

IMBA Online Assessment Plan & Curriculum Map

ACBSP

	Measurement Tool Target = 80% or more meet or exceed 70% score	Course (FA or SA)	1st Measurement Iteration		2nd Measurement Iteration		3rd Measurement Iteration	
			Semester	Results /Interventions	Semester	Results /Interventions	Semester	Results /Interventions
SA = Summative Assessment FA = Formative Assessment								
1. Ethical and Social Responsibility								
a. Students will develop and implement innovative business models based on ethical and socially responsible decisions Related Institutional Outcome: Students are prepared to be ethically responsible citizens in the personal, professional & civic spheres	Project	IMBA 604 (SA)	Fall '19	Target not met; 69% M/EE Intervention: Reinforce instruction regarding ethics	Fall '21	Target met; 100% M/EE		
		IMBA 642 (SA)	Spring '21	Target not met; 78% M/EE Intervention: In light of commerial simulation parameters, reinforce instruction in areas of identifiable concern.	Fall '21	Target not met; 79% M/EE Intervention: In light of commerial simulation parameters, reinforce instruction in areas of identifiable concern.		
2. Quantitative Reasoning and Analytical skills								
a. Students will demonstrate proficiency in applying excel to solve real world problems b. Students will analyze financial statements and compute financial ratios to draw appropriate inferences	Case Study	IMBA 630 (FA)	Fall '19	Target not met; 66% M/EE; Intervention: Emphasize importance of business case instruction. Allot additional instruction time to areas of weakness.	Fall '20	Target met; 91% M/EE	Spring '22	
		IMBA 628 (FA) IMBA 629 (FA)	Spring '20 Fall '20	Target met; 100% M/EE Target met; 92% M/EE	Spring '21		Fall '21	
Related Institutional Outcome: Students possess a breadth& depth of professional skills informed by the liberal arts & sciences Related Institutional Outcome: Students integrate theory & practice to inform research & guide creative decisions in their professional fields		IMBA 642 (SA)	Fall '19		Spring '21	Target met; 89% M/EE	Fall '21	Target met; 93% M/EE
3. Writing Skills								
a. Students will compose effective business documents.	Rubric applied to a paper	IMBA 627 (FA)	Spring '20	Target met; 100% M/EE	Spring '21	Target met; 100% M/EE	Fall '21	Target met; 100% M/EE

<p>Related Institutional Outcome: Students possess a breadth & depth of professional skills informed by the liberal arts & sciences</p> <p>Related Institutional Outcome: Students integrate theory & practice to inform research & guide creative decisions in their professional fields</p>								
<p>4. Leadership Skills</p>								
<p>a. Students will develop leadership skills in a team oriented business setting</p>	Project	IMBA 602 (FA)	Fall '19	Target met; 100% M/EE	Spring '21	Target met; 93% M/EE		
<p>Related Institutional Outcome: Students possess a breadth & depth of professional skills informed by the liberal arts & sciences</p> <p>Related Institutional Outcome: Students integrate theory & practice to inform research & guide creative decisions in their professional fields</p>	Project	IMBA 642 (SA)	Fall '19		Spring '21	Target not met; 78% M/EE Intervention: In light of commercial simulation parameters, reinforce instruction in areas of identifiable concern.	Fall '21	Target met; 86% M/EE
<p>b. Students will work effectively in teams</p> <p>Related Institutional Learning Outcome: Students apply multidisciplinary & collaborative approaches as means of succeeding in dynamic, complex environments</p>	Project	IMBA 602 (FA)	Fall '19	Target met; 100% ME/EE				
<p>Related Institutional Learning Outcome: Students interpret & value diversity in both local & global communities</p>	Project	IMBA 642 (SA)	Fall '19		Spring '21	Target not met; 78% M/EE Intervention: In light of commercial simulation parameters, reinforce instruction in areas of identifiable concern.	Fall '21	Target met; 100% M/EE
<p>5. Integrative Learning</p>								
<p>a. Students will blend knowledge and skill from different disciplinary areas to develop effective business strategies</p> <p>Related Institutional Learning Outcome: Students apply multidisciplinary & collaborative approaches as means of succeeding in dynamic, complex environments</p> <p>Related Institutional Outcome: Students are prepared to bring innovation to their fields & anticipate future directions in their professions by adapting to social, environmental & economic change</p>	Project	IMBA 642 (SA)	Fall '19	Target met; 100% M/EE	Spring '21	Target met; 89% M/EE	Fall '21	Target met; 100% M/EE
<p>6. Industrial Collaboration</p> <p>a. Students will apply knowledge and skill from different disciplinary areas through industrial collaboration</p> <p>Related Institutional Learning Outcome: Students apply multidisciplinary & collaborative approaches as means of engaging in real world application and learning</p>		IMBA 642 (SA)	Fall '19	Target met; 100% M/EE				

