

Academic Program Assessment Report

Assessment is a term commonly used to encompass the process of gathering and using evidence to guide improvements.

SACSCOC requires that an institution "identifies expected outcomes, assesses the extent to which it achieves these outcomes, and provides evidence of seeking improvement based on analysis of the results".

Be sure to SAVE your progress as you work!

Academic Program
Management, MSM

Submission Year
2022-2023

Assessment Coordinator Name
Mick Fekula

Enter Assessment Coordinator Email
mfekula@lander.edu

Program Goal

Goal

Goal 1

Program Goals are broad and overarching statements about the skills, knowledge, and dispositions students are expected to gain by the end of their course of study (big picture). They support the Institution's Mission/Goals.

Program Goal

To comply with Program Productivity standards as defined by the South Carolina Commission on Higher Education

Pillar of Success Supported

High-Demand, Market-Driven Programs

Outcomes

Outcome 1

Outcomes are specific, **measurable** statements that reflect the broader goals.

Academic Programs are required to develop **Student Learning Outcomes**, which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences.

Academic Programs may also develop **Operational Outcomes**, which describe the level of performance of an operational aspect of a program or office (ex. graduation rates, retention, employment data).

Most goals have at least two outcomes measured.

What type of Outcome would you like to add?

Operational Outcome

Enter Outcome
Major Enrollment

Timeframe for this Outcome
2021-2022

Performance Target for "Met"

Using a five-year rolling average, the number of students enrolled in the MSM is greater than or equal to 6.

Performance Target for "Partially Met"

Not Applicable

Performance Target for "Not Met"

Using a five-year rolling average, the number of students enrolled in the MSM is less than 6

Assessment Measure Used

Enrollment and Graduation data extracted from Banner

Frequency of Assessment

Annually

Data Collected for this Timeframe (Results)

The three-year rolling average enrollment for the MSM is 38

Score (Met=3, Partially Met=2, Not Met=1)

3

Comments/Narrative

The MSM program started in August of 2019, with one full semester recorded as of 12/9/19 and an enrollment of 14 students. The enrollment grew to 61 in fall 2021 and since then, enrollment has averaged 38 students. With the launch of the MBA in Fall 2021, some prospective MSM students switched to the MBA program. Despite the MBA, MSM demand remains steady and above target.

Resources Needed to Meet/Sustain Results

The MSM program enrollment is steady; however, six MSM program courses contribute to the MBA micro-credentials. Because MBA enrollment has increased significantly, the related MSM courses are overenrolled. Either additional doctorally degreed faculty are needed to teach graduate courses, or more full-time lecturers are required to cover the undergraduate courses that the graduate faculty would typically teach. Lectures cost \$65,000 plus fringe benefits, and doctoral faculty \$85,000 plus fringe.

Explanation of How Resources Will Be Used

Lecturers would teach undergraduate courses typically conducted by doctoral faculty so that doctoral faculty can teach graduate-level classes to accommodate the increase in graduate enrollment.

Outcome 2

Outcomes are specific, **measurable** statements that reflect the broader goals.

Academic Programs are required to develop **Student Learning Outcomes**, which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences.

Academic Programs may also develop **Operational Outcomes**, which describe the level of performance of an operational aspect of a program or office (ex. graduation rates, retention, employment data).

Most goals have at least two outcomes measured.

What type of Outcome would you like to add?

Operational Outcome

Enter Outcome

Completions (Degrees Awarded)

Timeframe for this Outcome

2021-2022

Performance Target for "Met"

Using a five-year rolling average, the number of degrees awarded for Master's/First Professional is greater than or equal to 3.

Performance Target for "Partially Met"

Not Applicable

Performance Target for "Not Met"

Using a five-year rolling average, the number of degrees awarded for Master's/First Professional is less than 3.

Assessment Measure Used

Graduation data extracted from Banner

Frequency of Assessment

Annually

Data Collected for this Timeframe (Results)

The three-year rolling average of graduates from the MSM is 19

Score (Met=3, Partially Met=2, Not Met=1)

3

Comments/Narrative

The MSM program graduated 4, 25, and 28 students in its first three years resulting in a three-year average of 19 graduates.

Resources Needed to Meet/Sustain Results

None

Explanation of How Resources Will Be Used

Not Applicable

Goal Summary

Goal Summary/Comments

There was some speculation that students would lose interest in the MSM program after the MBA launch. Still, there remains a reasonable cohort pursuing the MSM. There is also an accompanying efficiency factor since MBA students use pairs of six MSM courses to achieve their micro-credentials. So it appears that the MBA has helped to enhance MSM viability.

Changes Made/Proposed Related to Goal

Although the MBA program has drawn more enrollment, no particular action is required to improve the MSM. In addition to the MBA micro-credentials helping to improve some MSM course enrollments, it is also possible that students might withdraw from the MBA program and return to complete the MSM program.

Upload Rubrics/Other Files

Goal 2

Program Goals are broad and overarching statements about the skills, knowledge, and dispositions students are expected to gain by the end of their course of study (big picture). They support the Institution's Mission/Goals.

Program Goal

MSM Program Learning Goal #1:

MSM graduates will be knowledgeable and skilled in conceptualizing and applying specialized management practices in leadership, human relations, quality principles, operations, and strategy.

Pillar of Success Supported

Robust Student Experience

Outcomes

Outcome 1

Outcomes are specific, **measurable** statements that reflect the broader goals.

Academic Programs are required to develop **Student Learning Outcomes**, which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences.

Academic Programs may also develop **Operational Outcomes**, which describe the level of performance of an operational aspect of a program or office (ex. graduation rates, retention, employment data).

Most goals have at least two outcomes measured.

What type of Outcome would you like to add?

Student Learning Outcome

Enter Outcome

Students will understand the impact of Leadership.

Timeframe for this Outcome

2021-2022

Performance Target for "Met"

At least 80% of the students will achieve at least 15 out of 25 points. The average Total and Item Scores will be at least:

Total: 17.5

Leadership Principles: 2.5

Authentic Leadership: 3, SD<1

Impact of Leadership: 3, SD<1

Performance Target for "Partially Met"

At least 70% of the students will achieve at least 15 out of 25 points. The average Total and Item Scores will be at least the following in 2 of the 3 measures:

Total: 17.5

Leadership Principles: 2.5

Authentic Leadership: 3, SD<1
Impact of Leadership: 3, SD<1

Performance Target for "Not Met"

Less than 70% of the students achieved at least 15 out of 25 points or the total average score was less than 17.5.

Assessment Measure Used

Direct:
Case Study 9.1 from the MGMT 625 Leadership Course

Frequency of Assessment

Every other year

Data Collected for this Timeframe (Results)

16 students answered the leadership case. The results met the target with 88% of the students scoring 15 or higher with the overall average being 18.4 out of 25. The item analysis averages were 3.3, 3.4, and 4.2 with acceptable standard deviations for those particular means. The standard deviations are applied only when a mean is 3 or less.

Score (Met=3, Partially Met=2, Not Met=1)

3

Comments/Narrative

The assessment of this outcome was improved by separating Leadership from Personnel, which is now assessed in Outcome 2.

The score of 88% of the students achieving at least 15 is an improvement over 86% from the last assessment, albeit a small difference. The item analysis shows a significant improvement in the score for identifying the impact of leadership (from 3.8 to 4.2). The improved result is important because this learning outcome is focused on leadership impact. This score would be higher if one outlier was removed.

The target was met and accompanied by improvement in key areas, so no change is proposed for this outcome.

Resources Needed to Meet/Sustain Results

None

Explanation of How Resources Will Be Used

.Not Applicable

Outcome 2

Outcomes are specific, **measurable** statements that reflect the broader goals.

Academic Programs are required to develop **Student Learning Outcomes**, which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences.

Academic Programs may also develop **Operational Outcomes**, which describe the level of performance of an operational aspect of a program or office (ex. graduation rates, retention, employment data).

Most goals have at least two outcomes measured.

What type of Outcome would you like to add?

Student Learning Outcome

Enter Outcome

Students will understand the impact of Personnel.

Timeframe for this Outcome

2021-2022

Performance Target for "Met"

At least 80% of the students will achieve at least 15 out of 25 points. The average Total and Item Scores will be at least:

Total: 17.5

Job Specifications: 2.5

HR Forecasting: 3, SD<1

Labor Needs: 3, SD<1

Performance Target for "Partially Met"

At least 70% of the students will achieve at least 15 out of 25 points. The average Total and Item Scores will be at least the following in 2 of the 3 measures:

Total: 17.5

Job Specifications: 2.5

HR Forecasting: 3, SD<1

Labor Needs: 3, SD<1

Performance Target for "Not Met"

Less than 70% of the students achieved at least 15 out of 25 points or the total average score was less than 17.5.

Assessment Measure Used

Direct:

Case Study 4.1 from the MGMT 645 Human

Resources course

Frequency of Assessment

Every other year

Data Collected for this Timeframe (Results)

Nine MSM students answered the Personnel case. 3

The results met the target with 89% (8 of 9) of the students scoring 15 or higher with the overall average being 18.1 out of 25. The item analysis averages were 3.2, 4.1, and 3.3 with acceptable standard deviations for those particular means. The standard deviations are applied only when a mean is 3 or less.

Score (Met=3, Partially Met=2, Not Met=1)

Comments/Narrative

This is a new outcome. The assessment of this outcome was improved by separating Leadership from Personnel. Leadership is now assessed separately in Outcome 1.

Nine MSM students answered the Personnel case. The results met the target with 89% (8 of 9) of the students scoring 15 or higher with the overall average being 18.1 out of 25. The item analysis averages were 3.2, 4.1, and 3.3, with acceptable standard deviations for those particular means. The standard

deviations are only applied when a mean is 3 or less.

The students met the target, this is the first measure for this outcome, and the sample size is only 9, so no changes are proposed at this time.

Resources Needed to Meet/Sustain Results

None

Explanation of How Resources Will Be Used

Not Applicable

Outcome 3

Outcomes are specific, **measurable** statements that reflect the broader goals.

Academic Programs are required to develop **Student Learning Outcomes**, which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences.

Academic Programs may also develop **Operational Outcomes**, which describe the level of performance of an operational aspect of a program or office (ex. graduation rates, retention, employment data).

Most goals have at least two outcomes measured.

What type of Outcome would you like to add?

Student Learning Outcome

Enter Outcome

Students will be able to solve quality assurance problems.

Timeframe for this Outcome

2021-2022

Performance Target for "Met"

At least 80% of the students will achieve at least 15 out of 25 points. The average Total Score will be at least: 17.5

Performance Target for "Partially Met"

At least 70% of the students will achieve at least 15 out of 25 points. The average Total Score will be at least 15.

Performance Target for "Not Met"

Less than 70% of the students achieved at least 15 out of 25 points.

Assessment Measure Used

Direct:
MGMT 675 Decision Essay: DB 5

Frequency of Assessment

Every other year

Data Collected for this Timeframe (Results)

17 students submitted the quality process example essay. The results met the target with 100% of the students scoring 15 or higher with the overall average being 20.3 out of 25. The item analysis

Score (Met=3, Partially Met=2, Not Met=1)

3

averages were 4.1, 4.7, and 3.9 with acceptable standard deviations for those particular means. The standard deviations are only applied when a mean is 3 or less.

Comments/Narrative

The score of 100% of the students achieving at least 15 is an improvement over 83% from the last assessment. The overall average increased from 20.2 to 20.3. The item analysis shows a significant improvement in the scores for describing the method (3.9 to 4.1) and offering an example (4.0 to 4.7). The item score for application dropped from 4.3 to 3.9.

The target was met and accompanied by improvement, so no change is proposed for this outcome.

Since the students are scoring well, we will examine this assignment and its assessment for appropriate rigor. Even when we apply the higher stand of 80% of the students scoring 17.5 or higher, our target is still met, with 82% of the students achieving at least 17.5.

Resources Needed to Meet/Sustain Results

None

Explanation of How Resources Will Be Used

Not Applicable

Outcome 4

Outcomes are specific, **measurable** statements that reflect the broader goals.

Academic Programs are required to develop **Student Learning Outcomes**, which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences.

Academic Programs may also develop **Operational Outcomes**, which describe the level of performance of an operational aspect of a program or office (ex. graduation rates, retention, employment data).

Most goals have at least two outcomes measured.

What type of Outcome would you like to add?

Student Learning Outcome

Enter Outcome

Students will be able to make data-driven decisions addressing operational and strategic challenges.

Timeframe for this Outcome

2021-2022

Performance Target for "Met"

At least 80% of the students will achieve at least 3 out of 5 points. The average Total Score will be at least: 3.5

Performance Target for "Partially Met"

At least 70% of the students will achieve at least 3 out of 5 points. The average Total Score will be at least: 3.

Performance Target for "Not Met"

Less than 70% of the students achieved at least 3 out of 5 points.

Assessment Measure Used

Direct:
MGMT 635 Quality Case: Circuit Boards

Frequency of Assessment

Every other year

Data Collected for this Timeframe (Results)

17 MSM students submitted the Circuit Board case. The results did not meet the target because only 47% of the students scored 3 or higher and the overall average was 2.7 with a standard deviation of 1.15.

Score (Met=3, Partially Met=2, Not Met=1)

1

Comments/Narrative

There was a significant decrease in performance since the last assessment. We did not meet the target for the percentage of students achieving 3 or higher and the minimum average score.

The instructor for MGMT 635 will improve the lesson for Chapter 7, Manufacturing Processes and quality, and ensure the students understand the assignment requirements. Over half the case answers were rated as having varying degrees of effectiveness in showing data-driven decisions.

Resources Needed to Meet/Sustain Results

None

Explanation of How Resources Will Be Used

Not Applicable

Outcome 5

Outcomes are specific, **measurable** statements that reflect the broader goals.

Academic Programs are required to develop **Student Learning Outcomes**, which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences.

Academic Programs may also develop **Operational Outcomes**, which describe the level of performance of an operational aspect of a program or office (ex. graduation rates, retention, employment data).

Most goals have at least two outcomes measured.

What type of Outcome would you like to add?

Student Learning Outcome

Enter Outcome

Students will be prepared with the knowledge and skills in Goal 1 areas

Timeframe for this Outcome

2022-2023

Performance Target for "Met"

Students will report that they have adequately (or better) learned, or are adequately (or better) prepared

in 80% of the Learning and Development items on the exit survey.

Performance Target for "Partially Met"

Students will report that they have adequately (or better) learned, or are adequately (or better) prepared in 70% of the Learning and Development items on the exit survey

Performance Target for "Not Met"

Students will report that they have adequately (or better) learned, or are adequately (or better) prepared in less than 70% of the Learning and Development items on the exit survey.

Assessment Measure Used

Indirect:
MSM Program Student Exit Survey

Frequency of Assessment

Annually

Data Collected for this Timeframe (Results)

Students will not complete this survey until Academic Year 2022-2023. The earliest results will be available at the end of the Fall 2022 semester.

Score (Met=3, Partially Met=2, Not Met=1)

Comments/Narrative

This Exit Survey is new and scheduled for its first administration in Fall 2022

Resources Needed to Meet/Sustain Results

None

Explanation of How Resources Will Be Used

Not Applicable

Goal Summary

Goal Summary/Comments

We met the targets for the leadership, personnel, and quality assurance outcomes. We will examine the rigor and assessment process for Outcome 3, Quality Assurance, because student performance has been high across two assessment cycles.

We did not meet the target for the assessment of data-driven decisions, and student performance dropped significantly from the prior assessment. As a result, the faculty member assigned to that course will improve the associated lesson and assignment instructions and examine the existing rubric and assessment process for assignment alignment.

Changes Made/Proposed Related to Goal

Because we did not meet the target for the assessment of data-driven decisions, the faculty member assigned to that course will improve the associated lesson and assignment instructions and examine the existing rubric and assessment process for assignment alignment.

We will examine the rigor and assessment process for Outcome 3, Quality Assurance, because student performance has been high across two assessment cycles.

In addition to data-driven MSM curriculum changes, the College of Business revised and added some program goal outcomes to improve the MSM program assessment process. Program Goal 1 is the same, but we re-phrased it to make it clearer. For this Program Goal Outcome 1, we separated the understanding of Leadership and Personnel into two different outcomes.

We further improved Program Goal 1 by adding Outcome 5 with an indirect measure to assess knowledge and skills preparation through an MSM Program Student Exit Survey.

Upload Rubrics/Other Files

MGMT 625 Fall 2021 Artifacts - MSM Students
Only Case 9.1.pdf

MSM Goal 1-1 Leadership Rubric.pdf

MSM Leadership Results 2021-2022.xlsx

MGMT 645 Spring 2022 Artifacts MSM Students
only Case 4.1.pdf

MSM Goal 1-2 Personnel Rubric.pdf

MSM Personnel Results 2021-2022.xlsx

MGMT 675 Spring 2022 - Artifacts Goal 1-3 DB 5
Essay - All MSM.pdf

MSM Goal 1-3 Quality Tools Rubric.pdf

MSM Quality Tools Results 2021-2022.xlsx

MGMT 635 Fall 2021 Artifacts Circuit Boards -
MSM Students Only.pdf

MSM Goal 1-4 Data-Driven Decision Rubric.pdf

MSM Data Driven Decision Results 2021-2022.xlsx

MSM Exit Survey – Preparedness.pdf

Goal 3

Program Goals are broad and overarching statements about the skills, knowledge, and dispositions students are expected to gain by the end of their course of study (big picture). They support the Institution's Mission/Goals.

Program Goal

MSM Program Learning Goal #2:

MSM graduates will have the skills to systematically analyze and develop solutions to business problems.

Pillar of Success Supported

Robust Student Experience

Outcomes

Outcome 1

Outcomes are specific, **measurable** statements that reflect the broader goals.

Academic Programs are required to develop **Student Learning Outcomes**, which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences.

Academic Programs may also develop **Operational Outcomes**, which describe the level of performance of an operational aspect of a program or office (ex. graduation rates, retention,

employment data).

Most goals have at least two outcomes measured.

What type of Outcome would you like to add?

Student Learning Outcome

Enter Outcome

Students will be able to use business intelligence techniques to improve decision-making.

Timeframe for this Outcome

2021-2022

Performance Target for "Met"

At least 80% of the students will achieve at least 10.5 out of 15 points. The average Total and Item Scores will be at least:

Total: 10.5

First Question: 2.5

Second Question: 2.5

Second Question: 2.5

Performance Target for "Partially Met"

At least 70% of the students will achieve at least 10.5 out of 15 points. The average Total and Item Scores will be at least the following in 2 of the 3 measures:

Total: 9

First Question: 2.5

Second Question: 2.5

Second Question: 2.5

Performance Target for "Not Met"

Less than 70% of the students achieved at least 10.5 out of 15 points or the total average score was less than 17.5.

Assessment Measure Used

Direct:

Select Exam items from MGMT 655 Analytics Course

Frequency of Assessment

Every other year

Data Collected for this Timeframe (Results)

16 students completed the MGMT 655 Exam. The results partially met the target with 78% of the students scoring 10.5 or higher with the overall average being 12.3 out of 15. The item analysis averages were 3.8, 4.0, and 4.4 with acceptable standard deviations for those particular means. The standard deviations are only applied when a mean is 3 or less.

Score (Met=3, Partially Met=2, Not Met=1)

2

Comments/Narrative

These results improved over the last assessment by a small amount; however, compared to the last assessment when we removed an outlier, these results are slightly lower except for the item analysis of Question 6, which concerned neural networks. In this recent assessment, that item increased from 3.5 to 4.4.

Although the assessment results reasonably met the target, a new instructor is improving this process through a more robust and rigorous assignment to better capture the objective of this outcome. In turn, the assessment process will be improved.

Resources Needed to Meet/Sustain Results

None

Explanation of How Resources Will Be Used

Not Applicable

Outcome 2

Outcomes are specific, **measurable** statements that reflect the broader goals.

Academic Programs are required to develop **Student Learning Outcomes**, which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences.

Academic Programs may also develop **Operational Outcomes**, which describe the level of performance of an operational aspect of a program or office (ex. graduation rates, retention, employment data).

Most goals have at least two outcomes measured.

What type of Outcome would you like to add?

Student Learning Outcome

Enter Outcome

Students will be able to apply the scientific method to business analyses.

Timeframe for this Outcome

2022-2023

Performance Target for "Met"

At least 80% of the students will achieve at least 3 out of 5 points. The average Total Score will be at least 3.5

Performance Target for "Partially Met"

At least 70% of the students will achieve at least 3 out of 5 points. The average Total Score will be at least 3.

Performance Target for "Not Met"

Less than 70% of the students achieved at least 3 out of 5 points.

Assessment Measure Used

Direct:
BA 605 Research Project Report

Frequency of Assessment

Every other year

Data Collected for this Timeframe (Results)

Not assessed in 2021-2022.

Score (Met=3, Partially Met=2, Not Met=1)**Comments/Narrative**

Not assessed in 2021-2022. Will be assessed in 2022-2023.

Resources Needed to Meet/Sustain Results

None

Explanation of How Resources Will Be Used

Not Applicable

Outcome 3

Outcomes are specific, **measurable** statements that reflect the broader goals.

Academic Programs are required to develop **Student Learning Outcomes**, which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences.

Academic Programs may also develop **Operational Outcomes**, which describe the level of performance of an operational aspect of a program or office (ex. graduation rates, retention, employment data).

Most goals have at least two outcomes measured.

What type of Outcome would you like to add?

Student Learning Outcome

Enter Outcome

Students will understand and be able to solve problems analytically.

Timeframe for this Outcome

2022-2023

Performance Target for "Met"

At least 80% of the students will achieve at least 3 out of 5 points. The average Total Score will be at least 3.5

Performance Target for "Partially Met"

At least 70% of the students will achieve at least 3 out of 5 points. The average Total Score will be at least 3.

Performance Target for "Not Met"

Less than 70% of the students achieved at least 3 out of 5 points.

Assessment Measure Used

Direct:
MGMT 675 Six-sigma application problem

Frequency of Assessment

Every other year

Data Collected for this Timeframe (Results)

Not assessed in 2021-2022.

Score (Met=3, Partially Met=2, Not Met=1)

Comments/Narrative

Not assessed in 2021-2022. Will be assessed in 2022-2023.

Resources Needed to Meet/Sustain Results

None

Explanation of How Resources Will Be Used

Not Applicable

Outcome 4

Outcomes are specific, **measurable** statements that reflect the broader goals.

Academic Programs are required to develop **Student Learning Outcomes**, which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences.

Academic Programs may also develop **Operational Outcomes**, which describe the level of performance of an operational aspect of a program or office (ex. graduation rates, retention, employment data).

Most goals have at least two outcomes measured.

What type of Outcome would you like to add?

Student Learning Outcome

Enter Outcome

Students will be prepared with applicable skills in Goal 2 areas

Timeframe for this Outcome

2022-2023

Performance Target for "Met"

Students will report that they have adequately (or better) learned, or are adequately (or better) prepared in 80% of the Learning and Development items on the exit survey.

Performance Target for "Partially Met"

Students will report that they have adequately (or better) learned, or are adequately (or better) prepared in 70% of the Learning and Development items on the exit survey

Performance Target for "Not Met"

Students will report that they have adequately (or better) learned, or are adequately (or better) prepared in less than 70% of the Learning and Development items on the exit survey.

Assessment Measure Used

Indirect:
MSM Program Student Exit Survey

Frequency of Assessment

Annually

Data Collected for this Timeframe (Results)

Students will not complete this survey until Academic Year 2022-2023. The earliest results will be available at the end of the Fall 2022 semester.

Score (Met=3, Partially Met=2, Not Met=1)

Comments/Narrative

This Exit Survey is new and scheduled for its first administration in Fall 2022

Resources Needed to Meet/Sustain Results

None

Explanation of How Resources Will Be Used

Not Applicable

Goal Summary

Goal Summary/Comments

Outcomes 2 and 3 concerning the application of the scientific method and the ability to solve problems analytically were not assessed this year. They will be assessed again in 2022-2023.

The Outcome 1 results improved over the last assessment by a small amount except when compared to last year's results with the outlier removed.

Although the Outcome 1 assessment results reasonably met the target, a new instructor is improving this process through a more robust and rigorous assignment to better capture the objective of this outcome. In turn, the assessment process will be improved.

Changes Made/Proposed Related to Goal

In addition to data-driven MSM curriculum changes, the College of Business revised and added some program goal outcomes to improve the MSM program assessment process. Program Goal 2 is the same, but we re-phrased it significantly to make it more accurate. We re-phrased all Program Goal Outcomes for accuracy and clarity.

We further improved Program Goal 2 by adding Outcome 4 with an indirect measure to assess applicable skills preparation through an MSM Program Student Exit Survey.

A new instructor is improving the Outcome 1 assessment process through a more robust and rigorous assignment to better capture the objective of this outcome.

Upload Rubrics/Other Files

MGMT 655 – Spring 2022 – Artifacts - Final Exam - MSM Students Only.pdf

MSM Goal 2-1 Business Intelligence Rubric.pdf

MSM Business Intelligence Results 2021-2022.xlsx

MSM Exit Survey – Preparedness.pdf

Goal 4

Program Goals are broad and overarching statements about the skills, knowledge, and dispositions students are expected to gain by the end of their course of study (big picture). They support the Institution's Mission/Goals.

Program Goal

MSM Program Learning Goal #3:

Our graduates will achieve strategic objectives by employing an integrative view of the organization attained through systematic research.

Pillar of Success Supported

Robust Student Experience

Outcomes

Outcome 1

Outcomes are specific, **measurable** statements that reflect the broader goals.

Academic Programs are required to develop **Student Learning Outcomes**, which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences.

Academic Programs may also develop **Operational Outcomes**, which describe the level of performance of an operational aspect of a program or office (ex. graduation rates, retention, employment data).

Most goals have at least two outcomes measured.

What type of Outcome would you like to add?

Student Learning Outcome

Enter Outcome

Students will resolve strategic issues requiring integrative management skills.

Timeframe for this Outcome

2022-2023

Performance Target for "Met"

At least 80% of the students will achieve at least 17.5 out of 25 points. The average Total and Item Scores will be at least:

Total: 17.5

Background: 2.5

SWOT Analysis: 2.5

Industry/Competitor Analysis: 2.5

Strategic Plans: 2.5

Strategy Map/Model: 2.5

Performance Target for "Partially Met"

At least 70% of the students will achieve at least 17.5 out of 25 points. The average Total and Item Scores will be at least the following in 3 of the 5 measures:

Total: 17.5

Background: 2.5

SWOT Analysis: 2.5

Industry/Competitor Analysis: 2.5

Strategic Plans: 2.5

Strategy Map/Model: 2.5

Performance Target for "Not Met"

Less than 70% of the students achieved at least 17.5 out of 25 points or the total average score was less than 17.5.

Assessment Measure Used

Direct:

MGMT 695 Final Strategy Project

Frequency of Assessment

Every other year

Data Collected for this Timeframe (Results)

Not assessed in 2021-2022.

Score (Met=3, Partially Met=2, Not Met=1)**Comments/Narrative**

This outcome was improved by restating the objective more clearly and accurately as follows: "Students will resolve strategic issues requiring integrative management skills."

Not assessed in 2021-2022. Will be assessed in 2022-2023.

Resources Needed to Meet/Sustain Results

None

Explanation of How Resources Will Be Used

Not Applicable

Outcome 2

Outcomes are specific, **measurable** statements that reflect the broader goals.

Academic Programs are required to develop **Student Learning Outcomes**, which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences.

Academic Programs may also develop **Operational Outcomes**, which describe the level of performance of an operational aspect of a program or office (ex. graduation rates, retention, employment data).

Most goals have at least two outcomes measured.

What type of Outcome would you like to add?

Student Learning Outcome

Enter Outcome

Students will produce data-driven strategic plans systematically.

Timeframe for this Outcome

2022-2023

Performance Target for "Met"

At least 80% of the students will achieve at least 17.5 out of 25 points. The average Total and Item Scores will be at least:

Total: 17.5

Describes strategy: 2.5

Uses supply chain designs: 2.5

Presents operations to support growth: 2.5

Makes Data-Driven Recommendations: 3, SD<1

Performance Target for "Partially Met"

At least 70% of the students will achieve at least 17.5 out of 25 points. The average Total and Item Scores will be at least the following in 3 of the 4 measures:

Total: 17.5

Describes strategy: 2.5

Uses supply chain designs: 2.5

Presents operations to support growth: 2.5
Makes Data-Driven Recommendations: 3, SD<1

Performance Target for "Not Met"

Less than 70% of the students achieved at least 17.5 out of 25 points or the total average score was less than 17.5.

Assessment Measure Used

Direct:
MGMT 665 Supply Chain Strategy Project
Presentation

Frequency of Assessment

Every other year

Data Collected for this Timeframe (Results)

12 students submitted the Supply Chain Project presentation. The results only partially met the target with 75% of the students scoring 17.5 or higher with the overall average being 20.2 out of 25. The item analysis averages were 4.3, 4.6, 4.4, and 3.7 with acceptable, though high) standard deviations for those particular means. The standard deviations are only applied when a mean is 3 or less.

Score (Met=3, Partially Met=2, Not Met=1)

2

Comments/Narrative

This outcome was improved this year by restating the objective more clearly and accurately as follows: "Students will produce data-driven strategic plans systematically."

The students only partially met the target for this assessment since fewer students than expected achieved the minimum score. The average for "data-driven recommendations" item increased from 3.4 on the last assessment to 3.7, which is a good outcome because we want data-driven plans. The item measuring "describing strategy" decreased from 4.9 to 4.3, but it is still above 4 and accompanied by a high standard deviation.

Since the sample size is small (12), we missed the target by one person. The target was met when this outcome was assessed in 2019-2020. So, no specific curriculum improvements are being requested, but we are asking the instructor to review the assignment instructions to determine if they are clear enough because each item has a high standard deviation. Two or three students are missing the target in those areas while others are scoring high.

Resources Needed to Meet/Sustain Results

None

Explanation of How Resources Will Be Used

Not Applicable

Outcome 3

Outcomes are specific, **measurable** statements that reflect the broader goals.

Academic Programs are required to develop **Student Learning Outcomes**, which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences.

Academic Programs may also develop **Operational Outcomes**, which describe the level of

performance of an operational aspect of a program or office (ex. graduation rates, retention, employment data).

Most goals have at least two outcomes measured.

What type of Outcome would you like to add?

Student Learning Outcome

Enter Outcome

Students will be prepared for systematic research and integration assignments.

Timeframe for this Outcome

2022-2023

Performance Target for "Met"

Students will report that they have adequately (or better) learned, or are adequately (or better) prepared in 80% of the Learning and Development items on the exit survey.

Performance Target for "Partially Met"

Students will report that they have adequately (or better) learned, or are adequately (or better) prepared in 70% of the Learning and Development items on the exit survey.

Performance Target for "Not Met"

Students will report that they have adequately (or better) learned, or are adequately (or better) prepared in less than 70% of the Learning and Development items on the exit survey.

Assessment Measure Used

Indirect:
MSM Program Student Exit Survey

Frequency of Assessment

Annually

Data Collected for this Timeframe (Results)

Students will not complete this survey until Academic Year 2022-2023. The earliest results will be available at the end of the Fall 2022 semester

Score (Met=3, Partially Met=2, Not Met=1)

Comments/Narrative

This Exit Survey is new and scheduled for its first administration in Fall 2022.

Resources Needed to Meet/Sustain Results

None

Explanation of How Resources Will Be Used

Not Applicable

Goal Summary

Goal Summary/Comments

This goal aims to ensure our MSM graduates have the integrative conceptual and systematic research skills to achieve strategic objectives. We assessed Outcome 1 last year and partially met the target, with 70% of the students attaining the minimum score. In response, the responsible faculty member is revising the relevant curriculum.

We improved our assessment process this year by restating the objective of Outcome 2 more clearly and accurately as follows: "Students will produce data-driven strategic plans systematically."

The students only partially met the target for Outcome 2 since fewer students than expected achieved the minimum score. The average for the "data-driven recommendations" item increased from 3.4 on the last assessment to 3.7, which is a good outcome because we want data-driven plans. The item measuring "describing strategy" decreased from 4.9 to 4.3, but it is still above 4 and accompanied by a high standard deviation.

Since the sample size is small (12), we missed the target by one person. So, no specific curriculum improvements are being requested, but we are asking the instructor to review the assignment instructions to determine if they are clear enough because each item has a high standard deviation. Two or three students are missing the target in those areas, while others are scoring high.

Changes Made/Proposed Related to Goal

The data-driven MSM curriculum changes for this goal include the following: (a) a revision to the relevant curriculum begun based on last year's assessment results for Outcome 1, and (b) reviewing the assignment instructions for the Outcome 2 assignment to determine if they are clear enough because each item has a high standard deviation. We met the Outcome 2 target when assessed in 2019-2020, so no specific curriculum improvements are proposed.

In addition to data-driven MSM curriculum changes, the College of Business revised and added some program goal outcomes to improve the MSM program assessment process. Program Goal 3 was significantly reworded to make it more accurate by focusing on integration abilities. We re-phrased the Program Goal Outcomes for accuracy and clarity to capture data-driven, integration, and systematic strategic planning.

We further improved Program Goal 3 by adding Outcome 3 with an indirect measure to assess preparation for systematic research and integration assignments through an MSM Program Student Exit Survey.

Upload Rubrics/Other Files

MGMT 665 Spring 2022 Artifacts - MSM Students
Only - 13 Final Projects.pdf

MSM Goal 3-2 Data-driven Plans Rubric.pdf

MSM Data-Driven Plans Results 2021-2022.xlsx

MSM Exit Survey – Preparedness.pdf

Dean's Email Address

mfekula@lander.edu

Approved by Dean?

Yes

Signature of Dean

Michael J. Fekula

Comments from Dean's Review

Approved

Thank you for reviewing and approving this report. The approval and a copy of the report will be

emailed to you and the Assessment Coordinator.