Detailed Assessment Report
2013-2014 Business Administration B.S.C.B.A. Online
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Analysis Questions and Analysis Answers

For Academic Programs
Informed by your assessment activities related to student learning, what changes have you made in your degree program in the last three to five years? Describe the changes (e.g., curriculum revision, new courses, faculty development), the general results that prompted the changes (e.g., student performance on an assessment measure), and any impact on student learning that you might attribute to these changes.

Because AACSB requires assessment of student learning only by degree program and all of our undergraduates (including online degree students) earn the same degree, we did not begin measuring learning separately until 2011. Online student performance was comparable to campus performance on all learning measures in 2011. However, 2013 assessment data for written communication prompted the Undergraduate Programs Committee (UPC) to recommend intervention by the head of the department in which GBA 490 (capstone course: Business Strategy) is taught. The department head will insure online instructors understand the importance of maintaining writing standards to the online degree students.

Interpreting the data was problematic because there were only 13 online degree students took GBA 490 in spring of 2013. The UPC investigated the performance of these 13 students in earlier coursework, including GBA 300 (Business Communications), but found no indication of poor performance. They settled on an action plan focused on communicating writing standards more clearly to both online instructors and students.

Mission / Purpose

Mission

The Culverhouse College of Commerce is an inclusive community engaged in innovative research, service and rigorous learning – with a personal touch - that develops highly respected business leaders who solve challenges of a global society.

Shared Values

Our shared values are critical to the achievement of our mission and distinctiveness:

- Interaction with and commitment to our students and alumni
- Integrity, exhibited throughout our work in our strong ethical standards and our social responsibility; and
- Excellence in all our endeavors, including our innovative programs and research, our rigorous curricula and programs, and continuous use of relevant materials.

Student Learning Outcomes, with Any Associations and Related Measures, Targets, Findings, and Action Plans

SLO 1: Systems Thinking

Students will think holistically about business issues and recognize interrelations between and among business system components.

Related Measures

M 1: GBA 300 Case Assignment
Final scenario writing assignment in GBA 300 (Business Communications) collected. Independent ratings on faculty approved rubric.

Source of Evidence: Academic indirect indicator of learning - other

Target: 80% must meet or exceed expectations.

Finding (2013-2014) - Target: Met
Of the 31 final writing assignments collected from the online section of GBA 300 during spring of 2013, only 24 represented the work of true distance degree students. (Those 24 represent 100% of online degree students for that semester.) 87% of students could contextualize business issues. Comparable to online student sample from 2011 and to campus student sample fro 2013.

M 2: GBA 490 Case Analysis
Final case analysis assignment in GBA 490 (capstone course: Business Strategy) collected. Independent ratings on faculty approved rubric.

Source of Evidence: Written assignment(s), usually scored by a rubric

Target: 80% must meet or exceed expectations

Finding (2013-2014) - Target: Met
Of the 39 final written cases collected from the online section of GBA 490 during spring of 2013, only 13 represented the work of true distance degree students. (Those 13 represent 100% of online degree students for that semester.) 94% of students could contextualize business issues and integrate disciplinary knowledge. Comparable to online student sample from 2011 and to campus student sample for 2013.

SLO 2: Problem & Opportunity Recognition
Students will diagnose business problems and recognize business opportunities.

Related Measures

M 3: GBA 300 Case Assignment
Final scenario writing assignment in GBA 300 (Business Communications) collected. Independent ratings on faculty approved rubric.

Source of Evidence: Standardized test of subject matter knowledge

Target:
80% must meet or exceed expectations.

Finding (2013-2014) - Target: Met
Of the 31 final writing assignments collected from the online section of GBA 300 during spring of 2013, only 24 represented the work of true distance degree students. (Those 24 represent 100% of online degree students for that semester.) 92% of students could identify a business problem. Comparable to online student sample from 2011 and to campus student sample fro 2013.

M 4: GBA 490 Case Analysis
Final case analysis assignment in GBA 490 (capstone Course: Business Strategy) collected. Independent ratings on faculty approved rubric.

Source of Evidence: Academic indirect indicator of learning - other

Target:
80% must meet or exceed expectations.

Finding (2013-2014) - Target: Met
Of the 39 final written cases collected from the online section of GBA 490 during spring of 2013, only 13 represented the work of true distance degree students. (Those 13 represent 100% of online degree students for that semester.) 96% of students could identify business problems and opportunities. Comparable to online student sample from 2011 and to campus student sample for 2013.

SLO 3: Logical Reasoning & Analysis
Students will dissect business issues using logic.

Related Measures

M 5: GBA 300 Case Assignment
Final scenario writing assignment in GBA 300 (Business Communications) collected. Independent ratings on faculty approved rubric.

Source of Evidence: Academic indirect indicator of learning - other

Target:
80% must meet or exceed expectations.

Finding (2013-2014) - Target: Partially Met
Of the 31 final writing assignments collected from the online section of GBA 300 during spring of 2013, only 24 represented the work of true distance degree students. (Those 24 represent 100% of online degree students for that semester.) 72% of students displayed acceptable critical thinking and analysis. Decline in performance compared to online student sample from 2011 but comparable to campus student sample on the same assignment for 2013. Faculty committee found the assignment problematic for prompting display of this learning goal.

M 6: GBA 490 Case Analysis
Final case analysis assignment in GBA 490 (capstone course: Business Strategy) collected. Independent ratings on faculty approved rubric.

Source of Evidence: Academic indirect indicator of learning - other

Target:
80% must meet or exceed expectations.

Finding (2013-2014) - Target: Partially Met
Of the 39 final written cases collected from the online section of GBA 490 during spring of 2013, only 13 represented the work of true distance degree students. (Those 13 represent 100% of online degree students for that semester.) 79% of students displayed critical thinking and analysis skills. Decline compared to online student sample from 2011 and poorer performance than campus student sample on the same assignment for 2013. Faculty were reluctant to attribute too much importance to decline based on small number of students.

SLO 4: Decision Making & Evaluation
Students will make and recognize justifiable business decisions.

Related Measures

M 7: GBA 300 Case Assignment
Final scenario writing assignment in GBA 300 (Business Communications) collected. Independent ratings on faculty approved rubric.

Source of Evidence: Academic indirect indicator of learning - other

Target:
80% must meet or exceed expectations.

Finding (2013-2014) - Target: Met
Of the 31 final writing assignments collected from the online section of GBA 300 during spring of 2013, only 24
represented the work of true distance degree students. (Those 24 represent 100% of online degree students for that semester.) 90% of students could reach a conclusion and recognize its implications or consequences. Comparable to online student sample from 2011 and to campus student sample for 2013.

M 8: GBA 490 Case Analysis
Final case analysis assignment in GBA 490 (capstone course: Business Strategy) collected. Independent ratings on faculty approved rubric.

Source of Evidence: Academic indirect indicator of learning - other

Target:
80% must meet or exceed expectations.

Finding (2013-2014) - Target: Met
Of the 39 final written cases collected from the online section of GBA 490 during spring of 2013, only 13 represented the work of true distance degree students. (Those 13 represent 100% of online degree students for that semester.) 83% of students demonstrated critical thinking and analysis. Decline compared to online student sample from 2011 and poorer performance than campus student sample on same assignment for 2013.

SLO 5: Written Communication
Students will construct written messages that are professionally and strategically appropriate for a variety of business contexts.

Related Measures

M 9: GBA 300 Case Assignment
Final scenario writing assignment in GBA 300 (Business Communications) collected. Independent ratings on faculty approved rubric.

Source of Evidence: Academic indirect indicator of learning - other

Target:
80% must meet or exceed expectations.

Finding (2013-2014) - Target: Not Met
Of the 31 final writing assignments collected from the online section of GBA 300 during spring of 2013, only 24 represented the work of true distance degree students. (Those 24 represent 100% of online degree students for that semester.) 73% of students met or exceeded expectations for organization, verbal expression, and visual impression in their writing. Decline from online student sample from 2011 and poor performance compared to campus student sample for 2013.

M 10: GBA 490 Case Analysis
Final case analysis assignment in GBA 490 (capstone course: Business Strategy) collected. Independent ratings on faculty approved rubric.

Source of Evidence: Academic indirect indicator of learning - other

Target:
80% must meet or exceed expectations.

Finding (2013-2014) - Target: Not Met
Of the 39 final written cases collected from the online section of GBA 490 during spring of 2013, only 13 represented the work of true distance degree students. (Those 13 represent 100% of online degree students for that semester.) Only 58% of students met or exceeded expectations for organization, verbal expression, and visual impression in their writing. Decline compared to online student sample from 2011 and much poorer performance than campus student sample on same assignment for 2013.

Related Action Plans (by Established cycle, then alpha):
For full information, see the Details of Action Plans section of this report.

Communicate writing standards
Established in Cycle: 2013-2014
Instructors in GBA 490 (capstone course: Business Strategy) online will post the standards for assessing written communication...

Details of Action Plans for This Cycle (by Established cycle, then alpha)

Communicate writing standards
Instructors in GBA 490 (capstone course: Business Strategy) online will post the standards for assessing written communication in a prominent place on course site and remind students of writing expectations from GBA 300 (Business Communications) in case assignment descriptions.

Established in Cycle: 2013-2014
Implementation Status: Planned
Priority: High

Relationships (Measure | Outcome/Objective):
Measure: GBA 490 Case Analysis | Outcome/Objective: Written Communication

Responsible Person/Group: Will Jackson, head of Management Dept, as supervisor of GBA 490
Mission / Purpose
The mission of the Culverhouse of College and Business Administration is to excel in the creation and application of
general and discipline-based business knowledge. We are committed to providing the educational and enrichment
experiences expected of a full-time residential major state university. Vision We will never be satisfied with the quality of
our research, teaching, and service. We will continuously strive to improve our scholarship, using national standards;
our efforts to educate and inspire lifelong learning; our contributions to the corporate community and to the state of
Alabama. Values All of our actions are guided by integrity – being reliable and truthful; contribution – being responsible
citizens of the college, university and community; respect for others – being open minded and appreciating diverse views.
Note: The C&BA mission statement was revised in 2010-11.

Student Learning Outcomes, with Any Associations and Related Measures, Targets, Findings, and
Action Plans

SLO 1: Systems Thinking
Students will think holistically about business issues and recognize interrelations between and among business system components.

Related Measures

M 1: GBA 300 Case Assignment
Final scenario writing assignment in GBA 300 collected from 35 online students (100%) in November 2011. Independent ratings on faculty approved rubric.

Source of Evidence: Academic indirect indicator of learning - other

Target:
80% must meet or exceed expectations.

Finding (2011-2012) - Target: Met
100% of students could contextualize business issues and integrate disciplinary knowledge. Comparable to campus student sample.

M 2: GBA 490 Case Analysis
Final case analysis assignment in GBA 490 collected from 43 online students (100%) in July 2011. Independent ratings on faculty approved rubric.

Source of Evidence: Written assignment(s), usually scored by a rubric

Target:
80% must meet or exceed expectations

Finding (2011-2012) - Target: Met
100% of students could contextualize business issues and integrate disciplinary knowledge. Comparable to campus student sample.

SLO 2: Problem & Opportunity Recognition
Students will diagnose business problems and recognize business opportunities.

Related Measures

M 3: GBA 300 Case Assignment
Final scenario writing assignment 2 in GBA 300 collected from 35 online students (100%) in November 2011. Independent ratings on faculty approved rubric.

Source of Evidence: Standardized test of subject matter knowledge

Target:
80% must meet or exceed expectations.

Finding (2011-2012) - Target: Met
Over 95% of students could identify both problems and opportunities. Somewhat better than campus students sample.

M 4: GBA 490 Case Analysis
Final case analysis assignment 2 in GBA 490 collected from 43 online students (100%) in July 2011. Independent ratings on faculty approved rubric.

Source of Evidence: Academic indirect indicator of learning - other

Target:
80% must meet or exceed expectations.

Finding (2011-2012) - Target: Met
Over 95% of students could identify both problems and opportunities. Somewhat better than campus student sample.

SLO 3: Logical Reasoning & Analysis
Students will dissect business issues using logic.

Related Measures
M 5: GBA 300 Case Assignment
Final scenario writing assignment 3 in GBA 300 collected from 35 online students (100%) in November 2011. Independent ratings on faculty approved rubric. [Preview Formatting]

Source of Evidence: Academic indirect indicator of learning - other

Target:
80% must meet or exceed expectations.

Finding (2011-2012) - Target: Met
At least 85% of students showed critical thinking and quantitative/qualitative analysis skills. Superior to campus student sample.

M 6: GBA 490 Case Analysis
Final case analysis assignment 3 in GBA 490 collected from 43 online students (100%) in July 2011. Independent ratings on faculty approved rubric.

Source of Evidence: Academic indirect indicator of learning - other

Target:
80% must meet or exceed expectations.

Finding (2011-2012) - Target: Met
At least 85% of students showed critical thinking and quantitative/qualitative analysis skills. Superior to campus student sample.

SLO 4: Decision Making & Evaluation
Students will make and recognize justifiable business decisions.

Related Measures

M 7: GBA 300 Case Assignment
Final scenario writing assignment 4 in GBA 300 collected from 35 online students (100%) in November 2011. Independent ratings on faculty approved rubric.

Source of Evidence: Academic indirect indicator of learning - other

Target:
80% must meet or exceed expectations.

Finding (2011-2012) - Target: Met
Over 95% of students showed strong decision making skills and discussed implications or consequences of those decisions. Comparable to campus student sample.

M 8: GBA 490 Case Analysis
Final case analysis assignment 4 in GBA 490 collected from 43 online students (100%) in July 2011. Independent ratings on faculty approved rubric.

Source of Evidence: Academic indirect indicator of learning - other

Target:
80% must meet or exceed expectations.

Finding (2011-2012) - Target: Met
Over 95% of students showed strong decision making skills and discussed implications or consequences of those decisions. Comparable to campus student sample.

SLO 5: Written Communication
Students will construct written messages that are professionally and strategically appropriate for a variety of business contexts.

Related Measures

M 9: GBA 300 Case Assignment
Final scenario writing assignment 5 in GBA 300 collected from 35 online students (100%) in November 2011. Independent ratings on faculty approved rubric.

Source of Evidence: Academic indirect indicator of learning - other

Target:
80% must meet or exceed expectations.

Finding (2011-2012) - Target: Met
More than 90% of students met expectations for business writing. Comparable to campus student sample.

M 10: GBA 490 Case Analysis
Final case analysis assignment 5 in GBA 490 collected from 43 online students (100%) in July 2011. Independent ratings on faculty approved rubric.

Source of Evidence: Academic indirect indicator of learning - other

Target:
80% must meet or exceed expectations.

Finding (2011-2012) - Target: Met
More than 90% of students met expectations for business writing. Comparable to campus student sample.
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Source of Evidence: Academic indirect indicator of learning - other

Target:
80% must meet or exceed expectations.

Finding (2012-2013) - Target: Not Reported This Cycle
Although 31 online final case assignments (for 100% of online students) were collected from GBA 300 in spring 2013 and rated using our faculty-developed rubric during summer 2013, faculty will not meet to discuss the findings until fall 2013.

M 2: GBA 490 Case Analysis
Final case analysis assignment in GBA 490 collected from 43 online students (100%) in July 2011. Independent ratings on faculty approved rubric.

Source of Evidence: Written assignment(s), usually scored by a rubric

Target:
80% must meet or exceed expectations

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Although 39 online final case assignments (for 100% of online students) were collected from GBA 490 in spring 2013 and rated using our faculty-developed rubric during summer 2013, faculty will not meet to discuss the findings until fall 2013.

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Source of Evidence: Academic indirect indicator of learning - other

Target: 80% must meet or exceed expectations.

Finding (2012-2013) - Target: Not Reported This Cycle
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M 8: GBA 490 Case Analysis
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Source of Evidence: Academic indirect indicator of learning - other

Target: 80% must meet or exceed expectations.

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**M 10: GBA 490 Case Analysis**

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Source of Evidence: Academic indirect indicator of learning - other

**Target:**

80% must meet or exceed expectations.

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