

## **Department of Management Assessment Report – 2004**

In a continuing effort to offer specialized courses that are responsive to the needs of management majors, the department implemented two new classes in 2003-2004. Project Management (Mgmt 484, offered initially as a special topics course) provides students with real-world training on the use of computer-based applications for managing projects. Additionally, a special topics course was created that simulates a real business. Students must organize and perform the functions of management to sell actual merchandise. Both classes are geared to create critical thinking skills and to give students more exposure to computer-based business applications. The need for these new course offerings was determined through previous years' assessment reports. The department has continued to offer internships for students since the Spring 2001 semester and has placed over 30 students in jobs.

In addition to the new courses, the department has focused on providing students in the human resource management concentration with extra-curricular activities that build team and leadership skills. The Society for Human Resource Management (SHRM) has grown rapidly into one of the premier organizations in the nation. This year, the organization will be named at the National Conference as one of the top ten chapters in the nation from among nearly 500 chapters. These activities are assisting the department reach its goals and provide an active learning environment for students. The goals that follow are linked to the educational objectives of the Department of Management and are outlined in the Major Field Assessment plan:

1. Students will acquire a basic knowledge and understanding of organizational management.
2. Students will develop an appreciation for contemporary challenges facing managers such as diversity in the workplace, the global economy, technological change, and ethics in managerial decision making.
3. Students will be able to demonstrate managerial competencies in planning, organizing, and controlling organizational resources in one of four concentrations:

Human Resource Management  
Entrepreneurship and Small Business Management  
Computer Information Management  
General Management

4. Students will develop essential leadership skills such as interpersonal skills, oral and written communication skills, and problem-solving skills.
5. Students will be able to apply technology for the purpose of organizational management and problem solving.

As in previous years, the department continues to use a combination of data from departmental surveys and data provided by the Office of Institutional Research and Assessment. During the Spring 2001, the department's Planning and Assessment committee began a process to review and revise the department's MFA Plan, originally adopted in 1997. The goal of the committee was to create an assessment portfolio that measures the extent to which the department is meeting its degree-program educational objectives specified in the General Catalogue. As a result, new surveys were created and were administered to management majors. The MFA plan assesses student perceptions within newly created concentrations. The results presented in this report represent the third year of data collection using new instruments. Surveys were distributed to management seniors.

## **Report on Results**

### ***Goal 1: Students will acquire a basic knowledge and understanding of organizational management***

The majority of management majors indicate that they have a basic knowledge and understanding of organizational management as assessed by items on the department's senior survey (see Goal Attainment Framework). On average, 84.1 percent (n=74) of management majors indicated that they "Agree" or "Strongly Agree" with four items measuring the extent to which students have a realistic view of the business world and the extent to which students have the skills necessary to manage in the business world. This percentage has increased substantially over previous years: 78.5 percent in 2000-2001; 77.1 percent in 2001-2002; and 75.5 percent in 2002-2003. In addition to the greater depth of instruction in management concepts through concentrations, the new classes the department has added have led to students being better prepared for the business world.

### ***Goal 2: Students will develop an appreciation for contemporary challenges facing managers such as diversity in the workplace, the global economy, technological change, and ethics in managerial decision making.***

Students across concentrations agreed that the degree program allowed them to develop an appreciation for contemporary challenges facing managers: 92.9 percent (n=14) of the Computer Information Management students responded favorably; 81.9% (n=22) of the Entrepreneurship and Small Business Management students responded favorably; 88.7% (n=44) of the General Management students responded favorably; and 100% (n=16) of the Human Resource Management students responded favorably.

The department continues to offer a diversity management class, students are required to take an international business class, new courses in the Computer Information Management concentration were delivered, and ethics coverage is required by the College's accreditation body. Additionally, the new courses implemented during 2003-2004 and the student organization contributed to students' knowledge of these important business areas.

***Goal 3: Students will be able to demonstrate managerial competencies in planning, organizing, and controlling organizational resources in one of four concentrations: 1) Human Resource Management, 2) Entrepreneurship and Small Business Management, 3) Computer Information Management, and 4) General Management.***

Generally, students agreed that they were able to demonstrate competencies in planning organizing, and controlling organizational resources in three of the four concentrations: 68.2 percent (n=22) of the Entrepreneurship and Small Business Management students responded favorably; 84.1 percent (n=44) of the General Management students responded favorably; and 93.8 percent (n=16) of the Human Resource Management students responded favorably. The gains realized during the previous year were not seen this year. Only 50 percent of the Computer Information Management students agreed with the statement "From the knowledge of the Management courses I have taken, I can apply and use the methodologies for the analysis and design of management information systems." This finding is perplexing given the new classes added over the past four years. The MIS faculty and I will meet this summer to review our teaching pedagogies and identify what is causing low student scores on this item.

***Goal 4: Students will develop essential leadership skills such as interpersonal skills, oral and written communication skills, and problem-solving skills.***

The majority of management majors indicate that they have developed essential leadership skills as assessed by items on the department's senior survey (see Goal Attainment Framework). On average, 71.5 percent (n=74) of management majors indicated that they "Agree" or "Strongly Agree" with three items measuring the extent to which students can apply computers for problem-solving and have developed problem-solving and interpersonal skills. This percentage is up from 68.8 percent (n=95) of students in 2002 and 63.3 percent (n=50) in 2003.

We believe the department's efforts to provide a "skills" focus in our classes including the new project management class, the new business simulation class, and the success of the new student organization (SHRM) accounts for the change in perceptions.

***Goal 5: Students will be able to apply technology for the purpose of organizational management and problem solving.***

Data is not available at this time.

Goal Attainment Framework  
B.A., Management  
2003-2004

Goal 1:

Students will acquire a basic knowledge and understanding of organizational management.

Means of Assessment:

Department of Management Senior Survey  
Addendum to the SLU Alumni Survey

Expected Outcome	Much Less than Expected	Less than Expected	Expected	More than Expected	Much More than Expected
% of students on <i>Department of Management Senior Survey</i> indicating they “Agree” or “Strongly Agree” with question 6, parts a, b, c and d combined <sup>1</sup> .	50% and Below	51-60%	61-70%	71-80%	81% and Above (84.1%) (n=74)
% of students on the <i>Addendum to the SLU Alumni Survey</i> indicating they “Agree” or “Strongly Agree” with question 2, parts a, b and c combined <sup>2</sup> .	50% and Below	51-60%	61-70% <b>Data Not Available</b>	71-80%	81% and Above

<sup>1</sup>Items from the Department of Management Senior Survey:

- a. The Management courses here at SLU provided me with a realistic view of the business world.
- b. The Management courses here at SLU provided me with the skills I need to successfully manage a business.
- c. The Management courses here at SLU provided me with the knowledge and skills I need to successfully manage teams.
- d. Because of the Management courses I have taken here at SLU, I will be able to effectively manage employees when I graduate.

<sup>2</sup>Items from the Addendum to the SLU Alumni Survey:

- a. The management courses at SLU provided me with the skills I needed to successfully manage a business.
- b. The management courses at SLU provided me with the knowledge and skills I needed to successfully manage teams.
- c. Because of the management courses I completed at SLU, I was able to effectively manage employees.

Goal Attainment Framework  
B.A., Management  
2003-2004

Goal 2:

Students will develop an appreciation for contemporary challenges facing managers such as diversity in the workplace, the global economy, technological change, and ethics in managerial decision making.

Means of Assessment:

Computer Information Management Concentration Survey  
Entrepreneurship and Small Business Management Concentration Survey  
General Management Concentration Survey  
Human Resource Management Concentration Survey

Expected Outcome	Much Less than Expected	Less than Expected	Expected	More than Expected	Much More than Expected
% of students on Computer Information Management Concentration Survey indicating they "Agree" or "Strongly Agree" with question 6. <sup>1</sup>	50% and Below	51-60%	61-70%	71-80%	81% and Above (92.9%) (n=14)
% of students on Entrepreneurship and Small Business Management Concentration Survey indicating they "Agree" or "Strongly Agree" with question 9. <sup>2</sup>	50% and Below	51-60%	61-70%	71-80%	81% and Above (81.9%) (n=22)
% of students on the General Management Concentration Survey indicating they "Agree" or "Strongly Agree" with question 5. <sup>3</sup>	50% and Below	51-60%	61-70%	71-80%	81% and Above (88.7%) (n=44)
% of students on the Human Resource Management Concentration Survey indicating they "Agree" or "Strongly Agree" with question 5. <sup>4</sup>	50% and Below	51-60%	61-70%	71-80%	81% and Above (100%) (n=16)

<sup>1</sup>Item from Computer Information Management Concentration Survey

- a. From the knowledge of the Management courses I have taken I have developed an appreciation of the challenges faced by managers relative to diversity in the workplace, technology changes in society, and ethical business conduct.

<sup>2</sup>Item from Entrepreneurship and Small Business Management Concentration Survey

- a. From the knowledge of the Management courses I have taken I have developed an appreciation of the challenges faced by managers relative to diversity in the workplace, technology changes in society, and ethical business conduct.

<sup>3</sup>Items from General Management Concentration Survey

- a. From the knowledge of the Management courses I have taken I have developed an appreciation of the challenges faced by managers relative to diversity in the workplace, technology changes in society, and ethical business conduct.

<sup>4</sup>Items from Human Resource Management Concentration Survey

- a. From the knowledge of the Management courses I have taken I have developed an appreciation of the challenges faced by managers relative to diversity in the workplace, technology changes in society, and ethical business conduct.

Goal Attainment Framework  
B.A., Management  
2003-2004

Goal #3:

Students will be able to demonstrate managerial competencies in planning, organizing, and controlling organizational resources in one of four concentrations: 1) Human Resource Management, 2) Entrepreneurship and Small Business Management, 3) Computer Information Management, and 4) General Management.

Means of Assessment:

Computer Information Management Concentration Survey  
Entrepreneurship and Small Business Management Concentration Survey  
General Management Concentration Survey  
Human Resource Management Concentration Survey

Expected Outcome	Much Less than Expected	Less than Expected	Expected	More than Expected	Much More than Expected
% of students on the Computer Information Management Concentration Survey indicating they "Agree" or "Strongly Agree" with question 5. <sup>1</sup>	50% and Below (50%) (n=14)	51-60%	61-70%	71-80%	81% and Above
% of students on Entrepreneurship and Small Business Management Concentration Survey indicating they "Agree" or "Strongly Agree" with question 5. <sup>2</sup>	50% and Below	51-60%	61-70% (68.2%) (n=22)	71-80%	81% and Above
% of students on the General Management Concentration Survey indicating they "Agree" or "Strongly Agree" with question 3. <sup>3</sup>	50% and Below	51-60%	61-70%	71-80%	81% and Above (84.1%) (n=44)
% of students on the Human Resource Management Concentration Survey indicating they "Agree" or "Strongly Agree" with question 3. <sup>4</sup>	50% and Below	51-60%	61-70%	71-80%	81% and Above (93.8%) (n=16)

<sup>1</sup>Item from Computer Information Management Concentration Survey

- a. From the knowledge of the Management courses I have taken I can apply and use the methodologies for the analysis and design of management information systems.

<sup>2</sup>Item from Entrepreneurship and Small Business Management Concentration Survey

- a. I can apply and use the methods from the Management courses I have taken to organize human resources and recognize outsourcing opportunities.

<sup>3</sup>Items from General Management Concentration Survey

- a. From the knowledge of the Management courses I have taken I can apply methods for planning and allocating business resources.

<sup>4</sup>Items from Human Resource Management Concentration Survey

- a. From the knowledge of the Management courses I have taken I can apply the methods of recruiting, evaluating, and selecting human resources.

Goal Attainment Framework  
B.A., Management  
2003-2004

Goal #4:  
Students will develop essential leadership skills such as interpersonal skills, oral and written communication skills, and problem-solving skills.

Means of Assessment:  
Department of Management Senior Survey  
Addendum to the SLU Alumni Survey

Expected Outcome	Much Less than Expected	Less than Expected	Expected	More than Expected	Much More than Expected
% of students on the Department of Management Senior Survey indicating they "Agree" or "Strongly Agree" with question 6, parts e, f and g combined. <sup>1</sup>	50% and Below	51-60%	61-70%	71-80% (71.5%) (n=74)	81% and Above
% of students on the Addendum to the SLU Alumni Survey indicating they "Agree" or "Strongly Agree" with question 2, parts e and f combined. <sup>2</sup>	50% and Below	51-60%	61-70%  Data Not Available	71-80%	81% and Above

<sup>1</sup>Items from the Department of Management Senior Survey:

- a. To this point, the management courses I have taken have taught me how to effectively apply computers for problem solving.
- b. The management courses here at SLU have helped me develop critical thinking skills.
- c. The management courses here at SLU have helped me develop interpersonal skills.

<sup>2</sup>Items from the Addendum to the SLU Alumni Survey:

- a. The management courses at SLU helped me develop critical thinking and leadership skills.
- b. The management courses at SLU helped me develop interpersonal skills.

Goal Attainment Framework  
B.A., Management  
2003-2004

Goal #5:  
Students will be able to apply technology for the purpose of organizational management and problem solving.

Means of Assessment:  
Addendum to the SLU Alumni Survey  
Addendum to the SLU Senior Exit Survey

Expected Outcome	Much Less than Expected	Less than Expected	Expected	More than Expected	Much More than Expected
% of students on the Addendum to the SLU Alumni Survey indicating they "Agree" or "Strongly Agree" with question 2, part d. <sup>1</sup>	50% and Below	51-60%	61-70% Data Not Available	71-80%	81% and Above
% of students on the Addendum to the SLU Senior Exit Survey indicating they "Agree" or "Strongly Agree" with question 36. <sup>3</sup>	50% and Below	51-60%	61-70% Data Not Available	71-80%	81% and Above

<sup>1</sup>Items from the Addendum to the SLU Alumni Survey:

- a. The information management courses I completed at SLU taught me how to effectively apply computers in problem solving.

<sup>2</sup>Item from the Instructor's Assessment of Senior Student Performance Survey:

- a. The students were able to demonstrate technological competencies for presentation purposes, problem solving, and decision making.