Assurance of Learning
Learning Goals and Objectives Assessment Summary Report
May 20, 2014
SPRING 2014
DRAFT

Program/Course: Bachelor of Science in Business Administration/ STRATEGY

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Learning Goal(s) Assessed: Learning Goals: Global Awareness, Analytical Skills, and Ethics

Date of previous assessment(s) of these learning goals: Spring 2013

Date of this Assessment: Spring 2014

Assessment Method: Multiple choice instrument developed by the Undergraduate Programs Committee (UPC)

Total Population Size from which Sample Taken: Multiple sections, and instructors	**Sample Size: 125 of 233 graduating seniors: 53.65% which is an improvement over Spring 2013 when we had 48.8%**

Names and Position of Assessors: N/A

Measurement System Analysis:
The instrument used was developed by the UPC and based upon the 'Major Field Test' model used by the ETS. Students were instructed to not guess on any question.

Internal Performance Benchmark: The UPC has determined a standard of acceptance of 75%

Summary of Results:
The PDF files for all areas assessed are attached. The PDFs contain each question asked and the performance on each question. A brief summary is provided here:

Global Awareness: (10 questions 34.48% of the instrument)
Of the students who answered the questions, **56.25%** answered correctly versus 61.04% in Spring 2013. This is below the standard of acceptance of 75% set by the UPC and moving in the wrong direction.

Analytical Skills: (8 questions 27.59% of the instrument)
Of the students who answered the questions, **67.94%** answered correctly versus 61.04% in Spring 2013. This too is below the standard of acceptance set by the UPC but an improvement over the Spring 2013.

Ethical Awareness: (11 questions 37.93% of the instrument)
Of the students who answered the questions, **47.69%** answered correctly. This is the first time we asked any questions in the area of ethical awareness. Although we don't have a dedicated course required by our students we asked the faculty at the last faculty meeting of the Spring 2013 and again in the Fall of 2013 to add more ethics content to their classes. A pass rate of 47.69% is wholly unacceptable and well below the standard of acceptance of 75%.

Date of Review of Results by Program or Major: The UPC of the Manning School of Business will review the results in September of 2014. Findings to be added.

Scheduled next assessment of this/these Learning Objective(s): Spring 2015

Date of review by Responsible Associate Dean(s): May 20, 2014

Brief Self-Assessment of Process Used
Strengths: The self-designed major field test model is widely accepted in higher education as a valid assessment instrument.
Opportunities for Improvement: Each area of assessment needs further review by the UPC

UPC RECOMMENDATIONS:
Findings will be forthcoming

GLOBAL AWARENESS

Totals Q22	
Total number of students surveyed	125
Total number of students who answered the question	121
Total number of correct answers	68
Percentage answered correctly	56.20%
Percentage of questions answered incorrectly	43.80%

Totals Q21	
Total number of students surveyed	125
Total number of students who answered the question	118
Total number of correct answers	41
Percentage answered correctly	34.75%
Percentage of questions answered incorrectly	65.25%

Totals Q20	
Total number of students surveyed	125
Total number of students who answered the question	119
Total number of correct answers	75
Percentage answered correctly	63.03%
Percentage of questions answered incorrectly	36.97%

Totals Q19	
Total number of students surveyed	125
Total number of students who answered the question	121
Total number of correct answers	70
Percentage answered correctly	57.85%
Percentage of questions answered incorrectly	42.15%

Totals Q18	
Total number of students surveyed	125
Total number of students who answered the question	120
Total number of correct answers	108
Percentage answered correctly	90.00%
Percentage of questions answered incorrectly	10.00%

Totals Q17	
Total number of students surveyed	125
Total number of students who answered the question	121
Total number of correct answers	44
Percentage answered correctly	36.58%
Percentage of questions answered incorrectly	63.42%

Totals Q16

Total number of students surveyed	125
Total number of students who answered the question	120
Total number of correct answers	76
Percentage answered correctly	62.98%
Percentage of questions answered incorrectly	37.02%

Totals Q15	
Total number of students surveyed	125
Total number of students who answered the question	121
Total number of correct answers	88
Percentage answered correctly	72.75%
Percentage of questions answered incorrectly	27.25%

Totals Q14	
Total number of students surveyed	125
Total number of students who answered the question	120
Total number of correct answers	27
Percentage answered correctly	22.72%
Percentage of questions answered incorrectly	77.28%

Totals Q13	
Total number of students surveyed	125
Total number of students who answered the question	121
Total number of correct answers	79
Percentage answered correctly	65.29%
Percentage of questions answered incorrectly	34.71%

GLOBAL TOTALS	
Total number of students surveyed	1250
Total number of students who answered the question	1202
Total number of correct answers	676
Percentage answered correctly	56.25%
Percentage of questions answered incorrectly	43.75%

ANALYTICAL TOTALS

Totals Q30	
Total number of students surveyed	125
Total number of students who answered the question	121
Total number of correct answers	63
Percentage answered correctly	52.07%
Percentage of questions answered incorrectly	47.93%

Totals Q29	
Total number of students surveyed	125
Total number of students who answered the question	121
Total number of correct answers	63
Percentage answered correctly	52.03%
Percentage of questions answered incorrectly	47.97%

Totals Q28	
Total number of students surveyed	125
Total number of students who answered the question	121
Total number of correct answers	98
Percentage answered correctly	81.30%
Percentage of questions answered incorrectly	18.70%

Totals Q27	
Total number of students surveyed	125
Total number of students who answered the question	120
Total number of correct answers	88
Percentage answered correctly	73.37%
Percentage of questions answered incorrectly	26.63%

Totals Q26	
Total number of students surveyed	125
Total number of students who answered the question	121
Total number of correct answers	107
Percentage answered correctly	88.40%
Percentage of questions answered incorrectly	11.60%

Totals Q25	
Total number of students surveyed	125
Total number of students who answered the question	121
Total number of correct answers	33
Percentage answered correctly	27.12%
Percentage of questions answered incorrectly	72.88%

Totals Q24	
Total number of students surveyed	125
Total number of students who answered the question	120
Total number of correct answers	103
Percentage answered correctly	86.01%
Percentage of questions answered incorrectly	13.99%

Totals Q23	
Total number of students surveyed	125
Total number of students who answered the question	121
Total number of correct answers	101
Percentage answered correctly	83.42%
Percentage of questions answered incorrectly	16.58%

ANALYTICAL TOTALS	
Total number of students surveyed	1,000
Total number of students who answered the question	966
Total number of correct answers	656
Percentage answered correctly	67.94%
Percentage of questions answered incorrectly	32.06%

TOTALS FOR ETHICS

Totals Q2	
Total number of students surveyed	125
Total number of students who answered the question	113
Total number of correct answers	35
Percentage answered correctly	30.97%
Percentage of questions answered incorrectly	69.03%

Totals Q3	
Total number of students surveyed	125
Total number of students who answered the question	121
Total number of correct answers	95
Percentage answered correctly	78.51%
Percentage of questions answered incorrectly	21.49%

Totals Q4	
Total number of students surveyed	125
Total number of students who answered the question	119
Total number of correct answers	85
Percentage answered correctly	71.43%
Percentage of questions answered incorrectly	28.57%

Totals Q5	
Total number of students surveyed	125
Total number of students who answered the question	119
Total number of correct answers	46
Percentage answered correctly	38.66%
Percentage of questions answered incorrectly	61.34%

Totals Q6	
Total number of students surveyed	125
Total number of students who answered the question	121
Total number of correct answers	46
Percentage answered correctly	38.02%
Percentage of questions answered incorrectly	61.98%

Totals Q7	
Total number of students surveyed	125
Total number of students who answered the question	120
Total number of correct answers	38
Percentage answered correctly	31.67%
Percentage of questions answered incorrectly	68.33%

Totals Q8	
Total number of students surveyed	125
Total number of students who answered the question	121
Total number of correct answers	35
Percentage answered correctly	28.93%
Percentage of questions answered incorrectly	71.07%

Totals Q9	
Total number of students surveyed	125
Total number of students who answered the question	122
Total number of correct answers	51
Percentage answered correctly	41.80%
Percentage of questions answered incorrectly	58.20%

Totals Q10	
Total number of students surveyed	125
Total number of students who answered the question	122
Total number of correct answers	58
Percentage answered correctly	47.54%
Percentage of questions answered incorrectly	52.46%

Totals Q11	
Total number of students surveyed	125
Total number of students who answered the question	122
Total number of correct answers	98
Percentage answered correctly	80.33%
Percentage of questions answered incorrectly	19.67%

Totals Q12	
Total number of students surveyed	125
Total number of students who answered the question	121
Total number of correct answers	43
Percentage answered correctly	35.54%
Percentage of questions answered incorrectly	64.46%

Totals: ETHICS	
Total number of students surveyed	1375
Total number of students who answered the question	1321
Total number of correct answers	630
Percentage answered correctly	47.69%
Percentage of questions answered incorrectly	52.31%