

#1. 2017 – 18 Undergraduate Program Assessment Plan

To be completed by Departments and submitted by the Department Chair to the BlackBoard Assessment Site.

Department/Program/Unit: Business & Math

Date: 12/11/17

Related: University Goal/Outcome(more than one may be selected): Communication Knowledge Application Select

Members involved with development of Program Assessment Plan: Tim Heidorn, Curt Beck, Andy Monnich, Todd Johnson

Departmental/Program/Unit Student Outcome: *What student outcome from the departmental matrix will be assessed? (It is suggested that you cut and paste directly from the matrix. Outcomes should represent the absolute priorities for learning- students must be able to do [this] when they finish our program). State as follows: Students should be able to [action verb] [something].*

1. Students will gain an understanding of foundational and advanced business and management concepts and be able to integrate concepts from various business disciplines.
2. Students will develop communication skills appropriate for use in the business and professional communities in which they will work.

Background: *What factors caused you to choose this particular assessment outcome? If you chose this outcome because of a perceived problem, please explain.*

These particular outcomes flow from the department's Outcomes Assessment Plan, where we have the following broad-based goals: 1) Students will demonstrate knowledge consistent with an academically excellent business education, and 2) Students will acquire portable business skills and dispositions needed to serve and lead in the church and world. They were not chosen because of a perceived problem, but as a way to demonstrate that student learning is being assessed, and is tied to broad-based goals.

Question: *What specific question(s) are you attempting to answer through assessing this student outcome? (What are you trying to find out? There may be more than one question, but no more than three.)*

Are students demonstrating an understanding of key concepts from business and able to integrate relevant sources? Are they writing well?

Methodology:

1. **OBJECT*** - *What data (i.e. artifact, exam score, detailed description of assignment) will be collected?* An artifact from BUS 261 Marketing, the Marketing Plan, will be selected.
 - a. *How does this data address the assessment question?* The Application and Making It Your Own traits of the rubric address the first question about understanding key concepts. The Organization, Writing Care, Use of Sources, and Making It Your Own traits address the second question about writing well.
 - i. *Include/attach a description/example of assessment tool to be used.*
2. *How will data be collected?* The artifacts are from course projects and will be collected at the end of the semester by the course instructor.

Analysis of Artifacts: *PERFORMANCE CRITERIA* - Discuss:*

- 1) *How the artifacts will be analyzed (attach rubrics/scoring tools if used):* The full time business faculty will each score the artifacts using the rubrics. Scores from the current year will be compared with

scores from previous years. The rubrics assess the students' demonstration of their understanding of business concepts and their ability to integrate relevant sources into their responses. The students are also assessed on their written communication skills through the paper submissions and on their oral communication skills through the presentations.

2) *How you will know if it is good (i.e. score required by % of students):* At least 80% of students will achieve a level of Acceptable or Exemplary.

Submitted by: Andy Langewisch

Date: 12/11/17

Reviewed by the Assessment Committee (Date): 12/14/17

Department Chair notified of approval or additional action needed: na

Plan approved: 12/14/17