

ASSESSMENT WEBSITE INFORMATION

College: Business

Degree Program: Management BS

Chair/Director: Gail Hudson

DATA SAY:

ASU CoB students exceeded the national averages in the questions relevant to diversity issues and business-level strategy as well as HR, JIT and TQM (Six Sigma). Students met the national averages in questions relevant to strategic planning, mission statements, communications, and international environmental variables. Students also met the national averages in a question about expatriate acculturation issues at 40.8% (national average also 40.8%) answering the question correctly. ASU CoB students did not perform well in organizational structure, e.g. decentralized, centralized, hierarchical, matrix, relevant to TQM. Students scored below average in distinguishing between “strength” and “opportunity” in SWOT analysis (49.3%/58.2%).

Students scored below average on a question about the Hawthorne Effect (31%/36.4%). The faculty felt that one of the questions on which students performed below average was poorly written in that the distractors were “too good” and plan no change in the curriculum to accommodate.

SO WHAT:

The organizational structure/TQM topic is presented within the curriculum but not in the context of this question, e.g. “What I teach doesn’t answer that question.” The management faculty as a whole is comfortable with the way in which this topic is handled and the students’ relatively lower performance. Discussion revealed numerous exam questions, activities, assignments, and classroom discussion of SWOT analysis in various courses and the consensus reached is that this is a difficult concept that requires a level of discernment not achieved by all students. The curriculum will continue to emphasize SWOT analysis at the current level.

Discussion revealed that the Hawthorne Effect is not included in the curriculum at any significant level, nor is it included currently in any Organizational Behavior text of which the faculty are aware and the faculty is comfortable with the corresponding level of student performance on this topic.



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HOW WE CHANGED:

Overall the management faculty is comfortable with student performance. Based on analysis and discussion of the faculty, expatriate acculturation was revealed to be the one topic that the management faculty all felt warranted more exploration even though students performed exactly at the national average. The faculty feel that this is an important issue and want to increase students' awareness and knowledge of it. Instructors of MGMT 3153 Organizational Behavior will discuss this issue to a greater extent and add a specific assignment to the requirements for this course to increase student awareness and knowledge of this important aspect of international management.

WHAT WE GOT:

The management faculty await the results of the 2013 MFT for feedback.

