

ASSESSMENT REPORT FOR

Bachelor of Business Administration with a major in Information Systems (BBA-IS)
Instructional Degree Program

Spring 2003
Assessment Period Covered

July 15, 2003
Date Submitted

Expanded Statement of Institutional Purpose Linkage:

Institutional Mission Reference:

Texas A&M International University, a Member of The Texas A&M University System, is committed to the preparation of students for leadership roles in their chosen profession and in increasingly complex, culturally diverse state, national, and global society ... Through instruction, faculty and student research, and public service, Texas A&M International University is 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.

College/University Goal(s) Supported:

The primary objectives of the College of Business Administration are directed toward the parameters of education for the administration of business organizations. To this end, curriculum development is a continuous activity in response to social, economic and technological developments reflected in the evolving knowledge in the behavioral and quantitative sciences.

Intended Educational (Student) Outcomes:

- 1.** Students completing the BBA in Information Systems will have a basic understanding of systems concepts.
- 2.** Graduates will demonstrate competency in communication skills.
- 3.** Students should demonstrate a basic understanding of the concepts included in the COBA common body of knowledge.

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Intended Educational (Student) Outcome:

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1. Students completing the BBA in Information Systems will have a basic understanding of systems concepts.

First Means of Assessment for Outcome Identified Above:

1a. Means of Program Assessment & Criteria for Success:

An objective test developed by members of the department will be given to all the students attending a required senior course measuring the student's knowledge of the following:

- a. General system concepts
- b. Network concepts
- c. Systems management concepts
- d. Database concepts
- e. Computer programming

Success is deemed to be a 70% attainment in each area (average of all student scores for the topic) with no area being below 50% attainment.

1a. Summary of Assessment Data Collected:

The results of the test follow:

| | | |
|----|----------------------------|--------|
| a. | General System concepts | 74.35% |
| b. | Network concepts | 58.70% |
| c. | System management concepts | 76.92% |
| d. | Database concepts | 32.61% |
| e. | Computer programming | 63.24% |

1a. Use of Results to Improve Instructional Program:

1. Because of the urgency for the measurement students were not given sufficient warning to adequately review materials prior to testing; the lack of preparation generated poor (58.7%) to very poor (32.61%) correct responses in very technical areas. Were these results improved the overall average would have approached goal (70%).
2. The database courses (undergraduate and graduate) have been taught by a variety of faculty over the last two years due to turnover in the faculty, and this lack of semester-to-semester consistency in instruction could be reflected in an integrative evaluation of learning. The Departmental faculty feels that stability in the composition of the faculty is essential to achieve learning objectives.
3. An integrative review session will be offered during the semester in the class where the next assessment testing will occur.
4. A recommendation will be made to the COBA faculty in general to consider the inclusion of a 1 SCH course in the degree plan to facilitate review and testing.
5. Faculty offering courses in Database and Networking were encouraged to incorporate more peer involvement in review of syllabi and projects.
6. The same instrument will be used in Fall 2003 to collect similar comparative data.

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2. Graduates will demonstrate competency in communication skills.

First Means of Assessment for Outcome Identified Above:

2a. Means of Program Assessment & Criteria for Success:

Students must complete a COBA committee designed and graded writing assignment demonstrating competency in spelling, capitalization, and punctuation. Success is 70% attainment in each area (average of all student scores for the topic) with no area being below 50% attainment.

2a. Summary of Assessment Data Collected:

One hundred final examination essays were selected from three sections of the business communication course. From this group, a random selection of twenty papers were read and scored. No spelling errors were observed due to the use of spell checker software. No capitalization errors were observed due to the self-correcting nature of Word and WordPerfect. Three punctuation errors were observed involving the omission of commas.

2a. Use of Results to Improve Instructional Program:

The faculty decided to continue to monitor the final writing project in this class; however, the evaluation criteria will be changed to an evaluation of clarity, style, and grammar (including sentence structure)

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3. Students should demonstrate a basic understanding of the concepts included in the COBA common body of knowledge.

First Means of Assessment for Outcome Identified Above:

3a. Means of Program Assessment & Criteria for Success:

The undergraduate business test produced and graded by the Educational Testing Service will be used to determine mastery of the common core. The test will be administered as part of a senior level capstone class. The assessment indicators used will be accounting, economics, management, quantitative business analysis, finance, marketing, legal and social environment, and international issues. Success will be 70% attainment overall (average of all student scores for the topic) with no area being below 50% attainment.

3a. Summary of Assessment Data Collected:

The mean score for the 17 students taking the examination was 134.7 out of a possible 200 producing an attainment of 67.4%. The assessment indicators are as follows:

| | |
|--------------------------------|-------|
| Accounting | 27.2% |
| Economics | 31.5% |
| Management | 35.9% |
| Quantitative Business Analysis | 34.0% |
| Finance | 25.8% |
| Marketing | 41.6% |
| Legal and Social Environment | 36.3% |
| International Issues | 33.5% |

3a. Use of Results to Improve Instructional Program

Because of the small number of students taking the examination, the department took no corrective action at this time. The examination will again be administered to graduating students in spring 2004..

SUPPORT DOCUMENTATION

| SOURCE | LOCATION/Special Instructions |
|--------------------------------------|--------------------------------------|
| Objective Test | |
| Final Examination Essay | |
| Undergraduate Business Test (by ETS) | |