## AACSB Annual Assessment Report

For

<table>
<thead>
<tr>
<th>Master of Science in Information Systems (MSIS) (Instructional Degree Program)</th>
<th>Master’s (Degree Level)</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Assessment Period Covered)</td>
<td>(Date Submitted)</td>
</tr>
</tbody>
</table>

### Learning Objective 1:

1. MSIS students will demonstrate relevant domain knowledge in database and data warehouse management, networking or telecommunications, systems analysis and design, application development, security or risk evaluation and/or management, electronic commerce or social media, business intelligence or analytics, geospatial technologies, or programming.

### First Means of Assessment for Learning Objective 1 Identified Above:

**1a. Means of Program Assessment & Criteria for Success:**

MSIS students will provide the final written project report completed in ISMN 7980 (MIS Project) as a sample of that student’s **domain knowledge** in his or her area of concentration. Three MIS faculty members will independently evaluate the student’s report using a 5-point scale measuring domain knowledge where 5 = excellent and 1 = unacceptable. (Please see attached rubric). At least 80 percent of MSIS students sampled will achieve an average rating of 4.0 or higher using the rating scale described above. 13 students graduated during the 2012-2013 assessment period and are included in this analysis.

**1a. Summary of Assessment Data Collected:** 100% of the students scored 4 or higher with an average of 4.69.

<table>
<thead>
<tr>
<th>Learning Objective 1 – Domain Knowledge</th>
<th>4.69</th>
</tr>
</thead>
<tbody>
<tr>
<td>Learning Objective 2 – Analysis and Modeling Skills</td>
<td>4.83, 4.72</td>
</tr>
<tr>
<td>Learning Objective 3 – Communication Skills (Oral, Writing, Presentation)</td>
<td>4.42, 4.61, 4.74</td>
</tr>
</tbody>
</table>

**1a. Use of Results to Improve Instructional Program:** This number is up from last year. Big data and predictive modeling courses were brought online in Fall, 2012 to increase opportunities for students to increase their breadth of knowledge. Faculty will continue to offer opportunities for students to increase their domain knowledge through updated course material.

### Second Means of Assessment for Learning Objective 1 Identified Above:

**1b. Means of Program Assessment & Criteria for Success:**

During the final year of enrollment, at least 30 percent of MSIS students will pass a professionally sponsored certification exam evaluating relevant domain content knowledge covering the student’s field of concentration. The student will show proof of such certification.
1b. Summary of Assessment Data Collected: 42% of the students attempted and passed certification exams. Doing so is not a requirement of the program. These exams are professionally administered by a number of accreditation agencies and specifics of the pass grade are not available.

1b. Use of Results to Improve Instructional Program: The number attempting certification depends on the number of students graduating and the specific certifications being offered. The number attempting certifications is up from the previous year. Cost of exams and narrow focus of exams in network and security areas limit the number of students who choose to obtain certification. Certifications will continue to be encouraged and, as appropriate, in class certification opportunities will be implemented.
Learning Objective 2:

2. MSIS students will demonstrate skills in the analysis of problems, opportunities, and the modeling of IT-based solutions.

First Means of Assessment for Learning Objective 2 Identified Above:

2a. Means of Program Assessment & Criteria for Success:
MSIS students will provide the final written project report completed in ISMN 7980 (MIS Project) as a sample of that student’s skill in modeling IT-based solutions in his or her area of concentration. Three MIS faculty members will independently evaluate the student’s report using a 5-point scale measuring domain knowledge where 5 = excellent and 1 = unacceptable. (Please see attached rubric.) At least 80 percent of MSIS students sampled will achieve an average rating of 4.0 or higher using the rating scale described above. 13 students graduated during the 2012-2013 assessment period and are included in this analysis.

2a. Summary of Assessment Data Collected: 100% of the students scored 4 or higher with an average of 4.72.

Learning Objective 1 – Domain Knowledge – 4.69
Learning Objective 2 – Analysis and Modeling Skills – 4.83, 4.72
Learning Objective 3 – Communication Skills (Oral, Writing, Presentation) – 4.42, 4.61, 4.74

2a. Use of Results to Improve Instructional Program: This number is up from last year. This is likely due, in part, to an enhanced project intensive collaboration across the curriculum where students may start a project earlier in their career (e.g., in a database class) and continue to work on that project until its completion. The faculty will continue to offer opportunities for students to increase their ability to model IT-based solutions.

Second Means of Assessment for Learning Objective 2 Identified Above:

2b. Means of Program Assessment & Criteria for Success:
MSIS students will provide a final written project report completed in ISMN 7980 (MIS Project) as a sample of that student’s skill in analyzing problems and opportunities. Three MIS faculty members will independently evaluate the student’s final written project report using a 5-point scale measuring the level of problem and opportunity analysis demonstrated by the student’s report where 5 = excellent and 1 = unacceptable. (Please see attached rubric.) At least 80 percent of MSIS students will achieve an average rating of 4.0 or higher using the rating scale described above. 13 students graduated during the 2012-2013 assessment period and are included in this analysis.

2b. Summary of Assessment Data Collected: 100% of the students scored 4 or higher with an average of 4.83.

2b. Use of Results to Improve Instructional Program: This number is up from last year. This is likely due, in part, to an enhanced project intensive collaboration across the curriculum. The faculty will continue to offer opportunities for students to increase their ability to analyze problems and opportunities.
Learning Objective 3:
3. MSIS students will demonstrate effective oral, presentation, and written communication skills.

First Means of Assessment for Learning Objective 3 Identified Above:

3a. Means of Program Assessment & Criteria for Success:
MSIS students will present their final project completed in ISMN 7980 (MIS Project) as a sample of that student’s oral and presentation communication skill effectiveness in his or her area of concentration. Three MIS faculty members will independently evaluate the student’s presentation using a 5-point scale measuring domain knowledge where 5 = excellent and 1 = unacceptable. At least 75 percent of MSIS students sampled will achieve an average rating of 4.0 or higher using the rating scale described above. 13 students graduated during the 2012-2013 assessment period and are included in this analysis.

3a. Summary of Assessment Data Collected: 100% of the students scored 4 or higher with an oral skills average of 4.42 and a presentation skills average of 4.74.

Learning Objective 1 – Domain Knowledge – 4.69
Learning Objective 2 – Analysis and Modeling Skills – 4.83, 4.72
Learning Objective 3 – Communication Skills (Oral, Presentation, Writing) – 4.42, 4.61, 4.74

3a. Use of Results to Improve Instructional Program: This number is up from last year. More emphasis on presentations and speaking has been added throughout the curriculum. Faculty will continue to provide opportunities for students to increase their oral and presentation communication skill effectiveness.

Second Means of Assessment for Learning Objective 3 Identified Above:

3b. Means of Program Assessment & Criteria for Success:
MSIS students will provide a final written project report completed in ISMN 7980 (MIS Project) as a sample of that student’s written communication skill effectiveness. Three MIS faculty members will independently evaluate the student’s final written project report using a 5-point scale measuring the level of problem and opportunity analysis demonstrated by the student’s report where 5 = excellent and 1 = unacceptable. (Please see attached rubric.) At least 75 percent of MSIS students will achieve an average rating of 4.0 or higher using the rating scale described above. 13 students graduated during the 2012-2013 assessment period and are included in this analysis.

3b. Summary of Assessment Data Collected: 100% of the students scored 4 or higher with an average of 4.61.

3b. Use of Results to Improve Instructional Program: This number is up from last year. More emphasis on writing has been added across the curriculum. Faculty will continue to provide opportunities for students to increase their written communication skill effectiveness.
Program Objective:
4. MSIS students will demonstrate sufficient knowledge and professional demeanor to enable them to obtain professional or managerial positions in private or public organizations.

First Means of Assessment for Learning Objective 4 Identified Above:
4a. Means of Program Assessment & Criteria for Success:
At the time of graduation, 25% of MSIS graduates will have obtained employment in their career field or been accepted for enrollment in an advanced graduate degree program. Measurement of this criterion will be by direct communication with graduates using personal contact or written responses specific communication prior to graduation. 13 students graduated during the 2012-2013 assessment period and are included in this analysis.

4a. Summary of Assessment Data Collected: 60% of the students (10) who were looking for jobs had obtained employment at the time of graduation. 100% of students (3) who were looking for higher education opportunities had placements at the time of graduation.

4a. Use of Results to Improve Instructional Program: This number is up from last year despite the present employment market being a difficult one for this field. In addition, 50% of the graduates were foreign born, making it even more difficult to secure employment. The faculty will continue to work with companies and our students to help them acquire employment in their field.

Second Means of Assessment for Program Objective 1 Identified Above:
4b. Means of Program Assessment & Criteria for Success:
Within one year of graduation, 80% of MSIS graduates who were looking for jobs will have obtained employment in their career field. Measurement of this criterion will be by direct communication with graduates using personal contact or written responses to specific communication through email.

4b. Summary of Assessment Data Collected: There was insufficient data to ascertain whether the graduates were employed within one year of graduation. Most who were not employed at the time of graduation return to their countries and are no longer in communication. We are aware of one student who had obtained employment making 70% of the students who were looking for employment employed at one year.

4b. Use of Results to Improve Instructional Program: The present employment market is a difficult one for this field and opportunities for foreign students are severely restricted. However, the faculty continues to work with companies and our students to help them acquire employment in their field.