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Subject: Update on Assessment Plans for CBA BBA Majors and for the MBA Program

We have been working hard internally in the College of Business to put our assessment plan in place. I thought I would take a moment and bring you up to date with what we have done and are planning to do. If this is old news to you, at least I have put the progress down in one place.

1. We have established rubrics for assessing both oral and written communications competency. Copies of each will be snail-mailed to each of you. These rubrics are being tested in selected sections of the BBA capstone course this semester, with full implementation across all sections in Fall 2003. We also need to implement the written communications component as part of Writing Across the Curriculum (WAC) anyway.

2. This Spring semester, all sections of MLR 465 will be administering major area knowledge tests for all BBA candidates in each of the various majors. The tests (one for each cognate department's majors) have been prepared to cover the essential material of the required courses in each major). Based upon the results of this year's testing, which we view as a pre-test but also as a potential benchmark, we will revise these tests for subsequent administration to all sections each succeeding Spring Semester. As you have suggested in your memo on the BBA in Management & Labor Relations, we will be concerned not only with the overall score a student achieves, but also sub-scores within the various content of courses being tested.

3. The ETS examination which we had contemplated using in lieu of the exams discussed in #2 above, is now history and no longer part of our Assessment process.

4. Dr. Joseph is in charge of the Assessment process for the MBA Program,

but since I have spearheaded much of the work there, I will tell you that the rubrics for assessing oral and written communication in the MBA are the same as for the BBA, with administration of the assessment taking place in each section of MBA 660, the MBA capstone course. We have developed a knowledge test covering the critical elements of all the required courses in the MBA, and will administer that test for the first time to all sections of MBA 660 this Spring. As with the BBA major field tests, we view this as a pre-test subject to modification based on student achievement. It is also a benchmark, and the Graduate Curriculum Committee of the College, along with the faculty of each cognate department, will be looking at the results both macro and micro to determine weaknesses in student knowledge in key areas.

5. I will respond to concerns expressed by you in feedback of December 5, 2002 (copy by snail mail also) in a separate memo.

Jeffrey C. Susbauer, Chair, MLR