

CLOSING THE LOOP: FALL 2010

Accounting (Accounting 244)

- The discussion focused on specific questions and how they could be improved.
- The department wants to improve student understanding of the questions asked for AoL.

Principles of Macroeconomics (ECON 202) and Business Statistics (ECON 245)

How are students performing?

202:

- Global measures are showing a decline with a change in questions, but the numbers are still low. Is there a problem?
- Analytical questions show a variance in performance (X, Y, and Z effects and relationships have improved; graphs representing data have declined).

245:

- Decision-making numbers are irregular (analyzing qualitative and quantitative aspects of problems)
- Mean, median and mode measurements are solid, as are using graphical techniques under the analytical outcomes.
- Showing whether variables are independent of one another (analytical trait 3) shows inconsistent results.

Three specific suggestions:

1. Examine and reduce volatility on some of the statistical measures. Improve consistency in reporting.
2. Put more emphasis on reading graphs in principles course (201).
3. Provide more student time on the impact of exchange rates in macroeconomics (202).

Business Finance (FNBSLW 344)

How are students performing?

There's improvement from the last time the goals were assessed.
We have modified the questions.

Three specific suggestions:

1. Break down results by section and have all instructors talk about the results and share best practices.
2. Make sure the areas are covered.
3. Provide the students with more practice.

Are the measures appropriate?

Consider increasing the number of questions for each trait.
The [department] needs to establish a standard.

Business Communication (ITBE 353)

How are students performing?

- In written communication, grammar needs improvement. There is some decrease in the results since fall 2007, but that decrease was expected due to changes in the measurements to make those measures more challenging.
- In oral communication, the weakest area is in nonverbal communication.

Three specific suggestions:

1. Provide additional opportunities for oral presentations.
2. Use CoBE Cast to have students review their own presentations.
3. Provide additional opportunities for written work with informal feedback.

Are measures appropriate?

- Measures are well done. The department will review rubrics with new faculty to get a new perspective.

Introduction to Information Systems (ITBE 280)

Three specific suggestions:

1. Faculty agreed on a common set of questions and assignments for assessment.
2. Faculty need to agree upon a rubric for measuring the traits.
3. Faculty need to supply 40 questions (8 topics and 5 questions each) for the Administrative Policy quizzes.

Operations Management (Mangement 306)

How are students performing?

- Students come into the program with weaker quantitative background, as evidenced in quantitative-related traits.
- Students' interest in the subject matter has dropped (as evidenced in absenteeism).

Three specific suggestions:

1. Reinstate the calculus requirement (would entail college action).
2. Solve more problems in class periods, using electronic lectures to present relevant material for problem solving.
3. Exams and other assignments should show a heavier problem orientation.

Are measures appropriate?

- Measures could use a broader variety of assessment questions.
- Use standard 25%, 75% cutoffs for Not Good Enough, Good Enough, and Very Good measures.

Organizational Behavior (Management 301)

How are students performing?

We see a drop in results in two of the traits regarding ethics. We suggest more integrative cases, such as using the *Wall Street Journal*, the text, and other news sources.

Three specific suggestions:

1. Coordinate activities and measures among sections.
2. Add more consistency in the use of cases through sections (e.g., select one specific case for a semester).
3. Have the students write essays on the case and use the results for assurance of learning.

Principles of Marketing (Marketing 311)

How are students performing?

Results are good, but perhaps too good. Need to increase the difficulty of the questions with new measures. Problems occurred with multiple instructors and inter-rater reliability.

Three specific suggestions:

1. We would like to use electronic real-time data on cultural traits.
2. Develop and pilot a new measurement using a web site with real-time cultural data. Measurement of very good, good enough, and not good enough still being considered by department members.
3. Involve the students with more active learning, interacting with the web site.

MBA/MPA

Discussion of Indirect Measures of MBA/MPA students' verbatim comments on strengths and weaknesses of the program.

Summary comments on strengths and weaknesses:

Flexibility is repeatedly mentioned as a strength of the program. Students appear to define flexibility in terms of the mix of online and face-to-face teaching and also the ability to take face-to-face classes at different locations and during different times of day.

Another commonly mentioned strength is the college's reputation – at least on a regional basis.

Good faculty and an applied focus are mentioned frequently.

Three actions to enhance student outcomes:

Students mention that group projects do not reflect work equity. Recommendation: Have smaller groups and better evaluate the work load during the grading process.

Students complained that placement assistance for jobs and internships were not as good as for the BBA. Recommendation: Greater emphasis from Career & Leadership Development office on MBA students; more guidance on careers in advising.

Respondents sometimes complained about multiple choice tests. Exams at this level should focus on cases and writing.

Students commented that faculty should demonstrate practical experience to make courses more meaningful. Recommendation: Faculty could focus more on the applied nature of the course concepts.

“Core” or required courses are not available every semester in all locations (e.g., online, American Family, WW). Students find this rotation disappointing, however, resources are limited and the program is growing, leading to the inability to offer courses repeatedly.