

Annual Goals for Management & Marketing

2010-2011

Title:	Support of AACSB, ACBSP and SACS Accreditation
Description:	Priority Initiative/Action Item 1: (Continuation and expansion of the 2009-10 goal) Management and Marketing Accreditation Initiative to continue to build the infrastructure within the department to support the College of Business drive for AACSB accreditation and to support our current accreditations in ACBSP and SACS. Total expected cost of this initiative is \$250 (for item c). a. Form committees and sub-committees as needed for our work towards accreditation as determined by the COB Executive Committee. b. Continuous examination of Management and Marketing degree programs and individual course offerings to insure that our students are being taught the necessary skills for today's workplace-ongoing. c. Form an outside Department of Management and Marketing Advisory Committee to assist the department in the review and update of our degree programs and course offerings on a yearly basis. The next meeting will be in April, 2011.
Budget:	100.00
University Goals:	1
Strategic Goals:	
Responsibility:	Dan Hallock-Dept. Chair
Participation:	Entire M&M faculty
Results:	We identified external members and have visited with them but not yet as a group. We plan on meeting as a group in April of 2011 to discuss our current degree programs and course offerings in the Department of Management and Marketing. We did meet several times during the 2009-10 academic year and after conducting research online, feedback from conferences and additional personal contacts through our faculty, we made the following changes: *Changed the title of our Marketing degree from Marketing to Professional Marketing *Added two concentrations to the newly titled Professional Marketing degree program: 1. Sales concentration 2. General Marketing concentration *Added two new course offerings 1. Social Media Marketing 2. Advanced Sales *Added one new course offering in Management - Personal Wealth Management

Actions:

Improvements:

Title: Career Planning Initiative

Description: Priority Initiative/Action Item 2: (Continuation and expansion of the 2009-10 goal) Management and Marketing Career Planning Initiative to raise the awareness level of students regarding the various types of support offered by UNA in their career planning and job search. a. Continue to invite UNA Career Services counselors into upper level Management and Marketing courses as guest speakers. b. Continue to expand the capability of our current internship and co-op programs through more input from faculty, business practitioners and through better information dissemination to students.

Budget: 0.00

University Goals: 1,2,5

Strategic Goals:

Responsibility: Dan Hallock, Dept. Chair

Participation: Entire MG & MK faculty

Results: 1. Discussed the formation of a study hall type environment for our MK and MG courses (still in process) 2. Several instructors in specific classes (primarily MG 382W) have had the Career Planning Counselors speak to the class on the importance of planning for their careers, resumes, interviewing skills, etc. 3. Worked with and embraced the changes recommended and now being used regarding our internship program. Melissa Medlin and Heidi Grabryan have been instrumental in revising the program, streamlining the application process and providing online services that have enhanced the effectiveness of our internship program.

Actions:

Improvements:

Title: Globalization and Diversity Initiative

Description: Priority Initiative/Action Item 3: (Continuation and expansion of the 2009-10 goal) Globalization and Diversity Initiative to encourage and support Management and Marketing faculty to improve both the level and intensity of our interaction with our International students. Total expected cost of this

initiative is \$250 (for item a). a. Continued support and expansion of our MBA club and of the Indian Student Organization (ISO) sponsored by Dr. Santanu Borah. b. Faculty will continue to review the current curriculum to insure that global business and diversity issues are adequately covered.

Budget: 800.00

University Goals: 1,2,3,4

Strategic Goals:

Responsibility: Santanu Borah

Participation: Entire MG and MK faculty

Results: Dr. Borah attended a CIBER workshop at the University of Memphis in the Summer of 2010 and came back with some excellent ideas regarding how to further develop our diversity initiative, primarily with our international students and the retooling of our International Business course (MG/MK 491). Dr. Borah is currently leading the effort to write a grant proposal (potential \$90,000 grant) to further this initiative to begin developing an International Business minor or possible International Business concentration under the Professional Management degree program.

Actions:

Improvements:

Title: Academic Support Initiative

Description: Priority Initiative/Action Item 4: (Continuation and expansion of the 2009-10 goal). Management and Marketing Academic Support Initiative to encourage and support the successful implementation of ANGEL course management platform and increase the use of technology in both in-class , hybrid and on-line sections of all courses offered in the Department of Management and Marketing. The department is also investigating the potential for a MG & MK Study Hall/Study Success Center to assist our students in their coursework. Total expected cost of this initiative is \$1500 (for items b, e and f). a. This includes the implementation of Camtasia or whatever software UNA approves in MG & MK courses where such software will enhance the teaching/learning experience (regardless of format). b. This includes the implementation of simulation software in MG/MK 440 and possibly in other MG & MK courses. c. All Management and Marketing courses at both the BBA and MBA level will be reviewed to determine in what format and how often they should be offered in order to produce the best balance for our students. d. Faculty will

continuously examine all Management and Marketing degree programs and also individual course offerings to insure that the department is providing our students with the information and skills need to be successful in today's constantly changing workplace. e. Continue to attract, develop and retain qualified individuals to staff the newly developed Clinical Teaching Assistant (CTA) program. f. Encourage all faculty and our staff person to enhance their technology skills (use of Excel, Access, PowerPoint, Microsoft Project, etc.). This will be accomplished through the UNA Continuing Studies courses offered in software packages usage. g. Continue to support the learning outcomes and assessment initiative to meet SACS, ACBSP and AACSB requirements.

Budget: 2000.00

University Goals: 1,2,4

Strategic Goals:

Responsibility: Dan Hallock, Dept. Chair

Participation: Entire MG & MK faculty

Results:

Actions:

Improvements:

Student Learning Outcomes for Management 2010-2011

Title: 1. Communicate Effectively

Description: 1. To be able to communicate effectively. The Department of Management and Marketing revised the Management degree program in October of 2009 and the revisions were officially approved by ACHE in March of 2010. The revisions included a title change to Professional Management with the addition of four 3-hour concentrations: Human Resource Management, Entrepreneurship, Hospitality Management and General Management. The faculty met in the July of 2010 to discuss the learning objectives for our Professional Management degree. We will meet again in November of 2010

to finalize the Professional Management degree program learning objectives. Once the learning objectives are finalized, the department will develop an imbedded assessment exam that will serve as a direct measure of our Professional Management degree program. We plan on having our initial assessment ready to use as a pilot this December, 2010. The voted on and approved plan (approved 10-1-2010) is that the Professional Management degree learning objectives will be assessed through an embedded comprehensive exam taken in the capstone course (MG 485 - Project Management) each semester (Fall, Spring and Summer). The results will be combined for all three of these time periods into a yearly summary to serve as the benchmark for future revisions.

Budget: \$250.00

Core Competencies: 1

25% Online:

50% Online:

Core Competencies: 1

How Often: Every 3 years

Assessed this Year? No

Responsibility: CoB Goal 1 Coordinator

Participation: Faculty, outside reviewers

Direct Assessments

Individual written reports; presentations

Indirect Assessments

EBI

syllabus review; observation

syllabus review; observation

Results: Not assessed this year. Summary of analysis of results from last year's assessment are attached.

Curriculum: •Collaborate in Team Discussion Posting where students analyze good and bad versions of analytical reports to have a better understanding of “clear purpose and organization”, “sufficient supporting data”, and “direct and economical style”. •Complete Grammar Quiz with required retakes until at 80% minimum mastery before allowing student to work on the first writing assignment; tutorial and resource links provided to assist in mastery. •Groups participate in required practice session before presentation date; practice is recorded and uploaded to learning management system; each person completes self-reflection activity after viewing recording.

Actions: •Monitor Item Analysis from specific questions relating to “appropriate choice of presentation media” on two existing course exams. •Peer Presentation Groups complete evaluations for OTHER groups presenting (live or recorded); includes a rating system and open-ended feedback.

Improvements: Set up both written and oral presentation modules in Angel learning management system available for all COB Faculty that can be incorporated into any COB course requiring written assignments and/or presentations; repository will house adopted rubrics, files from action plan, and many resources on the topics.

Title: 2. Leadership and Teamwork

Description: 2. To be able to demonstrate qualities of Leadership and Teamwork. The Department of Management and Marketing revised the Management degree program in October of 2009 and the revisions were officially approved by ACHE in March of 2010. The revisions included a title change to Professional Management with the addition of four 3-hour concentrations: Human Resource Management, Entrepreneurship, Hospitality Management and General Management. The faculty met in the July of 2010 to discuss the learning objectives for our Professional Management degree. We will meet again in November of 2010 to finalize the Professional Management degree program learning objectives. Once the learning objectives are finalized, the department will develop an imbedded assessment exam that will serve as a direct measure of our Professional Management degree program. We plan on having our initial assessment ready to use as a pilot this December, 2010. The voted on and approved plan (approved 10-1-2010) is that the Professional Management degree learning objectives will be assessed through an embedded comprehensive exam taken in the capstone course (MG 485 - Project Management) each semester (Fall, Spring and Summer). The results will be combined for all three of these time periods into a yearly summary to serve as the benchmark for future revisions.

Budget: \$0.00

Core Competencies: 1,2

25% Online:

50% Online:

Core Competencies: 1,2

How Often: Every 3 years

Assessed this Year? No

Responsibility: CoB Goal 2 Coordinator

Participation: Program coordinator; faculty

Direct Assessments

Projects

Indirect Assessments

EBI

syllabus review; observation

syllabus review; observation

Results: We captured assessment data for two courses for Leadership in 2011S; this data will be analyzed and reported as part of my annual report, which I will get done by mid-July 2011 or earlier. EBI survey preliminary results for spring 2011 are attached.

Curriculum: No changes have been made at this time.

Actions: No changes have been made at this time.

Improvements: Three undergraduate and three graduate courses are currently in the

assessment plan for Teamwork; we did our first calibration assessment in 2009S and will do our second assessment of teamwork in 2011F. We may have more courses than we need in this assessment plan, and will review after the next assessment to determine if an adjustment should be made.

Title:	3. Act Professionally and Ethically
Description:	3. To be able to act professionally and ethically. The Department of Management and Marketing revised the Management degree program in October of 2009 and the revisions were officially approved by ACHE in March of 2010. The revisions included a title change to Professional Management with the addition of four 3-hour concentrations: Human Resource Management, Entrepreneurship, Hospitality Management and General Management. The faculty met in the July of 2010 to discuss the learning objectives for our Professional Management degree. We will meet again in November of 2010 to finalize the Professional Management degree program learning objectives. Once the learning objectives are finalized, the department will develop an imbedded assessment exam that will serve as a direct measure of our Professional Management degree program. We plan on having our initial assessment ready to use as a pilot this December, 2010. The voted on and approved plan (approved 10-1-2010) is that the Professional Management degree learning objectives will be assessed through an embedded comprehensive exam taken in the capstone course (MG 485 - Project Management) each semester (Fall, Spring and Summer). The results will be combined for all three of these time periods into a yearly summary to serve as the benchmark for future revisions.
Budget:	\$0.00
Core Competencies:	1,2
25% Online:	
50% Online:	
Core Competencies:	1,2
How Often:	Every 3 years
Assessed this Year?	No
Responsibility:	CoB Goal 3 Coordinator
Participation:	Program coordinator; faculty
Direct	

Assessments

Embedded test questions

Indirect Assessments

EBI institutional questions and EBI standard questions

syllabus review

syllabus review

Results: a. Survey of students (44 students participating; 17 item survey) enrolled in CoB undergraduate courses summer 2010: Using Ethical Issues Awareness rubric, one item was identified as possibly needing improvement. It is recommended that for future surveys, this item needs to be reworded for clarification. b. Quiz on Ethics and Business Decision Making chapter in two BL 240 (Business Law) sections fall 2010 (46 undergraduate students participating): Forty-six students equally divided between two sections (one on-campus/hybrid and one internet) completed the quiz specifically addressing ethics and business decision making and scored 84% and 86% respectively.

Curriculum: No curriculum changes have been made at this time as assessment results did not indicate a need for such.

Actions: As a result of the quiz scores and EBI responses in BL 240, three discussion topics were created and/or refined for the subsequent semester. The three discussion topics covered ethics, professional responsibility, and strategic misrepresentation/lying in negotiations.

Improvements:

Title: 4. Function in a Global Environment

Description: 4. To be able to function effectively in a diverse, dynamic global economic environment. The Department of Management and Marketing revised the Management degree program in October of 2009 and the revisions were officially approved by ACHE in March of 2010. The revisions included a title change to Professional Management with the addition of four 3-hour concentrations: Human Resource Management, Entrepreneurship, Hospitality

Management and General Management. The faculty met in the July of 2010 to discuss the learning objectives for our Professional Management degree. We will meet again in November of 2010 to finalize the Professional Management degree program learning objectives. Once the learning objectives are finalized, the department will develop an imbedded assessment exam that will serve as a direct measure of our Professional Management degree program. We plan on having our initial assessment ready to use as a pilot this December, 2010. The voted on and approved plan (approved 10-1-2010) is that the Professional Management degree learning objectives will be assessed through an embedded comprehensive exam taken in the capstone course (MG 485 - Project Management) each semester (Fall, Spring and Summer). The results will be combined for all three of of these time periods into a yearly summary to serve as the benchmark for future revisions.

Budget: \$0.00

Core Competencies: 1,2,3,4,5

25% Online:

50% Online:

Core Competencies: 1,2,3,4,5

How Often: Every 3 years

Assessed this Year? Yes

Responsibility: CoB Goal 4 Coordinator

Participation: Program coordinator; international business faculty; international students services staff; department chairs

Direct Assessments

Embedded case study

Indirect Assessments

EBI institutional questions and EBI standard questions

syllabus review

syllabus review

- Results:** A case study, entitled "How BofA Banks on Offshoring" from BusinessWeek, was embedded into two undergraduate classes. The two courses are: 1) EC/FI 463: International Trade & Finance and 2) MG/MK 491: International Business. Students were required to write a case study report focusing on three specific questions. The expectation score was set at 75%. There were a total of 51 received case reports: 16 from the EC/FI 463 class and 35 from the MG/MK 491 class. Students' submissions were evaluated by two independent faculty members (other than the instructors), Jackie Williams and Paul Zhang, using the same rubric. The grading results from the two were averaged. Overall, the average score is 80.42%, above the expectation score 75%. A breakdown of scores for the individual questions is as follows: Q1: 3.51/4.00; Q2: 3.07/4.00; Q3: 3.07/4.00; Total: 9.65/12.00; Percentage: 80.42%. The grading rubric is attached.
- Curriculum:** No curriculum changes have been made. Further analysis will be conducted in the Fall of 2011. After that, syllabi and assignments will be reviewed and discussed with outside experts to determine if any curriculum modification is required.
- Actions:** No other actions/improvements (other than curriculum) have been made. Actions/improvements will be taken, if necessary, pending the outcomes of analyses above.
- Improvements:** No actions or improvements are planned at this stage. Actions/improvements will be taken, if necessary, pending the outcomes of analyses above.

Title: 5. Problem Solving and Decision Making

Description: 5. To be able to identify, analyze, and solve business related problems and make effective decisions in a management environment. The Department of Management and Marketing revised the Management degree program in October of 2009 and the revisions were officially approved by ACHE in March of 2010. The revisions included a title change to Professional Management with the addition of four 3-hour concentrations: Human Resource Management, Entrepreneurship, Hospitality Management and General Management. The faculty met in the July of 2010 to discuss the learning objectives for our Professional Management degree. We will meet again in November of 2010 to finalize the Professional Management degree program learning objectives. Once the learning objectives are finalized, the department will develop an imbedded assessment exam that will serve as a direct measure of our Professional Management degree program. We plan on having our initial assessment ready to use as a pilot this December, 2010. The

voted on and approved plan (approved 10-1-2010) is that the Professional Management degree learning objectives will be assessed through an embedded comprehensive exam taken in the capstone course (MG 485 - Project Management) each semester (Fall, Spring and Summer). The results will be combined for all three of these time periods into a yearly summary to serve as the benchmark for future revisions.

Budget: \$0.00

Core Competencies: 1,2,3,4,5

25% Online:

50% Online:

Core Competencies: 1,2,3,4,5

How Often: Every 3 years

Assessed this Year? Yes

Responsibility: CoB Goal 5 Coordinator

Participation: Faculty

Direct Assessments

Projects

Indirect Assessments

EBI

syllabus review

syllabus review

Results: Embedded projects were completed and graded in MG 420 and EBI survey was administered in MG 498 during spring 2011. Preliminary results are available (attached) from the EBI survey. Analysis of the embedded projects

will be conducted in Fall 2011.

- Curriculum:** No curriculum changes have been proposed, pending the completion of the analysis of results listed above.
- Actions:** No other actions have been proposed, pending the completion of the analysis of results listed above.
- Improvements:** The next step in the process is to analyze the results and create an action plan, if actions are indicated.
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Title: 6. Exhibit the required Knowledge and Skills

Description: 6. To be able to exhibit the knowledge and skills appropriate to the field of Human Resources Management or Professional Management or Hospitality Management (depending upon the concentration). The Department of Management and Marketing revised the Management degree program in October of 2009 and the revisions were officially approved by ACHE in March of 2010. The revisions included a title change to Professional Management with the addition of four 3-hour concentrations: Human Resource Management, Entrepreneurship, Hospitality Management and General Management. The faculty met in the July of 2010 to discuss the learning objectives for our Professional Management degree. We will meet again in November of 2010 to finalize the Professional Management degree program learning objectives. Once the learning objectives are finalized, the department will develop an embedded assessment exam that will serve as a direct measure of our Professional Management degree program. We plan on having our initial assessment ready to use as a pilot this December, 2010 or Spring 2011. The MG and MK faculty voted on and approved a plan (approved 10-1-2010) that the Professional Management degree learning objectives will be assessed through an embedded comprehensive exam taken in the capstone course (MG 485 - Project Management) each semester (Fall, Spring and Summer). The results will be combined for all three of these time periods into a yearly summary to serve as the benchmark for future revisions. The learning goals for the Professional Management degree were approved in March 2011 and a pilot assessment exam was developed and administered in early May 2011. The assessment exam needs to be tweaked and validated and that will be done during the Summer of 2011. See attached file to view the approved Professional Management Learning Goals.

Budget: \$0.00

Core Competencies: 1,2,3,4,5

25% Online: 1

50% Online:

Core Competencies: 1,2,3,4,5

How Often: Per semester

Assessed this Year? No

Responsibility: Dr. Dan Hallock, Chair

Participation: Dr. Jeremy Stafford is the lead MG faculty member and all MG faculty members are also involved in the assessment process.

Direct Assessments

The Professional Management degree learning objectives will be assessed through an embedded comprehensive exam taken in the capstone course (MG 485 - Project Management) each semester (Fall, Spring and Summer).

Indirect Assessments

Results: The learning goals for the Professional Management degree were approved in March 2011. A pilot assessment exam was given in the SP 2011 but the sample size was very small (16 students). The results will be reviewed and the questions changed as needed and the exam will be administered again in the Summer 2011 and revised as needed. Beginning in the Fall 2011, a valid and reliable assessment should be ready to be administered in all three semesters of the 2011-12 academic year. Dr. Jeremy Stafford will be the lead MG faculty member in developing and evaluating this assessment. See attached file to view the approved Professional Management Learning Goals.

Curriculum: No curriculum changes were made due to the results of the pilot assessment exam.

Actions:

Improvements:

Student Learning Outcomes for Marketing

2010-2011

Title:	1. Communicate Effectively
Description:	1. To be able to communicate effectively. The Department of Management and Marketing revised the Marketing degree program in October of 2010 and these revisions will not become official until approved by ACHE in March of 2011. The faculty will meet in November of 2010 to discuss the learning objectives for our new but not yet officially approved Professional Marketing degree. We will meet again after the official approval (tentatively in April 2011) to finalize the Professional Marketing degree program learning objectives. Once the learning objectives are finalized, the department will develop an imbedded assessment exam that will serve as a direct measure of our Professional Marketing degree program. We plan on having our initial assessment ready to use as a pilot in May, 2011. The voted on and approved plan (approved 10-1-2010) is that the Professional Marketing degree learning objectives will be assessed through an embedded comprehensive exam taken in the capstone course (MK 498 - Marketing Management) each semester (Fall, Spring and Summer). The results will be combined for all three of of these time periods into a yearly summary to serve as the benchmark for future revisions.
Budget:	\$250.00
Core Competencies:	1
25% Online:	
50% Online:	
Core Competencies:	1
How Often:	Every 3 years
Assessed this Year?	No
Responsibility:	CoB Goal 1 Coordinator
Participation:	Faculty, outside reviewers
Direct Assessments	

Individual written reports; presentations

**Indirect
Assessments**

EBI

syllabus review; observation

syllabus review; observation

Results: Not assessed this year. Summary of analysis of results from last year's assessment are attached.

Curriculum: •Collaborate in Team Discussion Posting where students analyze good and bad versions of analytical reports to have a better understanding of “clear purpose and organization”, “sufficient supporting data”, and “direct and economical style”. •Complete Grammar Quiz with required retakes until at 80% minimum mastery before allowing student to work on the first writing assignment; tutorial and resource links provided to assist in mastery. •Groups participate in required practice session before presentation date; practice is recorded and uploaded to learning management system; each person completes self-reflection activity after viewing recording.

Actions: •Monitor Item Analysis from specific questions relating to “appropriate choice of presentation media” on two existing course exams. •Peer Presentation Groups complete evaluations for OTHER groups presenting (live or recorded); includes a rating system and open-ended feedback.

Improvements: Set up both written and oral presentation modules in Angel learning management system available for all COB Faculty that can be incorporated into any COB course requiring written assignments and/or presentations; repository will house adopted rubrics, files from action plan, and many resources on the topics.

Title: 2. Leadership and Teamwork

Description: 2. To be able to demonstrate qualities of leadership and teamwork. The Department of Management and Marketing revised the Marketing degree program in October of 2010 and these revisions will not become official until approved by ACHE in March of 2011. The faculty will meet in November of 2010 to discuss the learning objectives for our new but not yet officially

approved Professional Marketing degree. We will meet again after the official approval (tentatively in April 2011) to finalize the Professional Marketing degree program learning objectives. Once the learning objectives are finalized, the department will develop an imbedded assessment exam that will serve as a direct measure of our Professional Marketing degree program. We plan on having our initial assessment ready to use as a pilot in May, 2011. The voted on and approved plan (approved 10-1-2010) is that the Professional Marketing degree learning objectives will be assessed through an embedded comprehensive exam taken in the capstone course (MK 498 - Marketing Management) each semester (Fall, Spring and Summer). The results will be combined for all three of these time periods into a yearly summary to serve as the benchmark for future revisions.

Budget:	\$0.00
Core Competencies:	1,2
25% Online:	
50% Online:	
Core Competencies:	1,2
How Often:	Every 3 years
Assessed this Year?	No
Responsibility:	CoB Goal 2 Coordinator
Participation:	Program coordinator; faculty
Direct Assessments	
	Projects
Indirect Assessments	
	EBI

syllabus review; observation

syllabus review; observation

Results: We captured assessment data for two courses for Leadership in 2011S; this data will be analyzed and reported as part of my annual report, which I will get done by mid-July 2011 or earlier. EBI survey preliminary results for spring 2011 are attached.

Curriculum: No changes have been made at this time.

Actions: No changes have been made at this time.

Improvements: Three undergraduate and three graduate courses are currently in the assessment plan for Teamwork; we did our first calibration assessment in 2009S and will do our second assessment of teamwork in 2011F. We may have more courses than we need in this assessment plan, and will review after the next assessment to determine if an adjustment should be made.

Title: 3. Act Professionally and Ethically

Description: 2. To be able to act professionally and ethically. The Department of Management and Marketing revised the Marketing degree program in October of 2010 and these revisions will not become official until approved by ACHE in March of 2011. The faculty will meet in November of 2010 to discuss the learning objectives for our new but not yet officially approved Professional Marketing degree. We will meet again after the official approval (tentatively in April 2011) to finalize the Professional Marketing degree program learning objectives. Once the learning objectives are finalized, the department will develop an imbedded assessment exam that will serve as a direct measure of our Professional Marketing degree program. We plan on having our initial assessment ready to use as a pilot in May, 2011. The voted on and approved plan (approved 10-1-2010) is that the Professional Marketing degree learning objectives will be assessed through an embedded comprehensive exam taken in the capstone course (MK 498 - Marketing Management) each semester (Fall, Spring and Summer). The results will be combined for all three of these time periods into a yearly summary to serve as the benchmark for future revisions.

Budget: \$0.00

Core Competencies: 1,2

25% Online:

50% Online:

Core 1,2

Competencies:**How Often:** Every 3 years**Assessed this Year?** No**Responsibility:** CoB Goal 3 Coordinator**Participation:** Program coordinator; faculty**Direct Assessments**

Embedded test questions

Indirect Assessments

EBI institutional questions and EBI standard questions

syllabus review

syllabus review

Results: a. Survey of students (44 students participating; 17 item survey) enrolled in CoB undergraduate courses summer 2010: Using Ethical Issues Awareness rubric, one item was identified as possibly needing improvement. It is recommended that for future surveys, this item needs to be reworded for clarification. b. Quiz on Ethics and Business Decision Making chapter in two BL 240 (Business Law) sections fall 2010 (46 undergraduate students participating): Forty-six students equally divided between two sections (one on-campus/hybrid and one internet) completed the quiz specifically addressing ethics and business decision making and scored 84% and 86% respectively.**Curriculum:** No curriculum changes have been made at this time as assessment results did not indicate a need for such.**Actions:** As a result of the quiz scores and EBI responses in BL 240, three discussion topics were created and/or refined for the subsequent semester. The three discussion topics covered ethics, professional responsibility, and strategic misrepresentation/lying in negotiations.

Improvements:

Title:	4. Function in a Global Environment
Description:	4. To be able to function effectively in a diverse, dynamic global economic environment. The Department of Management and Marketing revised the Marketing degree program in October of 2010 and these revisions will not become official until approved by ACHE in March of 2011. The faculty will meet in November of 2010 to discuss the learning objectives for our new but not yet officially approved Professional Marketing degree. We will meet again after the official approval (tentatively in April 2011) to finalize the Professional Marketing degree program learning objectives. Once the learning objectives are finalized, the department will develop an imbedded assessment exam that will serve as a direct measure of our Professional Marketing degree program. We plan on having our initial assessment ready to use as a pilot in May, 2011. The voted on and approved plan (approved 10-1-2010) is that the Professional Marketing degree learning objectives will be assessed through an embedded comprehensive exam taken in the capstone course (MK 498 - Marketing Management) each semester (Fall, Spring and Summer). The results will be combined for all three of these time periods into a yearly summary to serve as the benchmark for future revisions.
Budget:	\$0.00
Core Competencies:	1,2,3,4,5
25% Online:	
50% Online:	
Core Competencies:	1,2,3,4,5
How Often:	Every 3 years
Assessed this Year?	Yes
Responsibility:	CoB Goal 4 Coordinator
Participation:	Program coordinator; international business faculty; international students services staff; department chairs
Direct Assessments	

Case Study

Indirect Assessments

EBI institutional questions and EBI standard questions

syllabus review

syllabus review

Results:

A case study, entitled "How BofA Banks on Offshoring" from BusinessWeek, was embedded into two undergraduate classes. The two courses are: 1) EC/FI 463: International Trade & Finance and 2) MG/MK 491: International Business. Students were required to write a case study report focusing on three specific questions. The expectation score was set at 75%. There were a total of 51 received case reports: 16 from the EC/FI 463 class and 35 from the MG/MK 491 class. Students' submissions were evaluated by two independent faculty members (other than the instructors), Jackie Williams and Paul Zhang, using the same rubric. The grading results from the two were averaged. Overall, the average score is 80.42%, above the expectation score 75%. A breakdown of scores for the individual questions is as follows: Q1: 3.51/4.00; Q2: 3.07/4.00; Q3: 3.07/4.00; Total: 9.65/12.00; Percentage: 80.42%. The grading rubric is attached.

Curriculum:

No curriculum changes have been made. Further analysis will be conducted in the Fall of 2011. After that, syllabi and assignments will be reviewed and discussed with outside experts to determine if any curriculum modification is required.

Actions:

No other actions/improvements (other than curriculum) have been made. Actions/improvements will be taken, if necessary, pending the outcomes of analyses above.

Improvements:

No actions or improvements are planned at this stage. Actions/improvements will be taken, if necessary, pending the outcomes of analyses above.

Title:

5. Problem Solving and Decision Making

Description:

5. To be able to identify, analyze, and solve business related problems and make effective decisions in a marketing environment. The Department of Management and Marketing revised the Marketing degree program in October of 2010 and these revisions will not become official until approved by ACHE in March of 2011. The faculty will meet in November of 2010 to

discuss the learning objectives for our new but not yet officially approved Professional Marketing degree. We will meet again after the official approval (tentatively in April 2011) to finalize the Professional Marketing degree program learning objectives. Once the learning objectives are finalized, the department will develop an imbedded assessment exam that will serve as a direct measure of our Professional Marketing degree program. We plan on having our initial assessment ready to use as a pilot in May, 2011. The voted on and approved plan (approved 10-1-2010) is that the Professional Marketing degree learning objectives will be assessed through an embedded comprehensive exam taken in the capstone course (MK 498 - Marketing Management) each semester (Fall, Spring and Summer). The results will be combined for all three of these time periods into a yearly summary to serve as the benchmark for future revisions.

Budget:	\$0.00
Core Competencies:	1,2,3,4,5
25% Online:	
50% Online:	
Core Competencies:	1,2,3,4,5
How Often:	Every 3 years
Assessed this Year?	Yes
Responsibility:	CoB Goal 5 Coordinator
Participation:	
Direct Assessments	Projects
Indirect Assessments	EBI

syllabus review

syllabus review

- Results:** Embedded projects were completed and graded in MG 420 and EBI survey was administered in MG 498 during spring 2011. Preliminary results are available (attached) from the EBI survey. Analysis of the embedded projects will be conducted in Fall 2011.
- Curriculum:** No curriculum changes have been proposed, pending the completion of the analysis of results listed above.
- Actions:** No other actions have been proposed, pending the completion of the analysis of results listed above.
- Improvements:** The next step in the process is to analyze the results and create an action plan, if actions are indicated.

Title: 6. Exhibit the required Knowledge and Skills

Description: 6. To be able to exhibit knowledge and skills appropriate to the field of Marketing. The Department of Management and Marketing revised the Marketing degree program in October of 2010 and these revisions will not become official until approved by ACHE in March of 2011. The faculty will meet in November of 2010 to discuss the learning objectives for our new but not yet officially approved Professional Marketing degree. We will meet again after the official approval (tentatively in April 2011) to finalize the Professional Marketing degree program learning objectives. Once the learning objectives are finalized, the department will develop an embedded assessment exam that will serve as a direct measure of our Professional Marketing degree program. We plan on having our initial assessment ready to use as a pilot in May, 2011. The MK faculty voted on and approved a plan (approved 10-1-2010) that the Professional Marketing degree learning objectives will be assessed through an embedded comprehensive exam taken in the capstone course (MK 498 - Marketing Management) each semester (Fall, Spring and Summer). The results will be combined for all three of these time periods into a yearly summary to serve as the benchmark for future revisions.

Budget: \$0.00

Core Competencies: 1,2,3,4,5

25% Online: 1

50% Online:

Core 1,2,3,4,5

Competencies:**How Often:** Per semester**Assessed this Year?** No**Responsibility:** Dr. Dan Hallock, Chair**Participation:** Dr. Melissa Clark is the lead MK faculty and all MK faculty are involved in the assessment process.**Direct Assessments**

The Professional Marketing degree learning objectives will be assessed through an embedded comprehensive exam taken in the capstone course (MK 498 - Marketing Management) each semester (Fall, Spring and Summer).

Indirect Assessments

Results: A pilot comprehensive exam was given in the SP 2011 but the sample size was very small (11 students). The results will be reviewed and the questions changed as needed and the exam will be administered again in the Summer 2011 and revised as needed. Beginning in the Fall 2012 a valid and reliable assessment should be ready to be administered in all three semesters of the 2011-12 academic year. Dr. Melissa Clark will be the lead MG faculty member in developing and evaluating this assessment.

Curriculum:**Actions:****Improvements:**