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| **Assurance of Student Learning Report**  **2021-2022** | |
| Gordon Ford College of Business | Management |
| 723 – Management | |
| *Replace this with the program director and/or assessment coordinator* | |

***Is this an online program***?  Yes  No

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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:**  **Students will be able to define general business principles.** | | | |
| **Instrument 1** | Senior Exit Exam – General questions. | | |
| **Instrument 2** |  | | |
| **Instrument 3** |  | | |
| **Based on your results, check whether the program met the goal Student Learning Outcome 1.** | | **Met** | **Not Met** |
| **Student Learning Outcome 2:**  **Students will be able to define principles specific to their disciplines.** | | | |
| **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 2.** | | **Met** | **Not Met** |
| **Student Learning Outcome 3:**  **Students will demonstrate the ability to communicate professionally.** | | | |
| **Instrument 1** | FIFA Case submissions from Drs. Liang and Meggers’ MGT 498 (Strategic Management) were evaluated using the GFCB rubric for Written Communication. | | |
| **Instrument 2** |  | | |
| **Instrument 3** |  | | |
| **Based on your results, check whether the program met the goal Student Learning Outcome 3.** | | **Met** | **Not Met** |
| **Student Learning Outcome 4:**  **Students will be able to articulate the importance of working in diverse teams to create successful outcomes.** | | | |
| **Instrument 1** | Student reflection on teamwork submissions from Dr. Yates’ MGT 305 (Critical Thinking) were evaluated using the Management Department’s rubric for Diverse Team. | | |
| **Instrument 2** |  | | |
| **Instrument 3** |  | | |
| **Based on your results, check whether the program met the goal Student Learning Outcome 4.** | | **Met** | **Not Met** |
| **Student Learning Outcome 5:**  **Students will be able to synthesize information from a variety of sources to create solutions for business problems.** | | | |
| **Instrument 1** | Ford Case submissions from Dr. Spiller’s MGT498 (Strategic Management) were evaluated using the GFCB rubric for Critical Thinking; 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 5.** | | **Met** | **Not Met** |
| **Program Summary (Briefly summarize the action and follow up items from your detailed responses on subsequent pages.)** | | | |
| **Overall, we met four out of five learning objectives for AY 2021-22.** | | | |

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| **Student Learning Outcome 1** | | | | | | | |
| **Student Learning Outcome** | | **Students will be able to define general business principles.** | | | | | |
| **Measurement Instrument 1** | | **Senior Exit Exam – General questions.** | | | | | |
| **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** | **86.5%** | | |
| **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 170 Business administration majors graduating 2021-2022, 147 students (86.5%) 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, circle or highlight whether the program met the goal Student Learning Outcome 2.** | | | | | | **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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| **Next Assessment Cycle Plan** (Please describe your assessment plan timetable for this outcome) | | | | | | | |
| This outcome will be assessed again this time next year, around Aug 2023. Senior exit exam results will be collected in May 2023. The departmental AOL representatives and the faculty members in charge of the exit exam will collect the artifacts. | | | | | | | |

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| **Student Learning Outcome 2** | | | | | | |
| **Student Learning Outcome** | **Students will be able to define principles specific to their disciplines.** | | | | | |
| **Measurement Instrument 1** | **Senior Exit Exam – Discipline specific questions.** | | | | | |
| **Criteria for Student Success** | **Score of 70 or higher on the senior exit exam, discipline specific questions.** | | | | | |
| **Program Success Target for this Measurement** | | **70%** | **Percent of Program Achieving Target** | **87.5%** | | |
| **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 168 Business administration majors graduating 2021-2022 answering the discipline specific questions, 147 students (87.5%) 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, circle or highlight whether the program met the goal Student Learning Outcome 2.** | | | | | **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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| **Next Assessment Cycle Plan** (Please describe your assessment plan timetable for this outcome) | | | | | | |
| This outcome will be assessed again this time next year, around Aug 2023. Senior exit exam results will be collected in May 2023. The departmental AOL representatives and the faculty members in charge of the exit exam will collect the artifacts. | | | | | | |

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| **Student Learning Outcome 3** | | | | | | |
| **Student Learning Outcome** | **Students will demonstrate the ability to communicate professionally.** | | | | | |
| **Measurement Instrument 1** | **FIFA Case submissions from Drs. Liang and Meggers’ MGT 498 (Strategic Management) were evaluated using the GFCB rubric for Written Communication.** | | | | | |
| **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** | **72%** | | |
| **Methods** | 29 Management students’ assignment submissions were evaluated using the GFCB’s rubric for written communication. Of that, 21 students work scored a 3 or above. | | | | | |
| **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, circle or highlight whether the program met the goal Student Learning Outcome 2.** | | | | | **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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| **Next Assessment Cycle Plan** (Please describe your assessment plan timetable for this outcome) | | | | | | |
| This outcome will be assessed again this time next year, around Aug 2023. Assignments from MGT498 or a same level (400) class will be collected by May 2023. The departmental AOL representatives and the faculty members teaching the classes will collect the artifacts. | | | | | | |

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| **Student Learning Outcome 4** | | | | | | |
| **Student Learning Outcome** | **Students will be able to articulate the importance of working in diverse teams to create successful outcomes.** | | | | | |
| **Measurement Instrument 1** | **Student reflection on teamwork submissions from Dr. Yates’ MGT 305 (Critical Thinking) were evaluated using the Management Department’s rubric for Diverse Team.** | | | | | |
| **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** | **48%** | | |
| **Methods** | 33 Management students’ assignment submissions were evaluated using the Management Department’s rubric for diverse teams. Of that, 16 students work scored a 3 or above. | | | | | |
| **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, circle or highlight whether the program met the goal Student Learning Outcome 2.** | | | | | **Met** | **Not Met** |
| **Actions** (Describe the decision-making process and actions planned for program improvement. The actions should include a timeline.) | | | | | | |
| **The Department will review these results in meetings during the Fall 2022 semester and develop a course of action for follow-up. We will assess our artifacts, rubric, and determine any redirection needed prior to Spring 2023.** | | | | | | |
| **Follow-Up** (Provide your timeline for follow-up. If follow-up has occurred, describe how the actions above have resulted in program improvement.) | | | | | | |
|  | | | | | | |
| **Next Assessment Cycle Plan** (Please describe your assessment plan timetable for this outcome) | | | | | | |
| This outcome will be assessed again this time next year, around Aug 2023. Student submissions from MGT305 or a similar class will be collected by May 2023. The departmental AOL representatives and the faculty members teaching the classes will collect the artifacts. | | | | | | |

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| **Student Learning Outcome 5** | | | | | | |
| **Student Learning Outcome** | **Students will be able to synthesize information from a variety of sources to create solutions for business problems.** | | | | | |
| **Measurement Instrument 1** | **Ford Case submissions from Dr. Spiller’s MGT498 (Strategic Management) were evaluated using the GFCB rubric for Critical Thinking;**  **FIFA Case submissions from Drs. Liang and Meggers’ MGT 498 (Strategic Management) were evaluated using the GFCB rubric for Legal and Ethical Awareness.** | | | | | |
| **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** | **82%** | | |
| **Methods** | 12 Management students’ assignment submissions were evaluated using the GFCB’s rubric for critical thinking. Of that, 8 student’s work scored a 3 or above.  32 Management students’ assignment submissions were evaluated using the GFCB’s rubric for legal and ethical awareness. Of that, 28 students work scored a 3 or above.  Overall, 82% of students scored 3 or above. | | | | | |
| **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, circle or highlight whether the program met the goal Student Learning Outcome 2.** | | | | | **Met** | **Not Met** |
| **Actions** (Describe the decision-making process and actions planned for program improvement. The actions should include a timeline.) | | | | | | |
|  | | | | | | |
| **Follow-Up** (Provide your timeline for follow-up. If follow-up has occurred, describe how the actions above have resulted in program improvement.) | | | | | | |
|  | | | | | | |
| **Next Assessment Cycle Plan** (Please describe your assessment plan timetable for this outcome) | | | | | | |
| This outcome will be assessed again this time next year, around Aug 2023. Student submissions from MGT498 or a similar class will be collected by May 2023. The departmental AOL representatives and the faculty members teaching the classes will collect the artifacts. | | | | | | |

**\*\*\* Please include Curriculum Map (below/next page) as part of this document**

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|  | ***Department Outcome/Goal:*** | ***College Outcome/Goal:*** |
| *SLO 1.1: Students will be able to define general business principles.* | *LG1: Gain basic understandings of business principles, processes, and communication skills.* | *Goal 5: Discipline Knowledge:*  *A basic knowledge of the business disciplines and areas.* |
| *SLO 1.2: Students will be able to define principles specific to their disciplines.* | *LG1: Gain basic understandings of business principles, processes, and communication skills.* | *Goal 5: Discipline Knowledge:*  *A basic knowledge of the business disciplines and areas.* |
| *SLO 1.3: Students will demonstrate the ability to communicate professionally.* | *LG1: Gain basic understandings of business principles, processes, and communication skills.* | *Goal 1: Communication:*  *The ability to communicate effectively in written and oral forms.* |
| *SLO 2.1: Students will be able to articulate the importance of working in diverse teams to create successful outcomes.* | *LG2: Contribute, lead, and manage in ways that appreciate and value individual differences which help to create diverse, equitable, and inclusive cultures.* | *Goal 2: Legal and Ethical Awareness:*  *An awareness of legal and ethical issues in business and society.*  *Goal 4: Global Awareness:*  *Our students will be able to explain the increasingly integrated world economy and the forces behind this integration.* |
| *SLO 3.1: Students will be able to synthesize information from a variety of sources to create solutions for business problems.* | *LG3: Use critical thinking to integrate knowledge from different business disciplines to identify, analyze, and develop solutions to business problems.* | *Goal 3: Critical and Strategic Thinking:*  *Critical thinking skills through strategic problem-solving using integrated business knowledge.* |

**MANAGEMENT DEPARTMENT ASSURANCE OF LEARNING**

**Program Learning Outcomes and Curriculum Map**

**Learning Goals for the BBA from the Gordon Ford College of Business**

**Goal 1: Communication**  
The ability to communicate effectively in written and oral forms.

**Goal 2: Legal and Ethical Awareness**  
An awareness of legal and ethical issues in business and society.

**Goal 3: Critical and Strategic Thinking**  
Critical thinking skills through strategic problem-solving using integrated business knowledge.

**Goal 4: Global Awareness**  
Our students will be able to explain the increasingly integrated world economy and the forces behind this integration.

**Goal 5: Discipline Knowledge**  
A basic knowledge of the business disciplines and areas.

**Management Department Curriculum Map**

*Where are PLOs Introduced, Developed, and Mastered?*

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| --- | --- | --- | --- | --- | --- |
|  | *COURSE*  *Introduced* | *COURSE*  *Introduced/Developed* | *COURSE*  *Developed* | *COURSE*    *Developed/Mastered* | *COURSE*  *Mastered* |
| *SLO 1.1: Students will be able to define general business principles.* |  | *MGT200;*  *MGT210;*  *MGT305* | *MGT311;*  *MGT313;*  *MGT361;*  *MGT417* |  | *MGT498; MGT499;*  *MGT314* |
| *SLO 1.2: Students will be able to define principles specific to their disciplines.* | *MGT200;* | *ENT 312;*  *MGT210;*  *MGT305;*  *MGT361;* | *MGT311;*  *MGT314;* | *ENT 380; MGT498;*  *MGT417;* | *MGT313* |
| *SLO 1.3: Students will demonstrate the ability to communicate professionally.* |  | *MGT210;*  *MGT361;*  *MGT305;*  *ENT 312* | *MGT311;*  *MGT313;*  *MGT314;*  *MGT417;* | *ENT 380;*  *MGT498;*  *MGT499* | *ENT496;*  *MGT305;* |
| *SLO 2.1: Students will be able to articulate the importance of working in diverse teams to create successful outcomes.* | *MGT200;*  *MGT210;* | *MGT305;*  *ENT312* | *MGT311;*  *MGT314;*  *MGT361;* | *ENT496;*  *MGT498;*  *MGT499* | *MGT417;*  *MGT305;*  *MGT313* |
| *SLO 3.1: Students will be able to synthesize information from a variety of sources to create solutions for business problems.* | *MGT200;*  *MGT210;*  *ENT312;* | *MGT305* | *MGT311;*  *MGT361;*  *MGT314* | *ENT 496;*  *MGT498;*  *MGT499* | *MGT313;*  *MGT305* |

*Place an I, D, or M in each cell above to indicate where the program content related to each SLO is introduced (I), developed (D), and/or mastered (M). SLO content may be delivered in more than just six courses as indicated in the above table.*