

BA IN OPERATIONS MANAGEMENT AND ANALYSIS: ANNUAL ASSESSMENT PLAN & FINDINGS 2010-2011 ACADEMIC YEAR

2010 – 2011 CURRICULUM MAP

	PLO 1 Apply systems analysis to management decisions and operational success.	PLO 2 Assess methods of quality management, product and service development, and learn processes in business operations.	PLO 3 Develop skills in managing projects and programs.	PLO 4 Examine globalization effects on the organization's operations, supply chain, and product or services production.	PLO 5 Understand effective decision-making, problem solving, and technical skills required in management.
<i>MGT 330: Management for Organizations</i>	I	I	I	I	I
<i>ECO 204 Principles of Microeconomics</i>	R	R	R		R
<i>ACC 205 Principles of Accounting I</i>	R	R	R		R
<i>ACC 206 Principles of Accounting II</i>	R	R	R		R
<i>BUS 308: Statistics for Managers</i>	R				R
<i>BUS 307 Operations Management & Quantitative Techniques</i>	R	R	R		R
<i>INF 336 Project Procurement Management</i>	R	R		M	R
<i>INF 337 Integrated Cost & Schedule Control</i>	M	R	M		M
<i>INF 340 Business Systems Analysis</i>	R	R			

<i>BUS 461 Decision Modeling & Analysis</i>	M				M
<i>BUS 445 Total Quality Management</i>		M	M		R
<i>BUS 446 Production Operations Control</i>		M			R
<i>BUS 401 Principles of Finance</i>	M		M		M
<i>INF 410 Project Management</i>			M		
<i>BUS 402 Strategic Management & Business Policy</i>	M		M	M	M

I (INTRODUCED) R (REINFORCED) M (MASTERED)

ANNUAL ASSESSMENT PLAN FINDINGS					
PLO 1 - Apply systems analysis to management decisions and operational success.					
MEASURE	ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS OBSERVED	ASSESSMENT RESULTS: PERCENTAGE OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	ASSESSMENT RESULTS: 1. EXCEEDS THE ACCEPTABLE TARGET 2. MEETS THE ACCEPTABLE TARGET 3. DOES NOT MEET THE ACCEPTABLE TARGET 4. INSUFFICIENT DATA

Direct Measure 1: CPC Comprehensive Exam – Management Section	100% (of the sample selected) score at or above the average in the PAS “Online Campus” and “Traditional Campus” Aggregate Pools related to the Management section of the CPC comprehensive exam when compared to other competitive programs.	N/A	N/A	Because the cell size is less than ten, the data for this measure will not be reported.	4. INSUFFICIENT DATA
Direct Measure 2: CPC Comprehensive Exam-Score	90% (of the sample selected) score 400 or higher on the CPC comprehensive exam.	N/A	N/A	Because the cell size is less than ten, the data for this measure will not be reported.	4. INSUFFICIENT DATA
Direct Measure 3: BUS 461 Final Project	100% (of the sample selected) must score 70% or higher on final paper and demonstrate an ability to apply systems analysis to management decisions and operational success.	9	11	9 out of 11 (81.82%) BAOMA students sampled during the 2010-11 Academic Year scored a 70% or higher on the final paper and demonstrated an ability to apply systems analysis to management decisions and operational success.	3. DOES NOT MEET THE ACCEPTABLE TARGET
Indirect Measure 1 Graduate Satisfaction Survey	70% or more of students will express satisfaction on the End-of-Course survey for each course aligned with mastery of a program outcome by indicating either “High Quality” or “Very High Quality.” The three	N/A	N/A	Because the cell size is less than ten, the data for	4. INSUFFICIENT DATA

	<p>questions used to gauge student satisfaction include:</p> <ul style="list-style-type: none"> • How would you rate the quality of the course material? • How would you rate the quality of the course? • How would you rate the quality of the instructor? 			BUS 461 will not be reported.	
PLO 2 - Assess methods of quality management, product and service development, and learn processes in business operations.					
MEASURE	ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS OBSERVED	ASSESSMENT RESULTS: PERCENTAGE OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	ASSESSMENT RESULTS: 1. EXCEEDS THE ACCEPTABLE TARGET 2. MEETS THE ACCEPTABLE TARGET 3. DOES NOT MEET THE ACCEPTABLE TARGET 4. INSUFFICIENT DATA

<p>Direct Measure 1: CPC Comprehensive Exam - Business Integration and Strategic Management Section</p>	<p>100% (of the sample selected) score at or above the average in the PAS “Online Campus” and “Traditional Campus” Aggregate Pools related to the Business Integration and Strategic Management section of the CPC comprehensive exam when compared to other competitive programs.</p>	<p>N/A</p>	<p>N/A</p>	<p>Because the cell size is less than ten, the data for this measure will not be reported.</p>	<p>4. INSUFFICIENT DATA</p>
<p>Direct Measure 2: CPC Comprehensive Exam-Score</p>	<p>90% (of the sample selected) score 400 or higher on the CPC comprehensive exam.</p>	<p>N/A</p>	<p>N/A</p>	<p>Because the cell size is less than ten, the data for this measure will not be reported.</p>	<p>4. INSUFFICIENT DATA</p>
<p>Direct Measure 3: BUS 445 Final Paper</p>	<p>100% (of the sample selected) must score 70% or higher on final paper and demonstrate an ability to assess methods of quality management, product and service development, and learning processes in business operations, development, and learning processes in business operations.</p>	<p>14</p>	<p>14</p>	<p>14 out of 14 (100%) BAOMA students sampled during the 2010-11 Academic Year scored a 70% or higher on the final paper and demonstrated an ability to assess methods of quality management, product and service development, and learning processes in business operations.</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>

<p>Indirect Measure 1 Graduate Satisfaction Survey</p>	<p>70% or more of students will express satisfaction on the End-of-Course survey for each course aligned with mastery of a program outcome by indicating either “High Quality” or “Very High Quality.” The three questions used to gauge student satisfaction include:</p> <ul style="list-style-type: none"> • How would you rate the quality of the course material? • How would you rate the quality of the course? • How would you rate the quality of the instructor? 	<p>N/A</p>	<p>N/A</p>	<p>On average, 95.83% of students who took the End-of-Course survey for BUS 445 during the 2010-2011 Academic Year rated the course material, course, and instructor as “High Quality” or “Very High Quality.”</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>
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PLO 3 - Develop skills in managing projects and programs.					
MEASURE	ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS OBSERVED	ASSESSMENT RESULTS: PERCENTAGE OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	ASSESSMENT RESULTS: 1. EXCEEDS THE ACCEPTABLE TARGET 2. MEETS THE ACCEPTABLE TARGET 3. DOES NOT MEET THE ACCEPTABLE TARGET 4. INSUFFICIENT DATA
Direct Measure 1: CPC Comprehensive Exam – Business Leadership Section	100% (of the sample selected) score at or above the average in the PAS “Online Campus” and “Traditional Campus” Aggregate Pools related to the Business Integration and Strategic Management section of the CPC comprehensive exam when compared to other competitive programs.	N/A	N/A	Because the cell size is less than ten, the data for this measure will not be reported.	4. INSUFFICIENT DATA
Direct Measure 2: CPC Comprehensive Exam-Score	90% (of the sample selected) score 400 or higher on the CPC comprehensive exam.	N/A	N/A	Because the cell size is less than ten, the data for this measure will not be reported.	4. INSUFFICIENT DATA

<p>Direct Measure 3: INF 410 Final Paper</p>	<p>100% (of the sample selected) must score 70% or higher on final paper and demonstrate an ability to develop skills necessary for managing projects and programs.</p>	<p>25</p>	<p>26</p>	<p>25 out of 26 (96.15%) BAOMA students sampled during the 2010-11 Academic Year scored a 70% or higher on the final paper and demonstrated an ability to develop skills necessary for managing projects and programs.</p>	<p>3. DOES NOT MEET THE ACCEPTABLE TARGET</p>
<p>Indirect Measure 1 Graduate Satisfaction Survey</p>	<p>70% or more of students will express satisfaction on the End-of-Course survey for each course aligned with mastery of a program outcome by indicating either “High Quality” or “Very High Quality.” The three questions used to gauge student satisfaction include:</p> <ul style="list-style-type: none"> • How would you rate the quality of the course material? • How would you rate the quality of the course? • How would you rate the quality of the instructor? 	<p>N/A</p>	<p>N/A</p>	<p>On average, 85.68% of students who took the End-of-Course survey for INF 410 during the 2010-2011 Academic Year rated the course material, course, and instructor as “High Quality” or “Very High Quality.”</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>

PLO 4 - Examine globalization effects on the organization’s operations, supply chain, and product or services production.					
MEASURE	ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS OBSERVED	ASSESSMENT RESULTS: PERCENTAGE OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	1. EXCEEDS THE ACCEPTABLE TARGET 2. MEETS THE ACCEPTABLE TARGET 3. DOES NOT MEET THE ACCEPTABLE TARGET 4. INSUFFICIENT DATA
Direct Measure 1: CPC Comprehensive Exam – Global Dimensions of Business Section	100% (of the sample selected) score at or above the average in the PAS “Online Campus” and “Traditional Campus” Aggregate Pools related to the Business Integration and Strategic Management section of the CPC comprehensive exam when compared to other competitive programs.	N/A	N/A	Because the cell size is less than ten, the data for this measure will not be reported.	4. INSUFFICIENT DATA
Direct Measure 2: CPC Comprehensive Exam-Score	90% (of the sample selected) score 400 or higher on the CPC comprehensive exam.	N/A	N/A	Because the cell size is less than ten, the data for this measure will not be reported.	4. INSUFFICIENT DATA
Direct Measure 3: INF 336 Final Paper	100% (of the sample selected) must score 70% or higher on final paper and demonstrate an ability to examine globalization effects on the organization’s	41	43	41 out of 43 (95.35%) BAOMA students sampled during the 2010-11	3. DOES NOT MEET THE ACCEPTABLE TARGET

	operations, supply chain, and product or services production.			Academic Year scored a 70% or higher on the final paper and demonstrated an ability to examine globalization effects on the organization’s operations, supply chain, and product or services production.	
Indirect Measure 1 Graduate Satisfaction Survey	<p>70% or more of students will express satisfaction on the End-of-Course survey for each course aligned with mastery of a program outcome by indicating either “High Quality” or “Very High Quality.” The three questions used to gauge student satisfaction include:</p> <ul style="list-style-type: none"> • How would you rate the quality of the course material? • How would you rate the quality of the course? • How would you rate the quality of the instructor? 	N/A	N/A	On average, 85.77% of students who took the End-of-Course survey for INF 336 during the 2010-2011 Academic Year rated the course material, course, and instructor as “High Quality” or “Very High Quality.”	1. EXCEEDS THE ACCEPTABLE TARGET

PLO 5 – Understand effective decision-making, problem solving, and technical skills required in management.					
MEASURE	ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS OBSERVED	ASSESSMENT RESULTS: PERCENTAGE OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	ASSESSMENT RESULTS: 1. EXCEEDS THE ACCEPTABLE TARGET 2. MEETS THE ACCEPTABLE TARGET 3. DOES NOT MEET THE ACCEPTABLE TARGET 4. INSUFFICIENT DATA
Direct Measure 1: CPC Comprehensive Exam - Quantitative Research Techniques and Statistics	100% (of the sample selected) score at or above the average in the PAS “Online Campus” and “Traditional Campus” Aggregate Pools related to the Business Integration and Strategic Management section of the CPC comprehensive exam when compared to other competitive programs.	N/A	N/A	Because the cell size is less than ten, the data for this measure will not be reported.	4. INSUFFICIENT DATA

Direct Measure 2: CPC Comprehensive Exam-Score	90% (of the sample selected) score 400 or higher on the CPC comprehensive exam.	N/A	N/A	Because the cell size is less than ten, the data for this measure will not be reported.	4. INSUFFICIENT DATA
Direct Measure 4: BUS 402 Final Paper	100% (of the sample selected) must score 70% or higher on final paper and demonstrate understanding of effective decision making, problem solving, and technical skills required in management.	N/A	N/A	Because the cell size is less than ten, the data for this measure will not be reported.	4. INSUFFICIENT DATA
Indirect Measure 1 Graduate Satisfaction Survey	70% or more of students will express satisfaction on the End-of-Course survey for each course aligned with mastery of a program outcome by indicating either “High Quality” or “Very High Quality.” The three questions used to gauge student satisfaction include: <ul style="list-style-type: none"> • How would you rate the quality of the course material? • How would you rate the quality of the course? • How would you rate the quality of the instructor? 	N/A	N/A	On average, 62.50% of students who took the End-of-Course survey for BUS 402 during the 2010-2011 Academic Year rated the course material, course, and instructor as “High Quality” or “Very High Quality.”	3. DOES NOT MEET THE ACCEPTABLE TARGET

OVERALL RECOMMENDATIONS

As the BA Operations Management and Analysis is a new program, there is not enough data for the 2010-11 assessment cycle to effectively evaluate student achievement of the program learning outcomes. Additional data will be available for analysis upon completion of the 2011-12 assessment cycle.

It is recommended that the College of Business and Professional Studies faculty review program learning outcomes, curriculum map, and assessment plan to ensure student learning can be effectively measured, program learning outcomes are accurately mapped to program course sequence, and targets are appropriately set. In addition, faculty should work closely with the College of Business and Professional Studies assessment analyst to examine additional measurement opportunities and work to increase precision of existing measures (e.g., through Waypoint rubric implementation). Lastly, additional data should be gathered, increasing sample size and improving the accuracy and generalizability of findings.

ANNUAL ASSESSMENT PLAN ACTION ITEM STATUS REPORT

OUTCOME	MEASURE	KEY/RESPONSIBLE PERSONNEL	STATUS	ANTICIPATED DATE OF COMPLETION
<i>PLOs 1-5</i>	<i>Continued levels of student achievement on all PLOs.</i>	<i>Program Chair and Faculty</i>	<i>Complete</i>	<i>June 2012</i>
Action Details	<i>The Program Chair for the Bachelor of Arts in Operations Management and Analysis and faculty will continue to monitor learning outcomes achievement on PLO1-5 throughout the 11-12 academic year.</i>			