

**Embedding Assessment of Student Learning Outcomes
in Regularly Scheduled Assignments**

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Implementing/Assessing Student Learning Outcomes

- Develop/revise measurable intended outcomes (learning objectives).
- Include intended outcomes in all course syllabi.
- Utilize intended outcomes to develop formal assessment plans.

Developing Assessment Plans/Embedding Assessment

- Specify intended outcomes (results oriented, easily understood, measurable).
- Select assessment measures and techniques and identify **target** courses or activities in which assessment will be conducted.
- ✓ **Embed measures.**
- Specify assessment criteria (challenging, yet attainable).
- ✓ **Evaluate student performance on exams, etc., for course grades.**
- ✓ **Evaluate student performance on course embedded measures.**

Annual Implementation and Assessment of the Management Departmental Strategic Plan

Goal 1

Maintain and/or enhance the quality of the program's educational offerings.

Objective 1

Introduce undergraduate students to fundamental knowledge in the major.

Objective 2

Assign coursework that requires students to utilize key general education skills.

Actions

- Develop/revise measurable intended outcomes (learning objectives).
- Include intended outcomes in all course syllabi.
- Utilize intended outcomes to develop formal assessment plans.
 - Responsible Person(s): Department Faculty
 - Implementation Date: Fall 2004/Spring 2005
 - Assessment Procedures: Review course syllabi and formal assessment plans.
 - Assessment Criteria/Expected Result(s): Measurable intended outcomes (learning objectives) will be included in all syllabi and used to develop formal assessment plans.

Assessment Plan – Student Learning Outcomes

Intended Outcome # 1

Students pursuing a major in Management will demonstrate gains in knowledge of key management concepts.

Assessment Measure, Technique, and Target Course/Activity

Students taking BUS 301 will complete a pretest and a final examination, in which questions related to key management concepts have been embedded. Members of the program assessment committee will evaluate students' answers to the embedded questions.

Assessment Criteria/Expected Result(s)

The percentage of embedded questions answered correctly from pretest to final examination will increase from less than 50 percent to more than 80 percent for at least three-fourths of students taking both examinations.

(Goal 1, Objectives 1 & 2 continued)

Intended Outcome # 2

Program graduates will attain employment or pursue additional educational opportunities in a field closely related to their major.

Assessment Measure, Technique, and Target Course/Activity

Graduates will complete a follow-up survey one year after graduation. The instrument will contain several items related to employment or continued educational pursuits. The Assessment Office will mail an initial survey and one follow-up, analyze the data from completed surveys, and develop a report of findings.

Assessment Criteria/Expected Result(s)

At least 70 percent of responding graduates will indicate that they secured a job or enrolled in graduate studies in a field that is closely related to their major within six months of graduation.

Intended Outcome # 3

Graduating students will demonstrate a comprehensive knowledge of the major, which compares favorably to that of students graduating from similar programs at peer institutions.

Assessment Measure, Technique, and Target Course/Activity

BUS 413 students will take the ETS Major Field Test in Business during the eighth week of the spring semester. ETS will process completed exams and return score reports for individual students and the norm group at least two weeks prior to the end of the spring semester.

Assessment Criteria/Expected Result(s)

At least 75 percent of graduating students will score at or above the 50th percentile on the Major Field Test.

Intended Outcome # 4

Students pursuing a major in Management will demonstrate expertise in solving complex case problems and competency in written and oral communication skills.

Assessment Measure, Technique, and Target Course/Activity

BUS 313 students will complete a major case project involving a written report and oral presentation. A jury of faculty will evaluate the projects using assessment rubrics developed by the program assessment committee.

Assessment Criteria/Expected Result(s)

At least 90 percent of students completing the case project will receive ratings of good to excellent in each skills area.

Goal 2

Integrate technology into the curriculum.

Objective 1

Conduct classes that incorporate technology and/or utilize technology-enhanced classrooms.

Actions

- Identify courses in which to incorporate features of technology, such as websites, list servers and use of multimedia presentation systems (for PowerPoint presentations, etc.).
- Integrate technology into the courses.
- Determine computer hardware/software and multimedia presentation needs for selected classrooms.
- Equip classrooms with connections for Laptops and Internet access, multimedia presentation equipment, and appropriate software.
 - Responsible Person(s): Department Faculty
 - Implementation Date: Fall 2004/Spring 2005
 - Assessment Procedures: (1) Track courses with a technology component. (2) Track technology-enhanced classrooms.
 - Assessment Criteria/Expected Result(s): (1.a) Technology will be integrated into six additional courses. (1.b) Four of the courses will be delivered during 2004-05. (2) At least 25 percent of classrooms will be equipped with appropriate technology.

Assessment Plan – Student Learning Outcomes

Intended Outcome # 1

Management majors will demonstrate expertise in using basic information technology skills.

Assessment Measure, Technique, and Target Course/Activity

BUS 301 students will complete a research project involving a detailed Internet search, a written report (MSWord), and a PowerPoint presentation. A jury of faculty will evaluate the projects using an assessment rubric developed by the program assessment committee.

Assessment Criteria/Expected Result(s)

Evaluators will cite effective use of basic information technology skills in over 80 percent of the projects.

- ❖ *Complete a **Report of Assessment Findings** at or near the end of the academic year for each assessment criteria statement.*

Embedded Assessment Measures/Techniques

- **Measure:** Questions Embedded in Exams
- **Technique:** Evaluation of Common Exam Questions Across Course Sections
- **Measure:** Essay, Research Paper, Case Study, Oral Presentation, etc.
- **Technique:** Use of Rubrics, etc., to Evaluate Student Performance in Various Knowledge/Skills Areas

Development of Performance Assessment Rubrics

- Identify the intended outcome.
- Specify performance areas to be measured.
- Include levels of performance from poorest to best.
- Assign ratings to performance levels.
- Devise a scoring procedure.

Report of Assessment Findings

For all assessment criteria, describe the actual results obtained from assessment procedures utilized by the unit. Indicate if minimum standards established for criteria were met. If minimum standards were not met, describe the problems encountered. Finally, indicate what actions have been taken, such as curricular changes or improvements, and make recommendations for further action.

Closing the Loop

Utilize the report of assessment findings to develop budget priorities for the unit, provide information to update the department's strategic plan, and create the annual implementation and assessment plan for the following year.