Assessment of A. S. in Business Management

Summary Analysis

A.S. in Business Management students take the ETS major field exit exam and graduates and employers are surveyed.

The ETS exam is designed for AS business students. It is made up of four components or assessment indicators (Accounting, Economics, Management and Marketing).

Nineteen students took the test. The average score was a 555.63. This placed DSU students in the 95th percentile nationally. Six students placed at or above the 90th percentile while four were at or below the 40th percentile. Scores ranged between the 98th and 10th percentile. This year’s percentile rank is higher than last year’s rankings.

ETS also provides assessment indicators. Students scored in the 96th percentile for Marketing, 84th percentile for Management; 96th percentile Economics and 94th for Accounting. These percentiles are up from last year and meet the goals.

Survey data from graduates and employers is limited. Trends will be monitored.

The process for reporting and analyzing survey data has been modified. Graduates are surveyed at one and three years following a graduating class; and employers are surveyed one year following a graduating class. Survey data will in the future be tracked with the test data for a given graduating class. This will give a better assessment of the programs. The survey instrument was changed in the spring of 2010. A four point Likert scale was used. This replaces a Five point Likert scale. Graphic information will be different.

The faculty is, generally, pleased with the overall results of the assessment data. Assessment criteria have, in most cases, been met. More data points are needed with the new assessment test.

Changes for Continuous Improvement:

2014-15:
1. Faculty will be raising the goals to 75th percentile.
2. Continue to implement in course assessment processes using selected exam questions and using cross-sectional analysis. This process will continue for several years.

2013-14:
1. Continue to implement in course assessment processes using selected exam questions and using cross-sectional analysis. This process will continue for several years.

2012-13:
1. Continue to implement in course assessment processes using selected exam questions and using cross-sectional analysis. This process will continue for several years.
Changes for Continuous Improvement:

2011-12:
1. No curriculum changes are recommended for this cycle. Faculty determined that additional time was needed to measure the results of the new ETS test.

2. The process for reporting and analyzing survey data has been modified. Graduates are surveyed at one and three years following a graduating class; and employers are surveyed one year following a graduating class. Survey data will in the future be tracked with the test data for a given graduating class. This will give a better assessment of the programs. The survey instrument was changed in the spring of 2010. A four point Likert scale was used. This replaces a Five point Likert scale. Graphic information will be different.

2010-11:
3. No curriculum changes are recommended for this cycle. Faculty determined that additional time was needed to measure the results of the new ETS test.

4. The process for reporting and analyzing survey data has been modified. Graduates are surveyed at one and three years following a graduating class; and employers are surveyed one year following a graduating class. Survey data will in the future be tracked with the test data for a given graduating class. This will give a better assessment of the programs. The survey instrument was changed in the spring of 2010. A four point Likert scale was used. This replaces a Five point Likert scale. Graphic information will be different.

2009-10:
1. No curriculum changes are recommended for this cycle. Faculty determined that additional time was needed to measure the results of the new ETS test.

2. The process for reporting and analyzing survey data has been modified. Graduates are surveyed at one and three years following a graduating class; and employers are surveyed one year following a graduating class. Survey data will in the future be tracked with the test data for a given graduating class. This will give a better assessment of the programs. The survey instrument was changed in the spring of 2010. A four point Likert scale was used. This replaces a Five point Likert scale. Graphic information will be different.

2008-09:
No curriculum changes are recommended for this cycle. Faculty determined that time was needed to measure the results of the new ETS test.
2007-08:

1. A.S. in Business Management students are to take the ETS Major Field Test for A.S. majors. This will separate the A.S. student from the BBA students. The test results for both groups will be more valid in the coming years.

2. The Assessment plan will be revised to reflect the assessment indicators for the ETS Major Field Test for A.S. majors (Accounting, Economics, Management and Marketing).