



School of Business

Assessment of Learning Annual Report

2021 -2022





TCNJ School of Business

AOL Report: 2017-2022



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1. Developed a new in-house assessment system to replace the ETS senior exit exam for BS and BA degree program;
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2. Started systematic assessment of the MBA and BA Economics degree program;
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3. Made curricular changes to “closed the loop” for BS quantitative analysis, BS oral communication, sophomore level writing, MBA teamwork and leadership, and BA sophomore writing;
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4. Automated data collection process and conducted meaningful data analysis to guide curricular changes.

BS Degree Program Assessment



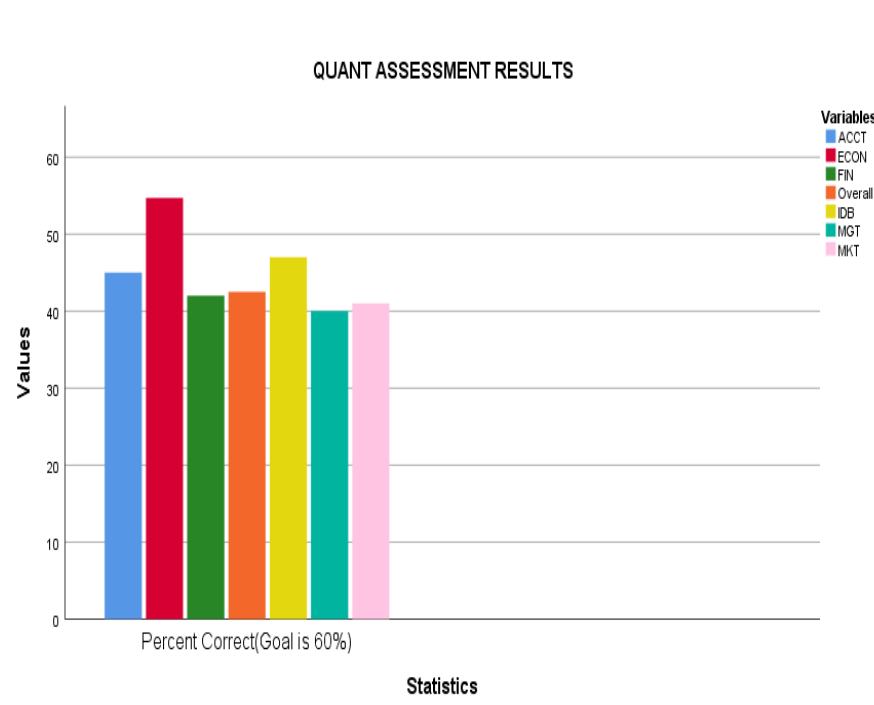
- In-house assessment of concepts and theory in **core business knowledge, quantitative analysis, ethical and social responsibility, and teamwork**
- **Sophomore writing skills**
- **“Close the Loop”**

BS In-House Assessment 2021-2022

Majors:	Accounting	Economics	Finance	Int. Disc.	Management	Marketing	Overall	Scale
N	59	13	97	5	51	96	321	
Total score	72.20	73.31	64.27	58.20	59.45	61.26	64.33333	out of 106
Acc scores	10.27	7.62	8.23	7.40	6.92	7.35	8.10	out of 16
% Acc scores	64.19%	47.60%	51.42%	46.25%	43.26%	45.96%	50.60%	
Econ scores	9.17	10.54	7.62	7.20	7.51	7.11	7.85	out of 14
% Econ scores	65.50%	75.27%	54.42%	51.43%	53.64%	50.82%	56.05%	
Mgt scores	10.37	10.54	9.65	8.20	9.53	9.20	9.64	out of 14
% Mgt scores	74.09%	75.27%	68.92%	58.57%	68.07%	65.70%	68.87%	
QA scores	4.05	4.92	3.76	4.20	3.59	3.71	3.83	out of 9
% QA scores	45.01%	54.70%	41.81%	46.67%	39.87%	41.20%	42.51%	
Fin scores	10.34	11.00	9.93	7.60	8.31	8.41	9.30	out of 15
% Fin scores	68.93%	73.33%	66.19%	50.67%	55.42%	56.04%	61.99%	
Mkt scores	8.49	8.77	7.84	7.60	7.37	8.39	8.08	out of 13
% Mkt scores	65.32%	67.46%	60.27%	58.46%	56.71%	64.50%	62.16%	
Legal scores	5.14	5.08	4.55	4.80	4.31	4.35	4.59	out of 6
% Legal scores	85.59%	84.62%	75.77%	80.00%	71.90%	72.57%	76.43%	
IST scores	4.32	4.00	3.65	3.60	3.49	3.82	3.81	out of 5
% IST scores	86.44%	80.00%	72.99%	72.00%	69.80%	76.46%	76.26%	
IB scores	6.20	6.46	5.27	4.40	4.78	5.24	5.39	out of 8
% IB scores	77.54%	80.77%	65.85%	55.00%	59.80%	65.49%	67.37%	
Ethics scores	3.85	4.38	3.78	3.20	3.63	3.68	3.75	out of 6
% Ethics scores	64.12%	73.08%	63.06%	53.33%	60.46%	61.28%	62.56%	

BS - Quantitative Analysis

Efforts to “close the loop”



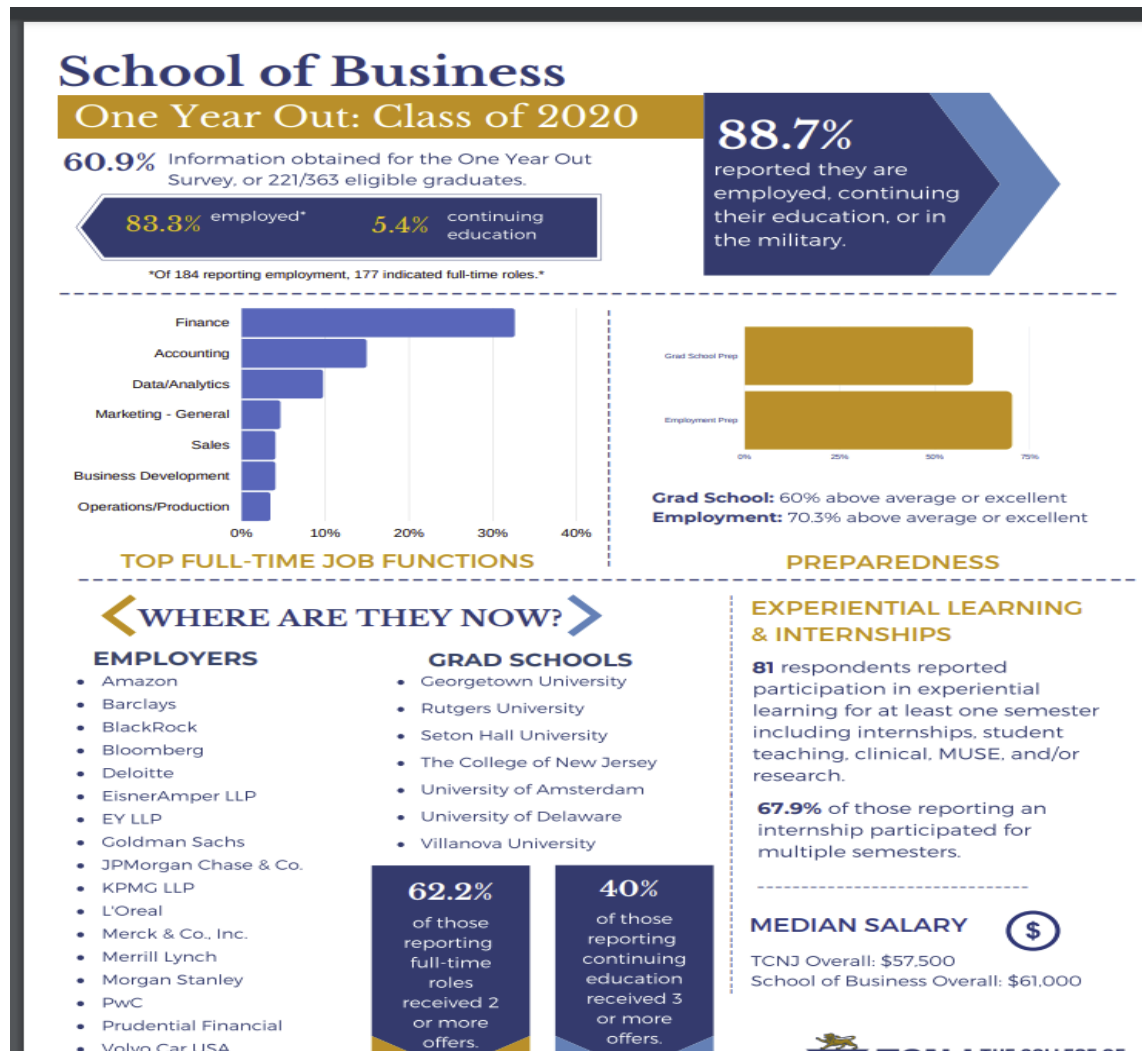
- SOB faculty who teach a QA course have updated their syllabi and course materials: ECO105, ECO231, FIN360, MKT310
- All QA courses must use at least one statistical software

BS Sophomore Writing Assessment

- TCNJ started to require writing placement and WRI102 for all freshmen in 2019
- 39 faculty (98% participation rate) assessed 108 papers (63% of enrollment in BUS200) in spring 2022
- Writing performance improved in ALL nine areas!

BUS200 Writing Samples	Purpose	Evidence	Interpretation Explanation	Reasoning	Summary Conclusion	Organization	Writing Clarity	Writing Mechanics	Professional Standards
2022 Average	3.93	3.97	3.81	3.69	3.64	3.81	3.82	3.81	4.03
Percent 4 or above (5=developed)	64.81%	72.90%	66.67%	55.56%	56.48%	67.59%	61.11%	59.26%	72.22%
Number of papers/ratings	108	107	108	108	108	108	108	108	108
2019 Average	3.04	3.69	3.58	3.46	3.15	3.58	3.59	3.53	3.42
Percent 4 or above (5 = developed)	35.70%	57.20%	48.50%	44.90%	38.10%	55.10%	53.10%	55.70%	44.90%
Number of papers/ratings	98	98	97	98	97	98	98	97	98

BS Indirect Assessment Measure





BS Assessment Plan: 2022-2023

- Assessment of Core Knowledge & Qualitative Analysis – BUS400
- To adopt Catme rubric in MGT499 for Teamwork assessment in Fall 2022
- Continue the review of SOB learning goals and learning objectives
- Indirect measures: starting salary for SOB graduates, employer survey, and business council survey

MBA Program Assessment

*Four learning goals using foundation MBA courses

- **L1:** Teamwork and Leadership
- **L2:** Core Business Knowledge and Integration of Knowledge
- **L3:** Strategic Thinking
- **L4:** Innovation and Impact

	L2 - Core Business Knowledge	ACCG610	BUSG690	ECOG640	FING610	MKTG650	L3 - Strategic Thinking	ACCG610	MGTG680
Exceed expectation	96 - 100	0.00%	39%	71%	90%	ongoing	96 - 100	40.90%	4.70%
Meet expectation - proficient	83 - 95	31.80%	61%	24%	10%		83 - 95	45.50%	95.30%
Meet expectation - developing	70 - 82	40.90%	0%	5%	0%		70 - 82	9.10%	
Below expectation	Below 70	27.30%	0%	0	0%		Below 70	4.50%	
Percent meet or exceed expectation		72.70%	100%	95%	100%			95.50%	100%

MBA L2&L3- Core and Integration of Knowledge & Strategic Thinking (ACCG610)

Goal L2: Integration of Core Knowledge

L2i: Core business knowledge

L2ii: Apply knowledge (analyze a business problem, find a solution)

Goal L3: Strategic thinking and problem solving

L3i: Gather, interpret info., articulate business plans

L3ii: Logical reasoning (a), make strategic decisions (b)

Expectation
> 80% will have met
L2 & L3

	L2-i	L2-ii	L3-i	L3-ii (a)	L3-ii (b)
	Individual	Individual	Group	Individual	Individual
Exceed expectation	0	59.10%	0	13.60%	40.90%
Meet expectation - proficient	31.80%	31.80%	100%	31.80%	45.50%
Meet expectation - developing	40.90%	9.10%	0	36.40%	9.10%
Below expectation	27.30%	0	0	18.20%	4.50%
Met or Exceeded expectations	72.70%	100%	100%	81.80%	95.50%



MBA L1 - Teamwork and Leadership

- Used peer evaluations for the group projects in **ECOG640** in 2020 and 2021
- Adopted Catme-2 peer evaluation rubric in google form in 2021 and increased the weight in grading

	Contribution to the Team's Work [Choose one: 1=poor, 5=excellent]	Interacting with Teammates [Choose one: 1=poor, 5=excellent]	Keeping the Team on Track [Choose one: 1=poor, 5=excellent]	Expecting quality [Choose one: 1=poor, 5=excellent]	Having relevant knowledge, skills, and abilities [Choose one: 1=poor, 5=excellent]
Fall 2021					
First Evaluation Average	4.66	4.69	4.58	4.65	4.67
Second Evaluation Average	4.56	4.67	4.51	4.61	4.60
Total Number of Students	21	21	21	21	21

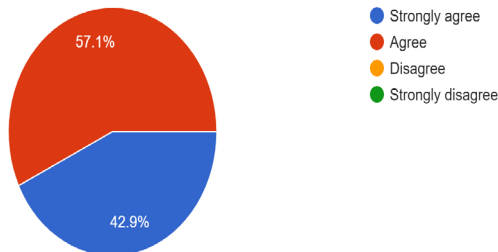
MBA L4-Innovation and Impact



- MBA students and invited industry experts made presentations in ECOG640
- 34 outside participants registered for 2022 SIGNJ symposium

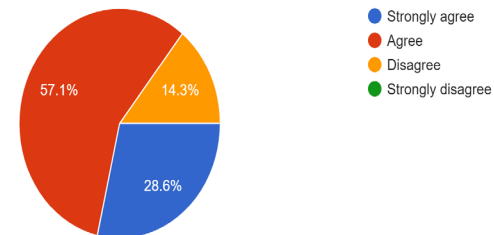
1. The Symposium helped me to learn more about the New Jersey economy and industries.

7 responses



2. The symposium provided me ideas about how to make New Jersey a better place to live and work.

7 responses





BUSG500 – MBA Onboarding

Efforts to “Close the Loop”

- Asynchronous online onboarding course for incoming students.
 - To be completed in Canvas prior to 8/27 orientation.
- Introducing students with non-Business backgrounds to foundational topics and relevant tools / software.
 - Refresher for students with Business background.
- Self-assessment activities paired with each topic.
- Evergreen resource library for students to return to throughout their time in the MBA Program.



MBA Indirect Measure: One-Year Out Survey

- Handshake Survey Questions:
 - **Outcomes**: promotions, job offers, professional life
 - TCNJ MBA **Experience**: satisfaction, rigor, value
 - General path on the use of Career Center
- Sent to 27 first year students in April by Career Center
- Results expected in December 2022

BA Economics Assessment



- BA Oral Communication
- BA Writing Assessment
- BA Micro and Macroeconomic Knowledge through in-house assessment

BA Writing Assessment

- Used writing samples from **ECO210** in spring 2019, 2020 and 2021
- Achieved the 80% benchmark in *Purpose, Evidence, Interpretation/Explanation, Reasoning, Organization, and Professional Standards*, but did not meet the 80% benchmark in *Summary/Conclusion, Writing Clarity, and Writing Mechanics*.

Item	Purpose	Evidence	Interpretation Explanation	Reasoning	Summary Conclusion	Organization	Writing Clarity	Writing Mechanics	Professional Standards
Average	4.17	4.33	4.28	4.33	4.06	4.47	4.00	3.72	4.61
Benchmark – 80% of Sophomores will write at Level 4 for all measures									
% Students Earning 5	28%	61%	39%	50%	39%	56%	33%	17%	61%
% Students Earning 4	61%	22%	50%	33%	33%	28%	33%	44%	39%
% Students Earning 3	11%	6%	11%	17%	22%	17%	33%	33%	0%
% Students Earning 2	0%	11%	0%	0%	6%	0%	0%	6%	0%
% Students Earning 1	0%	0%	0%	0%	0%	0%	0%	0%	0%
% at or above 4	89%	83%	89%	83%	72%	83%	67%	61%	100%
Number of Papers	18	18	18	18	18	18	18	18	18

BA Oral Presentation Assessment

- BA senior thesis presentations ([ECO495](#)) at the Celebration of Student Achievements in 2021 and 2022 (preliminary)

BA Economics Oral Presentation	Appearance	Effectiveness of Delivery	Eye Contact	Subject Matter	Organization	Persuasiveness	Presentation Supplements
Average	2.89	2.89	2.69	2.53	2.84	2.42	2.79
Standard Deviation	0.32	0.32	0.60	0.61	0.37	0.61	0.42
Percent of 3 (Developed)	89%	89%	75%	58%	84%	47%	79%
Percent of 2 (Developing)	11%	11%	19%	37%	16%	47%	21%
Percent of 1 (Under Developed)	0%	0%	6%	5%	0%	5%	0%
Number of Students Evaluated 2021	2	2	2	2	2	2	2
Number of Students Evaluated 2022	6	6	6	6	6	6	6



Thank You