

Program Assessment Plan

Program: BS in: Accounting, Business Technology Management, Entrepreneurship, Economics, Finance, International Business, Leadership and Change Management, Marketing, Sports Business

Department: Accounting, Economics, Finance, International Business, ITM/OPM, Management, Marketing

College/School: Chaifetz School of Business

Date: Fall 2021

Primary Assessment Contact: Christopher Thomas, Associate Dean

Note: Each cell in the table below will expand as needed to accommodate your responses.

#	Program Learning Outcomes	Assessment Mapping	Assessment Methods	Use of Assessment Data
	<p>What do the program faculty expect all students to know, or be able to do, as a result of completing this program?</p> <ul style="list-style-type: none"> <i>Note: These should be measurable, and manageable in number (typically 4-6 are sufficient).</i> 	<p>From what specific courses (or other educational/professional experiences) will artifacts of student learning be analyzed to demonstrate achievement of the outcome? Include courses taught at the Madrid campus and/or online as applicable.</p>	<p>What specific artifacts of student learning will be analyzed? How, and by whom, will they be analyzed?</p> <ul style="list-style-type: none"> <i>Note: the majority should provide direct, rather than indirect, evidence of achievement.</i> <p>Please note if a rubric is used and, if so, include it as an appendix to this plan.</p>	<p>How and when will analyzed data be used by faculty to make changes in pedagogy, curriculum design, and/or assessment work?</p> <p>How and when will the program evaluate the impact of assessment-informed changes <i>made in previous years</i>?</p>
1	<p>See column B of first sheet of attached Excel file.</p> <p>Cells in blue = <i>Common Body of Knowledge</i> learning outcomes applicable to all majors in the business school.</p> <p>+</p> <p>Cells in orange = learning outcomes specific to said major in the business school.</p>	<p>See first sheet of attached file for curriculum mapping to courses in the CBK & specific to the major.</p> <p>Cells highlighted in blue (CBK) marked with an X indicate assessment of said outcome (column B) in a given course (row 2). Assessment in the indicated courses occurs in academic years beginning with even year numbers (i.e., AY20-21), and is reviewed the subsequent year.</p>	<p>Artifacts used for assessment include a range of sources including but not limited to:</p> <p>exam questions (e.g. multiple choice answers for knowledge learning outcome), written papers, oral presentations, problem-based analyses on assignments/exams.</p> <p>Perhaps with the exception of CBK LO1 (knowledge of business), the remaining CBK and major outcomes have been assessed using relevant assessment rubrics created by the relevant faculty</p>	<p>Assessment data collected in AY 20-21 (<u>CBK learning outcomes</u>) will be reviewed over the course of the AY 21-22 by</p> <ol style="list-style-type: none"> Undergraduate curriculum board (representative group of faculty from all academic departments in the CSB) CSB Council (chairs & at-large faculty representatives) Academic departments School faculty assembly

		<p>Cells highlighted in orange or grey (major) marked with an X (or specific semester i.e., Fall 2021 or Spring 2022) indicate assessment of said major outcome (column B) in that major course (row 2). Assessment in these major courses occurs in academic years beginning with odd year numbers (i.e., AY21-22).</p>	<p>in the business school/departments. See later sheets in the Excel file for relevant rubrics.</p>	<p>The feedback from this review will be summarized and final decisions regarding changes to assessment plans will be finalized at the August faculty retreat preceding the start of Fall semester courses for the next round of CBK collection (e.g., AY22-23).</p> <p>Assessment data collected in AY 21-22 (<u>major learning outcomes</u>) will be reviewed over the course of the following academic year by</p> <ul style="list-style-type: none"> (a) Academic departments with a brief report to the (b) Undergraduate curriculum board and (c) CSB faculty assembly <p>The feedback from this review will be summarized and decisions regarding changes to assessment plans will be finalized at the August Faculty Assembly preceding the start of Fall semester during the next round of major-course assessment (e.g., AY23-24).</p>
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Additional Questions

1. On what schedule/cycle will faculty assess each of the above-noted program learning outcomes? (*It is not recommended to try to assess every outcome every year.*)

CBK learning outcomes (highlighted in blue in column 2, sheet 1 of Excel file) assessed every other year (AY 20-21, AY 22-23).

Major learning outcomes (highlighted in orange in column 2, sheet 1 of Excel file) assessed in alternating years with assessment of CBK learning outcomes (AY 19-20, AY 21-22).

2. Describe how, and the extent to which, program faculty contributed to the development of this plan.

All business school faculty contributed to the continued revision of the CBK learning outcomes in Spring 2016 beginning with the work of the undergraduate curriculum board and then school-wide work at the May 2016 and August 2016 all business faculty retreats. This included editing of the learning outcomes as well as rubric design to assess a learning outcome (e.g. decision-making, written communication) for use across multiple departments.

Major learning outcomes were developed/ revised by the department faculty in a collaborative/iterative manner in department meetings/circulated electronically in AY 17-18. Where applicable, departments utilized the rubrics already created for assessment of the CBK learning outcomes (e.g. writing rubric, decision-making rubric). In cases where existing rubrics were not appropriate for measuring the major learning outcome, the department faculty worked to create/modify rubrics to assess the specific learning outcome.

3. On what schedule/cycle will faculty review and, if needed, modify this assessment plan?

Data collected on CBK learning outcomes (e.g. AY 16-17) is reviewed in the alternate year (AY 17-18) by the relevant faculty groups in the business school and the business school faculty assembly with modification to assessment plan to be made for implementation during the next period of data collection (AY 18-19).

Data collected on major learning outcomes (e.g. AY 17-18) is reviewed in the alternating year (AY 18-19) with modification to assessment plan to be made for implementation during the next period of data collection (AY 19-20).

IMPORTANT: Please remember to submit any assessment rubrics (as noted above) along with this report.

Business Technology Management Major w. AES Concentration Required Courses – 63 credits

#	Major Student Learning Outcome	ACCT 2200	ACCT 2220	BIZ 1000	BIZ 3000	BIZ 4000	ECON 1900	ECON 3120	ECON 3140	FIN 3010	BTM 2000	ITM 2010
1	Students will understand essential business concepts and how the various functional areas of business are related.	X	X	X			X	X	X	X	X	
2	Students will demonstrate knowledge of ethical concepts and corporate social responsibility and be able to evaluate business problems from multiple ethical perspectives.					X					X	
3	Students will be able to identify and structure business problems and propose actionable solutions to business problems and when applicable utilizing appropriate technology.	X	X			X	X	X	X	X		
4	Students will demonstrate effective written communication.										X	
5	Students will understand how cultures, politics, laws, ethics, and economies influence and impacts business and use tools and concepts to analyze and formulate an international business strategy.							X				
6	Students will understand the use of IT in managing businesses.	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
7	Students will be able to apply analytical skills to make data driven decisions.	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A

#6: Based on class projects

#7: Based on programming assignments

IB 2000	MGT 2000	MGT 3000	MGT 4000	MKT 3000	OPM 2070	OPM 3050	BTM 2500	BTM 3700	BTM 3810	BTM 3850	BTM 4700	BTM 4811 or BTM 4812
X	X	X	X	X	X	X						
		X										
			X	X	X	X						
	(X)		X									
X												
N/A	N/A	N/A	N/A	N/A	N/A	N/A	X		Spring 22- Hardaway (X)	X		Fall 22- Gupta (X)
N/A	N/A	N/A	N/A	N/A	N/A	N/A	Fall 22- Kerry Guilliams/ Sallie Taylor (X)	Spring 22 - Gupta (X)			Spring 22 - Gupta (X)	x

Business Technology Management AES Concentration Elective Courses - 3 credits

ACCT 4250	BTM 3100	BTM 3300	BTM 3500	BTM 4100	MGT 4403	MKT 4650
Fall 21 - Xu Wang	x	x	x	Spring 22- Bera (X)		
						Fall 2021 - Joe Guilliams w. DM Rubric

Year	BTM 2500	BTM 3700	BTM 3810	BTM 4700	BTM 4811 or BTM 4812	ACCT 4250	BTM 4100	MKT 4650
2021 Fall						Xu Wang		Joe Guilliams
2022 Spring		Gupta	Hardaway	Gupta			Bera	
2022 Fall	Kerry/ Sallie				Gupta			