

Assurance of Learning = Assessment

COLLEGE OF BUSINESS ADMINISTRATION ~ ASSESSMENT NEWS ~ FALL 2011



1. What should students know when we're finished with them? *Student Learning Outcomes (SLOs)*
2. How do we know if they know it? *(Measurement & Data Collection)*
3. So, do they know it or not? *(Results)*
4. Now what do we do? *(Making improvements to enhance learning/Closing the Loop)*

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WEAVE Online is here . . .

The university has adopted a new tool for planning and implementing assessment activities and for streamlining reporting processes. During Fall 2011, the CBA Assessment Committee is learning to use WEAVE Online. It will make the assessment process and its reporting very easy and organized as we move ahead to AACSB Maintenance of Accreditation next year.

Loop Closing in the MBA

The MBA program introduced a revamped program orientation this fall. The orientation includes tutorial components in several areas designed to strengthen our students' skills as they begin their fast-paced adventure.

BSBA Oral Communication

An assessment, completed last year, to measure our BSBA students' oral communication skills was analyzed over the past summer. Results indicate that our students' skills have generally strengthened in the past two years.

Raising Student Awareness

Please contribute to the CBA campaign to raise our students' awareness of assurance of learning! You can do that by posting programmatic goals on your syllabus, talking about how your course contributes to those programmatic goals, and explaining to your students why assurance of learning is important. Need more ideas or specifics? See anyone on the college Assessment Committee.



College of Business Administration

Continuous Improvement Through Assessment