Management|2015-2016 Assessment Report

1. Please give a brief overview of the assessment data you collected this year.

   The graduate faculty developed a plan to assess the PPLGs across the core courses in the CSOB graduate curriculum. Activities for the 2015- 2016 academic year are as follows:

   <u>Assessment Methods, Results, and Curricular Plans</u>

   Learning Goal 1: Students will have demonstrated teamwork skills (i.e., proficient levels of team preparation, participation, interpersonal skills, communication, and intellectual contributions).

   - Methods & Results: 17 graduate students were assessed in one team leadership course. Students were assigned team projects as part of their course requirements (typically 50% of their grade). The team projects required the teams to use the concepts presented in class and apply them to an actual organization in a way that would provide usable solutions and drive business success. In addition to a team paper, there was also a formal business presentation. The team projects took between 6 and 8 weeks to complete. After students completed their team projects, they completed a survey that assessed their reactions toward working with their teammates on the project for course credit. Students rated their teammates on several team process variables, including preparation, participation, interpersonal skills, communication, and intellectual contributions. Ratings were made on a 5 point scale (1 = unacceptable, 2 = below expectations, 3 = meets expectations, 4 = above expectations, 5 = outstanding). The data will be compiled at the beginning of the Fall 2016 semester.

   Learning Goal 2: Students will have demonstrated strategic thinking and global awareness (i.e., establish long term business direction based on a strategic analysis of information, resources, market drivers, and organizational values).

   - Methods & Results: Data was collected from students in Strategic Information Management. Students were required to complete a comprehensive business case that assessed their strategic thinking and global awareness. The data will be compiled at the end of the Fall 2016 semester.

   Learning Goal 3: Students will have demonstrated the ability to evaluate business decisions in terms of how they impact sustainability (e.g., people, profits, and planet).

   - Methods & Results: Data was collected from students in Entrepreneurship and Innovation. Students were required to conduct a literature review and write a paper that assessed their ability to effectively impact the sustainability of an organization. The data will be compiled at the end of the Fall 2016 semester.

2. How will you use what you've learned from the data that was collected?

To analyze the data on the three learning goals and to identify weaknesses, design intervention and to close the loop if any in upcoming Fall 2016 and Spring 2017 semesters.

To reassess the three learning goals in Fall 2016 and Spring 2017 semesters

To conduct an alumni survey as an indirect measure in Spring 2017. We will target alumni from various years (e.g., 5 years, 10 years) at different administration points to get feedback from alumni at various points in the professional careers. The methods for gathering the data on the Alumni Survey will be an email invitation sent to our database of alumni.

<u>In which courses are the measures to be taken.</u>

▪ We have detailed the course in which the measures are to be taken in the following table labeled "CSOB ASSESSMENT PLAN – CORE COURSES TO ASSESS PROGRAM LEVEL LEARNING GOALS."

CSOB MASTERS OF MANAGEMENT ASSESSMENT PLAN – CORE COURSES TO ASSESS PROGRAM LEVEL LEARNING GOALS

	Leading Teams Demonstrate effective teamwork and leadership skills.	Strategic Thinking/ Global Awareness Establish long-term business direction based on a strategic analysis of information, resources, market drivers, and organizational values	Entrepreneurship/ Innovation/ Sustainability Evaluate business decisions in terms of how they impact sustainability. *(people, profits and planet)*
1. MGMT 736 Business Analysis for Info Management	Not in Core	Not in Core	Not in Core
2. BUS ADM 446/646 Advanced Corporate Finance			
3. MGMT 750 Team Leadership	X		
4. BUS ADM 389/589 Organizational Behavior	X		
5. MGMT 796 Professional Project			
6. MGMT 759 Managing Knowledge for Sustainability			X
7. MGMT 737 Strategic Application of E-Commerce	Not in Core	Not in Core	Not in Core
8. MGMT 730 Leading the Self			
9. MGMT 758 Innovation and Entrepreneurship		X	X
10. MGMT 735 Strategic Information Management		X	
11. MGMT 745 Business and Marketing Strategy			
12. MGMT 797 Internship	Not in Core	Not in Core	Not in Core
13. MGMT 798 Independent Study	Not in Core	Not in Core	Not in Core
14. Online UW-Whitewater Courses	Not in Core	Not in Core	Not in Core
15. MGMT 783X Human Capital Valuation	Not in Core	Not in Core	Not in Core