

**ASSESSMENT RECORD FOR
DEPARTMENT
OF**

Business

(Academic Department Name)

June 1, 2007 – May 31, 2008

September 9, 2008

(Assessment Period Covered)

(Date Submitted)

Includes Assessment Reports for those Instructional Programs listed below:

Title of Instructional Degree Program

Degree Level

(Associate, Bachelors,
Master's, etc.)

Management

BBA

Submitted By: Charles Torti

(Departmental Chair or Faculty Assessment Representative)

ASSESSMENT REPORT FOR

Management

(Instructional Degree Program)

BBA

(Degree Level)

June 1, 2007 – May 31, 2008

(Assessment Period Covered)

September 9, 2008

(Date Submitted)

Expanded Statement of Institutional Purpose Linkage:

Institutional Mission Reference: As a university committed to the liberal arts as fundamental to education and committed to our affiliation with the Presbyterian Church (U.S.A.), Schreiner is dedicated to excellence in preparing students to live purposeful, humane and productive lives in their work, faith groups, families and communities.

College/University Goal(s) Supported: Schreiner is dedicated primarily to educating undergraduate students in the liberal arts, sciences, and professional disciplines, preparing them for entry into specific careers and graduate or professional programs.

Intended Educational (Student) Outcomes:

1. Upon completion of a BBA in Management, students will demonstrate the ability to accomplish organizational goals through people and other resources, which is the role of a manager. Specifically, students will exhibit organizing & planning skills, decision making, written communications, and analytical skills through a major field exam and a business plan.

2. Graduates will apply the five functions of management in resolving diversity issues, motivation obstacles, team conflicts, innovation & change dynamics, information overloads, and communication challenges. Specifically students will exhibit teamwork, oral & written communications, computer literacy, empirical research skills, decision making, organizing & planning skills, and ethical behavior in confronting and adapting to global competition through a business plan and management simulation model.

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Management

(Instructional Degree Program)

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Intended Educational (Student) Outcome:

NOTE: There should be one form C for each intended outcome listed on form B. Intended outcome should be restated in the box immediately below and the intended outcome number entered in the blank spaces.

____ Upon completion of a BBA in Management, students will demonstrate the ability to accomplish organizational goals through people and other resources, which is the role of a manager. Specifically, students will exhibit organizing & planning skills, decision making, written communications, and analytical skills through a major field exam and a business plan.

First Means of Assessment for Outcome Identified Above:

____ **a. Means of Program Assessment & Criteria for Success:** Business Plans are submitted to loan officers of banks/Business Advisory Board for review and success is measured if a proposed business plan is rated as “investment worthy”.

____ **a. Summary of Assessment Data Collected:** Only 40% of the Business Plans were investment worthy; however, all *management* sections satisfied the mission, ownership structures, personnel assignments, and operations requirements.

____ **a. Use of Results to Improve Instructional Program:** Business Plans were evaluated by local bankers/Business Advisory Board and feedback indicated the current curriculum relative to *management* is on track. One of the *management* modules will be replaced with finance modules in an effort to strengthen these skills.

Second Means of Assessment for Outcome Identified Above:

____ **b. Means of Program Assessment & Criteria for Success:** ETS Major Field Test for Business with assessment indicators: accounting, economics, management, quantitative analysis, finance, marketing, legal, information systems, and international issues. Scores are reported on a scale of 120-200 and national comparative data for 447 colleges are used to compare scores of SU BBA- Management seniors.

____ **b. Summary of Assessment Data Collected:** The *management* section of the ETS Major Field Test for Management resulted in a national mean score of 55.2 and SU scored 50.5.

____ **b. Use of Results to Improve Instructional Program:** SU did not have enough students take the exam in order to qualify for the detail analysis. In future exam cycles, SU will receive the detail analysis and will focus modules accordingly. Also, faculty members attended a major field exam review in Summer 08.

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Intended Educational (Student) Outcome:

NOTE: There should be one form C for each intended outcome listed on form B. Intended outcome should be restated in the box immediately below and the intended outcome number entered in the blank spaces.

____ Graduates will apply the five functions of management in resolving diversity issues, motivation obstacles, team conflicts, innovation & change dynamics, information overloads, and communication challenges. Specifically students will exhibit teamwork, oral & written communications, computer literacy, empirical research skills, decision making, organizing & planning skills, and ethical behavior in confronting and adapting to global competition through a business plan and management simulation model.

First Means of Assessment for Outcome Identified Above:

____ **a. Means of Program Assessment & Criteria for Success:** Business Plans are submitted to loan officers of banks for review and success is measured if a proposed business plan is rated as “investment worthy”.

____ **a. Summary of Assessment Data Collected:** Only 40% of the Business Plans were investment worthy; weaknesses were financial statements and cash flow projections.

____ **a. Use of Results to Improve Instructional Program:** Business Plans were evaluated by local bankers/Business Advisory Board and feedback indicated the current curriculum relative to *management* is on track. One of the *management* modules will be replaced with finance modules in an effort to strengthen these skills.

Second Means of Assessment for Outcome Identified Above:

____ **b. Means of Program Assessment & Criteria for Success:** Nation-wide management simulation model in colleges and universities participate; success is measured by finishing among the top 25% teams.

____ **b. Summary of Assessment Data Collected:** SU mean cumulative profit was \$81,105,549 compared to national mean of \$122,683,204; one team earned \$128,365,974. Individual teams ranking 169, 322, and 582, out of 804 teams.

____ **b. Use of Results to Improve Instructional Program:** The Andrews team scored in the 1st quadrant, Baldwin 2nd quadrant, and Chester team scored in 3rd quadrant. All weaknesses were attributed to poor inventory management and high debt to asset ratios. Accordingly, the inventory management modules will be strengthened in BSAD 3331 and 4342.