

# Assessment: Reporting Unit Four Column

## General Business - B.B.A.

<i>Objectives</i>	<i>Assessment Methods</i>	<i>Results/Observations</i>	<i>Meaningful Changes</i>
<p><b>16-20 PLLO 1: Critical Thinking -</b> MMIB students will use critical thinking skills to review, distinguish, organize, and evaluate information leading to their making sound decisions and solving problems.  <b>Objective Status:</b> Active  <b>Objective Type (Control-click to select multiple):</b> 16-20 Plan, Critical Thinking Learning Objective, General Business, Program-Level Learning Objectives (PLLO)</p>	<p>MMIB Senior Exit Survey BTS 400.  <b>Criterion:</b> 80% of MMIB Seniors will rate "Instructors in my major challenged me to think critically" as SA or A.  <b>Schedule:</b> Annually</p> <hr/> <p>Critical Thinking Assessment in CCT 300W  <b>Criterion:</b> 80% of School of Business students will score 80% or better on critical thinking assessment.y  <b>Schedule:</b> Annually  <b>Related Documents:</b>  <a href="#">Copy of Checklist for Evaluating Critical Thinking as Reflected Through Written Communication.xlsx</a></p>		
<p><b>16-20 PLLO 2: Communication -</b> MMIB students will communicate effectively in writing.  <b>Objective Status:</b> Active  <b>Objective Type (Control-click to select multiple):</b> 16-20 Plan, Communication Skills Learning Objective, General Business, Program-Level Learning Objectives (PLLO)</p>	<p>Field Report assignment in CCT 300W  <b>Criterion:</b> 75% of students will score "competent" or higher using the Scoring Guide for Effective Written Communication.  <b>Schedule:</b> Every semester.  <b>Related Documents:</b>  <a href="#">Authorization Memo.docx</a>  <a href="#">Fall 2016 Field Report Eval.xlsx</a>  <a href="#">PeerEvaluationForm.pdf</a></p> <hr/> <p>Co-op Employer Survey</p>		

Objectives	Assessment Methods	Results/Observations	Meaningful Changes
	<p><b>Criterion:</b> 75% of students will score 3 or higher on the written communication portion of the survey.</p> <p><b>Schedule:</b> Annually</p> <p><b>Related Documents:</b>  <a href="#">MGT-Employer Evals 15-16.pdf</a>  <a href="#">GBU-Employer Evals 15-16.pdf</a>  <a href="#">MKT-Employer Evals 15-16.pdf</a></p>		
<p><b>16-20 PLLO 3: Core Knowledge -</b> Students will demonstrate a comprehensive foundation of global business principles, methods, issues, and technologies.</p> <p><b>Objective Status:</b> Active</p> <p><b>Objective Type (Control-click to select multiple):</b> 16-20 Plan, General Business, Program-Level Learning Objectives (PLLO)</p>	<p>Undergraduate MFTB EXAM</p> <p><b>Criterion:</b> MMIB students will score above the national mean on the nine ETS assessment indicators.</p> <p><b>Schedule:</b> Every Semester</p>	<p><b>Result Status:</b> Result Open-Further action needed</p> <p><b>Result/Observation Type:</b> Strength</p> <p>N=172 Students scored above the national mean on all nine ETS Assessment Indicators. (09/16/2016)</p> <p><b>Related Documents:</b>  <a href="#">AOL Day 2015 Memo.docx</a>  <a href="#">Curriculum Map_General Business Major, Global Supply-Chain Management Option.docx</a>  <a href="#">Curriculum Map_Management Major, Management Option.docx</a>  <a href="#">ETS Exam Results Fall 2015 &amp; Comparison to 2013-14.pdf</a>  <a href="#">ETS Exam Fall 2016 Results.pdf</a>  <a href="#">Global Supply Chain MGT Certificate Curriculum.pdf</a>  <a href="#">Certificate in Marketing Research Curriculum Form.doc</a>  <a href="#">MGT 435 Curriculum Form.doc</a>  <a href="#">MMIB Peer Review.docx</a></p>	<p><b>Meaningful Changes:</b> Changes resulting from AOL Day 2015 to test administration resulted in higher MFTB exam scores. (03/23/2017)</p> <hr/> <p><b>Meaningful Changes:</b> Based on the curriculum maps for MGT and GBU, the GSCM Certificate was created. (03/23/2017)</p> <hr/> <p><b>Meaningful Changes:</b> Discussions by faculty last AOL Day led to suggestions for how faculty could motivate students to take their time and do their best on the exam as it reflects nationally on EKU's standings in business schools. This discussions seemed to have help as scores have increased. (09/16/2016)</p> <hr/> <p><b>Meaningful Changes:</b> Discussed and modified all Core SLOs at 2015 AOL Day and modified as needed for consistent learning across all multiple sections. (09/16/2016)</p> <hr/> <p><b>Meaningful Changes:</b> Curriculum maps for each core class and each MMIB major were developed during AOL Day 2015. (09/16/2016)</p>

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<p><b>16-20 PLLO 4: BBA General Business, Corporate Communication &amp; Tech Option</b> - Students will demonstrate effective oral communication skills.  <b>Objective Status:</b> Active  <b>Objective Type (Control-click to select multiple):</b> 16-20 Plan, Critical Thinking Learning Objective, Gen. Business - General Option , General Business, Program-Level Learning Objectives (PLLO)</p>	<p>Instructor evaluation of final oral presentation in CCT 300W  <b>Criterion:</b> 80% of students will score 80% or higher on the oral communication rubric.  <b>Schedule:</b> Every Semester  <b>Related Documents:</b>  <a href="#">Oral Presentations Rubric CCT 300W.doc</a></p>	<p>External executives will evaluate students' oral communication skills in CCT 300W.  <b>Criterion:</b> 90% of students will "meet" or "exceed" executives' expectations on a follow-up survey for a CCT 300W assignment.  <b>Schedule:</b> Every Semester</p>	
<p><b>16-20 PLLO 5: BBA General Business, General Business Option</b> - Students will apply management, marketing, and finance theorist models to demonstrate proficiency on the ETS Exam in all the areas and in performance in co-op/internships or similar experience.  <b>Objective Status:</b> Active  <b>Objective Type (Control-click to select multiple):</b> 16-20 Plan, Gen. Business - General Option , General Business, Program-Level Learning Objectives (PLLO)</p>	<p>MFT Exam  <b>Criterion:</b> 75% of students declaring General Business--GB Option will score at or above the national average in MGT, MKT, and FIN.  <b>Schedule:</b> Every Semester</p>	<p>Co-op employer assessment  <b>Criterion:</b> 75% of students will score at least 3 or higher on all relevant functional measures.  <b>Schedule:</b> Annually</p>	
<p><b>16-20 PLLO 6: BBA General Business, International Business Option</b> - Students will apply international management theories and models in an international context to complete an international student exchange assignment.  <b>Objective Status:</b> Active</p>	<p>International study experience-- External evaluation.  <b>Criterion:</b> 100% of students in major option will successfully complete 6 or more hours in study abroad as defined by the passing rates of each country.  <b>Schedule:</b> Annually</p>		

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<p><b>Objective Type (Control-click to select multiple):</b> 16-20 Plan, Gen. Business - International Option , General Business, Program-Level Learning Objectives (PLLO)</p>	<p>Instructor assessment of project in MGT 430.  <b>Criterion:</b> 75% of students will satisfactorily meet pre-established standards for MGT 430 project.  <b>Schedule:</b> Annually</p>		
<p><b>16-20 PLLO 7: BBA General Business, Global Supply Chain Option -</b>  Students will apply the integration of pillars including planning, procurement, operations, and logistics to deliver lowest total cost in a supply chain project.  <b>Objective Status:</b> Active  <b>Objective Type (Control-click to select multiple):</b> 16-20 Plan, General Business, Program-Level Learning Objectives (PLLO)</p>	<p>Instructor evaluation of student projects in MGT 435.  <b>Criterion:</b> 75% of students will satisfactorily meet perform analysis and make effective decisions on the cumulative project in MGT 435 as evaluated by the instructor  <b>Schedule:</b> Annually</p>	<p><b>Result Status:</b> Result Open-Further action needed  <b>Result/Observation Type:</b> Strength  Criterion met. 5 out of 6 students met the standards (09/16/2016)  <b>Related Documents:</b>  <a href="#">MGT 435 Tabibzadeh F 16.docx</a>  <a href="#">Curriculum Map_General Business Major, Global Supply-Chain Management Option.docx</a>  <a href="#">Curriculum Map_Management Major, Management Option.docx</a>  <a href="#">MGT 435 Curriculum Form.doc</a></p>	<p><b>Meaningful Changes:</b> MGT 435 created as capstone GSCM course based on comparison of MGT and GBU curriculum maps. (03/23/2017)  <hr/> <b>Meaningful Changes:</b> Class created last year as capstone for Global Supply Chain majors. Students reported job hires because of this unique class to GSCM program. (09/16/2016)  <b>Use of Results:</b> Need more efforts to recruit students into MGT 435. (09/16/2016)</p>
	<p>Peer evaluation of student projects in MGT 435.  <b>Criterion:</b> 75% of students will satisfactorily meet perform analysis and make effective decisions on the cumulative project in MGT 435 as evaluated by peers.  <b>Schedule:</b> Annually</p>		