

## ASSESSMENT REPORT – 2012/2013

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### Directions:

### **Assessment Instrument & Learning Outcomes:**

1. INSY 3270 – Management Info System: This course addresses the need for managers to understand and manage the technology necessary for competitive advantage in an increasingly dynamic business environment. Topics include the identification technological competencies, the evaluation of technology, the design and management of systems technological innovation and the integration of technology into the organization. Case studies will emphasize analysis of current business issues using technology such as spreadsheets and presentation graphics. This course [assessment instrument] accommodates the following learning outcomes: 1, 2, 4, 6, 7, and 8 in the assessment plan
2. INSY 4300 – System Analysis and Design: This course focuses on using a systems approach to manage microcomputer-based projects. The emphasis is on planning tools, information gathering techniques, system modeling, project management, and data dictionaries. Students will participate in groups to plan and design a total computer system. This course [assessment instrument] accommodates the following learning outcomes: 1, 2, 3, 4, and 5 in the assessment plan
3. Senior Exit Questionnaire: The purpose of this assessment tool is to determine how students understand our expectations of what they should know upon completion of their degree requirements. It covers different areas such as demographic information, rating general education skills, rating CSU and major, college activities, rating the core courses in Management, Marketing, QBA, Accounting, Finance, and Information Systems. This assessment instrument accommodates all the learning outcomes: 1, 2, 3, 4, 5, 6, 7 and 8 in the assessment plan

**Assessment Instrument & Criteria:**

1. INSY 3270: The students are evaluated based on a pre-test and post-test which are designed for the purpose of the assessment. Each learning outcome will be tested by one or more questions, the pre-test contains 15 questions used in the beginning of the semester to expose student's knowledge in each area of the student learning outcomes and a post-test contains the same questions used toward the end of the semester. The criterion that is used to assess this tool as follows: *75% of students their knowledge and understanding of the tested concepts increased by 50% or better.*
2. INSY 4300: The students are evaluated based on a comprehensive group project. The purpose of the group project is to give students an opportunity to apply the concepts covered in class to real life situations.

Project description:

- The project consists of 2-3 students.
- Each group identifies a systems analysis and design project.
- The project has four components: System Planning, System Requirements Modeling, System Data & Process Modeling, and System Design.
- Each group gives a written and an oral report on each component. The reports are listed below:
  - ❖ A Preliminary Report: System Planning and System Requirements Modeling
  - ❖ An Intermediate Report: System Planning, System Requirements Modeling, and System Data & Process Modeling
  - ❖ A Final Report: System Planning, Requirements Modeling, Data & Process Modeling and Design

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The project/students are evaluated as follows:

Project parts	Learning Outcomes
Team work	3
Oral presentations	3
Writing reports	3
Creative idea (come up with a unique idea for the project to implement)	2, 5
System Planning	1
System Analysis	1, 2, 4
System Design	1, 2, 4

The criterion that is used to assess this tool as follows: *75% of students receiving a minimum of 80% or better.*

3. Senior Exit Questionnaire [updated to accommodate the new assessment plan]: All MIS students in the last semester in their program and when they fill out the complete of study form they are asked to answer and complete a survey. The survey covers different areas such as demographic information, rating general education skills, rating CSU and major, college activities, in addition to rating the core course in Management, Marketing, QBA, Accounting, Finance, and Management Information Systems. See attached document. The criterion that is used to assess this tool as follows: *80% or better of satisfied students in overall course offering in the College of Business and 85% or better of satisfied students in overall course offering in the in the MIS program*

**Evidence to Support Achievement of Student Learning**

INSY3270: The result came as follows: number of students in both fall2012 and spring 2013 is 25, 40% of students their knowledge increased by at least 50% between pre test and post test. See attached

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worksheet.

INSY4300: The result came as follows: number of students is 8, number of groups above the average [70%] is 3 [6 students], and number of groups below the average is 1 [two students]. 75% of the students received 80% or better in the project and the class average in all parts is 81.3%, class average in part #1: Team Work is 86.3%, part #2: Oral Presentation is 73.8%, part #3: Writing Reports is 72.5%, part #4: Creativity is 82.5, part #5: System Planning is 87.8%, part #6: System Analysis & Process/Data Modeling is 82.5%, and part #7: System Design is 83.5%. See attached worksheet.

Senior Exit Questionnaire: Number of students is 5 and the results came as follows in the core subjects 91% in MIS, 89% in MGMT, 72% in MKTG, 68% in FIN, and 67% in ACCT. 77.4% of students are satisfied in overall courses offered in the College of Business and 85% of students are satisfied in overall courses offered in the MIS program. See attached Excel spreadsheet for more information about the Questionnaire results.

### **Analysis and Program Change**

INSY3270: There is an improvement in question #15 [represent learning outcome # 8: Determine ethical issues and select appropriate actions] from last year, that is due to the recommendation made to the advisors to encourage students to take Ethics in IT (elective course). Dr. Alsamar teaches INSY3270, he prepared the questions based on the program learning outcomes, after receiving results, we had a discussion, we think the students were not serious enough when they did the pre-test and post-test because no grades have been assigned to them, we decided for next year to assign few points to both tests and see if that will make any difference.

INSY4300: The students didn't do well in the following areas [oral presentation and writing reports]. There is a need to focus on those two areas and enrich the knowledge and the skills of the students in both of them.

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Senior Exit Questionnaire: the results show a low rate in Accounting and Finance subjects, student's satisfaction in both subjects were below 70%, we will inform and discuss the results with Accounting and Finance department to improve this area in the future. One of the questions in the survey was "How satisfied are you with the college of Business Experience?" 3 out of 5 are satisfied and 2 out of 5 are very satisfied.

Based on our interpretation of the findings, our conclusions and discussions with faculty we recommend the following in the future:

- Enhance student's knowledge and skills in both oral presentation and writing reports
- Hire a fulltime IT person to manage and operate the computer labs
- Create new course in web development

Recommendations from last assessments report and the progress on them:

- Upgrade MS-office from 2007 edition to 2010 edition for all section in INSY1370 [*a decision has been made and the changes will take effect in Fall2013*]
- Upgrade computer labs [*huge efforts and work have been done by dean, assistant dean, MIS faculty members to achieve this task, ITD promised that the upgrade will be completed before Fall 2013*]
- Reorganize the courses in MIS program to enhance the hierarchy structure. [*proposal has been written and approved by college curriculum committee and ready to send it to the university curriculum committee to approve it*]

### **Assessment as a Departmental Priority**

All parties in the college/program [Dean, Assistant Dean, Chair, Advisors, Faculty, and Curriculum Committee] share and discuss the assessments analysis, assessment findings and the recommendations to improve the learning process.

- Advisers use assessments findings and recommendations to advice students what courses to take and when to take them especially the elective courses.

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- Curriculum committee uses assessment finding and recommendation as one of the main factors when they updated the curriculum lately.
- COB Faculty members informed about the assessments results [Senior Exit Questionnaire] what areas students are not satisfied with to improve it.
- Huge efforts and work have been done by dean, assistant dean, MIS faculty members to upgrade the computer lab, ITD promised that the upgrade will be completed before Fall 2013.
- Different activities conducted by the COB such as Brand U Series where students had the opportunity to learn new skills such as business etiquette tips by an outside consultant, and to attend an Executive Leadership Lecture Series such as the BEEP sponsored by the McDonald and UPS.

### **Effectiveness of Program Assessment**

As it is mentioned in the previous sections, faculty and staff members in the college and the program participate in the assessment process and in implementing recommendations that are come out of it. The assessment body in the program receives full support from the dean, assistant dean and the chair.

### **Publicizing Student Learning**

The results of the assessment are published on the department website.

The results of the assessment distributed to the dean, assistant dean, chair, faculty members and staff.

The results of the assessment will be broadcasted on the LCD screens in the BHS building in the fourth floor and fifth floor.