

Texas Southern University
Assessment Narrative
Academic Years 2007-08 thru 2009-10

JESSE H. JONES SCHOOL OF BUSINESS

Bachelor of Business Administration in Management

The mission of the Management BBA degree is to provide a quality educational experience to students seeking management careers in a multi-dimensional domestic and global business environment. Management majors are skilled to design, lead and evaluate organizations with consideration to behavioral and strategic factors that affect individual and firm performance. Management majors also have the ability to integrate knowledge from other business concepts into organizational decision-making.

Goal 1

Students will demonstrate knowledge of key business concepts.

Outcome 1.1 – Students will demonstrate knowledge of accounting, business law, finance, management, information systems, and marketing

The target is for students to achieve a minimum mean score of 140* or higher on the ETS Major Field Test.

Findings (2008-2010)

Management majors met the minimum mean target score of 140 for all three periods (142 in 2007-08, 143 in 2008-09, and 140 in 2009-10).

Action Plan Summary – 2008-2010

- Continued to strengthen courses and monitored test results.
- Utilized SkillsSoft electronic tutorials were to increase area coverage in accounting, finance, and business law.

Goal 2

Students will demonstrate mastery of leadership in management. Assessment not implemented until 2008-09.

Outcome 2.1 – Students will demonstrate knowledge of the difference between leaders and managers

Student success will be measured through results of assessments. 75% of the students will achieve a mean score of 70% or higher on the course embedded leadership project.

Management majors met the minimum performance standard (70% of the students will score 70% or higher) on MGMT401, with 76% of the students scoring 70% or higher in 2008-09 and 78% in 2009-10. The assessments were not conducted in 2007-08.

Action Plan Summary – 2008-2010

- Changed the MGMT 401 syllabus to exclude celebrities and entertainers as leaders.
- Begin to utilize individualized projects.

Outcome 2.2 – Students will demonstrate knowledge and application of motivation theories.

Student success will be measured through results of assessments. 75% of the students will achieve a mean score of 70% or higher on the course embedded projects

Findings (2008-2010)

Management majors met the minimum performance standard (70% of the students will score 70% or higher) on MGMT300 with 74% scoring 70% or more 2008-09 and 76% in 2009-2010. The assessments were not conducted in 2007-08.

Action Plan Summary – 2008-2010

- The MGMT 300 directives changed to require that a minimum of four motivational theories be applied to the final group project.
- Begin to utilize individualized projects.

* The minimum mean score of 140 exceeds that of comparable institutions.

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Assessment Plan
Academic Years 2007-08 thru 2009-10

College/School: Jesse H. Jones School of Business

THECB CIP Code 52.0201.00

Discipline/Program: Bachelor of Business Administration in Management

Goals	Student Learning Outcomes/ Objectives	Metric	Target			Findings			Action Plan (if applicable)	Reference Document
			2007-08	2008-09	2009-10	2007-08	2008-09	2009-10		
Goal 1 Students will demonstrate knowledge of key business concepts	SLO 1.1 Students will demonstrate knowledge of accounting, business law, finance, management, information systems, and marketing	ETS Major Field Test-Business Scores	Students will achieve a minimum mean score of 140* or higher	Students will achieve a minimum mean score of 140* or higher	Students will achieve a minimum mean score of 140* or higher	Students achieved a mean score of 142	Students achieved a mean score of 143	Students achieved a mean score of 140	<p>Based on 2007-2008 Findings Continue to strengthen courses, monitor test results, and implement Skillsoft electronic tutorials</p> <p>Based on 2008-2009 Findings Continue to strengthen courses, monitor test results, and implement Skillsoft electronic tutorials</p> <p>Based on 2009-2010 Findings Utilize SkillSoft electronic tutorials to increase area coverage in accounting, finance, and business law</p>	<p>R.1.1 ETS Scores – Management</p> <p>SkillSoft Tutorial Course Listing – Management</p>
Goal 2 Students will demonstrate mastery of leadership in management	SLO 2.1 Students will demonstrate knowledge of the difference between leaders and managers	Course-embedded Leadership Project Scores MGMT 401	Assessment not implemented until 2008-09	70% of the students will score 70% or higher	70% of the students will score 70% or higher	Assessment not implemented until 2008-09	76% of the students scored 70% or higher	78% of the students scored 70% or higher	<p>Based on 2007-2008 Findings Assessment not implemented until 2008-09</p> <p>Based on 2008-2009 Findings MGMT 401 syllabus was changed to exclude celebrities and athletes as leaders</p> <p>Based on 2009-2010 Findings Utilize individualized projects in the future</p>	<p>R.2.1 MGMT 401 Assessment Data Analysis</p> <p>MGMT 401 course syllabus with highlighted changes</p>
	SLO 2.2 Students will demonstrate knowledge and application of motivation theories	Course-embedded Project Scores in MGMT 300	Assessment not implemented until 2008-09	70% of the students will score 70% or higher	70% of the students will score 70% or higher	Assessment not implemented until 2008-09	74% of students scored a 70% or higher	77% of students scored a 70% or higher	<p>Based on 2007-08 Findings Assessment not implemented until 2008-09</p> <p>Based on 2008-09 Findings MGMT 300 directives were changed to require that a minimum of four motivational theories be applied to the final group project</p> <p>Based on 2009-10 Findings Utilize individualized projects in the future</p>	<p>R.2.2 Management 300 Assessment Data Analysis</p>

*The minimum mean score of 140 exceeds that of comparable institutions