

# Undergraduate Assurance of Learning

Fall 2010 Update



## Fall 2010 Activities

- Optional data collection
  - MAN4504 (16 exam questions from 2 exams so far, 2 more exams to go)
  - FIN3403 (graded discussion board postings)
  - GEB3213/3218 (speaking/writing with scoring rubric)
- Meeting next week with Linda Clarke to discuss MAN3025 for Spring (groups, teams, managers, leaders)
- Updated timeline to extend 2 more years to show an established plan for an ongoing plan for continuous improvement

## Spring 2011 Data Collection Plans

- MAR3023, GEB3373, BUL4310 (exam questions)
- GEB3213/GEB3218 (graded writing and speaking assignments scored using an updated rubric)
- FIN3403 (graded discussion board postings scored using a rubric)
- QMB2350 (MyStatLab quiz scores)
- ETS (with item analysis)

# Assessment Mapping

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# Goal 1: Competency Across Business Disciplines

- **Objective 1:** Knowledge and understanding
  - ETS (item analysis)
- **Objective 2:** Software proficiency
  - QMB3250 (Approx. 15 questions from MyStatLab quizzes related to Excel)
  - ETS (item analysis)

## Goal 2: Problem-solving and decision-making

- **Objective 1:** Framework for identifying problems and developing alternative solutions
  - QMB3250 (10-12 questions from MyStatLab quizzes)
  - MAN4504 (Min. 32 questions across 4 exams)
  - ETS
- **Objective 2:** Access outcomes of course of action and make adjustments
  - QMB3250 (10-12 questions from MyStatLab quizzes)
  - MAN4504 (Min. 32 questions across 4 exams)

## Goal 3: Effective communication

- **Objective 1: Writing**
  - GEB3213 (writing assignment scored using rubric)
  - FIN3403 (2 graded discussions scored using rubric)
- **Objective 2: Speaking**
  - GEB3218(speaking assignment scored using rubric)

## Goal 4: Ethics

- **Objective 1:** Define ethical responsibilities
  - MAR3023 (8-10 exam questions)
  - BUL4310 (15-20 exam questions)
  - ETS

## Goal 5: Global perspective

- **Objective 1:**  
Differences of key components of businesses that vary across countries
  - MAR3023 (8-10 exam questions)
  - GEB3373 (15-25 exam questions)
  - ETS
- **Objective 2:** Cultural awareness
  - GEB3373 (15-25 exam questions)
  - ETS

## Goal 6: Groups, teams, managers, leaders

- **Objective 1:** Groups and teams
  - MAN3025
- **Objective 2:** Managers and leaders
  - MAN3025

# ETS Exam

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## Data

- Fall 2010 and Spring 2011 will be rolled into one group for analysis – approx. 900 students
- 2 hour exam, 120 questions

# Item Analysis

Subtopic/Area	Questions	Goal/Objective
Accounting	Section 1: 4, 13, 23, 31, ... Section 2: 1, 5, 15, 24, ...	
Economics	...	
Management	...	
Quantitative Business Analysis	...	
Finance	...	
Marketing	...	
Legal and Social Environment	...	
Information Systems	...	
International Issues	...	

# Standards

Section	Item #	% Correct	% Incorrect
2	34	91.0	9.0
2	35	55.0	45.0
2	36	28.0	72.0
2	37	77.0	23.0
...	...	...	...

- Less than 75% of items answered correctly (does not meet standards)
- 75-89% of items answered correctly (meets standards)
- 90-100% of items answered correctly (exceeds standards)