

**Standard #4 Measurement and Analysis of Student Learning and Performance**

Performance Indicator	Definition
<b>1. Student Learning Results</b>	A student learning outcome is one that measures a specific competency attainment. <i>Examples of a direct assessment (evidence) of student learning attainment that might be used include: capstone performance, third-party examination, faculty-designed examination, professional performance, licensure examination.</i> Add these to the description of the measurement instrument in column

**Analysis of Results - Management Program**

Performance Measure: What is your performance measure? What is your goal? (The goal should be measurable.)	What is your measurement instrument or process? (indicate length of cycle)	<u>Current Results:</u> What are your current results?	<u>Analysis of Results:</u> What did you learn from your results?	<u>Action Taken or Improvement Made:</u> What did you improve or what is your next step?	Provide a graph or table of resulting trends (3-5 data points preferred)												
<p><b>Outcome 1: Communication Skills</b></p> <p><i>Achievement Target IA:</i> 80% of the students will achieve a 75% or higher score on the essay portion of the senior exit exam.</p> <p><i>Achievement Target IB:</i> 80% of the students will achieve a 75% or higher score on oral presentations.</p>	<p><i>Measure IA:</i> The Essay portion of the senior exit exam.</p> <p><i>Measure IB:</i> Oral Presentation evaluated with a rubric value of 100 points.</p>	<p><i>Findings IA:</i> 93% (25 of 27) of students scored 75% or higher on the essay portion of the exit exam.</p> <p><i>Findings IB:</i> 83% (20 of 24) students scored 75% or higher on oral presentations.</p>	<p><i>Use of Results/Analysis IA:</i> The Division restructured three courses to reflect increased student writing: MG 442 Professional Research and Writing, GB 338 Business Communication, and GB 449 Senior Seminar.</p> <p><i>Use of Results/Analysis IB:</i> More oral presentation assignments and workshops were introduced to allow students the ability to practice and become accustomed to presenting to others.</p>	<p><i>Action Plan IA:</i> Management faculty will advise low-scoring students to visit the College's Metacognition Lab and the College's Academic Success Center for individual sessions.</p> <p><i>Action Plan IB:</i> Faculty will use TedTalks, more workshops, and peer evaluations. Students will still be required to present orally in all management classes.</p>	<p align="center"><b>Outcome 1: Communication Skills</b></p> <table border="1"> <caption>Outcome 1: Communication Skills Data</caption> <thead> <tr> <th>Year</th> <th>Target IA - % Achieved</th> <th>Target IB - % Achieved</th> </tr> </thead> <tbody> <tr> <td>2018-2019</td> <td>92%</td> <td>92%</td> </tr> <tr> <td>2019-2020</td> <td>93%</td> <td>83%</td> </tr> <tr> <td>2020-2021</td> <td>93%</td> <td>83%</td> </tr> </tbody> </table>	Year	Target IA - % Achieved	Target IB - % Achieved	2018-2019	92%	92%	2019-2020	93%	83%	2020-2021	93%	83%
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<p><b>Outcome II: Demonstrate Knowledge</b></p> <p><i>Achievement Target IIA:</i> 80% of the students will achieve a score of 75% or higher, a divisional benchmark, on the Senior Exit Exam.</p> <p><i>Achievement Target IIB:</i> 65% of the students taking the MFT will score at or above the national mean score.</p>	<p><i>Measure IIA:</i> The Senior Management Exit Exam, consisting of 50 multiple-choice questions (1 point each) and 2 essays (25 points each).</p> <p><i>Measure IIB:</i> The mean scores of the graduating seniors taking the Major Field Exam (MFT).</p>	<p><i>Findings IIA:</i> 88% (21 of 24) of the students passed the Management Senior Exit Exam with a score of 75% or higher.</p> <p><i>Findings IIB:</i> Out of the 23 students taking the Major Field Test (MFT), 9 students (39%) scored the national average of 145 or higher.</p>	<p><i>Use of Results/Analysis IIA:</i> More assignments addressing critical skills and short essays were added in class.</p> <p><i>Use of Results/Analysis IIB:</i> The MFT Item Information Report continued to identify subject areas that need strengthening.</p>	<p><i>Action Plan IIA:</i> A mapping of questions will be created to identify subject and skill being tested and percentage of correct answers.</p> <p><i>Action Plan IIB:</i> The Division will evaluate the nine assessment indicators (subject areas) the MFT assesses.</p>	<p align="center"><b>Outcome II: Demonstrate Knowledge</b></p> <table border="1"> <caption>Outcome II: Demonstrate Knowledge Data</caption> <thead> <tr> <th>Year</th> <th>Target IIA - % Achieved</th> <th>Target IIB - % Achieved</th> </tr> </thead> <tbody> <tr> <td>2018-2019</td> <td>96%</td> <td>7%</td> </tr> <tr> <td>2019-2020</td> <td>85%</td> <td>15%</td> </tr> <tr> <td>2020-2021</td> <td>88%</td> <td>39%</td> </tr> </tbody> </table>	Year	Target IIA - % Achieved	Target IIB - % Achieved	2018-2019	96%	7%	2019-2020	85%	15%	2020-2021	88%	39%
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<p><b>Outcome III: Cross-Disciplinary Knowledge</b></p> <p><i>Achievement Target IIIA:</i> 85% of the students will achieve a 75% or higher score on written reports on strategic management.</p> <p><i>Achievement Target IIIB:</i> 80% of the students will achieve a 70% or higher on case analysis on strategic management.</p>	<p><i>Measure IIIA:</i> Written report on strategic management evaluated with a rubric value of 100 points.</p> <p><i>Measure IIIB:</i> Case study analysis on strategic management evaluated with a rubric value of 100 points.</p>	<p><i>Findings IIIA:</i> 92% (11 of 12) of the student taking MG 402 Strategic Management scored 75% or higher on writing assignments on strategic management.</p> <p><i>Findings IIIB:</i> 92% (11 of 12) of MG 402 Strategic Management students scored 70% or higher on cases studies.</p>	<p><i>Use of Results IIIA:</i> To use cross-disciplinary knowledge to evaluate and analyze issues within organizations, faculty agreed to provide examples of exemplary and non-exemplary case analysis.</p> <p><i>Use of Results IIIB:</i> Need for lab sessions to assist students with their case study analysis, and more cases were assigned as in-class assignments to demonstrate the correct way to analyze case studies.</p>	<p><i>Action Plans IIIA:</i> A standard rubric to use when grading written reports and provide students with the rubric in advance to prepare students when they start their writing process.</p> <p><i>Action Plan IIIB:</i> Faculty members teaching MG 402 Strategic Management will develop a standard rubric to assess case analysis. Instructors teaching other courses will assign more case study analyses to prepare students.</p>	<p>The bar chart displays the percentage of students achieving the targets for Outcome III: Cross-Disciplinary Knowledge across three academic years. The Y-axis represents the percentage, ranging from 78% to 94% in 2% increments. The X-axis shows the academic years: 2018-2019, 2019-2020, and 2020-2021. For each year, there are two bars: a blue bar for Target IIIA - % Achieved and a red bar for Target IIIB - % Achieved. The data points are: 2018-2019 (Target IIIA: 83%, Target IIIB: 88%), 2019-2020 (Target IIIA: 88%, Target IIIB: 88%), and 2020-2021 (Target IIIA: 92%, Target IIIB: 92%).</p> <table border="1"> <thead> <tr> <th>Year</th> <th>Target IIIA - % Achieved</th> <th>Target IIIB - % Achieved</th> </tr> </thead> <tbody> <tr> <td>2018-2019</td> <td>83%</td> <td>88%</td> </tr> <tr> <td>2019-2020</td> <td>88%</td> <td>88%</td> </tr> <tr> <td>2020-2021</td> <td>92%</td> <td>92%</td> </tr> </tbody> </table>	Year	Target IIIA - % Achieved	Target IIIB - % Achieved	2018-2019	83%	88%	2019-2020	88%	88%	2020-2021	92%	92%
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