

**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 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**

<b>Learning Outcome #1: PLAN</b>		
<b>All BBA students demonstrate a substantial understanding of business knowledge and business analytical skills.</b>		Gen Ed. Competency? <input checked="" type="checkbox"/> No ___ Yes Competency Number ____
<b>Measures</b>	<b>Performance Criteria</b>	<b>Timeline / Population</b>
<b>1a.</b> Overall class average percentile ranking on the Major Field Test for business students (nationally normalized scores).	<b>1a.</b> The MFT's overall class average percentile is above the 50 <sup>th</sup> percentile.	<b>1a.</b> All BBA students take the MFT as part of the BUS 453 capstone course which is delivered fall, spring and summer.
<b>1b.</b> Sub-field indicator class percentile ranking on the Major Field Test for business students (nationally normalized scores).	<b>1b.</b> All of the MFT's sub-field indicators class average percentiles are above the 50 <sup>th</sup> percentile.	<b>1b.</b> All BBA students take the MFT as part of the BUS 453 capstone course which is delivered fall, spring and summer.
<b>1c.</b> Overall individual average percentile ranking on the Comp-XM Simulation for business students (nationally normalized scores).	<b>1c.</b> The Comp-XM overall class average percentile is above the 50 <sup>th</sup> percentile.	<b>1c.</b> All BBA students take the Comp-XM as part of the BUS 453 capstone course which is delivered fall, spring and summer.

<b>Learning Outcome #1: REPORT</b>		
<b>Findings or Outcomes</b>	<b>Actions to be Taken</b>	<b>Timeline for Actions</b>
<b>1a.</b>	<b>1a.</b>	<b>1a.</b>
<b>1b.</b>	<b>1b.</b>	<b>1b.</b>
<b>1c.</b>	<b>1c.</b>	<b>1c.</b>

<b>Learning Outcome #2: PLAN</b>		
<b>All BBA students demonstrate a substantial level of business professionalism and team problem-solving skills.</b>		Gen Ed. Competency? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes Competency Number _____
<b>Measures</b>	<b>Performance Criteria</b>	<b>Timeline / Population</b>
<b>2a.</b> Team average scores on the Capstone Team Presentation Evaluation rubric (internally developed).	<b>2a.</b> 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.	<b>2a.</b> All business students participate in Team Presentation as part of the BUS 453 capstone course which is delivered fall, spring and summer.
<b>2b.</b> Overall team average percentile ranking on the Capsim Team Simulation for business students (nationally normalized scores).	<b>2b.</b> The Capsim Team Simulation class average percentile is above the 50 <sup>th</sup> percentile.	<b>2b.</b> 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.
<b>Learning Outcome #2: REPORT</b>		
<b>Findings or Outcomes</b>	<b>Actions to be Taken</b>	<b>Timeline for Actions</b>
<b>2a.</b>	<b>2a.</b>	<b>2a.</b>
<b>2b.</b>	<b>2b.</b>	<b>2b.</b>

<b>Learning Outcome #3: PLAN</b>		
<b>All Accounting major students demonstrate a substantial understanding of accounting knowledge and accounting analytical skills.</b>		Gen Ed. Competency? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes Competency Number _____
<b>Measures</b>	<b>Performance Criteria</b>	<b>Timeline / Population</b>
<b>3a.</b> Class average percent correct on the Accounting Comprehensive Exam for accounting students (externally developed instrument).	<b>3a.</b> The ACE class average percent correct score is above 50 percent.	<b>3a.</b> All accounting students take the ACE as part of the ACCT 422 course which is delivered in the spring.
<b>3b.</b> Class average on sub-area percent correct on the Accounting Comprehensive Exam for accounting students (externally developed instrument).	<b>3b.</b> All of the ACE sub-area percent correct scores are above 50 percent.	<b>3b.</b> All accounting students take the ACE as part of the ACCT 422 course which is delivered in the spring.
<b>Learning Outcome #3: REPORT</b>		
<b>Findings or Outcomes</b>	<b>Actions to be Taken</b>	<b>Timeline for Actions</b>
<b>3a.</b>	<b>3a.</b>	<b>3a.</b>
<b>3b.</b>	<b>3b.</b>	<b>3b.</b>

<b>Learning Outcome #4: PLAN</b>		
<b>All BSIS students demonstrate a substantial understanding of information systems knowledge and analytical skills.</b>		Gen Ed. Competency? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes Competency Number _____
<b>Measures</b>	<b>Performance Criteria</b>	<b>Timeline / Population</b>
<b>4a.</b> Team average scores on the presentation in capstone course (rubric to be internally developed).	<b>4a.</b> The rubric for team presentations will be internally developed.	<b>4a.</b> All IS students give this presentation as part of the IS 460 course which is delivered in spring.
<b>4b.</b> Class average percent on the Information Systems Analyst (ISA) exam for IS students (externally developed instrument).	<b>4b.</b> The ISA exam class average score is above 50 percent.	<b>4b.</b> IS students take the ISA exam as part of the IS 460 course which is delivered in the spring.
<b>4c.</b> Class percentile ranking on the Information Systems	<b>4c.</b> The MFT's IS sub-field indicator class average	<b>4c.</b> All BBA students take the MFT

Sub-field indicator on the Major Field Test for business students (nationally normalized scores).	percentiles is above the 50 <sup>th</sup> percentile.	as part of the BUS 453 capstone course which is delivered fall, spring and summer.
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**Learning Outcome #4: REPORT**

Findings or Outcomes	Actions to be Taken	Timeline for Actions
4a.	4a.	4a.
4b.	4b.	4b.
4c.	4c.	4c.

**Learning Outcome #5: PLAN**

<b>All MBA students demonstrate a substantial understanding of business knowledge and business analytical skills.</b>	Gen Ed. Competency? <input checked="" type="checkbox"/> No ___ Yes Competency Number ____
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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.	5a.	5a.

**Form 3: DETAILED ACTION PLANS and PLANNED CHANGES**

Listed below are the improvements in the program over the past year that have resulted from the above assessment findings.

**Changes to Plan:**

**Description of each checked item:**

- 1. Revise Student Outcome Objective(s)
- 2. Revise Measurement Approach(es)
- 3. Collect and Analysis Additional Data and Information
- 4. Change Method(s) of Data Collection
- 5. Change Timetable for Data Collection
- 6. Other planned change(s)

**Changes to Academic Processes:**

**Implemented Changes**

**Planned Changes**

- 1. Modify Frequency or Schedule of Course Offerings
- 2. Make Technology Related Improvements
- 3. Make Personnel Related Changes
- 4. Implement Additional Training
- 5. Revise Advising Standards or Processes
- 6. Revise Admission Criteria
- 7. Other Implemented or planned change(s)

**Changes to Curriculum:**

**Implemented Changes**

**Planned Changes**

- 1. Revise and/or Enforce Prerequisites
- 2. Revise Course Sequence
- 3. Revise Course Content
- 4. Add Course(s)
- 5. Delete Course(s)
- 6. Other implemented or planned change(s)

**Form 4: CURRICULAR MAP OF STUDENT LEARNING OUTCOMES**

Enter course numbers across the top of the matrix. 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**

	<b>Gen Ed Requirements</b>	<b>Foundation Core Courses</b>	<b>Core Courses</b>	<b>Capstone Course</b>
<b>Learning Outcome 1:</b> All BBA and BSIS students demonstrate a substantial understanding of business knowledge and business analytical skills.	I	I, E	E, R	R, A
<b>Learning Outcome 2:</b> All BBA and BSIS students demonstrate a substantial level of business professionalism and team problem-solving skills.		I	E, R	R, A
<b>Learning Outcome 3:</b> All Accounting major students demonstrate a substantial understanding of accounting knowledge and accounting analytical skills.		I, E	E, R, A	R
<b>Learning Outcome 4:</b> All BSIS students demonstrate a substantial understanding of information systems knowledge and analytical skills.	I	I, E	E, R	A, R
<b>Learning Outcome 5:</b> All MBA students demonstrate a substantial understanding of business knowledge and business analytical skills.	Not applicable	Not applicable	I, E, R	A, R

**Form 5: PROGRAM LONGITUDINAL ASSESSMENT DATA**

**Codes:** M = Met; NM = Not Met; Blank Square = Unknown or Not Yet Measured

<b>Outcomes for AY 07-08</b>		<b>AY 03-04</b>	<b>AY 04-05</b>	<b>AY 05-06</b>	<b>AY 06-07</b>	<b>AY 07-08</b>	<b>AY 08-09</b>
<b>Learning Outcome #1</b>	All BBA and BSIS students demonstrate a substantial understanding of business knowledge and business analytical skills.	M	M	M	M	M	
<b>Learning Outcome #2</b>	All BBA and BSIS students demonstrate a substantial level of business professionalism and team problem-solving skills.					M	
<b>Learning Outcome #3</b>	All Accounting major students demonstrate a substantial understanding of accounting knowledge and accounting analytical skills.				M	M	
<b>Learning Outcome #4</b>	All BSIS students demonstrate a substantial understanding of information systems knowledge and analytical skills.						
<b>Learning Outcome #5</b>	All MBA students demonstrate a substantial understanding of business knowledge and business analytical skills.		M			M	