Management | 2017-2018 Assessment Report

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

Learning Goal 1: Demonstrate effective teamwork and leadership skills.

Students worked on a project in MGMT 730 (leading the self) in Fall 2017 semester. They took a survey rating their team members. . Each student was rated on a 4 point scale: (1 = unsatisfactory, 2 = needs improvement, 3 = satisfactory, 4 = exemplary). Students ratings indicated the following

Skills	Sample	Minimum	Maximum	% students who were satisfactory
Organizational skills	15	3	4	100%
Motivational skills	15	2	4	86.67%
Conflict management	15	1	4	66.67%
People oriented skills	15	3	4	100%
Task oriented skills	15	3	4	100%
Communication skills	15	3	4	100%
Dependability	15	3	4	100%
Contribution	15	3	4	100%
Proactivity	15	2	4	93.33%

Results indicate that students are below the 75% threshold in conflict management skills. In all other skills, they are above the 75% threshold.

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 13 students in MGMT 745 Business and Marketing Strategy in the Spring 2018 semester. Students were given a product launch assignment and were asked to write a report. Students were assessed on four factors: (1) defining the issue; (2) providing alternative solutions; (3) global perspectives; and (4) multicultural perspectives. Each student was rated 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	13	1	4	3.15	0.68	84%
Providing alternative solutions	13	2	4	3.07	0.75	85%
Global perspectives	13	1	4	2.92	0.95	69%
Multicultural perspectives	13	2	4	3.0	0.70	76%

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 69% of the students met the satisfactory threshold in factor 3, compared to a threshold of 75% and the mean for factor 3 is 2.92, which indicates that students need improvement on this factor of global perspectives. However, it is to be noted factor 4 shows an improvement over last year's percentage of 60% and mean of 2.75. So this indicates that students show progress in multicultural perspectives.

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

Data was collected from 9 students in MGMT 759 Managing Knowledge for Sustainability in the Fall 2016 semester. Students were required to answer a case study on water management that assessed their knowledge on sustainability. 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	9	2	4	3.15	0.68	84%
Consideration of Multiple Perspectives	9	2	4	3.07	0.75	84%
Evaluation of the Evidence	9	1	4	2.92	0.495	69%
Procedures to Solve the Issue	9	2	4	3	0.70	76%

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 69% of the students met the satisfactory threshold in factor 3, compared to a threshold of 75% and the mean for factor 2 is 2.92, which indicates that students need improvement on this factor evaluation of evidence.

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

Data indicates that in teamwork and leadership skills, students need improvement in their conflict management skills. In other Program level learning goals, students' evaluation of evidence skill and their global perspectives also needs improvement. Results show moderate improvement over last year. Results will be discussed in next graduate faculty meeting.

A semester long project of developing a marketing plan and launching it in a foreign market was created in MGMT 745 in Spring 2018 semester. MGMT745 also included a module on global marketing/strategy. This is to increase students' global awareness. This will be continued in future semesters and case studies and other course materials given to students will incorporate global perspectives in MGMT 745. Instructors will be requested to include team work activities so that students' conflict management skills improve.

Further assignments and activities that develop students evidence evaluation skills will be developed in consultation with instructors.