

Report to the Dean Spring 2009

The following are recommended actions for each learning goal. These actions are the results of analysis of assessment data.

Learning Goal: Students will know the core concepts within each business discipline: accounting, business economics, finance, management, management information systems, and marketing.

Learning Outcome: Students will demonstrate application of the core concepts within each business discipline: accounting, business economics, finance, management, management information systems, and marketing

- Encourage faculty to include student learning opportunities that enhance quantitative analysis and ethical issues when appropriate.
- Continue discussion of the feasibility of a POM/IT track in management.
- Continue examining the feasibility of redesigning the General Business Major to develop a Small Business Development and Entrepreneurship offerings.
- Continue to explore course modifications for certification programs.
- Continue the discussion of adding a study abroad business course in the summer.

Learning Goal: Our students will have conceptual and analytical skills to analyze and solve managerial problems.

Learning Outcome: Students will demonstrate conceptual and analytical skills to solve managerial problems

- Encourage faculty to provide more informative feedback and instructions concerning problem identification, organization, and evaluation.
- Encourage Bus 205 to provide more opportunities for student development of the ability to think logically and analytically.
- Encourage faculty to continue integration of experiential learning into the classroom and applying for QEP grants.
- Expand internships opportunities

Learning Goal: Our students will be able to effectively communicate orally and in writing.

Learning Outcome: Students will effectively communicate orally and in writing.

- Encourage faculty to require formal oral presentations involving Power Point in courses where appropriate.
- Continue discussion with Mass Communication concerning additional speech courses for business students.
- Support the marketing faculty in developing a workshop concerning PowerPoint development and oral presentation skills. The students enrolled in Mkt 331 would be required to attend the workshop. The oral communication rubric would be provided to the students.
- Encourage faculty to provide feedback of written learning opportunities to students with focus upon depth, clarity and organization.

Report to the Dean Spring 2009

Learning Goal: Our students will utilize creativity in the solving of managerial problems.

Learning Outcome: Students will demonstrate the utilization of creativity in the solving of managerial problems

- Continue support for faculty's efforts to incorporate learning opportunities which involve creativity.
- Support Dr. Aniello's development and presentation of workshop for faculty to be presented in Fall 2009 and Fall 2011

Learning Goal: Our students will have an understanding of ethical perspectives and be guided by high ethical standards.

Learning Outcome: Students will demonstrate understanding of ethical issues, stakeholders and implications of decisions.

- Encourage faculty to provide more learning opportunities for ethical discussions. Specifically, the Bus 150, Acct 202 and Mkt 331 would be excellent environments for enhancing our ethical learning opportunities.
- Support Dr. Roger Holland joining the Assurance of Learning Committee during Spring 2009. His experience and knowledge concerning this issue is extensive.

Learning Goal: Our students will have an understanding and appreciation of the global business environment.

Learning Outcome: Students will demonstrate understanding and application of the global business environment

- Continue support for faculty to advise students to take the international courses in management, marketing or economics as an elective business course
- Continue encouraging students to participate in the International Exchange Program.
- Continue support for the International Etiquette Panel Discussion
- Add at least one study abroad business course every summer for academic credit.
- Increase the number students from international exchange universities studying business and economics at FMU.
- Encourage faculty to have executives with international experience interact with students.