

Annual Departmental Report 2021-2022

Program Information

Program/Department: Department of Business

Department Chair: Dr. Michael T. Greenwood

Department Assessment Committee Contact: Dr. Denise Simion

This document is to be kept in the department and an electronic file is due to the AVP of Institutional Research & Planning by June 1, 2022.

A. Departmental Special Section for AY21-22

Department Lessons Learned and Accomplishments (Submitted by business dept. assesment coordinator Dr. Denise Simion)

Coursetunes from Academic Partnership

Attended a demo of the product Coursetunes on April 28. This software is free from Academic Partnerships and allows users the ability to enter in data that will visually display the mapping of the University's goals, to the School of Business, to the Programs, to the courses, to the assignments. No student data or grades are part of this software. The scope is to only map ISLOs. This is an interuniversity exploration being led by SGOCE. Further meetings have been scheduled with Ralph Fasano and Michael Hanna.

University Assessment Training

Attended the Assessment Requirements Training on April 26 (2:30-3:30) in the Library. We received confirmation that the University does not need us to tease out the on-campus versus the online programs for this spring. We did get called out on this during the NECHE discussions. IACBE will be expecting us to prove the same rigor in whichever modalities the program is administered. We will need to discuss our data gather and assessment process.

IACBE Conference April 2022

The conference was well represented. The most helpful session I went to was a "Fireside Chat" that included about 20 assessment coordinators who are new to the process but whose institution had already been accredited. This focused on project planning (timelines, resource allocation, etc.), the process and what to expect.

Analysis of ISLOs Across Documentation

I read through multiple documents that we have that refer to our ISLOs and created a large chart to use for comparison. I was able to confirm that our ISLOs appear consistent between all of the formal used documentation. I suggest that any document that goes beyond the School of Business is checked to ensure accuracy in the listing of the ISLOs.

Action Items: None

GAP Analysis from 2019 Self Study

Reviewed the Self Study. Gathered background on all of the items; which ones we are complete, which ones we are currently doing, and which ones we should ask if they should be planned for. GAP Analysis has been updated with the results and filed it away so we can refer to if necessary.

Action Items: Put the list of potential talking points together for further discussion for fall 2022.

Program Learning Outcomes

SGOCE required the School of Business to produce learning outcomes for all of the MBA programs. This was at the request of the Dean of SGOCE who was asked by the University. We had to get these done quickly so they were not reviewed except by the MBA Chairperson (Dr. Hollingsworth).

Action Items: Collect the Program Learning Outcomes for documentation purposes.

Public Disclosure of Student Achievement

The link to the Public Disclosure of Student Achievement on the Fitchburg State University website is currently displaying AY 2019-2020. We need it updated to display AY 2020-2021. I sent a second email to Pam McCafferty. The first email was sent on Feb-3 and on Mar-3.

[[https://www.fitchburgstate.edu/academics/academic-schools/school-business/business-administration-department/business-administration-accreditation](https://www.fitchburgstate.edu/academics/academic-schools/school-business/business-administration-department/business-administration-<u>accreditation</u>)] click Public Disclosure of Student Achievement (PDF)

Action Items: Ensure document is updated (received updated PDF from Pam)

IACBE Concentration Answers

I sent a list of questions to IACBE's Dr. Pat Hafford. He confirmed that the following Business Programs fall under our accreditation:

- Bachelor of Science in Business Administration with concentrations in:
 - Accounting
 - Management
 - Marketing

- Master of Business Administration with specialized tracks in:
 - Accounting ○Healthcare Management ○Human Resource Management ○Management ○Marketing ○Supply Chain Management

He wrote that we can easily add to our list by notifying them of our change. "If these are additional concentrations and use the same OAP, the IACBE Board of Commissioners (BOC) has authorized the IACBE staff to add new majors, concentrations, specializations, etc. to the list of accredited programs when the overall degree is already accredited. For example, an institution may have an MBA with several concentrations and decides to add a new concentration. If the new concentration is covered by the existing OAP, then all that is required is notification. If each concentration has a separate OAP, then the institution must also submit the OAP for the new concentration." He said that the fee will be waived for adding new concentrations.

Email sent on April 12, 2022, requesting the following:

- Bachelor of Science in Business Administration: Entrepreneurship
- MBA: Business Analytics
- MBA: Finance

Action Items: None

Program Learning Outcomes (PLOs) (Educational Objectives)

I. List of PLOs and the timeline for assessment.

PLO #	PLO – Stated in assessable terms	Where are the learning outcomes for this level/program published? (please specify) Include URLs where appropriate	Timing of assessment (annual, semester, bi-annual, etc.)	When was the last assessment of the PLO completed?
1. BSBA	Students will be able to integrate the major concepts in the functional areas of business to formulate informed decisions	www.fitchburgstate.edu/academics/academic-schools/school-business/business-administration-department/business-administration-accreditation	Assessment of the Capstone course is conducted at the end of each term and semester	May 2022
2. BSBA	Students will be able to analyze the legal, social, and economic environments of business	www.fitchburgstate.edu/academics/academic-schools/school-business/business-administration-department/business-administration-accreditation	Assessment of the Capstone course is conducted at the end of each term and semester	May 2022
3. BSBA	Students will be able to describe the global environment of business	www.fitchburgstate.edu/academics/academic-schools/school-business/business-administration-department/business-administration-accreditation	Assessment of the Capstone course is conducted at the end of each term and semester	May 2022
4. BSBA	Students will be able to distinguish the legal and ethical obligations and responsibilities of business	www.fitchburgstate.edu/academics/academic-	Assessment of the Capstone course is	May 2022

		schools/school-business/business-administration-department/business-administration-accreditation	conducted at the end of each term and semester	
5. BSBA	Students will be able to apply decision-support tools to business decision making	www.fitchburgstate.edu/academics/academic-schools/school-business/business-administration-department/business-administration-accreditation	Assessment of the Capstone course is conducted at the end of each term and semester	May 2022
6. BSBA	Students will be able to demonstrate effective oral and written forms of professional communications	www.fitchburgstate.edu/academics/academic-schools/school-business/business-administration-department/business-administration-accreditation	Assessment of the Capstone course is conducted at the end of each term and semester	May 2022
7. BSBA	Students will be able to collaborate and work in teams to solve business problems	www.fitchburgstate.edu/academics/academic-schools/school-business/business-administration-department/business-administration-accreditation	Assessment of the Capstone course is conducted at the end of each term and semester	May 2022
1. MBA	Students will be able to demonstrate well-developed problem solving skills in formulating solutions to new scenarios with decision-support methods.	www.fitchburgstate.edu/academics/academic-schools/school-business/business-administration-department/business-administration-accreditation	Assessment of the Capstone course is conducted at the end of each term and semester	May 2022

2. MBA	Students will be able to integrate theory and practice across business functional areas.	www.fitchburgstate.edu/academics/academic-schools/school-business/business-administration-department/business-administration-accreditation	Assessment of the Capstone course is conducted at the end of each term and semester	May 2022
3. MBA	Students will be able to articulate the major theories and concepts in the areas of accounting, management, and marketing.	www.fitchburgstate.edu/academics/academic-schools/school-business/business-administration-department/business-administration-accreditation	Assessment of the Capstone course is conducted at the end of each term and semester	May 2022
4. MBA	Students will be able to apply appropriate technical and quantitative techniques and methods in the analysis of real-world business situations.	www.fitchburgstate.edu/academics/academic-schools/school-business/business-administration-department/business-administration-accreditation	Assessment of the Capstone course is conducted at the end of each term and semester	May 2022
5. MBA	Students will be able to communicate to relevant audiences.	www.fitchburgstate.edu/academics/academic-schools/school-business/business-administration-department/business-administration-accreditation	Assessment of the Capstone course is conducted at the end of each term and semester	May 2022
6. MBA	Students will be able to demonstrate well developed organizational, leadership, and teamwork skills.	www.fitchburgstate.edu/academics/academic-schools/school-business/business-administration-	Assessment of the Capstone course is conducted at the end of each term and semester	May 2022

		department/business-administration-accreditation		
7.MBA	Students will be able to analyze ethical obligations and responsibilities of business.	www.fitchburgstate.edu/academics/academic-schools/school-business/business-administration-department/business-administration-accreditation	Assessment of the Capstone course is conducted at the end of each term and semester	May 2022
8.MBA	Students will be able to evaluate the opportunities and challenges of globalization.	www.fitchburgstate.edu/academics/academic-schools/school-business/business-administration-department/business-administration-accreditation	Assessment of the Capstone course is conducted at the end of each term and semester	May 2022

II. PLO Assessment (Please report on the PLOs assessed and/or reviewed this year. Programs should be assessing at least one each year.)

Using the table below, list and briefly describe the **direct method(s)** used to collect information assessing whether students are learning the core sets of knowledge (K), skills (S) and attitudes (A) identified as essential. (Submitted by business dept. assesment coordinator Dr. Denise Simion)

PLO # (from above)	Assessment description (exam, observation, national standardized exam, oral presentation with rubric, etc.)	When assessment was administered in student program (internship, 4 th year, 1 st year, etc.)	To which students were assessments administered (all, only a sample, etc.)	What is the target set for the PLO? (criteria for success)	Reflection on the results: How was the “loop closed”?
1-6 BSBA	BSBA Capstone Integrated Case with rubric (<u>direct</u> measure of learning outcomes.	4 th year	All students in BSAD 4890 Business Policy & Strategy (Capstone)	Performance Objectives (Targets/Criteria) for this direct measure (integrated case): On the BSBA capstone business simulation project evaluation rubric, at least 70% of all graduating students will score on each	Students performed above targets (70%) for this direct measure: On the BSBA capstone integrated case evaluation rubric, <u>PLO #1:</u> (100% > 70%) Competent = 40%. Accomplished = 60%. <u>PLO #2:</u> (100% > 70%) Competent

				evaluation criterion within the Competent range (score 3 – 4) or within the Accomplished range (score 5 – 6) on the rating scale for PLO #7 (that is, beyond the Beginning range, score: 1 – 2).	<p>= 26%. Accomplished = 74%. <u>PLO #3:</u> (100% > 70%) Competent = 67%. Accomplished = 33%. <u>PLO #4:</u> (98% > 70%) Competent = 37%. Accomplished = 61%. <u>PLO #5:</u> (98% > 70%) Competent = 35%. Accomplished = 63%. <u>PLO #6:</u> (100% > 70%) Competent = 15%. Accomplished = 85%.</p>
7 BSBA	BSBA Capstone Business Simulation Project with rubric (<u>direct</u> measure of learning outcomes).	4 th year	All students in BSAD 4890 Business Policy & Strategy (Capstone)	Performance Objectives (Targets/Criteria) for this direct measure (integrated case): On the BSBA	Teamwork was formerly assessed in Capstone Business Simulation Project which was not being implemented in 2020-2021 due to

				capstone business simulation project evaluation rubric, at least 70% of all graduating students will score on each evaluation criterion within the Competent range (score 3 – 4) or within the Accomplished range (score 5 – 6) on the rating scale for PLO #7 (that is, beyond the Beginning range, score: 1 – 2).	online synchronous course modality of the capstone course. Instead, PLO 7 was accessed in Capstone Integrated Case. Students performed above targets for this direct measure for <u>PLOs #7:</u> (100% > 70%) Competent = 24% <u>and</u> Accomplished = 76%
1-8 MBA	MBA Capstone Integrated Business Case with rubric (<u>direct</u> measure of learning outcome).	Students who have completed 18 credit hours of core courses and a total of 24 graduate hours	All students in MGMT 9500 Capstone: Strategic Management	Performance Objectives (Targets/Criteria) for this direct measure (integrated case):	Students performed above targets (70%) for this direct measure: On the BSBA capstone integrated case

				<p>On the MBA capstone integrated case evaluation rubric, at least 70% of all graduating students will score on each evaluation criterion within the Competent range (score: 3 – 4) or within the Accomplished range (score: 5 – 6) on the rating scale for each of the program PLOs #1, #2, #3, #4, #5, #6, #7, and #8 (that is, beyond the Beginning range, score: 1 – 2).</p>	<p>evaluation rubric,</p> <p><u>PLO #1:</u> (100% > 70%) Competent = 20%. Accomplished = 80%.</p> <p><u>PLO #2:</u> (100% > 70%) Competent = 18%. Accomplished = 82%.</p> <p><u>PLO #3:</u> (100% > 70%) Competent = 14%. Accomplished = 86%.</p> <p><u>PLO #4:</u> (100% > 70%) Competent = 25%. Accomplished = 75%.</p> <p><u>PLO #5:</u> (100% > 70%) Competent = 16%. Accomplished = 84%.</p> <p><u>PLO #6:</u> (100% > 70%) Competent = 20%. Accomplished = 80%.</p>
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You may use this comment box to provide any additional information, if applicable:

Outcome Assessment Plan for 2021-2022

We are not expected to send to IACBE an OAP as part of our yearly report but according to IACBE leadership (at the conference) we are expected to review and refine the OAP on a yearly basis to show continuous improvement. Continuous improvement is part of the IACBE accreditation, and we were told they will be paying closer attention to this in process.

The University has indicated that they have not received an OAP from us and highlighted this as an issue.

Action Items:

- Tease out the OAP from the 2020-2021 Outcome Accreditation Results form and put it in the IACBE Outcomes Assessment Plan form. This way it is in the correct document for IACBE.
- Replace the outdated OAPs with the correct OAP on the University's website.

Summary of Findings: Briefly summarize the results of the PLO assessments reported in Section II above combined with other relevant evidence gathered and show how these are being reviewed/discussed. How are you “closing the loop”?

Reflection Prompt	Narrative Response
<p>Other than GPA, what data/evidence is used to determine that graduates have achieved the stated outcomes for the degree? (e.g., capstone course, portfolio review, licensure examination)</p>	<p>Data is collected from the UG students in BSAD 4890 Business Policy & Strategy Capstone course. Our goal is 70% of all graduating students will score on each evaluation criterion within the Competent range (score: 3 – 4) or within the Accomplished range (score: 5 – 6) on the rating scale for each of the BSBA program learning outcomes (that is, beyond the Beginning range, score: 1 – 2).</p> <p>Data is collected from the Graduate students in MGMT 9500 Capstone: Strategic Management. Our goal is 70% of all graduating students will score on each evaluation criterion within the Competent range (score: 3 – 4) or within the Accomplished range (score: 5 – 6) on the rating scale for each of the program PLOs.</p>
<p>Who interprets the evidence? What is the process? (e.g. annually by the curriculum committee)</p>	<p>Capstone courses BSAD 4890 and MGMT 9500 are used for assessment. Faculty collect and submit the data findings to the department’s Assessment Coordinator who in turn creates the department’s Annual Assessment report which is then reviewed by the department’s curriculum committees and then submitted to the chair and Dean and submitted to the department’s website in accordance with the IACBE accreditation requirements.</p>
<p>What changes have been made as a result of using the data/evidence? (Close the loop)</p>	<p>All IACBE assessment targets were met. The Business Administration Department uses IACBE approved assessment rubrics that faculty teaching the capstone course (BSAD 4890, Business Policy and Strategies) use for assessing each capstone course.</p>

B. Assessment Plan for Program/Department

- I. Insert the program or department Assessment Plan
- II. Explain any changes in the assessment plan including new or revised PLOs, new assessments that the program/department plans to implement, and new targets or goals set for student success.
- III. If you do not have a plan, would you like help in developing one?

Yes

C. Program Review Action Plan or External Accreditation Action Letter/Report

Annual Reflection/Follow-up on Action Plan from last Program Review or external accreditation (only complete the table that is appropriate for your program)

I. Programs that fall under Program Review:

- i. Date of most recent Review:
- ii. Insert the Action Plan table from your last Program Review and give any progress towards completing the tasks or achieving targets set forth in the plan.

Specific area where improvement is needed	Evidence to support the recommended change	Person(s) responsible for implementing the change	Timeline for implementation	Resources needed	Assessment Plan	Progress Made this Year
Explore potential new Concentrations.	UG Program: Explore Information Technologies	Curriculum Committees	TBD Market and needs analysis underway.	Faculty with professional and academic qualifications to teach new courses.	Assessment will align and follow established assessment processes.	Explorational research process underway.

- iii. If you do not have an action plan, would you like help in developing one based on your last program review and needs of the program?

Yes

II. Programs with external Accreditation:

- i. Professional, specialized, State, or programmatic accreditations currently held by the program/department.
- ii. Date of most recent accreditation action by each listed agency.
- iii. Date and nature of next review and type of review.

(Contributions by business dept. undergrad curriculum chair Dr. Audrey Pereria)

<p>List key issues for continuing accreditation identified in accreditation action letter or report.</p>	<p>Key performance indicators as required by agency or selected by program (licensure, board, or bar pass rates; employment rates, etc.)(If required.)</p>	<p>Update on fulfilling the action letter/report or on meeting the key performance indicators.</p>
<p>Describe the ways in which alumni, employers of graduates, and other professionals in the business community are involved in the periodic review, renewal, and improvement of business programs and curricula.</p>		<p>The Business Administration Department maintains contact with business and community leaders that represent a broad cross-section of business and industry. Annually program and curricula are reviewed by our Business Advisory Board.</p> <p>The mission of the Business Administration Department, as well as the goals and KPIs, are shared with the Business Advisory Board. Any relevant and reasonable suggestions related to the programs and curricula are vetted by the Business Advisory Board and the department curriculum committee.</p>

<p>Describe your proposed courses of action to identify needed changes in the study abroad and internship programs and the planned timeline for identifying and making changes.</p>		<p>The department regularly encourages faculty to work directly with the university office for study abroad programs. This year Covid has eliminated travel abroad.</p> <p>Business unit faculty as part of the advising process encourage business students to apply and to study aboard and to ensure that the courses taken apply to their degree requirements.</p> <p>We have a faculty-led study abroad program for summer 2022 that includes a full time business faculty member to take business students to Milan as part of a Luxury Brand Management course.</p> <p>The Business Administration Department is progressively increasing the opportunities for students to engage in internships.</p> <p>The Business Administration Department is working closely with the FSU Career Services department.</p>
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D. Departmental Strategic Initiatives

Accomplished Initiatives AY 21-22 <small>Add more rows as needed</small>	Corresponding Strategic Plan Goal & Strategy <small>Goal # followed by Strategy # ex: 1.3</small>	Indicate if a Diversity, Equity and Inclusiveness (DEI) Goal
<p>The department merged reaccreditation and assessment coordination into one leadership role within the department. Dr. Denise Simion agreed to assume the role of Business Department assessment and reaccreditation coordinator. Dr. Simion will also chair the department assessment and reaccreditation committee as we move forward.</p>	<p>Goal 1, Strategy 1.2</p>	<p style="text-align: center;"><input type="checkbox"/></p>
<p>The department completed a realignment of our four-year plans of study for all UG concentrations. Now each plan aligns course(s) cadence across all concentrations.</p>	<p>Goal 1, Strategy 1.1</p>	<p style="text-align: center;"><input type="checkbox"/></p>
<p>The department developed and submitted five proposals through AUC process. All five proposals were “recommended” by AUC CC and AUC.</p> <p>In effort to “clean up” catalog and ensure it reflects actual offerings, the following two proposals were developed:</p> <ul style="list-style-type: none"> • Remove Certificate in Business Program <ul style="list-style-type: none"> ○ Has not appeared in the online catalog since 	<p>Goal 5, Strategy 5.2</p>	<p style="text-align: center;"><input type="checkbox"/></p>

<p>2016/2017, and it is no longer accepting applications. There are no students (active or inactive) enrolled in this program. In addition, this is a legacy certificate that no longer has utility in today's marketplace.</p> <ul style="list-style-type: none"> • Remove Business Administration Finance Concentration (evening program) <ul style="list-style-type: none"> ○ Listed only in evening catalog only, no students enrolled, not listed on SGOCE forms, and it is not accepting students, finance concentration specific courses not developed/maintained this curriculum. <p>After review of UG course offerings and their pre-requisites, the following three AUC proposals were developed. Changes will allow for a more streamlined process for students required to take these courses:</p> <ul style="list-style-type: none"> • Change prerequisites for BSAD 2020 Introduction to Managerial Accounting 		
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<ul style="list-style-type: none"> Remove prerequisites for BSAD 2010 Introduction to Financial Reporting Remove prerequisites for BSAD 1700 Introduction to Computer Information Systems for Business 		
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Planned Initiatives for AY 22-23 <small>Add more rows as needed</small>	Associated Strategic Plan Goal & Strategy <small>Goal # followed by Strategy # ex: 1.3</small>	Indicate if a Diversity, Equity and Inclusiveness (DEI) Goal
Explore feasibility for a new UG concentration in Management Information Systems.	Goal 5, Strategy 5.4	<input type="checkbox"/>
Explore feasibility for new certificate in Entrepreneurship. If deemed feasible, then determine (develop) courses and submit through AUC courses.	Goal 5, Strategy 5.2	<input type="checkbox"/>

F. Departmental Reflection:

Take this section to reflect on--

- 1) *Initiatives that you may be considering for 22-23 academic year that you did not already capture above.*
N/A

- 2) *Any other thoughts or information that you would like to share.*
N/A