WEST VIRGINIA STATE UNIVERSITY

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Academic Affairs Assessment of Student Learning

Assessment Plan for Academic Years 2019 and 2020

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: College of Business and Social Sciences
Department/**Program**: Business Administration
Assessment Coordinator's Name: Matthew Carroll
Assessment Coordinator's Email Address: mcarrol2@wvstateu.edu
Academic Year: 2019-2020

Program Learning Outcomes (Please list)

1. Communicate effectively and articulately in written, oral and electronic form as appropriate for business functions
2. Think critically about business issues, theory and application
3. Use effective human relationship skills to work in a diverse culture and function positively in a team environment
4. Apply critical thinking skills to identify what information is needed and how to obtain this information through appropriate technology, evaluating the quality and relevance of the sources and using the information effectively and ethically
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.

Program Learning Outcomes Assessment Program (Eff. Fall 2016)																
	Business Core Courses											**Areas of Concentration**				
												Accounting	Finance	Manangement	Marketing	MIS
PLO	115	203	209	210	215	216	301	305	310	313	420	403	421	440	424	480
1	X					X	X	X		X	X	X			X	
2	X						X				X				X	
3	X										X					
4	X									X	X		X	X		X
5	X					X				X	X	X	X	X		
PLOs for Areas of Concentration																
Accounting:																
1												X				
5												X				
Finance:																
4													X			
5													X			
Management																
4														X		
5														X		
Marketing																
1															X	
2															X	
MIS																
4																X

The departmental assessment coordinator collects PLO assessment data from all sections of courses identified with an "X" in the Curriculum Assessment Map. *Please note that some courses are only offered once per academic year.*

1. Outline <u>which learning outcomes</u> and <u>where</u> 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.)

Referencing the Curriculum Assessment Map above, the Bachelor of Science in Business Administration program (Program) assesses each section of a course identified with an "X" during spring and fall terms. *Please note that some courses are only offered once per academic year.*

The Program continually and periodically reviews assessment data at Business Administration and Economics department (Department) meetings to determine if any refinements to assessment approaches are necessary. International accreditation from the Accreditation Council for Business Schools and Programs (ACBSP) requires that the Program perform assessment processes, including review of PLO assessment data and refinement of the PLO assessment processes with the intent of enhancing and improving material mastery by students, which is termed "closing the loop".

The Program has had its current assessment processes in place for several years and has found that periodic reviews of PLO assessment data results at Department meetings helps to *spur* dialogue and focus faculty efforts toward refinement of existing processes as well as future assessment approaches with respect to assessment activities on a course by course and Program-wide basis with the intent of closing the loop.

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.)

The Program has historically employed a multi-prong approach to Program level assessment. This multi-prong approach includes three broad areas of assessment, identified below:

1. Program level assessment consists of five (5) Program Learning Outcomes (PLOs). Each PLO is assessed multiple times within the business core courses. Per a Department analysis and approval, concentration level PLOs have been implemented for certain Bachelor of Science in Business Administration degree (Degree) concentrations. As such, each Degree concentration has PLOs at the beginning and end of the academic requirements. PLOs, including concentration level PLOs, are assessed via rubrics using common elements, or objectives. It is important to note that each PLO is assessed using certain elements. See document titled "Business Administration Program Review extract" for additional details regarding the overall Department assessment process, PLO elements, and a table listing specific course level assessment activities.

2. Educational Testing Service (ETS) Major Field Test (MFT). The MFT is administered each semester in the business capstone course, BA 420, Senior Seminar. Results from this test are analyzed by total scores obtained by students taking the exam at our institution. Trends from semester to semester as well as comparative analysis with scores from other institutions who administer the test are analyzed. This information is used to discuss opportunities for improvement in the overall Program and Degree concentrations.

3. A Graduate Exit Survey yields information about the Program overall as well as the individual areas of concentration of the Degree. This survey is administered by Program faculty to students who are enrolled in the Program level capstone course.

With this approach, in addition to an overall assessment of the Program, each concentration area will have three distinct areas of assessment—within capstone courses, MFT results, and exit survey results from graduating students.

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

Analyses of the identified items above will be performed by Assistant Professor and Assessment Coordinator Matthew Carroll from the Department of Business Administration and Economics Department, following the conclusion of the respective spring and fall semesters, based on the timing of data availability. PLO assessment activity results are compared to a benchmark agreed to at the departmental level of "70% of students will perform at the level of Mastery or above". MFT exam results and grad exit survey results are monitored in a time series fashion. Results for all the referenced data of the multi-prong approach are typically available during the following semester once the collective Departmental Faculty have reviewed and discussed at a Department meeting.