

**Eastern New Mexico University
College of Business
2008-2009 Assessment Report**

Dean: Gene Smith
Phone: 575-562-2343
Email: gene.smith@enmu.edu

Assessment Coordinator: John Luhman
Phone: 575-562-2066
Email: john.luhman@enmu.edu

Form 1: SUMMARY AND PLAN OF ACTION 2008-2009

SUMMARY

The College of Business has a total of five learning outcomes: two related to the Bachelor of Business Administration (BBA) degree; one related to the Accounting program; one related to the Bachelor of Science in Information System (BSIS) degree; and one related to the Master of Business Administration (MBA) degree. There are distinct performance criteria utilized to measure our success or failure in meeting each of our learning outcomes.

All of the ten performance criteria listed as part of our five learning outcomes were met for the academic year except for “1b” and “4c” (i.e. Major Field Test sub-field indicators to be above the 50th percentile). When we combine Fall 08 with Spring 09 results we found that all but three Sub-Field Indicators were above the 50th percentile: Management at the 20th percentile; Legal/Social at the 20th percentile; and Information Systems at the 25th percentile.

These three disappointments aside, the faculty of the College of Business should celebrate our program accomplishments during this academic year and continue our efforts toward continuous improvement of business education at Eastern New Mexico University.

PLAN of ACTION

A history of the Major Field Test results from 2002 to 2009 will be shared with the COB Curriculum Committee and the COB faculty in general. They will be asked to consider curriculum implications for the poor results in Management, Legal/Social, and Information Systems during Spring and Fall 2010 when the COB Curriculum Committee prepares the Undergraduate Catalog.

The COB graduate faculty is considering utilizing the Major Field Test for the MBA degree in order to have nationally normalized data. The graduate faculty also developed a new Comprehensive Exam process for the MBA degree that will be implemented this Spring 2010 semester.

Form 2: ASSESSMENT PLAN AND REPORT OF STUDENT LEARNING 2008-2009

Measure = Intended student learning outcome
Outcome = Result measured

Performance Criteria = Standard against which performance is assessed
Action Taken = Use of results to improve student learning

NOTE: Please attach all rubrics used for each learning objective

Learning Outcome #1: PLAN		
All BBA students demonstrate a substantial understanding of business knowledge and business analytical skills.		Gen Ed. Competency? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes Competency Number _____
Measures	Performance Criteria	Timeline / Population
<p>1a. Overall class average percentile ranking on the Major Field Test for business students (nationally normalized scores).</p> <p>1b. Sub-field indicator class percentile ranking on the Major Field Test for business students (nationally normalized scores).</p>	<p>1a. The MFT's overall class average percentile is above the 50th percentile.</p> <p>1b. All of the MFT's sub-field indicators class average percentiles are above the 50th percentile.</p>	<p>1a. All BBA students take the MFT as part of the BUS 453 capstone course which is delivered fall, spring and summer.</p> <p>1b. All BBA students take the MFT as part of the BUS 453 capstone course which is delivered fall, spring and summer.</p>
Learning Outcome #1: REPORT		
Findings or Outcomes	Actions to be Taken	Timeline for Actions
<p>1a. For this academic year we tested during all three semesters, but the Summer 09 class results will be combined with the Fall 09 class results since both classes had such low enrollments. When we combine Fall 08 with Spring 09 results we find that our overall average percentile was exactly at the 50th percentile. In addition, we have a generally normal distribution of individuals scores, such that: (a) 69% of scores were within +1 and -1 standard deviation of the mean; (b) 9% of scores were above +1 standard deviation ; and, (c) 20% of scores were below -1 standard deviation. See Appendix A.</p>	<p>1a. No action to be taken at this time.</p>	<p>1a. Not applicable.</p>

<p>1b. Again, for this academic year we tested during all three semesters, but the Summer 09 class results will be combined with the Fall 09 class results since both classes had such low enrollments. When we combine Fall 08 with Spring 09 results we find that all but three Sub-Field Indicators were above the 50th percentile with Accounting and Quantitative at the 75th percentile. The three below the 50th percentile were: Management at 20th percentile; Legal/Social at 20th percentile; and Information Systems at 25th percentile. See Appendix A.</p>	<p>1b. These results will be shared with the COB Curriculum Committee and the COB faculty in general. They will be asked to consider curriculum implications for the poor results in Management, Legal/Social, and Information Systems.</p>	<p>1b. Spring 2010 and Fall 2010 when the COB Curriculum Committee prepares the Undergraduate Catalog.</p>
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Learning Outcome #2: PLAN

<p>All BBA students demonstrate a substantial level of business professionalism and team problem-solving skills.</p>	<p>Gen Ed. Competency? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes Competency Number _____</p>
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Measures	Performance Criteria	Timeline / Population
<p>2a. Team average scores on the Capstone Team Presentation Evaluation rubric (internally developed).</p> <p>2b. Overall team average percentile ranking on the Caspsim Team Simulation for business students (nationally normalized scores).</p>	<p>2a. All team average scores on the Capstone Team Presentation Evaluation rubric are above 3 on a 1 to 5 scale with 5 being the highest score.</p> <p>2b. The Capsim Team Simulation class average percentile is above the 50th percentile.</p>	<p>2a. All business students participate in Team Presentation as part of the BUS 453 capstone course which is delivered fall, spring and summer.</p> <p>2b. All business students take participate in the Capsim Team Simulation as part of the BUS 453 capstone course which is delivered fall, spring and summer.</p>

Learning Outcome #2: REPORT

Findings or Outcomes	Actions to be Taken	Timeline for Actions
<p>2a. For Fall 08, Spring 09 and Summer 09, all team average scores on the Capstone Team Presentation Evaluation rubric were above 3 on a 1 to 5 scale with 5 being the highest score. For Fall 08 the average was 3.6, for Spring 09 the average was 3.5, and for Summer 09 the average was 4.0. See Appendix B.</p>	<p>2a. No action to be taken at this time.</p>	<p>2a. Not applicable.</p>

<p>2b. All Capsim Team Simulation class average percentiles we either at or above the 50th percentile. For Fall 08 the average was at the 50th percentile, for Spring 09 the average was at the 54th percentile, and for Summer 09 the average was at the 65th percentile. See Appendix C.</p>	<p>2b. No action to be taken at this time.</p>	<p>2b. Not applicable.</p>
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<p align="center">Learning Outcome #3: PLAN</p>		
<p>All Accounting major students demonstrate a substantial understanding of accounting knowledge and accounting analytical skills.</p>		<p>Gen Ed. Competency? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes Competency Number _____</p>
<p align="center">Measures</p>	<p align="center">Performance Criteria</p>	<p align="center">Timeline / Population</p>
<p>3a. Class average percent correct on the Accounting Comprehensive Exam for accounting students (externally developed instrument).</p> <p>3b. Class average on sub-area percent correct on the Accounting Comprehensive Exam for accounting students (externally developed instrument).</p>	<p>3a. The ACE class average percent correct score is above 50 percent.</p> <p>3b. All of the ACE sub-area percent correct scores are above 50 percent.</p>	<p>3a. All accounting students take the ACE as part of the ACCT 422 course which is delivered in the spring.</p> <p>3b. All accounting students take the ACE as part of the ACCT 422 course which is delivered in the spring.</p>
<p align="center">Learning Outcome #3: REPORT</p>		
<p align="center">Findings or Outcomes</p>	<p align="center">Actions to be Taken</p>	<p align="center">Timeline for Actions</p>
<p>3a. The ACE class average percent correct score was at 73 percent for the Spring 09 testing. See Appendix D.</p> <p>3b. All of the ACE sub-area percent correct scores were above 50 percent with Financial Accounting at 75%, Managerial Accounting at 66%, Tax at 71%, and Auditing at 78%. See Appendix D.</p>	<p>3a. No action to be taken at this time.</p> <p>3b. No action to be taken at this time.</p>	<p>3a. Not applicable.</p> <p>3b. Not applicable.</p>

Learning Outcome #4: PLAN		
All BSIS students demonstrate a substantial understanding of information systems knowledge and analytical skills.		Gen Ed. Competency? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes Competency Number _____
Measures	Performance Criteria	Timeline / Population
<p>4a. Team average scores on the presentation in capstone course (rubric to be internally developed).</p> <p>4b. Class average percent on the Information Systems Analyst (ISA) exam for IS students (externally developed instrument).</p> <p>4c. Class percentile ranking on the Information Systems Sub-field indicator on the Major Field Test for business students (nationally normalized scores).</p>	<p>4a. The rubric for team presentations will be internally developed.</p> <p>4b. The ISA exam class average score is above 50 percent.</p> <p>4c. The MFT's IS sub-field indicator class average percentiles is above the 50th percentile.</p>	<p>4a. All IS students give this presentation as part of the IS 460 course which is delivered in spring.</p> <p>4b. IS students take the ISA exam as part of the IS 460 course which is delivered in the spring.</p> <p>4c. All BBA students take the MFT as part of the BUS 453 capstone course which is delivered fall, spring and summer.</p>
Learning Outcome #4: REPORT		
Findings or Outcomes	Actions to be Taken	Timeline for Actions
<p>4a. Given that this degree is new, the capstone course was not taught during this academic year due to the lack of students in their senior year of the program.</p> <p>4b. Again, given that this degree is new, the capstone course was not taught during this academic year due to the lack of students in their senior year of the program.</p> <p>4c. When we combine Fall 08 with Spring 09 results of the Major Field Test we find that the Sub-Field Indicator for Information Systems was below the 50th percentile at the 25th percentile. See Appendix A.</p>	<p>4a. Not applicable.</p> <p>4b. Not applicable.</p> <p>4c. The result will be shared with the COB Curriculum Committee and the COB faculty in general. They will be asked to consider curriculum implications for the poor result in Information Systems.</p>	<p>4a. Not applicable.</p> <p>4b. Not applicable.</p> <p>4c. Spring 2010 and Fall 2010 when the COB Curriculum Committee prepares the Undergraduate Catalog.</p>

Learning Outcome #5: PLAN		
All MBA students demonstrate a substantial understanding of business knowledge and business analytical skills.		Gen Ed. Competency? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes Competency Number _____
Measures	Performance Criteria	Timeline / Population
5a. Take the MBA Comprehensive Exam (internally developed instrument).	5a. At least 75% of students pass the Comprehensive Exam.	5a. All MBA students take the Comprehensive Exam toward the end of their degree program.
Learning Outcome #5: REPORT		
Findings or Outcomes	Actions to be Taken	Timeline for Actions
5a. The MBA Comprehensive Exam was conducted in Spring 09 for four students and all but one passed.	5a. The COB graduate faculty is considering utilizing the Major Field Test for the MBA degree in order to have nationally normalized data. The faculty also developed a new Comprehensive Exam for the MBA degree. See <i>Appendix E</i> .	5a. New Comprehensive Exam along with use of the MBA Major Field Test will start in Spring 2010.

Form 3: CURRICULUM MAP OF LEARNING OUTCOMES 2008-2009

Enter course numbers for your department across the top of the matrix. In the column below, indicate where the targeted outcome is “introduced,” “emphasized,” “reinforced,” or “assessed.”

I = Outcome is introduced E = Outcome is emphasized R = Outcome is reinforced A = Outcome is assessed

Outcomes	Courses	General Education Courses	Business Foundation Courses	All Business Core Courses	BBA Capstone Course	BSIS Capstone Course	MBA Capstone Course
Learning Outcome 1: All BBA students demonstrate a substantial understanding of business knowledge and business analytical skills.		I	I, E	E, R	R, A	Not Applicable	Not Applicable
Learning Outcome 2: All BBA students demonstrate a substantial level of business professionalism and team problem-solving skills.		I	I, E	E, R	R, A	Not Applicable	Not Applicable
Learning Outcome 3: All Accounting major students demonstrate a substantial understanding of accounting knowledge and accounting analytical skills.		Not Applicable	I, E	E, R, A	R, A	Not Applicable	Not Applicable
Learning Outcome 4: All BSIS students demonstrate a substantial understanding of information systems knowledge and analytical skills.		I	I, E	E, R	Not Applicable	R, A	Not Applicable
Learning Outcome 5: All MBA students demonstrate a substantial understanding of business knowledge and business analytical skills.		Not Applicable	Not Applicable	E, R	Not Applicable	Not Applicable	R, A

APPENDICES FOR 2008-2009

Appendix A: BBA Major Field Test Results for AY 08-09

Fall 2008

Total Test Scores

	Individual	
	Scaled Score Range	Percentile 8/06 to 6/08
195-200	0	
190-194	0	
185-189	0	
180-184	0	
175-179	1	90
170-174	3	85-90
165-169	1	75-85
160-164	2	65-75
155-159	1	55-65
150-154	6	40-55
145-149	7	25-35
140-144	4	15-25
135-139	0	
130-134	2	5
125-129	1	1
120-124	0	

Spring 2009

Total Test Scores

	Individual	
	Scaled Score Range	Percentile 8/06 to 6/08
200		
195-200	0	
190-194	0	
185-189	0	
180-184	0	
175-179	2	90-95
170-174	2	85
165-169	5	75-85
160-164	4	65-75
155-159	5	55-60
150-154	9	40-55
145-149	6	25-40
140-144	3	15-25
135-139	3	10-15
130-134	1	1-10
125-129	0	
120-124	0	

AY 2008-2009

Total Test Scores

	Percent	
	Distribution of Scaled Scores	Percentile 8/06 to 6/08
195-200		
190-194		
185-189		
180-184		
175-179	0.04	90-95
170-174	0.07	85
165-169	0.09	75-85
160-164	0.09	65-75
155-159	0.09	55-60
150-154	0.22	40-55
145-149	0.19	25-40
140-144	0.10	15-25
135-139	0.04	10-15
130-134	0.04	1-10
125-129	0.01	1
120-124		

Total Test Scaled Score		Institutional
Mean	Standard Deviation	Percentile 8/06 to 6/08
151	13	40
	n=28	

Total Test Scaled Score		Institutional
Mean	Standard Deviation	Percentile 8/06 to 6/08
155	11	65
	n=40	

Total Test Scaled Score		Institutional
AY 08-09 Mean	Standard Deviation	Percentile 8/06 to 6/08
153	12	50
	n=68	

Sub-Field Indicators	Institutional	
	Mean Percent	Percentile
	Correct	8/06 to 6/08
Accounting	53	65
Economics	49	55
Management	47	10
Quantitative	50	70
Finance	57	55
Marketing	52	40
Legal/Social	40	10
Info Systems	56	25
International	52	35

Sub-Field Indicators	Institutional	
	Mean	Percentile
	Percent	8/06 to 6/08
	Correct	
Accounting	57	80
Economics	53	75
Management	52	30
Quantitative	52	80
Finance	63	80
Marketing	53	50
Legal/Social	43	25
Info Systems	56	25
International	60	70

Sub-Field Indicators	Institutional	
	AY 08-09	Percentile
	Mean Percent	8/06 to 6/08
	Correct	
Accounting	55	75
Economics	51	65
Management	50	20
Quantitative	51	75
Finance	60	70
Marketing	53	50
Legal/Social	42	20
Info Systems	56	25
International	56	55

Appendix B: Capstone Team Presentation Results AY 08-09

Fall 2008 Capstone Presentations

Average Score Per Item

Items	Andrews	Baldwin	Chester	Digby	Erie		Item Average
A.1. Strategy	2	4	3	5	4		4
A.2. Marketing	3	4	3	4	4		4
A.3. Operations	3	4	3	4	4		4
A.4. Accounting	2	4	3	4	3		3
A.5. Economics	3	3	3	4	3		3
A.6. Finance	2	3	3	4	3		3
A.7. Integration	2	4	3	4	4		3
B.1. Text Slides	4	4	4	5	4		4
B.2. Graphs	4	4	4	5	5		4
B.3. Delivery Skills	4	4	4	5	4		4
B.4. Argument	3	4	4	4	4		4
B.5. Q & A	3	4	3	4	4		4
Team Average	3	4	3	4	4		

Overall Class Average

3.6

# of Faculty	n=11	n=10	n=12	n=12	n=10
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Spring 09 Capstone Presentations

Average Score Per Item

Items	Andrews	Baldwin	Chester	Digby	Erie	Ferris	Item Average
A.1. Strategy	2.2	3.7	2.6	4.7	3.8	3.4	3.4
A.2. Marketing	2.6	3.8	2.9	4.6	3.8	3.1	3.5
A.3. Operations	2.4	3.3	2.9	4.8	3.9	3.3	3.4
A.4. Accounting	2.8	3.5	2.3	4.3	3.9	3.6	3.4
A.5. Economics	3.4	3.5	2.6	4.4	3.9	3.3	3.5

A.6. Finance	2.1	3.1	2.6	4.3	3.9	3.4	3.2
A.7. Integration	2.1	3.4	2.7	4.8	3.7	3.7	3.4
B.1. Text Slides	4.3	4.0	3.6	4.7	4.1	4.0	4.1
B.2. Graphs	4.0	4.0	3.2	4.7	3.8	3.6	3.9
B.3. Delivery Skills	4.0	3.6	3.3	4.8	3.5	3.3	3.8
B.4. Argument	3.1	3.4	2.2	4.7	3.5	3.3	3.4
B.5. Q & A	2.9	3.6	2.4	4.7	3.7	3.8	3.5
Team Average	3.0	3.6	2.8	4.6	3.8	3.5	

Overall Class Average

3.5

# of Faculty	n = 9	n = 10	n = 9	n = 9	n = 8	n = 7
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Spring 09 Capstone Presentations

Average Score Per Item

Items	Andrews	Baldwin	Chester				Item Average
A.1. Strategy	3.4	4.6	4.2				4.1
A.2. Marketing	2.8	5.0	3.6				3.8
A.3. Operations	3.2	4.4	4.0				3.9
A.4. Accounting	3.2	3.8	4.0				3.7
A.5. Economics	3.4	4.6	4.0				4.0
A.6. Finance	2.8	4.2	3.8				3.6
A.7. Integration	3.0	4.4	4.0				3.8
B.1. Text Slides	4.0	4.8	4.2				4.3
B.2. Graphs	4.0	4.8	4.2				4.3
B.3. Delivery Skills	4.0	5.0	4.2				4.4
B.4. Argument	3.2	5.0	4.0				4.1
B.5. Q & A	3.0	5.0	4.0				4.0
Team Average	3.3	4.6	4.0				

Overall Class Average

4.0

# of Faculty	n = 5	n = 5	n = 5
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Legend

- A.1. Strategy
 - A.2. Marketing
 - A.3. Operations
 - A.4. Accounting
 - A.5. Economics
 - A.6. Finance
 - A.7. Integration
 - B.1. Text Slides
 - B.2. Graphs
 - B.3. Delivery Skills
 - B.4. Argument
 - B.5. Q & A
- A.1. The team members demonstrate a clear understanding of *strategic management*, specifically in relation to their team's competitive advantage & their future prospects.
 - A.2. The team members demonstrate a clear understanding of *marketing* principles, specifically in relation to forecasting sales and promoting their product.
 - A.3. The team members demonstrate a clear understanding of *operations management* principles, specifically in relation to inventory control and production management.
 - A.4. The team members demonstrate a clear understanding of *accounting* principles, specifically in relation to cash flow management.
 - A.5. The team members demonstrate a clear understanding of *economic* principles, specifically in relation to price elasticity.
 - A.6. The team members demonstrate a clear understanding of *finance* principles, specifically in relation to developing an optimal financial structure.
 - A.7. The team members demonstrate a clear understanding of the importance of *integrating all business functions* in order to succeed in a complex market environment.
 - B.1. The team members demonstrate an exceptional level of professionalism in the textual and visual style of their electronic slides.
 - B.2. The team members demonstrate an exceptional level of professionalism in the quality of their numerical graphs and figures in their electronic slides.
 - B.3. The team members demonstrate an exceptional level of professionalism in the delivery of their presentation (i.e. verbal skills and non-verbal skills).
 - B.4. The team members demonstrate an exceptional level of persuasiveness in the delivery of their presentation (i.e. they made their argument well).
 - B.5. The team members demonstrate an exceptional level of persuasiveness during their question and answer time.

Appendix C: Capsim Team Simulation Results AY 08-09

Fall 2008

Group Name	# in Group	Group Percentile
Andrews	4	50
Baldwin	6	62
Chester	6	40
Digby	6	20
Erie	6	76

Eligible Teams	2,206
Number of Teams	5
Ave. Group Percentile	50

Spring 2009

Group Name	# in Group	Group Percentile
Andrews	7	16
Baldwin	7	94
Chester	6	31
Digby	7	80
Erie	6	87
Ferris	7	13

Eligible Teams	845
Number of Teams	6
Ave. Group Percentile	54

Summer 2009

Group Name	# in Group	Group Percentile
Andrews	5	35
Baldwin	5	95
Chester	4	64

Eligible Teams	2,612
Number of Teams	3
Ave. Group Percentile	65

Appendix D: Accounting Comprehensive Exam Results AY 08-09

Spring 2009

Student	Percent Correct	Area Breakdown	Percent Correct
1	62	Financial Accounting	75%
2	74	Managerial Accounting	66%
3	76	Tax	71%
4	80	Auditing	78%
5	90		
6	70		
7	80		
8	68		
9	62		
10	70		
11	90		
12	80		
13	58		
14	58		
Average	73		

Appendix E: New MBA Comprehensive Exam Process

During the COB Graduate Faculty Meeting of September 25, 2009 (with Dr. Bill Brunsen, Dr. Tim Cunha, Dr. David Hemley, Dr. Ken Henrie, Dr. Gerry Huybregts, Dr. Veena Parboteeah, Dr. Gene Smith, Dr. Michael Snipes, Dr. Sue Stockly, Dr. John Stockmyer, Dr. Chris Taylor being present), the following was approved as the new process for the MBA Comprehensive Exam:

1. The comprehensive exam will be part of BUS 553;
2. All students taking BUS 553 will write a case study analysis assigned to them by the instructor;
3. Each student will be assigned three (3) to five (5) committee members (from diverse disciplines) who will grade their paper and schedule an oral comprehensive exam;
4. The standardized rubric (to be developed by Dr. Huybregts) will be used for both written and oral requirements;
5. Students may choose to schedule the oral exam in person or through video conferencing; and,
6. The oral exam will be scheduled for twenty-five (25) minutes each (i.e. ten (10) minutes for a student presentation of the case study, and fifteen (15) minutes for questions and answers.