ANNUAL PLO ASSESSMENT REPORT
2013-14

I. Program Information

<table>
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<tr>
<th>Program Name</th>
<th>Name of Department Chair or Program Director</th>
<th>Annual Report for Academic Year</th>
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<tr>
<td>Crowell School of Business UG</td>
<td>Dr. David Bourgeois/ Beth Starr</td>
<td>2013-14</td>
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II. PLO Assessment Activity

List the Program Learning Outcome Assessed this Year

Explain key concepts, theories and practices important to the management of organizations and apply them to specific situations facing organizations.

Describe the student evidence collected to evaluate the outcome (e.g. the final research paper from BBST 465)

Course: BUSN 344 Global Marketing Management

Brief Assignment Description: Final Group written project paper with presentation to class and Professor. This project explains key concepts and theories important to management of organization globally and gives the marketing implication about entering a certain country along with the framework for addressing them from a Christian perspective.

<table>
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<tr>
<th>Indicate the Number of Assignments Collected:</th>
<th>Indicate the Number of Collected Assignments Evaluated:</th>
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<tr>
<td>6</td>
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If only some assignments were evaluated, please explain why, and the selection process

N/A
Evaluation Process (Please explain how the student evidence was evaluated. Please attach rubrics or other evaluation materials used)
I have attached rubric(s) used for evaluation. _X_ Yes ___ No

Individual(s) who evaluated the evidence: Professor Lari Mobley and class on presentation

How the evidence was evaluated: There were 5 groups of 6 and 1 group of 5. They were to put together a written paper and do a presentation to the class. They were given the rubric prior to the assignment to help guide them. The presented their findings to the entire class and were evaluated on the presentation by the class and Professor and the written assignment only by the Professor

Summary of Results (Please include a description, using percentages and mean scores, of the major findings from the assessment activity. Data or charts may be attached)

Presentation: Minimum score would be 70%. All groups exceeded expectations on this assignment. 30% received greater than 80% but less than 90%, where 60% were achieved greater than 90%.

Written Project: Minimum score would be 105 points. All groups exceeded the 105 points. 33% of students had exemplary scores, 50% had accomplished scores and 16% just exceeded the minimum score to pass.

Methods Used for Sharing Assessment Information

A faculty team met to discuss these results on __10/8/14________________. Briefly describe the number of team members involved and the process/method of discussion.

(date)

Note: this is an essential part of the process and must be completed before moving forward with the remainder of the report.

Conclusions

What did the data tell your faculty team about students' attainment of the learning outcome?
The Faculty decided to have the Professor of this class include an updated description on how to cite sources as a component to the assignment. That seems to be the area that caused the concern for the 16% that just passed.

Explain any strength or weakness suggested about the curriculum:
It was agreed that this was an excellent assignment to measure key concepts, theories and practices important to the management of organizations and apply them to specific situations facing organizations. However, they suggested that adding a component to the rubric that reminded students how to cite sources would be appropriate.
## Identifying Changes to Result From Faculty Team's Conclusions

The evidence suggested that we need to:

- [ ] Develop a Rubric
- [X] Revise Existing Rubric
- [ ] Revise the Assignment
- [ ] Implement a new pedagogy
- [ ] Implement new technology
- [X] Provide models to students
- [ ] Identify courses earlier in program where students could further practice the skill
- [ ] Revise Curriculum Map
- [ ] Revise Course sequencing
- [ ] Other – Please Specify:

*Please describe the changes and/or improvement planned as a result of your analysis.*

A component was added to the rubric along with models that show students how to cite sources.

___

No changes (while this would be unlikely, in rare cases where multiple cycles of assessment have already occurred, this might occur)

*Please Explain:*

## Implementing the Proposed Change

**Describe the change that will be implemented:**

A component reminding the students how to cite sources was added to the assignment details.

**When will the change be implemented?**

The change will be implemented in the Fall of 2014.

**How will the change be implemented?**

A component reminding the students how to cite sources was added to the assignment details as well as in the lecture and updating the rubric.
### III. PLO Assessment Plan for Next Academic Year (2014-2015)

All of the items in Section III are about the assessment activity the department/program plans to complete during the next academic year.

**List the Program Learning Outcome(s) to be assessed**

**Technology and Analytical:** Students will demonstrate their understanding of the role digital technologies play in the success of organizations and will demonstrate proficiency in the use of digital technologies by solving business problems using those technologies.

**Describe the student evidence to be collected for assessment**

Digital Consulting Project from Digital Business. Students will analyze the online presence of a real business. They will make recommendations and help to implement them.

**Term evidence will be collected:** *(Note: experience indicates it is often best to assess in fall, and complete the analysis in spring)*

<table>
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<tr>
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<th>Fall 2014</th>
<th>Spring 2015</th>
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*(if student evidence is collected in Spring 2015, the analysis may need to be completed in Fall 2015.)*

### IV. Follow Up on PLO Assessment and Programmatic Changes from Previous Year (2012-13)

**List the Program Learning Outcome Assessed in 2012-13**

**Critical Thinking:** Students will demonstrate the ability to identify, analyze, and evaluate alternative solutions to a wide range of business problems by presenting reliable, valid, and logical arguments that drive innovation.

**Describe the student evidence that was collected for assessment**

The Final presentation in BUSN 470 Strategic Management – Business Capstone Course

**What curricular change was implemented?**

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This year was the 1st year in a major curriculum change for this course. We have decided to keep as is since everyone scored well. We want to try it a couple more times before any changes are made so we can have more data to compare.

**Has there been any observable impact on teaching or learning? If so, describe.**

N/A

**If no data was collected, when will new data be collected and evaluated?**

We collect the data every year. We will evaluate again end of the 15/16 school year as entire faculty. However the current Professor evaluates after every semester to see what can be done to help the students over achieve on this assignment. We will be adding this as filmed assignment that our students can add to their e-portfolios as well.