

ASSESSMENT REPORT FOR

MANAGEMENT

(Instructional Degree Program)

BBA

(Degree Level)

JULY 2007 - JUNE 2008

(Assessment Period Covered)

November 2008

(Date Submitted)

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.

 1 Students completing the BBA in Management will be marketable for their first entry-level position.

First Means of Assessment for Outcome Identified Above:

 1 a. Means of Program Assessment & Criteria for Success:

75 percent or higher of graduates registered with the placement office will find employment or be accepted into graduate school within 12 months of graduation. COBA faculty will coordinate data collection with placement personnel.

 1 a. Summary of Assessment Data Collected:

Not met: Only 64% met. Of the 47 graduates during this time period on record, 25 gained full-time employment in their field of study (53%), 5 were accepted into graduate school (11%), and 13 were unaccounted for. The reason this is not met is because we could not locate the 13 students to determine their current status.

 1 a. Use of Results to Improve Instructional Program:

One of COBA's ongoing strategic goals concerns improving our career preparation and placement process within COBA. As this is an important part of our assessment/accreditation, this goal may very well lead to a full-time or part-time colleague to lead these efforts.

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 2 Students will demonstrate effective management skills in business applications

First Means of Assessment for Outcome Identified Above:

 2 a. Means of Program Assessment & Criteria for Success:

The average composite score of all management majors taking the Business Major Field Achievement Test will achieve a passage rate in management that equals or exceeds the national average.

 2 a. Summary of Assessment Data Collected:

Met: COBA students scored in the 61st percentile in Fall 2007 and the 55th percentile in Spring 2008.

 2 a. Use of Results to Improve Instructional Program:

No further action needed at this time.

Second Means of Assessment for Outcome Identified Above:

2 b. Means of Program Assessment & Criteria for Success:

80% of interns will receive a satisfactory or higher rating from their employer.

2 b. Summary of Assessment Data Collected:

12 Management student completed internships between Summer 2007 and Fall 2008. All 12 received satisfactory or higher ratings.

Met: 100% of the interns received satisfactory or higher ratings from their employees.

2 b. Use of Results to Improve Instructional Program:

No additional steps are necessary at this time.

Third Means of Assessment for Outcome Identified Above:

2 c. Means of Program Assessment & Criteria for Success:

No more than 5% of interns will receive a dissatisfactory rating from their employer.

2 c. Summary of Assessment Data Collected:

Met: No rating showed dissatisfaction with any of our Management department interns.

2 c. Use of Results to Improve Instructional Program:

No additional steps are needed at this time.

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 3 Students completing the BBA in Management have demonstrated active roles in service activities.

First Means of Assessment for Outcome Identified Above:

 3 a. Means of Program Assessment & Criteria for Success:

50 percent or higher of management students will participate in a service project and/or mission effort with their social club, business fraternity, or university campaigns. (Senior exit survey or "interview")

 3 a. Summary of Assessment Data Collected:

Met: The senior exit survey indicated that 57% (20 of 35) of our senior management majors were involved in service projects this past year.

The Society for the Advancement of Management performs several service projects each year. The 3-on-3 basketball tournament and the golf tournament both raise funds for charitable organizations.

 3 a. Use of Results to Improve Instructional Program:

We will encourage our students to be involved in the service projects as organized by the Student Association on campus.

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Intended Educational (Student) Outcome:

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4 Students completing the BBA in Management will feel adequately prepared for their careers.

First Means of Assessment for Outcome Identified Above:

4 a. Means of Program Assessment & Criteria for Success:

70 percent or higher of Management graduates will "agree" or "strongly agree" with the statement in the COBA senior exit survey statement, "I feel adequately prepared for an entry level position."

4 a. Summary of Assessment Data Collected:

Met: 91% of senior management students (32 of 35) indicated a positive response to this question. 3 responses were neutral (neither agree or disagree).

4 a. Use of Results to Improve Instructional Program:

No action necessary at this time.

Second Means of Assessment for Outcome Identified Above:

4 b. Means of Program Assessment & Criteria for Success:

No more than 10% will respond negatively (disagree or strongly disagree) to the statement above.

4 b. Summary of Assessment Data Collected:

Met: No negative responses received.

4 b. Use of Results to Improve Instructional Program:

No action needed.

Third Means of Assessment for Outcome Identified Above:

4 c. Means of Program Assessment & Criteria for Success:

70% or higher of the management alumni will agree or strongly agree with being prepared for their career according to an alumni questionnaire mailed to 1 year alumni.

4 c. Summary of Assessment Data Collected:

Front office to collect.

Met: 80% of management alumni stated positive responses. This represents 8 out of 10 management major alumni. (Alumni surveys mailed in summer 2007 and collected through spring 2008).

4 c. Use of Results to Improve Instructional Program:

No action needed.

Fourth Means of Assessment for Outcome Identified Above:

4 d. Means of Program Assessment & Criteria for Success:

No more than 10% will respond negatively (disagree or strongly disagree) to the statement above.

4 d. Summary of Assessment Data Collected:

Not Met: 20 % of Management alumni (2 of 10) responded negatively.

4 d. Use of Results to Improve Instructional Program:

Last year we received no negative responses. We will continue to monitor this possible trend for future decisions.