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| **Assurance of Student Learning****2020-2021** |
| Gordon Ford College of Business | Management  |
| 723 – Management  |

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| **Use this page to list learning outcomes, measurements, and summarize results for your program. Detailed information must be completed in the subsequent pages.** |
| **Student Learning Outcome 1: Management students will demonstrate effective written communication skills.**  |
| **Instrument 1** | **FIFA Case submissions from Drs. Liang and Meggers’ MGT 498 (Strategic Management) were evaluated using the GFCB rubric.**  |
| **Instrument 2** |  |
| **Instrument 3** |  |
| **Based on your results, check whether the program met the goal Student Learning Outcome 1.** | **[x]  Met** | **[ ]  Not Met** |
| **Student Learning Outcome 2: Management students will demonstrate their opportunities as responsible citizens living and working in a global society.**  |
| **Instrument 1** | **FIFA Case submissions from Drs. Liang and Meggers’ MGT 498 (Strategic Management) were evaluated using the GFCB rubric for Legal and Ethical Awareness.**  |
| **Instrument 2** |  |
| **Instrument 3** |  |
| **Based on your results, check whether the program met the goal Student Learning Outcome 2.** | **[x]  Met** | **[ ]  Not Met** |
| **Student Learning Outcome 3: Management students will demonstrate the ability to apply training in the field of management.**  |
| **Instrument 1** | **Senior Exit Exam – Discipline specific questions**  |
| **Instrument 2** |  |
| **Instrument 3** |  |
| **Based on your results, check whether the program met the goal Student Learning Outcome 3.** | **[x]  Met** | **[ ]  Not Met** |
| **Program Summary (Briefly summarize the action and follow up items from your detailed responses on subsequent pages.)**  |
| **Overall, we met all 3 learning objectives for AY 2020-21.**  |

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| **Student Learning Outcome 1** |
| **Student Learning Outcome**  | **Management students will demonstrate effective written communication skills.**  |
| **Measurement Instrument 1** | **FIFA case assignment from Drs. Liang and Meggers’ MGT 498 courses during AY 20-21.** |
| **Criteria for Student Success** | **Score should be 3 (acceptable level from rubric) or higher.**  |
| **Program Success Target for this Measurement** | 70% | **Percent of Program Achieving Target** | 91.7% |
| **Methods**  | 36 Management students’ assignment submissions were evaluated using the GFCB’s rubric for written communication. Of that, 33 students work scored a 3 or above. Of these students, 21 are in face-to-face sections (Sec4, 6, and 8), 15 are in online sections (Sec700 and 750).  |
| **Measurement Instrument 2** |  |
| **Criteria for Student Success** |  |
| **Program Success Target for this Measurement** |  | **Percent of Program Achieving Target** |  |
| **Methods** |  |
| **Measurement Instrument 3** |  |
| **Criteria for Student Success** |  |
| **Program Success Target for this Measurement** |  | **Percent of Program Achieving Target** |  |
| **Methods** |  |
| **Based on your results, check whether the program met the goal Student Learning Outcome 1.** | **[x]  Met** | **[ ]  Not Met** |
| **Actions** (Describe the decision-making process and actions planned for program improvement. The actions should include a timeline.) |
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| **Follow-Up** (Provide your timeline for follow-up. If follow-up has occurred, describe how the actions above have resulted in program improvement.) |
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| **Student Learning Outcome 2** |
| **Student Learning Outcome**  | **Management students will demonstrate their awareness of their opportunities as responsible citizens living and working in a global society.**  |
| **Measurement Instrument 1** | **FIFA case assignment from Drs. Liang and Meggers’ MGT 498 courses during AY 20-21.** |
| **Criteria for Student Success** | **Score should be 3 (acceptable level from rubric) or higher.**  |
| **Program Success Target for this Measurement** | 70%  | **Percent of Program Achieving Target** | 86.1% |
| **Methods**  | 36 Management students’ assignment submissions were evaluated using the GFCB’s rubric for legal and ethical awareness. Of that, 31 students work scored a 3 or above. Of these students, 21 are in face-to-face sections (Sec4, 6, and 8), 15 are in online sections (Sec700 and 750).  |
| **Measurement Instrument 2** |  |
| **Criteria for Student Success** |  |
| **Program Success Target for this Measurement** |  | **Percent of Program Achieving Target** |  |
| **Methods** |  |
| **Measurement Instrument 3** |  |
| **Criteria for Student Success** |  |
| **Program Success Target for this Measurement** |  | **Percent of Program Achieving Target** |  |
| **Methods** |  |
| **Based on your results, check whether the program met the goal Student Learning Outcome 2.** | **[x]  Met** | **[ ]  Not Met** |
| **Actions** (Describe the decision-making process and actions planned for program improvement. The actions should include a timeline.) |
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| **Follow-Up** (Provide your timeline for follow-up. If follow-up has occurred, describe how the actions above have resulted in program improvement.) |
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| **Student Learning Outcome 3** |
| **Student Learning Outcome**  | **Management students will demonstrate the ability to apply training in the field of management.**  |
| **Measurement Instrument 1** | **Senior exit exam**  |
| **Criteria for Student Success** | **Score of 70 or higher on the senior exit exam.**  |
| **Program Success Target for this Measurement** | **70%**  | **Percent of Program Achieving Target** | **88%** |
| **Methods**  | Determined the number of students who scored a 70 or higher on the senior exit exam that is given to all graduating Management students during their final semester. Of the 132 Business administration majors graduating 2020-2021, 116 students (88%) achieved a score of 70% or higher.  |
| **Measurement Instrument 2** |  |
| **Criteria for Student Success** |  |
| **Program Success Target for this Measurement** |  | **Percent of Program Achieving Target** |  |
| **Methods** |  |
| **Measurement Instrument 3** |  |
| **Criteria for Student Success** |  |
| **Program Success Target for this Measurement** |  | **Percent of Program Achieving Target** |  |
| **Methods** |  |
| **Based on your results, check whether the program met the goal Student Learning Outcome 3.** | **[x]  Met** | **[ ]  Not Met** |
| **Actions** (Describe the decision-making process and actions planned for program improvement. The actions should include a timeline.) |
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| **Follow-Up** (Provide your timeline for follow-up. If follow-up has occurred, describe how the actions above have resulted in program improvement.) |
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