

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

Date Submitted January 31, 2007

Assessment Period Covered (2006)

Academic Program/AES Unit BBA-MGT

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

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

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 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 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

Locally developed objective assessment measure.

Indicate when assessment will take place

Fall

Criteria/Benchmark

Current management students will have an overall score equal to or better than previous management students. (This year is the benchmark year.)

Outcome 2

Is this outcome related to writing (QEP)?

Students are expected to demonstrate a good knowledge of all management concepts 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

Locally developed objective assessment measure.

Indicate when assessment will take place

Fall

Criteria/Benchmark

Current management students will have an overall score equal to or better than previous management students. (This year is the benchmark year.)

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

What were the results attained (raw data)?

Outcome 1

The median score for MGT majors was 65.7%

Outcome 2

The median scores in each area was as follows:

MGT/OB - 80%

HR - 70%

Entrepreneurship - 60%

Business, Gov, & Society - 60%

Industrial Relations - 80%

Ethics - 40%

Org Theory - 60%

Outcome 3

The median opinion score of management ability was 3.9 (out of 5).

Who (specify names) conducted analysis of data?

Outcome 1

Milton Mayfield

Outcome 2

Milton Mayfield

Outcome 3

Milton Mayfield

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.)

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

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

Identify proposed outcomes for the next assessment cycle:
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