

Major Field Assessment Report-2007
D. Abbott Turner College of Business
Bachelor of Business Administration

Programs: Undergraduate Majors in Management, Marketing, CISM and General Business

Expanded Statement of Institutional Purpose	Program Intended Outcomes	Assessment Method and Criteria	Assessment Results	Use of Results
<p><u>CSU mission Statement:</u></p> <p>Columbus State University will serve the educational needs of a diverse region by providing a mixture of liberal arts and professional programs leading to associate, baccalaureate and graduate degrees. The university also will serve transfer and transient students as well as those seeking certification and licensure. ...The university will serve the educational, cultural, and economic needs of its region by providing credit and non-credit outreach programs. In all these endeavors, the university will strive to meet the needs of previously underserved populations in its service area.</p> <p><u>Business Administration Mission Statement:</u></p> <p>The mission of the D. Abbott Turner College of Business is to provide management education to our region, with an emphasis on undergraduate instruction. As a teaching institution, we offer accessible programs, including an evening MBA. We serve a student population of diverse socioeconomic backgrounds, varying levels of academic</p>	<p>The educational objectives of the undergraduate program are grounded in the college's mission. The college seeks to serve the educational needs of its students while providing support to the business community. The program includes a strong liberal arts component to which students add a foundation in the functional areas of business and an area of specialization.</p> <p>BBA Program Outcomes: All students receiving a BBA degree from the Abbott Turner College of Business should be prepared to demonstrate:</p> <ol style="list-style-type: none"> 1. Knowledge of the foundation areas of business (courses required in Areas F and G). 2. Proficiency in critical thinking and decision-making skills. 3. Proficiency in oral and written communication skills. 4. An awareness of ethical, global, and diversity issues in business. 5. Ability to apply computer technology within the context of business. 6. Knowledge in a major field of specialization. 	<p>Seniors in The D. Abbott Turner College of Business Strategic Management capstone course, BUSA 4185 during Spring semester are required to take Educational Testing Services' Business Major Field Test exam covering the business foundation topics. This sample is approximately 100 students each year.</p> <p>ETS exams are normed with a national sample; Major Field exam outcomes are compared with prior-year results.</p> <p>F Core Courses:</p> <p>Faculty conducted individual assessment activities in CISM 2115 and BUSA 2106 during 2006-07.</p> <p>G Core Courses:</p> <p>BUSA4185 Game analysis with national database of students participants. Individual and group components to scoring.</p>	<p>BBA Outcome Assessment:</p> <p>ETS Results: Management 62% pass rate equal to avg. 62% pass rate prior 4 years; Marketing pass rate 57% up from avg. 51% pass rate prior 4 years; CISM 62% pass rate. Prior versions of the test did not separate the CISM discipline so comparative measures are not available.</p> <p>ETS Results: MGMT Mean Score 150 MKTG Mean Score 150 CISM Mean Score 152 Gen BUS Mean Score 154 See table 1 for national averages Table two for breakdown of scores by discipline of question</p> <p>Major Specific Exam Assessment: See Column 2 for corresponding letters) Average scores: Management 70% Marketing 74% CISM 62% Gen Bus 66%</p> <p>Sub-area pass rates:</p>	<p>General:</p> <p>Coordinators of each area F and G course identified areas in their embedded assessment that did not meet stated standards, and are developing plans to increase learning in those areas.</p> <p>ETS</p> <p>ETS scores were roughly the same as national averages. Goals will be set during Fall 2007, with regards to improving scores.</p> <p>Major specific Exams</p> <p>The goal of the department is to have average scores in the major specific tests of 70% or higher. As such, the scores in CISM and GEN BUS are targeted for improvement. Several approaches will be used. First, since both tests were recently revised, and these are the first administrations of the revised tests, we will do an itm analysis to determine if any of the questions are not functioning properly. Second, we will examine the topics of each question, in order to ensure that the topics are still being covered, and adjust either the courses, or</p>

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<p>preparation, and a wide range of career experience and objectives. We prepare our students to apply their business knowledge, management skills, and technological competence to add value to local and regional firms, which are our students' primary employers. Our commitment to teaching and continuous improvement is demonstrated, in part, by our encouragement and support of applied research and instructional development. Faculty service activities support our teaching mission and commitment to community development.</p> <ul style="list-style-type: none"> • We provide a student-oriented learning environment. • We select, support, and develop faculty who strive to achieve teaching excellence. • Our faculty emphasizes applied and instructional scholarly activities that enhance teaching and student learning. • Our curriculum provides skills and knowledge in the foundation areas of business. • We promote an understanding of the diverse cultural and international environment of business decision-making. • We examine the ethical and social responsibilities of business. • Our curriculum develops oral and written communication skills. • We demonstrate the interdependence of commerce and technology. • Through our partnership with 	<p>7. Knowledge of the operations function of business.</p> <p>MANAGEMENT OUTCOMES: Students completing the management program should be prepared to:</p> <ul style="list-style-type: none"> A Identify various functions of managers in organizations B Describe human resources activities C Apply HRM laws to decisions D Recognize and assess the impact of global and international dimensions on management activities E Understand the importance of communication and interpersonal skills in the functioning of organizations F Realize the importance of technology G Understand the importance of critical thinking skills H Demonstrate knowledge of ethical issues for managers 	<p>ETS Results By Major: ETS tests were hand scored for 2005 and 2006.</p> <p>Major Specific Tests: Majors graduating in the spring take a major-field assessment exam covering topics in the selected major. Each Outcome Statement for each major is matched to one or more questions on the Major Specific Exam. These results are evaluated each year and are part of the departmental discussions during Fall Planning Week.</p> <p>Grade distributions</p> <p>We also conducted an analysis of Course and program area GPAs, to ensure appropriate grade distributions. This is an ongoing process to attempt to avoid grade inflation.</p>	<p>See Figure 1 for Management and Marketing figures by outcome. CISM and gen bus tests were recently revised, and data are not yet available.</p> <p>Grade distributions</p> <p>The grade distributions of the management, marketing and general business classes. The CISM grade distributions were skewed toward the high end, with an average in some courses of 60%+ As.</p>	<p>the test, to fix any mismatches. Third, we will examine questions with low correct response rates, and establish strategies for improving retention of these topics.</p> <p>The current Management Specific exam does not measure outcome F. Questions will be developed to correct this.</p> <p>The revised CISM and GEN BUS tests will be matched to the program objectives, and tables will be developed.</p> <p>Grade Distributions</p> <p>A meeting was called with the CISM faculty, to discuss grade inflation, and strategies were discussed to bring grades in line with the rest of the college. These strategies will be implemented in Fall 2007.</p> <p>Other</p> <p>Faculty will use advising to encourage students to address weaknesses through elective course offerings.</p>

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<p>the business community, we apply the concepts we teach to serve our stakeholders' interests.</p>	<p>MARKETING OUTCOMES: Students completing the marketing program should be prepared to:</p> <ul style="list-style-type: none"> A) apply the marketing concept and basic marketing theories (e.g., consumer behavior, promotional strategy, personal selling, and marketing research) B) exhibit an awareness of domestic and global diversity issues in marketing C) understand the function and interaction of marketing with other business functional areas D) exhibit an awareness of information technology in marketing E) exhibit an awareness of ethical issues in marketing F) demonstrate effective communication skills G) solve marketing problems through the use of critical thinking and analytical skills. 			

Table 1

- Comparison of CSU to National Averages on ETS Business Field Test

	CSU Test Statistics					National Test Statistics			
	2007	2006	2005	2004	2003	2003-2006	2005	2004	2003
Mean Score (Range 120-200)	154	152.4	154.4	151.2	154.7	152.2	152.3	152.5	152.7
Standard Deviation	12	12.6	12	11.2	12.3	13.8	13.8	13.7	13.9
No. of Responses	96	85	103	123	102	143349	109982	80044	24715
Accounting (mean % correct)	49%	43.8%	44.1%	41.0%	46.5%	44.1%	44.4%	44.6%	44.6%
Economics	47%	40.4%	42.5%	39.6%	42.4%	42.5%	42.7%	42.8%	43.2%
Management	62%	59.9%	63.7%	61.2%	62.7%	56.8%	57.1%	57.1%	57.6%
Quantitative Methods	47%	57.1%	60.0%	55.8%	59.7%	56.1%	56.4%	56.6%	56.7%
Information Systems	62%								
Finance	55%	38.8%	36.8%	34.2%	37.6%	35.9%	36.1%	36.4%	36.6%
Marketing	57%	48.2%	51.8%	50.3%	51.9%	46.6%	46.8%	46.8%	47.3%
Legal/Social Environment	45%	51.7%	52.6%	52.0%	53.8%	49.6%	49.8%	49.8%	49.8%
International Issues	58%	47.9%	42.2%	42.6%	42.0%	44.2%	44.4%	44.3%	44.6%

General Comparisons: 12 Students in top 80% and 20 students in Bottom 25%

African American Students 27% compared to 19% nationally AA nat. aver. 142 W nat.aver. 154

Female students 54% compared to 49% nationally F nat aver 150 M nat aver 154

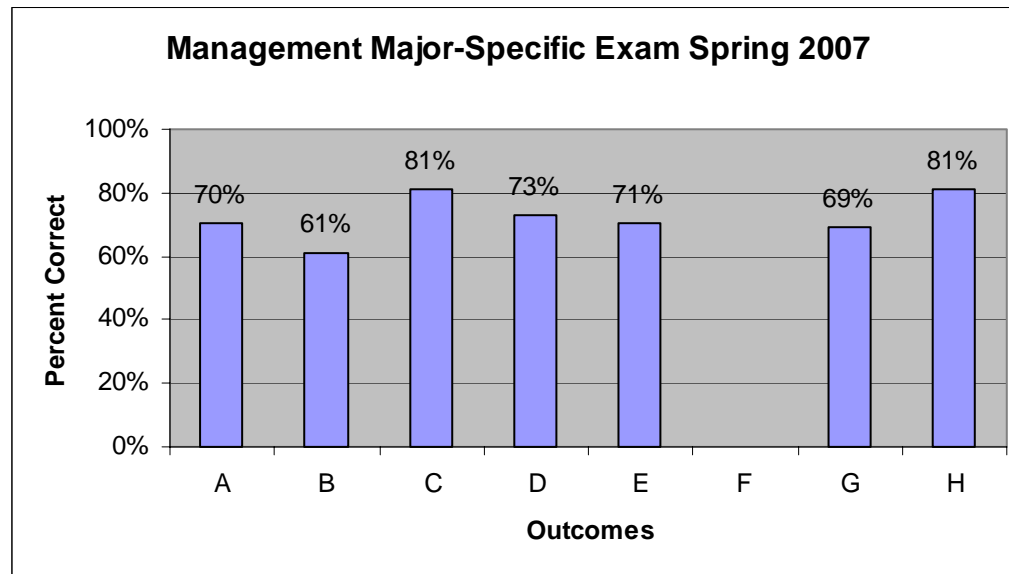
Table 2

ETS Scores Percent Correct By Discipline

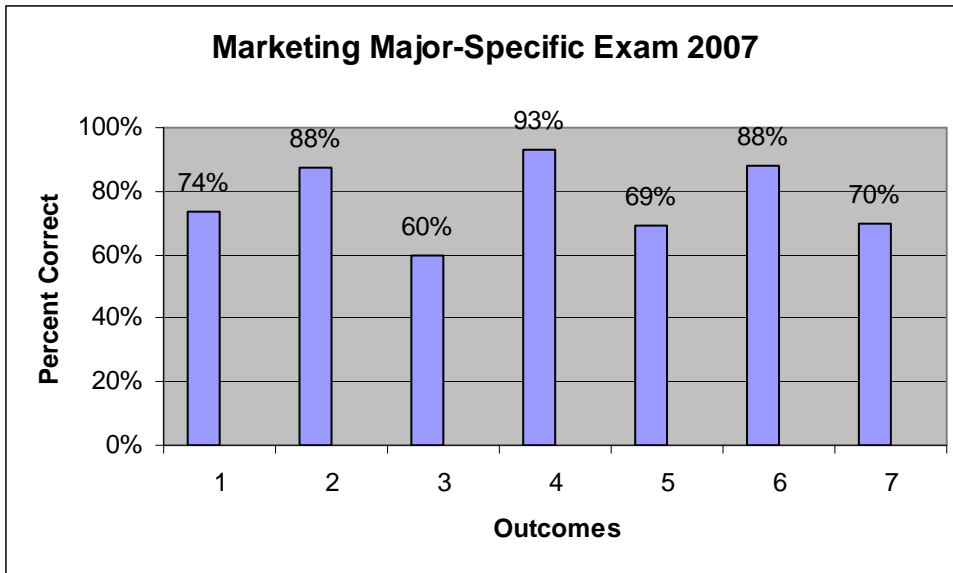
	ETSSCORE	Total	Econ	Mgmt	Acct	Mkgt	Quan	Finc	Inter	Legal
Accounting 2007	160		51%	63%	64%	59%	58%	66%	64%	44%
Accounting 2006	153.8	51%	41%	55%	54%	49%	58%	43%	41%	54%
Accounting 2005	162.1	58%	51%	68%	60%	54%	67%	41%	48%	
Accounting 2004	157.7									
Finance 2007	162		55%	61%	58%	59%	54%	72%	64%	54%
Finance 2006	164.6	60%	56%	68%	53%	56%	69%	55%	63%	67%
Finance 2005	156.9	54%	47%	64%	50%	51%	64%	48%	56%	
Finance 2004	146.3									
Cism2007	152		46%	60%	48%	52%	41%	55%	60%	43%
CISM 2006	148.1	45%	36%	62%	33%	48%	56%	30%	46%	51%
CISM 2005	154.8	51%	43%	63%	43%	50%	68%	40%	43%	
CISM 2004	151.7									
Gb 2007	154		43%	68%	46%	61%	47%	59%	64%	46%
GB 2006	153.1	50%	41%	64%	46%	50%	56%	39%	55%	52%
GB 2005	145.5	43%	40%	59%	35%	39%	49%	30%	37%	
GB 2004	158.1									
Management 2007	149		39%	59%	46%	53%	48%	54%	48%	44%
Management 2006	150.0	47%	41%	62%	43%	41%	52%	37%	51%	51%
Management 2005	151.1	49%	40%	62%	38%	48%	58%	38%	46%	
Management 2004	155.8									
Marketing 2007	150		47%	62%	42%	59%	44%	46%	54%	41%
Marketing 2006	150.1	47%	38%	56%	41%	52%	59%	38%	45%	44%
Marketing 2005	155.3	52%	41%	70%	42%	63%	58%	37%	51%	
Marketing 2004	152.2									

Note 2007 test is different from prior tests and ETS indicates that results may not be comparable.

Figure 1



Outcomes	Description of Outcome
A	Identify various functions of managers in organizations
B	Describe human resources activities
C	Apply HRM laws to decisions
D	Recognize and assess the impact of global and international dimensions on management activities
E	Understand the importance of communication and interpersonal skills in the functioning of organizations
F	Realize the importance of technology
G	Understand the importance of critical thinking skills
H	Demonstrate knowledge of ethical issues for managers



Students who receive the BBA in Marketing will be able to:

- A (1) apply the marketing concept and basic marketing theories (e.g., consumer behavior, promotional strategy, personal selling, and marketing research)
- B (2) exhibit an awareness of domestic and global diversity issues in marketing
- C (3) understand the function and interaction of marketing with other business functional areas
- D (4) exhibit an awareness of information technology in marketing
- E (5) exhibit an awareness of ethical issues in marketing
- F (6) demonstrate effective communication skills
- G (7) solve marketing problems through the use of critical thinking and analytical skills.