

# Student Learning Outcomes Assessment Summary

## Bachelors of Arts, BA Economics

School of Management

2012-2013

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Date: June 20, 2013

### 1. Assessment information collected

#### A. Communication

- a) Communication Written: Writing samples are collected from all "W" designated courses in BBA.
- b) Communications Oral: Oral presentations are recorded in all "O" designated courses in BBA.

#### B. Technical Knowledge

- a) **Technical Knowledge Macroeconomics:** Data was collected from Econ 324 (Intermediate Microeconomics) and Econ 350 (Money and Banking).
- b) Data was collected from Econ 321 (Intermediate Microeconomics) and 351 (Public Finance).

### 2. Conclusions drawn from the collected information summarized above

- A. **Communication Written:** The minimum standard (satisfactory or above) on the combined 6 writing standards was met by an average of 82% of the 17 student papers sampled. The percent of students exceeding the minimal standard for each component is shown below.

*Percent of Students achieving minimal standards*

Categories	Score
Appropriate Content	94%
Critical Thinking Evident	88%
Appropriate for Intended Audience	94%
Coherence	94%
Clarity	82%
Conciseness	88%

*Average Score per Student*

Categories	Score
Appropriate Content	2.3
Critical Thinking Evident	2.4
Appropriate for Intended Audience	2.2
Coherence	2.3
Clarity	2.1
Conciseness	2.2

where 1= Inadequate, 2= Satisfactory, 3= Excellent

- B. **Communications Oral:** Overall 70% of ten sampled presentations (individual or group) met minimum standards. The three rubrics where the student average was less than acceptable was "mannerism of presentation, dress for presentation and creative efforts/use of technology".

*Percent of Students achieving minimal standards*

Sense of Audience	70%
Organization and/or Development	100%
Detail to Support Ideas	80%
Understanding of topic	90%
Mannerism of Presentation	80%
Clarity of Speech	80%
Enthusiasm for Topic	70%
Dress for Presentation*	80%
Creative Efforts/Use of Technology*	80%

*Average Score per Student*

Sense of Audience	3.7
Organization and/or Development	3.9
Detail to Support Ideas	3.7
Understanding of topic	3.1
Mannerism of Presentation	2.6
Clarity of Speech	3.4
Enthusiasm for Topic	3.0
Dress for Presentation*	2.7
Creative Efforts/Use of Technology*	2.8

where 1= Inadequate , 2= Needs Improvement, 3= Satisfactory, 4= Excellent



### C. Technical Knowledge ETS exam:

- a. **Macroeconomics:** Just 40% of students achieved a minimal acceptable level on questions focused on macroeconomic stability. The minimally acceptable level is 70%.
- b. **Microeconomics:** 64% of students achieved a minimal acceptable level on questions focused on macroeconomic stability. The minimally acceptable level is 70%. This is better than with the microeconomic data but still falls short of minimum standards.

### 3. Curricular changes resulting from conclusions drawn above

Closing the Loop was performed for **Communication** and **Technical Knowledge**.

- A. **Communication Written:** We added two Written Intensive ("W") courses to our curriculum, HSEM 445 (Business Continuity and Crisis Management) and Acct 472 (Internal and Governmental Auditing).

We are increasing the minimal standard on the written competition rubric to 75%.

We are going to better monitor compliance of the fatal error policy for W courses and document courses that are using the fatal error policy that are not W courses.

- B. **Communications Oral:** We added two ½ Oral Intensive ("O") courses to our curriculum HSEM 445 Business Continuity and Crisis Management and ACCT F414 (Governmental and Nonprofit Accounting).

On the School of Management's AOL Oral rubric we have eight required dimensions. A ninth dimension "Dress for Presentation" has been optional. We are now making it a required portion of the oral presentation. We are going to require that students dress in business casual for their presentations. Further, in "O" courses we will suggest to instructors that student grades should be partially based on their dress and appearance, being careful not to penalize students that many not be able to afford the best clothing etc.

We will have each instructor of O courses pass out "15 Strategies for Giving Oral Presentations" by the US News & World Report (Feb 24, 2010).

We will suggest to instructors of the O courses three YouTube videos by Toastmasters International. These are (i) "Knowing Your Audience," (ii) "Five Basic Public Speaking Tips," and (iii) "Speaking Mistakes to Avoid".

We will make student recorded presentations available to them (to date, we have not shown the videos to the students). If we can get the videos to the students in a timely manner then if there is a second speech it will help them improve (or they can redo the speech).

### C. Technical

- a. **Macroeconomics:** Faculty will examine the data, showing a poor performance on macroeconomics, to see if this trend holds up. In the meantime, faculty will standardize the instruments. Faculty will focus on improving the quality of the macroeconomic courses, and in particular, economic stability.
- b. **Microeconomics:** Faculty will also examine the microeconomic data the next round to see if this trend holds up, and work to standardize the instruments. They will add extra content on producer and consumer surplus in course materials.

Identify the faculty members involved in reaching the conclusions drawn above and agreeing upon the curricular changes resulting

All undergraduate BBA changes to the Economics program were addressed by the Economics Assurance of Learning Committee which consists of:

Doug, Reynolds, Chair  
Jungho Baek  
Greg Goering  
Joshua Greenberg  
Joe Little  
Mike Pippenger  
Anita Hughes (AOL Support)