

BUSINESS PROGRAM ASSESSMENT POSTER, 2018-19

College of Business, Economics, and Computing

LEARNING GOAL ASSESSED

– Communication and Reasoned Judgement –

Program Outcome Assessed: PLLG2. Students can write effectively about a business problem or issue.

PLLG3. Students can make an effective oral presentation on a business problem or issue.

OVERVIEW AND METHODS

In BUS 495: Capstone Course of Strategic Management, students learn how to analyze internal and external organizational environments; formulate generic and business strategies; and write a strategic proposal drawn from a case study. Four individual exams were used to assess students' knowledge in the subject matter. A rubric with 10 categories was used to categorize student performance on presentations. A final written paper was used to assess students' learning goal of writing a strategic plan. The following is the total number of students assessed in the online delivery mode and the F2F delivery mode.

Fall 2018: F2F: 20 Online: 55
Spring 2019: F2F 23 Online 39
Total: F2F 43; Online 94

Students are evaluated using a consistent rubric. Only one student is in the unsatisfactory category for both online and F2F modes of delivery. Students in the unsatisfactory category failed to complete the project. Face to face students are assessed on presentation skills but online students not. F2F students have opportunities to closely work with the professor when practicing group exercises in the classroom, so that they know well about the professor's expectations for analytical technique and applications. On the other hand, online students only have written instructions for the project. A strategy used to improve the online students' performance is to use a bi-weekly group discussion so that each individual participates in group exercises, apply analytical technique step by step, and then they receive detailed written feedback from the professor so that they master each technique related to strategic planning and are able to use them in the final project.

RESULTS (ONLINE)

Rubric Dimension	1 Unsatisfactory <70%	2 Satisfactory 70%-80%	3 Proficient 80%-90%	4 Distinguished >90%	TOTAL
Course Requirement Completeness	1	8	37	48	94
Depth in Analysis	1	8	37	48	94
Knowledge of Subject matter: Strategic Management	1	8	37	48	94
Correctness of Knowledge Application	1	8	37	48	94
Logic of Reasoning & Structure	1	8	37	48	94
Mechanics	1	8	37	48	94

RESULTS (F2F)

Rubric Dimension	1 Unsatisfactory	2 Satisfactory 70%-80%	3 Proficient 80%-90%	4 Distinguished >90%	TOTAL
Completeness	1			42	43
Depth in Case Analysis	1	1	14	27	43
Knowledge of Strategic Management	1	1	14	27	43
Correctness of Knowledge Application	1	1	14	27	43
Logic of Reasoning & Structure	1	1	14	27	43
Mechanics	1		15	27	43
Interest of Presentation: Visuals			16	27	43
Delivery/ Professionalism			16	27	43
Handle Questions and Discussion		1	15	27	43
Group Work	1		14	27	43