

BSM AY 2016-2017 Assessment

Phase 1: Assessment Plan

Learning Outcome assessed:

Learning Outcome: 05)

Students will create, analyze, and integrate relevant quantitative and qualitative information to develop and evaluate management decisions.

Assessment Method:

Semester Project used as the assignment (assignment and rubric attached)

Targeted performance, based on rubrics:

80% of students meet or exceed expectations

Evaluation Process:

Rubric:

Simulation Writeup Rubric (1)					
Criteria	Ratings				Pts
Problem Identification	<p>Accomplished: Important business problems have been correctly identified, with a comprehensive and eloquent explanation of contextual factors. Information presented in the case has been thoroughly analyzed in terms of relevancy, sufficiency and accuracy. Both implied and stated assumptions have been reviewed and assessed for their impact on company operations 10 pts</p>	<p>Proficient: Important business problems have been correctly identified, taking into account a variety of contextual factors. Information presented in the case has been analyzed in terms of relevancy, sufficiency, and/or accuracy. Stated assumptions have been noted and analyzed for their impact on operations; omitted assumptions can readily be added through an external review of the report. 8 pts</p>	<p>Partially Proficient: Important business problems have been correctly identified, taking into account obvious contextual factors but missing those which were not stated directly in the case. Information presented was analyzed weakly with minor gaps or mistakes. Stated assumptions were noted, but the analysis is limited in its utility and requiring substantial refinement. 7 pts</p>	<p>Novice: The team failed to examine all of the evidence, oversimplified, or jumped to conclusions about a problem that was incorrectly described. One or more of the following problems occurred: context analysis was incorrect or too superficial to be of use; assumptions were missed; information was misinterpreted or misused. 4 pts</p>	10 pts
Information Gathering	<p>Accomplished: The analysis of information gaps was perceptive, and the team engaged in active information gathering, delving deeply into the materials provided. A comprehensive review of relevancy resulted, incorporating a wide variety of sources, leading to a professional quality analysis that draws clearly on personal and professional experience. 15 pts</p>	<p>Proficient: Relevant information gaps were identified. The team successfully engaged in information gathering based on that review and found additional materials that were relevant to filling the identified gaps. At least two different types of sources were used. The analysis was on target. It is evident that the team has limited professional experience upon which to draw. 12 pts</p>	<p>Partially Proficient: At least one gap in information was identified. The team found additional information to fill the gap, but it was limited in its scope. The search strategies used were inadequate to yield a thorough coverage of what was needed. The team may not have looked beyond one type of information. The analysis was shallow but still correct, ready for expansion and refinement. 10 pts</p>	<p>Novice: Information was taken at face value, without benefit of active questioning. As a result, gaps in the information were not identified or were incorrect. No apparent systematic search strategy was used. The resulting analysis was off base in one or more significant ways. 4 pts</p>	15 pts

<p>Quantitative Methods and Analysis</p>	<p>Accomplished - The student has used the correct methodology and software to analyze quantitative data, determining any needs for additional or different data. Where analyses are incorrect or inadequate, the student has identified the inadequacies and made or suggested appropriate corrections to improve the validity of decisions. 15 pts</p>	<p>Proficient - The student has used the correct methodology and software to analyze quantitative data, determining any needs for additional or different data. Where analyses are incorrect or inadequate, the student has identified the inadequacies and attempted to resolve them. Additional analyses are needed prior to presentation to the company. 12 pts</p>	<p>Partially Proficient - The student has used the correct methodology and software to analyze quantitative data. Problems in methodology were identified correctly, but the corrections suggested were either incorrect or not attempted. Significant work on the report is still needed. 10 pts</p>	<p>Novice - The student is unaware of inadequacies in data analysis and software use and clearly does not understand the purpose or use of specific data analytic techniques. Some suggestions made are incorrect, as well, and could lead to a decision harmful to the company. 4 pts</p>	<p>15 pts</p>
<p>Proposed Solutions</p>	<p>Accomplished - The student has translated the results of the data analysis into a discussion of proposed solutions to problems made evident by the data. The discussion is insightful and well reasoned. 20 pts</p>	<p>Proficient - The student has translated the results of the data analysis into a viable discussion and proposed one possible solution to problems made evident by the data. The discussion is adequate. 16 pts</p>	<p>Partially Proficient - The student has translated the results of the data analysis into a discussion demonstrating a basic level understanding of the numbers, but some of the data are misinterpreted leading to at least one major incorrect conclusion that is relatively harmless. 14 pts</p>	<p>Novice - The student does not understand the data output well enough to identify the situation. The data are essentially unintelligible numbers on a page for him/her. The analysis is incoherent and of no use to the company. 6 pts</p>	<p>20 pts</p>
<p>Decisions</p>	<p>Accomplished - The student has translated the results of the data analysis into an appropriate set of recommendations, conclusions, or solutions for the company that will enhance its operation. 20 pts</p>	<p>Proficient - The student has translated the results of the data analysis into a recommendation or solution that should prove helpful for the company's operation. 16 pts</p>	<p>Partially Proficient - The student has translated the results of the data analysis into a recommendation or solution, but it is not likely to resolve or may heighten the problem. 14 pts</p>	<p>Novice - The student's decision does not make sense and could harm the company. 0 pts</p>	<p>20 pts</p>

Course where learning outcome was assessed:

BSM 303-57 – Systems & Technology

Evaluator(s):

Steve Morris

Phase 2: Results Assessment and Planned Action

Results:

Eight of 13 students (61.5%) achieved the 80% and above level of achievement in the assignment.

Criterion	Points	1	2	3	4	5	6	7	8	9	10	11	12	13
Problem ID	10	9	8	7	7	2	8	7	10	3	3	5	7	8
Information Gathering	15	10	14	13	13	4	13	11	13	13	3	12	13	10
Quant Methods & Analysis	15	7	9	12	12	4	13	12	13	13	4	13	12	10
Proposed Solutions	20	18	18	17	17	10	17	16	18	18	7	17	17	16
Decisions	20	17	17	17	17	10	17	16	18	17	7	17	17	16
		76.3%	82.5%	82.5%	82.5%	37.5%	85.0%	77.5%	90.0%	80.0%	30.0%	80.0%	82.5%	75.0%

Suggested Action:

The assignment could better align with the LO. The next time the course is taught, another (or slightly modified) assignment should be used.

Phase 3: Closing the Loop

In the year that the assessment is made, this is good place to describe how the suggested actions might be evaluated in a future assessment cycle. When that cycle is complete, the results can be added to this document to finalize the report.

