



from like constituents at six institutions of their choice that are also participating in the study. Sixteen factors (i.e., statistical groupings of questions) are included in the assessment:

- Required Courses: Quality of Faculty and Instruction (2 questions)
- Required Courses: Faculty Responsiveness, Grades and Student Effort (4 questions)
- Major Courses: Quality of Faculty and Instruction (2 questions)
- Major Courses: Faculty Responsiveness, Grades and Student Effort (3 questions)
- Breadth of the Curriculum (6 questions)
- Size of Enrollments for Required and Major Courses (2 questions)
- Student Organizations and Extracurricular Activities (2 questions)
- Facilities and Computing Resources (4 questions)
- Characteristics of Fellow Classmates (3 questions)
- Placement and Career Services (4 questions)
- Advisor (4 questions)
- Learning Outcomes: Effective Communication and Team Work (3 questions)
- Learning Outcomes: Use and Manage Technology (2 questions)
- Learning Outcomes: Effective Management and Leadership Skills (2 questions)
- Learning Outcomes: Critical Thinking and Problem Solving (4 questions)
- Overall Program Effectiveness (3 questions)

As part of its self-study for its accreditation review by the AACSB, during the 2004-05 academic year the Bauer College of Business made use of the services of EBI as a means of assessing (a) the achievement of its learning goals, (b) the critical thinking of its students, and (c) the ethical reasoning of its students. A total of 874 of the College's graduating students in the Fall 2004 and Spring 2005 semesters returned the survey on a voluntary basis and a detailed report comparing the results with those of Baruch College – The City University of New York, Georgia State University, University of Illinois at Chicago, Arizona State University, University of Maryland, and the University of Pittsburgh was provided by EBI. When compared against these six institutions, the results show the Bauer College ranked highest in (a) Student Organizations and Extracurricular Activities, (b) Breadth of Curriculum, (c) Placement and Career Services, (d) Major Courses: Quality of Faculty and Instruction, and (e) Characteristics of Fellow Classmates. In addition, it ranked at or above the median in nine of the other eleven factors, ranking below the median only in (a) Advisor and (b) Learning Outcomes: Effective Communication and Team Work.

UC 8533 05F requests that completion of the confidential EBI survey be required by all students filing for the bachelor of business administration degree as a means to annually assess the (a) the achievement of its learning goals, (b) the critical thinking of its students, and (c) the ethical reasoning of its students.

#### **Completion of the Major Field Test in Business Through the Educational Testing Service**

The Educational Testing Service (ETS) began the development of major field tests in 1989, modeling them on the development of the Graduate Record Examination (GRE) Subject Tests. However, unlike the GRE Subject Tests, the Major Field Tests do not serve as a predictor of graduate school success, but rather are designed to measure basic knowledge and understanding achieved by senior undergraduates in their major field of study.

The Bauer College of Business wishes to use the major field test in business to assess the educational outcomes of its various areas of concentration. The test also provides students with an assessment of their own level of achievement within a field of study compared to that of students in their program and to national comparative data.

The major field test in business contains 120 multiple-choice items, some of which are grouped in sets and based on such materials as diagrams, charts, and tables of data. The questions are designed to apply significant facts, concepts, theories and analytical methods. The questions represent a wide range of difficulty and the test attempts to address both depth and breadth in

assessing students' level of achievement. The test covers areas outlined in statements of the "Common Body of Knowledge" for undergraduate business education as established by the American Associate of Collegiate Schools of Business (AACSB). Major areas included on the test are:

- Accounting (about 16 percent of the questions)
- Economics (about 16 percent of the questions)
- Management (about 17 percent of the questions)
- Quantitative Business Analysis and Information Systems (about 16 percent of the questions)
- Finance (about 12 percent of the questions)
- Marketing (about 12 percent of the questions)
- Legal and Social Environment (about 10 percent of the questions)
- International Issues (overlapping and drawn from Economics, Finance, Management and Marketing)

Score reports are sent directly by the Educational Testing Service to the office within the institution that purchases the test (which in this case would be the Bauer College of Business). Results of the tests are reported for the entire group of students taking the test as well as for individual students. Student scores range from 0 to 120. In addition, another score reported is based on group-level achievement in subfields of the discipline. These "assessment indicators" report the average percent of a subset of test questions answered correctly by all students tested. Only correct answers are scored, so students are not penalized for omissions or guesses.

Major field tests are also offered in biology, chemistry, computer science, economics, education, history, literature in English, mathematics, music, physics, political science, psychology, and sociology.

#### **Implementation Details**

The confidential career survey, and confidential undergraduate assessment survey are administered to students online through Educational Benchmarking. The major field test in business will be administered to students on campus at Learning Support Services. At present, the cost to the student for these three assessment measures is included as part of their current student fees.

#### **Recommendation**

The Committee unanimously endorses the approval of UC 8533 05F and recommends that these three graduation exit requirements be inserted in the online Undergraduate Studies Catalog in the Bauer College of Business section as the last item under Academic Guidelines (i.e., immediately following Business Majors with Double Concentrations or Minors in Business).