2013-2014 Assessment Report

College of Business

Management

Management, BSBA

Expected Outcome 1: Management Disciplinary Area Knowledge
Students completing the MNGT program will demonstrate overall knowledge of the following areas:

- The process of starting and building a successful business/organization to include strategic analysis of the environment, finance, marketing and management.
- Human resource management activities to include human resource planning, staffing of jobs, training, performance management, and compensation and reward systems in relationship to the strategic objectives of the organization.
- Organizational behavior and the influence of individual and group behavior on organizational effectiveness.

Assessment Method 1: Exam Questions

Assessment Method Description
MNGT faculty developed and/or selected multiple-choice questions to assess the three content areas. These questions were included in regular exams administered in the Entrepreneurship (ENFB4140), Organizational Behavior (MNGT 3460), and Human Resource Management (HRMN3420) courses. In addition to being scored as part of the overall regular exam for student grading purposes, the questions were scored for SACS assessment purposes. Data were gathered during the Fall 2013 and Spring 2014 academic terms. Average correct scores of 75% or greater were considered to demonstrate satisfactory knowledge of the core areas.

Findings
Human Resource Management
Number of MNGT Students: 19
Number of Test Items: 155
Mean Student Score on Test Items: 83%
Organizational Behavior
Number of MNGT Students: 15
Number of Test Items: 150
Mean Student Score on Test Items: 77%

Entrepreneurship
Number of MNGT students:
Number of Test Items:
Mean Student Score on Test Items:

We were not able to collect the data in Entrepreneurship for this assessment period. The faculty member measuring the entrepreneurship content area was dropped from the AU system at the end of the spring semester and when added back into the system was unable to retrieve student scores for the course.

How did you use findings for improvement?

Additional Comments

Expected Outcome 2: Student Satisfaction with Management Program
MNGT students who have completed the Harbert College of Business Senior Survey will score 4.0 or above (on a five-point scale) on the 18 learning outcomes assessed by the Senior Survey.

Assessment Method 1: HCOB Senior Survey

Assessment Method Description
The Senior Survey is administered each semester to Harbert College of Business (HCOB) graduating seniors. Of the 826 Harbert College of Business students who graduated during the Fall 2013 through Summer 2014 semesters, 27.4% (N=226) responded to the Senior Survey. The response rate for the 44 Management graduates was 29.5% (n=13). The major component of the Senior Survey is the assessment of 18 learning outcomes by HCOB students using a five-point scale (1 = strongly disagree to 5 = strongly agree). Examples of learning outcomes would be “to process information and make effective decisions” and “to utilize creativity.” Two items were added to the survey this year. The added items asked students to evaluate if the degree program prepared
them to:

- effectively demonstrate technology skills (i.e., word processing, presentation software, social media).
- understand social and legal influences affecting business organizations in a global economy.

The item “to work effectively on my own (independently)” was deleted from the questionnaire. A copy of the survey is provided in Appendix A.

- **HCOB Senior Survey**

**Findings**

A summary of the survey results for MNGT majors and all BSBA students is given in Appendix B. MNGT students’ average ratings were 4.0 or above for 17 of the 18 learning outcomes in the 2013-14 assessment year. The item for with an average rating below 4.0 was:

1. My degree program prepared me to effectively demonstrate spreadsheet analysis skills related to my field of study.

   All BSBA Seniors mean rating: 4.0 (N = 208)
   MNGT Seniors mean rating: 3.8 (n = 13)

Although the average rating is below 4.0 and less than the average rating for all BSBA seniors, there has been some improvement in comparison to previous survey years. The results for this item have been inconsistent across the last few years and some of the variation is likely a function of small sample sizes. From the 2011 through 2013 surveys, the average ratings have been 3.3 (n=31), 3.6 (n=9), and 4.6 (n=5) for this item. The four items with the highest average ratings (mean = 4.5) were:

1. My degree program prepared me to effectively demonstrate interpersonal and professional skills
2. My degree program prepared me to work effectively as a member of a team.
3. My degree program prepared me to take initiative.
4. My degree program prepared me to process information and make effective decisions.

In comparing the average ratings of BSBA graduates with MNGT graduates, average ratings across the survey items were the same or higher for the MNGT graduates with the exception of three items. These items with lower average ratings included student preparation in
spreadsheet skills (means shown above), technology skills (All BSBA = 4.2 and MNGT = 4.1), and quantitative analysis for decision-making (All BSBA = 4.2 and MNGT = 4.0).

- HCOB Survey Results

How did you use findings for improvement?

Additional Comments