Expected Outcomes: Analysis and design skills

When confronted with a business problem, student teams will be able to demonstrate the ability to analyze the facts, obtain user requirements, design a system meeting these requirements, develop a working prototype of the system using the appropriate technology, and document the project thoroughly.

Related typical general education outcomes:

1. Information Literacy
6. Ability to Solve Open-Ended Problems
7. Written Communication

Assessment methods

Method: Analysis and design skill assessment

The resulting projects, generated in ISMN 4090, will be evaluated by an ISMN undergraduate faculty committee. Specifically, the assessment focuses on (1) appropriate use of methodology, (2) meeting user requirements, (3) quality of the system design, (4) quality of the user interface, (5) working functionality of prototype, and (6) quality of the user manual, and (7) quality of overall system development documentation. The goal for this assessment is that at least 75% of the ISMN BSBA students will achieve an average rating of 4.0 or higher on a 5-point scale measuring each of these seven analysis and design related skills, where 5 is superior and 1 is unacceptable.

Findings:

100% of the ISMN BSBA students achieved a score of 4.0 or better on all seven analysis and design related skills. Averages were, respectively, 4.86, 4.71, 4.50, 4.64, 4.57, 4.64, and 4.42.

How did you use findings for improvement?

The results will be used to target areas where increased emphasis will be put in order to improve student skills in the areas where students underperformed.

Additional comments:

Notably, of the seven projects evaluated in this period, three were exceptional and among the best that we could remember. This likely accounted for the overall increase in the ratings from last year.

Expected Outcomes: Database skills

When confronted with a business problem, student teams will be able to demonstrate the ability to develop appropriate databases and systems to solve business problems within the context of the system development process.
Related typical general education outcomes:

1. Information Literacy
2. Ability to Solve Open-Ended Problems
3. Written Communication

Assessment methods

Method: Database skill assessment

The database component of projects, developed in ISMN 4090, will be evaluated by the ISMN undergraduate committee. Specifically, the assessment focuses on (1) quality of the database design, (2) quality of implementation/working functionality of the database, and (3) quality of database documentation. The goal for this assessment is that at least 75% of the ISMN BSBA students will achieve an average rating of 4.0 or higher on a 5-point scale measuring each of these three database related skills, where 5 is superior and 1 is unacceptable.

Findings:

100% of the ISMN BSBA students achieved a score of 4.0 or better on all three database related skills. Averages were, respectively, 4.50, 4.71, and 4.64.

How did you use findings for improvement?

The results will be used to target areas where increased emphasis will be put in order to improve student skills in the areas where students underperformed.

Additional comments:

Notably, of the seven projects evaluated in this period, three were exceptional and among the best that we could remember. This likely accounted for the overall increase in the ratings from last year.

Expected Outcomes: Telecommunication skills

When confronted with a business problem, student teams will be able to demonstrate the ability to develop appropriate telecommunications capabilities to support information systems developed in the context of the systems development process.

Related typical general education outcomes:

1. Information Literacy
2. Ability to Solve Open-Ended Problems
3. Written Communication

Assessment methods

Method: Telecommunication skill assessment

The telecommunications component of projects, developed in ISMN 4090, will be evaluated by the ISMN undergraduate committee. Specifically, the assessment focuses on (1) quality of the telecommunications design, (2) quality of telecommunications implementation/working functionality, and (3) quality of telecommunications documentation. The goal for this assessment is that at least 75% of the ISMN BSBA students will achieve an average rating of 4.0 or higher on a 5-point scale measuring each of these three telecommunications related skills, where 5 is superior...
and I is unacceptable.

Findings:

100% of the ISMN BSBA students achieved a score of 4.0 or better on all three telecommunications related skills. Averages were, respectively, 4.86, 4.86, and 4.71.

How did you use findings for improvement?

The results will be used to target areas where increased emphasis will be put in order to improve student skills in the areas where students underperformed.

Additional comments:

Notably, of the seven projects evaluated in this period, three were exceptional and among the best that we could remember. This likely accounted for the overall increase in the ratings from last year.

Expected Outcomes: Indirect Measurement of Learning Outcomes

ISMN students who have completed the College of Business Senior Survey will score 4.0 or above (on a five-point scale) on at least 75% (i.e., 13) of the 17 learning outcomes assessed by the Senior Survey.

Related typical general education outcomes:

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Assessment methods

Method: Indirect Method for Assessing Learning

The Senior Survey is administered annually to College of Business (COB) students. Six ISMN majors (down from fourteen last year) responded to this survey. The major component of the Senior Survey is students’ assessment, using a five-point scale (1 = strongly disagree to 5 = strongly agree), of the extent to which a degree program effectively prepared students for each of 17 learning outcomes. Examples of learning outcomes are “to demonstrate interpersonal skills necessary for my field of study,” “to utilize creativity,” and “to process information and make effective decisions.”

Findings:

ISMN students’ average ratings were 4.0 or above on all 17 (100%) of the 17 learning outcomes (up from 15 last year). Therefore, ISMN students met the learning goal (75% or above) for the 17 learning outcome assessed by the Senior Survey.

How did you use findings for improvement?

Though the goal was met, the ISMN faculty will review the results to identify areas where lower ratings may point out areas which should be monitored closely. For example, the two areas “To demonstrate spread sheet analysis skills” and “to understand the influence of political and social issues on business decisions” received an average rating of 4.0. As a result, we will review coverage of these areas throughout the curriculum to determine if adjustments should be made.

Additional comments:
None