

DATE: 08/26/04

TO: Department Chairs & Instructors of  
ACCOUNT 244, ACCOUNT 249, BSEDCNA 353, ECON 201, ECON 202,  
ECON 245, FNBSLW 341, FNBSLW 344, MANGEMNT 301, MANGEMNT 306,  
MARKETNG 311

FROM: Christine Clements, Dean  
Undergraduate Curriculum Committee, Stuart Glosser, Chair

SUBJECT: Assessment of the undergraduate core curriculum for AACSB compliance  
Effective Fall semester 2004

Effective Fall semester 2004 the COBE will commence assessing and collecting assessment results across the undergraduate core curriculum. Assessment will affect every instructor teaching a course in the undergraduate core curriculum. Five learning goals relating to ethics, global business, communication, decision making and analysis have been designated for the initial assessment program. Assessment goals and corresponding courses are identified in the following table.

	Ethics	Global	Comm.	Decision	Analysis
Intro. to Mgrl. Acctg. ACCOUNT249	X		X	X	
Business Comm. BSEDCNA353			X		
Business Statistics ECON245				X	X
Microeconomics ECON201				X	X
Macroeconomics ECON202		X			X
Org. Behavior MANGEMNT301	X		X		
Operations Mgmt. MANGEMNT306		X		X	X
Business Law FNBSLW341	X				
Finance FNBSLW344				X	X
Marketing MARKETNG311	X	X			

**For each area indicated on the table, instructors of the designated courses will select one objective and two accompanying traits for assessment.** (A list of objectives and traits is attached.) It will be up to the instructor to design an assessment method and metric for each trait appropriate to the instructor's course and teaching style. To ensure uniformity, **results may only be reported using the "Very Good," "Good Enough," and "Not Good Enough" rubric.** You will find goals, objectives and traits attached, along with

a sample and blank “COBE Course Assessment Report.” **Questions on the process should be directed to your departmental representative to the Undergraduate Curriculum Committee.**

**Assessment may take place at any time during the semester.** Assessment Reports detailing the selection of objectives and traits are due in the Assistant Dean’s office not later than 09/15/04. Completed Assessment Reports are due in the Dean’s office not later than 12/23/04.

**DATES:**

- **09/15/04** Assessment Report detailing the selection of objectives, traits, measurement method and metric is due in the Assistant Dean’s office.
- **12/23/04** Completed Assessment Report with number counts is due in the Assistant Dean’s office.

# COBE Course Assessment Report

Instructor:

Semester and Year:

Subject & Catalog Number (e.g. MANGEMNT 301):

Section:

Course Description (name):

Number of students enrolled:

Number of students assessed:

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Goal:

Objective:

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Trait 1:

**Measurement Method & Metric 1:**

**Count**

Very Good:

Good Enough:

Not Good Enough:

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Trait 2:

**Measurement Method & Metric 2:**

**Count**

Very Good:

Good Enough:

Not Good Enough:

# COBE Course Assessment Report

## SAMPLE

Instructor: J. D. Faculty

Semester and Year: Fall 2004

Subject & Catalog Number: MANGEMNT 489

Section: 6

Course Description: Administrative Policy

Number of students enrolled: 35

Number of students assessed: 33

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Goal: Apply high-level strategic thinking skills appropriate for conducting business.

Objectives: a. Identify key strategic issues for a specified business.  
(SELECTED OBJECTIVE)

- b. Apply discipline specific theories and models to generate potential strategic alternatives
  - c. Select and justify appropriate courses of action.
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Trait 1: Perform a SWOT (Strength, Weakness, Opportunity, Threat) analysis for a specified business or organization.

### Measurement Method & Metric 1:

#### Case Method

Using a previously developed and suitable "business" case, perform a SWOT analysis for the firm/business/organization covered in the case.

#### Case Metric

Using a scoring key developed by the instructor and employing the instructors discretion to adapt a count of omitted strengths weaknesses, opportunities, or threats to the following percentages. (attach scoring key)

Very Good = < 15%

Good Enough = < 30%

Not Good = > 31%

### Count

Very Good: 9

Good Enough: 19

Not Good Enough: 5

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Trait 2: Having performed a SWOT analysis for a specified business or organization, identify the most significant: Strengths, Weaknesses, Threats, and Opportunities.

**Measurement Method & Metric 2:**

Case Method

Employing the SWOT analysis prepared for Trait 1, identify the one or two most significant: Strengths, Weaknesses, Threats, and Opportunities. You must address all four categories. Briefly justify your selections

Case Metric (attach scoring key)

Very Good = Identified all significant Strengths, Weaknesses, Opportunities and Threats (SWOT), offered reasonable justifications for the selection of  $\geq 75\%$  of the identified SWOT.

Good Enough = Identified  $\geq 75\%$  of the significant SWOT, offered reasonable justifications for the selection of  $\geq 50\%$  of the identified SWOT.

Not Good = Identified  $\leq 75\%$  of the significant SWOT or offered  $\leq 50\%$  reasonable justifications for the identified SWOT.

**Count**

Very Good: 6

Good Enough: 15

Not Good Enough: 12