College of Business

Outcomes Assessment Summary

CECRAM data is collected on all programs in the College of Business. The programs at the undergraduate level are: Accounting, Accounting & Finance, Business Management, Finance, Human Resource Management, Marketing, Organizational Management, and Sports Management. At the graduate level the programs are the Doctorate of Business Administration, Master of Business Administration, Master of Science in Management, and the Master of Science in Accounting. The University competencies at the undergraduate level are primarily collected through courses within the College of Arts and Sciences. At the graduate level, all program competencies are aligned with those of the university. All CECRAM data relating to program competencies in the graduate programs are collected within the College of Business.

The outcomes assessment plan includes competency maps for each program. The maps are updated based on CECRAM data, Advisory Board Member input, adjunct faculty suggestions, and student input either directly or through course evaluation forms, IDEA. CECRAM data is collected on designated courses at all sites at designated time periods. Direct assessment measures include standardized tests, simulations, papers, and projects. Indirect assessment measures for instructional effectiveness include IDEA evaluations, GPA reports, and syllabi submission. For student satisfaction, indirect methods include the ACT and NESSE reports, enrollment, and late grade reports.

IDEA adjunct faculty evaluations which measure instructional effectiveness, are monitored on a regular basis by the program chairs. The chairs mentor the adjuncts regarding any teaching effectiveness developmental needs noted. Additional monitoring is done for those faculty that are missing IDEA evaluations for a particular section of a course taught. Mentoring is required for all new adjuncts hired. The mentee is assigned by the appropriate chair.

Program review is presently done within the college every five years. The last program review for The College of Business was done in 2012. Recommendations from both adjuncts
and Advisory Board Members were incorporated in such areas as syllabi content and sequencing of program courses. Our Advisory Board Members come from all areas of business, such as healthcare, consultants, human resource professionals, and various business practitioners. Each program chair meets with their advisory board once a year.