

3-Year Assessment Report – 2021-2023

GSW College of Business and Computing

*(*Note this report is considered a work in progress and is being updated through out the rest of 2023)*

The third-year assessment report for the College of Business and Computing (graduate and undergraduate) is attached in this document. This report presents three-year assessment data for 2021-2023, analysis of data trends, and improvement plans.

The following five outcomes were established after extensive deliberations with the Assurance of Learning Committee at COBAC. The committee actively engaged with representatives from all academic majors to assess the alignment of course objectives within each respective discipline. After a thorough review of the pertinent course objectives within each discipline, the discipline committees (marketing, accounting, human resources, and management) determined the essential learning objectives that students majoring in those disciplines should aim to achieve and demonstrate.

The Assurance of Learning Committee subsequently identified the 5 outcomes listed below as a direct correspondence to measure the objectives. Each of these outcomes reflects the competencies students are expected to demonstrate in accordance with the core course objectives.

Discipline-specific committees, consisting of subject matter experts from the faculty, convened to determine courses in which each of the objectives is either introduced, reinforced, or evaluated. The data below specifically represents the assessment phase of this process. We have diligently ensured that each outcome possesses substantive significance and establishes a direct connection to course objectives within each discipline where students demonstrate mastery of the outcomes.

Undergraduate Program Effectiveness and Program Outcomes Results

Outcomes	Outcome Measures	2021 Outcome Data	2022 Outcome Data	2023 Outcome Data
1. Critical Thinking. Our juniors and seniors in a business major will apply their problem solving and analytical skills by using quantitative techniques learned in the	Our students are tasked with solving case studies to deliver effective recommendations. At least 80% of the students should meet or exceed expectations, based on a detailed rubric per each assignment.	In ACCT 3280, 8 students were evaluated and 75% met or exceed expectations. Not Met	IN MKTG4890, 39 students were evaluated and 98% met or exceed expectations. Met	In MNGT 4190, 46 students were evaluated and 85% met or exceed expectations. MET

appropriate courses				
		In MNGT 4190, 20 students were evaluated and 95% met or exceed expectations. Met	In BUSA 3050, 54 students were evaluated and 59% met or exceed expectations. Not Met	In BUSA 3050, 54 students were evaluated and 79% met or exceed expectations. Not Met
		In BUSA 3050, 67 students were evaluated and 68% met or exceeded expectations. Not Met	In HRMT4790, 24 students were evaluated and 77% met or exceed expectations. Met	In MKTG 4910, 18 students were evaluated and 89% met or exceed expectations. Met
		In HRMT 4790, 14 students were evaluated and 79% meet or exceed expectations. Not Met	In MGNT4190, 34 students were evaluated and 94% met or exceed expectations. Met	In ACCT 3280. 10 students were evaluated and 100% met or exceed expectations. Met
				In HRMT 4790, 27 students were evaluated and 96% met or exceed expectations. Met
				In MKTG 4890, 14 students were evaluated and 93% met or exceed expectations. Met

<p>2. Ethics. Our juniors and seniors will understand the meaning and importance of ethical behavior and will apply this knowledge to address ethical issues in their professional lives.</p>	<p>Our students identify an ethical dilemma in a scenario case and apply an ethical model to propose and defend a resolution. This is a Case/Project evaluation. At least 80% of the students should meet or exceed expectations, based on a detailed rubric.</p>	<p>In ACCT 4290 13 students were evaluated and 100% meet or exceed expectations. Met</p>	<p>In ACCT4290 19 students were evaluated and 100% met or exceed expectations. Met</p>	<p>In process Fall 2023</p>
		<p>In HRMT 4790 45 students were evaluated and 82% met or exceed expectations. Met</p>	<p>In HRMT4790 346 students were evaluated and 80% met or exceed expectations. Met</p>	<p>In Process Fall 2023</p>
<p>3. Oral Communication Our juniors and seniors will demonstrate effective communicators in presentations based on organization of their thoughts, eye contact, delivery, conclusion and use of visual aids</p>	<p>Our students demonstrate how to communicate presentations to a business audience. Students present their findings from their work on a project. At least 80% of the students should meet or exceed expectations, based on a detailed rubric.</p>	<p>In HRMT 4650 43 students were evaluated and 97% meet or exceed expectations. Met</p>	<p>HRMT4690, 26 presentations were evaluated and 89% met or exceed expectations. Met</p>	<p>In Process Fall 2023</p>
		<p>In HRMT 4690 44 projects were evaluated and 89% meet or exceed expectations. Met</p>	<p>in MNGT 4910, 18 projects were evaluated and 100% met or exceed expectations. Met</p>	<p>In Process Fall 2023</p>

<p>4. Written Communication s. Our juniors and seniors will be effective communicators in a written project based on organization, analysis, use of supporting sources, and conclusion.</p>	<p>Our students demonstrate how to effectively write a business document by creating a project to achieve business objectives. At least 80% of the students should meet or exceed expectations, based on a detailed rubric.</p>	<p>In HRMT 4690 44 projects were evaluated and 89% meet or exceed expectations. Met</p>	<p>In HRMT4690 26 students were evaluated and 85% met or exceed expectations. Met</p>	<p>In Process Fall 2023</p>
		<p>In MKTG 4890 48 projects were evaluated and 92% meet or exceed expectations. Met</p>	<p>In HRMT 4650, 27 students were evaluated and 85% met or exceed expectations. Met</p>	<p>In Process Fall 2023</p>
			<p>In MKTG 4890, 41 students were evaluated and 100% met or exceed expectations. Met</p>	<p>In Process Fall 2023</p>
<p>5. Information Technology. Our juniors and seniors will demonstrate problem solving skills supported by the correct use of information technology and appropriate software to manipulate, analyze, and present</p>	<p>Our students will know how to use technology in a business-related environment by working on a project and analyzing relevant data. At least 80% of the students should meet or exceed expectations, based on a detailed rubric.</p>	<p>In ACCT 4210 Students were evaluated and 83% meet or exceed expectations. Met</p>	<p>In MGNT 3700 16 students were evaluated and 87% met or exceed expectations. Met</p>	

meaningful results that address assigned business issues.				
		In MNGT 3700 Students were evaluated and 77% meet or exceed expectations. Not Met.	In ACCT 4210, 16 projects were evaluated 87% meet or exceed expectations. Met	In Process Fall 2023

Analysis of Data Trends

The Assurance of Learning Committee, in conjunction with the Dean, conducts a continuous review as assessment results. The outcomes are discussed during faculty meetings, fostering a collaborative environment for analysis, interpretation, and process improvement. We are committed to transparency and accountability to our reporting obligations with the AACSB. We strive to incorporate and address findings derived from our assessment data.

It should be noted that since this report is being prepared for a review in 2023, the 2023 data is not yet included.

Outcomes:	
Critical Thinking	For 2021 and 2022 there were 3 courses in which the critical thinking objective was not achieved. There was improvement from year to year and professors are monitoring communication

Ethics	All objectives evaluated met standard. Ethics is reinforced in all business courses.
Oral Communication	All objectives evaluated met standard. Oral communication is reinforced in upper level courses of programs.
Written Communication	All objectives evaluated met standard. Written communication is reinforced throughout the curriculum.
Information Technology	For 2021 information technology had one course in which result was below standard but evaluations improved for 2022. IT and the ability to use excel is especially reinforced in analytical courses.

In Spring 2021 we also conducted an overall student satisfaction survey with the goal of evaluating students’ perceptions of the effectiveness and quality of our business programs. We will continue with this practice going forward, repeating this assessment in the spring semester. Fifty-nine students who are juniors and seniors enrolled in a business major completed the survey. Students were asked to disagree or agree with the following statement (from 1/strongly disagree to 5/strongly agree). The results are presented below.

Survey to evaluate the relevance of GSW curriculum - results

	N	Min	Max	Mean	Std. Dev
The core/major classes at GSW have helped me think more critically	59	1	5	3.98	1.106
The core/major classes have helped me communicate more effectively	59	1	5	4.17	1.020
The core/major classes have improved my ability to reason quantitatively	59	1	5	4.03	1.033
The core/major classes have improved my ability to solve problems	59	1	5	4.17	1.003
The core/major classes have improved my ability to find and evaluate information	59	1	5	4.27	.868
In my core/major classes I was exposed to many different points of view	59	1	5	4.24	1.023
There were times when my professors made me think deeply about important issues	59	1	5	4.10	1.045

Current issues and real-life examples were used to make the courses interesting and relevant	59	1	5	4.37	.869
The core/major classes at GSW are well designed to prepare me for a career in the real world	59	1	5	4.00	1.300
The core/major classes have been important in helping me become a professional in a field of my interest	59	1	5	3.97	1.174
After taking all core/major classes I (will) feel prepared to get a job in an industry of my interest	59	1	5	4.00	1.067
I will recommend to friends/family to pursue their education at GSW	59	1	5	4.12	1.068

Plans for Action and Improvement

COBAC uses a strategic process for determining and revising our degree program outcomes. Being consistent has been our priority to help ensure the AOL process is ingrained in our behaviors. Below is a flow of the process.

At the COBAC faculty meeting every August, the Assurance of Learning (AOL) committee educates the rest of COBAC faculty on the five outcomes listed above and how these outcomes will be evaluated through the academic year. Faculty continually evaluates the learning objectives for each concentration (i.e., for accounting, management, HR, marketing, and the graduate programs) to ensure that the objectives relate to achieving the five outcomes listed above. In addition, we have established the following schedule for evaluation of the outcomes:

Information Technology - Assessed in Fall via Rubric

Oral Communications - Assessed in Fall via Rubric

Written Communications - Assessed in Fall via Rubric

Ethics - Assessed in Fall via Rubric

Critical Thinking - Assessed in Spring via Rubric

This academic report examines the post-accreditation curriculum modifications undertaken by our institution since the reaccreditation in 2020. It provides an overview of the enhancements made in various facets of our programs and their alignment with accreditation standards. These modifications aim to improve the educational experience for our students while fostering critical skill.

1. Increased use of dynamic forms.

Recognizing the importance of effective tracking and compliance within academic programs our program has increased the utilization of dynamic forms. These forms provide a streamlined and efficient method to monitor student progress and ensure adherence to program requirements. Faculty and administrators can access and update these forms which will facilitate real time tracking of professor performance and compliance. This innovation not only enhances transparency but it also allows for prompt identification of areas that may require intervention.

2. Oral Communications

Effective oral communication is a cornerstone of student success. In courses, Performance Management, Compensation, Labor Relations and HR Staffing, exercises and projects that are designed to enhance oral communication have been incorporated.

3. Critical Thinking

Critical Thinking is another important learning objective for our programs. It is rigorously evaluated in several courses but highlight especially in MNGT 4190 – Strategic Management and in the MBA Program with BUSA 6140 – Business Finance and BUSA 6540 – Organizational Leadership. For the 4190 courses, students engage in a modified global competition, wherein they are challenged to apply critical thinking skills while making investment decisions. Students are challenged to improve through providing reflection about their decision-making processes. In all course's faculty provide comprehensive feedback to nurture and refine these critical thinking skills.

4. Information Technology

Faculty has recognized the need to address students' proficiency in Excel. Information Systems BUSA 3700 has revamped to incorporate dedicated time earlier in the semester for students to review and practices these fundamental skills while all the accounting courses have an excel component to reinforce the learnings. These changes in focus of information technology, ensures that students are adequately prepared for tasks that involve data manipulation, data model construction, data analysis and data graphic presentation. The importance of Excel has expanded to education for the faculty and two members of the COBAC faculty have created a teaching circle for all faculty to learn proper use of excel.

5. Major Field Test (MFT) Exam

Implementation of the MFT exam in MNGT 4190 represents a significant commitment to overall education students receive here at COBAC. It is further represented by the MBA program establishing it as a degree requirement. Students register for it as a zero-credit course and complete it during their last semester.

6. Team Building

The AOL committee has recognized that communication and teamwork underscore the significant of collaborative skills in the context of business education. This skill is on display in BUSA 6120 Marketing Management.

7. MBA Course addition Executive Communication and Strategic Change Management
 As COBAC continues to pursue continuous improvement in the programs offered, the MBA curriculum has added two critical elective courses: Executive Communication and Strategic Change Management. These courses are designed to equip future business leaders with executive level communication and strategic change leadership. Our communications course focuses on enhancing the ability to communicate persuasively, manage stakeholder relationship and convey difficult messages with clarity. Strategic Change Management dives into theories and practices of leading organizational transformation while preparing our MBA graduates to navigate challenges in business environments.

For the MBA level courses, the learning objectives are evaluated in corresponding classes each time the class is offered:

BUSA 6120 Marketing Management	Teamwork
BUSA 6140 Business Finance	Critical Thinking
BUSA 6160 Managerial Economics	Ethics
BUSA 6170 Quantitative	Information Technology
BUSA 6180 International Business	Written Communication
BUSA 6540 Organizational Leadership	Critical Thinking
BUSA 6600 Business Strategy	Oral Communications
ACCT 6200 Accounting for Managers	Information Technology