Minot State University
College of Business

Outcomes Assessment Plans

Note: For each academic program, assessment measures consist of two direct and two indirect assessment instruments and goals. The following matrix identifies the instruments, goals, and the time frame in which each is administered.
<table>
<thead>
<tr>
<th>Degree Program</th>
<th>Direct Assessment</th>
<th>Direct Assessment</th>
<th>Indirect Assessment</th>
<th>Indirect Assessment</th>
</tr>
</thead>
</table>
| **MS Management (MSM)**| **Instrument**: Rubrics for written Business Plan in BADM 598 (capstone experience for MSM students)  
**Goal**: 90% of MSM graduates will score at least 80% on the written business plan.  
**Status**: Ready  
**When**: Annually, Fall | **Instrument**: Rubrics for oral Business Plan in BADM 598 (capstone experience for MSM students)  
**Goal**: 90% of MSM graduates will score at least 80% on the oral business plan.  
**Status**: Ready  
**When**: Annually, Fall | **Instrument**: Focus group of graduating students  
**Goal**: General consensus that all MSM outcomes were accomplished  
**Status**: Ready  
**When**: Annually, Spring | **Instrument**: Survey of employers of students  
**Goal**: 80% of employers are satisfied with MSU graduate/employee (80% of responses = Sophisticated or Proficient)  
**Status**: Ready  
**When**: Summer 07 and annually thereafter. |
| **MS Information Systems (MSIS)** | **Instrument**: Rubric for written project presentation in BIT 582, Professional Consulting in IS (capstone experience).  
**Goal**: 95% of MSIS graduate students will perform sophisticated or proficient on the written project in BIT 582.  
**Status**: Ready  
**When**: Summer 2006 and annually thereafter. | **Instrument**: Rubric for oral project presentation in BIT 582, Professional Consulting (capstone experience)  
**Goal**: 95% of MSIS learners will perform sophisticated or proficient on the oral project presentation in BIT 582  
**Status**: Ready  
**When**: Summer 2006 and annually thereafter. | **Instrument**: Graduate Student Perception of Learning Survey  
**Goal**: 90% of graduate students will perceive a high level of satisfaction from their learning experience (90% of responses = Sophisticated or Proficient)  
**Status**: Ready  
**When**: Summer 07 and biannually thereafter. | **Instrument**: Survey of employers of students  
**Goal**: 80% of employers are satisfied with MSU graduate/employee (80% of responses = Sophisticated or Proficient)  
**Status**: Ready  
**When**: Summer 07 and annually thereafter. |
| BS Accounting | **Instrument**: Written Core PBL exam  
**Goal**: ?  
**Status**: PBL exam not ready.  
**When:** |
| --- | --- |
| **Instrument**: Written accounting exam  
**Goal**: The average test scores will be at least 65%.  
**Status**: Ready. Test administered Spring 2006  
**When**: Each semester in capstone course. |
| **Instrument**: Survey of graduating accounting students  
**Goal**: At least a 4.0 (on a 6-point scale) overall average from graduating students when rating how well the accounting program prepared students to meet program learning outcomes.  
**Status**: Ready  
**Instrument**: Survey of accounting alumni 6 years out (Note: this is a different instrument from the survey of graduating seniors)  
**Goal**: At least a 4.0 (on a 6-point scale) overall average from alumni when rating how well the accounting program prepared alumni to meet program learning outcomes; 80% of alumni would recommend MSU accounting graduates to students interested in an accounting career.  
**Status**: Ready  
**When**: Annually, Summer  
**Instrument**: Survey of employers of accounting graduates  
**Goal**: At least a 4.25 (on a 6-point scale) overall average from employers in regard to their satisfaction with accounting graduates’ skills; 90% of employers would recommend MSU accounting graduates to other employers.  
**Status**: Ready  
**When**: Every three years |
| BSE Business | Instrument: Rubric written for Senior Portfolio  
**Goal:** 90% BUED majors will demonstrate sophisticated or proficient on the assessment of their senior portfolio.  
**Status:** Ready  
**When:** Fall semester only beginning fall 2006 | Instrument: Rubric written for Technology Day  
**Goal:** 90% BUED majors will demonstrate sophisticated or proficient on the assessment of Technology Day.  
**Status:** Ready  
**When:** Fall semester only beginning fall 2006. | Instrument: Student perception of learning survey  
**Goal:** 80% of graduating BSE majors will perceive a high level of learning (80% of responses = Sophisticated or Proficient)  
**Status:** Ready  
**When:** May 2006 and biannually thereafter. | Instrument: Survey of employer after 3 years  
**Goal:** 80% of employers are satisfied with MSU graduate/employee (80% of responses = Sophisticated or Proficient)  
**Status:** Ready  
**When:** Summer 06 and annually thereafter. |
| BS Finance | Instrument: Written Core PBL exam  
**Goal:** ?  
**Status:** PBL exam not ready.  
**When:** | Instrument: Written exam prepared by faculty given to graduating seniors (Note: Eventually, the PBL Finance test may be used)  
**Goal:** 80% of graduating finance majors will receive a score of 60% or higher.  
**Status:** Ready  
**When:** Each semester | Instrument: Survey of graduating finance students  
**Goal:** At least a 4.0 (on a 6-point scale) overall average from graduating students when rating how well the finance program prepared students to meet program learning outcomes  
**Status:** Ready  
**When:** Every semester when students apply for graduation | Instrument: Survey of finance alumni, 6 years out.(Note: a slightly different instrument from survey of graduating students)  
**Goal:** At least 80% of alumni would recommend MSU’s finance program to others.  
**Status:** Ready  
**When:** Annually, beginning Summer 2006 |
| BS Management | **Instrument**: Written exam developed by PBL (focus on COB Core)  
**Goal**: All management majors will score at least 70% in PBL exam  
**Status**: PBL exam not ready.  
**When**: | **Instrument**: Rubric for written and oral presentations of Business Plan in BADM 489, (integrated experience for Management majors)  
**Goal**: All management majors will score at least 80% in written/oral presentations, using rubrics in BADM 489.  
**Status**: Ready  
**When**: Every time course is taught | **Instrument**: Student satisfaction survey upon graduation and as alumni, 3 years out.  
**Goal**: 90% of management students indicate high satisfaction with learning.  
**Status**: Ready  
**When**: Every semester when students apply for graduation | **Instrument**: Focus group discussions  
**Goal**: At least 80% of students indicate at the “Very Good” or “Excellent” levels  
**Status**: Ready  
**When**: Annually, Spring Assessment Day |
|---------------------------------|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|
| BS Management Information Systems | **Instrument**: Rubrics for written presentations of final project in BIT 470, Projects in MIS (integrated experience for MIS students)  
**Goal**: 90% of MIS students will perform sophisticated or proficient on the written final project in BIT 470.  
**Status**: Ready  
**When**: Biannually beginning fall 2005 | **Instrument**: Rubrics for oral presentations of final project in BIT 470, Projects in MIS (integrated experience for MIS students)  
**Goal**: 90% of MIS students will perform sophisticated or proficient on the oral presentations of the final project in BIT 470.  
**Status**: Ready  
**When**: Biannually beginning fall 2005 | **Instrument**: Student perception of learning survey  
**Goal**: 80% of graduating MIS majors will perceive a high level of learning (80% of responses = Sophisticated or Proficient)  
**Status**: May 2006 and biannually thereafter.  
**When**: Summer 06 and annually thereafter. |
| BS Marketing | Instrument: Written Core PBL exam  
Goal: All marketing majors will score at least 70% in PBL exam  
Status: PBL exam not ready  
When: | Instrument: Rubrics for written and oral capstone  
Goal: All marketing majors will score at least 80% in written/oral presentations using rubrics in BADM 488  
Status: Ready  
When: Every time course is taught | Instrument: Student satisfaction survey upon graduation and as alumni, 3 years out  
Goal: 90% of marketing students indicate high satisfaction with learning.  
Status: Ready  
When: Every semester when students apply for graduation | Instrument: Focus group discussions  
Goal: At least 80% of students indicate at the “Very Good” or “Excellent” levels  
Status: Ready  
When: Annually, Spring Assessment Day |
| BS Virtual Business | Instrument: Rubrics for written final project in BIT 471, Strategies for Managing a Virtual Business (integrated experience for VB majors)  
Goal: 90% of VB students will perform sophisticated or proficient on the written final project in BIT 471.  
Status: Ready  
When: Annually, spring semester. | Instrument: Rubrics for oral presentation of final project in BIT 471, Strategies for Managing a Virtual Business (integrated experience for VB majors)  
Goal: 90% of the VB students will perform sophisticated or proficient on the oral presentations of the final project in BIT 471.  
Status: Ready  
When: Annually, spring semester | Instrument: Student perception of learning survey  
Goal: 80% of graduating Virtual Business majors will perceive a high level of learning (80% of responses = Sophisticated or Proficient)  
Status: Ready  
When: Annually | Instrument: Employer survey  
Goal: 80% of employers are satisfied with MSU graduate/employee (80% of responses = Sophisticated or Proficient)  
Status: Ready  
When: Annually |
<table>
<thead>
<tr>
<th>Course</th>
<th>Instrument</th>
<th>Goal</th>
<th>Status</th>
<th>When</th>
</tr>
</thead>
<tbody>
<tr>
<td>BAS Applied Business Information Technology</td>
<td>BIT 497 Internship Coordinator Evaluation</td>
<td>90% of BAS-BIT students will perform sophisticated or proficient on their written proposal for Internship requirement</td>
<td>Ready</td>
<td>Fall 2006 and biannually thereafter</td>
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<td></td>
<td>BIT 497 Internship Supervisor Evaluation</td>
<td>80% of internship supervisors are satisfied with MSU intern (80% of responses = Sophisticated or Proficient)</td>
<td>Ready</td>
<td>Fall 2006 and biannually thereafter.</td>
</tr>
<tr>
<td></td>
<td>Student perception of learning survey</td>
<td>80% of graduating BAS-BIT majors will perceive a high level of learning (80% of responses = Sophisticated or Proficient)</td>
<td>Ready</td>
<td>May 2006 and annually thereafter.</td>
</tr>
<tr>
<td></td>
<td>Employer survey</td>
<td>80% of employers are satisfied with MSU graduate/employee (80% of responses = Sophisticated or Proficient)</td>
<td>Ready</td>
<td>May 2006 and annually thereafter.</td>
</tr>
<tr>
<td>BAS Applied Management</td>
<td>Written Core PBL exam</td>
<td>All Applied Management majors will score at least 70% on the PBL exam.</td>
<td>PBL exam not ready</td>
<td>Annually</td>
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<td>Rubric for student report on internship experience</td>
<td>All Applied Management majors will score at least 80% in the internship experience, using rubrics developed for the major.</td>
<td>Ready</td>
<td>Every semester when students take internship experience</td>
</tr>
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<td></td>
<td>Student satisfaction survey upon graduation and as alumni, 3 years out.</td>
<td>90% of applied management students indicate high satisfaction with learning.</td>
<td>Ready</td>
<td>Every semester when students apply for graduation</td>
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<td></td>
<td>Focus group discussions</td>
<td>At least 80% of students indicate at the “Very Good” or “Excellent” levels</td>
<td>Ready</td>
<td>Annually, Spring Assessment Day</td>
</tr>
</tbody>
</table>
| BS International Business | Instrument: Written exam developed by PBL (focus on COB Core)  
Goal: All international business majors will score at least 70% in PBL exam  
Status: PBL exam not ready.  
When: Annually | Instrument: Rubric for written and oral presentations of capstone projects in BADM 462, (integrative experience for international business majors)  
Goal: All international business majors will score at least 80% in written/oral presentations, using rubrics in BADM 462.  
Status: Ready  
When: Annually | Instrument: Student satisfaction survey upon graduation.  
Goal: 90% of international business students indicate high satisfaction with learning.  
Status: Ready  
When: Every semester when students apply for graduation | Instrument: Focus group discussions  
Goal: General consensus that student learning outcomes were met  
Status: Ready  
When: Annually, Spring Assessment Day |
| BS Energy Economics and Finance | Instrument: Written project and presentation in FIN 459  
Goal: 95% of students will achieve 80% proficiency, as measured by rubric  
Status: Ready  
When: Annually | Instrument: Final exam in FIN 459 (to graduating seniors)  
Goal: 80% of students will achieve score of 70% or higher  
Status: Ready  
When: Annually | Instrument: Survey of graduating seniors: Students’ perception of their ability to meet program learning outcomes  
Goal: Average of 4.0 on 6-point scale  
Status: Ready  
When: Annually | Instrument: Survey of alumni  
Goal: At least 80% of alumni would recommend program to others  
Status: To be developed  
When: 2 and 6 years after graduation |