

Assessment Plan for Unit:

College of Business

Mission statement for unit:

The Florida Gulf Coast University College of Business is dedicated to providing technologically progressive educational programs and services designed to enhance the skills and competencies of university students and working professionals in the five-county region of Southwest Florida. We achieve this through a variety of flexible partnerships, programs, and scholarship within a 'second circle' international partnership model that bridges the university and the domestic and international community in a technologically advanced and rapidly changing global economy

Link to University Strategic Plan Goal Number	Unit Goal	Assessment Criteria	Process for Using Assessment	Timetable
Goal 1	<p>Goal 1 Ensure graduates attain competency in the following core areas:</p> <p>Technological proficiency: Graduates will be able to use technology to facilitate life-long learning and professional development and to add value to clients, customers, and employers.</p> <p>Communication skills: Graduates will be able to give and exchange information within meaningful contexts and with appropriate delivery and interpersonal skills.</p> <p>Teamwork and interpersonal skills: Graduates will be able to work with others in diverse and cross-functional environments and to both follow and to lead as the need arises.</p> <p>Systems orientation: Graduates will understand the inter-related nature of the various functional areas of business and the information needs</p>	<p>The ETS Major Field Test will continue to be used to assess the degree to which students have mastered the core competencies of business. Students in their final semester are required to take the Major Field test. This enables the college to assess the degree to which the curriculum is able to prepare students for mastery of the core concepts of business.</p> <p>Apart from testing students mastery of the core concepts of business, the Major Field Test provides a national norm that enables the college to determine how well students are performing when measured against a national benchmark.</p> <p>Unique to the Major Field Test are assessment indicators or scores that</p>	<p>ETS results received by the College, reviewed by the leadership team and made available to departments.</p> <p>Departments review results and, in concert with other assessment measures, make recommendation for continuous improvement through the college curriculum committee.</p> <p>Departments review University-level assessment measures outlined in the Academic Learning Compacts.</p>	<p>2003 to 2006 and continuing - Students take the ETS Major field test as a graduation requirement.</p> <p>Fall 2006, Undergraduate Curriculum Committee review three years worth of data and make recommendati... for curriculum improvement.</p> <p>Each Fall departments make recommendati... using indicators from at least previous three years of data with changes</p>

	<p>and flows of the various parts of an organization. They will also be able to function within systems that are constantly adapting to changes in the internal and external environments.</p> <p>Creative and analytical thinking: Graduates will be able to link data, knowledge, and insight together in order to make quality strategic decisions on a timely basis.</p> <p>Appreciation of the diverse environment of business: Graduates will have a broad perspective of the diverse demographics and environment of business. They will understand the issues and challenges encountered by profit and not-for-profit entities, entrepreneurial enterprises, and businesses functioning in a global economic environment.</p> <p>Ethical framework: Graduates will be aware of their general ethical responsibilities to clients, customers, employers, and the environment, as well as the specific ethical standards of their profession</p>	<p>relate the sub-fields (accounting, economics, finance, management, marketing, quantitative methods) within the business curriculum. This feature helps faculty on the Undergraduate Curriculum Committee and within the respective departments examine student strengths and weaknesses in various areas of the total business curriculum.</p> <p>Course embedded measures will also be used to assess student learning of specific skills and content.</p> <p>University measures will assess communication and critical thinking skills.</p>		<p>given time (two to four years) to determine the relative effect of the changes to curriculum.</p>
<p>Goal 2, Goal 7</p>	<p>Goal 2 Create and foster academic programs and business partnerships that are regionally responsive to the economic development needs of Southwest Florida and strengthened through state, national, and global outreach.</p>	<p>Faculty will be actively engaged with and responsive to the regional business community and beyond through the College of Business' Center for Leadership and Innovation and other partnerships. These activities include serving on boards and in leadership capacities of civic and professional</p>	<p>These faculty activities of engagement with the business and academic communities will be documented and updated continually on the COB Faculty Resource Management Database.</p>	<p>Assessed each academic year for continuous improvement.</p>

		<p>associations, Institute programs and activities, and consultative services and programs.</p> <p>Student score on the International Business aspect of the ETS Major Field Test must exceed the national average.</p> <p>Number of business students enrolled in semester abroad activities, and number of foreign students enrolled at FGCU through the COB's "Second Circle" initiatives.</p>		
Goal 4, Goal 6	<p>Goal 3 Faculty will engage in a wide array of scholarship, including applied scholarship that contributes to the economic development of Southwest Florida</p>	<p>Number of faculty intellectual contributions during the previous twelve months.</p> <p>Number of journal articles in previous twelve months.</p> <p>Relative quality of journal outlets as indicated by such items as acceptance rates and peer recognition in published articles.</p>	<p>Results used in contract renewal and promotion decisions.</p> <p>Through the annual review process, faculty failing to meet the standards as outlined in the FPED will have an individualized development plan created.</p>	<p>Each spring semester and continuing</p>
Goal 8	<p>Goal 4 Actively practice assessment and continuous improvement leading to high quality programs and methods of instruction</p>	<p>Student score trends on the ETS Major Field Test.</p> <p>Faculty research on pedagogical topics.</p> <p>Faculty scores on Student Assessment of Instructions (SAI).</p>	<p>Faculty, through the Department Chairs and College Leadership Team will review the ETS exam results.</p> <p>SAI and other available data will be used in assessing overall quality of faculty teaching and is an element</p>	<p>Each fall and spring semester and continuing.</p>

		of the faculty contract renewal and promotion process.	
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