

Management
SBLA
2019 Calendar Year Assessment Report



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Date of Presentation: January 16, 2020

What was assessed?

- List Program Student Learning Outcomes Assessed
- ISLO 5: Industry, Professional, Discipline-Specific Knowledge and Skills



How was the assessment accomplished?

- For BSAD 335/BSAD 450 – the assessment rubric was used by the mentor in the internship to assess the skills of the interns
- For BSAD 406 – the assessment was a third party simulation and word problem assessment used by Tier 1 Business Schools (CompX)



Actual assessment data

Assessment Results - AACU VALUE Rubric for ISLO 5 - PSLO 3

<u>Subject</u>	<u>Course</u>	<u>Sections Participating</u>	<u>Total Measures</u>	<u>Outcome</u>	<u>Semester</u>
BSAD	406	4	11	100% Met	Spring/Fall
BSAD	335	1	3	100% Met	Spring
BSAD	361	2	23	70% Met	Spring/Fall
BSAD	373	1	2	100% Met	Spring
BSAD	450	1	5	100% Met	Spring

Overall Findings for PSLO 3

Total Sections Selected for Assessment	9
Total Sections Assessed	9
% Measures Meeting or Exceeding Target (of those assessed)	85%

Recommendations, Reflections, and Notes:
Attached Separately.

Actual Assessment Data

Mail - Fenner, Charles - Outlook x 1 HOUR Zen Music For Inner x CompXM Index Template x +

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score earned between the relevant Board Queries (measuring business knowledge) and Balanced Scorecard quadrants (measuring business acumen). For example, Marketing scores are based on marketing-related Board Queries and the Customer quadrant of the Balanced Scorecard. For Accounting, scores are based on accounting-related Board Queries and accounting-specific simulation metrics

Click on one of the column headings to sort by that heading.

Functional Domain	Class Average	Population Average
Accounting	67%	66%
Finance	61%	61%
HR	75%	62%
Marketing	69%	62%
Operations	68%	58%
Strategy	66%	59%

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Accounting Finance HR Marketing Operations Strategy

Class Average Population Average

Student Functional Scores

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Actual Assessment Data

Mail - Fenner, Charles - Outlook x | 1 HOUR Zen Music For Inner x | CompXM Index Template x +

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Class Functional Scores

Compare your class average to the Population average for the six functional domains measured through Comp-XM. Scores are compiled as an average score earned between the relevant Board Queries (measuring business knowledge) and Balanced Scorecard quadrants (measuring business acumen). For example, Marketing scores are based on marketing-related Board Queries and the Customer quadrant of the Balanced Scorecard. For Accounting, scores are based on accounting-related Board Queries and accounting-specific simulation metrics.

Click on one of the column headings to sort by that heading.

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Functional Domain	Class Average	Population Average
Accounting	72%	62%
Finance	67%	60%
HR	82%	61%
Marketing	67%	59%
Operations	78%	54%
Strategy	72%	58%

The radar chart displays the following data points:

Functional Domain	Class Average	Population Average
Accounting	72%	62%
Finance	67%	60%
HR	82%	61%
Marketing	67%	59%
Operations	78%	54%
Strategy	72%	58%

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Assessment results: What have the data told us?

- We need to have BSAD 449, Strategy taken immediately before BSAD 406 because BSAD 449 provides practice in the word problems.
- All students who were in the internship performed well. Having a 3.0 GPA for the full internship means that the students will represent us well.



What resources were used or have been requested to close the loop?

- We would like to have a trial of a business game to use in operations management. We anticipate the cost of the game to be 20 students x 60 dollars or 1200 dollars
- The game will be used to support operations management instruction.



What changes would you make to the Assessment Process?

- Remove the requirement for programs with outside accreditors to conduct a five year review.

