

2004-2005 Results Data
Request for information – Due August 31, 2005

College/School or Administrative Unit - College of Business

Using data from your college/school or administrative unit's assessments (surveys, interviews, focus groups, tests, etc.) conducted during the 2004-2005 academic year, please provide the information as requested below. Please provide at least three responses for each question. Examples are provided on page 2.

1. What does your assessment data (surveys, interviews, focus groups, etc.) tell you about student learning and/or service delivery?

STUDENT LEARNING

1. In ACCT 2113 (Spring 2005), the success rate (percentage of students who understood the objective) in each of the ten course-embedded learning goals ranged from 32% to 91% with the average being 64%.
2. In ECON 2123 (Spring 2005), the success rate (percentage of students who understood the objective) in each of the ten course-embedded learning goals ranged from 56% to 90% with the average being 75.7%.

SERVICE DELIVERY

1. According to results from anonymous survey of student satisfaction, in spring 2005, 99% of the students found advising in the COB to be "satisfactory to highly satisfactory."
2. In the EBI national survey, 92% of the graduating seniors rated the performance of the COB staff as "good to excellent."
3. In the EBI national survey, 40% of the graduating seniors rated the COB Career Fair as "Excellent to Exceptional."

2. How will the assessment data (surveys, interviews, focus groups, etc.) be used to improve student learning and/or service delivery.

STUDENT LEARNING

1. The accounting faculty (as well as others) would work with their Discipline Coordinators to ensure a higher level of student learning in the accounting principles course.
2. The economics faculty (as well as others) would work with their Discipline Coordinators to ensure a higher level of student learning.

SERVICE DELIVERY

1. A new full time staff will be recruited as an academic advisor to further improve the student advising process. This is supported by a new fee that went into effect in fall 2005.
2. Regular staff meetings will be held to further improve services to the students.
3. Staff are being encouraged to attend training workshops.

2006-2007 Results Data
Request for information – Due August 31, 2007

College/School or Administrative Unit College of Business

Using data from your college/school or administrative unit's assessments (surveys, interviews, focus groups, tests, etc.) conducted during the 2006-2007 academic year, please provide the information as requested below. Complete for each objective and/or outcome. Examples are provided on page 2.

3. What does your assessment data (surveys, interviews, focus groups, etc.) tell you about student learning and/or service delivery?

The ETS major field test in business is given to all graduating seniors (twice a year) in the capstone course in the COB. Although, not every graduating senior takes the test, the sample is fairly representative of the graduating seniors. The test is now online and is taken in a lab. The test results (mean per cent correct) from the previous four tests including the 2006-2007 period are shared below.

Assessment Indicator	Mean Per Cent Correct			
	Spring 2005	Spring 2006	Fall 2006	Spring 2007
Accounting	49.3	33.3	35	45
Economics	36.4	37.9	35	47
Management	45.1	49.3	39	51
Quantitative Business Analysis	54.9	38.2	37	36
Finance	35.1	26.9	40	48
Marketing	36.2	40.2	37	53
Legal and Social Environment	46.3	40.6	33	41
Information Systems	n.a.	n.a.	43	55
International Issues	34.3	38.1	40	56

Source: MFT Results shared ETS, Princeton NJ.

4. How will the assessment data (surveys, interviews, focus groups, etc.) be used to improve student learning and/or service delivery.

The following steps have been taken (or will be taken) to improve student learning in the light of these test results.

1. Greater emphasis will be placed in the teaching of quantitative methods and analysis; MGMT 3023 (Quantitative Methods) has been recently added to the Management core in the COB.
2. The COB will strengthen its (free) tutorial services in quantitative areas (statistics, mathematics, other)
3. To improve student learning in MIS, starting fall 2007, a new course MISY 2013 (Fundamentals of MIS) has been added to the COB core to be taken by all business students.
4. Skill Assessment Management (SAM) software has now been added to all sections of introductory MIS courses (MISY 1013) to provide a simulated learning environment and to augment classroom instruction.
5. The COB tutorial services in accounting will be strengthened.
6. The COB tutorial services in legal environment will be strengthened.