The Assessment Process for Business Programs:

Bachelor of Business Administration
Bachelor of Science in Professional Accountancy
Bachelor of Science in Business Education
Associate of Science in Business Management
Masters of Business Administration

Business programs are continuously evaluated with the use of an assessment program. The programs have well developed assessment plans that include the College mission, program goals, assessment outcomes and assessment criteria. Copies of the assessment plans are attached.

The goals, outcomes and criteria were developed and are revised by the business faculty. The plans are reviewed each year by the faculty in a group meeting.

Business programs at DSU are assessed with direct measures of student learning that include both formative and summative assessment. Methodologies include locally developed pre and post tests, the nationally normed MFT business exams, and in-course assessment. Additionally, student and stakeholder satisfaction is gathered using surveys and placement data.

Graduates and employers are surveyed each summer. Graduates are surveyed one and three years after graduation. Surveys are mailed to employers of the prior year’s graduates. Students are surveyed using the Student Satisfaction Inventory Survey and the Priorities’ Survey for Online Learners.

Students are tested with ETS Major Field Test (MFT) in Business in their last semester prior to graduation. There is a separate MFT for the AS in Business Management, the BBA majors and the MBA. Results are sent to the university assessment office. Students are mailed a copy of their test scores. In-course assessment for the BBA majors is done by the faculty teaching the course.

Assessment data from MFT tests are compiled in the university assessment office and are forwarded to the business curriculum coordinator. The faculty compiled data from the in-course assessment is forwarded to the business curriculum coordinator. Placement rates are obtained from the university Career Services Office by the coordinator. The assessment office also sends survey data to the coordinator.

The coordinator reviews the data and compares the results with assessment criteria. This comparison is placed on a summary document with the notation of whether the criteria is met or not met. Data is also placed into graphical formats.

The data sheets, graphs, and summaries are given to faculty who meet annually in the fall to discuss the results and suggest program improvements. Program improvements are added to the summaries. All of the assessment documents are forwarded to the assessment office and to the dean of the college. Documents are placed on to DSU website and are available to the public. Curriculum changes are documented with the formal proposals.