

Capstone Assessment of Undergraduate Learning Goals

Please comment on how well students have attained each learning goal. For comparisons across semesters, please rate in terms of a letter grade (e.g., B+) of how well the typical student has attained each goal. Feel free to use a range of letter grades to describe the distribution of goal attainment among students.

1. Knowledge and Skills in Written and Oral Communication

Written communication skills are about average. Oral communication skills have improved greatly where most students are now able to present material in a professional manner.

2. Knowledge and Skills in Team and Individual Dynamics of Organizations

Skills here have improved greatly. Most students seem able to plan and coordinate and accomplish group tasks.

3. Knowledge and Skills in Leadership, Multi-cultural Diversity, and Global Issues

Leadership: There is very little opportunity to see this skill displayed for evaluation. However, one aspect of the skill in general is individual initiative. Here I would say the students' preparedness is about average.

Multi-cultural diversity: Not able to assess

Global Issues: Student comments during class discussion suggest that student preparation is about average.

4. Knowledge and Skills in Analytic Reasoning, Statistical Analysis, Management Science and Reflective Thinking

Analytical Reasoning: Pretty good.

Statistical Analysis: While there is no direct assessment of this skill in my course, I notice that students do not use statistical measures in making their case for or against positions and issues during class discussions. Greater emphasis in earlier classes in using statistical measures to summarize information and use them to support or argue against positions may help.

5. Knowledge and Skills in Ethical Reasoning, and Social and Legal Responsibilities in Organizations and Society

I find that students do not readily appreciate the role of businesses within society and are not able to critically evaluate the pros and cons of various issues as they relate to regulations and corporate governance.

It may be useful if students are schooled in issues of business and society early on so that they can understand and appreciate issues of ethics, social responsibility, etc in a holistic fashion.

6. Knowledge and Skills in Information Technologies and Their Impacts on Organizations, Economies, and Management.

I find that students over time have a much better skill level in using information technologies for information search, and for putting together presentations.

I teach a class session on the impact of the internet on businesses and I find that students are very much interested in the topic. Students may have encountered these ideas in K321 or other courses, but I do not see them drawing on those exposures in our class discussions on the topic.

7. Knowledge and Skills in Creating Value through Integrated Production, Marketing, and Distribution of Goods, Services and Information

I teach W100, where I cover basic ideas on the role of business in an economy and the role of economy in a society. These ideas are important to see businesses functions as a whole in creating value. However, in J401, I notice that most students do not have an adequate understanding of this larger picture either because they never had instruction in this area (they may not have taken W100, or encountered this in other courses), or because there are few if any courses at the 200 and 300 level that address and reinforce the view of businesses as a whole (as opposed to the functional specialties).

8. Knowledge and Skills in Financial Theories, Analysis and Accounting, and Economic Environments of Organizations

While a good proportion of students can recall and recognize terms and concepts from accounting, finance, and economics, their understanding of these concepts can improve

vastly. Most students have trouble computing and interpreting financial ratios, for example. Also, many students have trouble articulating how macro economic trends affect businesses, although they are aware of relevant terms such as inflation, unemployment rates and interest rates.

Murali
April 21, 2008