The College of Business is proud of its students, faculty and programs. In order to continue our tradition of excellence and to comply with AACSB International accreditation standards, it is imperative that the undergraduate programs articulate learning outcomes and regularly assess our success in meeting those educational goals.

AACSB International standards state that “each degree program should be systematically monitored to assess its effectiveness and should be revised to reflect new objectives and to incorporate improvements based on contemporary theory and practice.”

AACSB International states that the outcomes assessment process should include:

1. Definition of student learning goals and objectives.
2. Alignment of curricula with the adopted goals.
3. Identification of instruments and measures to assess learning.
4. Collection, analyzing, and dissemination of assessment information, and
5. Using assessment information for continuous improvement including documentation that the assessment process is being carried out in a systematic, ongoing basis.

Charges.
The charge is to develop systematic and on-going processes to develop, monitor, and evaluate the substance and delivery of the curricula of the program and to assess the impact of the curricula on learning.

Specifically, the task force will:

1. Develop new and refine existing tools and measurement to directly assess learning.
2. Assess at least TWO learning goals from the program ANNUALLY.
3. Conform the assessment cycle to the AACSB-International standards
4. Maintain appropriate records to document the processes and evaluations.
5. Prepare an annual summary report (3-5 pages) that will be shared with the faculty by email and at college meetings.
6. Make recommendations to the Educational Policy committee for implementation of changes resulting from assessment to effectively “close the loop”.

Sincerely,

Larry DeBrock
Josef and Margot Lakonishok Endowed Dean
Timeline

The current learning goals were developed during the 2007-2008 academic year. Learning outcomes, measurement techniques and assessment results have been developed and collected. The next AACSB accreditation visit is scheduled for the 2013-2014 academic year.

Undergraduate Task Force Members

The task force members are:

- Martin Wu (Accy)
- Cele Otnes (BA)
- Elisabeth Oltheten (Fin)
- Ron Watkins (BCS)
- Cameron Blaydes (student, Honors ’13)
- Victor Mullins
- Sandra Carroll – Director of Assessment