

Management | 2016-2017 Assessment Report

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

Learning goal 1: Data was collected in MGMT 730. It will be assessed in Fall 2017 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).

Data was collected from 10 students in MGMT 759 Managing Knowledge for Sustainability in the Fall 2016 semester. Students were given a case study and were asked to reply to the case study questions. Students were assessed on four factors: (1) defining the issue; (2) providing alternative solutions; (3) global perspectives; and (4) multicultural perspectives. Two professors rated the each student on a 4 point scale: (1 = unsatisfactory, 2 = needs improvement, 3 = satisfactory, 4 = exemplary). The results are presented in the table below.

Rating Factors	Sample Size	Minimum	Maximum	Mean	SD	% of Students Who Were Satisfactory
Defining the Issue	10	1	4	3.3	0.58	80%
Providing alternative solutions	10	2	4	3.15	0.47	90%
Global perspectives	10	1	4	2.75	0.75	60%
Multicultural perspectives	10	1	4	3.0	0.47	80%

The results indicate that the students' mean score is above 3 on Factors 1, 2, and 4, which indicates that students have demonstrated a rating of "satisfactory" in these three traits. However, only 60% of the students met the satisfactory threshold in factor 3, compared to a threshold of 75% and the mean for factor 3 is 2.75, which indicates that students need improvement on this factor of Consideration of multiple perspectives.

Learning Goal 3: Students will have demonstrated the ability to evaluate business decisions in terms of how they impact sustainability.

Learning Goal 3: Data was collected from 10 students in MGMT 759 Managing Knowledge for

Sustainability in the Fall 2016 semester. Students were required to conduct a literature review and write a paper that assessed their ability to effectively impact the sustainability of an organization. Students were assessed on four factors: (1) defining the issue; (2) considering multiple perspectives; (3) evaluating the evidence; and (4) procedure and process to solving the issue. Two professors rated the each student on a 4 point scale: (1 = unsatisfactory, 2 = needs improvement, 3 = satisfactory, 4 = exemplary). The results are presented in the table below.

Descriptive Statistics for Rating Factors						
Rating Factors	Sample Size	Minimum	Maximum	Mean	SD	% of Students Who Were Satisfactory
Defining the Issue	10	1	4	3	0.57	90%
Consideration of Multiple Perspectives	10	1	4	2.8	0.82	60%
Evaluation of the Evidence	10	2	4	3	0.47	80%
Procedures to Solve the Issue	10	1	4	3.05	0.86	80%

The results indicate that the students' mean score is above 3 on Factors 1, 3, and 4, which indicates that students have demonstrated a rating of "satisfactory" in these three traits. However, only 60% of the students met the satisfactory threshold in factor 2, compared to a threshold of 75% and the mean for factor 2 is 2.8, which indicates that students need improvement on this factor of Consideration of multiple perspectives.

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

Data indicates that students global perspectives skill needs improvement and their consideration of multiple perspectives also needs improvement.

A semester long project of developing a marketing plan and launching it in a foreign market is proposed to be created in MGMT 745 in Spring 2018 semester. MGMT745 will also include a module on global marketing/strategy. This is to increase students' global awareness according to PLLG 2. In courses where instructors will use case studies (759, 745) instructors will address issue of considering multiple perspectives when solving a case or a problem.

Given that sustainability and global perspectives are key components in management strategy,

course modules and cases that address sustainability and global perspectives will be used in MGMT 745 and 759. Specific course assignments that address students global perspectives and considering different perspectives in decision making will be developed after consulting with instructors.