**EMBA AY 2015-2016 Assessment**

***Phase 1: Assessment Plan***

**Learning Outcome assessed:**

**08) Summarize Basic Principles of Business Areas**Summarize basic principles of all main business areas, including accounting, finance, strategy, management, marketing, supply chain management, and business law.

**Assessment Method:**

Selected conceptual and quantitative question on progress quiz.

**Targeted performance, based on rubrics:**

80% meet expectations

**Evaluation Process:**

Students were given a short answer/essay question progress quiz to assess the accounting portion of this learning outcome. An independent evaluator selected 10 questions off the quiz to assess the learning outcome.

**Rubric:**

The following rubric was used:

**Unprepared:** Student is unable to articulate clearly the meaning of key  
business concepts **Meets:** Student is able to identify and explain key concepts; has some  
skill in relating concepts to business environment **Exceeds:** Student is able to identify and explain key concepts, and  
relate concepts effectively towards the solution of business problems

**Course where learning outcome was assessed:**

EMBA 6904

**Evaluator(s):**

Dr. Tatiana Fedyk

***Phase 2: Results Assessment and Planned Action***

**Results:**

**EMBA 6904 Progress Quiz Pooled Results**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Number of students achieving target | Exceeds Expectations | Meets Expectations | Unprepared |  | % Students Meeting or Exceeding Expectations |  |
|  | > 90% | 80% - 90% | < 80% |  |  |
| Final Exam | 9 | 6 | 3 |  | 83% |  |
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**Results by types of questions: conceptual versus quantitative**

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| --- | --- | --- | --- | --- | --- |
| Number of students achieving target | Exceeds Expectations | Meets Expectations | Unprepared |  | % Students Meeting or Exceeding Expectations |
| > 90% | 80% - 90% | < 70% |  |
| Conceptual Questions | 13 | 5 | 0 |  | 100% |
| Quantitative Questions | 5 | 6 | 7 |  | 61% |

**Action:**

As worded, the learning outcome implies that all concepts will be assessed in a single assessment. This is difficult to do at any given point in the curriculum. The assessment for this report only measured the accounting portion of this learning outcome.

In the next assessment cycle, this learning outcome will be measured by a comprehensive standardized test.

***Phase 3: Closing the Loop***

*To be filed the year after the results assessment.*

**Change Assessment**  
Discuss how the actions taken in Phase 2 were assessed, and the results of that assessment

**Addendum: EMBA 6904 Progress Quiz Questions**













