

BAM Annual Learning Results Summary, AY 2016-17

The following table summarizes the assessment of Program Learning Outcomes (PLOs) for the BAM program for assessment cycle (2017). This process is conducted regularly as part of the annual learning results assessments, which measure two or three PLOs for each program each year. This summary report is to be submitted to the EEC upon its completion.

Program	Bachelor of Arts in Management (BAM)
Assessment Period	Summer 2016 to Spring 2017
Program Learning Outcomes (PLOs)	<p>PLO 3: Utilize quantitative methods and critical analysis in the business planning and decision-making process.</p> <p>PLO 4: Demonstrate the ability to effectively communicate business concepts through oral and written forms utilizing technological innovations and current presentation skills.</p>
Standards of Success	<p>PLO 3: Artifact Proficiency Standard: Each artifact is considered to have met the proficiency standard if two out of the three categories of measurement achieve at least a “satisfactory” rating according to the artifact assessment rubric.</p> <p>Aggregate student scores equal to 80% for the Week 7 Signature Assignment for MGT 310 as measured by the artifact assessment rubric.</p> <p>PLO 4: Artifact Proficiency Standard: Each artifact is considered to have met the proficiency standard if two out of the three categories of measurement achieve at least a “satisfactory” rating according to the artifact assessment rubric</p> <p>Aggregate student scores equal to 80% for the Week 7 Signature Assignment for MGT 370 as measured by the artifact assessment rubric.</p>
Evidence	<p>PLO 3: Week 7 Signature Assignment Regression Analysis for the MGT 310; Sample size - random sample of 20/40 artifacts</p> <p>PLO 4: Week 7 Signature Assignment Cross Cultural Negotiations Exercise for MGT 370; Sample size - random sample of 20/42 artifacts</p>
Assessment Tool	<p>PLO 3: Direct assessment rubric for evaluating artifact; inter-rater reliability exercise completed. Satisfactory level equates to an 80% pass rate.</p> <p>PLO 4: Direct assessment rubric for evaluating artifact; inter-rater reliability exercise completed. Satisfactory level equates to an 80% pass rate.</p>
Assessors	<p>Dr. Jeff Slattery Dr. Bob Castaneda Dr. Lisa Phillips</p>

Results	<p>PLO 3: 10 out of 20 samples passed (50%)</p> <p>PLO 4: 15 out of 20 samples passed (75%)</p>
Discussion of Results	<p>PLO 3: There was a 65% consistency rate between assessors 1 and 2. The aggregate achievement standard of 80% was not met with a passing score of 50%. The low passing score may be attributable to a course design issue where students are not provided with a conceptual understanding of the concepts, and aren't exposed to the video explaining how to calculate a regression analysis until week 7, with no other exposure to the topic prior to week 7.</p> <p>PLO 4: There was an 85% consistency rate between assessors 1 and 2. The aggregate achievement standard of 80% was not met with a passing score of 75%. The week 7 Signature Assignment partially measures PLO 4, given that the assignment assesses a student's ability to evaluate a cross cultural negotiation exchange, rather than the student's oral communication skills using technology and presentation skills.</p>
Proposed Changes	<p>PLO 3: Revise MGT 310 which is scheduled for a complete revision beginning July 23, 2017. Provide exposure to the mastery concepts in weeks 1-6 so that students again a conceptual understanding before using excel to calculate a regression equation.</p> <p>PLO 4: Revise curriculum map to identify an assignment that better aligns with the PLO which measures a student's ability to communicate business concepts through both oral and written forms using technology and presentation skills.</p>
Rationale for Proposed Changes	<p>PLO 3: Students need exposure to the concepts before using excel to complete the calculations. The introduction of the concepts prior to week 7 will better prepare the to analyze the results in the mastery assignment in week 7.</p> <p>PLO 4: The week 7 Signature Assignment assesses a student's demonstration of cross cultural communication and negotiation skills rather than the student's oral communication skills using technology and presentation skills. Based on the most recent 2017 program review, this course has been removed from the BAM Program. And the PLO assessment has been relocated to MGT480 Strategic Management and Policy.</p>
Financial Resources Required	<p>PLO 3: Minimal, included in annual course revision budget.</p> <p>PLO 4: N/A</p>
Annual Learning Report for (program) recommended for approval	<p>9/5/2018: The EEC unanimously recommended for approval to AC the BAM Annual Learning Report</p>
Follow Up (Closing the Loop)	<p>No specific changes were identified for PLOs 5 and 6 in the 2015 BAM Annual Learning Report. The BAM program underwent a comprehensive program review in 2017-18, which identified a number of recommended revisions.</p>