Mission/Purpose

The Indiana University Northwest School of Business & Economics, a regional business school in the Indiana University system:

• provides premier undergraduate business education to the citizens of northwest Indiana through AACSB International accredited programs;
• offers balanced curricula based upon our distinctive competencies in leadership, teamwork and technology;
• offers a work-friendly MBA program which focuses on executive leadership and teamwork;
• serves both traditional and non-traditional commuter students in a richly diverse urban environment.

We value high quality teaching and recognize that business and economics research, whether applied, basic, or teaching-related, is essential to that end.

We are committed to promoting lifelong learning by offering business degrees and management development programs. We are dedicated to sustaining the vitality and supporting the economic development of our region through encouraging our faculty and students to engage in the community.

Student learning outcomes (Goals):

Ex. Program will produce well-prepared graduates. (Add more lines as needed.)

Undergraduate Goal 1. Students can demonstrate effective teamwork skills
Undergraduate Goal 2. Students can demonstrate effective team leadership roles
Undergraduate Goal 3. Students can use business management software in the analysis of business decision situations
Undergraduate Goal 4. Students can demonstrate effective interpersonal, written and oral communication skills
Undergraduate Goal 5: Students can demonstrate knowledge of the functional business disciplines
Undergraduate Goal 6: Students can demonstrate knowledge and understanding of ethical issues and effectively apply ethical concepts to business decision making
Undergraduate Goal 7: Students can use knowledge of multicultural and diverse perspectives to make effective business decisions
Undergraduate Goal 8: Students can demonstrate the ability to think critically and analytically when making effective business decisions

MBA Goal 1a: Students can demonstrate and identify effective teamwork skills and recommend steps for improving teamwork skills
MBA Goal 1b: Students can demonstrate and identify effective leadership skills and recommend steps for improving leadership skills
MBA Goal 2a: Students can effectively and comprehensively apply MIS tools and knowledge in the analysis of business decision situations
MBA Goal 3a: Students can demonstrate knowledge of the functional business disciplines.
MBA Goal 3b: Students can demonstrate the ability to think critically and analytically when making effective business decisions
MBA Goal 4a: Students can use knowledge of multicultural and diverse perspectives to make effective business decisions
MBA Goal 4b: Students display corporate social responsibility

Which Goals did you assess this year?

All undergraduate and MBA learning goals were assessed.
<table>
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<th>Outcomes/Objectives</th>
<th>Measure(s)</th>
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<td>Ex. Students will demonstrate proficiency in oral communication.</td>
<td>Rubric applied to capstone project presentations.</td>
<td>60% of students scored a 3 or higher.</td>
<td>Provide tutorials and practice sessions for oral presentations once a month through the tutoring center.</td>
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<tr>
<td>Undergraduate Goal 1. Students can demonstrate effective teamwork skills</td>
<td>• Team Evaluation Form in Z442  • Assessment Center</td>
<td>95% of students were in the competent or accomplished categories</td>
<td>None at this time. We will continue to monitor.</td>
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<td>Undergraduate Goal 2. Students can demonstrate effective team leadership roles</td>
<td>• Team Evaluation Form in Z442  • Assessment Center</td>
<td>80% of students were in the competent or accomplished categories</td>
<td>None at this time. We will continue to monitor.</td>
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<td>Undergraduate Goal 3. Students can use business management software in the analysis of business decision situations</td>
<td>• Technology Pre-Test and Post-test in K321  • ETS iSkills exam in K321  • MIS case in K321</td>
<td>94% of students were in the competent or accomplished categories</td>
<td>None at this time. We will continue to monitor.</td>
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<td>Undergraduate Goal 4. Students can demonstrate effective interpersonal, written and oral communication skills</td>
<td>• Written Communication Evaluation Form in W402  • Presentation in W402 and J403  • Assessment Center</td>
<td>59% of students were in the competent or accomplished categories for written communication; 85% for interpersonal; and 96% for oral communication</td>
<td>Our Curriculum Committee will be charged with addressing the deficits in written communication.</td>
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<td>Undergraduate Goal 5: Students can demonstrate knowledge of the functional business disciplines</td>
<td>• ETS exam in J403</td>
<td>Over half of our students were in the competent or accomplished categories for all nine functional areas; 50% Accounting; 65% Finance; 80% IS; 62% Management; 69% Marketing; 50% Economics; 69% Legal; 54% Quantitative; 53% International</td>
<td>Although our students’ performance hovers near the national mean, we continue to improve our students’ performance. We stress the importance of this exam as early in our program as possible and point out material in courses that will be tested on the ETS.</td>
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| Undergraduate Goal 6: Students can demonstrate knowledge and understanding of ethical issues and effectively apply ethical concepts to business decision making | • Ethics exam on the ETS exam in J403  
• Ethics Exam 1 and 2 in P306 and L201  
• Assessment Center | 86% of students were in the competent or accomplished categories | None at this time. We will continue to monitor. |
|---|---|---|---|
| Undergraduate Goal 7: Students can use knowledge of multicultural and diverse perspectives to make effective business decisions | • Diversity Exam 1 and 2 in X255  
• Essay Question in X255  
• Assessment Center | 45% of students were in the novice category | None at this time. We will continue to monitor. We continue to work on this issue. We have added two courses to specifically address diversity and international issues. We are monitoring for improvement and are also working on improving our assessment process for this outcome. |
| Undergraduate Goal 8: Students can demonstrate the ability to think critically and analytically when making effective business decisions | • Essay Question in W402  
• Assessment Center | 58% of students were in the competent and accomplished categories | None at this time. We will continue to monitor. Our plan for implementing a specific critical thinking model across our curriculum is under way. Six faculty have attended the IUPUI critical thinking symposium and trial activities are taking place in courses. |
| MBA Goal 1a: Students can demonstrate and identify effective teamwork skills and recommend steps for improving teamwork skills | • Self-Assessment project in C512  
• Team Member Feedback project in C512  
• Assessment Center | 86% of students were in the competent or accomplished categories | None at this time. We will continue to monitor. |
| MBA Goal 1b: Students can demonstrate and identify effective leadership skills and recommend steps for improving leadership skills | • 16 PF project in C512  
• Hogan Development Survey project in Z506  
• Assessment Center | 81% of students were in the competent or accomplished categories | None at this time. We will continue to monitor. |
| MBA Goal 2a: Students can effectively and comprehensively apply MIS tools and knowledge in the analysis of business decision situations | • Excel Case 1 and 2 in A516  
• ETS iSkills in A516  
• MIS case in A516 | 86% of students were in the competent or accomplished categories | None at this time. We will continue to monitor. |
| MBA Goal 3a: Students can demonstrate knowledge of the functional business disciplines. | • ETS exam in D511 | Over three fourths of our students were in the competent or accomplished categories for all five functional areas; 91% marketing; 73% management; 86% finance; 78% accounting; 87% strategic integration | None at this time. We will continue to monitor. |
| MBA Goal 3b: Students can demonstrate the ability to think critically and analytically when making effective business decisions | • Assessment Center | 48% of students were in the competent or accomplished categories | Our plan for implementing a specific critical thinking model across our curriculum is under way. Six faculty have attended the IUPUI critical thinking symposium and trial activities are taking place in courses. |
| MBA Goal 4a: Students can use knowledge of multicultural and diverse perspectives to make effective business decisions | • Diversity Exam 1 and 2 in G514  
• Diversity Essay/Case in G514  
• Assessment Center | 91% of students were in the novice category | We are monitoring student performance to see if the increase in the diversity-related course content for B514 will help our students’ performance. |
| MBA Goal 4b: Students display corporate social responsibility | • Ethics Exam on ETS in D511  
• Ethics Exam 1 and 2 in B514 | 73% of students were in the competent or accomplished categories | None at this time. We will continue to monitor. |

**Analysis Questions**

*Ex. Based on your findings and action plans, what primary changes will you make for student learning? Program outcomes? Changes to the assessment process?*

1. Low written communication performance has come to our attention and will be evaluated by the Curriculum Committee during the 2014-2015 AY.

2. The implementation of a critical thinking model across our curriculum is moving forward. During the 2014-2015 AY, we will be presenting the model to students and incorporating activities in some of our courses.

3. We have made changes to the assessment and teaching of diversity and will look for improvement over the next two academic years.

4. We continue to investigate options for how to better integrate ethics into our curriculum. We will also look at the assessment process itself to determine if we are effectively assessing this dimension.