Report:	Assessment Plan Details for: Management Department
	Report Generated by TaskStream
Workspace:	Operational Plan & Assessment Report - OPAR
Assessment Plan:	2010-11Cycle: Assessment Plan and Assessment Findings
Assessment Plan Template:	OPAR Assessment Plan
Report Generated:	Thursday, February 10, 2011

Measures and Findings

Management Department Unit Goals

Recruitment and Retention

Improve retention and recruitment rates

Number of majors and persistence

Increase the number of department majors and our persistence rate by 5 percent

Mapped to:

- FSU Strategic Priorities, Initiatives, and Indicators: 1.1.2., 1.1.5.,
- USA- SACS- Comprehensive Standards (Section 3): 3.3.1.2

Measures & Findings

Advisement Survey

Program level; Indirect - Survey

Details/Description: Percent of students who either agree or strongly agree that they are satisfied with Academic Advising in the department

Acceptable Target: 90% of students agree or strongly agree

Implementation Plan (timeline): The advisement survey results for fall 2010 and spring 2011 will be tracked. If the acceptable target is not met, dept faculty will meet to develop strategies to improve advising process in the dept.

Key/Responsible Personnel: Dr. Bee Yew

Supporting Attachments:

Findings for Advisement Survey

Summary of Findings: MID-YEAR STATUS: Compared to Fall 2009, there is a decrease in strong to strongly agree quality advising survey rate from 91.5 % in fall 2009 to 67.5% in fall 2010.

Acceptable Target Achievement:

Recommendations : Strategies discussed in Jan dept meeting includes development of internal survey form, using CAPS to help advisor in advising students who are 1 to 2 semesters to graduation, and using current cg guides (word docx) to store and update advisees' course completion for degree program.

Reflections/Notes :

Substantiating Evidence:

D, F and W Rates

Course level; Direct - Other

Details/Description: The D, F and W rates will be reduced in courses where the rate exceeds 25 percent.

Acceptable Target: Reduce rate to 20 percent.

Implementation Plan (timeline): At the conclusion of each semester (fall, spring) the DFW for each course in the dept will be assessed. Faculty will meet to explore the use of SI and EX grade contract, and identify strategies to reduce the rate to 20%

Key/Responsible Personnel: Dr. Bee Yew

Supporting Attachments:

Findings for D, F and W Rates

Summary of Findings: MID-YEAR STATUS: Target met for average of 20% DFW rate for the department. Fall 2010 average department rate is 9.63% compared to its Fall 2009 DFW rate of 16%. This represents a decrease of about 18% from previous fall's DFW rate. The attachment consists of 3 tables showing summary results for DFW rates by faculty, by online courses and BADM 214, and for courses that are above 20%.

Acceptable Target Achievement:

Recommendations :

Reflections/Notes :

Substantiating Evidence:

DFW rates for fall 2010 (Word Document (Open XML))

Student Recruitment

Program level; Indirect - Other

Findings for Student Recruitment

Details/Description: Faculty will assist with recruitment efforts.

Acceptable Target: At least five faculty will be involved with recruitment activities each academic year.

Implementation Plan (timeline): Each semester, e-mails will be sent out to dept faculty soliciting their participation in recruitment events. Faculty will submit an after action report at the conclusion of each event.

Key/Responsible Personnel: Dr. Bee Yew

Supporting Attachments:

Summary of Findings: MID-YEAR STATUS: The student recruitment is a new measure for Recruitment and Retention departmental goal. The dept of Management has 13 faculty members. Six faculty members participated in recruitment. This represents less than 50% of the department faculty memebr involvment, and the established target of 50% fculty involvement is not met. These faculty members are:
Wilson: high school and Cape Fear Valley visits
Gammans & Essounga: Cape Fear and community college visits
University Fall Preview program: Wagner, Yew, Wilson & Agrawal
Faculty will continue to participate in community college and high school visits for the spring semester, and the University sponsored Open House event in March.

Acceptable Target Achievement:

Recommendations :

Reflections/Notes :

Substantiating Evidence:

Student learning outcomes

Improve student learning outcome results (not meeting target in the 2008-09 academic year by 10 percent)

Ethics

Only 27.5% of students met or exceed requirements on this student learning outcome. The target is to have 75% of students meet or exceed requirmeents.

Mapped to:

- FSU Strategic Priorities, Initiatives, and Indicators: 1.2.3.,
- UNC Tomorrow: 4.2.5,
- USA- SACS- Comprehensive Standards (Section 3): 3.3.1.1

Measures & Findings

Ethics rubric
Program level; Direct - Exam

Details/Description: Students analyze an ethical dilemma and respond to questions which are evaluated using an ethics rubric.

Acceptable Target: 70 percent of students meet or exceed expectations

Implementation Plan (timeline): Faculty members teaching Mgmt 311 administer the ethical assessment in Fall 2010. The faculty are working with Dr Greg Sadler to standardize the scoring of the assessment. See strategies

Key/Responsible Personnel: Mgmt 311 faculty

Supporting Attachments:

Findings for Ethics rubric

Summary of Findings: MID-YEAR STATUS: Ethics outcome will be assessed in Spring and data analyzed during summer 2011

Acceptable Target Achievement:

Recommendations :

Reflections/Notes :

Substantiating Evidence:

Financial Ratios

62% of students met or exceeded requirements for this student learning outcome. The target is for 70% of students to meet or exceed requirements.

Mapped to:

- FSU Strategic Priorities, Initiatives, and Indicators: 1.2.3.,
- UNC Tomorrow: 4.2.5,
- USA- SACS- Comprehensive Standards (Section 3): 3.3.1.1

Measures & Findings

Calculation and interpretation of financial ratios
Program level; Direct - Exam

Details/Description: Students must be able to calculate and interpret financial ratios.

Acceptable Target: 70 percent of students meet or exceed expectations.

Implementation Plan (timeline): This outcome will be measured during the Fall semester. Results will be analyzed in during

Findings for Calculation and interpretation of financial ratios

Summary of Findings: MID-YEAR STATUS: Summary of Findings: 23% of students exceeded expectations
44% of students met expectations
34% of students did not meet expectations
67% met or exceeded expectations

Results: Near Term Target Achievement: Not Met

the spring semester and will be discussed with faculty. Findings will be used to inform next year's OPAR

Key/Responsible Personnel: SBE assessment committee

Supporting Attachments:

Acceptable Target Achievement: Not Met

Recommendations : Recommendations : A standard homework assignment for all students will be given during the semester, with points awarded towards the final grade included in the syllabus to increase student participation. A number of steps are planned to improve our students understanding of financial ratios.
Instructors will provide additional emphasis in class on the understanding of financial statements. Powerpoint slides that outline the value, computation, use of financial ratios are incorporated to provide guidance to the students. A wide variety of homework and review problems along with solutions will be employed to engage students and improve learning. One folder on Blackboard is dedicated to financial statements and ratios that include annual reports along with examples of how financial ratios are used in the real world in managing the financial affairs of a corporation.

Reflections/Notes : Reflections/Notes : Students are assessed by evaluating their performance on a standard homework assignment used across all sections of the course. The assignment consisted of two sets of questions, one for each of the two learning traits being examined. The final score to determine whether a student meets expectation was computed as the equally weighted average of their score on the questions for each trait. For the fall 2009 semester sixty-seven percent of the students met or exceeded expectations. The assessment is based on three sections of the course taught by three instructors and offered in both the 50 and 95 minutes time frames. The online section of the course was not assessed.

Substantiating Evidence:

Critical Thinking - CLA

In one sample, 76% of students correctly answered the basic premise, but only 10% of the students scored corrrectly ont he other five dimensions. In another sample, only 17% of students correctly answered the basic premise.

Mapped to:

- FSU Strategic Priorities, Initiatives, and Indicators: 1.2.1., 1.2.2., 1.2.3.,
- UNC Tomorrow: 4.2.5,
- USA- SACS- Comprehensive Standards (Section 3): 3.3.1.1

Measures & Findings

Critical Thinking - CLA exam

Institution level; Direct - Exam

Details/Description: The CLA will be administered in selected courses

Acceptable Target: 75 percent of students correctly identify the basic premise.
30 percent correctly identify the remaining five dimensions.

Implementation Plan (timeline): Selected faculty will administer a CLA-lite instrument during the Spring 2011 semester. Results will be analyzed during the summer and will be discussed with faculty, and used to inform next year's OPAR

Key/Responsible Personnel: selected faculty

Supporting Attachments:

Findings for Critical Thinking - CLA exam

Summary of Findings: MID-YEAR STATUS: Selected faculty will administer a CLA-lite instrument during the Fall 2010 semester. Results from in-class CLAs conducted by Management faculty in three classes are:

68% of students met expectations by answering the basic premise correctly
Between 54 to 58% of students met expectations on the other five dimensions.

Acceptable Target Achievement: Not Met

Recommendations :

Reflections/Notes :

Substantiating Evidence:

Dual Enrollment

Establish Dual Enrollment Agreement for Online Degree Completion Program

One Dual Enrollment Agreement

Establish at least one Dual Enrollment agreement sign with Community College offering 100-200 level courses online

Mapped to:

- FSU Strategic Priorities, Initiatives, and Indicators: 1.1.3., 5.1.2.

Measures & Findings

No measures specified

Outreach

Improve community outreach and engagement

Outreach

At least 50% of faculty will be involved in activities which increase academic and community engagement with our programs.

Mapped to:

- FSU Strategic Priorities, Initiatives, and Indicators: 5.3.3.,
- UNC Tomorrow: 4.4.1, 4.4.2, 4.4.5,
- USA- SACS- Comprehensive Standards (Section 3): 3.3.1.5

Measures & Findings

Faculty engagement in community service
Program level; Direct - Other

Details/Description: Faculty will provide a variety of pro bono services (e.g., serve on boards, consulting) to the community.

Acceptable Target: At least 50 percent of faculty will provide pro bono services to the community.

Implementation Plan (timeline): Faculty will be responsible for identifying and engaging in pro bono services throughout the calendar year. Faculty will document their service in Digital Measures

Key/Responsible Personnel: Departmental Faculty

Supporting Attachments:

Findings for Faculty engagement in community service

Summary of Findings: MID-YEAR STATUS: The target of 50% faculty involvement for Fall 2010 is met (as in Fall 2009). More than half of the faculty members are engaged in community services.
Dr. Jackson: conducted a survey for the Cumberland Mental Health department.
Several faculty members (Dr. Jackson, Dr. Hogan, Dr. Wagner and Dr. Yew) participated in the Sandhills Heart Walk Association's 3-mile walking event. Other faculty members who contributed funds to the event are Dr. Lightner, Dr. Poole, and Dr. Okhomina.
The following faculty with ties to the community through their services to various associations are:
Dr. Constas - Committee Chair, Scholarship Programs: American Hellenic Educational Progressive Association
Dr. Ellis - Position in Civic Organization, Fayetteville Metropolitan Housing Authority
Dr. Gurley - Position in Civic Organization, Board of Directors, Carolina Horse Park
Dr. Hogan - Position in Civic Organization, Fayetteville Family Life Center. BOD Chair-Elect; Chair, Marketing Committee.
Dr. Lightner - Statistician, United Way of Cumberland County, Fayetteville, NC
Dr. Okhomina - Treasurer/Secretary for Cumberland County Finance Corporation, and Cumberland County Pollution and Facilities Financing Corporation
Dr. Wilson - Committee Chair, Rotary International

Acceptable Target Achievement:

Recommendations :

Reflections/Notes :

Substantiating Evidence:

Student engagement in community activities
Program level; Direct - Other

Findings for Student engagement in community activities

Details/Description: The two student organizations-Society for the Advancement of Management and the Association for Information Technology Professionals-will participate in at least five community related activities. Students in service learning courses will be included in the goal. The goal is to encourage students to give back to their communities.

Acceptable Target: Each organization will participate in at least one activity.

Implementation Plan (timeline): The advisors for SAM and AITP will identify opportunities for students to engage in volunteer work. These activities will be documented in the OPAR and students will be awarded certificates for their participation

Key/Responsible Personnel: SAM and AITP faculty advisors

Supporting Attachments:

Summary of Findings: MID-YEAR STATUS: AITP hosted a meeting in November with Joseph Vitorelli speaking to students about the Fayetteville Community Computer Lab Center in Broncos Square. Students were encouraged to volunteer in assisting users with computing in the lab center.

Acceptable Target Achievement:

Recommendations :

Reflections/Notes :

Substantiating Evidence:

Global Exposure

Improve student exposure to global issues

Global exposure

Increase student exposure to global issues.

Mapped to:

- FSU Strategic Priorities, Initiatives, and Indicators: 3.4.2., 4.2.2.,
- UNC Tomorrow: 4.1.1,
- USA- SACS- Comprehensive Standards (Section 3): 3.3.1.1

Measures & Findings

Globalization of Management and MIS Curriculum

Program level; Direct - Student Artifact

Details/Description: Several upper division core courses in the Business Administration and MIS degree programs will be selected to include international content in assignments.

Acceptable Target: An average of 70% score for these assignments in selected classes for these courses

Implementation Plan (timeline): Faculty will continue to review department courses to explore methods of integrating global issues (and assignments) into more department courses. Each faculty will document their international content in their syllabus.

Key/Responsible Personnel: Faculty teaching selected upper level core courses in Management and MIS

Supporting Attachments:

Findings for Globalization of Management and MIS Curriculum

Summary of Findings: MID-YEAR STATUS: Management and MIS faculty will meet to discuss about ways to incorporate global issues in their MGMT 300 and MIS 300 courses

Acceptable Target Achievement:

Recommendations :

Reflections/Notes :

Substantiating Evidence:

Student participation in international activities

Program level; Indirect - Survey

Details/Description: Survey of students to determine the number and type of international activities attended. Host an international day every academic year.

Acceptable Target: Set baseline in 2010.

Implementation Plan (timeline):

Key/Responsible Personnel:

Supporting Attachments:

Findings for Student participation in international activities

Summary of Findings: MID-YEAR STATUS: An international event is being organized by Dr. Essounga which will involve students in her MGMT 425 International Business Mgmt class in spring semester. SBE faculty will be invited to participate in this event.

Acceptable Target Achievement:

Recommendations :

Reflections/Notes :

Substantiating Evidence:

Intellectual Contributions

Increase faculty intellectual contributions

Increase Faculty's Intellectual Contributions

At least 75% of faculty will publish proceeding or journal article, and/or pursue grant funding.

Mapped to:

- FSU Strategic Priorities, Initiatives, and Indicators: 2.5.3., 6.4.4.,
- UNC Tomorrow: 4.7.1,
- USA- SACS- Comprehensive Standards (Section 3): 3.3.1.4

Measures & Findings

Faculty Intellectual Contributions

Program level; Direct - Other

Details/Description: Faculty must engage in scholarly activities to meet the minimum AQ qualifications.

Acceptable Target: 100 percent of faculty will generate sufficient publications to meet the SBE's AQ minimum qualifications.

Implementation Plan (timeline): Faculty scholarly publications will be entered into Digital Measures on a regular basis. At the end of spring semester, a report will be generated to assess whether the target has been met. Faculty who falls short of minimum AQ standard will be required to develop an improvement plan which will be included in their annual performance review.

Key/Responsible Personnel: Dean

Supporting Attachments:

Findings for Faculty Intellectual Contributions

Summary of Findings: MID-YEAR STATUS: Dr. Essounga has presented two refereed proceedings in fall. Dr. Lightner and Dr. Gurley will be presenting a topic on Assessment of Learning in AACSB conference in spring. Dr. Hogan has a paper accepted in a conference.

Acceptable Target Achievement:

Recommendations :

Reflections/Notes :

Substantiating Evidence: