

Assurance of Learning Assessment Measure Guidance - ISOM

Program Overview

The ISOM Master of Science in Information Systems & Operations Management program is a non-thesis program designed to provide students with computing, quantitative and applications skills vital to a business problem-solving setting. The ISOM program requirements span traditional academic disciplines to produce a multi-disciplinary major. ISOM graduates typically fill such positions as Decision Support Specialist, Information Systems Specialist and Systems Analyst. Students may choose either an information technology or supply chain management track.

Program Goals and Objectives

- 1) Demonstrate competency in and across business disciplines.
 - a. Demonstrate knowledge and understanding of elements of economics, finance, accounting, marketing, operations management, organizational behavior, business law, information technology, business statistics, and social responsibility.

Assessment Method: Selection and Course-embedded measure (ISM 6485)

- 2) Apply appropriate problem solving and decision-making skills.
 - a. Specify and implement a framework for identifying a business problem and develop alternative solutions and a set of evaluation criteria.
 - b. Assess the outcomes of a course of action and make appropriate adjustments.

Assessment Method: Course-embedded measure (ISM 6485)

- 3) Possess effective communication skills.
 - a. Write business documents clearly, concisely, and analytically.
 - b. Speak in groups and in public clearly, concisely, and analytically, with appropriate use of visual aids.

Assessment Method: Course-embedded measure (GEB 5212/GEB 5215)

- 4) Think critically and analytically in formulating business solutions.
 - a. Solve intricate problems by applying expanded knowledge of ever evolving technologies, processes, and technical skills.
 - b. Critically evaluate the impact of business decisions on stakeholders.

Assessment Method: Course-embedded measure (ISM 6485)

Assessment Measures

Two types of assessment measures will be used to assess the Assurance of Learning program goals and objectives:

- 1) Selection of all applicants - we will target 50% of our admissions as students with business undergraduate degrees. Those without undergraduate degrees are required to take four courses from a selected list of business courses.
- 2) Course embedded measures that include case studies in the capstone course to be administered every two years in the Spring offering of ISM 6485, a writing assignment embedded in every Spring offering of GEB 5212, and a speaking assignment embedded in every Spring offering of GEB 5215.

The following information outlines the methods used for each measure.

Selection

MS ISOM Director of Admissions and Student Services will gather information on each student admitted to the program regarding whether they have an undergraduate degree in business or not. This information will be gathered in the Fall (for January admissions) and Summer terms (for August admissions) each year.

Course Embedded Measures

Capstone cases

The ISM 6485 capstone course is required by all students completing the program. The course is offered in the Spring and Fall of each year. The capstone course focuses on managerial issues that require applying the basic knowledge acquired throughout the ISOM program applied to practical business problems. Embedded in the course are a number of cases used to assess student ability to synthesize the knowledge gained in the program in order to problem-solving, decision-making, and critical thinking skills. These also assess basic business knowledge. Every second year (starting in the Spring of 2011), one of the cases selected by the ISOM AOL committee will additionally be used to assess attainment of the program learning goals and objectives. The case will present material consistent with assessing the ISOM program learning goals and objectives. The ISOM AOL committee will prepare the following information to guide the scoring process.

- Key facets of the case: This is a short sentence describing the main issues of the case.
- Explicit questions for the case analysis: Several explicit questions will be developed to guide the students in their analysis. These questions will map to specific learning goals of the ISOM program. For each question, the AOL committee will decide upon:
 - the weight given to each question's answers. This may be a range, subject to the grader's discretion.

- important points to be brought out in the analyses. There may be a number of these for each question. For each such point there should be an associated “learning objective” spelled out by the AOL committee.
- how each question will be graded for performance level. The attached scoring document provides a generic form for use by the AOL committee in developing the rubric and for graders.

(see attached spreadsheet Case_Rubrics_2011)

The ISOM AOL committee will score these case analyses by the following September for review by the faculty. This data will be stored in a secure location and used for making decisions about future changes or adaptations to the ISOM program.

Writing Assignment

The executive summary assignment in GEB5212 requires students to extract the most salient and persuasive ideas from a Harvard Business Review management article. Students must refine and focus information to promote action in this document. They need to select and present information clearly, concisely, and coherently according to the reader’s needs and goals and the business context. The assignment tests such higher order thinking skills as evaluation and synthesis.

The Communications faculty will score these written summaries and provide the data to the ISOM AOL committee for review by the faculty. This data will be stored in a secure location and used for making decisions about future changes or adaptations to the ISOM program.

(see attached document GEB5212-Executive_summaryrubric.pdf)

Speaking Assignment

The persuasive presentation assignment in GEB5215 requires students to deliver and structure an internal business presentation that persuades the audience to adopt the presenter’s proposal or recommendation. Students must determine the purposes for presenting, analyze the audience, and use appropriate and compelling information that is logically structured. They need to use well constructed PowerPoint slides and demonstrate a number of delivery skills. The assignment tests their ability to design compelling and persuasive presentations and deliver them dynamically.

The Communications faculty will score these presentations and provide the data to the ISOM AOL committee for review by the faculty. This data will be stored in a secure location and used for making decisions about future changes or adaptations to the ISOM program.

(see attached document GEB5215-Persuasive Assessment-Rubric.pdf)