University of Wisconsin Parkside

Business Programs: Assessment Highlights

Assessment Maturity Level	Major	Learning Goal	Celebrations (Successes)	Suggested Improvements	Action Items
Mature (These programs have learning goals, assessment plans, and assessment data have been collected extensively in the last five years for the learning goals categorized as "mature." Further, department faculty closed the feedback loop for mature PLLGs, and took appropriate steps on a regular basis to close the feedback loop.)	BUS UG Major	PLLG 3: Oral Presentation (BUS 495)	Oral presentations have remained consistently high since 2010. Successful actions include: articulating expectations, and making frequent presentations to a broad range of stakeholder groups..		
		PLLG 5: Diversity (MKT 350)	Diversity scores have improved due to higher weighting of diversity related assignments. Multicultural marketing elective was added.		More consistent measurements and refinement of standardized assessments in MKT 350 will be developed.
		PLLG 6: Computer Skills (QM 310 & MIS 320)	Different classes (QM 310 and MIS 320) and rubrics were used to assess; coverage of technological tools such as Microsoft Access increased since 2012. Significant improvement in the problem formulation dimensions.	Need to improve Analysis/Decision dimension.	Spring 2016: Arrive at a standard rubric that applies to both QM and MIS classes; Standardize coverage of MS Access between online and face-to-face sections of MIS 320.
	MIS Major	MISLG 1: Modeling Techniques (MIS 425)	Minimal unsatisfactory results in rubric dimensions; requirements for healthcare applications added to curriculum (Spring 2015)	Place more emphasis on writing process steps for use case descriptions (currently at 12% unsatisfactory rate)	Spring 2016: Devote one class session to in-class exercises on writing use-case descriptions; assess student performance using the rubric in Spring 2016.
		MISLG 2: Data Model, 3NF (MIS 328)	Student unsatisfactory rates are zero except for the normalization dimension; MySQL database coverage included since 2013.	Cover normalization in more depth.	Fall 2015: Devote 1 to 1.5 weeks to the topic of normalization. Assess student performance again in Fall 2015.
		MISLG 4: Computer Network Architecture (MIS 327)	Minimal unsatisfactory results; introduced CISCO networking equipment in Fall 2013, and upgraded with latest equipment and server software for Fall 2015 offering.	Emphasize components of technical proposals and diagram standards and tools for creating professional looking diagrams.	Fall 2015: Provide more guidance on technical proposals and standards for network diagrams. Reduce some topic redundancy that came following the textbook's topic flow in order to allow for additional hands-on lab exercises.
	MBA	PLLG 1: Ethics (MBA 752)	Significant improvement in all dimensions. Additional time spent on case analysis prior to assessment. Addition of communication course for international students.		
		PLLG 3: Corporate Financial Management (MBA 732)	Significant improvement in all dimensions. Changed advising for prerequisites and changed grade requirement for prerequisite classes.		
		PLLG 5: Modeling (MBA 712)	Improved proficiency in model formation dimensions. Review materials provided to class prior to start of class. Changed prerequisite grade requirements.	Improve analysis dimension.	Reduce the number of topics taught in class due to reduced number of class sessions. Focus on fundamentals that can be applied during analysis with a greater emphasis on the managerial implications and usage of statistics.
		PLLG 6: Strategic Decision Making (MBA 796)	Greater percentage of students in exemplary category. Case study approach implemented; electives on integrated decision making added.		
Intermediate/ Developing (These programs have learning goals & assessment plans; some assessment data has been collected. Some action steps have been implemented to close the feedback loop and have seen only minor improvements in results.)	BUS	PLLG 1: Ethics (ACCT 202)	Moderate improvement across dimensions.	Reduce variation across cases. ETS results indicate students need to improve critical thinking skills regarding ethical issues.	Agree on assessment instrument. Determine the elements of ethics that are important.
		PLLG 2: Writing (MGT 349)	Significant improvement in 2015. Added communication class for international students, especially for those from non-English speaking countries.	Improve all aspects of writing, including grammar. Consider requiring TOEFL scores for all international students, including those from our official exchange institutions.	Ask instructors to distribute detailed writing guidelines in syllabus or other document, and include guidelines on website; Meet with English department to consider changing or adding a professional writing course.
		PLLG 4: Project Mgt. (MIS 320)	Minimal unsatisfactory rate in the online version of the course	Standardize coverage of project management in different sections. Varying assessment results depending on instructor.	Fall 2015: Explore whether a course like QM 319 is better suited to assess this learning goal. Spring 2016: Standardize PMGT topics in face-to-face/online sections; include coverage of Microsoft Project;
	MIS	MISLG 3: Object-Oriented Systems (MIS 322)	Course modified to utilize C# .NET (2014); nearly 90% of the students are in "exemplary" or "satisfactory" for base class design and procedure logic dimensions. Programming with Microsoft SQL Server covered since 2012.	Place more emphasis on the topic of class design and inheritance – particularly in areas of deficient performance.	Fall 2015: Remove one topic from the course (Sorted Lists) and reallocate time so that more time and effort is devoted to class design and inheritance, e.g. overloading and developing methods with proper signatures,.
		MISLG 5: Project Mgt. (MIS 428)	Students recognize the project scope very well.	Cover packages Salesforce and SharePoint	Spring '16: Coverage of PMGT topics with Salesforce & SharePoint
	MBA	PLLG 2: Writing (MBA 715)	Added communication course for international students, particularly those from non-English speaking countries.	Need to improve writing style dimension. Consider requiring TOEFL scores for all international students, including those from our official exchange institutions.	Short-term: Ask instructors to distribute detail writing guidelines in syllabus or other document. Long-term: Consider a writing course in MBA curriculum and/or redesign of ENGL 204 to better meet the needs of ACCT, BUS, MKT, and MIS majors.
		PLLG 4: Project Mgt. (MBA 716)	Changed case used for assessment	Reduce instructor effect of assessment.	Revisit project management rubric and assessment method.
Beginning/ Preliminary (These programs have learning goals & assessment plans; limited or no assessment data has been collected)	ACCT	ACCTLG 1: Financial Statements (ACCT 400) ACCTLG 2: Cost Accounting (ACCT 403) ACCTLG 4: Tax (ACCT 306) ACCTLG 5: Law (BUS 372)	Solid assessment plans with learning goals and rubrics	Collect data	Collect data in ACCT 400 (Fall 2015); ACCT 403 (Fall 403); ACCT 306 (Spring 2016)
		ACCTLG 3: Audit (ACCT 404)	Collected Data Spring 2015	Improve "Conclusions" Dimension	Add exercises related to "conclusions" in Auditing course. Collect additional data in Spring 2016.
	MKT	MKTLG 1: Core Concepts (MKT 350) MKTLG 2: Buyer Behavior (MKT 355) MKTLG 4: Research (MKT 354) MKTLG 5: Product Management (MKT 452)	Solid assessment plans with learning goals and rubrics		
		MKTLG 3: Promotions (MKT 358)	Collected data with good results		Continue to monitor performance in future semesters
		MKTLG 6: Integration (MKT 455)	Collected data with good results	Improve career relevance dimension.	Continue to monitor performance in future semesters. Focus on marketing careers in part of classes.