

# Business Administration - Management Major

## BSBA

### *Expanded Statement of Institutional Purpose*

#### **Institutional Mission Reference**

The Management BSBA Program offers undergraduate students a high quality degree program in management that meets national standards of excellence. Program faculty are committed to quality teaching and the discovery of new knowledge. The faculty support the institutional mission to serve a diverse student body and provide opportunities for lifelong learning. To that end, the program offers courses through both the Weekend College and TELETECHNET.

#### **Institutional Goal(s) Supported**

The Management BSBA Program supports the University goals of (a) quality undergraduate academic programs, (b) quality teaching, (c) discovery of new knowledge, (d) lifelong learning, and (e) distance education. (See pages 3-4 of the Old Dominion University Catalog or pages 8-9 of the Strategic Plan.). The Management BSBA Program also supports Strategic Initiative 1 (High Quality, Distinctive Undergraduate Programs) and Strategic Initiative 5 (Distance Education). (See the Old Dominion University Strategic Plan.).

*Intended (Student) Outcomes for your program, Methods for Assessment, and Criteria for Success*

#### **Intended Outcome 1**

Students will demonstrate an understanding of the fundamental issues and problems of strategic management.

**Method for Assessing Outcome 1 and Criterion for Success:** All Management majors in MGMT 485W will earn scores of Satisfactory or higher on cases related to strategic management (as judged by a team of at least two faculty), and 75% will earn scores of Good or Excellent. (Comparison of traditional on-campus students, Weekend College students, and TELETECHNET students will be made.).

**Summary of Assessment Data Collected, Alternate Method for Outcome 1:** Below is the breakdown of grades on written assignments based on Strategic Management cases for Spring 2001 and Fall 2000. Only 8 of my 66 students were Management Majors in Spring 2001. It is no longer possible to tell how many of the 69 students in Fall 2000 were Management Majors, as the Registrar has already removed this information from the Banner System. Therefore, the Fall chart includes all majors.

Case Grades – MGMT 485W, Spring 2001, Morris (total enrollment = 66; MGMT Majors = 8)

	Sat TTN	Live	Total	%
Excellent	1		1	12.5%
Good	4		4	50.0%
Satisfactory	1		1	12.5%
Other	1	1	2	25.0%
Total	7	1	8	100.0%

Case Grades – MGMT 485W, Fall 2000, Morris (total enrollment = 69; MGMT Majors unknown)

	TTN	Live	Total	%
Excellent	6	5	11	15.9%
Good	28	12	40	58.0%
Satisfactory	9	5	14	20.3%
Other	2	2	4	5.8%
Total	45	24	69	100.0%

### **Intended Outcome 2**

Students will be able to understand the concepts and issues learned in the business core curriculum and other management courses.

**Method for Assessing Outcome 2 and Criterion for Success:** Management majors in MGMT 485W will earn scores of Satisfactory or higher on cases related to other business disciplines (as judged by a team of at least two faculty), and 75% will earn scores of Good or Excellent. (Comparison of traditional on-campus students, Weekend College students, and TELETECHNET students will be made.).

**Summary of Assessment Data Collected, Alternate Method for Outcome 2:** Although it is not possible to assess outcomes with regard to other business disciplines separate from outcomes with regard to Strategic Management, because Strategic Management cases are comprehensive and integrative – they bring together strategy, finance, general management, operations management, marketing, economic, accounting, and similar considerations. The results presented above apply to this outcome also.

### **Intended Outcome 3**

Students will improve their written communication skills.

**Method for Assessing Outcome 3 and Criterion for Success:** Management majors in MGMT 485W will earn scores of Satisfactory or higher on an analysis of their writing skills as determined by the graded cases and essay type examinations. A team of at least two faculty will serve as judges. (Comparison of traditional on-campus, Weekend College and TELETECHNET students will be made.).

**Summary of Assessment Data Collected, Alternate Method for Outcome 3:** This is a writing-intensive course. Students' papers are corrected and improvements in their grammar and word usage mistakes are brought to their attention. Students revise their papers and this cycle is repeated until the papers are ready. This process allows for improvement in student writing.