



# 2019-2020 AOL Report School of Business

Bea Chiang, Tae-Nyun Kim, John McCarty, Joao Neves,  
Trevor O'Grady, Tammy Dieterich, and Lynn Tang (Chair)



## Writing Assessment Results



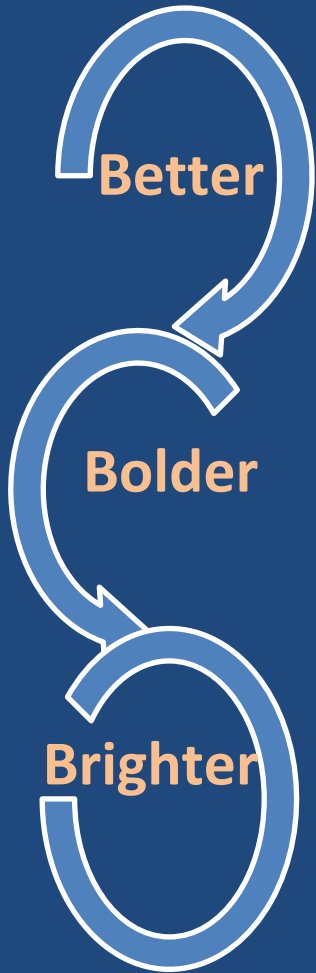
## In-House vs ETS Assessment Results



## New AACSB Standards 2020



## What is next?



# Writing Assessment 2019-2020:

Bea, John, Trevor

# Writing Assessment 2020:

## PROCESS

Ro Multari prepared samples from fall 2019 BUS200 (80) and **MGT499 (116)**

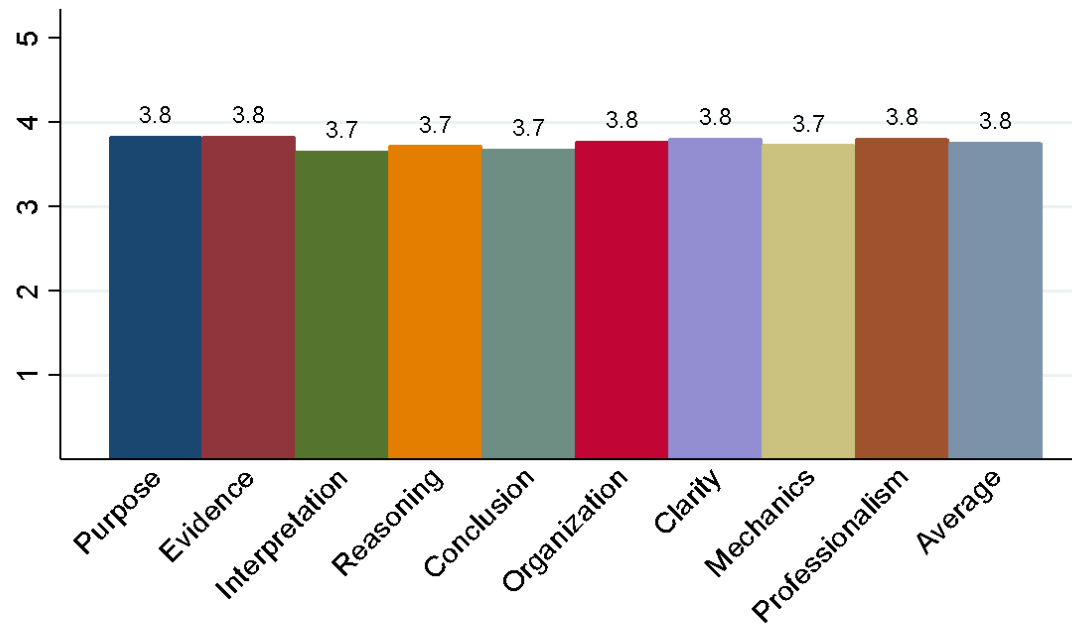
99% of full-time SOB faculty participated in the writing assessment January 2020

SOB writing assessment outcome was compared to Writing 102



# Writing Assessment Results: BUS 200

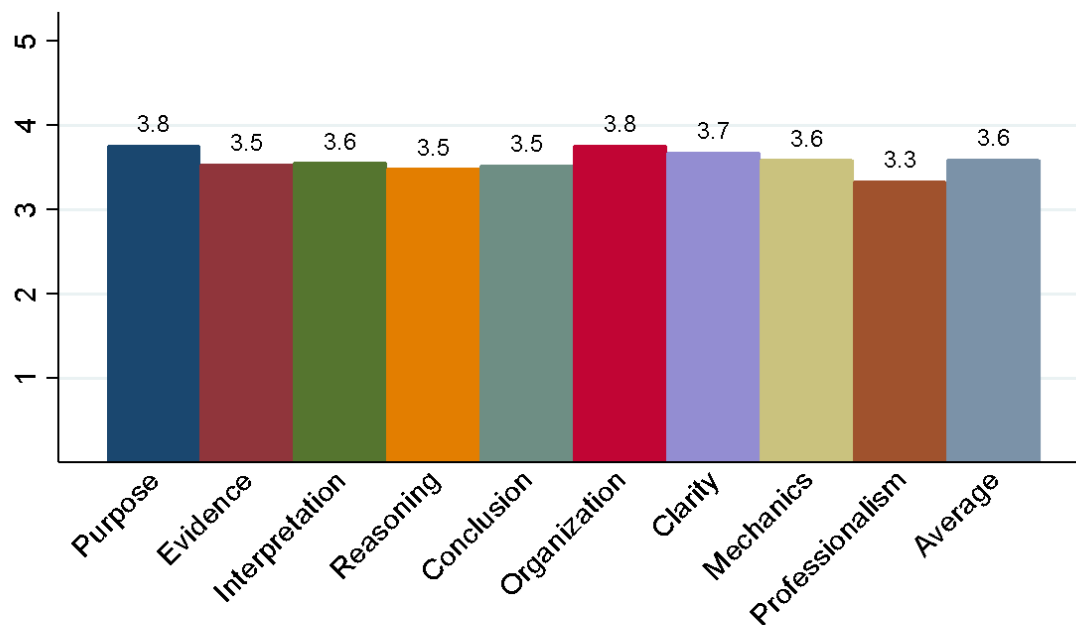
BUS 200 Writing Assessment Averages  
2019-2020



BUS200, N = 80

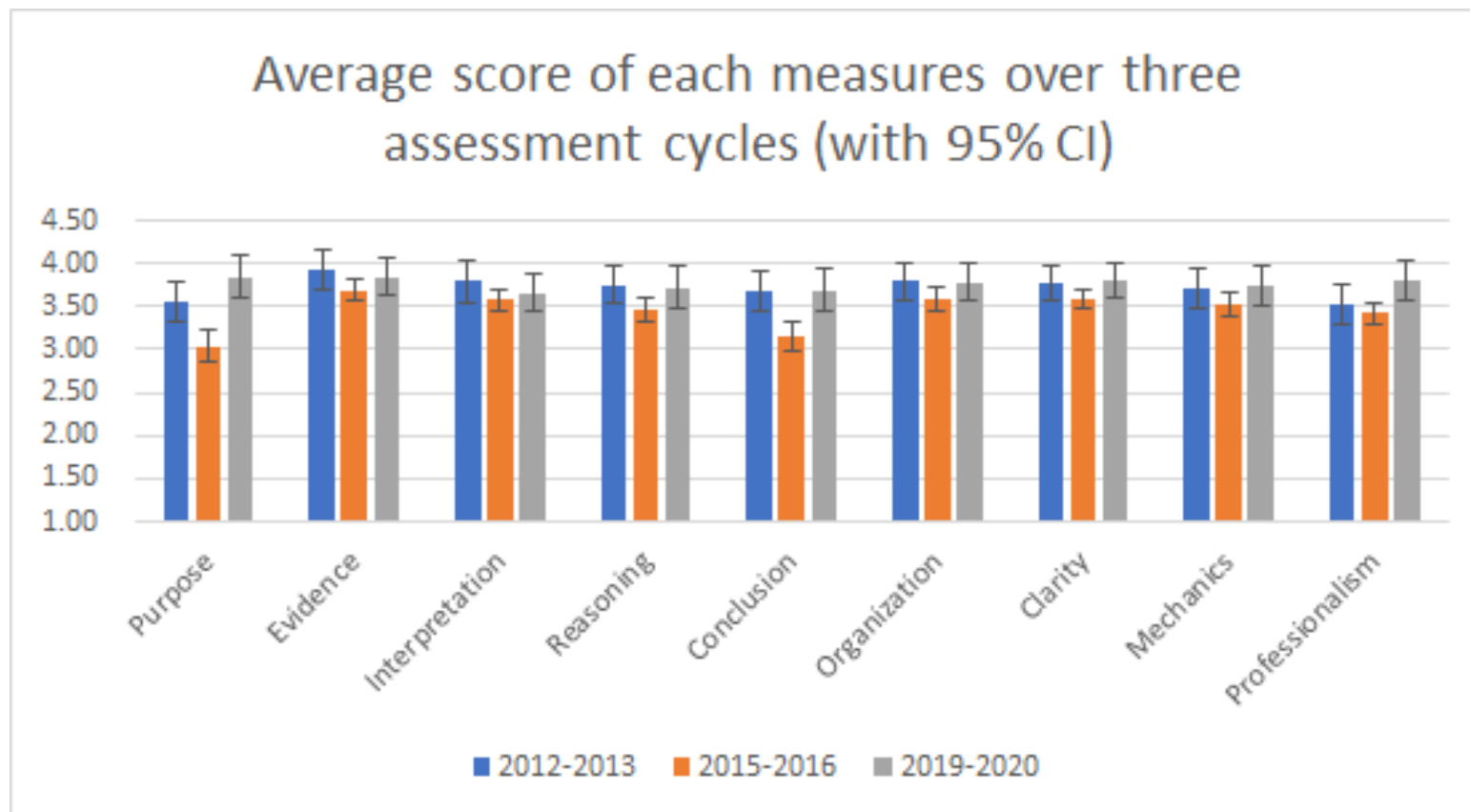
# Writing Assessment Results: MGT 499

MGT 499 Writing Assessment Averages  
2019-2020

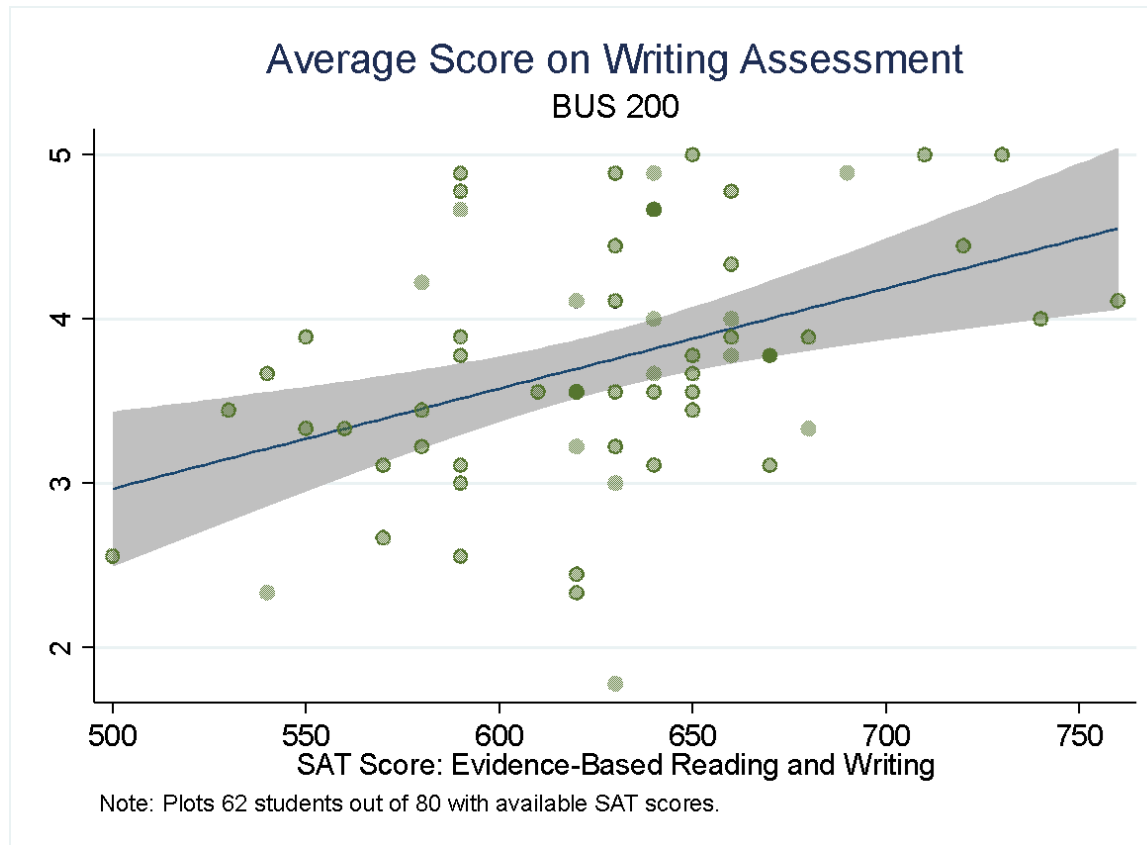


MGT499, N= 116

# Writing Assessment Results: BUS 200 over time



# Correlation between Assessment Scores and SAT ERB (BUS 200)



$$R^2 = 0.17$$
$$p = 0.001$$



# Writing Assessment: Recommendations

Further evaluate the assessment of the senior level writing and refine as necessary

Reconsider appropriate thresholds for sophomores and seniors such that they are appropriate and realistic

Revisit the Writing Enhanced initiative

# Pilot In-House Assessment Test: March 2020

Tae-Nyun, Joao, Lynn



Bea, Sunita, Maria, Abdus, Ting - Accounting



Richard Baker - Microeconomics



Lynn Braender – Information Technology



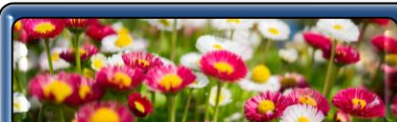
Matt Greenblatt – Macroeconomics and International



Tae-Nyun Kim – Finance



John McCarty - Marketing



Joao – Management



Trevor O'Grady – Quantitative Analysis



Lynn Tang – International

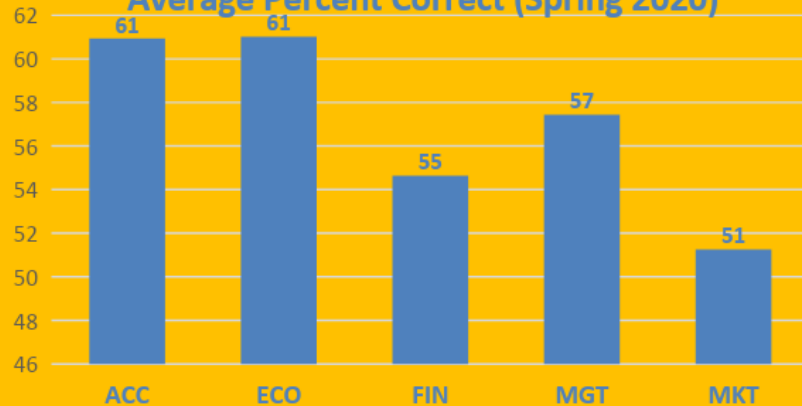
# In-House vs. ETS

## Spring 2020: by subject area

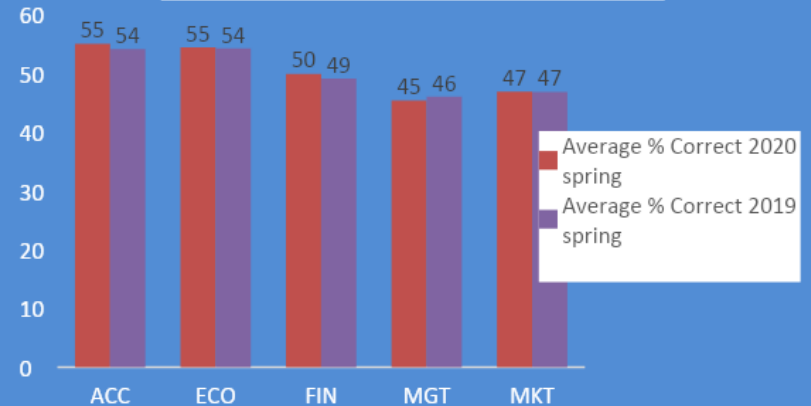
Subject	# of Concepts	# of Questions Provided	Questions Randomized	In-House Mean Percent Correct	ETS 2020 Spring	ETS Mean Percent Correct
Accounting	9	49	Yes	49%		45%
Economics	14	51	Yes	57%		44%
Management	3	14	No	68%		67%
Finance	9	45	Yes	41%		48%
Quantitative Analysis	9	27	Yes	44%		45%
Marketing	13	13	No	60%		55%
Information Technology	4	5	Yes	66%		54%
International Issues	8	27	Yes	67%		40%
Legal and Social Environment						47%
Total Number of Students				61		86

# In-House vs. ETS: by major

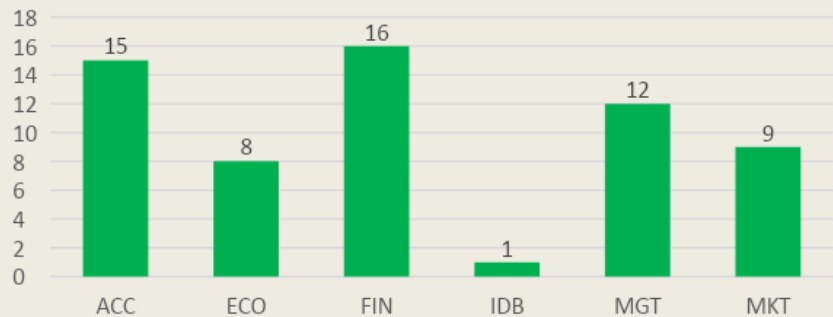
**In-House Assessment Results by Major:  
Average Percent Correct (Spring 2020)**



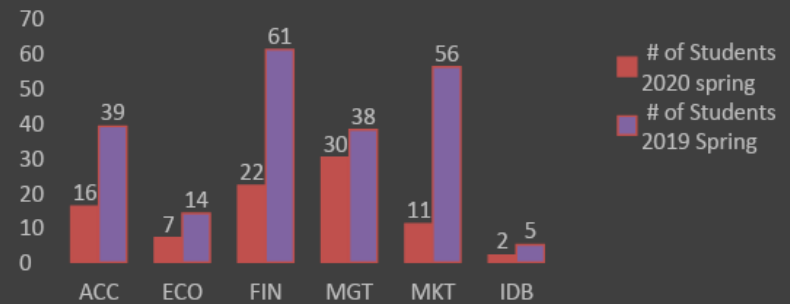
**ETS Assessment Results by Major  
Average % Correct (2019 & 2020)**



**In-House Assessment by Major:  
# of Students (Spring 2020)**



**ETS Assessment Results by Major:  
# of Students (2019 & 2020)**



# More Results: by major and by subject

Major	In-House Assessment - Percent Correct Answers								Major Avg.
	ACC	ECO	MGT	FIN	QNT	MKT	IST	INT	
Accounting	66.0%	54.5%	58.9%	42.4%	60.0%	56.7%	71.9%	68.0%	59.1%
Economics	44.4%	73.0%	70.6%	53.1%	48.1%	67.5%	58.3%	73.6%	60.5%
Finance	43.8%	53.1%	69.9%	40.5%	56.7%	62.6%	60.7%	67.0%	56.2%
Management	46.0%	57.8%	74.7%	46.5%	50.3%	61.5%	68.2%	64.8%	57.6%
Marketing	36.3%	45.7%	66.4%	38.9%	40.7%	70.0%	65.0%	66.3%	51.7%
<b>Subject Average</b>	49.3%	56.0%	67.7%	43.4%	52.8%	62.9%	65.6%	67.6%	57.2%

Business Subjects - 2020 ETS Test Percent Correct										
Major	ACC	ECO	MGT	QNT	FIN	MKT	LSE	IST	INT	Major Avg.
ACC	53	52	69	53	50	57	56	60	46	55
ECO	48	54	73	55	56	51	55	59	40	55
FIN	46	47	63	45	53	55	45	54	42	50
MGT	39	38	67	37	44	54	47	49	34	45
MKT	42	37	68	45	43	55	38	53	42	47
<b>Subject Avg.</b>	45	44	67	45	48	55	48	54	40	47

# In-House Test Preliminary Findings

## Where we did well

- **Accounting:** CVP analysis, standard cost, cash flow
- **Economics:** product cost, market failure, PPF
- **Finance:** financial statements, financial market environment
- **Management:** teams, leadership
- **Marketing:** positioning, 4 Ps
- **Quantitative:** correlation, dispersion, sampling
- **International:** cultural difference, foreign entry, global marketing

## Where we did not do well

- **Accounting:** cash flow, product cost, cost concepts
- **Economics:** market structure, inflation, central bank, GDP
- **Finance:** capital structure, working capital, cost of capital
- **Management:** organizational behavior
- **Marketing:** history, distribution
- **Quantitative:** regression, probability, time series, sampling, hypothesis testing
- **International:** foreign exchange rate, international macro policy

# 2020 AACSB Standards

Innovation  
Impact  
Engagement  
Learner Success

Tammy



## BUSINESS ACCREDITATION STANDARDS COMPARISON—2020 & 2013

ENGAGEMENT • INNOVATION • IMPACT

2020 STANDARDS	
STRATEGIC MANAGEMENT AND INNOVATION	
Standard 1: Strategic Planning	1
Standard 2: Physical, Virtual and Financial Resources	2
Standard 3: Faculty and Professional Staff Resources	3
LEARNER SUCCESS	
Standard 4: Curriculum	4
Standard 5: Assurance of Learning	5
Standard 6: Learner Progression	6
Standard 7: Teaching Effectiveness and Impact	7
THOUGHT LEADERSHIP, ENGAGEMENT, AND SOCIETAL IMPACT	
Standard 8: Impact of Scholarship	8
Standard 9: Engagement and Societal Impact	9

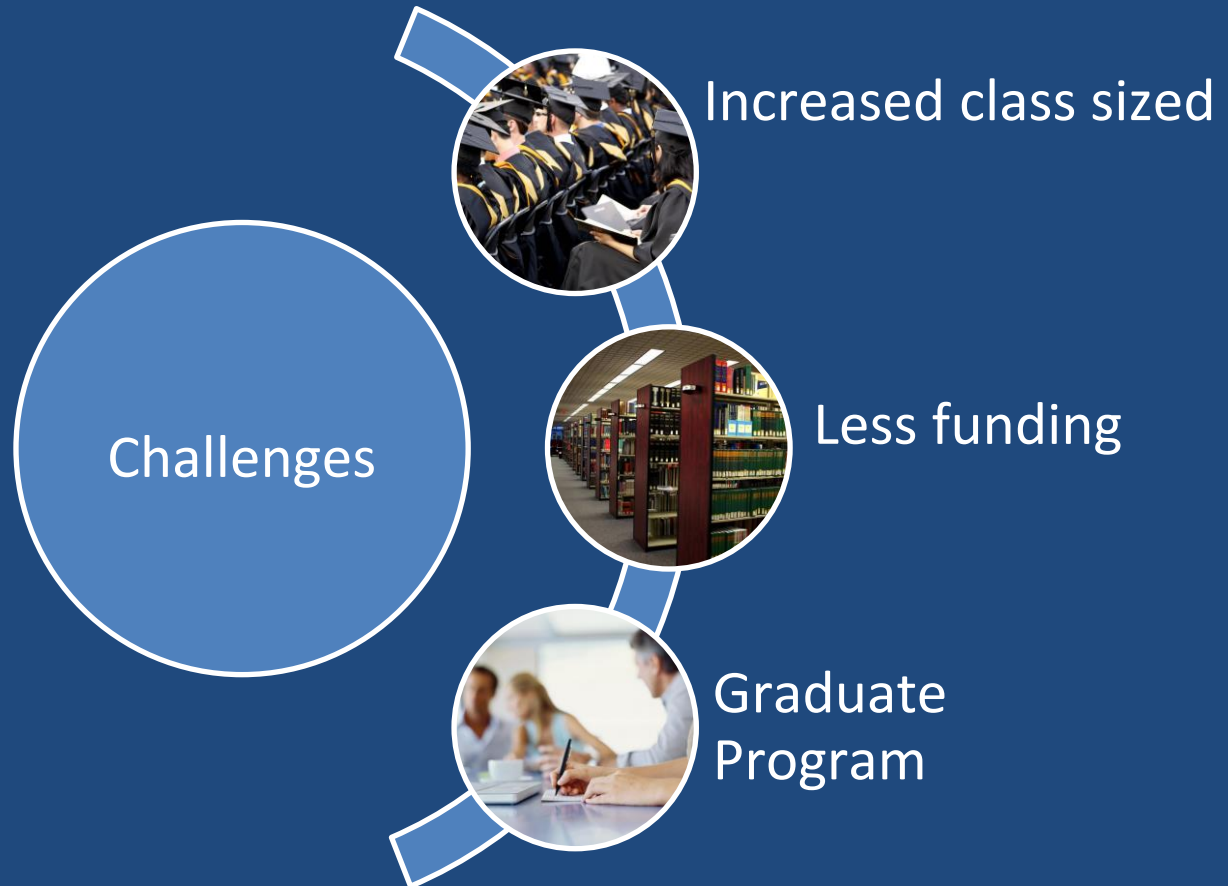
2013 STANDARDS	
STRATEGIC MANAGEMENT AND INNOVATION	
1	Standard 1: Mission, Impact, and Innovation
8	Standard 2: Intellectual Contributions, Impact, and Alignment with Mission
2	Standard 3: Financial Strategies and Allocation of Resources
PARTICIPANTS—STUDENTS, FACULTY, AND PROFESSIONAL STAFF	
6	Standard 4: Student Admissions, Progression, and Career Development
3	Standard 5: Faculty Sufficiency and Deployment
3	Standard 6: Faculty Management and Support
3	Standard 7: Professional Staff Sufficiency and Deployment
LEARNING AND TEACHING	
4	Standard 8: Curricula Management and Assurance of Learning
4	Standard 9: Curriculum Content
4	Standard 10: Students-Faculty Interactions
5	Standard 11: Degree Program Educational Level, Structure, and Equivalence
7	Standard 12: Teaching Effectiveness
ACADEMIC AND PROFESSIONAL ENGAGEMENT	
4	Standard 13: Student Academic and Professional Engagement
5	Standard 14: Executive Education
3	Standard 15: Faculty Qualifications and Engagement



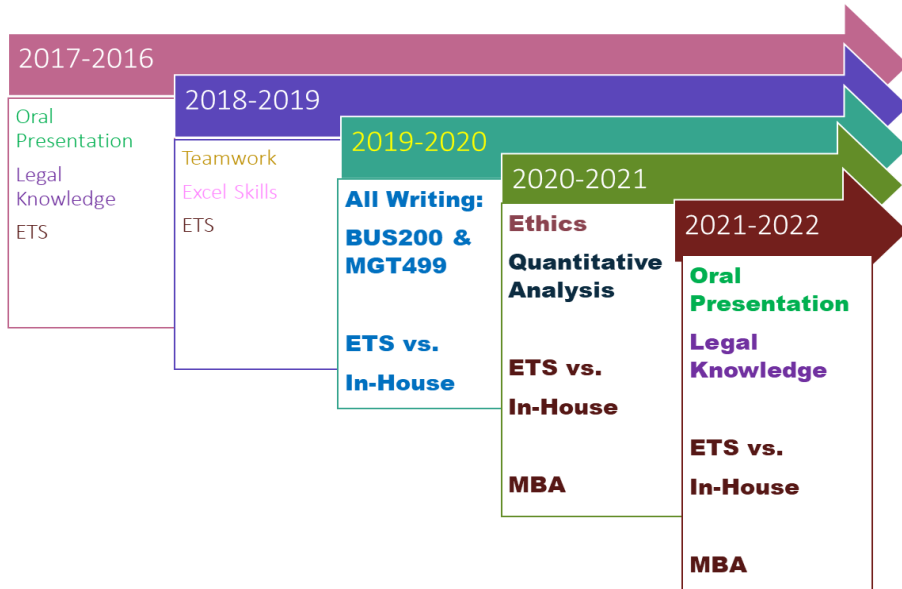
[www.aacsb.edu/BATF](http://www.aacsb.edu/BATF)



# What is Next?



# New Assessment Cycle (?)



## Old Assessment Cycle



# Have a Great Summer!

