***STUDENT LEARNING ASSESSMENT PROGRAM***

***SUMMARY FORM AY 2017-2018***

Please complete a separate worksheet for each academic program (major, minor) at each level (undergraduate, graduate) in your department. Worksheets are due to CASA this year by **June 13, 2014**. Worksheets should be sent electronically to [kjsanders@eiu.edu](mailto:kjsanders@eiu.edu) and should also be submitted to your college dean. For information about assessment or help with your assessment plans, visit the Assessment webpage at <http://www.eiu.edu/~assess/> or contact Karla Sanders in CASA at 581-6056.

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Bachelor of Science in Business – Business Core

**Degree and**

**Program Name:**

Stephen Kozlowski

Assurance of Learning Coordinator, School of Business

# Submitted By:

**Please use size 10 font or larger.**

**PART ONE**

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| **What are the learning objectives?** | **How, where, and when are they assessed?** | **What are the expectations?** | **What are the results?** | **Committee/ person responsible? How are results shared?** |
| 1. **Demonstrate basic knowledge of functional areas of business.** | | | | | |
| 1.1. Demonstrate knowledge of basic financial and managerial accounting terminology, theory, and principles. | ETS Major Field Test in Business administered each semester in BUS 4360  EIU Capstone Exam administered each semester in BUS 4360 | Students’ mean score will be at or above the national mean (ETS Exam)  Students' scores will be greater than or equal to 70% (EIU Capstone) for questions relating to BUS 2101 and BUS 2102 | AY17:   * EIU Mean: 43.6% * National Mean: 43.2% * Capstone Exam Average: 54.3%   AY18:   * EIU Mean: 42.6% * National Mean: 43.2% * Capstone Exam Average: 56.1% | Associate Chair coordinates administration of ETS Major Field Test and organizes and presents results to Assurance of Learning Coordinator who reports results to the Curriculum Committee. BUS 4360 instructors administer the EIU Capstone Exam and share results with the Assurance of Learning Coordinator who reports the results to the Curriculum Committee. |
| 1.2. Demonstrate knowledge of basic finance terminology, theory, and principles. | ETS Major Field Test in Business administered each semester in BUS 4360  EIU Capstone Exam administered each semester in BUS 4360 | Students’ mean score will be at or above the national mean (ETS Exam)  Students' scores will be greater than or equal to 70% (EIU Capstone) for questions relating to BUS 3710 | AY17:   * EIU Mean: 44.3% * National Mean: 43.3% * Capstone Exam Average: 54.3%   AY18:   * EIU Mean: 42.0% * National Mean: 43.3% * Capstone Exam Average: 56.1% | Associate Chair coordinates administration of ETS Major Field Test and organizes and presents results to Assurance of Learning Coordinator who reports results to the Curriculum Committee. BUS 4360 instructors administer the EIU Capstone Exam and share results with the Assurance of Learning Coordinator who reports the results to the Curriculum Committee. |
| 1.3. Demonstrate knowledge of basic management terminology, theory, and principles. | ETS Major Field Test in Business administered each semester in BUS 4360  EIU Capstone Exam administered each semester in BUS 4360 | Students’ mean score will be at or above the national mean (ETS Exam)  Students' scores will be greater than or equal to 70% (EIU Capstone) for questions relating to BUS 3010 and BUS 4360 | AY17:   * EIU Mean: 61.9% * National Mean: 61.5% * Capstone Exam Average: 68.9%   AY18:   * EIU Mean: 58.4% * National Mean: 61.5% * Capstone Exam Average: 67.2% | Associate Chair coordinates administration of ETS Major Field Test and organizes and presents results to Assurance of Learning Coordinator who reports results to the Curriculum Committee. BUS 4360 instructors administer the EIU Capstone Exam and share results with the Assurance of Learning Coordinator who reports the results to the Curriculum Committee. |
| 1.4. Demonstrate knowledge of basic marketing terminology, theory, and principles. | ETS Major Field Test in Business administered each semester in BUS 4360  EIU Capstone Exam administered each semester in BUS 4360 | Students’ mean score will be at or above the national mean (ETS Exam)  Students' scores will be greater than or equal to 70% (EIU Capstone) ) for questions relating to BUS 3470 | AY17:   * EIU Mean: 52.9% * National Mean: 50.2% * Capstone Exam Average: 63.4%   AY18:   * EIU Mean: 49.6% * National Mean: 50.2% * Capstone Exam Average: 50.1% | Associate Chair coordinates administration of ETS Major Field Test and organizes and presents results to Assurance of Learning Coordinator who reports results to the Curriculum Committee. BUS 4360 instructors administer the EIU Capstone Exam and share results with the Assurance of Learning Coordinator who reports the results to the Curriculum Committee. |
| 1.5. Demonstrate knowledge of basic international business terminology, theory, and principles. | ETS Major Field Test in Business administered each semester in BUS 4360  EIU Capstone Exam administered each semester in BUS 4360 | Students’ mean score will be at or above the national mean (ETS Exam)  Students' scores will be greater than or equal to 70% (EIU Capstone) ) for questions relating to BUS 3200 | AY17:   * EIU Mean: 40.6% * National Mean: 40.0% * Capstone Exam Average: 65.8%   AY18:   * EIU Mean: 38.2% * National Mean: 40.0% * Capstone Exam Average: 62.4% | Associate Chair coordinates administration of ETS Major Field Test and organizes and presents results to Assurance of Learning Coordinator who reports results to the Curriculum Committee. BUS 4360 instructors administer the EIU Capstone Exam and share results with the Assurance of Learning Coordinator who reports the results to the Curriculum Committee. |

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| 1. **Recognize and analyze ethical and legal issues in the business decision-making process.** | | | | |
| 2.1. Articulate relevant ethical principles and values from the perspectives of various business stakeholders and apply those theories in making and assessing business decisions; | * Written case assignment used in BUS 2750 * Written case assignment were used in BUS 4360 | At least 70% of the students will score four (acceptable) or higher on a six point scale based on the graduate (undergraduate) ethics rubric. The graduate ethics rubric is used for BUS 4360 cases and the undergraduate ethics rubric is used for BUS 2750 cases. | 76.6% (73.0%) of students scored four or higher on the BUS 4360 case in AY17 (AY18).  98.6% (85.5%) of students scored four or higher on the BUS 2750 case in AY17 (AY18). | Assignment developed or selected by BUS 2750 and BUS 4360 faculty; results reported to Assurance of Learning Coordinator who reports results to the Curriculum Committee |
| 2.2. Compare and contrast the characteristics of business structures/legal entities; | Embedded objective test questions administered each semester in BUS 2750  Question on EIU Capstone exam from BUS 2750 | 70% average scores on questions across all sections (embedded questions)  Students' scores will be greater than or equal to 70% (EIU Capstone) ) for questions relating to BUS 2750 | Average scores across all sections (embedded): AY17: 64.7%  AY18: 71.9%  Average score on EIU Capstone questions: AY17: 44.1%  AY18: 45.8% | Faculty teaching BUS 2750 develop questions and administer each semester; Dr. Nic Robinson organizes and presents results to Assurance of Learning Coordinator who reports results to the Curriculum Committee  BUS 4360 instructors administer the EIU Capstone Exam and share results with the Assurance of Learning Coordinator who reports the results to the Curriculum Committee. |
| 2.3. Apply fundamental principles of tort, contract, agency, intellectual property, and employment law in analyzing business decisions; | Embedded objective test questions administered each semester in BUS 2750  Questions on EIU Capstone Exam from BUS 2750 | 70% average scores on questions across all sections (embedded questions)  Students' scores will be greater than or equal to 70% (EIU Capstone) ) for questions relating to BUS 2750 | Average scores across all sections (embedded):   * + Torts: AY17: 81.9%; AY18: 70.3%   + Contracts: AY17: 62.8%; AY18: 69.5%   + Employment: AY17: 81.1%; AY18: 80.2%   + IP: AY17: 66.9%; AY18: 61.8%   + Agency: AY16: 62.6%; AY18: 77.3%   Average score on EIU Capstone questions:  AY17: 73.3%  AY18: 72.3% | Faculty teaching BUS 2750 develop questions and administer each semester; Dr. Nic Robinson organizes and presents results to Assurance of Learning Coordinator who reports results to the Curriculum Committee  BUS 4360 instructors administer the EIU Capstone Exam and share results with the Assurance of Learning Coordinator who reports the results to the Curriculum Committee. |

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| 1. **Understand the role of technology in organizations and use technology effectively.** | | | | |
| 3.1. Demonstrate competency in business productivity software (e.g., Microsoft Office); | Excel and Access hands-on tests administered in BUS 1950 each semester  Question on EIU Capstone exam from BUS 1950 | 80% average scores on both exams across all sections  Students' scores will be greater than or equal to 70% (EIU Capstone) for questions relating to BUS 1950 | Average scores across all sections (Projects)   * + Excel: AY17: 71.0% AY18: 73.0%   + Access: AY17: 79.5% AY18: 80.8%   Average score on EIU Capstone: AY17: 56.3% AY18: 50.0% | Faculty teaching BUS 1950 administer tests; Paul Brown organizes and presents results to Assurance of Learning Coordinator who reports results to Business Curriculum Committee  BUS 4360 instructors administer the EIU Capstone Exam and share results with the Assurance of Learning Coordinator who reports the results to the Curriculum Committee. |
| 3.2. Analyze, design, and develop a small relational database using a current development methodology. | Database design and development project in all sections of BUS 3500 each semester  Question on EIU Capstone exam from BUS 3500 | 80% of students will score ‘proficient’ or higher based on Database Rubric  Students' scores will be greater than or equal to 70% (EIU Capstone) for questions relating to BUS 3500 | Average scores across all sections: AY17: 91.8% AY18: 91.3%  Average score on EIU Capstone: AY17: 66.5% AY18: 62.8% | Faculty teaching BUS 3500 develop project and assess using Database Rubric. Faculty organize and present results to Assurance of Learning Coordinator who reports results to Business Curriculum Committee  BUS 4360 instructors administer the EIU Capstone Exam and share results with the Assurance of Learning Coordinator who reports the results to the Curriculum Committee. |

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| 1. **Communicate effectively.** | | | | |
| 4.1 Write effective business communications appropriate for the audience; | Samples from the Electronic Writing Portfolio (EWP) assessed by the Center for the Assessment of Student Learning (CASL) | Average score will be 3.0 or higher based on the Electronic Writing Portfolio Rubric | Based on a sample of 151 papers the average score was 3.39 in AY17. Based on a sample of 538 papers the average score was 3.36 in AY18. | * Instructors submit papers to the EWP. The papers are assessed by CASL and the results are distributed to the Assurance of Learning Coordinator who organizes and reports results to Business Curriculum Committee |
| 4.2. Prepare and give a formal oral presentation appropriate for the audience; | Oral presentations in selected sections of BUS 4360 | 70% of students will score ‘proficient’ or higher based on School of Business Oral Presentation Rubric | Based on a sample of 188 students, 96.3% scored proficient or better in AY17**.** Based on a sample of 162 students, 94.0% scored proficient or better in AY18**.** | * Assurance of Learning Coordinator arranges taping of presentations * Members of the Curriculum Committee or graduate assistants are asked to evaluate sample of assignments. Assurance of Learning Coordinator organizes and reports results to Business Curriculum Committee |

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| 1. **Apply critical thinking skills to reach sound business decisions.** | | | | |
| 5.1. Clearly identify and articulate issues in business decision making and effectively apply analytic tools to solve them; | Case administered in BUS 3950.  EIU Capstone Exam administered each semester in BUS 4360 | At least 70% of the students will score ‘acceptable’ or higher based on the critical thinking rubric for the "problem identification" section.  70% average scores on embedded exam questions across all sections in BUS 3710.  Students' scores will be greater than or equal to 70% (EIU Capstone) for questions relating to BUS 2810 and BUS 3950. | Assessment data was not collected in BUS 3950 during AY18  Capstone Exam Average: 42.8% (AY17) and 41.8% (AY18) | Assignment developed or selected by BUS 3950 faculty; results reported to Assurance of Learning Coordinator who reports to Business Curriculum Committee.  BUS 4360 instructors administer the EIU Capstone Exam and share results with the Assurance of Learning Coordinator who reports the results to the Curriculum Committee. |
| 5.2. Effectively use decision-making processes to reach appropriate business decisions. | Embedded objective test questions administered each semester in BUS 3710 | At least 70% of the students will score ‘acceptable’ or higher based on the critical thinking rubric | Assessment data was not collected in BUS 3710 during AY18 | Faculty teaching BUS 3710 develop questions and administer each semester; results reported to Assurance of Learning Coordinator who reports to Business Curriculum Committee who reports the results to the Curriculum Committee. |

**PART TWO**

Describe your program’s assessment accomplishments since your last report was submitted. Discuss ways in which you have responded to the CASA Director’s comments on last year’s report or simply describe what assessment work was initiated, continued, or completed.

* The Assurance of Learning Coordinator summarized the results of the data collected during the previous academic year (AY17) and interim AY18 data (as of FA17) and presented the results to the School of Business Curriculum Committee during AY18.
* The School of Business continued to demonstrate buy-in several ways. First, there was a brown bag session held in SP18 where the Assurance of Learning Coordinator provided a detailed presentation on the learning goals specific to “Communication” in the School of Business and how the goals were measured. Faculty comments were reviewed during this session.
* A new Assurance of Learning Coordinator was chosen in SP17 and assumed his duties in FA17. The Assurance of Learning Coordinator attended an AACSB event in AY18 which was titled "Assurance of Learning Seminar 1". If funds allow in AY19, the Assurance of Learning Coordinator will attend the “Assurance of Learning Seminar 2’.
* Faculty members also demonstrated buy-in by sharing data from their courses to the Assurance of Learning Coordinator, as well as the School of Business.
* The School of Business includes an in-house capstone exam (the EIU Capstone Exam) for assessment purposes across multiple learning objectives in BUS 4360 – Strategy and Policy.
* The Assurance of Learning Coordinator has met with the Interim Chair, School of Business to specifically discuss the assessment procedure for Learning Goal 4 - Communication. At present written assessment data is being collected from the EWP for all business majors and assessed across all courses. Oral communication data which is collected by the Committee for the Assessment of Student Learning in the senior seminar courses is reported for assessment. The Assurance of Learning Coordinator met with the Associate Chair, School of Business and discussed possible areas to investigate for collecting indirect measures for assessment purposes and has identified several possible sources. The Assurance of Learning Coordinator will continue this process in FA18 to formalize sources of indirect measures.
* The Assurance of Learning Coordinator will initiate discussion in FA18 with the Curriculum Committee to determine the feasibility of identifying achievement levels within the EIU Capstone Exam.

**PART THREE**

Summarize changes and improvements in **curriculum, instruction, and learning** that have resulted from the implementation of your assessment program. How have you used the data? What have you learned? In light of what you have learned through your assessment efforts this year and in past years, what are your plans for the future?

* The following summarize the changes and improvements in curriculum, instruction, and learning for each learning goal:
  + Learning Goal 1:
    - The EIU Capstone exam is still in the early stages of development and the Assurance of Learning Coordinator will meet with the Curriculum Committee and the instructors of each course in the business core in AY18 to discuss the results of the EIU Capstone exam and to discuss any changes that need to be made to the exam. There is a disconnect between the data from the EIU Capstone Exam and the ETS Exam. In only one of the five disciplines assessed are the results nearly identical. In the other four disciplines the ETS Exam results are on average over 10% below the EIU Capstone Exam results.
  + Learning Goal 2:
* AY19 presents a continuing challenge for the assessment performed in BUS 2750. In AY18, adjunct instructors were used to teach BUS 2750 and this will continue in AY19. The Assurance of Learning Coordinator will meet with the Director of Accountancy to discuss how assessment data can be collected in a consistent manner. The new instructor(s) in BUS 2750 may make it difficult to collect comparable data from previous academic years.
  + - The Assurance of Learning Coordinator met with BUS 2750 instructors to develop a new rubric to assess the ethics case administered in BUS 2750 as both the instructors and the Assurance of Learning Coordinator agreed the current rubric was not challenging enough, which is believed to be the root cause for the exceedingly high (and unrealistic) assessment scores recently reported. The new rubric will be used starting in FA18.
  + Learning Goal 3:
    - During AY17 the Assurance of Learning Coordinator met with the instructors of BUS 1950 to discuss possible curricular changes to improved student learning as based on the results of the EIU Capstone Exam for Learning Goal 3. The faculty recommended several changes to close the loop, including adding additional technical functions to the BUS 1950 capstone project to reinforce student learning. The faculty also reviewed the EIU Capstone Exam questions and identified several questions where the question and/or the possible responses were poorly worded. The faculty corrected these issues and the revised questions were incorporated in the EIU Capstone Exam for AY18.
  + Learning Goal 4:
* School of Business faculty have continued to utilize and emphasize use of the Writing Center for students in a number of their courses. For AY18 there was an approximate threefold increase (over AY17) in the number of papers submitted to the Writing Center for assessment.
  + - There is a desire to re-introduce both written and oral communication assessment into the Business curriculum. The Assurance of Learning Coordinator will continue the discussions started in SP18 with the Interim Chair and the Curriculum Committee in FA18.
  + Learning Goal 5:
    - While meeting with the Assurance of Learning Coordinator in AY17, the BUS 2810 instructors identified a question that they believed was too detailed for students, especially considering students are taking the EIU Capstone exam two years after taking BUS 2810. The instructors determined that this question was too theoretical since most businesses are less concerned with a student's ability to define statistical concepts and more concerned with a student's ability to analyze and interpret statistical data. The BUS 2810 instructors thought it would be best to replace this question with a more applied question covering a concept that students are more likely to use in a business setting. The Assessment of Learning Coordinator will follow-up in FA18 to determine the status of this issue and discuss revising the EIU Capstone question.
    - The instructors for BUS 3710 did not include in their final exams the questions that had provided an assessment of Learning Goal 5.2 during AY18. The instructors for BUS 3950 did not administer the case that had been developed to provide an assessment of Learning Goal 5.1 during AY18. The Assessment of Learning Coordinator will discuss this with the faculty and the School of Business Curriculum committee to identify where these learning goal can be assessed, with the expectation that an assessment of Learning Goals 5.1 and 5.2 will be in place during AY19.