

Georgia Southwestern State University
College of Business and Computing



GEORGIA SOUTHWESTERN
STATE UNIVERSITY



REPORT OF THE AOL COMMITTEE
ANNUAL REPORT

Academic Year
2022-2023

Prepared by:

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Dean of the College of Business and Computing

And the faculty members of the College of Business and Computing

Purpose of the Report

During the academic year 2022-2023, the Assessment Committee concentrated in three main issues:

1. To verify that we keep the commitment of continuous improvement in our learning objectives,
2. To report the result of the assessed learning goals during this academic year, and
3. To report the activities that support our commitment for Innovation, Impact, and Engagement.

Actions during the academic year 2022-2023

1. Keep the strong collaboration inside the COBAC committees and the better flow of information.
2. Continue the process for the Continuous Improvement Review data for 2024 visit.
3. Update technology for faculty to increase the use of video in online courses.

Results for the Academic Year 2022-2023

The results were submitted and evaluated by the AOL committee. The targets are as follow:

- At least 80% of the students should meet or exceed the goal. Compute the average for each student for all the items considered in assessing the goal (the range for this number is between 1 and 3):
 - If the average is lower than 2 then the student is considered as “Fail”.
 - Between 2 and below 2.5 is considered as “Meet”,
 - And between 2.5 and 3, the score is considered as “Exceed”.
- The total average for each item for the goal should be at least 2.0
- The overall score for the goal has to be at least 2.0

When the professors use the range of assessment between 1 and 4 the goals are as follows:

- If the average is lower than 2, the student is considered as “Fail”.
- Between 2 and less than 3, is considered as “Meet”
- And between 3 or more and 4 is considered as “Exceed”.
- The total average per item should be at least 2.5.
- The overall score for the goal has to be at least 2.5

UNDERGRADUATE

The following table gives the information of the learning goals assessed during the academic year 2021-2022 in Online courses (O) and In-class (I).

Undergraduate Learning Goals 2022-2023

GOAL	Multiple Courses	ACCT4210 and MGNT3700	HRMT4650 HRMT4690 MKTG4890	ACCT4290 HR4670
Communication – Oral			IO	
Communication – Written			IO	
Critical Thinking/ Analytical Skills	IO			
Use of Information technology		IO		
Ethical Reasoning				IO

The General Business Knowledge learning goal was assessed using the MFAT standardized test for both modalities (IO) during the Strategic Management course (MGNT4190).

Assessment Results

The following table shows the goals assessed in each one of the courses.

The assessment committee’s recommendations for areas where the targets were not reached can be found in a later section in this report.

UNDERGRADUATE BBA Program

Benchmark: At least 80% of the students should meet or exceed the expectations.

Learning Goal: Information Technology

Learning Goal: Our graduates will demonstrate problem solving skills supported by the correct use of information technology in their everyday life.

Learning Objective Our students will use software to manipulate and present data in a professional format.

Outcome	Modality	Outcome Measure	Source Data	Outcome Data
Information Technology	O	Class project/case using rubric for evaluation on ACCT4210	Fall 2022	16 projects were evaluated 87% meet or exceed expectations (Met)

	I	Class project using rubric on MGNT3700	Fall 2022	16 projects were evaluated and 94% meet or exceed expectations (Met)
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UNDERGRADUATE BBA Program

Benchmark: At least 80% of the students should meet or exceed the expectations.

Learning Goal: Our graduates will understand the importance of ethical behavior in their professional lives.

Learning Objective: Our students will identify an ethical dilemma in a scenario case and apply an ethics model to propose and defend a resolution.

Outcome	Modality	Outcome Measure	Source Data	Outcome Data
Ethics	O	Class project/case using rubric for evaluation on ACCT4290	Fall 2022	19 projects were evaluated 100% meet or exceed expectations (Met)
	O	Class project/case using rubric for evaluation on HRMT4670	Fall 2022	32 projects were evaluated 81% meet or exceed expectations (Met)
	I	Class project/case using rubric for evaluation on HRMT4670	Fall 2022	14 projects were evaluated 79% meet or exceed expectations (Did not Meet)

UNDERGRADUATE BBA Program

Benchmark: At least 80% of the students should meet or exceed the expectations.

Learning Goal: Our graduates will be effective communicators

Learning Objectives:

- Our students will develop professional quality presentations accompanied by appropriate technology.
- Our students will produce professional quality business documents.

Oral Communication	O	Class project/case using rubric for evaluation on HRMT4690	Fall 2022	26 projects were evaluated and 89% meet or exceed expectations (Met)
	O	Class project/case using rubric for evaluation on MKTG 4910	Fall 2022	5 projects were evaluated and 100% meet or exceed expectations (Met)
	I	Class project/case using rubric for evaluation on MKTG 4910	Fall 2022	13 projects were evaluated and 100% meet or exceed expectations (Met)
Written Communication	O	Class project/case using rubric for evaluation on HRMT 4690	Fall 2022	26 projects were evaluated and 85% meet or exceed expectations (Met)
	O	Class project/case using rubric for evaluation on HRMT 4650	Fall 2022	27 projects were evaluated and 85% meet or exceed expectations (Met)
	O	Class project/case using rubric for evaluation on MKTG4890	Fall 2022	23 projects were evaluated and 100% meet or exceed expectations (Met)
	I	Class project/case using rubric for evaluation on MKTG4890	Fall 2022	18 projects were evaluated and 100% meet or exceed expectations (Met)

UNDERGRADUATE BBA Program

Benchmark: At least 80% of the students should meet or exceed the expectations.

Learning Goal: Our graduates will demonstrate problem solving skills, supported by appropriate analytical, critical thinking, and quantitative techniques.

Learning Objectives:

- In a case setting, the students will use the appropriate analytical techniques to identify and solve a business problem.
- Our students will draw statistical conclusions using appropriate methodology.

Critical Thinking	O	Class project/case using rubric for evaluation on MGNT4190	Spring 2023	30 projects were evaluated and 100% meet or exceed expectations (Met)
	O	Class project/case using rubric for evaluation on BUSA 3050	Spring 2023	24 projects were evaluated and 75% meet or exceed expectations (Not Met)
	O	Class project/case using rubric for evaluation on MKTG 4910	Spring 2023	18 projects were evaluated and 89% meet or exceed expectations (Met)
	O	Class project/case using rubric for evaluation on ACCT 3280	Spring 2023	10 projects were evaluated and 100% meet or exceed expectations (Met)
	O	Class project/case using rubric for evaluation on HRMT 4790	Spring 2023	27 projects were evaluated and 96% meet or exceed expectations (Met)
	I	Class project/case using rubric for evaluation on MKTG4890	Spring 2023	14 projects were evaluated and 93% meet or exceed expectations (Met)
	I	Class project/case using rubric for evaluation on BUSA3050	Spring 2023	30 projects were evaluated and 83% meet or exceed expectations (Met)
	I	Class project/case using rubric for evaluation on MGNT4190	Spring 2023	16 projects were evaluated and 69% meet or exceed expectations (Not Met)

MFT Assessment Results

We use the MFT standardized exam in the Strategic Management course to evaluate Business Knowledge learning goal. The MFT test considers 120 questions that are applied nationally to students from Schools of Business around the country, so we can have some comparable position with the rest of the country.

Comparing by discipline the percentage of correct answers from GSW from previous academic year:

Percent Correct	Percent Correct			Difference	Discipline
2019-2020	2020-2021	2021-2022	2022-2023	From previous year	
38	34	42	34	-8	Accounting
37	42	31	47	+16	Economics
56	57	61	57	-4	Management
32	28	32	31	-1	Quantitative
38	44	39	44	+5	Finance
51	45	48	47	-1	Marketing
39	40	48	45	-3	Legal
49	49	52	37	-15	Info Systems
34	36	35	35	0	International

Most disciplines stayed about the same, with a notable increase in economics and a notable decrease in information systems.

At the time of writing this report, the MFT 2022 Comparative Data Guide was not yet available. The Comparative Data Guide should be released in July 2023 and will hopefully provide further insights into possible reasons for these differences. The AOL committee will also discuss these results at the next faculty meeting in August.

During 2022-23, the AOL Committee focused on methods to improve MFT performance. Since the MFT is administered during the MGNT 4190 capstone course, it was decided to invite guest lecturers from specified disciplines to review key content area ahead of the exam.

RESULTS AND RECOMMENDATIONS

UNDERGRADUATE

Results:

The main concern, in previous years was the differences between online and in-class results. This year most of the learning goals assessed in online classes met the expectations. That was influenced by the faculty effort to include additional tools, such as videos and publishers' online learning tools to keep promoting students' participation. The only class that did not meet the expectations in the online modality was BUSA3050 (Business Statistics).

For the inclass modality, this academic year was very surprising because one of the learning objectives, and only in one class, did not meet the expectations: Critical Thinking.

Recommendations for online classes:

1. Keep innovating in the way we teach online courses
 - a. Offer internal training.
 - b. Increase teacher-student interaction
 - c. Promote group/collaborative activities among students
 - d. Include other learning tools such as podcasts, external videos, or activities beyond reading the book.
2. Consider adoptions of books that are focused on distance learning students and providing material that can be used to assure the complete understanding of the material even when the student-professor interaction is limited.
3. Keep investing in technology to maintain our teaching standards.
4. Keep the communication channel open with students to know their opinion to be more effective in the learning process.
5. Keep developing best practices for online courses, and implementing evaluation tools for assessing online classes.
6. Send the discipline committees the specific concerns in the learning goals that did not meet the expectations, and let them decide the proper set of actions to attack these opportunity areas.

Recommendations for in-class classes:

1. Send the discipline committees the specific concerns in the learning goals that did not meet the expectations, and let them decide the proper set of actions to attack this opportunity area. We need to stress the fact that three of the learning objectives did not meet the expectations. We need to see if this was a consequence of COVIT and be sure to monitor these learning outcomes in the following academic year when the University is operating normally after the pandemic.

GRADUATE MBA Program

Benchmark: At least 80% of the students should meet or exceed the expectations.

The following are the Learning Goals for the MBA program for the academic year 2022-2023

Outcome	Modality	Outcome Measure	Source Data	Outcome Data
Teamwork	O	Class project/case using rubric for evaluation on BUSA 6120	Spring 2023	42 projects were evaluated and 95% meet or exceed expectations (Met)
Information Technology	O	Class project/case using rubric for evaluation in BUSA 6170	Spring 2023	38 projects were evaluated and 71% meet or exceed expectations (Not Met)
Critical Thinking	O	Class project/case using rubric for evaluation in BUSA 6140	Spring 2023	69 projects were evaluated and 84% meet or exceed expectations (Met)
	O	Class project/case using rubric for evaluation in BUSA 6540	Spring 2023	42 projects were evaluated and 95% meet or exceed expectations (Met)
Oral Communication	O	Class project/case using rubric for evaluation in BUSA 6600	Spring 2023	44 projects were evaluated and 95% meet or exceed expectations (Met)

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MFAT Assessment Results for the MBA program

As suggested by the AOL Committee, we are assessing MBA student using the standardized MFAT test.

The data we have is presented in the next table:

Percent Correct	Percent Correct	Percent Correct			
GSW MBA	GSW MBA	GSW MBA	GSW MBA	Difference from previous evaluation	Discipline
Fall 2019	Fall 2022	Spring 2022	Spring 2023		
58	53	53	56	+3	Marketing
53	47	42	54	+12	Management
32	38	26	37	+11	Finance
38	35	34	37	+3	Accounting
47	43	41	47	+6	Strategic Integration

During 2022-23, the AOL Committee focused on improving MFT scores in both undergraduate and graduate programs. For graduate students, guest lecturers provided review of key topic areas, and the MFT was formally added to the curriculum sheet as a graduation requirement. We are very pleased with the 2023 MFT results for graduate students, and we will continue to provide a review of key topic areas for MBA students before they take the exam.

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RESULTS AND RECOMMENDATIONS

MBA Program

Results:

The only class that did not meet the expectations was BUSA6170 - Quantitative Management. In this class only 71% of the students meet or exceed expectations in Information Technology. We recommend the future monitoring to set some actions to solve this.

The MFAT test should be considered in the results. There has been a constant reduction of our students' performance during these evaluations. We need to pay a closer attention and verify the reasons for these to happen. We believe that COVID was a key factor, but we need to put more effort in the rigorosity of the program.

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