

**MBA 796 Assessment Report Form 2019-20**

Assessment reports will be completed through Qualtrics to make it easier to share and compile data across campus. The reporting questions are similar to the questions used in the past, but with some additional detail requested in some areas to help us in collecting and analyzing college and institution-wide data on assessment practices. Your assessment reports will be maintained on file electronically on a password secure site (SharePoint). Other individuals on campus will have access to your reports.

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

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

Department/Program: Business

Assessment Liaison: Michele Gee

Report Prepared by: Qian Ye

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.)

**PLLG6. The students will be able to integrate their knowledge of concepts from different functional areas of business while analyzing and resolving a strategic level decision making problem.**

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

- **Communication (1)**
- **Reasoned Judgment (2)**
- **Social and Personal Responsibility (3)**
- Other (4)

3. Is this the first/initial assessment of the selected learning outcome? (select one):

- **Yes**
- **No**

If you answered yes, please skip Question 4 and move to Question 5. If you answered no, please move to question 4.

4. Which of the following best describes this assessment report (select one):

- Follow-up assessment related to curricular changes (closing-the-loop).
- Follow-up assessment to address issues with the previous assessment process (e.g. collect more data, redesigned the assessment tool, etc.).
- **Routine assessment of the outcome to verify previous findings (no curricular changes).**

5. What assessment tool(s) or method(s) did you utilize? (Check all that apply)

- Survey (1)
- Standardized exam (2)
- Exam from a course or courses (3)
- **Assignment from a course or courses (4)**
- Student portfolios (5)
- **Direct observation of student work or performance – Student Presentations(6)**
- Other (7) \_\_\_\_\_

6. What type of measurement did you utilize?

- **Direct (asking students to demonstrate their learning) (1)**
- Indirect (asking students to self-report their perceived level of learning) (2)
- A combination of the above (3)

7. What delivery mode did you use to collect your data? (Check all that apply)

- **Face to face course(s) (1)**
- **Online course(s) (2)**
- Hybrid course(s) (3)
- Flex Option (Competency Based) course(s) (4)
- Not tied to a course (5)
- Other: Please Specify: \_\_\_\_\_

8. What was the approximate sample size of this assessment (i.e. number of students assessed)? Fill in your answer here:

<b>Summer 2019:</b>	<b>F2F: 14</b>	<b>Online: 3</b>
<b>Fall 2019:</b>	<b>F2F: 5</b>	<b>Online: 20</b>
<b>Spring 2020:</b>	<b>F2F:</b>	<b>Online: 24 +7 = 31</b>
<b>Total:</b>	<b>F2F: 19</b>	<b>Online: 54</b>

9. Beyond the general details provided above, what student work was collected and how was it evaluated? The purpose of this question is to allow you to elaborate on the previous questions, and present the scope of the assessment and its relationship to student attainment of the specified learning outcome. Please reference the curriculum map, if used.

The objective of this course is to provide an advanced, rapid, dynamic learning experience of advanced strategic management, by focusing on four highest levels of learning: application, analysis, synthesis, and evaluation.

Throughout this course, students will have individual and group opportunities to develop various competence and skills. They will have the following accomplishment when they complete this course:

1. Developed competence in advanced strategic analysis by dealing with realistic business situations.
2. Improved abilities of:

- a) Critical thinking
  - 1) Evaluating a firm's competence and resources and its competitive position in the industry
  - 2) Applying appropriate strategic models to analyze a firm's strategic choices in the context of its internal and external environments
  - 3) Applying appropriate analytical tools to solve problems in ways that direct a firm to establish competitive advantages
- b) Analytical skills: understanding how to interpret quantitative and qualitative information through case/industry analysis.
- c) Ethical thinking: recognizing and analyzing ethical issues faced by strategic managers.
- d) Scientific thinking: understanding and applying principals of strategic management knowledge to real organizational settings.
- e) Teamwork: working effectively with others to engage in strategic decision-making for a common goal.
- f) Communication: effectively using communication skills through discussion and team work.
- g) Written skills that are necessary for successful career development.

**Individual written assignments, debate on strategic positions, and written strategic plan are used to assess students' learning outcomes.**

10. What were the results of this assessment? Please attach any supporting documents that you feel would be useful to the reviewers.

**Results are shown in Excel document.**

(2) Compare the performance of online students versus F2F students. Comment on whether there are significant differences overall or in any rubric dimension between online and F2F students. Based on these comments, what strategies can help improve the performance of online students and F2F students.

**To achieve consistency of F2F and online students, online students will be assessed on presentation skills in Fall 2020.**

11. How were other instructors (faculty, lecturers, and adjuncts) involved with the assessment process?

**In the Business Management program, Dr. Ye and Dr. Gee teach courses the cover on learning goals related to strategic management, creating strategic plans and presentations of the strategic plan. Dr. Ye and Dr. Gee discussed the results compiled by Dr. Ye. These results will be shared with**

**the department in a future department meeting with the Business faculty and will be submitted to AACSB. Professor Terry McGovern and William Burnett start teaching BUS 495 in year 2019-20.**

12. As a result of this assessment, were any changes proposed? If yes, please describe and indicate the projected timeline. Please comment on any barriers to implementation.

**Discuss congruent learning goals/objectives/outcomes of professors teaching MBA 796. Discuss textbook, and online student assessments and make changes before Sept. 2020.**