

FORM 201B: ASSESSMENT PLAN, 2012

Program/Department: Management Program in MMIS

Program Mission

The mission of Management Program is to produce successful graduates in the field of management who are well equipped in knowledge and technology to compete in a global marketplace, and/or start their own businesses.

Program Effectiveness Objectives (PEOs)

Program effectiveness objectives include a student's ability to:

1. Demonstrate application of managerial concepts and principles in an organization or industry.
2. Analyze organizational decision making process.
3. Utilize product and service design to manage new products.
4. Start and manage a new business venture.
5. Utilize various entry modes to international or global business environment.
6. Recognize the contribution of diverse workplace to organizational effectiveness.
7. Resolve ethical issue when confronted with one.

Student Learning Outcomes (SLOs)

A graduate of the Management Program will be able to:

1. Critically evaluate managerial functions of planning, organizing, leading, and controlling in a corporation or nonprofit organization.
2. Organize thoughts/data to effectively communicate in any business environment.
3. Integrate technology to provide solutions to business problems.
4. Evaluate entrepreneurial opportunities.
5. Integrate management concepts in a global business environment.
6. Assess organizational diversity in a business environment.
7. Determine ethical issues and select appropriate actions.

Program Effectiveness Outcomes (PEOs) and Student Learning Outcomes (SLOs)

PEOs	SLOs	Assessment Instruments	Criteria
1. Demonstrate application of managerial concepts and principles in an industry or nonprofit organization	a. Critically evaluate managerial functions in industry or nonprofit organization	a. Direct Assessment Instrument 1. Principles of Management (MGMT 3010)	C grade and above
2. Analyze organizational	b. Organize thoughts/data	b. Direct Assessment	C and above

decision making process	to effectively communicate in a business environment	Instrument 2. Organization Behavior(MGMT 3020)	
3. Utilize product and service design to manage new product	c. Integrate technology to provide solutions to business problems	c. Direct Assessment Instrument 3. Business Policy and Strategy (MGMT 4890)	C and above
4. Start and manage a new business venture	d. Evaluate entrepreneurial opportunities	d. Direct Assessment Instrument 4. Principles of Management (MGMT 3010)or MGMT 2520	C and above
5. Utilize various entry modes to international or global business environment	e. Integrate management and marketing concepts in a global business management	e. Direct Assessment Instrument 5. International Business (MGMT 4850)	C and above
6. Recognize the contribution of diverse workforce to organizational efficiency	f. Assess organizational diversity in a corporate environment	f. Indirect Assessment Instrument 6. Senior Exit Survey	Percentage of respondents who recognize this situation.
7 Resolve ethical dilemma when confronted	g. Determine ethical issue and select appropriate action.	g. Direct Assessment Instrument 7. Business Policy and Strategy (MGMT 4890)	C and above

Definition of Criteria for Assessment

Grade Level

- A : Demonstration of excellent ability to address problem fully, integrate and apply concepts and principles taught in the College of Business curriculum.
- B : A clear demonstration of some depth and complexity in the analysis and application of concepts and principles taught in the College of Business curriculum.
- C : Adequately demonstrating a good understanding and ability to apply in less complex way, the concepts and principles taught in the College of Business curriculum.
- D : Showing inadequacy in the grasp and application of concepts and principles taught in the curriculum of College of Business.

F : Inability to understand and apply concepts and principles taught in the curriculum of College of Business.

Senior Exit Survey:

This survey is an indirect assessment approach that captures the views and input of graduating students with respect to the program offerings of COB as well as that of Management. The level of student satisfaction is measured on a scale of 1-5 (where 1= extremely dissatisfied, and 5= extremely satisfied).

The survey also measures a student's understanding of the importance and contribution diverse workforce makes in a business organization.