ASSESSMENT REPORT
FOR

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

<u>Spring 2004</u>
Assessment Period Covered

<u>June 28, 2004</u>
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. The graduate will have a basic understanding of systems concepts

2. The graduate will be able to demonstrate competency in written communications.

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:

1. The graduate will have a basic understanding of systems concepts

First Means of Assessment for Outcome Identified Above:

1.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 students' knowledge of the following:

1. General system concepts
2. Networking concepts
3. Systems management concepts
4. Database concepts

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%.

1. Summary of Assessment Data Collected:

Data was collected from 18 seniors in the MIS 4390 class. The results of the test, by knowledge area, are (with Fall 2003 results in parenthesis):

General system concepts	72.78%	(58.73%)
Networking concepts	52.22%	(77.78%)
Systems management concepts	74.79%	(41.67%)
Database concepts	44.44%	(70.37%)

Overall, the average score was 63.82% (448 of 702 questions answered correctly). This is a slight decrease in overall performance compared to Fall 2003 (65.91%) and Spring 2003 (64.43%).

1. Use of Results to Improve Instructional Program:

New faculty with expertise in the area of Database and Networking will be joining the Department in Fall 2004. Several teaching assignments have been changed due to other changes in the faculty. The results will be considered during the first faculty meeting of the fall semester, and program content and delivery will be reviewed.

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Intended Educational (Student) Outcome:

2. Graduates will demonstrate competency in written communication skills

First Means of Assessment for Outcome Identified Above:

2. Means of Program Assessment & Criteria for Success:

A random sample of 13 final examinations was extracted from the BA 3310 (Business Communications) course. The student responses were read by a committee of four (4) senior faculty and evaluated on the following criteria:

1. *Clarity* = understandability
2. S*tyle* = is the writing appropriate for a business environment
3. *Grammar* = spelling, syntax, sentence structure, etc.

Each examination was scored as acceptable (1) or unacceptable (0) for each criterion.

Overall, the percentage of acceptable answers should exceed 70%; in each category the percentage should exceed 75%.

2. Summary of Assessment Data Collected:

For clarity, the percentage of acceptable essays was 82.05%

For style, the percentage of acceptable essays was 73.50%

For grammar, the percentage of acceptable essays was 47.01%

Overall, the percentage of acceptable essays was 67.52%

2. Use of Results to Improve Instructional Program:

Overall students did not meet expected performance. Grammar continues to be an area of concern. This information will be again shared with both the Business Communications faculty, and the faculty in the College of Arts and Sciences. Added emphasis will be placed upon this aspect of communications during fall 2004. In addition, the College of Business will increase the recruiting of faculty in this field.

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Intended Educational (Student) Outcome:

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:

3. 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 given to graduating students. The assessment indicators used will be accounting, economics, management, quantitative business analysis, finance, marketing, legal and social environment, and international issues. Our benchmark for success is that students will perform overall at the mean score of 152 reported for institutions that administered the test during spring 2003 and at the assessment indicators mean scores (see below) reported for the institutions that administered the test during spring 2003.

3. Summary of Assessment Data Collected:

The mean score for the 119 students taking the examination was 145.2 versus a mean of 152 for all institutions that administered the test during spring 2003. The scores on the assessment indicators are as follows:

	Institutional Mean (Spring 2003)	
1. Accounting	37.7%	44.6%
2. Economics	39.9%	43.2%
3. Management	48.3%	57.6%
4. Quantitative Analysis	48.9%	56.7%
5. Finance	31.7%	36.6%
6. Marketing	44.8%	47.3%
7. Legal Environment	43.5%	49.8%
8. International Issues	45.3%	44.6%

3. Use of Results to Improve Instructional Program: Overall, our students did not place at the 50 percent of all institutions that administered the test during spring 2003. Except for International Issues, students did not attain a mean level of performance in the business fields listed as compared to other institutions that administered the test during spring 2003. Students seem to have performed relatively better in Marketing, Economics, and Finance but absolute performance was better in Quantitative Business Analysis and Management. Departments will make appropriate modifications to the content and coverage of the common core courses and the test will be repeated during fall 2004.

SUPPORT DOCUMENTATION

SOURCE	LOCATION/Special Instructions
ETS-Business Exam (Common Core)	
Locally-Generated Exam (Information Systems Majors)	