

## Management Online [MGMO]

**Cycles included in this report:**

Jun 1, 2017 to May 31, 2018

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## Program Name: Management Online [MGMO]

Reporting Cycle: Jun 1, 2017 to May 31, 2018

### 1 Is this program offered via Distance Learning? [Approved]

100% Distance and Traditional

### 2 Is this program offered at an off-site location?

No

### 2.1 If yes to previous, provide addresses for each location where 50% or more of program credits may be earned.

### 3 Example of Program Improvement

Since the online format is a new program, it will take us between four to five years to get assessment results that we can compare to results obtained through face-to-face. Three students took the MFT test in spring 2015. The average score was 156, which falls in the 76<sup>th</sup> percentile. Five students took the MFT test in fall 2015. The average score was 156 (76<sup>th</sup> percentile). Fourteen students took the MFT test in spring 2016. The average score was 145 (19<sup>th</sup> percentile). All the scores exceed the target of 140.

### 4 Program Highlights from the Reporting Year

Since the inception of the online call program, enrollment has grown from 49 students in spring 2013, 75 in spring 2014, and 117 in spring 2015. In fall 2015 enrollment reached 155. This provides evidence that today's students are looking for alternative methods of delivery. The number of online graduates was two in 2013, zero in 2014, and 15 in 2015. The number of internships completed by online majors was two in 2013, five in 2015, and nine in 2016.

### 5 Program Mission

The Bachelor of Science in Management Online serves residents of southwest Louisiana and beyond who seek a college degree as well as both public and private employers in the region. The curriculum is specifically designed to meet the needs of regional economic development and prepares students for leadership in the global economy.

### 6 Institutional Mission Reference

### 7 Assessment and Benchmark MGMT 481 Written Communication Assessment [Approved]

Assessment: For written communication assessment, management students' papers are sampled from MGMT 481 - Strategic Management and analyzed by a team of reviewers from across disciplines.

Benchmark: 60% of students sampled will score a "Pass" (average or greater) on the assessment rubric.

Prior to fall 2015, the benchmark was 50% of students.

#### Outcome Links

#### Communication [Program]

Management graduates will formulate and express ideas effectively through oral, written, and/or technological communication in academic and professional environments.

### 7.1 Data [Approved]

Term	Students with a score of "Pass"		Benchmark Met?
	#	%	
Fall 2014	-	100%	Yes

Fall 2015	-	80%	Yes
Fall 2016	-	80%	Yes

#### Outcome Links

##### Communication [Program]

Management graduates will formulate and express ideas effectively through oral, written, and/or technological communication in academic and professional environments.

### 7.1.1 Analysis of Data and Plan for Continuous Improvement

2015-2016:

No data is available for the spring terms because written communication is only assessed in the fall semester. After spring 2017, we will have three years of data and can make a reliable determination as to whether to increase the benchmark. The College will create and disseminate a common writing format and assessment standard within the College of Business, create assignments for students to enhance communication skills, and create a method to deliver feedback from oral presentation assessment to professors and students.

2016-2017:

Beginning fall 2017, faculty will consider an alternative metric for this learning goal. Create and disseminate a common writing format and assessment standard within the College of Business. Create assignments for students to enhance communication skills, and create a method to deliver feedback from oral presentation assessment to professors and students. Faculty will continue to present the rubric to students early in the semester so that desired structure and requirements are known and understood by students. Continue to assess written communication in the fall and oral/technological communication in the spring.

#### Outcome Links

##### Communication [Program]

Management graduates will formulate and express ideas effectively through oral, written, and/or technological communication in academic and professional environments.

### 8 Assessment and Benchmark MGMT 481 Critical Thinking Paper [Approved]

Assessment: Student papers are analyzed by a team of reviewers from across disciplines. They apply a rubric measuring five characteristics that show evidence of critical thinking skills.

Benchmark: 60% of students sampled will score a "Pass" (average or greater) on the assessment rubric.

#### Outcome Links

##### Critical Thinking [Program]

Management graduates will apply critical thinking in academic and professional environments.

### 8.1 Data [Approved]

Term	Students with a score of "Pass"		Benchmark Met?
	#	%	
Fall 2014	-	100%	Yes
Fall 2015	-	100%	Yes
Fall 2016	-	100%	Yes

#### Outcome Links

##### Critical Thinking [Program]

Management graduates will apply critical thinking in academic and professional environments.

### 8.1.1 Analysis of Data and Plan for Continuous Improvement

2015-2016:

No data is available for the spring terms because critical thinking is only assessed via a critical thinking rubric in the fall semester. After spring 2017, we will have three years of data and can make a reliable determination as to whether to increase the benchmark.

2016-2017:

Students exceeded the target. No more action is needed at this stage.

#### Outcome Links

##### Critical Thinking [Program]

Management graduates will apply critical thinking in academic and professional environments.

## 9 Assessment and Benchmark Major Area Test

Assessment: A Major Area Test (MAT) has been given to graduating seniors in the fall and spring semesters to assess the following learning goals:

- Demonstrate the ability to identify and discern the impact of internal and external factors of the business environment.
- Demonstrate an understanding of the goal setting process.
- Demonstrate an understanding of workplace group dynamics, including functions of teams and stages of team development.

MAT is based on a 20-question multiple-choice test written by management faculty which has been given to graduating seniors in the fall and spring semesters.

Benchmark: 70% of management majors will achieve a score of 60% or higher on the MAT.

Prior to fall 2015, the benchmark was that 70% of management majors will achieve a score of 50% or higher on the MAT.

#### Outcome Links

##### Management Concepts [Program]

Management graduates will demonstrate knowledge of and ability to apply management concepts.

### 9.1 Data [Approved]

Term	Students with 60% or higher		Benchmark Met?
	#	%	
Spring 2015	-	100%	Yes
Fall 2015	-	66.7%	No
Spring 2016	-	69%	No
Fall 2016	-	100%	Yes
Spring 2017	-	91%	Yes

#### Outcome Links

##### Management Concepts [Program]

Management graduates will demonstrate knowledge of and ability to apply management concepts.

### 9.1.1 Analysis of Data and Plan for Continuous Improvement [Approved]

2015-2016:

After spring 2017, we will have three years of data and can make a reliable determination as to whether to increase the benchmark or take remedial action.

2016-2017:

No remedial action is needed at this stage.

#### Outcome Links

##### Management Concepts [Program]

Management graduates will demonstrate knowledge of and ability to apply management concepts.

## 10 Assessment and Benchmark Bachelor

Assessment: The ETS<sup>®</sup> Major Field Test for the Bachelor's Degree in Business contains 120 multiple-choice questions designed to measure a student's subject knowledge and the ability to apply facts, concepts, theories and analytical methods. Some questions are grouped in sets and based on diagrams, charts and data tables. The questions represent a wide range of difficulty and cover depth and breadth in assessing students' achievement levels.

- Benchmark 1: Students will score at or above the 60th percentile on the Management content area of the MFT.
- Benchmark 2: Students will score a mean overall score of at least 140 on the Major Field Test.
- Benchmark 3: Students will score at or above the 55th percentile in each content area of the MFT.
  - Prior to fall 2015, the benchmark was that students will score at or above the 50th percentile in each content area of the MFT.
- Benchmark 4: Students will score at or above the 55th percentile on the International Issues content area of the MFT.
  - Prior to 2015-2016, the benchmark was that students will score at or above the 50th percentile on the International Issues content area of the MFT.

### Outcome Links

#### Business Concepts [Program]

Management graduates will demonstrate knowledge of basic business concepts.

#### Global Community [Program]

Management graduates will analyze the global community to make sound judgments in academic and professional environments.

#### Management Concepts [Program]

Management graduates will demonstrate knowledge of and ability to apply management concepts.

### 10.1 Data Management Content Area of MFT

Term	Mean Correct Score	Benchmark met?
Fall 2015	98th	Yes
Spring 2016	39th	No
Fall 2016	97th	Yes
Spring 2017	99th	Yes

### Outcome Links

#### Management Concepts [Program]

Management graduates will demonstrate knowledge of and ability to apply management concepts.

### 10.1.1 Analysis of Data and Plan for Continuous Improvement Management Content Area of MFT

2016-2017:

After spring 2018, we will have three years of data and can make a reliable determination as to whether to increase the benchmark or take remedial action.

### Outcome Links

#### Management Concepts [Program]

Management graduates will demonstrate knowledge of and ability to apply management concepts.

### 10.2 Data Overall MFT Score

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Term	Mean Overall Score	Benchmark met?
Spring 2015	156	Yes
2015-2016	148	Yes
2016-2017	149	Yes

#### Outcome Links

##### **Business Concepts [Program]**

Management graduates will demonstrate knowledge of basic business concepts.

### 10.2.1 Analysis of Data and Plan for Continuous Improvement Overall MFT Score

2016-2017:

After spring 2018, we will have three years of data and can make a reliable determination as to whether to increase the benchmark or take remedial action. Also, beginning in fall 2017, data will be disaggregated by term to allow for better analysis.

#### Outcome Links

##### **Business Concepts [Program]**

Management graduates will demonstrate knowledge of basic business concepts.

### 10.3 Data Average Content Area Scores of MFT

Content Area	Fall 2015	Spring 2016	Fall 2016	Spring 2017	Fall 2017	Spring 2018
Accounting	7th	13th	50th	50th		
Economics	87th	16th	12th	61st		
Finance	51st	9th	1st	21st		
Information Systems	34th	40th	81st	83rd		
International Issues	85th	3rd	57th	57th		
Legal/Social Environment	99th	58th	4th	1st		
Management	98th	39th	97th	99th		
Marketing	98th	17th	3rd	35th		
Quantitative Business Analysis	73rd	13th	1st	6th		

#### Outcome Links

##### **Business Concepts [Program]**

Management graduates will demonstrate knowledge of basic business concepts.

### 10.3.1 Analysis of Data and Plan for Continuous Improvement Average Content Area Scores of MFT

2016-2017:

After spring 2018, we will have three years of data and can make a reliable determination as to whether to increase the benchmark or take remedial action. The College will continue to develop and add to review modules provided via Moodle for all students enrolled in MGMT 481 lab, create practice questions for students, and add in-person reviews in the MGMT 481 lab with an emphasis on information systems.

#### Outcome Links

##### **Business Concepts [Program]**

Management graduates will demonstrate knowledge of basic business concepts.

**10.4 Data** International Issues Content Area of MFT

Academic Year	Mean Correct Score	Benchmark Met?
2014-2015	55th	Yes

Term	Mean Correct Score	Benchmark Met?
Fall 2015*	85th	Yes
Spring 2016	3rd	No
Fall 2016	57th	Yes
Spring 2017	57th	Yes

\*Beginning in fall 2015, the data was disaggregated by term to allow for better analysis.

**Outcome Links****Global Community [Program]**

Management graduates will analyze the global community to make sound judgments in academic and professional environments.

**10.4.1 Analysis of Data and Plan for Continuous Improvement** International Issues Content Area of MFT

2016-2017:

After spring 2018, we will have three years of data and can make a reliable determination as to whether to increase the benchmark or take remedial action.

**Outcome Links****Global Community [Program]**

Management graduates will analyze the global community to make sound judgments in academic and professional environments.

**Program outcomes****Business Concepts**

*Management graduates will demonstrate knowledge of basic business concepts.*

**Communication**

*Management graduates will formulate and express ideas effectively through oral, written, and/or technological communication in academic and professional environments.*

**Critical Thinking**

*Management graduates will apply critical thinking in academic and professional environments.*

**Global Community**

*Management graduates will analyze the global community to make sound judgments in academic and professional environments.*

**Management Concepts**

*Management graduates will demonstrate knowledge of and ability to apply management concepts.*

End of report