EckelkampCollege of Global Business and Professional Studies

2013-2014 Annual Assessment of Student Learning

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**Eckelkamp College of Global Business and Professional Studies**

**2013-2014 Annual Assessment of Student Learning**

# Mission & Vision

Eckelkamp College of Global Business and Professional Studies Mission Statement

The mission of the Eckelkamp College of Global Business & Professional Studies (ECGBPS) at Fontbonne University is to provide academically sound traditional and non-traditional programs that are responsive to current and future business needs. The programs strive to create a supportive environment that provides individualized attention to a diverse student population. Consistent with the liberal arts orientation of the University, programs are designed to enhance students’ ethical and global perspective, enrich their overall quality of life professionally and personally, and prepare them for successful careers.

# Preface

Organization

This report is organized by degree and major for each of the College’s degrees. Each section will include the objectives, methods, data, analysis, and conclusions for that particular degree.

## Degrees offered through the ECGBPS

Undergraduate Degrees:

* Bachelor of Arts in Advertising (ADV)
* Bachelor of Science in Accounting (ACT)
* Bachelor of Science in Business Administration (BSBA)
* Bachelor of Science in Fashion Merchandising (FSH)
* Bachelor of Science in Healthcare Management (HCM)
* Bachelor of Science in Human Resource Management (HRM)
* Bachelor of Science in Marketing (MKT)
* Bachelor of Science in Management (MGT)
* Bachelor of Science in Sports Management (SPT)

Graduate Degrees:

* Master of Accountancy (MACC)
* Master of Business Administration (MBA)
* Master of Management (MM)
* Master of Science in Accounting (MSA)
* Master of Science in Nonprofit Management (NPM)
* Master of Science in Supply Chain Management (SCM)

## Selected Assessment Related Changes in 2013-2014

Accreditation. During the 2013-2014 academic year, the college submitted our second Quality Assurance report to the Association of Collegiate Business Schools and Programs (ACBSP). We sought and were granted accreditation on several of newest programs, including the BS in Accounting, BS in Marketing, MS in Supply Chain Management and the MS in Nonprofit Management.

MFT in the MBA program. During the 2011-2012 academic year, we attempted to remove the MFT from the capstone course and establishing testing as a stand-alone 0 credit course. However, we discovered that too few students were required to take the test because of the implementation date for making the MFT a graduation requirement. Effective Fall 2012, the MFT exam was put back into the capstone course (BUS 589), until an unknown date in the future when all students would fall into the catalog requiring the MFT for graduation.

Curriculum Changes. As a result of the personnel changes, many of our programs have undergone substantial changes to the curriculum. The sheer number of changes and the timing of the changes has resulted in some assessment related activities and priorities to be pushed back from their original timeline. However, we believe all the curriculum changes are for the positive and will benefit our students and, potentially, created more avenues for increasing our enrollment.

## Review of Assessment Data from 2011-2012

The College has two major assessment instruments currently in use: the Major Field Test (MFT) and the CompXM. The MFT and CompXM collect data from students in the College’s BSBA, BBA, and MBA programs.

### Selected highlights:

* Undergraduate MFT scores and percentile rankings in most of the subject areas has improved. However, it is hard to determine the extent of the improvement because ETS changed the test during the 2010-2011 academic year, making comparisons between this year and prior years difficult.
* Graduate international student MFT scores improved by two percentile points.
* Graduate and undergraduate OPTIONS students CompXM scores dramatically increased.

### Areas for Improvement:

* Graduate international students CompXM scores dramatically decreased during the 2011-2012 academic year.
* Undergraduate students continue to score poorly on several subject areas, including finance and quantitative business analysis.
* Graduate students average total and subject area scores on the MFT continue to be very poor, ranking in the 1st percentile.
* Undergraduate BSBA students continue to perform lower on the CompXM as compared to the BBA students.

## Selected Recommendations for 2012-2013

# Bachelor of Science in Human Resource Management (HRM)

Objectives:

1. Ethics/Legal: Examine the role that ethical and legal principles play in making socially and fiscally responsible decisions throughout the employment relationship including the hiring process, training, evaluation, and termination.
2. Global: Evaluate how training on multicultural awareness and a commitment to creating a diverse workforce can assist an organization in its ability to function effectively in a global environment.
3. Communication: Effectively express organization viewpoints through written and oral communication throughout the employment relationship including disclosure organizational decisions to employees, drafting job descriptions and employment policies, conducting interviews of prospective employees, facilitating employee training sessions, and implementing performance reviews.
4. Critical Thinking: Analyze financial statements, organizational and department structures, and plans for production to effectively assess staff efficiency, forecast staffing needs, and design compensation and benefits systems that promote business viability and employee motivation.
5. Technology: Value the importance of technology in the human resources environment and effectively incorporate it into human resources forecasting and planning, payroll and benefits administration, employee evaluations, and both the recruitment and retention of employees.
6. Functional Areas: Demonstrate an understanding of the key functional areas of business including accounting, economics, finance, management, and marketing and their effect on human resources decision-environment.

## Methods

Group Research Paper & Presentation:

Compensation Paper:

Training & Development Project:

Results

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Excellent | Good | Adequate | Poor | Fail |
| Group research paper & presentation | 11 | 8 |  |  |  |
| Compensation paper | 2 |  | 3 |  |  |
| Training & development project | 2 |  | 1 | 2 | 2 |

Recommendations

# Bachelor of Accounting (BSACC)

## Objectives:

1. Create and audit financial statements according to Generally Accepted Accounting Principles
2. File tax returns for individuals and businesses
3. Use internal and external information to make financial decisions
4. Compare, contrast, and select accounting systems
5. Illustrate ethical awareness
6. Recognize and discuss current economic and global business issues

## Methods

To date, we have established three assessment instruments for this new program.

## Results

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Excellent | Good | Adequate | Poor | Fail |
| Research case analysis |  | 2 | 4 | 3 | 2 |
| ACL project | 22 |  |  |  |  |
| AIS group project | 11 |  |  |  | 1 |

## Recommendations

Bachelor of Science in Business Administration (BSBA)

Objectives:

1. Examine the role that ethical and legal principles play in making socially and fiscally responsible decisions in business.
2. Examine how businesses can function effectively in a global environment through cultural analysis and strategic alignment.
3. Utilize effective means to express ideas through both oral and written communication and apply concepts in writing using proper APA format.
4. Analyze decisions through critical thinking and use of quantitative and analytical processes.
5. Understand the importance of technology in the business environment and effectively incorporate it into business operations.
6. Demonstrate an understanding of the key functional areas of business-accounting, finance, management, and marketing and their linkages to both success and failure in the business environment.

## Methods

The College uses two primary methods to assess student achievement in the BSBA and the BBA programs: the Major Field Test and the CompXM.

## Results

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Excellent | Good | Adequate | Poor | Fail |
| International Project | 30 | 3 | 2 | 3 | 2 |
| IT Group Project | 28 | 8 | 1 | 4 | 4 |

## Analysis

## Recommendations

# Bachelor of Science in Management (MGT)

## Objectives:

1. Apply the major theories supporting the practical applications of leadership by analyzing the practices of an organization and recommending improvements.
2. Analyze the ability of management to be leaders in the traditional functional areas of planning, organizing, leading, and controlling within an organization.
3. Assess the challenges facing management in the 21st century organization and the impact of those challenges on performance.
4. Construct solutions to improve management performance with the contemporary issues facing organizations.
5. Debate the leadership actions necessary to perform in the 21st century organization.
6. Analyze the importance of management skills in the leadership of organizations and practice them in the presentation of analyses and proposed resolutions for leadership issues arising from the contemporary private and public sector workplace.

## Methods

## Results

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Excellent | Good | Adequate | Poor | Fail |
| Org Behavior project | 26 | 4 | 0 | 2 | 8 |
| Leadership project | 12 |  |  |  |  |

## Recommendations

# Bachelor of Science in Marketing (BSMKT)

## Objectives:

1. Analyze consumer behavior in order to derive models for new product introduction and brand management.
2. Identify new target markets, domestic and international marketing opportunities and competitive advantages to satisfy existing and emerging consumer needs.
3. Design an integrated marketing communication campaign, including advertising messages, public relations, sales promotions, e-commerce, and personal selling initiatives.
4. Conduct marketing research to determine problem discovery techniques, research design, and interpretation of data.
5. Critique markets experiencing rapid growth and develop sound market entry strategies.
6. Outline product movement across geographic areas using effective logistic strategies, purchasing, warehousing, and inventory control.
7. Evaluate legal restraints, government controls, socio-economic and cultural differences in order to develop a proficient marketing plan.

## Methods

To date, we have established three assessment instruments for this new program.

International marketing plan.Students will complete an international marketing plan in the International Marketing course to assess students’ mastery of multiple programmatic learning objectives.

Marketing research plan. Students will complete a marketing research plan in the Marketing Research course to demonstrate their understanding of conducting, analyzing and interpreting marketing research.

## Results

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Excellent | Good | Adequate | Poor | Fail |
| Marketing pitch | 4 | 1 |  |  |  |
| Advertising campaign | 18 | 3 | 1 |  |  |
| Country marketing plan |  | 5 | 5 |  | 2 |
| Market research study | 8 | 4 | 3 |  |  |
| Marketing plan | 11 | 2 |  | 1 | 2 |

# Bachelor of Science in Sports Management (SPT)

Objectives:

1. Demonstrate knowledge of the fundamental principles of the sport management field. In particular, students should possess an understanding of the key functions of management, sport marketing, sport finance, sport communication, sport sociology and psychology, sport law, international sport, and sport governance, and the interaction of these concepts in a practical environment.
2. Understand global linkages and apply models of cultural analysis to global sport management issues.
3. Demonstrate a working familiarity with concepts and procedures related to ethical “good practice” and conduct.
4. Appreciate individual differences and recognize all dimensions of diversity including ethnicity, gender, age, physical differences, sexual orientation, race, and religion.
5. Develop critical thinking models that include qualitative and quantitative techniques and be able to analyze and solve problems using these models in an ethical context.
6. Effectively apply a variety of oral and written business and professional communications styles.
7. Effectively apply technology to analyze and interpret data and understand its potential power in a dynamic business and professional world.
8. Demonstrate leadership, growth, and the ability to synthesize knowledge both in the classroom and in a practical sport setting.

## Methods

## Results

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Excellent | Good | Adequate | Poor | Fail |
| Game management plan | 4 | 8 |  |  | 1 |

## Analysis

## Recommendations

# Master of Accountancy (MACC)

## Objectives:

1. Create and audit financial statements according to Generally Accepted Accounting Principles; including examination, detection, and investigation of possible financial statement fraud
2. Discuss the flow of accounting information systems with other information systems; integrating knowledge of financial accounting, cost accounting, and auditing skills as they apply to computerized accounting systems
3. Determine the cost of capital, including evaluation of capital budgeting, working capital, cash flow, capitalization structure, and dividend policy
4. Promote and prioritize ethical awareness
5. Apply accounting theory and research skills to evaluate financial statements in order to justify strategic decisions for companies
6. Examine how and why occupational fraud is committed, how it can be deterred, and how alleged fraud is investigated and resolved
7. Apply theoretical and practical knowledge to the workplace by thinking critically about the application of accounting theories and practices to various issues
8. Examine selected laws relevant to the operation of business and commerce with which accountants and auditors should be familiar, such as contracts; commercial sales transactions; negotiable instruments; agency; business associations; debtor and creditor relations; regulation of business; and property
9. Explain concepts of federal income tax laws and their applications to business entities, including tax strategies and tax reporting of corporations, corporate distributions, partnerships, S corporations, and limited liability companies

## Methods

Capstone case analysis and presentation. As part of the capstone, students will apply accounting theory, research skills, and fraud examination knowledge to company financial statements to strategize and make decisions. This will end with a presentation to local executives who will have input on the capstone case analysis and presentation grade.

## Results

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Excellent | Good | Adequate | Fail |
| Fraud paper | 8 | 2 |  |  |
| Company analysis project | 7 |  |  |  |
| Five part company analysis | 7 |  | 1 |  |

## Recommendations

# Master of Business Administration (MBA)

New Objectives:

1. Ethics/Legal: Evaluate the impact of ethical and legal principles on decisions within your organization and determine a solution that is aligned with your personal and organizational values and legal responsibilities.
2. Global: Evaluate how using cultural analysis and strategic alignment can increase size, scope, production and revenue of organizations in the global environment.
3. Analytical and Communication Skills: Formulate sound business decisions based on quantitative and qualitative analysis and defend such decisions and analysis through superior oral and written communication using APA guidelines.
4. Technology: Integrate technology into business operations to maximize efficiency and effectiveness.
5. Functional Areas: Integrate the key functional areas of business – accounting, finance, marketing and management to implement an organization’s strategic plan and to predict its successes and failures in the business environment.

## Methods

Results

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Excellent | Good | Adequate | Fail |
| Group statistics project | 12 |  |  |  |
| International project | 27 | 3 |  | 3 |
| Operations management project | 47 | 6 |  |  |

## Analysis

## Recommendations

# Master of Management (MM)

Objectives:

1. Apply the functions and responsibilities of management.
2. Analyze financial data in order to determine the financial performance of a company, and integrate those factors into managerial decision making.
3. Formulate a marketing strategy based on realistic opportunities and tempered by organizational constraints.
4. Develop and implement effective human resource plans which support the organization’s strategic goals.
5. Identify and adapt leadership and communication styles when working with diverse internal and external constituents.
6. Examine the ethical environment of business, consider the impact business has on various stakeholders, and use this information to make socially responsible decisions.
7. Evaluate the impact of globalization, technology, diversity, and competition on management.
8. Utilize effective decision-making, including: determine challenges facing an organization, conduct research, collect data, formulate and analyze alternative solutions, implement a strategy, and apply quality control measures to insure continuous improvement.

## Methods

Capstone Project. The assessment instrument is a research paper in the capstone course (MGT519). The paper is scored with a rubric that is aligned with the learning objectives. . The results of the capstone projects can be found in table 31. The learning objectives for the paper are:

* Financial Performance
* Leadership
* Ethical Environment
* Organizational Challenges
* Effective Decision-Making
* Style
* Convention

## Results

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Excellent | Good | Adequate | Fail |
| Management issue project | 20 | 7 | 1 |  |
| Org culture project | 14 | 6 | 5 | 1 |
| Financial analysis paper | 14 | 4 |  |  |
| Economic analysis paper | 15 | 2 | 1 |  |
| Apple's financial analysis | 12 |  |  |  |
| HR/Org Behavior paper | 37 | 3 |  |  |
| Capstone project | 8 |  |  |  |

## Analysis

## Recommendations

# Master of Science in Accounting (MSA)

Objective:

1. Acquire the competencies needed for obtaining or advancement in accounting careers through a professional business education, assessment, self-reflection, and skill development.

## Methods

## Results

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Excellent | Good | Adequate | Fail |
| Annual report analysis | 26 | 1 |  | 1 |
| AIS group project | 6 |  |  |  |
| Company analysis project | 7 |  |  |  |

## Recommendations

# Master of Science in Nonprofit Management (NPM)

Objectives:

1. Analyze various models and methods of board governance and leadership and the management of duties and responsibilities for moving the organization from mission statement to mission success.
2. Create a continuous model to strategically plan, develop, implement and evaluate services and programs to enhance organizational effectiveness.
3. Develop essential skills to identify, manage and maximize recurring and sustainable sources of revenue.
4. Apply fundraising principles, processes and skills to advance the organization.
5. Examine the impact of fiscal and legal requirements under which nonprofits operate and analyze the effects of federal and state laws on the various types of nonprofit organizations.
6. Apply the financial and human resource principles necessary to sustain a nonprofit organization including how to balance and support a volunteer staff.
7. Effectively communicate and advocate for a mission-based organization.
8. Assess the day-to-day operations of a nonprofit organization and propose a plan for high-impact management.
9. Examine the importance of ethical issues and the influence these issues have on management decision-making.
10. Synthesize acquired skills and knowledge in an experiential environment that results in a capstone project based on a student’s area of interest.

## Methods

## Results

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Excellent | Good | Adequate | Fail |
| Funding development plan | 4 | 5 | 1 | 3 |
| Revenue source execution plan | 15 |  | 1 | 1 |
| Org team project | 11 |  |  |  |
| Governance & leadership exam | 3 | 4 | 3 | 3 |
| Strategic plan group project | 11 | 1 |  |  |
| Operational plan project | 14 |  |  |  |

## Recommendations

# Master of Science in Supply Chain Management (SCM)

Objectives:

1. Develop analytical models to evaluate logistics and sourcing options and overall supply chain design.
2. Establish relative supply chain metrics and supplier score cards that can be applied consistently within an organization and across the supply chain.
3. Create guidelines for improving supply chain processes and implement changes in a manner that are sustainable.
4. Apply skill to systematically design and improve supply chain using tools and approaches such as lean, six sigma, and supply chain best practices, including the Supply Chain Operations Reference model (SCOR).
5. Develop supply chain strategies to create value through effective negotiation strategies.
6. Manage supply chain processes to ensure balance of inventory optimization strategies  
   and financial attributes such as cost and cash flow while maintaining quality and delivery expectations.
7. Transform end-to-end supply chain through key elements of integrated processes, tools and systems, and demand planning and forecasting.
8. Evaluate supply chain processes to ensure alignment with strategic goals, and to minimize supply chain cost as well as life cycle costs and/or total cost of ownership.
9. Apply foundational concepts and approaches from disciplines such as Operations Management, accounting, economics and statistics to evaluate and improve end-to-end- supply chain processes and alignment with organizational needs.

## Methods

Capstone Project. The assessment instrument is a research paper in the capstone course (SCM590) and a corresponding PowerPoint presentation. The paper and presentation are scored with rubrics that are aligned with the learning objectives. The learning objectives for the paper are:

* Supply Chain Design
* Supply Chain Metrics
* Improvement of the Supply Chain Process
* Supply Chain Effectiveness
* End-to-End Supply Chain Integration
* Supply Chain Alignment

The objectives of the presentation are:

* Presentation Contents
* Key Message for Leadership
* Presentation

## Results

## Analysis

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Excellent | Good | Adequate | Fail |
| Case study analysis | 15 | 2 | 1 |  |
| Materials management project | 15 | 3 |  | 3 |
| Logistics project | 28 | 6 | 1 | 3 |
| Negotiations/pricing project | 20 | 3 | 2 | 4 |
| Capstone project | 17 |  | 1 |  |

## Recommendations

The College’s 2009-2010 assessment report outlined several recommendations (table 37). All the recommendations not completed in the 2010-2011 academic year, will continue to be on the agenda of assessment items for the 2011-2012 academic year as described in tables 37 and 38.