



WEST VIRGINIA STATE UNIVERSITY

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Academic Affairs Assessment of Student Learning

Assessment Plan for Academic Years 2024 and 2025

INSTRUCTIONS:

- Please submit a copy of this assessment plan to the Coordinator of Academic Program Assessment (Aaron Settle – asettle1@wvstateu.edu)
- Please be sure to keep a copy of the assessment plan in your department office.

IDENTIFYING INFORMATION:

College: Business and Social Sciences
Department/Program: Economics, Finance and Marketing
Assessment Coordinator's Name: Dr. Frew Hailou
Assessment Coordinator's Email Address: fhailou@wvstateu.edu
Academic Year: 2020-2021

Program Learning Outcomes (Please list)

1. Communicate effectively and articulately in written, oral and electronic form as appropriate for business function.
2. Think critically about business issues, theory and application.
3. Use effectively human relationships to work in the global community and function positively in a team.
4. Apply critical thinking skills to identify what information is needed and how to obtain this information.
5. Evaluate business problems, gather, manipulate, and interpret data, analyze alternatives. Decide on most effective solution, implement solution, and monitor results for continuous improvement.

Curriculum Assessment Map (Please provide a curriculum assessment map identifying the course(s) that each PLO is assessed. Make a special note of assessments that the departmental assessment coordinator collects data from to analyze overall learning of the PLO's.

1. Outline which learning outcomes and where you expect to conduct measures over the next 2 academic years (falls and springs) Include rationale, e.g., trending data, planned/ongoing follow-up from previous assessments or program review cycle, etc.)

For 2023--24, we used each of the five learning outcomes as a measure of our program assessment. Our plan for the next two years is to refine our assessment while continuing to applying all five of our

learning outcome in most of the courses offered in our program. This will allow us to better gauge improvement in student performance and better prepare us to close the loop.

Curriculum Plan

	PLO1	PLO2	PLO3	PLO4	PLO5
ECON 201	X				X
ECON 202	X		X		X
ECON 301					
ECON 302					
ECON 306		X	X		
ECON 420			X		X
ECON 412	X	X			

2. How are you planning to measure the learning outcomes (s)? (What object, i.e., test, project, presentation, etc., and with what tool, e.g., rubrics, item analysis, sampling, benchmarks, national norms, exams, juried review, etc.)

We plan to measure the learning outcomes using in-house test instruments developed by faculty with the specific needs of our students in mind. These tests instruments consist of writing assignments, team work, quantitative reasoning, in-class presentation, in-class presentation, practical problem solving and use technological applications. The assessment is conducted using elements and rubrics developed by the department of Business and Economics. (see attached documents)

3. Who will be responsible for the analysis and how will results be analyzed? When will results be available?

The assessment coordinator will be responsible for the analysis of the data, which will be completed available before the beginning of next semester. Arrangements are made so that the coordinator receives data from faculty teaching economics courses. He then compiles the data and makes his assessment on the basis of established program learning outcomes. Instructors in economics are required to administer assessment tests and submit data from their respective courses to the assessment coordinator.