FORM 201B: ASSESSMENT PLAN2/2013

Program/Department: Management Program in MMIS

ProgramMission

The mission of Management Program is to produce successful graduates in the field of management who are well equipped inknowledge and technology to compete in a global marketplace, and/or start their own businesses.

Program Effectiveness Objectives (PEOs)

Program effectiveness objectives include a student's ability to:

- 1. Demonstrate application of managerial concepts and cipiles in anorganization or industry.
- 2. Analyze organizational decision making process.
- 3. Utilize product and service design to manage new products.

A graduate of the Management Program will be able to:

- Critically evaluate managerial functions of planning, organizing adding, and controlling in a corporation or nonprofit organization
- 2. Organize thoughts/data to effectively communicate in any business environment.
- 3. Integrate technology to provide solutions to business problems.
- 4. Evaluate entrepreneurial opportunities.
- 5. Integrate management concepts in a global business environment.
- 6. Assess organizational diversity in a business environment.
- 7. Determineethical issues and select appropriate actions.

Program Effectiveness Outcomes (PE@sd Student Learning Outcomes (SLOs)

PEOs SLOs Assessment Instruments Criteria

Demonstrate application of managerial concepts and principles in an industryor nonprofit organization	· ·	a. Direct Assessment Instrument 1. Principles of Management (MGMT 3010)	
2. Analyze organizational	b. Organize thoughts/data	b. Direct Assessment	C and above

F: Inability to understand and apply concepts a **mid** ples taught in the curriculum of College of Business.

Senior Exit Survey:

This survey is an indirect assessment approach that captures the views and input of graduating students with respect to the program offerings of COB as well as that **orfalgle**ment. The level **ost** udent satisfaction is measured on a scale **off** (where 1= extremely dissatisfied, and 5= extremely satisfied).

The survey also measures a student's understanding of the importance and contribution diverse workforce makes in a bainess organization.