Assessment Plan

BS in Marketing, BS in Management, BS Finance, BS Accounting
School of Management, Marketing and International Business AND
School of Accounting and Finance
College of Business & Public Management
Kean University
Executive Directors: Dr. Sucheta Ahlawat, Dr. Stephen John

Mission¹: We provide a diverse student body with a solid educational foundation for careers in business and for personal growth.

Consistent with this mission, we are committed to:

- Teaching & Learning that develop the requisite knowledge, skills and attitudes for career success.
- Faculty scholarship that contributes to advances in pedagogy and professional practice.
- Comprehensive services that effectively support students’ educational experience, career planning and personal growth.
- Community partnerships that benefit our students’ and faculty’s professional development.
- A professional environment that is characterized by a culture of celebrated excellence and mutual respect
- Holding ourselves, and our students, to the highest professional and ethical standards.

Assessment Process:

Accounting, Finance, Management and Marketing students take 8 required courses (24 credits) in the Business Core, 5 or 6 (15-18 credits) additional required courses and the capstone course (3 credits). Thus, all four of these degree programs have 14 courses (42 credits) in common. These common courses provide a strong backbone for the field of business, including introductory courses in 5 of the business disciplines, skills building courses (e.g. statistics, MIS, professional communication) and courses related to the context of business (law, ethics). **Most of programs’ learning goals are held in common, and focus on the knowledge, skills and attitudes that are developed in these 14 courses.**

Another factor arguing for common learning goals across the business degree programs is that this approach is consistent with AACSB standards 15-19 related to documenting student learning.

In addition to common courses², each degree program has discipline specific requirements: **Accounting** requires 11 courses (10 required Accounting courses + 1 Finance elective); **Finance** requires 9 courses (5 required Finance courses, 2 required Economics courses, and 2 Finance electives); **Management** requires 8 courses (4 required courses and 4 Management electives), and **Marketing** requires 8 courses in the major (4 required, 4 electives). Three of each program’s learning goals are tied to the discipline.

¹ We have one mission for 2 schools comprised of the business programs because this is consistent with AACSB expectations.

² What is referred to in this document as “common courses” include the 8 course Business Core, 5 additional required courses and the capstone course.
Assessment data will be gathered in different ways: upon application of admission to the major, in the business capstone course, and in courses in the discipline. Once assessment instruments have been piloted and refined, learning goals will be assessed on a 2-year cycle. Assessment days will be established in the College calendar each May to review assessment data, identify areas in which improvement is necessary, and curricular modifications proposed, debated and developed.

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**Learning Goals**

**Students who graduate with a BS in Marketing, Management, Accounting or Finance will:**

**SLO1: Communicate effectively**

Direct Measure: Oral presentation and written assignment evaluated with a rubric in assignments in the capstone course (MGS 4999). Piloted in Fall semester

Indirect Measure: Graduating Student Survey

**SLO2:** Utilize business technologies to access, analyze and communicate business information

Direct Measure: Microsoft Office test (with an emphasis on Excel and Access) will be administered this semester in MGS 3040; under consideration as a standard for admission in the future

Indirect Measure: Graduating Student Survey

**SLO3:** Use concepts and techniques from business disciplines to evaluate and solve business problems.

Direct measure: Exam questions in Statistics, Operations Management and Corporate Finance (note: these are courses that all students – including transfer students – must take at Kean). These instruments will be developed in Fall and piloted in Spring.

Indirect Measure: Graduating Student Survey

**SLO4:** Know the code of conduct and the ethical issues germane to their disciplines

Direct Measure: Questions on exit exam in each discipline (in development).

Indirect Measure: Graduating Student Survey

**SLO5:** Know how the domestic practice in their discipline differs from international practice

Direct Measure: Exam questions in MKT 4220, MGS 3050, FIN 3250 and ACCT 4270

Indirect Measure: Graduating Student Survey

**SLO6:** Have in-depth knowledge of their discipline.

Direct Measure: Exit exam in each discipline. Developed and Piloted in Fall.

Indirect Measure: Graduating Student Survey

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