questions on the vocabulary exams or their performance on the semester long project assignments for each topic area. Included in the table is the %Correct for each Learning Objective.

Table 1: Student Performance on Learning Objectives

Topic	% Correct	Learning Objective	% Correct
1. Terminology of SA&D (1)	97.5	(1)Understanding the process of design and application of information systems in business.	94%
2. Project Management/Teamwork(1)	90.5		
3. Project Selection & Initiation (Phase I) (2)	90.8	(2) Attain knowledge of the tools and processes used in systems analysis and design (SA&D).	81.6%
4. System Analysis (Phase II) (2)	83.9		
5. System Design (Phase III) (2)	85		
6. System Implementation & Maintenance (Phase IV)(2)	66.75		

At 94% and 81.6%, each of the Learning Objectives were above the 70% cutoff level. When looking at the specific topics, one of them (System Implementation & Maintenance (Phase IV)) is below 70%. Based on the results from Table 1, the topic that draws attention as an area of improvement is System Implementation & Maintenance (Phase IV).

RELATED ITEM LEVEL 3

Systems Analysis & Design Action

Action Description:

In-class assignments and additional material will be added to enhance learning outcomes for Phase IV concepts.

Update to Previous Cycle's Plan for Continuous Improvement

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

The Programming (MGIS2320) and Systems Analysis & Design (MGIS4320) will be assessed in the Spring 2018 cycle.

Courses being assessed in the 2016-2017 cycle are Intro to MIS (MGIS3310-f2f) and Networking (MGIS4350) in the Fall 2016 semester and Intro to MIS (MGIS3310-Online) and Systems Analysis & Design (MGIS4340) in the Spring 2017 semester.

Update of Progress to the Previous Cycle's PCI:

Correction to the "Previous Cycle's Plan", MGIS 4320's title is "E-Commerce Implementation", not "Systems Analysis & Design".

Spring 2018 will assess MGIS 2320 (Programming), and MGIS 4320 (E-Commerce).

Courses assessed 2016-2017, were MGIS 3310 (f2f) and MGIS 4340(SA/D)

Through an oversight, MGIS 3310 (online) and MGIS 4350 was not assessed and both will be assessed Spring 2018.

Plan for 2017-2018 Continuous Improvement

Closing Summary:

Assessment Schedule (2017/2018) of the following knowledge areas:

- Programming (MGIS 2320)
- Principles of MIS (online, MGIS 3310)
- E-Commerce (MGIS 4320)
- Database (MGIS 4330)
- Networking (MGIS 4350)