Expected Outcomes: Data Mining and Performance Management

Students completing the Bachelor of Science in Business Administration in SCM will be experienced in the use of data mining and performance measurement tools to assess the effectiveness of a SCM operation and will possess the tools necessary to operate effectively in an entry-level SCM position upon graduation.

Related typical general education outcomes:

1. Information Literacy
2. Analytical and Critical Reading
3. Ability to Critique Arguments
5. Ability to Use Mathematical Methods
10. Intercultural Knowledge and Diversity Awareness

Assessment methods

Method: Knowledge Evaluation through Simulation Exercise

As a part of a “capstone course” during the senior year (SCMN 4800), students will be required to successfully demonstrate sufficient knowledge in supply chain management by demonstrating the knowledge and skill necessary to perform effectively in the field of supply chain management. This will be determined by at least 75% of students majoring in supply chain management obtaining a score of 80% or better on data analysis assignments and a score of 80% or better on overall simulation performance measured at the conclusion of the simulation.

Findings:

Through the Fall 2011 and Spring 2012 semesters, the results of 138 students were analyzed with 130 (94.20%) obtaining scores of 80% or better on the data analysis tasks and 129 (93.47%) obtaining scores of 80% or better on simulation performance. SCMN students exceeded both our self imposed benchmarks for these criteria.

How did you use findings for improvement?

In response to the academic year 2011-2012 results, the instructor plans to continue using a combination of depth-oriented analysis assignments and semester long performance in evaluating these criteria.

Additional comments:

The expected result is to continue to develop and strengthen the data analytics skills of our students and enhance their ability to apply these techniques in a meaningful and practical way.

Expected Outcomes: Tools and Techniques

Students completing the Bachelor of Science in Business Administration in SCM will be experienced in the use of practical application of key SCM tools and techniques in business analysis sufficient to operate effectively in an entry-level SCM position upon graduation.
Related typical general education outcomes:

4  Ability to Construct Arguments
5  Ability to Use Mathematical Methods
6  Ability to Solve Open-Ended Problems
10 Intercultural Knowledge and Diversity Awareness

Assessment methods

Method: Case Evaluation Using Applied Tools and Techniques

As a part of a “capstone course” during the senior year (SCMN 4800), students will be required to successfully demonstrate sufficient knowledge in the application of SCM tools and techniques as judged by their performance in a complex case analysis. The case assignment is unique in that it places the students in teams with students from other universities and requires the evaluation of a complex supply chain scenario with limited structure provided by the faculty (e.g., the students must apply previously learned knowledge of tool and evaluation techniques in order to successfully complete the case assignment). This will be determined by at least 75% of students majoring in supply chain management obtaining a grade of 75% correct in the complex case analysis assignment.

Findings:

During the academic year 2011-2012, 81.15% of all students obtained a 75% grade on the complex case analysis using a common rubric defined by the eight universities participating in the assignment.

How did you use findings for improvement?

The results of previous assignments of this criterion had caused the evaluation to change to the new multi-university case assignment. The faculty is pleased with the results for 2011-2012 and plans to use the same method for assessing this criterion in 2012-2013.

Additional comments:

The addition of applied and practical multi-national cases which include team based work with students from other universities from across the globe enhances the student’s familiarity with global tools and techniques currently being used in SCMN. The ability of students to engage in dialog with international students and exchange valuable information on tools and techniques used to solve the case provides a unique learning experience the we believe prepares Auburn SCMN students to transition rapidly to careers in the industry.