**Assessment Plan**

**AY 2012-2013**

**BS in Marketing, BS in Management, BS Finance, BS Accounting**

_School of Management, Marketing and International Business AND_

_School of Accounting and Finance_

College of Business & Public Management

Kean University

Executive Directors: Dr. Sucheta Ahlawat

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**Mission**: We provide a diverse student body with a solid educational foundation for careers in business and for personal growth.

Consistent with this mission, we are committed to:

- Teaching & Learning that develop the requisite knowledge, skills, and attitudes for career success.
- Faculty scholarship that contributes to advances in pedagogy and professional practice.
- Comprehensive services that effectively support students’ educational experience, career planning, and personal growth.
- Community partnerships that benefit our students’ and faculty’s professional development.
- A professional environment that is characterized by a culture of celebrated excellence and mutual respect
- Holding ourselves, and our students, to the highest professional and ethical standards.

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**Assessment Process:**

Accounting, Finance, Management and Marketing students take 8 required courses (24 credits) in the Business Core, 5 or 6 (15-18 credits) additional required courses and the capstone course (3 credits). Thus, all four of these degree programs have 14 courses (42 credits) in common. These common courses provide a strong backbone for the field of business, including introductory courses in 5 of the business disciplines, skills building courses (e.g. statistics, MIS, professional communication) and courses related to the context of business (law, ethics). **Most of programs’ learning goals are held in common, and focus on the knowledge, skills, and attitudes that are developed in these 14 courses. Another factor arguing for common learning goals across the business degree programs is that this approach is consistent with AACSB standards 15-19 related to documenting student learning.**

In addition to common courses\(^1\), each degree program has discipline specific requirements: **Accounting** requires 11 courses (10 required Accounting courses + 1 Finance elective); **Finance** requires 9 courses (5 required Finance courses, 2 required Economics courses, and 2 Finance electives); **Management** requires 8 courses (4 required courses and 4 Management electives), and **Marketing** requires 8 courses.

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\(^1\) We have one mission for 2 schools comprised of the business programs because this is consistent with AACSB expectations.

\(^2\) What is referred to in this document as “common courses” include the 8 course Business Core, 5 additional required courses, and the capstone course.
in the major (4 required, 4 electives). Three of each program’s learning goals are tied to the discipline. Each core course has assessment tools such as exams, research, case analysis, presentations, computer assignments and group work as part of the evaluation process and the program has used results of assessment for making improvements to program practices aimed at increasing student learning. For example, analysis of students’ performance in quantitative courses led to a change in math (GE) requirements from college algebra to pre-calculus. Another example, students’ graded papers revealed that writing skills feel below expectations; thus, a required course in professional writing was added to the core.

In AY 2012-2013, the Capstone Course, MGS 4999, will continue to gather data on direct measures of student learning for the purpose of program assessment as follows:
- Administer major/discipline knowledge test in this class (SLO 7) piloted in Fall 2012.
- Problem-solving rubric for a case (a second direct measure for SLO3).
- Comprehensive knowledge test addressing SLOs 3, 4, 5, and 6 (listed below) in Spring 2013.
- GE rubrics to assess communication, addressing SLO1 both in Fall 2012 and Spring 2013.

Five additional business core courses are slated to undertake course assessment in AY 2012-2013. Data from the comprehensive knowledge test showed weaknesses in key concepts. Last fall, MGS 2030 Principles of Management piloted use of a web-based platform (CONNECT from McGraw Hill) to help students learn more efficiently and retain key concepts showing some promising results. All sections of MGS 2030 will implement this web platform and assess knowledge of core concepts (SLO7) in AY 2012-2013. Similarly, MKT 2500 Principles of Marketing will incorporate a web-based platform (CENGAGENOW from Cengage) to help students retain core concepts with subsequent assessment planned in the course (SLO7).

Assessment data from MGS 2150 was utilized to refine problem-solving assessment (SLO3) in May. Assessment addressing SLO3 continued in AY 2012-2013.


MKT 4500 Seminar in Marketing Strategy to use the college developed problem solving case rubric to assess SLO’s 1, 3 and 4. MKT 4220 International Marketing to develop and administer assessment for SLO 5.

In addition, a systematic process for gathering data utilizing an indirect measure, the Graduating Student Survey and an Alumni Survey, to be formalized and implemented in Spring 2013. Data from the student survey will also help inform our decisions regarding program improvement to increase student learning.

Beginning Fall 2013, develop an assessment calendar and assess learning goals on a 2-year cycle. Faculty to meet on assessment days each May to review assessment data, identify areas in which improvement is necessary, and propose, debate and develop curricular modifications.
Assessment of Student Learning

Students who graduate with a BS in Marketing, Management, Accounting or Finance will:

**SLO1:** Communicate effectively (KU4, GE-S1, GE-S2)

Direct Measure: Oral presentation and written assignment evaluated with a rubric in assignments in the capstone course (MGS 4999).
Indirect Measure: Graduating Student & Alumni Survey

**SLO2:** Utilize business technologies to access, analyze and communicate business information. (KU2, KU4, GE-S3, GE-S4, GE-S5)

Direct Measure: Assessed with Sim-Net (a McGraw Hill product) in MGS 3040
Indirect Measure: Graduating Student & Alumni Survey

**SLO3:** Use concepts and techniques from business disciplines to evaluate and solve business problems. (KU1, KU2, KU4, GE-S3, GE-S4)

Direct measure: Exam questions in knowledge exam. A case analysis/rubric will provide a second direct measure of this SLO.
Indirect Measure: Graduating Student & Alumni Survey

**SLO4:** Know the code of conduct and the ethical issues germane to business. (KU1, KU3, KU4, GE-S4)

Direct Measure: Questions on knowledge exam.
Indirect Measure: Graduating Student & Alumni Survey

**SLO5:** Know how the domestic practice in their discipline differs from international practice. (KU1, KU2, KU4, KU-S4)

Direct Measure: Exam questions in discipline knowledge test.
Indirect Measure: Graduating Student & Alumni Survey

**SLO6:** Know the key concepts in all major business disciplines. (KU2, KU4, KU-S4)

Direct Measure: Knowledge exam administered in MGS 4999.
Indirect Measure: Graduating Student & Alumni Survey

**SLO7:** Have in-depth knowledge of their discipline. (KU4)

Direct Measure: Exit exam in each discipline. Developed and Piloted in Fall.
Indirect Measure: Graduating Student Survey.

* KU Student Outcomes: Kean University graduates should be able to:
1. Think critically, creatively and globally;
2. Adapt to changing social, economic, and technological environments;
3. Serve as active and contributing members of their communities; and
4. Advance their knowledge in the traditional disciplines (GE) and enhance their skills in professional areas (Prof. pgms)

**General Education Student Learning Outcomes**

*Student Learning Outcomes – Knowledge: Students will demonstrate proficiency in knowledge and content by:*

(K1) applying the scientific method to comprehend natural concepts and processes;
(K2) evaluating major theories and concepts in social sciences;
(K3) relating historical references to literature; and
(K4) evaluating major theories and concepts in the fine arts.

*Student Learning Outcomes – Skills: Students will demonstrate the skills necessary to:*

(S1) write to communicate and clarify learning;
(S2) communicate effectively through speech;
(S3) solve problems using quantitative reasoning;
(S4) think critically about concepts in multiple disciplines; and
(S5) show information literacy.