Outcomes Assessment Summary

2011-2012

Highlights

Sports Management

Data for SPM 301, course sections exceeded the benchmark of 3.0 for 2011-2012, 4.0. In 2010 the internship portfolio for the employer’s feedback was revised. The data for student internships, 490 and 491, exceeded the benchmark of 4.0 by 4.3. The employer rubric needs to be further analyzed by the chair and the director to add to the reliability of the scores categories.

Business Management

Data for BLA 303, indicated the benchmark of 3.0 was exceeded by 3.6 for 2011-2012. BBM 320 the benchmark of 3.0 was exceeded for this time period to 4.0. In the fall 2012 the library literacy exercise was placed in Blackboard for all sections of BBM 320. BBM 402, the capstone course, exceeded the benchmark of 3.0 to 3.9 during this time period.

Organizational Management

In 2011, two research courses were condensed into one (405, 406) into 407. The program went totally on-line in the fall of 2012. BBM 407, Research Project, benchmark of 3.0, was met at 4.6 for 2011-2012.

Human Resource Management

HRM 311, outcomes assessment tool, changed from a case study to a standardized test in 2011. This was done to reduce subjectivity on the part of faculty in the outcomes assessment process. Data for 2011-2012 fell slightly below the benchmark of 3.0, to 2.8. We are presently assessing the course and the test content for possible changes.

Marketing

The capstone course, BMK 413, exceeded the benchmark of 4.5 by 4.8 for 2011-2012. This course is primarily taken by marketing majors.

Finance

BBM 319, Ethics, is used for assessment in both the accounting and finance program. The benchmark of 3.0 was exceeded to 4.4. The rubric used for the capstone course, FIN 410, financial statement analysis was revised as a result of program review.
Accounting

BAC 401, Accounting project, exceeded the benchmark of 3.0 to 4.6. Om 2012, the rubric was revised to contain an analysis component.

MBA

In 2011-2012 the benchmark in MGTT 6501 of 4.0 was exceeded to 4.5. The capstone course, MBA 8800, is presently utilizing a new simulation. Data will be collected on this simulation for the first time in spring, 2013.

Master’s in Management

MGT 8800, which measures written communication and disciplined inquiry, exceeded the benchmark of 4.0, to 4.5. The course is being revised as a result of program review in 2012.

DBA

The dissertation rubric was developed in 2012. Benchmark scores (pass, conditional pass, fail) are in the process of being developed. Courses continue to be revised as far as course content, objectives, and textbooks. The program is currently being developed in the online format.

In 2012 the university utilized for the first time an in house alumni survey tool. The College of Business had a 15.9% alumni response rate and 78% of alumni were employed either part time or full time.