

End of Semester Assessment Report for Programs

Program: Business Management Program

Semester/year: Spring 2019

Contact Person: Keeli Deadmond & Mark Jenner

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Program Mission Statement

The Briner School of Business educates and empowers students to effectively impact the world by confidently carrying their faith and knowledge into the marketplace so that culture experiences the difference.

Program Objectives

At the close of their degree, students should be able to:

1. Apply principles studied to effectively recruit, select, train, and retain employees.
2. Design and assess project teams in various business settings.
3. Implement a shared business vision and strategy toward goal achievement by sustaining collaborative work environments and situations.
4. Demonstrate a knowledge of various cultures in both domestic and international settings marked by constant change.
5. Apply financial and operational analytical tools and processes to assess potential organizational issues.
6. Effectively communicate business plans and strategies to stakeholder groups by using appropriate business communication skills.

Assessment Methods and Benchmarks

Program Objective	Introducing	Developing	Mastering
PO1. Apply principles studied to effectively recruit, select, train, and retain employees	BUSN222: Exam #2	<i>Not Available</i>	BUSN 324: Final Paper
	Benchmark: > = 70%		Benchmark: > = 75%
	Evidence: 84%		Evidence: 95%
PO2. Design and assess project teams in various business settings.	ENTR 130 A: Business Model Canvas	<i>Not Available</i>	<i>Not available</i>
	Benchmark: > = 70%		
	Evidence: 80.95%		
PO3. Implement a shared business vision and strategy.	ACCT101: Accounting Practices Project	<i>Not Available</i>	<i>Not Available</i>
	Benchmark: > = 70%		
	Evidence: 78.13%		

PO4. Demonstrate a knowledge of various cultures in both domestic and international settings.	MRKT201: Final Essay	BUSN 324: Quizzes & Exams	<i>Not Available</i>
	Benchmark: > = 70%	Benchmark: > = 70%	
	Evidence: 86%	Evidence: 100%	
PO5. Apply financial and operational analytical tools and processes to assess potential organizational issues.	BUSN101: CLO Papers Total	ACCT201: Final Exam	<i>Not Available</i>
	Benchmark: > = 70%	Benchmark: > = 70%	
	Evidence: 73%	Evidence: 91.3%	
PO6. Effectively communicate business plans and strategies to stakeholder groups by using appropriate business communication skills.	ENTR130: Business Plan	BUSN324: Oral HRM Ethics Presentation and Weekly Journals	<i>Not Available</i>
	Benchmark: > = 70%	Benchmark: > = 70%	
	Evidence: 80.95%	Evidence: 85%	

Analysis of Assessment Findings

Discuss the significance of the findings of the current semester in light of the desired results. What did you learn from the assessment? In particular:

- (1) What strengths and weaknesses do the findings reveal about the program and/or the assessment process?
 - a. One of the issues we have with assessment is gathering all the data in one place. The Business Department and it's students continue to flourish. Our students overall are doing well in their courses and we will continue to assess courses and discuss changes that need to be made to improve them.
- (2) What impact have program changes in the last several years had on student learning (indicate those program changes that resulted from previous assessment findings)?
 - a. The BSB has implemented a new structure based on experiential learning. We use case studies (reading, evaluating, analyzing, and creating) and try to include experiential learning in each course. The program is capped with the ENTR410 course in which students create and run their own business. This model takes pieces from each discipline (accounting, marketing, business management, etc.) and brings it together holistically.
- (3) What impact have recent changes in the assessment process had on the quality and usefulness of the findings? Of particular importance to note are recent changes and improvements in the program that resulted from previous assessment effort.
 - a. Looking at assessment in a clear-cut and comparable format has helped us to continue to make our program better throughout the last few semesters.

Sharing and Discussion of Assessment Findings

In the Briner School of Business Assessment isn't something that we just do at the end of the semester because we are told we have too. We continually assess our courses and delivery method. Each instructor has a different way that they do this. Some take note of things that need to change for a future iteration of the course and change it when it is offered again, some implement changes as they go. During our bi-weekly meetings we discuss the different programs and any changes we need to make. We also meet either in person or via skype between the Fall and Spring semesters to have a formal assessment discussion about what has happened in the Fall semester and what needs to change for future semesters. If the changes are needed in individual courses, we come up with a plan to implement those changes. If it is a larger curriculum change, the curriculum committee meets and takes over the potential change from there.

Use of Assessment Findings for Program Improvement (Action Plan)

A. & C.

Below are changes our instructors intend to make by the next course offering.

BUSN 101:

1. Revamp COL Papers and maybe go to two.
2. Continue online discussions on culture and diversity

Marketing 201:

1. One student suggestion was to give the Building Blocks for the final project sooner to group members and give them all at once like a packet. Great idea.
2. I will stick with the Eatly case one more year but give more direction ahead of time. I'll also request that eCampus give a link, not a DVD.
3. Work to add more conversations on ethics for each chapter.

ACCT 101:

1. Rework the excel assignment at the beginning to make sure students have a better understanding of the assignments.
2. Work ethics project into the schedule better.

BUSN 222:

1. Include more case studies to help understand difficult legal concepts

ACCT 201:

1. Better integrate the interview project.

BUSN 324:

1. Course Restructure

B.

Fall 2018 EOS Assessment Reports

1. I was unable to discuss in January the changes that may need made with Dr. Jenner. I am planning to discuss those later this year.
2. We did talk about classes that are part of multiple programs and decided that adding in each programs objectives would add unnecessary length to the syllabi. I think this has been made much easier to understand with the 5 year plans and the work we have been doing there.
3. The Business management program is still implementing changes made as we continue to revise our curriculum to provide a better understanding of the vase study and experiential learning process.

Supporting Documents

[If you attach any supporting documents, please list them here. You may submit these supporting documents into the D2L dropbox.]