BSBA IN MANAGEMENT - HUMAN RESOURCE MANAGEMENT SPECIALIZATION ASSESSMENT PLAN (REV. 7/10/12)

Mission/Vision Statement
The mission of the undergraduate program in Management is to educate students on the roles and responsibilities of managing within an organization. For students choosing a concentration in Human Resource Management (HRM), the goal is to provide a foundation of all areas of human resources with an emphasis on selection, compensation, and performance management.

GOALS AND STUDENT LEARNING OUTCOMES

I. Demonstrate knowledge of the international nature of management.

Student Learning Outcomes:

SLO #1.1: Identify the cultural dimensions that distinguish different countries on work-related attitudes.

SLO #1.2: Analyze how different countries require different strategies.

SLO #1.3: Explain how business practices vary in different countries.

• Content Delivered in: MGT 350, MGT 405, & MGT 357.
• Assessment Method: Culminating exam (Management Assessment Test (MAT) administered in MGT 405 (capstone course)

II. Demonstrate knowledge of the analysis, formulation and implementation of strategy in established or entrepreneurial organizations.

Student Learning Outcomes:

SLO #2.1: Apply strategic theories and frameworks to organizations in a global context.

SLO #2.2: Integrate functional areas into strategic business problems from a general management perspective.

• Content Delivered in: MGT 405, MGT 460, and/or MGT 401
• Assessment Method: Culminating exam (Management Assessment Test (MAT)) administered in MGT 405 (capstone course)

III. Demonstrate knowledge of ethical frameworks and theories and how to apply them in business situations.

Student Learning Outcomes:

SLO #3.1: Apply 4-6 ethical theories to current business situations.
SLO #3.2: Explain the philosophical arguments for and criticisms of 4-6 ethical theories.

- Content Delivered in: MGT 444
- Assessment Method: Essay exam questions in MGT 444

IV. Demonstrate knowledge in the area of leadership.

Student Learning Outcomes:

SLO #4.1: Analyze the applicability of leadership skills/practices in different situations.
- Assessment Method: Individual paper assignment or exam questions in MGT 475
- Content Delivered in: MGT 475

SLO #4.2: Describe and apply leadership theories.
- Assessment Method: Exam questions in MGT 350
- Content Delivered in: MGT 350

V. Demonstrate knowledge of the organizational processes of acquiring, developing, evaluating, and rewarding human resources.

Student Learning Outcomes:

SLO #5.1: Identify issues involved with acquiring human resources including job analysis, HR planning, equal opportunity law, recruitment, and selection.

SLO #5.2: Identify issues related to developing, evaluating, and rewarding human resources via training, performance management and compensation systems.

- Content Delivered in: MGT 352
- Assessment Methods: Culminating exam (Management Assessment Test – MAT) administered in MGT 405 (capstone course)

VI. Describe and critique the various sources of information used for personnel selection decisions.

Student Learning Outcomes:

SLO #6.1: Recommend preferred method of selection based on organizational need and environmental conditions.
SLO #6.2: Define the ways to measure the effectiveness of methods used for selection and placement of human resources.

- Content Delivered in: MGT 352, MGT 461
VII. Identify the decisions involved in establishing a compensation structure.

Student Learning Outcomes:

**SLO #7.1**: Distinguish the ways in which employees evaluate the fairness of a compensation structure.

**SLO #7.2**: Identify internal and external factors involved in establishing compensation systems.

- Content Delivered in: MGT 352, MGT 462
- Assessment Method: Culminating exam (Management Assessment Test – MAT) administered in MGT 405 (capstone course) and/or exam questions in MGT 352 and 462

### Assessment Timeline*

<table>
<thead>
<tr>
<th>GOAL</th>
<th>SLO</th>
<th>1st Cycle</th>
<th>2nd Cycle</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1.1, 1.2, 1.3</td>
<td>Fall 2010</td>
<td>Fall 2013</td>
</tr>
<tr>
<td>2</td>
<td>2.1, 2.2</td>
<td>Fall 2011</td>
<td>Fall 2014</td>
</tr>
<tr>
<td>3</td>
<td>3.1, 3.2</td>
<td>Fall 2009</td>
<td>Fall 2012</td>
</tr>
<tr>
<td>4</td>
<td>4.1, 4.2</td>
<td>Spring 2009 (SLO 4.1)</td>
<td>Spring 2012 (SLO 4.1)</td>
</tr>
<tr>
<td></td>
<td>4.1, 4.2</td>
<td>Fall 2009 (SLO 4.2)</td>
<td>Fall 2012 (SLO 4.2)</td>
</tr>
<tr>
<td>5</td>
<td>5.1, 5.2</td>
<td>Fall 2011</td>
<td>Fall 2014</td>
</tr>
<tr>
<td>6</td>
<td>6.1, 6.2</td>
<td>Spring 2012</td>
<td>Spring 2015</td>
</tr>
<tr>
<td>7</td>
<td>7.1, 7.2</td>
<td>Fall 2012</td>
<td>Fall 2015</td>
</tr>
</tbody>
</table>

* The timeline represents a three-year cycle. The Management Department will begin assessing the goals that are specific to the human resource management specialization (Goals 6, 7, and 8) once there is a critical mass of students in this specialization.
### DATA COLLECTION STRATEGY

Data will be collected either by instructors teaching the courses linked to each objective or by instructors teaching the capstone class--MGT 405 [where the Management Assessment Test (MAT) is administered]. All possible sections of those courses will be contacted. Unfortunately, due to unforeseen circumstances, not all sections are always able to provide assessment information for all semesters. Therefore, we have a goal of assessing 50% or more of the relevant sections.

Data will be summarized by department assessment committee members. We currently have functionally diverse committee members who organize the instructors in their respective area. For example, we have a strategy committee member who organizes and coordinates data collection from the strategy instructors regarding relevant student learning outcomes.

### CONTINUOUS IMPROVEMENT

The assessment committee will convene after every semester to review assessment results and to make recommendations for changes prior to the next assessment period. We aim to achieve a passing rate of 70% for in-class assessments and 60% or better for outside of class assessments for each student learning outcome. In addition, we aim to continually make our assessment plans more strategic and in alignment with new programs.

---

1 X indicates required courses in which content related to the student learning outcome is delivered.

* Goals and student learning outcomes specific to the HR specialization.

<table>
<thead>
<tr>
<th>Course SLO</th>
<th>MGT 350</th>
<th>MGT 352</th>
<th>MGT 401</th>
<th>MGT 405</th>
<th>MGT 444</th>
<th>MGT 461</th>
<th>MGT 462</th>
<th>MGT 475</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.1</td>
<td>X</td>
<td></td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.2</td>
<td></td>
<td></td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2.1</td>
<td></td>
<td></td>
<td></td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2.2</td>
<td></td>
<td></td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>X</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.2</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>X</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4.1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4.2</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5.1</td>
<td></td>
<td></td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5.2</td>
<td></td>
<td></td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6.1</td>
<td></td>
<td></td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6.2</td>
<td></td>
<td></td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7.1</td>
<td></td>
<td></td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7.2</td>
<td></td>
<td></td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

---

1. X indicates required courses in which content related to the student learning outcome is delivered.

* Goals and student learning outcomes specific to the HR specialization.