

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

Date Submitted January 30, 2008

Assessment Period Covered (2007)

Academic Program/AES Unit BBA-BA

Person(s) Preparing Review Milton & Jacqueline Mayfield

Provide summary of the last cycle's use of results and changes implemented

Increased resources (faculty, instructors, and staff) have been requested to better meet student learning goals. New business communication professor hired to help improve communication courses.

Section I: Planning and Implementation

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

Identify Strategic Plan Objective related to Outcome 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

Annual

Criteria/Benchmark

Students graduating with a BBA are expected to score as well or better than BBA students graduating in previous years. (The year 2006 results serve as the benchmark.)

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

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

Annual

Criteria/Benchmark

Students graduating with a BBA are expected to score as well or better than BBA students graduating in previous years. (The year 2006 results are serving as the benchmark.)

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

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

Annual

Criteria/Benchmark

Students will have an average score of 3.5 or higher on opinion survey.

Section II: Analysis of Results

When (term/date) was assessment conducted?

Outcome 1

Spring and Fall 2007

Outcome 2

Spring and Fall 2007

Outcome 3

Spring and Fall 2007

What were the results attained (raw data)?

Outcome 1

Average score across all areas was 73% correct as compared to the 2006 score of 57% correct.

Outcome 2

Area scores was as follows:

	2007	2006
Economics -	80%	80%
Accounting -	80%	60%
Finance -	80%	80%
Management -	80%	60%
Marketing -	60%	60%
MIS -	80%	40%

Outcome 3

Student average perception score was 2.5

Who (specify names) conducted analysis of data?

Outcome 1

Enter text here

Outcome 2

Enter text here

Outcome 3

Error! Bookmark not defined.

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 (Please use Minutes Template located on the [Project INTEGRATE](#) web page.)

Enter text here

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: Enter text here

Outcome 2

Met Not Met

Provide narrative: Enter text here

Outcome 3

Met Not Met

Provide narrative: While objective knowledge criteria indicated student abilities equal to or greater than the benchmark year, work needs to be done to improve student perceptions of their abilities.

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

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 checked="" 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)

Personnel resources are needed to help better convey to students their capabilities.

Identify proposed outcomes for the next assessment cycle:
Continuation of present outcome(s) – (Indicate reason for continuation): Current assessment methods seem appropriate for assessment needs.
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