

UHCL Assessment Plan  
 FY07 (or academic year 2006-07)  
 School of Business

**This assessment plan was chosen as example plan because it contained specific use of results to improve student learning. In some cases, wording were modified slightly for illustration purposes**

**Master of Business Administration**

Learning Outcomes Assessment

Learning Outcomes	ULO <sup>1</sup>	Assessment Methods	Criteria for Success	Assessment Results	Use of Results
Objective #1: Students will demonstrate mastery of the theories, research and concepts relevant to building effective teams and exhibiting teamwork and leadership skills. The topics covered include:-Building Effective Teams and Teamwork-Developing Communications Skills-Effectively Managing Interpersonal Conflict-Team Problem-Solving-Leading Positive Change-Teamwork, Leadership and Emotional Intelligence Objective #2: Each student will provide documentation of teamwork skill development. This includes the meaningful analysis and interpretation of data and information relevant to current skill levels and demonstration of attempts at specific skill development.	d, h	Objective #1: As part of the MGMT 5133 Teamwork and Leadership Skills course, students are required to complete a total of six "knowledge checks". Each knowledge check has from 13 to 15 true-false and multiple choice questions that cover a chapter in the textbook and/or additional material from class handouts and outside readings. Objective #2: Students prepare an Individual Development Plan at the end of the semester. This plan includes self-assessment data (e.g., personal values, learning style, interpersonal orientation) as well as evaluations of teamwork competencies (e.g., communication, conflict management, problem solving, meeting management skills), and allows the student to document personal improvement in skill proficiency throughout the semester. The Individual Development Plan requires the student to answer 7 questions.	Objective #1: Every student receives a percentage score (number of questions correct divided by total number of questions) on each of the six knowledge checks. A student demonstrates mastery of the material by showing a percentage score of 70% or more for each of the 6 knowledge checks. Seventy percent of the total sample collected must meet this criterion. Objective #2: Students receive a percentage score based on the instructor's evaluation of their responses to the 7 questions in the Individual Development Plan. A student demonstrates skill proficiency and development with a score of 70% or more. Seventy percent of the total sample collected must meet this criterion.	Fall 2006: Overall objective met. Six of seven specific objectives met. Spring 2007: Overall objective met. Five of seven specific objectives met.	Will review specific content areas of "conflict management skills" and "building effective teams". Will review quiz items and revamp as appropriate; suspect results could be influenced by addition of data from online versions of the class and will better try to anticipate their situation.

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Objective: With respect to Global Awareness, students will demonstrate knowledge of: -Global Political Economy-Global Strategy-Cultural Differences- Managing and Negotiating in Diverse Cultures	f	Students will discuss in writing or verbally their knowledge of the four specific objective areas. Maximum three points for each area.	Seventy-five percent of the students will score 66% or better on three of the four areas.	All FY 2006 results satisfactory. No data collected in FY 2007.	Review test items for validity and review performance expectations.
Objective: With respect to Critical Thinking, students will be able to: -Identify Key Issues-Logically Evaluate Pertinent Evidence/Key Points-Assess/Defend Conclusion	a	In a written analysis, students will (1) Identify key issues, (2) Logically evaluate pertinent evidence/key points, (3) Assess/defend conclusion (i.e., recommendations for improvement). Maximum three points for each factor. Assessment will be done in MGMT 6731, ECON 5136 and DSCI 5431.	Seventy-five percent of the students will score 66% or better for each factor and overall.	Fall 2006: Data collected in one section of MGMT 6731 (Online): Overall objective met. Two of three specific objectives met. Data collected in one section of ECON 5136 (Online): Overall objective met. All specific objectives met. Spring 2007: Data collected in one section of DSCI 5431 (Online): Overall objective met. All specific objectives met.	MGMT 6731, ECON 5136 and DSCI 5431: Additional attention will be given to explanation and expectations of objective 3 -- Assess/defend conclusion (i.e., recommendations for improvement).

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Accounting Objectives: With regard to principles, theories, concepts and/or applications, students will demonstrate knowledge of the following topics: - Product Costing-Planning and Decision Making- Performance Measures	h	A committee of two full-time faculty members in the Accounting Program will select 15 questions -- 5 for each of the 3 topics. Each question will be worth one point.	Seventy percent of the students will score 60% or better for each topic and overall.	Fall 2006: Overall objective met. All specific objectives met.	Will locate exam questions that have the lowest difficulty index (i.e., the hardest questions) to determine the topics students are having trouble with, meet with a committee of the managerial accounting instructors, and select some of those questions or write new questions to assess those topics.
Economics Objectives: With regard to principles, theories, concepts and/or applications, students will demonstrate knowledge of the following Macro and Micro Issues:-The macro economy, prices, interest rate and money-Goals of monetary and fiscal policy and public response-The basis for the barriers to trade-Prices, markets efficiency and limitations in the short and long run.	h	Students will answer 12 questions -- 3 for each of the 4 topics. Each question will be worth one point.	Sixty-six percent of the students will score 66% or better for each issue and overall.	Fall 2006 and Spring 2007 (Online): Overall objective met. All specific objectives met.	Prior score profiles will be used as a baseline as course content is updated to include additional international and strategic emphasis.

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Finance Objectives: With regard to principles, theories, concepts and/or applications, students will demonstrate knowledge of the following topics: -Cost of Capital-Capital Budgeting-Evaluating Project Risk-Primary Markets for Debt and Equity-Derivatives	h	A committee of two full-time faculty members in the Finance Program will select 15 multiple-choice questions -- 3 for each of the 5 topics. Each question will be worth one point.	Seventy percent of the students will score 60% or better overall. Seventy percent of the students will score 66% or better for each topic.	Fall 2006: Overall objective not met. Two of five specific objectives met. Spring 2007: Overall objective met. Four of five specific objectives met.	Additional contact time will be devoted to integrating the three weak areas (Cost of Capital, Capital Budgeting, and Project Risk Evaluation) using comprehensive case examples. Emphasis will be on the application of financial theory and the actual skills necessary in each area.

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<p>Management Sciences/Operations Objectives: With regard to principles, theories, concepts and/or applications, students will demonstrate knowledge of the following topics: - Forecasting-Expected Value-Queuing Theory-Inventory Management-PERT-Linear Programming</p>	h	<p>The Decision Sciences faculty will develop 20 multiple-choice questions worth one point each. There will be at least two questions for each topic with the exception of Linear Programming which will have at least 4 questions.</p>	<p>Seventy-five percent of the students will score 75% or better overall. Seventy-five percent of the students will score 66% or better for each topic with the exception of linear programming where the expectation will be 80% or better.</p>	<p>Fall 2006: Overall objective not met. Five of six specific objectives met. Spring 2007: Overall objective not met. Two of six specific objectives met.</p>	<p>The results are primarily driven by inadequacy in linear programming. Currently there are 5 questions with the expectation that students will achieve 80%. Two of the questions were deemed confusing and are being rewritten. A sixth question is being added to the assessment tool. The goal is being changed to 66% which is in line with the goal of the other content areas. The faculty are working together to revise and add the questions and will reassess in Fall 2007. The area of PERT showed poor results in Spring 07, but had adequate results in Fall 06. The sample size for Spring 07 was 26, whereas in Fall 06 the sample size was 54. Furthermore, the Spring 07 results were obtained solely from an online class, which may or may not have affected the results. The faculty will continue to monitor this area when more data are available for 2007 and will investigate differences between online and face-to-face student results.</p>

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Marketing Objectives: With regard to principles, theories, concepts and/or applications, students will demonstrate knowledge of the following topics: Markets, Market Segmentation and/or Target Markets; Product Strategy; Promotion Strategy; Pricing Strategy; Distribution Strategy	h	Students will answer 22 multiple-choice questions. Each question will be worth one point.	Seventy percent of the students will score 68% or better overall. Topics: 1 and 3 -- 70% of students will score 66% or better. 2 and 4 -- 70% of students will score 75% or better. 5 -- 70% of students will score 60% or better.	Overall objective met and scores increased significantly over FY 2006. All specific objectives met (three increased in score significantly and two decreased slightly).	While all goals were met, greater emphasis needs to be given to the content specific objective regarding knowledge of markets, market segmentation, and target markets.

### <sup>1</sup>University Learning Outcomes (ULO)

**In developing student learning outcomes, select from the list below the university level learning outcome(s) that match most closely to the learning outcomes.**

- a. Critical Thinking - The mastery of higher order thinking skills including quantitative and qualifying analysis, synthesis, and evaluation of information, argumentation, problem solving, and creativity.
- b. Communication - Effective written and oral expression including the use of such media as audio, video, text, and graphics.
- c. Information Technology - The application of information technology to search for, access, retrieve, organize, interpret, and transfer information.
- d. Interpersonal Competence - The capacity to understand many points of view and to work responsibly with others in a variety of settings.
- e. Ethical Citizenship - The ability to make ethical decisions in person and professional societal contexts
- f. Global Perspective - The capability to demonstrate awareness of local and global diversity, within the students chosen discipline, the international economy, and the interrelated worldwide environment.
- g. Self-directed Learning - The ability to identify, assess, revise, and monitor learning to achieve personal and professional goals.
- h. Other: Professional accreditation standards