

COMPREHENSIVE REPORT OF AOL ACTIVITIES

Addendum – Fall 2009

Recent progress has been made in several areas of assessment for undergraduate programs:

- 1) Core assessment: a faculty seminar sponsored by the Instructional and Professional Development Committee was held on November 11, 2009 to help faculty incorporate Access into their courses. This initiative was in response to assessment results calling attention to student deficiencies in Access, and a subsequent faculty brown bag discussion.
- 2) The MIS major has made recent progress in program level assessment by discussing recent results and recommending curricular changes within two courses. See Blackboard under Assurance of Learning > > Major Specific Assessment > MIS > MIS Program Meeting Minutes, Sept 18, 2009.
- 3) The Marketing major has made recent progress in program level assessment by discussing recent results. See Blackboard under Assurance of Learning > > Major Specific Assessment > Marketing > Assessment of MKTG448 and MKTG448.
- 4) The Insurance and Risk Management major has made some curricular changes based on a review of how the curriculum maps to their learning objectives. See Blackboard under Assurance of Learning > > Major Specific Assessment > Insurance & Risk Management > Curricular Changes Memo – November, 2009.
- 5) The Business Education faculty have met to discuss their assessment of their program goals. They are very pleased with their students' performance on all assessment measures and recommend no curricular changes at this time. See Blackboard under Assurance of Learning > > Major Specific Assessment > Business Education > Business Education Assessment Data Review Meeting.
- 6) Several additional assessments were conducted in Fall 2009, though data has not yet been analyzed and summarized. Those assessments are:
 - LG1 – Business Practices: BUS 201 exam questions
 - LG2 – Analytical Skills: BUS 205 quiz
 - LG3 – Written Communication: BEIT 336 reports
 - LG6 – Professional Skills: BUS 100 peer evaluations

Progress in assessment activity has also been made in the MBA core:

- 7) A comprehensive case and rubric for assessing several learning have been developed for the MBA program and will be administered in Spring, 2010.
- 8) The Major Field Tests, which are also used to assess several learning goals, will now be completed by students within MBA 690, the dynamic strategy course.
- 9) MBA 621, managing the strategic workforce, and MBA 624, Strategic Marketing Management, courses are requiring and encouraging greater participation by international students in class and in group assignments to address issues related to communication, workgroup functioning, and cultural understanding. The associate dean is also meeting with international students to guide their understanding of the value of greater participation by speaking in class and in group activities.