

Program: Management

Academic Program Assessment Plan (2017-2018)

1. Please review last year's assessment results (2016-2017) as well as the Academic Program Assessment Report with the faculty in your program. How does your program plan to take these results into consideration in future programmatic planning?

2016- 2017's results indicated that students need improvement in 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). In particular, results indicated that students need improvement on the factor of consideration of global perspectives. Only 60% of students got a rating of satisfactory and above in this factor.

In Learning goal 3: Students will have demonstrated the ability to evaluate business decisions in terms of how they impact sustainability, 60% students only were found to have a rating of satisfactory and above in the factor of Consideration of multiple perspectives.

To address this, a project of developing a marketing plan and launching it in a foreign market was created in MGMT 745 in Spring 2018 semester. MGMT745 also includes reading materials and a module on global marketing/strategy. This is to increase students' global awareness according to PLLG 2. Further, in courses MGMT 759 and MGMT 745 instructors used case studies that will help students to address issue of considering multiple perspectives when solving a case or a problem. Specific course assignments that address global perspectives and considering different perspectives in decision-making were developed by instructors and are being used in fall 2017 and spring 2018 semesters.

2. Please review your program's Learning Outcomes. Do any of them need to be updated or clarified?
 - a. Please provide brief indications of the kinds of assessment (e.g. course exams, term papers, course projects, senior seminar, senior interview, etc.) that might be used to assess each outcome. (The purpose here is to see that your program has considered ways it might measure each outcome.)

PLLG 1: Students should be able to demonstrate effective teamwork and leadership skills.

This was assessed by using a student rating on their learning of teamwork and leadership skills as part of MGMT 730 course (Fall 2017 semester)

A project of launching a product in a foreign market will be used to assess PLLG 2 (Spring 2018 semester)

A case study was used as part of MGMT 759 to assess PLLG 2 (Fall 2017 semester)

Results of assessment will be made available to faculty members during spring 2018 semester and faculty members will discuss if any corrective actions needed or not.

- b. Please compare your Learning Outcomes to the University's main learning objectives: interdisciplinary, problem-focused education; critical thinking; diversity; environmental sustainability; and engaged citizenship. (These objectives were identified in the MLLO Project, which may be found here: <http://www.uwgb.edu/MLLO/>.) Which programmatic outcomes match university mission outcomes?

Learning goal 3: Students will have demonstrated the ability to evaluate business decisions in terms of how they impact sustainability addresses environmental sustainability and engaged citizenship

Learning goal 1, Students should be able to demonstrate effective teamwork and leadership skills, addresses problem-focused education

Learning goal 2: Students will have demonstrated strategic thinking and global awareness addresses critical thinking and interdisciplinary skills.

3. Which outcome will you assess this year (2017-2018)?

All three program level learning goals will be assessed this year.

PLLG 1: Students should be able to demonstrate effective teamwork and leadership skills.

This was assessed by using a student rating on their learning of teamwork and leadership skills as part of MGMT 730 course (Fall 2017 semester)

A project of launching a product in a foreign market will be used to assess PLLG 2 (Spring 2018 semester)

A case study was used as part of MGMT 759 was used to assess PLLG 2 (Fall 2017 semester)

4. Which technique will you use to assess this outcome?

PLLG 1 was assessed by using a student rating on their learning of teamwork and leadership skills as part of MGMT 730 course (Fall 2017 semester). Method: Survey data

A project of launching a product in a foreign market will be used to assess PLLG 2 (Spring 2018 semester); Method: Course embedded project

A case study was used as part of MGMT 759 was used to assess PLLG 2 (Fall 2017 semester). Method: Case study

5. Which course or group of students will you assess on the outcome chosen above and when?

	Learning Outcome 1	Learning Outcome 2	Learning Outcome 3	
MGMT 730	✓			
MGMT 745		✓		
MGMT 759			✓	
Final Portfolio				