

Q1. Assessment reports may again be completed through Qualtrics, and the reporting questions this year are similar to those used in the past. Your assessment reports will be maintained on file electronically on a password secure site (SharePoint). Other individuals (e.g. Academic Achievement and Assessment Committee members, chairs, and deans) on campus will have access to your reports.

Please complete **one** Assessment report per learning outcome that you are reporting on.

Q2. Please identify your department or program and the name of your assessment liaison.

Department/Program	Business
Assessment Liaison	Chalasanani

Q3. Did you conduct a new assessment project in the 2017-18 academic year?

- Yes
- No

Q4. 1. What learning outcome did you assess for this report? (Reminder - if you assessed multiple learning outcomes this academic year, you should complete a separate report for each outcome.)

This question was not displayed to the respondent.

Q5. 2. Which of the institution-wide shared learning goals does this outcome connect to?

This question was not displayed to the respondent.

Q6. 3. What assessment tool(s) or method(s) did you utilize? (Select all that apply)

This question was not displayed to the respondent.

Q7. 4. What type of measurement did you utilize?

This question was not displayed to the respondent.

Q8. 5. What type of methodology did you use?

This question was not displayed to the respondent.

Q9. 6. If the assessment project was course-based, what was the delivery method(s) of the course(s) used? (Select all that apply)

This question was not displayed to the respondent.

Q10. 7. What was the process of analysis? How did you involve your department in the analysis process? (100 words)

This question was not displayed to the respondent.

Q11. 8. What were the results of this analysis? (250 words)

This question was not displayed to the respondent.

Q12. 9. How were results shared/discussed with your department or other audiences (e.g. advisory board)? (Select all that apply)

This question was not displayed to the respondent.

Q13. 10. As a result of your analysis, what changes will your department or program make to improve student learning? (250 words)

This question was not displayed to the respondent.

Q14. 11. Looking back at your assessment activity since your program or department's last assessment project, what is the current status of the plan(s) for improvement of student learning that were discussed in the past report? (Select all that apply)

- Proposed
- In consideration
- Implemented
- Being assessed
- Other

Q15. 12. Indicate all changes made to your program to improve student learning since the last assessment report submitted by your program or department. Some examples of changes include the following:

- Revising learning goals, outcomes, and rubrics;
- Revising pre-requisites or course sequencing;
- Improving hands-on learning and labs; Introducing new courses;
- Changing emphasis on topics;
- Providing more tutoring help;
- Progressive measurement of the same learning goals in multiple courses;
- and Redesigning assessment instruments, such as assignments, exams, labs, and quizzes. (250 words)

Will Revise assignment of MBA learning goals to new courses in the new on line MBA Program.

Q16. 13. Please write an abstract of no more than 250 words to summarize your assessment report this year. Your abstract should address items completed above, including which learning outcome was assessed, which data were collected and analyzed, how the department discussed the findings, and what changes are planned as a result of what was learned. In addition, please emphasize the changes made to your program in the past five years (see questions 11 and 12). This abstract will be the basis of the assessment poster that the Provost's office will generate for the Assessment Showcase, and will be used as an easy way to share a summary of your report with others on campus.

During 2017-2018 academic year, we conducted assessment of MBA learning goal on Ethical Issues in face-to-face MBA752-Marketing Management course. The method of assessment is HBS Readings on Ethics and relevant Case Studies. 18 MBA students were assessed in the course, 8 were rated as Exemplary, 10 were rated as Satisfactory, none Unsatisfactory against a three category rubric: Recognizing Ethical Issue, Taking Position on Issue, and Providing Support for Position. The proportion of exemplary ratings has improved over the past three years. During the past five years, the key concepts for the learning goal have emerged and have been emphasized in the preparation for and discussion of the case study assignment. Five years ago, the case was on Ethical Sales Tactics. For the past three years, the Abercrombie and Fitch case study has focused on the ethical concerns in Market Segmentation as it exhibits in discrimination among customers by demographic and psychographic considerations.

Q17. 14. If your program is delivered fully or partly via distance education (online, hybrid, flex-option), please indicate the assessment efforts/plans undertaken in distance education (DE) courses/programs. Please emphasize topics such as assessment plans for DE courses/programs, assessment results, and changes made over the past five years. (250 words)

The MBA course was delivered in a face-to-face environment with extensive interaction in discussion of Ethical Issues raised in the case. The course will be offered in an on-line environment only in Fall 2018. Course redesign is based in part on IIL's On-line Course Developers Workshop, and in part on Quality Review from Academic Partners. Assessment Plans for the on-line MBA Program are in development at the Program level and then Course level. The assessment lessons of the past five years may provide insight in this underway redesign effort.

Q18. If you would like to include any tables, graphs, images, or other materials with your assessment report, you may attach the file(s)

here.

Q19.


The deadline for submission of reports is May 25. (Note, if due to the timing of your data gathering you would like to request a different deadline, please contact Lori Allen at allen@uwp.edu).

The Assessment Showcase will be held on November 2, 2018.

Location Data

Location: [\(42.53759765625,-87.857597351074\)](#)

Source: GeoIP Estimation



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