

IE Measures:
Fall 1999

Department: CBA
 Director: Dr. Paul Sweeney
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Program Statement: BSBA in Management CIP Code: 520201 Level: Undergraduate

Linkage between Expanded Statement of Institutional Purpose,
 Department/Program Intended Outcomes/Objectives, Assessment Criteria and Procedures,
 Results, and Use of Results at our University

Expanded Statement of Institutional Purpose	Departmental/Program Intended Outcomes/objectives	Assessment Criteria & Procedures	Assessment Results	Use of Results
<p>UCF Mission: UCF is a metropolitan university committed to providing the finest undergraduate education in Florida, achieving international prominence in key graduate educational and research programs, promoting a global perspective, fostering inclusiveness and diversity, and becoming America's leading partnership university.</p> <p>CBA Mission: The mission of the College of Business Administration is to provide quality business education programs, at the undergraduate, graduate and executive levels, to the citizens of the state of Florida and to selected clientele nationally and internationally. In delivering these programs, the College places primary emphasis on excellent teaching, research and service with a strong commitment to developing mutually supportive relationships with the business community of Central Florida.</p>	<p>1. Knowledge Recent graduates will be well prepared and informed as they enter the workplace.</p> <p>2. Skills UCF Management graduates will possess key management skills in the areas that reflect the four main competencies emphasized in our curriculum (teamwork, communication, adapting to change, and creativity).</p>	<p>1.a. Graduates will be surveyed in regard to whether the knowledge they gained had prepared them well for the workplace. Ratings will average 2 or higher (1= highest level) on a five point scale.</p> <p>1.b. Immediate supervisors of the above alumni will be asked the same preparedness question. Ratings will average 2.5 or higher on the five point scale.</p> <p>2. Graduates will be asked to grade the program on its ability to develop skill levels in the four competencies using an "A" to "F" scale ("A" = 1, "B" =2, etc.). Grades assigned will average "B" (2.0) or higher on each of the four skill areas: a. Teamwork b. Communication c. Adapting to Change d. Creativity</p>	<p>1a. Results showed that the average knowledge preparation rating was 1.65.</p> <p>1b. The data showed that the average rating given our graduates by their employers was 1.57, higher even than the self-rating provided by the graduates themselves.</p> <p>2a-d. The results were as follows: • Teamwork = 1.35 • Communications = 1.75 • Adapting to Change = 1.45 • Creativity = 1.80</p>	<p>1a. The target outcome was met. While no action was taken, we will continue to monitor this objective and improve on these good results. We agreed to survey students in regard to ways we could improve this and other outcomes and objectives.</p> <p>1b. Again, the target outcome was met. While we were impressed that employers rated our graduates so highly, we will also continue to monitor this outcome during the next cycle.</p> <p>2a-d. The standards set for each outcome were met. No action was taken at this time.</p>

Expanded Statement of Institutional Purpose	Departmental/Program Intended Outcomes/objectives	Assessment Criteria & Procedures	Assessment Results	Use of Results
<p>Program Mission: To provide a high quality educational experience to diverse undergraduate student populations. The Management program will help students develop skills and knowledge that will assist them in achieving success in their careers or in graduate programs.</p>	<p>3. Success in Labor Market UCF alumni and employers alike will judge graduates to be well-prepared for success in the workplace..</p>	<p>3. The immediate supervisors of a sample of alumni will be contacted and asked to grade the alumni's job performance in the four main competencies emphasized in our curriculum. Our students will average a B- grade (2.5) or better on all the following four skills.</p> <ol style="list-style-type: none"> a. Teamwork b. Communication c. Adapting to Change d. Creativity 	<p>3a-d. The results were as follows:</p> <ul style="list-style-type: none"> • Teamwork = 1.53 • Communications = 2.38 • Adapting to Change = 1.93 • Creativity = 1.93 	<p>3a-d. All four expected outcomes were met. While we did meet or exceed the standards that were set, we agreed that there is also a need to increase our standards during the next cycle. In light of this, we are concerned with the employer rating of alumni job performance in the area of communications. We agreed to review our inclusion of speaking and writing assignments in the major courses. A report will be presented to the department summarizing the nature of these assignments. Recommendations for standardization and other improvements will be solicited.</p>