

CWU Department Assessment Plan Preparation Form

Department: Management

Program: Bachelor of Science in Business Administration

Department/Program Goals	Related College Goals	Related University Goals	Method(s) of Assessment	Who/What Assessed	When Assessed	Criterion of Achievement
<p>1. We help our students learn foundation knowledge and skills in management, marketing, human resource management, and business law that will aid them in private, government, or non-profit careers or prepare them for additional education.</p>	<p>Strategic Goal 4</p> <p>To manage, deliver and evaluate effective instructional programs by each academic unit. To ensure faculty responsibility and involvement in activities that improve course content and teaching quality.</p>	<p>Goal I</p> <p>Maintain and strengthen an outstanding academic and student life on the Ellensburg Campus.</p> <p>Goal II</p> <p>Provide for an outstanding academic and student life at the university centers.</p> <p>Goal V</p> <p>Achieve regional and national prominence for the university.</p>	<p>Major Field Test in Business.</p>	<p>Student performance in the areas of management, marketing, human resource management, and business law on the Major Field Test in Business.</p>	<p>Fall, Winter, Spring, and Summer Quarters</p>	<p>90% of business administration and accounting students score at or above the 50th percentile on the Major Field Test in Business for the areas of management, marketing, human resource management, and business law.</p>
<p>2. Recruit and admit students into the Bachelor of Science in Business Administration Program who are capable of learning the foundation knowledge and skills in business.</p>	<p>Strategic Goal 2</p> <p>To plan and execute processes for program design and student selection. To ensure the direct linkage between the CB mission and characteristics of students served by the educational program.</p>	<p>Goal I</p> <p>Maintain and strengthen an outstanding academic and student life on the Ellensburg Campus.</p> <p>Goal II</p> <p>Provide for an outstanding academic and student life at the university centers.</p> <p>Goal V</p> <p>Achieve regional and national prominence for the university.</p>	<p>Admission to the B.S. in Business Administration program.</p>	<p>Students admitted or not admitted to the Business Administration major.</p>	<p>Fall, Winter, Spring, and Summer Quarters</p>	<p>100% of students admitted to the Business Administration major meet the minimum admission requirements.</p>

<p>3. Recruit, develop, and maintain management, marketing, human resource management and business law faculty to accomplish the Bachelor of Science in Business Administration Program goals and the College of Business mission with respect to instruction, intellectual contributions (faculty scholarship) and service.</p>	<p>Strategic Goal 1</p> <p>To recruit, develop and maintain faculty to accomplish the CB mission with respect to instruction, intellectual contributions (faculty scholarship) and service. To ensure that faculty resources and activities are congruent with the mission of the CB.</p> <p>Strategic Goal 5</p> <p>To ensure an appropriate level of intellectual contributions production to strengthen teaching excellence and support the mission of the CB.</p>	<p>Goal I</p> <p>Maintain and strengthen an outstanding academic and student life on the Ellensburg Campus.</p> <p>Goal II</p> <p>Provide for an outstanding academic and student life at the university centers.</p> <p>Goal V</p> <p>Achieve regional and national prominence for the university</p>	<p>Recruitment and retention of faculty who meet department, college, and university performance standards of instruction, intellectual contributions (faculty scholarship) and service.</p>	<p>Full-time faculty at Des Moines, Ellensburg, and Lynnwood are evaluated for their academic and professional qualifications according to AACSB standards and CB expectations.</p>	<p>Ongoing</p>	<p>Management Department faculty meet AACSB International Accreditation Standard 10 as follows:</p> <p>Minimum of 50% of full-time Management Department faculty maintain academic qualifications.</p> <p>Minimum of 90% of full-time Management Department faculty maintain academic or professional qualifications.</p> <p>90% of Management Department faculty have two or more qualified publications during the past five years.</p>
<p>4. Assess and improve teaching effectiveness for all classes offered by the Department of Management</p>	<p>Quality in Education</p> <p>Teaching is our top priority. We foster a learning environment characterized by accessible faculty and a high degree of faculty and student interaction</p> <p>Strategic Goal 4</p> <p>To manage, deliver and evaluate effective instructional programs by each academic unit. To ensure faculty responsibility and involvement in activities that improve course content and teaching quality.</p>	<p>Goal I</p> <p>Maintain and strengthen an outstanding academic and student life on the Ellensburg Campus</p>	<p>Record and survey student evaluations of instruction (SEOIs).</p> <p>Peer review of course instruction for tenure-track and adjunct faculty</p>	<p>SEOIs of all courses taught by management faculty over the academic year.</p>	<p>SEOIs reviewed by faculty and Department Chair upon completion of a course.</p> <p>Oversight by Dean.</p>	<p>Faculty averages on SEOIs consistent with overall performance of CWU and other CB faculty.</p> <p>Student written comments on SEOIs are within a normal range for CB faculty.</p>
<p>5. Management Department will</p>	<p>Strategic Goal 6</p>	<p>Goal IV</p>	<p>Faculty membership on</p>	<p>Tenured and tenure-track faculty at Des</p>	<p>Ongoing</p>	<p>100% of tenured and tenure-track Management</p>

<p>strengthen relationships within the university and partnerships with the management, marketing, human resource management and business law profession, industry, other higher education institutions, alumni, and government entities.</p>	<p>To support and actively participate in CWU governance, enrollment management and marketing.</p> <p>Strategic Goal 7</p> <p>To develop partnerships with and serve the needs of state and local constituents.</p> <p>Strategic Goal 8</p> <p>To broaden, expand and strengthen relationships with business professionals and business organizations in the Puget Sound and central regions of Washington state.</p> <p>Strategic Goal 9</p> <p>To enhance alumni relations.</p>	<p>Build mutually beneficial partnerships with the public sector, industry, professional groups, institutions, and the communities surrounding our campus communities.</p> <p>Goal VI</p> <p>Build inclusive and diverse campus communities that promote intellectual inquiry and encourage civility, mutual respect, and cooperation.</p>	<p>university and CB committees.</p> <p>Faculty membership in academic and professional organizations.</p> <p>Faculty leadership in academic and professional organizations.</p> <p>Faculty involvement in student placement activities.</p>	<p>Moines, Ellensburg, and Lynnwood are evaluated for their service in the College of Business, in the University, and in academic and professional organizations.</p>		<p>Department faculty serve on College of Business committees.</p> <p>100% of university standing committees requiring a Management Department representative have a representative.</p> <p>100% of tenure or tenure-track faculty are members of academic and/or professional organizations.</p>
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CWU Program Assessment Plan Preparation Form

Departments: Management and Finance and OSC

Program: Bachelor of Science in Business Administration

Program Goals	Related College Goals	Related University Goals	Method(s) of Assessment	Who/What Assessed	When Assessed	Criterion of Achievement
<p>Knowledge-Based Educational Outcomes. Upon completion of the BSBA program, students should:</p> <p>Have a working knowledge of business administration that will aid them in private, government, or non-profit careers and/or prepare them for additional education.</p>	<p>Value Through curricula based on theory and on practice, we prepare students with the knowledge, competencies and skills that are necessary for productive careers in a dynamic and changing environment.</p> <p>Quality - Curricula reflect current needs and developments in business and promote an understanding of theory and its practical application.</p> <p>Strategic Objective 3 - To create and deliver high quality curricula based on planning and evaluation. - To ensure that undergraduate business curricula provide a broad context within which education for business is set.</p> <p>Strategic Objective 4 - To manage, deliver and evaluate effective instructional programs by each academic unit. - To ensure faculty responsibility and involvement in activities that improve course content and teaching quality.</p>	<p>Goal I. Maintain and strengthen an outstanding academic and student life on the Ellensburg campus.</p> <p>Goal II. Provide for an outstanding academic and student life at the University centers.</p> <p>Goal V. Achieve regional and national prominence for the university.</p>	<p>- Major Field Test in Business</p>	<p>Students enrolled in MGT 489</p>	<p>Fall, Winter, Spring, and Summer Quarters</p>	<p>90% of students score in the 50th percentile or higher on the major field test in business.</p>
			<p>Curriculum review</p>	<p>- Feedback from alumni survey</p> <p>- Use alumni and/or advisory boards' representation in curriculum or program review</p>	<p>In conjunction with program review</p> <p>At least biannually</p>	<p>To be determined</p>
			<p>- Syllabi for all sections of the same business core course will identify common</p>	<p>Department Chair</p>	<p>Each quarter</p>	<p>100% compliance</p>

			learning outcomes and assessments			
<p>Values-Based Educational Outcomes. Upon completion of the BSBA program, students should:</p> <ul style="list-style-type: none"> - comprehend ethical issues and be able to apply an 'ethical decision-making framework' to business decisions. 	<p>Shared Values</p> <ul style="list-style-type: none"> - The faculty and staff of the CB share a set of core beliefs and commitments. We commit ourselves to: <ul style="list-style-type: none"> • prepare students for the future • impart knowledge on which students can build • treat everyone with respect and fairness • exemplify our values by serving as teachers and role models • remain current in our academic disciplines and professional fields 	<p>Goal VI.</p> <p>Build inclusive and diverse campus communities that promote intellectual inquiry and encourage civility, mutual respect, and cooperation.</p>	<p>Introduce ethical decision-making model in BUS 241 or a special two hour class offered week two every quarter and DE to Lynnwood and Des Moines</p> <p>Trial in 07/08, implementation in 08/09</p> <p>Online course rather than special class for 09/10</p>	<p>Assess knowledge of the decision-making model and appreciation of ethical issues</p> <p>Assess ability to apply the decision-making model</p>	<p>In BUS 241 or online quiz for students who take the two hour class</p> <p>Rubric applied to case analysis in MGT 489</p>	<p>Knowledge test results, 90% of students receive at least a 80% result</p> <p>Standards for ability to apply ethical thinking to be determined</p>
<p>Skills-Based Educational Outcomes. Upon completion of the BSBA program., students should:</p> <ul style="list-style-type: none"> - function effectively when in teams both as a leader and as a member. - demonstrate effective oral communication skills 	<p>Strategic Objective 3</p> <ul style="list-style-type: none"> - To create and deliver high quality curricula based on planning and evaluation - To ensure that undergraduate business curricula provide a broad context within which education for business is set <p>Strategic Objective 4</p> <ul style="list-style-type: none"> - To manage, deliver and evaluate effective instructional programs by each academic unit - To ensure faculty responsibility and involvement in activities that improve course content and teaching quality 	<p>Goal I.</p> <p>Maintain and strengthen an outstanding academic and student life on the Ellensburg campus.</p> <p>Goal II.</p> <p>Provide for an outstanding academic and student life at the University centers.</p> <p>Goal IV.</p> <p>Build mutually beneficial partnerships with the public</p>	<p>Rubric Peer, self and instructor assessment of team projects</p> <p>Rubric to assess</p>	<p>Assess leadership skills and ability to work with others</p> <p>Assess ability to present well argued</p>	<p>In OSC 323, MKT 362 & MKT 489</p> <p>MGT 489, MGT 382 &</p>	<p>Rubric will assess team membership and team leadership skills</p> <p>Rubric will assess oral communication skills against 10 dimensions</p>

<p>- demonstrate effective written communication skills.</p> <p>-Apply quantitative and qualitative critical thinking skills to access, develop, and use information to analyze business problems and propose feasible solutions.</p>		<p>sector, industry, professional groups, institutions, and the communities surrounding our campuses.</p> <p>Goal VI.</p> <p>Build inclusive and diverse campus communities that promote intellectual inquiry and encourage civility, mutual respect, and cooperation.</p>	<p>writing skills</p> <p>Rubric to assess oral presentation skills</p> <p>Rubric applied to case analysis</p> <p>Rubric applied to assess financial analysis skills</p>	<p>assertions</p> <p>Asses oral presentation skills</p> <p>Assess Ability to apply case-based analysis to comprehensive business problems and determine feasible solutions</p>	<p>MKT 362</p> <p>MGT 489, MGT 382 & MKT 362</p> <p>MGT 489 & FIN 370</p>	<p>Rubric will assess written communication skills against several dimensions</p> <p>Rubric that will assess ability to use data from comprehensive case studies and determine feasible business solutions</p>
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