Program: **BBA Degree in Management** (Fogelman College of Business & Economics) - Spring 2020

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Executive Summary

2019-2020

Summary: For the BBA Degree in Management, eight (8) learning outcomes were assessed in selected senior-level management capstone course sections over the Spring 2019, Fall 2019, and Spring 2020 semesters. The Management Learning Outcomes are:

Students are able to—
LO1: Understand and apply effective communication
LO2: Understand the nature of teamwork and working with teams
LO3: Utilize critical thinking/problem solving skills
LO4: Understand the importance of decision making and related challenges
LO5: Understand the intercultural environment and the importance of working with diverse cultures
LO6: Prepare business messages and reports
LO7: Apply ethical approaches in business situations
LO8: Understand the nature of leadership and management

A total of 169 students were assessed over three semesters spanning 2019 to 2020. Students assessed comprised all of the seven Fogelman College of Business and Economics (FCBE) majors: Accounting, Business Information Technology, Economics, Finance & Real Estate, Management, Marketing, and Supply Chain Management.

Students in the selected management course sections were assessed by a newly developed Fogelman Skills Test (FST) instrument, co-created, reviewed, and refined by management faculty in the Spring 2018 and Fall 2018 semesters, and launched in the Spring 2019 semester. The FST instrument consisted of 35 multiple-choice questions assessing the eight learning outcomes, and was administered in the selected course sections through the online *Brightspace, Desire to Learn* (D2L) quizzes platform.

FST instrument data results were analyzed late Spring 2020 and student observed scores were reviewed with the committee and the Management Department Chair in Summer 2020.

Results: The FCBE FST average test score results for Management majors were 21.4 out of 35 (61 %). The FCBE FST average test score results across all seven FCBE majors were 22.1 out of 35 (63%). Thus, acceptable student performance within two-thirds (60%) guided the evaluation of learning outcomes where the percentage incorrect scores above 40% (41% or more incorrect), warrant attention. Overall, the FCBE students showed competency in a majority of the learning outcomes, but fell short in three of eight:

Learning Outcomes	% Incorrect
LO3 – Utilize critical thinking and problem solving skills	47%
LO5 – Understand the Intercultural environments and the importance of working with diverse cultures	42%
LO6 – Prepare business messages and reports	46%

Improvements taken:

Given the recently analyzed (Spring 2020) FST data results on student learning outcomes, the committee and Department Chair concluded that to address the shortfall of three learning outcomes, we would commit to initiating corrective action plans beginning Academic Year 2020/2021.

Management faculty will be asked to collaborate, share, redesign, or newly create assessment and course exercise activities among faculty teaching management course sections as follows:
—LO3 (Utilize critical thinking and problem solving skills): Faculty teaching all management courses will be asked to re-evaluate current course assessment activities and consider new activities (e.g., role-play; solving business scenario-based problems; creating solutions to problems in current environment) that better promote critical thinking and problem-solving skills.
—LO5 (Understand the Intercultural environments and the importance of working with diverse cultures): Faculty teaching MGMT 4510 and 4810 will collaborate and develop shared assessment activities that can be used to measure students' awareness of intercultural environments and diversity.
—LO6 (Prepare business messages and reports): The course coordinator for MGMT 3510 will engage other full-time management faculty members teaching MGMT 3510 sections in collaboration and sharing of appropriate assessment activities aimed at improving students' performance of business messages and report preparation.

Summary of Recommendations for the BBA Management Degree Program:
   1. LO3 (Utilize critical thinking and problem solving skills): Management faculty, beginning Academic Year 2020/2021, will be invited to reassess all management courses taught, for purposes of re-emphasis, redesign, and/or creating assessment

activities and exercises to improve students' critical thinking/problem-solving skills. Implementation of activities should immediately follow in future semesters.

2. LO5 (Understand the Intercultural environments and the importance of working with diverse cultures): Faculty teaching MGMT-4510 and 4810 should collaborate to develop shared assessment activities that can be used to measure students' awareness of intercultural environments and diversity.

3. LO6 (Preparing business messages and reports): Full-time faculty teaching MGMT 3510 will be notified through the MGMT 3510 faculty coordinator and Department Chair and be asked to collaborate on ideas in designing appropriate assessment activities aimed at addressing improvements in student learning outcomes on business messages and report writing. Efforts toward this goal will begin Fall 2020, for implementation in the following semesters.

4. For all learning outcomes, The Department Chair will ask management faculty to review current LOs to ensure currency, relevance, and alignment to business environment needs (community constituents), the FCBE, and the University. This initiative will begin during the Academic Year 2020/2021.

OUTCOMES	MEANS OF ASSESSMENT & BENCHMARKS/TASKS	RESULTS	ACTION TAKEN & FOLLOW-UP
LO1: Students are able to understand and apply effective communication **Outcome Status:** Active	**Course Embedded Assessment** – In the Spring 2019 through Spring 2020 semesters, 169 students were assessed in identified senior-level capstone management course sections using the online FST assessment instrument. Student observed scores were analyzed late Spring 2020 and reviewed with the committee and Management Department Chair in Summer 2020. **Benchmark (and how determined):** The department's goal is that any LO score above 40% incorrect, requires corrective action.	**Reporting Cycle:** 2019 - 2020 **Result Type:** Criterion Met A review of the FST assessment results showed assessment score for LO1: 71% correct (29% incorrect) This met the committee's and Chair's established benchmark on this learning outcome.	**Action Taken:** Because the benchmark was met on this learning outcome, no actions are required.
LO2: Students are able to understand the nature of teamwork and working with teams **Outcome Status:** Active	**Course Embedded Assessment** – In the Spring 2019 through Spring 2020 semesters, 169 students were assessed in identified senior-level capstone management course sections using the online FST assessment instrument. Student observed scores were analyzed late Spring 2020 and reviewed with the committee and Management Department Chair in Summer 2020. **Benchmark (and how determined):** The department's goal is that any LO score above 40% incorrect, requires corrective action.	**Reporting Cycle:** 2019 - 2020 **Result Type:** Criterion Met A review of the FST assessment results showed assessment score for LO2: 71% correct (29% incorrect) This met the committee's and Chair's established benchmark on this learning outcome.	**Action Taken:** Because the benchmark was met on this learning outcome, no actions are required.

Goal 3: Students are able to utilize critical thinking/problem solving skills **Outcome Status:** Active	**Course Embedded Assessment** – In the Spring 2019 through Spring 2020 semesters, 169 students were assessed in identified senior-level capstone management course sections using the online FST assessment instrument. Student observed scores were analyzed late Spring 2020 and reviewed with the committee and Management Department Chair in Summer 2020. **Benchmark (and how determined):** The department's goal is that any LO score above 40% incorrect, requires corrective action.	**Reporting Cycle:** 2019 - 2020 **Result Type:** Criterion Not Met A review of the FST assessment results showed assessment score for LO3: 53% correct (47% incorrect) This did not met the committee's and Chair's established benchmark on this learning outcome.	**Action Taken:** The committee and Department Chair concluded that to address this issue, all management faculty members will need to collaborate, reassess, redesign, and/or recreate course activities and assessments aimed at improving student critical thinking skills. This initiative should begin in the Fall of AY 20/21 and be implemented in following semesters.
LO4: Students are able to understand the importance of decision making challenges **Outcome Status:** Active	**Course Embedded Assessment** – In the Spring 2019 through Spring 2020 semesters, 169 students were assessed in identified senior-level capstone management course sections using the online FST assessment instrument. Student observed scores were analyzed late Spring 2020 and reviewed with the committee and Management Department Chair in Summer 2020. **Benchmark (and how determined):** The department's goal is that any LO score above 40% incorrect, requires corrective action.	**Reporting Cycle:** 2019 - 2020 **Result Type:** Criterion Met A review of the FST assessment results showed assessment score for LO4: 64% correct (36% incorrect) This met the committee's and Chair's established benchmark on this learning outcome.	**Action Taken:** Because the benchmark was met on this learning outcome, no actions are required.
LO5: Students are able to understand the intercultural environment and the importance of working with diverse cultures **Outcome Status:** Active	**Course Embedded Assessment** – In the Spring 2019 through Spring 2020 semesters, 169 students were assessed in identified senior-level capstone management course sections using the online FST	**Reporting Cycle:** 2019 - 2020 **Result Type:** Criterion Not Met A review of the FST assessment results showed	**Action Taken:** The committee and Department Chair concluded that to address this issue, MGMT 4510 and 4810 faculty members will need to collaborate and share

	assessment instrument. Student observed scores were analyzed late Spring 2020 and reviewed with the committee and Management Department Chair in Summer 2020. **Benchmark (and how determined):** The department's goal is that any LO score above 40% incorrect, requires corrective action.	assessment score for LO5: 58% correct (42% incorrect) This did not met the committee's and Chair's established benchmark on this learning outcome.	course activities and assessments aimed at improving students' awareness of working with diverse and intercultural environments. This initiative should begin in the Fall of AY 20/21 and be implemented in following semesters.
LO6: Students are able to prepare business messages and reports **Outcome Status:** Active	**Course Embedded Assessment –** In the Spring 2019 through Spring 2020 semesters, 169 students were assessed in identified senior-level capstone management course sections using the online FST assessment instrument. Student observed scores were analyzed late Spring 2020 and reviewed with the committee and Management Department Chair in Summer 2020. **Benchmark (and how determined):** The department's goal is that any LO score above 40% incorrect, requires corrective action.	**Reporting Cycle:** 2019 - 2020 **Result Type:** Criterion Not Met A review of the FST assessment results showed assessment score for LO6: 54% correct (46% incorrect) This did not met the committee's and Chair's established benchmark on this learning outcome.	**Action Taken:** The committee and Department Chair concluded that to address this issue, MGMT 3510 full-time faculty members, lead by the MGMT 3510 faculty coordinator, will need to collaborate and share course activities and assessments aimed at improving students' performance of preparing business messages and reports. This initiative should begin in the Fall of AY 20/21 and be implemented in following semesters.
LO7: Students are able to apply ethical approaches in business situations **Outcome Status:** Active	**Course Embedded Assessment –** In the Spring 2019 through Spring 2020 semesters, 169 students were assessed in identified senior-level capstone management course sections using the online FST assessment instrument. Student observed scores were analyzed late Spring 2020 and reviewed with the committee and Management	**Reporting Cycle:** 2019 - 2020 **Result Type:** Criterion Met A review of the FST assessment results showed assessment score for LO7: 60% correct (40% incorrect) This met the committee's and Chair's established	**Action Taken:** Because the benchmark was met on this learning outcome, no actions are required.

	Department Chair in Summer 2020. **Benchmark (and how determined):** The department's goal is that any LO score above 40% incorrect, requires corrective action.		
LO8: Students are able to understand the nature of management, organizations, and managing people **Outcome Status:** Active	**Course Embedded Assessment –** In the Spring 2019 through Spring 2020 semesters, 169 students were assessed in identified senior-level capstone management course sections using the online FST assessment instrument. Student observed scores were analyzed late Spring 2020 and reviewed with the committee and Management Department Chair in Summer 2020. **Benchmark (and how determined):** The department's goal is that any LO score above 40% incorrect, requires corrective action.	**Reporting Cycle:** 2019 - 2020 **Result Type:** Criterion Met A review of the FST assessment results showed assessment score for LO8: 60% correct (40% incorrect) This met the committee's and Chair's established	**Action Taken:** Because the benchmark was met on this learning outcome, no actions are required.