

IUPUC | Division of Business
Outcomes Assessment Report for Spring 2010
May 18, 2010

BS in Business

Overview:

The Division’s program-level outcomes assessment plan was developed over approximately two years, 2007-2009. During May and summer of 2008, full time faculty established program level learning outcomes, incorporated IUPUC PULs, and then mapped these outcomes to courses throughout the curriculum.

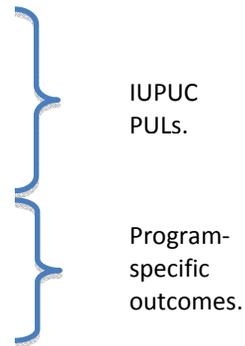
This work was formalized in an “Assurance of Learning” (the term used by the professional accrediting body, Association for the Advancement of Collegiate Schools of Business, AACSB) plan included in our AACSB eligibility application submitted in December 2009 and approved in February 2010.

It’s likely the assurance of learning plan will be revised soon. Assessment itself will drive this, as we learn from our experience with program-level assessment and complete a curriculum review just getting underway.

1. *What general outcomes are you seeking?*

BS in Business: Upon completion of the undergraduate business program at IUPUC students should be able to demonstrate:

1. Core Communication and Quantitative Skills
2. Critical Thinking Skills
3. Integration and Application of Knowledge
4. Intellectual Depth, Breadth, and Adaptiveness
5. Understanding Society and Culture
6. Values and Ethics
7. Leadership Skills
8. Collaboration and Teamwork Skills
9. Career Development Skills
10. General Management Skills



2. *How would you know the outcome if you saw it? (What will students know or be able to do?)*

1. Core Communication and Quantitative Skills
Upon completion of the program, students are able to:
 - 1.1. Write, read, speak and listen.
 - 1.2. Develop and deliver effective presentations.
 - 1.3. Perform quantitative analysis.

- 1.4. Use information resources and technology.
2. Critical Thinking Skills
Upon completion of the program, students are able to:
 - 2.1. Analyze information and ideas carefully and logically from multiple perspectives.
3. Integration and Application of Knowledge
Upon completion of the program, students are able to:
 - 3.1. Use information and concepts from studies in multiple disciplines in their intellectual, professional, and community lives.
4. Intellectual Depth, Breadth, and Adaptiveness
Upon completion of the program, students are able to:
 - 4.1. Examine and organize disciplinary ways of knowing and to apply them to specific issues and problems.
5. Understanding Society and Culture
Upon completion of the program, students are able to:
 - 5.1. Demonstrate the ability to recognize their own cultural traditions and to understand and appreciate the diversity of the human experience, both within the United States and internationally.
6. Values and Ethics
Upon completion of the program, students are able to:
 - 6.1. Make judgments with respect to individual conduct, citizenship, and aesthetics.
7. Leadership Skills
Upon completion of the program, students are able to:
 - 7.1. Provide leadership to teams and projects and to think independently.
8. Collaboration and Teamwork Skills
Upon completion of the program, students are able to:
 - 8.1. Collaborate with others and work effectively on a team.
9. Career Development Skills
Upon completion of the program, students are able to:
 - 9.1. Effectively manage their careers.
10. General Management Skills
Upon completion of the program students are able to:

- 10.1. Use general business principles and tools necessary for adding value in entry-level business positions.

3. *What opportunities (in or out of class) do students have to achieve the desired learning?*

1. Core Communication and Quantitative Skills

Related Performance Criteria:

Students will demonstrate:

1. Effective expression of ideas and facts in a variety of written formats.
2. The ability to comprehend, interpret, and analyze texts.
3. The ability to deliver an effective presentation.
4. The ability to communicate orally in one-on-one and group settings.
5. Proficiency in college-level math.
6. The ability to efficiently use information resources and technology to meet personal and professional needs.

2. Critical Thinking Skills

Related Performance Criteria:

Students will demonstrate:

1. The ability to analyze complex issues and make informed decisions.
2. The ability to synthesize information in order to arrive at reasoned conclusions.
3. The ability to evaluate the logic, validity, and relevance of data.
4. The ability to use knowledge and understanding in order to generate and explore new questions.

3. Integration and Application of Knowledge

Related Performance Criteria:

Students will demonstrate:

1. The ability to enhance their personal lives through the integration and application of knowledge.
2. The ability to meet professional standards and competencies.
3. The ability to further the goals of society.

4. Intellectual Depth, Breadth, and Adaptiveness

Related Performance Criteria:

Students will demonstrate:

1. Substantial knowledge and understanding of at least one field of study (depth).

2. The ability to compare and contrast approaches to knowledge in different disciplines (breadth).
3. The ability to modify one's approach to an issue or a problem based on the contexts and requirements of a particular situation (adaptiveness).

5. Understanding Society and Culture

Related Performance Criteria:

Students will demonstrate:

1. The ability to compare and contrast the range of diversity and universality in human history, societies, and ways of life.
2. The ability to analyze and understand the interconnectedness of global and local concerns
3. The ability to operate with civility in a complex social world.

6. Values and Ethics

Related Performance Criteria:

Students will demonstrate:

1. The ability to make informed and principled choices regarding conflicting situations in their personal and public lives and to foresee the consequences of these choices.
2. Recognition of the importance of aesthetics in their personal lives and to society.

7. Leadership Skills

Related Performance Criteria:

Students will demonstrate:

1. The ability to describe the characteristics of effective leadership.
2. A capacity both to provide and to support effective leadership in organizational situations

8. Collaboration and Teamwork Skills

Related Performance Criteria:

Students will demonstrate:

1. The ability to participate productively in groups and teams, achieving recognition from peers for effective contributions toward team goals.

9. Career Development Skills

Related Performance Criteria

Students will demonstrate:

1. Awareness of their job-related strengths, challenges, interests, and preferences.

2. The ability to develop and use career management tools such as resumes, networking, and job research.

10. General Management Skills

Related Performance Criteria

Students will:

1. Complete a live business case for community clients, including analysis, research, and presentation of recommendations, from an integrative management perspective.
2. Participate in a competitive global business simulation taking into account international business practices and requirements, e.g. monetary policy, capital markets, labor markets, transport of goods, tariffs, and international law.

4. How is each key, desired behavior (from #2) measured?

As explained in our Assurance of Learning Plan (December 2009), our goal for Spring 2010 was to assess program outcomes at two points: (a) Integrative Core, three courses taken as a block by juniors as they begin advanced business studies, and (b) J401, a strategy course that serves as a capstone to the BS degree.

I-Core (BUS F301, M301 and P301):

Rubric-generated evaluation of the following three program-level outcomes:

1. Core Communication and Quantitative Skills
2. Critical Thinking Skills
8. Collaboration and Teamwork Skills

J401 – Business Policy and Strategy:

Standardized performance ratings from an international team-based competitive simulation. These ratings address the following program-level outcomes:

7. Leadership Skills
8. Collaboration and Teamwork Skills
10. General Management Skills

5. What are the assessment results?

I-Core (BUS F301, M301 and P301):

Rubric-generated evaluation of the following three program-level outcomes:

	Sp2010 Class Mean
Communication Skills	7.8
Critical Thinking Skills	7.8
Collaboration and Teamwork Skills	8.4

NOTE: These are rubric-generated ratings of 20 students based on a 10-point scale.

J401 – Business Policy and Strategy:

Standardized performance ratings from an international team-based competitive simulation. These ratings address the following program-level outcomes:

	Fall2009 Class Mean	Sp2010 Class Mean
Leadership Skills	60	61
Collaboration and Teamwork Skills	72	64
General Management Skills*	53	44

NOTE: These are percentiles based on responses to evaluation questions addressing the three areas listed above. The population consists of 36,053 undergraduate students across 37 countries.

* An average of the skill ratings in financial, operations, marketing, and human resources management.

6. *What improvements have been made based on assessment results?*

Because these are the first measurements from any implementation of the Assurance of Learning Plan, it is maybe natural that much of our attention is on improving our assessment tools and process, as well as our understanding of what we are measuring. In particular:

- To make obtaining measurements practical, we probably simplified too much the rubric used in I-Core. Two rubrics might be more useful and provide richer results.
- We have an opportunity in I-Core to obtain evaluation of some student skills from our external clients. But we need some guidelines and an evaluation rubric for that effort, too.
- We have initiated a curriculum review for the undergraduate curriculum that will take place throughout 2010-2011. These results, combined with additional data from Fall 2010 courses, will enhance our understanding of what improvements might be made.

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IU MBA Columbus

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It's likely the assurance of learning plan will be revised soon. Assessment itself will drive this, as we learn from our experience with program-level assessment and complete a curriculum review just getting underway.

1. *What general outcomes are you seeking?*
2. *How would you know the outcome if you saw it? (What will students know or be able to do?)*
3. *What opportunities (in or out of class) do students have to achieve the desired learning?*

IU MBA Columbus: Upon completion of the undergraduate business program at IUPUC students should be able to demonstrate:

1. Integrated Management Knowledge and Skills
 - 1.1 Demonstrate an ability to use cross-functional knowledge and skills to identify organizational problems and develop effective solutions.
 - 1.2 Participate productively in groups and teams, achieving recognition from peers for productive contributions to team goals.
2. Effective Communication
 - 2.1 Communicate complex analyses, and resulting recommendations, in a way that leads to effective decision-making by management peers.
3. Critical and Creative Thinking

- 3.1 Demonstrate an ability to apply cross-functional knowledge and skills in unfamiliar, or unexpected, situations in order to develop adaptive or innovative responses and solutions.

4. Ethical Thinking and Decision-Making

- 4.1 Identify and articulate relevant ethical issues in a given situation, especially those that create a trade-off between two potentially good decisions.
- 4.2 Take an ethical position in a given situations, support it with appropriate reasoning, and effectively communicate it to others.

5. Leadership in a Global Context

- 5.1 Demonstrate a capacity both to lead and to support effective leadership in organizational various situations.
- 5.2 Articulate ways in which strategic decisions impact, and are influenced by, global communities, interests and cultures.

6. Civic Engagement

- 6.1 Employ business management and leadership skills in the service of a non-profit organization in a way that enhances that organization's effectiveness.

4. How is each key, desired behavior (from #2) measured?

As explained in our Assurance of Learning Plan (December 2009), our goal for Spring 2010 was to assess the first program outcome – Integrated Management Knowledge and Skills – at the two points below:

1. Integrated Management Knowledge and Skills

- 1.1 Demonstrate an ability to use cross-functional knowledge and skills to identify organizational problems and develop effective solutions.
- 1.2 Participate productively in groups and teams, achieving recognition from peers for productive contributions to team goals.

Assessment of each was based on standardized performance ratings from an international team-based competitive simulation.

5. What are the assessment results?

J594 – Business Policy and Strategy:

Standardized performance ratings from an international team-based competitive simulation. These ratings address the following program-level outcomes:

	Sp2010 Class Mean
Cross-functional knowledge and skills...	61.5
Group and teamwork productivity...	58.0

NOTE: These are percentiles based on responses to evaluation questions addressing the three areas listed above. The population consists of 10,980 graduate students across 34 countries.

* An average of the skill ratings in financial, operations, marketing, and human resources management.

6. What improvements have been made based on assessment results?

Because of the year-long curriculum review, and current revision underway, we have no immediate improvements directly related to these results.

Rather, the IU MBA Curriculum is being rebuilt in significant ways that will enable us to better address the six learning outcomes and implement a slightly different assurance of learning plan.