

Assessment Method & Procedures	Data Collection Frequency	Reporting Timeframe	Results	Planned Improvements Based on Results	Intervention
<b>Apply analytical and critical thinking skills by utilizing general business principles and practices in Accounting, Economics, Finance, Management and Marketing.</b>					
<b>Program Learning Outcome 1.</b>					
Outcome 1.1 Demonstrated an integrated understanding of business principles. Assessment is direct, formative, internal, summative	80% of students in MGMT 4800 (all sections) in spring semester 2018 will receive a "C" or better on the simulation in MGMT 4800	2020	Of the students submitted this assignment, the average score on the comprehensive simulation in MGMT 4800 in spring 2020 was 48.6 out of 50 points or an "A" with a minimum score of 40 points and a maximum score of 50 points	Results of this assessment indicate students are able to demonstrate an integrated understanding of business principles. Based on feedback given to students on this assignment it appears that students may need some additional help in connecting the concept of the product life cycle to pricing considerations. Based on this, additional readings and materials should be provided in the course to help further demonstrate and reiterate these concepts.	
Outcome 1.2 Developed advanced analytical skills through the use of complex and comprehensive cases, to be able to identify central issues/problems in these cases and present well-supported recommendations for future actions. Assessment is direct, Formative, Internal	Case study analysis to evaluate the situation and create an appropriate solution in written format 80% of students in MGMT 4800 will receive a grade of 75% or better on an applicable case study in Spring Semester	Tri - Annual	2020	Of the students that submitted the final comprehensive case study, the average score was 35.89 points out of 40 points or 89%, which is a B+.	Based on the results of this assessment, students have developed advanced analytical skills and are able to identify and solve management issues and problems. After further analysis of instructor feedback, it appears that some students struggle using the QSPM tool for making decisions. Based on this, additional instruction and tutorials should be provided to students to help them understand how to use this tool. Additionally, some students struggled to support their recommendations. Additional instruction and resources should be provided to students on how to properly support their claims and recommendations using evidence from their work (tools) and secondary research.

Outcome 1.3 Demonstrated research skills required in gathering and interpreting key business internal and external environmental data. Assessment is direct, formative, summative and internal	80% of students in MGMT 4800 (all sections) will receive a "C" or better on the second case study (that included a SWOT) in MGMT 4800 in spring semester	Tri - Annual	2020	Of students that submitted this case study, the average scores was 92%, or an A-. The min and max was 29/40points and 40/40 points, respectively.	Based on the results of this assessment, management students have demonstrated research skills required in gathering and interpreting key business internal and external environmental data. After further exploration of the instructor feedback on these assessments, it appears students are well versed on performing a SWOT analysis, but may need some additional instruction on the SPACE matrix and Grand Strategy Matrix. Additional tutorials should be provided to students to clarify how to use these tools.
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❖ Demonstrate **ethical leadership** and **effective teamwork** in given business scenarios of a **global and diverse** environment.

**Program Learning Outcome 2.**

Outcome 2.1 Understand how to foster ethical behavior and an ethical culture in organization. Assessment is direct, formative and internal	GBUS 3500: Students will achieve an average grade of 80% or better on a case study in business ethics	Tri - Annual	2022	The average grade on the four case studies in GBUS 3500 was 90%.	Results of this assessment indicate students are able to understand ethical leadership when applied to business case studies.
Outcome 2.2 Understand the role of culture in a global business environment. Assessment is direct, formative and internal	MGMT 4800: The average score on the international business cultures forum in MGMT 4800 will be a 75% or better.	Tri - Annual	2022	The average score on the international business cultures and ethics forum in MGMT 4800 was 90.8%.	Based on the results of this assessment, students are achieving this outcome. However, many students overlook the ethics portion of this assignment. Clearer directions should be provided to ensure they address the role that culture plays in ethical norms in business.

☑ **Integrate technology and computer software applications to address business challenges.**

**Program Learning Outcome 3**

Outcome 3.2 Be able to create and deliver a presentation using current presentation technology. Assessment is direct, formative and internal	80% of students will receive a 80% or better on the final case study presentation in MGMT 3600 in fall semester	Tri - Annual	2022	87.5% of students received an 80% or better on the case study presentation in MGMT 3600.	Overall, students achieved the desired outcome. If students did not achieve a score of 80% it was because they did not address one of the required sections in the assignment. The assignment is thoroughly laid out and includes a grading rubric. In the future a sample template could be provided to ensure students complete all required sections.
Outcome 3.3 - Demonstrate the ability to format a professional word processing document. Assessment is direct, formative and internal	80% of students will receive a 75% or better on the MGMT 3220 research paper in fall semester	Tri - Annual	2021	Students in all sections of MGMT 3220 Fall Semester 2020 scored a combined average of 83.82% on the research paper.	The results indicate that students are able to apply effective communication skills in the APA formatted research assignment submitted via Microsoft Word that requires professional writing skills as well as verbal communication skills by conducting an interview with an HR professional.

Outcome 3.4 Developed an understanding of the information technology infrastructure to include hardware and software assets, data resources and networks. Assessment is direct, formative and internal	Students will receive a 80% or better on the chapter assignment related to ITM in MGMT 3200.	Tri - Annual	2022	The average score on the chapter assignment related to ITM in MGMT 3200 during spring 2022 was 89.59%	The results indicates students are able to understand information technology as it relates to management. Students in the on-campus section performed better than students in the online section. Students appeared to struggle the most with 2 concepts: 1) Capturing, Processing and Protecting Info; and 2) Characteristics and Cost of Useful Information. This information should be covered more in-depth in future courses.
<b>Apply effective communication skills in business and professional settings.</b>					
<b>Program Learning Outcome 4</b>					
Outcome 4.1 Demonstrate effective oral communication skills. Assessment is direct, formative and internal	80% of students will receive a 80% or better on the final case study presentation in MGMT 3600 in fall semester	Tri - Annual	2022	92.3% of students received an 80% or better on the MGMT 3600 presentation	These results indicate students are able to demonstrate effective oral communication skills. Many of the students that did not achieve the desired outcome simply did not follow the assignment outline or were missing required content. Most students did very well on the presentation style and presentation skills.
Outcome 4.2 Demonstrate effective written communication skills Assessment is direct, formative and internal	80% of students will receive a 75% or better on the MGMT 3220 research paper in fall semester	Tri - Annual	2021	Students in all sections of MGMT 3220 Fall Semester 2020 scored a combined average of 83.82% on the research paper.	The results indicate that students are able to apply effective communication skills in the APA formatted research assignment that requires professional writing skills as well as verbal communication skills by conducting an interview with an HR professional.
<b>Articulate the core management functions of planning, organizing, leading and controlling across all enterprise operations.</b>					
<b>Program Learning Outcome 5</b>					
Outcome 5.1. Assessment is direct, formative, summative and internal	Instructional unit exam or final exam in MGMT 4800. 80 percent of the students earned an average of 70 percent or higher on the midterm and final exams in MGMT 4800	Tri - Annual	2020	Students in all sections of MGMT 4800 in spring 2020 scored a combined average of 85.77% on the midterm and final exam. The lowest score on the midterm exam	These results show that students are able to comprehend the core functions of management.
<b>Incorporate best practices in human resource and operations management to achieve organizational goals.</b>					
<b>Program Learning Outcome 6</b>					
Outcome 6.1 Developed knowledge in applying key methods in operations and Lean principles to achieve operational excellence. Assessment is direct, formative and internal.	Final grade in MGMT 3250. 80 percent of the students earned 70 percent or more in the course.	Tri - Annual	2021	79% of students received a final grade of 70% or better in the course. The highest grade was 96.6% and the lowest scored was 27.7% (this was an outlier).	These results show that most students are able to apply key methods in operations a lean principles; however, the benchmark of 80% of students getting a 70% or better was not quite achieved. In order to help students achieve this outcomes, this course should integrate additional videos videos that focus on specific content, provide pre-test materials to focus on key concepts of the assessed materials and reach out to students who are not doing well.
Outcome 6.2 Developed an understanding of the significance of human capital and the power of diversity in the workplace. Assessment is direct, formative and internal	Instructional unit exam or final exam in MGMT 3215. 80 percent of the students earned 75 percent or more in the outcome related questions in fall semester	Tri - Annual	2021	Students in MGMT 3215 E90 in the Fall Semester 2020 scored a combined average of 95% on the instructional unit exam #3.	The exam results show that students are able to understand the significance of human capital and diversity in the workplace as this unit focuses on each of those specific topics.
<b>Demonstrate an understanding of the value of strategic innovation as a key component in sustaining business growth.</b>					
<b>Program Learning Outcome 7</b>					

<p>Outcome 7.1 Understand the dynamics of creative innovation management. Assessment is direct, formative and internal</p>	<p>Case studies in MGMT 3600. The average combined grade of the unit #2 and 3 case studies will be 80% or higher in all sections of MGMT 3600</p>	<p>Tri - Annual</p>	<p>2022</p>	<p>The average score on the case studies in all sections of MGMT 3600 in fall 2021 was 90%.</p>	<p>It should be noted that the course was taught by two different instructors and different cases were used. The average grade in one instructors section was 82% and was 97% in the other instructors course. It is recommended that a standard rubric be created to be used on all case studies in MGMT 3600 to ensure consistency of grading and feedback.</p>
<p>Outcome 7.2 Demonstrated an advanced understanding of strategic management concepts, research and theories. Assessment is direct, formative, summative, and internal</p>	<p>80 percent of the students earned an average of 75 percent or higher on all case studies in MGMT 4800 in spring semester</p>	<p>Tri - Annual</p>	<p>2020</p>	<p>Students in all sections of management 4800 in spring 2020 earned a cumulative average score of 93.15% on the three case studies in the course (of students that completed the assignment).</p>	<p>These results indicate that students have an advanced understanding of strategic management concepts. Upon further examination of instructor feedback, it appears that some students need some additional help with the strategic management tools used in the course. Based on this, additional tutorials and resources should be provided to students to assist them with these tools. Overall, students are achieving the desired outcomes in the course.</p>