			Table 2	
		BSBA/BSIS Goal Assessment and Follow-Up		
Learning Goals/*Learning Objectives*	**Assessment Method and/or Measures**	**Target Performance Level**	**Results**	**Follow-up**
Business Content Knowledge *Students will understand basic accounting principles and practices*	Individual Student Performance on accounting-related items from the ETS major field exam	Goal is for students to correctly answer 50% of the accounting related questions.	Performance target for accounting items was met (50% were answered correctly)	Evaluations reveal improvement needed in income statement analysis/ statement of retained earnings
Understand basic management principles and practices	Individual Student Performance on management-related items from the ETS major field exam	Goal is for students to correctly answer 50% of the management related questions.	Performance target for management items was met (61% were answered correctly)	Evaluations reveal improvement needed in strategic analysis, total quality management, entrepreneurship, history/theory, org communication, and functions
Understand basic economic principles	Individual Student Performance on economics-related items from the ETS major field	Goal is for students to correctly answer 50% of the economics related questions.	Performance target for economics items was not met (48% were answered	Evaluations reveal improvement needed in production and costs content, models of consumer choice and product market structures

			correctly)	
Understand basic quantitative business analysis principles and practices	Individual Student Performance on quantitative business analysis-related items from the ETS major field exam	Goal is for students to correctly answer 50% of the quantitative business analysis related questions.	Performance target for quantitative business analysis items was not met (48% were answered correctly)	Evaluations reveal improvement needed in correlation/regression
Understand basic finance principles and practices	Individual Student Performance on finance-related items from the ETS major field exam	Goal is for students to correctly answer 50% of the finance related questions.	Performance target for finance items was not met (49% were answered correctly)	Evaluations reveal improvement needed in valuation of securities, financial statement analysis, time value of money, and international finance
Understand basic marketing principles and practices	Individual Student Performance on marketing-related items from the ETS major field exam	Goal is for students to correctly answer 50% of the marketing related questions.	Performance target for marketing items was met (58% were answered correctly)	Evaluations reveal improvement needed in the marketing mix, segmenting consumer and organizational markets, marketing research and information technology tools, marketing for not for profit and marketing services
Understand basic legal and social environment principles and practices	Individual Student Performance on legal and social	Goal is for students to correctly answer 50% of the legal and	Performance target for legal and social environmen	Evaluations reveal that no improvement is needed

	environment-related items from the ETS major field exam	social environment-related questions.	t items was met (61% were answered correctly)	
Understand basic information systems principles and practices	Individual Student Performance on information systems-related items from the ETS major field exam	Goal is for students to correctly answer 50% of the information systems related questions.	Performance target for information systems items was met (51% were answered correctly)	Evaluations reveal improvement needed in systems planning development, security/privacy and ethical issues, transaction processing systems, and decision support and expert systems
Understand basic international issues principles and practices	Individual Student Performance on international issues-related items from the ETS major field exam	Goal is for students to correctly answer 50% of the international issues related questions.	Performance target for international issues items was met (56% were answered correctly)	Evaluations reveal improvement needed in international marketing mix and international finance
Strategic Thinking *Students will be able to identify business problems*	Mastery was assessed by evaluating 16 group projects with the objective of tying business needs with technological development SS14- IS3810	Goal is for students to achieve an 80% mastery level on each learning goal of the system analysis projects	Performance target for identifying business problems was met (100% of students reached mastery level for this goal)	

Students will be able to perform a Cost-Benefit Analysis	Mastery was assessed by evaluating 16 group projects with the objective of tying business needs with technological development. SS14- IS3810	Goal is for students to achieve an 80% mastery level on each learning goal of the system analysis projects	Performance target for performing a cost-benefit analysis was not met (Students achieved a 67% level on this goal)	Evaluations reveal improvement is needed in identifying costs involved in a business problem
Students will be able to provide an adequate system description of the business problem	Mastery was assessed by evaluating 16 group projects with the objective of tying business needs with technological development. SS14- IS3810	Goal is for students to achieve an 80% mastery level on each learning goal of the system analysis projects	Performance target for providing an adequate system description was not met (Students achieved a 50% level on this goal)	Evaluations reveal improvement is needed in preparing easier-to-follow data flow diagrams and providing a clearer data dictionary
Students will be able to present all of the above material to the class and give a clear understanding of each step	Mastery was assessed by evaluating 16 group projects with the objective of tying business needs with technological development. SS14- IS3810	Goal is for students to achieve an 80% mastery level on each learning goal of the system analysis projects	Performance target for oral presentation was met (100% of students reached mastery level for this goal)	

Ethical Orientation *Students will understand how to identify ethical issues in the business environment*	Individual student performance on a Student Ethics Exercise as an embedded assessment in BA 2900	Goal is for 70%of students to achieve excellent or good ratings.	Performance target for content related to this goal was met (75.5% were answered correctly)	
Students will understand how to determine the correct course of action given a particular ethical issue	Individual student performance on a Student Ethics Exercise as an embedded assessment in BA 2900	Goal is for 70% of students to achieve excellent or good ratings.	Performance target for content related to this goal was met (75.5% were answered correctly	
Written Communication *Central point/thesis/goal is clear and well-articulated*	ENGL3120	Overall Rating Scale: (Proficient, Competent, Developing, Underdeveloped) **Goal**: 70% of students to achieve a "Competent" or "Proficient" rating	Performance target for this learning goal was met (79% of students scored a "Competent" or "Proficient" rating) 177 students	
Development is sophisticated and supported by evidence, facts and solid	ENGL3120	Overall Rating Scale: (Proficient, Competent, Developing,	Performance target for this learning goal was	

argumentation		Underdeveloped) **Goal**: 70% of students to achieve a "Competent" or "Proficient" rating	met (76% of students scored a "Competent" or "Proficient" rating) 177 students	
Document is well-organized and flows coherently and gracefully	ENGL3120	Overall Rating Scale: (Proficient, Competent, Developing, Underdeveloped) **Goal**: 70% of students to achieve a "Competent" or "Proficient" rating	Performance target for this learning goal was met (75% of students scored a "Competent" or "Proficient" rating) 177 students	
Grammar/spelling/mechanical errors are rare	ENGL3120	Overall Rating Scale: (Proficient, Competent, Developing, Underdeveloped) **Goal**: 70% of students to achieve a "Competent" or "Proficient" rating	Performance target for this learning goal was not met (68% of students scored a "Competent" or "Proficient" rating) 177 students	Evaluations reveal that grammar/spelling/mechanical errors need to be minimized

Document demonstrates awareness of formatting requirements and overall professionalism	ENGL3120	Overall Rating Scale: (Proficient, Competent, Developing, Underdeveloped) **Goal**: 70% of students to achieve a "Competent" or "Proficient" rating	Performance target for this learning goal was not met (67% of students scored a "Competent" or "Proficient" rating) 177 students	Evaluations reveal that formatting and professionalism could use improvement
Oral Communications *Development of topic*	Individual presentations within the capstone strategy course used to assess oral communication proficiency **Key measures**: Good understanding of the topic shown, links and connections between ideas made clear, information was relevant and expressed in own words	Overall Rating Scale: (1=Below Expected Level, 2=At Expected Level, 3=Above Expected Level) **Goal**: 70% of students to achieve a "2" rating or higher	Performance target for oral presentation was met (81% of students scored a "2" or above) 62 students were observed and judged by members of the Dean's advisor board	Evaluations reveal improvement needed in expanding the information to give a clear description of the context
Ability to engage and involve the audience	Individual presentations within the	Overall Rating Scale: (1=Below	Performance target for oral	Evaluations reveal improvement needed in increasing eye contact in

	capstone strategy course used to assess oral communication proficiency **Key measures**: Interesting approach taken to the topic, Speaker used techniques such as visual aids and props, anecdote, surprising facts, direct audience participation	Expected Level, 2=At Expected Level, 3=Above Expected Level) **Goal**: 70% of students to achieve a "2" rating or higher	presentation was met (76% of students scored a "2" or above) 62 students were observed and judged by members of the Dean's advisor board	order to engage the audience
Usage of Slides	Individual presentations within the capstone strategy course used to assess oral communication proficiency **Key measures**: Slides supported the presentation effectively, slides clarified and	Overall Rating Scale: (1=Below Expected Level, 2=At Expected Level, 3=Above Expected Level) **Goal**: 70% of students to achieve a "2" rating or higher	Performance target for oral presentation was met (100% of students scored a "2" or above) 60 students were observed and judged by members of the Dean's	Evaluations reveal some improvement needed on not relying too heavily on slides for information and readability of slides

	reinforced the spoken message and slides could be read without help		advisor board	
Vocabulary, sentence structure and grammar (Oral)	Individual presentations within the capstone strategy course used to assess oral communication proficiency **Key measures**: Vocabulary of the presentation was appropriate for the topic, sentence structures were usually correct, presentation content was usually grammaticall	Overall Rating Scale: (1=Below Expected Level, 2=At Expected Level, 3=Above Expected Level) **Goal**: 70% of students to achieve a "2" rating or higher	Performance target for oral presentation was met (89% of students scored a "2" or above) 57 students were observed and judged by members of the Dean's advisor board	Evaluations reveal improvement needed on avoiding filler words such as "um" and "uh" and "like."

	y correct			
Technological Competence *Student understanding of basic information systems concepts*	Individual student performance based on questions from the final exam paired with assignments that reflect each of the learning goals	Goal is for students to achieve a 70% mastery level of each content area in INFSYS 1800	Mastery level for basic information systems concepts was met (90% student mastery)	
Student will gain an general understanding of Microsoft Word and its usefulness in the business environment	Individual student performance based on questions from the final exam paired with assignments that reflect each of the learning goals	Goal is for students to achieve a 70% mastery level of each content area in INFSYS 1800	Mastery level for basic information systems concepts was met (85% student mastery)	
Students will gain an understanding of Microsoft PowerPoint and its importance to the business environment	Individual student performance based on questions from the final exam paired with assignments that reflect each of the learning goals	Goal is for students to achieve a 70% mastery level of each content area in INFSYS 1800	Mastery level for basic information systems concepts was met (92% student mastery)	
Students will gain an understanding of Microsoft	Individual student	Goal is for students to	Mastery level for	

Excel	performance based on questions from the final exam paired with assignments that reflect each of the learning goals	achieve a 70% mastery level of each content area in INFSYS 1800	basic information systems concepts was met (88% student mastery)	
Students will gain a basic understanding of Microsoft Access and its usefulness in the business environment	Individual student performance based on questions from the final exam paired with assignments that reflect each of the learning goals	Goal is for students to achieve a 70% mastery level of each content area in INFSYS 1800	Mastery level for basic information systems concepts was met (73% student mastery)	
Students will gain a general knowledge of HTML programming *Students*	Individual student performance based on questions from the final exam paired with assignments that reflect each of the learning goals	Goal is for students to achieve a 70% mastery level of each content area in INFSYS 1800	Mastery level for basic information systems concepts was met (79% student mastery)	
Understand core IS principles and utilize advanced IS techniques to solve business problems.	**IS Principles**: Quizzes and tests throughout the semester measure students'	**IS Principles**: Goal is for students to correctly answer 75% of the questions related to core	Performance target for information IS Principles was met. (>75% of the	IS 2800 (content, delivery and assessment) is evaluated each semester and changes are made to improve the course. For example, updating the IS core principles content and delivery and the

	understanding of core IS concepts and principles.	IS principles.	questions were successfully answered)	elimination of JavaScript and the bolstering of the Excel content.
	IS Problem-Solving: Hands-on exercises and exams throughout the semester measure the students' ability to solve business problems using advanced techniques within Excel.	**Advanced IS Techniques**: Goal is for students to correctly complete 75% of the hands-on exercises/exams related to the solving of business problems with Excel.	Performance target for advanced IS techniques was met. (>75% of the questions were successfully answered)	
Understand core IS principles and utilize advanced IS techniques to solve business problems.	**IS Principles**: Quizzes and tests throughout the semester measure students' understanding of core IS concepts and principles.	**IS Principles**: Goal is for students to correctly answer 75% of the questions related to core IS principles.	Performance target for information IS Principles was met. (>75% of the questions were successfully answered)	IS 2800 (content, delivery and assessment) is evaluated each semester and changes are made to improve the course. For example, updating the IS core principles content and delivery and the elimination of JavaScript and the bolstering of the Excel content.
	IS Problem-Solving: Hands-on exercises and exams throughout the semester	**Advanced IS Techniques**: Goal is for students to correctly complete 75% of the hands-	Performance target for advanced IS techniques was met. (>75% of	

	measure the students' ability to solve business problems using advanced techniques within Excel.	on exercises/exams related to the solving of business problems with Excel.	the questions were successfully answered)	

Learning Goals, Assessment, Followup Matrix-Graduate Programs

A. Overview

Learning Goals	Learning Objectives	Assessed?	Results Meet Expectations?	If "NO," Deficiencies Addressed
Business Content Knowledge	Understand marketing principles and practices	Yes	Yes	
	Understand management principles and practices		Yes	
	Understand finance principles and practices		No	Improvement is needed in risk and return, investment banking, securities valuation and analysis and international finance
	Understand accounting principles and practices		No	Improvement is needed in variance analysis, process vs. job order, cash budgeting and activity-based accounting
	Understand strategic integration principles and practices		No	Improvement is needed in ****************
Ethical Orientation	Student ability to Identify ethical Issue	Yes	Yes	
	Student ability to determine course of action		Yes	
Written Communications	Students will be effective writers	*Pending*	*Pending*	*Pending*
Oral Communications	Students will be effective presenters	Yes	Yes	
Diversity and Global Awareness	*Pending*	*Pending*	*Pending*	*Pending*
Technological Competence	*Pending*	*Pending*	*Pending*	*Pending*

APPENDIX Q-continued

B. MBA/MSIS Goal Assessment and Follow-Up for Ethics Content

Learning Goal	Assessment Method and/or Measures	Target Performance Level	Results	Follow-up
Understand how to identify ethical issues in the business environment	Individual student performance on a Student Ethics Exercise as an embedded assessment in BA 5900	Goal is for 70% of students to achieve excellent or good ratings.	Performance target for content related to this goal was met (87.5% were answered correctly)	
Understand how to determine course of action	Individual student performance on a Student Ethics Exercise as an embedded assessment in BA 5900	Goal is for 70% of students to achieve excellent or good ratings.	Performance target for content related to this goal was met (87.5% were answered correctly)	

C. MBA/MSIS Goal Assessment and Follow-Up for Oral Communications

Learning Goal	Assessment Method and/or Measures	Target Performance Level	Results	Follow-up
Students will be effective presenters	Individual 5-minute student presentations in BUSAD 5100 used to assess oral communication proficiency **Key measures**: Delivery, time management, supporting material and organization	Overall Rating Scale: 1=fair, 2=good, 3=excellent **Goal**: 70% of students to achieve an "excellent" or "good" rating overall	Performance targets for oral presentations were met (97% were "excellent" or "good")	Evaluations reveal improvement needed in documentation of PowerPoint, body language, too much text in slides and appropriate visuals

D. Example: Assessment follow-up

Learning Goal	Assessment Method and/or Measures	Target Performance Level	Results	Follow-up
Students will understand *marketing* principles and practices	Individual Student Performance on marketing-related items from the exam	Goal is for students to correctly answer 50% of the marketing related questions.	Performance target for marketing items was met (53% were answered correctly)	Evaluations reveal improvement needed in segmentation, channels and distribution/supply chain, specifying target markets, consumer and business purchasing processes, environmental scanning and marketing planning, pricing and innovation
Students will understand *management* principles and practices	Individual Student Performance on management-related items from the exam	Goal is for students to correctly answer 50% of the management related questions.	Performance target for management items was met (54% were answered correctly)	Evaluations reveal improvement needed in managerial planning, recruitment and selection, conflict, service management, negotiation, teams, supply chain logistics and motivation and leadership
Students will understand *finance* principles and practices	Individual Student Performance on finance-related items from exam	Goal is for students to correctly answer 50% of the finance related questions.	Performance target for finance items was not met (41% were answered correctly)	Evaluations reveal improvement needed in risk and return, investment banking, securities valuation and analysis, international finance, capital structure and budgeting, and options/futures and other derivatives