

ASSESSMENT PLAN FOR THE UNDERGRADUATE MAJOR IN MANAGEMENT

The Department of Management has revised its assessment program in accordance with feedback from the Program Review and Assessment Committee of the OVPI. This revision incorporates minor changes to the existing Learning Outcomes, and significant changes and additions to the existing assessment methods.

I. LEARNING OBJECTIVES

A primary objective of the management major is to provide students with the knowledge, skills and perspective necessary to manage modern organizations more effectively. Students will need to acquire the ability to work with and through groups of people to achieve a common goal. They must be able to think creatively with regard to problem solving in all areas of business and to communicate their ideas in both oral and written form. These broad goals are incorporated in the following learning outcomes.

At the time of graduation, students majoring in Management should be able to:

1. Recognize and analyze ethical issues along with organizational and environmental forces that influence ethical behavior within organizations.
2. Identify a total quality framework that links customer focus, top management commitment, continuous improvement, supplier input, and a process oriented view of the organization, and be able to use the necessary tools required to implement a total quality management program within an organization.
3. Explain the key managerial tasks of building a capable organization, linking budget to plan, generating commitment, implementing strategy-supportive policies and exercising strategic leadership by conducting a SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis which evaluates the environment, competitive advantage, level of diversification, and overall strategy of the firm.
4. Explain employment process activities and selection techniques for staffing jobs and compensating human resources, and have an understanding of how pay structures, incentives and benefits, add value to an organization's performance.
5. Understand and utilize organizational behavior concepts as they relate to both individual and group behavior in a work setting and how behavior influences productivity and organizational effectiveness as it relates to issues of diversity, perception, motivation, decision making, group behavior, leadership, conflict, stress, culture and socialization.

II. ASSESSMENT METHODS

The procedure for assessing achievement of our learning outcomes will utilize four methods. These are:

- **Pre/post testing.** All students would be given a preliminary examination (administered at the beginning of the Management 3000 course, a prerequisite for all subsequent management courses). This test contains input from the management faculty concerning material included in the required courses, which corresponds directly to the learning outcomes. Similar material will then be tested upon completion of each of the major courses for comparison purposes.
- **Exit interviews/survey.** During the students final advising appointment, an exit interview and survey will be conducted to elicit information concerning the Management major. Specifically the interview/survey will be structured to obtain information concerning the learning outcomes of the major.
- **Alumni Survey.** Management alumni are asked to complete a questionnaire in order to assess the value of the Management major with respect to their current position. Questions will also address how the major has contributed to their success, and what information could be included in the major to make it more beneficial.
- **Employment information.** The success of a business major corresponds directly with how it prepares students to achieve success in the business world. Data on job placement will provide critical information for assessing the Management major and its learning objective.

III. ANALYSIS OF DATA AND PROGRAM ASSESSMENT

The department's Undergraduate Assessment Committee (rotating faculty membership) will evaluate the data accumulated from the methods described above.

Specifically, this committee will review the results of :

- Pre/post test in order to assess the extent to which the Learning Objectives were achieved. The evaluation will include an overall assessment (and comparison of pre/post performance), as well as identification of any specific weaknesses related to particular Learning Objectives.

- The committee will review the exit/alumni questionnaires and will produce a summary of the findings. Additionally, the committee will attempt to assess strengths and weaknesses of the program and include recommendations in the summary.
- Employment data will be analyzed and comparisons documented over time to assess if the Management major is fulfilling the needs of the business community.

After a review of the assessment methods, the committee will determine to what degree each of the Learning Objectives are being achieved by Management majors. In addition, the interviews and surveys will provide will permit assessment of the student and alumni perceptions of the program. A report to the faculty by the committee will assess each of the Learning Objectives. If the assessment methods indicate that an acceptable level of attainment has not been achieved for a Learning Objective, additional analysis will focus on determining if the assessment method was appropriate or if a specific deficiency exists within the program. Suggestions for revising methods and/or improving the program will then be developed.

The report of the committee will be presented to the faculty and discussed at an annual meeting focused specifically on the assessment process. Faculty will be charged with developing modification to the program, where assessments indicate failure to meet the Learning Objectives. Faculty will also consider additional assessment procedures or modifications to existing procedures.

Respectfully submitted,

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