

# Texas A&M International University Annual Institutional Effectiveness Review (AIER)

**Date Submitted** January 31, 2007

**Assessment Period Covered (2006)**

**Academic Program/AES Unit** BBA-BA

**Person(s) Preparing Review** Milton Mayfield, and Jacqueline Mayfield

**Provide summary of the last cycle's use of results and changes implemented**  
BBA-BA

1. It was determined that the previous assessment method (ETS) did not provide adequate information for feedback purposes. As such, a new objective measure was developed and implemented.

Section I: Planning and Implementation
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## **Institutional Mission**

Texas A&M International University, a Member of The Texas A&M University System, prepares students for leadership roles in their chosen profession in an increasingly complex, culturally diverse state, national, and global society ... Through instruction, faculty and student research, and public service, Texas A&M International University embodies a strategic point of delivery for well-defined programs and services that improve the quality of life for citizens of the border region, the State of Texas, and national and international communities.

## **Academic Program or Administrative/Educational Support Unit Mission**

"The mission of the DIBTS-MGT is to prepare students for professional positions in the fields of general business, management, marketing, and international business."

## **Identify outcomes and the relationship to Strategic Plan**

**Outcome 1**  **Is this outcome related to writing (QEP)?**

To have a basic knowledge of general business concepts.

## **Identify Strategic Plan Goal related to Outcome 1**

Goal 1 Academics

## **Identify Strategic Plan Objective related to Outcome 1**

1"II.2.12 Strategy: Provide quality instruction to prepare graduates for leadership roles in their chosen profession."

**Identify methods of assessment to be used**

Objective test developed by management and area professors.

**Indicate when assessment will take place**

Fall

**Criteria/Benchmark**

Students graduating with a BBA are expected to score as well or better than BBA students graduating in previous years. (The first year serving as a benchmark year.)

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**Outcome 2**

**Is this outcome related to writing (QEP)?**

BBA students will have a basic knowledge of all business areas.

**Identify Strategic Plan Goal related to Outcome 2**

Goal 1 Academics

**Identify Strategic Plan Objective related to Outcome 2**

2"II.2.12 Strategy: Provide quality instruction to prepare graduates for leadership roles in their chosen profession."

**Identify methods of assessment to be used**

Objective tests for each major business area.

**Indicate when assessment will take place**

Fall

**Criteria/Benchmark**

Students graduating with a BBA are expected to score as well or better than BBA students graduating in previous years. (The first year serving as a benchmark year.)

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**Outcome 3**

**Is this outcome related to writing (QEP)?**

Students graduating with a BBA are expected to have confidence in their business abilities.

**Identify Strategic Plan Goal related to Outcome 3**

Goal 1 Academics

**Identify Strategic Plan Objective related to Outcome 3**

3"II.2.12 Strategy: Provide quality instruction to prepare graduates for leadership roles in their chosen profession."

**Identify methods of assessment to be used**

In-house developed opinion survey.

**Indicate when assessment will take place**

Fall

**Criteria/Benchmark**

Enter text here

Section II: Analysis of Results

**When (term/date) was assessment conducted?**

**Outcome 1**

Fall 2006

**Outcome 2**

Fall 2006

**Outcome 3**

Fall 2006

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**What were the results attained (raw data)?**

**Outcome 1**

Fall 2006

**Outcome 2**

Fall 2006

**Outcome 3**

Fall 2006

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**Who (specify names) conducted analysis of data?**

**Outcome 1**

Milton Mayfield

**Outcome 2**

Milton Mayfield

**Outcome 3**

Milton Mayfield

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**When were the results and analysis shared and with whom (department chair, supervisor, staff, external stakeholders)? Submit minutes with data analysis to [assessment@tamiu.edu](mailto:assessment@tamiu.edu) (Please use Minutes Template located on the [Project INTEGRATE](#) web page.)**

Fall 2006 faculty retreat.

**NOTE: Submit all assessment documentation (i.e., surveys, rubrics, course exams with embedded questions, etc.) to the Office of Institutional Effectiveness and Planning.**

**Use of Results: Indicate whether criteria were met/not met and what changes, if any, have been identified based on the data collected?**

**Outcome 1**

Met    Not Met

**Provide narrative:** Benchmark year.

**Outcome 2**

Met    Not Met

**Provide narrative:** Benchmark year.

**Outcome 3**

Met    Not Met

**Provide narrative:** Benchmark year.

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**How have these data-based changes improved your program/unit?**

This information provides more usable benchmarks with which to conduct a continuous improvement cycle.

Section III: Programmatic Review

**Are resources affected by the changes identified in Section II?**    Yes    No

**If so, specify the effect(s) using the chart below:**

Funding	Physical	Other
<input type="checkbox"/> New resources required	<input type="checkbox"/> New or reallocated space	<input type="checkbox"/> Primarily faculty/staff time
<input type="checkbox"/> Reallocation of current funds		<input type="checkbox"/> University rule/procedure change only
		<input type="checkbox"/> Other: Enter text here

**Provide a narrative description and justification for requested resources (include linkage to Strategic Plan)**

Enter text here

<b>Identify proposed outcomes for the next assessment cycle:</b>
Continuation of present outcome(s) – (Indicate reason for continuation): Enter text here
New Outcome(s) – (List outcomes below): Enter text here
Modification of present outcome(s) – (Indicate reason for modification): Enter text here

\*\*\*\* This section to be completed by dean/director/vice-president \*\*\*\*

**Are resources requested a priority for the academic program/AES unit?**

Yes    No

**Comments:**

Enter text here

**If funding, physical or other resources were requested, what is the impact of the budget decisions on the academic program/AES unit?**

Enter text here